Grant agreement No. 101069852

Move2CCAM

MethOds and tools for comprehensive impact Assessment of the CCAM solutions for passengers and goods
HORIZON-CL5-2021-D6-01

D5.2
Communication Kit
WP5 – Dissemination, Exploitation and Communication

Dissemination Level		
PU	Public	

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Start date of project	01/09/2022
Duration	30 months
Lead beneficiary	BABLE
Contributors	ALL
Reviewers	BRTH

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2   University College London

3   Moby X Software Limited

4   Hakisa

5   C M Monitor (Britain Thinks) Ltd

6   Fundación CARTIF

7   Gemeente Helmond

8   Gornoslasko-Zaglebiowska Metropolia

9   North Aegean Region

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Executive summary

MOVE2CCAM aims to build on existing System Dynamics (SD) techniques and frameworks for transportation system assessment and address existing gaps by developing a new SD-based CCAM intervention Impact Assessment Tool (IAMT). The IAMT primarily aims to satisfy the emerging need to analyse, capture and eventually quantify the complex evolutionary dynamics between and across mobility, societal, economic, and environmental aspects, in the context of emerging transportation systems where traditional mobility types compete or collaborate with new disruptive CCAM interventions.

The objective of WP5 "Dissemination, exploitation and communication" aims at defining and implementing communication and dissemination activities to better promote the project and its activities.

This document outlines MOVE2CCAM Communication kit supporting all the dissemination and communication activities of the project. The general aim of the kit is to communicate the project plainly and effectively to all potential audiences. The Communication kit will be updated throughout the lifetime of the project according to the changing needs of the dissemination and communication activities, thus representing a useful tool for the whole consortium.

1. Introduction

1.1 Aim of the project

MOVE2CCAM assesses and analyses Co-operative, Connected and Automated Mobility (CCAM) systems. Such systems are envisioned as one of the most promising transport and logistic interventions with a profound effect on urban development. They act as a major facilitator of transport ecosystem sustainability. MOVE2CCAM explores the multisystem impact of CCAM passenger and freight solutions by engaging multidisciplinary and multi-systems network of representative actors across the whole CCAM ecosystem, balancing the needs of all stakeholders, and promoting responsible innovation across regions. This enables the evaluation of CCAM interventions' impact on mobility-, socio-economic-, public health- and environmental-related aspects considering diverse European region specifics and different actors' needs, objectives and perceptions.

1.2 Purpose of the document

The objective of WP5 "Dissemination, Exploitation and communication" is to effectively spread knowledge and information about the project research and innovation outcomes and results in order to spread awareness of CCAM systems and their major benefits.

This document, which is a component of this WP, describes the communication kit's materials and tools. It will be updated over the course of the project in accordance with the requirements and communication strategy. This deliverable provides the project identity and establishes consistency among the tools used by all partners, completing D5.2 Dissemination and communication strategy and plan.

1.3 Intended audience

The communication kit is a public deliverable because it gives consortium partners the tools needed to adequately disseminate MOVE2CCAM to specific audiences and to the general public. This deliverable will also be accessible via the MOVE2CCAM website.

1.4 Structure of the document

The communication material is described in one main section of this document, and thumbnails of that material are displayed in the Annex.

2. Communication Kit

2.1 MOVE2CCAM brand identity

To give MOVE2CCAM initiative a common message to the main different audiences and to communicate it in a clear and harmonized manner and recognizable brand, a logo, slogan, and overall background have been created. Furthermore, a Microsoft word and PowerPoint template with the branding of MOVE2CCAM has also been created, which will be used by project partners for presentations, deliverables, etc. (*see figures 1-4*).

2.2 Leaflet

The leaflet's main goal is to inform the intended audiences about MOVE2CCAM by giving a succinct and understandable overview of the project. The leaflet is continuously updated in accordance with the project's requirements in order to include new images and components that came about as a result of the project's development. The initial version has already been published online.

The project's vision and mission, goals, and anticipated outcomes are all listed in the flyer, along with the contacts for promoting the MOVE2CCAM website and social media.

All project participants will print and hand out the leaflet as they engage with clients and other projects on a daily basis, as well as at gatherings and workshops.

2.3 Roll-up

The roll-up banner will include details about MOVE2CCAM's general concept, objectives, anticipated impact, cities and regions, partners, key contact information, website, and social media platforms in order to increase its visibility at significant conferences, exhibitions, and public gatherings.

2.4 Website

The MOVE2CCAM initiative's main channel for visibility is its project website (http://www.move2ccam.eu), which displays the initiative's intended results while describing the project's objectives. To address non-technical audiences with information on the IAMT impact assessment tool, overall project vision and concept, objectives, estimated impact, consortium members, stakeholder satellites, the website content would be kept plain and easy

to understand. (*see figures 6-8*) It offers a location to share public deliverables, provide updates on the latest research stages and findings, showcase new developments, and notify visitors of impending events. The findings and the assessment of the literature review will populate the MOVE2CCAM knowledge bank and will be accessible to anyone. The website will also serve as an interactive tool for recruiting the project´s satellite stakeholder organisations, it has an online registry, as seen in Figure 8 of the annexes, to collect requests from stakeholder satellites wanting to join MOVE2CCAM activities.

Furthermore, the website shall be used as an internal and external communication space. On the one hand, partners are expected to contribute with relevant information related to MOVE2CCAM activities and outcomes. On the other hand, visitors will find information about latest project developments, public past and future events related to MOVE2CCAM and the list of all the partners involved, thus reinforcing the image and representativeness of the project. The goal is to make the website an actual source of information and contact point for further collaboration. All information to be published shall be sent to the WP5 leader, who will check the appropriateness of the content for publication on the website.

Finally, the website will serve as the foundation for the online community of MOVE2CCAM. It will give all MOVE2CCAM's content a unified methodology. It will serve as a crucial tool for communicating project information, promoting partner collaboration, facilitate onboarding to the satellite stakeholder list, and bringing together a diverse and dispersed community.

2.5   Newsletter

The periodic newsletters will summarize the project's activities and results and proactively start conversations with numerous stakeholders about ongoing research topics (*see figure 9*) They are due once a month starting in 2023 and will be sent out once a month thereafter. All the people who sign up on the MOVE2CCAM website, where every published newsletter will be uploaded, will be added to the mailing list, which will be updated on a regular basis. Deliverable 3.6 Final data management plan & the MOVE2CCAM data warehouse will manage data privacy concerns.

2.6   Social media

MOVE2CCAM has several social media accounts that are active (*see figures 10-12*):

- Twitter (@Move2C): This platform should be utilized specifically during specific conferences and workshops to promote a unique hashtag that has been issued by the conference/workshop organizer.
- LinkedIn (https://www.linkedin.com/company/move2ccam/): used to post blogs and newsfeeds and generate interest among specialists in targeted discussions. The MOVE2CCAM public profile is intended to reach all LinkedIn users, unlike private groups.
- Facebook (https://www.facebook.com/profile.php?id=100085582577578): will be utilized to generate interest for our Greek partners and potential satellites as well as from a variety of other perspectives.

Partners will use social media to find and contact experts who might be interested in joining the MOVE2CCAM End Users' Group. Additionally, the consortium members will use their companies'/organizations' individual social networking profiles to disseminate project messages and communicate with contacts about project innovations and suggested solutions. The MOVE2CCAM consortium will also take advantage of any chance to promote project successes on the CINEA social media accounts.

2.7   Press release

Press releases are used to share project updates or highlight noteworthy accomplishments. A press release is typically a one-page document that conveys content succinctly and in plain language. These shall be made available on a regular basis to keep the project´s audience updated on MOVE2CCAM's results and forthcoming activities (*see figure 13*)

WP leaders shall be asked to create press releases about their WP´s outcomes and results, and to disseminate these to their local and national press in their respective countries. The partner in charge should also provide the following information: source, publication date, and intended audience.

2.8   Videos

Videos will convey MOVE2CCAM in a clear and interesting manner. On the project's website and on social media, the videos will be accessible. They will be developed in accordance with the project's and its satellite activities' needs.

3. Conclusion

The MOVE2CCAM communication kit was offered in this document to help through the project's outreach and communication efforts. The kit's overarching goal is to effectively communicate the project, its activities, and its results, as well as to make the project's outcomes and deliverables available in a fashion that is understandable to all prospective audiences. According to the shifting demands of the dissemination and communication operations, the communication kit will be updated during the project.

4.   Annex

MOVE2CCAM brand identity

Figure 1-MOVE2CCAM logo

Figure 2-MOVE2CCAM black variant logo

Figure 3-MOVE2CCAM white variant logo

Figure 4-MOVE2CCAM background
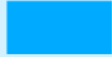
Figure 5-MOVE2CCAM Style guide

MOVE2CCAM website
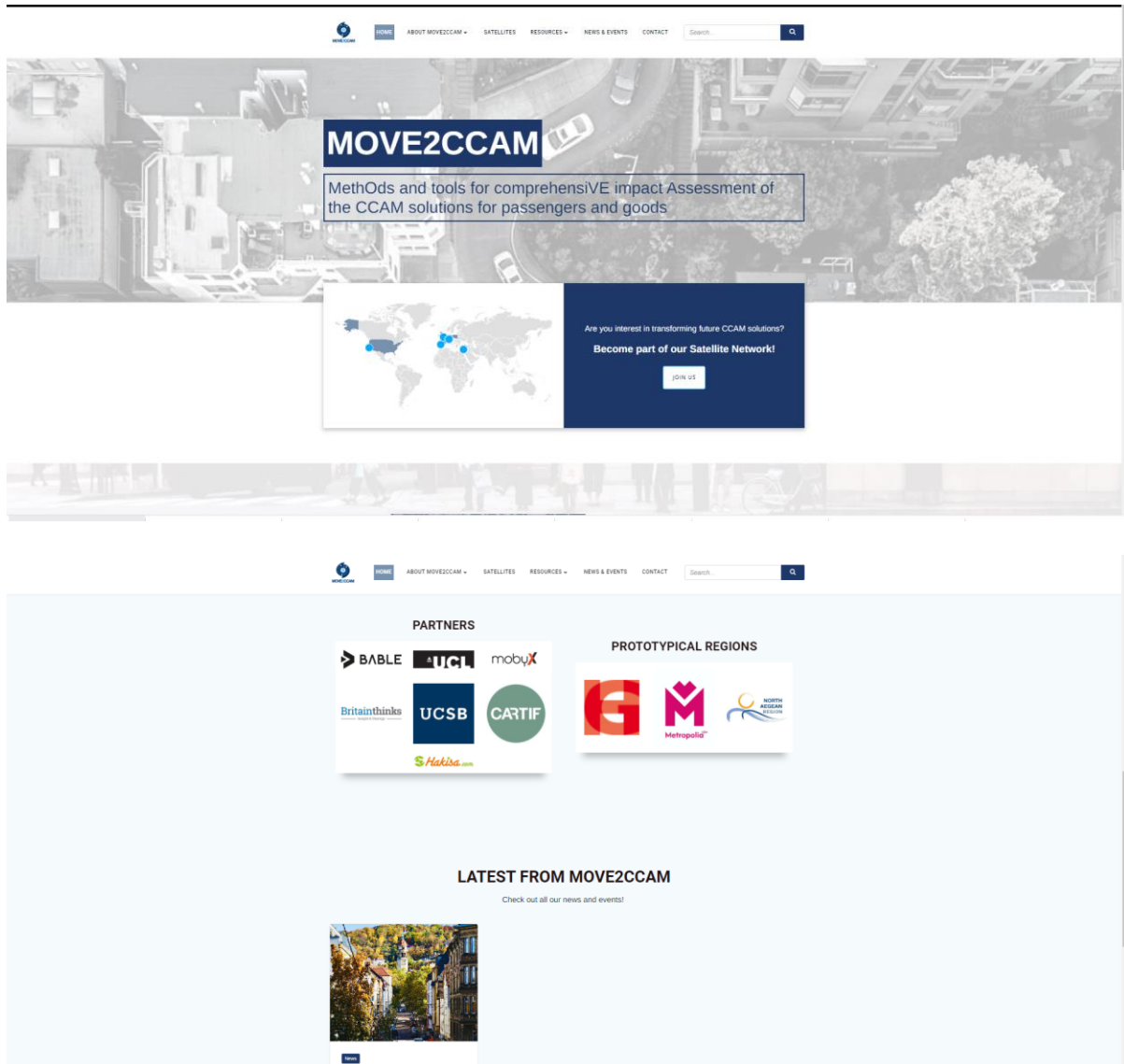
Figure 6-MOVE2CCAM main landing page
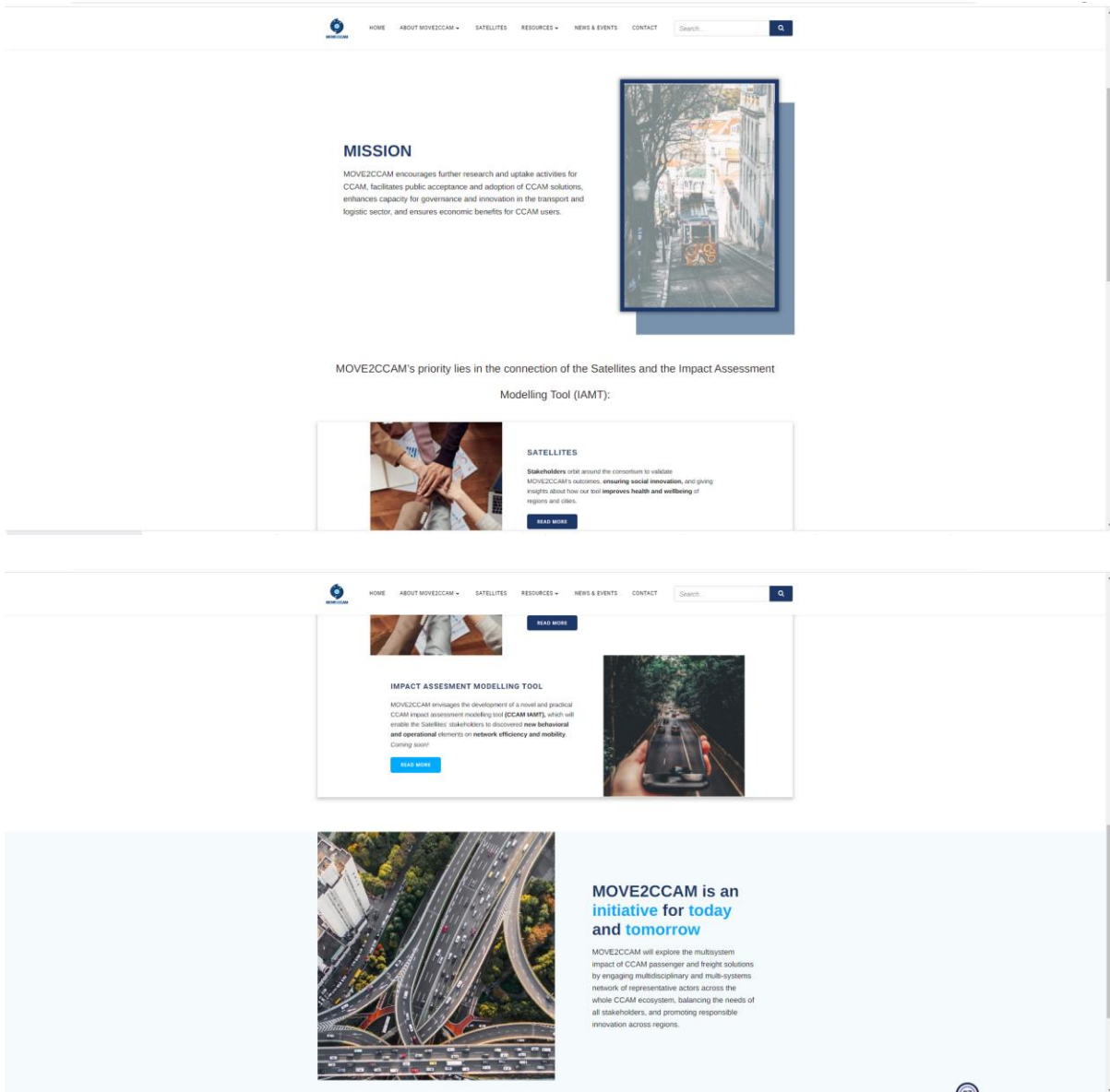
Figure 7-Vision and mission landing page
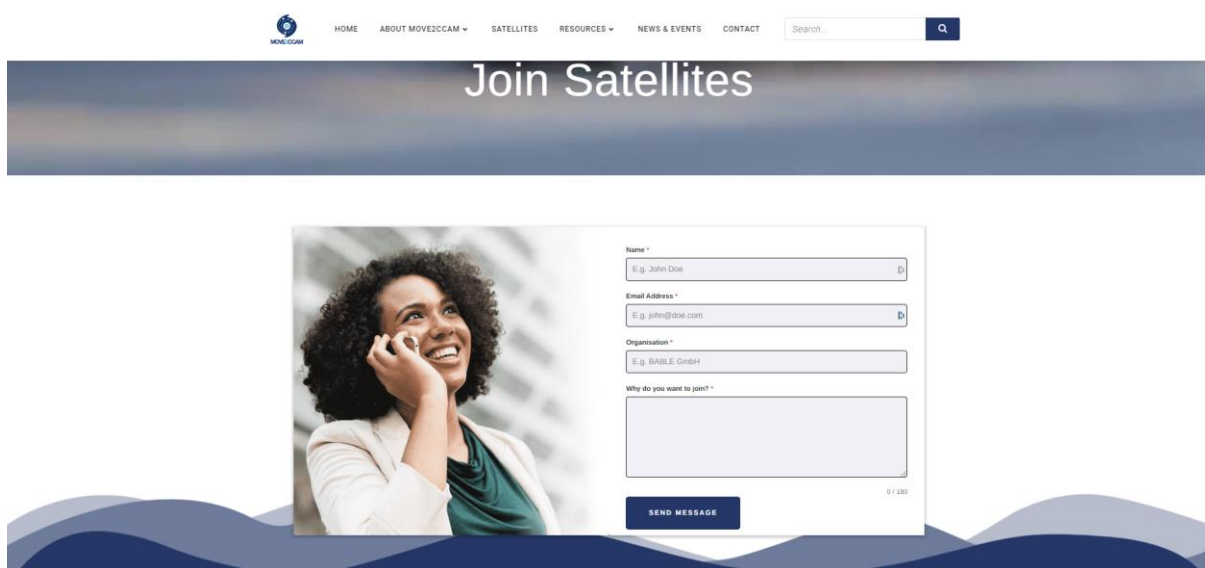
Figure 8-MOVE2CCAM´s Satellite registration form

MOVE2CCAM Newsletter

Meet the MOVE2CCAM Consotium

Britain Thinks
read more>>

UCL
read more>>

Hakisa
read more>>

UCSB
read more>>

Cartif
read more>>

Moby X
read more>>

BABLE Smart Cities
read more>>

The North Aegean Island
read more>>

Gemeente Helmond
read more>>

GZM Metropolia
read more>>

KICK-OFF
MEETING HIGHLIGHT

KICK-OFF
MEETING HIGHLIGHT
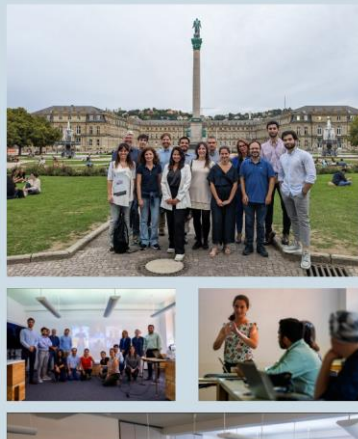
Figure 9-MOVE2CCAM Newsletter

MOVE2CCAM Social Media channels

Figure 10-MOVE2CCAM facebook homepage
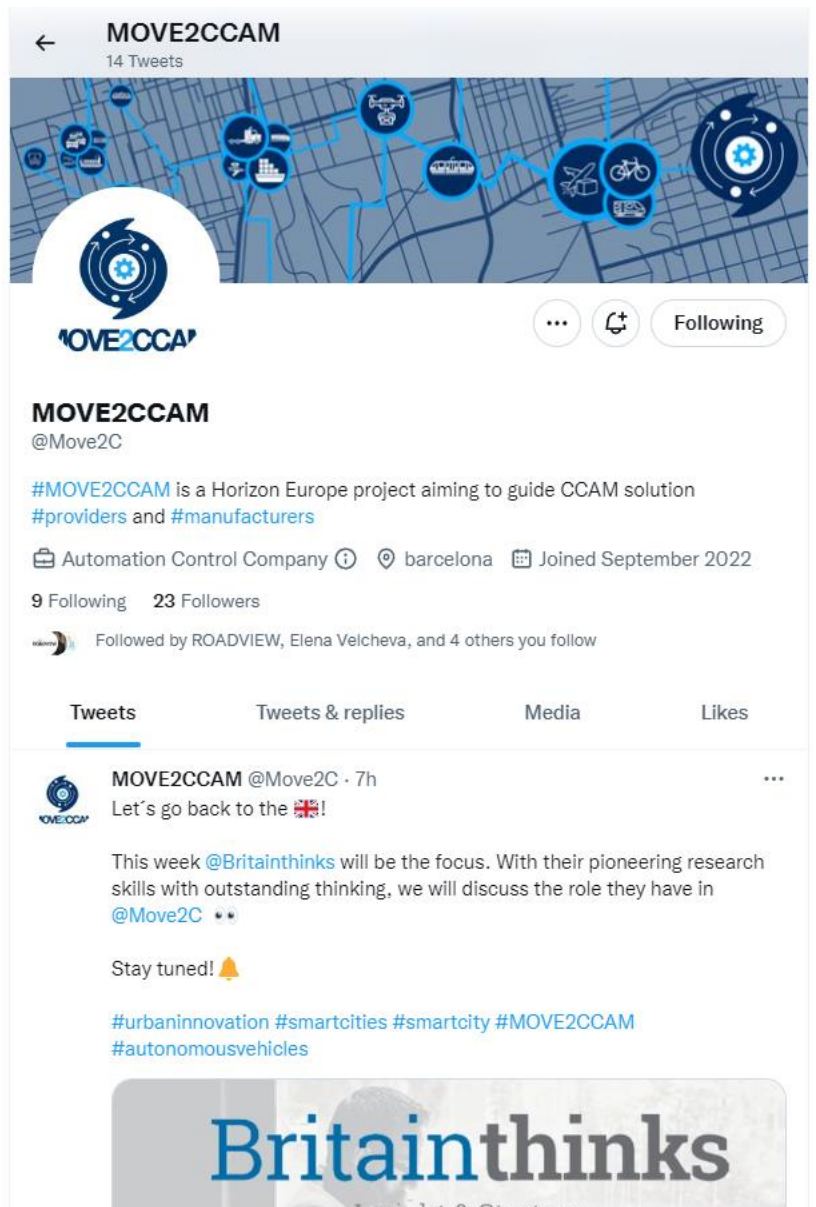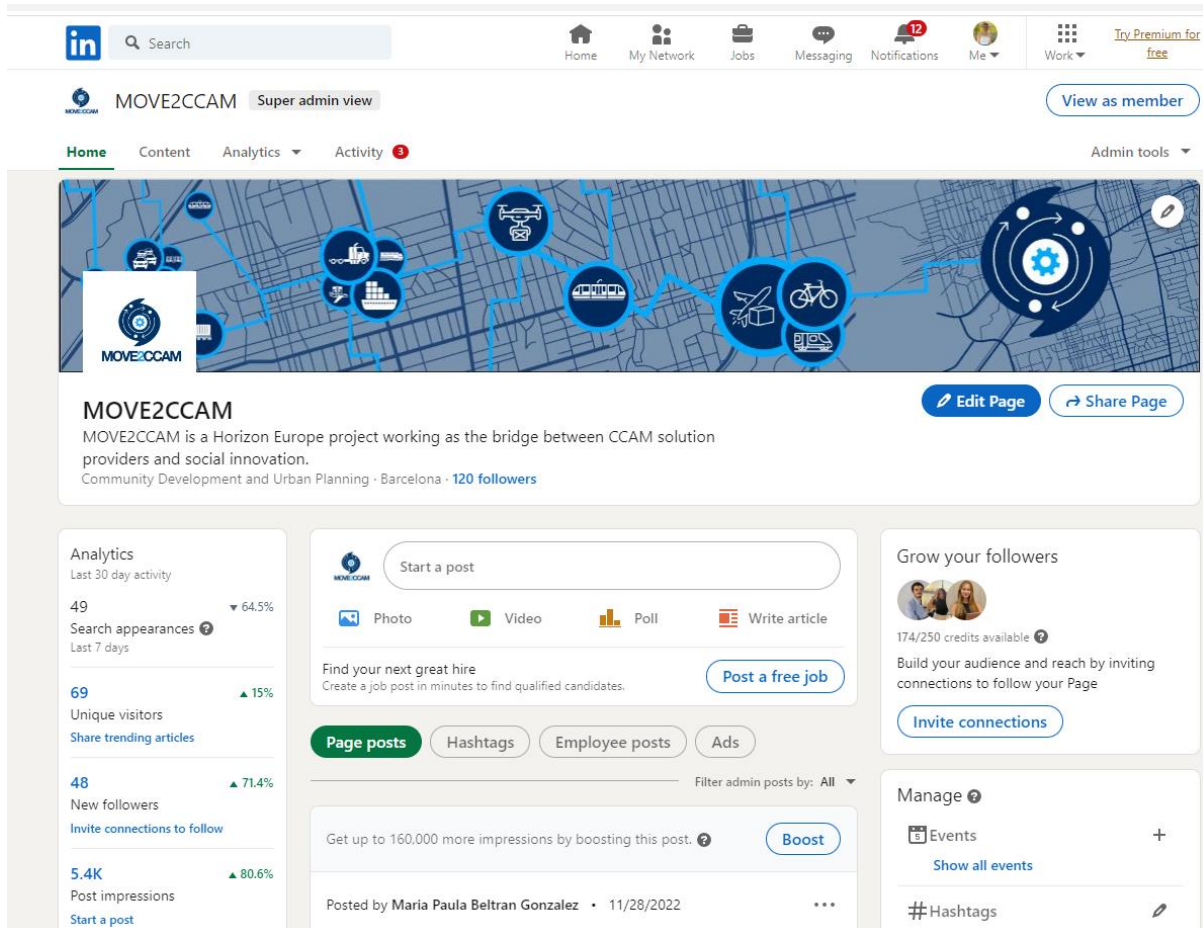
Figure 11-MOVE2CCAM twitter homepage

Figure 12-MOVE2CCAM LinkedIn homepage

Press release

Miguel (BABLE) with Eric Gehl (Hakisa)

About the Partners

Three small-to-medium enterprises, one start-up, two research entities and three public authorities will be the partners behind this impactful project. The project is supported by the Horizon Europe Research and Innovation Programme, which promotes collaboration to tackle climate change, helps achieve the UN's Sustainable Development Goals and boosts the EU's competitiveness and growth

UCL has expertise in open science, and different types of market research including also vulnerable population groups, user requirements analysis, impact assessment frameworks, and policy recommendations, and will lead the data collection tools design and the analysis of the organisations´ and citizens' needs and impacts (WP3). UCL as one of the top 10 universities in the world has a strong network and it will significantly support the building of the Satellites. UCL ERIO European Research and Innovation Office (two UCL departments participate) has extensive experience in managing European-funded projects and will support BABLE with the management of MOVE2CCAM(WP6).

BABLE has expertise in supporting transitions in urban environments through business models and has thousands of subscribers in their platform, is responsible for the CCAM prototype business models, the dissemination and exploitation of the outcomes, the project coordination with the support of UCL, and contributes to building the Satellites.

MOBY X is a transport-related software development company, and it will lead the development of the IAMT and the Data Warehouse (WP4).

Britain Thinks has a strong team with a background in SSH (psychology, sociology, communication) and extensive expertise in stakeholders' engagement and has successfully delivered a project using similar engagement methods for organisations and citizens to the UK Department for Transport; as such it is the ideal partner to lead WP2, the building and engagement of the Satellites and contribute to the design of the data collection tools and citizens impact analysis.

Hakisa has a citizen engagement platform used by several companies to engage with the community and understand their needs for designing their products; as such, it is involved in the data collection tools design.

CARTIF is a multidisciplinary research institute with expertise in social and environmental lifecycle analysis and use cases, scenario and KPIs building leading WP1 and T3.7.

Helmond is a medium-sized city having done several steps towards adopting CCAM solutions; HEL organises the Satellites engagement activities in the area, hosts the AV demonstration, and leads the efforts of providing feedback to develop the IAMT.

GZM is a metropolitan area consisting of 42 cities/towns and offers a unique opportunity to test and validate the IAMT, explore CCAMs impacts for within-the-city and intercity mobility as well as reach rural and elderly citizens.

The Aegean Islands is also a unique region consisting of nine islands -including Lesvos where several ethnic minorities exist- allowing us to explore the CCAM needs of several vulnerable population groups. All three authorities contribute to the Satellites building and engagement, translation of material, and dissemination, while the consortium will provide to them with valuable insights and tools.

UCSB has expertise in analysing CCAM user requirements, needs and impacts and it will support the organisation of the training course in the US.
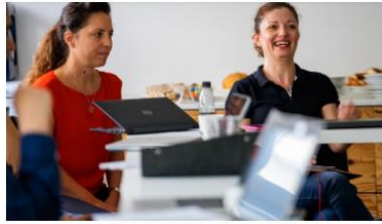
Ilaria Marsili (UCL) with Eleni Sarakinou (UCL)

Next Steps

In the coming months, each of the partners will start the first stages for each of their work packages. The strategic tasks include creating the identity of the project and designing the communication kit and strategy, establishing ecosystem analysis to identify the actors that are related to CCAM solutions, identifying the stakeholders and the needs and priorities that conform to the Satellites, designing the data collection tools needed for the co-creation activities, delivering the data management plan and initiating the secondary data collection, analysing the social and environmental lifecycle, and designing the data warehouse.

Maria Kamargianni (UCL), Georgia Kouta (UCL), Alisha Tauro (UCL), Sergio Escriba
(CINEA), Suzanna Kraak (European Commission), Adriana Witkowska-Konieczny
(GMZ Metropolita), and Maria Paula Beltrán (BABLE)

Categories: News
Tags: Highlighted

Previous post

Figure 13-MOVE2CCAM press release