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# Move2CCAM

## MethOds and tools for comprehensive impact Assessment of the CCAM solutions for passengers and goods

HORIZON-CL5-2021-D6-01

### D5.4

## Communication and Dissemination Report I

WP5 – Dissemination, Exploitation and Communication

Dissemination Level	
PU	Public

## Disclaimer

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<b>Reviewers</b>	UCL

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## Document history

Version	Date	Released by	Comments
0.1	12-01-2024	BABLE	First draft
0.2	23-02-2024	OIES	Revision of metrics and content
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## About MOVE2CCAM

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 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.

MOVE2CCAM unfolds in two parts:

1. **Establishing the Satellites**, a multidisciplinary and multi-systems network of representative actors from the entire CCAM ecosystem, including organizations/industry, authorities/regulatory bodies, infrastructure operators, telecommunication, public health experts, fuel providers, developers, demonstration areas, and course, citizens.

Throughout the project's duration, the satellites will orbit the consortium and take part in several co-creation activities to jointly design CCAM use cases, scenarios, KPIs, and discuss the CCAM's system-wide impacts, as well as validate MOVE2CCAM's results to ensure social innovation.

2. **The creation of a one-of-a-kind CCAM Impact Assessment Modelling Tool (CCAM IAMT)** which will enable the Satellite stakeholders to configure, test, and evaluate the system-wide impact of new CCAM interventions. The foundation design will be based on under-researched and rarely applied system dynamics techniques, which will allow modelling multi-faceted and multi-stakeholder ecosystems and their components' behaviour from simple causal relationships. The IAMT will simulate the evolution of the systems and components' interactions over time.

Lastly, MOVE2CCAM is composed of a consortium composed of:

- 3 SMEs (BABLE, HKS, BRTH)
- 1 start-up (MOBY)
- 2 research entities (UCL, CARTIF), and
- 3 public authorities (HEL, GZM, NAEGEAN)

MOVE2CCAM will work on several levels with the Satellites to consider systems and regions' particularities: 1. through dialogues, workshops and interviews with organisations and regulatory bodies at the European level, and at a zoom-in level in three prototypical regions (Helmond (NL), GZM (PL), the North Aegean Islands (GR)); 2. through citizens' focus groups and virtual reality experiments in the prototypical areas, and dialogues and wider social surveys in 8 European countries (CY, DE, GR, NL, FR, SP, PL, UK); 3. through scenario exploration/social simulation games by mixing organisations representative and citizens to interact in a shared, safe environment and creatively experiment and tinker with CCAM solutions, and then instantly face the outcomes and impacts of their decisions.

The project is supported by three (3) key relevant European public authorities, including Helmond (NL), Metropolitan Association of Upper Silesia and Dąbrowa Basin (PL) and the North Aegean Islands (GR).



The project will answer the Action objectives addressing all aspects related to the CCAM systems. To accomplish this, the activities developed for the Satellites will include among others:

- Spread Knowledge and information about the project
- Provide policy recommendations, frameworks, and roadmaps
- Promoting the progress and outcomes of MOVE2CCAM
- Ensure wide visibility of the project and public engagement broadening the project's endorsement and participation
- Coordinate scientific outreach through the development of open access papers and participation in scientific and industrial events.



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## INTRODUCTION

This report offers a comprehensive analysis of the project's communication and dissemination activities from Month 1 (M1) to Month 18 (M18), based on the Key Performance Indicators (KPIs) specified in Table 5, Annex 1, as illustrated in Figure 1. It provides detailed insights into the progression of these KPIs and delivers a thorough evaluation of our efforts, highlighting successes and pinpointing areas for improvement.

We will examine the following metrics for each social media channel: reach, impression, and engagement. These metrics are crucial for assessing the performance of each channel over the period.

- **Reach:** This metric measures the total number of unique users who have seen your page's posts at least once. It focuses on the size of the audience impacted by the content, emphasizing the breadth of content visibility among unique users. Reach is about gauging how widely the content has been seen, without accounting for repeated views by the same user.
- **Impressions:** Impressions count the total number of times posts were displayed on someone's screen, whether they were shown to the same user multiple times or to different users. Unlike reach, impressions do not differentiate between multiple views by a single user or views by multiple users; it simply reflects the total number of content displays on screens. As a result, impressions are generally higher than reach, as they include repeated views by the same user.
- **Engagement:** This metric captures direct interactions with the content, such as likes, comments, and shares. Engagement is a key indicator of content quality and its ability to engage the audience, prompting them to take action. High engagement rates suggest that the content is relevant, valuable, and compelling, encouraging user participation and further dissemination through shares.

By analyzing these metrics, we aim to understand the effectiveness of our social media strategies over the specified period, identifying strengths and areas for strategic improvement.



Figure 1. Table 5 from project's Description of Action

Table 5: KPIs to measure communication activities

Channel	KPI	Method of measurement	Frequency	Threshold
MOVE2CCAM Satellites	# of events	Manually	by M30	>=52
	# citizens participating	Admin tool	by M30	>=8746
	# of organisations	Admin Tool	by M30	>=300
MOVE2CCAM website	# of visitors/ country	GoogleAnalytics	Monthly	>=50 different visitors
	# of site access with duration less than 30 seconds	GoogleAnalytics	Daily	<= 20% of total access
	# of site visitors per month	GoogleAnalytics	Monthly	>= 50
Social Networks- Twitter	# new follower per month	Twitter	Monthly	>=10
	# of re-tweets per month	Twitter	Monthly	>=20
Social Networks LinkedIn	# new discussion per month	LinkedIn	by M30	>=2
	# viewing of Move2CCAM profile	LinkedIn	Monthly	>=20
Social Networks Instagram	# new follower per month	Instagram	Monthly	>=15
	# of stories and posts	Instagram	Monthly	>=5
Newsletters	# of newsletters	Report	by M30	>=3
	# of subscribed users to newsletters	Admin tool	6 Months	>=80
Events (MOVE2CCAM - events, international workshops participation, dissemination visits)	# of events	Manually	by M30	>=40
	#of audience contacts	Manually	On schedule	At least 60% of the participants
	# of participants Interested in Move2CCAM project	Manually	On schedule	At least 50% of the participants
Media Outlets (Blog Articles, TV/RADIO appearances, Daily press)	# of non-technical articles published in local press	Manually	By M30	>=4
	# of TV/Radio appearances	Manually	By M30	>=3
	# of entries in blogs related to CCAM and mobility	Manually	By M30	>=5
Journal publications	# of journal publications by Move2CCAM partners	Direct reporting	by M30	>=10
Presentations in International Conferences	# of conference presentations by Move2CCAM partners	Direct reporting	by M30	>=16





## Social Media

All the following information is taken from Hootsuite (social media management software designed to create content, schedule and create multiple reports) to see how the project’s social media accounts are performing.

### LinkedIn

#### Followers

**Figure 2: LinkedIn Followers (October 2022 - February 2024)**

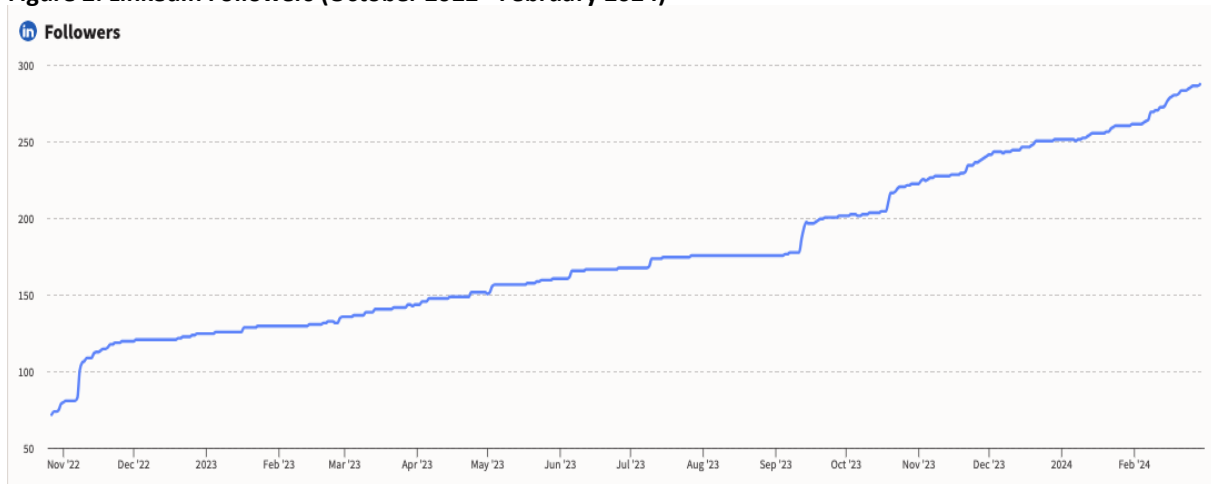


Figure 2 presents the growth of followers on the Move2CCAM LinkedIn page from October 27, 2022, to February 29, 2024. Starting at the initial mark of around 39 followers on October 27, 2022, the graph shows a steady increase in followers. The line progresses with several minor plateaus and fluctuations, suggesting periods of slower growth. Around early January and late January, there are notable flat segments indicating periods where the number of followers remained stable. After each plateau, the growth trend continues. Since October 2022, we have grown 640% in followers in 18 months, reaching a total of 289 followers, indicating that the project’s LinkedIn page has significant engagement and increasing interest. In average, we gain 16 followers per month.



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## Page Engagement

**Figure 3: LinkedIn Page Engagement (October 2022 - February 2024)**

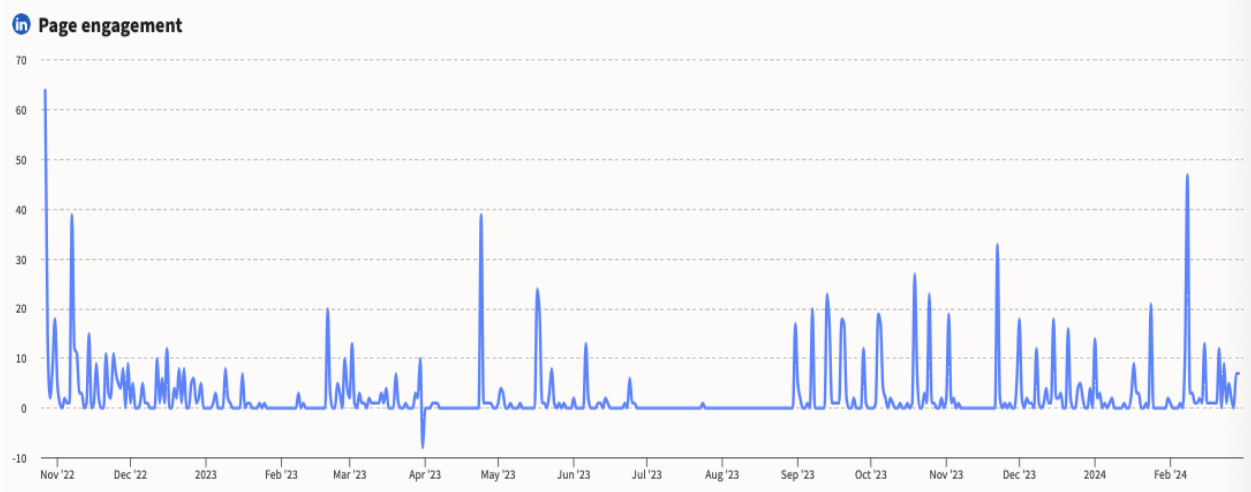


Figure 3 presents a detailed analysis of page engagement on LinkedIn, tracking activity from the initial post on October 27, 2022, through February 29, 2024. Over this 18-month span, various peaks in engagement are observed, with four significant peaks in October 2022, May 2023, December 2023, and February 2024.

In October 2022, we had the announcement of the Move2CCAM project's inception. This event garnered a remarkable 64 engagements on that day alone. Subsequent spikes in engagement were noted on November 7, 2022, and April 25, 2023, each attracting 39 engagements. These increases were attributed to the consortium participation in CCAM events such as the CCAM Multicluster meeting, EUCAD conference and the RTR Conference. This trend analysis underscores the pivotal moments that significantly enhanced interaction on the page, highlighting the community's keen interest in Move2CCAM's milestones and the participation of the project in popular events.

## Page Impressions

**Figure 4: LinkedIn Post Impressions (October 2022 - February 2024)**

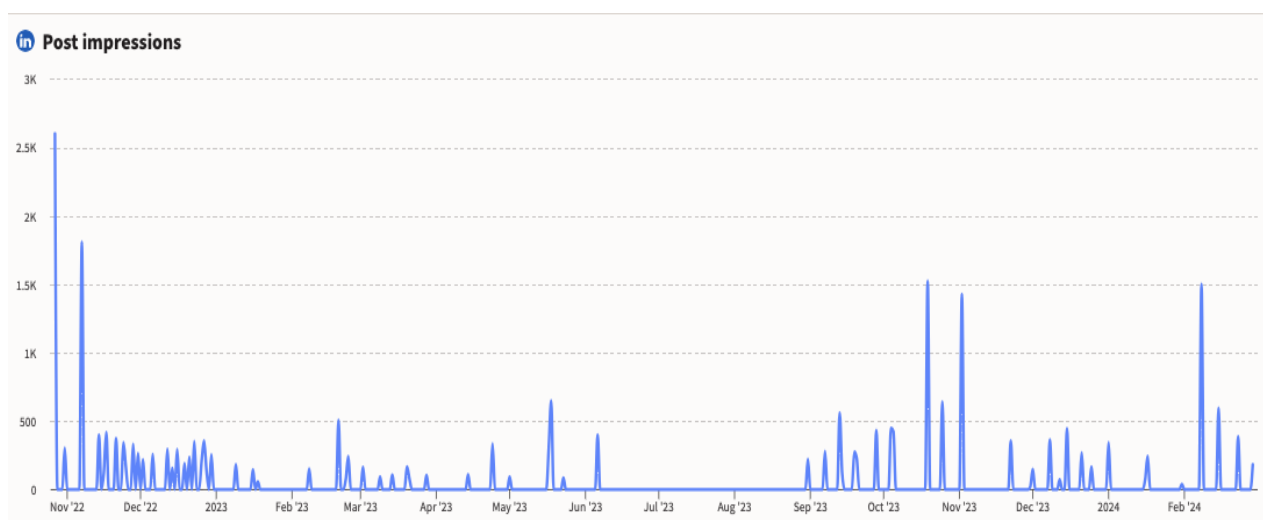


Figure 4 displays the number of page impressions of the Move2ccam LinkedIn page. The maximum number of impressions obtained was 2000 impressions, and they are correlated to those posts with



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high engagement. Table 1 shows the type of post that has produced the most impressions. The posts with photos showing people or project activities are those that collect the most amount of impressions.

**Table 1: Type of content in Post**

77 %	Photo	20K
22 %	Status	5.6K
1 %	Video	257
0 %	Link	109

## Page Reach

**Figure 5: LinkedIn Page Reach (October 2022 - February 2024)**

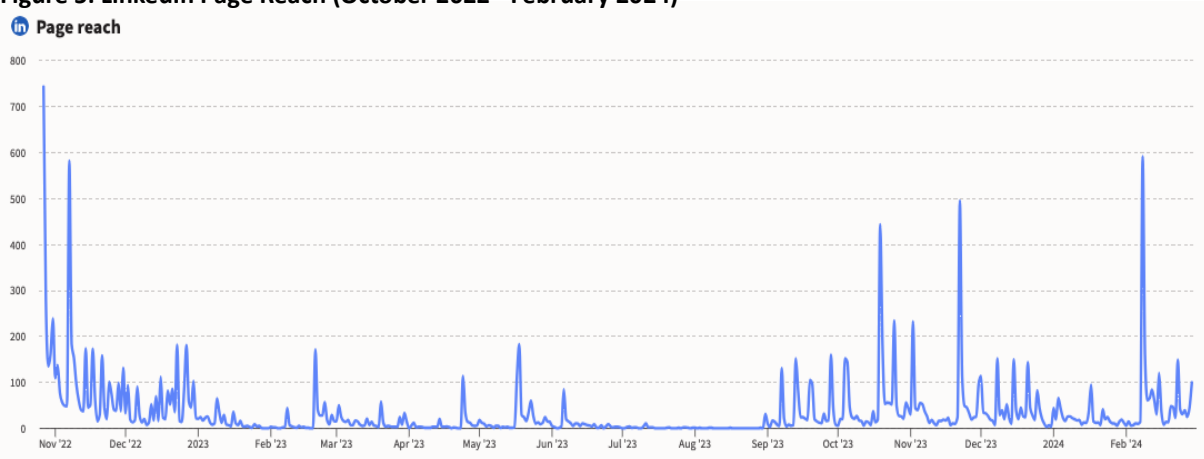


Figure 5 illustrates the reach of the Move2CCAM LinkedIn page across the last 18 months. Page reach is defined as the number of LinkedIn users who have viewed the page's posts. While reach measures the unique audience exposure, emphasizing the diversity and size of the audience, impressions measure the frequency of content exposure, indicating how often your content appears on screens without counting the uniqueness of the audience. During this period, significant peaks in reach occurred at key moments, signalling high engagement or visibility. The highest peak was observed in early November 2022, when the reach soared to 744 connections.

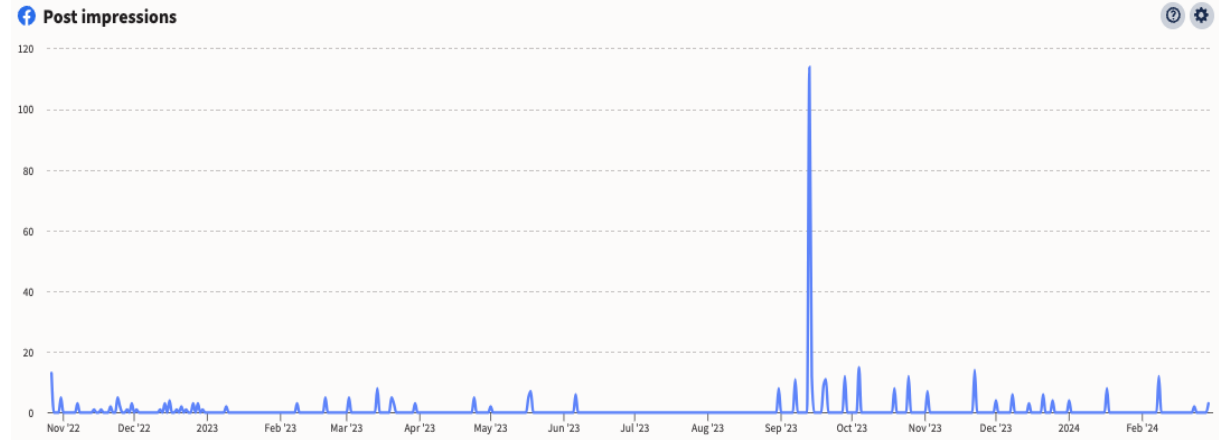
Another notable peak occurred in late November 2022, reaching 583 connections, coinciding with a post about the project coordinator's event participation. On October 19, 2023, there was a marked increase in reach to 444 connections, attributed to the publication of our deliverable 1.1 solutions review and identification of gaps, highlighting the interest of over 400 people in CCAM's challenges. Later, on November 22, a post about a project partner's participation in an event reached nearly 500 connections, demonstrating the keen interest in the project's external engagements. Finally, on February 8, 2024, the reach peaked at almost 600 connections, following the project coordinator's participation in the RTR conference. These data suggest periodic moments of heightened activity or successful outreach efforts that significantly increased the page's visibility on LinkedIn.



## Facebook

### Page Impressions

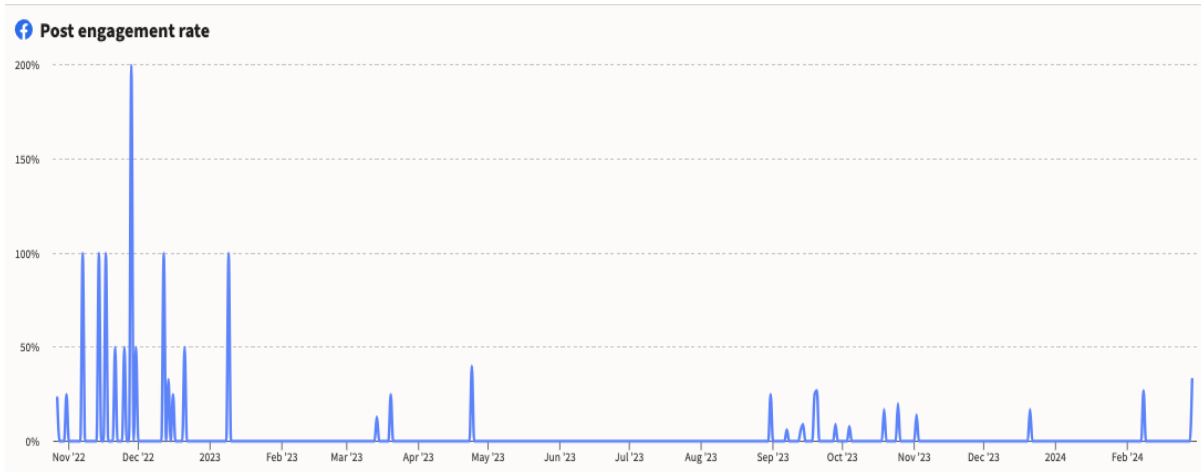
**Figure 6: Facebook Post Impressions (October 2022 - February 2024)**



The graph titled "Post impressions" tracks the visibility of posts from the Move2ccam Facebook page over the period from November 2022 to February 2024. Overall, the trend shows intermittent activity with many modest peaks generally under 20 impressions, punctuated by occasional significant spikes. The most striking spike occurs in September 2023, where the impressions dramatically surge to approximately 120, suggesting a particularly engaging or widely seen post. Aside from this outlier, the chart depicts a relatively low and steady pattern of engagement, with some minor increases that don't typically exceed 20 impressions. This trend may reflect a consistent posting strategy with sporadic content that resonates strongly with the audience or coincides with broader outreach efforts.

### Page Engagement Rate

**Figure 7: Facebook Post Engagement Rate (October 2022 - February 2024)**



The Post engagement rate is the average engagement rate for all posts, calculated as the sum of engagement rates for each post divided by the number of posts. The engagement rate for a post is calculated as the number of people who liked, commented, shared, or performed any type of click on posts you published during the time frame, as a percentage of the number of people who saw it.



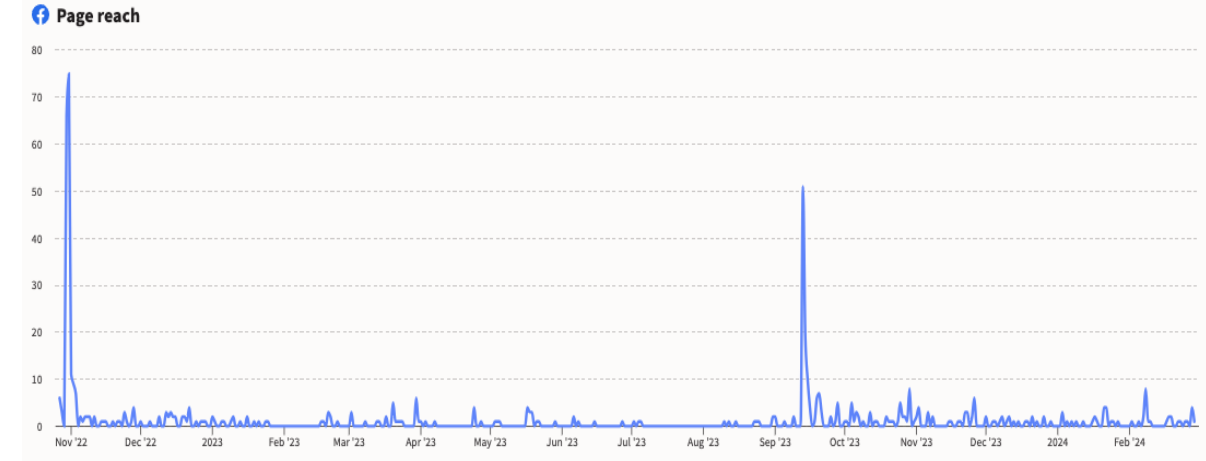
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The "Post engagement rate" graph for the Move2ccam Facebook page illustrates fluctuations in user interaction with the page's posts from November 2022 to February 2024. The engagement rate is measured as a percentage, with the scale reaching up to 200%. The chart shows a series of peaks throughout the observed period. The most significant peak occurs at the very start, in November 2022, where the rate hits 200%, indicating a period of extremely high engagement. Following this, there are several spikes of lesser magnitude, notably in early December 2022, late February 2023, and again in early March 2023, each surpassing 100% engagement.

As 2023 progresses, engagement rates appear more subdued, with the majority of peaks hovering below 50%. Occasional spikes do occur, but these are less frequent and less pronounced than at the start of the timeline. Towards the latter part of 2023 and into early 2024, the graph indicates a slight uptick in engagement with two notable rises in November 2023 and February 2024. Overall, the data suggests that while the page experienced periods of high engagement, the rate tends to remain at more moderate levels with intermittent increases.

### Page Reach

**Figure 8: Facebook Page Reach (October 2022 - February 2024)**



The graph presents the page reach data for a Facebook page, from November 2022 to February 2024. It shows the number of people who saw any content from the page. The graph illustrates fluctuations in reach, with most values hovering at a low level, punctuated by sporadic spikes.

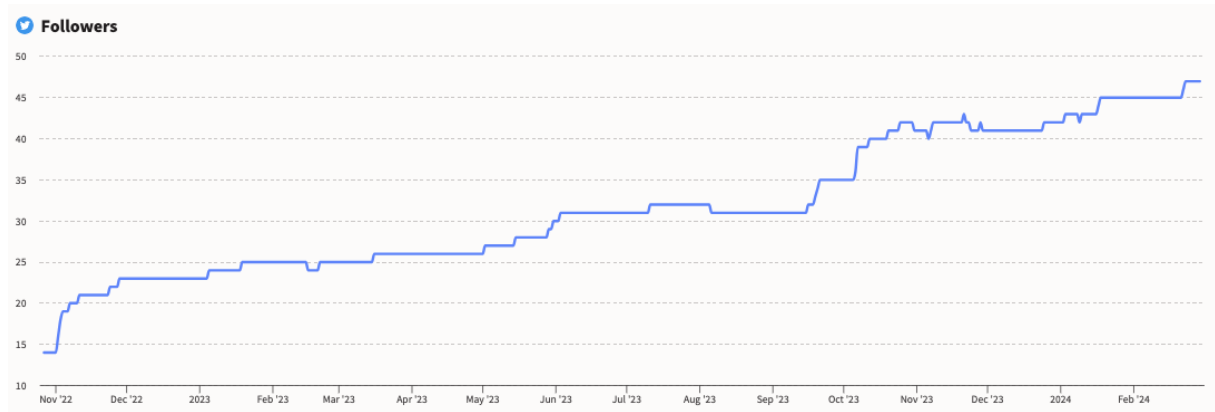
The most significant peak occurs right at the start of the period in November 2022, with reach climbing steeply to just over 70. Following this initial surge, the reach typically remains under 10, with occasional modest increases. Notably, in September 2023, there is another spike where reach approaches 60, standing out against the baseline. This pattern suggests that while the page consistently maintains visibility, certain events or posts have driven notably higher engagement at specific intervals.



## Twitter (X)

### Followers

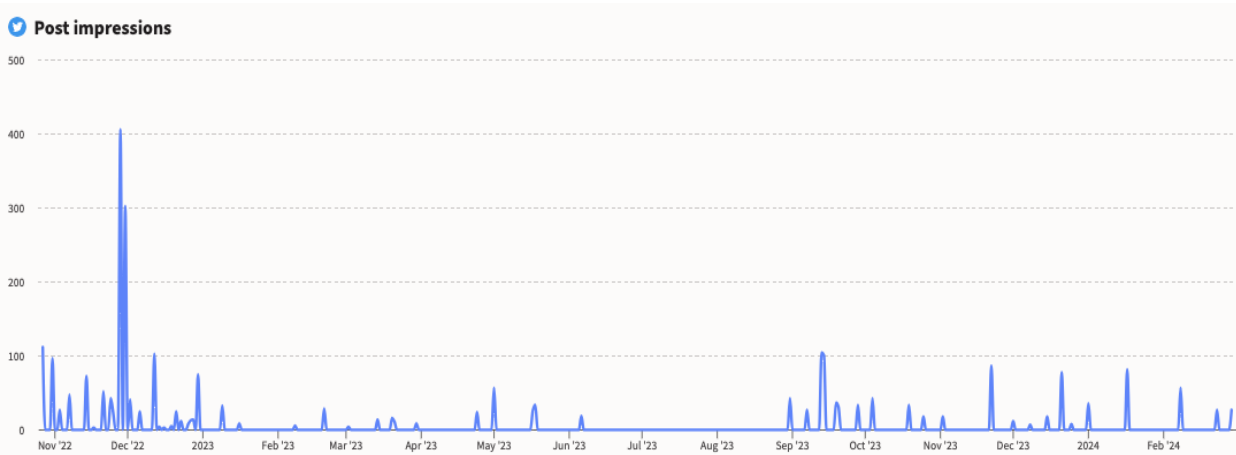
Figure 9: Twitter (X) Followers (October 2022 - February 2024)



The graph illustrates the growth in the follower count on the Move2CCAM Twitter page from November 2022 to February 2024. Despite the account's creation on October 27, it wasn't until November 1, 2022, that the number of followers began to increase. The follower count demonstrates a steady and consistent upward trajectory. Starting with approximately 15 followers in November 2022, there was a noticeable, progressive increase, marked by several significant jumps in the follower count. By February 29, 2024, the account had reached 47 followers.

### Page Impressions

Figure 10: Twitter (X) Post Impressions (October 2022 - February 2024)



The graph depicts the number of times posts from the associated social media page were displayed to users from November 2022 to February 2024. The impressions fluctuate over time, with a majority of the data points showing impressions in the range of approximately 0 to 100. There are, however, a few notable spikes where impressions significantly increased.

The highest peak, occurring in December 2022, soars to nearly 500 impressions, which is an outlier compared to the general trend. Other relatively smaller peaks occur sporadically throughout the timeline, with one in February 2023 nearing 200 impressions, and others, such as those in June 2023, September 2023, and February 2024, that reach just above 100 impressions. These moments of



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heightened visibility suggest particular posts or events that captured more attention and thereby increased the number of times the page's content was viewed.

## Website

All information is taken from Matomo (a web application that tracks real-time page views and visits) to display reports of data analytics.

**Table 2: Webpage KPIs**

Date	# visitors/country	# of pageviews	# of unique pageviews	# of downloads
08-05-2023 to 29-02-2024	1787	3402	2936	29

**Figure 11: Webpage Visits (May 2023-February 2024)**



Figure 11 depicts the number of visits to the Move2ccam webpage from May 8, 2023, until February 29, 2024. The trend line fluctuates over this period, indicating varying visitation rates.

November 2023 had the most amount of webpage visits, with almost 100 visits in one week. After this peak, there is a general downward trend with some variability, leading into February 2024 where visits descend towards a lower point on the graph. This visual data suggests that while the webpage experienced periods of higher traffic, particularly around May and October 2023, there's an overall variability in the number of visits over the months.

The spikes in May and October can be attributed to the webpage's integration into social media campaigns, coinciding with the project's participation in significant events. In May, the project was involved in the Connected Automated Driving Conference, and in October, it hosted its own event. During both periods, social media channels featured links to the webpage, likely contributing to the increased traffic.



**Figure 12: Webpage geographic visits distributions**

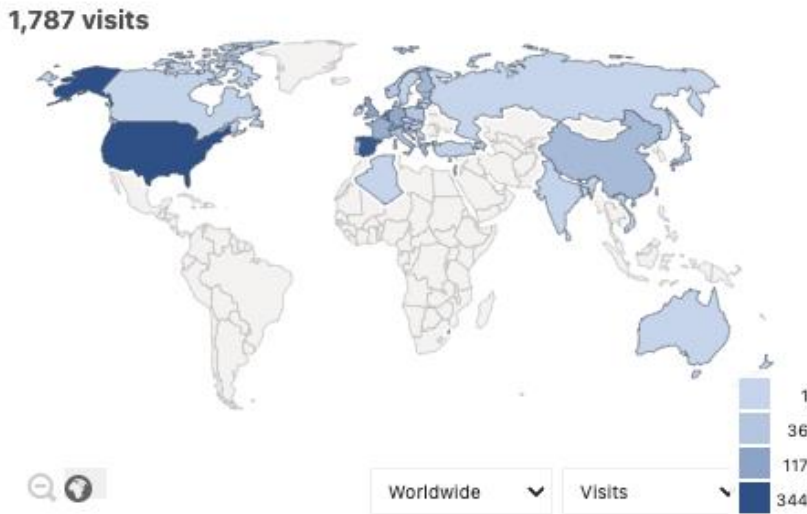


Figure 12 illustrates the geographic distribution of visits to the webpage over the past year from various locations. The United States emerges as the most frequent source of visits, tallying 344 visits, followed by Spain with 318 visits, and the Netherlands in third place with 236 visits. Overall, the page has attracted visitors from 52 distinct countries.

**Figure 13: Move2CCAM website visitors per channel type**

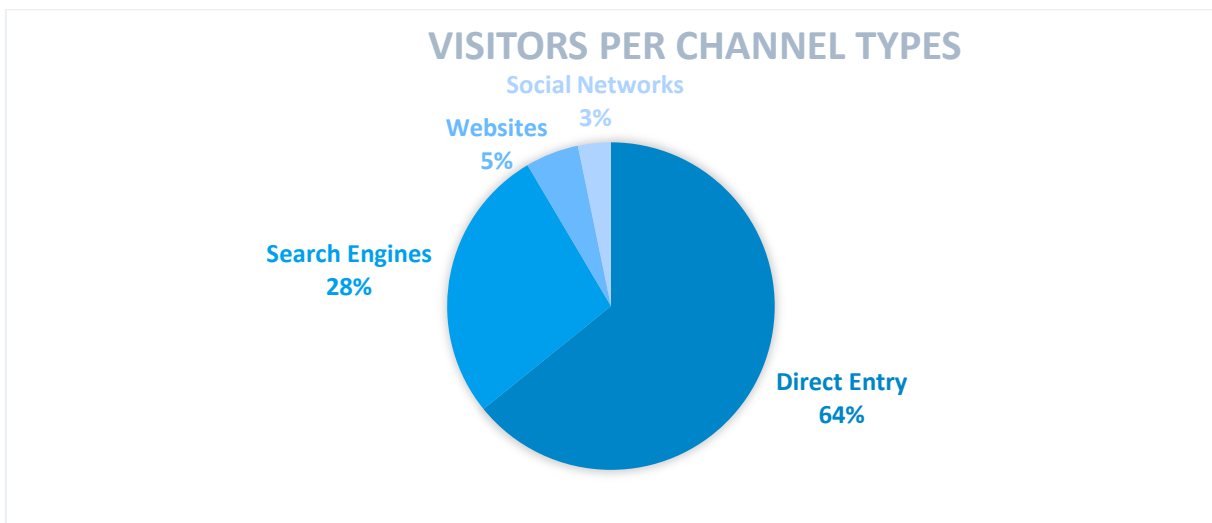


Figure 13 illustrates the distribution of visitors to the Move2CCAM website through various channels. Direct entry means that visitors either typed our URL ([www.move2ccam.eu](http://www.move2ccam.eu)) directly into their browsers or clicked on our URL from an email. From the results, two-thirds of our website visitors came through "Direct Entry," indicating that most users arrived directly when learning about us in an event or promotional campaign.

28% of visitors found the website through "Search Engines", showing that a significant portion of the traffic is driven by the audience trying to find more information on CCAM online. Finally, "Social Networks" contribute the smallest portion, at 3%, indicating that although we have had high



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engagement in our social media channels, we drive little traffic to the website. As a learning point, we should include our website in more of our posts.

## Newsletters

This section presents the performance of the newsletter created for Move2CCAM. All information is exported from MailChimp (a marketing automation and email marketing platform). Until M18, we have published and sent 1 newsletter. Its subscribers come from the webpage where people subscribe and accept to receive email campaigns regarding the project.

**Table 3: Newsletter KPIs**

Successful deliveries	Opened	Clicked	Bounced	Total Clicks	Bounces	Unsubscribed
24	14	1	1	3	1	0

In the newsletter we presented content of events, project deliverables, and industry knowledge. From the analytics of the newsletter, we identified that content related to events were the most popular. All clicks inside the newsletter were done to the section announcing our participation in the Automotive Week event in Helmond, Netherlands.

## Events (Move2CCAM events, international workshops participation, dissemination visits)

Name of the event	# of events	# of participants
Co-creation Activity 1: Defining CCAM Use Cases and KPIs with citizens	8	274
Co-creation Activity 2: Defining CCAM Use Cases and KPIs with organisations	1	49
Co-creation Activity 3: Defining prototype business models with organisations	8	111
Co-creation Activity 4: Exploring citizen's perceptions of CCAM impacts	8	232
Co-creation Activity 5: Exploring organisation's perceptions of CCAM impacts	7	87
TOTAL	32	753

As far as month 18, we have engaged with over 500 citizens and 247 organisations.



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## Media Outlets (Blog Articles, TV/radio appearances, Daily Press)

Date	Title	# of non-technical articles published in local press	# of TV/radio appearances	# of entries in blogs related to CCAM and mobility
November 16 <sup>th</sup> ,2022	Making CCAM a Smart Solution For Society	0	0	1
November 22 <sup>nd</sup> , 2022	MOVE2CCAM: Exploring Multisystem Impact Of Cooperative, Connected And Automated Mobility (CCAM) Passenger And Freight Solutions	0	0	1
March 8 <sup>th</sup> , 2024	Driving The Future: Helmond's Leap Into Cooperative Connected And Automated Mobility	0	0	1

## Journal Publications

No publications have been published. Nonetheless, we are publishing **three papers** following the abstracts submitted to the Euro Working Group Transportation (EWGT) conference, POLIS Conference and the TRB 103rd annual meeting in Washington DC.



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## Presentations at International Conferences

Title	Date	# of conferences presentations by Move2CCAM partners
RTR conference 2023	14-16 February 2023	1
Autonomy Mobility World Expo 2023	20-21 March 2023	1
Smart City Expo World Congress 2023	7-9 November 2023	1
Automotive week 2023	16 -19 April 2023	1
EUCAD 2023	3-4 May 2023	1
Urban Mobility Days 2023	4 – 6 October 2023	1
Autonomous vehicle Europe 2023	13 – 14 November 2023	1
RTR conference 2024	5 – 7 February 2024	1
Green Horizon 2024	13 March 2024	1

## Conclusion

The MOVE2CCAM project has effectively leveraged a comprehensive dissemination and communication strategy to enhance its visibility and stakeholder engagement. Utilizing platforms such as LinkedIn, Facebook, and Twitter, along with a dynamic website and informative newsletters, the project has successfully established a strong online presence. These efforts have facilitated the growth of an engaged community, fostering discussions and collaborations within the Connected, Cooperative, and Automated Mobility (CCAM) ecosystem.

This report underscores the significant achievements in broadening the outreach and impact of the MOVE2CCAM project. The strategic dissemination activities documented herein have not only bolstered the project's visibility but have also laid a robust foundation for future engagement. As the project moves forward, the insights gained and the momentum built will continue to support the project's objectives, ensuring effective communication and dissemination of its key outcomes.

