



Mobility as a Service in a multimodal European cross-border Corridor (MyCorridor)

Deliverable 8.2

Dissemination strategy and actions (1)

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723384

| | |
|--|--|
| MyCorridor | D8.2 |
| Dissemination level: | PU |
| Work package: | WP8 |
| Lead beneficiary: | IRU |
| Other beneficiaries involved: | TTS |
| Date due to EC: | 30/11/2017 (M6) |
| Date of Delivery to EC: | 30/11/2017 |
| Status (F: final; D: draft; RD: revised draft): | F |
| File Name: | MyCorridor_D8.2 Dissemination Strategy and actions_Final |
| Version: | Final |

Document history

| Version No. | Date | Details |
|-------------|------------|--|
| 0.1 | 16.10.2017 | 1st draft version |
| 0.2 | 7.11.2017 | 2st draft version, including contributions from partners |
| 1.0 | 17.11.2017 | Final draft version for Peer Reviewers |
| Final | 30.11.2017 | Final version submitted to the EC. |

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Abbreviation List

| Abbreviation | Definition |
|--------------|---|
| DSAP | Dissemination Strategy and Actions Plan |
| EU | European Commission |
| INEA | Innovation and Network European Agency |
| ITS | Intelligent Transport System(s) |
| KPI | Key Performer Indicator |
| MaaS | Mobility as a Service |
| OA | Open Access |
| SME | Small Medium Enterprise |
| TM2.0 | Traffic Management (Platform) |
| WP | Work Package |

Executive Summary

The Deliverable D8.2 “Dissemination Strategy and actions (1)” (DSAP) serves as a descriptive document outlining the overall project dissemination and communication strategy and associated actions. The DSAP identifies the target audiences for the project, details the communication channels, tools to be used, lists the Key Performance Indicators (KPI's) for dissemination monitoring in the project and explains the contributions expected from the partners.

Deliverables and activities included in the MyCorridor Dissemination work package (WP8) are also listed in this document. While the objective of the deliverables *per se* is to disseminate the findings and activities of all WPs throughout the MyCorridor project cycle, the objective of the DSAP is to define how, when and why dissemination will be achieved. The plan also involves a graphical item associated with the project (the branding and channels) and instructions on how to use them.

The DSAP (current document) is first delivered at M6 (November 2017) and updated at M18 (November 2018) and at M30 (October 2019).

This document is structured as follows: chapter 1 is an introduction to the document, providing an overview of the project, and it serves to outline project objectives, as well as roles and responsibilities of all partners in dissemination, chapter 2 describes the visual identity and dissemination tools to be used for the project, chapter 3 lists the relevant stakeholders and elaborates on their engagement and chapter 4, final, covers Open Access and obligatory disclaimers.

In the first 6 months of the project, the WP8 partners defined the project branding, created a project logo, launched a project website and designed a project leaflet. In the same period the project was presented at several events: e.g. the ITS World Congress in Montreal, IRF congress in Dubai, ICTR in Thessaloniki, POLIS event in Brussels and MaaS Alliance board meeting in Strasbourg.

1 Introduction

1.1 Purpose of the document

This document is intended as a workplan for dissemination activities and will serve all project partners, providing them the guidelines and will help the WP lead to monitor the performance (KPIs).

1.2 Intended audience

Main audience of this document are the project partners, and at the same time the document will be made publicly available on the project website.

1.3 Interrelations

Dissemination is a cross-cutting activity, taking and providing feedback from all activities of the project. Dissemination lead created a draft dissemination strategy and actions, which was in the next step revised with the coordinator and other partners. Each project partner has a task to be actively involved in disseminating project results using the provided tools. Nevertheless, all public activities need to be in the first place planned and coordinated with the dissemination lead.

2 Dissemination strategy

2.1 The MyCorridor project

The aim of the MyCorridor project is to create the conditions for sustainable travel occurring between different countries and to connect urban and interurban areas. The central idea is to develop an innovative platform (based on ITS technology) starting from the TM2.0 already existing one (<http://tm20.org/>), that can effectively facilitate an inter-modal shift and provide seamless travelling for passengers crossing borders.

We have identified a set of keywords related to the project that can be further expanded. These will be used in our dissemination materials and to help us with creating content and social media communications (i.e. Twitter hashtags). A preliminary list of keywords can be found in Annex 1.

The concrete outcome of MyCorridor will be a technological and business solution of Mobility as a Service (MaaS) that would successfully:

- integrate a variety of mobility services into a multimodal service platform;
- integrate public and private transport means
- respond to the various issues of interoperability and open data sharing that are inherent in the MaaS concept; and
- create a new business model and integrated platform that can be tested through interconnected pilots across European corridors.

2.2 MyCorridor dissemination objectives

All MyCorridor dissemination activities will be carried out in order to raise awareness of the project (its aims and activities) among relevant stakeholders as well as end users.

The project's specific dissemination objectives are the following:

- to ensure the maximum impact of MyCorridor results in and outside of the project Consortium targeting the largest possible concerned audience including stakeholders such as mobility related service providers, users, policy makers, researchers, society as well as public institutes;
- to encourage the adoption of MyCorridor solution. This will engage the stakeholders and drive them to adopt and implement the results of the project;
- to encourage users to experience MyCorridor way of finding and exploring combined MaaS travel chains;
- to propose best practices to operators, policy makers and users' community in order to achieve the impacts stated in the previous paragraph;

The above objectives will be fulfilled through the following tangible ways. Thus, MyCorridor will:

- disseminate key project developments to external actors and key stakeholders, establishing the project Interest Group as one of the key means towards this direction;
- implement and update the project's online presence;
- develop relevant dissemination material to ensure continuous outreach of the project outcomes, as well as transfer of knowledge;

- organise key project events (i.e. workshops), attend the key events in the area disseminating its objectives and outcomes and ensure cooperation with the main international forums, as well as liaise with related projects and initiatives;
- establish a mutual liaison with MaaS Alliance;
- organise clustering and concertation events with relevant initiatives, under the auspices of the European Commission and beyond, in order to identify synergies and agree on common paths;
- develop an exploitation plan.

2.3 Roles and responsibilities

As WP8 leader, IRU Projects is responsible to deliver the formal structure and processes that can further enable an effective communication and dissemination of all knowledge gathered during the project as well as the outputs it produces during its lifetime.

TTS and VivaWallet are directly involved in WP8 and are responsible respectively for task A8.1 and A8.3. However, in order to maximize the project's output, all project partners, in particular Work Package Leaders (WPL) and Task Leaders (TL), will be asked to contribute to the implementation of all DSAP related activities. Continuous input from all partners is therefore required throughout the entire project period.

Project partners will be invited to plan and implement concrete communication activities through their organisation. Concretely, we invite the partners to make sure the project logo and a news-item figures on their website, that their organisation is engaged on social media with the project, that they distribute project flyers, contribute with either written articles (editing rights will stay with the WP8 leader) in scientific journals and conference proceedings or presentations in key fora, and, finally, contribute for the continuous website update and the emerging newsletters. All partners will report their project-related communication and dissemination activities in the file created for dissemination reporting (Dissemination Log), including information on events they attended and those they are planning to attend.

2.4 Key messages

MyCorridor will define key messages in its various stages, focusing on the need to:

- explain the objectives of the project (stage 1);
- keep audiences informed on project developments (stage 2);
- promote preliminary and final outcomes and results (stage 3).

MyCorridor project key messages will be elaborated by WP8 in close cooperation with the project management team and with the support of WP leaders who will help to underline the main aspect of each work item of the project. Key messages will be short and concise and will focus on the project main aspects, such as the MaaS concept, new business models at cross-border level and the need for a creation of a European multimodal and seamless corridor for mobility. Specific key messages may be elaborated for specific target audiences.

2.5 Target audience and project database

MyCorridor dissemination activities will be targeting specific stakeholder categories as well as end users to raise awareness about the project and its benefits. The main target groups of MyCorridor dissemination activities are listed here below:

Private sector actors:

- industry (traffic management, transporters, taxi companies);
- research centers;
- service providers (mobility, infomobility, e-ticketing, e-payment, aggregators);
- interest Groups (e.g. MOBiNET Service Provider Community, MaaS Alliance).

Public sector actors:

- public authorities;
- municipalities/cities.

End users:

- travellers of all categories;
- general public/citizens.

Media:

- online sector magazines;
- scientific/technological reviews.

Project database

A relevant tool of the MyCorridor project will be the creation and constant update of a database of contacts. Both IRU Projects and TTS, as associations, have a large list of relevant contacts identified through previous projects and usual activities. These contacts will be informed of the project during the first year, and given the possibility to follow the project by subscribing to the project newsletter (to be described in 2nd section of this document).

All project partners will constantly support the creation and maintenance of the database by informing their contacts of the project's existence and inviting their audiences to subscribe to the newsletter. The database will be an excel document available to partners through the TREVI project platform. For communication purposes, it will be put on MailChimp platform, so that it can easily be used for sending out e-mail updates to the MyCorridor network. In addition, the database may be used for social media purposes (e.g. to gain followers and interact with our network) and for sending invitations to the project workshops.

2.6 Dissemination deliverables

The project has nine (9) deliverables associated with dissemination. The first deliverables have been the creation of a visual identity (brand) for the project, followed by the project website (D8.1), and the project leaflet (D8.5). Some deliverables, such as the current report (D8.2), have various versions as they are to be updated after a certain time-frame. Here is the list of the deliverables, detailing the type and due date for each.

Table 1: List of WP8 deliverables

| | Deliverable title | Type | Level | Due date |
|-------------------------|---|------------------------------------|--------------|--|
| D 8.1 | Project Logo and Website | Websites, patents filing, etc. | Public | 4 (September 2017) |
| D 8.2 D 8.3 D 8.4 | Dissemination Strategy and Actions (3 deliverables) | Report (3 report versions/updates) | Public | 6, 18 and 30 (November 2017, November 2018 and October 2019) |
| D 8.5 | Project Leaflet | Websites, patents filing, etc. | Public | 6 (November 2017) |
| D 8.6 - D 8.7 | Project brochure (2 deliverables/versions) | Websites, patents filing, etc. | Public | 12 and 24 (May 2018 and May 2019) |
| D 8.8 | Project video | Websites, patents filing, etc. | Public | 30 (November 2017) |
| D 8.9 | Exploitation plan | Report | Confidential | 36 (May 2020) |
| D8.11 | Report on activities of liaison with MaaS Alliance | Report | Public | 36 (May 2020) |

The Deliverables that are public and approved by the EC will be published on the website of the project the separate section titled Project Library (under the *About* menu item).

Project timeline

The following GANTT chart shows the MyCorridor project time planning for deliverables due under WP8 for dissemination and exploitation activities.

Table 2: MyCorridor GANTT for WP8.

| Year | Y1 | | | | | | | | | | | | Y2 | | | | | | | |
|--|------|------|-----|------|------|------|-----|-----|-----|-------|-------|------|------|------|-----|------|-----|------|-----|--|
| Month | June | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | March | April | May | June | July | Aug | Sept | Oct | Nov | Dec | |
| | M1 | M2 | M3 | M4 | M5 | M6 | M7 | M8 | M9 | M10 | M11 | M12 | M13 | M14 | M15 | M16 | M17 | M18 | M19 | |
| Project logo and web site | | | | D8.1 | | | | | | | | | | | | | | | | |
| Dissemination strategy and actions | | | | | | D8.2 | | | | | | | | | | | | D8.2 | | |
| Project leaflet | | | | | D8.5 | | | | | | | | | | | | | | | |
| Project brochure | | | | | | | | | | | | D8.6 | | | | | | | | |
| Project video | | | | | | | | | | | | | | | | | | | | |
| Exploitation plan | | | | | | | | | | | | | | | | | | | | |
| Towards a unique and sustainable Mobility Token-driven MaaS | | | | | | | | | | | | | | | | | | | | |

| Year | Y2 | | | | | Y3 | | | | | | | | | | | |
|--|-----|-----|-------|-------|------|------|------|-----|------|-----|-----|------|-----|-----|-------|-------|-------|
| Month | Jan | Feb | March | April | May | June | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | March | April | May |
| | M20 | M21 | M22 | M23 | M24 | M25 | M26 | M27 | M28 | M29 | M30 | M31 | M32 | M33 | M34 | M35 | M36 |
| Project logo and web site | | | | | | | | | | | | | | | | | |
| Dissemination strategy and actions | | | | | | | | | | | | D8.2 | | | | | |
| Project leaflet | | | | | | | | | | | | | | | | | |
| Project brochure | | | | | D8.7 | | | | | | | | | | | | |
| Project video | | | | | | | | | | | | D8.8 | | | | | |
| Exploitation plan | | | | | | | | | | | | | | | | | D8.9 |
| Towards a unique and sustainable Mobility Token driven Maas | | | | | | | | | | | | | | | | | D8.10 |
| Report on activities of liaison with Maas Alliance | | | | | | | | | | | | | | | | | D8.11 |

2.7 Monitoring and Success criteria

The WP8 leader will constantly monitor dissemination and communication activities in order to keep the project on track and reach the dissemination objectives. All partners will inform the WP8 leader periodically about their dissemination and communication activities in the framework of the project. They will use the template titled Dissemination Log (which they can find on our shared file sharing platform TREVI). The log serves the WP8 leader to collect the activities where partners promote the project and their impact. In addition, the log collects dissemination material, its dissemination, articles and scientific papers. Information which may be found in the Dissemination log is the following:

- organisation of a conference, exhibition or workshop where the project is presented;
- writing or dissemination of a written Press release on the project;
- non-scientific and non-peer-reviewed publication (popularised publication);
- scientific and peer-reviewed publication
- creation and/or distribution of printed material such as flyers and brochures;
- organisation of a training activity where the project is presented;
- any Social Media activity (Tweets, eventual, personal LinkedIn and Facebook posts, etc.);
- mention of the project on the partners Website, either in static or dynamic content (such as blog, article, etc.);
- organisation of a communication campaign, or participation in a TV or radio emission (e.g. Radio, TV);
- participation in any event relevant for the Project Conference.

The log also asks for the “estimated number of persons reached”, in the context of all dissemination and communication activities, in each of the following target audience categories: Scientific Community (Higher Education, Research), Industry, Civil Society, General Public, Policy Makers, Media, Investor, other. There is also a descriptive category where partners can give details of the activity and describe the impact achieved (in quantitative or qualitative terms). The updated information on the Consortium dissemination activities will be reported in the upcoming updates of the current Deliverable as well as in the project periodic reports relevant sections.

Key Performance Indicators-KPIs

The monitoring of overall Dissemination milestones, will be compared to a series of *Key Performance Indicators-KPIs* to ensure that the project achieves the goals defined in this DSAP. The following table lists KPIs and thresholds on annual basis for MyCorridor:

1st Year:

- leaflets and posters printed in good quality and web site functioning;
- creation of Interest Group encompassing all key stakeholder representatives and with 20 (by Month 6) and 40 (by Month 12) external members;



- realisation of the first project workshop.

2nd Year:

- at least 3 publications in peer reviewed journals and 5 project papers in Conferences;
- draft exploitation agreement available. Detailed exploitation plans for at least half of the MyCorridor end-products/ services;
- project web site with at least 100 visits every month;
- realisation of the second project workshop

3rd Year:

- at least 6 publications in peer reviewed journals and 12 project papers in Conferences;
- project web site with at least 150 visits per month;
- realisation of the third project workshop;
- viable exploitation plans for all MyCorridor main products.

3 Visual identity and dissemination tools

3.1 Logo and visual identity

The visual identity of the project, defined by IRU Projects, was inspired by a set of keywords: *corridor, connection, location, innovation, travel and road*. The logo has positive and fresh colours that would reflect the innovative aspect (orange) and the sustainability aspect of the project (green). The logo is centred on the word “corridor” and incorporate the path element, which is reflecting both road and rail transport.



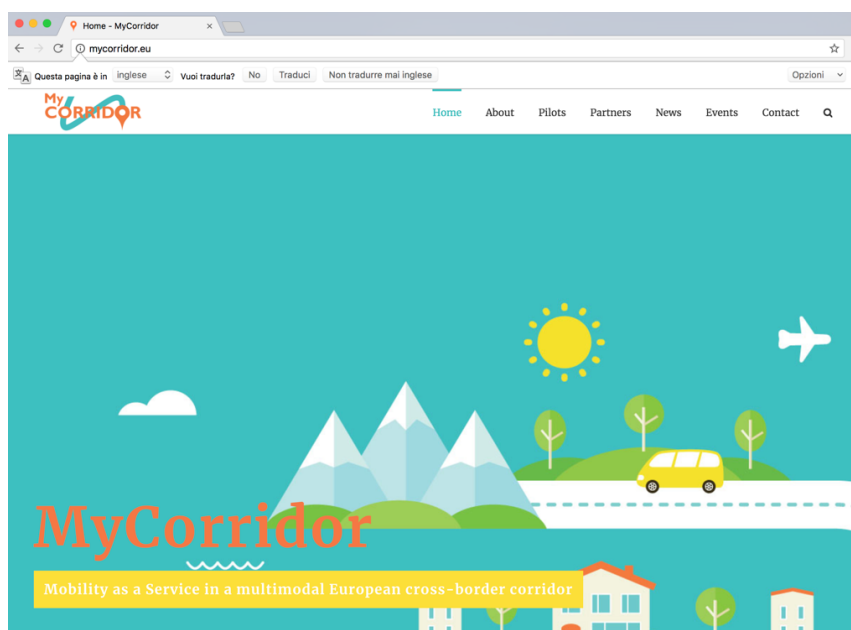
Figure 1: MyCorridor project logo.

The logo has been /will be added to any official document related to MyCorridor (power point, deliverable etc.), to any dissemination and promotional material, and ideally to the websites of the Project partners.

It was decided to use the Microsoft Office font *Cambria* in all communication materials (Cambria size 22 and 14 for heading texts, Cambria 11 for plain text, and Cambria of at least 18 for PowerPoint presentations).

3.2 Project website

The MyCorridor website is the main communication tool for the project. It is the online “face” of the project and includes all relevant information, both for external stakeholders and internal (Consortium). The website runs on the WordPress content management platform to enable simpler uploading, publishing and management of content.



The project

MyCorridor is a 3-year project, funded by the EU's Horizon 2020 programme. Its overall objective is to achieve sustainable travel in urban and interurban areas and across borders by replacing private vehicle ownership by private vehicle use. The project looks into connecting services from various service providers and providing the traveler with alternatives to replace their own vehicle trip with combined shared vehicles and multimodal transport solutions. The project is part of the Mobility as a Service (MaaS) concept that puts users at the core of transport services, offering them tailor-made mobility solutions based on their individual needs.

Figure 2: MyCorridor project website.

The visual concept for the website and the design of the information was defined by IRU Projects, also responsible for website creation, hosting, design maintenance and management. The design of the template and the visual elements was outsourced to an external service provider.

The website is designed to be user friendly and intuitive. It consists of an attractive homepage with a well-defined brand and visuals that easily explains the project focus: shared and sustainable mobility. There is a navigation menu at the top (right hand corner) and also a simplified menu on the actual homepage when the user scrolls down, with clear icons. There is a clear “call to action” which invites visitors to subscribe to the newsletter. In the footer of the page there is the legal mention to EU funding, a short contact reference and a Twitter feed with latest news. The last blog and upcoming events are also present on the home page, in the footer.

The website currently contains the following sections:

- **About:** Provides basic information about the project in a way that is easy to read and gives a context to readers who may not be very familiar with the project. The About page will ultimately remain static but may be updated as the project progresses and new information becomes available.

- **Project Library:** this is where all the public deliverables will be uploaded. To be used for easy reference for project partners but also useful to others who wish to know more about concrete results of the project.
- **Pilots:** Lists the pilots that are planned, their location and provides a map of the corridors. It will be updated with relevant information and images.
- **Partners:** Contains the logos and organisation names of all the project partners. Each logo is clickable and linked to that partner's website.
- **News:** Contains project news and other relevant articles. A media factsheet of the project will be placed here, and links to image galleries when available.
- **Events:** Contains information on upcoming events, internal and external.
- **Contact:** provides contact information through a contact form that arrives to Dissemination Manager's email.

The MyCorridor project website is one of the key channels for internal and external communication and where all dissemination materials will be published. The website is developed under WP8 and, mainly, IRU Projects and TTS Italia are involved. However, especially as regards the public contents, the support of all project partners will be required.

The website is already accessible at <http://www.mycorridor.eu>

IRU Projects is responsible for the technical development, concept and content of the website with the support of TTS. Following the visual identity of the project, the project website will feature the following functionalities:

- menu with: Overview of the project (HOME, ABOUT), a dedicated section on pilots, contacts, logos and names of partnering organisations the consortium (PARTNERS), a project library with the public deliverables, a media section with communication material;
- link to social media (Twitter) and a Sign-up for project's e-newsletter;
- legal mentions to EU funding, in footnote of each page;
- blog: Events and News updates event calendar widget.

The MyCorridor website will be managed according to the following content strategy:

- short updates on what the project partners are up to and how the project is advancing will be in the form of tweets, seen in Twitter feed on landing page;
- longer articles, in the form of blog posts, interview, opinion, etc., will be posted once a month on the website, in the News section, together with announcements of events. The main purpose will be to create some interesting content around the existing problems to which MyCorridor project serves to solve;
- once every 6 months, these and other material will be used to create a newsletter update to be sent to all those subscribed to the mailing list. (All newsletters will be published in the Project library section of the website)

Website traffic will be monitored using Google Analytics and a specialised dashboard which will help assess the key indicators for the project.

The project logo and web site have been described in D8.1.

3.3 Project flyer and brochure

The project flyer is due at M6 and corresponds to D8.5. As the first printed dissemination tool the project flyer will offer concise yet relevant information on the project, its objectives, and partners involved, timelines and expected outcomes. The project flyer serves as a checklist and provides information such as:

- general scope of the project;
- specific objectives, innovation and expected impacts of the project;
- list of projects partners' through their logos;
- project coordinator's contact;
- project web site address;
- social media logo and address.

The project flyer will be available on the project website in the Project library section. The Flyer will be sent to the partners and put on our common space TREVI so that partners can open it and print it, distribute it at meetings and events, or send it as a pdf document to their networks.

The project brochure, due at M12 and in its updated form M24, is thought as a more detailed tool to be distributed among external stakeholders and will be especially focused on the MyCorridor pilot and their progresses. The first version of the brochure will be structured on six folding pages with A5 format as follow:

- page 1: Project name + project logo + EU logo;
- page 2: key messages + image;
- page 3: project short description + objectives + implementation approach + image;
- page 4 and page 5: pilots description + corridor image;
- page 6: partners' logos + contacts (coordinator + website + social channels).

According to project development, this structure and contents will vary on the second version of the brochure. The digital version of the brochure will be available on the project website under the Project Library section. Also, based on the current need (e.g. attending an event), a certain amount of copies will be printed ensuring that the core information will be widely spread among project partners and stakeholders.

3.4 Project banner

The preparation of project banner is not explicitly listed under the WP8 actions. However, banners are important tools to define the visual identity of a project and properly capture audience attention when participating at events. As the project will organise a series of workshops, the project banner will be a good tool to use at these occasions. The banner will reproduce the visual identity already developed under WP8 and may be structured as follow:

- one or two key images;
- one key message to be considered as the slogan of the project;
- project logo;
- partners' logos.

3.5 Documentation template, PowerPoint template and Project presentation

A template has been developed mainly to be used for official project deliverables, and at the same time for other kinds of documents.

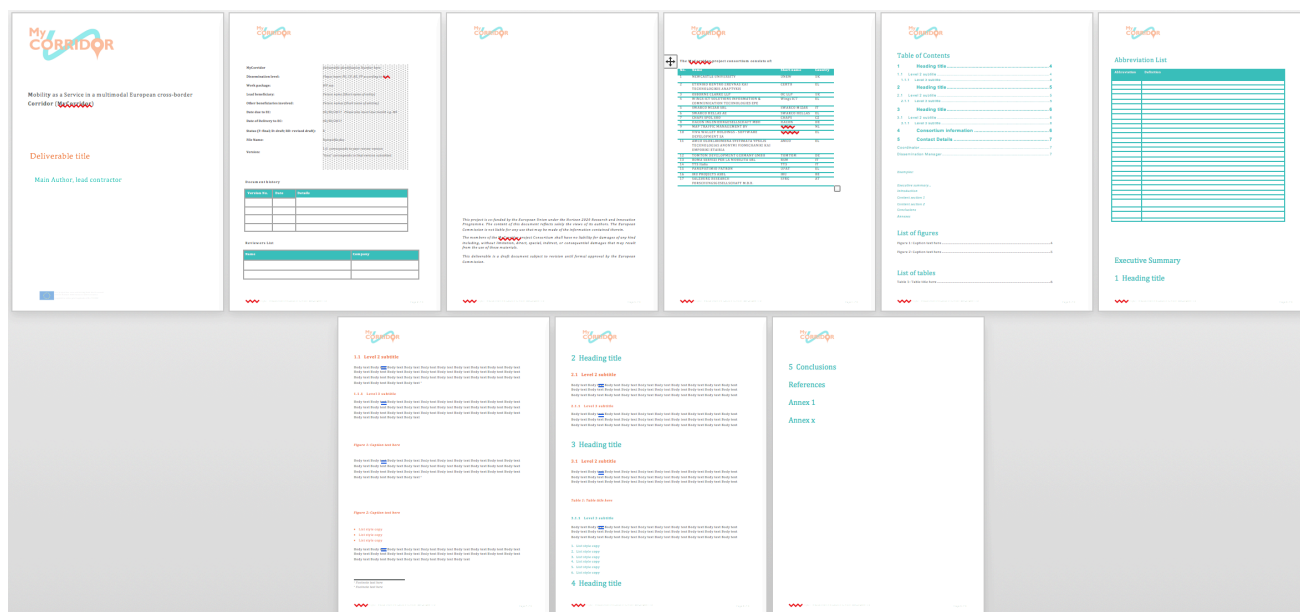


Figure 3: MyCorridor document (deliverable) template

Also, a template with branding elements of the project has been developed by IRU Projects. The objective of this template is to allow partners to consistently place their content in an easily recognisable template and assure visual consistency for project meetings, workshops and events.

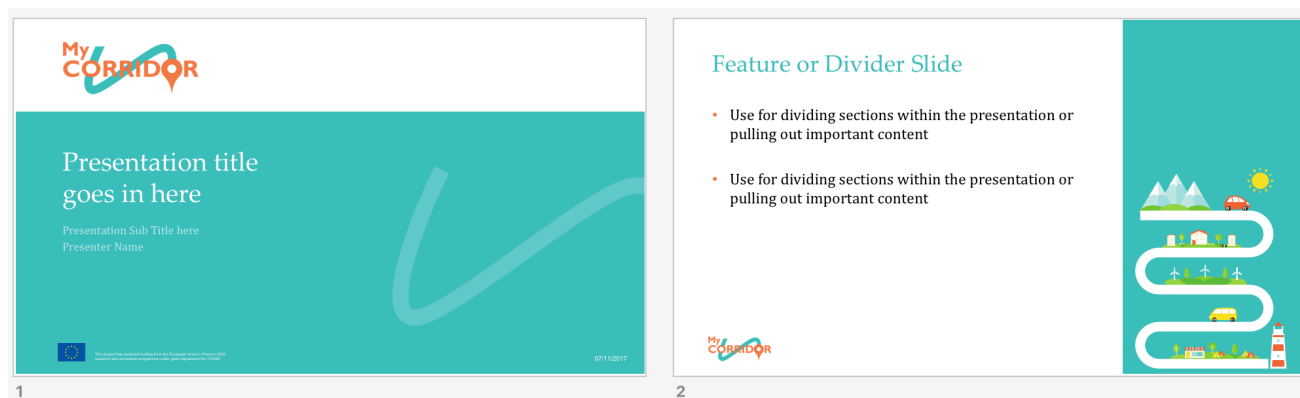


Figure 4: MyCorridor PowerPoint template

Along with the project template, under WP8, a MyCorridor general presentation has been prepared in order to help partners' explaining the project when attending relevant event. The general presentation covers topics such as: the challenge of the project and the gap it fills, MaaS concept, Project partners, focus and starting point, mobility services we will look into, mobility tokens concept, business logic, the pilot and its "corridors", innovation and impact, project network and stakeholders, etc. This is available in the Project library section of the website.

3.6 Project videos

IRU Projects will produce two different videos during the project lifetime. The first video is not listed as an official deliverable; however, it was agreed to create it after the project approval in order to better disseminate MyCorridor. This first video will be a short animation explaining the MyCorridor project and concept. The animation will serve as an illustration of what the project is about in a simple and straightforward manner, though a story. It will be placed on the MyCorridor website as an extra tool to promote the project. The animation will be launched at the first workshop (February 2018) and will use the following script as a basis (taken out of the MyCorridor Project proposal):

“Panos and Maria are a middle-aged couple, living in Greece. As they are culture lovers, they aim to attend the “Salzburg festival” that will take place in July-August this summer. And on their way there, they decide to visit also Rome. Due to the crisis, but also being environmental conscious, they have abandoned their car and try to plan, book and realize the whole trip using the MaaS concept, i.e. multimodal PT chains and local car/bike pooling/ sharing services.

Without My Corridor, they need to visit at least 12 websites; namely <http://www.trainose.gr/>, <https://tickets.trainose.gr/dromologia/> and <http://www.patrasinfo.com> to check the timetables and the connection of train and bus from Athens to Patra, www.greekferries.gr for Patra to Ancona ferries, <http://www.raileurope-world.com/> to check the timetables and the availability of the train from Ancona to Rome, www.trainline.eu/ for taking the train from Rome to Salzburg, <http://www.carsharing.roma.it/it/tariffe.html> to book the RSM car sharing service in Rome and <http://www.fahre-emil.at/> to book the EMIL car sharing service in Salzburg and www.viva.gr to take the flight from Salzburg back to Athens.

We did ourselves the calculation, resulting in a total of approximately 2.5 hours to plan/ book the trip (and in some branches of the trip, e-ticketing is not available), as well as a total cost from 320€ to 430€. With MyCorridor, they’ll be able to perform the whole planning, booking and ticketing function (and later also be supported in routing/re-routing through TomTom services) by visiting just one site (the new viva.gr-with roaming connections Europe wide) in just less than 15 minutes and a potential overall price reduction of at least 20% through mass sales effect and the use of tokens.”

At the end of the project, by M30, a second video will be produced, showcasing MyCorridor activities and results: progress of piloting activity, participation at events, short interviews, opinions collected from stakeholder and end users.

3.7 Project images

IRU Projects will collect both from partners and from authorised online platforms/sources a set of images that will be used by the MyCorridor Consortium in a standardised way during project presentations at external events. IRU Projects has already collected some images from the image bank Shutterstock. These images have been put on TREVI for partners to use in their communication material if needed.

Images associated to the project should represent one or more the following concepts: intermodal transport, car sharing, travellers and use of apps, personalised travel, inter-country travel, etc.

3.8 Social Media

Social networks are one of the most effective tools to keep audience informed on project progress almost in real time. Also, social networks are effective to establish and keep a direct contact with external stakeholders. MyCorridor, as decided at project level, will mainly make use of Twitter, while LinkedIn will be mainly used through partners' accounts. We will create a simple LinkedIn landing page for the project but will not use this page to engage with stakeholders.

Twitter is one of the most effective tool to ensure real time and updated information on a project and/or initiative. MyCorridor Twitter account, already available @MyCorridor will be used to:

- share relevant information/news on MyCorridor;
- inform audiences about the participation to relevant events organised or not by MyCorridor;
- share pictures/images related to MyCorridor;
- retweet information/news from other relevant projects/accounts.

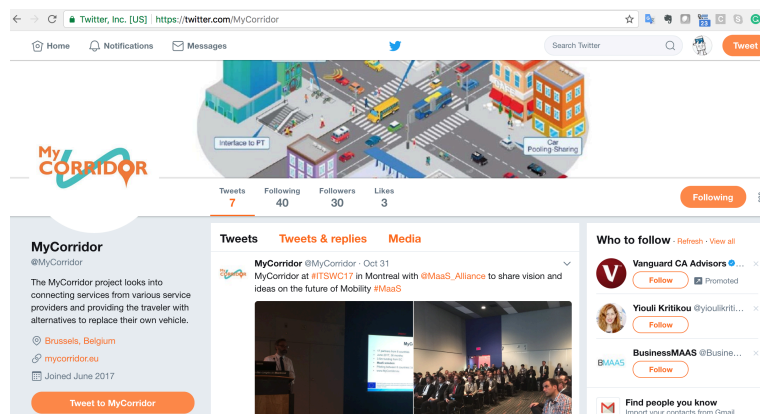


Figure 5: MyCorridor Twitter account.

The following general guidelines have been spread among MyCorridor partners to support them on the correct use of this social channel:

- tweets should be kept between 100 and 140 characters;
- the use of pictures is encouraged as it helps retweets;
- conversations/contacts with MyCorridor follower are encouraged;
- tweets from other relevant projects/account should be shared;
- INEA may be tagged: @INEA;
- one or more of the following tags should be used (according to the contents): #MyCorridorUsecases; #MyCorridorFocusGroup; #MobilityTokens; #MyCorridorPilots (#MyCorridorinItaly, #MyCorridorGreece etc.); #MyCorridorBusinessModels; #MyCorridorMobilityServices. (full list is available in the annex of this document)

Twitter analytics will be reported in the upcoming DSAP.

3.9 Project newsletter and press releases

A project newsletter will be prepared and circulated to all MyCorridor contacts every 6 months, including those who will directly subscribe the newsletter from the project web site.

The newsletter will be of one/two pages in A4 format and in html-format containing, engaging articles, interviews and invitations relevant for the project. It will cover recent developments of the project (e.g. piloting), MyCorridor workshops, dissemination activities of project partners, other project outcomes, news on other linked or related projects and initiatives.

MyCorridor will release at least 3 press releases, prepared in English and eventually translated to local languages by partners. Press releases will be released in correspondence with relevant project milestone in order to inform both external stakeholders and national media.

All project partners will support the identification of the most suitable local-national-regional press channels in their country for MyCorridor.

4 Engaging with project stakeholders and audiences

To ensure an effective dissemination and stakeholders' dialogue the MyCorridor project focuses on four relevant communication and dissemination actions:

- creation and maintenance of a specific project user forum/Interest Group;
- dissemination of the project in the research community (through publications and presenting papers at research/scientific conferences);
- event organisation and participation;
- collaboration with relevant MaaS projects;
- liaison with MaaS Alliance.

A brief description follows of actions to be taken and channels to be used.

4.1 Project Interest Group

The main stakeholders' categories of interest for the MyCorridor project are:

- industry;
- research communities;
- service providers (mobility, infomobility, e-ticketing, e-payment, aggregators);
- authorities/municipalities;
- all travellers.

These are regarded as key stakeholders and will be not only informed on the developments, but will also be asked to provide input and help shape the project. Benefits for each of the identified stakeholder groups are outlined below.

Table 3: Benefits for different involved stakeholder groups

| Target Audience | Benefits from myCorridor |
|---|---|
| Authorities | Use cases and best practices, new governance models tested, developed guidelines for incentives and promotion schemes. |
| Combine sharing/pooling vendors | Opportunity to integrate their services in wider service chains. |
| Mobility & infomobility service providers | New market and chances through MyCorridor platform, enrich portfolio of services and widen geographical scope. |
| E-ticketing and e-payment service providers | New market and chances through MyCorridor platform, easiness to integrate services across different systems. |
| Research community | Advance in research of MaaS schemes, enrich portfolio of use cases, collect data and results from pilots for further research. |
| MaaS aggregators and local nodes | Enrich portfolio of services and widen geographical scope (through expansion and/or roaming). |
| End users (all types of travellers) | Easier access to travel solutions, booking and ticketing. Wider offer of travel solutions at reduced cost and with enhanced usability (visiting a single web site instead of 10 th of them). |

WP8, as well as the whole consortium, will carefully select a limited number of contacts of persons belonging to organisations above mentioned categories of audiences. We will then engage with these persons directly by asking them to fill in surveys on the project, give us feedback on the project dissemination material, interact on social media, suggest content for the website or newsletter, speak at or attend project workshops, etc. Besides the dissemination activities targeted at groups specified in chapter 2.5, these contacts will be informed more in detail, and more often, using different channels and also in-person meetings.

For each category, a limited number of actors will be involved, 5 or 6 at maximum, in order to establish a concrete and fruitful dialogue for the whole project lifetime. The final aim is to create and consolidate an active MyCorridor community.

4.2 Collaboration with MaaS projects

MyCorridor will establish collaboration with several H2020 project which share common objectives and/or concepts, mainly the MaaS one.

Currently, the following projects have been identified as the most relevant; more will follow in the upcoming months:

- IMove - www.imove-project.eu;
- MaaS4EU - www.maas4eu.eu;
- C-Mobile - c-mobile-project.eu;
- SocialCar – socialcar-project.eu.

In more detail, direct contact has already been established with IMove and MaaS4EU and a proper collaboration is being defined, based on common press releases, cluster meetings on relevant and common topics and knowledge exchange.

As regards the SocialCar project, which is coming to its end (May 2018), topics of common interest might be found, mainly related to sharing and sustainable mobility, and the integration of public/private mobility

services. In addition, the consortium will consider the general policy framework in which technical activities will be performed such as ITS Directive and Delegate Acts, C-ITS Platform, Communication on C-ITS, Deployment, H2020 ITS Group, POLIS etc.

4.3 Scientific/Technical publications and papers

MyCorridor will publish at least 9 papers on scientific/technical journals, divided as follows: 3 publications during the second year of the project; 6 publications during the third year of the project.

Publications will focus on relevant project aspects and milestones and an index of them will be also made available on MyCorridor website (in “Library” section). All publications will be marked up with the following text:

“The work presented in this paper is [partially/fully] supported by the European Union’s Horizon 2020 research and innovation program – project MyCorridor: (Grant agreement No 723384) The author(s) is (are) solely responsible for the content of this paper. It does not represent the opinion of the European Community and the European Community is not responsible for any use that might be made of information contained therein.”

4.4 Events (e.g. workshops, conferences, exhibitions)

MyCorridor project partners will participate in several workshops, conferences, and exhibitions related to the project issues in order to raise awareness about the project goals and results as well as to establish a network with always new external stakeholders as well as relevant European projects. As a minimum, the participation to 5 events during the second year of the project and to 12 events during the third year of the project is expected. Presentations, demos and papers will arise depending the case.

IRU Projects will collect inputs from the partners about conferences and exhibitions to identify relevant events and will continuously coordinate the attendance of project partners in close collaboration with the project management team. Also, partners will inform WP8 leader about their participation in local events and of any relevant meeting with stakeholders and/or final users. A list of events where MyCorridor Project has been presented in 2017 is provided in the following table:

Table 4: List of events where the project was presented in 2017.

| Event title and organiser | Date | Place/Event | Partner |
|---|----------------------|----------------------|---|
| “MaaS in cities and regions” BY POLIS Network | 19 September 2017 | Brussels, Belgium | IRU Projects |
| 8th International Congress on Transportation Research (ICTR 2017), Hellenic Institute of Transportation Engineers (HITE) and CETH/HIT | 27-29 September 2017 | Thessaloniki, Greece | CETH/HIT presenting “Mobility as a Service” (MaaS) in a multimodal European cross-border corridor” paper submitted. |
| ITS World Congress by ERTICO | 29 October 2017 | Montreal, Canada | IRU Projects |
| Middle East and North Africa Regional Congress by IRF | 29-31 October 2017 | Dubai, UAE | IRU Projects and TTS Italy |

A provisional list of relevant events, where the MyCorridor project may be represented in 2018 is provided in the following table:

Table 5: List of events where the project may be presented in 2018.

| Event title | Date | Place | Partner |
|--|----------------------|---------------------|-------------------------|
| ERTICO Multimodality Reception event | 24 January 2018 | Brussels, Belgium | IRU Projects |
| ITS World Congress | 17-21 September 2018 | Copenhagen, Denmark | IRU Projects and others |
| Transport Research Arena (TRA) Conference 2018 | 16-21 April 2018 | Vienna, Austria | CERTH |
| Smart Mobility World | October 2018 | Turin, Italy | TTS and IRU Projects |

IRU Projects will be in charge of the organisation of **three Pan-European workshops** that will serve as major dissemination activities. The first workshop will be organised at the beginning of the project, on 8th February 2018 in London to present first of all the MaaS paradigm, legal and regulatory point of view, MyCorridor vision and approach, and will include an interactive session where the key findings about user needs, barriers, successful practices, KPIs, Uses Cases and initial results of the project in order to get feedback from the participants.

The second project workshop will be held (mid-term, M18, before the 1st round of the pilots), to assess the implementation and validation path of the project, whereas the last workshop will be held towards the end of the project (M35-M36), to present and disseminate the final outcomes, but also, to delineate the future activities that will emerge as of MyCorridor.

4.5 Liaison to MaaS Alliance

The Mobility as a Service (MaaS) Alliance is a public-private partnership, creating the foundations for a common approach to MaaS, unlocking the economies of scale needed for successful implementation and take-up of MaaS in Europe and beyond. The main goal is to facilitate a single, open market and full deployment of MaaS services¹. The MaaS Alliance work programme engages transport operators, service providers and users in four Working Groups, addressing issues around MaaS single market development, user needs, regulatory challenges and technology. Their results will support deployment of a MaaS network in Europe and beyond. Among the founding members and active participant of the MaaS Alliance, IRU (project beneficiary) will be the link between MyCorridor and the Alliance working groups and events, fostering cooperation and exchange of best practices. A8.5 of the project is specifically devoted to achieve this link.

IRU is actively involved in two working groups of the MaaS Alliance: Users and Rules (covering end-user related issues and legal and policy issues) and Technical and Standards working group (covering technical barriers, solutions and common architecture and standard APIs). Main tasks of IRU are to bring forward the voice of the industry (passenger transport – buses, coaches and taxis) and to help define the APIs for taxi and bus services.

¹ www.maas-alliance.eu

5 Open Access and obligatory disclaimers

The dissemination approach of the MyCorridor project complies with the “Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020”, published by the European Commission and the article 29.2 of the Model Grant Agreement for H2020 projects, thus ensuring open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results.

By this, results of publicly funded research can be disseminated more broadly and faster, to the benefit of researchers, innovative industry and citizens. Open access can further boost the visibility of European research, and in particular offer small and medium-sized enterprises (SMEs) access to the latest research for utilization.

For peer-reviewed scientific publications resulting from the MyCorridor project, Open Access (OA) will be guaranteed by measures of the “green” or “gold” model, defined by the European Commission in the following way:

- self-archiving / Green open access: implies that the peer-reviewed and accepted manuscript is archived by the author – or a representative – in machine-readable format in an online repository. The depositor must make sure that the open access to the publication is given within 6 months after deposit. MyCorridor will use the OpenAIRE platform, which gives access to numerous online archives in different research domains (www.openaire.eu), to deposit manuscripts for “green open access” in the most impact-oriented manner;
- open publishing / Gold open access: implies that an article is immediately provided in open access mode as published. It requests that also the deposit of a machine-readable electronic copy of the latest published version of the peer-reviewed and accepted manuscript in a repository in order to ensure long-term preservation of the article.

The following guidelines apply for the MyCorridor project:

- non-confidential data / information / outcomes will be open access on the project website;
- confidential data such as internal workshops, project memoranda etc. will be shared and verified by all partners to be used in non-confidential data / information / outcome;
- most of the publications related to the result of the project will be “gold” open access to be available for all people on the project website and other possible websites such as Newcastle University website. Manuscripts will be deposited in an institutional and / or subject-based and / or centralised repository of the choice of the author(s).

MyCorridor partners will have to follow the following steps:

- deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications – as soon as possible and at the latest on publication;
- deposit the research data needed to validate the results presented in the deposited scientific publications at the same time;
- ensure open access to the deposited publication — via the repository — on publication, if an electronic version is available for free via the publisher, or within six months of publication;
- ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication, including the terms “European Union (EU)” and “Horizon 2020”, the name

of the action, acronym and grant number; the publication date, and length of embargo period if applicable, and a persistent identifier.

More details upon the Open Access Strategy of the project can be found in D2.1: "Data Management Plan" for M6.

Information on EU funding and use of the EU emblem / Exclusion of Commission responsibility

All publications and dissemination from MyCorridor, both in printed or electronic form, will include the EU emblem and the following sentence as obligatory:



MyCorridor is funded by the European Union within Horizon 2020 research and innovation programme under grant agreement No 723384.

When displayed together with another logo, the EU emblem must have appropriate prominence.

The EU emblem can be downloaded via the following link: http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm.

Only in cases where the Commission requests or agrees otherwise or unless it is impossible, this rule does not apply.

Furthermore, any dissemination of results must indicate that it reflects only the author's view and that the INEA (Innovation and Networks Executive Agency) is not responsible for any use that may be made of the information it contains.

Disclaimer

All deliverables will include the following disclaimer:

This project is co-funded by the European Union under the Horizon 2020 Research and Innovation Programme. The content of this document reflects solely the views of its authors. The European Commission is not liable for any use that may be made of the information contained therein.

The members of the MyCorridor project Consortium shall have no liability for damages of any kind including, without limitation, direct, special, indirect, or consequential damages that may result from the use of these materials.

If the deliverable has not yet been approved by the EC, it will include the following mention:

This deliverable is a draft document subject to revision until formal approval by the European Commission.

6 Conclusions

In the chapters above we have outlined the dissemination strategy and actions that will mainly serve the project partners as a guideline in their engagement in project dissemination and communication. It will help project partners to follow the defined objectives using common tools and common visual identity and will help to evaluate their efforts.

WP8 partner decided to use a variety of channels to disseminate project results to a large portfolio of audience, ranging from general public, the relevant industries, public authorities and decision makers, and academia. This is why different tools have been put into place and address these different audience groups properly and raise awareness on the project more efficiently. In addition, the document highlights also the involvement of key stakeholders as part of the User Forum, and the liaison with the MaaS Alliance, which will both help shape the project in the correct direction, gain more visibility and ensure MyCorridor as one of the leading projects on the topic of MaaS.

This deliverable provides the description of objectives, audience, activities, tools and defines the KPIs, whereas the future versions (D8.3 in M18 and D8.4 in M30) and will focus more on the assessment of performed dissemination activities.

Annex 1: MyCorridor keywords

- sustainable travel
- cross-border
- multi-modal
- intermodal
- Mobility as a Service (MaaS)
- business model
- traffic management
- carpooling
- car sharing
- public transport
- mobility corridor
- mobility token
- ITS technology
- Innovation
- data sharing
- interoperability
- open data
- open services
- modal shift
- one-stop shop
- seamless mobility
- shared mobility
- TM2.0 Platform