Mobilit**y** as a Service in a multimodal European cross-border **Corridor** (**MyCorridor**)

Deliverable 8.3

Dissemination Strategy and Actions (2)

Laura Franchi (TTS Italia), Gorazd Marinic (IRU)

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Reviewers List

Name	Organisation	Date
Gino Franco (External expert)	-	
Laura Coconea (MyCorridor Quality Assurance Manager)	SWARCO MIZAR	23 November 2018
Belinda Fairbairn	UNEW	22 November 2018
Giulia Dovinola	SWARCO MIZAR	23 November 2018

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

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Abbreviations

Abbreviations	Meaning
API	Application Programming Interface
DSA	Dissemination Strategy and Actions
EU	European Commission
INEA	Innovation and Network European Agency
ITS	Intelligent Transport System(s)
KPI	Key Performance Indicator
OA	Open Access
MaaS	Mobility as a Service
SME	Small Medium Enterprise
TL	Task Leader
TM2.0	Traffic Management (Platform)
WP	Work Package
WPL	Work Package Leader

Executive Summary

This Deliverable D8.3 “Dissemination Strategy and Actions (2)” (DSA) serves as an updated descriptive document outlining the overall project dissemination strategy, associated actions and related results. This new version of the DSA explains the actions that have already been undertaken towards the target audiences for the project, it also details the communication channels and tools used, as well contributions received 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 DSA is to define how, when and why dissemination have been and will be achieved and to report also the achieved outcomes according to the plan set.

The first version of DSA was delivered at M6 (November 2017) and its update corresponds to this version at M18 (November 2018), whilst it will be further updated at M30 (October 2019).

The document highlights the results achieved by the project under WP8: in the past months, MyCorridor was well presented and disseminated, thanks to the active support and participation of all partners, in several international events and this was of high relevance to enlarge the network of stakeholders the project aims at engaging. This same objective was also achieved thanks to the organisation of two Pan-european workshops. In particular, during the second and most recent workshop, the first public demo of the MyCorridor app was launched. Finally, the constant use of social media (Twitter and LinkedIn) helped a lot the MyCorridor project in attracting new followers (175 at the moment of the preparation of this document).

As of the contents of this document, more in specific:

Chapter 1 is a general overview of the WP8 and its objectives, focusing on roles and responsabilities; key messages; the audience the WP8 aims at targeting through its specific actions; a quick overview on the deliverables foreseen; KPIs.

Chapter 2 is related to the visual identity of the project, mainly the logo), and the dissemination tools used to externally communicate such an identity: project website, flyer, brochure, roll-up, template and presentation, project video, images, newsletter, press releases and social media.

Chapter 3 is focused on the actions externally carried out to involve the stakeholders MyCorridor aims at targeting: collaboration with other relevant MaaS projects; participation in and organisation of events and workshops; submission of papers; User Forum.

Chapter 4 is related to the Open Access strategy that MyCorridor is implementing to be compliant with EU directives on this.

Chapter 5 is related to the Privacy Policy and the way the project addressed it.

Chapter 6 is for the obligatory disclaimer used in MyCorridor official documents and publications.

Chapter 7 offers a short overview of the next steps and actions to be undertaken under WP8.

1.Introduction

1.1 Purpose of the document

This document is the updated of the D8.2 "Dissemination Strategy and Actions" and reports on the first results achieved thanks to the dissemination and communication actions undertaken under WP8 of the MyCorridor project up to M18 (November 2018).

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, under the section "Project Library".

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 MyCorridor general and dissemination objectives

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 and IST technology) and novel business schemes and roles that will facilitate "Mobility as a Service" (MaaS) and the inter-modal shift, providing seamless personalised travelling for passengers crossing borders.

MyCorridor intends specifically to enable a paradigm shift for car users, by driving the "vehicle world" towards MaaS starting from the deployment of the TM2.0 concept (http://tm20.org/), setting as the starting point those mobility services related to the interactive traffic management vision of the "vehicle world".

A first set of keywords related to the project was identified in D8.2 and this will be further expanded in order to cover new developments. Keywords will continue to be used in our dissemination materials and to help us with creating content and social media communications (i.e. Twitter hashtags). An updated list of keywords can be found in Annex 1.

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

- integrate a variety of mobility and other types of 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.

All MyCorridor dissemination activities so far carried out aimed 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:

- disseminate key project developments to external actors and key stakeholders;
- 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) and ensure cooperation with the main international forums, as well as liaise with related projects and initiatives;
- develop an exploitation plan.

The MyCorridor project involves 17 partners: UNEW, CERTH, OSBORNE CLARKE, WINGS ICT, SWARCO MIZAR, SWARCO HELLAS, CHAPS, HACON, MAP TM, VIVA WALLET, AMCO ABEE, TOMTOM, RSM, TTS, UPAT, IRU Projects and SRFG.

2.2 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 responsible respectively for task A8.1 "Dissemination plans and actions" and A8.3 "Exploitation Plans". However, in order to maximize the project's output, all project partners, in particular Work Package Leaders (WPL) and Task Leaders (TL), are constantly asked to contribute to the implementation of all DSA related activities. Continuous input from all partners is therefore required throughout the entire project period.

Project partners have been invited to plan and implement concrete communication activities through their organisation: 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 or ideas for content for the website, and provide event information.

All partners report their project-related communication activities in the file created for dissemination reporting (Dissemination Log) available on the project intranet, including information on events they attended and those they are planning to attend.

2.3 Key messages

MyCorridor has started to define key messages, 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).

The first MyCorridor project key messages were elaborated by WP8 in close cooperation with the project coordinator and with the support of task leaders who helped to underline the main aspect of each task of the project.

A first key message, a slogan actually, was elaborated for the project flyer: "MyCorridor…better trips, better life!", aimed at including in a few words the new concept of travelling thanks to MaaS and the general aim of improving quality of life through MaaS and a new approach to travelling.

Figure 1: Key messages in MyCorridor Flyer.

Further key messages were elaborated for the first version of the project brochure due delivered in May 2018: the brochure section "What's behind MyCorridor" explains the whole project through short messages focusing on the main and most innovative of MyCorridor.

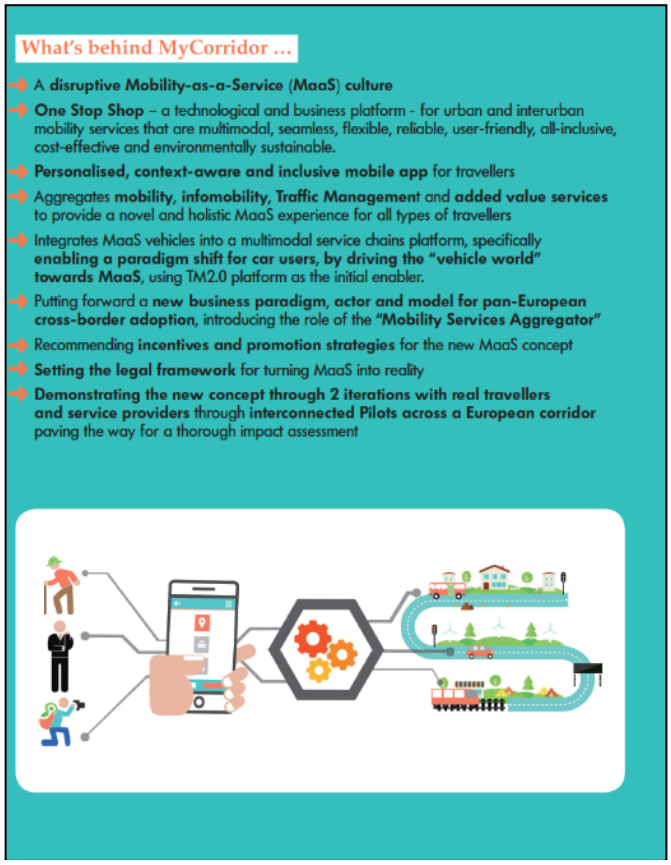


Figure 2: Key messages in MyCorridor brochure.

2.4 Target audience

MyCorridor dissemination activities are 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:

Table 1: Stakeholders targeted in MyCorridor.

Private sector actors	Public sector actors	End users	Media
Industry (traffic management, transporters, taxi companies);	public authorities	travellers of all categories	online sector magazines
research centres and communities;	municipalities/cities	general public	scientific/technological reviews
service providers (mobility, infomobility, e-ticketing, e-payment, aggregators)		citizens	
E-ticketing and e-payment service providers			
MaaS aggregators and local nodes			

Private sector actors	Public sector actors	End users	Media
Interest Groups (e.g. MOBiNET Service Provider Community, MaaS Alliance)			

In addition to more general dissemination and communication activities that will be described further on in this deliverable, two main activities were carried out in order to address the above mentioned categories of stakeholders: Workshops and User Forum.

2.5 Dissemination deliverables

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

Table 2: MyCorridor list of deliverables under WP8.

ID	Deliverable title	Type	Level	Due date	Status
D8.1	Project Logo and Website	Websites, patents filing, etc.	Public	M4 (September 2017)	delivered
D8.2 D8.3 D8.4	Dissemination Strategy and Actions (3 deliverables)	Report (3 report versions/updates)	Public	M6, M18 and M30 (November 2017, November 2018 and November 2019)	D8.2 delivered - D8.3 this document
D8.5	Project Leaflet	Websites, patents filing, etc.	Public	M6 (November 2017)	delivered
D8.6 - D8.7	Project brochure (2 deliverables/versions)	Websites, patents filing, etc.	Public	M12 and M24 (May 2018 and May 2019)	D8.6 delivered
D8.8	Project video	Websites, patents filing, etc.	Public	M30 (November 2019)	Delivered
D8.1	Report on activities of liaison with MaaS Alliance	Report	Public	M36 (May 2019(	

ID	Deliverable title	Type	Level	Due date	Status
	Project Roll up	*Websites, patents filing*	*Public*	*M8 (January 2018)*	*Delivered*

The MyCorridor roll up was not included in the WP8 deliverables listed and described in the project plan. However, WP8 in agreement with the project coordinator, agreed on the importance of having a further dissemination tool to be used during MyCorridor participation in events and for workshops organised by the project itself.

All the public Deliverables mentioned in the table above are published on the website of the project, under the section titled Project Library (under the *About* menu item). As regards WP8, the following public deliverables are already available:

- Leaflet;
- video;
- brochure.

2.6 Monitoring and Success criteria

The WP8 leader is constantly monitoring dissemination and communication activities in order to keep the project on track and reach the dissemination objectives. All partners are reminded regularly by the WP8 leader to periodically inform about their recent/latest dissemination and communication activities in the framework of the project. For this purpose, a specific template titled "Dissemination Log" (available on the project file sharing platform TREVI) was created. 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 and related 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);
- 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, LinkedIn posts, FB 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).

This information is crucial evidence from all partners to then inform the Continuous Reporting, Periodic Reporting and Final Reporting within the MyCorridor project management function of the European Commission's Participant Portal.

Key Performance Indicators-KPIs

The monitoring of overall Dissemination milestones, also through the Dissemination Log, is relevant to ensure the achievement of the *Key Performance Indicators-KPIs* foreseen by the project.

The following table lists all the key performance indicators for each activity for the whole project duration:

Table 3: MyCorridor KPIs for the three years project.

1st Year	2nd Year	3rd Year
leaflet, brochure and poster printed in good quality and web site functioning	at least 3 publications in journals and 5 project papers in Conferences	at least 6 publications in journals and 12 project papers in Conferences
Interest Group encompassing all key stakeholder representatives and with 20 (by Month 6) and 40 (by Month 12) external members.	draft exploitation agreement available. Detailed exploitation plans for at least half of the MyCorridor end-products/ services	project web site with at least 150 visits per month
	project web site with at least 100 visits every month.	viable exploitation plans for all MyCorridor main products
	realisation of the second project workshop	realisation of the third project workshop

The table below shows the status for the 1st year KPIs:

Table 4: MyCorridor KPIs status for the first year.

1st Year	Status
Leaflet, brochure and poster printed in good quality and web site functioning	The website was delivered and is being constantly updated with new contents since the very beginning of the project. Several sections of the project website were updated according to the project progresses: news, library, pilots and interviews of key project partners. The project video was uploaded to the website. The leaflet was realised, distributed among project partners as well as printed in good quality and distributed to events. The project roll-up was realised and printed in one copy, used by each project partner according to needs. The roll up was updated with a more relevant image and reprinted in October 2018.
User Forum encompassing all key stakeholder representatives and with 20 (by Month 6) and	The User Forum was set up. By November 2018 the MyCorridor User Forum includes more than 180 stakeholders, ranging from

1st Year	Status
40 (by Month 12) external members.	transport and mobility service providers, authorities, research organisations and various associations.

The table below shows the status for the 2nd year KPIs:

Table 5: MyCorridor KPIs status for the second year.

2nd Year	Status
At least 3 publications in journals and 5 project papers in Conferences (end of 2° year)	At the moment of the preparation of this document, the MyCorridor project is entering its main phase of development while the pilot implementation will only start in 2019. Therefore, end of 2018/ beginning 2019 will be the most fruitful moment for publications and papers. So far, four papers were presented.
Draft exploitation agreement available. Detailed exploitation plans for at least half of the MyCorridor end-products/ services (end of 2° year)	At the moment of the preparation of this document, the MyCorridor project is entering its main phase of development while the pilot implementation will only start in 2019. Therefore, end of 2018/ beginning 2019 will be the most appropriate moment for drafting the exploitation agreement and plans.
Project web site with at least 100 visits every month	Achieved, with constant growth.
Realisation of the second project workshop	The second project workshop was organised and held in Rome on the 16th of November 2018.

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 incorporates the path element, which is reflecting both road and rail transport.

Figure 3: MyCorridor project logo.

The logo was added to any official document related to MyCorridor (power point, deliverable etc.), to any dissemination and promotional material, and where possible to the websites of the Project partners.

It was decided to use the Microsoft Office font *Cambria* in in all communication materials, (Cambria 22 for heading text and Cambria 11for plain text).

3.2 Project website

The MyCorridor website, accessible at http://www.mycorridor.eu, 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.

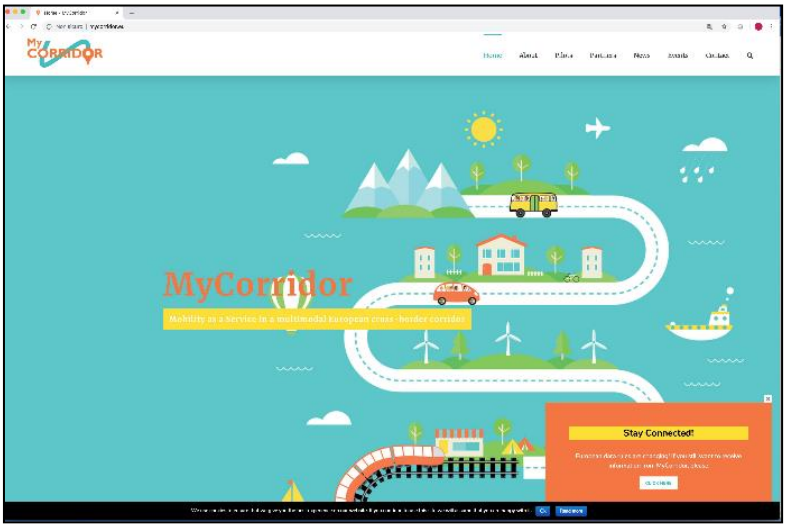


Figure 4: MyCorridor project website.

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, with the support of TTS Italia. The design of the template and the visual elements was outsourced to an external service provider.

The website was designed to be user friendly and intuitive. It is conceived to be a "live laboratory" always under progress and updating.

Since its launch, the basic structure of the website has not been modified and the sections remained the same. However, several improvements have been introduced:

- **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 was updated with a new image, better representing the whole concept of the MyCorridor project and its objectives (Session "**The Project**").
    - **Project Library:** this is where all the public deliverables and presentations from the project workshops are 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.
    - **Index of publications**: according to the MyCorridor Open Access strategy, this is were all public deliverables are made available.
    - **Photo gallery**: the pictures of the events organised by the project and where the project participates are stored here.
- **Pilots:** Lists the pilots that are planned, their location and provides a map of the corridors. This section was recently updated according to the progresses made by the project and also with new images better explaining the project liaisons with the MaaS Alliance.
- **Partners:** Contains the logos and organisation names of all the project partners. Each logo is clickable and linked to that partner's website.
- **News:** Mainly contains information about the project progresses, interview of project partners as well as initiative, and participation in European events. Additionally, articles related to relevant topics are reported. This section also contains a column where a Twitter feed appears. So far, 11 news were published under this section.
- **Events:** Contains information on upcoming events, both internal and external.
- **Contact:** provides contact information through a contact form sent to the Dissemination Manager's email.

After its release, the project video was posted on the project website to increase visualisation and to guarantee the widest dissemination.

Finally, the website was updated according to the recent EU regulations on privacy data management and cookies.

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 will mainly involves IRU Projects and TTS Italia. However, especially as regards the public contents, the support of all project partners continues to be required.

The website traffic is monitored using Google Analytics and a specialised dashboard which helps assessing the key indicators for the project:

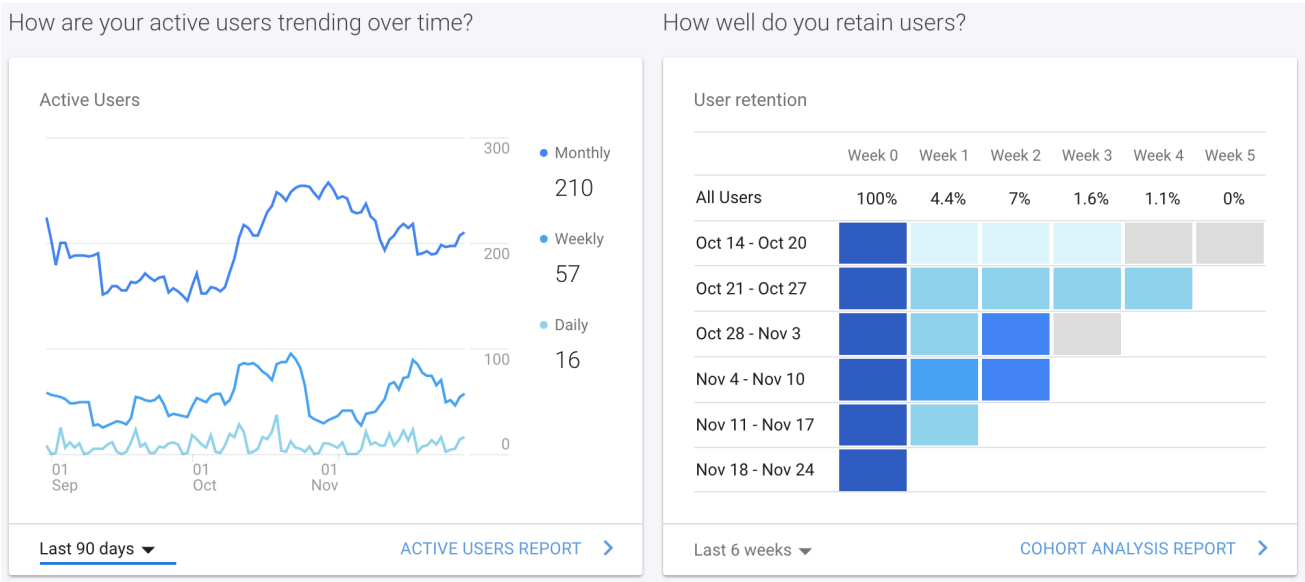


Figure 5: Recent MyCorridor website analytics.

3.3 Project flyer and brochure

The project flyer was due at M6. As the first printed dissemination tool the project flyer offered quite a concise yet relevant information on the project, its objectives, and partners involved, timelines and expected outcomes. The project flyer provides the following information:

- project concept explained through an ad hoc image and motto;
- the objectives and innovative aspects of the project;
- a focus on pilots;
- a focus on expected results;
- fact and figures of the project;
- project consortium logos;
- project coordinator's contacts;
- social media logo and address.

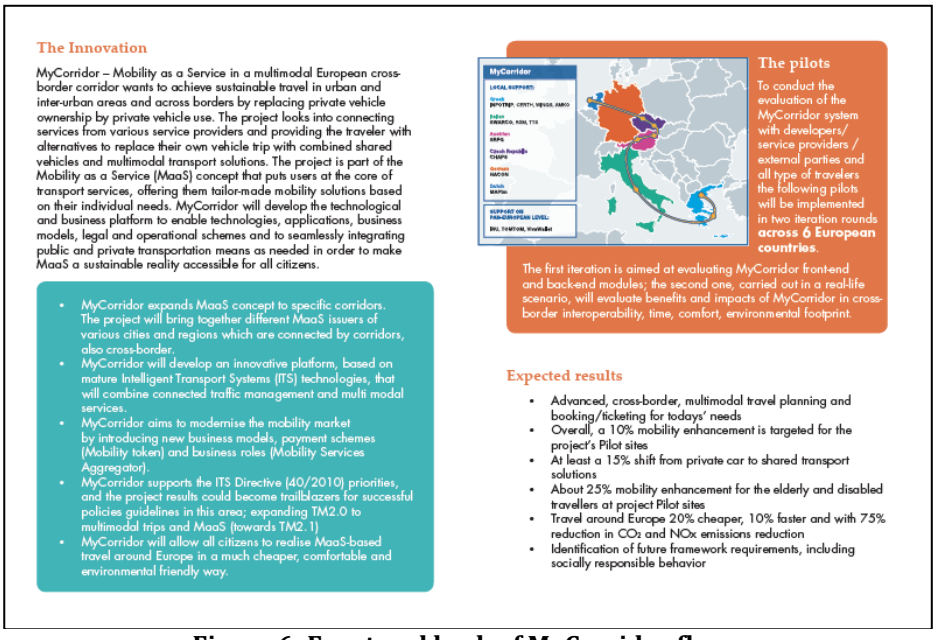


Figure 6: Front and back of MyCorridor flyer.

The project flyer is available on the project library section of the web site. The flyer was sent to the partners and the project management team for comments and inputs. When finalised, the flyer was circulated to the consortium and made available on the TREVI common space, 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 with an update foreseen at M24, is thought as of as a more detailed tool to be distributed among external stakeholders. It describes the project and its different aspects more in details, focussing on innovation and progresses made. The first version of the brochure was structured on six folding pages with A5 format as follows:

- page 1: an ad hoc image describing the main project concept, along with the project motto;
- page 2: “What’s behind MyCorridor”, focusing on project objectives;
- page 3: “What’s new in MyCorridor”, focusing on the innovative aspects of the project;
- page 4: “Where is MyCorridor today”, telling about the project progresses and main results so far reached;
- page 5: “MyCorridor pilots” better explain the projects pilots and the link with the MaaS Alliance and use of the MaaS API;
- page 6: project facts and figures, partners’ logos, coordinator’s contacts, online and social media contacts.

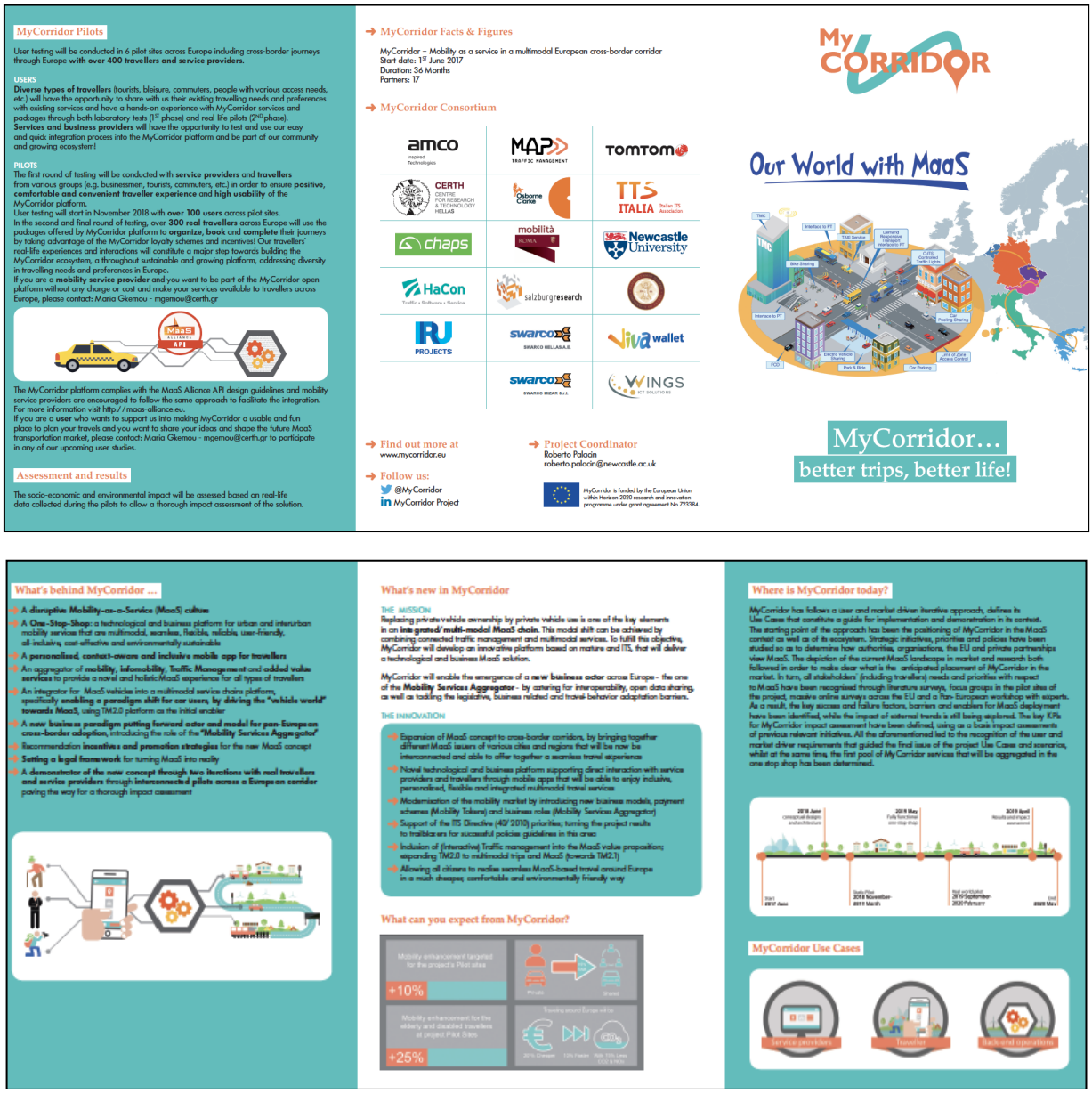


Figure 7: Front and back of MyCorridor brochure.

According to project development, this structure and related contents will vary on the second version of the brochure. The digital version of the brochure is available on the project web site under the Project Library section. The brochure was sent to the partners and project coordinator for comments and inputs. When finalised, the brochure was circulated to the consortium and made available on the TREVI

common space, 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.

On the occasion of the workshop in Rome in November 2018, a certain amount of copies were printed to ensure that the core information was widely spread to stakeholders and participants.

3.4 Project roll-up

The preparation of a project roll-up is not explicitly listed under the WP8 actions. However, it is an important tool to further define the visual identity of the project and properly capture audience attention when participating at events. The project roll-up is especially used during the MyCorridor workshops, like those already held in London and Rome. There are two versions of the roll-up, both reproducing the visual identity already developed under WP8 and are structured as follow:

- ad hoc image explaining the project concept along with the project logo and motto;
- fact and figures
- of the project;
- project consortium logos;
- project coordinator's contacts;
- social media logo and address.

Figure 8: First version of MyCorridor rollup.

A second, newer version of the project roll-up was prepared for the MyCorridor workshop in Rome: it contains an updated project image better explaining the MaaS concept applied to MyCorridor and it especially address service providers, the main target of this second workshop.

Figure 9: Second version of MyCorridor rollup.

3.5 PowerPoint template and Project presentation

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

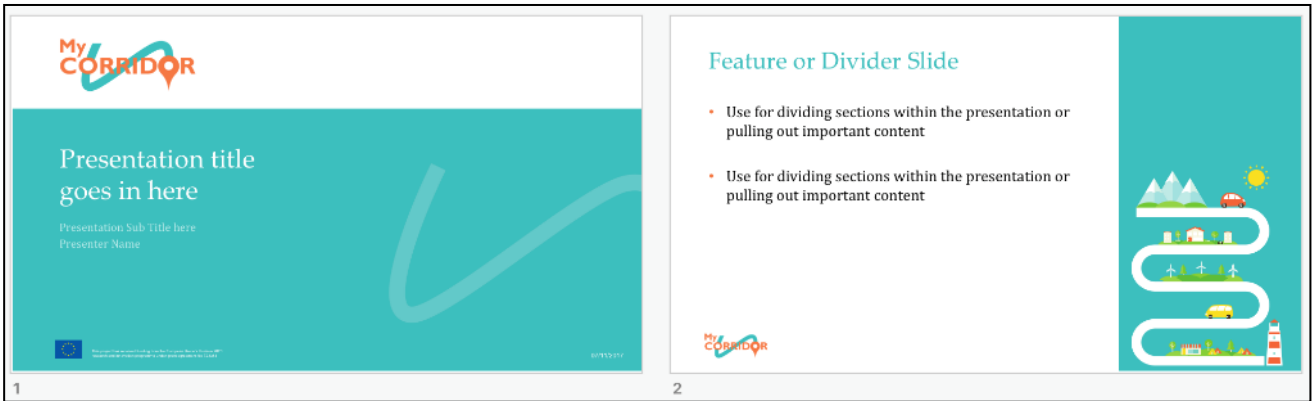


Figure 10: MyCorridor PowerPoint template.

Along with this project template, under WP8, a MyCorridor general presentation was 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.

The template and the project presentation have been used at various events, helping the project to be recognisable and present a coherent image.
The project presentation is available on the project website, under the section "Project Library".

3.6 Project videos

IRU Projects, with the support of TTS Italia, will produce two different videos during the project lifetime. A first video was already produced and delivered in January 2018. Even if this first video was not explicitly listed among the project deliverables, WP8, in agreement with the project management team, decided that it was important to add since an early stage of the project this visual tool for dissemination, able to resume the project scope in a quick and funny way.

The first video is short animation lasting 2.24 min. explaining the MyCorridor project and its concept. The animation serves as an illustration of what the project is about in a simple and straightforward manner, through a story:

"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."

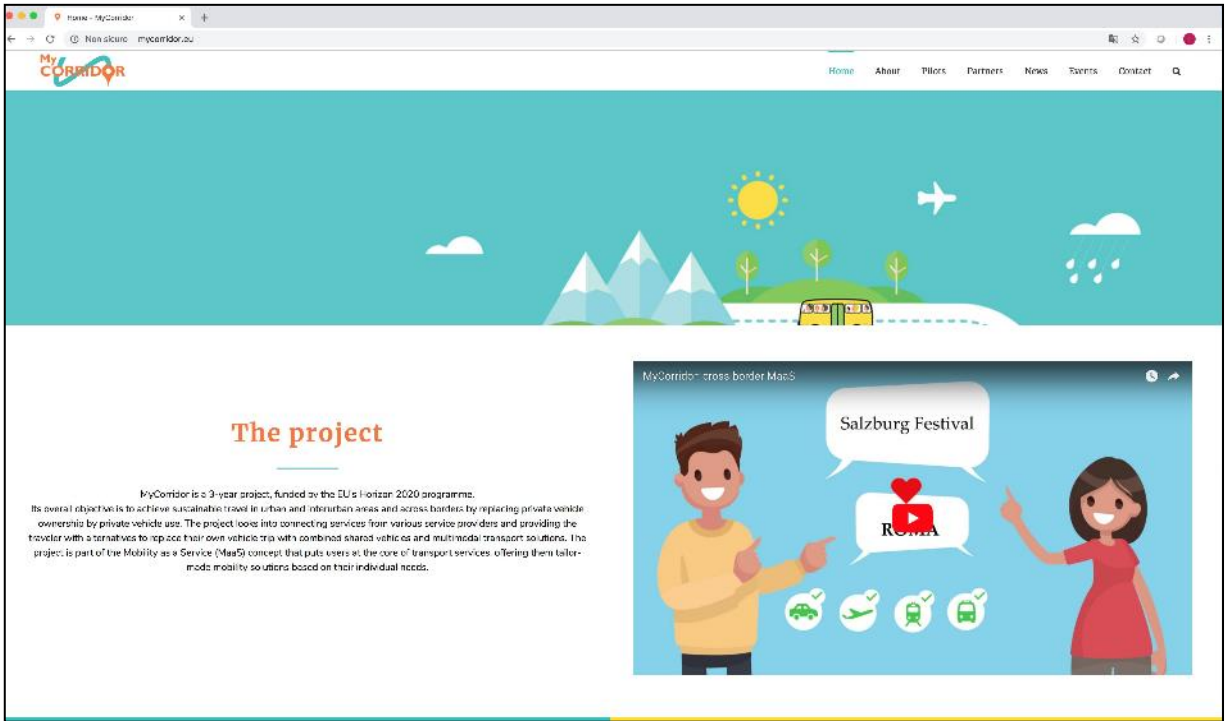


Figure 11: MyCorridor project video available on the website home page.

The project video was placed on the MyCorridor website as well as on Youtube at the following link: https://www.youtube.com/watch?v=gEwbNks3RYs&t=7s

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 from both 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 internal project document sharing platform (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

The MyCorridor project chose Twitter as main and unique social media tool to be used for the project dissemination. Twitter, due to its characteristics, allows quick, fresh and immediate interaction with the audience who is informed on project progress almost in real time.
MyCorridor Twitter account is available @MyCorridor and is used to:

- share relevant information/news on MyCorridor;
- inform audiences about the participation to relevant events;
- share pictures/images related to MyCorridor;
- retweet information/news from other relevant projects/accounts.

Figure 12: MyCorridor Twitter account.

The following general guidelines were 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.

A Twitter feed is also available on the project website.

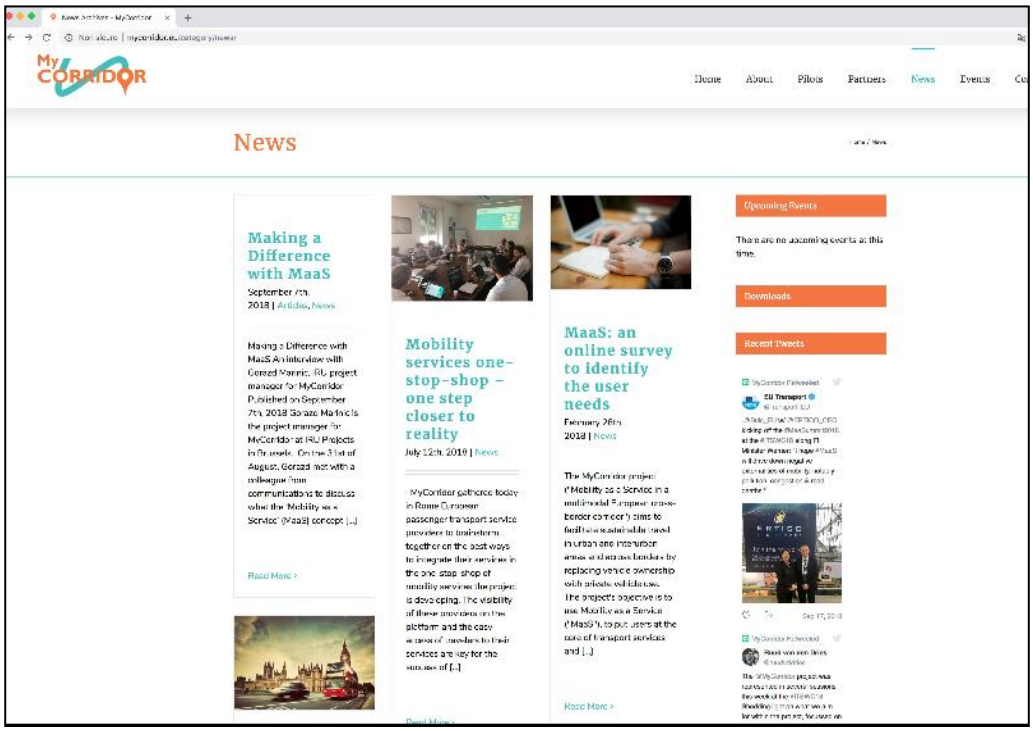
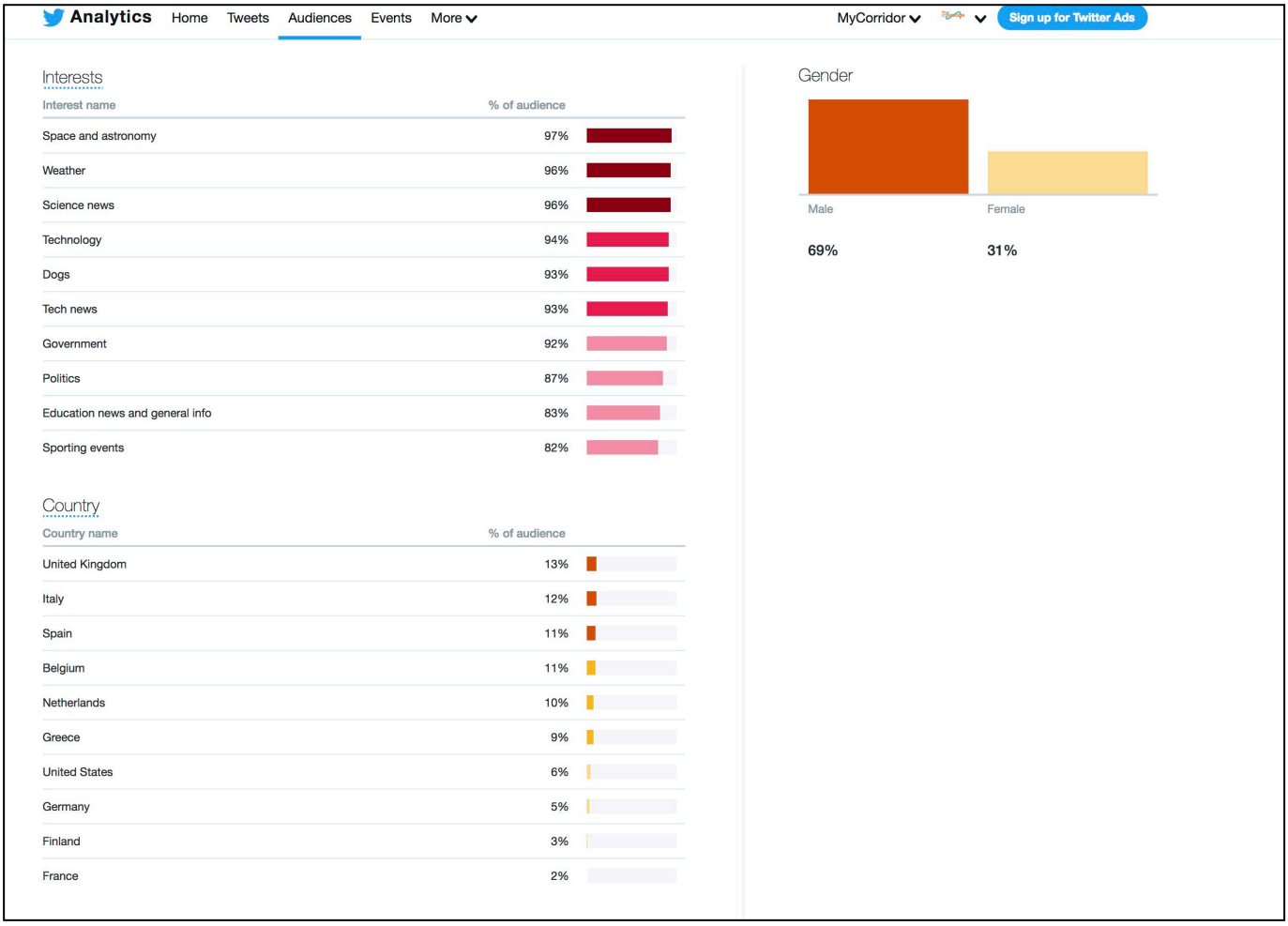


Figure 13: MyCorridor news feed on its twitter account.

MyCorridor counts **175 followers** on Twitter at the moment of the preparation of this document including:

- ITS experts;
- ITS companies;
- Transport and Mobility EU Associations;
- Accounts for relevant transport events;
- EU MaaS projects.

The images below show the gender, interest, country and region repartition of the MyCorridor followers:



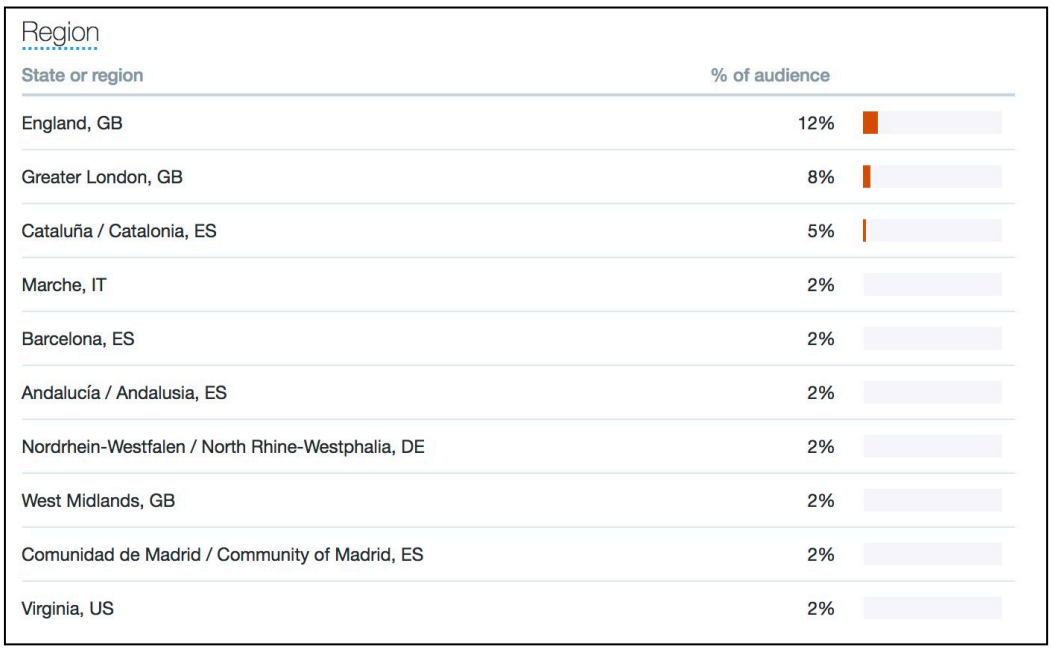


Figure 14: Gender, interest, country and region repartition of the MyCorridor Twitter followers.

Finally, here is an image reporting the MyCorridor Twitter statistics according to the month of November 2018:

Figure 15: MyCorridor Twitter statistics according to the month of November 2018.

The MyCorridor project also launched a LinkedIn profile that reflects the same contents as the project web site and at the moment of the preparation of this document has **101 connections** including transport service providers, universities, transport associations, research centres, private companies, mobility start-ups:

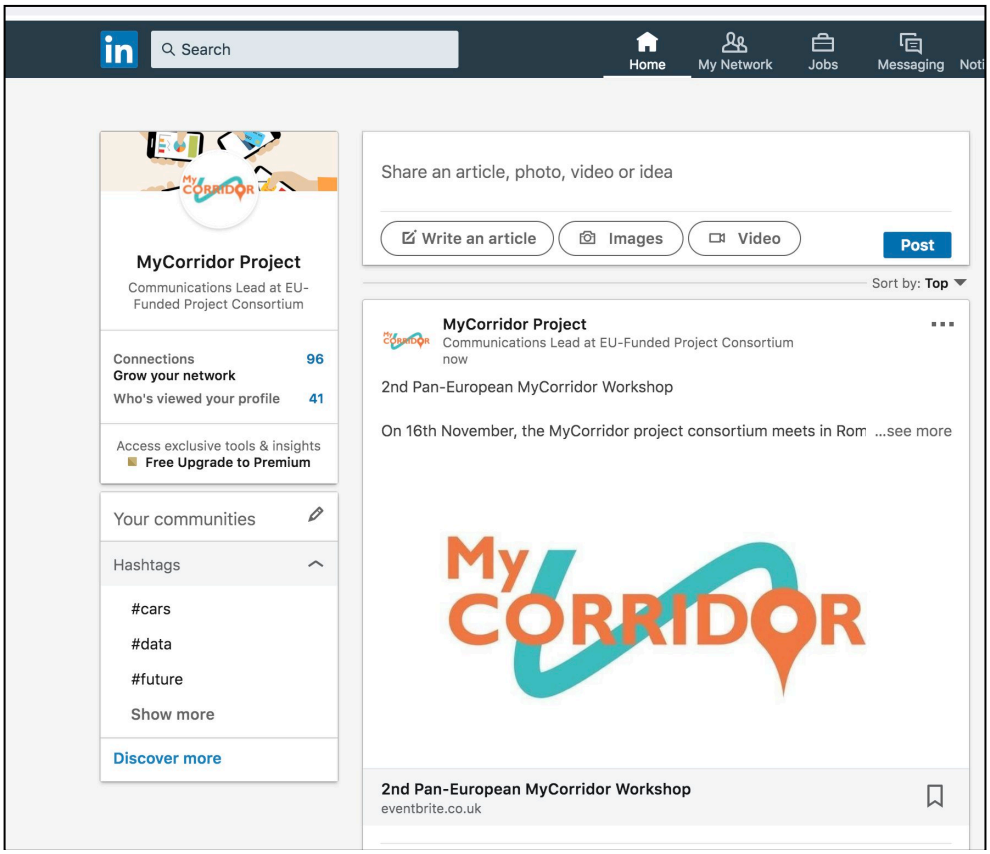


Figure 16: MyCorridor LinkedIn page.

3.9 Project newsletter and press releases

Even if not explicitly listed among deliverables, the MyCorridor project will release at least three newsletters during the project lifetime and in general when relevant results are achieved or the attention has to be kept high on relevant project events.

The project newsletter mainly reports the contents of the MyCorridor website and, according to the first newsletter release in February 2018, it is composed as follows:

- Information on project progresses and results;
- Collaborations with other relevant projects;
- Information about relevant upcoming events.

The newsletter template is realised and distributed to relevant contacts by using MailChimp.

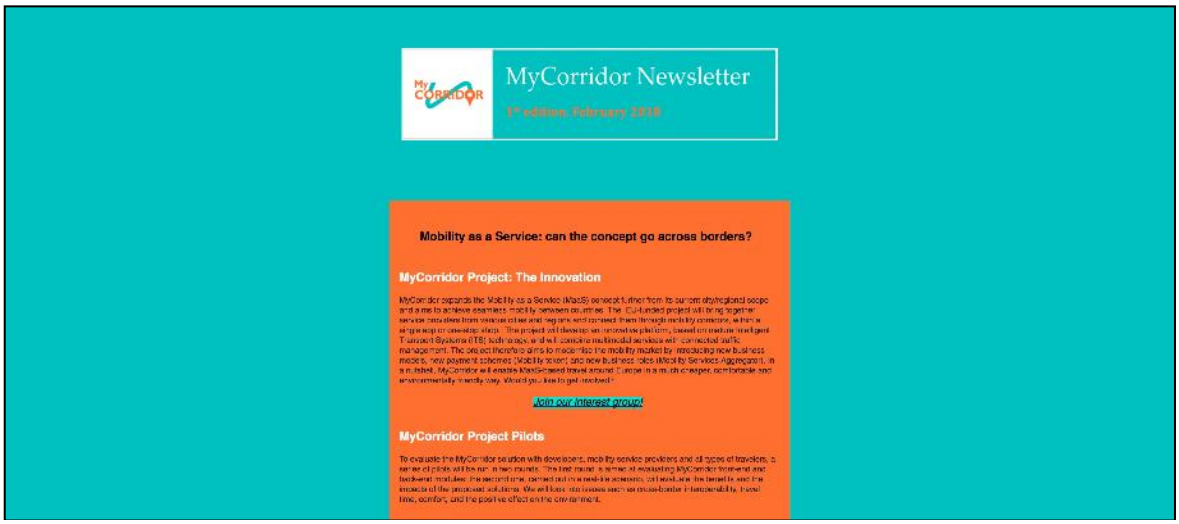


Figure 17: MyCorridor first newsletter.

The second MyCorridor newsletter will be released before the end of the December, possibly by the 10th of December in order to anticipate the Christmas break and miss recipients. The newsletter will partly reflect the contents available on the website under the section "News" and will also include the current status of the MyCorridor platform implementation as well as the 1st round of pilots coming.

MyCorridor will release at least 3 press releases, prepared in English and translated to local languages by partners. Press releases will be released in correspondence with relevant project milestone or in collaboration with other MaaS projects as well as the MaaS Alliance, in order to inform both external stakeholders and national media.

A first press release will be launched within December 2018 in collaboration with the MaaS Alliance as an official announcement of all the EU project collaborating with the Alliance and working on the implementation of the MaaS concept and endorsing the MaaS API.

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;
- collaboration with relevant MaaS projects;
- dissemination of the project in the research community (through publications and presenting papers at research/scientific conferences);
- event organisation and participation;
- cooperation with TM2.0 platform.

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

4.1 Project User Forum

One of the main strategy elaborated under the MyCorridor project for the engagement of stakeholders is the creation of the User Forum. The project keeps up-to-date the User Forum, composed by Interest Groups, which now counts 180 entries, from transport and related service providers, authorities, research organisations and other project partners. The User Forum also represents the basis for the MyCorridor database of contacts. These contacts are informed of the project and are also given the possibility to follow the project by subscribing to the project newsletter.

As anticipated in the section 2.4 of this document, the main stakeholders' categories of interest for the MyCorridor project are:

- industry;
- research communities and centres;
- service providers;
- e-ticketing and e-payment service providers;
- MaaS aggregators and local nodes;
- Interest Groups
- authorities/municipalities;
- all travellers.

WP8, as well as the whole consortium, has selected and still will carefully select for the whole project duration a limited number of contacts of persons belonging to organisations above mentioned categories of audiences. The project engages 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.

For each category, a limited number of actors is 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 established since the very beginning a collaboration with other relevant H2020 projects which share common objectives and/or concepts, mainly the MaaS one.

The collaboration was especially set with the two following projects:

- IMove - www.imove-project.eu;
- MaaS4EU - www.maas4eu.eu.

More in details, direct contact has already been established with IMove and MaaS4EU and a proper collaboration was defined, based on common press releases, cluster meetings on relevant and common topics and knowledge exchange.

Periodical call conferences and face to face meeting are properly organised between the three project coordinators, also involving relevant partners of the consortium when needed.

Since the beginning of the projects, two cluster meeting were organised:

- 6th February 2018, in London;
- 15th November 2018, in Rome.

Both cluster meetings were organised a day before the MyCorridor Pan-European workshop in order to ensure and maximise synergies, and with the aim to define a state of the art of the cooperation and to decide the next steps.

At the first cluster meeting the project partners agreed to align communication and dissemination activities and explore the potential cooperation on other fields.

The cluster of MaaS projects further continued the discussion at the ITS World congress in Copenhagen on 19th of September 2018, where the projects presented an overview of advancements of their developments and pilots deployments. The speakers from all three projects explored the alignment of MaaS deployment with the regulations on multimodal passenger rights.

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 will also made available on MyCorridor website. 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."

Even though the MyCorridor project is entering now its main phase of development right now and the pilot implementation will only start in 2019, the following papers have already been published in conference proceedings supported by relevant presentations:

- **"MyCorridor"** at the Transportation Research Board 2017, Washington DC, USA, January 2018

- "**TM2.0 as an enabler of MaaS and its employment in MyCorridor**" at the ITS World Congress, Copenhagen, Denmark, September 2018 by MAPtm/Swarco Mizar;

- "**The symbiosis between Traffic Management and Mobility as a Service**" at the ITS World Congress, Copenhagen, Denmark, September 2018 by MAPtm;

- **"Mobility as a Service (MaaS) in a multimodal European cross-border corridor"** 8th International Congress on Transportation Research, Thessaloniki, Greece, September 2018 by CERTH

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

The MyCorridor project attended and was involved in an active way in several international events. Also, MyCorridor organised two Pan-european workshops.

Workshops

1st workshop – February 2018

The first European workshop (in a series of three) was organised on the 9th of February 2018 to introduce MyCorridor to a wider audience and approach the challenges of implementing MaaS from the legal, governmental and research perspectives. More than 50 stakeholders attended.

Hosted by the UK-based legal practice Osborne Clarke LLP, one of the project partner, the workshop opened with a short animation illustrating the MyCorridor project's objectives. The first keynote was given by Christopher Irwin, Member of the European Passengers' Federation (EPF) Council. Mr. Irwin offered a clear overview of MaaS and explained the added value of the project.

Christopher Irwin, Member of the European Passengers' Federation (EPF) Council.
Other workshop speakers included Ivo Cré, Deputy Director at POLIS Network who looked at the role of local governments in developing MaaS, concluding that the involvement of local authorities is still very limited. He agreed with the previous speaker that there are risks in developing a purely commercial approach to MaaS.

Jeremy Godley and Marie-Claire Smith from Osborne Clarke LLP, summarised the main legal issues for MaaS stakeholders, such as market access, payment regulation, competition law, contractual issues, liability and public procurement amongst others. They highlighted the importance of data protection and privacy for MyCorridor and MaaS in general, especially in view of the EU General Data Protection Regulation (GDPR) that came into force this upcoming May (2018).
MyCorridor technical coordinators from the Hellenic Institute of Transport of Centre for Research and Technology Hellas – (CERTH/HIT) outlined the project's vision, objectives and implementation approach. The interactive session towards the end of the workshop was an excellent way to survey the participants on their views regarding needs and priorities, policy, market and other issues relevant to

the project's success. The set of unique audience insights from the session can be obtained by members of the MyCorridor Interest Group. Join the Interest Group.

Roberto Palacin, Project Coordinator and Senior Researcher at the University of Newcastle, closed the workshop and expressed his optimism about the future of mobility, with projects such as MyCorridor potentially paving the way for a better, easier and more inclusive MaaS.

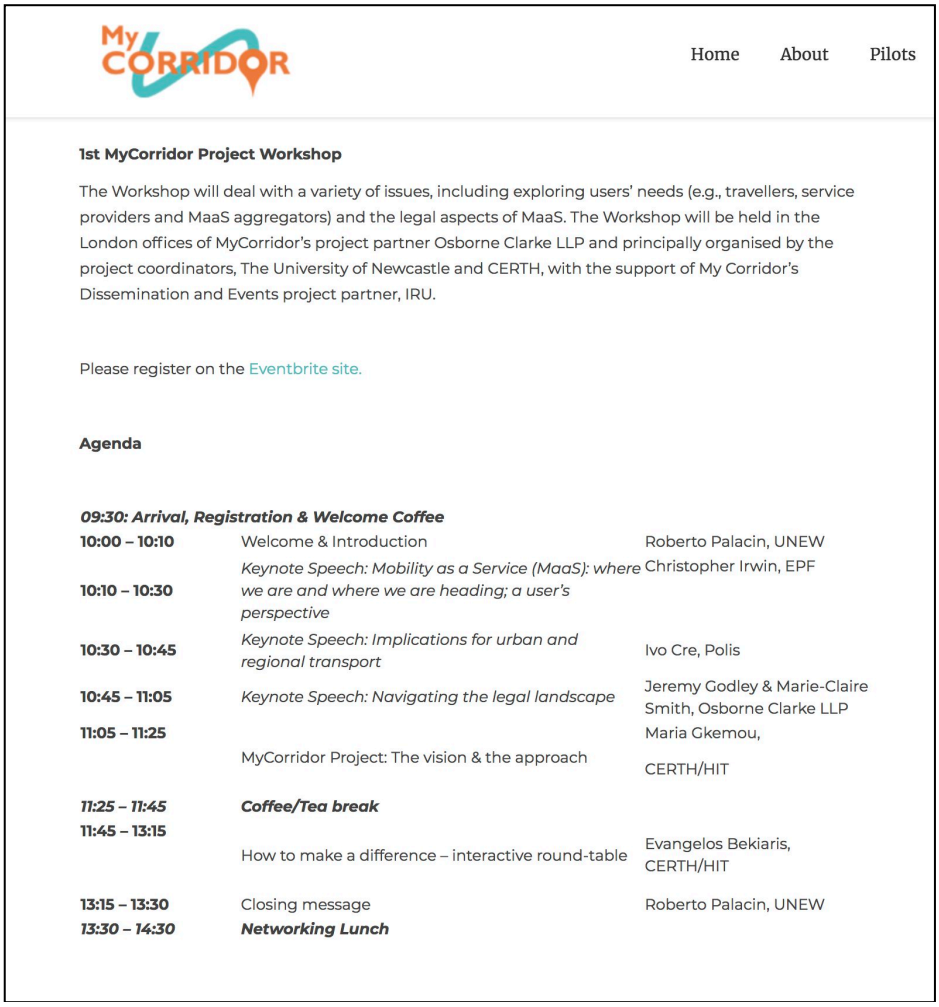
The workshop was characterised by an interactive session as well as a post-workshop on-line survey.
The interactive session, moderated by CERTH/HIT, managed through Mentimeter tool (https://www.mentimeter.com/) addressed four key topics, namely MaaS & public sector, MyCorridor Use Cases, Business Models and Towards a Euro-Mobility ticket.

With the post-workshop on-line survey, participants were asked to evaluate the workshop overall. About 20 participants completed the post-workshop on-line survey: the workshop was considered to be useful and participants believe the MyCorridor project is on the right path towards achieving its goals and towards contributing to MaaS vision.

More detailed outcomes from the workshop are described in D1.1 "MyCorridor Use Cases", available in the project website under the "Project Library".

The proceedings of the workshop are available on the MyCorridor website, under the "Project Library".

The workshop was organised and structured according to the following agenda:



Home About Pilots

1st MyCorridor Project Workshop

The Workshop will deal with a variety of issues, including exploring users' needs (e.g., travellers, service providers and MaaS aggregators) and the legal aspects of MaaS. The Workshop will be held in the London offices of MyCorridor's project partner Osborne Clarke LLP and principally organised by the project coordinators, The University of Newcastle and CERTH, with the support of My Corridor's Dissemination and Events project partner, IRU.

Please register on the Eventbrite site.

Agenda

09:30: Arrival, Registration & Welcome Coffee

10:00 – 10:10	Welcome & Introduction	Roberto Palacin, UNEW
10:10 – 10:30	*Keynote Speech: Mobility as a Service (MaaS): where we are and where we are heading; a user's perspective*	Christopher Irwin, EPF
10:30 – 10:45	*Keynote Speech: Implications for urban and regional transport*	Ivo Cre, Polis
10:45 – 11:05	*Keynote Speech: Navigating the legal landscape*	Jeremy Godley & Marie-Claire Smith, Osborne Clarke LLP
11:05 – 11:25	MyCorridor Project: The vision & the approach	Maria Gkemou, CERTH/HIT
11:25 – 11:45	***Coffee/Tea break***	
11:45 – 13:15	How to make a difference – interactive round-table	Evangelos Bekiaris, CERTH/HIT
13:15 – 13:30	Closing message	Roberto Palacin, UNEW
13:30 – 14:30	***Networking Lunch***	

Figure 18: MyCorridor first workshop agenda.

2nd workshop – November 2018

The 2nd MyCorridor workshop was held in Rome on 16th of November and involved more than 40 participants from the industry (transport and mobility service providers), research, authorities and associations.: Urban and intercity transport service providers are facing an unprecedented paradigm shift in the legal, social and technological norms guiding the transport industry, leading to a greater emphasis on multimodal 'Mobility as a Service' (MaaS) concepts and 'one-stop-shop' mobile app and platforms. The event focused on how mobility service providers can join the MyCorridor MaaS platform. Together with external experts the workshop tried to answer how should transport service providers make use of the latest technology and business models in order to remain competitive?

The Workshop looked at the current social, business, legal, and technical environment for MaaS and provide a sneak peek at progress on the EU-funded and MaaS-enabled MyCorridor platform which is currently under development.

Workshop sessions included two main keynote speakers: MyCorridor partner SWARCO presented the role of Traffic Management (TM) 2.0 in MaaS and its evolution into TM 2.1; MyCorridor legal partner Osborne Clarke discussed GDPR and other general legal implications and exploring a case of competition law (merger of car2go and DriveNow) that might result in a more favourable ground (open API requirement) for the development of MaaS solutions.

The workshop was the occasion for the first public demo of MyCorridor MaaS app, that will be tested first internally (beginning of 2019) and later also with broader public (mid 2019), doing real travel between Greece, Italy, Austria, Czech rep, Germany and The Netherlands.

Finally, the audience was actively involved in the Interactive session with experts Oktay Türetken and Paul Grefen from the Department of Industrial Engineering & Innovation Sciences of Technical University of Eindhoven using the business model radar approach to define the potential business model of MyCorridor MaaS defining the value proposition for various users.

The proceedings of the workshop are available on the MyCorridor website, under the "Project Library".

The workshop was organised and structured according to the following agenda:

Agenda

09:30 – 09:15: Arrival, Registration & Welcome Coffee		
09:15 – 09:25	Welcome & Introduction	Roberto Palacin, Newcastle University
09:25 – 09:40	Keynote Speech: TM & MaaS – Moving one step further	Laura Coconea, SWARCO Mizar
09:40 – 09:55	Keynote Speech: MaaS role in sharing mobility	Sandro Bartolucci, Roma Servizi Mobilità
09:55 – 10:10	Update on legal issues in MaaS: competition law and case studies	Jeremy Godley, Osborne Clarke
10:10 – 10:25	**Coffee /Tea Break**	
10:25 – 11:10	MyCorridor one-stop-shop & interactive discussion	Athanasios Salamanis, CERTH/ITI Kostas Kalogirou, CERTH/HIT
11:10 – 13:10	Interactive business model session	Vassilis Mizaras, SWARCO Hellas, Oktay Turetken & Paul Grefen, Eindhoven University of Technology (TU/e)
13:10 – 13:20	About joining MyCorridor	Maria Gkemou, CERTH/HIT
13:20 – 15:20	**Networking Lunch & Collateral discussions with service providers for joining MyCorridor one-stop-shop**	**MyCorridor Consortium & guests**

MyCorridor is funded by the European Union within Horizon 2020 research and innovation programme under Grant Agreement No 723384 - http://mycorridor.eu/

Figure 19: Front and back of the MyCorridor second workshop agenda.

Focus Groups

A Focus Group with service providers (internal and external to the Consortium) was conducted in Rome on 12th of July 2018, by SWARCO MIZAR with the attendance and support of the Service Registration Tool development team (CERTH/ITI). The whole workshop was organized with service providers with MyCorridor project, Service Registration Tool and business modelling presentations. The latter involves the business models for attracting service providers as well as identifying the added value (i.e. primary value propositions) for services providers to become members of the MyCorridor community and business MaaS platform.

A detailed description of this first Focus Group is contained in D6.1 "Pilots plans framework and tools". At least two focus groups will be organised by the end of 2018 with travellers (Greece) to investigate design issues and priorities for the MyCorridor platform (mobile application) based on the current.

MyCorridor project partners have participated 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 stakeholder as well as similar European projects.

IRU Projects collects inputs from the partners about conferences and exhibitions to identify relevant events and continuously coordinates the attendance of project partners in close collaboration with the project management team. Also, partners inform WP8 leader about their participation in local events and of any relevant meeting with stakeholders and/or final users.

It is expected to participate to 5 events during the second year of the project; and to 12 events during the third year of the project. In both cases, presentations were/will be given on relevant topics.

A list of events where MyCorridor project has been presented in 2017 is provided in the following table:

Table 6: List of events where the project was presented in 2017.

Event title and organiser	Date	Place/Event	Partner
TRB 2017	8-12 January 2017	Washington, USA	CERTH
General Assembly of MaaS Alliance members	19 June 2017	Strasbourg, France	IRU Projects
"MaaS in cities and regions" at POLIS urban Mobility Breakfast BY POLIS Network	19 September 2017	Brussels, Belgium	IRU Projects
ICTR 2017 – International Congress on Transportation Research	27-29 September 2017	Thessaloniki, Grece	CERTH
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 Italia

A list of relevant events, where the MyCorridor project was presented/disseminated in 2018 is provided in the following table:

Table 7: List of events where the project was presented in 2018.

Event title	Date	Place	Partner
IRU members meeting	January 2018	Brussels, Belgium	IRU Projects
ERTICO Multimodality Reception event	24 January 2018	Brussels, Belgium	IRU Projects
Transport Research Arena (TRA) Conference 2018	16-21 April 2018	Vienna, Austria	SWARCO
IRU members meeting	May 2018	Geneva, Switzerland	IRU Projects
Steering Committee TM2.0 platform	May 2018	Brussels, Belgium	Swarco Mizar
Conference on long-term planning for urban mobility	14-15 May 2018	Nicosia, Cyprus	Swarco Hellas
ECOMM 2018 – European Conference on Mobility Management	30 May – 1 June 2018	Uppsala, Sweden	MAPtm

MFTS 2018 - Management of Future Motorway and Urban Traffic Systems	11-12 June 2018	Rome, Italy	MAPtm
ITS World Congress	17-21 September 2018	Copenhagen, Denmark	IRU Projects, MAPtm, Newcastle University, Swarco Mizar
Future Mobility Week	3-5 October 2018	Turin, Italy	Swarco Mizar
IRU Taxi Forum	2 November 2018	Cologne, Germany	IRU Projects
TUCTE - Towards user-centric transport in Europe (Mobility4EU)	13 November 2018	Brussels, Belgium	IRU Projects
SmartCity Expo	13-15 November 2018	Barcelona, Spain	IRU Projects
ITS Forum 2018	14-15 November 2018	Utrecht, The Netherlands	Swarco Mizar
AIIT "Mobility as a Service: how does mobility change?"	30 November 2018	Turin, Italy	Swarco Mizar

A provisional list of relevant events, where the MyCorridor project may be represented in 2019 is provided in the following table:

Table 8: Provisional list of events where the project may be presented in 2019

Event title	Date	Place	Partner
ITS European Congress	3-6 June 2019	Brainport, The Netherlands	To be confirmed
UITP Global Public Transport Summit	9-12 June 2019	Stockholm, Sweden	To be confirmed
Future Mobility Week	October 2019	Turin, Italy	To be confirmed
47th European Transport Conference	9-11 October 2019	Dublin, Ireland	To be confirmed
ITS World Congress 2018	21-25 October 2019	Singapore	To be confirmed
ICTR 2019	24-25 October 2019	Athens, Greece	CERTH

The project is also organizing Co-design and participatory focus groups. The first one – with service providers – was organised by SWARCO in Rome on 12th of July. The next one – with travellers – is scheduled in December 2018 and will be led by CERTH in Greece. The results of the first focus group are detailed in Deliverable 6.1: Pilot plans framework and tools.

4.5 Cooperation with MaaS Alliance & TM2.0 platform

As one of the founding members, IRU represents the MyCorridor project in the MaaS Alliance. IRU is following all of the working groups, and in particular users and rules and the technical working group, providing input from project work, and aligning project development with the guidelines developed in the MaaS Alliance. Project progress was discussed at several occasions (e.g. MaaS Alliance plenary meetings and working group meetings), and the main outcome of the alignment efforts is the

endorsement of MaaS API, a common API format guideline developed by the MaaS Alliance and published at http://maas.guide. At the 15th November 2018 cluster meeting in Rome, both MyCorridor and IMOVE project agreed to publicly announce the endorsement of the MaaS API and thus the intention to explore potential implementation in their technical solutions.

MyCorridor established since the very beginning a collaboration with the TM2.0 platform with the aim to work together on the implementation of the TM2.0 concept in the MaaS platform and how the TM2.0 could be evolve bring "Interactive Traffic Management" in the multimodal environment (TM2.1).

A specific Task Force on TM 2.0 – MaaS has been established in order to develop smart mobility solutions between traffic management and MaaS. The TF is started in November 2018 and works towards defining the functionalities of TM 2.0 (influencing & informing on traffic) and how these enable MaaS services. MyCorridor project will be used as Use Case to "proof of concept". This Task Force is carried out with the support of MaaS Alliance.

5 Open Access

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.

In this way, 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.

Moreover, all the MyCorridor public deliverables are available on the website project Library, together with other materials such as presentations and photos from workshops and events. A further public Open Access repository is under finalisation and will be put in place by the end of the year 2018.

All the confidential data such as internal workshops, project memoranda, etc. are shared and verified by all partners to be used in non-confidential data / information / outcome and made available on the internal document sharing platform TREVI.

6 Privacy Policy and GDPR

In addition, With the leadership of the legal partner Osborne and Clarke, and with the collaboration of other project partners, a project privacy policy has been defined and published on project website (http://www.mycorridor.eu/privacy-policy/).

In order to comply with The General Data Protection Regulation (EU) 2016/679 ("GDPR"), that entered into force in May 2018, all user facing forms and other data collection, management and storage functions of the website and related services (e.g. Mailchimp) have been revised and adopted accordingly, with a dedicated assistance of Osborne and Clarke.

7 Obligatory disclaimers

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.

Finally, all deliverables include the following disclaimer:

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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.

8 Next steps

The MyCorridor project is now entering its main and most relevant phase and the first round of pilot is about to star (early 2019). This will be reflected also on the dissemination and communication activities undertaken under WP8:

- participation in European and international level to further arise awareness about MyCorridor, its app and the first round of pilots;
- endorsement of MaaS API and use of its logo will be done together with cluster projects and the MaaS Alliance;
- through IRU, MyCorridor will continue to contribute to MaaS Alliance working groups and further share its learnings on business models, legal and privacy issues, technical challenges, data management and common concepts and formats;
- the first round of pilot will also imply the collection of some first material that WP8 will use for the preparation of the final version of the project video and brochure;
- the third and final Pan-european workshop of the project will be organised;
- the D8.4 “Dissemination and Action Strategy (3)” will be released

References

1. Bantouna, A., (2017), D2.1: Data Management Plan, MyCorridor project, G.A. 723384 (http://mycorridor.eu/).
2. Gkemou, M., (2018), D1.1: MyCorridor Use Cases, MyCorridor project, G.A. 723384 (http://mycorridor.eu/).
3. Touliou, K., (2017), D6.1: Pilot plans framework and tools, MyCorridor project, G.A. 723384 (http://mycorridor.eu).

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
- Maas Alliance
- modal shift
- one-stop shop
- seamless mobility
- shared mobility
- TM2.0 Platform