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**DELIVERABLE n. D6.1**

**Dissemination Strategy and Plan**

**DISSEMINATION LEVEL: PUBLIC**

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Collaborative Project**

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## 0. INTRODUCTION

The Dissemination Strategy and Plan aims at describing strategies and activities for successfully and effectively promoting knowledge and relevant project achievements putting the basis for future exploitation of CityMove results.

This deliverable aims at setting out CityMove strategy and objectives related to awareness raising and dissemination. It also identifies target audience, potential dissemination tools and channels to which address effective actions and messages.

The CityMove project established a dedicated horizontal work package (WP6) to deal with dissemination and stakeholders' involvement activities closely interrelated with other WPs throughout the whole project lifecycle.

A widespread dissemination of the CityMove project's activities and results is considered as crucial for the success of the project, and will facilitate the exploitation (market introduction) and deployment of the project's outcomes.

The CityMove project aims to achieve a widespread public awareness of its technologies and solutions among the relevant stakeholders involved in the urban freight distribution :

- final customers and residents;
- industry (automotive OEMs, automotive supplier);
- shippers;
- freight carriers,
- Public Administrations.

A detailed implementation plan of CityMove dissemination activities - properly scheduled – is provided along this deliverable. This plan will be regularly checked and updated on the basis of the project's progress taking on board also new potential dissemination opportunities.

## 1. DISSEMINATION STRATEGY

The CityMove dissemination strategy has been developed to foster project results and impacts – at local/national/international level - even after project lifetime.

Dissemination activities are fundamental for the project. For this reason CityMove dissemination actions and strategies have been planned and shared at an early project stage.

CityMove Consortium has been selected having partners experienced in successful dissemination activities at EU level able to identify not only specific activities but also project exploitation potentials after project lifetime.

Dissemination is a continuous process taking into consideration that – if well promoted – project results may facilitate next generation urban freight vehicles deployment. The main objective is that the information will reach, in appropriate way, all users that could have benefits from it.

As a general rule all dissemination activities will be planned and performed trying to find the maximum synergies with the CityLog project ([www.city-log.eu](http://www.city-log.eu)). Even if the two projects planned their specific dissemination materials and tools, they mutually agreed to exploit their own networks to disseminate both projects (e.g. circulating the two logos, promoting the web site of the other project an every convenience, include achievements of the other projects in the newsletter, including a link in their own website to the one of the other project, etc).

### 1.1 Strategy

The CityMove Dissemination strategy, as well as communication actions, have been developed at an early project stage and implemented during the entire project duration in order to inform and promote project results and progress.

The dissemination actions need to be continuously updated, monitored and properly communicated to the target audience. These actions will be expressed in concrete terms as much as possible (e.g. dissemination strategies, target audience and strategic impact of the project in terms of improvement of competitiveness or creation of market opportunities for the participants). Clear messages are to be identified and addressed, as well as facts and figures collected and priorities set.

A calendar of major events relevant to CityMove will be prepared (both national and international) with the involvement of all partners, for the first project meeting (Months 6) and discussed and updated in all future project meeting (every 6 months). The preliminary list is showed in Table 4.

The Consortium also planned to submit scientific papers and publication to academic initiatives or specialised seminars, exploiting whenever possible the liaisons with CityMove relevant international associations and organisations (EUCAR, ERTRAC, POLIS, ERTICO, EARPA, ....) those which could offer opportunities to present and promote project outcomes.

## 1.2 Audience Type

CityMove audience type – having different objectives and roles - are representatives of international/national/local key actors, as listed below:

- final customers and residents;
- industry (automotive OEMs, automotive supplier);
- shippers;
- freight carriers,
- Public Administrations.

The following table provides a list of the interested stakeholders and representatives of the CityMove Consortium. The list of target audience is still in progress and will be continuously improved and extended with new contacts the project will get during its lifetime (e.g. workshops or consortium direct contacts).

**Table 1 – Target Audience -**

Audience type	List of the interested relevant target audience	Stakeholders Representative among the CityMove partner
City Authorities	Brussels, Turin, Berlin, Lyon, Bucharest, Goteborg,	POLIS
Freight carriers	DHL, TNT, ....	DB Schenker, Danone
OEMs	Daimler, Scania, DAF, MAN	IVECO Volvo
Automotive Suppliers	Bosch, Delphi, Visteon, Denso	Continental
Goods distribution companies and logistics service providers	Confcooperative Lazio, Consorzio Logistica e Servizi (CLS), Gruppo Romano Supermercati (GROS),	FIT Consulting DANONE
Special Vehicles producers	Hino or other hybrid and electric vehicle producer	CHEREAU COLD CAR
Automotive research	TNO, Ricardo, Dana, TRL	VTI
Shippers	To be identified	None

## 2. DISSEMINATION TOOLS AND CHANNELS

Once CityMove target audience and their specific needs for information have been identified, fine tuned dissemination and communication tools and channels have to be defined and addressed, in order to enhance the effectiveness of dissemination “contents”.

Dissemination tools can be defined as the formats in which we can deliver the information.

In the CityMove project dissemination tools and channels will be used to approach the different target audience. Addressing different dissemination and communication tools to specific targets encourage the establishment of an effective and continuous information flow, involving a wider community as possible as well as increasing the value of achieved results at local/national/international level.

This approach will improve the level of transferability of project’s outcomes.

**Table 2 – CityMove dissemination tools and channels**

Category	Tools and channels
Direct	<ul style="list-style-type: none"> <li>▪ Website</li> <li>▪ E-newsletters</li> <li>▪ Conferences or similar events</li> <li>▪ Press releases</li> <li>▪ Workshops</li> <li>▪ project dissemination material (e.g. leaflets, posters, demo-video)</li> <li>▪ Publications (scientific papers, articles, etc.)</li> <li>▪ Links to the relevant project’s websites (e.g.Citylog)</li> </ul>
Innovative	<ul style="list-style-type: none"> <li>▪ In Wikipedia</li> <li>▪ Presence in related Wikis, discussion forums and research networks</li> <li>▪ Facebook or Twitter</li> </ul>

In CityMove, different media will be used to approach different targets audience.

The CityMove channels are: Internet, print media, networking activities and face to face contacts.

The paragraphs below describes in details CityMove tools and channels.

**Table 3 – CityMove cross matrix between target audience, channel and content**

Target Audience	Channel	Content
City Authorities	<ul style="list-style-type: none"> <li>E-newsletters</li> <li>Conferences or similar events</li> <li>Press releases</li> <li>Workshops</li> <li>Project dissemination material (e.g. leaflets, posters, demo-video)</li> <li>Publications (scientific papers, articles, etc.)</li> <li>Links to the relevant project's websites</li> </ul>	<ul style="list-style-type: none"> <li>Results</li> <li>Impact assessment</li> </ul>
Freight carriers	<ul style="list-style-type: none"> <li>Website</li> <li>E-newsletters</li> <li>Workshops</li> <li>Project dissemination material (e.g. leaflets, posters, demo-video)</li> </ul>	<ul style="list-style-type: none"> <li>Results</li> <li>Technical specifications</li> </ul>
OEMs	<ul style="list-style-type: none"> <li>Website</li> <li>Workshops</li> <li>Publications (scientific papers, articles, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Technical Specifications</li> <li>Prototypes</li> </ul>
Automotive Suppliers	<ul style="list-style-type: none"> <li>Website</li> <li>Workshops</li> <li>Publications (scientific papers, articles, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Technical Components specification</li> </ul>

<p>Goods distribution companies and logistics service providers</p>	<p>Website E-newsletters Conferences or similar events Press releases Workshops Project dissemination material (e.g. leaflets, posters, demo-video) Links to the relevant project's websites</p>	<p>Results Technical specification Impact assessment</p>
<p>Special Vehicles producers</p>	<p>Website Workshops Publications (scientific papers, articles, etc.)</p>	<p>Results Technical Specification Prototypes</p>
<p>Automotive research</p>	<p>Website E-newsletters Conferences or similar events Workshops Publications (scientific papers, articles, etc.)</p>	<p>Results Technical specification</p>
<p>Shippers</p>	<p>Website E-newsletters Conferences or similar events Press releases Workshops Project dissemination material (e.g. leaflets, posters, demo-video) Links to the relevant project's websites</p>	<p>Results</p>



## 2.1 Logo

The CityMove logo has been selected – voted among three alternatives - during the Kick Off meeting held in February 2010. The logo includes the name of the project (CityMove), its key concept (i.e. commercial vehicles layout and urban dimension).

The CityMove logo will be applied in any (internal or external) project output (both public and restricted).

Whenever possible and appropriate the CityMove logo will be used jointly to the ones of the EC 7th Framework Program, DG Research transport area and the EUCAR (European Council on Automotive Research).

EUCAR has supported this project since its conception, through the two working groups involved in Urban Mobility issues and freight mobility in particular: the Commercial Vehicle RTD Forum and the Mobility Working Group. EUCAR will monitor the project activities during all its lifetime, to guarantee that all public information will be properly circulated and discussed among all European OEMs.



Figure 1 – The CityMove logo



Figure 2 – Logos to be applied in conjunction with the CityMove logo

## 2.2 Leaflet and posters

CityMove project will release two leaflets at different project stages. The first one (please refer to the figure 3 below) have been issued in project month 1 and introduces the project objectives and the planned activities. A second (and last) release will be issued at the end of the project describing its main outcomes.

The first leaflet has been already widely distributed (300 copies) during the TRA Conference and the first project optimized workshop, both held in June 2010.

The graphical design of the leaflet will be used in any future dissemination material in order to make the CityMove project clearly identifiable.

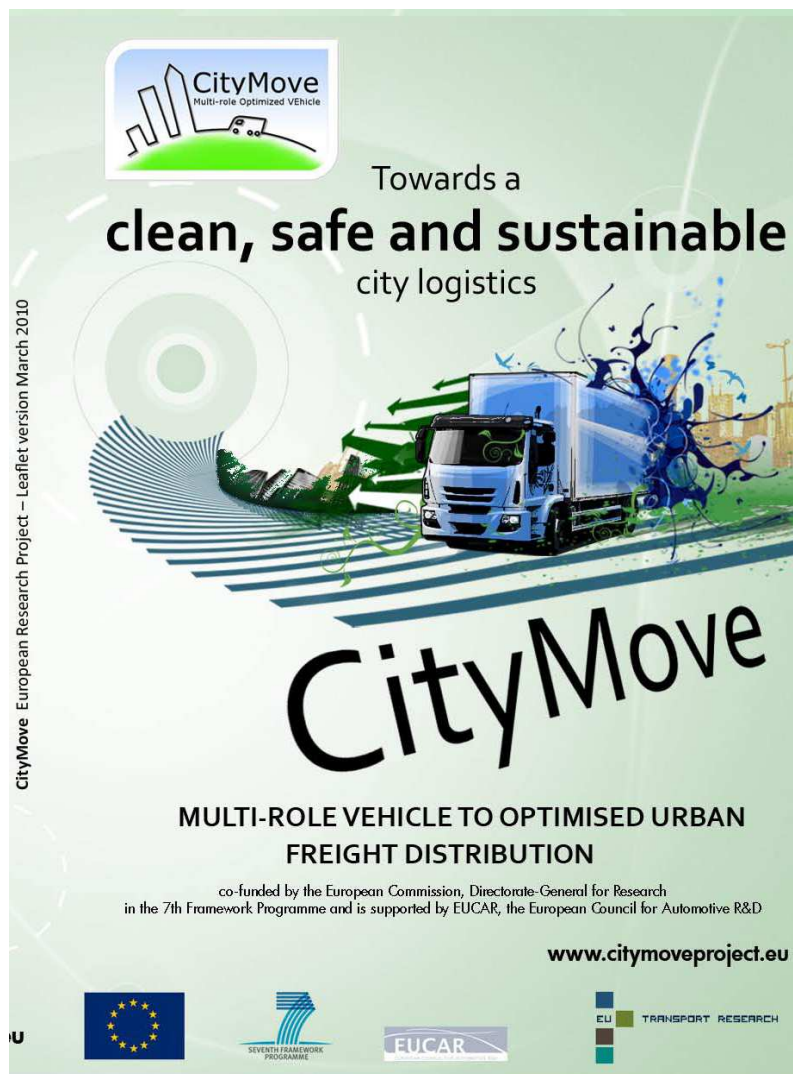


Figure 3 – CityMove leaflet cover

## **2.3 Web Site**

A dedicated WebSite has been released at the beginning of the project (Month 3). having the following URF: [www.citymoveproject.eu](http://www.citymoveproject.eu).

The CityMove Web Site has been structured into public and restricted areas (Intranet).

The public web provides on public information related to the project as well as an up-to-date list of results, presentations and other communication/information.

The restricted area provides a handy tool for internal project activities (e.g. internal reports) and also serves as project diary and repository of documents, reports, minutes, etc. It is password protected.

The CityMove Web Site will be disseminated, promoted to a wider audience as possible (e.g. relevant conferences, with links in relevant web sites, project presentations, paper and on-line dissemination tools, etc). it will be continuously updated with project outcomes and progress.

### **2.3.1 WEB Site Contents**

The Web site will have the following sections.

#### **Overview of the project**

Short description of the project objectives and expected results

#### **Publications**

In three sections: Deliverables, publications and newsletters

#### **User Group**

User need questionnaire and information specifics toward the Consultation User Group. User group activities

#### **Consortium**

Description of the Project Consortia, list of the partners with link to their respective websites

#### **Events and News**

CityMove Conference and workshops information, material and outcomes and information about the participation of project representatives at relevant initiatives will be part of this section.

All relevant and public materials, agenda, minutes, presentations, will be made available for downloading to the site visitors.

### **Networking and links**

Link with CityLog project, link to other important stakeholders for the CityMove activities and results.

Links with other relevant projects in the field of freight delivery in urban areas, running or recently finished. Link with any relevant initiative or activity with a strong relationship with the project objectives, activities, etc.

### **Sitemap and contact link**

Map of the site and “contact us” section, to allow visitors to ask questions or provide inputs, feedbacks etc. .

### **Partners only**

This section will allow partners to access to the project repository area where all project documents and materials will be stored and accessible to all Consortia. This section will be password protected.

## **2.3.2 WEB Site Management**

The management of the site is subcontracted to Re:lab, being CityLog partner will act also as bridge with CityLog web site and relevant joint initiatives. The two websites are managed by the same provider and this implies not only cost savings but especially a greater efficiency of all dissemination actions.



The screenshot shows the CityMove website homepage. At the top left is the CityMove logo. To its right is the European Commission logo with the text: "Co-funded by the European Commission Directorate-General for Research". Further right is a banner image of a truck on a road with green arrows indicating movement. Below the banner, on the right, is a small icon and text: "CityMove cooperates with CityLog project".

On the left side, there is a vertical navigation menu with the following items: Home page, Overview, Deliverables, Publications, Newsletters, User Needs Questionnaire, Consortium, Conferences, CityMove and CityLog, Networking, Site map, Contact us. Below this menu are sections for "Partners Only" (Access to Partners' Area) and "CRF" (My account, Search, Log out).

The main content area features the heading "About CITYMOVE". Below it is a paragraph: "The CITYMOVE European project, started on January 1st 2010, is a focused research collaborative project co-funded by the European Commission under the Seventh Framework Programme, Theme 7, Sustainable Surface Transport. CITYMOVE aims at developing an innovative integrated vehicle solution fitting with the integrated city transport solution approach for a secure, flexible, reliable, clean, energy efficient and safe road transportation of goods across European cities, having also a significant impact on reduction of CO2 emissions and improvement in terms of safety and security. CITYMOVE is coordinated by Centro Ricerche Fiat, it involves 13 partners in 6 different European countries, including industries, research institutes, associations and freight operators."

Below this is a quote: *"Freight transport logistics has an essential urban dimension. Distribution in urban conurbations requires efficient interfaces between truck deliveries over longer distances and distribution to the final destination over shorter distances. In addition, the distribution process between production centres and customers inside an urban area needs to be efficient and clean.....The development of these solutions requires the involvement of all stakeholders."* [1]

At the bottom of the quote is a reference: [1]From "GREEN PAPER Towards a new culture for urban mobility", adopted on 25 September 2007 - COMMISSION OF THE EUROPEAN COMMUNITIES

On the right side, there is a "FOCUS ON" section with the heading "Joint CITYMOVE & CITYLOG User Forum Meeting on June 16th 2010". Below this are two sub-headings: "Towards a clean safe and sustainable city logistics" and "User needs workshop on vehicles for urban freight delivery and ITS based city logistic systems". A "read more" link is provided below the second sub-heading.

Below this is another section titled "CityMove at TRA Conference". The text says: "Go to the networking page to download CityMove presentation held at TRA Conference, Bruxelles, June 7th-10th 2010." A "read more" link is provided below.

Below this is a section titled "CityMove & CityLog Joint User Needs Questionnaire is Online". The text says: "CityMove and CityLog projects are running a survey in order to collect the user needs. If you wish to take part into the survey, please click here to go to the questionnaire page." A "read more" link is provided below.

Figure 4 – Screenshot of the CityMove Web Site Homepage

## 2.4 Newsletters

A periodic (six monthly) electronic newsletter will be produced,. In particular the newsletter will be made available together with major project events, like Workshops or Demonstrations. All releases will be issued jointly with the CityLog project in order to maximise the number of target audience via the CityMove and CityLog contact lists (see section 3.2).

All newsletters will be made available on the project websites and will be circulated to all interested stakeholders.

The newsletters will be issued at specific project stages and (in an indicative way) will be distributed at the following international events:

1. TRA Conference 2010 and first workshop (June 2010)
2. Second Workshop (Mid 2011)
3. TRA Conference 2012 (June 2012)
4. Final project events 2012

The contact list will include:

- CityMove user group members established within CityMove User Consultation Group through the POLIS network (70 cities and regions);
- the CityMove database including a significant number of relevant stakeholders across Europe;
- contacts provided by the relevant organisations, such as EUCAR, ERTRAC, ERTICO, CLEPA, ...
- European Commission;

CityMove partners will be active in the local (national) distribution of the newsletter.

The electronic newsletter's format will be 4-8 pages and the content will follow the progress of the project giving information about project's targets, intermediate and final results, relevant events, etc.

## User Needs Questionnaire

CityLog and CityMove: Help us help you!

In order to evaluate the proper city logistics measures and manufactures to be undertaken, it is necessary to consider the needs of the various stakeholders which are involved in the urban freight transport. The collection and the analysis of the stakeholders' needs will enable the refinement of the CityLog/CityMove urban freight delivery concept and also represent an important input for their design phase.

The questionnaire aims at gathering information concerning their needs, operations and applications related to the urban freight delivery.

### Overall Objective of preliminary user needs collection

The primary goal of the user needs assessment is to maximise the usability of the truck system of the future by means of user-centred model design and evaluation. Therefore the relevant analytical investigation is based on both users and experts' suggestions. The design of the user-centred system can be combined, adapted and extended to the concept of the trucks system on the future as well.

According to your expertise, we kindly ask you to fill in the attached questionnaire. All information collected by the working team - your contribution included - will then be processed, consolidated and presented to the two Projects' Consortiums in order to help in the following definition of the technical specification of the urban freight delivery of the future.

### Urban Transport Stakeholders

These are the stakeholders in urban transport:

DEMAND

#### SHIPPERS

- Wholesalers
- Small Retailers
- Large Chain Retailers
- Manufacturers

#### RESIDENTS

- (Inner) city residents
- (Inner) city users
- Shop owners not retailers
- City interest groups

PLAN & EXECUTION

#### FREIGHT CARRIERS

- Professional (third party) road transport operators
- Private carriers
- Distribution companies
- Logistics service providers
- Urban Delivery Center Managers

#### ADMINISTRATORS

- Local authorities
- Municipalities
- Chamber of Commerce
- Infrastructure Managers
- Policy makers
- Urban planners
- Associations of municipalities

#### TRUCK/VEHICLE MANUFACTURERS

- Truck & trailer manufacturers and sub-suppliers
- Assemblers, Producer, Sellers, Designers



Send us your views on city logistics...



...and express your needs.

According to the above graphic, we kindly ask you to define which category you belong to, and fill the related questionnaire to be found on the CityLog and CityMove websites:

[www.city-log.eu](http://www.city-log.eu)  
[www.citymoveproject.eu](http://www.citymoveproject.eu)

The questionnaire is specific to each category by clicking on the chosen category, you will be redirected to the appropriate questionnaire

1. SHIPPERS
2. RESIDENTS
3. ADMINISTRATORS
4. FREIGHT CARRIERS
5. VEHICLE MANUFACTURERS

Thank you for your collaboration!

Figure 5 – Cover of the First issue of the CityMove Newsletter

## 2.5 Others

The project consortia will consider, if compatible with the available budget and in agreement with the Commission, to produce further material like videos, in particular to support presentations at the final CityMove event. Dissemination materials that is under consideration are:

- Stickers for the prototype vehicles
- Hand-out for the exhibition events
- Banners and posters roll-out
- Gadgets

## 3. DISSEMINATION ACTIVITIES

### 3.1 User consultation group involvement and Workshops

CityMove has been conceived as user-oriented project. Therefore the need for active involvement of potential “end users” (e.g. industries) and other stakeholders (e.g. transport operators, public authorities, relevant associations) originates a “target tuning” iterative process.

This task is mainly aimed at ensuring that a strong team of top level experts - named User Consultation Group - active and influent on the field, is closely associated to the project development at every stage and that high level experts will follow closely the project being active part of the implementation.

To this scope this task acts as bridge for continuous interaction between CityMove and User Consultation Group at every project stage. In particular it aims at:

- Guarantee significant data provision from User Consultation Group and Facilitate the selection of relevant use cases according to the project requirements (Project phase: User needs) – workshop 1
- Involve users in the selection of use cases – workshop 2
- Assess and evaluate main achievements in order to provide the EC with valuable and user-oriented results (Project phase: Evaluation) - workshop 3
- Reinforcing exchange of information between research community, industries and stakeholders and among stakeholders themselves (Project phase: continuous);
- Raising awareness and promoting to public and private stakeholders at European, national and local levels project support actions and potential benefits for Europe economic growth (Project phase: continuous);

- Properly address effective dissemination tools and channels to widely promote project outputs all over Europe and supporting an continuous debate and forum (Project phase: continuous).

As the wide circulation of lengthy questionnaires usually does not produce satisfactory results nor qualitative data, Polis facilitate the establishment of CityMove User Consultation Group ensuring the involvement of at least 8 local authorities (equally represented in terms of requirements and geography – with special attention to New Accession Countries such as Romania and Czech Republic) allowing the use case selection and implementation. Local Authorities will mainly provide traffic data and input for validation feedback. The composition of the User Consultation Group will take into account criteria such as the cities' background in urban freight policy, the availability of traffic data, geographical balance etc. A call for User Consultation Group participation will be launched at the very beginning of the project among the Polis network (70 cities and regions) and beyond, and close links will be established with the Polis expert working group on social and economic aspects of transport (including freight) and the working group on mobility and traffic efficiency. The travel and subsistence costs of the User Consultation Group members will be reimbursed for the three meetings.

The User Consultation Group will get benefits in contributing to CityMove objectives achievements as reported below:

- Competitive advantage being CityMove based on their needs and requirements
- Have privileged access to information and knowledge transfer (best practice)
- Act as potential business partners
- Contribute to coordinate actions for a better coordination in urban environments.
- Acquire more prestige at international level

Three Dedicated workshops at specific project stage having targeted objectives have been planned at specific project step. The first workshop will take place in month 4. The second workshop is preliminarily planned for month 18-20. The third workshop is scheduled for the end of the project (month 34-36).

These User Consultation Group workshops will be conducted calling for a proactive “top level” contribution and concrete indications and will be organised jointly to other projects meetings to save travel and subsistence costs.

### **3.2 CityMove contact list of relevant stakeholders**

Under this task a CityMove database of a significant number of interested (and segmented according to the Clusters) stakeholders across Europe will be created. This database will be the

repository of stakeholders clustered also in terms of potential information needs to be provided by them.

The following table lists clusters of CityMove stakeholders as “consultation group” in Goods Delivery sector:

**Table 4 – CityMove User Consultation Group of stakeholders (clusters)**

Cluster	Role	Key stakeholders in Goods Delivery
A	Vehicle Manufacturers	Relevant European Automotive OEMS (Original Equipment Manufacturers).
B	Components and System Providers	Top European Body Builders, Automotive Components and System Suppliers.
C	Technology Providers	Relevant Associations, Research Institutes and Universities (including Traffic Management Department).
D	End Users	Primary European and Worldwide Transport and logistics Service providers.
E	Central and Local actors; citizens; relevant agencies and economic bodies	Service Beneficiaries, citizens, Public Authorities and Local Authorities, European Customers Association, Environmental associations and Agencies, Chamber of Commerce

Contacts for the database will be collected by:

- invitations to subscribe to the mailing list that all consortium partners circulate to their relevant contacts;
- an invitation to subscribe to the mailing list that is included in all CityMove messages (eg invitations to user consultation group meetings);
- adding all contacts that get in contact with the project via the contact link on the website.

The database will be improved and extended during the whole project duration in order to:

- Provide a platform for regular involvement of stakeholders in their sectors of interest;
- Ensure that the project takes into account all relevant input, information from User Consultation Group, and that meets its requirements
- Ensure that research and recommendations arising from CityMove reflect the stakeholders' needs
- All partners have to provide contact person reference (institution, name, email, tel and fax) in order to produce up-to-date contacts database.

### 3.3 Conferences



The table below lists the main conference that will be considered for a dissemination activity at project level.

CityMove partners will be recommended to submit papers for this Conference, to promote scientific outcomes. . Steering group has to be informed by all paper submissions, in order to harmonise the different presentations avoiding excessive duplications of contents. If required by the commission the project will also organise a stand (inside the EU stand) providing all necessary support material.



**A preliminary list of relevant event to which present CityMove project is the following**

Date	Location	Event	Note
June 2010	Brussels	TRA Conference 2010	
June 2012	Athens	TRA Conference 2012	
September 2012	Vienna	ITS World Congress	
November 2010,2011,2012	Brussels	EUCAR Conference	Poster. Speech only if invited
November/December 2011	to be defined	Annual Polis Conference	
November/December 2012	to be defined	Annual Polis Conference	

**Table 5 – Main conferences with CityMove participation**

**All partners will be asked to check any relevant initiative during the project lifetime and inform the Coordinator on any opportunity.**

### **3.4 Demonstration day**

A demonstration of project results is planned together the final workshop. The main objective of this event will be to describe and demonstrate the main results of the project. In order to enhance the impact of the dissemination actions and in agreement with the EC Project Officer, it will be considered the possibility to link this final event with another relevant major event, for example the TRA Conference 2012 or the ITS World Congress.

Local demonstrations of the CityMove prototypes will be organised at partner facilities jointly with project meetings or, as specific event.

## 4. LOCAL DISSEMINATION

All partners circulate the invitations to CityMove events and to subscribe to the CityMove contact list to their relevant contacts.

The following table shows the foreseen dissemination actions planned by the project partners. This table is still preliminary and will be updated during the project lifetime (every periodic project meeting).

Partner	Date	Event	Dissemination Action
CRF	2011	Mobility events in the framework of the 150 anniversary of the Italian State	Presentation of the CityMove objectives and results.
CRF	2011-2012	Mobility related events (like Mobilis, ATA events, Eco Challenge, Well-tech, Ecomobility, ...)	Contribution to Exhibition or presentation with CityMove objective, results, etc. . Dissemination of project information
CRF	2011-2012	Sustainability portal of FIAT: <a href="http://sostenibilita.fiatgroup.com/en-us/Pages/Home2.aspx">http://sostenibilita.fiatgroup.com/en-us/Pages/Home2.aspx</a> Web Site CRF: <a href="http://www.crf.it">www.crf.it</a>	Publication of CityMove results
Iveco	October 2010	Institutional meeting with ITL and Emilia Romagna Institutions on PIEK and night time deliveries	Project presentation with emphasis on the CityMove
Iveco	2011	Any relevant opportunity according to our possible participation in exhibitions or events	CityMove brochure distribution and specific meetings
Iveco	2012	IAA Hannover	CityMove brochure distribution and specific meetings

VOLVO	September 2010	Volvo Requirements Workshop	Inform Volvo Group about Citylog & CityMove concepts
VOLVO	February 2011	ATEC-ITS	Presentation of the CityMove & CityLog projects Innovation & services
VTI	June 2010	Centre for traffic research seminar, Stockholm	Project presentation with emphasis on the CityMove evaluation based on modelling and simulation
VTI	2012	A suitable traffic/transportation research conference	Presentation of the CityMove modelling and simulation work and evaluation results
VTI	2013	Publication in a scientific journal	Publication of the CityMove modelling and simulation work and evaluation results
FIT Consulting	2012	Publication	Articles will be published in relevant specialised national magazines (such as Onda Verde, etc)”
POLIS	2011/2012	Polis Annual Conference	Distribution of leaflets and newsletters
DB Schenker	2011	Conference with all DB Schenker transporters	Project presentation
DB Schenker	2010-2012	Internal Workshops	Project presentation
CONTINENTAL	Sept-Oct 2011 and 2012	IQPC's Intelligent Tire Technology	Presentation of Advanced Rollover function

**Table 6 – Partner contributions to CityMove dissemination**

## 5. COMMUNICATION POLICY

### 5.1 External communication

Two contact points have been established for the CityMove external communication.

the coordinator is the project contact point:

CityMove Project  
Gianfranco Burzio, European Network, Product Research  
Strada Torino, 50  
I-10043 Orbassano TO Italy  
Tel. +39011 9083 066  
Email gianfranco.burzio@crf.it

This will be mentioned on the WEB site and in all relevant document of the project.

But for the User Consultation Group, another important point for the external communication of the project, the contact point will be POLIS.

CityMove User Consultation Group  
Melanie Kloth, Project Manager  
POLIS  
Rue du Trône 98  
B-1050 Brussels (BELGIUM)  
Tel : +32 2 500 56 74  
Email mkloth@polis-online.org

### 5.2 Internal communication

Centro Ricerche FIAT, through the project coordinator Gianfranco Burzio, is the contact point for all internal communication.

Documentation exchange on dissemination will be mainly made by email, but all information have to be replicated on the project web site repository. As a general rule the upload of a document to the web site is NOT considered as a communication to the Consortia if not accompanied with a specific communication action, like an email (with or without the document).

## 6. MONITORING OF DISSEMINATION ACTIVITIES

This dissemination strategy and plan defines the wider framework of how dissemination of the CityMove results. Sufficient flexibility is required to allow activities to occur on an ad-hoc basis and enable local project partners to develop their own local dissemination strategies with their specific priorities.

In order to ensure the quality of CityMove dissemination activities and a high degree of effectiveness and satisfaction of target groups during the course of the project, it is necessary to regularly update the status of the related tasks and to monitor their implementation on the basis of the CityMove dissemination plan.

Monitoring of dissemination activities are established in order to provide a convenient method of detecting potential problem before they occur and achieve high quality project output.

Specific monitoring activities will include:

- The CityMove database of interested (and segmented according to the Clusters) stakeholders across Europe as well as the list of upcoming seminars, conferences and events throughout Europe, where the project results may be presented, will be updated during the course of the project.
- The use of the CityMove web page will be examined by analysing web statistics (number of hits).
- Press release as well as the presentations at relevant conferences will be carried out by partners according with the WP6 leader in order to spread the projects results in the most relevant and significant channels.
- The implementation of all significant dissemination activities at the Local, National and European level, according to the criteria defined in the dissemination plan, will be monitored during the course of the project.
- Dissemination activities (publications, press work, presentations, etc.) will be periodically reported to the WP6 leader (in the progress report) in order to keep track of developments. Major activities (at European level) have to be reported as soon as possible to the WP6 leader, to avoid any conflict or overlapping.

## 6.1 indicators of dissemination activities

As indicators of the impact of the dissemination activities a list of indicators will be considered and monitored through all project life. The list below is the first tentative indicators list.

Name	Indicator to measure	Value	Target	Audience type	Note
Awareness	Awareness on CityMove activities	Number of Google searching for the "CityMove project"	1000	All	This will measure the number of access to the CityMove website
Interest	Interest to CityMove activities	Web site visits	500	All	On monthly base
Participation	Interest to contribute to project activities	Number of participants to workshops or other project specific events	200	All	
Information	Interest to know about project activities and results	Number of contacts on CityMove mailing list Number of attendees to CityMove speeches	100 100	All	
Networking	Spread the knowledge of CityMove to relevant stakeholders	Number and relevance of e-newsletters' receivers	At least 200 members of the CityMove User Consultation Group which periodically will receive the CityMove e-newsletters	Vehicle Manufacturers Components and System Providers Technology Providers End Users Central and Local actors Citizens Relevant agencies and economic bodies	This will facilitate wide community access to the project's results
Communication	Knowledge sharing of project's results	Number of scientific articles in expert journals as well as number of press articles	5 publications 5 press articles	Researchers Consultants Freight transport experts Policy makers Vehicles manufacturers	This will facilitate wide community access to the project's results

**Table 7 – CityMove Dissemination Indicators**

## 7. CONCLUSIONS

This document presented the comprehensive dissemination strategy and plan that will be followed by the CityMove consortia during all project life.

In order to gain the maximum level of “acceptance” from the potential users of CityMove dissemination strategies require certain communication and co-ordinations standards:

- Every dissemination initiative is encouraged.
- Every initiative shall be communicated to the WP6 leader including a copy of the respective paper/article. This also applies for languages other than English. For presentations, date, location and topic is sufficient.
- The WP leader will try to arrange co-operation between different countries.
- If countries plan a joint dissemination initiative independently, the WP6 leader should be informed.

## 8. REFERENCES

- [1] CityMove Description of work
- [2] CityMove Quality Plan
- [3] CityMove Handbook