



# D74.101

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## Abbreviations and definitions

Abbreviation	Definition
ACEA	European Automobile Manufacturers' Association
ASECAP	European Association of Operators of Toll Road Infrastructures (Association Secrétariat Européen des Concessionnaires d'Autoroutes à Péage)
B2B	Business to business
B2C	Business to customer
CEDR	Conference of European Directors of Roads
CM	Communications Manager
DoW	Description of Work
EMDESK	Project Management Software used by MOBiNET
FIA	Fédération Internationale de l'Automobile
FI-PPP	Future Internet Public-Private Partnership
TISA	Traveller Information Services Association
UITP	International Association of Public Transport (Union Internationale des Transports Publics)
WP	Work Package

## Executive Summary

This deliverable defines the overall strategy, timetable and procedures for the project communications activities. It also defines the various target groups to be reached and the various communications channels used to reach them.

# 1. Introduction

Very few commercial projects would be success if the various groups involved in it were not informed about the project and did not receive regular news and updates. MOBiNET is no exception, and all stakeholders, whether they are directly involved in the project or affected by its outcomes, must be able to understand the work that is being done, understand how it affects them, and engage with it.

The role of this communications plan is therefore to set out how we will communicate during the project to develop a common understanding of MOBiNET, and promote the outcomes and achievements.

It explains who our target audience is, what information we need to distribute (and why) and how we will do this. It also describes the common standards and procedures that will be used to ensure that the project communicates in a professional and consistent manner.

ERTICO has appointed Maria De Rycke as the Communications Manager (CM) for MOBiNET, and she will further plan, develop and manage communications activities. The CM is also the primary point of contact for communications tasks/activities.

## 1.1. Purpose of this document

This deliverable defines the overall strategy, timetable and procedures for MOBiNET communications. It is meant to be the reference for all communications activities.

## 1.2. Intended audience of this document

This Communication Plan is aimed at the following groups:

- MOBiNET Project Managers, to provide an overview of the activities, tools and procedures for project communications and dissemination;
- MOBiNET Consortium partners, to help them coordinate and harmonise their individual communications activities;
- The European Commission, to allow monitoring of the planned strategy and activities for raising awareness of the project.



## 2. MOBiNET Communications: Requirements & Objectives

### 2.1. Why are we doing this?

Good communication is an essential aspect of successful project work and underpins everything from internal collaboration, through to promotion of the project results.

If done well, communications will help the project team to define, develop and complete the project's objectives, it will help people understand the project's aims, help win support for the project from various stakeholders, and raise the public profile and impact of the project outcomes.

It is, therefore, important to have a clear understanding of the communications requirements, and do plan and implement a clear strategy for achieving these goals.

Therefore, this opening section sets out the various communications needs/requirements and describes the objectives that should be met during the life of the project. After identifying and explaining the requirements here, the rest of the document will explain how they will be met.

### 2.2. Who are we targeting?

Good communications activities should be tailored to the intended audience, selecting the appropriate channels of communication for each target group. The target audiences for MOBiNET project communications are listed below, together with a brief description of their main characteristics/needs.

- Consortium Partners (those involved in the development of MOBiNET)
- Related projects (European, national or private initiatives) consortia (e.g. Compass4D, Cogistics, Green eMotion, SIMPLI-CITY, TEAM)
- Policy makers in the various policy areas affected by the project at local, regional, national and European levels (namely European Institutions)
- Future business users<sup>1</sup> of MOBiNET:
  - Service providers
    - Telecom operators
    - Insurance providers
  - Content/data providers
    - Public authorities/entities: road administrations, cities, regions who will make buying and adoption decisions (e.g. EasyWay, CEDR)
    - Vehicle manufacturers
    - Public transport operators

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<sup>1</sup> Business rather than end-users are more the focus during the project lifetime, though business users also include providers of B2C services aimed at end-user.

- Private companies related to data generation and use with special focus on SMEs
- Road operators (e.g. ASECAP, ASFA)
- App developers
- Standardisation bodies (e.g. ETSI, ISO, CEN, IEEE, 3GPP): regulatory and standards aspects, legal issues such as privacy and security
- End-users (drivers and travellers)
- Associations & organisations (to be used as channels to reach the pre-mentioned categories of MOBiNET business users)
  - Trade associations (e.g. ACEA, EUCAR, CLEPA, GSMA, OMA, FEDEMAC)
  - ITS organisations (e.g. ERTICO-ITS Europe, Network of National ITS Associations)
  - Organisations of cities (“Covenant of Mayors”, Eurocities, POLIS, CCRE)
  - Any other organisation in the traffic domain: automobile clubs (e.g. FIA, RACC, ADAC, Automobile Club Italia) and other user associations (e.g. IRU, UITP, ASSTRA and ANAV in Italy)
  - Industrial partners for information and service generation and distribution (e.g. FI-PPP, TISA)
  - European Technology Platforms (ETPs) and their National Technology Platforms and innovation ecosystems such as Living Labs (ENoLL) or ERRIN, among other aggregators through which large numbers of SMEs can be addressed (at international level, SME networks are present in global networks such as the Open Source community)
  - Research institutes and organisations (e.g. EARPA, FEHRL, ECTRI, ERTRAC) that have links to local transport authorities but can also act as incubators for innovative app developers communities via their student programmes; universities can also teach MOBiNET-like developments as part of their curricula.

## 2.3. Core Communications Objectives

Within the MOBiNET description of work (DoW), the core communications objectives and tasks are defined in the Work Package (WP) 8 Communication.

The main objectives of Communications activities within the project are:

1. Raise awareness, understanding and interest of the project results, and encourage their exploitation
2. Promote the benefits of the services offered on the MOBiNET Platform to the different target groups
3. Promote exploitation of the project achievements
4. Define a strategy for communication & exploitation
5. Promote the growth of the Provider Community
6. Create tools, materials and media for communication
7. Ensure liaison and cooperation with related initiatives

### 2.3.1. Work package 8 tasks are described below:

- Overall planning, procedures and strategy for dissemination & exploitation
- Create materials and media for communication:
  - Visual identity of MOBiNET
  - Project website
  - Templates, graphics
  - Project presentations
  - Printed materials
  - Press and Media
  - Webinars
  - Support at relevant external events to promote the project findings
  - Support to the pilot sites' outreach activities
- Convergence and clustering with other relevant projects
- Launch events
- Project Showcases at ITS Bordeaux 2015 and ITS Glasgow 2016 (including a Service Innovation Contest)

## 2.4. Additional Requirements

- Create, promote and nurture a provider community
- Develop a solid new/social media strategy
- Maintain communications consistency and professionalism throughout the project

## 2.5. Roles & responsibilities

WP8 is led by ERTICO – ITS Europe in recognition of their experience in this field with many EC-funded projects but also their central role in fostering the development and deployment of intelligent transport systems at European level. Indeed, ERTICO main activity is networking among the major stakeholders — public authorities, industry players, road infrastructure operators, user groups, national ITS organisations, etc., which are among the main target groups for the project outreach activities.

The CM is the leader of WP8 Communication and reports to the Project Coordinator.

### 3. Strategy

This section sets out the main communications strategy for MOBiNET, defined to meet the communications requirements and objectives (described in section 2).

The table here below represents the mix of communication tools and media to achieve the communication objectives. The MOBiNET website will be the backbone of the communication strategy. The other tools and media have been chosen to maximise the impact of the communication actions.

The table gives an overview of which activity will be used for which target audience group:

	Website	Printed materials	Video materials	Press releases & articles	Social media	Webinars	External events	MOBiNET events	Liaison activities	Provider Community
<b>Consortium partners</b>	X	X	X	X	X	X	X	X	X	X
<b>Related projects</b>	X	X	X	X	X	X	X	X	X	X
<b>Policy makers</b>	X	X	X	X	X	X	X	X	X	
<b>Standardisation bodies</b>	X	X		X			X		X	
<b>End user</b>	X	X	X	X	X			X		
<b>Service provider</b>	X	X	X	X	X	X	X	X		X
<b>Content provider</b>	X	X	X	X	X	X	X	X		X
<b>App provider</b>	X	X	X	X	X	X	X	X		X
<b>Trade associations</b>	X	X	X	X	X	X	X	X		X
<b>Public authorities/ Cities</b>	X	X	X	X	X	X	X	X	X	X
<b>Research</b>	X	X	X	X	X	X	X	X	X	

### Amplification of dissemination

To maximise the impact of the project dissemination activities, the CM (ERTICO) has access to the ERTICO Network ([www.erticonetwork.com](http://www.erticonetwork.com)) weekly newsletters and monthly events newsletters sent to the dbase of 14.000 ITS stakeholders. Newsfeeds from the project website are automatically amplified on the ERTICO Network (news section) and in the ERTICO social media (Twitter, Facebook).

To support the implementation of the activities set out in this document, the CM will attend project meetings and conference calls throughout the project to be kept informed on progress with the project, thus allowing her to spot opportunities for promoting MOBiNET.

## 3.1. Visual Identity

The visual identity is vitally important as it underpins most other forms of communication. It supports MOBiNET as a brand and if used consistently, it conveys a sense of professionalism, quality and consistency.

The MOBiNET logos are the primary visual aids, but it will be supported by a clear style-guide and a series of pre-defined templates/documents.

### 3.1.1. Logos

The following logo shall be used to represent the MOBiNET project:



Figure 1 MOBiNET project logo

### 3.1.2. Guidelines

All official MOBiNET communications must be produced in accordance to the rules set out in **Appendix 1: MOBiNET - Understanding the Brand**.

### 3.1.3. Templates

The following templates have been generated to support project partners in creating e.g. invitation letters, presentations, reports and other official documents:

- PPT-Presentation template
- WORD-Meeting Agenda template
- WORD-Deliverable template
- WORD-Meeting Minutes Template
- WORD-One-pager (multi-purpose document template)
- Poster template

These templates will be made available to the project partners via EMDESK, the selected internal Collaboration Tool for Consortium Partners.

### 3.1.4. MOBiNET Infographic and icons

In order to establish a MOBiNET brand, a MOBiNET infographic has been developed together with icons representing the 10 services and the 5 user groups. The infographic underlines the business aspect of MOBiNET incorporating the multiple services and user groups. This infographic clearly represents the Europe-wide e-market place that MOBiNET is to become in the future.

This infographic will be used to brand the revised MOBiNET website and other communication materials that will be developed. It will become available on the EMDESK for consortium partners to use in their communication about MOBiNET.

For example, the following icon will be used online and for social media sites that require an avatar:



Figure 2 MOBiNET social media icon

## 3.2. Create and maintain a project website

VTT is responsible for the technical implementation of the MOBiNET website and have chosen to use a well-known, open-source content management system called DRUPAL (see: <https://drupal.org/>).

The modular nature of DRUPAL means that additional functionality can be added to the site as required, and the look and feel of the site can be changed relatively easily. However, changes, updates and new features will only be implemented in cooperation with the CM.

The MOBiNET website will play an important role in disseminating project information, and will provide the foundation for the rest of MOBiNET online communication strategy.

It will:

- Explain the project
- Act as a gateway to MOBiNET e-market place with emphasis on services and user benefits

- Promote the business cases
- Promote the Provider Community
- Provide news and project updates
- Collect subscriptions and contact details from people interested in the project
- Host a library with relevant MOBiNET documents, promotional materials, relevant links, etc.
- Host multimedia content related to MOBiNET (images, videos, etc.)
- Link to MOBiNET other online services such as Twitter, Facebook and Pinterest,

The domain name **mobinet.eu** has been registered, and the website is available at [www.mobinet.eu](http://www.mobinet.eu).

The current website is under reconstruction and will be launched in June 2015. This revised website will have a clear business focus, clearly explaining that MOBiNET is to become the Europe-wide e-market place for mobility services for businesses and end users. On a secondary level, the technical details of the MOBiNET platform will be explained together with an access to the Service Support Centre, other relevant project information, news and events information; and a call to join the Provider Community forum.

### 3.2.1. Statistics

Google AdSense will be used to monitor web traffic and visitors. Statistics will be reported in each periodic report.

### 3.2.2. Website structure

The revised website structure will be as follows:

1. About MOBiNET
  - a. Objectives
  - b. Facts & figures
  - c. Consortium
2. MOBiNET e-market place
  - a. Components
  - b. Description of components
  - c. Service Support Centre (SSC)
3. Business cases
  - a. Business cases/services
  - b. Pilot sites
4. News & events
  - a. News
  - b. Events
5. Cooperation
6. Library
  - a. Deliverables (WP1, WP2 up to WP7)
  - b. Promotional materials
  - c. Presentations

- d. Media desk
  - e. Webinars
  - f. Videos
  - g. Relevant links
7. Contact

The homepage will contain an illustration with nice infographic illustrating the top line that will come just below the visual “MOBiNET: the Europe-wide e-market place of cooperative mobility services for business and end users”. Below the top line, there will be a listing (and click through) of the MOBiNET services and the MOBiNET benefits for the different key stakeholders. There will also be section on news and events, a call to join the Provider Community forum, live MOBiNET tweets and calls to follow/join the MOBiNET social media.

### **3.3. Promotional materials**

Promotional materials refer to printed materials and items. These items serve three purposes:

- They inform people about the project
- They generate interest in the project
- They reinforce the MOBiNET brand and identity

During the first 24 months, three items have been produced: the MOBiNET Post-It Notepads, the MOBiNET poster and MOBiNET business cards.

The following items will be produced in the next couple of months: an update of the project poster, a flyer about the Provider Community, a business-oriented brochure, showcase brochures and product sheets on the platform components and services.

Additional items may be produced on a per need basis: requirements will be regularly reviewed and new items will be correspondingly planned/ produced.

#### **3.3.1. MOBiNET Post-It Notepads**

These cloud-shaped notepads contain the MOBiNET logo and website address and will be used as promotional items at events and other project meetings.

#### **3.3.2. MOBiNET Business cards**

The MOBiNET project business cards contain the MOBiNET logo and website url and are used to network at external events and meetings with potential new members of the Provider Community.

#### **3.3.3. MOBiNET Poster**



A generic project poster has been produced to promote the project at events and other project meetings. This poster will be updated to reflect the new (more business-oriented) approach of the project with a clear focus on the Europe-wide e-market place. It will feature the new infographic and icons under development.

### **3.3.4. Project presentations**

The CM will develop 2 types of presentations:

- An update of the standard project presentation explaining the project's facts & figures
- A more business-oriented project presentation, focusing on the e-market place and the benefits of the services operated on the MOBiNET Platform for the different end users.

### **3.3.5. MOBiNET card/flyer**

A MOBiNET leaflet will be developed for the Provider Community to attract new members to join.

### **3.3.6. MOBiNET brochure**

A project brochure will be produced to promote the project at various events / conferences. Its objective is to raise awareness about the project, raise interest with the different stakeholders on the business potential offered by the MOBiNET Platform and the Provider Community.

The brochure will explain MOBiNET overall concept, benefits and expected impact. It will have a clear focus on the e-market place with the benefits the services running on the MOBiNET platform will bring to the different user groups. It will also include a section on the Provider Community.

### **3.3.7. MOBiNET product sheets**

To support the business potential of MOBiNET, product sheets for all 10 services will be developed clearly illustrating the value that the MOBiNET platform provides to the different user groups involved. The product sheets will also include some generic information on the MOBiNET project.

### **3.3.8. Videos**

Eleven video interviews were recorded during the MOBiNET consortium meeting in Helsinki in September 2013. They were edited into individual clips and added to the website by the end of 2014. The interviewees were selected to represent a broad range of stakeholder areas/project partners, and each person was asked to explain their interest in the project, describe some challenges that they think MOBiNET might solve, and also to give their view on the MOBiNET marketplace.

Visitors to the MOBiNET website will be able to watch these short clips to help them understand the aims and objectives of the project, and the benefits for the stakeholder category they belong to.

The videos created in Helsinki will be complimented with further rounds of interviews later in the project.

Such videos give a more personalized insight into MOBiNET and how it is meant to tackle concrete real-world issues. As the videos will be online, they will also be easy to share.

Moreover a video will be created at the end of the project, for the launch of the commercial platform, which will include previous video material such as the interviews or animations (see hereunder), and new material shot at the pilot sites for example, so as to summarize the vision, the raison d'être and the benefits of MOBiNET. The main target groups for this video, though probably the same as for the animations, as described hereunder, will depend on the selected business model for the MOBiNET operational platform.

MOBiNET will also assist each of the 8 pilot sites with a pilot site related video to promote the findings / learnings of the local tests of the services for further promotion to the MOBiNET Community.

### **3.4. Press and Media**

Press (radio and television) and online media outlets are crucial tools to promote the project findings to a wide range of stakeholders. Expert and professional communities, the political sector and the general public can all be reached through these outlets.

Therefore, texts and articles should be written, ideally by a communications professional, with a clear purpose and translated into local languages as appropriate.

Press campaigns will be organised around key dates in the project: the second release of the platform at the ITS World Congress in Bordeaux in October 2015 and at the final event at the ITS European Congress in Glasgow in June 2016.

Press releases and articles for industry, technical and trade magazines will be prepared (the project will take advantage of experienced communication and press department resources among consortium partners), based on these publications editorial calendars and coinciding MOBiNET deliverables or papers that can be used as sources.

The CM will maintain a list of published articles and news clips over the course of the project on the website.

#### **3.4.1. Online/Social media strategy**

The aim of online communications activities is to generate awareness and interest in the project and engage with stakeholders (or more general-public type of audience) regardless of their location.

The MOBiNET website will automatically publish to Twitter and LinkedIn. In addition to this, MOBiNET social media details (#hashtags, etc.) will be promoted on the MOBiNET website and on printed materials. The project will also make use of mass broadcast and social media opportunities, based on results from WP5.3 investigation regarding MOBiNET interaction with other social network services.

The CM will ensure that ERTICO's Twitter account will re-tweet all relevant MOBiNET tweets to its 2300+ followers. As such the outreach of the MOBiNET Twitter account will be substantially increased.

### 3.4.1.1. Social Media Channels

#### Twitter

A Twitter account has been created for MOBiNET: [@MOBiNET\\_EU](https://twitter.com/MOBiNET_EU)

When tweeting about the MOBiNET project, the hashtags #mobinet and #realits will be used.

Tweeting frequency: As required and automatically as the website is updated

#### LinkedIn

The MOBiNET project will have a LinkedIn account and will also be promoted via existing ITS groups on LinkedIn, such as the Global ITS group.

Additionally we are looking at other media to engage "interactively" with potential candidates for future Provider Community:

- to collect interests
- allow exchanges with the partnership

## 3.5. Webinars

Open webinars addressing specific categories of stakeholders (depending on the webinar topic) will be organised, with the support of the partners involved with the proposed topics, at specific milestones or around release date of key deliverables, to provide a comprehensive view on specific achievements of the project. This task will be led by ERTICO and supported by the partners.

Webinars are a useful communications tool because they offer an extremely cost-effective means of communications with a large audience, regardless of their geographical location.

A webinar will be organised with releases 2 and 3 of the MOBiNET platform to explain the functionalities offered by each new release.

ERTICO are experienced in setting-up and running webinars using software created by CITRIX called GOTOWebinar.

## 3.6. Participation at relevant *external* events

Partners will be encouraged to submit papers and present the project results at relevant conferences and exhibitions during the project's lifetime, such as ITS World and European Congresses, Mobile Congresses, etc.

ERTICO will also coordinate applications submission for thematic sessions or workshops on the “internet of mobility” and Europe-wide mobility services at such congresses & events, with the support of the partners. A standard project presentation has been prepared to support the partners in this context.

MOBiNET platform and services will have a particularly high profile at the ITS World Congress in Bordeaux in October 2015, the TRA Conference in April 2016, and the ITS Europe Congress in Glasgow in June 2016. The ITS Bordeaux Congress 2015 will be the set for the main showcase event of the project.

Other relevant conferences & events where to present, showcase and exhibit MOBiNET will include:

- Transport Ticketing
- International Transport Forum
- POLIS Annual Conference
- Transportation Research Board (TRB)
- Transport Logistic
- Slush 2015

### **3.7. MOBiNET-organised events**

#### **3.7.1. Stakeholder workshops**

MOBiNET will organise workshops (physical or through webinars) for *external* “stakeholders”, i.e. not simply to raise awareness and interest about the project, but also to present and collect feedback on the work at key stages of the project. Moreover these workshops are also opportunity to generate interest for the Provider Community.

An open stakeholder workshop was organised at the launch event of the Provider Community in Aalborg in October 2014.

Additional workshops will be organised, e.g. at the pilot sites with local stakeholders.

Workshops allow to:

- get a larger consultation basis on proposed results before finalisation deliverable/release (SP2 and SP3)
- raise awareness to local stakeholders and gathering experiences for validation & assessment purposes (SP5)
- define the business, operational, legal, contractual and social requirements of the future MOBiNET governing organisation originating from the Provider Community (SP6 with SP7)

#### **3.7.2. Launch events**

A special session on the occasion of the launch of the first release of the Platform was organised at the European ITS Congress in Helsinki in June 2014. The launch of the second release of the Platform will take place during the ITS World Congress in Bordeaux in October 2015 with a technical showcase, a dedicated special session and a contest for App/service developers.

The launch of the third release of the Platform will take place at the ITS European Congress in Glasgow in June 2016.

A launch event aims to raise awareness of the Platform and present the latest work progress or results to the stakeholders. The most important thing however is the demonstrations to let participants experience the Platform. Each launch event will draw media attention (through accompanying press conferences).

Launch events are also another opportunity to attract new members to the Provider Community, especially with a view to launching it as a self-funding organisation in charge of MOBiNET governance and main repository of the project results beyond project's end.

### **3.7.3. Main technical showcase at the ITS World Congress 2015 Bordeaux**

MOBiNET will organise a showcase during the ITS World Congress in Bordeaux, France, on 5-9 October 2015, which will include the following features:

- Exhibition
- Dedicated special Session and technical sessions in the conference programme
- Service Submission Contest

The Congress exhibition will include a MOBiNET-specific stand where to present MOBiNET Platform functions and services. Demonstrations and videos of the services can be shown. The MOBiNET stand will be an integrated part of the ERTICO Partnership stand to maximise visibility.

With the help of the local host of the Congress, representatives of the city of Bordeaux and local media will be invited to participate and experience the showcase. A communication kit as well as a press kit will be created in order to organise the public relations of the event. Specific contacts will be made prior to the event with specialised press, regional / national press. Special efforts will be made to engage with the Provider Community during the Congress by using the possibilities offered by the stand and the Business meetings facilitation tool.

A special session will be organised to discuss and share MOBiNET's business prospects. There will also be several technical sessions in which MOBiNET papers will be presented:

- Where to find mobility related apps: designing an app directory for mobility services (Yanying Li, ERTICO)
- ITS deployment challenges (Namik Erdogan, Ruben Kwak, CGI)
- A cooperative business approach to ITS: the MOBiNET vision (Marco Annoni, Domenico Enrico Bena, Telecom Italia)
- MOBiNET – Architecture overview of an innovative platform for European mobility services (Ulf Noyer, Tobias Schlauch, DLR; Pierandrea Cercato, Allianz, Lars Mikkelsen, AAU)
- Europe-wide Platform for Connected Mobility Services Organisation and Governance (Michael Sena, Allianz)
- Improving the efficiency of the Dial-a-Ride service in London through a European Wide Service Platform (Guido Di Pasquale, Pluservice, Nick Aristodemou, Transport for London)
- Intelligent Parking Assistant - A Showcase of the MOBiNET Platform Functionalities (Lars Mikkelsen, AAU, together with GateHouse and North Denmark Region)

- (CONDITIONALLY ACCEPTED) Cooperative self-declaring of weight for trucks (Ørjan Tveit, Norwegian Road Administration; Wen Xu, Volvo)
- Floating car data – a technical & business revolution in traffic management (Alessandro Taddei, Infoblu)
- On Exploitation of Social Features in Mobility Service Platforms (Juho Kostianen & Olli Pihlajamaa, VTT)
- (CONDITIONALLY ACCEPTED) Voiceinfo – Location-based Social Voice Media for Traffic Information (Olli Pihlajamaa, Timo Laakko, Juho Kostianen, VTT)

To support the above activities, the CM will develop a series of promotional tools such as promotional flyers, posters and a showcase brochure.

A contest for App and service developers will be organised to develop new services using the functionalities of the MOBiNET platform. These will be evaluated and tested by MOBiNET partners and the winning team(s) will be awarded a prize to possibly deploy and demonstrate the service at the final showcase in Glasgow or at a pilot site. The MOBiNET project will promote the contest through all its communication channels.

The concrete plans for the showcase are included in deliverable D75.12.

### **3.7.4. MOBiNET final event at ITS Europe Congress 2016 Glasgow,**

The MOBiNET final event will consist of a series of initiatives:

- Workshop of the Provider Community (on the outcomes and next steps of the MOBiNET project)
- Live demos at the stand
- Development of a the multimodal traveller application on the existing ITS Congress Navigator

The workshop will focus on the final outcomes and next steps of the MOBiNET project. The broadest range of stakeholders will be invited to participate in the results.

A multimodal traveller application will be implemented in conjunction with the existing ITS Congress Navigator to offer a unique opportunity to ITS Congress visitors to experience MOBiNET-enabled mobility services in real life. The application will take into account real-time status of traffic, the network status of public transports, the number of self-service bicycles available, etc. The route chosen will adapt dynamically according to the progress of the user and external conditions. Local transport and mobility-related data will be integrated to combine mobility and congress assistance to all visitors. The application will be tested in real time and its functions validated before the Congress. In collaboration with WP5, a sample of users will be identified from Congress registrants willing to use the application during the congress and be contacted afterwards to collect feedback for validation. The application will be available for download to all visitors and will be installed on several smartphones to be shown to delegates, press and VIP visitors at the exhibition at the Congress.

MOBiNET will have a dedicated stand to showcase the multiple opportunities offered by the Platform. A full promotional package (promotional flyers, media and press conference) will be developed to raise awareness about the MOBiNET final showcase.

### 3.8. Liaison activities

The consortium will establish links with European, global and national related initiatives, ongoing and future ones, to promote the project concept and check its coherence against previous and current R&D findings, create synergies and ensure the exploitation of MOBiNET results. For example, direct bilateral contacts (either by the Coordinator or partners common to both projects) will be established to discuss interoperability and possible reuse of results where concrete synergies are identified. Moreover these projects will be invited to participate in MOBiNET-organised events. Finally these initiatives and their partnerships will also be invited to become members of the MOBiNET Provider Community:

- European projects: EDITS, TEAM, SIMPLI-CITY, Green eMotion, MobiS, MobiCloud, SuperHub, CitySDK, Fi-WARE, CONVERGE, Wisetrip, EU Spirit, HeERO, Compass4D, Cogistics, iMF interoperability working group
- National projects: Cooperative ITS Corridor project (Germany, Austria, Netherlands), BIP Cuneo (Region Piedmont, Italy), ITS Platform (Denmark)
- Japanese initiative Internet ITS (Toyota)

Relationships will be established with organisations that are relevant with regard to the MOBiNET project and its key stakeholders. These international organisations have the potential to become MOBiNET Provider Community members. They include but are not limited to POLIS, Network of National ITS Associations, UITP, ASECAP, TISA, FIA, ACEA, ERTICO, Stockholm Group, GSMA, CEDR, CAR 2 CAR, EPA, Smart city organisations and Insurance Europe<sup>2</sup>. Liaison activities imply that MOBiNET will put links to the websites of these organisations on the MOBiNET website. The CM will contact the communication managers of these organisations to promote important MOBiNET announcements to their contact lists. Representatives of these organisations will potentially be invited as speakers to the MOBiNET workshop(s). Promotional opportunities for the MOBiNET project at workshops / conferences organised by these organisations may be identified in the course of the project. MOBiNET can participate in these workshops / conferences either as speaker or via a stand and / or certain promotional materials.

### 3.9. Support to the pilot sites

The CM will team up with the local pilots to maximise the outreach of local events. To this end, promotional materials developed by the CM may include video, international press relations to complement local press initiatives, posters and leaflets to be translated into the local language, as well as other initiatives deemed as appropriate.

### 3.10. Promote the Provider Community

Dissemination activities have a key function in attracting new members by adequate and efficient communication of the project achievements and the Provider Community to the largest possible number of MOBiNET potential users.

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<sup>2</sup> A list of organisations identified is included in deliverable D71.1 The Provider Community Model

#### D74.101 Communication and dissemination plan

The CM will promote the Provider Community. A special promotional flyer will be developed for this purpose to be used at various conferences / events.

The project Coordinator will use its Network of National ITS Associations including 27 member companies, as well the ERTICO sector platforms consisting of 19 research institutions, 13 Service Providers, 17 Suppliers, 13 Traffic and Transport Industry, 5 Users and 11 Vehicle Manufacturers. Moreover, ERTICO also leads an initiative involving 60+ European and other cities. The MOBiNET project Coordinator will use all these.



## 4. Rules and Procedures

### 4.1. Management

To enable the Communications Manager to fulfil his/her responsibilities, consortium partners should inform them at the earliest possible opportunity about any MOBiNET-related dissemination activity they have undertaken. Prior notification (and approval on the use of the project identity) should be sought for the following:

- Production of newsletters, brochures, flyers, posters
- Submission of papers or articles in scientific, technical or general publications,
- Presentations at external workshops, conferences and other events (not organised by MOBiNET)
- Press releases and interviews
- Creation of MOBiNET-related content for external public websites
- Exhibition stands and project demonstrations

### 4.2. Travelling outside Europe

Any partner willing to disseminate MOBiNET results at any conference or workshop outside of Europe must have prior approval from the EC Project Officer so that associated costs are eligible for funding.

In such instance, partners should contact the IP Coordinator and/or CM with details of the dissemination opportunity in relation with its strategic interest for MOBiNET in order to seek approval from EC.

### 4.3. Networking

Each partner will disseminate information about the project through their own local, regional and national circles, their own business networks, in their respective scientific communities, towards their sectors, through their corporate, regular marketing channels.

### 4.4. Ensure communications consistency and quality

To ensure a consistent look and feel to all project publicity and communication materials, project partners should use the project templates listed in Chapter 3.1.3, and follow the Branding guidelines included in Annex 3.

MailChimp (online mass-mail programme) will be used for project email campaigns (e.g. invitations to MOBiNET-organised events). To this aim, a MOBiNET MailChimp template has also been created.

### 4.5. Intellectual Property Management

“Dissemination activities shall be compatible with the protection of intellectual property rights, confidentiality obligations and the legitimate interests of the owner(s) of the foreground,” IPR, use and

dissemination issues are ruled in FP7 Model Grant Agreement, Annex II General Conditions, Part C INTELLECTUAL PROPERTY RIGHTS, USE AND DISSEMINATION.

The Consortium Agreement is a very important document when it comes to ownership and sharing of knowledge or project results, as it sets out or further defines how the consortium agree on the use and dissemination of the project results.

The background that is brought into the project will always remain the property of the partner in question. Those partners making available pre-existing know-how during the course of the project will specify any conditions for access thereto in the Consortium Agreement.

“Sideground”, as opposed to Background or Foreground, refers to the information and IP rights that participants acquire or develop in parallel over the course of the project. It may be useful to stipulate in the CA how any sideground will be managed to avoid any future conflicts.

In the case of the foreground, i.e. the project results and any IPR that can be attached to them, typically it is owned by the participant that carried out the work from which it resulted.

Nevertheless, it is the project team’s intention that the knowledge created in developing the core technology designs, specifications and reference platforms will be open, to encourage their widespread uptake and development into real products.

## 4.6. Dissemination levels

The dissemination level convention applied for FP7 projects is the following:

- PU = Public
- PP = Restricted to other programme participants (including the Commission Services)
- RE = Restricted to a group specified by the consortium (including the Commission Services)
- CO = Confidential, only for members of the consortium (including the Commission Services)

## 4.7. Disclaimer

Any publicity concerning the project must display the EU emblem and specify that it reflects only the author’s view, exempting the community from any liability.

In addition, all publications or any other dissemination relating to foreground must include the following statement acknowledging the financial support of the European Community:

“MOBiNET is co-funded by the European Commission under the 7th RTD Framework Programme, Directorate General for Communications Networks, Content & Technology (FP7-ICT-2011-6.7) - Grant agreement no. 318485”

## 4.8. Copyrights

The illustrations and graphics produced in the framework of the project are property of the consortium and may not be used by external parties without prior approval by the Communications Manager and without clearly acknowledging MOBiNET as the source.

## Annex 1 – Key activities and deadlines

Activity	Description	Deadline
Update MOBiNET website		June 2015
MOBiNET standard project presentation	Revision of standard presentation	June 2015
Flyer to promote Service Provider Community		July 2015
Project poster update		July 2015
MOBiNET business oriented presentation		August 2015
Webinar	Release platform 2 functionalities	September 2015
Brochure	To promote project, e-market place and Provider Community at various conferences / events	September 2015
Posters, flyer, showcase brochure and stand design for ITS Bordeaux 2015	MOBiNET-stand within the WP leader's stand at the ITS Congress Bordeaux exhibition	September 2015
Webinar on release 2 of MOBiNET platform	To give more detailed explanations on the second release	September 2015
Videos	To support the pilot sites activities	September 2015-March 2016
Main technical showcase/release 2 launch event	@ ITS Congress Bordeaux	October 2015
Press release showcase/release	@ ITS Congress Bordeaux	October 2015
Product sheets		November 2015
Webinar release	Release platform 3 functionalities	March 2016
Final press release	To announce the official launch of the "commercial" organisation taking over the Provider Community	June 2016
Video	To support the official launch of the "commercial" platform	July 2016

## Annex 2 – Relevant External Events

Month/Date	Event Name	MOBiNET-partners planned activities
5-9 October 2015	ITS World Congress, Bordeaux, France	
11-12 November 2015	Slush, Helsinki	
19- 20 November 2015	POLIS Annual Conference	
10 – 14 January 2016	Transportation Research Board, Washington	
26-28 January 2016	Transport Ticketing 2016, London	
18-21 April 2016	TRA Conference, Warsaw	
5-8 May 2016	Transport logistic, München	
21-23 May 2016 - unconfirmed	International Transport Forum	
6-9 June 2016	ITS European Congress, Glasgow	

Additional ITS events are regularly added to the following websites, and the CM will monitor these sources over the duration of the project to identify new opportunities to present and promote MOBiNET.

## **Annex 3 – Branding Guidelines**