UNLOCKING LARGE-SCALE ACCESS TO COMBINED MOBILITY THROUGH A EUROPEAN MAAS NETWORK.

Deliverable D6.3
Communication and dissemination Strategy

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Deliverable D6.3
Communication and Dissemination Strategy

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<td>Confidential, restricted under conditions set out in Model Grant Agreement</td>
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Executive Summary

The dissemination and communication strategy will run during the entire project lifetime, in order to develop tailored communication measures allowing adequate promotion of IMOVE research and innovation to a wide audience, composed of all ranges of potential users, beyond the projects’ community and properly including the visibility of EU support.

These activities will focus on different target groups to ensure scalability and transferability of MaaS schemes. Awareness raising for mobility-as-a-service will be achieved through tailored communication actions targeted to specific stakeholders: end users, MaaS operators, transport operators, public transport authorities and policy makers. Moreover, WP6 activities will closely engage with the IMOVE Living Labs, building a community around the cities involved with activities at local level. The Living Labs will provide information in terms of good practices, achievements, lessons learnt and other communication material. Scalability and transferability will be addressed through the engagement of the various stakeholders from outside the consortium and dedicated communication and dissemination channels, interacting with potential users of IMOVE outcomes. The communication strategies developed will in particular focus on user acceptance and engagement, feeding recommendations on behaviour change strategies for further MaaS deployment that ensures possible follow-up of IMOVE beyond the project lifetime.

There will be special attention granted to dissemination and exploitation actions for long-term recommendations, which will pave the way for MaaS integration at the European level enabling a concrete adoption of cross-border mobility services.

The dissemination and communication process will focus on:

- Disseminating specific results and insights.
- Communicating about the project broader activities and results.
- Exploiting the lessons learned from the MaaS living labs.
- Develop communication concepts/campaigns for increased transferability of MaaS business models.
## Abbreviations and Acronyms

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
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<tbody>
<tr>
<td>ECGA</td>
<td>European Commission Grant Agreement</td>
</tr>
<tr>
<td>LL</td>
<td>Living Lab</td>
</tr>
<tr>
<td>Mx</td>
<td>Month &lt;x&gt; (from the beginning of the project)</td>
</tr>
<tr>
<td>PTA</td>
<td>Public Transport Authority</td>
</tr>
<tr>
<td>PTO</td>
<td>Public Transport Operator</td>
</tr>
<tr>
<td>WPx</td>
<td>Work Package &lt;x&gt;</td>
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1 INTRODUCTION

“Mobility as a Service” (MaaS) is expected to be the future for urban transport. IMOVE aims to move the industry forward into this future. Following recent mega-trends in the mobile and sharing economy and thanks to the latest ITS developments, MaaS schemes seek to improve the ways in which citizens move themselves and their goods. The “as a service” wave will break the borders between different modes of transport, offering customers combined mobility packages as a viable alternative to own mobility and car ownership. A single subscription will deliver this door-to-door service, doing away with pockets full of individual tickets for the bus, train or other transport.

MaaS offers a mobility distribution model in which a single integrated service provider meets a passenger's individual needs with a customised service. The provider combines transportation infrastructure, travel information, payment services through one application. Today, MaaS schemes are disruptors with great potential, but a series of factors have hindered industry-wide take-off. So far, challenges have included public/private mobility integration, information handling and sharing, alongside service interoperability and scalability requirements. Effective and concrete actions are now needed to usher in the future for transport: this is where IMOVE comes in.

1.1 PROJECT SUMMARY

IMOVE aims to advance the use and scalability of MaaS schemes in Europe, ultimately paving the way for a “roaming” service for users at a European level. With transnational transit in mind, IMOVE will research solutions for improving MaaS at an operational level and its underlying business models.

IMOVE will deliver enhanced real-time data collection about user needs and preferences, tools for the exchange of information and systems to enhance interoperability between different MaaS schemes and service components. IMOVE solutions will be tested in four European Living Labs (Berlin, Göteborg, Greater Manchester and Turin), all of which are currently engaged in MaaS development. IMOVE will also pilot roaming services for MaaS at a cross-border European level.

1.2 OBJECTIVES OF THE DELIVERABLE

This document describes which target groups will be addressed by means of which tailored messages, and outlines which adapted dissemination tools and channels will be used. This strategy also clarifies how the respective IMOVE tools and approaches will enhance the project across Europe. Key relevant events are identified, which are particularly suitable for outreach towards the outside world, together with relevant media, which can be used to enhance the project’s dissemination and take-up activities.

The communication and dissemination strategy is the project’s guidance document for all dissemination activities and has been developed by UITP, with the support of Softeco.

1.3 STRUCTURE OF THE DELIVERABLE

This introductory chapter provides a brief summary of the IMOVE project, together with the purpose and structure of present document.

In Chapter 2, the IMOVE communication strategy is presented, outlining its scope and purposes in the context of the project.

Chapter 3 explains in details the IMOVE dissemination objectives and target groups, highlighting the purposes of the communication and dissemination strategy and identifying a preliminary list of relevant target groups that will be addressed during the project dissemination activities.
Chapter 4 outlines which dissemination tools and channels will be used in order to optimise a large-scale dissemination of the IMOVE project.

In chapter 5, the role of the consortium partners in respect to the foreseen communication and dissemination activities is explained. Particular emphasis is put on the role of UITP, as lead partner for dissemination, in widening the communication of the project.

Chapter 6 contains a detailed list of all the dissemination and communication actions currently planned.

Chapter 7 explains how the project dissemination and communication activities will be monitored throughout the project and which tools will be used to ensure that a qualitative and quantitative analysis of the communication activities will be properly carried out, in order to review the dissemination progress and assess to which extent the dissemination strategy is meeting the objectives.

Chapter 8 concludes the deliverable.
2 COMMUNICATION AND DISSEMINATION STRATEGY

The purpose of the IMOVE Communication and Dissemination Strategy is to establish guidelines and to identify activities aiming to reach various user profiles and social actors. The Dissemination Strategy and Action will be updated in M18 and M30 of the project, while the dissemination actions will be included in the project annual reporting.

Dissemination actions will include the following elements:

- Organisation of project specific events and demos on national and pan-European level, seeking attendance by all relevant stakeholder groups.
- Active participation in key relevant international and European conferences and industry exhibition fairs.
- Individual presentations and discussions with major public and private stakeholders, together with round tables and participation in Concertation Events organized by the Commission or the consortium.
- Scientific and industry-wide publications and presentations in relevant journals/press.

Online dissemination material will remain accessible (and will be updated) after the conclusion of the project. IMOVE will organise events and participate in other relevant ones to disseminate the project results.

This document aims at mapping all communication activities for IMOVE and describe how to reach specific target audiences. The direct involvement of key MaaS stakeholders in the Living Labs ensures the diffusion of project results after its termination, and facilitates the dissemination towards the community of the transport industry, both at national and international level.

Additionally, this document will serve as the comprehensive and central listing for all communication activities and events over the course of the project. More specifically, it identifies the following aspects:

- Target Audience and Stakeholders: authorities, MaaS and transport industry, research community and end users (passengers, operators).
- Key Messages: focus on the achievements and benefits of MaaS more generally and IMOVE in particular, engaging institutions that can provide new data for innovative solutions and engage new users, seeking to provide the foundations for a more comprehensive rollout of MaaS across the sector.
- Dissemination Measures and Means/Channels: include a balanced mix of traditional (scientific publications, conferences and demonstrations, stakeholder workshops, industry fairs and exhibitions) and innovative ones (social media, specialised websites and forums, workshops with companies specific audiences, strategic talks) to secure the most effective outreach to each target audience group, upon the open access publishing principle.
- Monitoring: The Communication Manager will be in charge of the overall monitoring of the communication and dissemination activities.

Over the course of the project, the following dissemination and communication activities will occur:

- A coherent and consistent identity for the IMOVE project, supported with logo, leaflets, brochures, banners, posters, and roll-ups. In addition, the preparation and updating of an introductory project presentation in English that can be used for any dissemination purpose.
- The maintenance of a constantly updated website, where knowledge as an enabler of social change has positive effect in everyday life and is relevant to the target audience, and creation of a social media presence on Twitter, in connection with all public events in which IMOVE is participating.

The Communication and Dissemination Strategy will be reported on and updated frequently (M18 and M30) based on an evaluation of the strategy’s effectiveness, with changes made accordingly and communicated to the consortium. A summary will be also included in the periodic reports submitted to the European Commission.
3 DISSEMINATION OBJECTIVES AND TARGET GROUPS

3.1 DISSEMINATION OBJECTIVES

The overall objective for IMOVE dissemination is to spread information on the project activities and results through:

- Dissemination for awareness: making people aware of MaaS in general and IMOVE contribution specifically, including its on-going activities, developments and project results.
- Dissemination for exchanges of concepts and solutions: providing information relative to specific topics for an audience composed of experts, organising exchanges of best practices between people with a deeper knowledge as well as within members of the industry.
- Dissemination for wider acceptance: sharing information promoting the project mission and results to a wide group of stakeholders at international, European, national and local level.

Through targeted activities, dedicated communication tools and appropriate communication channels, IMOVE aims to be a flagship initiative in advancing MaaS at European scale.

At the same time, the project intends to go beyond mere promotion and dissemination of results and to encourage the growing market for a more sustainable and interconnected mobility. This will happen on a more general level through clearly defined communication activities and tools.

Dissemination and communication are important for all activities within IMOVE. WP6 partners are expected to cooperate to:

- Define and implement a common strategy for effective and integrated communication and dissemination of IMOVE, of its demonstrations and of its results.
- Develop the necessary tools for appropriate dissemination.
- Inform key stakeholders and disseminate the project activities and results at local, national, European and international level.
- Increase the project visibility to external members of the consortium, thus broadening the project acceptance and influencing the uptake of its results.
- Ensure a wide visibility of project activities and results by organising project events and attending external events, targeting a broad range of audience.

3.2 TARGET GROUPS

The first phase of the project will focus on the identification and mobilisation of stakeholders. The attendance of events and conferences will play a key role in this process, and partners from the consortium will contribute to build profiles of potential stakeholders as the project moves forward. Events like the workshop “Public transportation and MaaS – business & governance models”, co-hosted with MaaS Alliance in Hamburg on 14 March 2018, offer an example.

A preliminary list includes:

- Authorities.
- Public Transport Operators.
- Private Transport Operators.
- Industry.
- MaaS providers.
- Service integrators.
• Data and service providers.
• The research community.
• End users (e.g. passengers, infrastructure operators, SMEs in transport sector).

In terms of potentially interested stakeholders, the project in particularly relevant for both mobility users and mobility operators, as from the table below.

Table 1. Major categories of IMOVE-related stakeholders

<table>
<thead>
<tr>
<th>Category</th>
<th>Reasons for interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers/travellers</td>
<td>Enabling better access to seamless door-to-door multimodal mobility services (shopping, tracking, ticketing, on-line payment). Applies to the whole range of mobility users, in their variety of categories. Roaming services and combined mobility packages will be central to IMOVE.</td>
</tr>
<tr>
<td>Transport Authorities</td>
<td>Establishing regulation at various levels (local, national, European) for sustainable mobility. Developing an overall market framework to boost the success of MaaS across Europe.</td>
</tr>
<tr>
<td>MaaS providers</td>
<td>Offering a one-stop-shop for mobility services with pay-per-use or other payment schemes. MaaS Providers offer different transport options, be they public transport, ride-, car- or bike-sharing, taxi or car rental/lease, or a combination thereof.</td>
</tr>
<tr>
<td>Transport service operators</td>
<td>Delivering transport services and managing operating staff. Interested in big data that any ITS insights can give.</td>
</tr>
<tr>
<td>Travel service provider</td>
<td>Offering travel services, especially but not exclusively on transportation e.g. providing travel data or other services as a third-party (for example journey planning engine).</td>
</tr>
<tr>
<td>Retailer, Travel Agency, Distributor</td>
<td>Offering possible added-value services to ticket resellers and third-party retailers.</td>
</tr>
<tr>
<td>IT suppliers and software developers</td>
<td>Offering a technology framework (APIs) to facilitate the development of independent mobility apps interfacing existing ICT platforms.</td>
</tr>
<tr>
<td>Payment service Providers</td>
<td>e.g. Visa, MasterCard, PayPal.</td>
</tr>
<tr>
<td>Research community and other related projects</td>
<td>Offering valuable cross-fertilization opportunities to the MaaS research community and other EU projects (e.g. Maas4EU, MyCorridor, Galileo for Mobility, Shift2Rail IP4).</td>
</tr>
<tr>
<td>Community groups or social networks</td>
<td>Contributing to the improvement of the services (alert function, etc.) and to the choice of the service providers (transport services and travel services related to transport).</td>
</tr>
</tbody>
</table>
4 COMMUNICATION AND DISSEMINATION TOOLS

In order to optimise a large-scale dissemination of the IMOVE project, it is important to deploy a wide range of communication tools, showcased in the following sections.

All dissemination activities will include the project logo and identity in a featured position.

4.1 IMOVE LOGO AND PROJECT IDENTITY

![Main IMOVE Logo](image)

**Figure 1. Main IMOVE Logo**

In consultation with the graphic designer, the Project Coordinator and consortium partners settled on this final version of the logo. It is clean and powerful utilising the statement colour of a bold fuchsia pink that jumps out on the white backdrop to give a striking dash of colour to any publication.

![Detachable “M” feature logo](image)

**Figure 2. Detachable “M” feature logo**

The “M” in IMOVE can become a detachable logo used for variety and shorthand of the overall project identity. The “M” represents the cities involved in the pilot project geographically and has a playful quality with customary icons for metro maps and railway stations.

![Logo overlaid on map](image)

**Figure 3. Logo overlaid on map**

The previous two logos are combined in Figure 3, which provides the main image for the website home page and is the basic template for the current twitter profile picture. The caption superimposed over the image can then be used as a banner to either promote the tagline, “I (simply) want to MOVE/I want to MOVE (simply)”, or provide a brief mission statement like the figure included below, which reads “Unlocking Large-Scale Access to Combined Mobility through a European MaaS network”.

This report is part of a project that has received funding by the European Union’s Horizon 2020 research and innovation programme under grant agreement number 723314.
4.2 DOCUMENT TEMPLATES

Within WP6 activities, some efforts were devoted to produce a comprehensive set of document templates aiming to ensure visual uniformity and to reinforce the identity of the IMOVE project. Such templates include PowerPoint presentations, meeting minutes, project deliverables and e-newsletters.

The PowerPoint template (see Annex I) was created to ensure a common visual support for the lifetime of the project. Partners are encouraged to use illustrations and to share their concepts in a clear and simple way while they create their slides. They are also advised to adapt the content to the target audience and to limit the use of technical references and jargon while addressing experts.

Thanks to this homogeneous and uniform way of delivering the documents, IMOVE is believed to become a recognizable brand. Consortium partners are invited to create their presentations, minutes, meetings’ and events’ agendas and deliverables within the templates, always adapting the content to the readers. Moreover, they are encouraged to convey understandable and well-structured messages about the project.

4.3 IMOVE WEBSITE

The IMOVE project website (www.imove-project.eu) is oriented towards the largest audience and offers static and dynamic general information (See Deliverable D6.2).

The static information includes three main sections:

- The IMOVE Home and About pages, describing the project vision and objectives.
- The Partners page, giving the full list of partners on the project.
- The Living Labs page giving information on the cities that will roll out the project.

The dynamic information includes the following sections:

- News and Events, reporting recent news about the latest activities and results, and more general highlights about relevant mobility systems and projects.
- Library, which represents the major mover on the site in terms of putting together all the presentations and resources from the individual presentations and events across the project. This will also be the place where external media links (excerpts from press articles) related to the project are uploaded.

Finally, a contact page contains the details of the Project Coordinator, as well as a submission form that enables website viewers to ask for any questions or comments.
The IMOVE website is modern, user-friendly and integrated to fit the design of other dissemination materials (the IMOVE logo and project identity). The layout is colourful, clear, well-spaced and illustrated with pictures, which increase attractiveness and demand visitors’ attention. Furthermore, good navigation on the website enables easy movement from one page to another without getting lost. Great care is taken of the editorial part of the website: all texts are easy to read with simple, clear and precise language, while technical references are avoided or explained with complementary graphics. The website has complementary pictures and graphics, which are an attractive visualisation of time and place of the IMOVE project. The website is regularly updated with news, events and publications, which depict the progress of the project and provide fresh information for the regular visitor. Users can check the IMOVE website from any device: laptops, tablets and smartphones, as the interface adapts automatically.

Additionally, the regular tracking of Google Analytics (a Google service generating detailed statistics about website access and sources, while respecting the privacy of the end-users), enables the coordinator to analyse how successful the IMOVE website is, and to check the countries from where a growth in project interest can be observed.

Finally, partners’ home websites will promote the project through external links to IMOVE, and will properly highlight relevant events and activities they are involved in. IMOVE partners will also push dissemination through regular spread of project-related activities on their own social media channels (repost, retweet, etc.), thus acting as multipliers and ambassadors for the project.

4.4 IMOVE ON SOCIAL MEDIA

Social media are an established method to increase visibility and outreach, and so will be central to project dissemination efforts, with potential impact even beyond traditional media connections. They offer a great opportunity to open the dialogue with the public, enabling direct interaction and raising awareness of the public towards IMOVE. Communication about IMOVE via social media will be tailored to the channel, as the target audience of each platform is different. Social media, as a part of the dissemination strategy, enable original, exciting and timely information at a very low price; additionally, they provide a direct channel to get immediate feedbacks about the project in form of likes, comments, messages, retweets etc.

- **Twitter** is one of most well-known social media worldwide; despite it is intended as a general-audience communication channel, it can offer be specialized contents for specific user categories (e.g. networks of professionals and experts). It should therefore contain quotes, facts and figures or links to articles with professional standard quality, in order to increase the project credibility. The ultimate goal of the IMOVE page on Twitter is to gather a high-quality audience of professionals and industry experts who are informed on the subject, so that it can become a centre point for conversations on new mobility and transport innovations. Tweets should be posted regularly and constantly updated at events, keeping the contents snappy and -most importantly- ensuring a high enough quality to matter.

- **MyUITP** is an internal social media platform for all UITP members. The IMOVE group serves there as a communication tool between the project and the UITP members. The group should inform members about the development of the project and upcoming events, all kept in a formal style. This platform will allow a direct interaction with the UITP members, providing them with the latest news but also collecting their opinions and feedback concerning IMOVE.

4.5 IMOVE E-NEWSLETTER

The IMOVE e-newsletter will be released periodically, in order to inform the subscribers about the development of the project and its most interesting events from the past months. Timing for the release shall be flexible, as it depends on the evolution of project; generally, the e-newsletter will be released every 4 months, depending on the activities and events to report to subscribers.
The e-newsletter’s template (see the sample in Annex II) follows the same design guidelines as other dissemination material (the IMOVE logo, the IMOVE website, the IMOVE leaflet), which strengthens the overall identity. It is well adjusted to the subscribers’ needs, as it can be viewed on any browser as well as on smartphones and other portable devices. The subscription form for the e-newsletter is reachable from the main page of the project, and everyone can subscribe/unsubscribe it at any time. Past issues of the e-newsletter will be placed on the website in the section ‘Library’, in order to be accessible by all visitors shortly after their release. When it comes to the release of a new issue of the e-newsletter, only e-mails subscribed for the newsletter are used, respecting subscribers’ privacy and spam policy.

4.6 PUBLICATIONS AND CAMPAIGNS

Public-oriented publications will be published on the IMOVE website whenever possible and will be spread as widely as possible through all communication channels (social media, links on blogs and online articles, etc.). Campaigns are envisioned as ad-hoc activities, which will be mostly used in the case of promoting an event organised by the IMOVE partners or sharing a specific message about the project evolution in a wider way.

4.6.1 IMOVE PROJECT LEAFLET

The IMOVE leaflet is a presentation document for the project. Designed to elaborate the structure of the project, it describes in a more general way the project background, its objectives, the EU funding, the participating partners and coordinator, the project duration, the website and the contact to the Project Coordinator. Its design will correspond to the layout of other dissemination materials that strengthens the IMOVE identity.

The leaflet will be available for all the project partners and will be widely distributed at all events in which IMOVE takes part. It will also be downloadable from the IMOVE website.
4.6.2 OTHER PUBLICATIONS

According to the available budget, IMOVE partners could decide to publish other publications beyond scientific papers and congress presentations, following specific needs or ad-hoc developments in IMOVE activities that would benefit from wider circulation. Communicating “just for the sake of it” must be avoided; however, if there is substantive research to disseminate, then the best means to maximise the target audience will be sought.

4.6.3 CAMPAIGNS

During the project lifetime, the project partners could decide to participate in a web-campaign to promote a project event or specific project activities. The consortium (through its management bodies) is in charge of identifying in advance which events or which results will warrant increased publicity; sometimes, this could be based around signature objectives that have more of an obvious consumer focus and could be more appealing to a wider audience, thus demanding a more concrete campaign. Campaigns can also be integrated into UITP activities such as the newsletters of the Combined Mobility Commission or the ITS1 commission, plus the general newsletters of UITP.

4.7 PROJECT VIDEO

Information will be added at a later review after more details are agreed during project timeline (M18). After consultation with the partners, the Communication Manager can either decide to produce an animated video that focuses on the objectives of the project, or something based around the partners’ contributing activities, which is more interview-based.

4.8 EVENTS

Events play an important role in the dissemination strategy, giving an opportunity to promote and communicate about the project. They allow direct contacts and discussions with the IMOVE audience, therefore enlarging the online communication engaged via the IMOVE website, e-newsletter, publications and social media. The fundamental aim will be not only to communicate to individuals at a conference, but to mobilise multipliers who can subsequently pass on information about the project from a position of authority. A list of potential events of interest is reported in the following pages (see Table 2).

4.8.1 LOCAL EVENTS AT LIVING LABS

Local dissemination and demonstration events will be organised in all the four Living Labs, in order to present their demonstration case and/or related results. Such events (one per Living Lab) will attract press coverage and inform the local citizens and stakeholders.

The local events will be organised by the coordinators of Living Labs under the supervision of UITP. UITP will coordinate these workshops to ensure homogeneity and distribute the invitations, while the partners representing the living labs will host the events and ensure the specific context of the programme.

The objective of local events is to highlight the innovative aspects of each demonstration and the general achievements of each Living Lab. Therefore, local events shall take place during the period of the execution and shall include relevant technical visits. They will be adapted to the local context, focusing on different aspects of MaaS at different stages of the project to offer supplementary activities. These events will bring visibility to the IMOVE consortium and the European Commission towards local stakeholders and end users, while promoting the MaaS tools available in each city to encourage sustainable travel options.

The local events will be organised jointly with the Ideathons (task T6.2), and will take place during the 3rd iteration of WP4 (M23-M30) to demonstrate the achievements in each Living Lab.
4.8.2 EXTERNAL AND INTERNAL EVENTS

IMOVE partners will participate in project-related or external events at international and national scale, which will stimulate public interest towards the project and reach out to a larger public (including external stakeholders). The project visibility will be enhanced through dedicated presentations in conferences and participation at some exhibitions, at least two times per year.

As part of the dissemination strategy, UITP plans to organize a mid-term dissemination event, as well as a final conference towards the end of the project, in order to present the IMOVE results in a high-level final dissemination event gathering all the consortium members and the key stakeholders external to the consortium. These events will be organized by UITP and held in principle in Brussels.

The Communication Manager will propose to other partners the major international events where IMOVE is likely to be presented, in order not to miss any good opportunities for dissemination. The Table 2 below contains an initial list of pre-selected events; such list will be continuously maintained by the Communication Manager in order to coordinate dissemination actions.

More events may be proactively suggested by all the partners; however, all the presentations concerning IMOVE should be agreed in advance with UITP, and subsequently reported to UITP by the responsible partner, in order to update the communication tracker tool (see chapter 5.2).

<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Location</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4th Conference on Sustainable Urban Mobility</td>
<td>Skiathos (Greece), 24-25/03/18</td>
<td>Themes relevant to IMOVE like big data and city logistics, potential multipliers and contributors</td>
</tr>
<tr>
<td>8th International Conference on Building Design, Architecture, Transportation and Materials Engineering</td>
<td>London (UK), 27-28/03/18</td>
<td>Broadest possible audience of insiders and experts to mobilise behind the project and get involved as multipliers for dissemination strategy</td>
</tr>
<tr>
<td>International Conference on Smart Cities and Urban Design (SCUD 2018)</td>
<td>Wuhan (China), 21-22/04/18</td>
<td>Opportunity to present IMOVE to relevant industry experts</td>
</tr>
<tr>
<td>20th International Conference on Sustainable Urban Transport and Environment (ICSUTE 2018)</td>
<td>Boston (USA), 23-24/04/18</td>
<td>Chance to share and get insight into best practices and research-oriented feedback while sharing results/objectives</td>
</tr>
<tr>
<td>The Asian Conference on Urban Planning and Sustainable Cities</td>
<td>Hiroshima (Japan), 26/04/18</td>
<td>Chance to disseminate project objectives and activate multipliers</td>
</tr>
<tr>
<td>3rd International City Planning and Urban Design Conference (CPUD 2018)</td>
<td>Istanbul (Turkey), 11-12/05/18</td>
<td>IMOVE should slot seamlessly into the wider content on the freedom of movement, services and goods</td>
</tr>
<tr>
<td>The Future of Transportation World Conference</td>
<td>Cologne (Germany), 19-20/06/18</td>
<td>Potentially more general audience of interested stakeholders</td>
</tr>
<tr>
<td>Sustainable Development and Planning 2018</td>
<td>Siena (Italy), 01-03/09/18</td>
<td>Those involved in smart systems and city planning are ideal target audiences for this project</td>
</tr>
<tr>
<td>7th Symposium of the European Association for</td>
<td>Athens (Greece), 05-07/09/18</td>
<td>Particular chance for IMOVE partners to prepare and present the project to an</td>
</tr>
<tr>
<td>Event</td>
<td>Date/Location</td>
<td>Description</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>----------------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Research in Transportation Conference Management System</td>
<td></td>
<td>audience in Greece with potential international audience</td>
</tr>
<tr>
<td>24th International Conference on Urban Transport and Environment</td>
<td>Sevilla (Spain), 19-21/09/18</td>
<td>Stakeholders and various multipliers across all objectives of project, smart urban mobility in particular</td>
</tr>
<tr>
<td>IT-TRANS 2018 IT-TRANS 2020</td>
<td>Karlsruhe (Germany), 06-08/03/18 TBD in 2020</td>
<td>IT suppliers, Industries, System Integrators, Mobility and Transport Operators</td>
</tr>
<tr>
<td>25th ITS World Congress 2018</td>
<td>Copenhagen (Denmark), 19-21/09/18</td>
<td>Worldwide IT Industries and research community</td>
</tr>
<tr>
<td>European Transport Conference 2018</td>
<td>Dublin (Ireland), 10-12/10/18</td>
<td>International Transport Community (New Mobility Patterns, Digitisation and Mobility as a Service)</td>
</tr>
<tr>
<td>20th International Conference on Transport Geography and Transport Systems (ICTGTS 2018)</td>
<td>Barcelona (Spain), 29-30/10/18</td>
<td>Presentation option with first year preliminary results to be potential topic (TBC)</td>
</tr>
<tr>
<td>Intelligent Transport Conference</td>
<td>London (UK), 01-02/11/18</td>
<td>High level summit on multiple transport topics, distribution to those interested</td>
</tr>
<tr>
<td>13th ITS European Congress 2019</td>
<td>Brainport Region (the Netherlands), 03-06/06/19</td>
<td>European IT Industries and research community</td>
</tr>
<tr>
<td>9th International Conference on Transport Research</td>
<td>Athens (Greece), Sept. 2019</td>
<td>Bi-annual International Conference on transport research</td>
</tr>
<tr>
<td>InnoTrans 2018 InnoTrans 2019</td>
<td>Berlin (Germany), 17/09/18 TBD in 2019</td>
<td>Public and private transport enterprises and operators, authorities, research and service providers.</td>
</tr>
<tr>
<td>15th World Conference on Transport Research</td>
<td>Mumbai (India), 26-31/05/19</td>
<td>Huge transport research summit that should coincide with some serious research results coming out of project</td>
</tr>
<tr>
<td>UITP Global Summit 2019</td>
<td>Stockholm (Sweden), 09-12/06/19</td>
<td>Worldwide Public Transport and mobility stakeholders: industries, service providers, operators, authorities and research</td>
</tr>
<tr>
<td>Transport Research Arena TRA 2018 TRA 2019</td>
<td>Vienna (Austria), 16-18/04/18 TBD in 2019</td>
<td>Research and innovation community</td>
</tr>
<tr>
<td>Transportation Research Board Meeting (TRB 2019)</td>
<td>Washington DC (USA), 13-17/01/19</td>
<td>13,000 attendees covering all transport modes. Optimal for IMOVE multimodal services and MaaS</td>
</tr>
<tr>
<td>UITP Internal Workshops with Commissions</td>
<td>Various</td>
<td>UITP members: operators, transport authorities and IT suppliers</td>
</tr>
</tbody>
</table>
4.9 MEDIA, PRESS RELATIONS AND ARTICLES

4.9.1 MEDIA

Media are not a target group for the project, but can be used as a communication and dissemination channel to address the different audiences. For this reason, an initial list of relevant magazines, blogs and specialised websites is drawn up below and will be updated as the project progresses.

The initial list of identified media includes:

- Mobility, the European public transport magazine.
- Intelligent Transport.
- Passenger Transport.
- PTI.
- European Voice.
- Cities Today Magazine.
- Thinking Cities.
- Urbanicity.

4.9.2 PRESS RELEASES

Along IMOVE development, press releases will be regularly sent to media, specialised press about public transport as well as newspapers and magazines, in order to inform them about the current activities and status of the project. UITP and local dissemination partners will cover this activity. In case of collaboration with other organisations, a common press release can be issued by both organisations, increasing the visibility of IMOVE. Press conferences will be organised on an ad-hoc basis. For instance, meetings and conferences could be good opportunities to communicate about the development of the project in the form of a press conference.

4.9.3 ARTICLES

IMOVE will benefit from UITP tight relationship with the press and journalists, who will be kept informed regularly about the latest milestones; IMOVE will address specialist press as well as general press, so that the information will not be confined to professional transport sector, but will also reach a wider public.

Direct contacts with journalists of all levels (local, national, European, global) will take place on a regular basis via press releases as well as other communication tools or interactions (e.g. interviews). Whenever the partners will prepare a common article with the press, great care will be taken to check the quality and accuracy of the provided information, especially regarding the sensitive nature of research.

All articles and press releases should be authorized in advance by UITP; after the publication, the responsible partners should duly inform UITP through a progress report, in order to update the communication tracker tool (see chapter 5.2).

The “Library” section on the IMOVE website will be regularly updated with articles and other material published about the project (collected by UITP and other dissemination partners). The ultimate objective is to create a virtual library containing information about the project.
5 ROLE OF THE CONSORTIUM AND PARTICIPANTS

Most of IMOVE partners participate to important networks of operators and universities, alongside engineering groups and specialists. With the aim of widening the dissemination of the project, UITP encourages these partners to use such networks to spread information about project activities, evolution and results. These dissemination activities can have different forms, such as distribution of press releases to local leader’s press contacts, including information about the project in the newsletter, the display of information on screens at offices and on transport plus presenting research posters during the project.

5.1 UITP BODIES AND SERVICES

Further dissemination is also achieved through the UITP bodies, as IMOVE is often part of the agenda of various UITP Committees and Commissions. The UITP bodies are excellent platforms to share the project activities and its results with international experts of public transport, thus enlarging the knowledge about IMOVE worldwide. IMOVE will be presented to all relevant UITP bodies, with special attention to the following ones:

- Policy Board – as it includes representatives of all modes of transport in UITP, it is a supreme body of UITP with decision-making power.
- Organising Authority Committee – as authorities are also the stakeholders of the project.
- Bus, Trolleybus, Light Rail, Regional & Suburban Committees and Metro Division are all stakeholders that are relevant for IMOVE. For seamless transportation, all modes of transport have to be considered.
- Information Technology and Service Industry Committee and Information Technology and Innovation Commission – which both have a specific interest in a project like IMOVE.
- Combined Mobility Commission is also a target audience, as well as taxi and waterborne services. It will be interesting to check their interest to join this platform.

Internally, IMOVE can also count on the support of the UITP Marketing/Communication teams for a wider dissemination towards UITP members and UITP press contacts. Externally, UIC Rail should also be contacted and other external outlets mobilised by the consortium range of existing contacts.

5.2 TRACKING OF DISSEMINATION ACTIONS

To ensure a proper reporting and logging of the dissemination efforts, a communication tracker has been developed. The communication tracker will be updated regularly by UITP with all dissemination activities carried out by IMOVE partners (events, workshops, articles, etc.), according to the progress reports they will provide. Such tool will form the basis for monitoring dissemination and remediating gaps in the implementation of the communication strategy; it will also enable partners to follow closely all the dissemination activities, while keeping a project-level view of ongoing communication activities.

The following figures depict a sample structure of the communication tracker for reporting events and press/magazine articles.
5.3 OPEN ACCESS FOR PUBLICATIONS

Each beneficiary must ensure open access (i.e. free of charge online access for any user) to all peer-reviewed scientific publications relating to IMOVE results. More specifically:

a) As soon as possible (and at the latest on publication) to deposit a machine-readable electronic copy of the published version (or final peer-reviewed manuscript accepted for publication) in a repository for scientific publications; moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

b) Ensure open access to the deposited publication (via the repository) at the latest:
   i. On publication, if an electronic version is available for free via the publisher, or
   ii. Within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.

c) Ensure open access (via the repository) to the bibliographic metadata that identify the deposited publication.

The bibliographic metadata must be in a standard format and must include all of the following:

- The terms “European Union (EU)” and “Horizon 2020”.
- The name of the project, acronym and grant number.
- The publication date, and length of embargo period if applicable.
- A persistent identifier.
The following table summarizes the major dissemination actions that have been planned along the development of IMOVE.

### Table 3. Dissemination programme

<table>
<thead>
<tr>
<th>Action</th>
<th>Program</th>
<th>Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Update IMOVE website</td>
<td>Weekly, especially when milestones are produced (e.g. reports, launch of events, results publication, participation in an important event)</td>
<td>UITP</td>
</tr>
<tr>
<td>IMOVE e-Newsletter</td>
<td>Periodically every 4 months</td>
<td>UITP</td>
</tr>
<tr>
<td>IMOVE leaflet</td>
<td>Once (M12)</td>
<td>UITP</td>
</tr>
<tr>
<td>IMOVE video</td>
<td>Once (M30)</td>
<td>UITP</td>
</tr>
<tr>
<td>IMOVE Communication Plan</td>
<td>Three times (M6, M18 and M30)</td>
<td>UITP</td>
</tr>
<tr>
<td>IMOVE press release, conference, interaction with the press and preparation of articles/interviews</td>
<td>Linked to important events/ dates and publication of results</td>
<td>UITP and local dissemination partners</td>
</tr>
<tr>
<td>UITP Committees and Commissions</td>
<td>As relevant, at least once a year</td>
<td>UITP</td>
</tr>
<tr>
<td>UITP Congress and Exhibition</td>
<td>Bi-annual</td>
<td>UITP in cooperation with the consortium</td>
</tr>
<tr>
<td>International, national, local events and conferences, including the EU E-mobility Stakeholder Forum etc.</td>
<td>On selection, target 15 a year, depending on relevance, available budget, audience type and stage of the project (read more in Events).</td>
<td>All partners</td>
</tr>
<tr>
<td>Update IMOVE Twitter</td>
<td>Weekly</td>
<td>UITP</td>
</tr>
<tr>
<td>Meetings, trainings, workshops</td>
<td>At least twice a year. Selected from event calendar (linked local debate/conference, launch event etc.). Workshops in M18/M35</td>
<td>UITP</td>
</tr>
<tr>
<td>Publication and documentation, including technical and scientific documents</td>
<td>Upon availability of data, mostly towards the end of the project</td>
<td>UITP and relevant partners (as responsibilities defined in ECGA)</td>
</tr>
<tr>
<td>Public Deliverables</td>
<td>As scheduled in ECGA</td>
<td>All partners</td>
</tr>
<tr>
<td>Presentations, including scientific papers and presentations</td>
<td>In concurrence with conferences, meetings, workshops, trainings. Target 20 a year</td>
<td>All partners</td>
</tr>
</tbody>
</table>
7 MEASURING THE IMPACT

The dissemination strategy will be effective and productive only if it is considered as an evolving and constantly developing process. The environment around IMOVE will change during the lifecycle of the project, and the contexts within the target audiences are working will change as well. This requires suitable mechanisms to be set up for reviewing the dissemination progress and the extent to which the dissemination strategy is meeting the objectives. Discussions on the applicable strategy for most dissemination and communication actions will always include the relevant partners who are the best allies in understanding the evolution of the environment.

Table 4. Dissemination key performance indicators

<table>
<thead>
<tr>
<th>Sub-levels of dissemination</th>
<th>Target Group(s)</th>
<th>Tools and Means</th>
<th>Criteria for Success - KPIs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness &amp; understanding</td>
<td>Institutions</td>
<td>Events and presentations</td>
<td>Number of visits on IMOVE website</td>
</tr>
<tr>
<td></td>
<td>PTAs</td>
<td>Promotional tools: digital (website, e-newsletters, campaigns, mailings, etc.) and publications (posters, leaflets, brochures, roll-ups, etc.)</td>
<td>Number of attendees at events</td>
</tr>
<tr>
<td></td>
<td>Citizens</td>
<td>Stands</td>
<td>Number of events where IMOVE is presented (presentations, posters, stands, etc.)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dedicated meetings</td>
<td>Registrations to the e-newsletter</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Quality of interactions with new contacts</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Quality of interactions with social media</td>
</tr>
<tr>
<td>Support and favourability</td>
<td>PTAs</td>
<td>Events</td>
<td>Number of invitations received to present IMOVE to stakeholders</td>
</tr>
<tr>
<td></td>
<td>PTOs</td>
<td>Press and media coverage</td>
<td>Number of press articles published about IMOVE and languages of press coverage</td>
</tr>
<tr>
<td></td>
<td>Existing MaaS schemes</td>
<td>Social media</td>
<td>Quality of engagement of Twitter users</td>
</tr>
<tr>
<td></td>
<td>Tech companies</td>
<td>Dedicated meetings</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Journalists</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Involvement</td>
<td>Industry experts</td>
<td>Group participation</td>
<td>Number of filled-in surveys for research</td>
</tr>
<tr>
<td></td>
<td>Existing MaaS schemes</td>
<td>User groups/workshops</td>
<td>Number of interactions with the project</td>
</tr>
<tr>
<td></td>
<td>Stakeholders</td>
<td></td>
<td>Number of event participants</td>
</tr>
<tr>
<td></td>
<td>Users</td>
<td></td>
<td>Quality of periodic events and publications</td>
</tr>
<tr>
<td></td>
<td>Operators</td>
<td></td>
<td>Quality of interactions with users/operators</td>
</tr>
<tr>
<td></td>
<td>Transport providers</td>
<td></td>
<td>Geographic diversity of workshops</td>
</tr>
<tr>
<td></td>
<td>Application developers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sub-levels of dissemination</td>
<td>Target Group(s)</td>
<td>Tools and Means</td>
<td>Criteria for Success - KPIs</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-----------------</td>
<td>-----------------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>Commitment</td>
<td>• PTOs</td>
<td>• Partners consortia</td>
<td>• Quality of events and publications</td>
</tr>
<tr>
<td></td>
<td>• PTAs</td>
<td>• User groups/workshops</td>
<td>• Number of experiences with objectives and pilots</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Number of people continuing to use after pilots</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Number of actions by PTOs and PTAs that follow IMOVE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Quality of interactions as part of IMOVE user groups/workshops</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Number of PTOs and PTAs participating in the project</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Number of operators</td>
</tr>
</tbody>
</table>
CONCLUSIONS

The objective of the IMOVE Communication and Dissemination Strategy is the identification and organisation of the activities to be performed, in order to promote the project results, to achieve the widest dissemination and to mobilise and engage the targeted communities. The dissemination plan will be updated annually, and all resulting actions will be included in annual reporting. In particular, the dissemination actions will include the following elements:

- Organisation of project-specific events and demos on national and pan-European level, seeking attendance by all relevant stakeholder groups.
- Active participation in key international and European conferences and industry exhibition fairs.
- Individual presentations and discussions with major public/private stakeholders, round tables and participation in Concertation Events organized by the Commission or the consortium.
- Scientific and industry wide publications and presentations in relevant journals/press.

The online dissemination material will continue to be updated and will remain accessible after the end of the project, at least for a three-year period.

The follow-ups to the present dissemination strategy are due at M18 and M30 of the project. These documents will focus more on specific publications (especially in an academic context) and on the presentation of the results through the most efficient and effective means to reach our specific target audiences.
ANNEX I – TEMPLATE FOR POWERPOINT PRESENTATIONS
Towards a European MaaS Network

Welcome to IMOVE newsletter

Dear readers,

I am very pleased to welcome you to the first issue of the IMOVE Newsletters. Started in June 2017, IMOVE is a two-and-a-half-year project addressing the exciting theme of Mobility as a Service. Part-funded by the European Commission under the H2020 Framework Program for Research and Innovation, it involves public authorities, transport service providers, ICT solution providers, research organisations as well as UITP, the international organisation for public transport stakeholders and the promotion of sustainable mobility.

Following the fundamental changes brought in by the mobile and sharing economy, and thanks to the latest ITS developments, Mobility as a Service is emerging as a way people will move themselves and their goods in the future. The MaaS paradigm can be a real revolution when it can ensure higher continuity among the different means of transport, and enable offering combined mobility packages as a viable alternative to fragmented mobility and car ownership. Leveraging on significant experiences conducted in recent years or currently ongoing in Europe, IMOVE will step forward current MaaS solutions, contributing to radically change mobility paradigms by bringing in disruptive elements of mobility services.
To achieve this, IMOVE solutions will be investigated and validated in 5 European Living Labs, currently engaged in or having plans for MaaS development and involving a number of public and private mobility stakeholders in each site. Berlin Brandenburg region, Gothenburg and the Västra Götaland region, the Greater Manchester area and Turin metropolitan area are all fully engaged in IMOVE and will be piloting new solutions enabling substantial advances in the combined mobility challenge. A fifth Living Lab will be experimenting with service interoperability across two or more IMOVE sites. Finally, an additional site will be involved after one year, as a result of an open call dedicated to any city or region engaged in MaaS and interested in experimenting with novel solutions and cooperating with IMOVE partners.

This newsletter is the first issue of a project communication tool we plan to publish regularly, offering you an easy and quick way to keep in touch with IMOVE activities and be informed about important events, achievements and results throughout the life time and at key phases of our project. We will be very pleased if you will keep reading us in the future, and for any thought you may wish to share with us on the exciting theme of MaaS and combined mobility.

We wish you a pleasant read,

Marco Boero
IMOVE Project Coordinator
on behalf of IMOVE Consortium

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**About IMOVE**

Following recent mega-trends in the mobile and sharing economy, and thanks to the latest ITS developments, Mobility as a Service (MaaS) schemes are seen as the way citizens will use to move themselves and their goods in the future. The “as a service” wave will allow breaking the borders between the different means of transport, offering customers combined mobility packages as a viable alternative to own mobility and car ownership. Indeed, a MaaS is a mobility distribution model in which customer’s major transportation needs are met thanks to one single integrated service provider combining transportation infrastructures, travel information, payment services and more.
Overall, nowadays MaaS schemes can be seen as **disruptive startup initiatives** with great potential, but due to the implied challenges of public/private mobility integration, information handling and sharing, service interoperability and scalability requirements, specific actions **to accelerate an appropriate and sustainable take off are needed.**

The overall objective of the IMOVE project is to **accelerate the deployment and unlock the scalability** of MaaS schemes in Europe, ultimately paving the way for a “roaming” service for MaaS users at the European level. To this end, IMOVE will investigate and validate advanced solutions for improving MaaS deployment and operation and their underlying business models. Core **ITS elements** enabling MaaS development will be delivered, including enhanced real-time collection of data about user needs, habits and preferences and tools for the (controlled) exchange of information and tools to enhance interoperability among different service components and between different MaaS schemes.

IMOVE solutions will be investigated and validated in four European Living Labs - **Berlin, Göteborg, Greater Manchester and Turin** - all of which are currently engaged in, or having plans for, MaaS development. Roaming services for MaaS users will be also validated at European level.

IMOVE combines the efforts of **14 partners**. Public authorities, transport service providers, ICT solution providers, research organisations and UITP, the international association of public transport stakeholders.

**Mobility Service Providers:** UBIGO, URBI, 5T  
**PT Authorities:** TfGM, VASTTRAFIK  
**Municipality:** Comune di Torino  
**IT Suppliers and Transport Consultancy:** Softeco, FIT, MOSAIC, VECTOS  
**Research entities:** ICCS, CVUT, RISE  
**Association:** UITP

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**IMOVE Objectives**

IMOVE promotes the deployment of sustainable MaaS schemes targeting the following objectives:

- Developing and testing **disruptive business models** for MaaS schemes  
- Identifying and developing the necessary **frameworks** to foster the **implementation of MaaS schemes** at the European level
• Boosting user engagement in MaaS schemes applying new and effective ways of communication and involvement
• Developing and implementing strategies to facilitate behavioural change towards sustainable mobility concepts.
• Paving the way for a MaaS integration at the European level enabling a concrete take up of cross border roaming service

**Concept**

IMOVE will boost the MaaS concept and initiatives through two main strands of activities and corresponding results:

1. investigating and developing a set of Scalability Unlockers, as sets of measures, organisational frameworks, operational and business models enhancing the framework conditions for MaaS development and operation;
2. designing and implementing a set of novel Software Enablers (SW Enablers) that will significantly advance current MaaS supporting technologies enhancing interoperability and integration of MaaS schemes in the landscape of ITS and other mobility services.

1) Scalability Unlockers

• Disruptive Business models
  o leveraging past/current experiences, drawing from other domains (XaaS), value proposition meeting emerging MaaS market conditions
• Sustainable MaaS frameworks
- requirements and solutions on regulatory, financial, technological MaaS development frameworks
- **Behaviour change strategies**
  - various strategies (incentive models, rewarding schemes, gamification, etc.) embedded in product offering/pricing packages
- **User engagement schemes**
  - inspired by marketing and XaaS economy, a set of assessed strategies and operational schemes validated in IMOVE LLs
- **Long-term roaming strategies and support**
  - recommendations and guidelines (non-technical, technical) for cross-MaaS and cross-border roaming at EU level

2) **Software Enablers**

- **Identity Manager**
  - how to enable identity sharing and access across different MaaS operators and other external services
- **User Tariffs & Preferences Manager / Price & Booking Manager**
  - how to enhance user profiling, preferences management, booking and personalised service offerings
- **Mobility Tracker**
  - how to collect users’ mobility data, support big data analytics and behaviour change (through eg incentives, gamification, etc.)
- **IMOVE B2B API**
  - enabling interoperability with external systems (journey/travel planners, multimodal Apps, etc.) and application development
- **MaaS Connector & Orchestrator / Roaming Manager**
  - supporting orchestration of all IMOVE Software Enablers, enabling interoperability between different MaaS platforms and supporting roaming scenarios

**Living Labs**

IMOVE concepts and solutions will be investigated, validated and evaluated in **6 different Living Labs**:

4 sites **already selected**, one to demonstrate the **roaming capabilities** and an **additional**
one identified and selected within the first year of the project life, ensuring IMOVE a further opportunity to expand the research through inclusion of any new interesting MaaS initiative that have started meanwhile in a very dynamic sector of urban mobility innovation.

**Berlin Brandenburg region**: in this metropolitan and regional area (3.4 million inhabitants) there are multiple mobility services including PT (BVG), metro/train (U-Bahn, S-Bahn), stationery/free float car sharing (Cambio, Flinkster, Car2Go, DriveNow), bike sharing (Call-a-Bike, NextBike), scooter sharing (e-Mio, Coup Berlin) and Taxi (MyTaxi, Uber); the URBI MaaS App is available in this area.

**Gothenburg and the Västra Götaland region**: this urban and regional area (Västra Götaland) has previous experience with the Go:Smart/Ubigo fully integrated MaaS experimental scheme; it will tender for a new MaaS scheme during 2017.

**Greater Manchester area**: in the Greater Manchester metropolitan area (2.7 million residents) are available intercity and international (cross-border) trips, combined mobility schemes integrating light rail tram system (Metrolink), buses for key transport interchanges (Metroshuttle), bus network, taxi and
private hire vehicle journeys, GM car club operator, public sector fleet. In the future the My GetMeThere smart card (light rail, tram, bus) will be extended to other modes of transportation; moreover, in this area there is a TravelSpirit community, which will support MaaS development.

**Turin metropolitan area:** In this urban area with 0.9 million residents there has been MaaS developments since 2012, which include integrating Public Transport, Bike Sharing, Traditional Car Sharing, Free Floating car sharing (Car2go), Electric car sharing (One Way) and Carpooling (3 different operators to be integrated). An integrated ticketing scheme (BIP - Biglietto Integrato Piemonte) has been developed in Turin and this area cooperates with URBI MaaS provider.

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**IMOVE News**

**IMOVE Website is under construction**

The IMOVE website will be online in the upcoming weeks, providing information to the project, objectives, results, news and upcoming events.
Stay tuned and see you soon on [www.imove-project.eu](http://www.imove-project.eu/)

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**Kick off meeting in Turin**

**IMOVE Kick Off Meeting** was held on 13 and 14 June 2017, hosted by the project partner 5T in Turin, Italy. The inception event was the opportunity to present the **general MaaS concept** and the reasons that inspired IMOVE and the engagement of the four European Living Labs. A motto was conceived during the meeting, that can be considered as the general brand of IMOVE:

I (simply) Want to MOVE, I Want to MOVE (simply)
Open Call for additional Living Lab

In an urban mobility environment which is changing rapidly, new MaaS schemes and projects are currently planned in several sites in Europe. To further enrich IMOVE set up of Living Labs and its potential impacts, it is key to analyse and select the most challenging and innovative new MaaS initiatives appearing on the scene. Therefore, an additional Living Lab will be selected in the following months, becoming the fifth site after Berlin, Göteborg, Greater Manchester and Turin for the investigation and validation of IMOVE concepts and solutions.

The selection will be made through an open call mechanism. Once the new Living Lab is selected, the IMOVE partners will continuously follow and support the developments in the new site, ensuring that it brings significant contributions to research and validation of IMOVE solutions.

Contact us for more information: Marco Boero, Guido Di Pasquale.
IMOVEL presented at CIVITAS Portis meeting in Trieste

On 14 September 2017 Marco Boero (Softeco) presented MOVE at the CIVITAS PORTIS meeting in Trieste (Italy). The audience included people from the cities of Trieste, Antwerp and Aberdeen. Both Antwerp and Aberdeen have local plans for MaaS development. Aberdeen is at the core of the newly funded MaaS Scotland initiative with a marked interest in rural MaaS development, while Antwerp has started a deal with MaaS Global, whose Whim app will be launched in Antwerp by the end of the year.

More about CIVITAS PORTIS
IMOVE at TrafficInfraTech Expo and ParkInfraTech Expo in Hyderabad

Mr Jaspal SINGH, Head of UITP India Office, presented IMOVE at the 6th Edition of TrafficInfraTech Expo, in Hyderabad, India. The presentation with title “IMOVE Project in Europe – MaaS Pilots” was held by Mr Singh within the session “Smart World and New Mobility: Breaking Barriers”. The event showed the interest of the Indian market stakeholders in the Mobility as a Service concept and how IMOVE intends to deploy it in Europe.
This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 723314.

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