Deliverable 6.1
Communication and dissemination plan

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1   Executive summary

The deliverable at hand presents the methodology that the nuMIDAS partners shall apply for dissemination and communication activities. It is an action plan that describes the respective communication and dissemination objectives and measures for achieving them.

The present Communication and Dissemination Plan – prepared within the Dissemination-Communication-Exploitation Work Package (WP6) – will ensure that all communication and dissemination needs from various WPs and the project in general are considered and coordinated.

The document includes all the information needed to facilitate the communication efforts of the nuMIDAS project partners. Specifically, it defines and prioritises the key objectives of the project's dissemination, identifies in detail the target groups, and lists the expected results. It also describes in detail the related communication and dissemination tools and channels (both offline and online) to be used to reach the objectives in the most efficient and cost-effective way.

Although the Communication and Dissemination Plan is a deliverable to be submitted to the European Commission by month 3 of the nuMIDAS project, it will be annually reviewed and updated (a total of two issues during the project) to ensure that its objectives are met and amended if necessary.

2 Introduction

2.1 About nuMIDAS

The mobility ecosystem is rapidly evolving, whereby we see the rise of new stakeholders and services. Examples of these are the presence of connected and automated vehicles, a large group of organisations that rally to establish various forms of shared mobility, with the pinnacle being all of these incorporated into a large MaaS ecosystem. As these new forms of mobility offerings start to appear within cities, so do new ways in which data are being generated, collected, and stored. Analysing this (Big) data with suitable (artificial intelligence) techniques becomes more paramount, as it leads to insights in the performance of certain mobility solutions, and is able to highlight (mobility) needs of citizens in a broader context, in addition to a rise in new risks and various socio-economic impacts.

Successfully integrating all these disruptive technologies and solutions with the designs of policy makers remains a challenge at current. let alone being able to analyse, monitor, and assess mobility solutions and their potential socio-economic impacts.

nuMIDAS, the New Mobility Data & Solutions Toolkit, bridges this (knowledge) gap, by providing insights into what methodological tools, databases, and models are required, and how existing ones need to be adapted or augmented with new data. To this end, it starts from insights obtained through (market) research and stakeholders, as well as quantitative modelling. A wider applicability of the project's results across the whole EU is guaranteed as all the research is validated within a selection of case studies in pilot cities, with varying characteristics, thereby giving more credibility to these results. Finally, through an iterative approach, nuMIDAS creates a tangible and readily available toolkit that can be deployed elsewhere, including a set of transferability guidelines, thus thereby contributing to the further adoption and exploitation of the project's results.

nuMIDAS, the New Mobility Data & Solutions Toolkit, started at the beginning of 2021 under the Horizon 2020 programme and its is being developed by a European Consortium, composed of 9 partners from 6 countries: Belgium, Czech Republic, Greece, Italy, The Netherlands, and Spain.

The project builds on a distributed selection of case studies in pilot cities to provide a geographic coverage of the EU. The three pilot cities are: Barcelona (Spain), Milano (Italy), and Leuven (Belgium).

2.2   Purpose of this document

The present document constitutes the Deliverable D6.1 Communication and dissemination plan in the framework of the WP 6, task 6.1.

It contributes as well to WP6, task 6.2. and 6.3. and in general, it contributes to communication and dissemination needs from various WPs and the overall project.

2.3   Structure of this document

In this deliverable we first explain the objectives of the communication and dissemination plan in Section 3, which is then followed by elaborations on the aspects related to communication in Section 4.1 and dissemination in Section 4.2. The document wraps up in the conclusions in Section 5.

2.4 Acronyms

EC	European Commission
GA	Grant agreement
ICT	Information and communication technologies
KPI	Key performance indicator
MaaS	Mobility-as-a-service
nuMIDAS	New Mobility Data & Solutions Toolkit
SMART	Specific, measurable, achievable, realistic, and time bound
SME	Small or medium-sized enterprise
WP	Work package

3   Objectives

This deliverable contains an effective and efficient strategy plan and procedures to clearly identify the overall communication and dissemination strategy to be followed, to achieve maximum impact among the different stakeholder types, not least among the general public.

The objectives of this deliverable are as follows.

- To define an effective and efficient communication and dissemination strategy plan for the project.
- To identify the target audience of the project.
- To identify the most efficient communication and dissemination channels for nuMIDAS project.
- To set project communication and dissemination activities and a monitoring system.
- To set KPIs to measure impact.
- To identify key European and international conferences, congresses, seminars, workshops, and events to disseminate project results.
- To share knowledge and key insights around the project topics (mobility data) with the identified target audiences.
- To generate the project newsletter and invite relevant audiences to subscribe to it.
- To create and grow social media channels for the project (Twitter, Facebook, and LinkedIn) and encourage participation, contributing to maximising the reach and impact of the project results and findings in relevant communities.
- To promote international cooperation by clustering and liaising with other EC and international research and development projects, and renowned international working groups besides Advisory Board members.

4   Communication and dissemination

"Everything communicates. Even not communicating." (Grossman, 2009) Despite having become a mantra of our days, this sentence is certain.

Communication is therefore a basic issue to achieve a good performance in a project. It is not only important to promote the project and its activities, getting new people interested, or raise awareness, but must be understood as a particularly strategic field to work with the mission of the project and its objectives. Therefore, it is important not to leave communication to improvisation. It is key to plan it to make it efficient and effective.

Communication will take place during all project phases between months 1 to 24. We will explain here how nuMIDAS has set each different part of its communication plan and how we will work on them to achieve good communicative results that will help us arrive to the Dissemination objectives detailed on section 6 of this Deliverable.

With information and communication technologies (ICT), communication 2.0 (Di Salvo, 2020) has acquired a much broader meaning. We now have a more horizontal communicative playground, in which communication is no longer just in the hands of a few. ICT tools and social media have made it available to everyone and, through them, organisations and individuals can interact with each other.

This possibility of communicative exchange is a great opportunity for projects like nuMIDAS, just as for spaces that are nurtured from the participation of stakeholders and citizens. We understand communication 2.0 as a tool for building more close communities and interacting with them strategically.

The defining elements of traditional communication will be still present on our communication strategy, therefore we will combine the best options offered to us by the traditional communication world (press, promotional materials, events, etc.) and 2.0 (social media, newsletter, webinars, etc.).

4.1 Communication strategy

nuMIDAS's communication strategy follows a seven-step approach by Patterson & Radtke (2012) to an efficient communication that will be applied throughout the project duration and assessed and reviewed on an annual basis.

The seven-step communication strategy is described in Figure 1 and includes the following phases.

1. Before planning, analyse.
2. Which is our target audience?
3. Define communication objectives.
4. Define image, message, and style.
5. Choose channels and actions.
6. Distribution and roadmap of tasks.
7. Asses the actions.
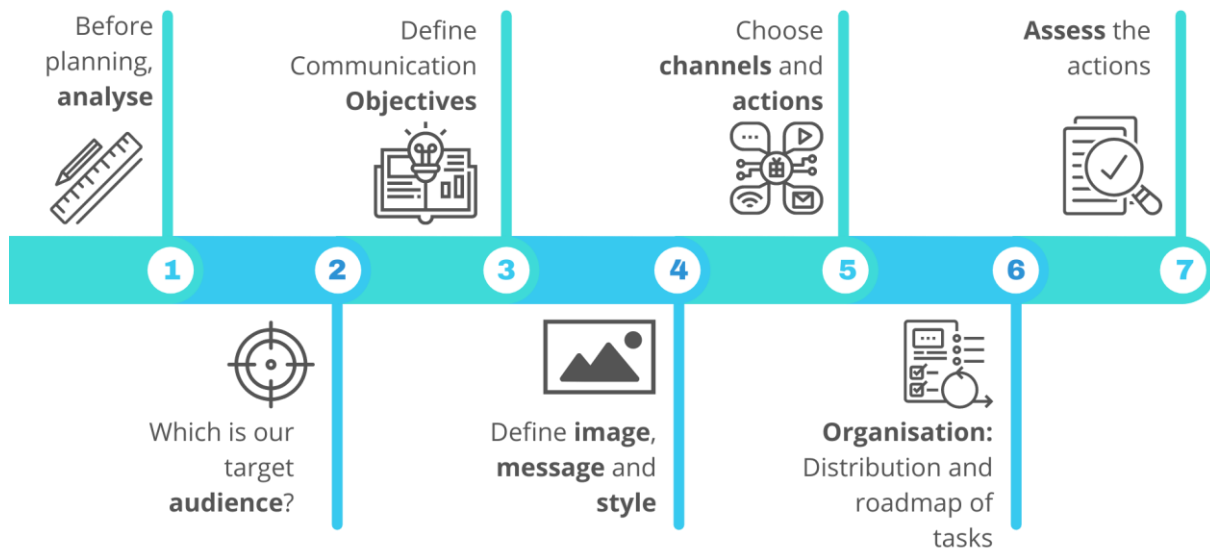
Figure 1: Communication plan.

4.1.1 Preliminary analysis

A good approach to a preliminary analysis before starting the nuMIDAS communication strategy – being a new project with no base of own public – is to analyse the communication resources and channels of the nuMIDAS partners. This will help us decide which channels are more fruitful for our partners so we can decide nuMIDAS's own channels that can benefit from the partners' existing ones.

The first step of the analysis is to understand the baseline from the project partners' own communication resources: websites and newsletters as we can see in Table 1.

Table 1: nuMIDAS partners communication resources.

Partner	Website	Average Visits / Month	Newsletter	Subscriptions
TML	Yes	5,000 – 25,000	Yes	1,341
MAPTM	Yes	500	No	Not applicable
CERTH	Yes	2,250	No	Not applicable
FACTUAL	Yes	Not available	No	Not applicable
CTU	Yes	60,000	No	Not applicable
POLIEDRA	Yes	2,500	No	Not applicable
AMB INFORMACIÓ	Yes	78,000	Yes	1,250
AMAT	Yes	4,600	No	Not applicable
LEUVEN	Yes	Not available	No	Not applicable

The nuMIDAS partners well-established websites allow nuMIDAS the possibility to reach an audience over 150,000 monthly/visitors for key communication and dissemination activities, and can also be source to attract visitors to the project own website.

Concurrently, we will analyse the different social media channels used so we can determine which ones have more engagement and therefore nuMIDAS can multiply the impact of the communication actions of each nuMIDAS social media channel by benefiting from the outreach of the project partners channels described in Table 2.

Table 2: nuMIDAS partners social media channels.

Partner	LinkedIn	Followers	Twitter	Followers	YouTube	Followers	Facebook	Followers
TML	Yes	1,527	Yes	982	Yes	1	Yes	776
MAPTM	Yes	892	Yes	361	Yes	20	Yes	20
CERTH	Yes	759	Yes	800	Yes	14	Yes	2,326
FACTUAL	Yes	1,461	Yes	291	No		No	
CTU	Yes	60,812	Yes	4,862	Yes	1,110	Yes	16,201
POLIEDRA	Yes	2,880	Yes	163	Yes	11	Yes	560
AMB INFORMACIÓ	No		Yes	14,000	No		Yes	9,000
AMAT	Yes	760	No		No		No	
LEUVEN	Yes	4,809	Yes	8,167	Yes		Yes	23,773
Totals		**73,900**		**29,626**		**1,156**		**52,656**

This analysis will help us decide later on which social media channels are the most appropriate for the project and how much resources to dedicate to each of them.

4.1.2 Target audiences

The key to a successful communicative planning is to make a good detection of target audiences at which you want to send messages from the project. Therefore, it is important to list all internal and external audiences with which we want to communicate the project outcomes.

nuMIDAS will target the following stakeholder groups, not in order, as its relevant target audiences, and place an accent on tailored messages that fit each audience needs:

- **research & development**
  - research centres
  - universities
  - consulting agencies
  - European associations
  - international associations
- **industry**
  - public and private mobility services providers
  - public transport operators
  - (public) transport authorities
  - ticket providers
- **SMEs**
  - private mobility service providers
  - mobility start-ups
  - technology suppliers
  - marketing companies
- **cities or metropolitan areas**
  - policy makers at a local level
  - municipalities and (local) authorities
  - city planners
  - infrastructure designers
- **end users**
  - passenger transport associations, networks at local, national, European, and international level
  - transport users / passengers
  - community.

4.1.3 Communication objectives

It is necessary to set general or strategic goals, that are made concrete through specific objectives, as described in Table 3. The general objectives correspond to the generic purposes and have no reason to be quantifiable because they become effective through specific objectives. The specific objectives must be SMART: specific, measurable (both qualitatively and quantitatively), achievable, realistic, and time-bound.

Table 3: Communication objectives.

General objective	Specific objectives
Develop and design the necessary tools for appropriate and effective dissemination.	• Create a website and populate it with useful and interesting information so we achieve regular visits. • Create social media channels that help us arrive to a diverse audience and engage with them. • Create a brochure with the key information of the project to be delivered in events, workshops, online, etc.
Reach and engage with a wide audience of relevant stakeholders at local, national, European, and international levels, thus leveraging opportunities for take-up and exchanges.	• Engage with stakeholders through our social media channels to maximise opportunities. • Use actively the social media channels to increase the engagement. • Issue a newsletter periodically to keep stakeholders informed. • Participate in webinars, conferences, and workshops to identify and connect with a wider range of stakeholders. • Engage with other European projects related to nuMIDAS to cooperate in dissemination activities.
Disseminate the project activities and messages in relevant events and congresses of the urban mobility/public transport sector.	• Participate actively in mobility/transport industry events and conferences. • Press releases of project outcomes. • Organise webinars and workshops related to nuMIDAS case studies.

4.1.4 Define the image and communication style

To maximise the impact of the project communication, the style and image of all communications must be consistent. To that end, nuMIDAS has made the brand manual available to all partners, consisting of:

- deliverable templates
- presentations templates
- nuMIDAS logos
- nuMIDAS social media background picture
- nuMIDAS social media profile picture
- promotional flyer
- project brochure
- poster
- other brand material.

In addition, all partners will have the communication guidelines available, consisting of:

- nuMIDAS short description
- nuMIDAS vision
- nuMIDAS facts & figures
- database of content used on different channels to be diffused in social media channels being adapted by the disseminating partner.

Deliverable 6.3 (Project and Dissemination Material), due in month 4, will be elaborated in order to detail concrete materials of the project identity.

4.1.5 Communication channels and actions

To define the actions and, therefore, also the channels through which nuMIDAS will be able to perform, we must take into account the objectives and audiences we identified on the previous steps.

In Table 4 we have in the rows the audiences previously defined in step 2 and in the columns the objectives defined in step 3, so it helps us identify several communication actions for each objective depending on the audience.

Table 4: Communication actions matrix.

	Develop and design the necessary tools for dissemination	Reach and engage with a wide audience of relevant stakeholders	Disseminate the project activities and messages in relevant events and congresses
Research & development	• Create the website • Open a LinkedIn group • Open a Twitter account • Project video	• Feed the website • Post regularly in LinkedIn group • Post regularly on Twitter • Send newsletter • Participate in industry events	• Issue press releases • Participate in industry events • Organise nuMIDAS events
Industry and SMEs	• Create the website • Open a LinkedIn group • Open a Twitter account • Project video	• Feed the website • Post regularly in LinkedIn group • Post regularly on Twitter • Send newsletter • Participate in industry events	• Issue press releases • Participate in industry events • Organise nuMIDAS events
Authorities and policy makers	• Create the website • Issue a brochure • Project video	• Feed the website • Post regularly in LinkedIn group • Post regularly on Twitter • Send newsletter • Participate in industry events	• Issue press releases • Participate in industry events • Organise nuMIDAS events
End users	• Create the website • Issue a brochure • Open a Facebook account • Project video	• Post regularly on Twitter • Post regularly on Facebook • Participate in general public events	• Issue press releases • Participate in general public events

The aforementioned actions based on the previously identified audiences and objectives, indicate which communication channels were the ones we needed to create and dedicate resources to maintain and actively use. Therefore, the following channels have been activated for nuMIDAS's communication and dissemination:

- **Website**: will be the place where all the relevant information about nuMIDAS and its progress can be found. The website will be available up to five years from the start of the project so that the results will be available long after the end of the activities.
- **Brochure**: an information flyer will be elaborated and made available on the web and in printed form from month 4. The flyer will give general information about nuMIDAS and will be sent to all relations of the partners, the press, and other relevant organisations.
- **Social media** (LinkedIn group, Twitter, Facebook): accounts on the most relevant social networks in which our stakeholders are present, will be active since month 3 to create and maintain awareness for nuMIDAS among larger audiences.
- **Newsletter**: a six-monthly newsletter will keep all interested parties informed about the progress of the project and will contain information on project events, such as the start of demonstration activities and conferences where nuMIDAS will be presented. It will have a direct connection with project website and social media network.
- **Video**: two short promotional videos about the project objectives and activities will be created. One around the mid-term review, and one when the project is coming to an end. They will help with the exploitation of the results and the toolkit. The videos will also be used at congresses and events, on social media, will be offered to news media, and will be placed on partners platforms like YouTube as well as on nuMIDAS own website.

Further information on the communication channels for nuMIDAS project, their structure, style, and visual image will be provided in deliverables 6.2 and 6.3 as mentioned previously.

4.1.6 Distribution of tasks

All the actions and channels selected and aforementioned listed, shape the Communication plan, and now we can coordinate the plan development process, assign tasks, and schedule them. This step is crucial to make sure that this previous analysis and planification is not futile.

Since communication is a central process of the project to ensure dissemination of the results, the distribution of tasks has to be in permanent sight to all project partners.

It is also important in this step to be aware of the communication capacities of all partners, to ensure the tasks are distributed in an optimised manner and with the objective to maximise the audience reached. To that end we gathered the information from all project partners to understand better their capacities, as shown on Table 1 and Table 2 on this deliverable.

Communication and dissemination in nuMIDAS are an intensive and transversal piece of work involving all partners across the whole project's lifetime. This will be articulated by means of different activities using various tools and channels, both offline and online. In order to consolidate and keep good track of all the related activities, their level of accomplishment, and responsible partners, a single managing document "Report & Tracking of Communication and Dissemination Activities" has been created and made available to the project partners.

The document contains several sheets:

- **Actions**: the master sheet, where all WP6 activities are listed including, per each record:
    - Brief description
    - Category:
        - Deliverable
        - Website
        - Press release
        - Social media
        - Offline materials
        - Newsletter
        - Webinar/workshop
        - Event/demo
        - Paper/publication
        - International cooperation
        - Business and exploitation
        - Advisory Board
    - Main responsible partner leading the execution of the activity
    - Other partners involved and contributing to the activity
    - Related nuMIDAS WP/task if any in particular
    - Deadline
    - Comments: other information worth having, eventual incidents (e.g. delays), etc.

- **Events – Conferences - Workshops**: this sheet is intended to gather all the information regarding planned and potentially interesting events where nuMIDAS partners intend to participate and/or contribute. It is structured in two parts, the first being for "own events" and the second for "external events".
  In section 6.1.2 we detail all international cooperation events preselected for dissemination activities.

- **Twitter**: a comprehensive list of all tweets published through the nuMIDAS Twitter account @H2020nuMIDAS, including:
    - Tweet text
    - Classification, whether the tweet is disseminating content/news from nuMIDAS activities, "Re-tweeting" content from other Twitter accounts or publishing contents from relevant external websites, with a link to the content.
    - Date, so to have an overview, over time, of the impacts through this channel.
    - Related nuMIDAS WP/Task, if any in particular.
    - Number of "Re-tweets" and/or "Likes" that the tweeted has received.
    - Partner(s) involved, if any in particular.

- **LinkedIn posts**: a comprehensive list of all posts published through the nuMIDAS LinkedIn group
  - Corresponding link
  - Date, so to have an overview, over time, of the impacts through this channel.
  - Other social media channels where the post was further disseminated (e.g. project website, Twitter, etc.)
  - Number of "Likes", comments and "Shares" that the post has received.
  - Partner(s) involved, if any in particular.

- **Facebook posts**: a comprehensive list of all posts published through the nuMIDAS Facebook account
  - Corresponding link
  - Date, so to have an overview, over time, of the impacts through this channel.
  - Other social media channels where the post was further disseminated (e.g. project website, Twitter, etc.)
  - Number of "Likes", comments and "Shares" that the post has received.
  - Partner(s) involved, if any in particular.

- **Other actions**: whatever other action that the nuMIDAS partners carry on that contributes to spreading the word on the project activities, its achievements, etc.

4.1.7 Assessment

By the end of nuMIDAS year one, once the execution of the plan is over for the first project period, will be the time to evaluate which communication actions have worked out and which were not. This assessment is intended to help adapt the plan if necessary for the second year of the project.

Key performance indicators (KPIs) are defined in Table 5 so the evaluation process will be fast and reliable.

Table 5: Key performance indicators.

KPI	M12 target (overall)	M24 target (overall)
Awareness and understanding		
Number of visits on the nuMIDAS website	500 visits	3,000 visits
Number of attendees to events organised by nuMIDAS	75 attendees	200 attendees
Number of registrations to nuMIDAS newsletter	75 registrations	200 registrations
Number of invitations to present nuMIDAS to stakeholders	3 invitations	7 invitations
Number of (online) articles published	5	14
Engagement and support		
Number of participants to webinars / workshops organised by nuMIDAS	40 participants (per event)	50 participants (per event)
Number of followers on Twitter	80 followers	300 followers
Engagement of LinkedIn posts	Average of 30 likes per post	Average of 40 likes per post
Engagement of Facebook posts	Average of 15 likes per post	Average of 20 likes per post
Number of nuMIDAS videos views	-	300 views

In parallel with the KPI assessment, it will also be necessary to assess the work processes, and the capacity of the project partners to manage the execution of the plan with criteria of effectiveness and efficiency. If we assess that it has not been done sufficiently effective or efficient, we will need to correct those negative aspects in view of the execution of the second-year planning.

4.2 Dissemination

In order to achieve the communication plan, set out in the previous section, a concrete plan for coordinating and implementing the project's dissemination strategy is presented. This section addresses how to disseminate from an internal organisational perspective, clearly defining the partners roles and responsibilities, and the communication workflows and procedures within the project, coordinated by the WP6 leader.

Dissemination will take place in all phases of the project (months 1 to 24), with the dual objective of creating awareness as well as receiving feedback from the identified target audience. Dissemination activities are expected to contribute to the validation of partial and overall project results. The project's dissemination plan identifies project outcomes, and structures the consortium's main activities to spread the knowledge gained during the project. It aims to engage with a wide range of stakeholders, including authorities, policy makers, transport service providers, sector representing organisations, and academics.

4.2.1 Dissemination strategy

The main guidelines, best practices, and internal rules for coordinating the dissemination activities across the nuMIDAS consortium are provided in this section, and all partners are invited to follow this common strategy, and align with their own communication departments' strategies in order to maximise the reach and impact of dissemination. For this reason, and in order to ensure and to cross-check the performance of the dissemination activities against the strategic goals, it is necessary to nominate the responsible persons at each partner, to follow up the implementations of activities and to control the overall process. At the content level, key messages for each target group must be clearly drawn, informational vectors defined, and events planning developed.

Some of the key elements of the dissemination plan have been already addressed in the communication plan previously described: project corporate identity, identification of the stakeholders, and communication and dissemination tools and channels.

The dissemination plan is a continuation of the communication plan, focusing on spreading the project knowledge.

The dissemination plan as pictured in Figure 2 is divided in four key areas listed below:

1. dissemination objectives
2. dissemination outcomes
3. international cooperation activities
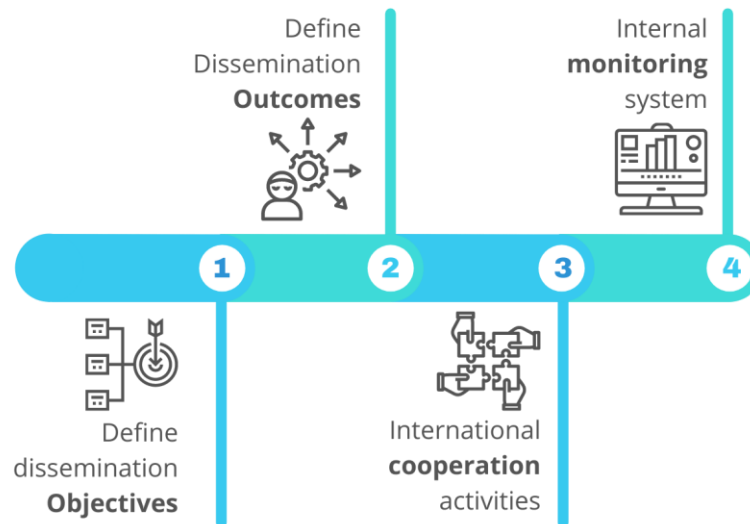4. monitoring system.

Figure 2: Dissemination plan.

4.2.2 Dissemination objectives

Major means of dissemination will be, besides conventional communication channels previously detailed, publications and presentations of project results through journals, conferences, and workshops for different types of stakeholders.

Table 6 describes in detail the KPIs used for dissemination by the various partners.

Table 6: Dissemination activities KPIs.

Type of dissemination	Workshop organisation or contribution	Journal articles	Conference papers	General public presentation	Video	Professional magazines	Total
TML	2	1	2	5	0	1	11
MAPTM	2	1	2	3	0	0	8
CERTH	2	1	2	3	0	0	8
FACTUAL	2	1	1	1	2	0	7
CTU	2	1	2	1	0	2	8
POLIEDRA	2	1	2	1	0	0	6
AMB INFORMACIO	2	1	1	1	0	1	6
AMAT	2	1	1	1	0	1	6
LEUVEN	2	1	1	1	0	1	6
Totals	**18**	**9**	**14**	**17**	**2**	**6**	**66**

4.2.3 Dissemination outcomes

Results of different nature will be made available at different stages in the project according to the project plan. A non-exhaustive list of such results includes:

- A comprehensive report on the state of the art based on scientific papers, existing implementation as well as running research projects. It will also cover the shift in stakeholder roles and new business models, as well as the new concepts, new variables, and requirements on data (including a set of new KPIs for the assessment of new research methods and tools).
- An overview of the various use cases selected and deployed within the pilot cities.
- Information regarding the parameters of existing methods and tools dedicated to the analysis, assessment, and monitoring (including critical risks), as well as the summary results of the formulation, validation, verification, and prototyping of the advanced methods and tools.
- A detailed understanding of how dashboards are formed, their feasibility, how they directly address the needs of the various stakeholders, coupled to the use cases selected and deployed within the pilot cities.
- A dedicated toolkit that integrates the various aspects from all the use cases in a clear and easy to understand system, including the dashboards. It is formed around an architecture, for which we also provide guidelines to replicate this, hence assuring the transferability of our results.

Timing for the release of dissemination contents will be naturally linked to the accomplishment of key project milestones, and therefore dissemination activities will adapt to these achievements. For instance, each of the three cities' case studies will occur at different stages throughout the project, and therefore, at each convenient time different messages and results will be communicated, using the most appropriate tools and strategy at that moment, using all local partner communication channels that could be more appropriate to engage with each case specific stakeholders, but always following a common, coordinated, and coherent dissemination strategy.

4.2.4 International cooperation activities

International cooperation activities such as conferences and events play an important role in the nuMIDAS dissemination strategy, as they provide an excellent opportunity to promote the project to a more diverse audience other than those reached by dissemination means such as the website and social media. The fundamental aim of participating in events is not only to communicate with individuals, but rather to mobilise multipliers who can pass on information and knowledge about the project from a position of authority.

nuMIDAS partners will participate in international events, both conferences and exhibitions. Here, nuMIDAS partners will explore the possibility to perform a comprehensive range of activities, from general dissemination (e.g. poster or podium presentation, moderating sessions and round tables, presence at exhibition with dissemination material, etc.) to project activities organised as side events to capitalise on the international stakeholders gathered by the event.

nuMIDAS partners will actively engage and present the project goals and results at targeted events and search actively for speaking opportunities.

Preliminary selected international events where nuMIDAS can be presented are shown in Table 7.

Table 7: International conferences and events.

Conference / Event	Year	Month	Format	Location
2021				
Autonomy & Urban Mobility Summit	2021	May	Virtual event	Virtual
IEEE Smart City Symposium Prague (SCSP)	2021	May	Hybrid event	Prague, Czech Republic
SOMMET MOVIN'ON 2021	2021	June	Hybrid event	Montreal, Paris, Singapore
4YFN	2021	June	Live event	Barcelona, Spain
Future Mobility Europe	2021	July	Virtual event	Virtual
Future Mobility Detroit	2021	September	Live event	Dearborn, MI, US
Urban Future Global Conference - Rotterdam	2021	September	Virtual event	Virtual
New Mobility World (IAA Auto Show)	2021	September	Live event - TBC	Munich, Germany
IEEE International Smart Cities Conference	2021	September	Virtual	Virtual
European Mobility Week	2021	September	Virtual	Virtual
South Summit	2021	October	Hybrid event	Madrid
ITS World Congress 2021	2021	October	Live event	Hamburg, Germany
Reuter event: Mobility 2021	2021	October	Virtual event	Virtual
Smart City Expo World Congress	2021	November	Hybrid event	Virtual
MOVE: Mobility re-imagined	2021	November	Live event	ExCeL, London, UK
UITP Global Public Transport Summit	2021	December	Live event	Melbourne, Australia
Annual Polis Conference	2021	December	Live event	Gothenburg, Sweden
2022				
IT-Trans Conference 2022	2022	March	Live event	Karlsruhe, Germany
Milano Digital Week	2022	March	TBC	Milan, Italy
Micromobility EXPO	2022	May	Hybrid event	Hannover, Germany
ITS European Congress 2022	2022	September	Live event	Kazan, Russia

Innotrans - International Trade Fair for Transport Technology	2022	September	Live event	Berlin, Germany
Transportation Research Arena (TRA)	2022	November	Live event	Lisbon, Portugal

As the previous list is expected to be very dynamic and needing continuous updates, a more detailed version of this table was made available to all the project partners.

Besides the dissemination opportunities aforementioned, nuMIDAS will also actively engage with the activities fostered by the international industry associations to which the project partners belong.

We have listed in Table 8 the relevant industry association that nuMIDAS partners belong to. Each partner will be responsible to become aware of the dissemination opportunities related to their linked association(s) and share the information with the WP6 leader.

Table 8: Industry associations.

Partner	Belong to industry association(s)?	Association(s)
TML	Yes	ITS Belgium, Belgian MaaS Alliance
MAPTM	No	
CERTH	Yes	ERTICO, EARPA, EGVIA, Car2Car-CC, IEEE, IRF
FACTUAL	Yes	IRF, UITP, EARPA
CTU	No	
POLIEDRA	Yes	Cluster SCC Lombardia, ResilienceLab, EUROMONTANA, MILANO SMART CITY, STATI GENERALI Green Economy
AMB INFORMACIÓ	No	
AMAT	Yes	Assolombarda, CONFCOMMERCIO
LEUVEN	Yes	POLIS

Simultaneously, nuMIDAS will promote international cooperation by clustering and liaising with other EC and international R&D projects, and renowned international working groups. To that end, a dedicated section on the project website will keep track of the projects with whom nuMIDAS liaise.

4.2.5 Dissemination monitoring system

Monitoring is the continuous and systematic process carried out during the project, which will generate data on the implementation. The intention is to correct any deviations from the project objectives, and to improve the performance of the project as well as facilitate its evaluation. In order to set up an effective monitoring system, a clear connection between objectives and indicators needs to be established taking into consideration all arrangements needed to timely collect evidence that meet reporting requirements. The monitoring system will provide evidence on whether the nuMIDAS Dissemination Plan is being implemented as initially planned and scheduled. It will also address possible implementation problems and identify whether further action is required to ensure that objectives are met. Emphasis is given on the pre-assessment of information needs, on the monitoring frequency and the method of collecting evidence.

The nuMIDAS dissemination report will use a single template for all types of activities that the partners will report to the WP6 leader.

The dissemination report template is made available to all partners, and has the following structure:

- **Type of activity**: e.g. press release communication, press article, interview, event organisation, bilateral meeting, scientific publication, newsletter, etc.
- **Date/period of activity**: DD/MM/YYYY
- **Description**: short description of the activity
- **Coverage level**: local, regional, national, European, international level
- **Target audience**: describe which of the defined project targeted audiences the activity is reaching
- **Related project WP/Task**: which WP or project task is related to this activity
- **Related project objective**: which project objective is addressed with this activity
- **Partners involved**: add partner(s) acronym
- **Estimated reach**: number of people the activity has reached, attendees at the event/workshop, etc
- **Impact**: was the estimated activity reach satisfied? Did the activity had any media or social media responses?, etc.
- **Reference or links**: internet links on the activity

The information gathered with this report will be added to the "Report & Tracking of Communication and Dissemination Activities" document previously described.

The monitoring of the dissemination activities is integral to their success. It is a very important phase in the overall communication process. Constantly monitoring of proposed communication actions and their impact on stakeholders is crucial, so that corrective and improvement actions on the project's dissemination are made possible.

5 Conclusions

The primary objective of the nuMIDAS dissemination and communication strategy is to define the core communication channels, activities, and target groups of the nuMIDAS project, to ensure an effective and efficient dissemination of the key project messages, activities, and results. This dissemination strategy will be carried out by all project partners and involves both external and internal stakeholders.

Effective dissemination and communication will enable nuMIDAS to maximise the impact of the results and findings in the project. By including a wide variety of communication channels and target groups in this strategy, the effectiveness of the key messages will also be increased. These communication channels will foster a mix of publications, digital communications, videos, and events.

The dissemination activities will address the following main areas:

- Develop a coherent nuMIDAS identity.

- Create a prominent online presence of the nuMIDAS project that will reach a wide audience.

- Participate in and organise events to inform a wider audience about nuMIDAS.

Organise training activities to ensure uptake of nuMIDAS results by relevant stakeholders.

The material produced during the project and the website will remain accessible at the end of the project to foster a later stage exploitation.

6   References

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Di Salvo, M. (2020). Communication 2.0

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