Deliverable 6.3
Project and dissemination material

Project acronym	nuMIDAS
Project title	New Mobility Data and Solutions Toolkit
Project number	Horizon 2020 MG-4-8 – GA No 101007153
Work package	WP6 – Dissemination, communication and exploitation
Editor(s) / main author(s)	Cristina Juarez (FACTUAL)
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Dissemination level	Public
Contractual delivery date	30/04/2021 (M4)
Actual delivery date	30/04/2021 (M4)
Version	v1.0

Legal disclaimer

Document revision history			
Version	**Date**	**Description**	**Editor(s) (Affiliation Short Name)**
v0.1	29/04/2021	Initial version.	C. Juarez (FACTUAL)
v1.0	30/04/2021	Final version for submission.	S. Maerivoet (TML)

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1 Executive summary

Deliverable 6.3 is the last deliverable for Task 6.2 of the nuMIDAS project. It contains a detailed description of the nuMIDAS project identity.

We started with the creation of the logo as the centre of the project identity. The logo was designed in order to visually show the core ideas of our project, and structure all the following dissemination and communication material from its style. From the creation of the logo, a style guideline was developed.

All nuMIDAS documents have the same style. The project will work with two main documents: one for reporting project activities (i.e. for deliverables) and one for presenting project ideas, activities, and results to the public. We created the reporting template for the nuMIDAS project as a Word document (.docx). The main function of it is to provide a consistent layout for all deliverables and other discussion documents throughout the project's lifetime. We also created the presentation template as a PowerPoint document (.pptx). The template contains styling information for title slides, as well as content slides.

To strengthen the nuMIDAS communication and dissemination activities, we also created additional material to be used in different occasions as needed: a printable project brochure, a project flyer, and a project poster.

The project identity has been also applied to all the project's active social media channels with specific material created for the profiles.

Finally, nuMIDAS will also feature several videos, as well as a six-monthly newsletter.

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 and 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 and Solutions Toolkit, started at the beginning of 2021 under the Horizon 2020 programme and it 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), Milan (Italy), and Leuven (Belgium).

2.2   Purpose of this document

This document provides an overview of the nuMIDAS project dissemination and communication material.

2.3   Structure of this document

This document contains detailed descriptions of the nuMIDAS project identity: logo, style guidelines, and templates to be used by the project partners for reporting and presenting. We herewith also include the descriptions of other dissemination material created for the project: a printable project brochure, a promotional flyer, and a project poster. Finally, we provide special project images for social media channels, and information regarding the videos and six-monthly newsletters.

2.4 Acronyms

EC	European Commission
GA	Grant agreement
MaaS	Mobility-as-a-service
nuMIDAS	New Mobility Data and Solutions Toolkit
WP	Work package

3   Project visual identity and dissemination materials

nuMIDAS is a new mobility data and solutions toolkit that recognises new and emerging mobility trends, identifies relevant new concepts in transport and mobility analyses, and reviews and assesses a range of options for collecting and using new mobility data.

The brand of the project was constructed playing with an analysis result chart concept, the letter 'N', and road lines, as illustrated in Figure 1.

Figure 1: The nuMIDAS brand inspiration.

nuMIDAS is an analytic brand, dynamic, technologic, organised, and always looking for the best solution on sorting and using these data. Its brand essence is based upon The Sage and The Explorer branding archetypes[1]. It understands and identify new ways of mobility and transport.

The visual identity and brand guidelines for the nuMIDAS project are available and accessible to all project partners as a separate document on the project's internal SharePoint.

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[1] https://iconicfox.com.au/brand-archetypes/

3.1 Logo

The nuMIDAS logo, together with the visual identity, was created by an external communication and digital marketing agency together with the project partner FACTUAL. The final logo was presented during the project kick-off meeting and agreed by all project partners through an online voting system.

The logo was created using Adobe Illustrator[2]. There are two versions of the logo: a vertical (see Figure 2) and a horizontal one (see Figure 3). By default, the vertical version will be used. The horizontal version of the logo will be used whenever the background or space requires it.

Figure 2: The nuMIDAS vertical logo.

Figure 3: The nuMIDAS horizontal logo.

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[2] https://www.adobe.com/products/illustrator.html

3.2 Templates

In order to unify the style of all the documentation that is produced by the nuMIDAS project partners, we provided two different templates to the consortium: one for reporting (i.e. deliverables) and another one for presenting the project.

3.2.1 Reporting template

The reporting template for the nuMIDAS project has been created as a Microsoft Word document (.docx). The template's main objective is to present the information in an organised format; we pre-formatted it so that the project partners can provide their content with a consistent layout for all reporting documents, and specifically for project deliverables.

The template contains uniform styles for the header and footer, the use of the project logo, the headings styles (up to 9 levels, as well as an extra 9 levels for appendices), reference and caption styles, bullets and numbering styles, tables and figures styles, etc.

The cover page includes:

- the nuMIDAS logo
- the deliverable number
- the deliverable Title
- the European Union's Horizon 2020 funding information (see also Figure 4).

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101007153.

Figure 4: The nuMIDAS European Union's Horizon 2020 funding information.

The template's first page includes:

- project acronym
- project title
- project number
- current work package
- editor(s) / author(s)
- contributing authors
- reviewers
- dissemination level
- contractual delivery date
- actual delivery date
- current version.

At the end of the first page we have included the default text for the legal disclaimer.

The next pages include a document revision history, the table of contents and the tables of tables and figures. Following this information, we find the executive summary, project introduction, purpose and structure of the document, and a list of the acronyms used in the document.

From here we include the content of the reporting document, and the template includes an example of some sections with headings at various levels. After the content, there is a special section for conclusions, followed by a list of references (using the APA[3] citation style).

At the end of the reporting document template the possibility to include various appendices is provided.

3.2.2 Presentation template

In order to also give a consistent style to all nuMIDAS public and internal presentations, we created a presentation template using Microsoft PowerPoint (.pptx). The template contains styling information for title slides, content slides, and also the possibility to add a menu.

Some examples of the slides used can be find in the following figures. The presentation title slide shown in Figure 5 includes the nuMIDAS contact information, project logo, title and presenter, and the European Union's Horizon 2020 grant agreement information.

Figure 5: The presentation's template title slide.

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[3] https://apastyle.apa.org/style-grammar-guidelines/references/examples

The optional menu slides included in the presentation template have two versions: an overview of the whole presentation as seen in Figure 6, and a menu slide that highlights the section that is going to be presented next as shown in Figure 7.
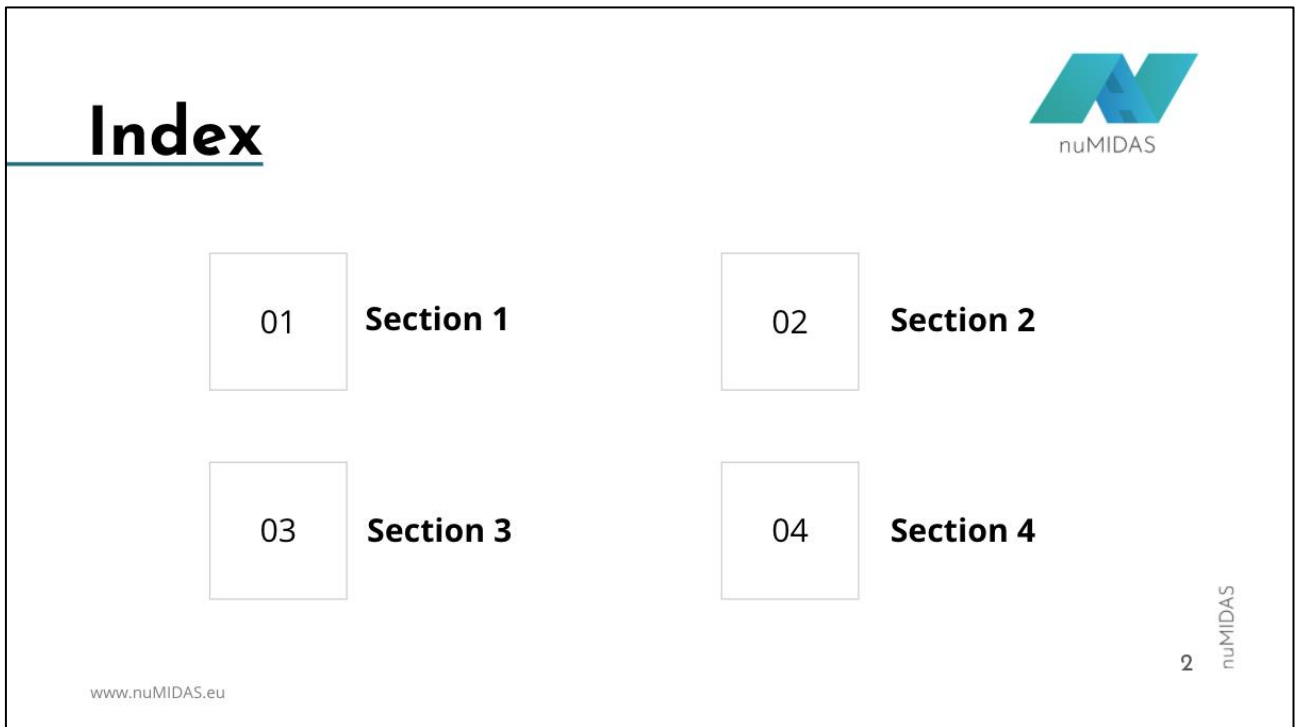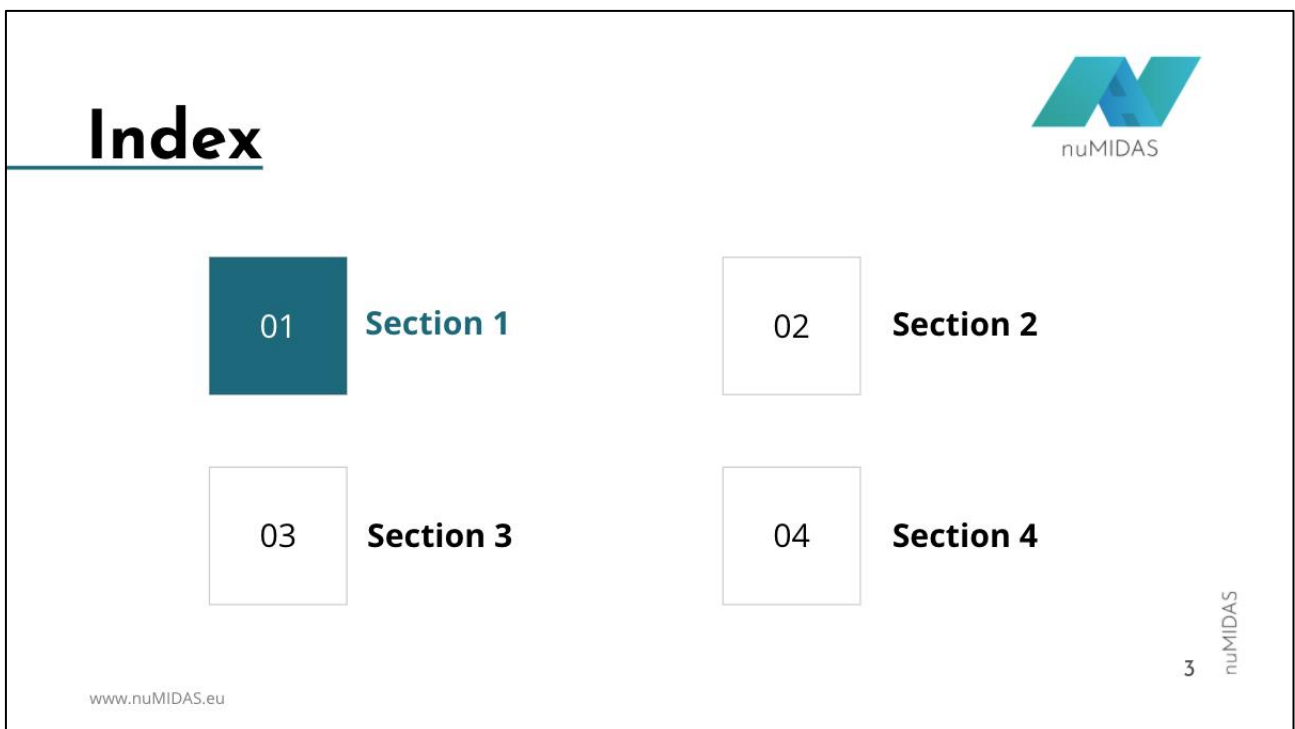

Figure 6: The menu template slide.

Figure 7: The menu template slide with the current section highlighted.

The presentation template also doubles as a slide library, maturing throughout the project as more concrete results will become available. At current, we support the following topics:

- About nuMIDAS
- Objectives
- Pilot cities
- Consortium

We have also created a closing slide for the template as shown in Figure 8, which offers again the project contact information and social media channels to be followed, as well as the European Union's Horizon 2020 grant agreement information.
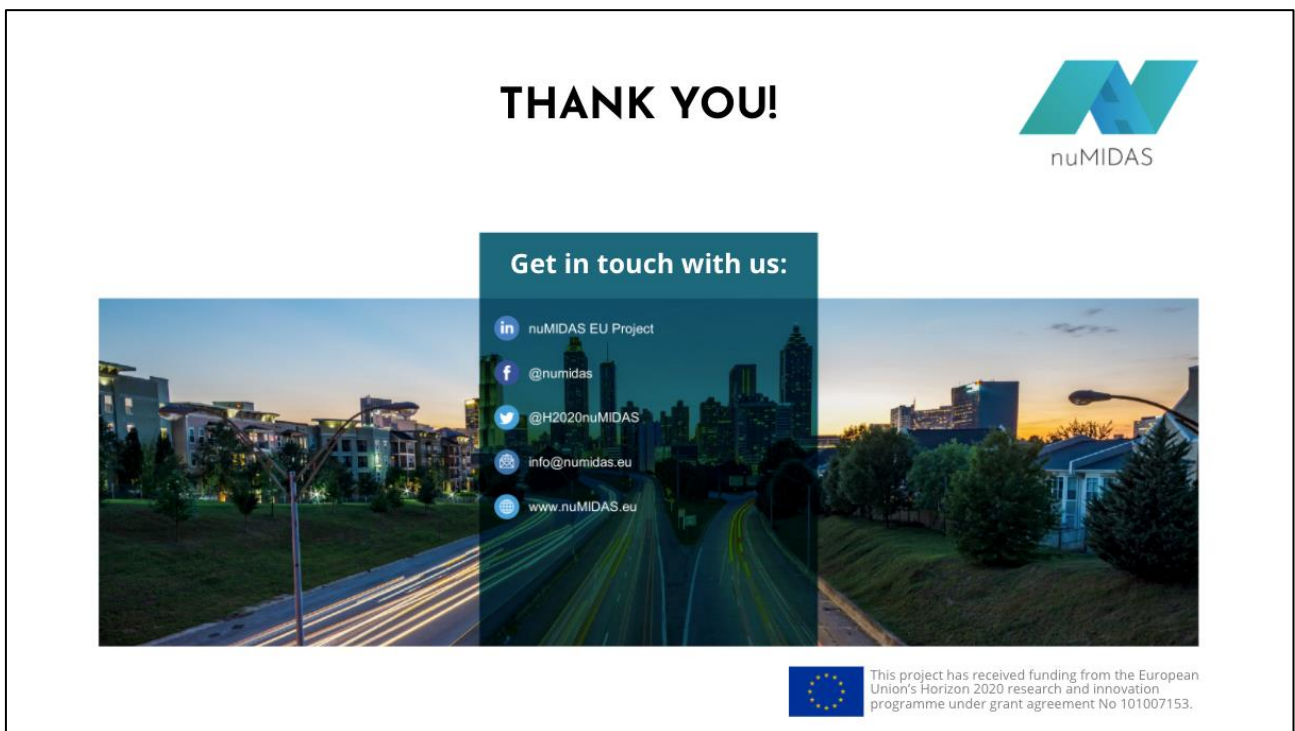

Figure 8: The presentation template's closing slide.

3.3 Brochure

We created a project brochure conceived for a printing edition in order to be able to offer project information to the stakeholders that we meet on face to face interactions, like workshops, congresses, meetings, etc. We designed it using Adobe Illustrator; it is a single A4 with information on both sides and folded using the tri-fold or six-page leaflet style (see also Figure 9). The brochure offers:

- general project information
- project objectives
- use cases
- consortium partners
- contact details
- European Union's Horizon 2020 grant agreement information.

Figure 9: The nuMIDAS brochure.

3.4 Flyer

In addition to the brochure, we also created a project flyer, which is a simplified version of the brochure. It can be used in both digital and printed versions, and was designed using Adobe Illustrator. It is a single A5 with information on both sides (see also Figure 10). The flyer offers:

- general project information
- project objectives
- use cases
- consortium partners
- contact details
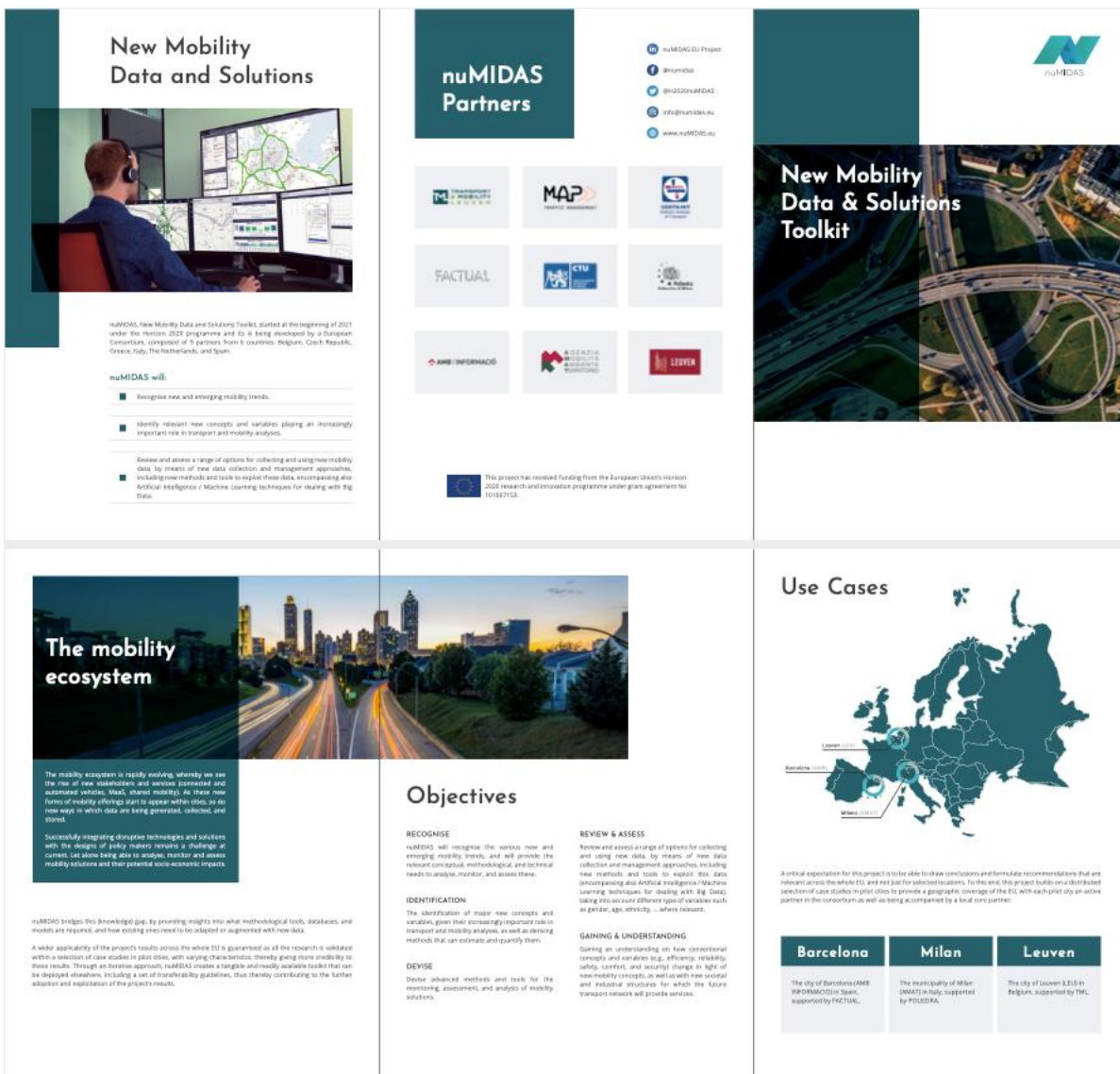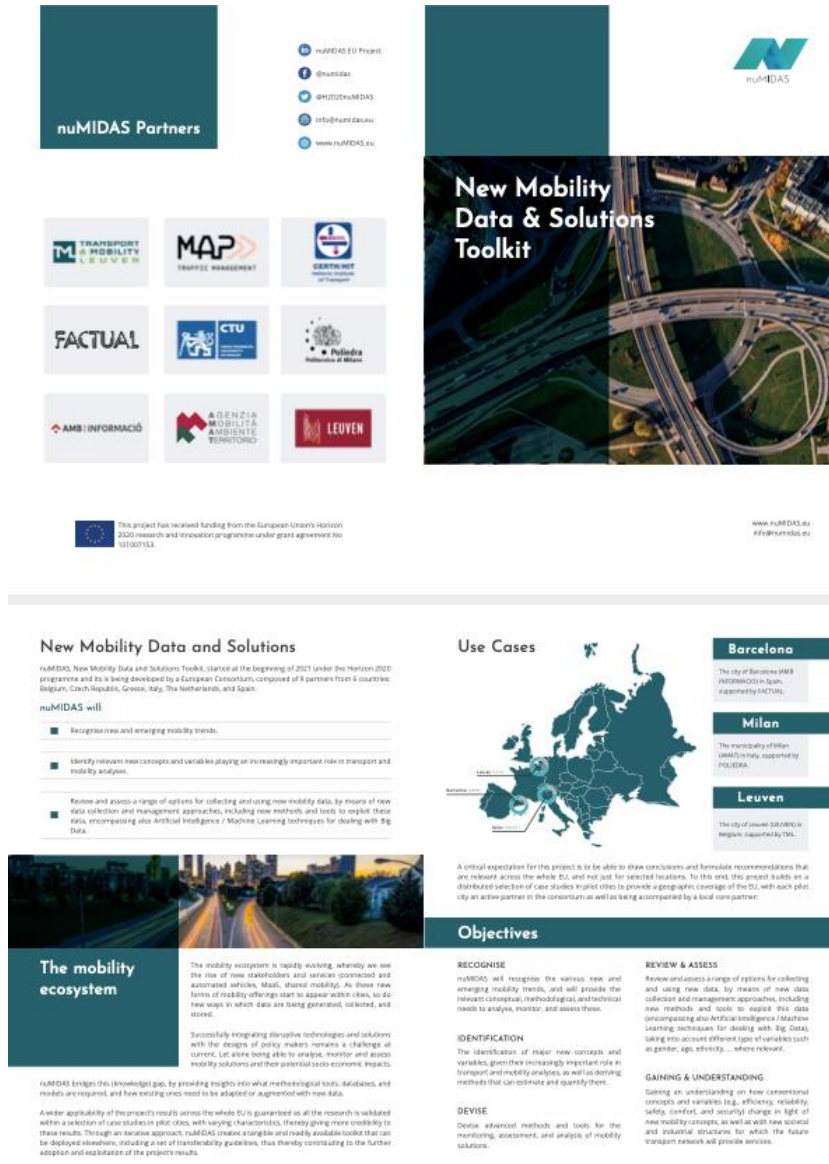- European Union's Horizon 2020 grant agreement information.

Figure 10: The nuMIDAS flyer.

3.5 Poster

We created a project poster for nuMIDAS, containing similar key project information. It can be used in both digital and printed versions. We designed it using Adobe Illustrator; it is a single A1 with information on one side (see also Figure 11).

Figure 11: The nuMIDAS poster.

3.6   Social Media

In order to keep the image and style consistent through all our social media channels (LinkedIn, Twitter, and Facebook), we created a special social media profile background and image designs, as shown in Figure 12.

Figure 12: nuMIDAS's social media profile background.

3.6.1 LinkedIn

We created a LinkedIn group in order to share the project knowledge on this professional social media channel and stimulate further discussions regarding nuMIDAS with the key stakeholders.

The name of the group is **nuMIDAS EU Project – New Mobility Data and Solutions Toolkit**. The group is open (see also Figure 13) to anyone for access, prior acceptance from the group coordinator.
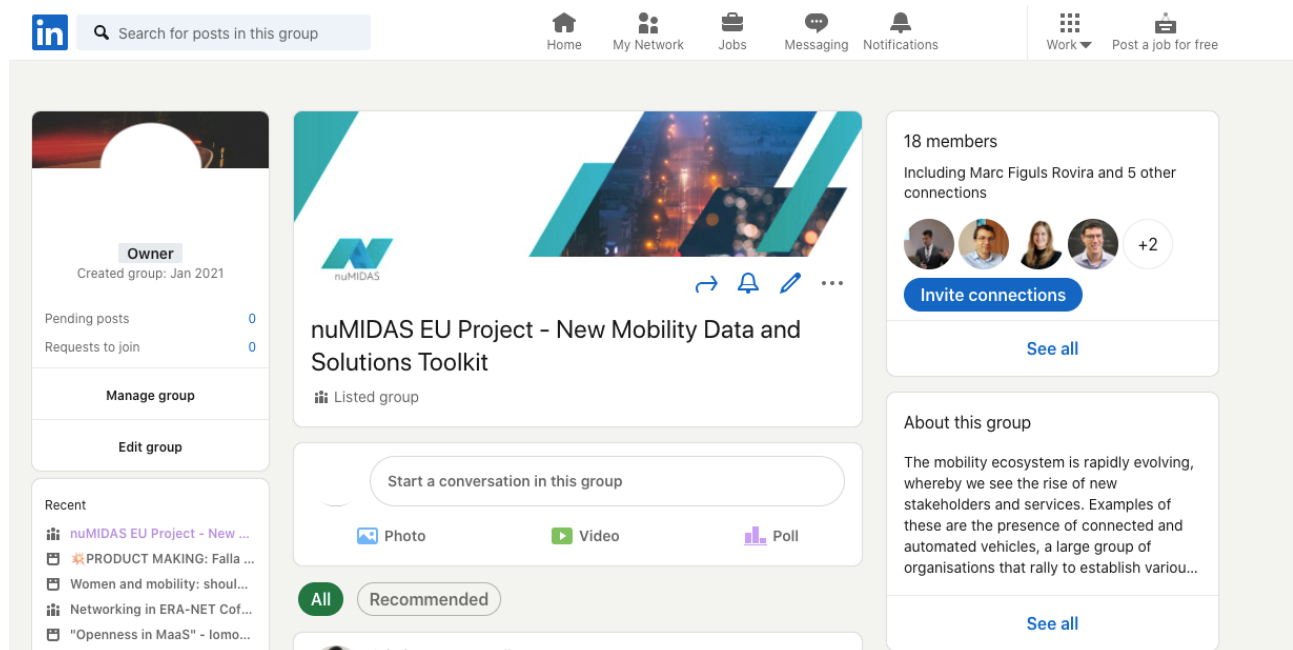

Figure 13: nuMIDAS's LinkedIn profile.

3.6.2 Twitter

We provided a Twitter account for the project, in order to spread information and the latest news more quickly. The user handle for the project is **@H2020nuMIDAS** (see also Figure 14).

Figure 14: nuMIDAS's Twitter profile.

3.6.3 Facebook

We finally also created a Facebook page to arrive to different stakeholders, so we guarantee the maximum dissemination of nuMIDAS project (see Figure 15).

The Facebook page name is under **numidas** (instead of the capitalised 'nuMIDAS', as Facebook laws do not allow to use capital letters besides the first letter of the name).
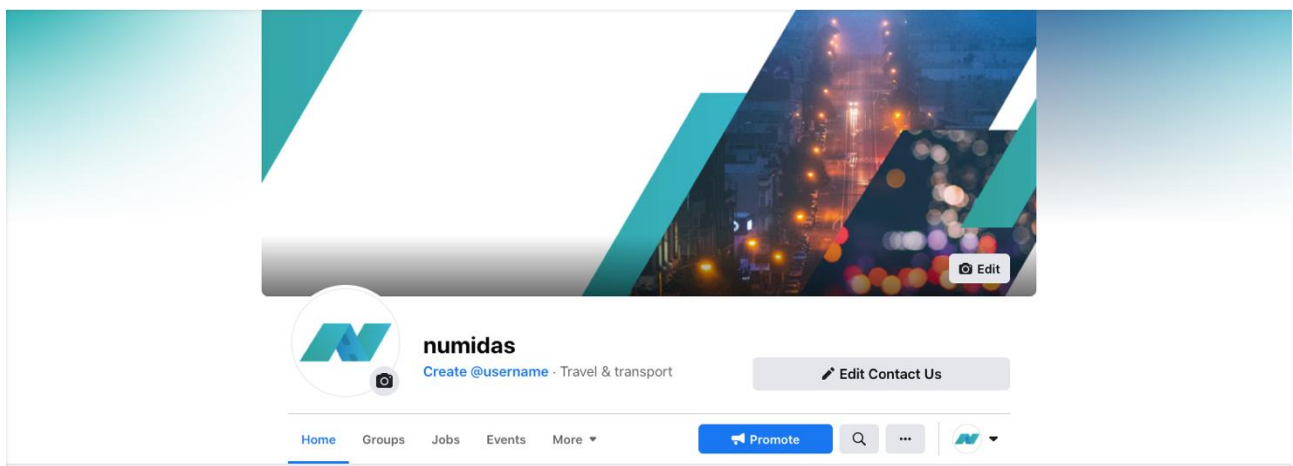

Figure 15: nuMIDAS's Facebook profile.

3.7 Videos

Over the course of the project, we will create two short (promotional) videos about the project objectives and activities. 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 a platforms like YouTube as well as on nuMIDAS's own website. The visual style of these videos will align closely with the one provided by the brand guidelines. All videos will contain an animated outro, emphasising the nuMIDAS brand and project.

3.8 Periodic newsletters

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.

The newsletters' content will be centred around the latest activities within the nuMIDAS project, leading to a more globally visible outcome. The idea is that the first newsletter is sent very early in the project, to spread the word about nuMIDAS, after the completion of the website and referring to it. We will keep the overhead as low as possible, with a clean and concise layout and message in the newsletters.

As such, we will only be sending them via e-mail (via a contact list originally based on our stakeholder involvement, with opt-in functionality according to the GDPR), but we will keep a PDF copy for archival purposes (and readily available on nuMIDAS's website). The content itself is compiled from the information provided by the partners and progress within the work packages.

We will chose a platform for the visual layout of the newsletter, as well as the distribution of it to all the subscribers. A good candidate to this end is the freely available MailChimp[4] platform. The latter is a marketing automation platform and an email marketing service. In 2014, it already had a user base of 450,000 users, sending over 10 billion emails per month.

Once the layout and content of the newsletter are completed, they are then sent as HTML-emails to the list of subscribers.

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[4] https://mailchimp.com/

4   Conclusions

We have been able to create a consistent project identity and from it develop the necessary dissemination materials. We provide the tools needed to all project partners to seamlessly communicate and disseminate project outcomes, findings, results and news to all involved stakeholders.