



nuMIDAS

Deliverable 6.4
Initial report on communication
and dissemination activities



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1 Executive summary

The purpose of this deliverable is to cover the dissemination activities from the beginning of the project (Month 1, January 2021) to Month 12 (December 2021) of the project. The report includes details on dissemination by project partners involved in the communication strategy and for all the materials and tools described in Deliverable 6.1 (*nuMIDAS communication and dissemination plan*).

In this document we evaluate the progress of our dissemination activities against the initial expectations set out in the Description of Work. We also include detailed information of the promotional tools, online and electronic activities (including social media), events, networking, and publications. It ends with the planned dissemination from Month 13 (January 2022) to Month 24 (December 2022) of the project, which will be reviewed in Deliverable 6.5 (*Final report on communication and dissemination activities*).

There are a number of objectives set out in the nuMIDAS communication and dissemination plan, which we achieved successfully. Examples are the establishment of a project corporate identity, creating the communication materials, setting up the nuMIDAS website, and participating in international conferences and events. In addition, during the project's lifetime, we launched a range of social media channels: a LinkedIn group, a LinkedIn project profile, and a Twitter account with positive results and growth trends.



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 and 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 four pilot cities are: Barcelona (Spain), Milano (Italy), Leuven (Belgium) and Thessaloniki (Greece).



2.2 Purpose of this document

Although project dissemination is a continuous effort that covers the entire lifespan of the project and beyond (with exploitation development), the communication and dissemination plan (Deliverable 6.1) defined the objectives until Month 12 (December 2021) of the project. These were: to develop a coherent nuMIDAS project identity, creating a prominent online presence of the nuMIDAS project that will reach a wide audience, and participate in events and organise them in order to inform a wider audience about nuMIDAS. An overall major goal is to maximise the impact of the results and findings of the project.

2.3 Structure of this document

The main part of this document (Chapter 3, Report on key elements of the communication and dissemination strategy), is divided in seven subsections. The first six address different aspects of the communication and dissemination strategy (graphic material, project video, presentation of the project in events, workshops and conferences, project website, nuMIDAS newsletter, and social media platforms). The last subsection displays the progress made in relation to the KPIs established in Deliverable 6.1 (Communication and dissemination plan). Finally, a brief conclusion encapsulates the main results and outlines the actions to be taken during the next twelve months of the project.



2.4 Acronyms

CMS	Content-management system
EC	European Commission
GA	Grant agreement General Assembly
KPI	Key performance indicator
MaaS	Mobility-as-a-service
nuMIDAS	New Mobility Data and Solutions Toolkit
WP	Work package



3 Report on key elements of the communication and dissemination strategy

3.1 Graphic material

The project partners have created a graphical identity for the project which is used for branding in all nuMIDAS dissemination activities such as posters, leaflets, brochures, public presentations, etc.

- Articulation of the project's corporate identity (branding): at the very start of the project we developed a project logo (in vertical and horizontal format, see also Figure 1 and Figure 2), as well as a general design outline and visual aesthetics. These are to be used in all the public materials and dissemination activities throughout the project.



Figure 1: The nuMIDAS vertical logo.



Figure 2: The nuMIDAS horizontal logo.

With the developed visual identity (see Figure 3) and logo we achieved the objective of creating a consistent and clear image that helps to improve the visibility of the project all over Europe and beyond.



Figure 3: Sample slides from the nuMIDAS visual identity guidebook.

- **Promotional poster:** the nuMIDAS partners created an A1-format poster (see Figure 4) which includes important information related to the nuMIDAS project such as the objectives, use cases, and partners, as well as key graphical components: logo, title, brand image, EU logo and financial support from the EU Commission, website address, social media channels, and project partner logos. The poster can be used in both digital and printed versions and was designed using Adobe Illustrator.



Figure 4: The nuMIDAS poster.

- **Brochure:** the nuMIDAS partners created a single A4 tri-fold project brochure (see Figure 5) using Adobe Illustrator, intended for printing. This material aims to be useful when offering project information to stakeholders we meet during face-to-face events like workshops, congresses, meetings, etc.

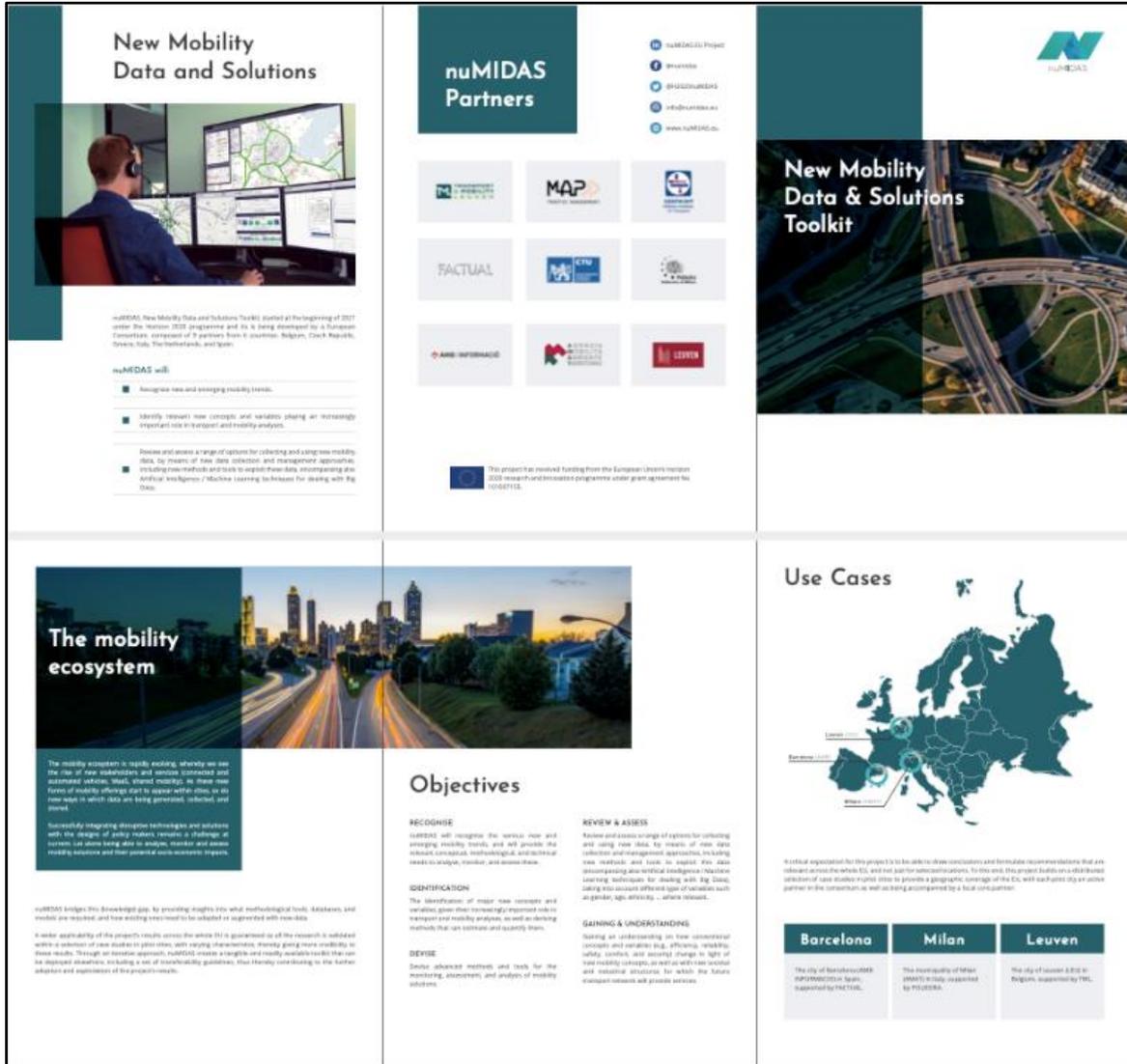


Figure 5: The nuMIDAS brochure.



- **Promotional flyer:** We created a promotional flyer (see Figure 6) about the nuMIDAS project as a simplified version of the brochure. It can be used in both digital and printed versions in an A5 format, and was designed using Adobe Illustrator. The flyer offers general project information, project objectives, use cases, consortium partners, contact details, and the European Union’s Horizon 2020 grant agreement information.

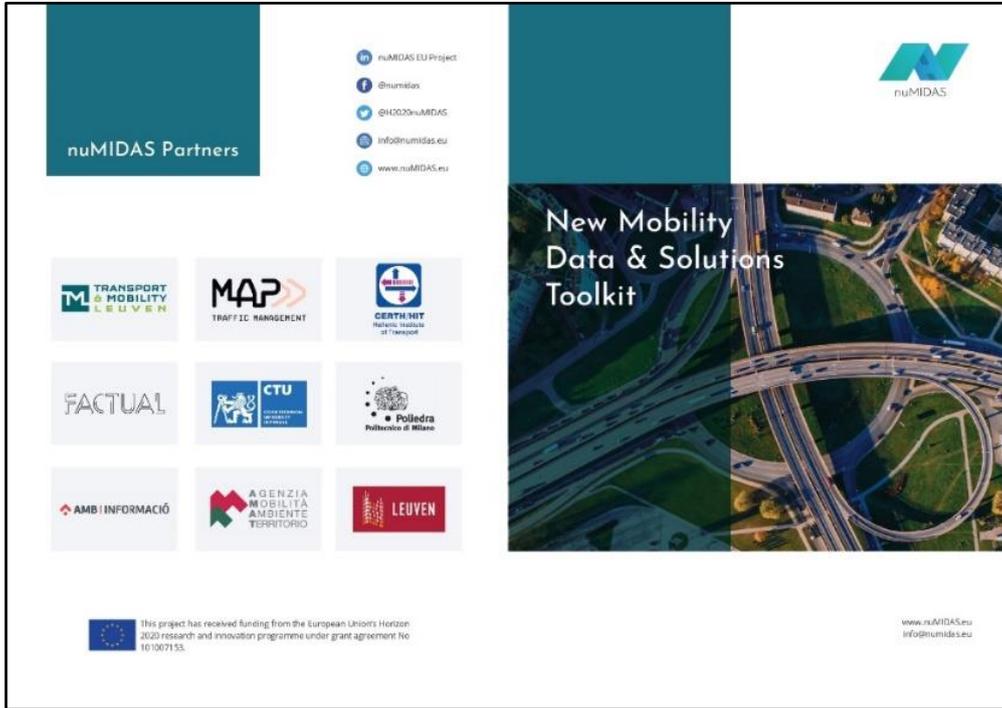


Figure 6: The nuMIDAS promotional flyer.

3.2 Project video

During the course of the project, the partners are creating two short (promotional) videos about the project objectives and activities. In the past months we have been co-creating the first video with a video producing company¹, which is expected to be ready by the mid-term review after Month 14 (February 2022). Figure 7 shows some snapshots of the video.

The aim of this first video is to introduce the project, its objectives, as well as a description of the aims and solutions being developed within each use case, through an eye-catching animation graphically in line with the nuMIDAS brand guidelines. The video will also be used at congresses and events, on social media, will be offered to news media, and will be placed on platforms like YouTube as well as on nuMIDAS's own website.



Figure 7: Snapshots from nuMIDAS first promotional video.

¹ Plato Obert Productions

3.3 Presentation of the project in events, workshops, and conferences

From the beginning of the project until Month 12 (December 2021), we organised two workshops:

- Smart City Prague workshop (28/06/2021)
- nuMIDAS mid-term workshop (16/12/2021)

In addition, we also held a General Assembly at the 2021 International Mobility Congress (IMC).

3.3.1 Smart City Prague workshop

On Friday 28 June 2021, the nuMIDAS partners held an interactive workshop “*Mobility in Smart Cities: Understanding new challenges*”. This was organised in the framework of the Smart Cities Symposium Prague 2021 (SCSP), an event led by our partner CTU (Czech Technical University) in Prague. The workshop gathered stakeholders from different sectors and parts of the EU. Its aim was to collect feedback on the following topics:

- Changing role of stakeholders in mobility
- New types of stakeholders
- New types of business models
- Main challenges in the mobility sector
- Effectiveness of current tools

In order to disseminate the event a flyer and poster were created (see Figure 8), distributed via e-mail and published in social media and on the nuMIDAS website.



Figure 8: nuMIDAS “Mobility in Smart Cities” flyer.

Structured in two sections, the first part of the workshop consisted of an introduction of the nuMIDAS project and an overview of the mobility tools and new challenges. The second part included an interactive panel discussion about mobility in Smart Cities. With the help of the interactive Mentimeter application, the participants actively participated in the discussions and shared their views on issues or specific experiences, while the answers were discussed live by a panel of partners as seen in the images in Figure 9.

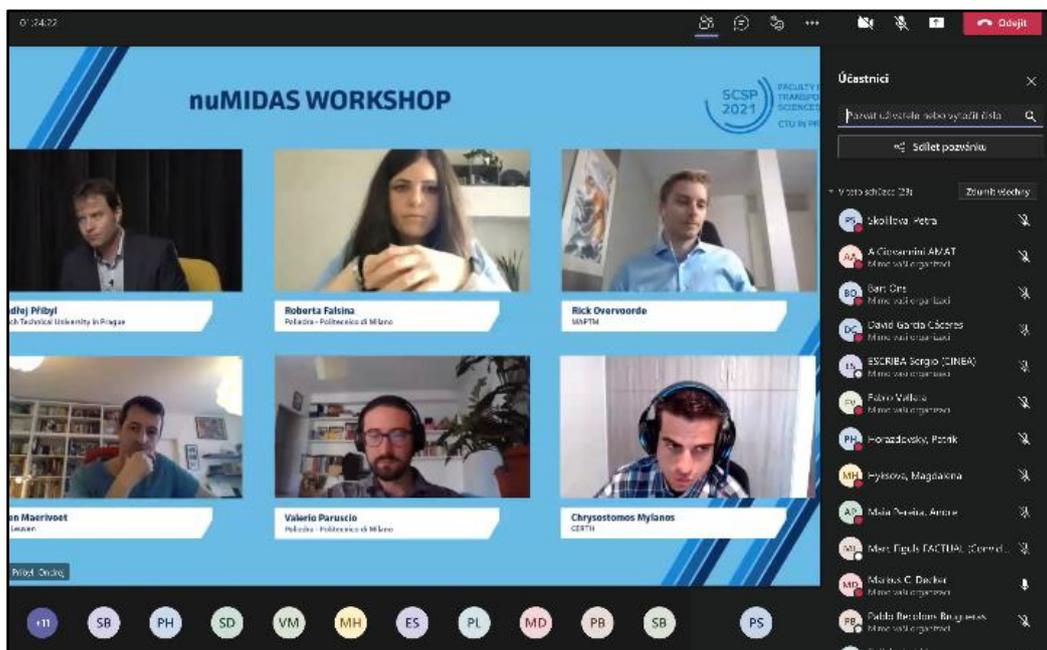


Figure 9: Behind the cameras and panel at the SCSP workshop.

3.3.2 nuMIDAS mid-term workshop

The nuMIDAS mid-term workshop “*Designing an Urban Mobility Toolkit*” was held on 16 December 2021, online via the Teams platforms. The workshop was developed under Task 6.3. led by partner MAPTM.

The objective of this workshop was to gather researchers and policy makers from across Europe, and to receive their feedback on the six use cases being deployed in our four pilot cities. In order to disseminate the workshop, we created a flyer (see Figure 10) and shared it through the POLIS newsletter, as well as through various social media and the nuMIDAS website. A snapshot of the workshop can be seen in Figure 11.



The flyer is titled "nuMIDAS WORKSHOP" and "Designing an urban mobility policy-making toolkit". It features a background image of a complex highway interchange. The event is scheduled for "16 DECEMBER, 2021" from "10:00 - 11:45".

About nuMIDAS

nuMIDAS, the New Mobility Data & Solutions Toolkit, started at the beginning of 2021 under the Horizon 2020 programme. 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 goals of the nuMIDAS project are to:

- Recognise new and emerging mobility trends.
- Identify relevant new concepts and variables playing an increasingly important role in the transport and mobility sector.
- Find new related needs and challenges for policy design.
- Develop accessible solutions, using innovative methods or techniques, to address these policy related challenges through an interactive browser-based toolkit.

These solutions will be put to the test in four cities throughout Europe: Barcelona, Milan, Leuven and Thessaloniki. These pilots will take place in 2022 and will address challenges like distribution of shared e-vehicles or the combination of multiple data-sources to estimate traffic intensities or air quality.

The nuMIDAS project is organising its mid-term interactive online workshop!

During this workshop we will share our progress, as well as show you our innovative plans for next year.

Also, we'll let you know how nuMIDAS can support your region or city to collect, monitor, assess, and analyse mobility data to address the policy challenges of today.

Our target audience for this workshop are transport planners, policy makers, and representatives of municipalities or other public authorities.

The interactive workshop addresses the following subjects:

- Presentation of the project, our pilot cities, and use cases;
- Presentation and discussion of what a toolkit for monitoring, assessment, and analysis of mobility solutions looks like;
- Discussion on how the toolkit could help your region or city.

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



Figure 10: nuMIDAS mid-term workshop flyer.

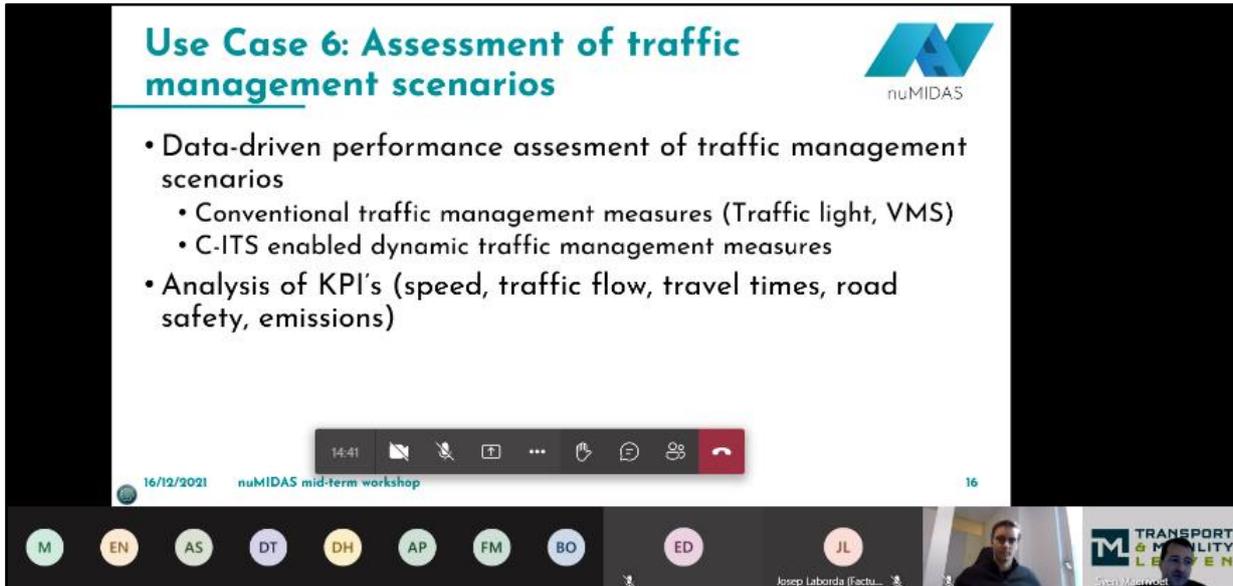


Figure 11: Snapshot from the nuMIDAS mid-term workshop.

3.3.3 Organisation of the General Assembly at the IMC 2021

The nuMIDAS partners gathered in Sitges, Barcelona on 21–22 September 2021 for the nuMIDAS general assembly (GA) to discuss the progress made so far and align the next steps in the project (see also Figure 12). The event was held in the framework of the IMC 2021 (International Mobility Congress). A thorough review of each WP was done and presentations were made by each of the WP leaders.



Figure 12: Impression of the nuMIDAS GA meeting.

3.3.4 Participation in external events

- **Micromobility Week 2021** (8 July 2021): nuMIDAS was presented by project coordinator Sven Maerivoet (TML) at the Micromobility and Data Management session organised by WP6 leader (FACTUAL).
- **Imec Leuven MindGate Visionary Seminar on Mobility of the Future** (6 August 2021): nuMIDAS was presented by project coordinator Sven Maerivoet (TML).
- **nuMIDAS-Molière co-creation workshop** (21 September 2021): nuMIDAS was presented in a joint workshop with the European Horizon 2020 Molière project. Attendees from both projects split into small groups and debated challenges and opportunities of different aspects of mobility data.



Figure 13: Impression of the nuMIDAS-Molière co-creation workshop.



In a nutshell, nuMIDAS has so far participated in **five events**, both internal and external. The preselection of events made in the project's first quarter was revised in the second and third quarters to identify the mechanisms to enter such events. It is important to note that many events were in the end cancelled due to COVID-19 travel restrictions.

Event name	Own or external event	Date	Location	Main responsible partner	Other partners involved and contributing	Related nuMIDAS WP
Mobility in Smart Cities: Understanding new challenges	Own	28/05/2021	Online	CTU	POLIEDRA	WP2
Imec Leuven Mindgate Visionary Seminar on Mobility of the Future	External	03/06/2021	Online	TML	-	WP6
Micromobility week	External	07/07/2021	Online	TML	FACTUAL	WP6
nuMIDAS General Assembly at the International Mobility Congress	Own and external	21/09/2021	Sitges, Spain	FACTUAL All	-	WP6
nuMIDAS Moliere co-creation workshop	External	21/09/2021	Sitges, Spain	FACTUAL All	-	WP6
nuMIDAS mid-term workshop	Own	16/12/2021	Online	MAPTM	All	WP6

3.4 Project website

The nuMIDAS website has been live since 29 March 2021 at <https://www.numidas.eu/>. It is the most prominent dissemination tool for the project. It has been developed utilising the nuMIDAS graphic guidelines and WordPress, a well-known and widely used content-management system (CMS), allowing for greater flexibility in order to keep it up-to-date, while remaining fully compatible with mobile devices (i.e. incorporating a responsive design). See Figure 14 for a view on the home page of the website.

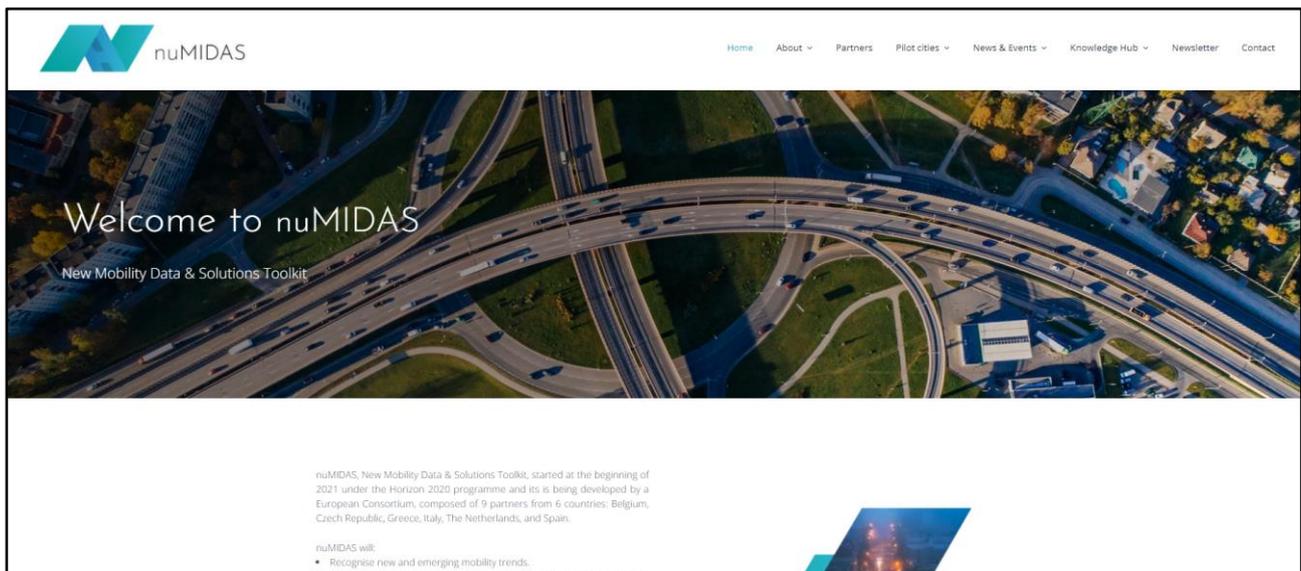


Figure 14: The home page of the nuMIDAS website.

The information included in nuMIDAS website is public, and serves as an interaction area between the project and the general public. The objectives of the nuMIDAS website are:

- Provide generic information about the project vision and overall objectives.
- Continuously share progress made in the project through articles, the promotion of events, and interesting documents for other stakeholders such as (public) deliverables and newsletters.
- Host project-relevant information during its lifetime and beyond.
- Social media networks have been integrated on the website (i.e. Twitter and the LinkedIn group), and a subscription form for receiving the project newsletter, in order to promote active participation and help spread the word about nuMIDAS achievements.



Since its conception, the nuMIDAS website has been updated multiple times and expanded to include more sections. It currently hosts eight sections:

1. Home
2. About (including the project's Vision & Objectives)
3. Partners
4. Pilot cities (including the description of use cases in each of the four pilot cities)
5. News & Events (including separate tabs for news pieces and announcements of events)
6. Knowledge Hub (including a list of downloadable (public) project deliverables and a section of insights which are articles about the project development and partners)
7. Newsletter (including the published newsletters and a subscription form)
8. Contact

After 12 months since the beginning of the project, and 9 months after the website's launch, the following statistics² are available (see also Figure 15).

- Unique users: 393
- Sessions: 327 engaged sessions
- Engaged sessions per user: 0.83
- Engagement rate: 51.99 %
- Average engagement time: 1 min 11 sec
- Event count: 5000

There is evidence about the action ⇔ reaction in the website figures. When news items are posted or the project newsletter is launched, the number of visits is higher. This improves the previously stated numbers and allows us to achieve our KPIs.

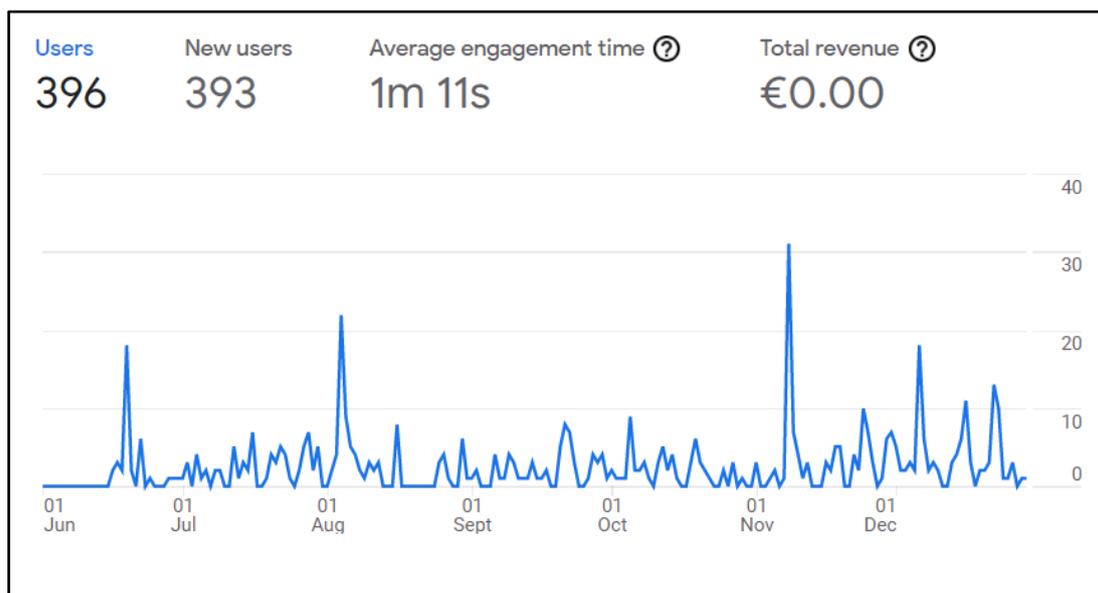


Figure 15: Google Analytics statistics of the nuMIDAS website's visitors and sessions.

² It is important to highlight that the Google Analytics tool was only installed in mid-June 2021, so results are an under-representation.

3.5 nuMIDAS newsletter

We published the first nuMIDAS newsletter in Month 7 (July 2021). It included the main highlights from the first months of the project (see Figure 16 for a snapshot). Up to date, the newsletter counts a subscription list of 37 people. This first edition includes articles on dashboard development, an interview of a partner, and a presentation of someone from the advisory board. Most of the content is now hosted on the nuMIDAS website. The structure followed will be replicated in its majority for future editions of the newsletter. Concretely, the structure is the following:

- Coordinator welcome message
- Description of nuMIDAS
- Articles (nuMIDAS Insights)
- News (nuMIDAS news)
- Interviews (Meet the partners)
- Introduction of advisory board members (Our advisory board)

The next newsletter is currently being prepared and will be launched in Month 13 (January 2022), containing nuMIDAS's latest updates.

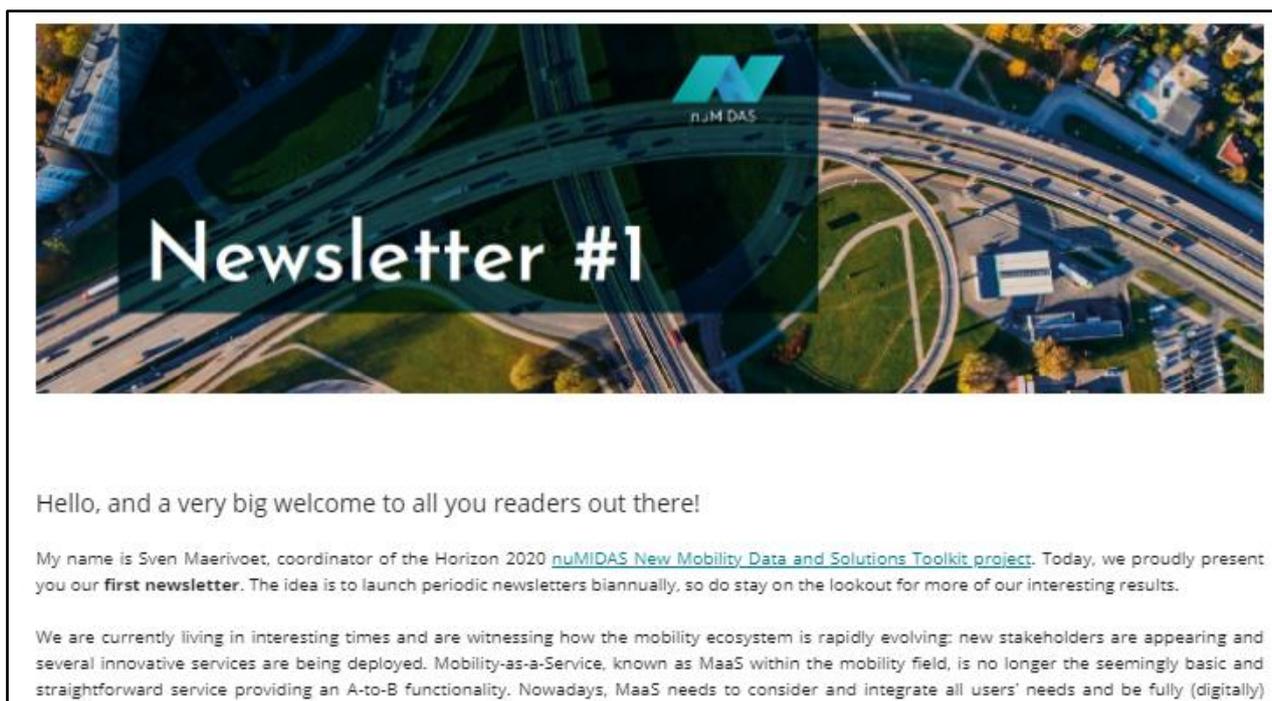


Figure 16: Snapshot of 1st nuMIDAS newsletter.

3.6 Social media platforms

NuMIDAS has established various social media channels to disseminate and promote project updates. Initially, nuMIDAS had three channels: a Facebook group, a LinkedIn group, and an open Twitter profile (handle [@H2020nuMIDAS](#)). In order to augment the visibility and engagement with external stakeholders, the strategy was switched towards open profiles, and hence a LinkedIn open profile was set up replacing the closed groups. See Figure 17 and Figure 18 for snapshots of our LinkedIn and Twitter profiles.

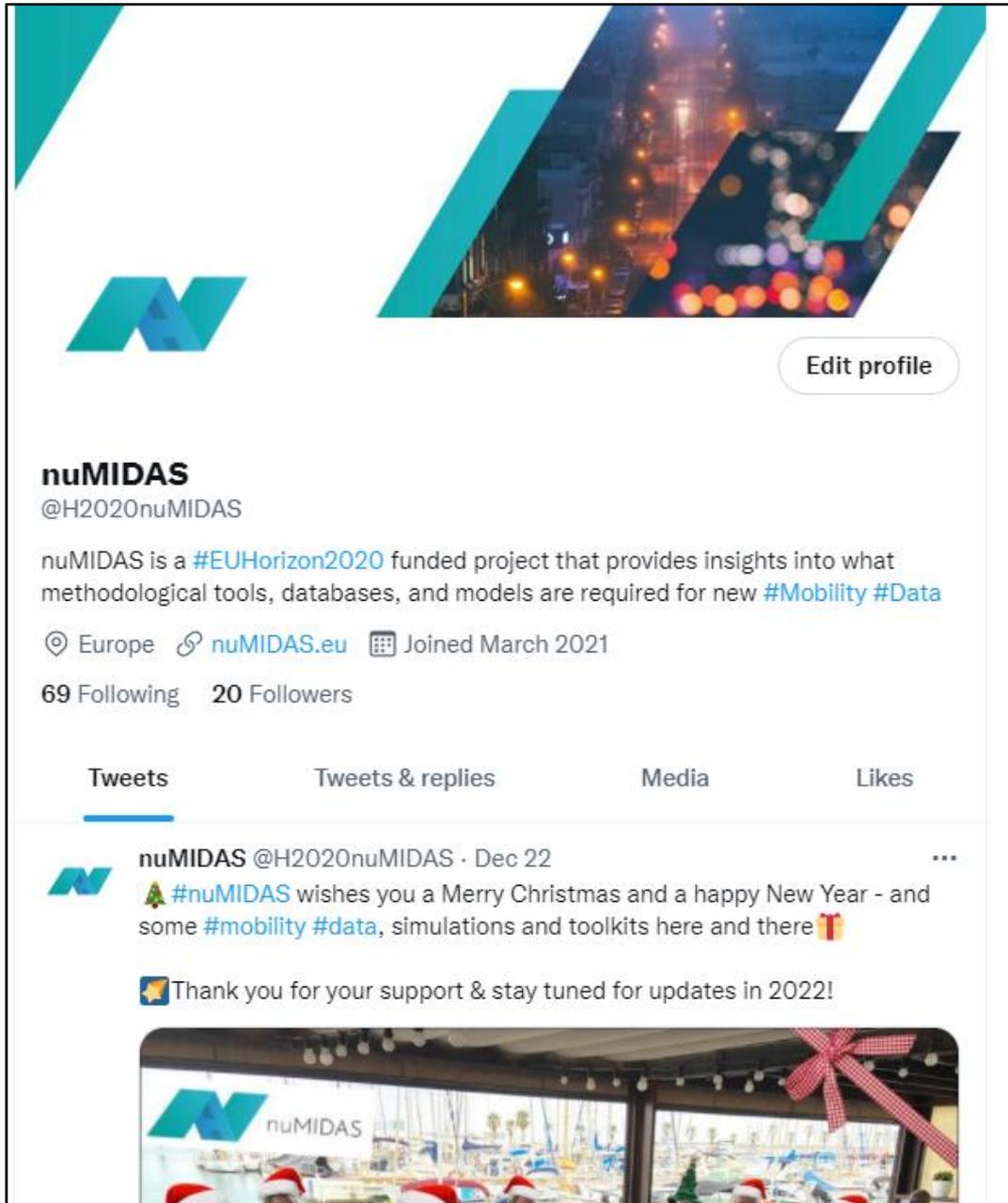


Figure 17: Snapshot of our LinkedIn social media channel.

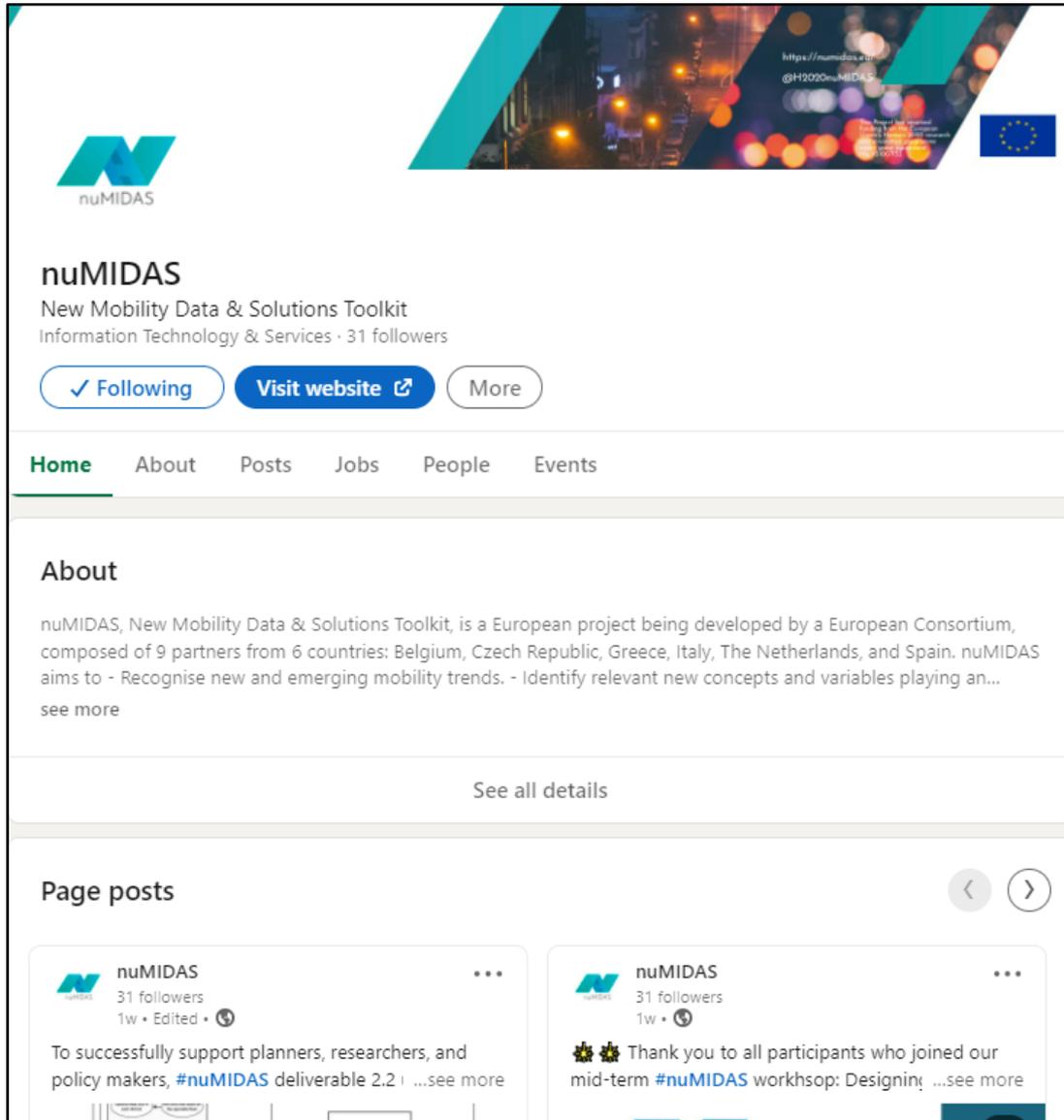


Figure 18: Snapshot of our Twitter social media channel.



The statistics from the main social media channels, evaluated since the project’s second quarter up to December 2021 are shown in Table 1 and Table 2. Albeit to different degrees, they indicate that in both platforms there has been an increase in the average engagement in each post.

Table 1: LinkedIn engagement results.

	Posts	Likes	Average
QM2	6	41	6.8
QM3	3	12	4.0
QM4 (Dic)	7	76	10.9
Totals	17	129	7.2

Table 2: Twitter engagement results.

	Posts	Interactions	Average
QM2	12	79	6.6
QM3	8	73	9.1
QM4 (Dic)	5	35	7.0
Totals	25	187	7.6

3.7 Assessment of KPIs

We created a series of key performance indicators (KPIs) in Deliverable 6.1 (Communication and dissemination plan) for both Months 12 and 24, in order to make our internal evaluation process fast and reliable. These KPIs were formulated to indicate which communication actions have worked well, and which were not so impactful, as shown in Table 3. Evaluation of the latter will hence allow us to adapt the communication and dissemination plan where necessary and relevant.

Table 3: Key performance indicators.

KPI	M12 target (overall)	M12 results	% Obtained	M24 target (overall)
Awareness and understanding				
Number of visits to the nuMIDAS website	500 visits	396 visits	79 %	3000 visits
Number of attendees to events organised by nuMIDAS	75 attendees	Approximately 60 attendees	80 %	200 attendees
Number of registrations to the nuMIDAS newsletter	75 registrations	37 registrations	49 %	200 registrations
Number of invitations to present nuMIDAS to stakeholders	3 invitations	2 invitations	67 %	7 invitations
Number of (online) articles published	5 articles	6 articles	120 %	14 articles
Engagement and support				
Number of participants to webinars / workshops organised by nuMIDAS	40 participants per event	25 participants	63 %	50 participants (per event)
Number of followers on Twitter	80 followers	20 followers	25 %	300 followers
Engagement of Twitter posts	Average of 15 likes per post	7.2 likes	24 %	Average of 20 likes per post
Engagement of LinkedIn posts	Average of 30 likes per post	7.6 likes	51 %	Average of 40 likes per post
Number of nuMIDAS videos views	-	-	-	300 views



4 Conclusions and next actions

The multiple inputs portrayed in this report demonstrate a continuous effort, both online and offline, to fulfil the nuMIDAS communication and dissemination strategy objectives. The nuMIDAS partners maintain active social media platforms, organise virtual and in-person events and workshops, and continuously feed the nuMIDAS website with new content reflecting the progress of the project. These efforts translate in the positive results achieved (above 80 %) in the KPIs evaluated in the “Awareness and understanding” section, such as: number of attendees to events organised by nuMIDAS and number of (online) articles published.

According to the KPIs evaluated, there is room for improvement in the “*Engagement and support*” section, where the average score is barely above 40 %. To improve the results of these KPIs and strengthen the overall results of nuMIDAS communication and dissemination in the next twelve months, the following immediate actions will be undertaken:

- Increase the online interaction through social media platforms with other initiatives: this task has already initiated by establishing contact and organising events with European project Molière.
- Increase the frequency of online articles published on social media and the nuMIDAS website.
- Promote the nuMIDAS newsletter through networks such as POLIS in order to gain more subscribers.
- Organise a strong dissemination campaign to promote nuMIDAS’s first video.
- Disseminate the results of nuMIDAS academic papers and articles published by partners: this task has already initiated by developing a methodology to ensure relevant deliverables’ results are being translated into articles by task leaders or jointly with other partners.
- Increase the participation of nuMIDAS in external events: this task has already initiated by developing a calendar of online and in-person events in which nuMIDAS can be disseminated and assigning responsible partners to each event.