



nuMIDAS

**Deliverable 6.5**  
**Final 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 the end 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.

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 (such as videos and newsletters), 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 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. In this document is presented the final results of the communication and dissemination plan over the 2 years 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 nine subsections. The first 8 address different aspects of the communication and dissemination strategy (graphic material, videos, presentation of the project in events, workshops and conferences, publications, project website, nuMIDAS newsletters, 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 main conclusions and achievements.





## 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 Graphical material

As it was presented in delivery 6.4 Initial report on communication and dissemination activities, the 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.

See the following figures to see an overview of the graphic material created, including the logo and a general design outline and visual aesthetics.



Figure 1: The nuMIDAS vertical logo.



Figure 2: The nuMIDAS horizontal logo.

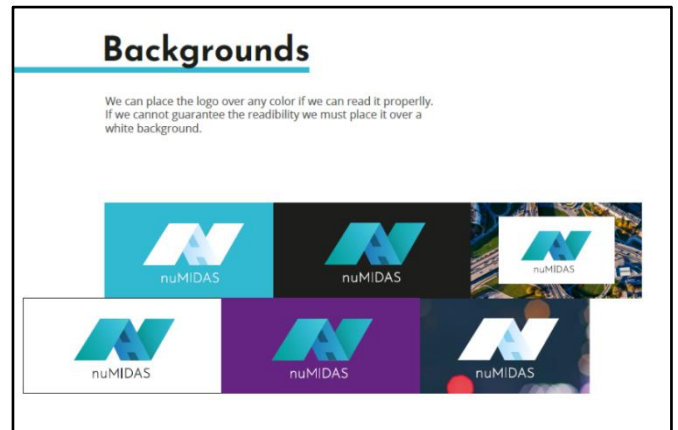
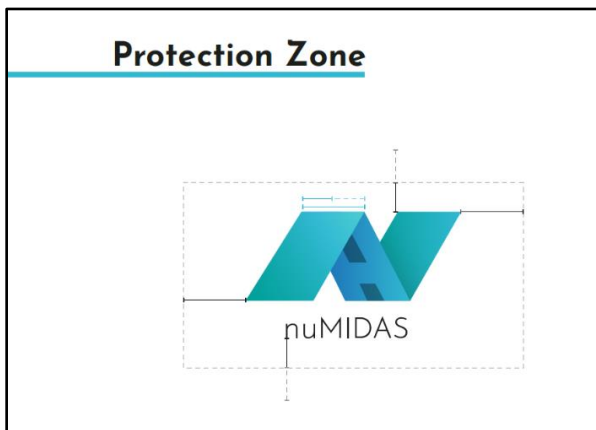


Figure 3: Sample slides from the nuMIDAS visual identity guidebook.



In the second year of the project, it was created for events and dissemination reason a new version of the poster and flyer with updated information and insights about the projects, as during the development of the project more information and results. See Figure 4, Figure 5 and Figure 6 for the first version done in 2021, and Figure 7 and Figure 8 for the last versions done in 2022.



Figure 4: The nuMIDAS poster.

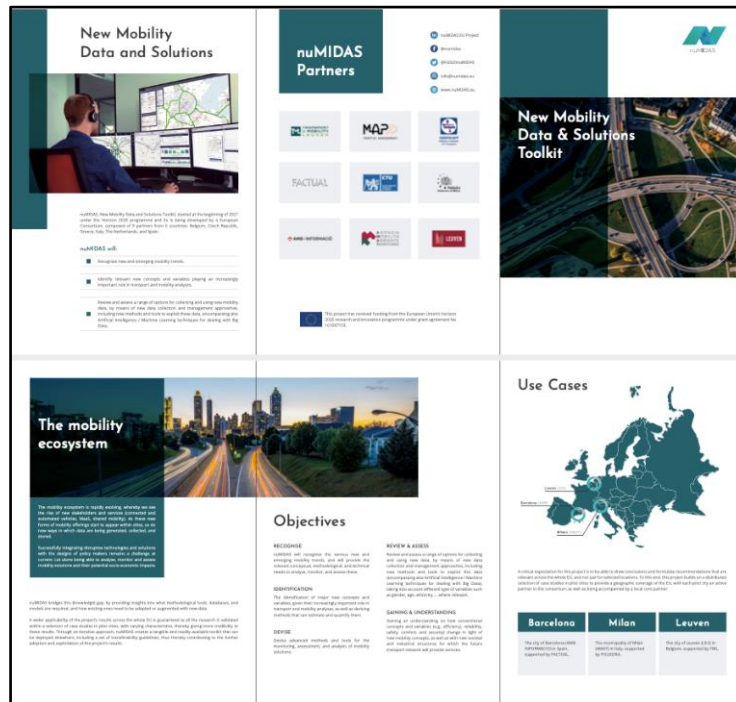


Figure 5: The nuMIDAS brochure.



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**FACTUAL**

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**Publiscia**

**AGENZIA MOBILITÀ AMBIENTE TERRITORIO**

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**New Mobility Data & Solutions Toolkit**

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

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**New Mobility Data and Solutions**

nuMIDAS 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 countries: Belgium, Czech Republic, Greece, Italy, The Netherlands, and Spain.

**nuMIDAS will**

- Recognise new and emerging mobility trends.
- Identify relevant new concepts and variables playing an increasingly important role in transport and mobility analyses.
- Review and assess a range of options for collecting and using new mobility data, by means of new data collection and management approaches, including new methods, and tools to exploit these data, encompassing also Artificial Intelligence / Machine Learning techniques for dealing with Big Data.

**The mobility ecosystem**

The mobility ecosystem is rapidly evolving, whereby we see the rise of new stakeholders and concepts (connected and automated vehicles, MaaS, shared mobility). As these new forms of mobility offerings start to appear, we face the challenge of new ways in which data are being generated, collected, and stored.

Successfully integrating disruptive technologies and solutions with the design of policy makers remains a challenge as countries, cities are being able to analyse, monitor, and assess mobility solutions and their potential socio-economic impacts.

nuMIDAS bridges this knowledge gap, by providing insights into what methodological tools, databases, and models are required and how emerging ones need to be adapted or augmented with new data.

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. Through an iterative approach, nuMIDAS creates a tangible and readily available toolkit that can be deployed elsewhere, including a set of non-technical guidelines, thus thereby contributing to the further adoption and exploitation of the project's results.

**Use Cases**

- Barcelona**  
The city of Barcelona 2026 Smart Mobility in Spain, supported by factbase.
- Milan**  
The mobility of Milan 2026 in Italy, supported by factbase.
- Leuven**  
The city of Leuven (LU) in Belgium, supported by factbase.

A central expectation for this project is to be able to draw conclusions and formulate recommendations that are relevant across the whole EU, and not just for selected locations. To this end, this project builds on a distributed selection of case studies in pilot cities to provide a geographic coverage of the EU, with each pilot city an active partner in the consortium as well as being accompanied by a local core partner.

**Objectives**

**RECOGNISE**  
nuMIDAS will recognise the various new and emerging mobility trends, and will provide the relevant conceptual, methodological and technical needs to analyse, monitor, and assess these.

**IDENTIFICATION**  
The identification of major new concepts and variables, given their increasingly important role in transport and mobility analyses, and identifying methods that can retrieve and quantify them.

**DEVISE**  
Devise advanced methods and tools for the monitoring, assessment, and analysis of mobility solutions.

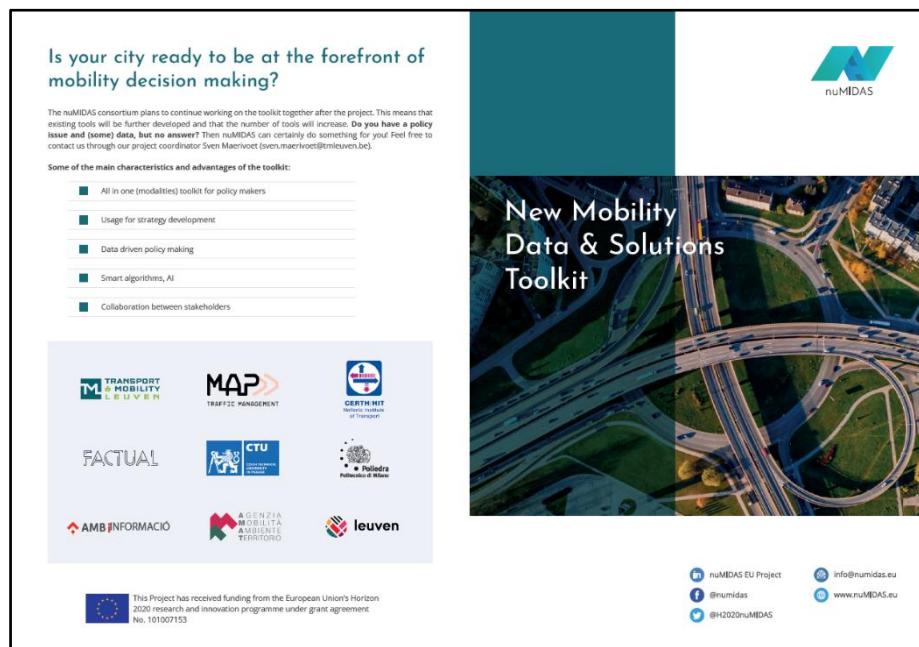
**REVIEW & ASSESS**  
Review and assess a range of options for collecting and using new data, by means of new data collection and management approaches, including new methods and tools to exploit the data (encompassing also Artificial Intelligence / Machine Learning) techniques for dealing with Big Data, taking into account different types of hardware such as gender, age, ethnicity, ... where relevant.

**GAINING AN UNDERSTANDING**  
Gaining an understanding on how conventional concepts and variables (e.g., efficiency, mobility, safety, comfort, and energy) change in light of new mobility concepts, as well as with new social and economic structures that shape the future transport network will provide context.

Figure 6: The nuMIDAS promotional flyer.



Figure 7: Version 2 of the nuMIDAS poster.



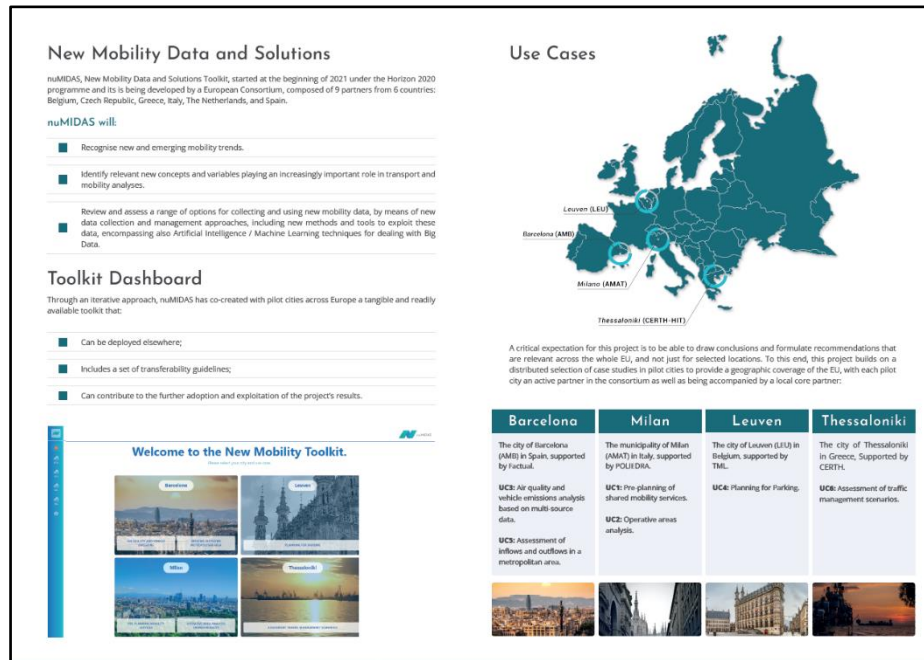


Figure 8: Version 2 of the nuMIDAS flyer.

### 3.2 Project videos

During the course of the project, the partners created two short (promotional) videos about the project objectives and activities. In the past months co created the two videos with a video producing company. The first video was launched in February 2022 and the second video at the end of December 2022.

The aim of this first video was 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 was used at congresses and events, on social media, and it is offered to news media, and it is placed on platforms like YouTube as well as on nuMIDAS’s own website. The full video can be found in [this link](#).

The first video had a total of 153 views.



Figure 9: Snapshots from nuMIDAS first promotional video.

The goal of the second video was to promote the use cases, show demos of the dashboard and the main functionalities of each use case. Lastly, it was presented the exploitation plan of this tool. This video is on nuMIDAS Website, YouTube and social media and can be used for future event and promotional activities. The full video can be found in [this link](#).

The last video was published just some days before the development of this report, achieving so far 25 views.

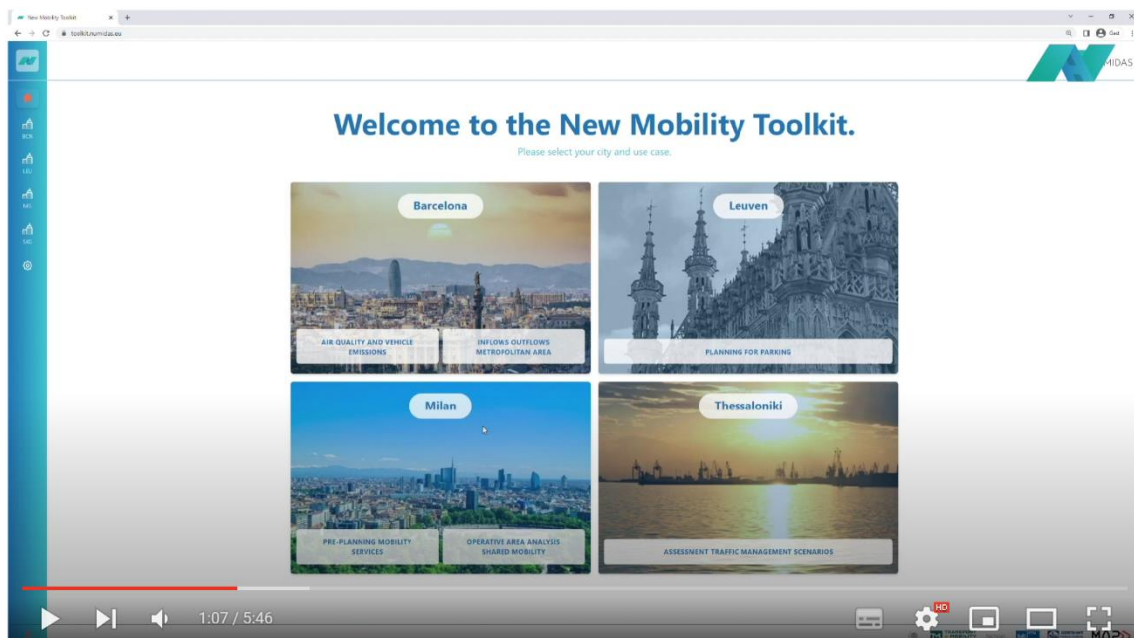


Figure 10: Snapshots from nuMIDAS final promotional video.

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

From the beginning of the project until now we organised the following workshops:

- Smart City Prague workshop (28/06/2021)
- nuMIDAS mid-term workshop (16/12/2021)
- POLIS 2022 Conference workshop (1/12/2022)

#### 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 11), distributed via e-mail and published in social media and on the nuMIDAS website.



Figure 11: 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 12.



Figure 12: 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 13) 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 14.



The flyer is titled "nuMIDAS WORKSHOP" and "Designing an urban mobility policy-making toolkit". It features an aerial view of a city with a complex road network. The date and time are listed as "16 DECEMBER, 2021" and "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 13: nuMIDAS mid-term workshop flyer.

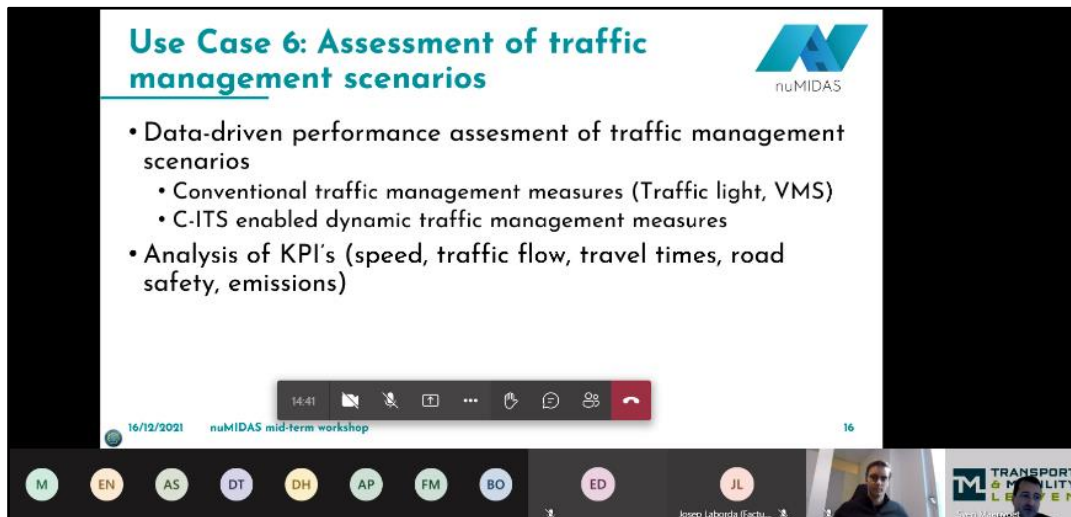


Figure 14: Snapshot from the nuMIDAS mid-term workshop.

### 3.3.3 POLIS 2022 Conference workshop

From 30th of November to 1st of December 2022 nuMIDAS was present at the POLIS Network Conference.

Our policymakers and mobility experts Sven Maerivoet, Steven Boerma, Eli Nomes, Cristina Covelli, Valerio Paruscio, Carola Vega, and Rick Overvoorde presented nuMIDAS toolkit as an innovative data-driven tool for shaping mobility policies. Furthermore, during the two days, nuMIDAS was present at the exhibition stands showing demos of the dashboard and its functionalities.



Figure 15: nuMIDAS workshop Impressions at POLIS Conference.



### 3.3.4 Participation in external events

We also participate in the following 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** at IMC Sitges (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.
- **EIT Urban Mobility event - Dataspaces in Spain** (23 March 2022): nuMIDAS was included in a presentation of FACTUAL about mobility data projects.
- **IEEE Smart Cities Symposium Prague** (26-27 May 2022): nuMIDAS submitted and presented a conference paper entitled *Tools for Mobility Analysis: What are the challenges and solutions for planning and operations of mobility services?*
- **ITS European Congress 2022** (30 May – 1 June 2022): nuMIDAS submitted a conference paper entitled *The New Mobility Data and Solutions Toolkit (nuMIDAS)* and the project coordinator presented nuMIDAS giving an overview of the project's background and objectives.
- **Storm workshop** (21 June 2022): nuMIDAS participated in the STORM stakeholder workshop. The purpose of this workshop was to discuss and promote results in collaboration with other EU-funded projects.
- **4th Steering Committee Meeting & 1st TRIBUTE Transnational Stakeholder Network Meeting** (28 July 2022): Invited by the TRIBUTE project, the coordinator Sven Maerivoet presented nuMIDAS.
- **European Transport Conference 2022** (7-9 September 2022): nuMIDAS submitted and presented a conference paper entitled *The new mobility data and solutions toolkit (nuMIDAS): Shared-mobility services use cases in Milan and their transferability.*
- **Micromobility race in Milan** (5-6 September 2022): on the 2<sup>nd</sup> day of the General Assembly of nuMIDAS project, a race took place in the streets of Milan, where two teams competed in reaching two different points in the city.
- **European Mobility Week** (16-22 September 2022): nuMIDAS organised a webinar to show UC1 and UC2 methodology and results.
- **Nationaal Verkeerskundecongres** (3 November 2022): nuMIDAS submitted and presented a conference paper entitled nuMIDAS: Toolkit voor beleidsontwikkeling nieuwe mobiliteit.
- **Transportation Research Arena (TRA)** (14-17 November 2022): nuMIDAS presented a poster in the Expo Area, and our project coordinator present nuMIDAS in the European Commission stand.
- **Smart City and Tomorrow Mobility World Congress** (16-18 November 2022): nuMIDAS presented the dashboard and main results on the congress, and was present in the booth of AMBi showing demos of the dashboard.



Figure 16: nuMIDAS at ITS European Congress 2022.



Figure 17: nuMIDAS at Transport Research Arena Conference.



**Figure 18: nuMIDAS at Tomorrow Mobility World Congress.**

Briefly, nuMIDAS has so far participated in **18 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. However, in the second year most events were held in person.

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 Workshop 1	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	21/09/2021	Sitges, Spain	FACTUAL All	-	WP6
nuMIDAS Moliere co-creation workshop	Own	21/09/2021	Sitges, Spain	FACTUAL All	-	WP6
nuMIDAS mid-term workshop 2	Own	16/12/2021	Online	MAPTM	All	WP6
EIT Urban Mobility event - Dataspaces in Spain	External	23/03/2022	Online	FACTUAL	-	WP6
IEEE Smart Cities Symposium Prague	External	26-27/05/2022	Prague, Czech Republic	CTU	-	WP2
ITS European Congress 2022	External	30/05/2022-01/06/2022	Toulouse, France	TML	-	WP6
STORM workshop	External	21/06/2022	Brussels, Belgium	TML	-	WP6
4th Steering Committee Meeting & 1st TRIBUTE Transnational Stakeholder Network Meeting	External	28/07/2022	Online	TML	-	WP6
European Transport Conference 2022	External	7-9/09/2022	Milan, Italy	POLIEDRA	AMAT, CERN, TML	WP5



Micromobility race in Milan	Own	5-6/09/2022	Milan, Italy	POLIEDRA	AMAT	WP6
European Mobility Week	External	16-22/09/2022	Milan, Italy	AMAT	POLIEDRA	WP6
Nationaal Verkeerskundecongres	External	3/11/2022	Groningen, Netherlands	MAPTM	-	WP5
Transportation Research Arena (TRA) Conference	External	14-17/11/2022	Lisbon, Portugal	TML, POLIEDRA	CERTH, MAPTM, AMAT	WP3
Smart City and Tomorrow Mobility World Congress	External	15-17/11/2022	Barcelona, Spain	FACTUAL, MAPTIM	AMAT	WP6
POLIS 2022 Conference and final nuMIDAS workshop 3	External and own	30/11/2022-01/12/2022	Brussels, Belgium	MAPTM		WP6



## 3.4 Liaison with other projects, initiatives, and knowledge transfer

Other goal of the communication and dissemination plan was established dialogue and collaboration with other related projects, in order to share knowledge and to identify commonalities and important outcomes.

nuMIDAS liaison with other three European projects: STORM, TRIBUTE and Moliere, participating and organising workshops for share knowledge and discussions.

nuMIDAS was also invited by ANTIFRAGILITY project to be to be part of a consortium to incorporate nuMIDAS platform, however nuMIDAS did not join the project due to discrepancies in the scope. Furthermore, nuMIDAS was presented in a new Horizon Europe proposal called ActCelerate with the same consortium and partners to follow up in nuMIDAS results.

### 3.4.1 STORM

STORM is a Horizon 2020 project with the main objective of develop concepts, methods, and tools to meet the new analysis, monitoring and evaluation requirements resulting from emerging disruptive technologies and trends in freight and logistics transport.

On 21<sup>st</sup> June 2022, nuMIDAS participated in the STORM stakeholder workshop. The purpose of this workshop was to discuss and promote project results in collaboration with other EU-funded projects on common research and innovation topics. Our project coordinator Sven Maerivoet presented the objectives of nuMIDAS and highlighted the different use cases and the toolkit we are developing with the aim to improve policy making in the field of mobility. It was an interesting opportunity to meet and learn from other ongoing EU projects with exciting insights.

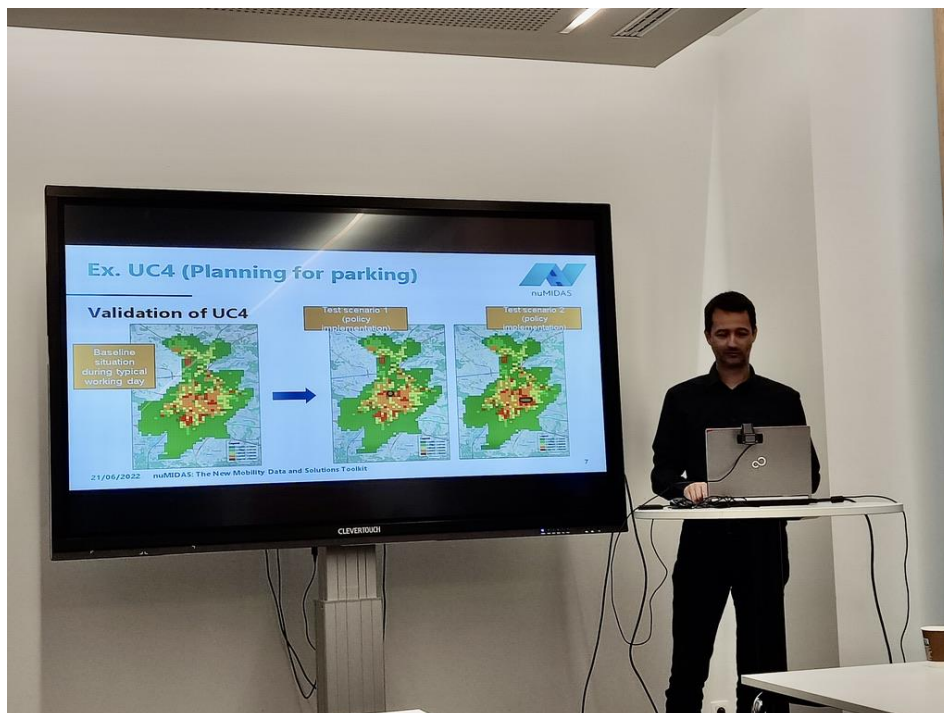


Figure 19: nuMIDAS at STORM stakeholders workshop.



### 3.4.2 TRIBUTE

TRIBUTE is a European Interreg Project that aims to create and evaluate integrated innovative tools and actions in the Adriatic-Ionian cities. By developing and implementing 8 living labs on sustainable urban mobility.

On 28<sup>th</sup> July 2022, invited by TRIBUTE project nuMIDAS was present at the 4th Steering Committee Meeting & 1st TRIBUTE Transnational Stakeholder Network Meeting. The workshop was held in Novi Sad, with several attendees, including the nuMIDAS presentation, virtually participating. Our project coordinator, Sven Maerivoet presented nuMIDAS objectives and pilot cities, as well as how we scoped and selected our use cases. We also explained two use cases in more detail, i.e. the planning of shared mobility and the planning for parking. After explaining how the toolkit was created in a software environment, we provided a view on how the current use cases were implemented. After the presentation, there was an exchange of contact information in order to be able to setup possible future collaborations. The audience consisted not only of TRIBUTE's project partners, but also of various city representatives as stakeholders.



## Project Introduction

Dr. Sven Maerivoet

TRIBUTE

28 July 2022



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

Figure 20: nuMIDAS presentation at TRIBUTE Transnational Stakeholder Network Meeting.

### 3.4.3 Molière

Molière is funded by the European Global Navigation Satellite Systems Agency and has the main goal of build the world's best open data commons for mobility services, a Mobility Data Marketplace (MDM) underpinned by blockchain technology, raising the profile, visibility, availability, and utility of geo-location data from GALILEO.

On 21<sup>st</sup> September 2021 at IMC Sitges 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.

Furthermore, on 19<sup>th</sup> May 2022, nuMIDAS was presented on an exciting event on the topic “Approaches on mobility data: Solutions in the context of MOLIÈRE and other EU projects” to highlight the great potential of mobility data integration. The event was held in the framework of the Open Government Week and will be attended by a wide range of stakeholders such as public institutions, policy makers, transport authorities, research institutions, and tech companies.



**Figure 21: Impression of the nuMIDAS-Molière co-creation workshop.**

### 3.5 Publications

During the two years project a total of 10 publications were published: 6 conference papers, 4 Journal and magazine articles.

Table 1 shows the full list of publications and information.

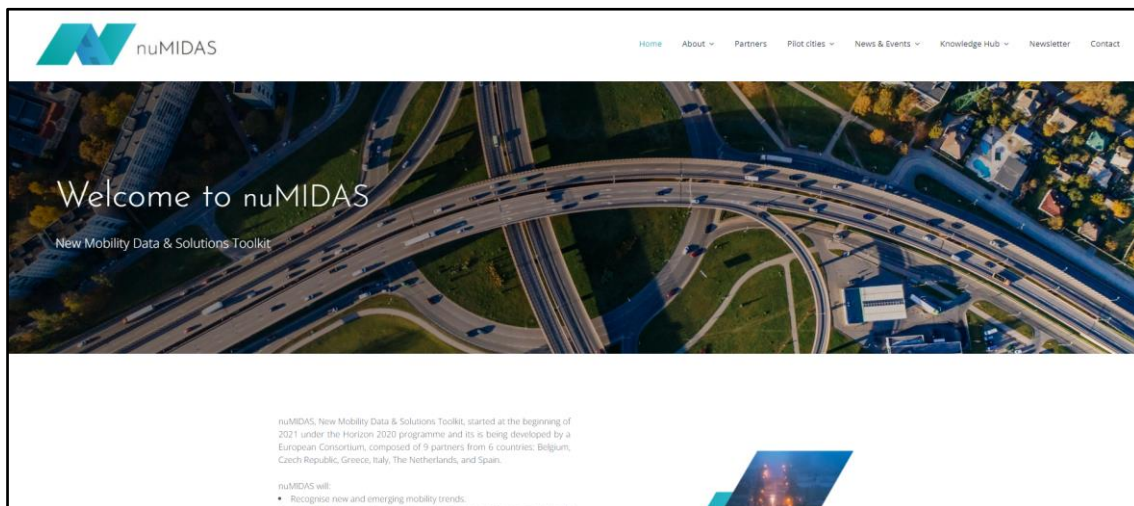
**Table 1: List of publications.**

Type of publication	Title	Authors	Title of the Journal or equivalent	Date	Publisher	Pages
Conference paper	Tools for Mobility Analysis: What are the challenges and solutions for planning and operations of mobility services?	André Maia Pereira, Magdalena Hykšová, Ondřej Příbyl, Sven Maerivoet, Rick Overvoorde, Valerio Paruscio, Chrysostomos Mylonas, Carola Vega, Pablo Recolons, Christina Covelli, Eli Nomes	Smart Cities Symposium in Prague 2022	March 2022	IEEE	1-6
Conference paper	nuMIDAS: Addressing new mobility policymaking challenges	Steven Boerma, Rick Overvoorde, Valerio Paruscio, Valerio Mazzeschi, Cristina Covelli, Chrysostomos Mylonas, Dimitris Tzanis	Transport Research Arena (TRA) Conference	May 2022	Transportation Research Procedia	1-8
Conference paper	Fleet optimisation in shared mobility services: Theoretical and findings and future steps	Chrysostomos Mylonas, Maria Stavara, Dimitris Tzanis, Evangelos Mitsakis	Transport Research Arena (TRA) Conference	May 2022	Transportation Research Procedia	1-8
Conference paper	nuMIDAS: Toolkit voor beleidsontwikkeling nieuwe mobiliteit	Steven Boerma, Rick Overvoorde, Dennis Hofman, Sven Maerivoet	National Verkeerskundig Congres	May 2022	National Verkeerskundig Congres	1-7
Conference paper	The New Mobility Data and Solutions Toolkit (nuMIDAS).	Sven Maerivoet, Steven Boerma, Chrysostomos Mylonas, Oleh Shchuryk, Ondřej Příbyl	14 <sup>th</sup> ITS European Congress, Toulouse, France	June 2022		1-10
Conference paper	The New Mobility Data and Solutions Toolkit (nuMIDAS):	Valerio Mazzeschi, Valerio Paruscio, Alessandro Luè,	European Transport Conference	September 2022	ETC	1-14

	shared-mobility services use cases in Milan and their transferability	Alessandro Giovannini, Cristina Covelli				
Journal Article	The New Mobility Data and Solutions Toolkit (nuMIDAS): sharing services planning through a data-driven perspective in the city of Milan	Valerio Paruscio, Valerio Mazzeschi, Paola Tresca, Alessandro Luè, Cristina Covelli, Sven Maerivoet, Steven Boerma, Chrysostomos Mylonas, Dimitris Tzanis, Magdalena Hykšová	Future Transportation	December 2022	MDPI	1-12
Journal Article	A Game-Theory Approach to Assess Sustainability in Mobility Services	Magdalena Hykšová, André Maia Pereira, Ondřej Příbyl, Sven Maerivoet, Rick Overvoorde, Valerio Paruscio, Chrysostomos Mylonas, Carola Vega, Christina Covelli	Sustainability	December 2022	MDPI	1-24
Professional magazine	Public Transport Management. Where do we stand?	André Maia Pereira	Internationales Verkehrswesen /International Transportation	Issue 1, February 2023	Trialog Publishers	1-6
Professional magazine	Projekt nuMIDAS	Magdalena Hykšová	Pražská Technika	1, 2023 (submitted in December 2022)	CTU in Prague	1-3

### 3.6 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 using 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 22 for a view on the home page of the website.



**Figure 22: The home page of the nuMIDAS website.**

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

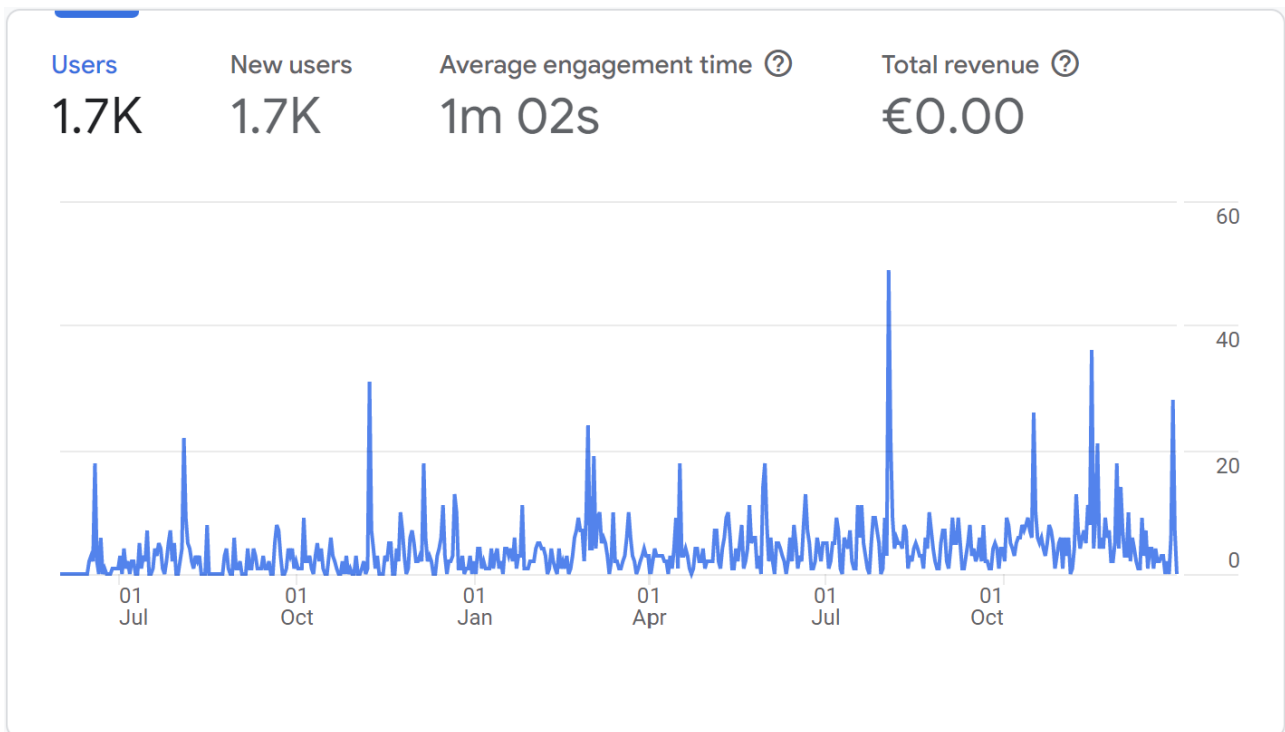
1. Home
2. About (including the project's Vision & Objectives)
3. Partners
4. Pilot cities (including the description of use cases in each of the four pilot cities)
5. News & Events (including separate tabs for news pieces and announcements of events)
6. Knowledge Hub (including a list of downloadable (public) project deliverables, a section of insights which are articles about the project development and partners, a section showing the partner projects, all media content such as poster, flyers and brochure, and a section to see the videos of nuMIDAS)
7. Newsletter (including the published newsletters and a subscription form)
8. Contact



After 2 years since the beginning of the project, and 1 year and 9 months after the website’s launch, the following statistics<sup>1</sup> are available (see also Figure 23).

- Unique users: 1699
- Sessions: 1211 engaged sessions
- Engaged sessions per user: 0.70
- Engagement rate: 48.73 %
- Average engagement time: 1 min 02 sec
- Event count: 20741

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.



**Figure 23: Google Analytics statistics of the nuMIDAS website’s visitors and sessions.**

<sup>1</sup> It is important to highlight that the Google Analytics tool was only installed in mid-June 2021, so results are an under-representation.



### 3.7 nuMIDAS newsletters

During the 2 years projects we launched 4 newsletters, in the following dates:

- 1<sup>st</sup> Newsletter – July 2021
- 2<sup>nd</sup> Newsletter – February 2022
- 3<sup>rd</sup> Newsletter – August 2022
- 4<sup>th</sup> Newsletter – December 2022

The following statics for the newsletters can be seen in Table 2.

**Table 2: Newsletter statics.**

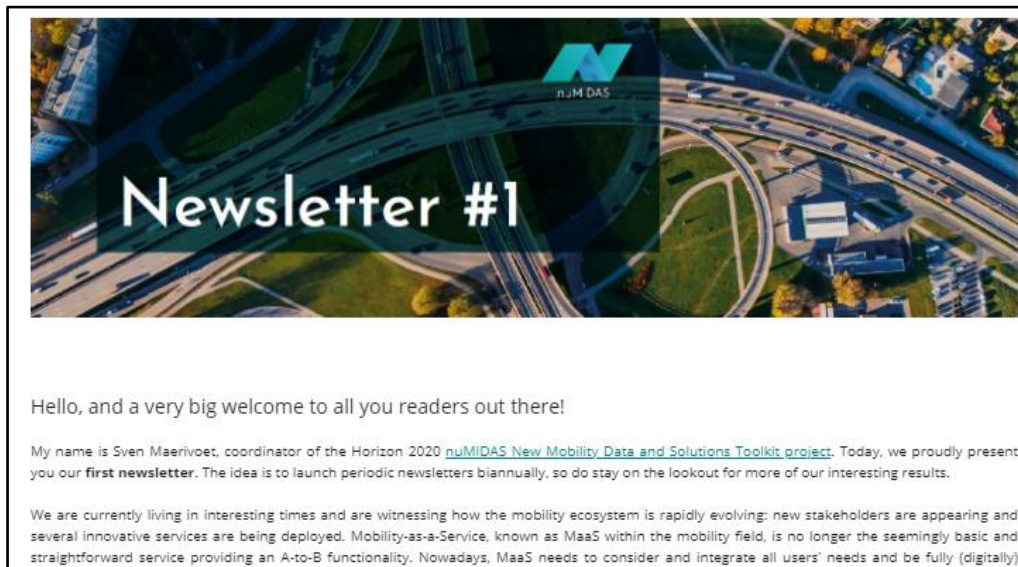
Newsletter	Recipients/Subscribers	Successful deliveries	Total opens	Total clicks
#1	31	30 (96.8%)	52	6
#2	47	46 (97.9%)	111	8
#3	50	48 (96%)	46	5
#4	54	50 (92.6%)	39	1



### 3.7.1 Newsletter #1

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 24 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 the same for all 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)



**Figure 24: Snapshot of 1st nuMIDAS newsletter.**

### 3.7.2 Newsletter #2

The second nuMIDAS newsletter was launched in Month 14 (February 2022). It included the main highlights from the second half of the first year of the project (see Figure 25 for a snapshot). Up to date, the newsletter counts a subscription list of 47 people.

This second edition includes articles on dashboard development (Article1: *Service-oriented solutions for a changing mobility ecosystem*; Article2: *Analysing stakeholder and business model shifts in the new mobility ecosystem*; Article3: *Understanding the risks and weaknesses of existing methods and mobility tools*; Article4: *Defining nuMIDAS use cases through UML models*), nuMIDAS news (Launch of 1<sup>st</sup> Video and 1<sup>st</sup> nuMIDAS workshop), interviews of two partners, and a presentation of some of our advisors from the advisory board. Most of the content is now hosted on the nuMIDAS website.



Welcome to the second newsletter of the **Horizon 2020 nuMIDAS project!**

The past year has been one full of discovery for our project team. A lot of work was dedicated on defining the different use cases in our project, figuring out which tools are necessary, and identifying the risks that we can expect.

2022 marked the start of the second year of our activities. We are now in full preparation to physically deploy the New Mobility Data & Solutions Toolkit. Our efforts have shifted from a more theoretical approach towards developing algorithms and coding them. To this end, we are closely cooperating with our pilot cities, Barcelona (Spain), Milan (Italy), Leuven (Belgium), and Thessaloniki (Greece).

Be on the lookout for our progress: we make all our results available via the deliverables, which you can easily download from the nuMIDAS website.



**Figure 25: Snapshot of 2nd nuMIDAS newsletter.**

### 3.7.3 Newsletter #3

The third nuMIDAS newsletter was launched in Month 20 (August 2022). It included the main highlights from the second year of the project (see Figure 26 for a snapshot). Up to date, the newsletter counts a subscription list of 50 people.

This third edition includes articles on dashboard development and definition of the use cases (Article1: *Deliverable 2.3: Definition of new concepts, variables, and KPIs*; Article2: *Use case 1: Pre-planning of shared-mobility services*; Article3: *Use case 4: Planning for parking*), nuMIDAS news (nuMIDAS at Open Government Week in Catalonia, 2nd GA meeting in Thessaloniki and nuMIDAS participated in the STORM stakeholder workshop), interviews of three partners, and a presentation of future events. Most of the content is now hosted on the nuMIDAS website.



Hello and welcome to all!

As the beautiful gaze of the sun is upon us this summer, we hereby want to inform you of the progress within our [nuMIDAS Horizon 2020 project](#).

It is that time of the year, where vacations always do good to our minds and bodies. Some of you, and certainly some of us, like to visit golden sandy beaches, surf the waves of seas, hike the forests and mountains to discover the most beautiful places. Those that snack for white-covered snowy landscapes have to wait for a while on this part of the globe. nuMIDAS does not pause, it does not stop. Our work goes on, in between the careful holiday planning. We are in the process of finalising our use cases and getting ready to showcase at various events this autumn.

**Figure 26: Snapshot of 3rd nuMIDAS newsletter.**

### 3.7.4 Newsletter #4

The last nuMIDAS newsletter was launched in Month 24 (December 2022). It included the main highlights and results from the 2 years project (see Figure 27 for a snapshot). Up to date, the newsletter counts a subscription list of 54 people.

This 4<sup>th</sup> edition includes articles on dashboard development and launching (Article1: *Deliverable 5.1: Usability and feasibility of the toolkit*; Article2: *A shared-mobility race around Milan*); nuMIDAS news (nuMIDAS meets TRIBUTE, nuMIDAS at Tomorrow Mobility and Smart City World Congress 2022, nuMIDAS at TRA Conference 2022 and nuMIDAS at POLIS Network Conference 2022.), interviews of two partners. Most of the content is now hosted on the nuMIDAS website.



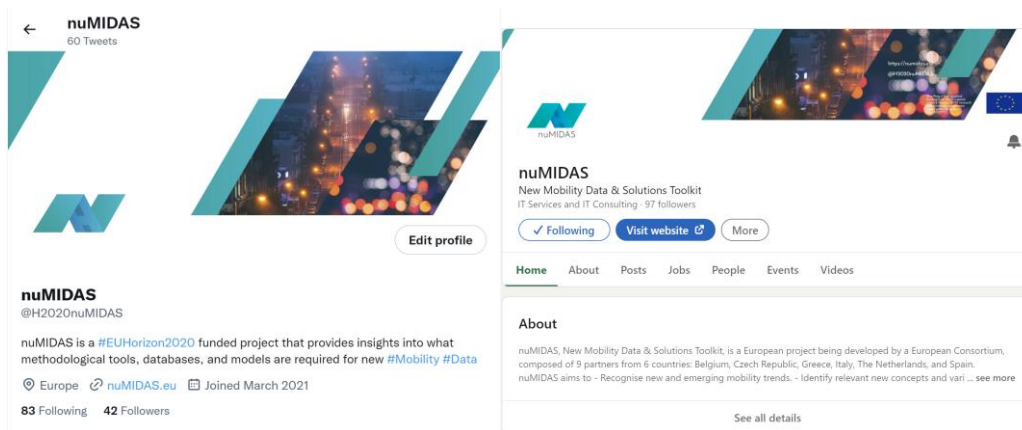
Merry Christmas and a Happy New Year to all of you!

The nuMIDAS team is very pleased to announce the successful completion of our project. It has been a wonderful two years, filled with all kinds of challenges and surprises, but also with plenty of opportunities and accomplishments. Our online toolkit is now fully operational in a wide range of cities. In a short while, you can download all final deliverables from our website. And, as an extra bonus to all of you, the nuMIDAS consortium pledged to continue its cooperation for the next period. So contact us if you want to join the club and swiftly deal with any issues in your mobility planning.

**Figure 27: Snapshot of 4th nuMIDAS newsletter.**

### 3.8 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 28 for snapshots of our LinkedIn and Twitter profiles.



**Figure 28: Snapshot of our LinkedIn and twitter social media channel.**

The statistics from the main social media channels, evaluated since the project’s second quarter up to December 2022 are shown in Table 3 and Table 4. Albeit to different degrees, they indicate that in both platforms there has been an increase in the average engagement in each post.

**Table 3: LinkedIn engagement results.**

	Posts	Likes	Average
QM2	6	41	6.8
QM3	3	12	4.0
QM4	9	77	8.6
QM5	6	87	14.5
QM6	7	119	17
QM7	7	103	14.7
QM8	15	216	14.4
<b>Totals</b>	<b>53</b>	<b>655</b>	<b>11.4</b>

**Table 4: Twitter engagement results.**

	Posts	Interactions	Average
QM2	12	79	6.6
QM3	8	73	9.1
QM4	5	35	7.0
QM5	12	87	7.25
QM6	9	68	7.55
QM7	7	47	6.71
QM8	9	67	7.44
<b>Totals</b>	<b>62</b>	<b>456</b>	<b>7.4</b>

### 3.9 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 dependable. These KPIs were formulated to indicate which communication actions have worked well, and which were not so impactful, as shown in Table 5. Evaluation of the latter will hence allow us to adapt the communication and dissemination plan where necessary and relevant.

**Table 5: Key performance indicators.**

KPI	M12 target (overall)	M12 results	% Obtained	M24 target (overall)	M14 results	% Obtained
Awareness and understanding						
Number of visits to the nuMIDAS website	500 visits	396 visits	79 %	3000 visits	1699 visits	57%
Number of attendees to events organised by nuMIDAS	75 attendees	Approximately 60 attendees	80 %	200 attendees	245 attendees	122%
Number of registrations to the nuMIDAS newsletter	75 registrations	37 registrations	49 %	200 registrations	54 registrations	27%
Number of invitations to present nuMIDAS to stakeholders	3 invitations	2 invitations	67 %	7 invitations	7 invitations	100%
Number of (online) articles published	5 articles	6 articles	120 %	14 articles	10 articles	71%
Engagement and support						
Number of participants to webinars / workshops organised by nuMIDAS	40 participants per event	25 participants	63 %	50 participants (per event)	30 participants	60%
Number of followers on Twitter	80 followers	20 followers	25 %	300 followers	45	15%



Engagement of Twitter posts	Average of 15 likes per post	7.2 likes	51 %	Average of 20 likes per post	7.4 likes	37%
Engagement of LinkedIn posts	Average of 30 likes per post	7.6 likes	24 %	Average of 40 likes per post	11.3 likes	29%
Number of nuMIDAS videos views	-	-	-	300 views	178 views	59%



## 4 Conclusions

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 invitations to present nuMIDAS to stakeholders.

Is possible to see that there was an overall increase of the number of visits at the website and followers and likes per post in the social media, however the goal set was higher causing a reducing in the final KPI for the last 12 months of the project. Regarding number of attendees at events, invitation to stakeholder events, articles published there was an increase and the KPI kept above 80%. Finally, the first video launched achieved half of the goals previously defined, obtaining a total of 154 viewers.

Most of the goals set were achieved, from creation of a logo, website, social media to participation of different events, conferences, and workshops. All these activities helped in the dissemination of nuMIDAS project attracting interest.