



DISSEMINATION PLAN

WP7 – Communication and Dissemination Plan
Deliverable D 7.1

Due date	December 2009
Start date of the action	01/08/2009
Duration	36 months
End date of the action	31/07/2012
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1. DISSEMINATION STRATEGY

1.1 Introduction

The present document describes the methodology for the dissemination of the content of the project Active Access, by outlining dissemination planning, tools and strategy. The Dissemination Plan represents a strategic document of the project, describing the general dissemination activities that are designed for the promotion of the project in the partner cities as well as outside the consortium. The plan outlines the main objectives of the project's internal and external communication as well as the steps to be followed in order to achieve them. Additionally, the plan describes the basic mechanisms that the consortium partners will adopt and possible steps towards their realization.

The main objective of Active Access is to increase the use of non-motorized means of mobility, like walking and cycling, for short everyday trips in local areas. By attaining this objective, people, the environment but also local economies will benefit. Active Access aims to transfer longer car trips to shorter walking and cycling trips by changing people's mental maps of their local neighbourhoods. It is about people getting the services they need locally, reducing distances in travel. In the process, the project will achieve substantial energy savings as well as emissions and cost reductions.

The Dissemination Plan intends to guarantee the spread of the knowledge gained in Active Access in the broadest and most comprehensive way. The document is an instrument to build the capacity of the consortium partners to implement measures that encourage walking and cycling for short local trips, so that their cities remain accessible and thus competitive in an era of steeply rising fuel prices. Additionally, the Plan intends to support the partners in their task of raising awareness for walking as an alternative mode of transport.

The Plan interacts also with other Work Packages of the project, which deal with training, capacity building and knowledge exchange between partners and stakeholders. It explains how the project expects to share outcomes with other relevant institutions, organisations and individuals, by focusing on the outcomes the project intends to produce and on what the community can learn from them. Processes and tools are described for the implementation of dissemination strategies, covering important activities like conferences, press releases and networking that ensure a coherent plan for projects to build on.

The Dissemination Plan is elaborated and presented at the beginning of the project as an indispensable support for the project partners, so that they define their activities and outcomes at an early stage. Dissemination will be carried out differently in each city, since each application partner elaborates its own local dissemination plan, describing its own strategies and tools. These local plans are based on the overall dissemination strategy described throughout this document. This way, dissemination at project-level will adapt and contribute to the overall dissemination strategy of Active Access.

1.2 Elements of the Dissemination Plan

It is important to define clearly the goals to be achieved by the dissemination strategy. This will be done throughout this document by answering the following five questions:

What will be disseminated? - The message to be sent

It is important to think of the person on the receiving end. What do they need to know about the project? How can the objectives be communicated clearly? For this it is necessary to focus on clear, simple messages that are easy to understand and to get the right message to the right audience.

To whom? - The audience

These are the target groups that the project partners want to reach and what they can do for the project.

Why? - The purpose

The purpose of the activity is to raise awareness by letting others know what is being done, by informing (educate and train the community), engaging (get input/feedback from the community) and promoting (sell outputs and results).

How? - The method

There is a wide variety of dissemination methods to get the message to the target audience and achieve the purpose. The different dissemination tools and methods are described throughout this document.

When? - The timing

Dissemination activities have different relevance. Messages will also vary during the timeframe of the project. At the start, dissemination should focus on raising awareness of the project, and at the end on 'selling' achievements. Ideal opportunities for disseminating the project are conferences or local events. Milestones should be set according to these events in order to obtain better results.

1.3 Target groups

Active Access aims to achieve maximum impact by an active involvement of a wide variety of target groups. To attain this objective, it is important to determine which audiences should be reached by each partner and what they can contribute to their project. Target groups can be individuals, groups and organisations that are interested or affected by the activities and measures to be implemented in the project. Therefore, application partners will identify the groups whose support is needed to guarantee success. The dissemination strategy should help to decrease the barriers for stakeholders and actors that wish and should be convinced

to implement walking and cycling, and to support them by providing them with the necessary information and tools.

An efficient dissemination is therefore necessary to inform and engage stakeholders, and get them to participate actively in the implementation of the local projects. The main objective of the dissemination strategy of Active Access is to spread the knowledge obtained in the project throughout Europe. For this it is necessary to establish a direct communication with the main target groups and key actors, and to adapt the activities of the project to their local situation and requirements.

The following audiences should be considered when identifying the target groups:

- Internal audience (within the local institution, public administration and/or the project consortium) - All consortium members should be kept well informed about what the other partners are doing.
- Other development programmes - Sharing results with other projects, within the programme and across programmes. Meetings and thematic conferences are an excellent opportunity to share what's being done and get feedback from projects doing similar work or facing similar problems and issues.
- External stakeholders - Stakeholders are both target groups and supporters of the action that will be carried out. There is a wide variety of possible stakeholders according to the specific objectives of each partner.
- The community - Involving the community in early stages is the most efficient way of disseminating the project's objectives.

Within Active Access, relevant target groups and key actors can be structured in the following categories:

a. The general public

The ultimate beneficiary of the actions of the project is the general public. For this reason, information on project activities aimed at this broader audience is of great importance. This target group consists mainly of current and potential users of walking and cycling.

Dissemination should aim at raising awareness of the benefits of these means of transport to nearby facilities through localised information and motivation campaigns. Most information will reach this target group indirectly through journalists and multipliers or through websites.

b. Decision and policy makers

These are for example politicians and civil servants, but also people in charge of budgeting and with responsibility for implementing the policies of policy makers. Examples include heads of local authority departments (transport, urban planning or environment) and managers of public transport providers.

This group needs usually concrete, preferably personalised, information. A half page with information is usually enough to transmit a message. Policy makers need to easily see the contents and services in order to raise their personal understanding and to be aware of successful case studies and examples. The results and implementation steps for the actions are the most important information source for this target group.

c. Multipliers

These are people that influence others with their opinion. This group **includes journalists, young professionals, marketing specialists, photographers and designers**, but also **children** that influence their parents, or enthusiastic walkers and cyclists. This target group needs the most detailed information that will enable them to improve their work by learning from others' experience.

Educational institutions (universities, schools), energy agencies and technology research centres act also as multipliers towards their students, colleagues and clients. At this level it is easier to enter in contact with other related research projects, planners and developers. Universities and research centres usually interact with other networks and have a wide experience in communication and dissemination, reaching wider audiences.

Another target group in this category are the **specialists and technicians**, who are actually the persons who do the work. This group includes also planners, experts, consultants, managers, members of other EU-consortia and personnel of public transport companies.

Non-governmental organisations also act as multipliers. This group includes cycling federations, chambers of commerce and associations for public transport, commerce and mobility. For them it is essential to receive timely and “newsworthy” information that carries a clear message.

Finally, **networks** are ideal platforms to multiply ideas and strategies. Today, there is a great variety of European and global networks in the field of sustainable urban mobility, which can become important stakeholders and allies of the project.

d. Local businesses

This target group is especially important for Active Access since it will directly benefit from the actions implemented in the project. By encouraging walking and cycling local economies will be strengthened, ensuring that services remain close to where people live. It is therefore important to include local businesses as stakeholders in order to obtain their support.

Dissemination for local businesses should focus on the benefits and advantages the project has to offer.

e. Internal audience

This target group refers to the consortium partners of Active Access. Dissemination and exchange will take place within this group by means of a bimonthly bulletin, which includes the most relevant information, activities and results of the partners.

1.4 Dissemination tools and actions

The main dissemination tools and actions of Active Access are established in the project proposal. These will be described thoroughly throughout this Dissemination Plan. In order to achieve the most efficient dissemination towards the identified target groups traditional and more sophisticated dissemination tools and actions will be applied. These tools and actions include:

- Project website (internal and public)
- Paper-based dissemination – Including posters, roll up, teaser postcards and brochures
- Electronic and internet-based dissemination – Including a project movie (You Tube), PowerPoint presentations, publications in web portals
- Written dissemination – Print materials, including articles in magazines and journals, press releases, case studies and best practices
- Events – Presentations in workshops, conferences
- Networking

Parallel to the general Dissemination Plan of Active Access, each of the partners carrying out application measures will develop a Local Dissemination Plan, which describes the dissemination tools and strategies to be implemented in their respective territories. The Local Dissemination Plans will be included in a single document.

1.5 Transferability strategy

The tools and activities described in the Dissemination Plan form the core of the transferability strategy. This strategy will be further developed in the project lifetime.

According to the project proposal, the actions to spread the Active Access throughout the countries represented in the consortium are as follows:

1. Distribution of **printed material** (postcards and brochures) to cities, energy agencies, chambers of commerce, merchants' associations and other relevant organisations.
2. Organisation of at least one **workshop** per country to which representatives of the target groups and key actors will be invited to hear about the results of the project.
3. Organisation of **visits to other municipalities** in their own country to make presentations to relevant staff about the project.
4. Advertising of the **open training** to at least 10% of the medium and large municipalities and regional governments in each partner country.
5. At least three **articles in relevant professional journals or magazines** in each country, where such publications exist.
6. The **stakeholder workshops** in each country are also intended to aid transferability and dissemination.
7. Dissemination through **existing networks** such as Cities for Mobility, DIFU and Walk 21 that operate at high level and that will reach out to many potential followers, using their contact/member lists, their existing media and their conferences.
8. Major and established **dissemination tools** such as ELTIS and EPOMM are already used by many local practitioners and will be a vehicle for the transfer of ideas from Active Access.

2. WEBSITE

2.1 Project website – Internal and external

The website of Active Access will be a major tool for disseminating information about the project to a broad audience. Therefore it should have a simple and modern design which allows visitors to get rapidly an overview of the project and its main objectives. The website will be divided into two sections: internal (for consortium partners) and external (for the general public).

1. Internal website

An internal site/working platform (protected by password) will be developed in order to facilitate a smooth communication and interchange of material between the consortium partners. It will contain all relevant information produced in the framework of the project. Among other documents, the internal website will contain the following material:

- minutes
- presentations from workshops and other internal meetings
- reports
- to-do lists

Additionally, the internal section of the website will have an up- and download area for sharing material among the partners, such as pictures, graphics, tables and best practice examples.

INTERNAL AREA



Downloads	Best practice case studies Please upload any best practice case studies you wish to share with the consortium						
<ul style="list-style-type: none"> • Downloads - Best practice case studies (28) - WP1 Project Management (1+22) - WP2 Quality Ass./Evaluation (2) - WP3 Concept (3+0) - WP4 Application (2+0) - WP5 Shadowing (11) - WP6 Training & Stakeholder Inv. (2) - WP7 Communication & Dissemination (0+3) • Upload • Users • User guide o Up- Downloadcentre • Logout 	Title	Description	Author	User	Download	Filesize	Upload date
	Reinventing the bicycle in modern society	Material from a CIVITAS MOBILIS workshop on cycling	Mathias Fiedler, Rupprecht Consult	Robert Priesel	download	484,0 kByte	23-12-2009 09:49
	MOBILITY MANAGEMENT FOR COMPANIES & INSTITUTIONS	short best practice and case studies about mobility systems	E-TREAM	Falkas Erika	download	76,0 kByte	17-12-2009 10:31
	Links to best practice case studies	please download this document, add links to case studies in the appropriate section and upload		Cationa O Dolan	download	33,5 kByte	16-12-2009 15:49
	Grants for ideas for Safe Routes to Schools	The National Center for Safe Routes to School announced today the selection of 25 mini-grants recipients to receive up to \$1,000 for local projects that encourage student creativity in Safe Routes to School (SRTS) activities in the spring 2010 semester.	Lauren Marchetti	Bronwen Thornton	download	63,5 kByte	16-12-2009 15:21
	Elderly & mobility-impaired pedestrian questionnaire	Questionnaire used in project 'which aspects are important for mobility impaired pedestrians'	Michael Carreno & Steve Stradling	Cationa O Dolan	download	117,7 kByte	10-12-2009 11:49
	London Olympic Park Travel To Work Survey	This survey tool might be a helpful guide for setting a survey of how people travel to work. (Above description by Bronwen, uploaded by Péter)		Peter Wolf	download	219,0 kByte	01-12-2009 16:01
	Encouraging walking	Guidance document for local authorities aiming to improve walking areas and encourage people to walk more often	UK Department for the Environment, Transport & Regions	Cationa O Dolan	download	1.003,4 kByte	19-11-2009 18:01
	Which aspects are important for mobility impaired pedestrians	Paper presented at the TRANSEED Conference, Montreal, 2007. The paper summarizes the main factors important for elderly and mobility-impaired pedestrians, and the implications for these findings in relation to the design and evaluation of walking areas.	Michael Carreno & Steve Stradling	Cationa O Dolan	download	53,0 kByte	19-11-2009 17:54
	Measuring satisfaction with walking areas	A recent academic paper describing how an adapted form of 'gap analysis' can improve the assessment of walking areas.	Steve Stradling, Jillian Anable and Michael Carreno	Cationa O Dolan	download	122,5 kByte	19-11-2009 17:50
	Understanding behavioural change	An overview of the MaxSEM theoretical model and how its assumptions can be applied to behavioural change interventions (including walking)	Michael Carreno and Janina Welsh	Cationa O Dolan	download	754,5 kByte	19-11-2009 17:47
	The 7 stages of change model	Taken from the Tapestry project	Tapestry	Robert Priesel	download	369,0 kByte	19-11-2009 11:30
	cycle trains in New Zealand	From page 43 on this is a manual how to set up a common cycling to school activity.	Carolyn O'Fallon	Robert Priesel	download	1.221,8 kByte	19-11-2009 11:28
	Recipe for Campaign design	from the Emotions project	AMCR	Robert Priesel	download	2.439,2 kByte	19-11-2009 11:24
	Travelling to school	A good practice guide	UK Department for Transport	Robert Priesel	download	550,0 kByte	19-11-2009 11:23

Figure 2.1 Internal website of ACTIVE ACCESS

2. External website

The website will provide comfortable information access for external visitors. Therefore it will be designed in an attractive and user friendly way with a simple structure. The website will be updated on a regular basis and on the occasion of project meetings. For ensuring regular and easy updates, the website will be based on a simple content management system. The results (minutes, pictures, to-dos) will be published shortly after each meeting.

The website will include both national and English language versions of the main project results. Partners will have the possibility to set up a national website in their language based on the design and structure of the Active Access website for the purpose of facilitating local dissemination. If possible these national webpages should be integrated in the project website.

In order to achieve a large-scale use of the external website, it will be accessible for everybody free of charge and contain an extensive link area. It will contain links to important projects and networks that are active in the field of urban mobility and energy saving such as: PORTAL, ELTIS, EPOMM, CIVITAS-INITIATIVE, SUGRE, BYPAD COMPETENCE, MOST, MAX, Cities for Mobility and several ongoing STEER projects. Where possible, these projects and networks will also include on their websites a link to the website of Active Access.



Figure 2.2 “Home” page of the external website of ACTIVE ACCESS

Structure of the external website

The website will have a simple structure so that visitors can easily get an overview of the objectives and activities of the network.

- **HOME** - The first page that the visitors will access will be the homepage. It will contain a short overview on the project in a few lines and a nice picture that gives the visitor an idea of what the project is about.
- **PROJECT** - The second page will contain a description of the project in general (concept, application, and products). Here, all the menu points in the horizontal line will have sub-sites with information related to these headings. For instance, under the headline “objectives” a list with the main and specific objectives of Active Access will appear.
- **IMPLEMENTATION** - The third page is the main part of the website as it will contain all content related information. Therefore this section will have sub-sites in three levels, depending on the different activities. On the first level the respective activity area will appear (e.g., to work & walking/cycling) followed by a general text that describes the actions to be implemented in the application cities. The second level will show more details related to the different activities. Here, a picture will be included as thumbnail next to the heading and the corresponding text that describes the activities. In a third level (which can be accessed e.g. by a "read more") readers will find the details of the action incl. the download of materials (also in different versions and languages). This Information will be put available in the course of the project.
- **LEGAL DISCLAIMER** and **LINKS** - These pages are more or less static areas and therefore will be filled in at the beginning of the project. They are obligatory sections for websites. Links are provided for ELTIS, EPOMM and CIVITAS among other websites.
- **SEARCH** function
- **INTERNAL SITE** (link) - Password protected site that provides partners with access to a virtual working platform with up and download centre (see description above).
- **NEWS SECTION**

2.2 Websites of ELTIS and Cities for Mobility

The websites of ELTIS and the network Cities for Mobility (C4M) will be used to disseminate information on Active Access among members and partners. Announcements related to events and any other relevant information on Active Access will be periodically published on these websites.

At the C4M website, a special area with detailed information on the project has already been set up in the section “Projects / Operating”. The “Latest News” area will be used to upload short news on the project, such as relevant meetings and highlights. The logo of Active Access - which will be placed next to the text which describes Active Access under “Projects / Operating” - will be linked to the website of Active Access. The C4M website is www.cities-for-mobility.net

3. PAPER-BASED DISSEMINATION

Dissemination of the project objectives and activities through paper-based materials is an efficient way of transmitting a message to a specific public. This type of dissemination is especially successful in target groups related to mobility and commerce, which are the main target groups of Active Access, since individuals can easily enter in contact with paper-based material in their every day activities. The following paper-based dissemination materials will be produced throughout the duration of the project.

3.1 Posters and roll up

Posters and roll ups are excellent instruments to approximate people and get personal feedback. They allow a simple and clear description of the project, and can be easily transported and displayed at any type of event, such as exhibitions, conferences, workshops or poster sessions. A comprehensive and attractive roll up will be produced in Active Access showing the most important contents of the project. It will also contain a link to the web site and will mainly be used for networking purposes at events. Consortium partners are expected to produce posters to advertise Active Access locally.

3.2 Teaser postcard

According to its definition, a teaser is a term used in publicity to attract customers to continue reading, watching or clicking something. Active Access contemplates the elaboration of a teaser postcard with the objective of arousing interest of the various target groups of the project. The teaser postcards that Active Access will produce will be used to promote the project objectives, as well as its website, all its services and downloadable products. It will be sent out and distributed at conferences, events and locally.

3.3 Brochure

Active Access contemplates the elaboration of a brochure in the final third of the project. The brochure will provide a summary of the main achievements, lessons learnt and recommendations. The layout and content will ensure it is accessible and easily understood by the main target groups as well as a means for directing people to the website. It will be distributed at conferences and workshops and by direct mailing to key organisations and individuals.

The brochure will be published in a simple language and will have an eye-catching design. The electronic version (e.g. PDF file) can also be circulated electronically. The website, direct mail and events will be common ways to distribute it, in order to obtain a better dissemination of the project.

4. PROJECT MOVIE

Experience from other projects show that movies are ideally suited to disseminate ideas, information and know how. The elaboration of a professional movie on the experience of Active Access is planned for the 33rd month of the project, and will give a general view of the activities carried out and objectives achieved. It will also be suitable for TV broadcast.

The Active Access movie will contain the key elements of the project concept, including applications, lessons learnt and recommendations. It will also include statements from stakeholders, key actors and end users, in order to illustrate that the implementations are realistic and can be replicated in other situations and locations. This ensures the longevity of the project. In addition to documenting the activities of Active Access, the movie will provide viewers with information on the benefits of walking and cycling and the best ways of convincing individuals to take part in such activities

The movie will have a duration of approximately 30 minutes. However, it will be produced so that it can be viewed in separate sections of approximately 5 minutes, which can also be incorporated into PowerPoint presentations. It will be available with subtitles in several languages. Partners are expected to engage with local TV stations in order to have the movie broadcasted locally.

The movie is intended to be shown at the final all partner meeting and at several international conferences like Walk21, ECOMM, Cities for Mobility. In addition to the project movie, a minimum of 10 professional photos will be available free of charge on the project website. If possible, the Active Access movie will be uploaded in several public websites, including:

1. YouTube

The project movie sections will be uploaded on the video sharing website *YouTube* for world-wide dissemination. *YouTube* is a website on which users can upload and share videos, and which is continually increasing in popularity. It will allow the sections of the project movie to be sent electronically as links which are much more user-friendly.

2. StreetFilms.org

StreetFilms.org is a video blog that tackles the issues of the liveable streets movement. It displays videos on street life that are enlightening, entertaining and inspiring. Some videos can also be humorous. *StreetFilms* has evolved into a series of videos documenting many aspects of the evolution of life on streets, exploring best practices around the globe. As of September 2008, *StreetFilms* shorts had been watched by over one million people.

3. World streets

World Streets is an online journal which includes discussion groups and online resources relating to sustainable urban transport. It aims to promote and disseminate best practices in the field of mobility. The journal can be found on <http://newmobilityagenda.blogspot.com>

5. POWERPOINT PRESENTATION

Active Access will be presented at several local, national and international meetings and conferences. Therefore a standard PowerPoint presentation containing information about the objectives, key elements and main target groups of the project will be produced.

The presentation is also available for all project partners to disseminate the project locally. For this reason it will be translated into all Active Access languages by each project partner, including EN, ES, EE, IT, DE, FR, SI, HU, RO, CY-GR, PO, SN. Additionally, it will be translated into CZ, BU, MK, LT and PL to facilitate further dissemination in other countries of the European Union. These standard PowerPoint presentations will also be used for the local stakeholder forums conducted at the beginning of the project. The PowerPoint presentation is structured in the following sections:

1. Main objective
2. Specific objectives
3. Target groups
4. Approach
5. Implementations by application partners
6. List of partners
7. Contact details and website



Figure 5.1 Cover slide of the PowerPoint presentation

6. WRITTEN DISSEMINATION

6.1 Articles in magazines and journals

The publishing of articles in relevant professional magazines and journals guarantees the dissemination of Active Access among specialists and decision makers. Up to three articles in specialist publications should be released in each country, where such publications exist. These can vary in length.

The City of Stuttgart receives periodically invitations to publish articles in magazines and journals related to urban mobility. This has increased considerably within the last years due to the activities of the global network Cities for Mobility, which was launched by the City of Stuttgart in 2006. These invitations will be used to inform on the project Active Access. Electronic versions and printed examples of these publications will be sent to the project coordinator and will be posted on the website of Active Access.

Cities for Mobility publishes regularly an electronic magazine covering different areas and aspects of sustainable mobility. This publication will be a platform to present Active Access and its activities to its more than 2000 subscribers. The topic of the edition of December 2009 focuses on the topic “walking” and has important contributions on the project and other articles from project partners. Partners are welcome to publish interesting experiences and good practices in the e-Magazine.

6.2 Press releases

Press releases are an important dissemination tool which can be used on important occasions in the course of the project, such as project meetings and other milestones. They should be addressed to national but especially regional and local media since the main objective is to inform local stakeholders and citizens motivating them to get involved in the project. All local partners will work with the local and regional press to present their activities in the project. This can be done via press conferences, but also through articles for magazines and in city, regional and national papers.

Partners hosting consortium meetings should use the opportunity to inform the press about the project. For example, the City of Stuttgart will issue press releases on the project at the occasion of the partner meeting in Stuttgart and once important achievements in the project are available to be made public. These press releases will be posted on the C4M website under the section “Projects / operating”. In order to have a common communication strategy, press releases will be developed in close cooperation with the coordinator, the Edinburgh Napier University.

6.3 Case studies for ELTIS and EPOMM

ELTIS is the number one information platform on urban transport in Europe containing more than 1640 case studies as well as regular news from initiatives and projects across Europe. The platform has approximately 1.4 million requests per month. Active Access will provide news for the ELTIS news section whenever important achievements in the project are available. Furthermore all applications of Active Access will be described and uploaded on ELTIS using the successful and well approved structure and upload tool. This way a broad dissemination to practitioners and decision makers all over Europe and beyond can be guaranteed. The lessons learnt from Active Access will be published in the ELTIS section “tools for practitioners” and the final training of Active Access will be promoted via ELTIS.

EPOMM (European Platform on Mobility Management) is a network of governments in European countries. Its main aims are to promote and further develop Mobility Management in Europe and to support active information exchange and learning on Mobility Management between European countries.

Additionally, the project partner DIFU will support the dissemination activities by informing on the main activities of Active Access that are related to cycling applications through the renowned and well used German information portal on cycling “*Fahrradportal*” (lead by DIFU and financed by the German federal Ministry on Transport).

The project partners will be invited regularly by the coordinator and the City of Stuttgart to collect and disseminate information on case studies in their cities.

6.4 Reports and documents

Any relevant report or document on Active Access which is produced by the project partners will be uploaded on the websites of Active Access and Cities for Mobility. Partners can learn from each other’s experiences through reports. These can include information such as guidelines, methods, evaluation criteria, toolkits, questionnaires, etc.

7. WORKSHOPS, MEETINGS AND EVENTS

Workshops, meetings and events are excellent opportunities for project partners to learn from each other, discuss common issues and get feedback on their work. These kinds of events are also a great chance to carry out an effective dissemination of the project inside and outside the consortium.

During the project, the partners will have the chance to meet in different occasions, especially at the consortium meetings. Active Access will also be presented in local, regional, national and international events such as workshops and conferences.

7.1 Consortium meetings

The Management Committee, together with the hosting partner, will manage and prepare six project consortium meetings. These kinds of meetings are an opportunity, especially for the hosting city, to disseminate the project and its benefits locally, especially within the public administrations and among the local stakeholders and the general public. Consortium meetings are planned to take place as follows:

- Graz, Austria / Murska Sobota, Slovenia / Koprivnica, Croatia (Kick-off meeting, September 2009)
- Aveiro, Portugal (March 2010)
- Den Hague, The Netherlands - W21 (November 2010)
- Annecy, France - Prioriterre
- Stuttgart, Germany - C4M
- Budapest, Hungary - HCC

7.2 Conferences

National and international conferences on sustainable urban mobility are also an outstanding opportunity to share achievements with experts in the field and, therefore, to achieve an effective dissemination of the project outside the consortium cities. This will be for example the case of the Walk21 (Den Hague, November 2010) and ECOMM (Graz, May 2010) conferences that take place yearly in different cities of the world. At least one consortium meeting of Active Access is planned to take place in connection with such a conference.

A calendar of conferences on urban mobility appears in each issue of the e-Magazine of the Cities for Mobility network. Other organizations like UITP, GTZ-SUTP, POLIS, ELTIS, IVM, CEMR, UCLG and CODATU among others, as well as the European Union are informing regularly on their websites about conferences in the area of urban mobility. A very useful tool to present Active Access in these conferences is the participation in poster sessions. For this purpose, the project will elaborate posters and roll-ups.

7.3 Workshops

Workshops are small interactive events held to achieve a specific objective. A workshop could be used to disseminate the project and get feedback from stakeholders, users and target groups. Therefore, from the project onset there will be a focus on activities such as capacity building, empowerment of key actors, stakeholder involvement by regular awareness raising activities and workshops.

Application partners should carry out local workshops providing tailor-made information relevant to the local area regarding the health, energy savings, environmental and cost benefits of encouraging non-motorised transport. Associations of businesses and schools will be involved through participation in the local stakeholder workshops at several strategic milestones of the project. For example, motivation workshops will be introduced at schools to encourage staff to promote both modes of transport and for parents to change their mode of travel. A large emphasis will be made on encouraging the staff to be a good example for the children and their parents.

7.4 Alternative meetings

In each member city or organization, Active Access will certainly not be the only running project. It might be useful to establish communication between the people who are in charge of the different local, regional, national and international projects. A meeting could be arranged twice a year where the different projects can be presented.

Often, the staff of the public administration is not informed about their own participation in projects. To avoid this and to obtain a better synergy, another possibility is to use team meetings in the municipal departments to make a short overview of the project.

8. TRAINING MATERIALS

According to the project proposal of Active Access, on the 33rd month of the project a series of training materials will be elaborated and published. These materials are responsibility of Work Package 6 and its dissemination, responsibility of Work Package 7. They are composed of two sets:

1. Training materials suitable for the use by energy agencies and local authorities
2. Training materials suitable for the use by educational institutions

This material includes publications in electronic downloadable form as well as slides containing information on the results of the project.

9. NETWORKING

The Management Committee and the project partners are involved in, or affiliated to, a number of European and Trans-European projects, networks and associations offering excellent possibilities for networking and for the creation of synergies as regards to content and dissemination. As described previously, there will be a close cooperation with ELTIS, the biggest web-portal on urban transport in Europe. In addition, it will be ensured that the ELTIS database will be fed with Active Access case studies that will be prepared at the end of the project.

The Active Access consortium also has close links to networks such as MANENERGY, the SAVE agencies network, CEMR (Council of European Municipalities and Regions), EPOMM (European Platform on Mobility Management), the CIVITAS Initiative, UCLG (United Cities and Local Governments) and the POLIS city network.

Additionally, Active Access counts with the network Cities for Mobility as consortium partner and leader of the Work Package 7 “Dissemination”. The network, which is coordinated by the Municipality of Stuttgart in Germany, will be a platform for the dissemination of the project and its activities among its members and subscribers. Cities for Mobility is a network that brings together over 530 members in 75 countries. Members are cities, regions, NGOs, universities and companies. The network has several Premium Partners (companies) and 6 international partners who are acting as worldwide multipliers. Cities for Mobility has also a close interaction with other networks and cooperation projects worldwide. This guarantees a broad platform for the dissemination of the results of Active Access.

It is much easier to draw attention to a project or the project’s website via already existing networks or projects. Additional to the cooperation with Cities for Mobility, Active Access will work in close cooperation with a large series of EU wide networks and already established projects. The following table provides an overview of how each of these networks or projects

will cooperate with Active Access. Furthermore it shows how they could be committed to the project.

Table 8.1 List of international networks and platforms in the field of mobility

Network / Project	Level	Membership structure	Headquarter	Internet
CEMR	Europe	European Association of Cities and regions - Working group on public transport	Brussels / Paris	www.ccre.org
POLIS	Europe	65 cities and regions in Europe	Chair: Barcelona Office: Brussels	www.polis-online.org
ELTIS	Europe	1640 case studies		www.eltis.org
EPOMM	Europe	8 member countries/regions	Brussels	www.epomm.org
Cities for Mobility	World	530 cities, universities, NGOS, companies in 75 countries	Stuttgart	www.cities-for-mobility.net
UITP	World	2700 public transport companies in 80 countries	Brussels	www.uitp.org
OECD – International Transport Forum	World	30 countries	Paris	www.oecd.org
CODATU	World	National and local public entities, companies, individual members	Lyon	www.codatu.org
IVM – Institut pour la Ville en Mouvement	World	Research institution	Paris	www.ville-en-mouvement.com
Climate Alliance	World	1500 cities, municipalities, districts and provinces, NGOs and further organisations in 18 European Countries	Frankfurt a.M.	www.klimabuendnis.org
UCLG - United Cities and Local Governments	World	Cities and city associations in 136 countries which represent 3 billion citizens	Barcelona	www.cities-localgovernments.org
GTZ	World	Enterprise for international cooperation for sustainable development, financed by the German National Government	Eschborn	www.gtz.de
UN Habitat	World	UN organization for settlement	Nairobi	www.unhabitat.org
World Streets	World	Internet blog of the “New Mobility Agenda”	Paris	www.newmobilityagenda.blogspot.com

10. IDEAS FOR ALTERNATIVE DISSEMINATION TOOLS

It is important to be creative in order to disseminate good ideas. The following list shows some examples of alternative, non-traditional tools to get to know the project and to encourage change of behaviour in the general public.

- Since Active Access promotes walking and cycling in the city, it might be useful to show the objectives of the project to car drivers who are waiting at the traffic lights or bus stations by using billboards, which otherwise usually show all sorts of commercial advertisement.
- Public transport media like buses, metro and light rail trains also carry advertisements inside and outside of the vehicles or at the stations. A special arrangement should be made with the public transportation companies to support the project. Public transport and Active Access are natural allies in the field of sustainable urban mobility.
- In order to obtain better dissemination, a catchy slogan has to be found for the advertisement and an attractive design. This could be a good project for students of media and/or arts, like for example the Stuttgart Media University or the private Merz Academy.
- Active Access should be represented at local events like city festivals or other open air events. Some small towns in Germany have a stand of the Municipality on the weekly farmer's market in the city center, so among vegetables and marmalade there is a good chance to promote municipal projects.
- “Leading by example” is a very efficient tool that presents mayors, deputy mayors or city councillors as role models. They appear in the newspapers as the first citizens to ride a pedelec or to be vaccinated against influenza. So a special story of the mayor or other politicians could be arranged, showing that they are using the bike or that they go shopping without their cars. It is also possible to ask well-known persons like actors, musicians and artists to show that they develop their daily life by walking and cycling.
- There is also the possibility to show a film about the project in cinemas, the network “Europa Cinemas” is present at 2.066 screens in 42 countries and could serve as an ideal platform for the project.
- It is not a new perception that having fun is a sort of catalyser for teaching and learning. In the Agenda 21 for urban Mobility of UCLG, there is a best practice example from Ireland, in which school classes compete every Wednesday for the highest number of pupils who go to school by walking. The prize is a simple “silver shoe trophy”, but the mix of competition and fun leads to a change of behaviour. So you could think in “shopping rallies” or a modern form of “scavenger hunt” with GPS assistance.

11. LOCAL DISSEMINATION PLANS

Based on the overall Active Access dissemination plan, all application partners will develop their own Local Dissemination Plan.

Table 11.1 Application partners of the consortium

Partner	Abbreviation	City / Province	Country
Austrian Mobility Research	FGM-AMOR	Graz	Austria
City of Koprivnica	Koprivnica	Koprivnica	Croatia
Tartu City Government	TARTU	Tartu	Estonia
Harghita Energy Management Public Service	HEMPS	Harghita	Romania
Hungarian Cyclists' Club	HCC	Budapest	Hungary
Center for Health and Development Murska Sobota	CHD-MS	Murska Sobota	Slovenia
Prioriterre	Prioriterre	Annecy	France
Energy Agency of La Ribera	AER	La Ribera	Spain
Cyprus Center of European and International Affaires	ESC	Nicosia	Cyprus
Municipality of Aveiro	Aveiro	Aveiro	Portugal
Association of Urban Transition	ATU	Bucharest / Alba-Iulia	Romania

The Local Dissemination Plans are the basis for all further dissemination activities carried out locally by each partner. The plans should contain a clear description of the objectives, target groups, dissemination tools and the dissemination strategy on how to best reach the target groups; but also information on how to serve the needs of each of them and how to include their feedback in their local project.

The partners are asked to complete a template elaborated by the partner Cities for Mobility (leader of Work Package 7), and they should explain how the project will share outcomes and learning with stakeholders and the community. The document lists important dissemination activities planned throughout the project, indicating purpose, target audience, timing and key message. The template serves as a guideline to elaborate the local dissemination plan.

Table 10.2 shows the template with the corresponding key questions to lead the partners in the elaboration of the local dissemination plans.

Table 11.2 Template for local dissemination plan to be completed by application partners

a. What you plan to disseminate – The message / objectives
- Think about the key message(s) you want to get across. Please explain the main objectives of your local dissemination plan, taking into account the specific measures to be carried out in your city / region.
b. To whom – The audience / target groups
- Think about who you want to reach. What are the target groups for your dissemination measures? - What can these target groups do for your project? How do you plan to include their feedback in your project?
c. How – Dissemination strategy: tools and methods
- How do you plan to reach the target groups? How do you plan to raise awareness amongst politicians, planners and the greater public? - Which tools will you use to disseminate your project plan locally? (posters, brochures, flyers, postcards, maps, others). Please send (scanned/electronic) copies of any dissemination material that you have already produced. - Will different tools be used to disseminate different elements of the project, or is a more general approach planned? - Will different tools be used for different target groups, or is a more general approach planned? - How do you plan to disseminate the project in the press (articles and/or press releases)? In which medium? How many? - With which organizations do you plan to carry out local workshops or meetings? How many? How will you record the dissemination events and their results? E.g. videos, written records, photos? - How will you disseminate the results obtained in other projects (of the European Union or other institutions)? - Do you plan to combine your activities of the project with other events on the regional or national level? (Festivals, markets, sport events, etc.) - Do you plan to include other organizations, such as associations, clubs, chambers, that could serve as multipliers of the objectives of the project? If so, please specify which, and roughly how many members/supporters they have.
d. When – Timetable / Milestones
- Decide when different dissemination activities will take place. At which point (month) of the project do you expect to implement the dissemination measures / tools? - Can you define milestones for the preparation of dissemination results? (Project meetings, congresses)

12. SPECIAL DISSEMINATION FROM ACCOMPANYING BODIES

Several networks, cities and associations have expressed their interest in Active Access (PL, MAC, CZ, RO, LT). Even if they do not belong to the project consortium, they have shown interest in accompanying and disseminating activities and results as followers of the project. Among others institutions, the following bodies belong to this group:

- Klon/Jawor Association - gazeta.ngo.pl (biggest Polish NGO-portal - 500.000 users)
- City of Skopje, Macedonia
- Romanian Association of Municipalities

The WP leader will make sure that these organisations receive regular update on the project contents and results.

13. TIMETABLE OF DISSEMINATION ACTIVITIES AND DELIVERABLES

	2009					2010												2011												2012											
	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36					
D.7.1 Dissemination plan																																									
D.7.2 Website																																									
D.7.3 Local dissemination plans																																									
D.7.4 Standard power point presentation																																									
D.7.5 Teaser postcard																																									
D.7.6 Project movie																																									
D.7.7 Roll up																																									
D.7.8 Brochure																																									
D.7.9 Press releases																																									
D.7.10 Training materials																																									
Articles in magazines and journals																																									
Case studies for ELTIS																																									
Workshops, meetings and events																																									
Networking																																									

City of Stuttgart

Policy Office of the Mayor
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