REALLOCATE

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CIVITAS
Sustainable and smart mobility for all

EU MISSIONS
CLIMATE-NEUTRAL & SMART CITIES

REALLOCATE is a project under the CIVITAS Initiative and contributes to the goals of the EU Mission Climate-Neutral and Smart Cities.

Name of work package	Maximising impact & take-up: communication & dissemination, exploitation, transferability
Dissemination level	Public
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Abstract

This deliverable presents REALLOCATE's approach to communicating externally about the project, and sharing results, learnings and solutions with a wide audience. Through effective communication and dissemination work, the aim is to maximise the impact of REALLOCATE, enabling as many people as possible to benefit from the project.

This strategy covers project descriptions, the visual identity, rules regarding funding statements and acknowledgements, the target audience, channels, participation at events, publications, media work and an initial exploitation plan to ensure the legacy of the project.

Table of Contents

REALLOCATE D6.1 Communication and Dissemination Strategy

REALLOCATE D6.1 Communication and Dissemination Strategy

1 Introduction

Communication, dissemination and exploitation planning is an integral part of transferring research outcomes and sharing knowledge with a wider audience, and ensuring take-up of REALLOCATE solutions.

While ICLEI Europe is leading the related work package, successful implementation of the strategy will be a joint consortium effort.

1.1 Communication, dissemination & exploitation objectives

The communication & dissemination objectives of the REALLOCATE project are as follows:

1. Provide maximum visibility to the project's critical products and results through targeted, effective and accessible communication and dissemination activities
2. Inform stakeholders and replicators across Europe of the project's objectives, approaches and results in a strategic manner
3. Focus communication and dissemination on impact, best practices, lessons learned from SSML solutions, to generate high-level acceptance
4. Establish cross-fertilisation mechanisms, synergies and dissemination relationships with other projects/initiatives
5. Organise knowledge exchange activities, providing learning resources to make project results/successes available to the targeted audience
6. Produce tailored guidance for cities and policy-making recommendations
7. Ensure replication and upscaling of implemented solutions among the target audience

2 Project descriptions

To ensure consistency in communication about the project across partners, ICLEI has developed different descriptions of REALLOCATE of various lengths, which can be adapted according to the target audience, the medium used and available space. Additional, more detailed descriptions are available on the 'About' page of the website. Further descriptions will be added in the coming months.

REALLOCATE D6.1 Communication and Dissemination Strategy

About REALLOCATE: Full description

REALLOCATE transforms streets into inclusive, green, safe and future-proof urban spaces, where communities live and thrive. The project enables researchers, mobility experts, urban planners and local citizens to collectively re-imagine our cities and redesign how we move from one place to another.

REALLOCATE is a four-year project (May 2023 - April 2027) that catalyses change in mobility practices. Together with relevant stakeholders, the project team develops integrated and innovative sustainable urban mobility solutions, enabling European cities to exchange knowledge, experiences and ideas, and inspire other cities to replicate and adapt the developed solutions to their own contexts.

REALLOCATE is aligned with the climate neutrality goals of the Mission Cities 2030. It supports cities in working towards their net-zero carbon objectives, and accelerates the development of sustainable urban mobility solutions and tools for safe, inclusive and smart cities.

About REALLOCATE: Short version

REALLOCATE transforms streets into inclusive, green, safe and future-proof urban spaces, where communities live and thrive. Aligned with the climate neutrality goals of the Mission Cities 2030, the project enables researchers, mobility experts, urban planners and local citizens to collectively re-imagine our cities and redesign how we move from one place to another.

About REALLOCATE: Claim

The claim can be used either in short form, for a heading or similar, or as a longer line:

- **Rethinking how we move**
- **Rethinking how we move** for inclusive, safe and future-proof streets and public spaces.

2.1 Project name

Since the project name is based on an acronym (Rethinking the dEsign of streets And public spaces to Leverage the mOdal shift to Climate-friendly Active Transport Everywhere), the name should always be spelled in full capitals in any external communications: **REALLOCATE**.

3 Visual identity

3.1 Logo

The project's logo was developed by ICLEI Europe and further developed with contributions from all partners within a dedicated session at the project kick-off meeting. Valuable feedback helped to ensure that the final result represents as many project elements and objectives as possible.

The logo is available in square and horizontal formats:

The 'square' version presents a compact look, while the horizontal version has better readability (users can opt for the version that better suits their needs). The logo includes several key elements of the project:

- People-focussed
- Focus on movement and urban space
- Active travel
- Public transport
- Inclusive and bright streets
- Green features

It is important to note that a logo cannot fully represent all elements of a project - but it can give a glimpse of it! The logo is just one part of the visual identity - more elements are incorporated into the website, templates and communications work in general.

3.2 Icons and images

Various images and icons make up the full visual identity of the project. These will all be shared with partners for use in promotional materials and other dissemination work. They include:

REALLOCATE D6.1 Communication and Dissemination Strategy

These street scenes have been edited with a colour filter to align with the branding. They can be used a background for visually attractive designs (see title page of this deliverable as an example).
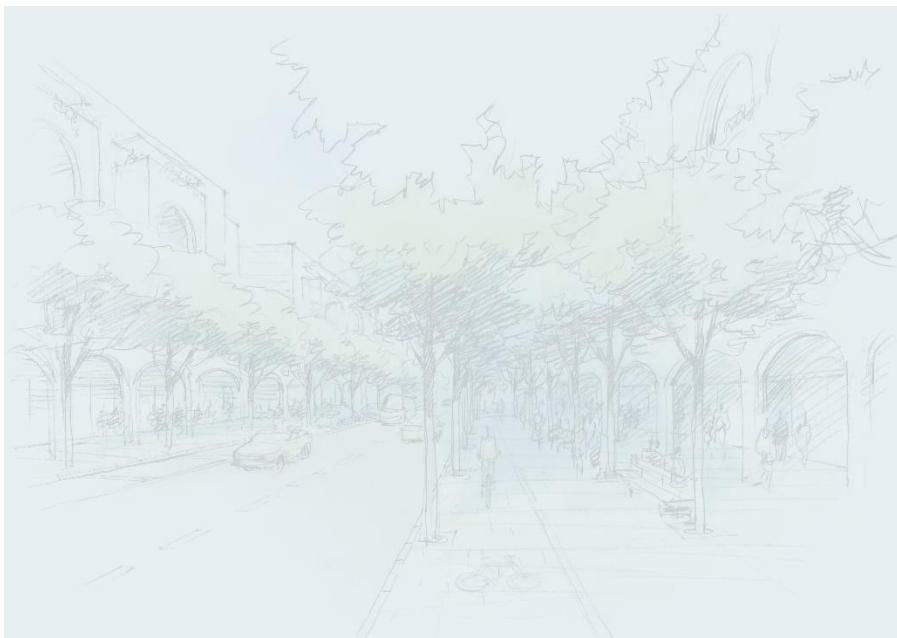
Images: Grkatz / Dreamstime

3.3 Colours

The main colours used throughout the project branding are shown below:

ORANGE	YELLOW	MAGENTA	DOVE (SECONDARY)
R255 G158 B36	R255 G199 B54	R201 G49 B133	R199 G222 B227
C0 M44 Y84 K0	C0 M24 Y81 K0	C20 M90 Y10 K0	C26 M6 Y10 K0

DARK GREEN	LIGHT GREEN	DARK BLUE	LIGHT BLUE
R61 G143 B125	R130 G178 B120	R36 G56 B97	R161 G189 B255
C79 M23 Y53 K5	C56 M10 Y61 K0	C95 M77 Y34 K25	C39 M20 Y0 K0

3.4 Fonts

The fonts used for the website, and professionally designed promotional materials are shown below.

Titles/subtitles:

- **HANDMADE WANDERLUST FONT - THICK**
- HANDMADE WANDERLUST FONT - THIN

Main text:

- EncodeSans

Here is a screenshot to show how the fonts looks on the website:
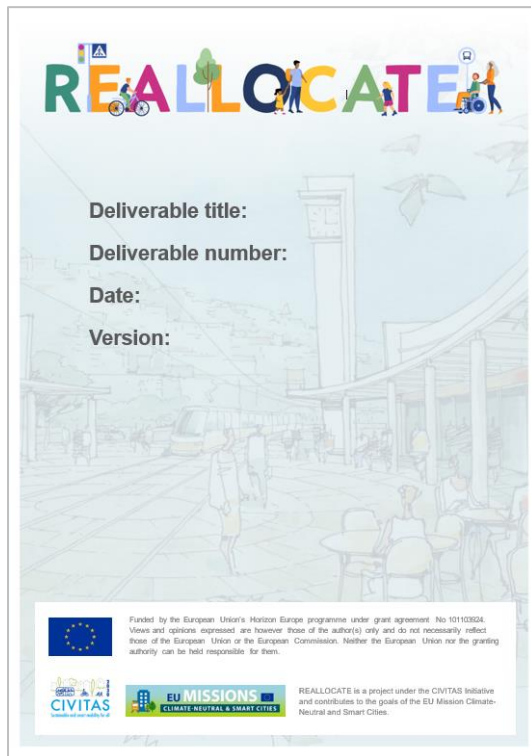
RETHINKING HOW WE MOVE

REALLOCATE transforms streets into inclusive, green, safe and future-proof urban spaces, where communities live and thrive. The project enables researchers, mobility experts, urban planners and local citizens to collectively re-imagine our cities and redesign how we move from one place to another.

For Word documents, PowerPoint presentations and other uses, partners can also use Arial, as a default font.

3.5 Templates

Templates, together with logos and icons in line with the project's visual identity, have been made available to projects partners via the shared files system. Templates exist in Word, PowerPoint and InDesign (see promotional materials):

Word   **PowerPoint**

REALLOCATE D6.1 Communication and Dissemination Strategy

3.6 External disclaimers & statements

3.6.1 EU funding acknowledgement

All communication and dissemination materials and activities, as well as deliverable and reports, must acknowledge the EU funding by stating: "funded by the European Union". **This is a legal obligation for all partners under the grant agreement.** The European flag emblem and multilingual disclaimer can be downloaded here. The European Commission also requests projects to add a disclaimer "where appropriate" to clarify the project's work does not reflect their opinion. Below is an example:
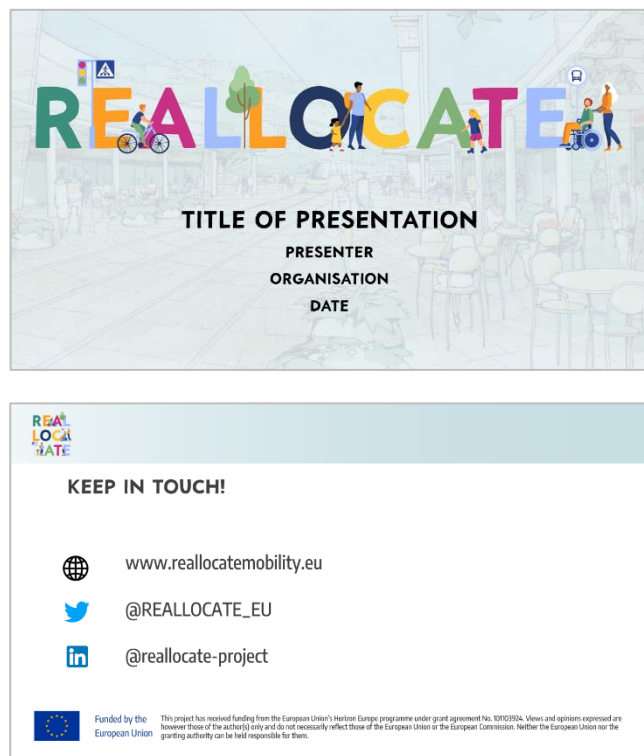
Funded by the European Union's Horizon Europe programme under grant agreement No 101103924. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them.

3.6.2 CIVITAS Initiative and Mission Cities acknowledgement

REALLOCATE is both a CIVITAS Initiative project, which helps create synergies with related mobility projects, and a Mission Cities project, contributing to the goals of the Climate-Neutral and Smart Cities Mission of the EU.

For communication and dissemination products, all CIVITAS projects are requested by the European Commission to make their link to the CIVITAS Initiative clear. More detailed guidelines on how to do this are available via the dissemination managers working group. For questions, you can contact communications@civitas.eu.

The European Commission has also requested Mission projects to acknowledge their contribution to the Mission by using a Mission Cities graphic and statement. Below is an example of how to combine these requirements.

REALLOCATE is a project under the CIVITAS Initiative and contributes to the goals of the EU Mission Climate-Neutral and Smart Cities.

REALLOCATE D6.1 Communication and Dissemination Strategy

4 Target audience & messaging

Below is an overview of REALLOCATE target audience and tailored messaging adapted to the respective interests of the individual groups:

Target audience	Objectives	Messaging
Local city authorities: Mayors, urban planning transport, environment departments, regional planning authorities, decision makers, mobility providers, public transport operators, agencies, research institutes, practitioners (ATM, Nysse, TCL, TNO)	Raise awareness, motivate replication of SSMLs innovative aspects; Present tools, guidance, etc.; Show impacts of solutions, share experience on implementation barriers; Facilitate adaptation of innovative concepts to local, national contexts and planning practices; Create conditions for successful knowledge transfer	The race to carbon-neutral cities goes hand-in-hand with the transition towards sustainable mobility, Sustainable mobility contributes to thriving local communities.
Transport and mobility policy-makers: National representatives; Mayors Alliance, Covenant of Mayors, Interreg, URBACT, CIVINETs, CIVITAS, TRIMIS, AET	Present successful SSMLs initiatives; Facilitate adaptation of solutions and guidance to national contexts and planning practices; Obtain national support for adopting specific national frameworks.	Safe, inclusive, active and sustainable mobility systems boost social cohesion and public health, speed up the transition to carbon-neutrality, and contribute to reaching national objectives and international climate commitments.
Private sector: Transport planners, industry representatives (e.g. PTV, Tier, Lime etc.)	Facilitate exploitation of solutions collaborating with industry stakeholders / planners to identify potential commercial opportunities.	Join us on the fast track to carbon-neutrality with smart and green mobility solutions, as well as economic opportunities!
Academia: Researchers in urban planning, transport engineering, behavioural, social, environmental, sciences (e.g. in AESOP, EURA, Euro-CASE)	Provide evidence-based assessment of SSML interventions using quantitative/ qualitative variables; increased credibility & acceptance; provide guidance to reach Vision Zero and Mission Cities targets.	A paradigm shift in street space use and road behaviour requires a systematic, multi-sectoral, multi- stakeholder and multi- disciplinary approach.
Civil society: Citizens (resident associations, VRUs, women, children, elderly, disabled, etc.)	Informing about planned measures and their effects; Indicating benefits ; Encouraging citizens and stakeholders to get involved in planning processes ; Change mindsets about mobility behaviours	Putting citizens & safety at the heart of zero-carbon mobility. Let's accelerate together!
Local businesses (shopkeepers, deliveries)		Let's innovate for smart zero-carbon mobility!

5 Channels

REALLOCATE uses different channels at various levels for its communication and dissemination activities. The first level is the project's own channels. Secondly, project partners use their own channels to engage with their networks and disseminate for the project. Thirdly, REALLOCATE is creating external synergies with various related projects and initiatives, encouraged through coordination work from the CIVITAS Initiative and European Commission project clusters.

5.1 Project channels

5.1.1 Website

The REALLOCATE website - available at: https://reallocatemobility.eu/ - is the main hub for all online project communications. Since it will host all project outputs, knowledge and news, all promotional work should -where applicable - link to the website.

So far, the website has the following pages:

- Homepage
- About (project, partners, contact)
- Cities (10 cities – all Lead and Twin cities)
- Updates (news & events)

Over the next few months, the aim is to add further pages:

- Project approaches
- Resources
- Related projects
- Cascade cities
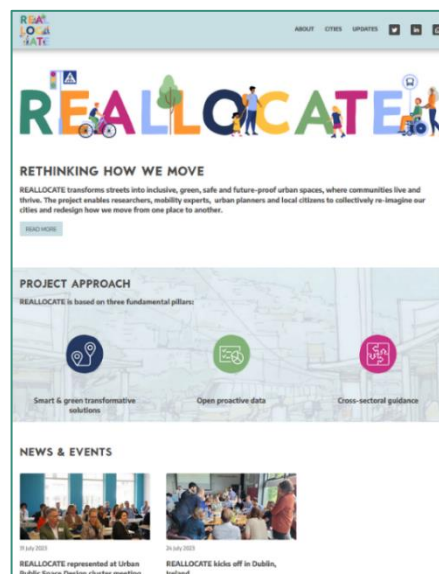
5.1.2 Social media

The project has Twitter and LinkedIn accounts, which are being used to network with related projects and promote the latest project progress and activities.

twitter.com/REALLOCATE_EU
Linkedin.com/in/reallocate-project
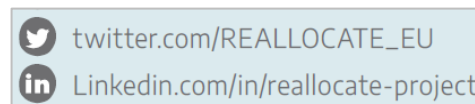
For videos, REALLOCATE uses the CIVITAS Initiative Youtube channel, since it already has an established audience, but it has its own exclusive Youtube REALLOCATE playlist.

5.1.3 Newsletter

An attractive newsletter in line with the visual identity will be sent out at strategic times at least two times per year to promote events, project news, developments, learnings and results. Subscription forms are accessible at the bottom of every webpage:

SUBSCRIBE TO OUR NEWSLETTER

Please enter your email address

5.2 Partner channels

Through the project partners' channels, the consortium can rely on a far-reaching network. The table below shows the main partner channels that will contribute to dissemination, due to their very active communication channels. However, in addition to those shown below, all partners will be involved in the disseminating effort via their networks.

Partner channel & reach	Target audience	Links
ICLEI is a global network of 2500+ local and regional governments committed to sustainable urban development, active in 125+ countries.		
ICLEI Europe website:20,500 visitors/month	Local authorities / Policy-makers / Academia	iclei-europe.org
ICLEI Europe Twitter: 20,400 +		@ICLEI_Europe
ICLEI Europe Linkedin: 2,400 +		ICLEI-Europe
ICLEI Europe eNewsletter: 2,000		https://iclei-europe.org/newsletter/
ICLEI Global iNews: 6,000		https://iclei.org/
ICLEI Informed Cities newsletter: 1,500		https://informedcities.eu/newsletter/
EUROCITIES with 200+ cities in 38 countries represents 130 million people. Being involved in the Mission Platform, Eurocities ensures synergies are created.		
EUROCITIES website: 60,000 visitors/month	Local authorities / Policy-makers / Civil society / Academia	https://eurocities.eu
EUROCITIES Twitter: 27,500		@EUROCITIES

REALLOCATE D6.1 Communication and Dissemination Strategy

Partner channel & reach	Target audience	Links
EUROCITIES Europe Linkedin: 27,255		https://www.linkedin.com/company/eurocities/
European Cyclists' Federation unites the cycling movements as the only civil society voice at the pan-European level, with 60+ members in 40+ European countries.		
ECF website: 31,200 visitors/ month	Local authorities / Policy-makers / Civil society / Academia	https://ecf.com
ECF Twitter: 2.8 million impressions		@EUCyclistsFed
ECF LinkedIn: 570,000 impressions		www.linkedin.com/company/european-cyclists'-federation/
ECF monthly newsletter: 70,000+		https://ecf.com
ECF Facebook: 1.5 million reached		www.facebook.com/eucyclistsfed/
International Federation of Pedestrians represents associations and individuals with + 40 members from all over the world, working for liveable public space and rights of pedestrians.		
IFP website: 10,000 visitors/month	Local authorities / Policy-makers / Civil society /Academia	https://www.pedestrians-int.org/en/
IFP Twitter: 6,863 followers		@IFPedestrians
IFP Facebook: 13,000		@IFPedestrians

5.3 Third party channels

5.3.1 CIVITAS

REALLOCATE will make use of its connections to the CIVITAS Initiative (via the dissemination managers working group), to related projects (through the urban design cluster working group) and other initiatives within the mobility sector and beyond, to reach a wider audience. The key third party channels are show below:

Channels	Links
CIVITAS Initiative website	https://civitas.eu/
CIVITAS Initiative Twitter	@CIVITAS_EU

Channels	Links
CIVITAS Initiative LinkedIn	@civitasinitiative
CIVITAS Initiative YouTube	CIVITASPlus
CIVINETs (national CIVITAS networks) LinkedIn	Various
ELABORATOR (Urban public space design cluster projects) website	https://www.elaborator-project.eu/
ELABORATOR (Urban public space design cluster projects) Twitter	ELABORATOR_EU
ELABORATOR (Urban public space design cluster projects) LinkedIn	elaborator-project-eu
AMIGOS (Urban public space design cluster projects)	Channels coming soon
NetZeroCities website	https://netzerocities.eu/
NetZeroCities Twitter	@NetZeroCitiesEU
NetZeroCities LinkedIn	@netzerocitieseu
Eltis website (the EU Urban Mobility Observatory)	https://www.eltis.org/
Eltis Twitter	@EltisPortal
Eltis LinkedIn	@eltis
European Mobility Week website	https://mobilityweek.eu
European Mobility Week Twitter	@mobilityweek

6 Events

The REALLOCATE partners will coordinate efforts among themselves to present and promote the project at various events, showcase takeaways and outputs. ICLEI Europe will create an events calendar, available as a Google sheet, for all partners to use.

European-level events already attended / identified include:

- **European Urban Mobility Days**, 4-6 October 2023, Seville: REALLOCATE attended this event and was represented in the project pitches session, at its project exhibition stand, and during the pre-event project cluster meetings.
- **CIVITAS Forum:** Each year the European Commission or CIVITAS organise either the Urban Mobility Days or the CIVITAS Forum, respectively. The CIVITAS Forum offers REALLOCATE an opportunity to establish in-depth connection with peers on specific topics and align its work across the CIVITAS community.
- **Breakfast@Sustainabilities**: ICLEI Europe will organise an event for its established event series, to be hosted in Brussels, under the title 'Safer Streets & Climate-Neutral Cities', where REALLOCATE will be the project in focus.
- **Final conference**: The final event will share project results with the project's target audience.

Further events where REALLOCATE can be represented include:

- Road Transport Research Conference
- TRA Conferences
- EUROCITIES Mobility Forum
- POLIS Conference

REALLOCATE D6.1 Communication and Dissemination Strategy
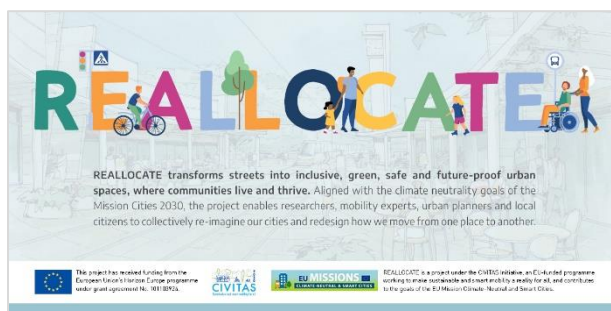
7 Publications

7.1 Promotional materials

So far, a roll-up banner and promotional postcards have been produced for the project, as shown below. In future, further materials will be developed and translated as needed.

Roll-up banner (also in use at the Urban Mobility Days):

Postcard (front and back):

REALLOCATE D6.1 Communication and Dissemination Strategy

7.2 Publication schedule

In the coming months a product and publication schedule will be developed to best plan the content, design and dissemination of key project publications. The schedule will be updated on a regular basis. It will include:

- **Factsheets**
- **Capacity-building and training publications**
- **Videos**: One video with Dr. Aura-Luciana Istrate, from the project coordinating partner UCD, is already online on the 'about page'. Later in the project, two data-driven videos explaining the projects' goals and achievements through high-impact visualisation of simulations will be developed.
- **Final glossy report** (D6.2): Covering cities' results and including replication packages

Where requested/relevant publications will be translated into local project languages in collaboration with project partners.

8 Media & external publications

At least two press releases will be produced by ICLEI Europe during the project. They will be sent at strategic moments, for example, when key exploitable results are to be launched or before/after a significant event such as the Breakfast@Sustainability's event.

Additionally, ICLEI Europe will use its established media partnerships to enable the publication of REALLOCATE content in related magazines on the European level (Revolve, Sustain Europe and more). Project partners will also apply for publication in technical/scientific journals.

9 Exploitation plan (Milestone 15)

Through the exploitation plan, REALLOCATE aims to maximise its reach and impact both during the project lifetime and beyond. Below is an initial plan for exploitation – this will be updated within a full exploitation strategy in month 30 of the project.

> **Definitions**
>
> **Exploitation** is the making use of and benefitting from a resource. For REALLOCATE, more specifically, exploitation is about using REALLOCATE's results in further activities and creating impact for society and a legacy for the project.
>
> **Key exploitable results** are the products, services and other outputs developed within the project, to be exploited.

Project partners will ensure that the exploitable results are disseminated using the channels established during the project lifetime, as well as European Commission and other third-party channels.

9.1 Key exploitable results

Below is an overview of the projected key exploitable results:

Key exploitable results	Owner (partner)	WP
AI-powered distributed dashboard and multimodal data hub	BSC CNS	5
AI-enhanced decision support tool	BSC CNS	3
AI-powered Digital Twin for assessing potential safety risk for VRUs	CERTH	3
Portal and remote access for servers aggregating safety risks in Tampere	VTT	2
3D road Digital Twin leveraged by AI edge modules	VTT	2
Data-driven decision-support tool to assess new mobility services	ERTICO ITS EUR	3
Smart Nudges digital toolset for traffic safety	Nudgd	3
LiDAR surface scanning to prevent pedestrian falls, including for PwD	IFP-research	3
Monitoring system and data gathering open API-tools	CERTH	5
Impact evaluation framework at intervention- and project-level	CERTH	5
Comparative framework for implementing 'reallocation models' in different urban contexts and planning structures;	UCD	3
Safety System and Vision Zero auditing policy guidelines	Cerema	3
3D Urban Design Guidelines for inclusive, safe, climate-neutral spaces	ARUP	3
Local-scale circular economy and lifecycle sustainability guidelines	DEKRA	3
Innovative governance and business models for sustainable mobility	Demos	3
Methodological guidelines for Climate Mobility Plans to update SUMPs	Fraunhofer	3
Replication Package (guidelines) for 10 SSMLs	ICLEI EUR	6
Cascade Cities Implementation Plans	ICLEI EUR	6

9.2 Exploitation approaches

The project partners will use several types of approaches to promote the exploitation of the key exploitable results, ensuring the legacy of the project, as outlined below.

9.2.1 Informing policymaking

The partners work closely with cities and national governments to promote a better understanding amongst policy makers about policy impacts.

9.2.2 Replication and knowledge transfer

5 Lead and 5 Twin cities will use REALLOCATE's results to enhance sustainable, safer, more affordable and accessible mobility. 10 Cascade Cities will closely follow demonstration activities in the 10 Safe & Sustainable Mobility Labs (SSMLs), through dialogue and exchange. Ultimately this will lead to replication plans. A replication package will enable Cascade cities to make informed decisions and replicate solutions adapted to their needs. Cascade cities will also have opportunities for direct exchange with technical experts and peers in other cities via knowledge transfer support, study tour visits, capacity building and mentoring activities.

9.2.3 Research and higher education

Aiming to engage with new ideas, research frameworks and researchers in connected fields, academic partners and their PhD students will publish and present REALLOCATE results in high-impact journals and at academic conferences, ensuring international scientific visibility of the project. Some of REALLOCATE's researchers boast a productive collaboration with relevant industrial partners, the EC, the United Nations, the World Bank, national or local governments and worldwide academic institutions, which will help in exploiting project outcomes.

9.2.4 Related projects & promotional work

Identified platforms and channels will allow technicians and decision-makers from Lead, Twin and Cascade cities to exchange good practices and results, leading to a European-wide dissemination of REALLOCATE's results, further encouraging take-up by a wide range of cities across Europe and worldwide. Related projects and partner initiatives including the Urban Public Space Design Cluster (REALLOCATE, AMIGOS, ELABORATOR), the CIVITAS Initiative (and platform), Eltis, ICLEI's City Consult Agency, NetZeroCities, and related mobility projects will help expand the reach of publishing project results to a broader audience.