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LIFE2M – Long Life to Micromobility



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Deliverable D4.1 Communication & Dissemination Plan



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Dissemination Level

| | | |
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| PU | Public | X |
| CO | Confidential, only for members of the consortium (including the Commission Services) | |

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Disclaimer/ Acknowledgment

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Executive Summary

This Deliverable introduces the Communication Plan of LIFE2M project. It includes 3 sections:

1. Introduction
2. Strategy
3. Branding

The first and second sections aim to set the foundations of the communication strategy that will be developed through the project and to detail its most relevant elements: the goals and audiences, the main messages and the channels that will be used to disseminate them. The branding and main applications are described in the third section.

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Abbreviations and acronyms

| Abbreviation / Acronym | Description |
|------------------------|--|
| WP | Work Package |
| EC | European Commission |
| CINEA | Climate, Infrastructure and Environment Executive Agency, an agency of the European Commission |
| LIFE | L'instrument financier pour l'environnement |
| CFS | Certificate of the Financial Statement |
| VAT | Value Added Tax (a sales tax) |
| TBC | To be confirmed |
| DoA | Description of Action |

| Partner short name used in this document | Partner FULL name |
|--|--|
| UNIFI | UNIVERSITA' DEGLI STUDI DI FIRENZE |
| EUABOUT | EUROPEAN RESEARCHES AND PROJECTS FOR INNOVATION |
| USGM | UNIVERSITA' DEGLI STUDI GUGLIELMO MARCONI – TELEMATICA |
| UNEEED | UNEEED.IT S.R.L. |
| SILIDEA S.R.L | SILIDEA S.R.L. |
| ESCO S.R.L. | ESCO MOBILITY |
| F&N COMPOSITI | F&N COMPOSITI SRLS |
| L'AQUILA | COMUNE DELL'AQUILA |

Deviations

No deviation from the actions foreseen in the LIFE2M Grant Agreement.

1. Introduction

LIFE2M intends to apply innovative technologies and solutions for countering the obstacles that limit the diffusion of micromobility as the prevailing mean of transportation in urban and peri-urban contexts.

The focus of the communication activities is on informing about and promoting the project and its success to multiple audiences beyond the project's own community including media and the broad public. This is an ambitious goal indeed, and its success highly relies on a broad, multi-stakeholder communication strategy.

1.1 Ongoing tasks

The communication team will be responsible for the fulfilment of the objectives defined in this Communication Strategy document, working on a regular basis on the following tasks:

- Setting up the project's website and keeping it regularly updated.
- Creating the project's blog and social media channels, and constantly sharing content through them.
- Generating informative videos.
- Generating other materials (posters, brochures, flyers, merchandise...).
- Disseminating project updates through regular newsletter.
- Managing public / media relations, including press releases, dossiers, interviews, and so on.

1.2 Communication goals

LIFE2M communication and dissemination strategy can be divided into three goals:

1. Traceability
2. Socialization
3. European Brand

1.2.1 Traceability

Traceability is a crucial responsibility for any project funded by European institutions. It involves maintaining clear and consistent communication throughout the project's development, highlighting key milestones and relevant results. While prioritizing transparency, the project will also take into account the need for industrial sector and intellectual property protection.

1.2.2 Socialisation

Socialization is a critical aspect of the project's communication and dissemination strategy, aiming to showcase the potential benefits and significant positive impacts to stakeholders and the broader ecosystem. To achieve this, the project will employ a storytelling approach that emphasizes real-life cases and protagonists and leverage audiovisual tools to showcase project outcomes. This approach will help to make the project's message more engaging, accessible, and relatable to a broad audience, including policymakers, civil society organizations, transport operators, and the general public. Additionally, the storytelling approach will allow for the communication of the project's outcomes and successes to a broader audience, raising awareness of the European Institutions' investments in breakthrough technologies that promote sustainable and circular mobility.

1.2.3 European brand

The European Brand objective has a critical role to play in promoting the project's results and increasing public awareness of its impact. This objective seeks to communicate the achievements of the LIFE2M project to the wider public and show the EU's role in supporting the development of innovative solutions to society's most pressing challenges. By raising awareness about the EU's contributions to sustainability and innovation, the European Brand objective aims to build public trust and support for the EU's efforts to promote a more sustainable future.

1.3 Audiences

For the LIFE2M project will be addressed four target audience segments

- End users and the general public
- Public authorities
- Private companies
- Scientific community

1.3.1 End users and general public

End users and the public are the local communities and citizens living in Firenze, L'Aquila and Palermo. They will be direct beneficiaries of the project. The communication activities will initially aim to reach the target

audience of the demo. In addition, there will be further dissemination activities for educational purposes to expand the impact of the project beyond the demo phase.

1.3.2 Public authorities

Public authorities, including policymakers, decision-makers and civil society organizations, are both impacted by and influential in the project. They hold a particular interest in the project's outcomes, which play a crucial role in shaping strategies to advance public interests.

1.3.3 Private companies

Private companies, including transport operators and delivery companies, have a keen interest in the status of the project. Existing partners require regular and two-way communication to ensure that they remain up to date on project developments. In addition, other operators who may be interested in partnering with the project in the future also need to be kept informed. The project will also engage with suppliers and waste management companies to ensure that their needs and requirements are met.

1.3.4 The scientific community

Engaging the scientific community is crucial to broaden the long-term impact of the project and lay the foundation for future research, technological advancements, and widespread implementation. Knowledge sharing, methodologies, and findings will be actively exchanged to facilitate collaboration and foster innovation in the scientific community.

2. Communication materials

2.1 Goals, messages and channels

The branding of a project includes the different partners, the project theme, and the general culture that the LIFE2M consortium is communicating: to promote the spread of micromobility, applying innovative technologies and solutions for countering the obstacles that limit the diffusion of it.

The visual identity of the project is represented by the logo. Indeed, it will be the visual messenger of the project and will be reflected in all the communication materials:

2.1.1 Communication goals over time

The following table outlines specific objectives for the project, which may be subject to revision and further refinement during the communication planning stage. These objectives are aligned with the broader goals of traceability, socialization, and promoting the European brand. It is important to note that each of these goals

can be translated into specific objectives tailored to the needs and interests of each of the four-targeted audiences.

| Communication goals over time | | | | |
|---|--|--|--------|---|
| | Year 1 | Year 2 | Year 3 | Year 4 |
| End users and the General public | Goal 1: Raise awareness about the project | | | |
| | Goal 2: Share a general view of the project’s objectives, milestones and potential benefits | | | |
| | | | | Goal 3: Share the specific outcomes of the project and their implications for the communities |
| Public authorities, policymakers, civil society organizations | Goal 1: Raise awareness about the project | | | |
| | Goal 2: Share a detailed and deep view of the project objectives, milestones, and the impact | Goal 3: Address real needs and concerns | | |
| | | Goal 3: Share the project’s state of art being open for feedback, support, and cooperation | | Goal 4: Share the specific outcome of the project |
| Private companies | Goal 1: Raise awareness about the project | | | |
| | Goal 2: Inform about the margins for mutual collaboration | | | |
| Scientific community | Goal 1: Raise awareness about the project | | | |
| | Goal 2: Share a detailed and deep view of the project objectives, milestones, and the impact | Goal 3: Share the project’s state of art being open for feedback, support, and cooperation | | |
| | | | | |

Table 1 – Communication goals

2.1.2 Messages by audience

Certain audiences are directly involved in the project or have an already existing interest in it. This is obviously the case for partners but also of the scientific community. For them, almost raw information about the project and its results can be enough, and a proactive attitude on their part can be expected.

On the other hand, this “raw” information will not be enough for the general public and companies, who cannot be expected to have a proactive attitude toward the project. Messages need to be elaborated, so they are appealing and accessible. They also need to have a newsworthy component, since in many cases the only way to reach the general public will be through the massive media (press, TV, radio) and social media (YouTube, Instagram, Twitter, Facebook, LinkedIn).

The tone and language used with each public must also be differentiated depending on the characteristics of each audience and what is expected from the interaction with them.

| Messages by audience | | | | |
|-----------------------------|---|--------|---|--------|
| Audiences | Year 1 | Year 2 | Year 3 | Year 4 |
| All | <ul style="list-style-type: none"> • Key benefits of the project • Milestones and results of the project • EU support innovation | | | |
| General public | <ul style="list-style-type: none"> • Key benefit: environmental | | <ul style="list-style-type: none"> • Result: positive impact on society | |
| | Tone: accessible, optimistic, newsworthy | | | |
| Public authorities | <ul style="list-style-type: none"> • Key benefits: economic, social and environmental | | <ul style="list-style-type: none"> • Results: positive impact for cities | |
| | Tone: concise, open, optimistic | | | |
| Private companies | <ul style="list-style-type: none"> • Key benefits: economic and environmental | | <ul style="list-style-type: none"> • Results: positive impact for companies | |
| | Tone: concise, open, optimistic | | | |
| Scientific Community | <ul style="list-style-type: none"> • Technical approach • Research challenges | | <ul style="list-style-type: none"> • Results: progress beyond the state of the art | |
| | Tone: precise, technical | | | |

Table 2 - Messages by audience

2.1.3 Contents and channels

The main contents that will be communicated during the period of the project are the following:

- Value proposition and main benefits of the product and services.
- Data, photos, and videos about demonstrations, processes, and technologies.
- Public documents of the project.
- Information about project progress, milestones reached, and relevant results.
- Meetings and project events.
- News related to the areas of interest defined within the LIFE2M initiative.

| Channels and audiences | | | | | |
|--------------------------------|--|----------------------------------|---|-------------------|----------------------|
| | | End users and the General public | Public authorities, policymakers, civil society organizations | Private companies | Scientific community |
| One-way communication channels | Website | Yes | Yes | Yes | Yes |
| | Informative videos | Yes | Yes | Yes | Yes |
| | Media and Press Release | Yes | Yes | Yes | Yes |
| | Advertising | Yes | | | |
| | Micro-mobility | Yes | Yes | Yes | Yes |
| | Layman's report | Yes | Yes | Yes | Yes |
| | Research publications and scientific dissemination | | | Yes | Yes |
| | Social media | Yes | Yes | Yes | |
| Two-way communication | Project advertising events | Yes | Yes | Yes | Yes |
| | Workshops | | Yes | Yes | Yes |
| | School workshops | Yes | Yes | | |
| | Launch Events | Yes | Yes | | |
| | Final Event | Yes | Yes | Yes | Yes |

Table 3 - Channels and audiences

2.2 One-way communication channels

2.2.1 Website

The website (www.life2m.eu) was set up at the beginning of the project. It offers a general overview, presenting the initiative in a compelling and accessible way, giving updates on milestones and results, and acting as a repository. The design and structure of the site will evolve as needed during the development of the project.

The LIFE2M project website plays a significant role within the communication strategy, especially when it comes to communicating with the general audience.

These are some of the objectives that underlie the construction of the website:

- Offering a general overview of the LIFE2M project
- Presenting the project in an attractive and accessible way
- Updating on all milestones and displaying the results achieved
- Acting as a repository of the materials generated during the project
- Acknowledging and giving visibility to the European nature of the project

2.2.2 Social media

Brief research was conducted among the people involved in the project. The aim was to identify the most employed social media and to fulfill which tasks. The hypothesis is that if the communication relies on the social media that the consortium already uses it will be more likely to engage all partners on this task. To date, a decision has been made to focus on three main social sites:

- Instagram
- YouTube
- LinkedIn

Instagram and LinkedIn serve the purpose of sharing updates on the project and interacting with relevant groups or individuals. LinkedIn is the preferred social media by the consortium to gather information, connect with other professionals and share content of any type (own content or content by others). Instagram is especially interesting in the context of specific communication actions, such as conferences or fairs, when a critical audience uses these channels to search for information and discuss topics, usually around particular keywords or hashtags. YouTube allows sharing videos, and several partners use it in order to search for relevant specialized information.

| Social media | | |
|------------------|---|--|
| Network | Description | Purpose |
| Instagram | Social network where users can upload photos and videos and share, like, comment on those of others | <ul style="list-style-type: none"> • Amplify news, events, etc. • Attract visits to the website • Identify stakeholders. • Interact with audiences during events, etc. |
| YouTube | Video-sharing website where users can upload, share and view videos | All public videos related to the project will be updated and stored on YouTube, and then embedded in the website or blog. It will attract visits to the website |
| LinkedIn | Business-oriented social network, used mainly for professional networking purposes | <ul style="list-style-type: none"> • Amplify news, events, etc. • Attract visits to the website • Identify stakeholders • Interact with target audiences |

Table 4 – Social media

2.2.3 Audio-visual tools

Informative videos are especially useful in communicating the main objectives, technological challenges, as well as the benefits and positive impacts of the project. For this reason, throughout the development of the

project informative videos will be used. Depending on the target audiences and the expected results, these videos can be of many types: short documentary, interview, animation, demonstration, etc.

When it comes to meetings, trips and conferences, the criteria to decide whether a video update is produced will not be strict but based on the agreement of project partners regarding the relevance and interest of each event.

2.2.4 Communication materials

The communication team will produce a brochure that displays general information about LIFE2M. The brochure will be made available at partner's facilities, ensuring that all partners have a tangible material.

2.3 Two-way communication channels

2.3.1 Fairs and conferences

Consortium partners will attend trade fairs related to urban light mobility, battery powered personal vehicles and shared mobility systems in order to engage with the private and public sectors.

Consideration will also be given to the possibility to participate in the most relevant conferences, fairs and events in the targeted sectors, and developing suitable materials about the project.

With a view to strengthening networking on Life project experiences, during the project at least 3 workshops/conferences will be organised and at least 4 well known international experts will be invited to present their experiences on micromobility solutions.

2.3.2 Demonstrators

The LIFE2M technological innovative equipment and microvehicles designed, developed, and produced during the project will be tested in 3 cities: Florence, Palermo, L'Aquila.

2.3.3 Indicators

In order to measure the impact of the project, the communication team has defined a list of Key Performance Indicators (KPIs). Although the social media impact is crucial for the project, the interactions with real stakeholders and companies will be the most valued indicators. Taking as reference other European projects developed in the past, the following key indicators are established for the main dissemination actions:

| Indicators of assessment | |
|--------------------------|---|
| Website visits | 300 accesses per month expected |
| Instagram followers | 500 followers |
| LinkedIn's followers | 1000 followes |
| Youtube's views | 50 views per month |
| Informative videos | 4 videos expected – 50 viewers per month on social media per video expected. |
| Marketing materials | 500 posters, brochures and flyers distributed; 10 Notice boards. |
| Layman's Report | 1.000 people receiving the report |
| Publications | 4 research papers |
| Public events | At least 3 workshops/conferences organised; at least 3 workshops in schools; 2 fairs and events in each city to publicise the demos; 1 Final Event organised. |

Table 5 – Indicators of assessment

2.4 Project branding

2.4.1 Visual identity

The branding of a project includes the different partners, the project theme, and the general culture that the LIFE2M consortium is communicating: to promote the spread of micromobility, applying innovative technologies and solutions for countering the obstacles that limit the diffusion of it.

The visual identity of the project is represented by the logo. Indeed, it will be the visual messenger of the project and will be reflected in all the communication materials:



Figure 1 – LIFE2M logo

Along with the website, the social media, the communication campaigns and toolkits, the project logo is part and parcel of the visual identity of LIFE2M. The logo was specially designed to convert into a single illustration all the characteristics, objectives and ambition of the project. In particular, analysing the logo two main aspects can be underlined as major link with the general concept of LIFE2M:

- The colours, the communication team of the project expressly choose two specific colours for the visual

design of the logo: green and (light) blue. They are both associated with nature, freshness, and clean energy. Green is often associated with environmentalism, sustainability, and renewable energy, making it an excellent choice for a project focused on sustainable mobility. Green can also evoke feelings of growth, harmony, and balance, all of which align well with the goals of LIFE2M. Meanwhile, blue can bring back the concept of are all desirable traits for a project focused on reducing environmental impact and promoting sustainable transportation. Blue is a popular colour in the tech industry, often used to symbolize innovation and the future. When used in the context of smart mobility, blue can communicate a focus on cutting-edge technologies, such as electric vehicles, that are designed to reduce environmental impact and improve efficiency.

- The colours transition, Combining blue and green in a logo can create a powerful visual representation of the project's values and mission. The use of green can communicate the project's focus on sustainability and environmental responsibility, while the blue can convey trustworthiness, reliability, and a commitment to innovation and progress. This concept is explained by the colour transition ending on the number 2. It represents the transition towards smart mobility, sustainable transports and innovation, all the elements that are represented by the mere meaning of the colours chosen.

3. Conclusion

The described Deliverable, provides a Communication Strategy, that will be developed through the project, taking into consideration the project's objectives and aims; the different target groups (audiences); the different communication and dissemination tools and strategy.

The communication and dissemination strategy may be subject to change depending on factors that will influence the project over the next four years.

If any instance in this document is ambiguous or further assistance/advise is required, please refer to the Project Management Team:

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