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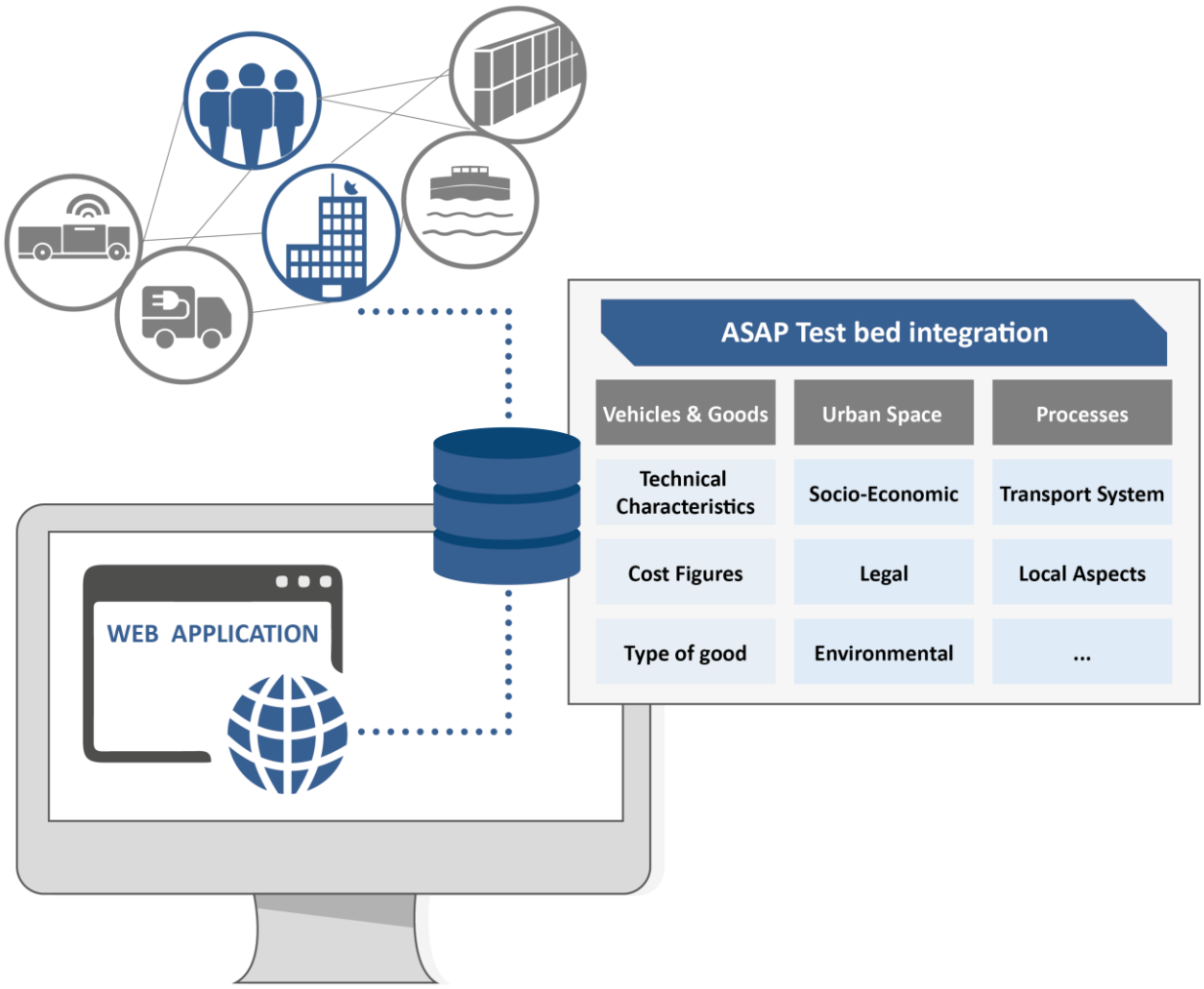
# AWAKEN SLEEPING ASSETS PROJECT

## D6.1 Dissemination, Communications and Transfer Strategy



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# D6.1 Communication, Dissemination and Transfer Strategy

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| | | Checked by: | **Martin Posset** |
| Project coordinator | Patrick Hirsch | | |
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**Project partners**

| Organisation | Country |
|---|---|
| University of Natural Resources and Life Sciences, Vienna \| BOKU | AUSTRIA |
| h2 projekt.beratung KG \| h2pro | AUSTRIA |
| Fraunhofer Institut für Materialfluss und Logistik \| FHG | GERMANY |
| Freie und Hansestadt Hamburg<br>Behörde für Wirtschaft und Innovation \|Hamburg | GERMANY |
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| Orange S.A \| Orange | FRANCE |
| Stockholms stad \| Stockholm | SWEDEN |
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## List of Acronyms

| Acronym | Meaning |
|---|---|
| **AB** | Advisory Board |
| **ASAP** | Awaken Sleeping Assets Project |
| **CA** | Consortium Agreement |
| **C-ITS** | Cooperative Intelligent Transport Systems |
| **DCT** | Dissemination, Communication and Transfer Strategy |
| **DMP** | Data Management Plan |
| **GDPR** | General Data Protection Regulation |
| **IoT** | Internet of Things |
| **IPR** | Intellectual Property Rights |
| **MC** | Management Committee |
| **PT** | Public Transport |
| **SDGs** | Sustainable Development Goals |
| **SULP** | Sustainable Urban Logistics Plan |
| **WP** | Work Package |

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## Executive Summary

The Awaken Sleeping Assets Project (ASAP) aims to achieve the three overall goals: (1) to activate underused or inactive infrastructure or resources for sustainable urban logistics, (2) to provide testing structures (testbeds) for innovative urban logistics systems and (3) to combine these activities in order to build a new Sustainable Urban Logistics Plan Platform (SULP-Platform).

For this, the consortium will be gathering and processing relevant information at the local-level on obstacles, success factors, logistics parameters, framework conditions and impacts of sustainable urban logistics solutions. The result will be the **SULP-Platform**, a new open-access knowledge base with **interactive elements**, embedded in a network of European cities and regions. Based on an in-depth evaluation of 14 existing testbeds in Paris, Stockholm, Vienna, Hamburg and Düsseldorf and a strong involvement of local logistics players we aim at bringing sleeping-assets-potentials into life. ASAP will create 11 further testbeds that activate underused, "sleeping" assets within the participating "lighthouse cities". This will be the basis for building-up a network of "follower" cities by way of implementing an upscaling and dissemination strategy.

The present Deliverable aims to consolidate the strategy of ASAP to define the goals, identify the most efficient means and set a detailed plan for the implementation of Dissemination, Communication and Transfer (Exploitation) activities. To this end, this documents sets out the objectives, tools, materials, and channels to be exploited in order to effectively spread ASAP activities, achievements and tangible results to targeted audiences, also becoming the cornerstone for the successful commercialization and market uptake of ASAP solutions.

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# 1. Introduction

The aim of the deliverable is to consolidate the overall Dissemination, Communication and Transfer (DCT) strategy of ASAP, define the goals of the DCT activities and to identify the most efficient means to achieve them. For this, the present document sets out the objectives, tools, materials, and channels to be exploited in order to effectively spread ASAP activities, achievements and tangible results to targeted audiences. The ASAP DCT also aims to set the pace and a number of foreseen activities in order to place the cornerstone for the successful commercialization and market uptake of ASAP solutions.

The document is outlined in 6 chapters structured to appropriately present the overall ASAP DCT objectives, strategy, target audiences, tools and means, channels and material for an efficient and effective implementation of dissemination, communication and exploitation activities within the project lifespan.

Following an introduction in **Chapter 1, Chapter 2** describes the overall dissemination strategy, introducing the stakeholder community around ASAP, channels to reach out to the target audiences and demonstrates the strategy to ensure active stakeholders' engagement. In **Chapter 3**, the ASAP communication strategy is elaborated, presenting the communication tools including ASAP visual identity, foreseen activities and material that will be used for the successful implementation of the DCT.
**Chapter 4** describes how the DCT will prepare the ground and support the Transfer & Exploitation of ASAP Knowhow, by relying on Capacity Building Activities, the long-term Exploitation Strategy and further Research Activities. In **Chapter 5** the overall timeline of activities is presented and finally in **Chapter 6** Monitoring and the observation of Key performance indicators is described.

## 1.1 The Awaken Sleeping Assets Project

Urban goods delivery and retail systems have changed significantly in recent years. Local retailing stagnates, while e-commerce keeps growing. This leads to massive growth in delivery trips, usually carried out by motorized fossil fuel vehicles – causing congestion, air pollution and other externalities. Especially at rush hours, these systems lead to a decrease of efficiency of logistics operators because these must share roads with other traffic participants. Furthermore, the degree of urbanization is expected to keep on increasing in the next decade which will compound these problems. In a nutshell, the current urban supply of goods, using mainly fossil fuel vehicles, represents a non-inhabitant friendly solution because of the local emission of noise and pollution. Beyond that they are also problematic in the global context of climate change. However, for most cities and their authorities, solving this problem is simply too difficult: it is not their direct obligation and they often do not have enough resources to identify good practices in an easy way and adapt them to their local context. This is the main reason why the so called **Sustainable Urban Logistics Plans (SULPs)** have not been very successful so far. Furthermore, the level of collaboration between cities is rather poor and ineffective despite being confronted with similar problems. ASAP aims to overcome these problems by demonstrating practical solutions and providing a SULP-interaction platform as comprehensive knowledge base.

## 1.2 The ASAP project Objectives

ASAP strikes new paths aiming for three overall goals:

**(1)** to **activate** and promote underused or inactive infrastructure or resources for sustainable urban logistics.

**(2)** to **provide** testing structures (testbeds) for innovative urban logistics systems.

**(3)** to **combine** these activities to build a new Sustainable Urban Logistics Planning platform (SULP-Platform)

The SULP-Platform thus becomes the central instrument that can help cities to contribute and activate sleeping assets and promote specific innovative urban logistics solutions. It will also provide help and support for cities conceiving their own SULP. On the one hand, this will foster a shift away from fossil fuel vehicles to non- or low-fossil alternative vehicles as well as the use of other modes of transport. On the other hand, this platform allows interested local authorities to easily find suitable urban logistics solutions corresponding to

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their own situation. Furthermore, they get the possibility to learn from existing testbeds and participants' expertise. By activating new sustainable urban logistics systems, the ASAP projects aims to foster inhabitant friendly solutions to make the urban areas a more liveable space (see chapter 10).

A preliminary state of the art analysis revealed that the "NOVELOG Toolkit" is so far, the only project with a similar approach: it realized a platform on city logistics measures. ASAP identified certain weak points:

- The platform has neither an embedded and standardized method for the SDG [1] assessment (sustainable development goals) nor profound information on real existing testbeds (poor level of information).
- Nobody is updating the platform – last update 29/06/2018, end-of-project (no upscaling strategy, no open-access-approach).
- Users cannot interact with each other or ask open questions to a user community (no interaction or dynamics).
- Future-related Cooperative Intelligent Transport Systems (C-ITS) topics are not considered at all.
- The measures are not clearly described or animated (no clear transfer of ideas or concepts).

ASAP aims to overcome these deficiencies and aims to create a new and, in its functionality, unique SULP-Platform that has a strong focus on real testbeds, user interaction, and long-term usability.
The **ASAP SULP-platform** will be based on testbeds that are activating underused assets within cities for the use by city logistics operations.

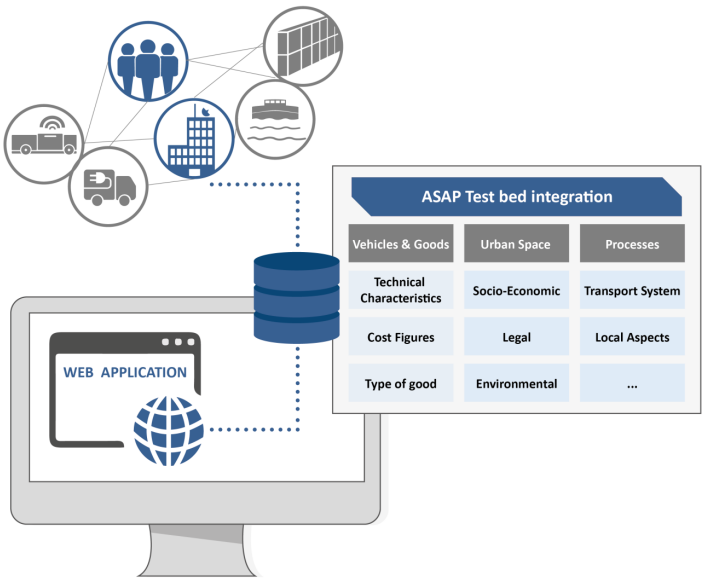


*Figure 1: The ASAP Concept:*

These testbeds are pilot structures for Sustainable Urban Logistics Solutions and will be used to provide the SULP-Platform with data – inter alia success and failure factors, framework conditions, transferability information. The partner cities will act as **"lighthouse cities"** showing the way and contribute 14 existing testbeds activating "sleeping" assets. In addition, the initiation of at least 11 concepts for new testbeds will be fostered within the project. In general, we classify "sleeping assets" for sustainable urban logistics solutions as:

- **Neglected Routes** – e.g rivers, canals, the sea, tramlines, bus lanes with spare capacity that could be used for logistics activities, avoiding congested roads.
- **Under-Used Resources** – vehicles/infrastructures not used effectively either through inactivity or being active but under-loaded on some routes or at certain times.
- **Idle and new Infrastructure** – Vacant or underused buildings such as shops, transport hubs, car parks or new infrastructures such as micro-depots, tunnels, or smart loading zones.

The existing testbeds and innovative new testbeds to be initiated within the project are covering a broad range of solutions across all "awaken sleeping assets"-classes.

[1] UN Sustainable Development Goals – a set of 17 Goals adopted by all 193 United Nation member states https://sustainabledevelopment.un.org/topics

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# 2. ASAP Dissemination Strategy

## 2.1 Dissemination Objectives

The objective of the dissemination strategy is to identify and set-up activities to be performed to maximize the impact of the project and to promote transfer and possibly commercial exploitation of the project results. It is the aim to achieve the widest possible dissemination of the project and to increase its impact and outreach, therefore the ASAP dissemination objectives are as follows:

- **Identifying** and building a community of **stakeholders**
- **Raising awareness** and openly demonstrate clear economic, social, and environmental benefits of the ASAP approach and solution
- **Building up the ASAP Community** of stakeholders interested in the project's developments and outcomes
- **Disseminating the project results** and outcomes to the widest possible audience of potential beneficiaries and users.

## 2.2 Dissemination strategy – Telling the ASAP Story

The important first step of the overall Dissemination strategy is the identification and recording of targeted stakeholders (whom to disseminate to). For this the Work Package leader will create an online EXCEL file where the partners can **continuously update their city/country specific stakeholder base**. It is also of paramount importance to understand the needs and characteristics of the different stakeholder groups to tailor clear and concise messages (what to disseminate) to the different target audiences. This also comes to ensure the use of the most appropriate and efficient dissemination channels and communication tools and drive the development of proper material per target stakeholders (how to disseminate). It further defines a time plan (when to disseminate). The time plan will distinguish between three different phases, each of which with a specific focus and outlined objectives (see Table 5). The project partners will be supporting in the implementation of their dissemination activities through the provision of various communication tools (see chapter 3).

## 2.3 Creating the ASAP Community and telling the story

The identification of target audiences and of their needs and characteristics, is an essential part of an effective and efficient dissemination strategy. Already during the ASAP Kick-off Meeting the consortium started to define possible target audiences and distinguished them into different groups (See Figure2).

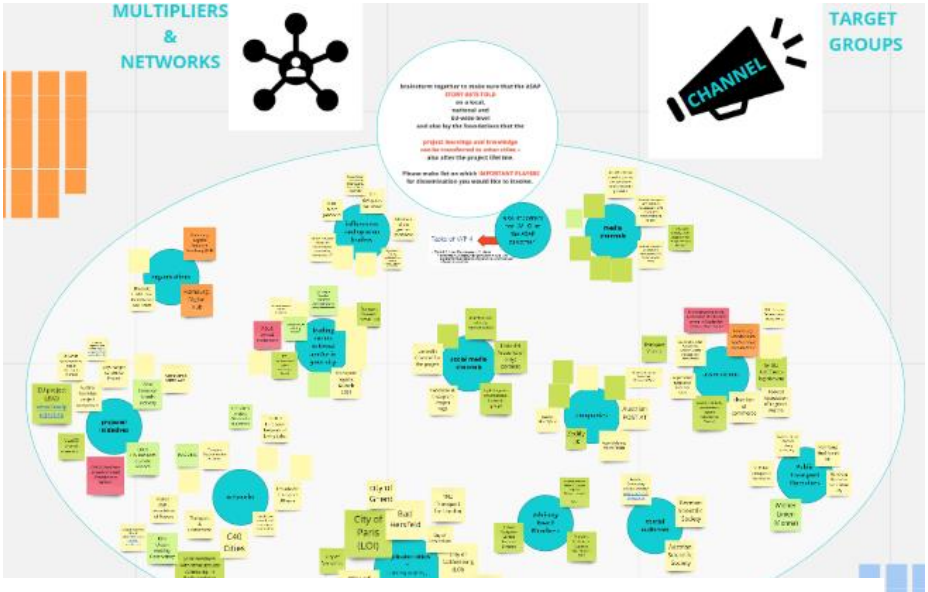


*Figure 2: Brainstorming session – Identification of relevant stakeholder groups*

Within ASAP we thus identified many different stakeholder groups leading to a **multi-sectorial and multi-stakeholder approach**, expanding our focus at a greater Community of stakeholders (Table 1) including players from the logistics industry as much as municipal players, scientific experts, NGOs (national/EU level) as well as the general public as well as sectors/technologies linked to the development of the ASAP SULP-Platform.

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Table 1 below shows the (growing) list of Stakeholders and
their associated groups as well as reasons why involvement of the different groups is beneficial for the project, in addition to spreading the word about the project.

*Table 1: Stakeholder Matrix*

| # | Stakeholdergroup | *Stakeholder* | Why sould this group be involved? |
|---|---|---|---|
| 1 | interest groups | *chamber of commerce* | Direct access to companies and representatives from the logistics industry and information about the market, requirements and problems |
| | | *trade unions* | Requirements and market situation in the logistics industry from the employee's point of view. Overview of international situation and studies |
| | | *scientific associations* | Overview of current key topics, acting actors. Access to networks |
| 2 | city administration | *urban development department* | Plans and goals of the city |
| | | *department of economy and statistics* | Market overview and economic objective of the city |
| | | *traffic planning department* | Transport requirements and knowledge of the necessary players |
| | | *department of architecture and urban design* | Cityscape and plans about development of quarters and districts |
| | | *department for technical urban renewal* | Potential synergies and access to other city government departments. Knowledge of local action plans and potential assets |
| | | *department of traffic organization and tehcnical traffic affairs* | legal principles and parameters that may be relevant to alternative uses. Possibilities of regulatory design and requirements for such adaptation |
| | | *department of parking monitoring* | Possible uses and objectives of the use of public space from the traffic point of view. |
| 3 | public transport companies | | Access to infrastructures in the urban area. Broad network into the city administration. Linkage with existing innovation projects |
| 4 | cargo bike service operators | | Knowledge of alternative delivery in the city. Knowledge of trends and innovative companies and projects. Different perspective on the city and transportation |
| 5 | logistics infrastructure operators | *port operators* | Access to infrastructure close to the city. Possible own free capacities. Access to networks and insight into current city issues from a logistics perspective. |
| | | *railway infrastructure operators* | mostly area-wide infrastructures and know-how. Innovation departments and access to other innovation projects |
| | | *airport operators* | Connection to city. Long-term strategies and plans. Innovation pressure. Capital and opportunities |
| | | *terminal operators* | Terminals are the international access points to cities and themselves have large areas close to cities. In addition, they know relevant players and their infrastructures. |
| 6 | lokal freight forwarding companies | | Accurate knowledge of the situation and problems in the city. Partial knowledge of potentials and local possibilities for improvement. Exact knowledge of requirements for alternative/new infrastructures. |
| 7 | real estate developers | | Market knowledge regarding logistics requirements, market trends and overview of situation in the respective city |
| 8 | private research companies | | Participation in innovative research projects and knowledge of research agendas at the national level. Access to potential cooperation partners |
| 9 | city planners | | Overarching goals and trends of cities at the national and international levels. Requirements and problem situations from a city perspective at the meta level |
| 10 | innovation networks | | Access to innovative companies and players. Overview of national and international trends. Technology insight and clear innovation focus |

This ASAP Stakeholder Community consists of primary end-users (city administrations and logistics organisation) and other expected beneficiaries of ASAP outcomes like other European & International initiatives and networks, the Scientific Community, NGOs and the general public. All of which are expected to benefit (both directly and indirectly) from the ASAP outcomes, enhancing the uptake of the ASAP ideas, concept, technologies and outcomes. Various channels will be used to engage the different stakeholders and to tell the ASAP story.

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## 2.4 ASAP Engagement Strategy

To ensure (long-term) impact and roll-out of the project outcomes and learnings it is paramount to guarantee a **dynamic interaction with the ASAP target audiences** within the stakeholder community.

Direct and indirect access through the partners' networks, ensure that the dissemination activities will be effective. Some of the main target audiences, city administrations and research organisations are already involved in the project or have provided Letters of Interest and will be invited to participate and be actively engaged in the project through various channels. The aim of the active engagement is to generate positive perceptions of the project concepts and demonstrate the various benefits in economic, social and environmental areas.

The aim is not only to **disseminate the project outcomes** on an abstract level but to **create a community of "Replicators Cities"** that will observe the ASAP implemented measures, ultimately **piloting the concept themselves and providing data input for the SULP platform**. Engagement with other stakeholders potentially benefiting by the ASAP platform, services and outcomes, will also be established mainly focusing on raising awareness and diffusing project advancements and results, creating interest and opportunities for further exploitation routes of ASAP's solutions and outcomes.

### 2.4.1 Target audiences within the ASAP Community

In a first step the consortium partners will collect the names and contact addresses of all relevant stakeholders that will be engaged in a shared document in **BOKU Drive.** Targeted dissemination according to the target groups identified by the ASAP consortium members, will be realised based on the needs and characteristics of each group, thus enabling us to achieve maximum impact in each step/activity carried out in line with the dissemination strategy. Table 2 below shows the interest of each target group in ASAP outputs and services and how the project will approach each group.

*Table 2: Target Audiences and their interest in ASAP*

| Target Audience | Interest in ASAP SULP platform and project outcomes | Focus |
|---|---|---|
| City administrations and Replicator cities<br>Policy Makers | ▪ Web-surface to provide crucial knowledge on how to incorporate sustainability in urban logistics planning<br>▪ Local Stakeholder groups for co-creation<br>▪ Tools to allow sustainability assessment of crucial<br>▪ Documents enabling cities to produce tailor-made SULPs with realistic and expedient measrs and priorities<br>▪ Facilitation of data exchange and know-how transfer<br>▪ Support of Replicator cities | Raise awareness, Attract Engage & Interact, Diffuse & Promote Encourage Followers |
| Industry and companies | ▪ Local Stakeholder groups for co-creation with city administration<br>▪ Greater choice of more sustainable and innovative supply options to implement<br>▪ Information from platform as "blueprint" for operation of different companies<br>▪ Attraction of more innovative companies triggering possibilities for start-ups, more job opportunities, higher resilience | Raise awareness, Attract Engage & Interact, Diffuse & Promote Encourage Followers |
| Associations, Networks, EU Initatives | ▪ Uptake of new initatives from leading innovators to approach municipalities and companies to motivate them to promote sustainability | Raise awareness, Attract Engage & Interact, Diffuse & Promote |

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| | | |
|---|---|---|
| | ▪ Provision of data to push local governments for regulations that are based on ASAP recommendations | |
| PT-operators | ▪ Development of new business models<br>▪ Efficient usage of underused (in off-peak times) business premises | Raise awareness, Attract Engage & Interact, Diffuse & Promote Encourage Followers |
| Scientific Community | ▪ New insights in innovative solutions for urban logistics<br>▪ ASAP ideas and topics to be taken up by other research groups for further and/or more in-depth work<br>▪ Knowledge exchange and possiblities for new joint research<br>▪ New proposal submission | Raise awareness, Engage & Interact, Diffuse & Promote |
| Projects and Intitatives | ▪ Ideas for new proposals and option for future cooperations | Raise awareness |
| Influencers and Opinion leaders | ▪ Provision of latest, most current research results and state of knowledge | Raise awareness |
| General Public | ▪ Increased sustainablity and livabliltiy in urban areas, by decreasing noise and emission, freeing public space, increase safety<br>▪ Provision of information to fuel political debate and participation / co-creation measures | Raise awareness |

To ensure the successful delivery of the messages and the most impact of the ASAP results the optimal channels will be used for each Dissemination and Communication activity. A list of these various dissemination and communication means and channels is presented in below in Table 3.

*Table 3: ASAP Dissemination & Communication channels and impact on stakeholder groups*

| **Channel** | Cities, Policy Makers | Industy & Companise | Associations, Networks, Initatives | PT-Operators | Scientific Community | Projects & Intiatives | Influencers Opinion Leaders | General Public |
|---|---|---|---|---|---|---|---|---|
| Website | **M** | **M** | **H** | **M** | **M** | **M** | **H** | **H** |
| Social Media | **M** | **M** | **H** | **M** | **M** | **M** | **H** | **H** |
| Press releases | **H** | **H** | **H** | **H** | **M** | **H** | **H** | **M** |
| Printed material | **M** | **M** | **M** | **M** | **M** | **M** | **M** | **M** |
| Conferences, Workshops | **H** | **H** | **H** | **H** | **H** | **H** | **H** | **L** |
| Visual material Related to success stories | **M** | **H** | **H** | **H** | **H** | **H** | **H** | **M** |
| In-person communication | **M** | **H** | **H** | **H** | **H** | **H** | **M** | **L** |
| ***High = H, Medium = M, Low = L*** | | | | | | | | |

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# 3. ASAP Communication

## 3.1 ASAP communication strategy

ASAP will use various communication channels and tools to promote the project, its results, and outcomes and to communicate with other external projects, stakeholders and the wider public. Rather than relying solely on conventional dissemination strategies a series of innovative methodologies will be used to make the innovative ASAP approach known to a wide audience, to create interest, alert people to the benefits and encourage a wide roll-out.

## 3.2 ASAP communication tools

### 3.2.1 ASAP Visual Identity

#### *3.2.1.1 ASAP Logo*

The ASAP logo is presented in Figure X and will be included in all dissemination material, documents and communication tools troughout the project lifetime.

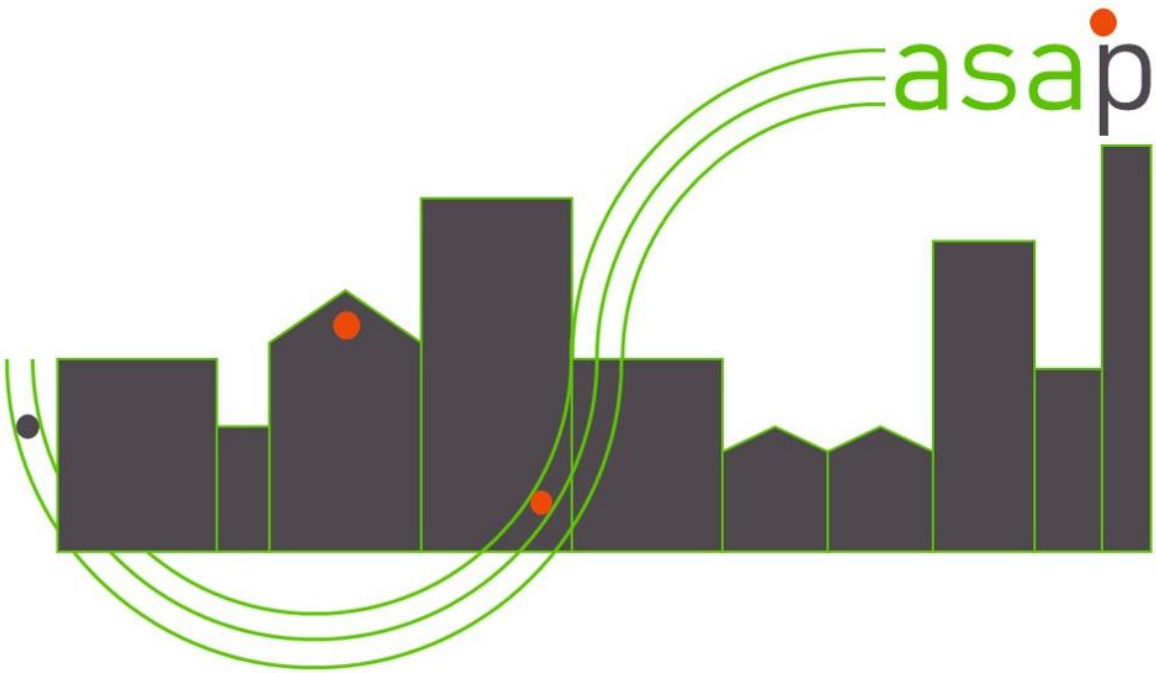


*Figure 3: ASAP Project Logo*

### 3.2.2 ASAP Templates

#### *3.2.2.1 ASAP Presenation template*

To facilitate the presentation of ASAP at various events, meetings and conference and any occasion that can be used to disseminate the project results and learnings a presentation template has been designed. This template will assist the recognition of the ASAP identiy in order to enhance dissemination efforts.

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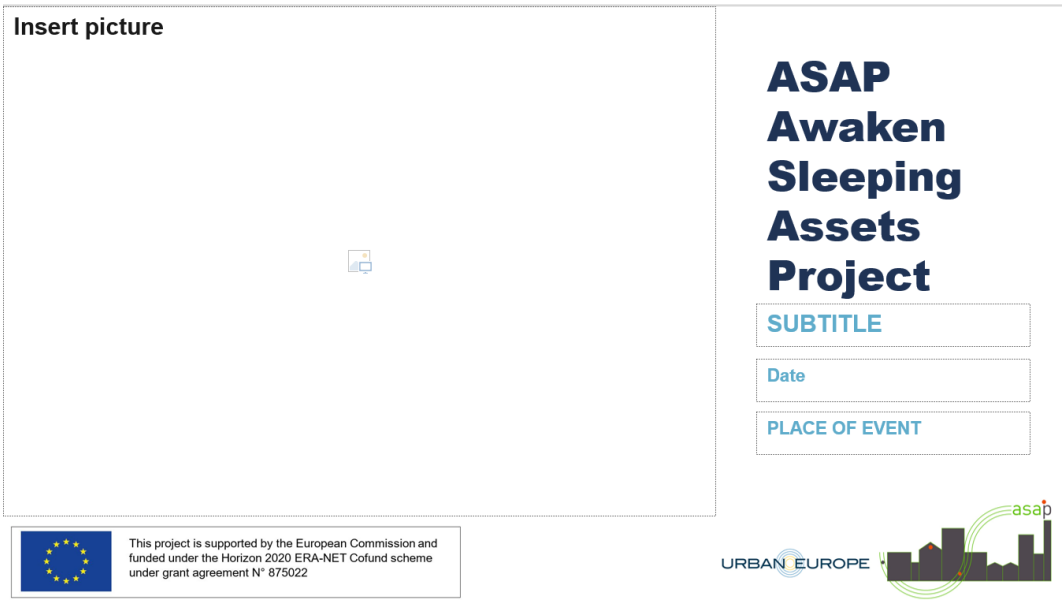


*Figure 4: ASAP ppt template*

### *3.2.2.2 ASAP Deliverable template*

The ASAP deliverable template has been produced in line with Visual Identity for the overall communication and dissemination material. It should be used by the consortium partners for the development of all project deliverables. The deliverable template has a cover page that displays the project's logo in a prominent position, its acronym, deliverable information (number, full title, the work package number and title).

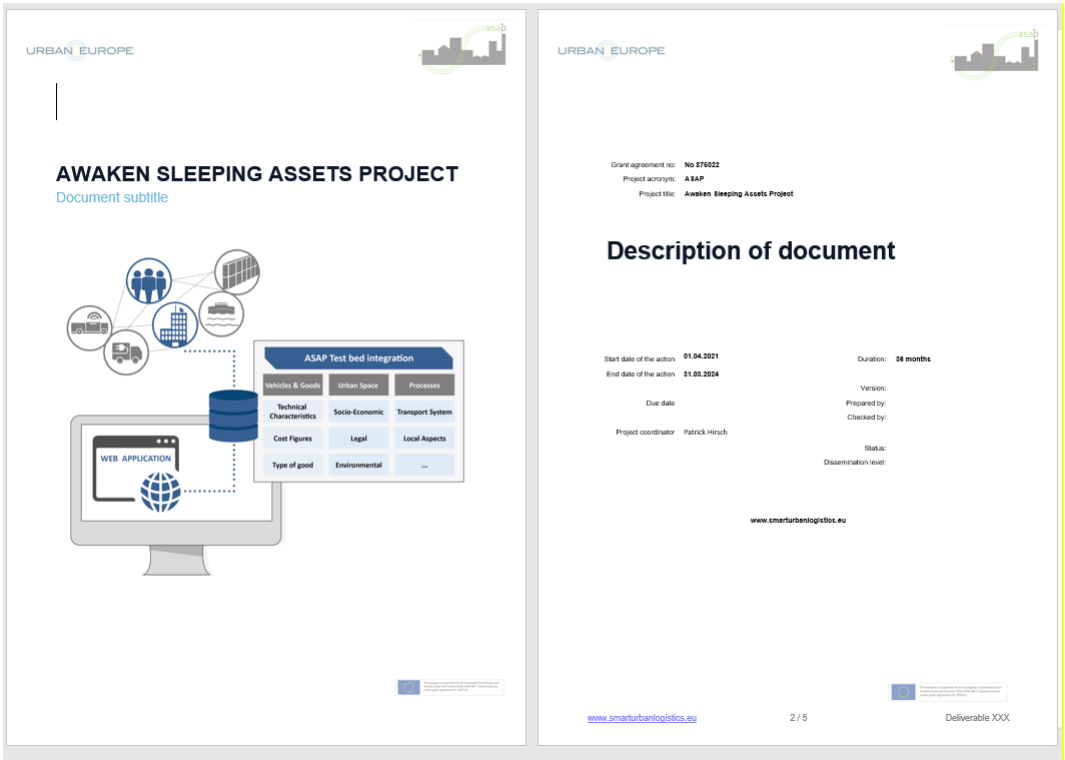


*Figure 5: ASAP Deliverable template*

### 3.2.3. ASAP online presence

#### *3.2.3.1 ASAP website*

The project website will function as an information access tool for communication, dissemination and transfer and as a management and resource tool. It will have a public part where the project is described, and downloads are provided. A central feature will be **news and best practice section** as well as a section for the announcement of topic relevant **events**, information about the project and the partners. Access to **public deliverables** and resource material will be provided. The website will also contain **links to other relevant projects and partner websites**. The website will present **data and information** interesting and streamlined to specific target groups. The public part of the ASAP website has the aim to inform about the project and to disseminate results.

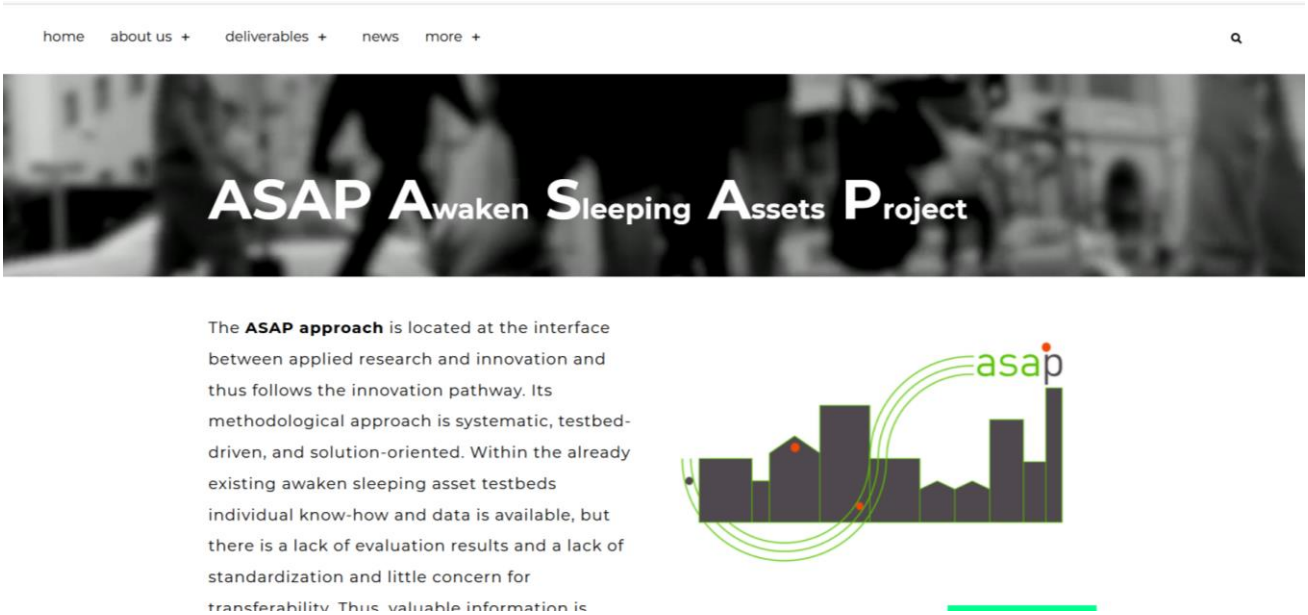


*Figure 6: ASAP Public Website*

The internal part (BOKU Drive) will be a data storage and sharing system and can only be accessed by the consortium. It will facilitate communication but also assure the safe storage of project relevant data. The documents might include sensitive information, templates, dissemination and communication guidelines, logos and Visual Identity items, log-files, presentations, minutes from meetings, etc. The internal part will be used for management, communication and know-how exchange between the consortium partners.

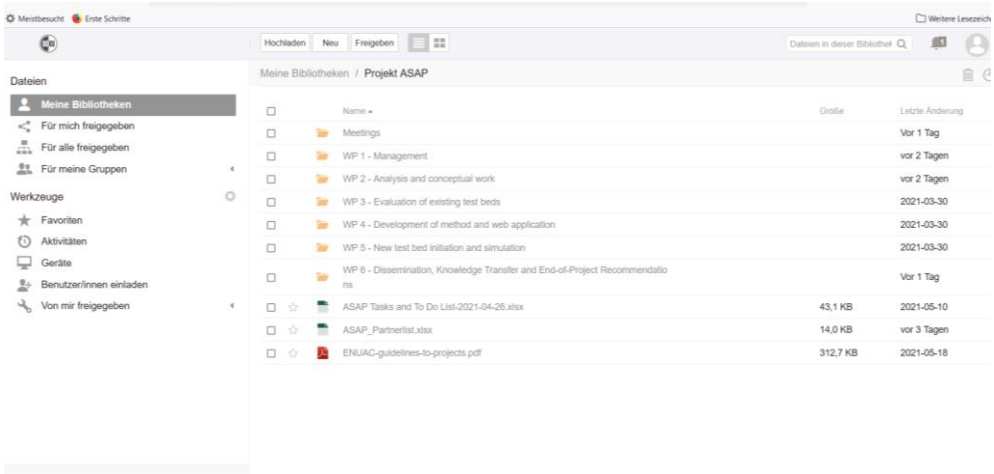


*Figure 7: ASAP Project in BOKU Drive*

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#### *3.2.3.2 ASAP social media channels*

Social Media have developed into an increasingly popular and successful tool to communicate with the wider public and/or specialised stakeholders. Social media can be described as computer-mediated technologies that facilitate the creation and sharing of Information, ideas, career interests and other forms of expression via virtual communities and networks. Social Media come in various forms, however they have several features in common:

- Interactive, internet-based applications
- Content is user generated
- Service-specific profiles generated by users and designed and maintained by respective social media organisation
- Facilitate social networks

In general, social media allow users to connect with other people that share similar interests. Best examples here are Facebook, Instagram and LinkedIn. Others have the focus on allowing the user to upload and share media such as pictures or videos. Examples here are YouTube, Flickr or Instagram. Yet another type of social media focuses on what is termed micro-blogging. In media like Twitter, the users share short updates to other members. Via blogs and forums, members can hold conversations and exchange experiences. Whenever particularly useful, interesting or fun content is shared on social media, it can trigger a viral effect. This means that users and members will share the content and thus make many other people become aware of it. Within ASAP we have decided to use LinkedIn to exchange know-how and share news, particularly with an expert audience. The social media selected to communicate and disseminate information related to the activities of the project are used in accordance to their intrinsic characteristics, as well as the type of audience that usually makes use of them. The three channels are described separately below, although it should be noted in all cases, the initiator of posts and messages to social media should always consider the relevance of the material to be posted, as well as ensure that permissions for photos (and other references) should be obtained, where this is necessary to comply with local regulations or is requested.

***LinkedIn***

The LinkedIn Group of ASAP will have a similar purpose as Twitter, considering hat the use of LinkedIn has increased among experts, policy-makers, academic users, and enterprises in the last years. The difference with Twitter is that the LinkedIn Group encourages the interactive exchange of opinions, best-practices, innovative ideas or issues experienced by generally professional users, whereas Twitter is more useful for wider communications.

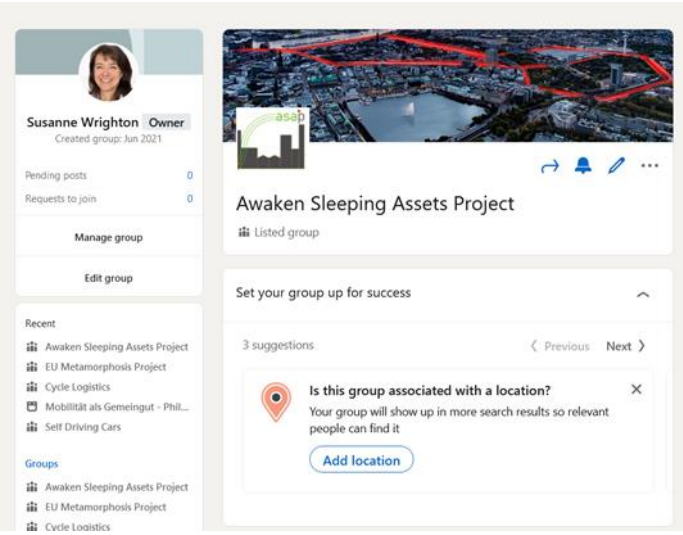


*Figure 8: ASAP LinkedIn Page*

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### 3.2.4 Describing Information on Funding and JPI Urban Europe Corporate Design

Any dissemination and/or communication activity related to your JPI Urban Europe project (including electronic publishing, social media, etc.) must both:

- Display the JPI Urban Europe logo and the European Commission logo
- Including the following text:

**"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875022."**

- Also, the requirements of the Funding Agencies involved have to be respected. Please make sure you know them! For this you can refer to the Guidelinse to ENUAC Projects that you'll find in the BOKU Drive.

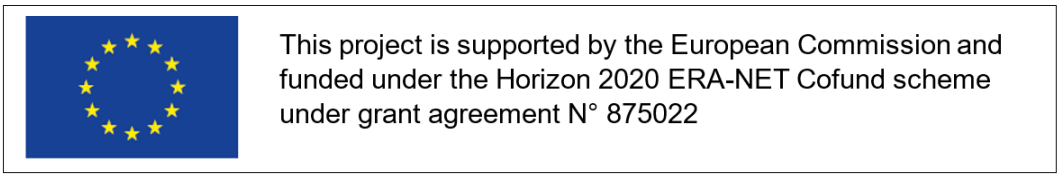


*Figure 9: EC Grant Number ENUAC – European Commission Logo*

*Figure 10: JPI Urban Europe Logo*

Whenever possible (on print material) please also use the official Disclaimer:

## DISCLAIMER

Any dissemination of results reflects only the author's view and the European Commission and JPI Urban Europe is not responsible for any use that may be made of the information it contains.

### 3.2.5 ASAP e-Newsletter

The ASAP e-Newsletters will be composed and published on a quaterly basis to support the consortium in updating the ASAP community with the latest project activities and results. The templated designed by BOKU will follow the Visual Identity of the project. The partners will provide content for the newsletter and invite additional contacts to subscribe to the newsletter. The newsletter will not only be released through e-mail to registered community members, but also be published on the ASAP website.

*Figure 11: ASAP e-Newsletter*

### 3.2.6 ASAP standard/print promotional material

#### *3.2.4.1 Business Card*

The ASAP Business Card is designed as instrument to introduce an interested audience at events, conferences and meetings to the project with one glance. The business cargo contains a reference to the ASAP Website and the social media channels.




*Figure 12: ASAP Business Card*

#### *3.2.4.2 Leaflet*

The ASAP Leaflet will give a short overview of the project's objectives and targets and the list the consortium partners. It will be available in all partner languages.




*Figure 13: ASAP Leaflet*

#### *3.2.4.3 Roll-up and Poster*

At project's own events or at external conferences and meetings a roll-up and poster template (in all partner languages) can be used for a dissemination activities.




*Figure 14: ASAP Roll-up and Poster*

#### *3.2.4.4 Press Releases*

Press releases about the ASAP project activities and developments will be produced and distributed for publication among national, regional and EU press to further promote the project. Such press released might be targetting broad audiences but also very specific stakeholder groups. Apart from specific project activities the topics covered may include opinions of experts within and out of the partner organizations, attracting media attention on relevant

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topics. All ASAP partners should strive for a continuous cooperation with press and media. All press releases will be also be available on the ASAP project website as well as social media channels.

#### *3.2.4.5 Fact Sheets*

The key outputs and learnings from the ASAP project will be translated into accessible documents that provide concise guidance to various audiences. These Fact sheets will offer advice and inspiration to possible follower cities. They can also be part of the promotion pack for national dissemination efforts of the partners.




*Figure 15: Fact Sheet Example*

### 3.2.7 Videos, Visualisation and Interactive online Simulation

#### *3.2.5.1 Videos*

Up to 5 promotional and informative video clips of the testbeds in the different cities will be uploaded on the ASAP website to inspire potential users and replicator cities.

#### *3.2.5.2 Visualisation techniques*

Simple Visualisations (prepared by FHG) will be included in promotional material of the project to enable interested followers of the project to picture certain aspects of the testbeds in a less abstract way.

*Figure 16: Simple Visualisations*

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#### *3.2.5.3 Interactive online Simulation*

BOKU will integrate an interactive online simulation (AnyLogic Cloud) on the ASAP Website in order to offer interested parties and particularly possible Replicator Cities the possibility to try out different scenarios of two simulated testbeds of the SULP platform. It will be possible for the user to enter their own data without the need to download software. This will enable the user to change certain parameters to adapt the scenarios to real conditions in the respective urban areas.

### 3.2.8 Conferences and events

All ASAP partners should take part in local (national) and possibly European level conferences, industrial fairs events and exhibitions to raise awareness for the ASAP concept, to promote the project results and to disseminate the relevant developments and outcomes. Partners will focus to promote ASAP at key research and industry events which attract high number of players across the sectors of interest (Urban Logistics, AI, IoT, Sustainability, cargo bikes, etc.) aiming to maximize the effect of direct interaction with relevant stakeholders. Interesting events and conferences should also be features in the events section of the ASAP website.

The Table 4 below provides a list of indicative relevant upcoming events in which presentation of ASAP might be useful. The actual list of events will also be available on the BOKU Drive and will be continuously updated and extended, and further communicated with all ASAP partners to plan participations in upcoming events.

*Table 4: Example and preliminary list of events and conference relevant for ASAP*

| Events / Conferences | Date / Location |
|---|---|
| Transport Logistics Conference | May 4–6, 2021 / online |
| International Conference on Urban Transportation City Logistics | May 24-25, 2021 / London |
| International Physical Internet Conference | June 14-16, 2021 / online |
| Internet of Things Conference | June 21-23, 2021 / Munich and online |
| International Conference on Urban Freight Transport City Logistics | July 19-20, 2021 / Paris |
| Transport Research Arena | November 14-17, 2022 / Lisbon |
| | |
| | |
| | |

### 3.2.9 Scientific Publications

Particularly the research partners: **University of Natural Resources and Life Sciences | BOKU, Vienna; Fraunhofer Institut für Materialfluss und Logistik | FHG-IML, Dortmund; and Association pour la Rechercehe et le Development des Methodes et Processus Industriels – Centre de Gestion Scientifique | Mines, Paris** will ensure that content, outcomes and results of ASAP will be published as peer-reviewed scientific publications. The best suited content will be discussed in the Management Committee Meetings. For maximizing the potential impact of the project's activities, the consortium will publish its research outcomes in conference papers, journals and/or book chapters. Publications will start once results and recommendations are available.

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# 4. Transfer and Exploitation of ASAP Knowledge

## 4.1 Capacity Building Activities

The ASAP Consortium will produce up to 10 webinars in the following EU-Languages (EN, DE, FR and SE). Translations of the webinar content will be done by the project partners or by contacts within the partner networks. The webinars will be addressed to different target groups: Municipalities, Research Community, Logistics Operators, etc. and will relay the project's findings and know-how. The Work-package leader will develop a Webinar Strategy (including action and time plan) at a later date, when results are available.

## 4.2. Long-term Exploitation Strategy

It is also an essential part of the project to develop a financially viable upscaling strategy which is sustainable beyond the end of the project. Hence, from the very beginning of the project, the consortium will s**earch for a suitable partner organisation willing to host and advance the SULP-platform** as a part of its business. Suitable candidates would be practitioners and European networks, such as POLIS, who have provided a letter of Interest at the proposal phase. But also, other networking organisations or relevant businesses will be considered. In having the new SULP-Platform in place, "follower" cities can access knowledge and measures from the projects' "lighthouse cities" to further activate their own underused or inactive resources for sustainable urban logistics. This encompasses sharing and exchanging information related to SULPs carried out in European cities as well as assistance to learn from other cities which concepts and solutions implemented by others might work for them.

Apart from finding and defining the future host of the project's SULP-platform the long-term exploitation strategy will also include **recommendations that can help to feed into political processes and policies** by addressing relevant working groups on national and European level. It is hoped that the learnings of the project will lead to policy changes in the partner countries and beyond. Partner FHG is responsible for the elaboration of this long-term exploitation strategy that will culminate in a report in month 30. However, activities in this area will start already in month 3.

## 4.3 Further Research Activities

It can be assumed that during the ASAP project new insights related to innovative solutions for urban logistics will also **stimulate scientific debate** and the emergence of new research questions which in turn will lead to further proposal submissions for further funding applications. Researchers can directly take up the ideas and transfer them to concepts and problems not incorporated in ASAP. Through ASAP's social media interaction and the presentation of the ASAP results at conferences and events, the consortium's researchers will find convenient ways to identify possible scientific partners for the purpose of knowledge exchange and joint research.

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## 5. Timeline of Activities

All ASAP Dissemination, Communication and Transfer activities will be deployed in 3 different Levels, which are presented in Table 5 below. As shown in the table, each stage has clearly defined objectives and a specific focus that supports the efficient and effective implementation of the DCT Strategy.

*Table 5: Different levels and related objectives of ASAP Dissemination, Communication and transfer activities*

| Level | Months | Objectives | Focus |
|---|---|---|---|
| 1 | 1-36 | This level of dissemination and communication should be dedicated to finding and establishing the widest possible ASAP community with the aim of ensuring a broad presentation of the project's objectives and announcing expected results.<br>Awareness raising is an ongoing activity that will be used throughout the project life cycle. | Reaching out and Raising awareness |
| 2 | 18-25 | The second level is about developing a more focused awareness of<br>of progress in the ASAP testbeds and with the SULP platform for the different stakeholder groups in the ASAP community.<br>With concrete know-how and first project results, the aim is to awaken interest in ASAP Replicator cities and to start involving them in the project.<br>In addition, an active search for an organisation to take over the SULP platform after the end of the project is underway. | Attract – Engage - Interact |
| 3 | 25-36 | The third level of activities will focus on promoting ASAP's tangible results and success stories of the pilot projects to key stakeholders, aiming to ensure concrete Replicator cities.<br>A new host for the SULP-Platform is available and ready to take over after the end of the project. | Scale-up and Roll-out |

In the following Figure 10 an overall timeline of the DCT activities is presented.

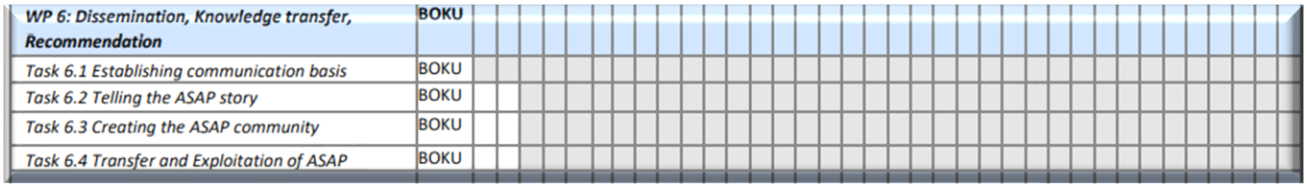


*Figure 17: Timeline of DCT activities*

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# 6. Monitoring of Communication and Dissemination activities incl. Key performance indicators

To ensure the successful implementation of Communication and Dissemination activities, and fulfilment of the relevant objectives, a systematic monitoring will be carried out throughout the project's implementation. The monitoring will be **performed internally on a six-monthly basis and will be officially reported** in the relevant reports to the JPI Europe secretariate. Regular monitoring will allow the identification of possible risks and deviations from the DEC objectives and performance indicators, and the timely planning mitigation. The Work Package leader will create an online reporting document that can be used by all partners.

| Key Performance Indicators | Target Value | Means of Verification |
|---|---|---|
| Project website page views | 20.000 | Google analytics |
| Social Media Channels postings | 1.000 | Social media analytics |
| Project Newsletters | 12 | Project reporting |
| Webinars in 4 languages | Up to 10 | Project reporting |
| Participants in webinars | Up to 1.000 | Project reporting |
| Participants incl. downloads | Up to 2.500 | Project reporting |
| Videos released | 5 | Project reporting |
| Articles and contributions in Print media, TV, Radio | At least 5 | Project reporting |
| Reach stakeholders via dissemination strategies, events, conferences, newsletters etc. | Up to 30.000 | Project reporting |

*Table 6: Key Performance indicators*

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