

D3.3 - Feedback Implementation Report

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MOBI

PROMOTING
SMART
MOBILITY
TO
EMPLOYEES

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1 MOBI in short

1.1 What is MOBI?

The MOBI project uses the award winning 'From5To4' (F5T4) commuter challenge tool to encourage travel behaviour change.

Its overall aim is to reduce traffic by 20% in the peak hours by encouraging employees to travel more smartly (e.g. walking, cycling, public transport, car sharing and working from home).

MOBI seeks to combine travel behaviour change with game elements in order to encourage active participation and a willingness to achieve quality results. This in turn leads to more participation and chances of achieving pre-defined goals.

1.2 Who is MOBI aimed at?

Any organisation that experiences accessibility problems, wants to pursue sustainable management and help their employees make a positive difference in their local area.

Organisations are encouraged to participate in the game by outlining the benefits it could bring to themselves and their employees.

1.3 Aim of this document

This report is a practical report to showcase the used methodology and the lessons learned. Including comments on the effectiveness of the methodology and including recommendations based on the lessons learned per country.

The delivery of this feedback report was delayed due to the later implementation of F5T4 in the several countries. This document was created based on the first experiences of implementing the game. It will be updated during the MOBI project. A first update will be done in October 2015 and a second update will be realised in March 2016.

2 Methodology

2.1 Identifying and engaging stakeholders

Every partner identified at the start of the project the best recruitment possibilities in their country via Recruitment plans. All partners experienced some difficulties in recruiting companies in their country. Together with the Quality Advisory Board the consortium came to the conclusion that the recruitment could be more 'tailor made' and will work better when using 'scenario's'. These scenario's describe different approaches or reasons to why F5T4 could be useful or interesting for an organisation. Examples of scenario's are cost reduction, corporate social responsibility or health reasons. All partners updated their recruitment plans based on this theory. The scenario's per country differ.

2.2 Implementation of the tool

Implementation of the tool is done in cooperation with the participating organisation. Different approaches can be organised when implementing F5T4. Different things to discuss are:

- Will you combine playing F5T4 with any other activities in the company? For instance a change in policy or the creation of a new bicycle parking.
- The promotion of F5T4 can be done online and/or offline and by using the existing communication channels of the organisation.
- How will the teams within the organisation be made. Will the employees create their own teams or will the organisation arrange this? The teams can be made based on the different departments, but other allocations are also possible.
- What kind of incentives will be given to the winner(s)? And who will be classified as a winner? This can be the person with the most biking kilometres or the person who improved their travel behaviour the most. Or both.

Next to this there are a few tips that can be useful when implementing F5T4. The overall lessons learned can also be of use when implementing the tool. These are described in the next chapter.

- Use online as well as offline promotional materials. Different posters throughout the company help raise awareness.
- Have a champion in the organisation. Someone who can be an example for the other employees.
- The higher management should support the implementation.

3 Main lessons learned

This chapter summarizes all the lessons learned from all MOBI partners. In the first paragraph the main lessons learned are listed. In the second paragraph all MOBI partners listed their lessons learned per phase. We distinguish four different phases; contact, preparation, playing the game and evaluation. Not all partners experienced all phases, this means not all partners will have lessons learned in all phases.

A summary of the most important lessons learned will also be given in the Final Report and Final Publishable Report.

3.1 Overall lessons learned

All participating countries shared their lessons learned. Below a list of the most important overall lessons learned and reasons why an organization would like to play F5T4 and why they do not want to play this game.

Overall lessons learned:

- Personal contact works the best when recruiting a company. It is important to have the first contact with the organization facilitated by a person that shows a real support and interest to the idea of the project (e.g. a door opener).
- Because the tool is relatively new the period between the first contact and the actual contract is on average 6 months. However this could also take up to a year.
- F5T4 is not a goal in itself but can work like an accelerator for other initiatives.
- The tool should be completely fool proof and robust. When players get an error messages that prevents them from playing, they will lose interest in the game.
- Gaming is an effective approach in capturing the attention of companies in relation to corporate mobility and the advantages of addressing it from a sustainability perspective. This does not mean that they will adopt the approach, but it is a good visiting card to start a conversation and maybe to trigger other types of sustainable mobility initiatives.
- Companies are more receptive to carrying out this kind of measure under two conditions: they already perceive sustainable mobility as an issue for them and they have already taken measures before to improve sustainable mobility that they would like to make more effective. Companies that haven't taken this kind of measures tend not to feel credited enough to ask employees to change behaviour, but this may be an opportunity to make them start those measures.
- To make the game dynamic and participated by the highest possible number of employees, it is important to accompany it with other side initiatives that bring life to the game and the issue of sustainable mobility, like prizes, events, training, social media initiatives, etc. We should have suggestions and be able to offer them or recommend who could.
- There are several functional areas of the organization that might be interested in applying the game – corporate social responsibility, human resources, health, infrastructure & mobility... If an area isn't very interested in the beginning, it is worth trying another. Local sustainable mobility 'activists' may be help to help with the best approach.

Organizations want to play F5T4 because:

- They want to establish transport services for their employees (regular buses that transport workers to and from the workplace) and need data

- They want to improve access to their premises
- They are already active or want to get involved in corporate social responsibility
- They want to get involved in sustainable mobility
- MOBI could be a way of teambuilding for employees

Organizations don't want to play F5T4 because:

- They already operate transport services for their employees (regular buses that transport workers to and from the workplace)
- They are not required to have their own transport plan
- 6 months implementation might be too long, there is need for reinforcement or players will lose interest
- Only part of the employees have access to computer/internet
- There is restricted access to internet as a company policy
- Lack of incentives/prizes for employees (companies must budget these)

3.2 Lessons learned per country and phase

3.2.1 Netherlands

Contact

- The idea about gamification for changing behaviour and the general “look & feel” from MOBI and F5T4 is generally well received in contacts. It also opens doors for further discussion about sustainable mobility and people like the innovative character.
- Personal contact works best when recruiting companies. It is important to have the first contact with the organization facilitated by a person that shows a real support and interest to the idea of the project (e.g. a door opener);
- Because the tool is relatively new the period between the first contact and the actual contract is on average 6 months. However this could also take up to a year or more;

Preparation

- In general the preparation went well. The collecting of the email addresses is not a problem and we can use the standard communication channels of the companies;
- Some companies hesitate to do it companywide and choose for smaller sample in kind of pilot;
- F5T4 is not a goal in itself but can work like an accelerator for other initiatives.
- Not always the management wants to be included (where for setting the example) it could/should be very useful;
- There tends to be a longer (than expected) period between first contact and actual participation. It's up to 3 to 5 months and also 1 year is not exception.

Playing the Game

- There needs to be a (or a few) ambassadors within company who put some effort in filling in, make some noise, provides some articles or photo's.
- Keep in mind that not 100% will participate, focus on early adaptors and getting 'great majority' not the ones that don't want to

Evaluation

- The data generated by the game is very useful; Companies tend to have detailed questions that are not automatically generated

3.2.2 Belgium

Contact

- MOBI and F5T4 is generally well received in first contacts. People like the game-element, the graphical design and the innovative character.
- Find the right angle - every company has its own distinctive motivation to engage in a mobility campaign. In a broad promotional action, it proved to be hard to find the right angle to convince companies. When addressing them with a general promotional message, they are most likely just not interested, but when you use the wrong angle they are convinced the product is not meant for them. The challenge is to gather enough

external or inside information to determine which tagline will get your foot in the door. Personal contacts helped us to gain valuable insight in this.

- Don't underestimate the slowness of decision-making - Although promotion started already in a very early stage, it took our major companies more than a year to finally decide to push forward with the game. Decisions on issues that are not directly related to the core-business of a company take time, that's for sure. This makes it quite hard sometimes to estimate the take-up of a product.

Preparation

- When preparing the Joker-game our team encountered quite some problems with the registration e-mails. The registration procedure froze and people started to contact us and the helpdesk. Most of the problems were easily fixed, some other issues remained unsolved but disappeared miraculously after a while. After three days of intense contact between Joker, our team and the helpdesk, we managed to get all players on board.
- Product knowledge and mastery is key - When promoting a software tool to companies it is key that the promotion and implementation team fully understands all functionalities and in's and out's of the tool. Potential candidates are often more interested in why something was built and what purpose it serves than in how it exactly works. Next to that, mastering the product to a great extent helps implementers to be able to service the participants and make small adjustments that are tailored the participant's needs.

Playing the Game

- The tool still operates too much as a black box. It's not always clear when players get points or how the progress is calculated.
- Commitment of the management is crucial. Almost all of the employees of Joker took part in the game, very much because of clear commitment from the management. This was really motivating.
- A good working relation with the contact person is crucial.

Evaluation

- The data generated by the game offers good information for a basis on-the-spot evaluation. For further evaluation we need to look at the before and after-study.

3.2.3 United Kingdom

Contact

- It is key to identify the correct person within an organisation as otherwise you are often passed between different people who can not make the final decision and who do not know who is responsible. This has been an issue with many of the larger commercial businesses.
- Charities/NGOs and government organisations are the most interested in the campaign, however, these organisations are already active in sustainable transport and have a higher awareness of it. Within the UK, we would have liked to target more commercial businesses but this has been incredibly difficult with all those contacted saying they are not interested.
- Understand that it can take between 12 and 18 months to be able to secure an opportunity to trial the MOBI game within an organisation. The lead-in times and the number of people who need to be contacted are lengthy.

- During the proposal stage, Commuter Challenges were new and our gamification tool was considered to be really innovative. Years later and the tools are not considered to be as exciting as they were originally and apps are freely available online for individuals to use to challenge themselves into becoming more physically active when travelling to work.

Preparation

- The problem with the campaign in the NHS is that the MOBI campaign is voluntary for their staff. As they have not insisted their staff be involved, it has been delayed a number of times due to lack of interest.
- Moving forward, as there is a few organisations that are still discussing joining the campaign, we hope to encourage them to not offer the campaign voluntarily and instead assign all employees (or a department/office) teams and register them to play – This should hopefully raise interest in the campaign as the employees will wish to see what they have been signed up to and then, hopefully, continue to play the campaign.

3.2.4 Portugal

Contact

- Making the benefits clear for the company from the start
- Try to understand the specificities of the organization and the staff to approach before approaching them: their needs and concerns
- Focus on the appealing elements of the game; entering into details is generally unnecessary and may cause confusion
- Focus on companies with high social responsibility and human resource concerns.
- F5T4's attractiveness is a point in favour but you have to clearly identify the benefits for the organization and if possible quantify them;
- In contexts where employee mobility is not yet an issue, F5T4 may trigger the interest in the field for the organization. Be prepared to position F5T4 in that context, making it 'make sense' for companies which have not yet helped employees to use smarter mobility options, including if necessary to help them provide them with measures to improve those options;
- Municipalities like to give the example. Taking a successful game in the municipality itself may be an opportunity to get the municipality to promote the game among local organizations.

Preparation

- Senior management teams within organisations are often very keen to trial the game BUT their interest is not always shared by the staff who will form the teams. In one case, we spent 18 months working with senior managers within one country wide organisation but not enough staff came forward to establish a team and the game was cancelled.
- Understand if the responsible staff which to take the lead or let you do the decisions
- Send registration email to all employees or only those who mention they would like to play the game? The first option will get you more players but probably less active participation. Still not clear which is the best approach.

Playing_the_Game

- Send FAQ in advance to players, otherwise lots of questions will come in.
- If possible motivate the organization to carry out parallel activities that will raise the interest in the game, like giving material prizes, making a final awards event, doing

specific activities (e.g. for cyclists) or incentivizing players to share their positive experiences travelling to work.

- Give feedback (or make the organization do) during the game.
- Be prepared to submit intermediate reports to the company on the ongoing results. Send comments and suggestions based on results.

3.2.5 Romania

Contact

- It is important to have the first contact with the organization facilitated by a person that shows a real support and interest to the idea of the project (e.g. a door opener)
- Small and Medium-Sized companies, located within the city, might be more fit for MOBI than large companies, located at the outskirts of cities. The large companies usually operate transport services for their employees (regular buses, transporting workers to and from the workplace.) Only top management representatives have company cars and they rarely change their behaviour, due to the necessity of the car for the business meetings.
- Large companies already operate transport services for their employees (regular buses that transport workers to and from the workplace)
- Smaller companies are not required to have their own transport plan
- There is a certain profile of the player – employee with access to computer/internet which narrows the pool of players.

Preparation

- The top-down approach works better for implementing the F5T4 tool. In some cases, companies interested in MOBI tried the bottom-up approach, leaving the staff to register for playing the game. Unfortunately, the enthusiasm is not always shared by the employees, leading to insufficient registered players and the cancellation of the game. We learned it is better if the top management decides from the very beginning how many employees will play the game, by appointing them directly.
- On-time back-office reaction is needed. Slow back-office reaction from DTV to specific problems were encountered during preparation of implementation at Transilvania University:
 - moving a team member from one team to another
 - check if registration emails were sent
 - in case of mistyping email address resending registration emails to the correct email address.

Playing the Game

- The tool has to be completely functional (no bugs, no errors etc.). In Romania MOBI was delayed due to the fact that MOBI software platform was not finalized according to the initial schedule
- In order to have a 6 months implementation period there is need for reinforcement or players will lose interest
- It is crucial to have MOBI champions in each organization/team.
- A smartphone app and a user-friendly bug-free tool are crucial elements for a successful implementation. Employees are always on the run, with many tasks to complete on a regular basis, with limited time or even access to internet in some particular cases. Thus, a good app and a functional tool can ensure a high rate of accurate data collected.

Evaluation

- Specific guidance was needed from DTV in order to interpret the data in the Excel export file from F5T4 for the Final Implementation Report to Transilvania Univeristy.

3.2.6 Bulgaria

Contact

- Big-name companies choose very carefully their involvement in initiatives. They join and actively promote themselves, because they need to prove their social awareness to the society and draw public attention to their activities. In that respect, they prefer initiatives with great visibility and media attention. On the other hand, small companies jump into the initiatives selflessly and with open minds. In From5To4 Bulgarian small companies hit a 100% of participation in the initiative.
- Innovativeness is not such a big bump. Middle management (HR, PR) grasps the idea easily and communicates it properly, because they have previous experience with green initiatives. Moreover, big companies are all about innovation and thus have considered various innovative approaches; but there're competitive products on the market. The final word belongs to the Board Management who consider if the initiative falls into the strategic objectives of the company or not.
- Companies with CSR plan would like to participate for short time, because they are afraid employees will not be attracted to the game for 6 months.
- Organizations, dedicated to the green policies and activism, would not like to participate, because their employees travel by car and if this is put to paper, then their green image will be damaged .
- Companies with more than 300 employees, outside the city, are obliged to provide transport options to their employees, i.e. buses, train tickets, etc. This makes it impossible for employees to change their commuter habits, so the company sees no benefit of participation.
- Organisations or clubs/associations that are a bit more green- or sport-oriented are willing to participate and test out the game. They are open-minded, willing to experiment and happy to collaborate. However, they are small in size, they do not have centralised management, etc. One should rely on their own willingness to cooperate and participate; there is no "manager" to organize them.
- Companies or organizations that are already using a tool for reporting their trips and they are satisfied with it.
- Change towards sustainable mode is very difficult because it changes the mode that provides comfort to the player.
- Uzana EcoFest: programming problems in the game are a barrier to the attractiveness of the game. The game needs to be full of excitement (e.g. smart/funny quotes by MOBI) and competitiveness, e.g. people do not feel motivated to play if they do not see their progress clearly.

Preparation and playing the game

- On one hand, companies are choosing their involvement taking into an account that they will gain – if there's a risk of having their results not that high demotivates them from joining in. On the other hand, taking over the Management with the idea is not a guarantee that the employees will be just as excited as you are. Motivation and trust

among the employees is a whole new field and if it not well-prepared by the Management itself, it is difficult to light the spark.

- Awards and recognition are essential parts of the motivation to participate and keep playing.
- Much clarification about the game and its purposes are needed to the public. They want to know about it and why play it. Afterwards, with the arguments, comes the “appetite” to play.
- The “appetite” is kept through a platform that is alive, different motivating quotes and pieces of information, exchange of live communication between the players (e.g. if they talk about MOBI in their work breaks).
- If participants perceive the game as only filling-in their data, they lose their interest very quickly!

Evaluation

- Evaluation is extremely difficult in cases of data gaps

4 Annex I – Contact lists

4.1 The Netherlands

Company	Employees	Mail	Call	Meeting	Proposal	#contact	playing the game
Capgemini							X
Spijkernisse							X
Erasmus University							X
Quion		x	x			6	
Havenbedrijf Rotterdam	1000	x	x		x	9	
Universiteit Wageningen		x	x			11	
Selko	700	x	x			6	
Spie	260	x	x			8	
SGS		x	x	x		6	
Aegon		x	x	x		4	
Strukton	2500	x	x		x	4	
Youwe	110	x	x			4	
TiasNimbus	160	x	x			3	
RICOH	1200	x	x			4	
GE Healthcare	1250	x	x			6	
UPC		x	x	x		3	
Shield Security & Services E	200	x	x			4	
Lectric	220	x	x			4	
Verwiel	650	x	x			5	
Seaconlogistics	200	x	x			4	
Service Centre Maastricht E	200	x	x			5	
Tuincentrum Leurs B.V	150	x	x			3	
Leloux	350	x	x			6	
Van Wijk	100	x	x			2	
Evergreen Shipping	120	x	x			4	
Hotraco	150	x	x			3	
Hays	110	x	x			5	
Atos		x	x	x	x	7	
Kadaster	80	x	x			4	
MTB	1400	x	x			2	
Gemeente Bergen op Zoom		x	x		x	3	
Rdam Short Sea Terminals		x	x			2	
Eurotech		x	x			4	
Giesbers		x	x			4	
Akzo Nobel		x	x		x	6	
Roche Diagnostics		x	x			3	
Accell		x	x			3	
Amphia ziekenhuis		x	x			2	
Foederer		x	x			2	
Eef en Huub autobedrijf		x	x			4	
Stern		x	x			4	
Chromaflo		x	x			3	
Profile Tyre Center		x	x			6	
Autobedrijf Dijkstra	160	x	x			2	
Citco	270	x	x			2	
Pepsi Cola	240	x	x			4	
OPUS New Zealand	300	x	x	x	x	8	X
Enschede	5000	x	x	x	x	4	
RWS Utrecht	2000	x	x	x	x	2	
Disney US	1000	x	x	x		2	

Below another list of leads and contacts which are pending..

To-do lists [Add a to-do list](#)

Leads to-do Sander

- (Forenzo/1 mei) Autobedrijven Dijkstra autogroep BV (160 werknemers) [2 comments](#) [Sander Buningh](#)
- Eindhoven [Sander Buningh](#)
- Stadregio Rotterdam editie gemeenten [Sander Buningh](#)
- Spitsmijden 010 follow up (4200 deelnemers monitoring) [Sander Buningh](#)
- (Forenzo/di 6 mei) Stern (440p) [2 comments](#) [Sander Buningh](#)
- (Forenzo/di 6 mei) Chromaflo (200p) [2 comments](#) [Sander Buningh](#)
- Forenzo 1mei PepsiCo (240p) [2 comments](#) [Sander Buningh](#)
- Forenzo 30april Citco (270p) [3 comments](#) [Sander Buningh](#)
- Forenzo 13mei Giesbers (270p) [1 comment](#) [Sander Buningh - Thu, May 15, 2014](#)
- (Forenzo/wo 7 mei) Eef en Huub autobedrijf (200p) [2 comments](#) [Sander Buningh](#)
- Forenzo Van Wijk VGO (100p) [2 comments](#) [Sander Buningh - Tue, Jul 1, 2014](#)

[Add a to-do](#)

Leads to-do Arnold (per mei 2014) [3 comments](#)

- Forenzo 13mei Lectric (220p) [6 comments](#) [Arnold Einhaus - Wed, Jan 14](#)
- Werving 2012 Universiteit Wageningen [15 comments](#) [Arnold Einhaus - Tue, Feb 10](#)
- Werving 2012 Accell [1 comment](#) [Arnold Einhaus - Tue, Oct 7, 2014](#)
- Werving 2012 Havenbedrijf Rotterdam (>1000p) [15 comments](#) [Arnold Einhaus - Thu, Feb 26](#)
- (Forenzo/wo 7 mei) GE Healthcare (250 + 1000 werknemers) [10 comments](#) [Arnold Einhaus - Mon, Nov 24, 2014](#)
- Werving 2012 Aegon [5 comments](#) [Arnold Einhaus - Tue, Feb 10](#)
- Werving 2012 Gemeente Bergen op Zoom [2 comments](#) [Arnold Einhaus - Mon, Jun 30, 2014](#)
- Forenzo 20mei RICOH (1200p!) [15 comments](#) [Arnold Einhaus - Tue, Feb 10](#)
- Forenzo 21mei Seaconlogistics (200p) [6 comments](#) [Arnold Einhaus - Tue, Oct 7, 2014](#)
- Forenzo 22juli Shield Security & Services B.V. (200p) [4 comments](#) [Arnold Einhaus - Tue, Aug 26, 2014](#)
- Forenzo 1mei TiasNimbis (160p) [4 comments](#) [Arnold Einhaus - Thu, Feb 5](#)

[Add a to-do](#)

Next stept na 3 juni

- TNO informatie mailen [Sander Buningh - Thu, Jun 5, 2014](#)
- Paul Teuben: voorstel editie aanscherpen, start 1 sept met max 3 teams

[Add a to-do](#)

4.2 Belgium

Organization name/address	Contact	Preparation	Playing the Game	Evaluation
Joker / Karavaan / Anders Reizen / ViaViaTourismAcademy	Marij Lambert (communication manager)	2 physical meetings, follow-up via e-mail and phone	Started on 27 th of April with 95 players	Points and progress monitoring are confusing
Floordam	Katrien Demaerschalk (physical therapist)	2 meetings, 1 kick-off event,	Started playing on 1 st of June with 31 players	
IN-Z	Denny Drossaert	2 meetings	Will start 7 th of September with 112 players	

KBC	Gilbert De Hertog	1 meeting	Considers to start in September with 11.000 players	Privacy and system robustness are main concerns for the moment
Bayer Crop Science	Jack Vanhandenhove	1 meeting	Considers to start in March 2016	
Red Cross	Jessy Willems	1 meeting	Considers to start in September	Availability of bilingual version (FR-NL) is main concern
Janssen Pharmaceuticals	Nadine Carpentier	Meeting planned (9 th of June)	Considers to start in September	

Below another list of leads and contacts which were contacted via e-mail, received a personal information package and were followed up upon by phone twice.

AB Inbev	Hoes	Wouter	wouter.hoes@ab-inbev.com
ADD NV	Peeters	Cindy	cindypeeters@add.be
Alpro Com VA	Vantomme	Els	els.vantomme@alpro.com
Aquafin NV	Nuytemans	Vincent	vincent.nuytemans@aquafin.be
Bayer Crop Science	Van Handenhove	Jack	jack.vanhandenhove@bayer.com
Belgische Fruitveiling	Bers	Roger	roger.bers@bfv.be
Callexcell	Vanhool	Patrick	pvanhool@callexcell.be
CNH Industrial	Debruyne	Stephanie	stephanie.debruyne@cnh.com
De Lijn	Claeys	Pieter	pieter.claeys@delijn.be
Federal Mogul	Brugmans	Marnix	marnix.brugmans@federalmogul.com
Floordam	De Maerschalcck	Katrien	
FRANKI CONSTRUCT	Van Oevelen	Peter	peter.vanoevelen@telenet.be
Gemeente Herent	De Ruyver	Gudrun	gudrun.deruyver@herent.be
gemeente Lochristi	Dewispelaere	Chris	chris.dewispelaere@lochristi.be
Gemeentebestuur Wetteren	Zanders	Joke	mobiliteit@wetteren.be
Inagro	Vanderschaeghe	Dries	dries.vanderschaeghe@inagro.be

Ingenium	Taelemans	Bart	bart.taelemans@ingenium.be
IOK Afvalbeheer	Heylen	Steven	steven.heylen@iok.be
Jeugdzorg Emmaüs Antwerpen	De Roeck	Tim	tim.de.roeck@emmaus.be
MINT NV	Ville	Bruno	bruno@mint.be
OCMW Roeselare	Cornille	Evelien	ecoteam@ocmw-roeselare.be
Partena Ziekenfonds en Partners	De Wolf	Elisa	elisa.dewolf@partenapartners.be
Passiefhuisplatform vzw	Vanden Berghe	Els	els.vandenbergh@passiefhuisplatform.be
Punch Powertrain	Swijssen	Sara	sara.swijssen@punchpowertrain.be
Reynaers Aluminium	Reynaers	Karin	karin.reynaers@reynaers.com
Rode Kruis Vlaanderen	Pauwels	Bart	bart.pauwels@rodekruis.be
Ryhove	De Coninck	Piet	piet.de.coninck@ryhove.be
Sint-Augustinusinstituut KSOB vzw	Breukers	Jo	jo.breukers@augustinus-bree.be
Sint-Lodewijk	Van Eygen	Guido	guido.vaneygen@sintlodewijk.be
Stadsbestuur Izegem	Vanhooren	Siska	siska.vanhooren@izegem.be
Stadsbestuur Lo-Reninge	Decramer	Magali	ruimtelijkeordering@lo-reninge.be
Tenneco	Decabooter	Danny	ddecabooter@tenneco.com
Tomtom Belgium NV	Van De Maele	Ingrid	ingrid.vandemaele@tomtom.com
Veiling Haspengouw	Wijgaerts	Bart	bart.wijgaerts@veilinghaspengouw.be
VIBE vzw	Van Dijken	Marcel	marcel.vandijken@vibe.be
vzw Emmaüs - De Noker	Van de Velde	Els	els.vandevelde@emmaus.be
VZW Limburgs Gezondheidsoverleg	Lipkens	Luc	luc.lipkens@limburg.be

4.3 United Kingdom

	Contact	Preperation	Playing the Game	Evaluation
NHS Edinburgh	X	X	September	
West Sussex County Council	X			
Buckinghamshire County Council	X			
Surrey County Council	X			
Visit Scotland Sarah Iverson – Corporate Comms Sarah.iverson@visitscotland.com	X			
National Trust Scotland Dermont HERNs – Comms Manager 0131 458 0225	X			
Edinburgh World Heritage info@ewhg.org.uk	X			

Contact

- West Sussex County Council – Andy Mouland
West Sussex County Council showed interest in the campaign. A staff member is already happy to lead on the project but at the moment it is still awaiting approval from the Director. If approval is received, the campaign is expected to begin in July.
- Buckinghamshire County Council – Rebecca Dengler
Buckinghamshire is interested in implementing this campaign within a Buisness Park in the County. At present, the contact is planning meetings with the Transport leaders at the business park in order to discuss option to implement the campaign this Summer.
- Visit Scotland – Sarah Iverson
Expressed an interest in the campaign but as of yet this is still at an introductory stage. Initial response they have shown interest but senior management approval is needed
- National Trust Scotland – Dermont HERNs
Dermont expressed interest in the campaign stating it is in line with other activities within their business. He is interested but the decision lies with the Environmental Manager who has been on leave for a long period of time. He is due to return to work end of May/early June and discussions will pick up again. Overall the response is positive and Dermont has offered to initiate the discussions between WYG and the Environment Manager (so that we are essentially not ‘cold-calling’)
- Edinburgh World Heritage – No named contact yet
This is a very small organisation of only 7 staff. They are interested in the campaign but we need to decide how the campaign will run as teams are not possible to set up due to low numbers of staff.

Preparation

- NHS Edinburgh – Hazel Stewart
The NHS campaign was supposed to start in February this year however it has been consistently delayed since. They have now said that the main issue for the campaign not starting earlier is because there had not been enough time to do corporate promotions of

MOBI and noone registered any interest. They have now said they are postponing the campaign to Septemeber this year in order to get a longer promotion period in the hope to capture staff interest.

4.4 Portugal

	Contact	Preparation	Playing the Game	Evaluation
ANA Aeroportos				X
Nokia		X		
MUBi		X		
CTT		X		
Coriant		X		
Cofidis	X			
Siemens	X			
Municipality of Funchal	X			
Municipality of Lisbon	X			
Junta de Freguesia de Alvalade (Parish)	X			
Instituto Superior Técnico	X			
Ikea	X			
EDP	X			
Caixa Geral de Depósitos	X			
Novabase	X			
Vodafone	X			
INESC-ID	X			
Pavilhão do Conhecimento	X			
REFER	X			
Cushman & Wakefield	X			
Jerónimo Martins	X			
EMSA	X			
Municipality of Torres Vedras	X			
Saír da Casca	X			

IBM	X			
ISEL	X			
Microsoft	X			
BANIF	X			
Transportes de Lisboa	X			
Fertagus	X			
Rodoviária de Lisboa	X			
ALD Automotive	X			
Instituto da Mobilidade e Transportes	X			

4.5 Romania

MOBI - List of organizations invited to play F5T4					
No.	Organization name	Description	Web	Field of activity	MOBI Status
1	ADL Bacău	Bacău Local Development Agency	http://adlbacau.ro/adl/	-	Not interested
2	Aeroportul Internațional Sibiu RA	Sibiu International Airport	www.sibuiairport.ro	Private Sector	Invited via email to join the project on 04.08.2015. No answer received.
3	Agenția pentru Protecția Mediului Brașov	Brașov Environment Protection Agency	www.apmbv.anpm.ro	Public institution	Not interested
4	Asociația Undaverde	NGO	www.atelier.undaverde.ro	Environment Protection	Not interested
5	Camera de Comerț și Industrie Brașov	Brașov Chamber of Commerce	www.ccibv.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
6	Fundația Comunitară Mureș	NGO	www.fcmures.org	Local community development	They found an IT company interested in joining the F5T4. Game cancelled due to low interest among employees.
7	King.com Bucharest Studio	Games developer	https://jobs.king.com/about-us#what-we-do	Gaming	Not interested
8	Municipiul Aiud	Aiud Municipality		Public institution	Invited via email to join the project on 05.06.2015. No answer received.
9	Municipiul Alba Iulia	Alba Iulia Municipality		Public institution	Not interested
10	Municipiul Arad	Arad Municipality		Public institution	Invited via email to join the project on 05.06.2015. No answer received.
11	Municipiul Baia Mare	Baia Mare Municipality		Public institution	Invited via email to join the project on 05.06.2015. No answer received.
12	Municipiul Bistrița	Bistrița Municipality	www.primariabistrita.ro	Public institution	Invitation accepted, F5T4 implemented.
13	Municipiul Brașov	Brașov Municipality	www.brasovcity.ro	Public institution	Invitation accepted, F5T4 implemented.
14	Municipiul Buzău	Buzău Municipality		Public institution	Invited via email to join the project on 25.06.2015. No answer received.
15	Municipiul Călărași	Călărași Municipality		Public institution	Invited via email to join the project on 05.06.2015. No answer received.
16	Municipiul Deva	Deva Municipality		Public institution	Invited via email to join the project on 25.06.2015. No answer received.

17	Municipiul Făgăraș	Făgăraș Municipality	http://primaria-fagaras.ro	Public institution	Invitation accepted, F5T4 implemented.
18	Municipiul Focșani	Focșani Municipality		Public institution	Invited via email to join the project on 05.06.2015. No answer received.
19	Municipiul Giurgiu	Giurgiu Municipality		Public institution	Invited via email to join the project on 05.06.2015. No answer received.
20	Municipiul Iași	Iași Municipality		Public institution	Invited via email to join the project on 05.06.2015. No answer received.
21	Municipiul Mediaș	Mediaș Municipality		Public institution	Invited via email to join the project on 05.06.2015. No answer received.
22	Municipiul Miercurea Ciuc	Miercurea Ciuc Municipality		Public institution	Invited via email to join the project on 05.06.2015. No answer received.
23	Orașul Mizil	Mizil Municipality	www.primaria-mizil.ro	Public institution	Interested, but didn't involve any employees.
24	Municipiul Moinești	Moinești Municipality		Public institution	Invited via email to join the project on 25.06.2015. No answer received.
25	Municipiul Odorheiu Secuiesc	Odorheiu Secuiesc Municipality		Public institution	Invited via email to join the project on 05.06.2015. No answer received.
26	Municipiul Piatra Neamț	Piatra Neamț Municipality		Public institution	Invited via email to join the project on 05.06.2015.
27	Municipiul Ploiești	Ploiești Municipality		Public institution	Invited via email to join the project on 05.06.2015. No answer received.
28	Municipiul Râmnicu Vâlcea	Râmnicu Vâlcea Municipality	www.primariavl.ro	Public institution	Interested, but didn't involve any employees.
29	Municipiul Satu Mare	Satu Mare Municipality		Public institution	Invited via email to join the project on 05.06.2015. No answer received.
30	Municipiul Săcele	Săcele Municipality		Public institution	Invited via email to join the project on 05.06.2015. No answer received.
31	Municipiul Sibiu	Sibiu Municipality		Public institution	Invited via email to join the project on 05.06.2015. No answer received.
32	Municipiul Sighișoara	Sighișoara Municipality		Public institution	Invited via email to join the project on 05.06.2015. No answer received.
33	Municipiul Târgoviște	Târgoviște Municipality		Public institution	Invited via email to join the project on 05.06.2015. No answer received.
34	Municipiul Târgu Mureș	Târgu Mureș Municipality		Public institution	Invited via email to join the project on 05.06.2015. No answer received.
35	Municipiul Timișoara	Timișoara Municipality	www.primariatm.ro	Public institution	Interested, but didn't involve any employees.
36	Municipiul Zalău	Zalău Municipality		Public institution	Invited via email to join the project on 05.06.2015. No answer received.
37	Orașul Avrig	Avrig Municipality		Public institution	Invited via email to join the project on 05.06.2015. No answer received.
38	Orașul Rupea	Rupea Municipality		Public institution	Invited via email to join the project on 05.06.2015. No answer received.
39	Regia Autonomă de Transport Brașov	Brașov Public Transport Company	www.ratbv.ro	Public transport	MOBI Partner
40	SC Adecco Resurse Umane SRL - Brașov	Private Company	www.adecco.ro	Employment, HR	Invited via email to join the project on 28.09.2015. No answer received.
41	SC Airbus Helicopters Romania SA	Private Company	www.airbushelicopters.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
42	SC Arcon SRL	Private Company	www.arcon.com.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
43	SC Aro Palace SA	Private Company	www.aro-palace.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
44	SC Arvato Services SRL	Private Company	www.arvato.com	Private Sector	The implementation of F5T4 was started but eventually cancelled due to very low interest among the employees.
45	SC Avicola Brașov SA	Private Company	www.avicolabrasov.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
46	SC Banca Comercială Română SA	Private Company	www.bcr.ro/csro/Contact	Private Sector	Invited via email to join the project on 03.08.2015. No answer received.
47	SC Banca Transilvania SA	Private Company	www.bancatransilvania.ro	Private Sector	Invited via email to join the project on 04.08.2015. No answer received.
48	SC Bilka Steel SRL	Private Company	www.bilka.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.

49	SC BRD - Groupe Societe Generale SA	Private Company	www.brd.ro/despre-brd/responsabilitate-corporativa	Private Sector	Invited via email to join the project on 03.08.2015. No answer received.
50	SC Comprest SA	Private Company	www.comprest.ro	Private Sector	Not interested
51	SC Computer Generated Solutions Romania SRL	Private Company	www.cgsinc.com	Private Sector	Invited via email to join the project on 03.08.2015. No answer received.
52	SC Computer Generated Solutions Romania SRL - Punct de lucru Braşov	Private Company	www.cgsinc.com	Private Sector	Invited via email to join the project on 03.08.2015. No answer received.
53	SC Condmag SA	Private Company	www.condmag.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
54	SC Covalact SA	Private Company	www.covalact.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
55	SC Dediene Roumanie SRL	Private Company	www.dediene.com/EN/DedieneMultiplastyGroup/org_plans.las?fil=Roumanie	Private Sector	Invitation accepted, F5T4 implemented.
56	SC Delaco Distribution SA	Private Company	www.delaco.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
57	SC Dexion Storage Solutions SRL	Private Company	www.dexion.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
58	SC Dunapack Rambox Prodimpe SRL	Private Company	www.dunapack.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
59	SC EBS Romania SA	Private Company	http://ebs.ro/	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
60	SC Ecopack SA	Private Company	www.ecopack.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
61	SC EL-CO SA	Private Company	www.el-co.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
62	SC Eldon SRL	Private Company	www.eldon.com/ro-RO	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
63	SC Electropecizia SA	Private Company	http://electropecizia.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
64	SC Elmas SRL	Private Company	www.elmas.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
65	SC Energobit SA	Private Company	www.energobit.com	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
66	SC Europharm SA	Private Company	www.gsk.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
67	SC Fin-Eco SA	Private Company	http://fin-eco.ro/	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
68	SC Flash Lighting Services SA	Private Company	www.flashgroup.ro	Private Sector	Interested, but didn't involve any employees.
69	SC Flashnet SRL	Private Company	www.flashnet.ro	Private Sector	Not interested
70	SC Herbalife RO SRL	Private Company	www.herbalife.ro	Private Sector	Invited via email to join the project on 04.08.2015. No answer received.
71	SC Hiperdia SA	Private Company	www.hiperdia.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
72	SC IBM Romania SRL	Private Company	www.ibm.com/ro/ro	Private Sector	No answer received.
73	SC Iceberg Consulting SRL	Private Company	www.iceberg.ro	Private Sector	Invitation accepted, F5T4 implemented.
74	SC Imsat Cuadripol SA	Private Company	www.cuadripol.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
75	SC Iquest Technologies SRL	Private Company	www.iquestgroup.com	Private Sector	Invited via email to join the project on 13.08.2015.
76	SC Ius SA	Private Company	www.mob-ius.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
77	SC Metro Cash & Carry Romania SRL	Private Company	www.metro.ro	Private Sector	Invited via email to join the project on 04.08.2015. No answer received.
78	SC Metrom Trading SA	Private Company	www.metromtrading.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.

79	SC Nitroporos SRL	Private Company	www.nitroporos.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
80	SC Nokia Solutions and Networks Romania SRL	Private Company	http://networks.nokia.com/about-us/directory-of-contacts/info-west-south-europe/romania	Private Sector	Not interested
81	SC OTP Bank Romania SA	Private Company	www.otpbank.ro	Private Sector	Invited via email to join the project on 03.08.2015. No answer received.
82	SC Pentalog România SRL	Private Company	www.pentalog.ro/compania/contact_agentia_brasov_romania.htm	Private Sector	Not interested
83	SC Raiffeisen BANK SA	Private Company	www.raiffeisen.ro	Private Sector	Invited via email to join the project on 03.08.2015. No answer received.
84	SC Raiffeisen Bank SA, Agenția Făgăraș	Private Company	www.raiffeisen.ro	Private Sector	Invitation accepted, F5T4 implemented.
85	SC Rapronic SRL	Private Company	www.rap-group.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
86	SC Ready Garmet Technology SRL	Private Company	www.rgt.ro/ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
87	SC Romradiatoare SA	Private Company	www.romradiatoare.com	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
88	SC Romstal Impex SRL	Private Company	www.romstal.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
89	SC Ropharma SA	Private Company	www.ropharma.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
90	SC Route 66 SRL	Private Company	www.66.com	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
91	SC S.U.D.V. Brasov SA	Private Company	www.sudv.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
92	SC Salco Sev SRL	Private Company	www.salcoserv.ro	Private Sector	Invitation accepted, F5T4 implemented.
93	SC Schneider Electric Romania SRL	Private Company	www.schneider-electric.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
94	SC Secuiana SA	Private Company	www.secuiana.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
95	SC Selgros Cash & Carry SRL	Private Company	www.selgros.ro	Private Sector	Invited via email to join the project on 04.08.2015. No answer received.
96	SC Siemens Convergence Creators SRL	Private Company	www.convergence-creators.siemens.com	Private Sector	Invitation accepted, F5T4 implemented.
97	SC Stabilus România SRL	Private Company	www.stabilus.com	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
98	SC Star East Pet SRL	Private Company	www.stareastpet.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
99	SC STI International SRL	Private Company	www.stii.ro	Private Sector	Invitation accepted, F5T4 implemented.
100	SC Tetkron SRL	Private Company	www.tetkron.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
101	SC Trasilana SA	Private Company	www.transilana.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
102	SC Unicall Services Group SRL	Private Company	http://unicallservicesgroup.ro/	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
103	SC Urban SA - Sucursala Brasov	Private Company	www.salubritate.ro	Private Sector	Not interested
104	SC Vel Pitar SA - Brașov	Private Company	velpitar.ro	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
105	SC Ves SA	Private Company	-	Private Sector	Invited via email to join the project on 28.09.2015. No answer received.
106	SC Vodafone Romania SA	Private Company	www.vodafone.ro	Private Sector	Invited via email to join the project on 04.08.2015. No answer received.
107	Serviciul Public de Asistență Socială Făgăraș	Făgăraș Public Social Services Direction	-	Private Sector	Invitation accepted, F5T4 implemented.
108	Universitatea Transilvania din Brașov	Transilvania University in Brașov	www.unitbv.ro	University	Invitation accepted, F5T4 implemented.
109	Zona Metropolitană Satu Mare	Satu Mare Metropolitan Area Association		Public administrations association	Invited via email to join the project on 05.06.2015. No answer received.

4.6 Bulgaria

	Planned to contact in Autumn2015	Contact	Preparation	Playing the Game	Evaluation
75 Organisation		X			
3 teams – of 1 Organisation					x
2 teams of 2 Organisations		X		x	
12 large companies	x	X			
30 mid-size	x			X	
50 small/mid	x				

Contact

1. In June/July 2014, one roll-out of the game was made of 113 participants within the Uzana EcoFest. The most sustainable one was awarded. At that period, the game displayed various mishaps and could not be presented to companies.
2. Since mid. February till May, EAP kept contact with 30 companies/ organisations. Out of them 3 teams (12+14+11 participants) were formed and played in March/April and 2 (9+5 participants) are playing March – June. Evaluation of the first 3 teams is being made.
3. EAP organizes a competition between the companies (75 organisations) in the Uzana EcoFest in July 2015. Concept for this competition is being prepared. At the end of May, communication with all 75 organizations will be started to draw them into the game. They will be asked to provide a small team from their organization. The end of the game will be prior the Uzana EcoFest so that there's some time for calculation of their savings and determining the winner. They will be asked to play from June 1 till July 20.
4. In the sixth project meeting, a recap of the MOBI games played in Bulgaria will be made. The action plan for communication to other companies will be updated and active communication with the targeted companies will be made. For now the list, consists of 12 large companies, 30 mid-size and 50 small/mid of the fields of ICT, green services, businesses, outsourcing, education, sustainable mobility, etc.

Evaluation

- 3 teams of 37 players from the EcoSchool Network joined the game and played for month and a half. Their involvement has not been intensive and control over it could not have been done due to restrictions of the MOBI software platform. The platform will be opened again for them so that they complete their data, because data gaps are a barrier to the proper evaluation of their game.
- 2 teams of 15 players are still in the platform. To avoid misunderstandings they will be directly emailed by EAP to fill in their data and thus avoid data gaps.

5 Annex VII – Report on national launch events

5.1 Netherlands

Name of event	National Premiere of the market for Mobility (Landelijke première van de marktplaats voor mobiliteit)
Type of event	<p>F5T4 is one of the selected mobility services in Rotterdam region market approach. The launch event was linked to the launch of the region market approach. MOBI had its own 'market stall' where the project was presented as a best practice.</p> <p>Approximately 200 companies attended the event. The Minister of Infrastructure and the environment was also present during this event.</p> <p>After this event regular meetings are held for companies to meet the selected mobility services.</p> <p>http://www.verkeersonderneming.nl/home/anti_filediensten</p> <p>http://www.verkeersonderneming.nl/nieuws/1134</p>
Date	The launch event was organized on the 27 th of November 2013.
Location	Rotterdam
Topics covered by event	Mobility management and planning for companies
Target group(s)	Mobility Managers, Companies
Number of attendees*	In total: 300+
Aims and objectives of the event and achievements	Generate leads for implementation
Dissemination means	Flyers, mailing, leaflets
Evidences **	<p>Report of the launch (in Dutch):</p> <p>http://www.verkeersonderneming.nl/nieuws/1395</p> <p>Presented as a best practice (in Dutch):</p> <p>http://www.verkeersonderneming.nl/home/anti_filediensten</p>

5.2 United Kingdom

Name of event	SEStran Sustainable Travel Forum
Type of event	Forum event
Date	1st May 2013
Location	South East Scotland
Topics covered by event	<ul style="list-style-type: none"> - MOBI campaign introduction - MOBI campaign implementation - Other presentations from businesses attending
Target group(s)	Businesses in the SEStran location
Number of attendees*	<p>30 – we do not have a list due to data protection reasons stipulated by SEStran – the organiser of the event. We were only allowed to keep the contact details of individuals who expressed interest. These were:</p> <ul style="list-style-type: none"> - Edinburgh College, Harriet Cross - Queen Margaret University , Tara O’Leary - Edinburgh University, Emma Crowther - NHS Lothian, Iain Sneddon - NHS Fife, William Dove - Fife Council, Claire Hamilton-Sturdy - Clackmannanshire Council , Lesley Deans - Midlothian Council, Lindsay Haddow - City of Edinburgh Council, Brian Sharkie - Edinburgh Airport, Kevin Murphy
Aims and objectives of the event and achievements	The Sustainable Travel Forum is set up by SEStran to facilitate best practice exchange between businesses and key employers within the SEStran area. This event was organised by SEStran to promote business activities and to introduce MOBI to the audience.
Dissemination means	Leaflets were handed out to attendees. MOBI presentations were delivered.
Evidences **	PowerPoint presentation

5.3 Belgium

Name of event	National launch event(s) organised per province to ensure maximal accessibility
Type of event	Car Free Day Event on which F5T4 was one of 2 actions to be promoted as a follow-up to Car Free Day.
Date	19/09/2013 (Brussels) 21/03/2014 (Ghent) 31/03/2014 (Leuven) 06/05/2014 (Lier)
Location	As mentioned above
Topics covered by event	Mobility management and planning for companies
Target group(s)	Mobility managers, environmental managers, ...
Number of attendees*	In total: 190 (participant list of one event in annexe)
Aims and objectives of the event and achievements	Promote follow-up actions to Car Free Day
Dissemination means	Personal invitations to subscribers to Car Free Day, flyers, mailing, leaflets
Evidences **	Attendee list

5.4 Romania

Name of event	MOBI media launch in Brasov
Type of event	Mass media campaign
Period	28/07-31/10/2014
Location	Brasov
Topics covered by event	MOBI European Project MOBI Smart Mobility Tool MOBI Call for action: <ul style="list-style-type: none"> - Companies - Employers - Employees
Target group(s)	Brasov local press <ul style="list-style-type: none"> - Newspapers - Magazines - TV channels - Online media Brasov private sector <ul style="list-style-type: none"> - Companies - Employers - Employees
Number of attendees	10 media coverage materials <ul style="list-style-type: none"> - 2 articles - 1 magazine advertorial - 4 TV materials - 2 online posts - 1 news bulletin issued by Brasov City Hall
Aims and objectives of the event and achievements	MOBI Official Launch MOBI Promotion and Dissemination MOBI Call for the private sector
Dissemination means	ABMEE Press Release Brasov City Hall News Bulletin Brasov Local Press
Evidences	All materials presented in 'Evidence Launch Events'

Due to the fact that in July 2014 MOBI tool was not ready and needed adjustments and bugs solving, and since ABMEE was not able to present a fully working instrument to the private sector, ABMEE decided to officially launch the MOBI project via a mass media campaign instead of having an actual meeting with companies, in order to gain time but still raise interest and awareness.

ABMEE worked closely with the Press Bureau of Brasov City Hall in order to put together a news bulletin presenting MOBI that would generate interest and a call for action for the employers and employees working in Brasov region.

After the press release issued by ABMEE and the news bulletin sent by Brasov City Hall to around 100 contacts from the local press, an intense media coverage followed and interest for MOBI grew.

ABMEE representatives were invited to several TV channels for talking shows and interviews, they were quoted by local newspapers, the press release was used by the online media and an advertorial promotion for MOBI was proposed by a well-known magazine

5.5 Bulgaria

Name of event	MOBI Launch Event
Type of event	The Launch event was comprised of two parts: 1. Exhibition stand and active distribution at the International Technical Fair of Plovdiv (in the ENECO Exhibition Hall, i.e. green businesses and services) 2. Presentation at National conference of the Association of Bulgarian Energy Agencies organised during the International Technical Fair of Plovdiv
Date	Stand dates: 29 September - 5 October 2013 Presentation dates: 3 October 2013
Location	International Fair of Plovdiv, Plovdiv, Bulgaria
Topics covered by event	MOBI recruitment campaign and MOBI popularization campaign
Target group(s)	Businesses dealing with services, ICT, outsourcing, etc.
Number of attendees*	Stand: ar. 200 materials distributed Conference: 125 pers
Aims and objectives of the event and achievements	The Green Energy Days (GED) is an annual 3-day event during the International Technical Fair of Plovdiv organized by the Association of the Bulgarian Energy Agencies (ABEA) and the International Fair of Plovdiv. During GED, energy-related conferences, workshops, seminars, etc. are carried out. They are aimed at local authorities, businesses, energy experts, transport and mobility experts, wide public. The spotlight of the whole programme is the annual conference of the Association of the Bulgarian Energy Agencies where as part of the launch event there was a MOBI presentation. In the meantime, as a second part of the MOBI launch event, an EAP stand was arranged to also distribute MOBI idea among the exhibiting companies. One part of the Launch event was a wide-

scale presentation at the 2013 ABEA conference edition named “Sustainable Energy Development and Green Economy”. The MOBI-presentation was made during the second part of the conference – “Smart cities and intelligent transport”. The event was attended by app. 125 representatives of businesses, municipalities, energy-related companies, public transport operators, etc. Additionally, MOBI-materials were put in the conference folder, and the MOBI-presentation was sent to the attendees after the Conference.

The MOBI-presentation was done among presentation relating to integrating innovative concepts in the urban management and building up new infrastructures and introducing new services related to the cities and their transport. The MOBI-concept was related to the smart cities IT-infrastructure and was introduced as a smart software solution to manage the passenger flows of the working people, and thus to involve the employers in the processes of “smartization” of the European cities. The Municipality of Plovdiv and Bourgas asked for more details on the applications of the game, and expressed interest to see it running.

Following the conference, Bulgarian MOBI coordinator and presenter Ina Karova received an invitation to participate in a round table for the energy development of the Bulgarian smart cities (4.10.2013).

Second part of the Launch event was the active distribution and recruitment of MOBI at the EAP stand during the International Technical Fair of Plovdiv in the ENECO hall attended by exhibitors and visitors from the field of technology, ICT and mechanics. In 2013, app. 100 exhibitors were present, along with EAP.

EAP used the high visibility and the attendance of companies at the Fair to promote the MOBI-concept and game, and to recruit participants. In the exhibition period 30.09.-5.10.2013, ar. 200 MOBI materials were distributed at the stand of

	<p>the EAP and the whole Fair area.</p> <p>A banner, leaflets and informational brochure (all attached) were prepared and exhibited to draw the attention of potential participants at the EAP stand; additionally, special boxes with booklets on improving transport and mobility for employees were given to the most interested stakeholders. A MOBI-girl was engaged to explain the interested companies the rules, conditions of participation and benefits of participation; and to visit the other exhibitors promoting MOBI.</p>
Dissemination means	<p>MOBI presentation materials submitted on the stand and during the conference are:</p> <p><i>1.1. Stand: pictures, banner, leaflets, informational leaflet, transport and mobility guidelines. At the stand a MOBI –girl would talk to the visitors about participation in MOBI</i></p> <p><i>1.2. Conference presentation: Presentation, banner, informational leaflet, leaflets, video clip in the break sessions. Presentation sent to the participants via email.</i></p>
Evidences **	<p>The evidences are as follows:</p> <p><u>1. Pictures:</u></p> <p><i>1.1. Exhibition stand</i></p> <p><i>1.2. Conference presentation</i></p> <p>2. Agenda of the conference</p> <p>3. Presentation slides</p> <p>4. Participant List</p>