

Communication and dissemination plan

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Project coordinator: DTV Consultants		
Author: Jan Christiaens, Mobiel 21		
Co-Author: Elke Van Os, Mobiel 21		
Quality check by:		



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1. Introduction

From5To4 is web-based tool which combines personal and group incentives for employees into an attractive game. It aims for a reduction of the energy impact of commuter and business trips through the provision of a 'Commuter Challenge' competition. F5T4 is a game-changer, introducing new trends in social media and gamification into the field of mobility management.

Gamification describes the broad trend of employing game mechanics to non-game environments such as innovation, social change and transport. The game offers a challenging gaming environment but also offers employers a sound and detailed overview of the company's modal split and travel behavior of its employees. Moreover, it benchmarks not only within a company, but also companies and even regions or countries. Every day an employee is playing the game, information about his or her trips is gathered. The collected information can easily be investigated and monitored by the F5T4 tool. The constant need for information, especially about trips, modal choice, etc can be analysed by each company or municipality that joins the game. All data is treated in confidence and is not shared with any third parties. Large questionnaires aren't needed anymore to find out the results of players actions. And if additional questions appear, they are easily asked to the right target group via the game-tool.

From5To4 encourages employees to change their travel behaviour and use sustainable modes for at least 20% of their travel to work trips. This is possible if they work and travel smart. A digital coach, the personal obligation to fill in travel choices and team coherence are strong incentives. Peer pressure, competition and small awards help to stay motivated. Recent implementations in 10 sites reaching over 1.000 employees show an average drop in car-use during rush-hour of 21%. In one specific case (Municipality of Eindhoven, 60 contestants), the participants reduced car trips by 27%, biked 5,8 km more per week per average participant and drove 6,25 km per week less.

Purpose of this plan

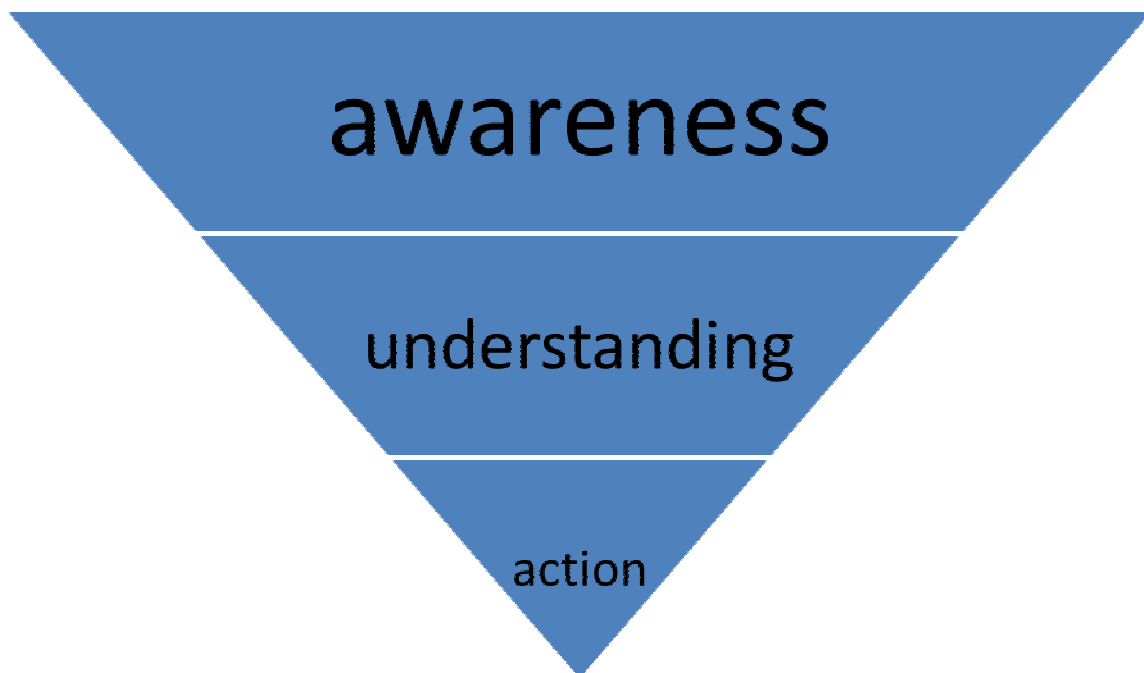
The plan is meant to be a helpful instrument for the consortium to communicate and promote Mobi as a project and F5T4 as a serious mobility game and to disseminate the results and outcomes of the project to a wider audience. As work package leader in a small consortium, Mobiel 21 will take up most of the actions described in this plan. However, the help and active contribution of partners is absolutely necessary to involve local stakeholders and bring Mobi to live in a national context.



2. Dissemination theory at a glance

2.1. Types of dissemination

Dissemination is a means of delivering information to specific target groups to promote the reception, understanding, acceptance, and application of that information. Effective dissemination engages the recipient in a process of increased awareness, understanding and support and/or commitment and action.



Dissemination for awareness

The target groups need to be aware of our project and the intended outcomes. The aim is to build an identity and profile of the project's issues within the target community. This can be carried out at an early stage of the project and represents a one-way information process. To achieve ongoing awareness of the project, it is important to create a clear and easily recognisable identity of the project. In this case, Mobi is our easily identifiable mascot.

→ Means of dissemination: newsletter, website, brochures, participation in events, media coverage, reports, papers, social network tools (Facebook, Twitter, Linked In, ...) etc.

Dissemination for understanding

To achieve understanding and support of the project issues, it is necessary to directly interact with the target groups. This approach will be efficient if the target audiences can benefit from what our project has to offer. In order to achieve real impact, the target groups need to have the right skills, knowledge and understanding of the project issues.

→ Means of dissemination: distributing information in a more targeted manner, e.g. personal contacts with employers, workshops with employees, visits, etc.



Dissemination for action

The target groups in this context are decision-makers, i.e. people that are in a position to influence and bring about change in their fields of activity. To reach these groups, precise, directed and proactive commitment is necessary.

→ The means of dissemination involve personal contacts and the provision of evidence-based information in an accurate way.

Tools for dissemination include logos and corporate identity, websites, newsletters, leaflets, presentations and publications, media releases, hosting and attending workshops, seminars and conferences and networking.

2.2. Success factors for dissemination

Tailoring the type and design of dissemination products to meet the diverse needs of the target groups

It is important to understand that different products are required for different stakeholder groups. Dissemination aimed at specific audiences must meet their needs and appeal to the respective audience. Policymakers, for example, prefer short, to-the-point, user-friendly products, such as summary fact sheets that contain key information relevant to policy discussions. Next to that they're also interested to see to case study examples as to understand how effective others have been. Dissemination products should have well-written titles that reflect the key messages and that grab the attention of the user to read further. Products should include strategic visuals such as photos, pictures and graphs. The products should be structured to include key findings that can be easily found by the reader, the author(s) contact information, policy or practice implications, references and sources for further information.

Deliver what the users both want and need

When disseminating the outcomes of the project think about the benefits for the target groups. Nothing interests a person more than offering a potential solution to a particular problem or advantages for an important field of activity. Benefits can be in terms of money, saving of time, raising motivation, image promotion etc.

Engagement

The most successful dissemination strategies will be those that actively engage recipients throughout the project as active partners. The greater the involvement of the target groups the greater impact can be achieved.

Early start

Dissemination activities should be an integral part of the project plan right from the beginning. Experience has shown that the approach of leaving dissemination until the final phase of a project does not work as it fails to allow time for engaging the recipients. Providing people with advanced notice of what is planned can strengthen partnerships and networks.



3. Understanding our messages and target groups

3.1. Our messages

As said in the introduction there are two main messages we want to convey in our communication to our target groups:

1. The F5T4 game is a serious game which provokes modal shift within a company's commuter trips
2. The Mobi project has reached X results which are measured in a scientific way and are transferable to other sites

The first message will be of interest for employers, employees and cities while the second message must be conveyed to a much larger audience of employers, cities, national authorities, mobility professionals; universities and research institutions.

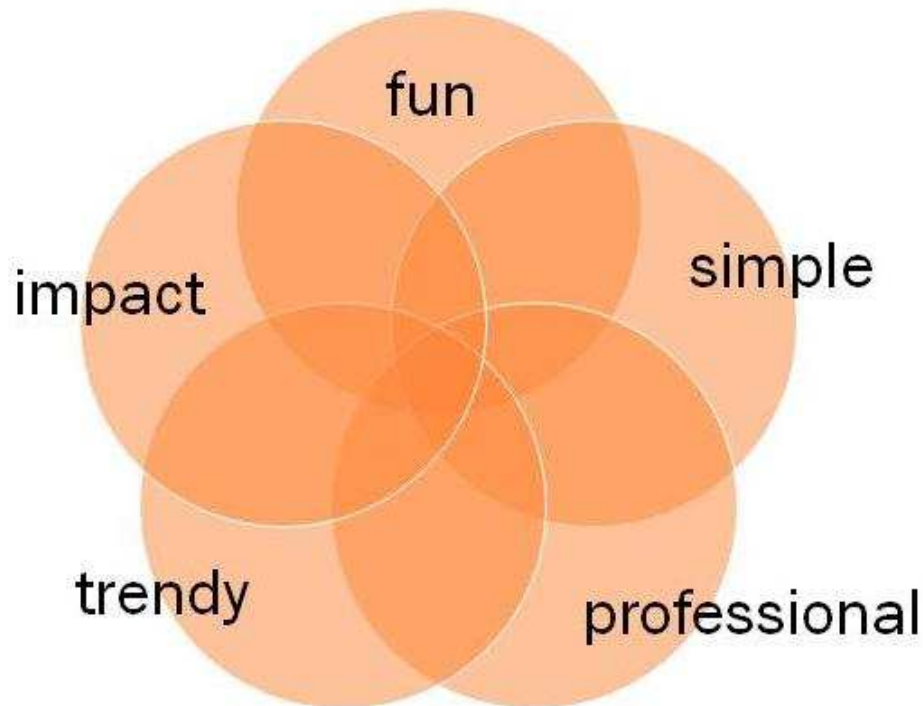
3.2. Primary target groups

We want employees to make a change in their daily commuting habit. We do it by engaging employees in a serious game, which is played at company level. Therefore, we need also employers to commit to the objectives of the F5T4 game and as a consequence also to the MOBI objectives. Local authorities often have an overview of the local situation and which companies are likely to be interested to invest in a behavioural campaign.

Employers, employees

Of course, it's possible that employees and employers share the same needs or expectations towards the game but in most cases we will have to differentiate our approach and tailor it to the needs of every so-called peer-group.





When we address employees it's important to stress the fun-factor and the trendiness of serious gaming. Next to that, the effectiveness of the game can be showcased, i.e. it reduces congestion in the area which helps employees to get to work more efficiently by using other modes.

When addressing employers we will meet different people in different positions. When we meet with middle-or top management it's important to stress the trendiness and the professional approach. HR-managers are more likely to be interested in the simplicity of the input procedures and the fun-factor which enables them to motivate employees. CSR-managers are more interested in the actual impact of the game in terms of CO2 and modal shift when facility managers might be more interested in a professional look and feel of the website and offline communication materials.

Of course, the above is not a physics law. All approaches are viable, but it's good to think about who you are going to meet, how he thinks and what he expects. The above offers a concrete helping hand to do so.

Local authorities

We choose to address local authorities because of their key insight in local situations and valuable contacts with local companies. However, to convince them to promote the game might be harder than just showcasing the fun of playing F5T4.

As it is the case with employers, it's also important to understand the specific needs of local authorities. So what are those needs? Of course it depends on who are the decision-makers and what is their agenda but basically local authorities or their decision-makers are interested in:

- Solving local mobility problems or issues
- Building an image of good governance
- Building a firm contact with their constituency



- Getting media attention

Next to that, it's important that the action proposed fits well into the already existing general mobility policy. It could be helpful to stress the impact F5T4 has on the results of a policy towards behavioural change in commuter traveling.

3.3. Secondary target groups

The MOBI-project will generate results and outcomes which will be interesting for employers, cities, national authorities, mobility professionals; universities and research institutions.

National authorities

The results of MOBI could inspire national authorities to set up their own F5T4 game or MOBI-campaign. The results can help them to implement nation-wide policies of mitigating car travel for commuting purposes. They might be most interested in data on a larger scale, accurate info and cost-benefit ratios.

Mobility professionals

Mobility professionals may want to know more about concrete cases and the psychology behind the game and the campaign in order to develop their skills in their line of expertise. Therefore it is important to work with testimonials, concrete case descriptions and process evaluation data.

Universities and research institutions

Universities and research institutions will be interested in which kind of data is generated via the game, what the impacts are and how they can be explained. More specifically, they will be interested in various aspects of the game and the project such as the marketing approach, the behavioural changes, the psychology behind the game and the like. Therefore it is key to work with additional research documents as they have been and will be provided by Vrije Universiteit Amsterdam and Erasmus University.

3.4. Key actors and multipliers

Given the above target groups, a number of actors or multiplier could be of use for promoting the game:

Target group	Actor / multiplier
employees	Labour unions
	Specialised media
employers	Chambers of commerce
	Umbrella organisations for companies
	Branch organisations
Cities / local authorities	City associations



	EUROCITIES, POLIS
	ELTIS
	CIVITAS
National authorities	EPOMM
Mobility professionals	Specialised media
	EPOMM, ELTIS; CIVITAS, ...
Universities and research institutions	



4. Communication Strategy

The MOBI-project will benefit from a strong communication strategy, both online and offline. We can differentiate three main fields of action:

- Engaging our target groups to either play the game or get involved in the project
- Maintaining the buzz in companies that are playing the game
- Getting the word out to the general public.

In other words, we want to make companies and their employees want to participate, we want to make and keep Mobi 'hot' and we want people to know Mobi.

4.1. Corporate identity

Corporate visual identity plays a significant role in the way an organization presents itself to both internal and external stakeholders. In general terms, a corporate visual identity expresses the values and ambitions of an organization, its business, and its characteristics. A corporate visual identity provides an organisation with visibility and "recognizability". For virtually all profit and non-profit organisations, it is of vital importance that people know that the organization exists and remember its name and core business at the right time. A corporate visual identity symbolizes an organization for external stakeholders, and, hence, contributes to its image and reputation (Schultz, Hatch and Larsen, 2000). Van den Bosch, De Jong and Elving (2005) explored possible relationships between corporate visual identity and reputation, and concluded that corporate visual identity plays a supportive role in corporate reputations.

Mobiel 21, together with DTV and Organiq will design a corporate design, to be used whenever MOBI or parts of MOBI are communicated, internally as well as externally. The corporate identity will include a logo, strapline, letterhead and Office-templates.

4.2. Online communication

4.2.1. Website

The website is the central point of the entire project. It provides an access and information point for external visitors, it offers the possibility to register as an interested party or get in contact with the consortium to start playing the F5T4 game.

The URL of the project website is www.mobi-project.eu It is compiled and maintained by Organiq. The main language of the website will be English. To differentiate between the Mobi-project and the F5T4-game, a landing page and 6 national pages will be built. The landing page serves as an entry point and gives essential info about the project and its partners. Via 6 buttons on the homepage, visitors can access their national page, written in their own language. Here, more extensive information is given about the F5T4 game, the objectives, the benefits and registration possibilities. The landing page and the national pages get their own logos, but fit in the common MOBI Design.

The website will be monitored via Google Analytics in order to be able to quantify its impact. After the website has been launched, the number of visits and downloads, as well as the individual accesses will be counted and documented for each month of the project phase. Furthermore, an overview of the hits of the sub-sites and the number of downloaded documents will be given.



4.2.2. Smartphone app

The smartphone app will allow contestants to enter their trip on the go. The app will make the game more mobile and even more interactive.

DTV and Organic will create the Smartphone app. Mobiel 21 will investigate which promotion materials can be used to distribute the app as widely as possible. As a minimum the app will be uploaded in the App Store and the Google Play Store.

4.2.3. Social Media

Social media is increasingly playing an important role in the dissemination of projects. It's important not to ignore this powerful tool and use it strategically. For the project MOBI we will therefore call on three big social media. By social media, we want to create a feeling of togetherness by fun, interesting and personal posts and tweets.

Facebook

M21 will make an international Facebook-page for MOBI. Every partner can make his own national page, but important is to invite M21 as an administrator. National pages should like the international one, and vice versa. That way, both pages stay informed of each other.

Partners are responsible for their local Facebook-pages, Mobiel 21 provides some tips to fill them in the manual.

Twitter

M21 will make an international Twitter-account for MOBI. Every partner can make his own national account, but important is to invite M21 as an administrator. National pages should follow the international one, and vice versa. That way, both pages stay informed of each other.

Linkedin

M21 will maintain and update the Linkedin-account for MOBI.

YouTube

Mobiel 21 will check the possibility to put the video of F5T4 on YouTube. The Dutch video is already available via Vimeo.

4.3. Offline communication

4.3.1. Offline on-site campaigning

The group of companies and research institutes that tested the game F5T4 recognised the importance of offline campaigning on the company floor itself. This is needed to translate the online game into offline behaviour change but also to generate enough buzz during the 6 months of playing time.

Next to a basic set of leaflets, posters and give-aways it might be necessary to produce extra tailored promotional materials. Whenever this is the case, partners must inform M21. M21 will then investigate the possibilities within the communication budget of the project. If this is not sufficient, companies may be asked to contribute in the production cost of these extra materials. An offline campaign menu will be at disposal.



4.3.2. Promotion

M21 will develop and distribute **leaflets and brochures**. They will be produced in order to provide information MOBI and to attract companies to play the game. The leaflet will be in the national partner languages M21 will also investigate the possibility for extra materials that the employers can order. You can find this campaign menu in the manual.

For national dissemination, 6 regional/national **meetings/events** will be carried out. Meetings provide useful opportunities to review the project's work and outcomes, because they allow for interaction between the participants (e.g. policy-makers, employers, etc) and the project staff. These meetings will inform a wider group about the project and help obtain additional views on the main results of the project. The national meetings will be coordinated and organised by the project partners. M21 will write tips and tricks in the manual for the organization of a successful **event**.

M21 will investigate the best recipe for **give-aways** and the consortium will decide which one will be taken into production. The give-away should enable us to bring the online campaign to an offline environment, bringing the campaign to life, creating buzz about the results and offering opportunities to make individual achievements visible to co-workers. This way, users can show their competence in attaining the campaign's objectives. Next to that, the give-away can help provoke a feeling of relatedness because it shows who is playing the game and who's not.

4.3.3. Press

A good press event is the key for a lot of media coverage. M21 will guide the implementers to a visually interesting press event. Next to that, M21 will coordinate a EU-wide press and launch event. More information about that can be found in D5.3..

4.3.4. Visibility

Getting articles published in journals of professional organisations or participating in conferences as speakers are opportunities to link the dissemination efforts to activities organised by other organisations. Partners are asked to create visibility for MOBI on other **events**. A Car Free Day, a seminar or another commuting event are perfect to make promotion for MOBI.

Every partner looks for specialized magazines in their own country to promote MOBI, for example in Belgium: 'de Verkeersspecialist'. Internationally, Mobiel 21 will promote MOBI on Eltis and write three articles during the launching, the first implementation and when the results are available. As a guiding figure, each partner should go for at least 1 printed article per implementation phase. For web-based articles, a number of 3 articles per partner per implementation phase is proposed.

Mobiel 21 will promote MOBI in International newsletters, such as EPOMM e-update, Eltis Mobility Update, ...

4.3.5. Meetings with relevant actors

Based on the overview in point 3.4 partners will meet relevant local actors. These meetings can have multiple purposes:

- Recruitment of companies
- Exploration of cooperation possibilities
- Exploration of promotion possibilities



As a guiding figure, depending on the national context, each partner is asked to organise 6 meetings for every implementation phase, preferably one per group of key actors (cf. point 3.4)

4.3.6. European presentations

Large conferences are effective means of contacting large audiences. The main subjects and outcomes of MOBI will be presented at various relevant European conferences with verbal and visual presentations in order to disseminate the project at an international level. The main target groups are professionals working in the relevant fields at a European level.

M21 already submitted a paper for TRA. Of course it is recommended to promote MOBI on big events such as ECOMM, Velocity, ... All partners are welcome to give hints for any events. Please be advised that there's no budget for participation fees, nor for travel or subsistence.

5. Partner support

5.1. Communication manual for implementers

Mobiel 21 will create a communication manual for the implementers. The manual will guide the implementers step by step through some communication matters. You can find the manual in annex. For example, it contains information about a launching event and a press release. It also takes a closer look at social media and how to use them for MOBI.

5.2. Templates

Mobiel 21 will design a corporate identity, based on the work already done by DTV and Organiq. This includes templates for press releases, a standard presentation and a report-template.

5.2.1. Press release

M21 will make a template for a press release, to be found in the manual.

5.2.2. Presentation

Mobiel 21 will make a standard presentation for companies. This template fits in the corporate identity of MOBI en gives employers the opportunity to present the results of the employees.

5.2.3. Reports

Mobiel 21 will also produce a Word-template which can be used for reporting



6. Timing

Year 1

project year	1												
project month	1	2	3	4	5	6	7	8	9	10	11	12	
factual project month	mrt/13	apr/13	mei/13	jun/13	jul/13	aug/13	sep/13	okt/13	nov/13	dec/13	jan/14	feb/14	
website	development and translation						launch			update			
social media	creation profiles, transferring admins						launch	building audience, regular updates					
diss. materials	design and translation						print	distribution					
meetings relevant actors				[Yellow bar]									
EU-wide launch													
press event							BG						
launch events							BE, BG						
print articles						[Red bar]							
webarticles													
presentations (conferences ...)												[Red bar]	
overview diss. Activities											x		
deliverables		D5.1, D5.2		D5.3, D5.4			D5.7				PR 1		
implementation phases													



Year 2

2												
13	14	15	16	17	18	19	20	21	22	23	24	
mrt/14	apr/14	mei/14	jun/14	jul/14	aug/14	sep/14	okt/14	nov/14	dec/14	jan/15	feb/15	
update			update			update			update			
high frequency posting (minimal 1/day)				regular updates				high frequency posting				
	reprint?											
X												
x												
x												
TRA Paris												
D5.7						x D5.7, IR						



Year 3

3														
25	26	27	28	29	30	31	32	33	34	35	36			
mrt/15	apr/15	mei/15	jun/15	jul/15	aug/15	sep/15	okt/15	nov/15	dec/15	jan/16	feb/16			
update			update			update			update		update			
ng (minimal 1/day)		regular updates			regular updates			high frequency posting (minimal 1/day)			high frequency posting (minimal 1/day)			
reprint?														
x														
D5.7			x PR2		D5.7						x D5.7, FR			



7. Summary

Dissemination activity	Target group	Number	Date
Meetings with relevant actors	Key actors, multipliers	72 (6 per partner per implementation phase)	M12, M27, M36
Printed articles	Mobility professionals, employers, cities	12 (1 per partner per implementation phase)	M7, M14, M19, M26, M31, M36
Online articles	Mobility professionals, employers, cities	36 (3 per partner per implementation)	M7, M14, M19, M26, M31, M36
Launch event	Employers, employees	6 (at least one per partner)	M13, M26
EU-wide launch	Mobility professionals, employers, employees cities, national authorities, research institutions,	1	M13
Presentation (national)	National authorities, mobility professionals, employers,	12 (1 per partner per implementation phase)	M7, M14, M19, M26, M31, M36
Presentation (international)	Research institutions, mobility professionals	4	M7, M14, M19, M26, M31, M36

