D5.4 – Report on communication and Dissemination activities (mid-term)

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INDIMO Consortium

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No	Participant Legal Name	Country
1	VRIJE UNIVERSITEIT BRUSSEL	BE
2	VDI/VDE INNOVATION + TECHNIK GMBH	DE
3	INTERUNIVERSITAIR MICRO-ELECTRONICA CENTRUM	BE
4	CAMBIAMO S.C.M.	ES
5	DEEP BLUE SRL	IT
6	TECHNION - ISRAEL INSTITUTE OF TECHNOLOGY	IL
7	MOZGASSERULTEK BUDAPESTI EGYESULETE	HU
8	FUNDACION ZARAGOZA LOGISTICS CENTER	ES
9	POLIS - PROMOTION OF OPERATIONAL LINKS WITH INTEGRATED SERVICES, ASSOCIATION INTERNATIONALE	BE
10	EUROPEAN PASSENGERS' FEDERATION IVZW	BE
11	DOOR2DOOR GMBH	DE
12	VIVERO DE INICIATIVAS CIUDADANAS	ES
13	COOPCYCLE	FR
14	FONDAZIONE ISTITUTO SUI TRASPORTI E LA LOGISTICA	IT
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page **3/37**

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0.1	11/08/2021	Draft	Polis	Development of the first draft
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Copyright Statement

Executive summary

This report provides an overview of the dissemination and communication activities of the H2020 INDIMO project during the first year and half of the project, from January 1st, 2020 to June 30th, 2021, (18 months). The report has been compiled by Polis and is primarily based on the dissemination activities from the INDIMO partners primarily taken from the INDIMO Dissemination monitoring tool created by project partner VUB to keep track of all partners' activities within the project. The report is the outcome of Task 5.3. Targeted communication and dissemination activities (Polis (4), VUB (3), VDI/VDE-IT (1), IMEC (0.5), cambiaMO (0.5), DBL (0.5), MBE (0.5), Technion (0.5), ZLC (0.5), Door2Door (0.5), VIC (0.5), CoopCycle (0.5), ITL (0.5), PI (0.5), M03 - M36). Several communication tools and activities have already been described in the Communication and Dissemination Plan (CDP), the project's guidance document for all dissemination and communication activities, developed by WP5 leader Polis in cooperation with the relevant partners. This document takes also into account the target groups as identified in the CDP for dissemination activities and explains how and through which dissemination channels they were reached, e.g., through events, workshops, meetings, conferences, etc. Some partners were more involved in certain aspects of dissemination than others, which means they only provided selected input at this stage. However, all partners are committed to contributing to the objectives of "Dissemination, communication and enhancing impact" and have or will be involved in communications activities. This dissemination report includes INDIMO presence at third party events, media relations, the INDIMO's website and social media, direct communication, and opportunity-based dissemination. A table summarising all communication activities submitted by partners through the online dissemination monitoring tool can be found in Annex 2.

Table of Contents

List of figures

List of tables

1. Introduction

1.1. About INDIMO

The INDIMO project aims to enable researchers, operators of digital mobility services and platforms, developers of digital mobility solutions and policy makers to include the user perspective and co-creation approaches in the entire development process of digital mobility solutions. This way, products and services delivered would be tailored to the actual needs of transport users. The project will identify the main characteristics of demands that digitally based mobility solutions place on users, focusing on all types of transport users and in particular on vulnerable-to-exclusion citizens (such as elderly people, children, people with disabilities, low income, low education level). The project will develop the INDIMO Inclusive Digital Mobility Toolbox consisting of the Universal Design Manual, Universal Interface Language for transport services, Guidelines for cybersecurity and personal data protection and a Policy Evaluation Tool. These tools will support policy makers, developers, and service operators to develop digital mobility solutions universally accessible to citizens focusing on accessibility and social and spatial inclusivity. The toolbox will be applied and tested on five pilot projects in Madrid (Spain), Antwerp (Belgium), Emilia-Romagna (Italy), Berlin (Germany) and Galilee (Israel). INDIMO has five project objectives, as follows:

- **Objective 1:** To improve the understanding of the needs of users towards the digital transport system.
- **Objective 2:** To improve the knowledge about the requirements of a personalised digital transport system towards users.
- **Objective 3:** To co-create tools that can help engineers, developers, operators, and policy makers to develop an inclusive, universally accessible personalised digital transport system.
- **Objective 4:** To facilitate the concept of universal design throughout the planning design process of digital applications and services both for accessibility and inclusion.
- **Objective 5:** To navigate future policy by channelling project results into European, regional, and local policy making.

1.2. About WP5 Dissemination, communication and enhancing impact

WP5 Dissemination, communication and enhancing impact aims at raising the visibility of the project and at obtaining the largest possible impact on the relevant stakeholders, i.e., developers of hardware and software for digital mobility solutions and logistics in academia and industry, operators, and policy makers. An important point of focus is to enhance uptake of the results of INDIMO and especially the Inclusive Digital Mobility

Toolbox. Furthermore, this WP aims at raising awareness of INDIMO's achievements among the general public.

Definition of the main objectives:

The list below sets the dissemination objectives, guiding WP5 and consortium partners in maximising the impact of the project.

1   **Raising awareness:** it is of crucial importance to raise awareness of the existing issues of accessibility and inclusiveness of new and digitally based mobility solutions, especially considering the on-going paradigm shift within the mobility sector;

2   **Ensure understanding:** related to the first objective, within certain target groups, the consortium will go beyond awareness-raising and should consider specific workshops and similar activities to ensure a full understanding of the problems which the INDIMO project is tackling and the solutions it offers;

3   **Creating impact:** the tools and solutions that will be created and made available in INDIMO will be co-designed to ensure applicability and transferability and to be further exploited far beyond the consortium. The dissemination, communication and exploitation activities will aim at facilitating this process;

4   **Maximising impact by clustering and liaising with relevant European and national initiatives:** this will allow not only a wider outreach of the activities to the relevant target audience but will also offer a possibility for cooperation among relevant initiatives and creation of synergies.

In line with WP5 objectives, the consortium, with the lead of project partners Polis and Deep Blue, and the support of project partners VUB, VDI/VDE-IT, and CambiaMO, have drafted and submitted in month 2 of the project the dissemination and communication strategy and plan. The communication and dissemination plan drew the roadmap of the project's communication and dissemination activities, from the identification of specific target audiences to the definition of resources such as templates, digital activities, logos, etc; the planning of the calendar for events, procedures to manage foreseen publications, technical reports, and finally, the definition of the exploitation plan for enhancing the take up and impact of the project's results. All project partners must contribute to the dissemination and communication activities by informing WP 5 task leaders of all the activities carried out, publications, participation in events, etc. The latter is done by periodically filling-in the dissemination and communication activities tool (every 6 months) and during the project's monthly core group calls, where communication activities and opportunities are presented and discussed.

2. Outreach to the target audience

This section contains the definition of the main groups that the dissemination and communication plan aimed to target at the beginning of the project and explains how and through which dissemination channels these target audiences have been reached in the first 18 months of the project.

- **European citizens in general and users of mobility and logistics solutions in particular**
  Why? Social inclusion and accessibility are issues that are encountered in all sectors and mobility is not an exception. Therefore, we will aim at increasing the overall awareness and understanding of the existing problem within all layers of the population.
  How were they reached? This audience has been reached by the implementation of online media and social media channels, as well as through the project's networks such as the INDIMO Co-Creation Community and the local communities of practice. Most relevant outreach objectives applicable to this target group: 1 and 2

- **End-users prone to the social inclusion in mobility**
  Different segments of people who are excluded from digital transport solutions. This includes low-income residents, rural residents, ethnic minorities, migrants, low-educated citizens, persons lacking digital skills, non-connected people, older people, people with physical disabilities and women.
  Why? These are citizens who have higher chances to be excluded from the benefits the digitalisation in mobility can bring. In addition, social exclusion can already occur in development stages of the digital and technological solutions.
  How were they reached? This audience has been mostly reached through the work done at the pilot's level, in the CoPs and through local organizations representing these groups. In this regard, WP2 and WP3 partners have had a leading role.
  Most relevant outreach objectives applicable to this target group: 1, 2 and 3

- **Engineers and developers of digital mobility solutions**
  Software engineers and developers as well as hardware engineers.
  Why? In order to tailor products and services to the actual needs of transport users, the user perspective and co-design approaches need to be integrated into the entire software/hardware/service development process.
  How were they reached? This audience has been reached mostly through the inclusion of technical and academic stakeholders in the configuration of the co-

creation community workshops. Partners VUB and IMEC have had a leading role in this.

Most relevant outreach objectives applicable to this target group: 1 and 2

- **Operators of digital mobility services and platforms**
  Operators of digital mobility platforms (e.g. MaaS, route planners, booking systems) as well as private or public transport service operators that are involved in digital mobility or logistics solutions.
  Why? They have a great influence on what kind of systems are being deployed. Also, they need to consider feasibility, cost and system integration.
  How were they reached? This audience has been reached mostly through the inclusion of operators in the configuration of the co-creation community workshops.
  Most relevant outreach objectives applicable to this target group: 2 and 3

- **Policy makers**
  Mobility and logistics practitioners, local governments and platforms within the areas affected by and driving digital mobility innovation. Mobility community include practitioners and academics in disciplines such as transport planning, governance, political sciences, urban design, social cohesion, geography or gerontology
  Why? They play a crucial role in setting the necessary research scope/priorities/policy framework and can greatly influence the take-up of new digital solutions by embracing and supporting guidelines, regulations, social and educational strategies.
  How were they reached? This audience has been reached by including cities and region's public authorities through the actions carried out by WP 5 leader POLIS. It has also been reached through project partners cambiaMO and VDI/VDE-IT involved in the project's co-creation spaces such as the communities of practice at the pilot level and the project's co-creation community hosted in the ETM platform.
  Most relevant outreach objectives applicable to this target group: 1, 2 and especially 3

- **Other stakeholders**
  At this stage we categorise the stakeholders representing relevant projects and initiatives at local, regional, national or European levels under this group.

Why? They can greatly contribute to enhancing the impact and outreach. By targeting this group, we will look for synergies and alignment among the projects How were they reached? This audience has been reached through synergies stablished with similar projects such as, TRIPS project and DIGNITY project, with which INDIMO organized a joint webinar and other dissemination activities with the aim of bringing together similar inclusive digital mobility initiatives. Consortium partners involved in these sister projects were relevant to establish such synergies.

Most relevant objectives applicable to this target group: 4

3. Dissemination material and communication tools

This chapter describes communication tools and dissemination materials that were developed in the first 18 months of the project to ensure an effective outreach of the projects' outputs.

3.1. Project identity

The graphical identity of the INDIMO project has been developed at the beginning of the project (M1-M3) to give consistency to the project communication and to support awareness of all identified targets. The project's logos in different versions (complete, plain, twitter, and small) have been developed. The project has also developed visual identity guidelines with a graphic charter and web elements to deliver homogeneous products and ensuring the easy identification of the INDIMO project. Other infographics have been developed concerning the project's concept, the pilots and the stakeholder engagement timeline.

The project identity consists of four main elements:

- **Project logo:** The INDIMO logo is at the centre of the project identity and has been developed on the basis of the provisional logo developed by partner Deep Blue during the project proposal phase. Different versions of the logo have been created (complete, plain, twitter, and small), which relate to the different contexts in which it can be used.

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page **12/37**

Figure 1– INDIMO logo

- **Graphic charter:** The graphic charter is a comprehensive document that indicates how to use elements that convey the project's visual identity and has been used for reports, designing the website and any other communication tools and products.
- **Document templates:** The project produced two main templates, for Microsoft Word documents as well as project deliverables and for PowerPoint presentations that refer to the project's graphic charter. It has also been developed meeting templates (agenda, minutes, attendees), press release templates, and a BlogSpot template for news item to be displayed on the website.

Figure 2– Project's Deliverable and Power point templates

- **Visual library and web elements:** The visual language and related web elements have been developed in the first half of the project and will continue to be developed throughout the project duration to support delivering homogeneous products and ensuring the easy identification of the INDIMO project. Additionally, infographics have been developed concerning the project's concept, the pilots and the stakeholder engagement timeline, and a project slide deck with 42 slides so far, continues to be developed as project's results are presented.

3.2. Project Leaflet

A high-quality project leaflet was produced early in the project as part of Task 5.3: Targeted communication and dissemination activities. It presents INDIMO to the main target groups and informs a wide audience about the project's objectives and expected results. Up to 500 copies were planned to be printed in smaller quantities for workshops or conferences. However, due to COVID-19 restrictions to the organization of live events, the leaflets haven't been printed yet. Additionally, five versions of the project brochures have been translated into the local pilot sites languages (Spanish, Italian, German, Dutch, Arabic) and a high-definition version of the project brochure is available for download on website resources section. The leaflet is in English.

Figure 3– A screenshot of the project leaflet

Role of partners

Polis was responsible for drafting the text of the leaflet and for the coordination of the design process with the communication agency.

VUB and **Deep Blue** were responsible for reviewing the leaflet.

All partners are using the leaflet to promote the project among their contacts and at relevant events.

3.3. Project roll-up banner

The project produced a roll-up banner that can be used for promoting the project at events. It was designed according to the guidelines of the INDIMO graphic charter. The roll-up highlights the objectives of INDIMO and promote the website and the social media channels as a source for more information. It also features all project's partners logos. One copy is ready to be printed for future conferences. A high-definition version is available for download on website resources section.
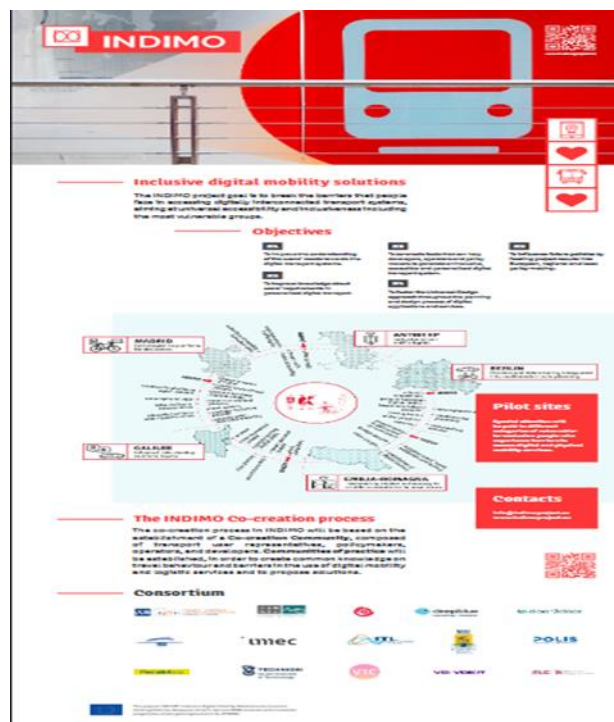

Figure 4– A screenshot of the project roll-up banner

Role of partners

Polis was responsible for drafting the text of the roll-up banner and for the coordination of the design process with the communication agency.

VUB and **Deep Blue** were responsible for reviewing the roll-up banner.

3.4. Project templates

As part of the project's visual identity, two main templates have been developed: for Microsoft Word documents and for PowerPoint presentations. The design of the template is based on the project's graphic charter. Other templates developed include, meeting templates (agenda, minutes, attendees), press release templates, and a BlogSpot template for news item to be displayed on the website. Templates were provided to the partners in M2 and are available on the project SharePoint.

3.5. Communication campaigns

At least 3 communication campaigns (press releases, social media actions and general media actions) are planned during the project lifetime in line with the main achievements of the project, i.e. in line with the three pilot phases:

- Phase 1: user needs assessment
- Phase 2: (re)design of service/technology
- Phase 3: implementation of (re)designed service and test of tools for policy makers.

The focus of these activities has been on the take-up of the results by targeted stakeholders, especially policy makers, developers and digital mobility solution providers, to make them aware of the specific needs of vulnerable-to-exclusion people and to promote the use of the solutions developed by INDIMO to ensure a more accessible and inclusive digital transport system.

In line with this planning, phase 1 of the project ended in month 18 with submission of D3.4 'Pilots phase 1 report'. Communications actions such as, news articles, dissemination on newsletter 1 and 2, and the INDIMO's first year public event were carried out to provide media coverage. As next steps, a dedicate project second press

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page **16/37**

release about the first phase results will be produced, as well as the launch of the phase 2 of the project.

Role of partners

Polis, in close cooperation with the **pilot partners (Deep Blue, VDI/VDI-IT, VUB)**, has been in charge of the dissemination of project results related to **phase 1** of the project through communication campaigns.

3.6. Publications

To raise awareness of the project and inform about outcomes and impact, different types of publications have been produced in the first half of the project distributed on different channels:

- **Scientific and technical publications:**
    - **Improving Accessibility and Inclusiveness of Digital Mobility Solutions: A European Approach.** Proceedings of the **21st Congress of the International Ergonomics Association (IEA 2021)** - Volume II: Inclusive Design. Sabina Giorgi, Rebecca Hueting, Andrea Capaccioli, Floridea di Ciommo, Gianni Rondinella, Andrés Kilstein, Imre Keseru, Samyajit Basu, Hannes Delaere, Wim Vanobberghen, Miklós Bánfi and Yoram Shiftan. **Publisher**: Springer, Cham. https://doi.org/10.1007/978-3-030-74605-6_33.
    - **Identification of barriers and drivers for an inclusive digital mobility system from a stakeholders' point of view.** Hannes Delaere, Samyajit Basu, Imre Keserü. Proceedings of BIVEC-GIBET Transport Research Days 2021. May 27-28, 2021, online. **Publisher**: BIVEC-GIBET.

- **Press releases and articles for newspapers:**
    - The project published its first press release on the occasion of the project's kick-off meeting in February 2020. The press release was published in the project's website and social media and communication channels and was sent to more than 100 contacts. Until the first half of the project, it has been released 21 news articles that have been widely disseminated

through the project's communication and social media channels. Other press releases within the framework of the INDIMO project include:

- · Press released published by co-creation community member pro-Bahn in March 2021 informing about its participation in the project (Published in German).

- **Infographics and storyboards:** In the first half of the project, it has been developed infographics concerning the project's concept, the pilots, and the stakeholder engagement timeline. a project slide deck with 42 slides so far, continues to be developed as project's results are presented.
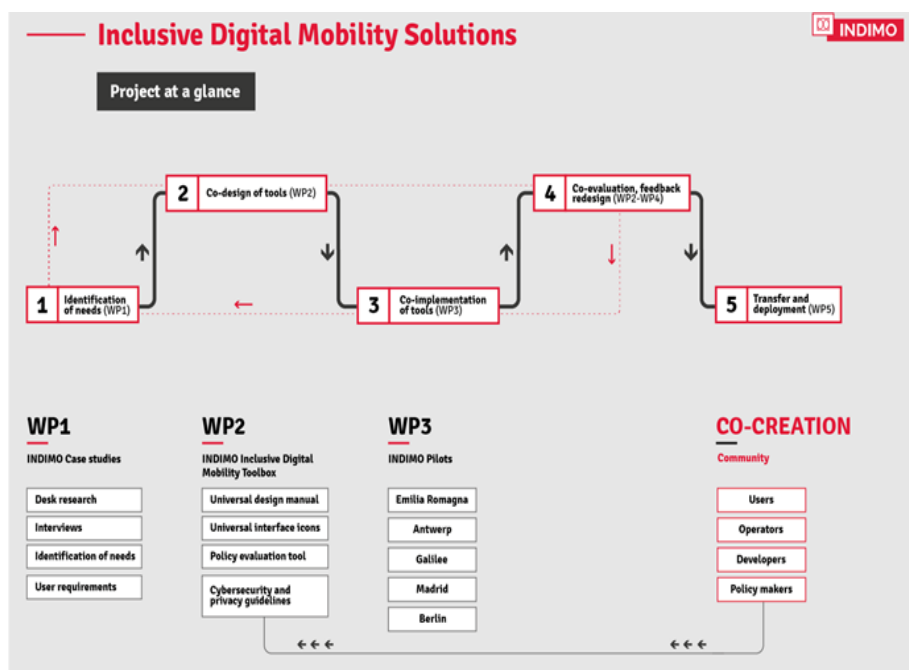
Figure 5– Infographic – project's concept

Public deliverables: The project has made available through its communication channels and website all public deliverables submitted until the first half of the project. 24 project deliverables have been uploaded on the project's website.

All publications and documents provided on the INDIMO website are available in accessible versions as recommended by the EU Directive 2016/2102[1] and explained in the European Commission web guide[2].

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1 https://eur-lex.europa.eu/eli/dir/2016/2102/oj

2 https://wikis.ec.europa.eu/display/WEBGUIDE/01.+Accessibility+overview

Role of partners

VUB, supported by **VDI/VDE-IT and Polis**, will be in charge of the coordination of scientific dissemination of project results. **Polis**, supported by **VDI/VDE-IT** and **VUB** will be responsible for the dissemination to the general public.

4. Online media

4.1. INDIMO website

The INDIMO official website represents the most important source of information on project activities to all the potential mobility stakeholders, from city authorities to the different transport operators. It provides a description of the project objectives and methodologies, main areas of activity, pilots, profiles of consortium partners, news & events, project results and documentation. It also links to the online INDIMO Co-creation Community, hosted by the ETM Forum, and to the project's social media platforms (Twitter and LinkedIn).

Figure 6- Structure of INDIMO website's homepage
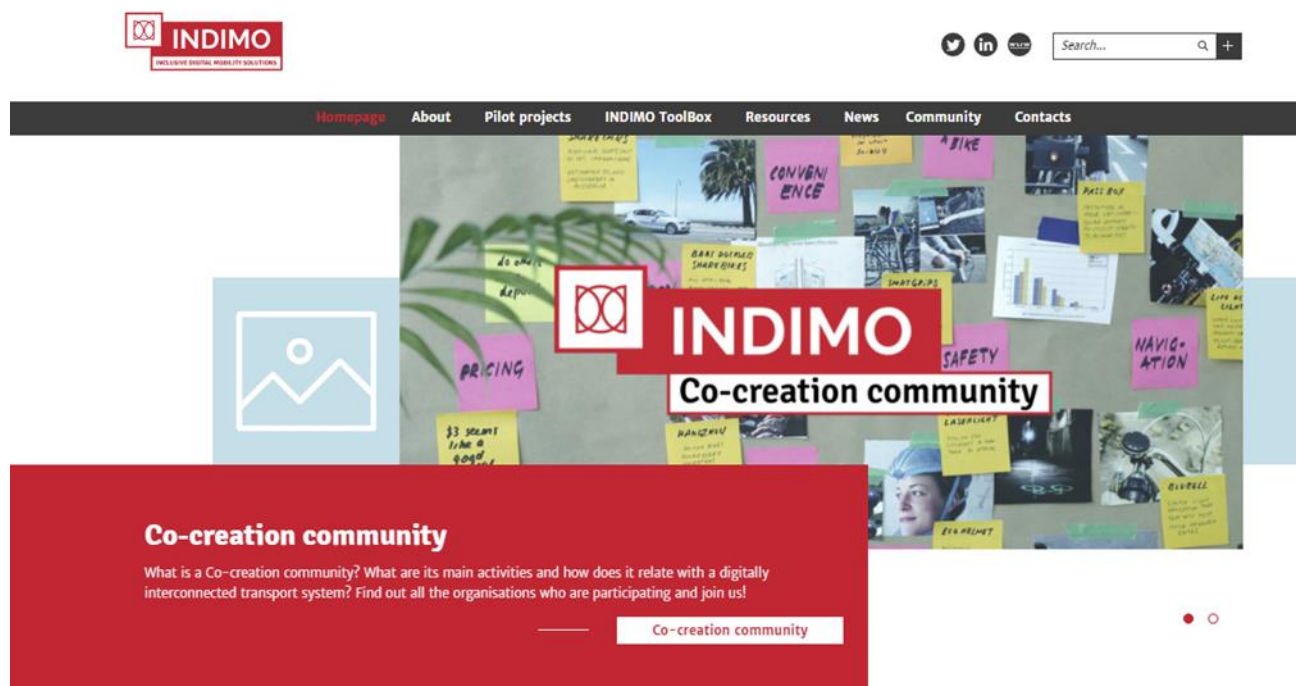
During the elaboration of the website at the beginning of the project (M1-M6), a customised theme was developed in order to maintain coherence with the project visual identity. All texts were written in English and the colour palette as well as the general graphical layout explicitly considered usability issues such as readability, contrast, and effective navigation. Moreover, not only the basic WCAG requirements have been satisfied, but additional effort was spent with the aim of higher content accessibility.

During the coding phase, the accessibility inspector for Mozilla Firefox or similar tools was used to ensure correct development of website structure. Website accessibility checklists supported evaluation of work and automated WCAG testing proved to meet the WCAG 2.1, level AA standard. Further support is often asked from partner MBE for the progressive enhancement throughout the whole duration of the project. From a technical point of view, the website is hosted by professional hosting service providers providing offering a database service (MySQL) and backup features. The website domain, chosen via Consortium members' consultation, is www.indimoproject.eu and entered in operation before M6 of the project.

Other figures of the website until month 18 of the project include:

- 8 main sections.
- 21 news articles.
- 610 single users; 22% visitors came back more than once; 2.6 visits/per user on average.
- 3667 unique page views.

Role of partners

Deep Blue, together with **Polis**, was responsible for developing the structure of the website.

Deep Blue was responsible for the hosting and the purchase of the project website domain. **Deep Blue** and **Polis** have admin access to maintain the website.

Polis was in charge of creating the content for the website and draft texts, with input of **all** partners for the sections that specifically relate to their activities in the project.

All partners have informed Polis on the updates and development during the first half of the project, and changes have been made on the website.

4.2. Digital newsletter

The project digital newsletter is scheduled to be released every six months during the project's lifetime, for a total of six issues. It includes fixed sections on project activities and INDIMO's participation in international events and conferences, thematic sections on specific topics of interest linked to accessible/inclusive mobility, and dedicated sections on the progress of project's pilots. The newsletter template was developed at the beginning of the project within the first 6 months. Newsletter planning is in charge of POLIS and all project partners contribute with input. The first newsletter was released in December 2020, and it was sent to 47 subscribers with view rate of 51.11%. The second newsletter has been prepared by the end of this reporting period and will be released in July 2021(M19). By M18 of the project the active subscribers are 148. During the first year of the project, only one newsletter was released instead of 2 planned, as there were not enough project results. During the second year, the newsletter planning will include the release of 3 newsletter, of which the first one, as mentioned, will be release by July 2021 (M19).

Role of partners

Deep Blue was in charge of developing the project's newsletter template by month 6 (June 2020) of the project.

Polis has been responsible to plan the timeline for the release of the newsletters and to coordinate the contributions of partners and external stakeholders.

All partners have provided relevant input and write news articles on their project related activities.

All partners have supported the distribution of the newsletter, by sharing it with their network through their own online communication channels.

4.3. Social media

Throughout these first 18 months, the INDIMO project developed and enhanced its presence on the main social networks and media. These channels were used for interaction with both professional communities and the general public.

By using social and digital media, the project aims to fulfil the following objectives:

- Steering additional traffic to the INDIMO website.

- Complementing traditional communication channels e.g. printed publications, events, press outreach and targeted mailings.
- Giving an informal voice to INDIMO.
- Monitoring mentions of INDIMO, project partners, project outcomes and other important activities.
- Providing on-site and live coverage of key events for those who cannot attend.

Social media posts (Twitter and LinkedIn) contain:

- On-site and live coverage of key events for those who cannot attend.
- The latest news from the project.
- Live news and pictures from meetings or workshops.
- Relevant key statements and facts.
- Updates on INDIMO activities in pilots.
- Retweets from accounts of related initiatives, partners, cities and projects.

A living dissemination register is maintained on INDIMO SharePoint. It contains the complete list of all social media activities covering the first 18 months of the project. A snapshot of the register is included in annex 2 of this report. During the first 18 months of the project, all partners have produced 65 social media posts uploaded in their own communication channels, and including social networks such as LinkedIn, Twitter, and Facebook.

4.3.1. Twitter

Twitter is a micro-blogging platform that allows users to post short messages and chat with other users via their phones or web browsers. It can also be used to follow other relevant projects and actors in the context of inclusive digital tools and mobility. Unlike email or text messaging, these conversations are in the open. Twitter has the potential to deliver many benefits in support of a project's communication objectives.

INDIMO Tweets during these first 18 months of the project contained:

- The latest news from the project.
- News and pictures from meetings or workshops.
- News and pictures from pilots.
- Retweets from twitter accounts of related initiatives, partners, cities and projects.

Other figures from the project's twitter account over the first 18 months include:

- 146 followers.

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page **22/37**

- 2 posts per week on average.
- Top tweets impressions have increased over time, with most attention gained with events, conference participation and UIL survey launch.

The INDIMO Twitter account @INDIMO_H2020 is available at https://twitter.com/INDIMO_H2020. The project's official hashtag is **#INDIMO_H2020**. All partners are encouraged to always include this hashtag in each Tweet about the project's activities in order to allow traceability of all Tweets related to the project.

4.3.2. LinkedIn

LinkedIn is a social networking website for professionals. An INDIMO LinkedIn Company Page was created at the beginning of the project and has gathered an expert stakeholder community to learn about INDIMO's developments as well as disseminate the project milestones with the professional community. The name of the INDIMO LinkedIn profile is "H2020 INDIMO".

The objectives of the INDIMO LinkedIn Company Page are therefore to:

- Share experiences and enhance collaboration.
- Keep in touch with peers and attract groups of interest
- Keep up to date with advancements in the project.
- Announce events.

Other figures from the project's LinkedIn account include:

- **119** followers
- The majority of our followers come from social and community jobs.
- The traffic origin corresponds to the pilot site locations, except for Galilee which is poorly represented.
- The main domain is research, followed by IT, public policy, gov. administration and higher education.
- Transport and freight delivery are also represented.
- The stakeholder composition perfectly hits the project target.

The INDIMO LinkedIn account is available at https:/linkedin.com/INDIMO-H2020

Integrated dissemination campaigns across the different networks have been carried out, to ensure a full coverage of the project advancements both online, offline and within the Consortium network. The daily online dissemination has been developed in close cooperation with the WP5 leader POLIS and with the support of all partners. Both Twitter

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page **23/37**

and LinkedIn social media accounts are easily reachable by clicking on the links provided in the official website homepage.

Role of partners

Deep Blue manages the INDIMO Twitter account. Polis retweets INDIMO when relevant through its own Twitter account to increase reach. All partners are encouraged on regular basis to do the same.

All partners provide news and images for Twitter when appropriate. Partners tweet from events using pictures and the official hashtag #H2020_INDIMO.

Deep Blue manages the INDIMO LinkedIn Company Page.

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5. Networking and events

In order to maximise the opportunities for knowledge exchange with experts and stakeholders, INDIMO has established synergies with other projects and initiatives, organised open networking events and participated in relevant external conferences during the first 18 months of the project.

Networking events and internal events are both part of the dissemination activities and they have been organised by the project itself, but also jointly organised with other projects or organisations. INDIMO partners have participated in project-related or external events at international and national scale that have stimulated public interest towards the project and reach out to a larger public including external stakeholders. The project's visibility was enhanced through dedicated presentations at conferences and participation in exhibitions. The following paragraphs describe the various events contributing to dissemination.

5.1. Dissemination at Key events

Project results have been disseminated at international conferences, workshops, and fora. INDIMO has submitted and present papers at selected, highly recognised conferences and workshops. A list of the most relevant conferences and events, where INDIMO presented, and was presented includes:

- **INDIMO webinar Embracing inclusiveness: "how to make mobility work for all".** Organised by POLIS on 24 September 2020, from 14.00 to 15.00, in which INDIMO presented together with two other EU-funded projects: TRIPS (TRansport Innovation for vulnerable-to-exclusion People needs Satisfaction) and DIGNITY (DIGital traNsport In and for society).

- **INDIMO at ECOMM 2020. Inclusive digital mobility - not only for the young, wealthy and tech-savvy!** Imre Keseru, Hannes Delaere, Samyajit Basu. On 30th June 2020.

- **INDIMO at Urban Mobility Days 2020** was presented in the session **"Affordable, accessible and inclusive mobility"** taking place on 1st October 2020 at 11:45.

- **INDIMO at the 2020 POLIS conference**, with a virtual stand explaining the project in detail to an international audience of policy makers. On 3rd December 2020.

- **Inclusive digital mobility in rural areas. Imre Keseru, Samyajit Basu, Hannes Delaere. At 3rd Smart Communities Academy** "Smart Opportunities for Rural Communities in 2021-2027", on April 15th-16th, 2021, online.

- **INDIMO at Urbanism Next 2021 conference**, presenting in parallel session 7.D 'Understanding vulnerable citizens' needs by using a user-centered design approach' on 11th June 2021.

- **INDIMO at Mobility. E-virtual symposium** presenting a keynote on "User needs for mobility" on 17th June 2021.

- **Paper presented at the 21st Congress of the International Ergonomics Association (IEA 2021) and titled 'Improving Accessibility and Inclusiveness of Digital Mobility Solutions: A European Approach'.** The paper was developed by project partners DeepBlue, cambiaMO, VUB, BKK, IMEC, and TECHNION. On 17 June 2021.

- **INDIMO at European Transport Research Association conference 2021. When Digital Mobility Solutions -DMS- contribute to a more sustainable, equitable or efficient transport system. First INDIMO results.** F.Di Ciommo, Y Shiftan, G.Rondinella, A. Kilstein, W. Vanobberghen, and M. Spector. (To be published in September 2021, abstract has been accepted).

The following table contains a detailed list of INDIMO's presentations and representations in different events:

INDIMO Representations:

Title of the event	Organised by	Date	Location	Partner attending /involved	Activities
INDIMO-TRIPS-DIGNITY webinar	POLIS	24-Sep-20	Online	POLIS, VUB, TRIPS, DIGNITY	Participation in event organised jointly with other EU projects, title of Joint webinar "How to make mobility work for all:

					embracing inclusiveness"
EDF Webinar	European Disability Forum	30-Sep-20	Online	MBE	Participation to the conference "Affordable, accessible and inclusive mobility" Urban Mobility Days
EUMD Urban mobility days	Platform on Sustainable Urban Mobility Plans, and CIVITAS	1-Oct-20	Online	POLIS, VUB	INDIMO presented in the session "Affordable, accessible and inclusive mobility"
EIT Urban Mobility Talks	EIT (European Institute of Innovation and Technology)	12-Oct-20	Online	EPF	Participation in the EIT Urban Mobility Summit Talks where we mentioned INDIMO and its methodology as a good practice in citizen engagement
Gender smart mobility for all!	TINNGO	1-Nov-20	Online	Cambiamo	Participation to a workshop aimed at the scientific community (higher education, research) titled "Gender smart mobility for all! Cutting-edge methodologies and new disaggregated data were presented at the TInnGO multistakeholder forum"
MOBI Seminar 2020	POLIS	10-Nov-20	Online	POLIS	Participation to the event "MOBI seminar 2020", specifically the session about Urban Mobility
Digital Transportation Days	POLIS	18-Nov-20	Online	POLIS	
Report of INDIMO's first public event: Identifying users' needs and pathways forward		11-Mar-21	Online	Cambiamo	Participation to a workshop aimed at the scientific community (higher education, research)
UrbanismNext Europe 2021	POLIS	7-Jun-21	Online	POLIS, VUB, cambiaMO	Participation of the UrbanismNext Conference, attending the panel: "understanding vulnerable citizens needs by using a user-centred design

					approach"
EU platform for change - Women in Transport	Cambiamo	15-Jun-21	Online	Cambiamo	Participation to workshop focused on mainstreaming gender data
Mobility.E Virtual Symposium		17-Jun-21	Online	Technion	User needs for mobility EGVIA
ECOMM 2020	EPOMM (European Platform on Mobility Management) and CASCAIS	9-06-2020 to 30-06-2020	Online	POLIS	Participation to the conference
International Ergonomics Association's 21st Triennial World Congress IEA (2021)	IEA (International Ergonomics Association)	17-Jun-21	Online	POLIS, DBL	DBL presented the paper "Improving Inclusiveness of digital mobility solutions: a European approach"

INDIMO presentations

Title of the meeting	Organized by	Date	Location	Number of participants	Type of event
One year of INDIMO/Report of INDIMO's first public event: Identifying users' needs and pathways forward. Titled: "What do users want? A reality check on needs, capabilities, and constraints towards inclusive digital mobility services".	POLIS	11-Mar-21	online	120 aprox	Conference

Table 1- List of events where INDIMO presented and have been presented

Role of partners

Polis has coordinated the partners' applications for participation at international conferences and forums.

In order to keep track of INDIMO presence at events, **all partners** must inform Polis in case they intend to submit proposals for presenting INDIMO in international conferences and fora.

5.2. INDIMO Public Events

During the first 18 months, INDIMO organised its first public event titled on 11 March 2021, titled **"What do users want? A reality check on needs, capabilities, and constraints towards inclusive digital mobility services"**. The purpose of the event was to shed light on the results collected in the first year of the project, focusing on the investigation of preferences, perceived barriers, and needs of vulnerable users when they use digital mobility services and applications. The event was carried out in the form of a webinar due to ongoing Covid-19 restrictions and counted 120 participants including project partners and stakeholders. WP leader POLIS and project partners VUB, IMEC, DBL, VDI/VDE-IT and EPF helped with the organization and dissemination of the event. A full event report drafted by WP leader POLIS is available in the project's website [here](#) along with the agenda and recording of the event.

The INDIMO consortium aims to organise the INDIMO public events, one per year until the end of the project.

Role of partners
Polis coordinated this task with strong support of **VUB, VDI/VDE, IMEC, Deep Blue**, and the **European Passengers' Federation**.
Polis, VUB and VDI/VDE -IT, as task leaders for the organisation of INDIMO public events, project meetings, and co-creation workshops respectively, were responsible for the organisation of the project's event calendar.

5.3. INDIMO Co-creation Community

5.3.1. Composition

In order to foster collaboration between users, developers, providers, and policy makers, the INDIMO Co-creation Community was established to follow a co-creation methodology for the creation and testing of the INDIMO Inclusive Digital Mobility Toolbox. Additionally, the Co-Creation Community is providing expertise to other topics through interviews and consultations. The engagement of stakeholders within this Community will be achieved through interactive tools that allow them to easily follow up the project activities and results. All relevant stakeholders are being gathered within this

community. This includes user representatives, policy makers, operators, decision makers from academia and industry and software and hardware developers.

They have been recruited through the network of partners and especially through the ETM Forum (where multiple partners of the INDIMO consortium are involved), through Polis as and well as the local communities and networks of the pilots. Especially the ETM Forum platform, of which multiple partners of the INDIMO consortium are already members, (where multiple partners of the INDIMO consortium are involved) is a particularly suitable platform to raise the interest in the stakeholder community. Thanks to its open and scalable structure, it offers a unique opportunity to involve them in interactive and seamless participating in discussions about specific topics and to benefit from the exchange of experiences, without the need of costly transfers. To maximise impact, networking activities will continuously also reach out beyond the stakeholders needed within the project. The Consortium will work to build a broader cluster of stakeholders, networks and initiatives that are targeted to make use of the INDIMO results potentially later and especially the INDIMO Inclusive Digital Mobility Toolbox. Other relevant RDI projects (esp. the sister projects DIGNITY and TRIPS) and also other initiatives at European context have been specifically targeted as it will be explained later.

Several organisations (see Table 2), that have already confirmed their interest, signed in a letter of support to confirm their interest in joining the Co-creation Community, and further stakeholders will be approached by partners during the lifetime of the project, such as European Women's Lobby, Equinet (European Network of Inequality Bodies), EPR (European Platform for Rehabilitation), FEANTSA (European Federation of National Organisations Working with the Homeless).

5.3.2. Co-creation workshops for the INDIMO Inclusive Digital Mobility Toolbox

Since the start of the project **two co-creation community workshops** have taken place, the first one, related to Task 1.4 'deployment on digital mobility systems', and the second one, related to task 2.1 'validation of the UDM', and there are 5 active discussion hubs in the European Transport and Mobility Forum platform as part of the INDIMO Co-creation Community. By the end of M18 the declaration of participation was signed by 19 CCC members, including:

Organisation	Type of stakeholder
Autodelen (car-sharing platform)	End-user/Citizen
Budapest University of Technology and Economics, Department of Transport Technology and Economics	engineer/Developer

Empathy Equation (UX design, consultancy)	End-user/Citizen
European Rail Research Network of Excellence (EURNEX) (App development)	Research
Rotterdam Elektrisch (RET) (Sale and rental of electric vehicles)	Operator/Service provider
SNCB/NMBS – Belgian Railway Company	Operator/Service provider
Mpact	Operator/Service provider
Technische Hochschule Ingolstadt	Research
Technical University Berlin (Center for Metropolitan Studies & Center for Technology and Society)	Engineer/Developer
AGE Platform Europe (Representation of elderly people in political decisions)	End-user/Citizen
ANDAIRA. S. Coop. Mad.	End-user/Citizen
NextMove	Engineer/Developer
Zemo Partnership	Engineer/Developer
Associazione Guscio di Noce	Operator/Service Provider
ADVIER	Research
Città Metropolitana di Bologna	Policy maker
Shotl	Engineer/Developer
Fundacion Asindown (Assisting people with Down Syndrome and their families)	End-user/Citizen
Favas.net/RVDB Urban Planning (Spatial solutions and social environment)	Operator/Service provider

Table 2- List of stakeholders

The INDIMO Co-Creation Community plays an essential part in the co-creation of the INDIMO Inclusive Digital Mobility Toolbox. The involvement started in the very beginning of the project (user assessment in WP1) to ensure that the tools have a high value and usability. Based on the needs identified in WP1, the Inclusive Digital Mobility Toolbox will be developed (WP2) in collaboration with the Co-Creation Community. In the next step, an evaluation of these tools through the pilot projects follows (WP3).

The Co-Creation Community (city, regional authorities, and service operators) will be part of the testing. In WP4 a comprehensive assessment regarding the usability, risks, benefits, transferability of the toolbox will be carried out by consulting the project stakeholders. Finally, the toolbox will be disseminated and scaled up in order to increase its impact (WP5).

The involvement of the Co-Creation Community will be carried on through questionnaires, interviews, and consultations in 5 co-creation workshops.

During the first 18 months of the project, two co-creation workshops were organized:

- **1st Co-creation Workshop:** The first workshop took place with 36 participants on 6th October 2020 and was titled 'Deployment of digital mobility and logistics services". The objective of the workshop was to present and discuss the insights gathered in a series of case studies INDIMO partners have been conducting for the last few months through desktop research and interviews with key stakeholders across Europe in order to identify the most important barriers and drivers to the design, planning, deployment and operation of accessible and inclusive digital personalized mobility and logistics services. The workshop was led by task leader VDI/VDE-IT and counted with the support of project partners VUB, POLIS, and WP1 project partners. A report on the workshop can be found on the INDIMO website here (https://www.indimoproject.eu/yay-another-online-workshop/).
- **2nd Co-creation Workshop:** The second workshop took place with 39 participants on May 27th, 2021 and was titled 'Validation of the Universal Design Manual'. This workshop was linked to INDIMO work package 2, whose objective is to co-create a UDM with guidelines for developers and operators. In this context, the aim of the workshop was the validation of the practicability and feasibility of solutions and recommendations included in the first UDM draft. Interactive sessions elaborated on how specific user needs, requirements of operators and policy makers as well as technical feasibility can be addressed and what solutions are available to meet them satisfactorily. The workshop was led by task leader VDI/VDE-IT with the active participation of WP2 leaders. A report on the workshop can be found on the INDIMO website (https://www.indimoproject.eu/2nd-co-creation-workshop-report-assessment-of-the-universal-design-manual/).

The two co-creation workshops organized in the first 18 months of the project are indicated in the Table 3 below:

What	Who	When	Organiser
1st Co-creation Workshop focused on T1.4 Deployment of digital mobility systems	Policy makers, operators, software, and hardware developers	6 October 2020	VDI/VDE + VUB, POLIS, and WP1 project partners.
2nd Co-creation Workshop focused on T2.1 Validation of the UDM	Developers and policy makers + pilot partners	27 May 2021	VDI/VDE + WP2 leaders.

Table 3- List of Co-creation workshops organised in the first 18 months

The workshops are expected to be 1-day events with approximately 20-40 participants, linked to other INDIMO events.

Role of partners

VDI/VDE-IT was in charge of the organisation of the co-creation workshops with a strong support by **Polis** and the **European Passenger Federation** for network building and stakeholder outreach.

The series of workshops was organised in cooperation with the respective task leaders **(VUB, MBE)**.

Deep Blue supported the creation of visual outcomes of the workshops.

5.4. Synergies with other EU projects and external initiatives

INDIMO has leveraged on the wide and diverse experience accumulated by its consortium members in related projects. This has enlarged the partnership´s knowledge base well beyond the specific case studies conducted in the project and enhanced the comprehensiveness of the planned investigation as well as the relevance of final project outcomes. This has been achieved through joint events (with ongoing projects) and through mutual contribution to the respective newsletters where there has been a 'project in the spotlight' section highlighting the projects' activities and outputs relevant for INDIMO.

INDIMO, in general, keeps the related projects informed about its activities and invite them to relevant events throughout the duration of the project.

Relevant linked EU projects and initiatives are included in the Table 4 below. This is not an exhaustive list and will be continuously populated. Deep Blue and Polis have contributed to the identification of other interesting projects. All the projects identified by partners as thematically related to INDIMO has been included as a list in a registry, which has been created at the beginning of the project, and that provides information on relevant events and INDIMO publications.

In the first 18 months of the project, it has been taken several steps to liaise with other relevant EU projects and external activities linked with inclusive digital mobility services. In this regard, INDIMO has developed its wider stakeholder network by hosting its CCC working group in the ETM Forum. So far, the project has carried out two of the five foreseen CCC workshops and it has five active discussion hubs in the ETM Forum:

- Welcome to the INDIMO Co-creation Community.
- Open discussions on inclusive digital mobility solutions.
- Online collective research: What is the lifetime of an icon?

- Workshop 1 – Identification of barriers for the design, planning, and operation of an inclusive digital transport system.
- Workshop 2 – Validation of the Universal Design Manual.

Coordination meetings were held with INDIMO's sister projects TRIPS and DIGNITY once on July 2nd, 2020 to explore synergies and possible collaboration in opportunities and then again on March 9th, 2021 to inform each other about the projects' progress and discuss the first year's results.

In addition, the INDIMO webinar 'Embracing Inclusiveness: How to make mobility work for all,' organised by POLIS on September 24th, 2020, brought together the representatives of INDIMO, TRIPS and DIGNITY.

In the table below we list INDIMO's related projects:

Project/Initiative	Description
Mobility4EU – Action Plan for Transport in Europe	The Mobility4EU project has developed a vision and action plan for transport in Europe for 2030 based on a user-centric approach taking the needs of a broad range of stakeholders and especially users into account.
European Transport and Mobility Forum (ETM Forum)	Building on the Mobility4EU project and the stakeholder community established in the project, the European Transport and Mobility Forum has been created bringing users, developers, and researchers together to discuss issues related to creating a user-centric transport system. The Working Groups in the forum focus on co-creation in transport planning, seamless transport, and accessible transport for all.
INCLUSION – Towards more accessible and inclusive mobility solutions for European prioritized areas	The main objective of the INCLUSION project is to understand, assess and evaluate the accessibility and inclusiveness of transport solutions in European prioritised areas. The project has identified gaps and needs in order to propose and experiment with a range of innovative and transferable solutions.
HIREACH – Innovative Mobility Solutions to Cope with Transport Poverty	HiReach aims to eliminate transport poverty by triggering new mobility solutions sustained by products scaling up on mixed needs, backed by mobile information technologies and social innovations, using open tools, technology transfer and start-up development techniques to find and exploit new business ideas that reach low accessibility social groups and areas.
Smart Cities for All Toolkit	The toolkit contains four tools to help Smart Cities worldwide focus on ICT accessibility and the digital inclusion of persons with disabilities and elderly persons. The toolkit supports a range of organizations and roles related to Smart Cities, including government managers, policy makers, IT professionals, disability advocates, procurement officials, technology suppliers, and developers who design Smart City apps and solutions. Each of the tools addresses a priority challenge identified by global experts as a

	barrier to the digital inclusion of persons with disabilities and elderly people in Smart Cities.
DIGNITY - DIGital traNsport In and for socieTY	Analysing the digital transition from both a user and provider's perspective, DIGNITY will present the challenges brought about by digitalisation. The project will build a novel concept that seeks to become the 'ABCs for a digital inclusive travel system' and provide a methodology to frame the digital gap in metropolitan/regional contexts, considering all elements of the digital transport ecosystem: the institutional framework (macro level), the provision of digital mobility (meso level) and the needs of end users (micro level).
TRIPS	The goal of TRIPS is to design, describe and demonstrate practical steps to empower people with disabilities to play a central role in the design of inclusive digital mobility solutions. The project will deliver and deploy a Co-design-for-All methodology in 7 pilot cities - Lisbon, Zagreb, Bologna, Cagliari, Brussels, Sofia, Stockholm.

Table 4- Related projects

6. Take-up, transfer and exploitation of project results

Task 5.5 'Enhancing take-up and impact of results' focuses on activities to enhance the impact of results within the consortium and by targeted external organizations and stakeholders.

The exploitation of the results will lead to:

- **Policy change**, i.e. local and regional authorities adapting their policies to be more inclusive;
- **Current and further research,** i.e. generating new research questions and building new forms of cooperation within and beyond the project consortium;
- **New educational material** (Master and PhD courses), i.e. extending current study materials for courses on transport planning, engineering, management, information technologies and public policy with the principle of universal design;
- **Societal activity,** i.e. new collaboration and dialogue between the diverse public and private stakeholders involved or activated by the project (e.g. through the European Transport and Mobility Forum);
- **New or improved services and products,** i.e. the guidelines aim to improve app and software interfaces for digital mobility solutions and improve accessibility and affordability of digitally enabled mobility services.

The INDIMO Inclusive Digital Mobility Toolbox is the main project outcome to be exploited by the project partners as well as by the external stakeholders engaged in the INDIMO Co-creation Community and the local Communities of practice built in each pilot site.

Deliverable D5.2, INDIMO'S exploitation plan, was drafted by project partner POLIS in cooperation with relevant partners at the beginning of the project and submitted in month 3 of the project on the 31st of March 2020.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875533.

page **35/37**

Annex 1: List of deliverables for work package 5

Deliverable Number	Deliverable Title	Lead beneficiary	Type	Dissemination level	Due Date (in months)
D5.1	Communication and Dissemination Plan	Polis	Report	Confidential, only for members of the consortium (including the Commission Services)	2
D5.2	Exploitation plan	Polis	Report	Confidential, only for members of the consortium (including the Commission Services)	3
D5.3	Project website and digital identity	Deep Blue	Website	Public	6
D5.4	Report on Communication and Dissemination activities (mid-term)	Polis	Report	Public	19
D5.5	Report on Communication and Dissemination activities (final)	Polis	Report	Public	36
D5.6	Report on the INDIMO Co-creation Community	VDI/VDE	Report	Public	6
D5.7	Report on take-up of results	Polis	Report	Public	35

Table 5– List of WP5 INDIMO deliverables

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875533.

page **36/37**

Annex 2: INDIMO Publications Dissemination during the first 18 months

This Excel annex illustrates INDIMO's Publications Dissemination during the first 18 months. The Excel has several sections with a drop-down menu that helps to sort out the information.

Complete the name of the partner
For each identified communication/dissemination action, complete the following tables for PR1

COMMUNICATION-DISSEMINATION ACTIVITIES DIRECTLY LINKED TO THE PROJECT

Project Name:					INDIMO		
Reporting period					M1-M18 (RP1)		
Partner:							

Type of activity	Target Audience	No. of people reached	Name of the event	Description of the event/action	Date of the event/action	Total budget spent - EUR	Supporting documents available (proof : i.e. picture, newspaper, email, registration, programme etc.)	Link to website (if any)
Social Media	General Public	145	INDIMO twitter page is active	first social media posts	2/13/2020		screenshot	https://twitter.com/INDIMO_H2020/status/122790123243 5560448?s=20
Social Media	General Public	2270	launch of the INDIMO project and Kick Off Meeting	first social media posts	2/13/2020		screenshot	https://twitter.com/INDIMO_H2020/status/122790123243 5560448?s=20
Social Media	General Public	1500	Dissemination of the INDIMO kick-off during the first meeting	Dissemination of the INDIMO kick-off	2/12/2020			https://www.linkedin.com/feed/update/urn:li:activity: 6633722887020789760; https://twitter.com/EUpass engers/status/12275821469 46248704

TOTAL FUNDING AMOUNT USED

Specify the total funding amount used for Dissemination and Communication activities linked to the project	Please fill in how much in EURO
Total Funding Amount	3379.48

TOTAL NUMBER OF ACTIVITIES

Specifiy the number of Dissemination and Communication activities linked to the project for each of the following categories	Please fill in how many
Organisation of a Conference	1
Organisation of a Workshop	1
Press release	2
Non-scientific publications	6
Exhibition	0
Flyer	6
Training	0
Social Media	65
Website	18
Communication Campaign	1
Participation to a Conference	7
Participation to a Workshop	4
Participation to other events	2
Video/Film	1
Brokerage Event	0
Pitch event	0
Trade fair	0
Participation in event organised jointly with other EU projects	3
Other	10
	127

NUMBER OF PERSONS REACHED

Specify the estimated number of persons reached, in the context of all dissemination and communication activities, in each of the following categories	Fill in how many persons
Scientific Community (Higher Education, Research)	1300
Industry	85378
Civil Society	825
General Public	100043
Policy Makers	261
Media	100
Investors	0
Customers	0
Other	0