Project Title	New data spaces for green mobility
Project Acronym	MOBISPACES
Grant Agreement No.	101070279
Start Date of Project	01.09.2022
Duration of Project	36 months
Project Website	MOBISPACES.eu

D7.1 – Dissemination & Communication Plan & Activities (v1)

Work Package	**WP7 – Communication, Exploitation, Standardisation & Roadmapping**
Task Reference	**T7.1 – Communication, Exploitation and Stakeholder Engagement**
Lead Author (Org)	**Trust-IT**
Due Date	**28.02.2023**
Date	**22.02.2023**
Version	**V3.0**
Type	**Dissemination, Communication and Stakeholder Engagement Report**
Document status	**Release**
Review Status	**Internally Reviewed and Quality Assurance Reviewed**
EC Project Officer	**Beatrice Plazzotta**

		Dissemination Level
	X	PU: Public
		PP: Restricted to other programme participants (including the Commission)
		RE: Restricted to a group specified by the consortium (including the Commission)
		CO: Confidential, only for members of the consortium (including the Commission)

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Version	Date	Partner(s)	Description
0.1	15.01.2023	Francesco Osimanti (Trust-IT)	Draft of Table of Contents
0.2	25.01.2023	Diego Simoni (Trust-IT)	Section 2
0.3	30.01.2023	Joanne Ahern (Trust-IT)	Section 3
0.4	03.02.2023	Francesco Osimanti (Trust-IT)	Section 4 and overall quality check
1.1	07.02.2023	Christos Doulkeridis (University of Piraeus)	Internal review
1.2	07.02.2023	Matteo Falsetta GFT	Internal review
1.3	08.02.2023	Francesco Osimanti, Diego Simoni, Joanne Ahern (Trust-IT)	Fine-tuning, List of references and final overall check
2.0	17.02.2023	Matteo Falsetta GFT	Version for Quality Assurance (*1 week before due date*)

3.0	22.02.2023	Matteo Falsetta GFT	Version for Submission

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TERMINOLOGY

Terminology/Acronym	Description
CSA	Coordination and Support Action
DoA	Description of Action
EC	European Commission
GA	Grant Agreement to the project
GDPR	General Data Protection Regulation
KPI	Key Performance Indicator
UC	Use Case
UX	User Experience

EXECUTIVE SUMMARY

The Dissemination & Communication Plan of the MOBISPACES project defines all dissemination activities within the project and it provides the guidelines for the dissemination to be followed by all partners. It details the methodology and the tools to be used for the project's communication needs, as well as a detailed timeline to adhere to. It is a working document and can be amended as opportunities arise during the course of the project.

All dissemination activities are designed to:

- Ensure good internal communication amongst partners, with regular updates on progress and achievements;
- Increase the MOBISPACES project's visibility;
- Share and publicise the project's objectives and results;
- Keep stakeholders and partners informed on progress made and milestones reached.

This Dissemination & Communication Plan aims to give an overview of the following aspects: 1) Who communicates (the partners); 2) What to communicate (the message); 3) To whom the project communicates (the audience and addressed Stakeholders); 4) Why (awareness raising, increase visibility of the project and make its results and deliverables available to the stakeholders and to the general audience); 5) How to communicate (the methodology behind it, channels and tools); 6) When (timeline).

The plan will undergo three formal iterations over the projects' lifecycle (M12, M24, M36) but it will also be updated and reviewed by partners (when needed) throughout the project lifetime as work progresses and new opportunities for dissemination emerge and are identified.

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1. Introduction

This deliverable, D7.1 "*Dissemination and Communication Plan and activities – v1*", released at Month 6, describes the main objectives and expected outcomes of the communication, dissemination, and stakeholder engagement activities adopted during the first project semester (M01-M06), the methodology and assets behind the strategy and the envisaged set of actions for the timeframe M07-M12, to ensure the successful achievement of the project objectives in terms of appropriate dissemination of main results and outputs, community building endeavours and project recognition. The plan is a living document, which will be revised through subsequent versions with the release of a formal re-iteration at M12, to address any specific needs or new opportunities that may arise during its execution and to outline the adjusted plan for Year 2.

1.1 Purpose and Scope

The MOBISPACES Dissemination, Communication and Engagement strategy adopts a pragmatic, coordinated, and interconnected approach to successfully promote the project's main results and disseminate their outcomes using an extensive set of communication channels to target the wide and diverse network of Stakeholders involved, and by relying on the proactive support of the entire consortium.

The objectives of the plan for Communication & Dissemination can be summarised as it follows:

1. Implement a branding strategy to ensure the full recognition and acknowledgement of the MOBISPACES brand within the European community of actors involved in the urban, maritime, big data, Artificial Intelligence and intelligent transport system at a wider extent.
2. Deliver and execute a strategic plan for Communication & Engagement to achieve the widest reach to an appropriate audience.
3. Showcase the most relevant MOBISPACES' results, creating awareness of the potential impact and positive repercussion of the Use Cases deployment and Data Governance Platform.
4. Provide a refined, yet exhaustive, definition of the principal Stakeholders and the outreach strategy to be adopted to ensure continuing support of the project's uptake through the establishment of solid partnerships.

1.2 Structure

The document is divided in the following sections:

- **Introduction** – Highlighting the high-level scope of the document as a reference for the overall Dissemination and Communication strategy.
- **Pillars of the Dissemination and Communication strategy** – Providing an accurate description of the key assets, stakeholders and tools that will contribute to establish the MOBISPACES ecosystem.
- **Communication, Dissemination and Roadmapping** – This part contains an exhaustive list of the different channels, strategies and methodologies to be leveraged to grant the broadest exposure and outreach of the project's Open

Calls, inclusive of what has been done so far and a prospective timeline for the following semester.

- **Monitoring, Impact and KPIs** – Showing the process implemented to track KPIs and evaluate the tangible achieved impact.
- **Conclusions**
- **List of Figures & Tables**

2. Key Pillars of the Dissemination and Communication Strategy of MOBISPACES

Based on the EU Commission report "Final Study Report: The European Data Market Monitoring Tool Key Facts & Figures, First Policy Conclusions, Data Landscape and Quantified Stories[1]" the impact of data into the European, and worldwide, economy will be huge. Indeed, based on the report above the value of the data economy of EU27 was almost €325 billion in 2019, representing 2.6 % of GDP. Estimates predict that by 2025 it will increase to over €550 billion, representing 4 % of the overall EU GDP.

Due to the increasing number of moving objects, mobility is one of the sectors that mostly contribute to the generation of data. Therefore, it is strategic to create a secure and sustainable environment which includes the complete life cycle of such mobility data.

This is where MOBISPACES comes into play. MOBISPACES provides an end-to-end mobility-aware and mobility-optimized data governance platform, with the key differentiator that mobility analytics results will be used to optimise the whole set of data-related operations in terms of efficient, reliable, safe, fair, and trustworthy data processing.

The following are the five MOBISPACES'use cases, which are where all the research findings are validated:

1. Intelligent public transportation services in urban environments
2. Intelligent infrastructure traffic sensing for smart cities
3. Vessel tracking for non-cooperative vessels
4. Decentralized processing on-board of vessels
5. Enhanced nautical maps via crowdsourced bathymetry vessels data

FIGURE 1 – MOBISPACES USE CASES

2.1   MOBISPACES Communication Strategy

The overarching purpose of MOBISPACES dissemination and communication plan is to achieve maximum uptake and acceptance of the project's outcomes. Two specific goals have been defined to achieve this:

- Plan a user journey that facilitate the final conversion to adopt the MOBISPACES platform.

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[1] https://op.europa.eu/en/publication-detail/-/publication/9fb0599f-c18f-11ea-b3a4-01aa75ed71a1/language-en

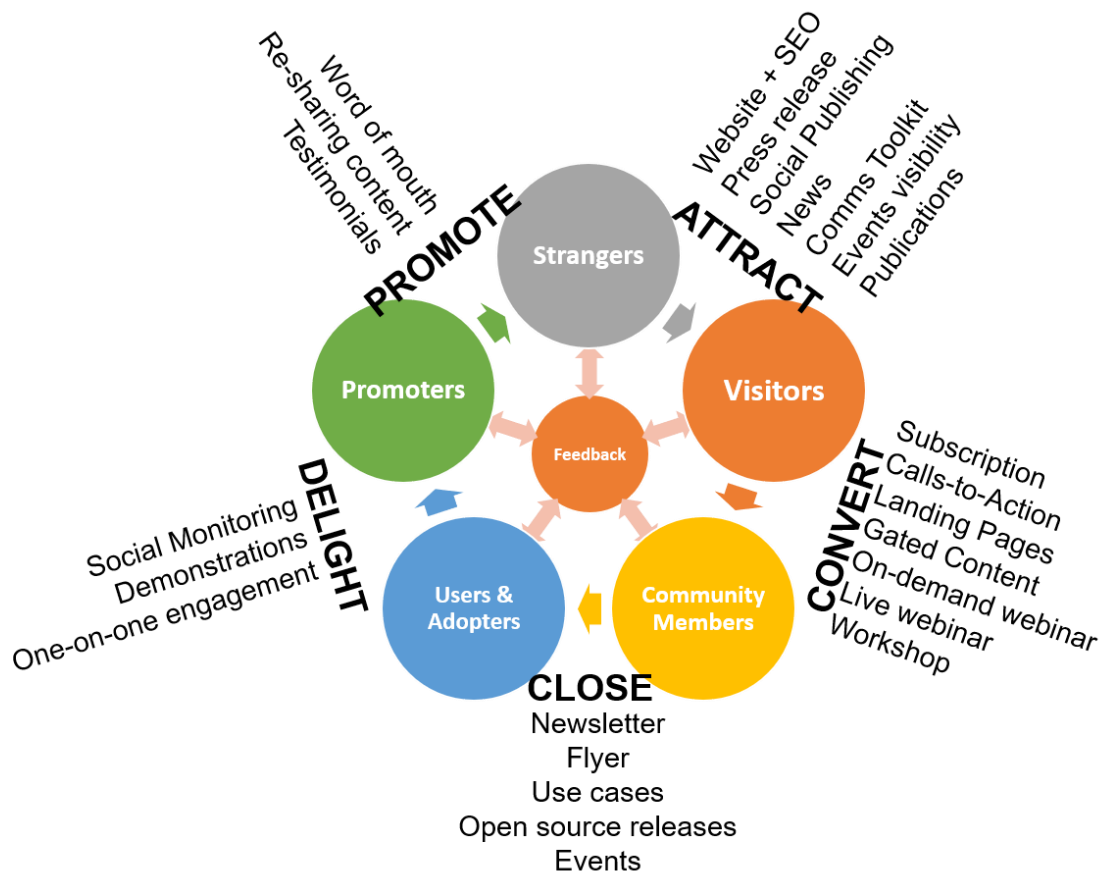- Improving the project's value proposition's relevancy and clarity.

2.1.1 User Journey – The path to lead targeted Stakeholders to MOBISPACES channels

The term "user journey" is commonly used to refer to the "step-by-step" pathway that a every user undertakes to reach a clear goal. This consolidated trend is also solidly backed up by numerous evidences, also in the commercial setting (one of the latest *SalseForce data reports*[2], point out how 89% of surveyed customers consider their experience with a company to be as important as its products and 91% of customers agree that a positive customer experience makes them more likely to purchase again, or complete an action at a wider extent). This highlights the importance of a structured user journey. To start planning, it is necessary to step in the users' mindset, understanding their wants and needs.

The final users' needs should be the starting point of each user journey. Specifically, our user journey will be divided in three stages.

- **Awareness stage** - In this stage, the potential users are not completely aware of the type of information they are looking for. Content at this stage should be informative,

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[2] https://www.salesforce.com/ap/resources/research-reports/state-of-the-connected-customer/

help answer simple questions, provide response(s) to basic doubts and also spark curiosity. Within this stage, an efficient example of a piece of content we have produced is the MOBISPACES Digital and Green Flyer[3], as it clearly defines the challenges addressed by the project aiming so at making the target audience gain a better understanding of it. When it comes to build up and gain recognition for a brand (in this case for a European project), this type of content is the most frequent to quickly raise awareness among the community.

- **Consideration stage** – Here, the attention of the user has been already caught. Consideration content should help the reader by explaining the available and/or developed services, solutions, expected impact of the final outputs. At this stage, checklists, calculators, case studies, white papers, reports, and webinars can be leveraged. Some example content could be "10 most popular Data Governance applications for mobility sector" or "The Definitive Checklist for mobility data scientists". The series of Webinars & Workshops envisaged within the project is also an adequate example.

- **Decision stage** – When it comes to this stage, the content takes a more direct approach with offers such as product technical sheets, competitor comparisons, case studies, fact sheets, and product implementation guides. This is type of content should accompany the launch of the MOBISPACES platform and be elaborated in the final lifecycle of the project.
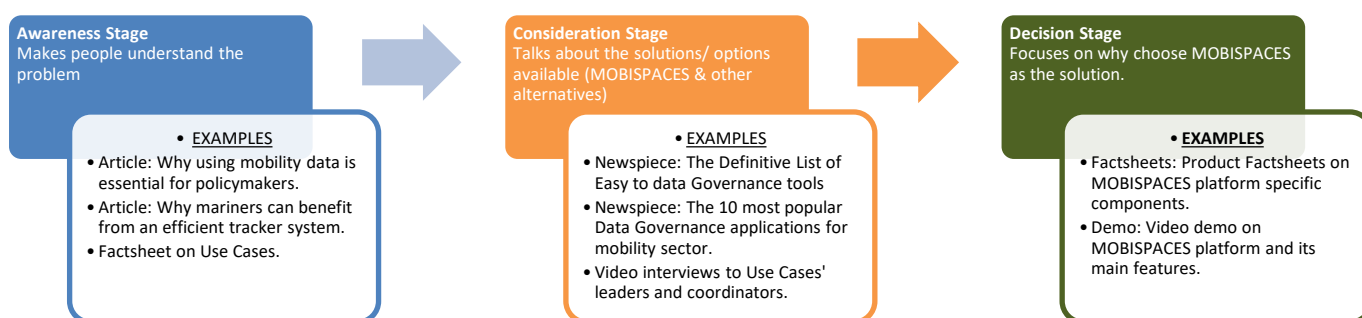

FIGURE 3 – EXAMPLE OF FUNNEL IN MOBISPACES COMMUNICATION STRATEGY

2.1.2 Improving the project's value proposition's relevancy and clarity

In each effective communication plan, the user needs to have crystal-clear what is the final value proposition. So, the first step of our communication strategy is to let users clearly know what MOBISPACES can offer or deliver, potential benefits for researchers and industrial players and societal impacts.

When dealing with users that are already aware and familiar with the project's core objectives, then we will focus our communication on the key differentiators between MOBISPACES and the other mobility data governance platforms. On the other hand, when

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[3] https://mobispaces.eu/news/download-mobispaces-digital-and-green-flyer

dealing with users that are completely unaware of the subject, then it will be necessary to focus our communication on why the MOBISPACES value proposition is relevant to them.

Starting the communication plan from the technical side would mean starting from the wrong side, since not all our target audiences have the necessary technical background to fully comprehend each detail. That's why our communication strategy starts from the five use cases: since they represent real-life scenarios and the majority of the community is most likely to relate to them. This will help to get the attention of the right audience segments, feeding them with propaedeutically generic information that will prepare them for more detailed and technical communication about MOBISPACES platform components, which will be shared with them in a more mature phase of the project.

A specific timeline of the communication activities planned for each phase is summarised below (note – some activities can be replaced or slightly changed according to the momentary needs of the project):

Phase M1-M6
- Defining the Project logo and visual guidelines.
- Implementing the first iteration of the MOBISPACES.eu website.
- Publication of a first set of promotional materials, such as Digital Flayer, Brand Toolkit Guide, and dedicated Use Case factsheets (5).
- Videos overview of the entire project and dedicated to specific use cases.
- First online event (M5).
- Release of first Newsletter.

Phase M7-M12
- Dedicated Webinars on Use cases (#1 #2).
- Recording use case #1 #2 podcast.
- Joint workshop with another like-minded project/initiative.
- Participation to sectoral events & physical workshops.
- Stakeholder synergies with targeted projects/initiatives.
- Release of #2 and #3 Newsletter.
- Release of 2 new Video interviews.

2.2   Value Proposition

MOBISPACES will advance the state of the art through innovative value-added features that will help the stakeholders from private and public sector in their daily activity.
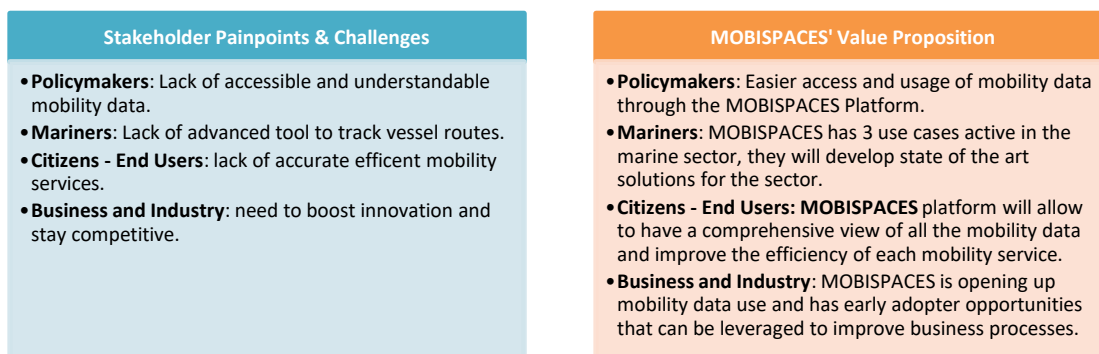
Stakeholder Painpoints & Challenges	MOBISPACES' Value Proposition
• **Policymakers**: Lack of accessible and understandable mobility data. • **Mariners**: Lack of advanced tool to track vessel routes. • **Citizens - End Users**: lack of accurate efficent mobility services. • **Business and Industry**: need to boost innovation and stay competitive.	• **Policymakers**: Easier access and usage of mobility data through the MOBISPACES Platform. • **Mariners**: MOBISPACES has 3 use cases active in the marine sector, they will develop state of the art solutions for the sector. • **Citizens - End Users: MOBISPACES** platform will allow to have a comprehensive view of all the mobility data and improve the efficiency of each mobility service. • **Business and Industry**: MOBISPACES is opening up mobility data use and has early adopter opportunities that can be leveraged to improve business processes.

FIGURE 4 – MOBISPACES VALUE PROPOSITION

2.3   Social Media and Professional Networks

A key component of the MOBISPACES communication strategy is represented by social media channels. The continuous online presence on the principal social media platforms aims to inform and provide timely guidance to our main stakeholders about the progress and achieved outputs of MOBISPACES. Social Media are expected to be the primary gateway for our community to get insights on the project and to stay updated on novelties, coming events as well as other newsworthy trend, report, official documents addressing the research area(s) of urban and maritime mobility, green and sustainable transport, traffic management, digital transition towards intelligent transport. Social media will also play a critical role to further disseminate events where MOBISPACES will partake through a carefully planned pre, live and post coverage with a view to better maximise the outreach and main takeaways. Social channels will be also fully aligned with the above described visual and brand identity and they will reflect the ongoing priorities of the project throughout the whole lifetime (headers and layout images will be changed to put specific events, releases, outputs into spotlight).

2.3.1 LinkedIn

LinkedIn is the most popular professional network: since MOBISPACES targeted Stakeholders are mainly professionals from public, academia but also private sector, this channel is strategically important for our communication purposes. The main strategy on LinkedIn will be to share regular updates, promote events, engage with members and expand the community.
Additionally, an active engagement strategy will be pursued, looking for sectoral related group, actively interacting and sharing MOBISPACES content. This is fundamental to broaden the outreach to more targeted audience that might be likely involved in MOBISPACES' scope. LinkedIn will also be leveraged to support the recruiting campaign in conjunction with the organisation of MOBISPACES' led events, through the "LinkedIn Events" feature that allows to seamlessly extend invitations to the entire community of members.

2.3.2 Twitter

Twitter is included in the MOBISPACES communication strategy as additional tool to share news and brief real-time information. MOBISPACES uses this channel for posting instantaneous updates and advertising upcoming MOBISPACES activities. In order to promote

webinar, workshop and other project's events, twitter cards will be widely used for interact with stakeholders. Indeed, they are a perfect way to show the human side behind the project, showing who are the people behind MOBISPACES and in particular showing the faces of the MOBISPACES partners.

2.3.3 YouTube

YouTube is the most popular platform for video sharing. MOBISPACES has created its own channel in order to post video about the project itself, its use cases and the webinar recordings. The platform will play the function of online repository but, in order to increase the engagement opportunities, videos will be frequently repurposed on other social media and digital channels.

2.4 Website Development and UX guidelines

The MOBISPACES website[4] represents the core of our communication activities and it acts as the main channel (and primary entry point) to engage with our community. The website is fully GDPR compliant and is regularly updated.
The first version of the website has been created following UX (User Experience) principles. This allows to improve its the usability and interaction rate; additionally a professional visual layout has been implemented. Specifically, the structure of the website has been defined taking into consideration MOBISPACES main stakeholders.
In our communication strategy the website MOBISPACES.eu represent a timely and constantly updated source of information about the project domains and achievements: a combination of information about MOBISPACES results and other mobility related initiatives that can be interesting for our community.

The MOBISPACES website will be updated in M14 and M18. In the next release (M14) new sections will be added. The current section on the MOBISPACES Technologies will be extended and updated showing the new advancements achieved by the project partners. In addition, a dedicated stakeholder section will be implemented; here it will be explained in detail which benefits MOBISPACES can bring to each stakeholder and how it can solve their challenges. Finally, in the last website release (M18), a dedicated section will be added about the MOBISPACES platform, with detailed factsheet on its components and the gateway to access the platform itself. We can finally say that the website in a "living and flexible tool" that will serve the purpose to reflect any emerging need or priority that should arise over the course of the project.

2.5 Videos

According to YouGov 72% of customers prefer videos to learn about products or services. The same research highlights how 87% of video views take place on the desktop.
Optinmonster mentions that video marketers get 66% more qualified leads per year, another research from Wyzowl shows that nearly eight out of every ten users[5] have purchased a piece of software or app after having watched the brand's video.

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[4] https://MOBISPACES.eu/
[5] https://www.wyzowl.com/video-marketing-statistics/

Regardless the business, commercial or academic context, such statistics should be evident enough to highlight the importance that videos plays in every nowadays communication strategy. Likewise, they represent a powerful tool for MOBISPACES to connect with their audience and convey their message in an engaging, concise and effective way. Videos can be used for a wide range of purposes, including MOBISPACES platform demonstrations, tutorials, explainer videos, Use Cases testimonials, Workshop takeaways, and more. They can easily spark and drive engagement, increase brand awareness and build trust with our stakeholders. Additionally, videos can also be exploited to maximise Search Engine Optimization's effort and in order to boost website traffic and visibility on search engines.

2.6   Newsletters

Newsletters play a vital role in our communication strategy as they are an effective way to reach and engage with an audience. They allow MOBISPACES to send targeted, personalised and timely information to our target audiences. Newsletters are a great way to build relationships with our stakeholders and keep them informed about new services, and features. They can also be used to share news, updates, and thought leadership content from the mobility and marine domains.

Additionally, Newsletters are very mobile-friendly, so they can be easily read on the go. In today's digital landscape, newsletters are a valuable tool for building a strong online presence and driving engagement with the audience.

2.7   Events and Webinars

Events and Webinars are a perfect way to learn more about a specific topic and build connections. They will be the principal asset to showcase MOBISPACES Use Cases, the platform and its features, and (very important) build synergies and liaisons relationships with prospects in a direct way.
Events, such as workshops and networking events, provide an opportunity to meet potential stakeholders, partners and thought leaders in person. They can also be a nice way to increase brand awareness and generate leads.

In MOBISPACES we have already set up a tracking database to monitor the third-party events in the mobility and marine domains. The participation to such third-party events will allow to increase the network, create useful connection and increase the awareness around MOBISPACES goals.
Webinars are a cost-effective and efficient way to reach a large audience and will be a key aspect of our communication strategy. In particular, they will be used for MOBISPACES platform demos, training, and more use case related topics. All webinars will be dutifully recorded, repurposing for future use as on-demand webinars.

Expected KPIs:

- 2 End-User workshops, targeted at potential adopters from the urban and maritime mobility domains and beyond.
- Attendance of 30 third-party events.

- 6 Online co-creation workshops/webinars, targeted at the urban and mobility data user communities.

2.8 Stakeholder Engagement Campaign

This initiative starts through a dedicated desktop research on mobility and maritime domains and tap into the wide Consortium network. The main goal is to identify like-minded EU-funded Projects, initiatives, cluster of entities, organisations and companies that actively operate in these sectors and establish long-lasting synergies (in pursuit of the objectives of *Task 7.4 EU Synergies and Cooperation*). A stakeholder database has been created and it will be constantly updated with new additions. Then a dedicated campaign to introduce MOBISPACES to these stakeholders will be executed through tailored messaging and short meetings. This activity allows MOBISPACES multiple benefits such as: building new relationships, increasing our community network, creating reciprocal social media outreach, promoting content towards different audiences (*in-depth details under Section 3.6*).

3. Communication, Exploitation & Roadmapping Activities

In the first six months of the MOBISPACES project we have concentrated our campaigns on building a professional branding and appearance as well as starting and growing an online presence. MOBISPACES has carried out consistent communications from the beginning of the project with the set up and launch of the website and social media channels from Day One. We immediately began creating campaigns, and collecting content. In month 2 we started collecting content for a Stakeholder Database and in month 3 we began a Stakeholder campaign to create communication synergies with other projects. This section provides details on the activities carried out in the first 6 months of the project and is organised into the following sections: in section 3.1 we outline how we have set up and structured our Social Media Channels and Professional Networks; section 3.2 will discuss our website development while sections 3.3 and 3.4 will discuss other outreach activities such as our press releases and newsletters. Our events and webinar activities to date are outlined in section 3.5 while the final section 3.6 will explain our successful stakeholder engagement strategy methodology and results.

3.1 Social Media and Professional Networks

We have created a meaningful mix of communication channels: each has a different audience and content focus with appropriate strategies, with a view to build an active and engaged community to tap into for dissemination purposes and events. These channels include: LinkedIn, Twitter, YouTube and Zenodo. During the first 6 months of the project, we have also performed several outreach activities including a successful stakeholder engagement campaign, events such as our first webinar, and a social media campaign to drive newsletter sign-ups.

MOBISPACES has built a community of 449 members across multiple social networks including:

- 294 LinkedIn followers (this is by far our most popular social media channel).
- 20 YouTube followers (we expect this number to grow as we ramp up video production in the coming months).
- 135 Twitter followers.

3.1.1 LinkedIn

LinkedIn will be mainly leveraged to bring on board new relevant Stakeholders and to reach the scientific, business and research community. LinkedIn is also a contextualised Social Network which gives the opportunity to introduce and promote research outcomes to a well-fit audience, to bring forward production and dissemination of scientific knowledge and find strategic partnerships.

The MOBISPACES LinkedIn channel accounts at the moment of writing for 258 followers and has had several posts with excellent engagement as it can be clearly seen in some examples underneath.
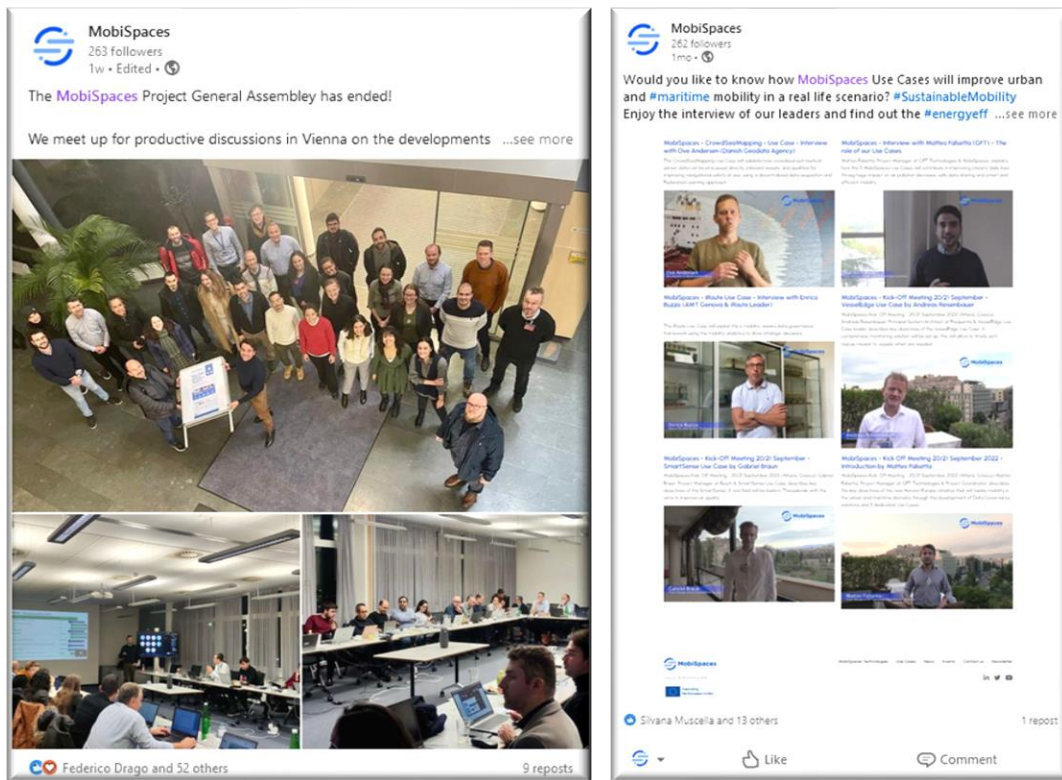
FIGURE 6 – EXAMPLES OF MOST SUCCESSFUL LINKEDIN POSTS

In total between September 2022 and January 2023 there were 66 LinkedIn posts by MOBISPACES (of which 65 were reposted) with 877 reactions and 1,043 page views.

3.1.2 Twitter

Twitter is mainly used to provide brief real-time updates and news, but also as a tool to share generic information about key subjects of the project at large (green mobility, data technologies, intelligent and smart transport), inform about the project, promote event activities and deliver real-time coverage of virtual events where the project is (will be) involved. To be noted that Twitter will also be frequently exploited also to keep the community updated on the release of relevant documents, reports or papers on science,

policy and regulations from the European Commission and other European and international institutions.

The MOBISPACES Twitter account is intended to reach a broader audience and send out specifically tailored messages to different stakeholders in conjunction with particular occasions.

Twitter has shown consistent growth over the first six months of the project growing to 135 followers as of the 20th of February 2023. Between September 2022 and February 2023 there were 105 Tweets posted resulting in 25,194 Profile visits and 56 mentions in other posts.

MOBISPACES has gained visibility with several important projects and organisations working in this area on Twitter with followers and interactions with the following projects. Some examples are illustrated in the table below:

Project Name	Twitter Handle
NetZeroCities	@NetZeroCitiesEU
European Urban Initiative	@EUI_Initiative
SoBigData	@SoBigData
EUHubs4Data	@EuHubs4
CIVITAS Initiative	@CIVITAS_EU
NewMobilityServices	@NewMobilityServ
The EU Urban Mobility Observatory	@EltisPortal
FAIRsFAIR	@FAIRsFAIR_EU

FIGURE 7 – MOBISPACES TWITTER MAIN PAGE

19
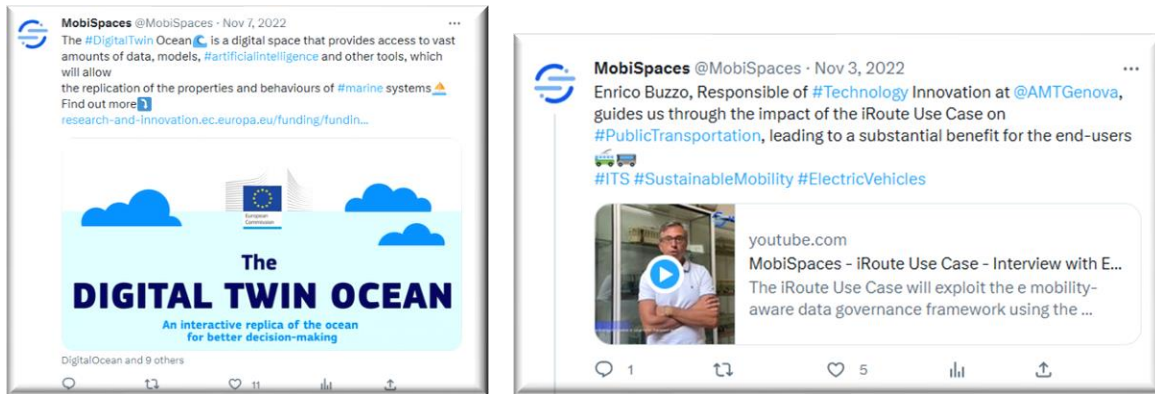
3.1.3 YouTube

Videos and podcasts are a key content for MOBISPACES to produce in order to publicise the project, disseminate the results as widely as possible and for engagement with target stakeholders.

To date no podcasts have been produced however several video interviews have been conducted and uploaded to our YouTube channel. The MOBISPACES YouTube channel[6] currently has 20 subscribers and six videos of which one is an overview of the project and five use cases interviews. These videos have already amassed 512 views (status on 20th February 2023).
Besides, Youtube will be exploited as online repository to store all the Webinar episodes, Workshops and Trainings to allow the community an easy access and the chance to effortlessly enjoy the available content.

In the next 6 months, we will increase the number of videos on the MOBISPACES YouTube channel as well as adding the Webinar videos here. We will produce in total over the course of the project at least 5 Use Case videos and 5 Technical Demonstrator videos.

3.2 Website Development and UX

From the beginning of the project the MOBISPACES website has been developed and the UX has been consistently upgraded and added to. At the same time the project branding has been consistently applied to ensure a consistent yet distinctive look and the website structure has been kept simple to ensure easy navigation with menu options available at the top and bottom of every page. Information in relation to the MOBISPACES project is consistently updated, as the website is a central part of our communication plan, acting both as a repository of what the project has done to date, providing publicity for upcoming events, driving traffic to our Social Media Channels and sign-ups for the MOBISPACES newletter.

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[6] https://www.youtube.com/@mobispaces3508
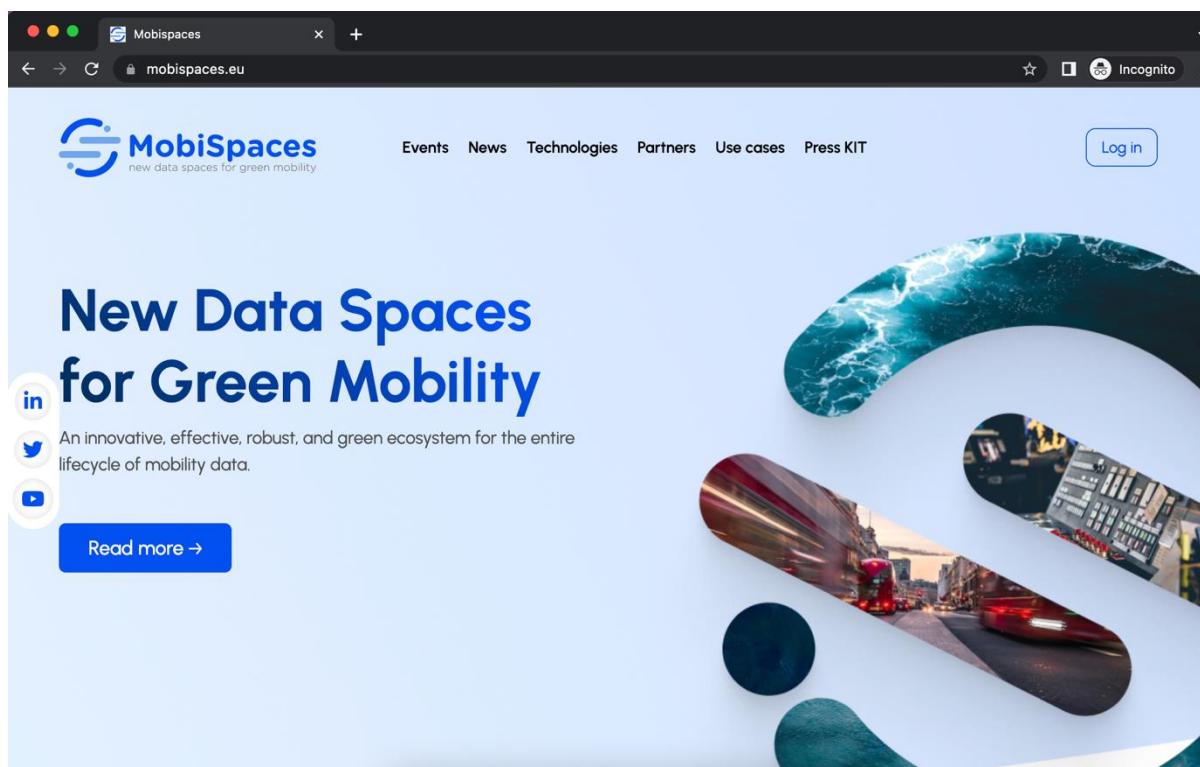
The website has been developed to be straightforward and easy to access for each of the MOBISPACES different audiences depending on whether their need is press releases, communication kits, upcoming or past events, major detail on project's consortium and any relevant news. Links to our social media channels are clearly visible as well both in header and footer sections.

Overall, the following are the central features which ensure that the website stays comprehensive, user-friendly, and helpful for the MOBISPACES community.

- The homepage is composed of a main menu inclusive of the sections: Events, News, Technologies, Partners, Use Cases, and Press Kit.
- The inclusion of the newsletter, social media channels, news, events and use cases accessible from the homepage of the website.

Three official iterations are required for the website, the next one of these will be in Month 14 and the final iteration in Month 28 of the project. However, as already outlined in section 2.4, the website is supposed to be a living and changeable tool to timely suit any arising need of the consortium or to provide augmented visibility to specific outputs or results.

3.3   Press Releases

The official start of the project was launched with the distribution of a Press Release (in M1) published through the official website to disseminate information on the project and its goal in the broadest sense. The press release was also promoted on Social Media over the days following the KO meeting. Likewise, other Press Releases will be drafted through the project's lifetime, in order to provide adequate exposure to the most significant achieved results

(based on the Consortium's needs and advice), and further disseminated to the growing list of Stakeholders through conventional and digital channels.
Here the full Press Release[7] is available.

3.4   Newsletters

MOBISPACES will regularly send newsletters to its subscribers to inform them of the project's activities and status of the technical progress, to engage them, and to share events and dissemination material. Newsletter's release will be scheduled at least on a quarterly basis (**expected KPI: 12 releases by the end of the project**). The issues' frequency can be increased in conjunction with specific and important events (like Webinars, Workshops or conferences) in order both to increase the enrolment of new participants or to communicate follow-up messages.

At the moment of writing, the current number of registrations is 69.
Below an example from the first newsletter:

FIGURE 10 - MOBISPACES FIRST NEWSLETTER

3.5   Events and Webinars

As was stated in section 2.7 of this document, the organisation of Webinars is an important strategic opportunity to broaden the outreach of the projects, increase visibility of the results and technological developments as well as to attract new synergies with other projects

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[7] https://mobispaces.eu/news/mobispaces-new-data-spaces-green-mobility

working in this area and provide an opportunity to gather keep the wider MOBISPACES community engaged in the project.

#1 MOBISPACES Webinar – "Meet the MOBISPACES Use Cases: Innovations for Urban and Maritime Domains" – 31.01.2023

On the 31st January, MOBISPACES hosted its first webinar. The actions undertaken for the organisation of the event were threefold;

1. Management of logistical aspects:
   - Creation of Webinar on Zoom and Plan for the recording of the event;
   - Background Organisation of the event for example the organisation of the speakers, preparation of a schedule for the event, rehearsal prior to the event, etc;

2. Publicity/promotion of the MOBISPACES Webinar
   - Creation of a dedicated webpage for online promotion;
   - Utilise the Stakeholder Campaign to address all the Stakeholders and wider MOBISPACES community;
   - Social Media Plan utilising all the Social Media channels included the creation of a dedicated banner for the event, promotion through professional groups on LinkedIn, branded graphics for the Speakers, live-tweeting during the event;

3. Follow-Up activities after the MOBISPACES Webinar
   - Update the Webinar event page in order to make the recording of the event available and upload the Presentations of the speakers;
   - Newspiece to highlight the key takeaways of the event;
   - Follow up posts on social media in relation to the event.

Overall, the event was well attended with 72 people registering for the event of whom 63 individuals attended. There were 7 speakers and the focus was on the use cases demonstrating the MOBISPACES Technologies in real life scenarios. This was the first of six webinars which the project will organise. The event was heavily publicised via our social media and communicated also to our stakeholders as part of our stakeholder campaign messaging. Examples of the Twitter cards that we created for each speaker can be seen in the figure below.

FIGURE 11 - SPEAKER & USE CASE INFOGRAPHIC USED FOR PUBLICISING THE EVENT

Then for the event itself we created a banner with all speakers used both during the event and for the publication of the event. This banner can be seen below:

FIGURE 12 – INFOGRAPHIC FEATURING ALL WEBINAR'S SPEAKERS

The webinar was well attended by people from a variety of countries around Europe with the majority joining from Greece and Italy as can be seen in the pie chart below:

FIGURE 13 - INFOGRAPHIC SHOWING THE GEOGRAPHICAL LOCATION OF WEBINAR ATTENDEES

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During the event the team was able to outline the projects vision and in particular highlighted some of the Technological Aims of the mobility-aware and mobility-optimised MOBISPACES data governance platform which will utilize the outcomes of AI-based mobility analytics and optimise the complete "Data Path". Then each of the five Use Cases were presented and questions taken in relation to how the MOBISPACES Technologies would be used and tested by these real-world user cases. It was an important opportunity to take questions from the community and it also allowed projects with whom we are in the process of developing synergies to develop a deeper understanding of the project. (full post event report available[8])

MOBISPACES has also been active at Third Party events such as the European Big Data Value Forum 2022 on the 21 November 2022 in Prague, Czech Republic. The project is also planning to participate in the European Maritime Day event in Brest in May 2023.

3.6   Stakeholder Engagement Campaign

Our Stakeholder engagement campaign began with an attempt to contact other people and projects working in the same research areas in both academia and industry. We continuously compiled a database which now contains nearly 100 contacts (91 to date). Of these we are still building some of the contact details (ongoing effort throughout the project's lifecycle). Thus, through the campaign to date we have contacted 81 people/projects with personalised emails. Of those, we also followed up with 49 further emails where no response was received excluding those who replied that they were uninterested or those who replied and we were already communicating with.

In the end from those who replied and were interested we managed to establish 17 synergies in total, with the following different purposes:

- Ten interested in joint communications activities;
- Five interested in organising a Joint Webinar/Online event;
- Three interested in exploring a technical collaboration;
- Three have asked to be kept informed of our future activities or will contact us in future;
- Four calls are planned in the upcoming weeks to evaluate the possibility of establishing new synergies.

In the below table we spelled out exactly those projects with whom we are still in communication with at this stage. Where we have conducted Calls, we have planned either various joint communication activities, discussed joint Webinars and in some cases have put our technical teams in contact with each other. Where communication is ongoing we have either already agreed to stay in contact via email, or are awaiting calls.

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[8] https://mobispaces.eu/news/meet-mobispaces-use-case-post-event-report-main-takeaways

Projects with whom we are in contact:	Joint Communication Activities Planned	Joint Webinar	Possible Technical Collaboration	Communication ongoing
Project MOSES				✓
Project STARDUST	✓			✓
Mobycon				✓
One Sea Ecosystem	✓			✓
GREYDIENT				✓
SAMS Norway	✓	✓		✓
Aegis	✓	✓		✓
BigDataGrapes				✓
EUROCITIES				✓
ASSURED-UAM	✓	✓		✓
AI4PublicPolicy	✓	✓	✓	✓
EUHubs4Data	✓			✓
BD4OPEM	✓			✓
SoBigData++	✓	✓	✓	✓
BDA	✓			
Axeres				✓
European Urban Initiative				✓ ✓ ✓
MobiDataLab			✓	✓

The Stakeholder campaign proved to be particularly effective to drive attention and participation to our first webinar and towards our social media (followers steadily increased during the period of the campaign as well). We are still collecting projects to contact and will continue to contact projects on a continuous rolling basis as the project continues (*next update will be provided upon M12 in D7.2*).

4. Monitoring Impacts and KPIs for MOBISPACES

4.1.1 MOBISPACES Branding

During the first month from the project launch, a complete Toolkit for MOBISPACES branding has been executed, achieving so the expected Milestone No. 2 "MOBISPACES Branding" as per Grant Agreement. More specifically, the Toolkit (embedded and freely available under the "Press Kit" section of the website) includes the following components:

- MOBISPACES logos pack, with colours, black and white versions.
- A RollUp Banner, used during the kick-off and to be reused in the future physical events.
- A digital flyer, to be used for dissemination purposes by all the partners.
- A branded Power Point template.
- A Zoom virtual background.
- Branded bookmark.
- Use Cases FactSheets (5).
- Brand Toolit Guide – A comprehensive playbook which includes principles and guidelines to ensure MOBISPACES brand is showing up holistically across channels.

FIGURE 15 - MOBISPACES LOGOS PACK

FIGURE 16 – MOBISPACES RollUp BANNER

FIGURE 17 - MOBISPACES DIGITAL FLYER

FIGURE 18 – MOBISPACES WEBSITE

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Additional iterations will be carried out over the next months (as already pointed out in section 3.2) and by M14 when a new website release is due. The plan involves:

- Expansion of MOBISPACES Technologies section, displaying the most recent accomplishments made by project partners.
- A section specifically designed for stakeholders will be included in the website to describe the advantages provided by the MOBISPACES platform.
- A specific section regarding the MOBISPACES platform will be incorporated in the last website release (M18), along with a detailed factsheet on its components and the portal to access the platform itself.

4.1.2 Delivery of Factsheets for Use Cases

MOBISPACES produced already 4 Use Case factsheets. The factsheets aim to give a broad visual description (easy to read and digest for the viewer) of each use case workplan, key objectives, the expected outcomes, target stakeholders, and finally a direct testimonial by the Use Cases' representative.

Target KPIs:
- 5 FactSheets on Use Cases
- >12 overall Factsheets and/or Infographics

FIGURE 19 – CAROUSEL OF MOBISPACES USE CASES FACTSHEETS

4.1.3 Website

MOBISPACES website was launched in the first month of the project and will continue to be developed in line with the project. The website is a central part of our communication plan, acting both as a repository of what the project has done to date, providing publicity for

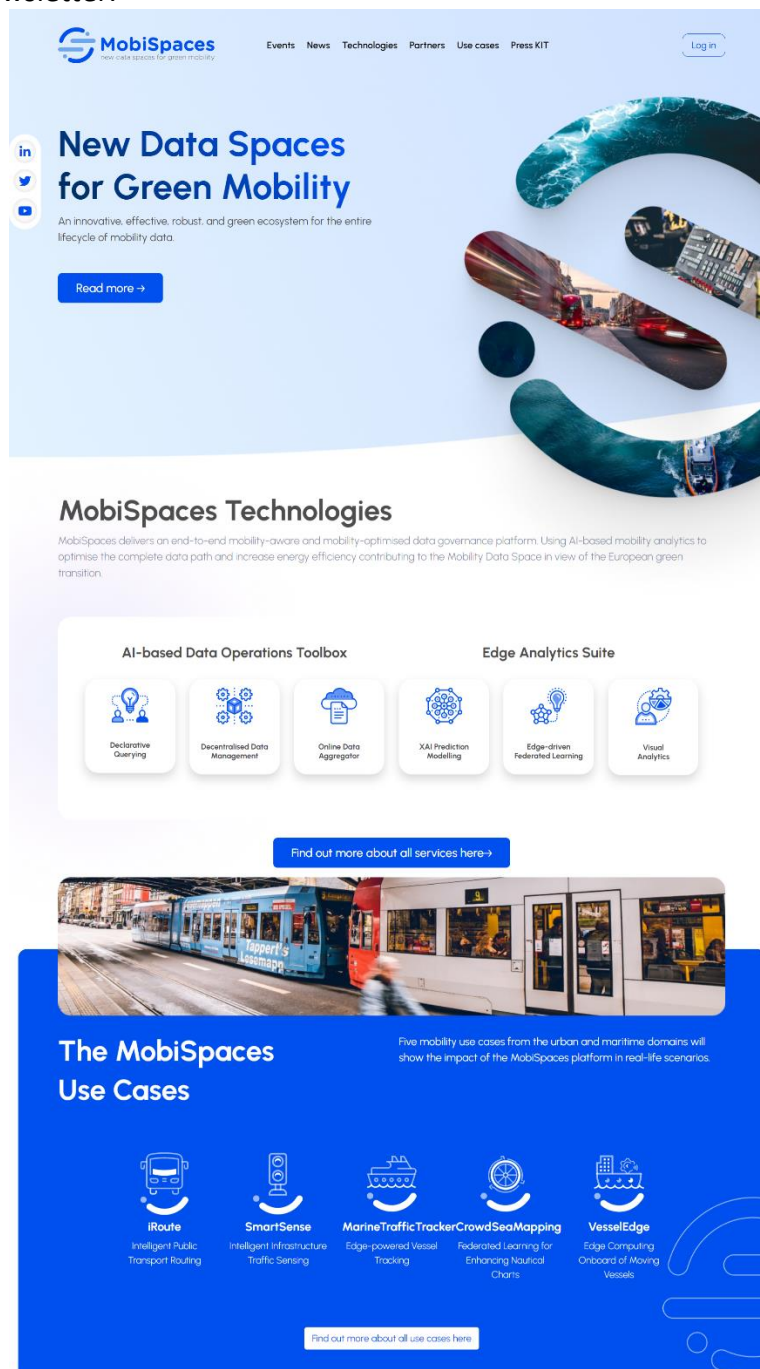upcoming events, driving traffic to our Social Media Channels and sign-ups for the MOBISPACES newsletter.

The website is consistently updated with news and events relating both to the MOBISPACES project and with related news or events happening in its sphere of interest of its community. It remains a key source of information for our community.

4.1.4 Newsletter

The MOBISPACES newsletter is a key part of our communication plan. To pinpoint the strategic importance of this element, we included the subscription button to the newsletter already in the first Website release (M01).

FIGURE 21 – SUBSCRIPTION FROM TO MOBISPACES NEWSLETTER

In the MOBISPACES communication funnel the newsletter plays a pivotal role in building users' loyalty. The series of webinars and events will be instrumental to enhance the overall amount of newsletter subscribers. The image below shows a visual example of an email newsletter that reflects the brand identity of the project and ends with a clear call to action. It represents the standard structure used for all Newsletters' issues.

Target KPIs:
- Newsletter subscriptions +350
- Number of releases >12
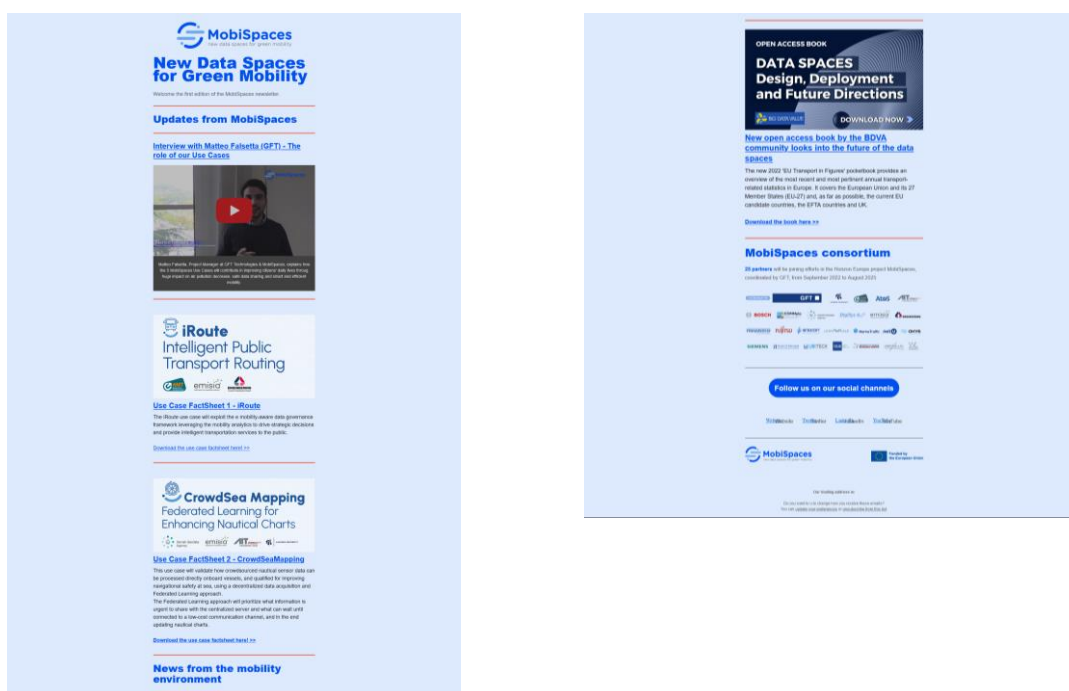
FIGURE 22 – MOBISPACES NEWSLETTER STANDARD TEMPLATE

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4.1.5 Videos Published

As part of the communication strategy, MOBISPACES will create videos, video pills and short interviews as a more impactful medium to quickly and efficiently communicate with project audience and stakeholders. The Video plan will envisage the production of content to highlight expert testimonials, workshop take-aways and main results (always behind individual consent and GDPR compliant). Currently, a dedicated Video area[9] is hosted within the website.

Furthermore, a story-telling video will be elaborated before end of project to effectively promote the project across a wide array of media channels and to be deployed in real events as well.

Target KPIs:

- >5 UC videos (M12- M24) – 5 technical demonstrator videos (M24-M32) Total views +1000 (M36).
- Visualizations: 2000 sponsored video, 500 organic videos.

FIGURE 23 – EXAMPLES OF MOBISPACES VIDEO INTERVIEWS

In order to reach a more specific audience we created dedicated videos about each MOBISPACES use case. These videos allow us to introduce ourselves to technical stakeholders such as policymakers, vessels officers, researchers, software developers and citizens at large.

FIGURE 24– SERIES OF USE CASES VIDEO INTERVIEWS

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[9] https://mobispaces.eu/video

4.1.6 Social Media Channel Followers

Thus far MOBISPACES has built a community of 518 community members across several networks including: LinkedIn followers (294), Twitter (135), Newsletter Subscribers (69) and YouTube followers (20).

The tracking of social media community will be performed on a regular basis (fortnightly) to take stock of progress, potential bottlenecks and possibility to adopt new strategies to better convey MOBISPACES messages as well as to speed up the community building in view of the achievement of the targeted KPIs.

These channels are important tools for attracting and building the online MOBISPACES community. LinkedIn and Twitter in particular are also heavily utilised by the MOBISPACES project team to publicise events such as the Webinar organised on the 31st of January and will be a key tool for future communication and dissemination campaigns.

Target KPIs:
- >1.500 social media followers on LinkedIn/Twitter (M36)

5. Conclusions

This deliverable has provided a pragmatic activity plan for MOBISPACES activities for communication, dissemination and stakeholder engagement for the first 12 months of the Project. As a living document, this can be easily adapted and updated over time to reflect new priorities identified, such as events/workshop timings and stakeholder focus, necessary to maximise impacts.

Thus, MOBISPACES will adopt an agile approach to devise, plan and execute activities coordinated through WP7. The timeline is a month-by month plan that integrates all the activities of the MOBISPACES Plan for Communication. It also takes into account project milestones and KPIs, to keep track of progress towards the work plan, and deliverables, which are also sources for impact and insight pieces for publication on the web platform. The plan will also keep track of the activities that address the different stakeholder groups, where targeted actions are planned. The subsequent updates will be reported in D7.2 (M12).

The thorough implementation of the dissemination and communication strategy (as described in the deliverable) will contribute to the consolidation of the MOBISPACES identity making the project recognisable, reliable and prominent in relevant areas, leaving a strong legacy and a wide (freely accessible) knowledge hub to tap into for the Big Data and Mobility research community.

6. References

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