



MOBILITY SERVICES ENHANCED BY GALILEO & BLOCKCHAIN

D7.1 – Dissemination & Communication Strategy

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Table of Contents

GLOSSARY	5
1. EXECUTIVE SUMMARY	6
2. ABOUT MOLIÈRE.....	7
3. MARKETING PLAN STRATEGY	8
4. MARKETING GOALS.....	9
5. TARGET AUDIENCE.....	9
6. MARKETING CHANNELS	10
7. MARKETING ACTIVITIES	11
8. SUCCESS METRICS.....	13
9. PRELIMINARY BUDGET	13

Glossary

MOLIÈRE	<u>MOBILITY SERVICES ENHANCED BY GALILEO & BLOCKCHAIN</u>
WP	Work Package
MaaS	Mobility as a Service

1. Executive Summary

The document is developed to outline a dissemination & communication strategy for raising awareness of the Molière project amongst European and global stakeholders within the urban mobility community.

The strategy will be conducted under the lead of CIT UPC - CARNET. The overall proposal is based on a marketing and communication strategy for the project, that will be further developed specifically for each activity, as their needs will be different. Among others, some of the channels used for the communication activities of Molière will be a website, social media channels, project logo as well as materials including brochures and presentations containing information from Molière as a whole, but also the specific results accomplished along the process.

During the execution of all WPs and task meetings, target audiences, value propositions as well as goals definition will be continuously improved. Therefore, this marketing plan will be kept updated in order to have the optimal means for attaining the objectives, being adapted to the changing environment of the project and the current context.

2. About Molière

Urban mobility is becoming an issue of great importance in today's society due to the increasing population movements towards big cities and the exponential growth of cities in developing countries. Today, urban mobility schemes are evolving faster than ever mainly due to social, economic and technological changes. The traditional choice between walking, taking public transport or buying a car is being extended with a wide range of new flexible mobility services, such as vehicle sharing and ride-hailing.

In this context, a new mobility paradigm is needed - from disconnected to complementing. Promoting more sustainable, affordable, equitable, and accessible mobility is crucial, where micromobility and shared mobility services increasingly complement public transport. The ultimate goal is to reduce dependence on single occupancy private vehicles.

MOLIERE will build the world's best open data commons for mobility services, the “Wikipedia of public transport and new mobility data”, a Mobility Data Marketplace (MDM) underpinned by blockchain technology, raising the profile, visibility, availability, and utility of geo-location data from GALILEO, and will test it to fuel and demonstrate a diverse set of concrete, highly relevant mobility scenarios and use cases where geo-location data is key, addressing the needs of cities, public transport authorities, mobility service providers, and end-users.

3. Marketing Plan Strategy

The marketing WP focuses on the promotion, networking and on creating strong awareness for the Molière project. The plan evaluates the framework and activities necessary for the project to dynamically engage the various target groups, its proposed actions and promotional events, as well as its results.

One of the pillars of the communication strategy will be to communicate the importance of the GALILEO satellite system, which has multiple ways of use and applications. They will all be shared and serve as the basis for the importance of projects such as Molière.

Another pillar of the communication guidelines will be the blockchain technology that supports the project. It is of high importance that, in the database that will be built at the end of the project, the privacy and ownership of the data remains intact and with no breaches, something that can be accomplished through the use of blockchain. This will be communicated too in order to engage potential stakeholders to become part of the deployment of this technology on a wider scale.

On the following scheme you can see the communication strategy for 2021. The one for 2022 will be presented at the end of 2021 according to the evolution of the WPs.

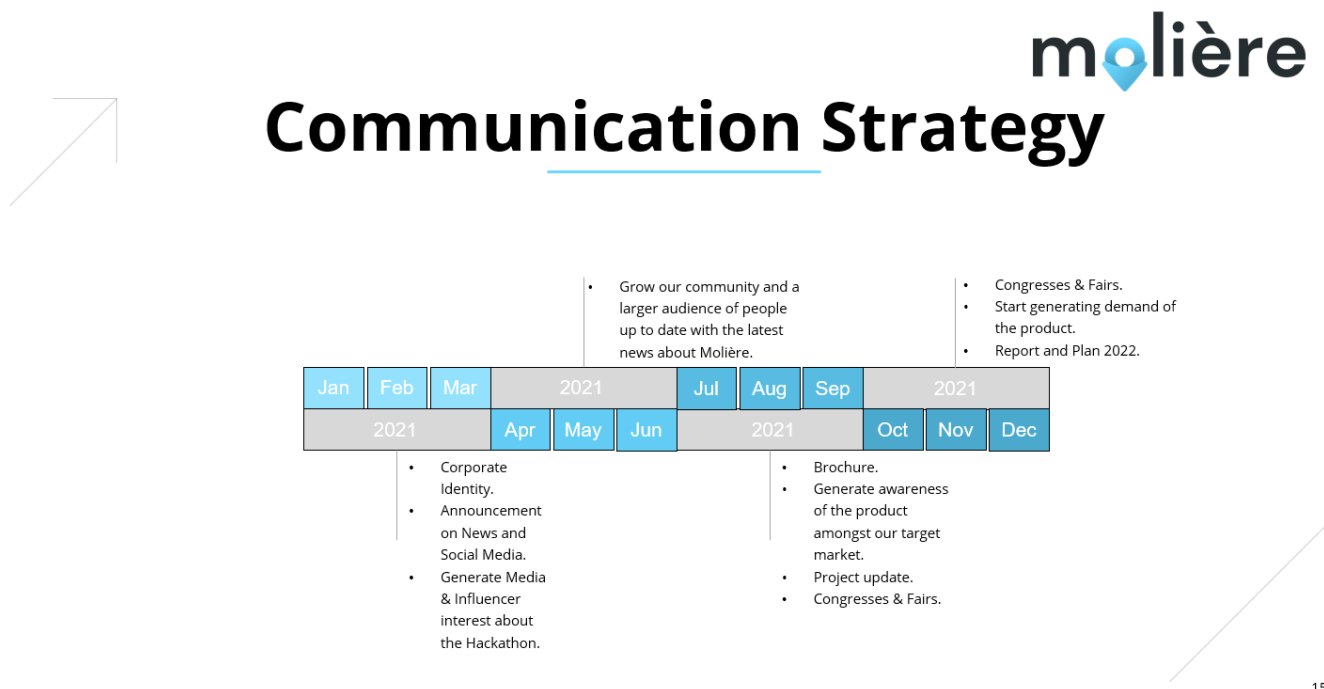


Figure 1: Communication Strategy

4. Marketing Goals

The main objectives of the marketing plan are:

- Promote the Molière project within the urban mobility ecosystem and stakeholders
- Encourage applications for the organized activities that are part of the project
- Share and promote success stories as the project develops itself
- Communicate its benefits to society
- Highlight the relevance of the technological background of the project, as it uses the GALILEO satellites and blockchain technology

5. Target Audience

The communication strategy will be targeting the audiences identified for the project to reach its goals. They are the following ones: namely public and private mobility operators, cities, public transport authorities, Mobility as a Service providers, ICT/ITS industries, and user associations.

Our communication will be mainly directed at public authorities and developers of solutions, as they will be highly engaged and be the ones that can transform this project into a reality for society.

The various audiences are defined in more detail in the following list, as well as their importance to our strategy and why they will be a key player:

- **End user:** utilises transport services and is a “*prosumer*” of data, i.e. simultaneously a “producer” of data - passively, on his/her mobility patterns, geo-localised through GALILEO and “consumer” of data - through the front-end application(s) he/she uses to plan mobility, locate vehicles, etc.
- **MaaS aggregator:** designs and offers a MaaS value proposition delivered to the customer through a mobile app to satisfy his/her needs. Data is a crucial building block for any MaaS value proposition.
- **Public authorities:** in charge of managing and planning mobility, who traditionally rely on a variety of data sources, from paper-based surveys, to digital transport data, and require a more holistic view over mobility data.
- **Transport operator:** provides the (public or private) transport services that will integrate the MaaS offer, or be provided as standalone services. This category can include railway operators, taxi drivers, car rental companies, car-sharing operators, P2P platforms that allow accessing vehicles or empty seats / car-pooling, and even airlines.
- **Mobility services operator:** provides other value-added mobility services that complement the MaaS offer. In this category we could find parking operators, electric vehicle charging infrastructure owners and petrol filling station owners, for example.

- **Vehicle manufacturer (OEMs):** provides the assets (vehicles) used in some of the transport services offered through the MaaS platform, for example car-sharing, bike-sharing, e-scooter sharing, or moto-sharing.
- **Research community:** as the technological and scientific concepts underlying MOLIÈRE involve cutting-edge concepts, such as blockchain and DLTs, and require raising visibility and awareness on the benefits of GALILEO-sourced geo-positioning through specialised journals and other publications, and international conferences.
- **Technology and connectivity provider (EGNSS and wireless technology):** enables data turned into useful information to flow to consumers in real time, and technology providers can supply ITS infrastructure and technologies for an improved positioning.

6. Marketing Channels

Communication impact and outreach of the awareness and dissemination campaigns are amplified thanks to a set of communication tools in order to guarantee a constant, wide penetration in the urban mobility ecosystem.

Overview of the supporting communication channels and tools:

- **Owned channels**
 - **Social media**
 - Molière Social media channels - As the awareness of the project will increase due to the conducted activity, specific channels for Molière will also be created as the activity develops, starting with Twitter (@moliere_project) and followed by LinkedIn (linkedin.com/company/molière-project).
 - Partners' Social media channels - Twitter, LinkedIn, Facebook, Instagram, and Youtube will be the platforms used to communicate the activity developed within the project. The use of the existing channels of the members of the consortium is advised as an amplifier, as existing channels already have a direct impact onto the community we want to reach. Social media will be used strategically and efficiently to create impact and outreach. It is also advised for relevant stakeholders participating in the project to use their social media network to amplify the message.
 - **Websites**
 - Molière website
 - Partners' websites – Used for link-building and better positioning of the Molière website across searching engines.
- **Paid / Non-owned channels**
 - Specialized websites and forums
 - Congresses and fairs

- Media outlets

7. Marketing Activities

The materials to be created for the different channels will be based (but not exclusively) on this list. Each activity will have different requirements and, according to those, the necessary materials will be selected and created for each WP. Due to the current situation and because of the pandemic, digital materials and activities will be prioritised for now.

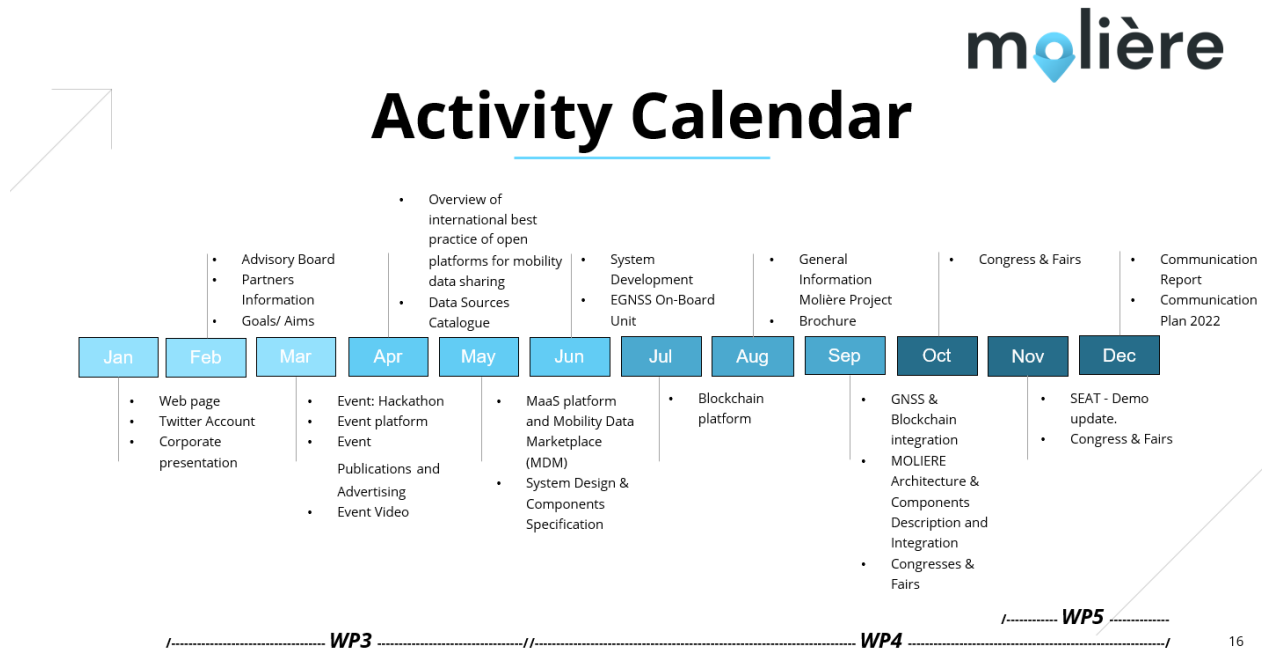


Figure 2: Activity Calendar

Promotional Material

- Corporate presentation:
 - Standard presentation to distribute and present during meetings or events
 - Objectives of the Molière project
 - Partners involved
 - Outcomes of the project and benefits to society
- Printed/digital material:
 - Ideal for use at events such as fairs, exhibitions and conferences
 - Leaflets, brochures and/or a fact sheet
 - Corporate materials

Publications

- Social media plan:
 - A pre-crafted messages & social media toolkit for all social media
 - Identify keywords and hashtags (#Molière, #urbanmobility, #innovation, etc)
 - Proposal for different channels (Facebook, LinkedIn, Instagram and Twitter)
 - Links to the platform to register or events platform

- Date and place of events and activities
- Tag involved partners and candidates, depending on the status of the process
- GSA logo integrated if images are used
- Articles:
 - Different materials will be developed according to the activity or event to promote
 - Milestones communications
 - Scientific publications with results (materials to be provided by the leaders of the corresponding WP)
 - Interviews to key stakeholders from the project and the Maas/blockchain ecosystem
- Audiovisual content:
 - Project results
 - Hackathon video with participants, introductory webinar and techpills

All social media publications will be compiled in a list to track the dissemination and performance of our organic digital actions. The updated document can be found [here: https://docs.google.com/spreadsheets/d/1J6z5f7G90aC4WILpcEpWdfpcxs9C9G19/edit#gid=250633195](https://docs.google.com/spreadsheets/d/1J6z5f7G90aC4WILpcEpWdfpcxs9C9G19/edit#gid=250633195)

A final document will be annexed at the end of the project as a deliverable.

Participation of events

A list of conferences and events for 2021-22 aligned with MOLIÈRE’s interests can be found in the table below. It will be constantly updated to take into consideration events hosted in the future while the project is being developed. The Partner Board will decide how the project will be represented at prioritised events:

Conference / Event	Month	Date	Format	Location
Future Mobility Europe	July	13-14	Virtual	Virtual
4YFN	June	28-01	Presential	FIRA (Hall 8.1), Barcelona, Spain
New Mobility World (IAA Auto Show)	September	7-12	Presential - TBC	TBC, Munich, Germany
Urban Future Global Conference - Rotterdam	September	TBC	Virtual	Virtual
StartUp World Cup Summit	October	05-06	Hybrid	Prague - TBC
ITS European Congress 2021	October	11-15	Presential	CCH, Hamburg, Germany
TaaS Technology Conference	October	13	Virtual	Virtual
Reuter event: Mobility 2021 (Automotive summit Global)	October	19-22	Virtual	Virtual
APAC Rail	September	15-16	Presential	BITEC, Bangkok, Thailand
Innotrans - International Trade Fair for Transport Technology	September	22-23	Presential	Messe, Berlin, Germany
CIT UPC- CARNET -Symposium on Urban Mobility Challenges	November	15	TBC	TBC
Smart City Expo World Congress	November	17-18	Virtual	Virtual
ITS European Congress 2022	September	19-22	Presential	Kazan, Rusia
MOVE: Mobility re-imagined	November	9-10	Presential	ExCeL, London, UK
World Rail Festival	November	not final dates	TBC	Beurs van Berlage, Amsterdam, Netherlands
Rail Live	November/ December	9-10	Presential	IFEMA, Madrid, Spain
Annual Polis Conference	December	1-2	Presential	Gothenburg, Sweden
InnovEIT	TBC	TBC	TBC	TBC
IT-Trans Conference 2021	CLX	CLX	CLX	CLX
Impact Mobility - Amsterdam	CLX	CLX	CLX	CLX
Innotrans - International Trade Fair for Transport Technology	CLX	CLX	CLX	CLX

Table 1: International Events Calendar

8. Success Metrics

The analysis of results will evaluate the performance through the KPIs, and therefore determine which campaigns are working and adapt anything if necessary in real time according to the obtained results.

The owner of each channel will be responsible for measuring the KPIs on their channels. For the specific channels created for Molière, it will be the WP leader who will track and evaluate the performance of the activities.

Goals	KPI 01	KPI 02	KPI 03
Awareness	Community Growth – Followers	Ratio of positive, negative and neutral	Traffic to registration page
Engagement	Percent of community interacting content	Likes, re-tweets, shares and mentions	Campaign #hashtag use
Lead Generation	Cost per Lead from social channels	Reach within target audience	Leads obtained

9. Preliminary Budget

As further development of the project is pending from the related WP leaders, the following approximate costs are indicated for the activities that will be part of the communication strategy. The budget will be modified according to WP leader’s necessities and the already existing costs. Fair and congress participation varies for each specific activity.

Activity / Material	Cost
Dedicated video	600€ / unit
Press release distribution	300€ / unit
Brochure	700€ / unit
Social media campaign	1500€ / channel
Graphic material (for example, an infographic)	350€ / unit
Visual identity	750€
Website development and maintenance	2500€ / full project