



**MOBILITY SERVICES ENHANCED BY GALILEO & BLOCKCHAIN**

**D7.2 – Communication materials, project website & social networks**

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<sup>1</sup> PU = Public | CO = Confidential, only for members of the consortium (including the Commission) | CL = Classified, information as referred to in Commission Decision 2001/844/EC

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## Glossary

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



## 1. Executive Summary

This document presents the communication channels created specifically for Molière. Both their creation and content development to be published across them will be conducted by CIT UPC – CARNET based on the marketing and communication strategy corresponding to task 7.1.



## 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.

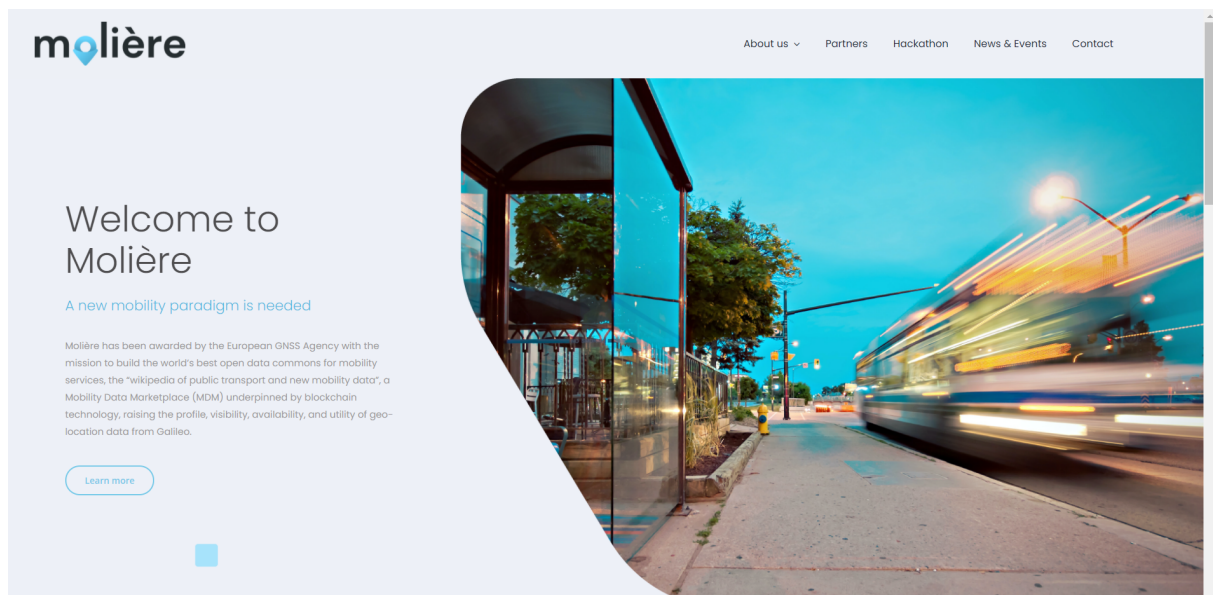
### 3. Website

The website will focus on the promotion of Molière and the creation of a content repository with information about the project and the developments corresponding to each WP. It is aligned with the following goals from the marketing strategy:

- 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

Through the various formats, content aligned with these goals will be created and posted periodically on the website to update our audience on the developments of the project. The sections will be the following ones, but with the possibility of being adapted to the needs of the project and other WPs:

- About us
  - About Molière
  - Advisory Board
- Partners
- Hackathon
- News & Events
- Contact



Link to the website: <https://moliere-project.eu/>



As one of the features of the website, there is a form that will allow us to create a database for the newsletter. This newsletter is expected to be sent every 6 months, a total of 4 times during the project.

Lastly, in order to improve our positioning across search engines, we will involve project partners in the strategy and ask for links to the Molière website when they post about the project on their own sites. Moreover, SEO keywords will be taken into account when writing the articles created for the website, but without compromising the quality of the texts and ensuring that the content published is engaging for our community.

#### 4. Social Media Channels

The main channel for communication on social media will be the account created specifically for Molière on Twitter. Because of its format and way of interacting with other accounts, it allows for an easier conversation and interaction with other stakeholders from the mobility sector, resulting in an easier organic growth.

As the project develops, a LinkedIn account will be created as well as an additional channel, but wouldn't add a benefit to the strategy on the first steps of Molière, as growing an audience is slower and therefore, would need a larger investment with a smaller benefit return.

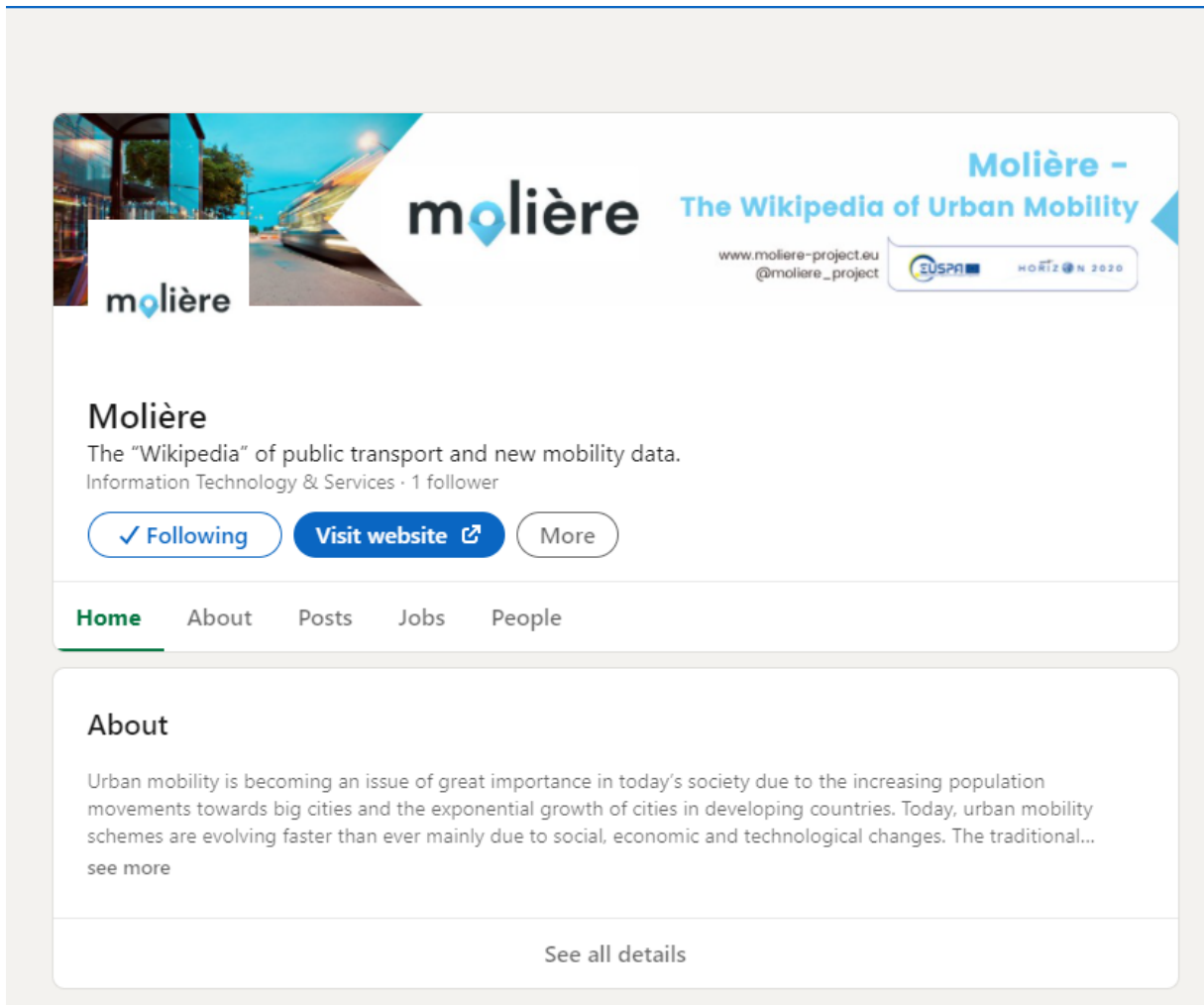
To compliment not being present on other social media channels outside from Twitter or LinkedIn, the marketing strategy relies on project partners accounts to amplify the message across their audience, as their network is already consolidated and therefore, our message will reach our target with a smaller economic investment, optimizing in that way the resources at our disposal. Project partners will be crucial to amplify our message on Twitter and LinkedIn as well, as they will ensure the exposure during the first steps of the creation, when the followers base for the project is small and relies on external partners.

The Twitter account for Molière can be found through this link:

[https://twitter.com/moliere\\_project](https://twitter.com/moliere_project)



The LinkedIn account for Molière can be found through this link: <https://linkedin.com/company/molière-project>



## 5. Impact Measurement Tools

To determine our impact across owned channels, the following KPIs will be measured throughout the year, allowing us to adapt our actions to achieve better performing:

Goals	KPI 01	KPI 02	KPI 03
Awareness	Community Growth – Followers	Website visits	Newsletter registrations
Engagement	Community interaction	Likes, re-tweets, shares and mentions	#Hashtags use
Lead Generation	Cost per Lead from social channels	Reach within target audience	Leads obtained

Furthermore, we will be tracking our publications to analyse their individual impact. As the project develops, we will measure the growth of our channels in relation to the established KPIs

to learn what is the content that our community interacts the most with.

Channel	Unique Website Visitors	Pages Viewed per Session	Average time on Page
Web page	150-250	2	2-3mins

### Unique Website Visitors

Unique Website visitor’s metric help us to understand the web traffic over time and help us to determinate when to run different activities and develop a stronger content calendar in order to drive unique visitors to Molière’s web site.

### Pages Viewed per Session

This measure helps gauge how compelling users find Molière’s content and the ease of access. The pages per session is a way to keep users engaged and encourage them to be more involved into the project. Through this key performance indicator, we will measure interest and curiosity about Molière.

### Average time on page

As with other marketing key performance indicators, the average time on page is important metric for indicating user engagement and the quality and relevancy of web page content.

Channel	Publications/ per month	Impressions/ per month	Profile views/ per month	New Followers
Web Page	1-2	3000	500-1000	n/a
Twitter	10-15	5000	1000	10
LinkedIn	4	5000	1000-1500	20
Newsletter*	1 each 6 months	n/a	600	100

*\*Newsletter estimation based on 6 months*