

E L A B O R A T O R

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Project Executive Summary

ELABORATOR stands for 'The European Living Lab on designing sustainable urban mobility towards climate-neutral cities'. The EU-funded project uses a holistic approach for planning, designing, implementing, and deploying specific innovations and interventions towards safe, inclusive, and sustainable urban mobility. These interventions consist of smart enforcement tools, space redesign and dynamic allocation, shared services, and integration of active and green modes of transportation.

They will be specifically co-designed and co-created with identified "vulnerable to exclusion" user groups, local authorities, and relevant stakeholders. The interventions will be demonstrated in a number of cities across Europe, starting with six Lighthouse cities and six Follower cities with three principal aims:

- I. to collect, assess and analyse user needs and requirements towards a safe and inclusive mobility and climate-neutral cities;
- II. to collect and share rich information sets made of real data, traces from dedicated toolkits, users' and stakeholders' opinions among the cities, so as to increase the take up of the innovations via a twinning approach;
- III. to generate detailed guidelines, policies, future roadmap and built capacity for service providers, planning authorities and urban designers for the optimum integration of such inclusive and safe mobility interventions into Sustainable Urban Mobility Plans (SUMP).

ELABORATOR Lighthouse cities

- Milan (Italy)
- Copenhagen (Denmark)
- Helsinki (Finland)
- Issy-les-Moulineaux (France)
- Zaragoza (Spain)
- Trikala (Greece)

ELABORATOR Follower cities

- Lund (Sweden)
- Liberec (Czech Republic)
- Velenje (Slovenia)
- Split (Croatia)
- Krusevac (Serbia)
- Ioannina (Greece)

Social Links:



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Project Partners

Organisation	Country	Abbreviation
INSTITUTE OF COMMUNICATION AND COMPUTER SYSTEMS	EL	ICCS
POLIS AISBL	EL	POLIS
EVROPSKI INSTITUT ZA OCENJEVANJE CEST	SI	EURORAP
MULTICRITERI-MCRIT AIE	ES	MCRIT
INSTITUT D'ARQUITECTURA AVANCADA DE CATALUNYA	ES	IAAC
COMUNE DI MILANO	IT	CDM
STEFANO BOERI ARCHITETTI SRL	IT	SBA
THINGS SRL	IT	THIN
AGENZIA MOBILITA' AMBIENTE E TERRITORIO SRL	AMAT	AMAT
KOBENHAVNS KOMMUNE	DK	CPHK
KOBENHAVNS UNIVERSITET	DK	UCPH
ANALYSE & TAL F.M.B.A	DK	A&T
FORUM VIRIUM HELSINKI OY	FI	FVH
TEKNOLOGIAN TUTKIMUSKESKUS VTT OY	FI	VTT
SOCIETE D'ECONOMIE MIXTE ISSY – MEDIA (SEM ISSY MEDIA)	FR	ISSY
COLAS	FR	COLAS
IFP ENERGIES NOUVELLES	FR	IFPEN
URBAN RADAR	FR	URAD
AYUNTAMIENTO DE ZARAGOZA	ES	AYZG
FUNDACION CIRCE CENTRO DE INVESTIGACION DE RECURSOS Y CONSUMOS ENERGETICOS	ES	CIRCE

JOC RENTAL S.L	ES	MYR
ANAPTYXIAKI ETAIREIA DIMOU TRIKKAION ANAPTYXIAKI ANONYMI ETAIREIA OTA	EL	ETRIK
URBANA	EL	URB
LUNDS KOMMUN	SE	LUND
LINKOPINGS UNIVERSITET	SE	LIU
SENSATIVE AB	SE	SENS
STATUTARNI MESTO LIBEREC	CZ	LIBER
CESKE VYSOKE UCENI TECHNICKE V PRAZE	CZ	CVUT
MESTNA OBCINA VELENJE	SI	MOV
AV LIVING LAB, D.O.O.	SI	AVLL
INTERNET INSTITUTE, COMMUNICATIONS SOLUTIONS AND CONSULTING LTD	SI	ININ
GRAD SPLIT	HR	SPLIT
SVEUCILISTE U ZAGREBU FAKULTET PROMETNIH ZNANOSTI	HR	FPZ
CITY ADMINISTRATION OF THE CITY OF KRUSEVAC	RS	KRUS
MUNICIPALITY OF IOANNINA	EL	IOANN
PLATOMO GMBH	DE	PLAT
INTERNATIONAL ROAD ASSESSMENT PROGRAMME	UK	IRAP
UNIVERSITY OF BRISTOL	UK	UBRIS

List of abbreviations and acronyms

Acronym	Meaning
EC	European Commission
GA	Grant Agreement
KoM	Kick-off Meeting
KPI	Key Performance Indicator
WP	Work Package
MS	Milestone
DoA	Description of Action
VRU	Vulnerable road user
CA	Consortium Agreement

Table of Contents

1	Introduction.....	8
1.1	ELABORATOR: a quick overview.....	8
1.2	Purpose of the document.....	8
2	ELABORATOR: Our mission.....	1
2.1	Communication objectives.....	1
2.1.1	Guiding principles for communication.....	1
2.1.2	Levels of communication.....	2
2.2	Project milestones and Work Packages.....	2
2.3	Messaging.....	3
2.3.1	Golden Paragraph.....	3
2.3.2	Executive summary.....	4
2.3.3	Core messages.....	6
2.3.4	Keywords.....	7
2.3.5	Spelling, grammar, and language.....	7
3	Key stakeholders and target audiences.....	8
3.1	Target groups.....	8
4	Communication channels.....	11
4.1	Branding.....	11
4.1.1	Project identity.....	11
4.1.2	Project logo.....	11
4.1.3	Logo size and use.....	13
4.1.4	Colour palette.....	14
4.1.5	Fonts.....	15
4.1.6	Key graphical elements and images.....	16
4.1.7	EU funding disclaimer.....	18
4.1.8	CIVITAS and EU Missions contribution.....	18
4.1.9	Further brand guidelines.....	19
4.2	Communication and dissemination material.....	19
4.2.1	Project leaflet.....	20
4.2.2	Roll-up banner.....	20
4.2.3	Project flyer.....	22
4.2.4	Technical booklet and project factsheet.....	22

4.2.5	Document templates.....	23
4.2.6	Scientific publications and Open Science	23
4.2.7	Other content.....	24
4.3	Digital media	24
4.3.1	Social media.....	24
4.3.2	Website.....	27
4.3.3	Digital newsletter.....	28
4.3.4	Videos.....	28
5	Networking and events.....	28
5.1	Liaison activities	28
5.1.1	Collaboration with CIVITAS Initiative	28
5.1.2	Urban Public Space Design Cluster	30
5.1.3	EU Missions.....	30
5.2	Events.....	30
5.2.1	ELABORATOR's events.....	33
6	Local dissemination.....	33
6.1	Living Labs level.....	33
7	Monitoring and partners' responsibilities	34
7.1	Monitoring tool and events calendar.....	39
8	Annexes.....	41
8.1	Annex I – Deliverable Template.....	41
8.2	Annex II – Presence List Template	57
8.3	Annex III – Meeting Minutes Template.....	58
8.4	Annex IV – Meeting Agenda Template.....	60
8.5	Annex V – Presentation Template	61
8.6	Annex VI: Local communications checklist/plan.....	70

List of figures

Figure 1: Primary RGB logos on white and dark background.....	12
Figure 2: Back up black and white logos on white and black background.....	12
Figure 3: Minimum print and screen sizes for ELABORATOR logo.....	13
Figure 4: Pitfalls to avoid when applying ELABORATOR logo to different materials.....	13
Figure 5: ELABORATOR official colour palette.....	14
Figure 6: ELABORATOR secondary colour palette	14
Figure 7: ELABORATOR gradient colours	16
Figure 8: Examples of ELABORATOR gradient usage	17
Figure 9: Positive version of EU funding statement for use on light backgrounds.....	18
Figure 10: Negative version of EU funding statement for use on dark backgrounds.....	18
Figure 11: Illustration of how to display CIVITAS and EU Mission logos and disclaimer.	19
Figure 12: ELABORATOR Brand Guidelines example	19
Figure 13: ELABORATOR leaflet design	20
Figure 14: ELABORATOR's roll-up banner design.....	21
Figure 15: ELABORATOR's project flyer design	22
Figure 16: ELABORATOR's X/Twitter profile (left) and example tweet from ELABORATOR X/Twitter account (right).....	25
Figure 17: ELABORATOR LinkedIn profile banner (left) and example post from ELABORATOR LinkedIn account (right).....	26
Figure 18: ELABORATOR's official website	27
Figure 19: ELABORATOR's Dissemination monitoring tool	40
Figure 20: ELABORATOR's Publication repository tool.....	40

List of tables

Table 1: ELABORATOR's Milestones relevant to communication & dissemination.....	3
Table 2: ELABORATOR Executive summary.....	5
Table 3: ELABORATOR keywords.....	7
Table 4: ELABORATOR messages linked to target groups	10
Table 5: ELABORATOR communication objectives divided per target group.....	10
Table 6: ELABORATOR website structure breakdown	28
Table 7: Events that ELABORATOR joined in the first 6 months.....	31
Table 8: List of possible events for ELABORATOR.....	33
Table 9: ELABORATOR's partners roles.....	35
Table 10: Partners' responsibilities towards communication & dissemination activities.....	36
Table 11 – Academic publication procedures for all partners.....	37
Table 12: Events visibility guidelines.....	38
Table 13: Communication & dissemination KPIs and responsible partners and contributors	39

Deliverable executive summary

The '*Dissemination and communication strategy, plan and tools*' document serves as ELABORATOR's guide for all communication and dissemination efforts. It outlines the strategies and steps required to achieve the objectives of WP8 on outreach, dissemination, and exploitation. This plan is vital for effectively promoting and ensuring the long-term success of ELABORATOR's results. It specifies the main messages, target audiences, timing, and locations for communication and dissemination activities, whether they are carried out by individual partners, jointly among partners, or by the consortium as a whole. It also establishes connections with other ELABORATOR work packages, explaining how it will support them and how they will support this plan in turn. Additionally, the plan provides guidance to partners on their respective roles and tasks in carrying out effective communication and dissemination. It also defines the project's visual identity, which is designed to brand the project's activities and outcomes. This document is meant to be a living document and will be updated to reflect changes as ELABORATOR's activities progress.

1 Introduction

1.1 ELABORATOR: a quick overview

ELABORATOR is the European Living Lab on designing sustainable urban mobility towards climate-neutral cities. Funded under the Horizon Europe programme, the project uses a holistic approach for planning, designing, implementing, and deploying specific innovations and interventions towards safe, inclusive, and sustainable urban mobility. These interventions consist of smart enforcement tools, space redesign and dynamic allocation, shared services, and integration of active and green modes of transportation.

They will be specifically co-designed and co-created with identified “vulnerable to exclusion” user groups, local authorities, and relevant stakeholders. The interventions will be demonstrated in a number of cities across Europe, starting with six Lighthouse cities and six Follower cities with three principal aims:

- I. to collect, assess and analyse user needs and requirements towards a safe and inclusive mobility and climate-neutral cities;
- II. to collect and share rich information sets made of real data, traces from dedicated toolkits, users,’ and stakeholders’ opinions among the cities, so as to increase the take up of the innovations via a twinning approach;
- III. to generate detailed guidelines, policies, future roadmap and built capacity for service providers, planning authorities and urban designers for the optimum integration of such inclusive and safe mobility interventions into Sustainable Urban Mobility Plans (SUMPs)

1.2 Purpose of the document

The ‘*Dissemination and communication strategy, plan and tools*’ document outlines the overall strategy and plan for communication and dissemination and the tools to be used for promoting ELABORATOR externally. It will define the project’s identity, key messages, target groups for communication, and which dissemination channels to use to reach the identified audiences, thereby maximising the project’s outreach and ensuring exploitation activities through and after the project’s life span.

It will include a range of activities, events, dissemination opportunities and guidelines on how to communicate about the project, as well as KPIs to monitor the relevance and performance of the activities carried out. For this purpose, a reporting mechanism to keep track of the partners’ activities will also be deployed. Through the guidelines established by the plan, each partner will know their role and their dissemination responsibilities within the project and towards the rest of the consortium and the European Commission.

It will serve as a living document that can be amended to some extent over the course of the project while still adhering to the vision and timeline outlined in this first submitted version, taking corrective actions if deemed necessary. Furthermore, this dissemination and communications strategy draws on the principles outlined in the Horizon Europe Guidance Document Communicating EU research and innovation guidance for project participants.

2 ELABORATOR: Our mission

2.1 Communication objectives

ELABORATOR's dissemination and communication strategy has been developed to ensure the following objectives:

- **Maximise the impact of the project** through targeted and measurable communication and dissemination activities;
- **Raise public awareness** of the project at a local, regional, national, and European level;
- **Ensure the availability of exploitable results** to transfer knowledge at both a European and global level;
- **Enhance coordination and create synergies between ELABORATOR and other EU-funded projects**, including the CIVITAS initiative, the Urban Public Design Cluster, and the EU Mission;
- **Establish links** with other relevant actors and standardisation bodies;
- **Ensure a good scientific reputation** for the project.

The aim of the strategy is to reach the broadest possible target stakeholder groups to sustain the promotion of Europe as a leader in inclusive, safe, affordable, and sustainable urban mobility services.

2.1.1 Guiding principles for communication

Four guiding principles will be applied in the outreach as specified in the Description of Action (DoA):

- I. **ELABORATOR's demonstration, stakeholder, and user-centric approach**: this will be reflected in the communication and dissemination activities, while user and stakeholder experiences will determine the storytelling in all communication channels.
- II. **Ensuring the provision of exploitable results**: the project commits to using and deploying these directly during and after the project's end; the exploitation strategy (*D8.8 – Exploitation report*) will then focus on the user-centric and transferable business plans for key innovations.
- III. **Community building & cross-fertilisation**: this comprises dissemination and communication actions, networking and synergies, publications, events, and external interest groups to make the results available to stakeholders across the entire safe, inclusive, and sustainable mobility value chain.
- IV. **European Open Science**, meaning the knowledge, information and data generated by the project will aim to be as exploitable and accessible as possible by third parties. Disclosure will happen in full compliance with the GDPR, and results will be published in the Open Research Europe platform.

2.1.2 Levels of communication

Since the project has a demonstration-oriented nature, there are three different levels of communication and dissemination:

- I. **Communication and awareness to incentivise the demonstration-related stakeholders, and to ensure the users' continuous engagement in the demonstrations.** These activities will be more publicity-oriented and tailored to each demonstration area using their respective national language.
- II. **The demonstration leaders (involved city authorities) will communicate about the project** and will disseminate results to their Member States, in the national language, hence reaching a larger audience.
- III. **Technical dissemination and communication at an (EU) project level.** Activities will be geared towards the stakeholders along the urban mobility value chain as well as policymakers at the European, national, and local levels, the European associations, the academic world, and the global urban mobility sector.

This strategy is developed considering these levels and the actions needed for each.

2.2 Project milestones and Work Packages

Communication and dissemination are a consortium joint effort, with inputs and activities shared and being performed by all partners. It is always important to keep external stakeholders and the public up to date with the project's activities, even when there are still no results. Sharing WP work, summaries of deliverables and other processes happening in the project is an effective way to keep stakeholders engaged and strengthen the messages and project's objectives. Partners should be attentive to their activities and interactions with external stakeholders so that the news item section of the website and social media channels are populated. Communication and dissemination activities also aim to highlight the work done in WP despite deliverables, milestones, or events.

Some project milestones will require extra communication efforts so the project can keep highlighting its work and generate stakeholder interest. The table below identifies some of these milestones, but it is not an exhaustive list, and other moments and activities will also be relevant. Communication and dissemination activities are dynamic and will arise and be adapted as the project progresses and partners identify them together with WP8. As the communication leader, POLIS will be attentive to opportunities and needs for communication and dissemination, but a proactive approach from partners is also expected since the consortium should always aim to share ELABORATOR's messages.

Month	Project Milestone	WP
M12	MS7 – Co-creation playbook ready	WP2
M21	MS11 – Observers cities call finalised	WP6
M24	MS8 – Intervention in 12 cities defined	WP3
M30	MS9 – Shared data platform ready	WP4
M33	MS10 – Desktop visualisation tool improved and validated by the Community of Practice MS12 – Launch of the demos in all cities	WP4, WP6, WP5
M39	M13 – LL finalised at all cities MS15 – Evaluation based on data collected in 12 cities completed	WP6, WP5, WP7
M42	MS16 – Impact assessment completed MS18 – Final Event	WP7, WP8

Table 1: ELABORATOR's Milestones relevant to communication & dissemination

2.3 Messaging

To ensure effective communication of ELABORATOR's mission, key messages about the project have been defined below, including a 'golden paragraph' project description, core messages, targeted messages for different stakeholders, and the project tagline.

2.3.1 Golden Paragraph

ELABORATOR's golden paragraph is a succinct text that effectively encapsulates the project's key objective and core message. This paragraph is meant to grab the reader's attention and provide a quick, clear, and memorable overview of the project. As a concise summary of ELABORATOR, it makes it easier for the audience to quickly understand what the project is about and why it is relevant.

As such, the golden paragraph will appear on all ELABORATOR project communications, such as the website, social media, and articles, and **must not be edited**:

ELABORATOR is the European Living Lab on designing sustainable urban mobility towards climate-neutral cities. We use a holistic approach for planning, designing, implementing and deploying specific innovations and interventions towards safe, inclusive and sustainable urban mobility. These interventions consist of smart enforcement tools, space redesign and dynamic allocation, shared services, and integration of active and green modes of transportation.

They will be specifically co-designed and co-created with identified “vulnerable to exclusion” user groups, local authorities and relevant stakeholders. The interventions will be demonstrated in a number of cities across Europe, starting with six Lighthouse cities and six Follower cities.

In instances where word count is limited, such as on social media, the following one-sentence description may also be used and is meant to serve as ELABORATOR’s tagline with a similar purpose to the golden paragraph:

We are the Horizon EU European Living Lab on designing sustainable urban mobility towards climate-neutral cities.

The golden paragraph and taglines can also be used in presentations and other media types where the project needs to be portrayed.

2.3.2 Executive summary

The executive summary concisely presents the ELABORATOR’s fundamental elements and is longer than the golden paragraph. It aims to communicate essential project information to stakeholders and target audiences efficiently. It outlines the project’s mission, key objectives, the Lighthouse, and Follower Cities, as well as provides website and social media links to have all relevant project information briefly. It is written below:

ELABORATOR stands for ‘The European Living Lab on designing sustainable urban mobility towards climate-neutral cities. The EU-funded project uses a holistic approach for planning, designing, implementing, and deploying specific innovations and interventions towards safe, inclusive, and sustainable urban mobility. These interventions consist of smart enforcement tools, space redesign and dynamic allocation, shared services, and integration of active and green modes of transportation.

They will be specifically co-designed and co-created with identified “vulnerable to exclusion” user groups, local authorities, and relevant stakeholders. The interventions will be demonstrated in a

number of cities across Europe, starting with six Lighthouse cities and six Follower cities with three principal aims:

- I. to collect, assess and analyse user needs and requirements towards a safe and inclusive mobility and climate-neutral cities;
- II. to collect and share rich information sets made of real data, traces from dedicated toolkits, users, and stakeholders' opinions among the cities, to increase the take up of the innovations via a twinning approach;
- III. to generate detailed guidelines, policies, future roadmap and built capacity for service providers, planning authorities and urban designers for the optimum integration of such inclusive and safe mobility interventions into Sustainable Urban Mobility Plans (SUMP).

ELABORATOR Lighthouse cities

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- Krusevac (Serbia)
- Ioannina (Greece)

Social Links:



For further information please visit www.elaborator-project.eu

Table 2: ELABORATOR Executive summary

2.3.3 Core messages

In alignment with the project's goals and with the aim of ensuring its relevance extends beyond the duration of the project, ELABORATOR has formulated core messages grounded in the key objectives. These key messages will ensure a uniform communication of the project's overall storytelling and bolster the communication and dissemination objectives.

ELABORATOR recognises that transport directly impacts the safety, resilience and sustainability of communities, cities, and regions as well as on citizens' quality of life. Through participation and co-creation processes, the project will learn the real mobility and public space needs and understand the actual and perceived safety and security of vulnerable to exclusion groups.

ELABORATOR considers that innovation must be enacted in response to citizens' needs, requirements, and desires, in cooperation with local stakeholders' perspectives and capabilities, depending on each city's socioeconomic and technological context.

ELABORATOR acknowledge that human-centred mobility must consider *all* citizens, including 'vulnerable to exclusion' groups; this requires going beyond the usually performed analyses that consider mainly age, gender, and forms of disability to identify who else is disadvantaged by mobility.

ELABORATOR will support the innovative prioritisation of active mobility in urban and peri-urban contexts, reflecting citizens' and stakeholders' participation.

ELABORATOR recognises the relevance of local authorities in the transition path to safer and more sustainable mobility and

behaviours and will enable spaces and tools for knowledge creation and exchange that will unlock local authority capabilities.

ELABORATOR reflects on the relevance of measuring and evaluating solutions’ impacts to support their uptake and further developments in a just green transition. With a comprehensive evaluation framework, data platform and knowledge exchange, the project Living Labs will promote this practice.

ELABORATOR will enhance mobility data collection techniques with a vulnerable road users-centric approach, considering the differences in patterns, behaviours and habits in different contexts, facilitating the uptake of innovations in the urban environments.

These messages can be adapted according to the target audience and the channel or tool being used. Choosing specific messages and varying the tone are expected according to the situation and context if the main idea is preserved.

2.3.4 Keywords

Both for Search Engine Optimisation (SEO), helping users navigate the project website through search engine keyword search, and to create consistency in our communications, the following keywords will be extensively used in external communication:

climate-neutral cities, climate neutrality, inclusive mobility, urban mobility, sustainable mobility, sustainable transport, smart mobility, green transition, just transition, Mission Cities, EU Mission Cities

Table 3: ELABORATOR keywords

2.3.5 Spelling, grammar, and language

To ensure correct and consistent communication of ELABORATOR, the following principles must be always followed, in alignment with the rules defined by the European Commission:

- I. **Use of British English:** The European Commission requires that EU-funded projects always use British English. Here are the correct spellings of some frequently used words: programme, centre, revitalise, organisation. For more details, see the [European Commission's English Style Guide](#).
- II. **Project title:** Always write the project title using the same capitalisation format: ELABORATOR Project.
- III. **Use the following capitalisation rules for the pilot cities:**
 - a. **Always capitalise the ELABORATOR Living Labs**
 - b. **When referring to each subgroup, capitalise only the specific type of Living Lab, namely ELABORATOR Lighthouse cities and ELABORATOR Follower cities**

Regarding specific language style and tone, the following principles must be followed at all times in alignment with the editorial guidelines defined by the CIVITAS Initiative:

- I. Always consider the target audience(s) when writing.
- II. For inclusion purposes, use accessible language, which means:
 - c. Easy to understand for non-native speakers
 - d. No complex jargon
 - e. Never use acronyms without defining them first (e.g. SUMP, ICT)
 - f. Avoid excessively long sentences

The following list is by no means comprehensive and will require an update based on the guidelines defined by the D2.1 – *'Inclusion plan'*, which defines the strategy to guarantee inclusion throughout all stages of the project.

3 Key stakeholders and target audiences

3.1 Target groups

ELABORATOR's target audiences are those groups for whom the project findings and results have potential implications and benefits from a policy, economic, technological, and societal standpoint.

Five primary target audiences have been identified and outlined below. The results of ELABORATOR are expected to have a positive impact on the mentioned target groups, whether it be in their professional activities, provision of services, or daily lives. However, it is important to note that, at the time of writing, some of these target groups may require further identification or specific definition, and this process will evolve as the project unfolds. Therefore, the list of target groups is not exhaustive and will be refined as ELABORATOR progresses.

The identified target groups are:

- A. **Citizens and their representative bodies** (with a focus on vulnerable to exclusion groups, commuters, and citizens from rural or peripheral areas) (for acceptance, usability, and impact assessment), including but not limited to: sector organisations representing industry end-users; user groups impacted by developed technologies; end-user associations, etc.
- B. **Public authorities** (regulators, municipalities, provinces, regions, road authorities, transport authorities) (for implementation and follow-up/take-up aspects) including but not limited to: policy and decision makers at European and national level; standardisation bodies; national or regional funding bodies, etc.
- C. **Transport operators** (public, collective, shared mobility, new mobility services).
- D. **Industry actors** (technology developers & suppliers, service providers, etc.) (for business exploitation) including sectors involved in the project (ICT & software suppliers; infrastructure suppliers; information providers, road operators, etc.).
- E. **Research and innovation sector** (universities, research centres, R&I departments, R&I projects running in parallel to ELABORATOR): for cross-fertilisation and transfer of results to follow-up initiatives

Key Messages	Target Group				
	A	B	C	D	E
ELABORATOR recognises that transport directly impacts the safety, resilience and sustainability of communities, cities, and regions as well as on citizens' quality of life. Through participation and co-creation processes, the project will learn the real mobility and public space needs and understand the actual and perceived safety and security of vulnerable to exclusion groups.	X	X			X
Elaborator considers that innovation must be enacted in response to citizens' needs, requirements, and desires, in cooperation with local stakeholders' perspectives and capabilities, depending on each city's socioeconomic and technological context.	X	X	X	X	X
ELABORATOR acknowledge that human-centred mobility must consider all citizens, including 'vulnerable to exclusion' groups; this requires going beyond the usually performed analyses that consider mainly age, gender, and forms of disability to identify who else is disadvantaged by mobility.	X	X	X	X	X
ELABORATOR will support the innovative prioritisation of active mobility in urban and peri-urban contexts, reflecting citizens' and stakeholders' participation.	X	X	X	X	X
ELABORATOR recognises the relevance of local authorities in the transition path to safer and more sustainable mobility and behaviours and will enable spaces and tools for knowledge creation and exchange that will unlock local authority capabilities.		X	X		X

ELABORATOR reflects on the relevance of measuring and evaluating solutions' impacts to support their uptake and further developments in a just green transition. With a comprehensive evaluation framework, data platform and knowledge exchange, the project Living Labs will promote this practice.		X	X		X
ELABORATOR will enhance mobility data collection techniques with a vulnerable road user –centric approach, considering the differences in patterns, behaviours and habits in different contexts, facilitating the uptake of innovations in the urban environments.		X	X	X	X

Table 4: ELABORATOR messages linked to target groups

Objectives	Target Group				
	A	B	C	D	E
Maximise the impact of the project through targeted and <i>measurable</i> communication and dissemination activities;	X	X	X	X	X
Raise public awareness of the project at a local, regional, national and European level;	X	X	X	X	X
Ensure the availability of exploitable results to transfer knowledge at both a European and global level;		X	X	X	X
Enhance coordination and create synergies between ELABORATOR and other EU-funded projects , including the CIVITAS initiative, the Urban Public Design Cluster, and the EU Mission;		X	X	X	X
Establish links with other relevant actors and standardisation bodies;		X	X	X	X
Ensure a good scientific reputation for the project.				X	X

Table 5: ELABORATOR communication objectives divided per target group

4 Communication channels

ELABORATOR's plans to disseminate and exploit project results aim to ensure sustainable development and growth of its outcomes, both during and after the project's lifecycle. Impactful implementation of these plans requires well-planned and strategic communication tools and activities that will involve all stakeholders and convince them of the proposed services and interventions. Some tools and resources that we will utilise to meet our goals are listed below in the overall project branding.

4.1 Branding

ELABORATOR's branding is summarised in the sections below. The D8.1 – '*Brand identity and guidelines*' document defines the branding of ELABORATOR in more detail, including the logo, colour palette, templates, and how to use them and other graphic elements to maintain a consistent image of the project. It is a reference document for all project partners and is meant to complement the overall dissemination and communication strategy.

4.1.1 Project identity

ELABORATOR has developed a **common project visual identity** for all its dissemination activities across all channels and platforms. Visual identities are a set of graphic elements representing a name, an idea, a product, a company, institution, or service. A project visual identity is essential to create a recognisable visual brand and to strengthen the project's message. It should translate the key principles followed by the project and have appealing elements to catch the attention of different stakeholders. In an ever more digitalised world, this becomes even more relevant, as there is always too much diverse information available. A consistent choice of logo and colours will allow the audience to recognise and connect more easily with the project work and outcomes.

ELABORATOR's visual identity was created from the logo concepts the project partner THINGS developed. Their concepts departed from the already conceptually strong project name and keywords that constitute the project's objectives.

4.1.2 Project logo

The project logo was decided upon collectively with the entire consortium, based on different options provided by project partner THINGS.

According to THINGS:

"The selection of gradient colours is an important aspect that represents the integration of nature, water, and urban elements within the cityscape."

It aims to create visually engaging environments that foster a strong connection between humans and their surroundings while promoting sustainability and resilience.”

The project logo is to be used on all ELABORATOR communication and dissemination materials and must not be altered in any way.

The primary logos are the preferred variants and should be used wherever possible. There is a positive version for use on light backgrounds and a reversed version for use on dark backgrounds.

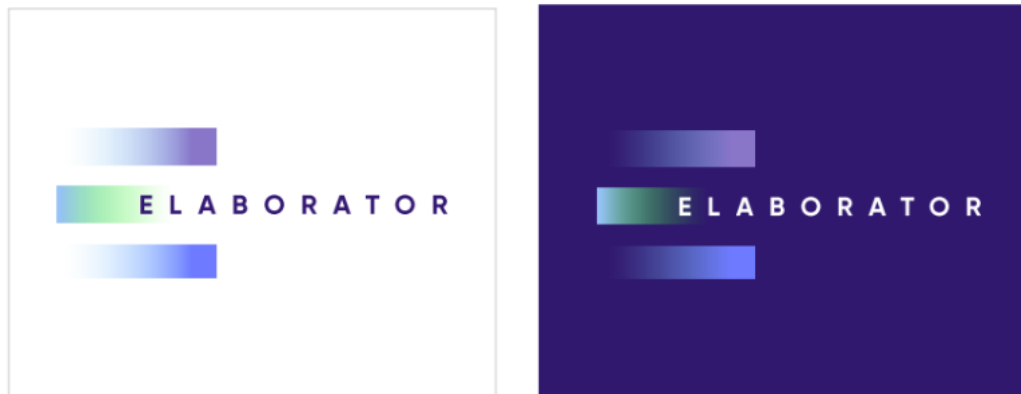


Figure 1: Primary RGB logos on white and dark background.

There are back-up black and white logos but these should only be used in circumstances when it is not possible to use the preferred primary logos.

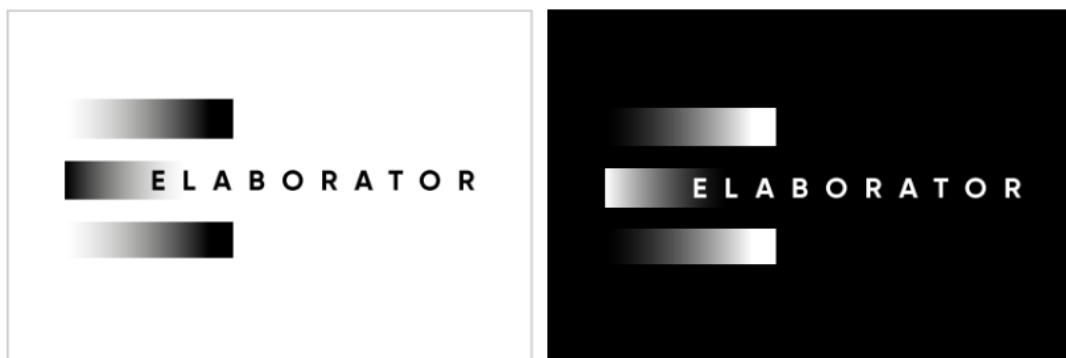


Figure 2: Back up black and white logos on white and black background.

4.1.3 Logo size and use

To ensure clear readability of the logo, a recommended minimum width has been provided for both print and screen.

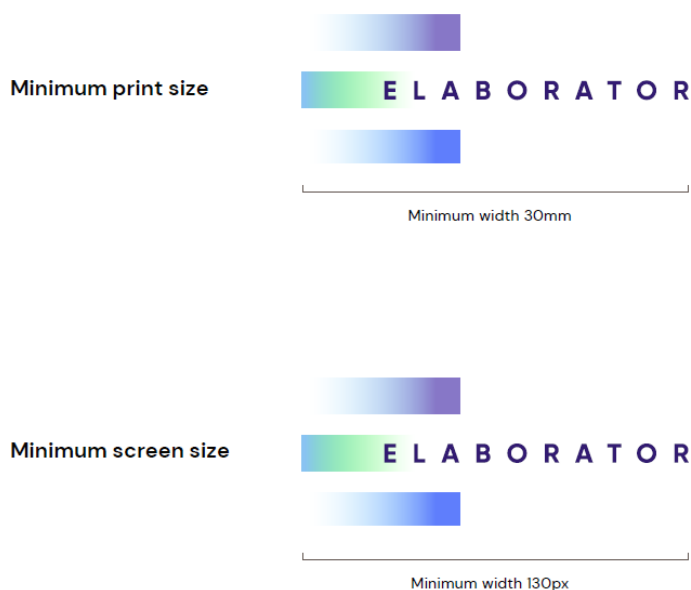


Figure 3: Minimum print and screen sizes for ELABORATOR logo.

The ELABORATOR logo must be used and displayed correctly by all partners. Below are some common errors to avoid when applying the logo to different online and printed materials.

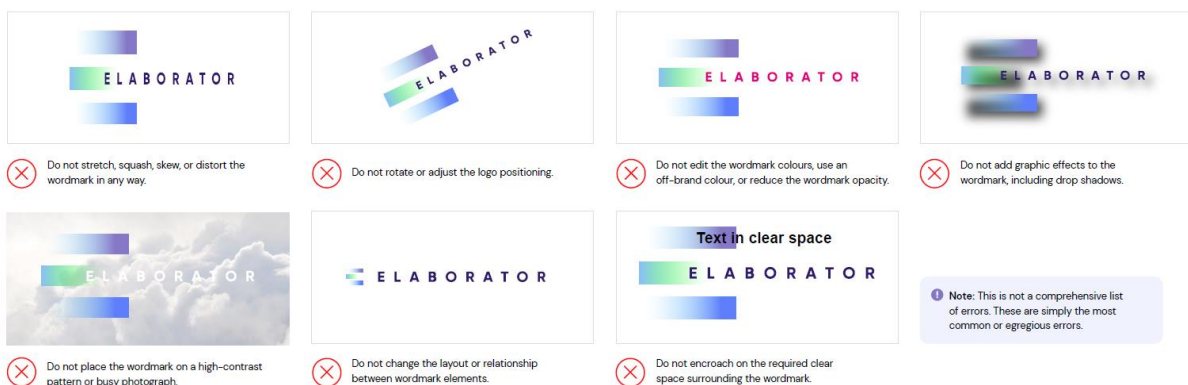


Figure 4: Pitfalls to avoid when applying ELABORATOR logo to different materials

4.1.4 Colour palette

The consistent use of colour is vital to effective brand recognition. ELABORATOR has a distinctive palette of colours to represent the project visual identity, displayed below with Pantone, CMYK, RGB, and HEX values. All visuals representing the project must always make use of these specific colours. Other unauthorised colours should not be used.

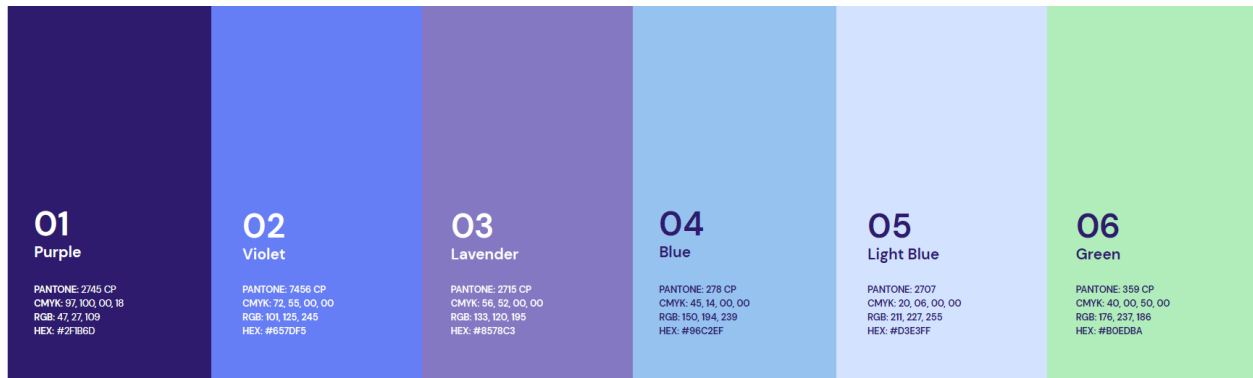


Figure 5: ELABORATOR official colour palette

The colours below should be used as secondary options, for text-focused content rather than graphic material.

White

PANTONE: White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #ffffff

Black

PANTONE: Black
CMYK: 0, 0, 0, 100
RGB: 100, 100, 100
HEX: #000000

Figure 6: ELABORATOR secondary colour palette

4.1.5 Fonts

The **primary typeface** for ELABORATOR is the DM Sans font, along with the various weights displayed below:

DM Sans Regular	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>abcdefghijklmnopqrstuvwxyz</p> <p>1234567890!@£\$%^&*()"<>?</p>
DM Sans Medium	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>abcdefghijklmnopqrstuvwxyz</p> <p>1234567890!@£\$%^&*()"<>?</p>
DM Sans Bold	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>abcdefghijklmnopqrstuvwxyz</p> <p>1234567890!@£\$%^&*()"<>?</p>

DM Sans is the main typeface used for our brand.

- For body copy use DM Sans Regular
- For large main headlines (h1) use DM Sans Bold
- For smaller headlines (h2, h3, h4) use DM Sans Bold

The contrast between heavy and lighter weights should be used to communicate the most vital facts. License for these fonts has been obtained through [Google Fonts](#).

The **secondary typeface** for ELABORATOR is the Arial font, along with the various weights displayed below:

Arial Regular	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>abcdefghijklmnopqrstuvwxyz</p> <p>1234567890!@£\$%^&*()"<>?</p>
Arial Bold	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>abcdefghijklmnopqrstuvwxyz</p> <p>1234567890!@£\$%^&*()"<>?</p>

This font is meant to be a back-up and should only be used in unavoidable circumstances when the primary fonts are unavailable, for example, when sharing Word Documents or presentations with users who do not have the font installed on their computers.

4.1.6 Key graphical elements and images

ELABORATOR's brand identity uses gradients at the core. They aim to create visually engaging environments that foster a strong connection between humans and their surroundings while promoting sustainability and resilience. The selection of gradient colours is an important aspect that represents the integration of nature, water, and urban elements within the cityscape.

4.1.6.1 Gradient usage

Gradients offer versatile flexibility and can be utilised in numerous ways. There are four approved gradients, with colour references shown below.

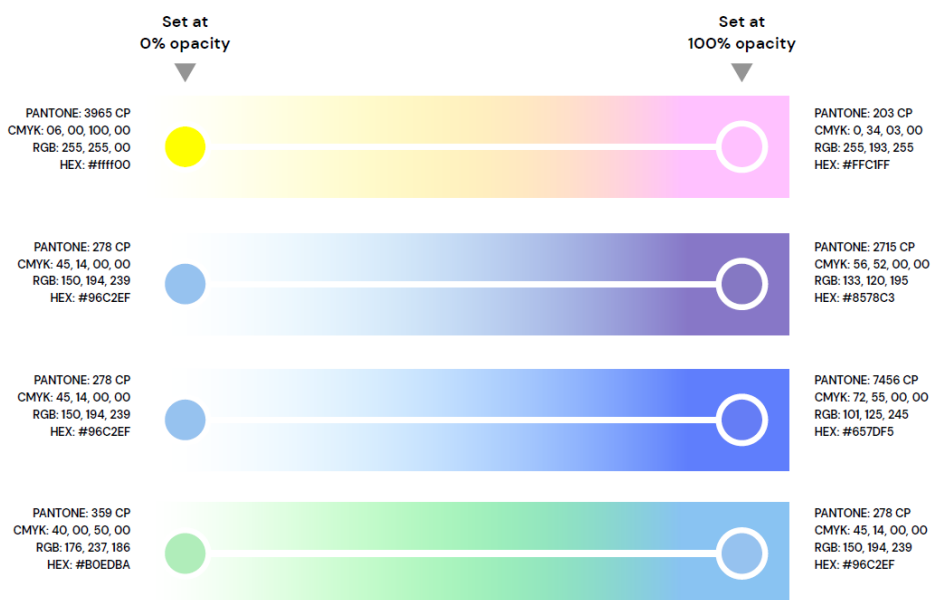


Figure 7: ELABORATOR gradient colours

Examples of how gradients can be used on graphics and images are shown below:

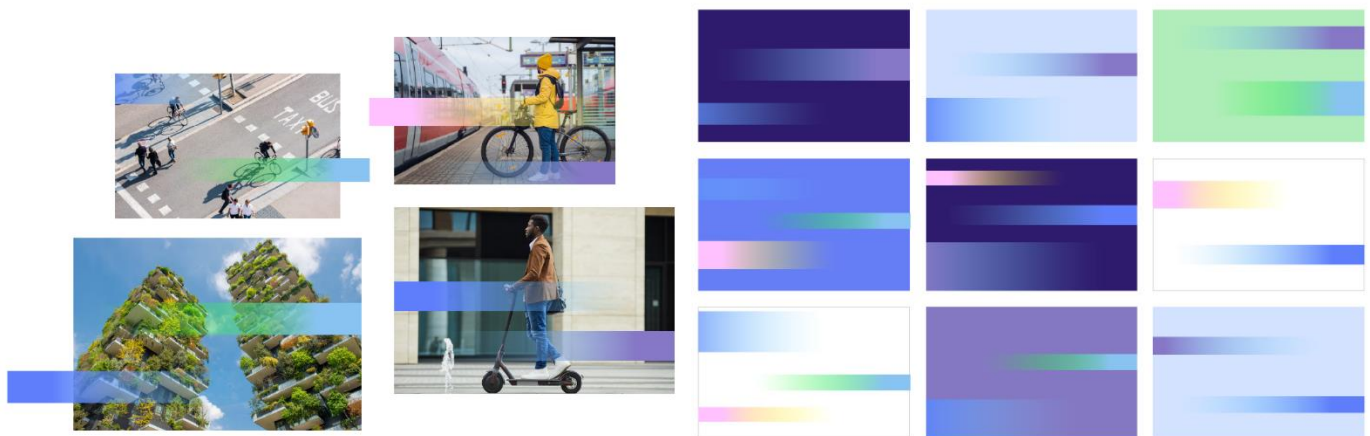


Figure 8: Examples of ELABORATOR gradient usage

4.1.6.2 Selecting images

Images referencing ELABORATOR should follow these guidelines:

- Show sustainable urban environments
- Show green modes of transportation
- Show safe and positive environments
- Show diverse and inclusive transport users

Partners must always ensure that any images they use to reference ELABORATOR are ones they have the copyright to, which should be correctly referenced if necessary. Below are some useful websites to find high-quality, stock-free images:

- [Unsplash](#)
- [Pexels](#)
- [FreePik](#)
- [Adobe Stock Free collection](#)

An image bank will be created gathering images that reflect ELABORATOR and will be made available on the project SharePoint. WP8 leader POLIS is always available for support on how to best proceed with the use of images.

4.1.7 EU funding disclaimer

ELABORATOR is funded under the Horizon Europe programme, and as such, all dissemination and communication materials must display the EU emblem and funding statement. There are two versions to be used based on the visual material's background, which are shown below:



Figure 9: Positive version of EU funding statement for use on light backgrounds



Figure 10: Negative version of EU funding statement for use on dark backgrounds

For more information about EU funding acknowledgement, please refer to the EU's official guidelines [here](#). The official EU-funded logos are also available in the project SharePoint.

4.1.8 CIVITAS and EU Missions contribution

ELABORATOR is part of the CIVITAS Initiative and contributes to the goals of the EU Missions: Climate-Neutral and Smart Cities. Therefore, all dissemination and communication materials should have both the CIVITAS and EU MISSIONS logo with the statement shown below.



ELABORATOR contributes to achieving the aims of the CIVITAS Initiative and the goals of the EU Mission: Climate-Neutral and Smart Cities.

Figure 11: Illustration of how to display CIVITAS and EU Mission logos and disclaimer.

The official CIVITAS and EU Missions logos are also available in the project SharePoint.

4.1.9 Further brand guidelines

Further and more detailed information on the project brand guidelines and requirements is presented in the document [ELABORATOR Brand Guidelines](#), part of *D8.1 Brand identity and guidelines* as an annex. It is an easy-to-use guide that all partners should check and have as a reference throughout the project.

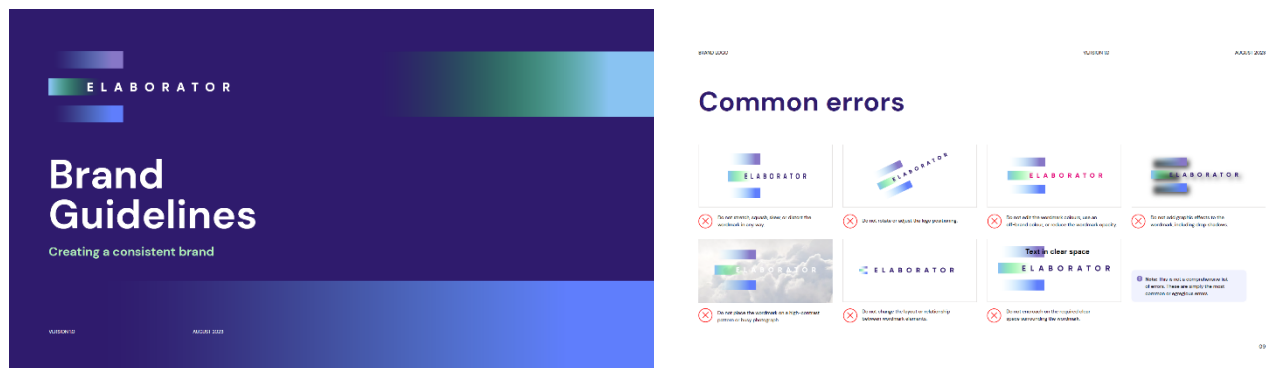


Figure 12: ELABORATOR Brand Guidelines example

4.2 Communication and dissemination material

The following materials were produced to be printed, but in line with environmental concerns, they have also been designed in a way that is suitable for digital use. As such, they will all be publicly available on the ELABORATOR website, enabling access as a download and for resharing on digital media. Printing should be deeply considered and avoided as much as possible. Limited quantities will be provided for specific events where printed copies are required to ensure proper visibility. These materials might also need updates throughout the project as activities take place, so newer versions will be produced accordingly.

4.2.1 Project leaflet

ELABORATOR leaflet provides a concise overview of the project's goals, expected outcomes, partnership, and other key information. It serves as the project's representative introduction to external audiences and plays a pivotal role in promoting ELABORATOR at various events throughout Europe. Furthermore, the leaflet contains links to the project's website and social media platforms to inform others should they wish to find out more.

As mentioned, the leaflet will be available in printed and digital versions and will be part of the project website repository.



Figure 13: ELABORATOR leaflet design

4.2.2 Roll-up banner

ELABORATOR's roll-up banner is meant to serve as a promotional tool during the most important European events, raising awareness about the project and offering a quick overview of ELABORATOR,

its mission, and its partnerships. Similarly, to the project leaflet, it provides references to the project's social media and website for those seeking more in-depth information.

The roll-up banner is the only material that is designed as a physical element. The project will have two roll-ups produced and should be available for all partners when requested. The roll-ups should be requested to POLIS, so the project can keep track of which partner is with the roll-up(s) at a given time. If the need for more roll-ups arises during the project's activities, such as public events, more can be produced accordingly.

To enhance ELABORATOR's presence at pertinent events, the roll-up banner can be utilised in several ways, including:

- Displayed on stage when appropriate.
- Positioned at exhibitions and project stands.
- Used as a backdrop for photos with partners and project contributors



Figure 14: ELABORATOR's roll-up banner design

4.2.3 Project flyer

The project flyer displays the same key information as the roll-up banner but in a smaller format. It is meant to be a more easily distributable version, providing short and to-the-point key information about ELABORATOR for audiences to get a quick overview of the project's key information as opposed to the project leaflet which goes more in-depth, providing more detailed information about the pilots in each of the Lighthouse and Follower cities.



Figure 15: ELABORATOR's project flyer design

4.2.4 Technical booklet and project factsheet

An ELABORATOR technical booklet will be produced as the project evolves and activities start. The development of the technical booklet will happen after the first year. It aims to highlight the project's main processes and outcomes in a concise and easy-to-understand manner. Moreover, it is meant as a digital document to support the project dissemination at various levels but with a more specific target at a local level, supporting the project's events and other public activities. The booklet will be populated and updated periodically, and it will be a visually appealing project repository.

Additionally, in the project's final year, a project factsheet will be produced, featuring a snapshot of all the key facts and information gathered for the entire duration of the project. This material will be essential to distribute the most up-to-date information about ELABORATOR and will be used for dissemination during the project's final event. This will allow participants to take away key facts from ELABORATOR and stay in touch for all final outputs.

4.2.5 Document templates

Templates were created to ensure that documents, deliverables, and presentations from ELABORATOR all follow the project identity. They are also set up to facilitate their use by partners.

They are available through the project shared drive so that all partners may access them. The templates must always be used to ensure consistency in the document repository and for internal and external presentations.

As the project progresses, templates can be updated and adjusted as needs arise. If additional templates are needed, they can be created.

ELABORATOR has templates for:

- Deliverables (Word file template)
- Presence lists (Word file template)
- Meeting minutes (Word file template)
- Meeting agenda (Word file template)
- Presentation (PowerPoint file template)

The templates are presented available in the project SharePoint and as part of *D8.1 Brand identity and guidelines*. They are also part of Annex I – Deliverable Template to Annex V – Presentation Template.

4.2.6 Scientific publications and Open Science

On occasion, ELABORATOR will publish its activities and results in peer-reviewed scientific journals and conference proceedings to share results and receive feedback from the scientific community. The consortium will also seek publication channels in trade journals and magazines to bring our outcomes to end users. All publications stemming from the project research will be made available through green or/and gold open access¹. Some examples of targeted journals are RTRreview, IEEE Trans. on ITS, IEEE Journal of ITS, Journal of Urban Mobility, and Journal of Urban Design, as well as others that can come up at a later stage related to ELABORATOR's mission and that academic partners may consider relevant.

Moreover, as per the DoA, the project will strictly adhere to all EU requirements, legislation, and policies concerning open science, data management, curation, and storage. The project and its

¹ https://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/open-access-dissemination_en.htm

partners will observe the “[Recommendation on Access to Research Data from Public Funding](#)” which has the purpose of sharing data and results to maximise benefits. This will support ELABORATOR outcomes and knowledge to be accessible, reaching many different stakeholders and improving the citizens’ trust in science and their disposition to participate in research and projects.

Additionally, partners also agree to Open Science principles as a policy priority for the European Commission. The project’s development will take into account the objectives and goals of the European Commission for open science policy under Horizon Europe, which include:

- Open sharing of research through the [Open Research Europe](#) publishing platform and use of open access trusted repositories, like [OpenAIRE](#) for rapid and transparent publishing.
- Open access to scientific publications, research data and other research outputs.
- Scientific publications: ELABORATOR employs “gold” open access approach to its peer-reviewed scientific publications.
- Participation in open peer-review processes, also including open identities, open reports, and open participation.

That reinforces the project’s commitment towards accessibility and allows the project’s work to respond to society’s needs. This approach is also beneficial for exploitation, giving more visibility to project results and possibly enabling new cooperation and further development of solutions. The public project deliverables and executive summaries of deliverables that are not public will be available on the project website and the [European Open Science Cloud](#).

4.2.7 Other content

Other content such as press releases and other print and online media will be developed on an ad-hoc basis, focusing instead on the materials listed above.

4.3 Digital media

4.3.1 Social media

Social media will be used to raise the visibility of the project and engage with a wider audience. Consortium partners will employ **Twitter**, **LinkedIn**, and **YouTube** networks, to inform the audience about ELABORATOR’s results, successes, events, webinars, workshops, and more.

The project’s official hashtag is **#ELABORATORproject**.

ELABORATOR social media accounts have been opened for the X/Twitter and LinkedIn platforms and can be found at the following links:

- X/Twitter: [@ELABORATOR_EU](#)
- LinkedIn: [ELABORATOR project](#)

A YouTube account will be opened once the first short videos have been produced.

The role of each platform is to disseminate key news and events from the project in an accessible, catchy, yet still informative way to reach our target audiences. Once the website is officially live, social media will be central to redirecting audiences to the website, driving traffic to the web platform where more detailed information can be gained about the project.

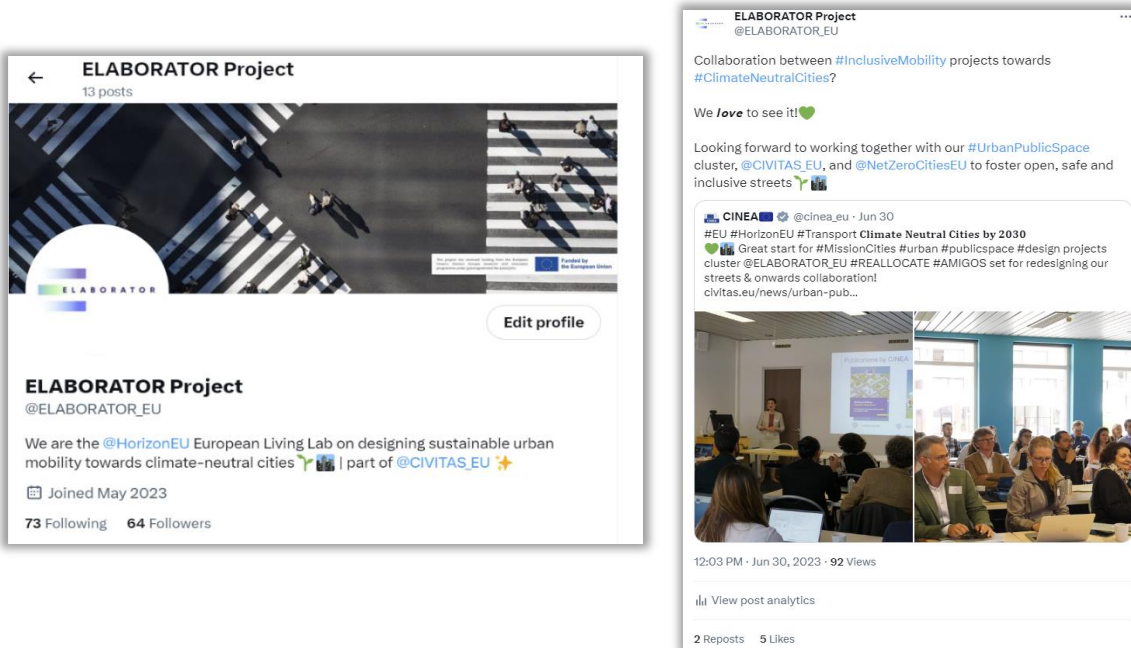


Figure 16: ELABORATOR's X/Twitter profile (left) and example tweet from ELABORATOR X/Twitter account (right)

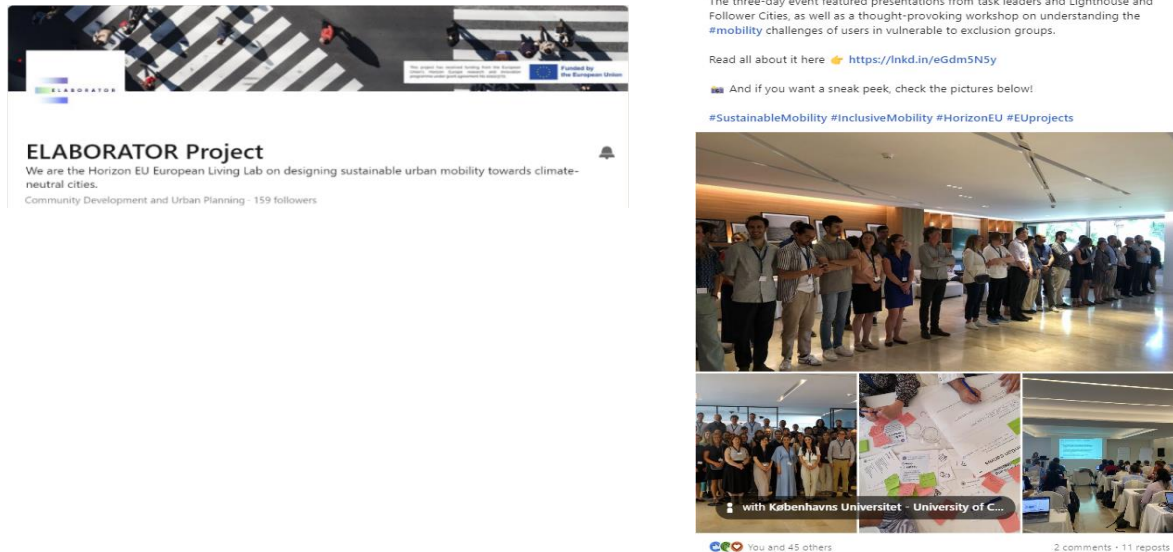


Figure 17: ELABORATOR LinkedIn profile banner (left) and example post from ELABORATOR LinkedIn account (right)

4.3.1.1 Social media guidelines for partners

While the official ELABORATOR social media accounts will consistently share new content, project partners should regularly engage with the posts through likes, reactions, and reshares: this is to ensure the content obtains maximum reach and will drive more traffic to the ELABORATOR social media pages and the project as a whole.

Ideally, partners should reshare posts directly from the ELABORATOR official pages, adding text to provide their own perspective while also making sure the focus remains on the original post. Where necessary and based on advice from the communications team, project partners can make their own organic posts taking inspiration from the original post's copy.

When making original posts about ELABORATOR from partners' own accounts, they must make sure to:

- **Always tag the official ELABORATOR pages on Twitter/X and LinkedIn** so the communications team can see your content and can like/reshare as needed.
- **Always use the official ELABORATOR hashtag #ELABORATORproject**, along with other hashtags related to the keywords (see Section 2.2.4) to ensure maximum reach of the post.
- **Tag partners' own accounts when relevant** to the post, to ensure they are also promoted.

4.3.2 Website

The ELABORATOR website is available at the following address: www.elaborator-project.eu

It is the main repository for the project's public outputs, resources, and continuous updates and will offer a primary access point for interested stakeholders from the industry and the general audience. The project will also use the website to publish its latest activities and events. Project deliverables, outputs, and other materials will be publicly available on the website. It functions as an information hub, offering interested stakeholders various ways to interact with ELABORATOR, including a dedicated newsletter sign-up form, direct links to social media profiles, and supplementary visual media content.

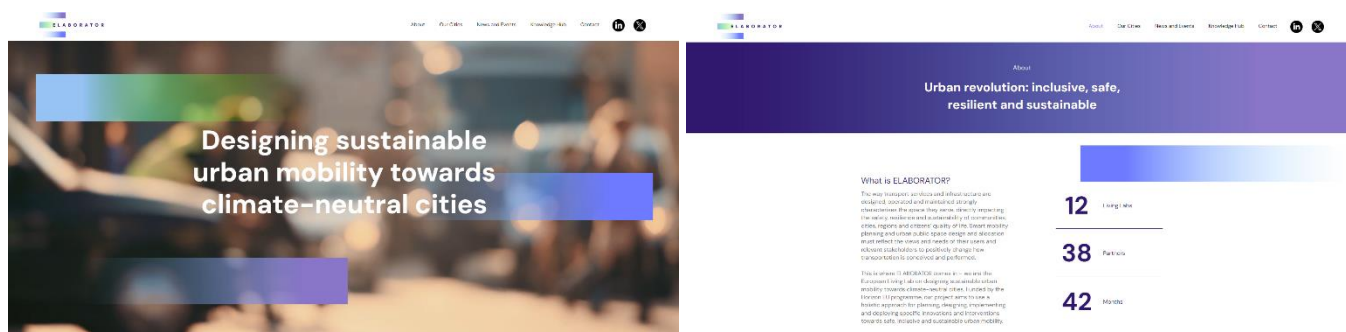


Figure 18: ELABORATOR's official website

The menus displayed on the homepage are broken down as follows:

ELABORATOR logo	About	Cities	Knowledge Hub	News & Events	Contact
*redirecting to home	<ul style="list-style-type: none"> What is ELABORATOR Key project facts Project objectives Partner overview Synergies with EU-funded initiatives 	<ul style="list-style-type: none"> Pilot descriptions for Lighthouse cities Pilot descriptions for Follower cities 	<p>All project resources:</p> <ul style="list-style-type: none"> Communication materials Deliverables Tools Publications Newsletters 	<ul style="list-style-type: none"> Latest news Latest events 	<ul style="list-style-type: none"> Contact form Contact details from project coordinator Social media links

Table 6: ELABORATOR website structure breakdown

4.3.3 Digital newsletter

A digital external newsletter will be released twice a year, highlighting the latest project activities and results, as well as full demonstrations actions being implemented in each Living Labs. The newsletter will be tailored to the target audience's interests, featuring coherent and engaging content linked to key project milestones. The electronic newsletters keep the fostered ELABORATOR community informed about the project's progress, with dedicated sections to enhance recognisability and showcase the latest news about the project and its intermediate results, announcements of ELABORATOR events and workshops, and news from the Living Labs. Articles and relevant information are to be provided by partners.

Each released newsletter will also be made available on the ELABORATOR website, allowing stakeholders to sign up and later receive the newsletter via email.

4.3.4 Videos

After M12, ELABORATOR will produce several short videos for dissemination. These will feature various project activities, such as partner videos, summaries of Living Lab activities, video collages featuring compilations of different actions undertaken in each of the Living Labs, and more. The aim is to take advantage of local activities and to disseminate these across ELABORATOR channels in an effective way.

Responsibility for the production of videos at the Living Labs will be shared between WP8 leader POLIS and each of the Living Labs.

A professional video will be produced for ELABORATOR's final event, providing a detailed overview of the entirety of the project.

All of these videos will be uploaded to ELABORATOR's official YouTube account and will also be shared on the website.

5 Networking and events

5.1 Liaison activities

5.1.1 Collaboration with CIVITAS Initiative

The CIVITAS Initiative promotes a collaborative approach among cities and stakeholders within its community. It is aimed at assisting them in developing innovative solutions, measures, and policies to enhance urban mobility, making it cleaner and more efficient. CIVITAS has established a structured framework for evaluating, disseminating, and sharing information while also supporting local

partnerships to test and implement novel approaches in real-world urban settings. Through the coordination of events, dissemination activities, and impact assessments, cities and stakeholders within the CIVITAS community build a knowledge base and enhance their technical capabilities. They also receive expert support to implement and scale up innovative solutions and measures.

The ELABORATOR consortium is aligned with CIVITAS' goals and intends to actively participate in the CIVITAS community to further these objectives. ELABORATOR plans to share the lessons and findings of their project with the CIVITAS network to promote the CIVITAS initiative. Additionally, ELABORATOR will adopt the CIVITAS corporate design in its project materials, following the guidelines provided by the CIVITAS Secretariat. Upon request, ELABORATOR will collaborate with the CIVITAS Secretariat and actively engage in CIVITAS-led activities.

Some identified synergies are:

- **CIVITAS Thematic Clusters:** CIVITAS has developed a Projects Exchange Programme that divides each of the projects within the Initiative into thematic clusters. As part of the CIVITAS Urban Public Space Design Cluster, ELABORATOR will employ the following objectives:
 - **Strong thematic links:** Cross-pollination of ideas and expertise among CIVITAS projects and beyond, with the involvement of external experts or non-CIVITAS projects.
 - **Knowledge sharing:** Create a dynamic platform for projects to share findings, results, and innovative solutions as well as identifying common challenges in the implementation of their projects.
 - **Synergies and cooperation:** Explore avenues for cooperative efforts, leading to joint activities, events, outputs, and publications to avoid duplication of efforts.
 - **Dissemination results:** Support projects in disseminating results and make the most out of the CIVITAS Initiative.
- **Exploring geographical synergies:** bringing together cities and regions that are involved in sister projects and other CIVITAS projects (*e.g., Issy-les-Moulineaux and Versailles (UPPER), Helsinki as part of ELABORATOR, URBANE and DISCO, Italian cities in different Clusters, etc.*). This will prove imperative to:
 - Maximise outcomes from different projects taking place in the city and region, combining efforts in dissemination and communication. Joint events and engagement activities
 - Benefit from local social and cultural contexts to boost outreach and recommendations at the national and European level

Taking advantage of all the resources and networks made available to the CIVITAS community, ELABORATOR will also capitalise on the CIVITAS National Networks (CIVINETs): these are networks of cities and relevant institutions promoting the CIVITAS approach, strengthening the local, regional, and national capacity around sustainable urban mobility. These networks will be invaluable for local dissemination of the ELABORATOR Lighthouse and Follower cities' pilots. As such, ELABORATOR cities within each CIVINET (*e.g., Milan in CIVINET Italy, Helsinki in CIVINET Finland, Trikala and Ioannina in CIVINET Greece-Cyprus, etc.*) collaborate to further disseminate project outputs and the Initiative at a local level to:

- **Collaboratively lead dissemination activities in local language**, achieving the best outreach
- **Support each other in navigating national/local levels of transport policy**, legislation, and funding
- **Share learnings and experiences on sustainable urban mobility** across and best practices

5.1.2 Urban Public Space Design Cluster

ELABORATOR is also part of CINEA's Urban Public Space Design Cluster together with sister projects REALLOCATE and AMIGOS, which were all funded under the topic 'Designing inclusive, safe, affordable and sustainable urban mobility' (HORIZON-MISS-2022-CIT-01-01). These two projects will be at the centre of ELABORATOR's project cooperation, and a dedicated section will be provided for this collaboration on the ELABORATOR website and in key project materials.

As such, key areas of collaboration will be defined and enacted with each of these projects. When opportunities for common dissemination arise, these will be taken advantage of to promote the results of all projects, promoting the Cluster as a whole.

5.1.3 EU Missions

Many ELABORATOR cities are also part of the EU Missions: Climate-Neutral and Smart Cities initiative. It is crucial for the project that cities in the consortium leverage their involvement in the EU Missions and cooperate with other Mission cities, aiming to further the goals of both ELABORATOR and the Missions. Through this collaborative effort, cities can explore ways to overcome challenges and develop innovative approaches to achieving climate neutrality. This collaborative effort can also involve extending support to cities that are not part of the mission but share similar objectives.

Similarly, just as with the Urban Public Space Design Cluster, and whenever feasible, areas of significant cooperation will be identified and put into action with the EU Missions. A dedicated section will be designated for this collaboration on the ELABORATOR website and within key project materials. When opportunities for joint dissemination arise, they will be seized to promote the outcomes of ELABORATOR and the Missions.

5.2 Events

European events, stakeholder meetings, conferences, and symposia provide excellent opportunities to connect with a wider range of stakeholders from all over the continent. ELABORATOR and its results will be presented and disseminated to various interested parties through these events. These include major events of the network partners involved in the project (e.g., the POLIS Conference) as well as other relevant events such as the CIVITAS Urban Mobility Days, the Transport Research Arena, the IEEE International Conference on Intelligent Transportation Systems, and more.

Some dissemination actions have already taken place during the first six months of the project and are listed in the table below:

Title	Location	Date	Responsible partner	Target group	Link
RAP in Europe Meeting: Advancing Road Infrastructure Safety towards 2030	Windsor, UK	25–26 September 2023	iRAP	Local and regional local authorities, road safety professionals	https://www.linkedin.com/feed/update/urn:li:activity:7109923287748501504
Urban Mobility Days 2023	Seville, Spain	4–6 October 2023	POLIS, ICCS	Organisations, NGOs, cities, EU projects	https://www.linkedin.com/feed/update/urn:li:activity:7116057089298288640
POLIS Just Transition Webinar: Advancing the Just Transition in Urban Mobility Projects	Online	26 October 2023	POLIS	Cities, regions, professionals, and general public	Starting small, thinking big: The Just Transition is back in business! – POLIS Network

Table 7: Events that ELABORATOR joined in the first 6 months

Throughout the project, more events will be identified, and partners will be updated on upcoming dissemination possibilities so they may appropriately schedule their activities.

In order to showcase the project’s advancement and reach out to potential future customers, the consortium will also elect fairs and exhibitions in Europe and around the world (e.g., ITS World and European Congress). These kinds of events can be beneficial in building a project community, which is essential for development and sustainability objectives.

A non-exhaustive list reported below highlights the conferences and events that will be monitored and targeted for potential collaboration, wherever possible and relevant to the project’s scope:

Event name	Organiser	Target group
Urban Mobility Days	CIVITAS	Organisations, NGOs, cities, EU projects

Smart City EXPO World Congress	Fira de Barcelona	Local authorities, IT sector, technology suppliers and innovators.
Tomorrow. Mobility	Fira de Barcelona, EIT Urban Mobility	Local authorities, IT sector, technology suppliers and innovators.
POLIS Conference	POLIS Network	Cities, EU institutions, Mobility Planners, EU project stakeholders
Transport Research Arena (TRA)	European Commission	Local authorities, Research community and academia, technology suppliers and innovators.
IEEE International Conference on Intelligent Transportation Systems	IEEE Intelligent Transportation Systems Society	Research community and academia, technology suppliers and innovators.
International Transport Forum Summit	ITF	National authorities.
ITS World/European Congress	ERTICO	Technical experts, OEMs, Cities, Consultancies
Urban Future	City Changers	Organisations, NGOs, businesses
European Week of Cities and Regions	European Commission	Local authorities, national authorities.
Walk21 Conference	Walk21	VURs NGO and Associations, National and local authorities, Mobility planners, academics

Velo-city	European Cyclists' Federation	VRUs NGO and associations, Transport planners, National and local authorities, advocates, academics
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Table 8: List of possible events for ELABORATOR

5.2.1 ELABORATOR's events

There are 13 planned project's events. There will be 12 demonstration events, one in each Living Lab and a final ELABORATOR event.

The Living Lab demonstration events are under the responsibility of the local teams with support from POLIS. They are aimed at the local stakeholders to showcase the progress of the actions and how they support improving local mobility.

ELABORATOR final event aims at stakeholders at a European level and should showcase the project work in full, with lessons learned and outcomes, and targets a high volume of participants. This event is the responsibility of POLIS, with all partners contributing and participating. Cooperations with the sister projects, CIVITAS, EU Cities Mission, and other relevant projects or initiatives will be considered to increase the reach and visibility of the ELABORTOR final event.

Additional ELABORATOR events might be organised throughout the project if the opportunity and need appear.

6 Local dissemination

6.1 Living Labs level

Local communication is essential to ensure every Living Lab communicates effectively to each of its local target audiences. This is even more important in ELABORATOR, where each Lab focuses extensively on the co-creation and co-design of each of the developed solutions: in order to facilitate and foster the participation of citizens in each of the Labs, communication and dissemination at a local level will be key to make sure they are informed in the most efficient way possible. Moreover, maintaining a good local dissemination flow increases the acceptance of the actions and the possibility of scaling up. Engaging not only with citizens but extensively with all the relevant local stakeholders is essential for the success of ELABORATOR's Living Labs during and after the project's lifetime.

With a solid local communication and dissemination practice established, the Living Labs teams can also reach regional and national levels more efficiently. The respective Member States can learn about ELABORATOR outcomes in their own context and how the project can support national strategies and policies towards a greener, safer, and more inclusive future for mobility and public spaces.

To do this, in collaboration with the project coordinator and other WP leaders, the ELABORATOR communications team (WP8 leader POLIS) will appoint one person from each Living Lab who will act as a person of reference responsible for all local communication activities. The team will nevertheless remain at their disposal to provide all the necessary materials, sharing all the available project media and any ad hoc support that may be needed by the local dissemination manager based on the overall communications and dissemination strategy.

A local communications and dissemination checklist will be provided to partners in M8 and will address the following steps to structure the communication process effectively:

- Defining key messages to communicate **in the Lab's local language**;
- **Selecting specific target audiences** for dissemination in line with the overall target audiences defined in the ELABORATOR communications strategy;
- Defining **best communication tools** that are pertinent in each Lab to reach the selected target audiences, which may vary from one to another;
- **Outlining key activities to deliver** throughout the project's course and how to inform WP8 leaders of their execution;
- How to exploit CIVINETs and other tools made available through the CIVITAS Initiative with cities of the same regions

A first draft of the Living Labs communication and dissemination checklist is presented in Annex VI: Local communications checklist/plan

Additionally, as the WP8 leader, POLIS will provide support and work in cooperation with the Living Labs teams for *Task 3.3 – Interventions definition and solutions' twinning towards uptake* and *Task 7.2 – Social impact assessment*. For Task 3.3, a series of workshops at the local level with the twin cities members of the Community of Practice to foster the exchange of knowledge and know-how are planned, as for Task 7.2, online surveys to collect data following the participatory approaches are foreseen. These two tasks are points of dedicated attention, so specific target communication and dissemination activities will be carried out on the occasion of these tasks.

As the project progresses and local teams have a better view of the local contexts and their stakeholders, the local dissemination and communication actions can be adapted to cater for specific needs if they arise. As for all the project's communication and dissemination activities, updates and adjustments are always foreseen.

7 Monitoring and partners' responsibilities

Monitoring the actions described in this deliverable during the project will guarantee that they are efficient and effective in achieving the dissemination and communication goals and allow for the necessary adjustments in case of any deviation or shortfalls. ELABORATOR's target KPIs are outlined in table Table 13: Communication & dissemination KPIs and responsible partners and contributors below, as they will serve as the foundation for tracking the progress and impact of the project's communication and dissemination initiatives. Moreover, for each KPI, the responsible partners and

contributors are also defined to facilitate both the execution and monitoring of the communication and dissemination actions.

This chapter also outlines per partner some tasks and obligations that derive from the objectives, key messages, and target groups. Even though communication and dissemination are a consortium joint effort that every partner should engage in, this will help direct partners to activities closely related to their role and participation in the project. As the WP8 leader, POLIS will manage all the communication and dissemination activities but will not execute all of them despite always providing the necessary support. Therefore, partners should be aware of their obligations and commitments towards communication and dissemination.

Role in the project	ELABORATOR Partners
Living Labs	CDM, AMAT, CPHK, FVM, ISSY, AYZG, ETRIK, LUND, LIBER, MOV, SPLIT, KRUS, IOANN
Industry and business	MCRIT, SBA, THIN, A&T, COLAS, IFPEN, URAD, MYR, SENS, AVLL, ININ, PLAT
Associations and NGOs	POLIS, EIRA, IRAP, URB
RTOs and Academia	ICCS, UBRIS, IAAC, UCPH, VTT, CIRCE, LIU, CVUT, FPZ

Table 9: ELABORATOR's partners roles

- **All partners**
 - Include the EU funding, CIVITAS and EU Cities Missions logos in all dissemination materials
 - Include ELABORATORS homepage and social media information in all dissemination materials
 - Share and promote ELABORATOR's website and social media channels with your network
 - @tag ELABORATOR and relevant partners in social media posts
 - Contribute with relevant content for the website news items and the digital newsletters
 - Follow ELABORATOR's brand guidelines with the correct colours, templates and logos
 - Fill out the necessary information on the communication & dissemination, publications and events monitoring tools
- **Living Lab Teams**
 - Always register with photos and videos the activities and public events organised locally
 - Provide regular updates about the Living Lab activities for the website and technical booklet
- **Industry and business**
 - Feature ELABORATOR products and actions as part of a consortium
 - Share updates on your network newsletters and events about ELABORATOR's activities
 - Always check with other industry and business partners and the consortium if there are any conflicts of interest in content
- **Associations and NGOs**
 - Share updates on your network newsletters and events about ELABORATOR's activities
 - Include and advocate for ELABORATOR's actions as a topic in relevant working groups or task forces
 - Look for possible collaboration with other projects and initiatives in their dissemination efforts
- **RTOs and Academia**
 - Contribute and publish in scientific publications and conferences
 - Follow the Open Science principles
 - Provide a simple-to-read summary of relevant academic publications and contributions for ELABORATOR's website

Table 10: Partners' responsibilities towards communication & dissemination activities

Concerning academic publications, all partners should observe the following instructions, according to the CA:

All Partners

- *When an opportunity is identified:*
 - Register the request in Contribution requests Excel, tagging POLIS at **least 45 calendar days in advance**, and register the activity in the Events Calendar if relevant
 - Share the abstract/draft paper/draft poster, presentation etc., and more detailed information with POLIS
- *POLIS sends the information and request within **2 working days** to the Consortium partners for approval, modification and request for extra information/clarifications or rejection*
- *The **Consortium partners** have 30 calendar days to reply to POLIS; **no response is considered as approval**. POLIS then informs the initiator and the Project Coordination about the decision*
- **In case of Approval**
 - The initiator may proceed with the submission planned publication
- **In case of Conflict or Objection**
 - Any Consortium member can object to proposed academic publication in cases of overlaps or risk of disclosure of restricted or confidential information. The objection has to include clear reasoning as well as a precise request for necessary modifications. The issue is discussed among the Coordinator and the involved partners

Table 11 – Academic publication procedures for all partners

For presentations in **conferences or seminars**, partners should notify POLIS **at least 10 days before** the presentation. Any **objection** by other partners regarding the planned presentation should be given within **7 days after the notification**.

To ensure the visibility of participation in events partners should consider the following:

All Partners

- *Before the event:*
 - Send the event information via email so it can be disseminated via ELABORATOR's social media and the website.
 - Use the appropriate template, logos, EU-funded disclaimer and other guidelines presented in this document to prepare presentations and other materials.
- *During the event:*
 - Make sure to take pictures of your participation.
 - If sharing on social media, do not forget to tag ELABORATOR's official pages.
- *After the event:*
 - Send POLIS the pictures or videos of your participation.
 - Write a small text explaining what the event was about and how it supports ELABORATOR's goals so it can be added to the news items.
 - Fill out the monitoring tool with all the relevant information.

Table 12: Events visibility guidelines

The Communication & dissemination KPIs and responsible partners and contributors table is presented in the following page.

Tools	Indicators	Target per year				Responsible partner	Contributors
		1	2	3	4		
Website	Total visits per month	≥100	≥150	≥150	≥150	POLIS	All partners
Twitter/X	ELABORATOR followers	75	125	150	150	POLIS	All partners
LinkedIn	Followers of ELABORATOR page	75	100	150	150	POLIS	All partners
Videos	Number produced	≥1	≥2	≥6	≥3	POLIS	Living Lab teams, all partners
Leaflets	Number produced	1	Update	Update	Update	POLIS	All partners
Technical leaflets	Published /distributed	--	1 ≥100	Update ≥100	Update ≥100	POLIS	All partners
Webinars	Organised /participants	2/≥50	3/≥60	4/≥60	3/≥60	POLIS	Living lab teams, all partners
ELABORATOR's events	Participants	--	>70	>100	>200	Living Lab teams and POLIS	All partners
Conferences	Presentations	>5	>10	>15	>10	RTOs/Academia Associations /NGO	Other partners
Trade shows	Exhibition stands	>1	>1	>1	>1	Industry and business actors	Other partners
Scientific publications	Number	>5	>5	>5	>5	RTOs/Academia	Other partners
Trade magazines & non-scientific publications	Number	>1	>2	>2	>2	Industry and business actors	

Table 13: Communication & dissemination KPIs and responsible partners and contributors

7.1 Monitoring tool and events calendar

A monitoring tool for dissemination, communication and publications was developed to monitor the efforts made by ELABORATOR. This tool is crucial in assessing this Strategy and reporting all the communication, dissemination, and publication via the EC SyGMA portal. It is developed based on the information needed for reporting and should be populated regularly.


Every partner is responsible for inserting the information on activities they performed and following the instructions on the tool document. Once the activity was performed, partners should complete the information on the tool, preferably **one week** after the activity. This facilitates the reporting

process for every partner and creates a seamless procedure and routine for the consortium. Reminders will be sent to partners as needed.

This is a live Excel document with three tabs: Dissemination activities, Communication activities and Publications repository. The tool is available in the project SharePoint.

The ELABORATOR event calendar follows the same principle. This tool facilitates the organisation and participation of the project's partners in external events. Partners should fill in the information as soon as they have it and follow the additional instructions provided above.

Regular communication & dissemination bi-monthly meetings will be held to keep partners informed about activities and opportunities, and to complement the monitoring. As often as needed, POLIS can provide additional information and instructions on the guidelines presented here.



Dissemination monitoring

Version 1.0

Last Update: 2020-09-01

By (name of partner): POLIS

Rules to follow when completing the Spreadsheet:

PLEASE CHECK THE OTHER TABS FOR COMMUNICATION ACTIVITIES AND PUBLICATIONS.

The fields with * are mandatory for reporting purposes, so please always fill them. Fields that have specific categories are identified with drop-down lists.

1. Column A: Choose from the Drop-down list one option which best corresponds to the dissemination activity. If you do not find an appropriate one, choose "Other"

2. Column B: Give the exact name of the event, e.g. POLIS Conference, magazine, e.g. Thinking Cities Issue 2, 2019; or activity. You may also include the title of the presentation. Please DO NOT specify the name of the presenter the organisation is sufficient.


3. Column C: Choose a category from the Drop-down list. If there was a mixed audience, please select the most predominant one. In rare cases, choose "Other" if no other categories really suit. You can add a comment if necessary.

4. Column D: Give an estimate of how many people (approximately) were at the event / visited the website, etc.

5. Column I: If available, always provide a link.

As a general comment, Please, **do not** list here your contributions to the **ELABORATOR newsletter and website**.

PLEASE CHECK THE OTHER TABS FOR COMMUNICATION ACTIVITIES AND PUBLICATIONS.



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Reporting Table

Type of dissemination activity *	Dissemination activity name *	Target audience reached *	Size of audience	Description of the objective(s) with reference to a specific project output (max. 200 characters) *
choose from the drop-down list		choose from the drop-down list		

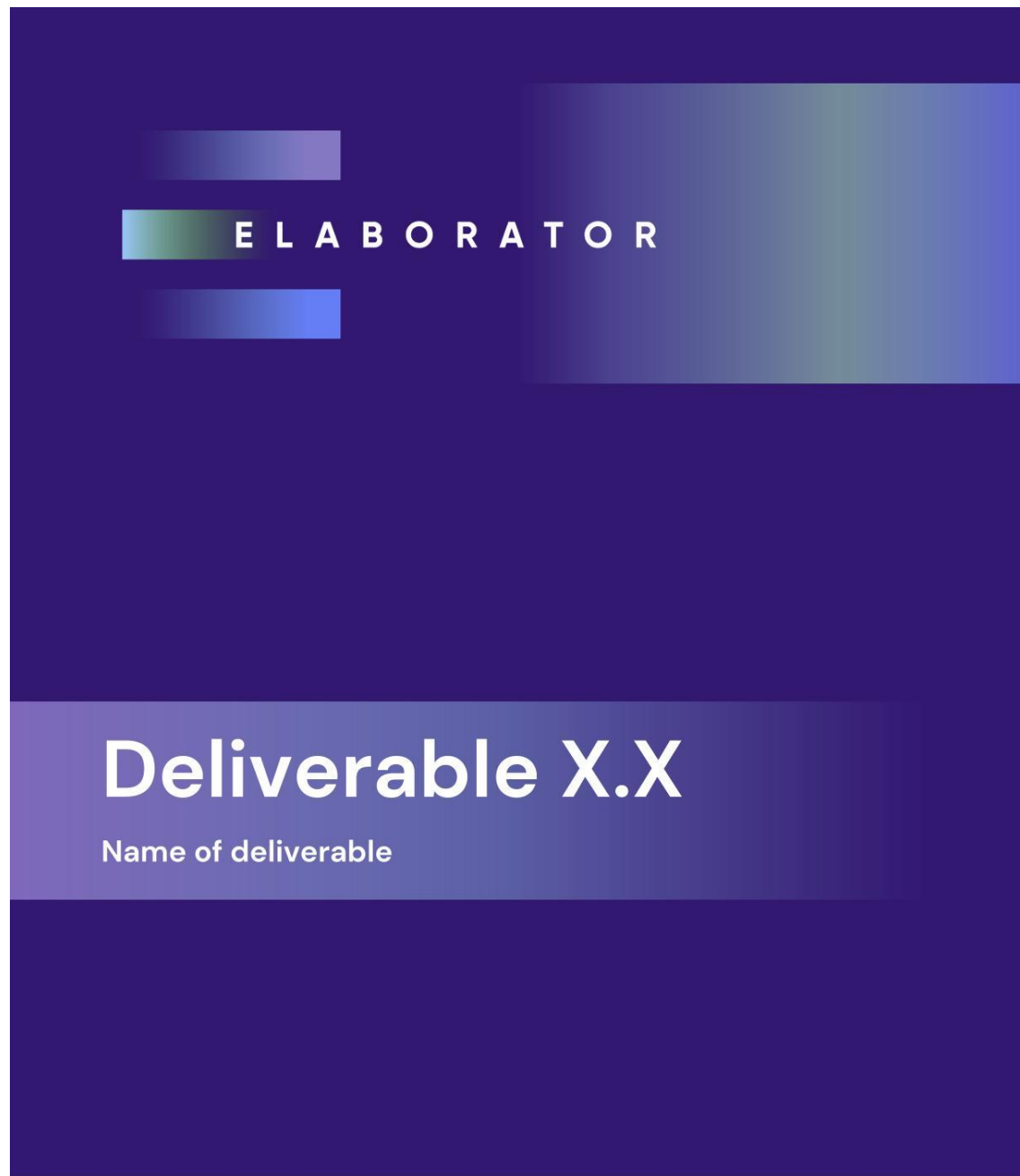
Figure 19: ELABORATOR's Dissemination monitoring tool

[illegible]

Figure 20: ELABORATOR's Publication repository tool

8 Annexes

8.1 Annex I – Deliverable Template



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Document Control Page

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Submitted by (Project Coordinator)	[Name, organisation]
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Project Acronym	ELABORATOR
Project starting date	01/06/2023
Project duration	42 months
Rights	ELABORATOR consortium

**Document History**

Version	Date	Beneficiary	Description
0.1	DD/MM/YYYY	[Name, organisation]	
0.2	DD/MM/YYYY	[Name, organisation]	
0.3	DD/MM/YYYY	[Name, organisation]	

Project Executive Summary

ELABORATOR stands for 'The European Living Lab on designing sustainable urban mobility towards climate neutral cities'. The EU-funded project uses a holistic approach for planning, designing, implementing and deploying specific innovations and interventions towards safe, inclusive and sustainable urban mobility. These interventions consist of smart enforcement tools, space redesign and dynamic allocation, shared services, and integration of active and green modes of transportation.

They will be specifically co-designed and co-created with identified "vulnerable to exclusion" user groups, local authorities and relevant stakeholders. The interventions will be demonstrated in a number of cities across Europe, starting with six Lighthouse cities and six Follower cities with three principal aims:

- I. to collect, assess and analyse user needs and requirements towards a safe and inclusive mobility and climate neutral cities;
- II. to collect and share rich information sets made of real data, traces from dedicated toolkits, users' and stakeholders' opinions among the cities, so as to increase the take up of the innovations via a twinning approach;
- III. to generate detailed guidelines, policies, future roadmap and built capacity for service providers, planning authorities and urban designers for the optimum integration of such inclusive and safe mobility interventions into Sustainable Urban Mobility Plans (SUMP).

ELABORATOR Lighthouse cities

- Milan (Italy)
- Copenhagen (Denmark)
- Helsinki (Finland)
- Issy-les-Moulineaux (France)
- Zaragoza (Spain)
- Trikala (Greece)

ELABORATOR Follower cities

- Lund (Sweden)
- Liberec (Czech Republic)
- Velenje (Slovenia)
- Split (Croatia)
- Krusevac (Serbia)
- Ioannina (Greece)

Social Links:


[Twitter/X](#)

[LinkedIn](#)

For further information please visit www.elaborator-project.eu

Project Partners

Organisation	Country	Abbreviation
INSTITUTE OF COMMUNICATION AND COMPUTER SYSTEMS	EL	ICCS
POLIS AISBL	EL	POLIS
EVROPSKI INSTITUT ZA OCENJEVANJE CEST	SI	EURORAP
MULTICRITERI-MCRIT AIE	ES	MCRIT
INSTITUT D'ARQUITECTURA AVANCADA DE CATALUNYA	ES	IAAC
COMUNE DI MILANO	IT	CDM
STEFANO BOERI ARCHITETTI SRL	IT	SBA
THINGS SRL	IT	THIN
AGENZIA MOBILITA' AMBIENTE E TERRITORIO SRL	AMAT	AMAT
KOBENHAVNS KOMMUNE	DK	CPHK
KOBENHAVNS UNIVERSITET	DK	UCPH
ANALYSE & TAL F.M.B.A	DK	A&T
FORUM VIRIUM HELSINKI OY	FI	FVH
TEKNOLOGIAN TUTKIMUSKESKUS VTT OY	FI	VTT
SOCIETE D'ECONOMIE MIXTE ISSY – MEDIA (SEM ISSY MEDIA)	FR	ISSY
COLAS	FR	COLAS
IFP ENERGIES NOUVELLES	FR	IFPEN
URBAN RADAR	FR	URAD
AYUNTAMIENTO DE ZARAGOZA	ES	AYZG

FUNDACION CIRCE CENTRO DE INVESTIGACION DE RECURSOS Y CONSUMOS ENERGETICOS	ES	CIRCE
JOC RENTAL S.L	ES	MYR
ANAPTYXIAKI ETAIREIA DIMOU TRIKKAION ANAPTYXIAKI ANONYMI ETAIREIA OTA	EL	ETRIK
URBANA	EL	URB
LUNDS KOMMUN	SE	LUND
LINKOPINGS UNIVERSITET	SE	LIU
SENSATIVE AB	SE	SENS
STATUTARNI MESTO LIBEREC	CZ	LIBER
CESKE VYSOKE UCENI TECHNICKE V PRAZE	CZ	CVUT
MESTNA OBCINA VELENJE	SI	MOV
AV LIVING LAB, D.O.O.	SI	AVLL
INTERNET INSTITUTE, COMMUNICATIONS SOLUTIONS AND CONSULTING LTD	SI	ININ
GRAD SPLIT	HR	SPLIT
SVEUCILISTE U ZAGREBU FAKULTET PROMETNIH ZNANOSTI	HR	FPZ
CITY ADMINISTRATION OF THE CITY OF KRUSEVAC	RS	KRUS
MUNICIPALITY OF IOANNINA	EL	IOANN
PLATOMO GMBH	DE	PLAT
INTERNATIONAL ROAD ASSESSMENT PROGRAMME	UK	IRAP
UNIVERSITY OF BRISTOL	UK	UBRIS

List of abbreviations and acronyms

Acronym	Meaning
ASAP	As Soon As Possible
B2B	Business-to-business
B2C	Business-to-Consumer
EC	European Commission
GA	Grant Agreement
KoM	Kick-off Meeting
KPI	Key Performance Indicator
WP	Work Package
MS	Milestone

Table of Contents

Contents

1	Header one.....	6
1.1	Header 2	6
1.1.1	Header 3.....	6
1.2	Structure of the deliverable and links with other work packages/deliverables	7
1.3	Example of citation.....	7
2	Header 1 (18 pt).....	8
2.1	Header 2 (14 pt).....	8
2.1.1	Header 3 (12 pt)	8
	Bullet list style example.....	8
2.2	Numbered list style example	8
3	Conclusions	10
4	References	11
5	Annex.....	12

List of figures

Figure 1 – Label of the first figure	7
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List of tables

Table 1 – Label of the first table.....	9
Table 2: insert new table.....	9

Deliverable executive summary

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This is an example of a pull-out statement. This can be used to highlight important details or quotes.

1 Header one

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Figure 1 – Label of the first figure

1.2 Structure of the deliverable and links with other work packages/deliverables

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1.3 Example of citation

Citation of a paper (X, 2018)

2 Header 1 (18 pt)

2.1 Header 2 (14 pt)

2.1.1 Header 3 (12 pt)

2.1.1.1 Header 4 (12 pt)

2.1.1.1.1 Header 5 (10 pt)

Standard (10 pt)

Emphasis

Intense emphasis

List style examples

Bullet list style example

- Bullet
- Bullet
- Bullet

2.2 Numbered list style example

1. Numbered list
2. Numbered list

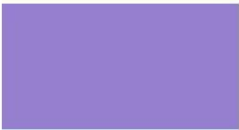



Table Column title
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Table Column body

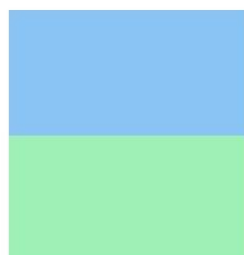
Table 1 – Label of the first table

Below is an alternate table example taken from the ‘Table Design’ tab, all the preset tables’ use the brand colours so any can be used.

Table 2: insert new table

For tables and graphs pick colours and related shades included in the palette of the theme.

	RGB	HEX
	133/120/195	#8578C3
	211/227/255	#D3E3FF
	101/125/245	#657DF5
	47/27/109	#2f1b6d



150/194/239

#96C2EF

176/237/186

#BOEDBA

3 Conclusions

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4 References

1. Author (2000). Title. etc.
2. Author (2000). Title. etc.
3. Author (2000). Title. Etc

For each reference, please choose the appropriate referencing style.

Journal

Author (Year). Title. Journal, Volume(Issue), (pp. page#–page#).

Book

Author (Year). Title (Edition). City: Publisher.

Book section

Author (Year). Title. In Editor name (Ed.), Book Title (Edition, pp. page#–page#). City: Publisher.

Conference paper

Author (Year). Title. Paper presented at the Conference Name, Conference Location. Retrieved from URL.

Web page

Author (Year). Title. Retrieved on Date from URL.

General

Author (Year). Title. In Secondary Author (Ed.), Secondary Title (Edition, pp. page#–page#). City: Publisher.

5 Annex

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8.2 Annex II – Presence List Template



Name of meeting

XX/XX/XX

First Name	Last Name	Organisation	Signature

Funded by the
European Union

8.3 Annex III – Meeting Minutes Template



Meeting Name

Meeting Minutes

Date: XX/XX/XX

Meeting organiser: *Organisation*

Type of meeting: *Internal/External*

Note taker: *Full name, Organisation*

Minutes

1 Header one

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Table example

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8.4 Annex IV – Meeting Agenda Template

Meeting Name

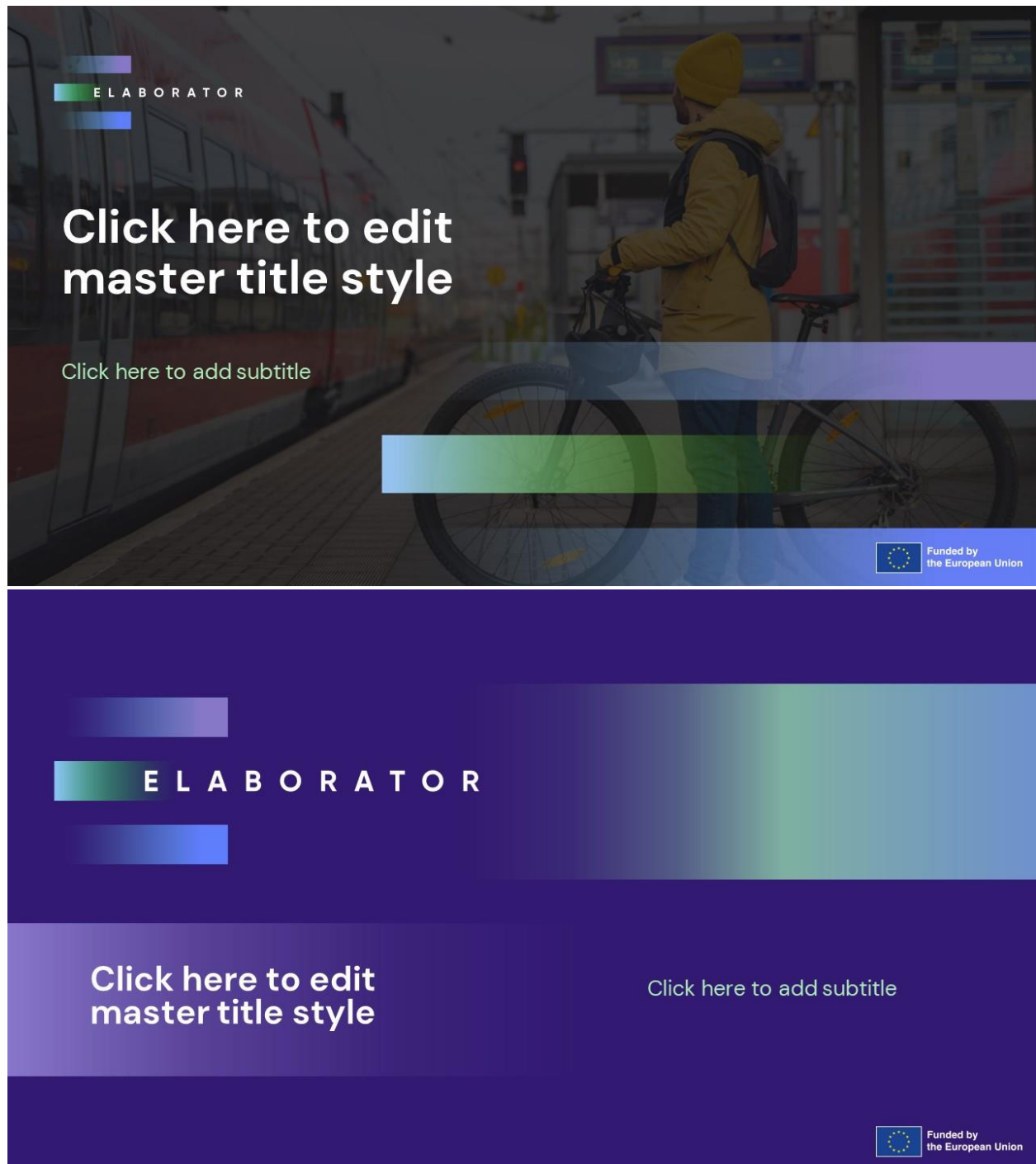
DD Month YYYY, Location (*place or online*)


Agenda (draft/final)

(insert meeting details – internal/external, exact duration (days, time), exact location and link, and other necessary info)

[illegible][illegible]



8.5 Annex V – Presentation Template



 ELABORATOR

Click here to add subtitle

Divider slide – Click here to edit title

 Funded by the European Union
 Funded by the European Union

General slide

- Bullet List level 1
 - Level 2
 - Level 3
 - Level 4
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Blank slide

- Bullet List level 1
 - Level 2
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- Bullet List level 1
 - Level 2
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 - » Level 5

Centered feature slide

Content goes here

Feature slide

- Bulletpoints 1
 - Bulletpoints 2
 - Bulletpoints 3
 - Bulletpoints 4

Images with content



Images with content
Images with content



Images with content
Images with content



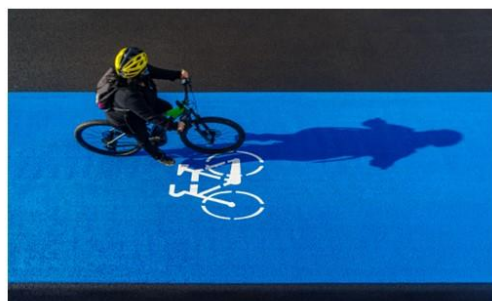
Images with content
Images with content



80%

Statistics or key points help quickly grab attention and improve engagement

Feature slide with image



Short annotation or picture description goes here below the image.

Feature slide with image



Short annotation or picture description goes here below the image.

Three panels

Pull out box

Statistics or key points help quickly grab attention and improve engagement

Pull out box

Statistics or key points help quickly grab attention and improve engagement

Pull out box

Statistics or key points help quickly grab attention and improve engagement



Thank you

Name:

Organization:

Contact details:



ELABORATOR contributes to achieving the aim of CIVITAS initiatives and the goals of the EU Mission: Climate-Neutral and Smart Cities



Thank you

Name:

Organization:

Contact details:



ELABORATOR contributes to achieving the aim of CIVITAS initiatives and the goals of the EU Mission: Climate-Neutral and Smart Cities



Table example

Text Here	Text Here	Text Here	Text Here	Text Here
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8.6 Annex VI: Local communications checklist/plan

Local communication is essential to ensure every Living Lab communicates effectively to each of its local target audiences. To do this, in collaboration with the project coordinator and other WP leaders, the ELABORATOR communications team (WP8 leader POLIS) will appoint one person from each Living Lab who will act as a local person of reference for all local communication activities. The team will nevertheless remain at their disposal to provide all the necessary materials, sharing all the available project media and any ad hoc support that may be needed by the local dissemination manager based on the overall communications and dissemination strategy.

The Local Person of Reference, together with the local team, will use the checklist below to help them better communicate the Living Lab activities to the local stakeholders and media. They will be responsible for sharing input for the ELABORATOR website and newsletter. In their local language, they should aim to have the ELABORATOR's local actions featured in the city's social media channels and website.

The checklist addresses the following elements:

- ❑ **Define key messages:** *aside from the project's key messages, what messages do I want my Living Lab to communicate? How do I translate these effectively in my local language/in English?*

Important things to consider when drafting your key messages:

- What is the overarching purpose of my Living Lab, and how does it contribute to my city's broader objectives?
- What specific goals or outcomes do you aim to achieve through your Living Lab, and how can these be reflected in your key messages?
- Are my key messages aligned to those defined in the overall ELABORATOR communications strategy?

- ❑ **Identifying target audiences:** *who are the main groups that I want to reach with my Living Lab activities, and what are their specific needs and interests?*

- Define the local target audiences you want to reach out to
- Align/adapt defined key messages to resonate with each of the identified target audiences – but make sure they remain consistent with one another
- Consider each of the target groups' demographics, interests, and communication preferences

- ❑ **Selecting the communication tools:** *what are the best tools to communicate the key messages to each target audience?*

- Choose tools that are accessible and effective within your local community.
- Consider a mix of online (website, social media, electronic newsletters, etc.) and offline channels (printed media, face-to-face communication during local meetings,

workshops, and events, local commerce, etc.) based on an understanding of your target audience preferences.

- ❑ **Assessing communication impact:** *is my Living Lab's current approach to local communications effective?*
 - Implement metrics to measure the success of your communication efforts – this can be done in several ways, and the most comprehensive method is to carry out:
 - an **Output Assessment**, assessing whether Living Labs have managed to produce and distribute communication outputs as planned or not (e.g. numbers of printed leaflets, web posts, press releases etc.)
 - an **Uptake Assessment**, assessing whether target audiences have picked up Living Lab's communication or not (e.g. participation in events, web visits, press releases used to develop news articles, picked-up leaflets)
 - an **Impact Assessment**, assessing whether the key messages have reached their goal or not.
 - Based on these assessments, one should regularly review and adjust the plan based on overall performance.

This checklist should be used as a reference and support by the Local Person of Reference. The checklist will also help when providing input to the project's website and newsletter. More detailed information and the necessary support will be provided to the Living Lab teams after M8.