

## e-smartec Advanced Communication Plan

*'We care for each other, we care for our space,  
we become part of mobility planning'*

<b>Document/Deliverable name</b>	<b>e-smartec Advanced Communication Plan</b>
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<b>Reviewer (s)</b>	<b>CERTH</b>
<b>Status (Final, Draft)</b>	<b>Final</b>
<b>Comments</b>	<b>Third draft with comments from PC</b>
<b>Date</b>	<b>20 January 2020</b>

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## 1. About e-smartec

e-smartec project is designed to strengthen the urban dimension of regional and local mobility policy-making, contributing to the implementation of the EU goal on the transition to a low carbon economy, by enhancing sustainable measures acceptance level.

Many European urban areas face a series of environmental challenges linked to mobility – congestion linked to air pollution. Based on the experience, sustainable urban mobility planning cannot be achieved without the commitment of key stakeholders and travellers and given this need, e-smartec proposes accompanying each step of mobility planning with the deployment of targeted marketing techniques for linking bottom-up and top-down decision making.

Users' engagement in mobility planning is often a big challenge for authorities since it requires deep knowledge of marketing and sociological aspects – overcoming this obstacle is the central axis of the experience exchange among authorities and experts in e-smartec project.

e-smartec aims to enhance citizen and stakeholder engagement in sustainable urban mobility planning through targeted marketing techniques.

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## 2. About this Document

This 'Advanced Communication Plan' gives guidance for the work of e-smartec on communication and dissemination activities. The document provides both the general vision and the communication tools and activities to be developed to reach e-smartec communication goals.

This document also describes the specific tools which will be used according to the target groups and includes communication objectives, target audiences and key messages as well as a description of the specific communication tools and documents, the indicators to reach, the distribution of work among partners and the specific steps and communication channels to approach a 4-level stakeholders' targeted audience: citizens, local/regional authorities and stakeholders located in the e-smartec regions, EU-level stakeholders and central/regional governments of the six e-smartec regions.

The present version of the document would be a living document updated when necessary to better reflect the latest developments of the project.

Furthermore, this document will provide a detailed explanation on how the communication efforts will be firstly tested within the internal audience to understand each partner communication capacity and allocate special roles among a close group of local stakeholders and project partners. E-smartec communication strategy will be closely related to the marketing techniques identified as Good Practices from all project partner and are to be used for the project internal and external communication.

### 3. Communication & Dissemination Plan: General Overview

The overall aim of the e-smartec communication plan is to communicate effectively e-smartec outcomes both internally and externally and disseminate the project results at EU level, via relevant communication channels. e-smartec communication strategy will also aim at raising awareness among project partners, a close group of stakeholders and public audience about the importance of citizen and stakeholder engagement in sustainable urban mobility planning.

The activities described in this document are coordinated by the project partner Polis and are to be carried out by all project partners throughout the duration of the project. Polis will provide the rest project's partners with the relevant tools (e.g. templates and documentation) and instructions for their actions both at the local/regional level and at the European level, putting emphasis on capitalizing the project's findings on advanced marketing techniques.

Polis has also access to the online communication tools (i.e. website and social media) and will be able to share the partners' messages via these channels. Polis will closely cooperate with all project partners for the preparation and dissemination of the communication materials of the project (press releases, articles, brochures).

The definition of a clear and comprehensive Advanced Communication Plan corresponds to Task T2.1: The consequent Task T2.2: 'Advanced communication and dissemination actions' will follow closely what the present document sets as objectives and activities.

## 4. Targeted Approach

### 4.1 Objectives and target groups

#### External

The overall objective towards external audience is to increase awareness about the need to support the participatory character of sustainable mobility plans and for the need to adopt mobility behaviours that guarantee sustainability in living areas. Polis will provide a short guidelines document to all partners to ensure effective external dissemination of the project. The use of the project motto '*We care for each other, we care for our space, we become part of mobility planning*' will be key to reach out this target group.

Table 1: External audience description, tools and risks

Target group	Definition	Objective	Communication tools	Risks
Local decision makers	Mayors Deputies Mobility officers Mobility experts	To be persuaded of the value of experience	Expert panels Workshops Trainings Living labs	Issues of fragmentation between departments or

		exchange and of the mobilisation of citizens in mobility planning.	Public events	between each other, which hinders the cooperation in sustainable urban mobility planning
<b>Persuaded citizens</b>	Citizens already familiar with the benefits of participating in the development of sustainable mobility	To provide the tools and channels to make the participation possible.	Social media Workshops Public events	Citizens already willing to participate could not find suitable participation channels
<b>Non-Persuaded citizens</b>	Public not familiar with the project topics	To create awareness on their participation in the development of SUMP	Social media Workshops Awareness campaign Open street events	Citizens are the final receivers but very often they view is ignored

### Internal:

The general objective of the internal communication is to test the project marketing techniques in order to pass information and gain common understanding and strategic direction among a close group of stakeholders including project partners.

Table 2: Internal audience description, tools and risks

Target group	Definition	Objective	Communication tools	Risk
<b>Project partners</b>	Six local project partners	To exchange communication on project activities and events	Word of mouth project communication Personal social media (LinkedIn) Mailing list	Not achieve enough response from project partners
<b>Mobility authorities of the PI addressed</b>	Local authorities in the municipalities	To improve the performance of Regional Operational Programmes as regards low carbon vision through sustainable and acceptable mobility planning	Workshops Public events	Authorities would not give priority to mobility planning
<b>Local stakeholders</b>	Tourism and Commercial	To enhance the capacities of regional and local	Expert panels Workshops Trainings	Failing in convincing stakeholders to

	Academia Associations Public Transport Operators Ministries Associations of citizens Commercial associations in the six e- smartec regions	stakeholders to adopt and implement innovative participatory-led urban mobility solutions.	Living labs Public events	get involved in the project
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## 4.2 Approach & Key Messages

Given the typology of the target groups, the e-smartec communication approach and key messages can be presented as follows:

Table 3: Presentation of e-smartec communication approach and key messages

	<b>INTERNAL*</b> <i>Project partners</i> <i>Close group of local stakeholders</i>	<b>EXTERNAL *</b> <i>Citizens</i> <i>Decision makers</i>
<b>'BROAD' communication</b> Mainly with general messages and via mass media channels	<b>N/A</b>	<b>Citizens</b> Key message: "We care for each other, we care for our space, we become part of mobility planning."
<b>'TARGETED' communication</b> (a defined number of entities) Mainly via direct communication and tailor-made messages	<b>Local and regional authorities</b> Key message: "SUMP's require interdisciplinary and intermunicipal approach and require alignment with regional policies"	<b>Decision Makers</b> Key message: "As the new mobility planning concept, SUMP's have many positive effects on mobility, environment, accessibility, quality of life, etc. Funding for SUMP preparation and implementation must be secured and increased where possible"

\* National languages are necessary to reach citizens, experts and scientists as well as the local authorities and civil servants. Communication towards these groups will be made in priority in the national languages. External cities and national governments will be addressed

at a European level, therefore, communication will be made in English. Communication in national language might be appreciated by national governments though.

## 5. e-smartec Visual Identity

INTERREG Europe provided a [Project Branding Guidelines](#) for all its projects. The document explains the projects visual identity depending on the topic. Since typically e-smartec is part of the Low-carbon economy projects, the colour to be use for all communication tools is “deep green”. INTERREG Europe also provides the project logo:



Figure 1: e-smartec logo and colour

The Branding Guidelines contain all information regarding the use of fonts and the EU Emblem and ERDF references, the use of the INTERREG logo, logo backgrounds, the Infographic samples and the PowerPoint template<sup>1</sup>. The document also provides guidelines on the project poster which is further explained in another section of this document.

All logos and templates are made available to the e-smartec partners through the internal document sharing platform (cloud).

<sup>1</sup> e-smartec uses the PowerPoint template provided by INTERREG Europe, adjusted to the project's identity

## 5.1 Project Motto

The use of the project motto *'We care for each other, we care for our space, we become part of mobility planning'* will be used as part of the project identity to create awareness on the project objectives. The motto will be included in all communication material (leaflets, roll-up banner and poster) and will be disseminated through the project digital channels (website and social media).

Project partners are encouraged to use the motto in all documents such as invitation, agendas and other material distributed during the local events.

By M9 a social media campaign will be launched by Polis with the aim to promote the motto. Project partners are expected to collaborate with the campaign dissemination in their channels and among their networks.

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## 6. e-smartec Communication Tools

e-smartec Communication activities will be based on several key communication tools.

### 6.1 Website

The e-smartec website is a key dissemination and communication instrument for the project. The project website is envisaged as the main gateway to the outside world.

The project website is hosted by INTERREG Europe platform at the following URL: <https://www.interregeurope.eu/e-smartec/> and, therefore, follows the same structure as all other INTERREG Europe's projects. The e-smartec website is managed by Polis. The website will be updated on a regular basis in order to keep the audience informed about all events and meetings happening at the project regions.

The website presents information on the project and its objectives and a specific section is dedicated to the Regional Policy Instruments. A webpage presents the project partners and allows external stakeholders to get in contact with them. In addition, news items and events can be created on two respective dedicated pages. This allows to show regularly the progress of the project and to use the website as the main reference for communication around e-smartec events.

As it allows to share key documents with the different target groups, the 'Library' webpage is of importance for e-smartec. Furthermore, all public deliverables and documents will be uploaded on this page, including presentations given at public events (i.e. local workshops). As a complement of the library, e-smartec will use the Policy learning platform of INTERREG to disseminate the key policy-related documents.

**Indicators:** 1500 sessions per semester on average on the total duration of the project. Particular attention will be given to the evolution of the number of sessions over the time.

### Role of partners

**Polis:** main responsible partner for the website update and maintenance. Tasks are distributed as follows:

**Polis** will keep partners' interest on feeding the website alive, collect and upload information on the e-smartec website and will suggest ideas for development.

**All partners** should ensure regular updates of the project website with information on the local (regional) actions and the action plan implementation.

## 6.2 Social Media Channels

e-smartec is also active on social media via three main channels: Twitter, LinkedIn and YouTube. As other communication channels, social media seek at contributing to raise awareness and communicate project outputs to a wider audience.

The social media channels will be updated on a weekly basis. Polis is managing the three accounts and will encourage project partners to use the channels via emails and other internal communication. Due to their different audiences and functions, e-smartec will make different uses of the three social media channels:

### 6.2.1 Twitter

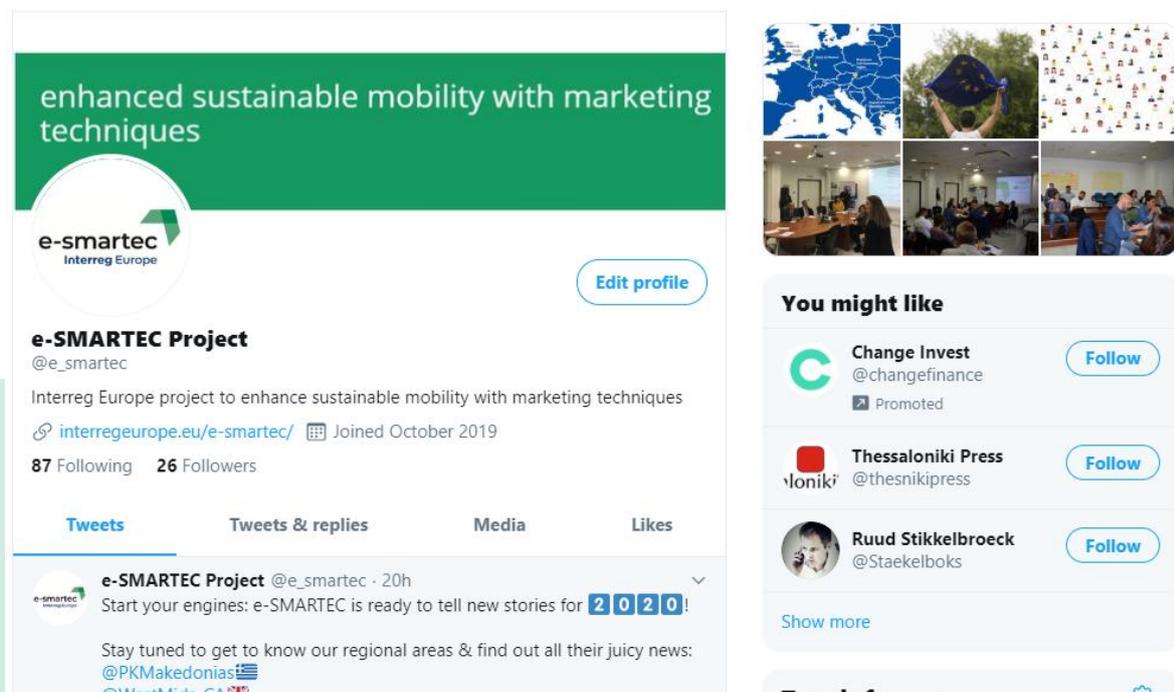


Figure 2: e-smartec Twitter account

Since the objective will be to reach target groups at the European level, the language used for Twitter will be English. Through Twitter, e-smartec will disseminate its own events and other events in which the project participates, as well as it will always use relevant hashtags such as:

#SUMP  
#UrbanMobility  
#MobilityPlanning  
#e\_SmarTecCares  
#ourpeople  
#ourspace

Furthermore, Twitter will be used as a platform to connect with other stakeholders and retweet relevant news and events.

The Twitter account will be used as a tool to attract audience to the e-smartec website and therefore increase the number of visits on the website. Articles and documents published in the website will be shared over Twitter. For local communication, regions are encouraged to follow e-smartec and retweet and/or translate messages in local languages, using the same key words including #Interregesmartec. If necessary and with the support of partners, the e-smartec main Twitter account will occasionally tweet in other projects languages.

URL: [https://twitter.com/e\\_smartec](https://twitter.com/e_smartec)

### 6.2.2 LinkedIn

A LinkedIn group will be created with the objective to target specifically local experts and professionals. It will allow stakeholders from the different projects regions to engage in active discussions and exchange of knowledge on SUMP, mobility planning and marketing techniques.

URL: <https://www.linkedin.com/groups/12311425/>

Polis will commit to encourage project partners to not only join the LinkedIn group but also active participate in the discussion. This will be done via emails.

### 6.2.3 YouTube

A project YouTube channel will be created to disseminate the e-smartec video and other relevant videos made by projects partners as well as the recording of webinars. This tool will allow to easily share content and to analyse the views and dissemination results.

### Role of partners

**Polis:** main responsible partner for the social media accounts update and maintenance.

**Polis:** will post new content on the accounts on a regular basis and will interact with the virtual community.

**All partners** are encouraged to follow/join e-smartec on the social media channels and contact Polis when something should be published on one or several national social media account(s). They are invited to use their corporate and/or personal accounts to relay e-smartec messages (in their local languages, towards their own contacts)

### 6.3 Brochure, roll-up Banner & project video

e-smartec will develop a brochure to promote the project and link different audiences to the e-smartec website and Consortium. The brochures will be available in PDF format for electronic distribution and for normal office colour printing in all six e-smartec languages: English (1000 copies), Dutch (100 copies), Italian (150 copies), Greek (100 copies) German (100 copies) Slovak (100 copies). The brochure will be a triptych giving information about the project, its objectives, activities, expected results and partners. The brochure will use the visual identity of the project.

The basic English version will give information about all six e-smartec regions while the brochures in local languages will focus more specifically on Lazio Region (Italian), Venlo Region (Dutch), Region of Central Macedonia (Greek), West Midlands (second English version), Bratislava Self-Governing Region (Slovak) and State of Hessen (German).



Figure 4 e-smartec brochure

The brochures will aim at informing a wide audience about the project objectives and goals. The leaflets will be distributed by all project partners during the key events at the European, national and local level.

Furthermore, the e-smartec roll up will have relevant information on the project such as project objectives, project areas and logos. This material will be used for the project dissemination at e-smartec stands at events and conferences. Projects partners are expected to have a copy of the roll-up banner at their locations.

Besides, by M9 Polis will release a project video with outdoor scenes but also potentially some animations. The video will be in English and contain subtitles in the different languages and will be uploaded on the YouTube channel that will be created in a later project phase.

#### **Role of partners**

**Polis:** main responsible partner.

**Polis:** will develop a concept and a template. Polis will also oversee the production and printing of the leaflet made by a professional design agency.

**The six e-smartec regions** will have to give information and translate the text (via the template developed by Polis) in their local language.

**All partners** are responsible of the leaflet dissemination during the events.

#### **6.4 Poster**

At the beginning of the project, INTERREG Europe developed a poster, presenting key information on e-smartec.

All partners will print (minimum size: A3) and display the poster in their working premises in order to increase the visibility of the project towards local residents (i.e. for region partners) or mobility experts (i.e. for technical partners). The poster needs to stay visible for the whole duration of the project.



Figure 5 e-smartec poster

### Role of partners

**Polis:** main responsible partner.

**Polis** will oversee the update of the poster made by a professional design agency.

**All partners** are responsible for printing and displaying the poster at their premises.

## 6.5 Press Releases & electronic Newsletters

In order to increase the projects audience, the e-smartec project will publish regularly press releases and electronic newsletters. These tools are made to reach a large number of people and will therefore use the 'broad communication' key messages.

e-smartec will also gather a list of a media and non-media contacts , which will be regularly updated. All partners should contribute to that. The list will be available to everyone in the Consortium and Polis will manage such document.

### 6.5.1 Press Releases and media appearances

For each event (at local or project level), press releases will be issued to reflect on the achievements/results. Press releases and media appearances will be also used to report on

the progress and important milestones of the project and will coincide with significant phases of the project, in order to raise awareness on e-smartec and specifically reach either local communities and citizens in the six e-smartec regions or the urban mobility community at the European level.

According to their context, the press releases can be sent to: several specialist transport publications, platforms such as Eltis ([www.eltis.org](http://www.eltis.org)), EPOMM ([www.epomm.eu](http://www.epomm.eu)) or CIVITAS ([www.civitas.eu](http://www.civitas.eu)), relevant mailing lists and local press.

Polis will be the main responsible of publishing additional press releases for other milestones or unforeseen developments, however project partners are expected to publish its own press releases in their local language in order to reach specific audience in each region. Polis will be informed about such publications and partners will oversee the translation into English for a broader communication.

**Indicator:** *A total of at least 60 appearances on press and media (excluding partners' websites and publications)*

*Polis created and circulated a monitoring document that will be used for the monitoring of all press releases.*

### Role of partners

**Polis:** main responsible partner.

**Polis** drafts the press releases after the project meetings in English and share them to the partners for being translated in local languages, drafts templates for the local events, coordinates the dissemination (decentralised approach) or disseminates to relevant media (centralised approach) and monitors the results (centralised approach).

**CERTH** as the e-smartec coordinator will assist Polis with the redaction and approval of the content

**Regions** are responsible for translation of project meetings' press releases, for drafting of the local events' press releases according to Polis templates in local and English versions, for dissemination and monitoring (decentralised approach).

**All partners** will work together to disseminate the information to relevant local organisations

## 6.5.2 Electronic Newsletters

In total the project will develop four electronic newsletters to keep the interested e-smartec community informed about the project progress, the project results and the development of the e-smartec Action Plans. The aim of the newsletters is to ensure to all interested stakeholders, both at local and European levels, a regular flow of information about the project in order to maintain awareness throughout the project lifetime.

The newsletter will consist of short articles in news, reports or interviews in English language on project activities and case studies. Fixed sections will include, e.g.

- Editorial
- Featured news or events
- General news from the project
- e-smartec region in the spotlight (one per issue)
- General Events and opportunities

Polis will foresee the coordination of the Newsletter which include the design and collection of content and contributions from partners.

Polis will be also be responsible for circulating the document electronically to all e-smartec partners and to the Polis general contacts database, all interested in urban mobility.

Additional interested stakeholders will be able to subscribe through the project and all project partners will circulate the newsletter (available for the download on the project website) to their relevant contacts.

*Table 4: e-smartec Newsletter Timetable*

Newsletter No.	Due to
1	M6
2	M12
3	M18
4	M24

### Role of partners

**Polis:** main responsible partner.

**Polis:** will coordinate the redaction of the content and disseminate it via its contact list.

**CERTH** as the e-smartec coordinator will assist Polis with the redaction of the editorial.

**Regions** will draft the content of the “e-smartec region in the spotlight”. They will also circulate the newsletters to the local stakeholders group and their networks.

**All partners** will be asked to contribute (for news items or specific content), based on the latest developments of the project.

## 6.6 Design & Dissemination of e-smartec key Documents

Additional to the e-smartec Word template that will be used for all internal and external e-smartec documents, Polis will work with a professional design agency for the design of other key communication documents such as template for reports, invitations and social media posts. This with the objective to keep harmony between all the project communication material.

Polis will coordinate the dissemination of these key documents to relevant target groups, using all platforms for SUMP and urban mobility at the European level, including Eltis ([www.eltis.org](http://www.eltis.org)), EPOMM ([www.epomm.eu](http://www.epomm.eu)) or CIVITAS ([www.civitas.eu](http://www.civitas.eu)) and relevant mailing lists. All partners will disseminate the documents, either electronically to their relevant contact lists or in local and European meetings and events.

### Role of partners

**Polis;** main responsible partner.

**Polis** will coordinate the design and printing of the documents (with a professional design agency) and the dissemination, both electronic and physical.

**CERTH** is responsible of the redaction (supported by Polis) of the documents.

**All partners** will support Polis for the dissemination of the documents.

## 7. e-smartec Marketing Techniques

Having already considered communication tools that are essential to implementing marketing techniques (social media and newsletters in particular), e-smartec adapts both traditional and innovative business sector's marketing techniques to its communication activities. The selected marketing techniques which will be taken by Good Practices successfully proven in other European projects at the e-smartec regions aim at:

- Widely and effectively engage citizens and stakeholders in the project;
- Punctually define tailored guidelines on engagement;
- Support the communication activities in a strategic, objective -oriented way.

e-smartec's specific objective of **Improving low-carbon economy policies** is thus directly proportional to the effectiveness of its marketing techniques as they are consistently employed on different communication tools and outlets.

Futhermore, e-smartec will internally exploit marketing techniques for passing information and gaining common understanding and strategic direction among project partners. In order to do so, marketing tools such 'information flow' (explained below), good citizen award, serious games and others will be selected along the project duration.

## 7.1 Crowdsourcing & Segmenting

**Crowdsourcing** is a sourcing model that e-smartec will use to obtain ideas and feedbacks from its target groups. At the same time, target groups (as seen in point 4.2) will be logically derived from the four main objectives of the project in terms of communication in what we can identify as a **marketing segmentation scheme**. e-smartec will adopt these complementary techniques for the purposes of:

- enlisting target groups in the design and execution of low-carbon economy policies;
- tapping into the groups' collective intelligence for solutions and local-awareness.

For example, e-smartec will monitor social media and create interactive posts (polls on Twitter) to receive feedback on local mobility policy-making. Online tools will be also used to raise awareness on the project's objective and influence people behaviour. Another example of crowdsourcing would be the idea banks that would be used to communicate e-smartec results and to develop forums where users can be in a dialogue/discussion for their problems and exchange ideas so as to influence them indirectly towards becoming active parts of mobility interventions design.

## 7.2 Word-of-Mouth & two-step flow of communication model

**Word-of-mouth marketing** is the passing of information that will be actively encouraged by e-smartec and Consortium partners throughout the project lifecycle. Regarding this matter, e-smartec content will be focused and crafted on the basis of **five key factors (APPLE)** that will drive target groups' engagement:

1. Accessibility – highly-readable, clear content;
2. Publicity – available, public content;
3. Practicality – informational, replicable content;
4. Leverage – influential, advantage-exerting content;
5. Emotion – relatable, emotion-led content.

To channel the potential of e-smartec APPLE content, the project will use the **two-step flow of communication model** as it was elaborated by sociologists Elihu Katz and Paul Lazarsfeld in 1955<sup>2</sup>.

The two-step flow of communication model says that most people form their opinions under the influence of "opinion leaders". Ideas and opinion thus flow from media to opinion leaders, and from them to a wider population, with opinion leaders passing on their own interpretation of information in addition to the actual media content.

In this frame, e-smartec will invite on LinkedIn and follow on Twitter "opinion leaders" in the field of low-carbon economy: by tagging and interacting with them, e-smartec will initially expose them to its APPLE content, which they will hopefully interpret based on their own ideals, theories and opinions. With the objective of triggering a successful two-step flow of communication, e-smartec will facilitate the process in which "opinion leaders" will begin to

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<sup>2</sup> PERSONAL INFLUENCE: THE PART PLAYED BY PEOPLE IN THE FLOW OF MASS COMMUNICATIONS. By Elihu Katz and Paul F. Lazarsfeld. Glencoe, Illinois: The Free Press, 1955. 420 pp

infiltrate their opinions on APPLE content through the general public, thus creating "opinion followers".

### 7.3 Wheel of Persuasion

The e-smartec project will use the approach of the "Wheel of Persuasion" – a platform created by Bart Schutz, Chief Persuasion Officer of Online Dialogue, to share more than 200 online, practical and proven persuasion techniques.

In particular, e-smartec will use two main marketing truths as presented on the platform:

1. Focusing Effect: *"We can only pay attention to a few things"*
2. Peak-End Rule: *"The ending and the highest peak of an experience determine how we remember it"*

and will also follow their related tips when promoting and delivering its content:

*Table 5: Communication tips based on the Focusing-Effect and the Peak-end Rule*

FOCUSING EFFECT	PEAK-END RULE
<ul style="list-style-type: none"> <li>➤ Put focus on only up to three points per content item</li> <li>➤ Emphasize the most unique and positive points of a content item</li> <li>➤ Do not exclusively focus on best points, but also on those that differ significantly from other projects</li> </ul>	<ul style="list-style-type: none"> <li>➤ Bring 'enlightening moments' from the project in one happy climax</li> <li>➤ Make sure that this positive climax is at the end of the content item</li> <li>➤ Associate positive climaxes with a reward (more information, exclusive content availability etc.)</li> </ul>

### 7.4 Sustainable Market Segmentation

This refers as a business process focused on defining market segments on the basis of customer demographic or psychographic attributes (such as age, location, culture, etc.). Segmentation is best when it uses the same understandings gained from market and user research used in Environmental Modeling and Positioning. Distinct market segments identify customers who require different products and services (either in configuration, features, pricing, messaging, or support).

As communication manager, Polis will be involved in the process of selection of evaluation of the marketing techniques. Furthermore, Polis will work together with project partners in order to find the best ways to implement the marketing techniques collected from M1 to M9.

## 8. e-smartec Stakeholders Engagements, Events & Synergies with other Projects & Initiatives

## 8.1 e-smartec stakeholder and citizens engagement

As communication manager, Polis is responsible for the external communication of the project objective and achievement with stakeholders beyond the project consortium. Thus, Polis will be informed about the organisation of the stakeholders' plenary meetings and the capacity building seminars by M14 and M21. Polis is in charge to publish press releases of the events on the project's website and disseminate the activities on social media.

Apart from the stakeholders' plenary meetings, local partners will be responsible for the organisation of other events such as:

- Living labs
- Expert panels, knowledge cafes and open street events with citizens
- Territorial meetings

Each e-smartec region is responsible for the entire organisation of these local activities. These events and activities will be designed to raise the awareness of local communities in relation to the project and the citizens and stakeholders' engagement in the development of SUMP. The activities will be organised in the national language and will adapt the content of the activities and documentations so that they correspond to the local communities' expectations, needs and interests.

Polis will be informed about each region plans with enough time in advance for dissemination of the events through the project channels, website and social media. Likewise, Polis is expected to keep in the loop with the development of the events to report 'live' on the social media and receive a report of each event for communication purposes.

### **Indicators:**

*At least 27 dissemination events (one per region)*

#### **Role of partners**

**e-smartec regions:** main responsible partner.

**e-smartec regions** will organise and animate the communication levels at the regions level and will report on it.

**Polis** will disseminate the events at the projects channels and support partners when needed.

## 8.2 European-level e-smartec Events

As part of the communication activities, e-smartec will hold a final dissemination event. This conference will be gathering executives and policy makers from the regions and from other

relevant institutions. The aim is to promote the project achievements and to disseminate the results of the action plan implementation to a large audience.

The partners ensure regular updates of the project website with information on the action plan implementation.

### **Role of partners**

**Polis:** main responsible partner.

**Polis** will organise the “High level political final dissemination event”.

**Polis** will provide the templates for the organisation of the events (see section on local events) and will coordinate the pre- and post-event communication including the publication of press releases and key documents when and if necessary.

As part of the communication strategy, e-smartec will exploit synergies with other projects and initiatives on SUMP and/or urban mobility in order to maximise the communication activities and the reach of the project.

Furthermore, e-smartec will have a significant participation in the SUMP Coordination Group with the aim of exchanging information and lessons learnt, identify and exploit synergies, agree on common views to inform the further development of the SUMP concept and tools; and assist in the co-ordination of outward presentation of the various initiatives. For more information visit: <https://www.eltis.org/mobility-plans/european-platform>

Regular communication via European platforms such as Polis website ([www.polisnetwork.eu](http://www.polisnetwork.eu)) and newsletters, Eltis ([www.eltis.org](http://www.eltis.org)), CIVITAS ([www.civitas.eu](http://www.civitas.eu)) or Urbact ([www.urbact.eu](http://www.urbact.eu) – best practice section) will allow to increase the visibility of e-smartec towards European cities and regions as well as the European urban mobility community.

For dissemination of e-smartec key results and documents, e-smartec partners will participate to major external European conferences on urban mobility, either in disseminating information at a stand or presenting results in a session. Major European conferences include:

- INTERREG Europe events
- Policy Learning Platform events
- Open Days - European Week of Regions and Cities (annual – October)
- ECOMM (annual – May/June)
- Urbanism Next Europe (annual – June)
- EU Mobility Week (annual – September)
- EU Urban Mobility Days (annual – September- October)
- DG Regio’s Urban Mobility Partnership (Polis is an officially recognized stakeholder)
- Polis conference (annual – November/December)

**Indicators:** Participation to at least 4 external thematic events (stand or presentation)

#### Role of partners

**Polis and CERTH:** main responsible partners.

**Polis** will identify the best synergies and implement joint communication at the European level when possible.

**All partners** will identify possibility for synergies at the national or regional level. They can represent e-smartec at external events.

## 9. Allocation of Communication Tools to Target Audiences

The following table allocates the communication tools to the different e-smartec target groups.

Table 6: Allocation of tools to target groups

	Website	Social media	Brochure	Poster	Press release	Newsletter	Events (dedicated events for all groups)	Documents (dedicated documents for certain groups)
<b>Citizens</b>	X	X (via regional channels)		X	X (decentralised approach)	X	X	
<b>Experts and scientists</b>	X				X	X	X	X
<b>Cities of the e-smartec regions</b>	X	X (via regional channels)	X	X	X (decentralised approach)	X	X	
<b>External EU cities and regions</b>	X	X	X		X (centralised approach)	X	X	X
<b>National governments</b>	X		X		X	X	X	X
<b>Other organisations</b>								

## 10. Allocation of Communication Tasks work to partners

The following table allocates the communication tasks among the e-smartec partners.

Table 7: Allocation of communication tasks and planning

Description	Leader	Partners								Date
	POLIS	CERTH	RDFCM	LCU	RSM	UNIZA	MoV	HTAI-	CUE	
Preparation e-smartec communication plan	X	√	√	√	√	√	√	√	√	M4
Press releases in all 6 participating regions	X	√	√	√	√	√	√	√	√	M3
Media & Non media list	X	√	X	X	X	X	X	X	X	M1 onwards
social networks set up and regular update	X	√	√	√	√	√	√	√	√	M4 onwards
Appearance in media	X	X	X	X	X	X	X	X	X	M1 onwards
4 project newsletters	X	√	√	√	√	√	√	√	√	M6 – M22
e-smartec brochures	X	√	√	√	√	√	√	√	√	M2
e-smartec posters	X	√	√	√	√	√	√	√	√	M2
'Local dissemination event / Living Labs	√	√	X	√	X	X	X	X	X	M4 onwards
Project Video	X	X	X	X	X	X	X	X	X	M9
Content for training material & handbook	X	√	√	√	√	√	√	√	√	M9
'Final dissemination event' organisation and report	X	√	√	√	√	√	√	√	√	M24

X: leadership  
√: contribution

## 11. Activity plan

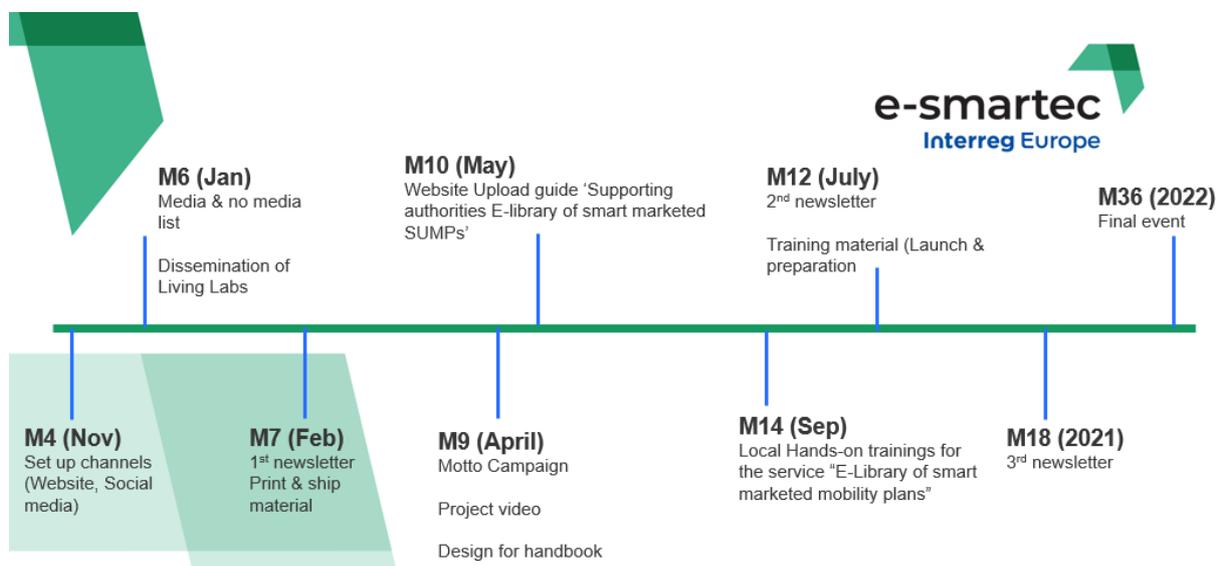


Figure 5: e-smartec activity plan

## e-smartec Contacts

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# Find us!

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# Partners

