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EMOBICITY
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The EMOBICITY project Communication Plan

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1. Introduction

This document presents analytically the Communication Plan of EMOBICITY, so that the project can communicate effectively to achieve its core objectives. As the EMOBICITY project is financed by the Interreg Europe programme and the European Regional Development Fund (ERDF) of the European Union (EU), its communication strategy is in line with the EU and the programme regulations, taking always into account the minimum communication requirements to be met.

CRES, the lead partner of EMOBICITY, is responsible for the overall coordination of the project, including its external and internal communication. The project communication manager will be represented by a CRES project team member, who will be responsible for the implementation of the project communication strategy. CRES project team will also be responsible for the project website administration.

The Communication Plan of EMOBICITY was created by CRES with the contribution of all project partners.

2. Overall Project Objectives

The core objective of EMOBICITY is to improve the policy instruments suggested by each project partner, so as to facilitate the integration of electric mobility at a national and regional level, as well as the take-up of innovative e-mobility sustainable measures. Thus, the project will serve the transition to a low-carbon economy, focusing on the transport sector, which is responsible for over 25% of greenhouse gas (GHG) emissions in the EU. In order for EMOBICITY to achieve its main objective, the following sub-objectives are set:

- Provide a clear vision and know-how of electric mobility for improving and enriching national and regional policies to achieve effective implementation.

- Facilitate informed policymaking and decision-making to promote policies about air quality improvement and sustainability through e-mobility.

- Increase market demand for e-mobility and thus accelerate policy procedures for implementation.

- Reinforce entrepreneurship and innovation related to e-mobility, to support demand and needs for implementation.

Finally, the project will provide five Action Plans, one per policy instrument addressed, in order for their implementation to stimulate e-mobility at the participating countries and regions.

3. Communication Objectives

The following communication objectives of EMOBICITY describe how the aforementioned project objectives can be achieved:

- Persuade policymakers and decision-makers to consider e-mobility as a high political priority and to proceed to supporting activities under their competence. The target is for every participating country and region to have properly informed policymakers and decision-makers, dedicated to the vision of e-mobility integration. Their capacity building through EMOBICITY focuses on:

a) The concept of e-mobility as a tool for sustainable mobility, low-carbon economy, climate change mitigation, environmental & health protection and social welfare;

b) Options and benefits of e-mobility;

c) Specialized e-mobility topics;

d) Recommendations for policy improvements, tailored to each partner case, including incentives for private users and innovative funding models.

By this way, electric mobility policies will be promoted at a national and regional level, as part of the environmental friendly legislative framework. In addition, national and regional policies may be properly amended and enriched, leading to more effective implementation.

- Increase the level of knowledge and awareness of national and regional authorities' officials regarding e-mobility. Thus, public officials will become another ally of e-mobility integration in the cities, promoting relative environmental and energy policies for air quality improvement and sustainability, through electric mobility.

- Raise the awareness of citizens to amplify their preference for e-mobility as a basic choice of daily transport, both private and public (i.e. e-cars, e-bikes, e-buses) and ensure their support and acceptance of the required e-mobility infrastructure (vehicles, charging stations with RES). The environmental and cost benefits of e-mobility should be highlighted, so as to increase the public demand for electric vehicles, consequently leading to the need for acceleration of policy procedures.

- Strengthen know-how, dialogue and synergies of all relevant local stakeholders, both from the public and the private sector, to obtain a common understanding of the obstacles regarding e-mobility integration and contribute to respective solutions. EMOBICITY will encourage local stakeholders to actively participate in the project objectives and will try to secure their commitment to the project targets.

- Mobilize businesses, in order to exploit the potential of investments, leading to economic growth and jobs creation at a national, regional or local level. Businesses should be prepared to support an increased market demand and several upcoming needs or innovations for e-mobility implementations. In addition, an upward trend of new businesses in the field works complementary to the electric mobility take-up, as enterprises may familiarize citizens with the concept of e-mobility, provide attractive offers to potential EV customers or even support the activities of the public sector.

- Promote EU integration and cooperation between Member States in the e-mobility field, so as to increase the amount of e-mobility synergies and of useful information, leading to the acceleration and effectiveness of any necessary policy amendments.

4. Target Groups

After performing stakeholder analysis to identify the key audience of EMOBICITY, the communication target groups that are considered to help the project to achieve its goals, are listed below:

- Policymakers and decision-makers at a national and regional level, dealing with e-mobility, such as: ministers of transport, energy, environment, economics, etc., secretaries general, regional governors, thematic governors of development, entrepreneurship, environment, etc.

- Public authorities' sectorial officials at a national and regional level, related to aspect sectors of e-mobility, such as: employees under the secretary general, regional employees for technical services or European funds, etc.

- Other Stakeholders, participating as experts and advisors at the design of e-mobility policies and strategies, at each project country and region, including public and private transport operators,

electricity network operators, energy regulatory authorities, academia implementing research on e-mobility issues, mobility associations, etc.

- Enterprises working on e-mobility aspects i.e. transport services, vehicle rentals, telecommunications and businesses owing vehicle fleets (hotels, banks, etc.).

- General public, particularly drivers, cyclists and public transport passengers.

5. Communication Activities

Dissemination of knowledge and of good practices is very crucial for the project as the target groups constitute key participants in the development of the EMOBICITY Action Plans and the promotion of e-mobility. In order to reach all suggested target groups, the project will implement a mix of communication activities, taking into account the possible ways to reach the groups, the audience profile and the type of message for communication.

5.1. *Project Visual Identity and Communication Kit*: Interreg Europe uses a common programme visual identity, based on harmonized branding, for all Interreg Europe projects. In this respect, Interreg Europe provides its projects with a logo set, a poster template, a PowerPoint template and a project website. These tools are the EMOBICITY communication kit and define its visual identity. Every partner is suggested to use the PowerPoint template for project presentations.

5.2. *Project Poster*: Within six months of the project approval, every partner will place at least one poster at its premises, with minimum size A3, readily visible to public, for the whole project duration. Partners on their own responsibility may translate the poster in their national language and add their institutional logo if wanted. Every partner is encouraged to use the poster when organizing project meetings and events.

5.3. *Project Website*: The project website should be always up-to-date. All partners have to provide feedback to CRES for:
- Updating website texts and content (at least once every six months);
- Publishing news related to the project's implementation and achievements;
- Publishing information about main project events, no later than two weeks before the event;
- Enrich the website library by publishing photos, videos, documents about the project's work.

The project website should be considered by all partners as the main gate of communication and dissemination. All relevant project news and events should be uploaded there on time at the appropriate website section. The communication material developed by the consortium for its project activities, such as thematic workshops, study visits and peer reviews will be uploaded at the project website, to be available by any party interested at any time. In addition, lessons learned, good practices and press releases during the project will be also uploaded at the project website.

5.4. *Social Media*: Social Media, as the best and fastest way to reach audience, will be utilized so as to promote further the project's work and engage the relevant target groups. As most stakeholder target groups of EMOBICITY use a professional social media account, the suggested tool of communication is LinkedIn, linked to the project website and to the Interreg Europe social media presence. The account of EMOBICITY at LinkedIn will be used to upload the project news and events and directly communicate them to the interested stakeholders. During the project, other social media channels will be examined to be utilized if needed, such as Facebook for the general public or YouTube to upload videos for presenting the project results through storytelling.

5.5. *Project Newsletter*: The project partners will release the EMOBICITY newsletter, including project news and achievements in English, for further dissemination of the project. Anyone interested in EMOBICITY can subscribe to the newsletter and be automatically informed by e-mail. The newsletter will be periodically issued to display the gradual project progress.

5.6. *Media Relations*: By the project website, the social media accounts and the newsletter, EMOBICITY ensures its presence in the online media by a cost-efficient way. Moreover, EMOBICITY plans to be linked to relevant networks and platforms, such as ELTIS – the urban mobility observatory, the UITP and CIVITAS, as well as to the EnR Transport Working Group. For printed media, apart from the presence of journalists at project events, the project foresees 18 press releases for policymaking on e-mobility; three by each partner. Of course, any radio or television media releases are more than welcome. Partners are encouraged to disseminate the project news through their national points of contact. All partners should keep in mind that *unless differently required by the managing authority, any notice or publication in relation to the project, made in any form and by any means, including the Internet, must state that it only reflects the author's views and that the programme authorities are not liable for any use that may be made of the information contained therein.* Moreover, as the project should ensure visibility of the EU and the Interreg Europe programme, partners are requested to provide the media with adequate information about the name of the project, the programme and the ERDF, as well as to emphasize these names in any publicity material, during conferences and briefings, etc.

5.7. *Public Relations*: One of the strongest ways to reach and engage target groups like policymakers, decision-makers, other public authorities' sectorial officials and other stakeholders on policy planning and design, is face-to-face meetings. This is why EMOBICITY plans study visits, open discussions at project workshops and round-table discussions at local stakeholder meetings, where useful project material will be circulated. In addition, twelve participations at external events like national or European mobility events are expected during the project. Each partner should participate in two events at least, so as to communicate EMOBICITY either as speaker or as exhibitor, providing added value to the project. Moreover, the project partners will participate in the programme events, such as Annual Interreg Europe events, Policy Learning Platform events, RegioStar / Open Days and European cooperation day, together with policymakers and decision-makers. Each partner is estimated to participate in two such events, which provide dialogue opportunities between Member States on e-mobility and can lead to effective co-operations. Furthermore, five open information events are planned at the end of Phase 1; one at each participating country per policy instrument addressed, for awareness-raising of all project target groups, focusing on the benefits of e-mobility, sustainable mobility and renewable energy sources (RES) into the energy mix for charging e-vehicles. At the end of Phase 2, the project's final dissemination event will take place, which aims to attract high-level policymakers, as well as the general public.

6. Using national language

The EMOBICITY consortium would like to ease further dissemination of the project news and results at a local level, in the participating countries and regions. So, apart from English, project material will be available in all the partners' national languages. The project website will provide dedicated space to each partner, so as to upload material in its national language. In addition, during the project implementation, the consortium will decide which are the most significant project achievements, worth to be translated in all partner languages and be readily available to public through the project website.

7. Timeline

The following table presents the timeline of the communication activities:

	Phase 1						Phase 2	
	Aug19 Jan20	Feb20 Jul20	Aug20 Jan21	Feb21 Jul21	Aug21 Jan22	Feb22 Jul22	Aug22 Jan23	Feb23 Jul23
Activities / Semester	1	2	3	4	5	6	7	8
Communication Plan	■							
Project Visual Identity and Communication Kit	■							
Project Poster	■							
Project Website Release	■							
Project Webiste Updates	■	■	■	■	■	■	■	■
Social Media Accounts		■						
Social Media Accounts Updates		■	■	■	■	■	■	■
Project Newsletter		■	■	■	■	■	■	■
Press releases (18 press releases, 3 each partner)		■		■		■		
Participation at 12 external events (national, EU, mobility, etc.)	■	■	■	■	■	■	■	■
Participation at 12 programme events (Interreg Europe, EC day, etc.)	■	■	■	■	■	■	■	■
Establishment of 3 linkages with relevant networks			■					
Open events (5 events; 1 at each participating country)						■		
1 high-level event (with min number of participants)								■

8. Output Indicators

In order to evaluate the project progress, a specific target of predefined output indicators has been set. Some of these indicators are directly connected to the communication strategy and the communication plan of the project. For example: *Number of appearances in media* and *Average number of sessions at the project pages per reporting period*. It is more than necessary for all partners to keep in mind the EMOBICITY targets and try to meet them during the whole project period. At the end of each semester, every partner should be able to provide the lead partner with evidence regarding the output indicators, for credible reporting. The output indicators are presented below, as included in the project application form:

Output indicators	Target
Number of policy learning events organised	43
Number of good practices identified	25
Number of people with increased professional capacity due to their participation in interregional cooperation activities	50
Number of action plans developed	5
Number of appearances in media (e.g. press)	40
Average number of sessions at the project pages per reporting period	500

9. Reporting on communication activities

For reporting purpose, the project needs to fill in the table generated by the programme with the list of all media appearances and keep copy of any relative articles. So, all partners must record their communication activities and keep a file with respective material. The most interesting media appearances will also be uploaded to the library of the project website. In addition, for public relations activities, such as events, campaigns, briefings, press conferences, the project should monitor the number of participants and attendees, as well as the kind of target groups reached (e.g. names of key policymakers present). Any respective material like agendas, photos, minutes, etc.

should be kept as a copy by the partners for recording reasons. Evaluation of public relations activities will be part of the mid-term review with the Joint Secretariat.

10. Internal Communication

CRES, as the project coordinator, is responsible for the overall coordination of the project, including its external and internal communication; the communication between partners, with the Joint Secretariat and the Managing Authority. Face-to-face project meetings are planned once every semester, while web based distance communication with partners, via video conferences, telephone calls and e-mails, is encouraged for day-to-day management, to reduce travel costs and respective environmental impact. In addition, regular communication between partners and the JS is encouraged during the whole project period.

11. Closure

Each project partner will implement a communication and dissemination plan that ensures adequate promotion of the project and its results towards potential target groups, project stakeholders and the general public in compliance with the Annex XII (2.2) of Regulation (EU) No 1303/2013, the subsidy contract (Article 12) and the programme manual.

All described communication activities contribute to the project objective and take into account internal and external communication, without discriminations or limitations. All partners should put effort to disseminate and communicate the project by the best way possible.

The project communication material will be available in English. In addition, communication material may also be available in the partners' national languages. The consortium will examine which material is worth to be translated in the official languages of all partners, if such a case provides added value to the project for local dissemination.

The communication plan is a dynamic document that may change during the project implementation, as the communication strategy might need to be adjusted according to the project progress, in terms of reaching the project targets.

6 EU Partners, 5 action plans, 1 goal: Integration of e-mobility