

## D8.7: Plan for communication, dissemination and exploitation activities

**V2 M18**



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**EU-RES**: Classified Information - restraint UE;  
**EU-CON**: Classified Information - confidential UE;  
**EU-SEC**: Classified Information - secret UE.

## List of abbreviations and acronyms

Acronym	Definition
CINEA	European Climate, Infrastructure and Environment Executive Agency
PT	Public transport
MaaS	Mobility as a Service
EC	European Commission
WP	Work package
UITP	International Association of Public Transport
EMTA	European Metropolitan Transport Authorities
EIT UM	EIT Urban Mobility
IFP	International Federation of Pedestrians
ECF	European Cyclists' Federation
EPF	European Passengers' Federation
CSA	Coordination and Support Action
OIDs	Open Innovation Days
Y4PT	Youth for Public Transport
CCC	Climate City Contract
SUMP	Sustainable Urban Mobility Plan

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## Abstract

This deliverable will provide a strategy and plan on how to communicate about and around the project, establishing guidelines for the content and format of communications with various stakeholder groups, channels of communication, and other key groups and platforms to engage. At periodic intervals determined by the Grant Agreement, this strategy will be reviewed and updated by highlighting any events, high-level or technical conferences where the project must be presented, allowing relevant project partners to coordinate their efforts and effectively disseminate and exploit project results and outcomes. The ultimate goal of a project's dissemination and communication is bringing its research, outputs and activities to the attention of as many relevant people as possible; and thus, supporting the project in succeeding in its sustainable mobility ambitions. In this way, this communication strategy will clearly outline UPPER's systematic approach to reaching out and communicating to its target audiences, and thus raising the profile of the project. This deliverable also forms a guidance document for partners to use when communicating about UPPER, and to support them in managing, coordinating and delivering outputs related to communicating on behalf of the project.

## Keywords

Dissemination, communication, exploitation, target groups, campaign, accessibility, social media, strategy, website, events, publications, audience engagement.

## Executive summary

This deliverable describes the UPPER communication and dissemination plan as well as all activities undertaken from M1 until M18 of the project through a wide variety of (digital) communication materials and tools. From the attendance and organisation of various events, media and press outreach, to collaboration with other (international) initiatives, and targeted (local) activities.

UPPER's communication and dissemination strategy provides a framework for ensuring the project's visibility, outreach, and promotion of the project results to a wide group of stakeholders at international, national and local level. This document describes the target audiences, activities, communication and dissemination tools, and channels that will enable UPPER to be the flagship initiative in Europe boosting a public transport revolution that will strengthen its role as the cornerstone of sustainable mobility and innovation in cities, ultimately leading the transition towards a future of zero-emission mobility. As UPPER was selected under the Horizon Europe Work Programme dedicated to the implementation of the Climate-Neutral and Smart Cities Mission - hereafter referred to as the Cities Mission – the communication and dissemination strategy also specifically outlines how it will establish, align and optimise communication interfaces and synergies with the NetZeroCities platform, portal and community.

As indicated in D8.1, the first phase of the project strategy focused mostly on communications, thus, to inform, promote and communicate about project vision and objectives. Therefore, in M1- M18 of UPPER, the project has:

- Positioned itself as a strong brand through consistent use of visual identity and supporting materials;
- Launched and continuously updated the website;
- Published support materials including a leaflet;
- Created several videos;
- Sent out press releases, multiple (local and international) press articles or online media;
- Launched and continuously updated social media accounts X (formerly Twitter), LinkedIn and YouTube;
- Launched various content communications initiatives, interview campaign;
- Focused on highlighting cities and regions within UPPER with local communication activities;
- Made first steps in liaising with other public transport initiatives;
- Attended and spoken at many events to promote the UPPER vision;
- Ensured citizen engagement through four Hackathons and Serious Games;
- Utilised partners' networks to raise awareness on the project;

In the rest of D8.7 we will provide further insights into these activities and provide a plan for the rest of the project.

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# 1. Introduction

## 1.1. About UPPER

UPPER aims to spearhead a public transport (PT) revolution that will strengthen the role of PT as the flagship of sustainability and innovation of mobility in cities, leading the transition towards a zero-emission mobility which will become the cornerstone of climate neutrality by 2030, in line with the goal of Cities Mission and the priorities of the Green Deal. UPPER will put PT at the centre of the mobility ecosystem and will implement a combination of more than 80 push and pull measures, acting on the 5 innovation axes that condition user's choices: mindset and culture, urban mobility planning, mobility services ecosystem, road network management and democratic governance. These measures will act in 4 different areas: communication, operations, infrastructure and urban fabric; operating on timescales from short to longer-term. The UPPER measures will be supported by the UPPER Toolkit (U-TWIN, U-SIM, U-NEED, U-GOV, U-KNOW, U-TRANSFER and U-SUMP), 7 IT tools combining social and technological innovation that will support the measures' development and implementation in the 5+5 UPPER living labs and twinning sites. The overall target is to increase the use of PT by >30% and the user satisfaction by >25%, leaving nobody behind in the process. This integrated and holistic approach will ease the cooperation amongst authorities and operators, offer a physical and digital environment to test the measures, update the existing SUMP, optimise the PT offer in line with user needs and patterns, involve the users in the overall mobility decision chain, trigger the behavioural change in favour of PT and achieve an attractive, efficient, reliable, safe, inclusive and affordable PT system in line with the concept of Mobility as a Right (MaaS).

## 1.2. Goals and vision of UPPER communication and dissemination

"Dissemination" and "communication" are two terms which are often used interchangeably, but in this document refer to two different (yet interrelated) sets of activities in the project; each aiming to achieve specific goals throughout the project duration.

Communication activities include the informational and promotional activities performed to increase the visibility of the project and to create awareness of the project's activities and results. Within UPPER, the communication activities will target broad communities and specific target groups. The general communication activities will target the general public, urban planning practitioners, PT operators and public sector representatives active in the field of urban mobility, with the aim of informing about the project's activities and outcomes. UPPER will also communicate about its activities at local level, with communication tools and campaigns tailored to the needs of the individual living labs and twinning sites. The goal of these communication activities will be to create awareness of the site-specific measures implemented within the project among the citizens of the respective city or region and ultimately drive behavioural change and change of attitude towards PT.

Dissemination activities include the transfer of results of the project. The target groups for dissemination activities are professionals specialised in urban planning, urban mobility, public transport etc., working either in the public sphere as planners or legislators, or being involved in research on the matter.

The strategy for dissemination is closely interlinked with the strategy for exploitation of results. Exploitation aims to make use of the project's results for scientific, societal and/or economic purposes. This can be in a format of a product, service, patent, follow-up research, open/copyright licenses or change of policy.

The overall objective of communication and dissemination is to positively reach and affect the selected target groups through an effective flow of information and publicity. All UPPER communication and dissemination activities revolve around 3 main pillars:

- Mobility as a Right;
- Enhancing the attractiveness of public transport;

- Focus on local communication and dissemination: political will matters.

### 1.2.1. Mobility as a Right

The “Mobility as a Right” (MaaR) concept is one of the pillars of UPPER. It is a strategic vision aiming to ensure inclusive mobility where all citizens are taken into consideration, regardless of their physical and mental capabilities or social and economic background. UPPER strategies originate from a firm belief in **Accessibility + Inclusiveness = Freedom**. As such, MaaR is embedded in the core of the UPPER communication strategy. The representation of all segments of society is extremely important for the execution of UPPER’s vision of public transport as a mode of transport for everyone, ensuring public transport opens up economic, social and political opportunities for citizens, and therefore increasing their quality of life.

As cities endeavour to decarbonise transport, there are opportunities to transform our transport systems and services – from electrification of fleets to integrated transport systems, micromobility solutions and more. However, the full potential benefits to the environment, economy and population health and wellbeing of these transformations will likely be missed if some users do not feel able, safe and willing to be a part of transport’s decarbonised future.

The imagery used for UPPER therefore must represent a diverse range of public transport users of all ages, gender, sex, ethnicity, and ability. Doing so is crucial to conveying the message of public transport being accessible for all. Furthermore, the scenes depicted should cover various times of year and journey purposes and careful attention be paid to the appropriateness of infrastructure shown.

The concept of MaaR will be strongly present across the project’s media presence and all its communication and dissemination activities. UPPER will strive to ensure equal representation and presence on all platforms and events, making sure of achieving gender balance of speakers for its webinars, debates, panels and other project events. Furthermore, presence on events crucial to disadvantaged groups and special interest groups of special interest will be considered. Co-creation strategies will be applied when needed to establish the needs of disadvantaged individuals and groups and cater to them in the best way possible.

Several partners within the UPPER Project EU consortium are part of the [Expert Group on Urban Mobility #EGUM](#) chaired by a European Commission DG MOVE representative. The Commission established the group as established by the Commission as a reinforced platform for dialogue and co-creation of actions to implement the new EU urban mobility framework. It aims to enable stronger engagement by Member States and improved dialogue with cities, regions, and stakeholders on all urban mobility issues. In particular, Eurocities EIT Urban Mobility and the European Cyclists' Federation focused on the "Public transport and shared mobility" subgroup, contributing to the writing and adoption (Jan 16) of the first set of recommendations. In Topic 4A -How to guarantee public transport inclusiveness considering aging, gender, disabilities, and reduced mobility- UPPER' Mobility as a right concept #MAAR was also cited as "one of the pillars of future transport systems."

[https://transport.ec.europa.eu/document/download/d19bd3a5-d5c8-4de9-a248-a035078f223f\\_en?filename=EGUM%20Recommendations\\_PT%20Subgroup\\_Topic%204A.pdf](https://transport.ec.europa.eu/document/download/d19bd3a5-d5c8-4de9-a248-a035078f223f_en?filename=EGUM%20Recommendations_PT%20Subgroup_Topic%204A.pdf)

Transport Poverty as part of the MaaR concept is also being placed high on our project communication agenda as well as within the EGUM subgroup “Public Transport and Shared Mobility Subgroup – Topic 1 “Social climate fund.

The concept of ‘transport poverty’ is recent and has no established definition in the academic or policy literature so far. The term is generally used to describe situations when people do not have access to essential services or work because of a lack of affordable or available transport options. Some of the elements leading to transport poverty suggested in the literature to date include:

- 1) No transport availability (the lack of transport options or low frequency, also referred to as mobility poverty)
- 2) No accessibility to transport (for disabled people for instance)
- 3) Low transport affordability (inability to meet the cost of transport)
- 4) Too much time spent traveling (also referred to as time poverty)

- 5) Inadequate transport conditions (available transport options are dangerous or unsafe)

### 1.2.2. Enhancing attractiveness of public transport

UPPER communication activities focus on the dissemination of the project itself and on enhancing the image of public transport as a whole. All UPPER visuals, imagery, communication style and campaigns will continue to be developed with the objective of presenting public transport as an attractive, stylish, comfortable and chic mode of transport for everyone. The goal is to identify communication strategies that effectively improve the users' perception of public transport. In the final stage, such communication strategies could be replicated by other cities to change the image of public transport and make it attractive for the users.

### 1.2.3. Focus on local communication and dissemination: political will matters!

The commitment of the cities and regions involved in UPPER is a crucial element of the project's communication and dissemination strategy.

The local dissemination efforts will be focused in two directions: First, it is necessary for the partners in the local clusters to become active agents in the dissemination of UPPER. They will be involved in the creation of content for UPPER digital communication tools (see Chapter 2.4), the preparation of local communication materials (Chapter 2.5.3) and support local UPPER communication campaigns during strategic events throughout the project duration (Chapter 2.5.4.).

Second, political will is necessary to achieve the ambitious goals of UPPER and this will be clearly articulated in the communication about the project as well. From the start, UPPER strived to achieve high level engagement of local political representatives in all its living labs and twinning sites. This was done by engaging them in the local communication and dissemination campaigns both online and in-person to acknowledge the importance of PT by the local decision makers and their willingness to improve quality of PT. As a first step, a collection of statements from local politicians in both written and audio-visual form was published on the project's social media channels during the first 6 months of project's duration. Starting from Rome's GA (Jan 2024) a new strategy was launched to collect high-quality material (both images and videos) at General Assembly meetings. The audio-video material is uploaded on the UPPER YouTube channel and shared and disseminated through social media platforms. Local politicians such as Deputy Mayor Patanè, RSM's CEO Anna Donati as well as different Consortium partners were identified as project ambassadors to promote not only the project value, but also to highlight the latest developments achieved. Through this engagement, the local decision makers from the UPPER project sites can become 'champions' of PT, promoting PT in more general way on the European and wider international scenes.

Hackathons were also identified as valuable UPPER dissemination events due to the engagement with young professionals, students, developers, entrepreneurs, to brainstorm and develop innovative solutions to collaborate in transforming public transport, focusing on several local challenges. At the time of writing, 3 wrap up hackathons' videos were made by project partner Y4PT and uploaded on the UPPER YouTube channel.

## 2. Communication and dissemination plan

### 2.1. Aim of this document

This deliverable will provide a strategy and plan on how to communicate about and around the project, establishing guidelines for the type and format of communication with various stakeholder groups, channels of communication. This deliverable describes the UPPER communication and dissemination plan as well as all activities undertaken from M1 until M18 of the project. After publication of D8.1 in M6, D8.7 in M18 reports on the implemented



communication channels, materials developed, messages disseminated, and stakeholders targeted. While in the first phase the focus will mainly lie on increasing wide-spread public visibility of the project (communications), the latter stages will ensure that key project results will be made available to relevant stakeholders (dissemination), including scientific community, policy makers, industry, etc

## 2.2. Target groups

The communication and dissemination of the UPPER project is directed towards multiple target groups. These include:

### Local PT users in the UPPER project sites

The local residents of UPPER cities and regions as well as commuters and visitors are the main target group of the project communication strategy. The local communication activities will be performed to raise awareness about UPPER among local users and to subsequently promote the use of PT in the living labs and twinning sites. UPPER communication will aim to improve the perception of PT in the area and therefore contribute to the overall project objective to improve user satisfaction.

### Potential new PT users in the UPPER project sites

Specific communication will be developed to target potential new customers of the PT services in the UPPER living labs and twinning sites. This target group encompasses residents and commuters predominantly using their personal car to move around the city or region at this moment. The communication towards this target group will aim to motivate these users to leave their car at home and experiment with PT for their commute. Specific campaigns will be designed to reach this target group and contribute to the overall project objective of increasing the use of PT by at least 30%.

### City representatives and urban planning professionals

The results of the project, measures applied, and tools developed will be presented and communicated to urban planning professionals, local practitioners and public sector decision makers. This will be done to inspire the replication of the demonstrated solutions and to engage them as audience for the developed recommendations and knowledge reports to ensure the uptake of the created results and knowledge.

### Public transport operators and authorities

The project's outcomes will also be shared with public transport authorities, operators, and other relevant stakeholders at the local, regional, or national level. By effectively communicating and disseminating the project's results and highlighting the success of cooperation between project partners, it aims to foster collaboration between public transport operators and authorities, mirroring the cooperative approach observed at the UPPER project sites.

### Research community

Researchers will also be targeted through the dissemination activities. Project partners involved in research activities will publish peer-reviewed scientific papers on the results of the project and will be encouraged to apply and present the project results at international scientific and research conferences (e.g. Transport Research Arena).

### Civil society

Non-governmental organisations representing the needs and perspectives of special interest groups will be targeted to communicate the MaaR concept applied within the project and beyond. To do this, articles, social media posts and invitations to project events such as webinars, co-creation workshops and other interactive events will be deployed. The organisations also could be consulted ad hoc to provide input for the organisation and design of communication campaigns targeting the groups they are representing.

### International community & interested public



The projects' activities and results will be presented on social media to attract the attention of external organisations and individuals interested in urban development, climate-neutrality, sustainable urban mobility and accessibility. At the same time, the style of UPPER social media will be as informal as possible to allow interested general public to follow the conversation.

**Table 1: UPPER target groups and communication & dissemination channels**

Target group	Main communication & dissemination channels
Local PT users and potential customers at the UPPER project sites	Local communication campaigns (Chapter 2.5.4); Local promotion tools (digital & physical); Social media of the local clusters; Press releases in local media.
City representatives and urban planners	Project social media channels; Publications on project website; Content shared through the websites and networks of project partners working closely with the target group (POLIS, Eurocities, ICLEI, UITP, EMTA); Press releases in local and international media with focus on urban planning; Local and international events (conferences, forums, summits,...)
Public transport operators and authorities	Project social media channels; Publications on project website; Press releases in local and international media with focus on sustainable mobility; Content shared through the websites and networks of project partners working closely with the target group (UITP, EMTA); Local and international events (conferences, forums, summits, trade focused events)
Research community	Academic publications; Publications on project website; Local and international events (conferences, forums, summits)
International community & interested public	Project social media channels

## 2.3. UPPER visual identity

The visual identity establishes a common and recognisable brand for UPPER, which will be used for all project communication and dissemination activities through the duration of the project. The project identity establishes the appearance and visibility of a project across its interactions with external stakeholders. This includes a logo, visual templates for project deliverables and other documents and PowerPoint presentations. UPPER visual identity has represented an important tool in establishing the project as a strong brand. Consistent use of the visual identity enhances project content especially when it focuses on the Mobility as a right concept and ensures that stakeholders following our project's progress can readily associate information.

No change has been made to the visual identity of UPPER compared with the first edition of this Dissemination and Communication Plan.

### 2.3.1. Project logo

Two versions of the project logo were produced: with and without the project title as a tagline. The instructions on the use of the logo including examples proper and improper use and printing guidelines are described in the UPPER Brand Guidelines included in Annex 1. The guidelines are accessible to all partners as a standalone document through the UPPER Share point.



Figure 1: Project logo with the tagline



Figure 2: Project logo without the tagline

### 2.3.2. Illustration and project poster

The UPPER main visual and project poster firmly and intentionally reflect the 'Maar' concept, representing those users which face obstacles accessing safe, affordable and accessible transport services. The illustration appears on the main communication materials: website homepage, roll-up banner, leaflet, social media cards.

Some of the characters depicted in the illustration will be used later in the project on communication materials and during communication campaigns. By using the characters as 'ambassadors' telling stories about their 'experiences'

the project aims to personalise its communication and appeal to various user groups. Project partners active in representation of different user groups will be involved in the process of creating these communication materials (e.g. POLIS, ECF, EPF, IFP).



Figure 3: Main project illustration

### 2.3.3. Templates

1 Microsoft PowerPoint template and 3 Microsoft Word templates (for deliverables, memos and press releases) were produced and made available to the project partners. Project partners are continuously reminded and encouraged to use the project visual identity materials as outlined in the guidelines.

### 2.3.4. Acknowledgements and graphic elements of related initiatives

All communication materials will be branded with the EU logo, accompanied with the acknowledgement of EU funding:



This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101095904.

Figure 4: EU emblem and funding acknowledgement

In its association with the CIVITAS Initiative and the EU Mission on Climate-Neutral and Smart Cities, UPPER accompanies its communication materials with the CIVITAS logo, the Mission's thumbnail and the following statement:

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



Figure 5: CIVITAS logo and EU Missions thumbnail

All partners producing their own communication materials (e.g. leaders of the local clusters) are responsible for including the EU logo, CIVITAS logo, Mission thumbnail and related acknowledgements as described in this document.

## 2.4. Digital communication tools

### 2.4.1. Project website

The UPPER website is the project's main public face and information hub. The website has been (alongside social media) the main platform to disseminate project updates, progress and insights. Various content communications initiatives, such as partner interviews, news and events articles (Hackathons, major conference, project initiatives, general assembly, deliverables) have been published on the website, ensuring project progress is publicised and relevant stakeholders are continuously informed about developments within UPPER.

As the website was officially launched in May 2023 these are the main figures after one year in May 2024:

<b>Views</b>	<b>Users</b>
19K	4.9K
<b>Views Per Session</b>	<b>Average Time per Session</b>
2.5	4m 0.9s
<b>Average engagement Time</b>	<b>Views Per Users</b>
1m 17s	3.90

Figure 6: UPPER website major statistics

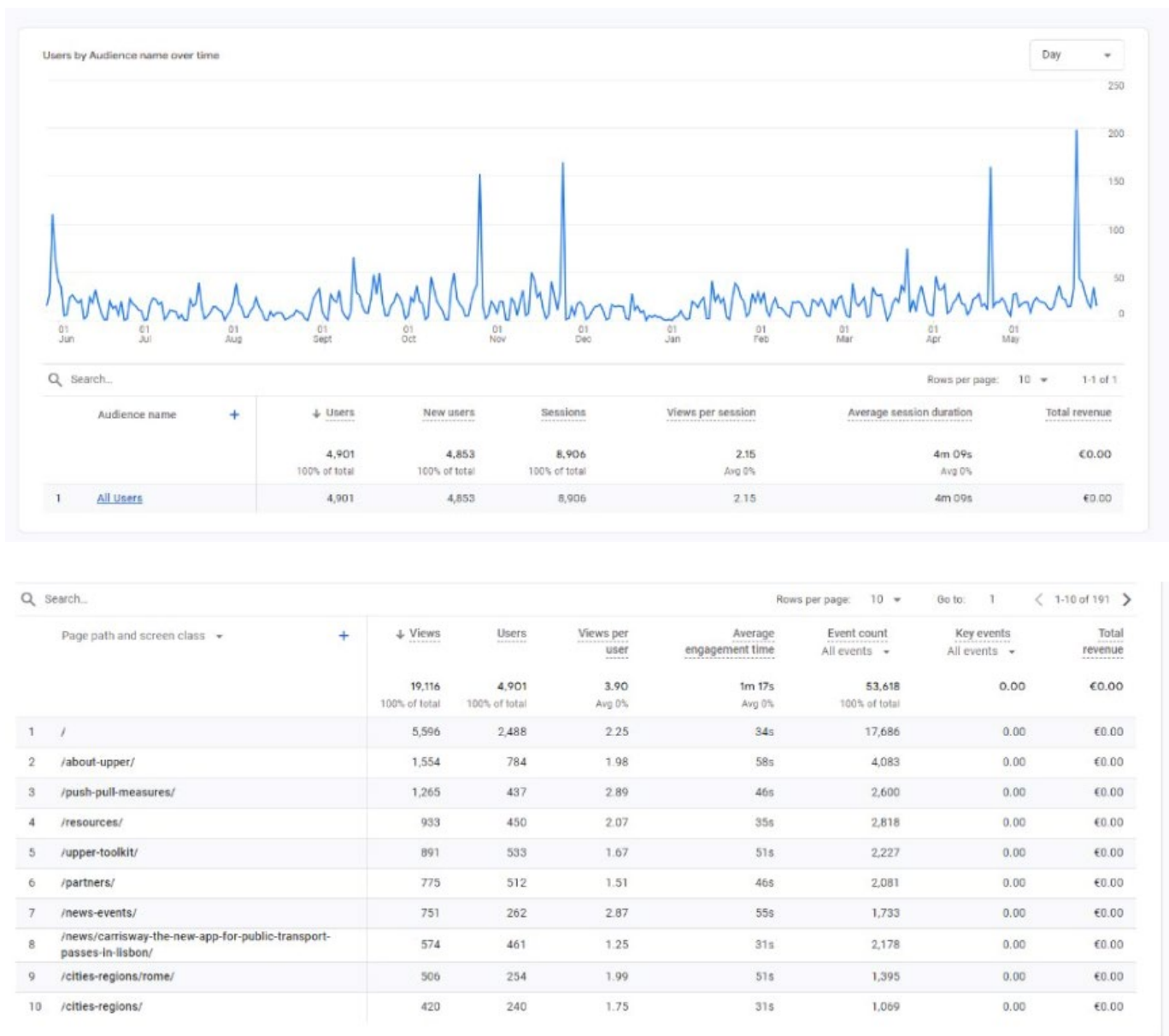


Figure 7: UPPER website: users by audience and page path

The website includes the following sections:

- About UPPER page;
- Descriptions of the 7 UPPER tools;
- Profile pages for the 10 cities & regions and horizontal partners
- Information about the implemented measures presented in a structured way with a filtering tool;
- A section presenting the project's resources, products and publications;
- A section for multimedia, new and events. 36 articles have been published on the UPPER website alone

- A section presenting project partners and their roles.

A particular focus is placed on the links between the measures and the cities and regions involved as well as the news and event section. The website is developed in WordPress, hosted at [www.upperprojecteu.eu](http://www.upperprojecteu.eu) and presented in English only. The website was launched in May 2023

In the later stages of the project, some of the UPPER tools will have a more visual presence on the website. For example, U-TRANSFER and U-KNOW platforms are envisioned to be accessible through the UPPER website. At the time of writing the exact location and presentation of all the tools on the website has not been defined yet and will be determined in the following period

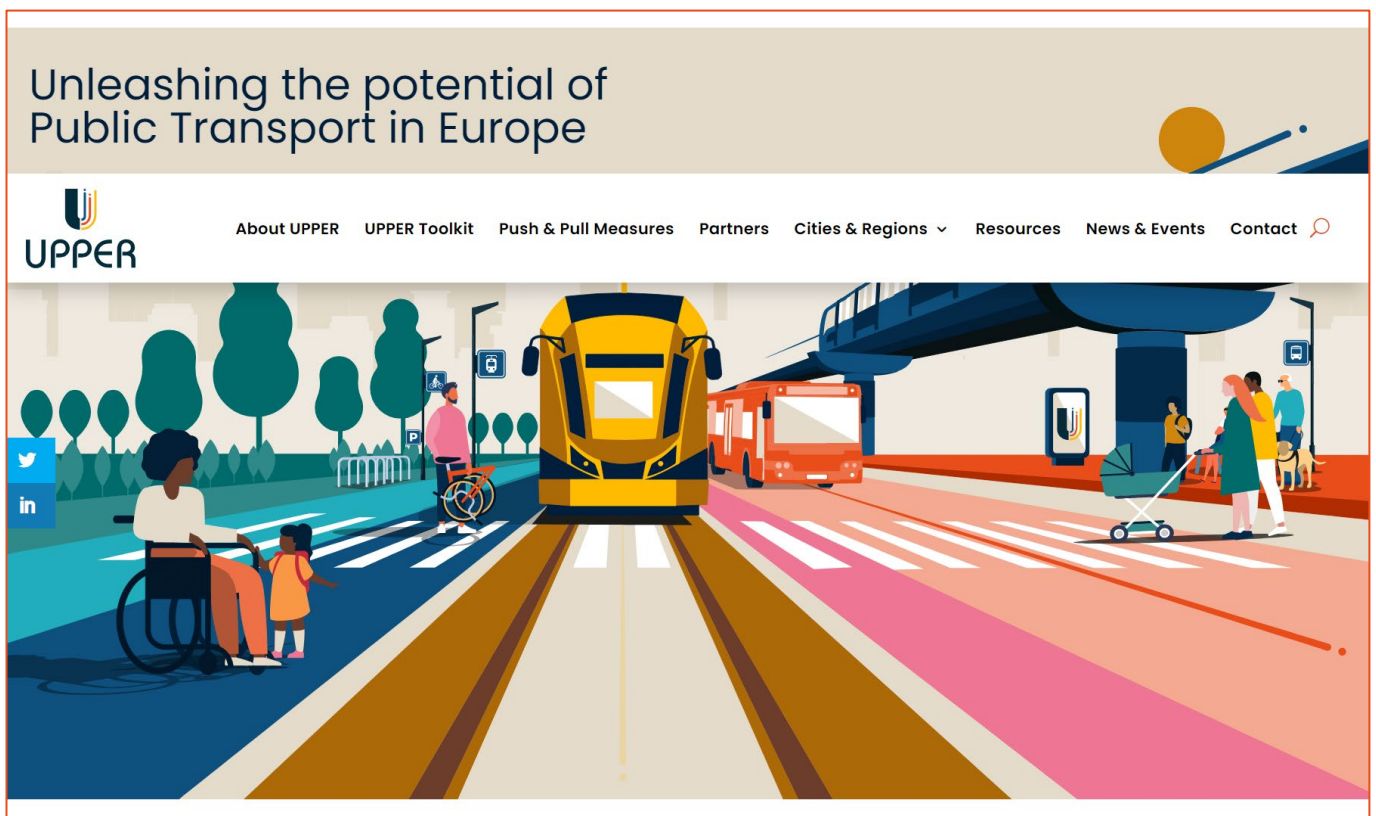


Figure 8: UPPER website homepage ([www.upperprojecteu.eu](http://www.upperprojecteu.eu))

## 2.4.2. Social media channels

Social media channels are used to make UPPER and its ambitious goals known. Communicating and engaging effectively with project partners, citizens, communities and stakeholders will represent a key element to the success of UPPER.

UPPER is currently actively present on Twitter, now X ([@project\\_upper](https://twitter.com/project_upper)) and LinkedIn (<https://www.linkedin.com/company/upper-horizon-europe-project/>). Eurocities oversees both channels and all partners are being asked to provide content on a regular basis. New posts on social media will appear regularly, on average once a week.

The possibilities of exploiting other social media channels to reach a broader audience (e.g. Instagram) was explored in cooperation with the project partners and due to the high efforts needed in producing visual content for Instagram's algorithm, the project will not create its own account; however, posts and reels featuring UPPER can be shared through the already existing accounts of project partners.

The aim of the project social media accounts is to post project related news and, more generally, inspiring examples of PT and policy and engage in a debate with the project's target audience. The approach will be informal and playful to encourage other users to engage.

One of the main areas covered by the project social media channels will be the actions and events taking place in the UPPER cities and regions and the technical support by horizontal partners. The '#UPPERcities in the spotlight' collection of posts can be given as an example, introducing all the local clusters and their ambitions together with the featured statements by political representatives. Similar initiatives are planned through the course of the whole project at strategic moments, such as the launch of a measure or reaching a significant milestone. Both local clusters and technical and horizontal partners will be featured in future posts.

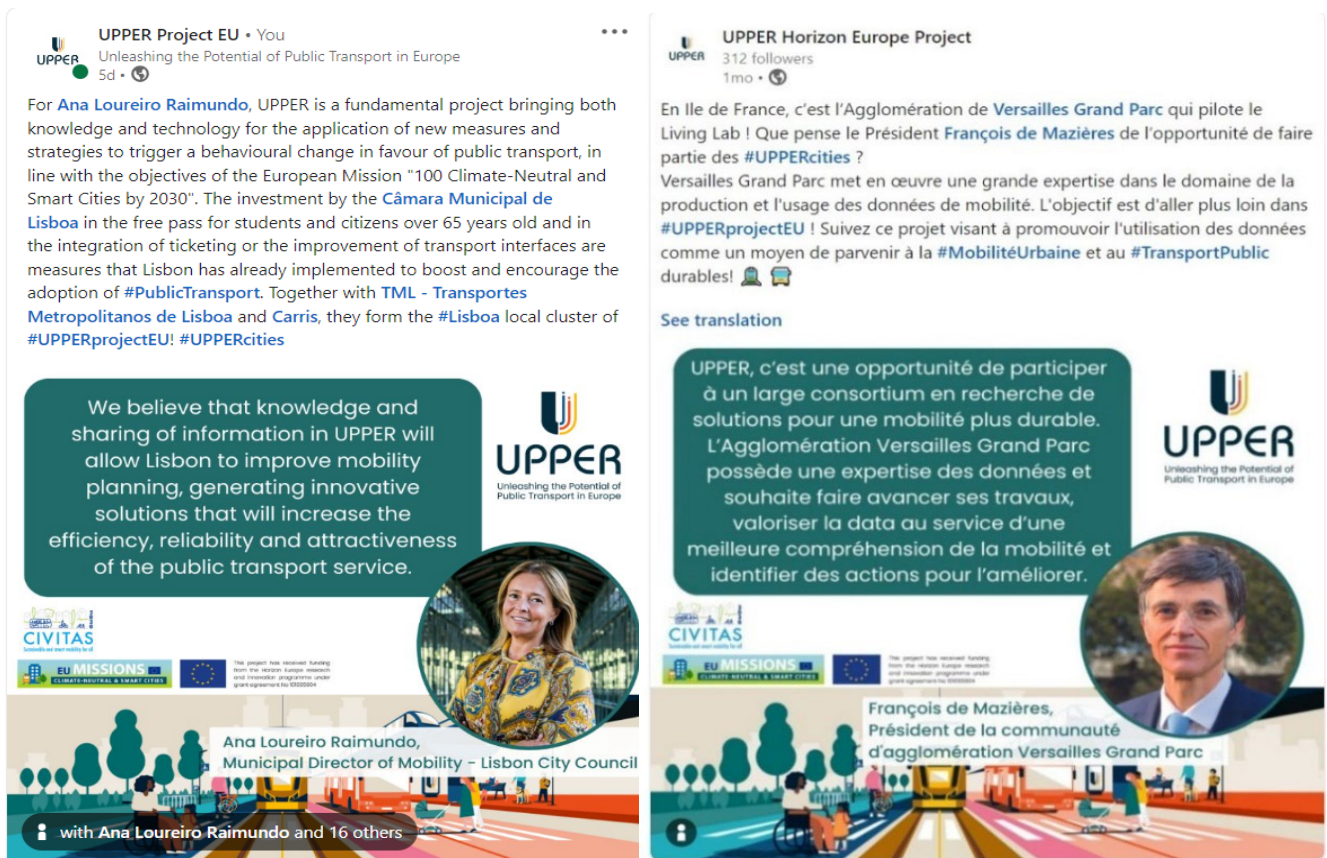


Figure 9: Examples of social media posts from the '#UPPERcities in the spotlight' collection

To maximise the impact of the communication and dissemination efforts, the UPPER communication materials will be provided in English and in local languages, where appropriate, to reach both wide European and international target audience and local audiences providing them with useful and relevant content.

The official project hashtag is: #UPPERProjectEU. The project hashtag is used to connect all posts made by both project accounts and others (project partners, affiliated projects and initiatives) and to track engagements through social media. All project partners are encouraged and reminded to use the official project hashtag in all social media posts involving the project.

UPPER also uses the following hashtags in its social media communication: #PublicTransport, #SustainableMobility #MobilityasaRight. Additional hashtags are used when posting news focused on the UPPER living labs and twinning sites: #UPPERcities (connecting all city / region related posts) and hashtags connecting the posts to a specific city/region: e.g. #Lisboa, #RegionHannover, etc...



## Twitter, X

Twitter-X is a social networking and online news site where users communicate with short posts expressing opinions or reacting to current events. UPPER Twitter account will follow an informal approach, easy-to-read and accessible to general public, with a focus on project's content, news from project sites and events and related news and topics. To engage and attract followers, UPPER tweets will highlight:

- Latest news from the project
- Reactions to PT-related news and commentaries on related topics
- Live coverage from project and networking events (either on-line or in person)
- News and pictures from project meetings, workshops and other events (either on-line or in person)
- Promotion of latest website updates and developments
- Videos recorded at consortium meetings, short interviews, cards and quotes from the partners

The UPPER Twitter account is also used to retweet posts from related accounts, such as CIVITAS Initiative, NetZeroCities, other EU funded projects focused on sustainable mobility, affiliated initiatives, consortium partners and cities. UPPER will also engage with topics close to the project, such as PT innovation or MaaR.

UPPER also tries to engage with social media influencers and other ambassadors to increase the visibility of the project among the public. Such ambassadors could be for example personas already active on social media on the topics covered by the project (e.g. PT experts) or locally known figures (which are not necessarily connected with the project topic) willing to support the project goals on a local level and promote the use of PT in general. Italian rugby skipper Michele Lamaro released a [video](#) to support the "Roma Gioca sostenibile" campaign for the 2024 6 Nations tournament.

At the time of writing (3 June 2024) the account published 265 posts and has reached 296 followers.

UPPER posts have gained 43,600 organic impressions in total with an average engagement rate of 3,5%

The [launch](#) of the UPPER X account reached almost 14K impressions and 304 engagements

## × Post Analytics



Figure 10: Most impressed and engaged UPPER post on X

While X remains an important social media tool that is particularly handy when reporting live (for example, at conferences) and to reach press (which overall is still very active on X), a slow but steady decline in growth of follower base as well as engagement is reported by various project partners who also use X. Therefore, the evolution of X will be closely monitored by the UPPER consortium, and our strategy in regard to X will be adapted accordingly if needed in a future reporting period.



Figure 11: UPPER X front page

## LinkedIn

LinkedIn is a social media platform focused on building professional communities and business connections. To exploit these features, the UPPER LinkedIn page will focus on creating an expert community of partners and related stakeholders, where professional target audiences, such as the representatives of cities and regions, local urban planning and PT professionals etc., can be easily updated on the project developments as well as virtually meet and share experiences on PT-related topics. The project's LinkedIn page can be used also to inform local users and potential customers about the developments in the project; however, the language and topics covered by the LinkedIn page will target rather topically interested public than a broad customer base.

In order to engage and attract followers and connections, UPPER LinkedIn page will aim to:

- Announce events and highlighting contributions from partners
- Create a community of experts to share experience from the project and strengthen collaboration and partnership
- Enable transferability of good practices not only between projects partners but also between cities and regions outside the project

- Keep in touch with peers and reach out to additional target audiences (e. g. academia).

At the time of writing (3 June 2024) the account has reached 1,517 followers and 857 connections. From June 2023 – June 2024 (as LinkedIn analytics only allow you to go back one year), the UPPER LinkedIn page has gained 4,364 page views while UPPER posts have gained 200,792 organic impressions in total.

On all social media platforms where UPPER will be present (either through its own channels or via featured material), the project will follow a strategy to attract new followers and engage with the audience through:

- Informing about and engaging people on the topic of public transport;
- Sharing experiences and presenting tangible outcomes;
- Promoting policies and best practices;
- Facilitating interactions with stakeholders and followers by initiating quizzes, surveys, polls and contests;
- Establishing and strengthening partnerships with other relevant organisations and initiatives to amplify UPPER messages.



## UPPER Project EU

Unleashing the Potential of Public Transport in Europe #UPPERProjectEu

Brussels, Brussels Region, Belgium · [Contact info](#)

500+ connections

Figure 12: UPPER LinkedIn front page



**1,480**  
Total followers

**New followers**

Past 365 days

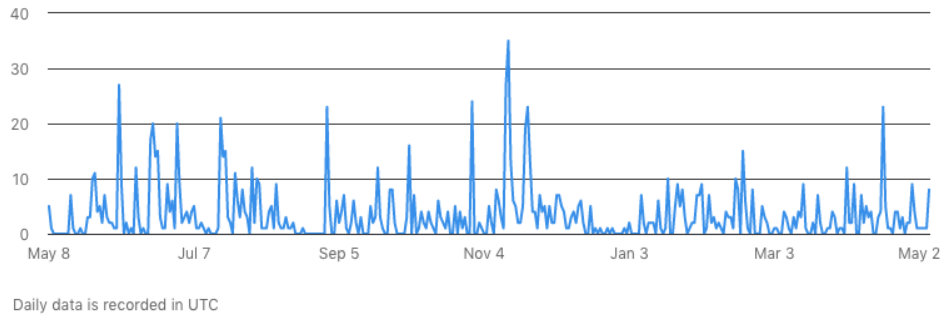


Figure 13: UPPER LinkedIn followers growth

**Content performance**

**200,792**

Impressions  
▲2,827.5% Past 365 days

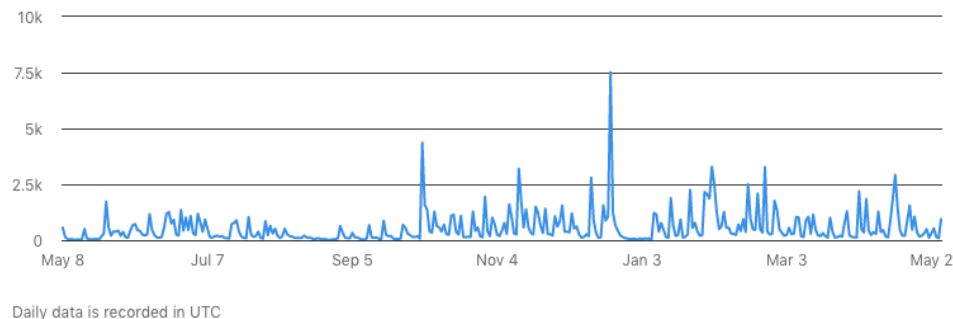


Figure 14: UPPER LinkedIn content performance - Impressions

### You Tube Channel

Audio-visual content will be produced throughout the whole duration of the project to increase visibility and highlight important milestones of the project. Such content can include videos showcasing the work done on local project sites (both finished and in progress), documenting project events, measures implementation or local communication campaigns. Videos will be published on the UPPER YouTube channel which was created on December 12, 2023 (Link [@UpperProject-on8dq](#)) to gather a critical mass of content to properly start engaging with the platform audience. Currently (3 June 2024) counting 36 subscribers, the channel gathers 18 videos producing over 1,030 views. Since its creation the YouTube channel has proved to be a powerful platform to showcase and promote our project to a vast audience. It is essential to actively contribute to the growth of the channel in the coming months. The videos uploaded to the channel consist off UPPER workshop registrations, UPPER Hackathons wrap-up videos, interviews with politicians, project partners, and project ambassadors recorded at UPPER General assemblies, and internal and external project events.

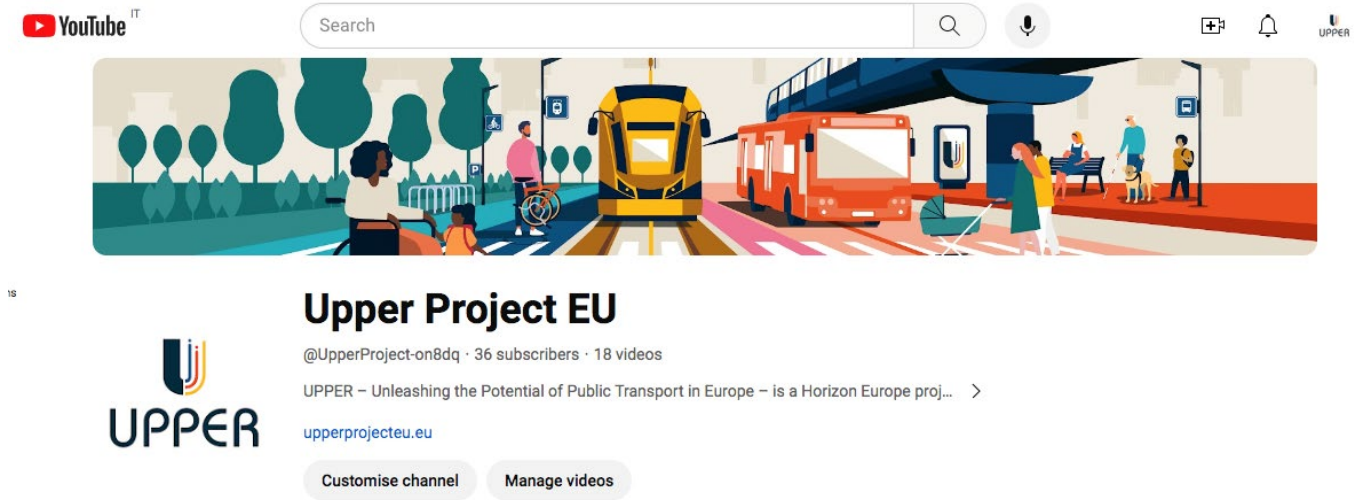



Figure 15: UPPER YouTube Channel – front page


## Links

 **UPPER PROJECT EU**  
[upperprojecteu.eu](http://upperprojecteu.eu)

## Channel details

 [View email address](#)

 [www.youtube.com/@UpperProject-on8dq](http://www.youtube.com/@UpperProject-on8dq)

 36 subscribers

 18 videos

 958 views


 Joined 12 Dec 2023

Figure 16: UPPER YouTube Channel - main figures

### 2.4.3. Media publications

News articles showcasing the work done within UPPER were published on the project website and disseminated through the project's social media and communication channels and via the network organisations within the consortium. The articles will be included in relevant newsletters issued by partners and affiliated initiatives (e. g.

Eurocities FLASH, UITP, infoPOLIS, ICLEI and EIT UM newsletters) and distributed via relevant platforms and portals such as CIVITAS and Eltis.

Press releases were issued through horizontal partners' media channels to European general and specialised media on the strategic occasions. These could be either project-related (e.g. achieving important milestones), or target audience-related (e.g. campaigns spotlighting special interest groups on the occasion of dedicated events such as Pride month, International Women's Day, International Day of Persons with Disabilities etc.).

UPPER cities and regions will continue to communicate the progress and achieved milestones in the implementation of UPPER measures through the local media and publish press-releases in the respective local languages on strategic occasions (such as achieving a milestone in the project, deployment of a measure, etc.).

At the moment of writing, the following media articles were published:

**Table 2: Media publication tracker**

TITLE	ORGANISATION	DATE	LANGUAGE	TARGET AUDIENCE	LINK
Trenes y autobuses a la carta y con etiqueta medioambiental		26/03/2023	ES	Spanish national	<a href="https://elpais.com/extra/movilidad-urbana/2023-03-26/trenes-y-autobuses-a-la-carta-y-con-etiqueta-medioambiental.html">https://elpais.com/extra/movilidad-urbana/2023-03-26/trenes-y-autobuses-a-la-carta-y-con-etiqueta-medioambiental.html</a>
UPPER Project Presentation	ETRA	5/1/2023	ES/EN	Spanish national	<a href="https://www.grupoetra.com/portfolio-item/upper/">https://www.grupoetra.com/portfolio-item/upper/</a>
UPPER: EIT Urban Mobility working to unleash the potential of public transport in ten European cities	EIT Urban Mobility	25/01/2023	EN	citizens, companies, PT entities, public administration	<a href="https://www.eiturbanmobility.eu/upper-eit-urban-mobility-working-to-unleash-the-potential-of-public-transport-in-ten-european-cities/">https://www.eiturbanmobility.eu/upper-eit-urban-mobility-working-to-unleash-the-potential-of-public-transport-in-ten-european-cities/</a>
València participará en el proyecto europeo UPPER para mejorar el transporte público en los Poblats Marítims	Valencia Municipality	3/31/2023	ES	Spanish national	<a href="https://www.valencia.es/cas/actualidad/-/content/proyecto-europeo-upper">https://www.valencia.es/cas/actualidad/-/content/proyecto-europeo-upper</a>
València elegida para participar en el proyecto UPPER para mejorar el transporte en Poblats Marítims	EMT & Valencia Municipality	3/31/2023	ES	Spanish national	<a href="https://actualitatvalenciana.com/valencia-proyecto-upper/">https://actualitatvalenciana.com/valencia-proyecto-upper/</a>
Ribó anuncia la remodelación de Blasco Ibáñez para priorizar el paso de la EMT	EMT & Valencia Municipality	3/31/2023	ES	Spanish national	<a href="https://www.ondacero.es/emisoras/comunidad-valenciana/valencia/noticias/ribo-anuncia-remodelacion-blasco-ibanez-priorizar-paso-emt_202303316426b1de1036390001ad401e.html">https://www.ondacero.es/emisoras/comunidad-valenciana/valencia/noticias/ribo-anuncia-remodelacion-blasco-ibanez-priorizar-paso-emt_202303316426b1de1036390001ad401e.html</a>
Ribó estudia ampliar el carril bus o dar preferencia a la EMT en los semáforos en Blasco Ibáñez	EMT & Valencia Municipality	3/31/2023	ES	Spanish national	<a href="https://www.lasprovincias.es/valencia-ciudad/ribo-anuncia-remodelacion-blasco-ibanez-dar-prioridad-20230331140544-nt.html">https://www.lasprovincias.es/valencia-ciudad/ribo-anuncia-remodelacion-blasco-ibanez-dar-prioridad-20230331140544-nt.html</a>
UPPER Project Presentation	IBV	28/02/2023	EN	citizens, companies, PT entities, public administration	<a href="https://www.ibv.org/en/proyecto/unleashing-the-potential-of-public-transport-in-europe/">https://www.ibv.org/en/proyecto/unleashing-the-potential-of-public-transport-in-europe/</a>
Different posts/reposts/shares/tweets/retweets of UPPER project activities	IBV		EN/ES	citizens, companies, PT entities, public administration	

Horizon Lab: Discover the European projects tackling urban issues where EIT Urban Mobility ...	EIT Urban Mobility	2/6/2023	EN	EIT Urban Mobility's Partners	<a href="https://mobilitydataspace-csa.eu/wp-content/uploads/2023/06/horizon-lab--discover-the-european-projects-tackling-urban-issues-where-eit-urban-mobility-is-involved-compressed-1.pdf">https://mobilitydataspace-csa.eu/wp-content/uploads/2023/06/horizon-lab--discover-the-european-projects-tackling-urban-issues-where-eit-urban-mobility-is-involved-compressed-1.pdf</a>
Um Städte klimaneutral zu machen, müssen wir alles bedenken und all mitnehmen	EIT Urban Mobility	7/1/2023	DE	German speaking audience	<a href="#">OPINOMIC Mobilität 07/2023 by OPINOMIC AG - Issuu</a>
Como Lisboa está a tentar mudar a mobilidade escolar com os autocarros de bairro		16/07/2023	PT	citizens of Lisbon	<a href="https://lisboaparapessoas.pt/2023/07/16/amarelo-piloto-mobilidade-escolar-carris/">https://lisboaparapessoas.pt/2023/07/16/amarelo-piloto-mobilidade-escolar-carris/</a>
Madalena tem 9 anos e já não vai de carro para a escola: passou a ir de Amarelo, os autocarros da Carris com monitores lá dentro		10/5/2023	PT	Portugal national	<a href="https://expresso.pt/sociedade/2023-05-10-Madalena-tem-9-anos-e-ja-nao-vai-de-carro-para-a-escola-passou-a-ir-de-Amarelo-os-autocarros-da-Carris-com-monitores-la-dentro-302cb8f5">https://expresso.pt/sociedade/2023-05-10-Madalena-tem-9-anos-e-ja-nao-vai-de-carro-para-a-escola-passou-a-ir-de-Amarelo-os-autocarros-da-Carris-com-monitores-la-dentro-302cb8f5</a>
"Amarelo": projeto em teste na capital leva as crianças à escola e facilita vida aos pais		24/05/2023	PT	Portugal national	<a href="https://sicnoticias.pt/pais/2023-05-24-Amarelo-projeto-em-teste-na-capital-leva-as-criancas-a-escola-e-facilita-vida-aos-pais-3fa4e819">https://sicnoticias.pt/pais/2023-05-24-Amarelo-projeto-em-teste-na-capital-leva-as-criancas-a-escola-e-facilita-vida-aos-pais-3fa4e819</a>
Different posts/reposts/shares/tweets/ retweets of UPPER project activities	EPF		EN	EPF members (across Europe), citizens, policy-makers, PT entities,	
UPPER Project Launches	EPF	26/01/2023	Int	EPF members (across Europe), citizens, policy-makers, PT entities,	<a href="https://www.epf.eu/wp/upper-project-launches-unleashing-the-innovative-potential-of-public-transport/">https://www.epf.eu/wp/upper-project-launches-unleashing-the-innovative-potential-of-public-transport/</a>
UPPER Website Launches	EPF	31/05/2023	EN	EPF members (across Europe), citizens, policy-makers, PT entities,	<a href="https://epf.email-provider.eu/web/yf7iqi3wz0/yhjttmpifsj">https://epf.email-provider.eu/web/yf7iqi3wz0/yhjttmpifsj</a>
PTV Group to support EU project UPPER on the potential of public transport	PTV	7/19/2023	EN / DE	Mobility Stakeholders, press	<a href="#">Latest News   PTV Group</a>
What potential does public transportation have?	PTV	8/15/2023	EN / DE	people interested in mobility topics	<a href="#">public transportation potential  PTV Blog (ptvgroup.com)</a>
Potenziamento del Tpl per l'obiettivo della neutralità climatica entro il 2050 - Le molte sfide del programma europeo "Upper"	RSM	11/21/2023	IT	Roman citizens and PT users in particular	<a href="https://romamobilita.it/it/media/pp/potenzamento-tpl-obiettivo-della-neutralita-climatica-entro-2050">https://romamobilita.it/it/media/pp/potenzamento-tpl-obiettivo-della-neutralita-climatica-entro-2050</a>
Seven CIVITAS cities awarded EU Mission Label for Climate-Neutral and Smart Cities	ICLEI	13/12/2023	EN	CIVITAS members, European cities	<a href="https://civitas.eu/news/seven-civitas-cities-awarded-eu-mission-label-for-climate-neutral-and-smart-cities">https://civitas.eu/news/seven-civitas-cities-awarded-eu-mission-label-for-climate-neutral-and-smart-cities</a>
Oli: o autocarro amarelo dos Olivais deu um livro lustrado para crianças		16/07/2023	PT	citizens of Lisbon	<a href="https://lisboaparapessoas.pt/2024/03/07/oli-autocarro-dos-olivais-livro-infantil/">https://lisboaparapessoas.pt/2024/03/07/oli-autocarro-dos-olivais-livro-infantil/</a>

Different posts/reposts/shares/tweets/ retweets of UPPER (EU Mission Label etc.)	rnv	October 2023, November 2023	EN		<a href="https://www.linkedin.com/in/annika-kristin-m%C3%BCller-9a6527223/recent-activity/all/">https://www.linkedin.com/in/annika-kristin-m%C3%BCller-9a6527223/recent-activity/all/</a>
Action Call for UPPER Hackathon Mannheim	rnv	2/1/2024	EN, DE	citizens of Mannheim and region	
Action Call for UPPER Hackathon Mannheim	rnv	January - March 2024	EN, DE	citizens of Mannheim and region	
Action Call for UPPER Hackathon Mannheim	City of Mannheim	January - March 2024	EN, DE	citizens of Mannheim and region	
Action Call for UPPER Hackathon Mannheim	rnv	January - March 2024	EN, DE	citizens of Mannheim and region	<a href="https://www.linkedin.com/in/annika-kristin-m%C3%BCller-9a6527223/recent-activity/all/">https://www.linkedin.com/in/annika-kristin-m%C3%BCller-9a6527223/recent-activity/all/</a>
Different posts / reposts about the GA in Rom	rnv	31/01/24	EN	people interested in mobility topics	
Different posts / reposts about the GA in Rome	City of Mannheim	31/01/24	EN	people interested in mobility topics	
Different posts / reposts about the UPPER Hackathon Mannheim	rnv	10/3/2024	EN	people interested in mobility topics	<a href="https://www.linkedin.com/in/annika-kristin-m%C3%BCller-9a6527223/recent-activity/all/">https://www.linkedin.com/in/annika-kristin-m%C3%BCller-9a6527223/recent-activity/all/</a>
Magazine General Assembly Rome	Roma Capitale	20/05/2024	ITA	Citizens of Rome, project partners,	<a href="https://www.comune.roma.it/web/it/progetto-upper.page?contentId=DDC1192595">https://www.comune.roma.it/web/it/progetto-upper.page?contentId=DDC1192595</a>
València serà l'amfitriona de l'UPPER Hackaton, un esdeveniment referent en el disseny de solucions innovadores per al transport públic	El Periodic	05/06/2024	ES-VAL	Citizens of Valencia, project partners	<a href="https://www.elperiodic.com/val/valencia/valencia-sera-lamfitriona-lupper-hackaton-esdeveniment-referent-disseny-solucions-innovadores-transport-public_964044">https://www.elperiodic.com/val/valencia/valencia-sera-lamfitriona-lupper-hackaton-esdeveniment-referent-disseny-solucions-innovadores-transport-public_964044</a>
València serà l'amfitriona de l'UPPER Hackaton, un esdeveniment referent en el disseny de solucions innovadores per al transport públic	Ajuntament Valencia	05/06/2024	ES-VAL	Citizens of Valencia, project partners	<a href="https://www.valencia.es/val/actualitat/-/content/upper-hackaton-val%C3%A8ncia-2024-1">https://www.valencia.es/val/actualitat/-/content/upper-hackaton-val%C3%A8ncia-2024-1</a>

#### 2.4.4. Project publications

Throughout the duration of the project, UPPER will produce publications showcasing the results obtained and their replicability.

Knowledge reports are one of the main results produced in UPPER. The reports will have several formats, including sets of recommendations (e.g. on how to establish a behaviour change in users or how to improve the public perception of PT); collection and a description of successful initiatives and best practices; or toolboxes. The knowledge reports will be submitted to the EC in the form of Deliverables; however, some reports will be further worked on in order to make them attractive and accessible to various target groups. All knowledge reports will be accessible to the public through the project website in the Resources page, alongside other public deliverables.

At the moment of writing, five deliverables and one knowledge report are available for download on the [“Resource”](#) space of the project website.

- D2.2 Diagnosis of PT in living labs, measures refinement and expected impact
- D8.1: Plan for communication, dissemination and exploitation activities
- D2.3 Gamified approach for cocreating inclusive PT solutions
- D2.4 UPPER Measures, requirements and policy recommendations
- D2.1: User groups' mobility needs, motivations and patterns
- Report: Netnography of public transport in UPPER's Living Labs: València, Ile de France, Rome, Oslo and Mannheim

Publishing of the reports were and will be communicated and disseminated via appropriate channels dependent on the type of the document in question. Social media channels, project website and networks of project partners will be used every time to disseminate the newly published knowledge reports. Furthermore, the partners in charge of the individual knowledge reports will be asked to present the reports in webinars and panel discussions organised either by UPPER, or by other projects and initiatives. The partners in charge are encouraged and reminded to submit abstracts from the knowledge reports to conferences and apply for poster sessions. WP8 leaders will be continuously following up on this process with each of the partners responsible for the individual reports and will provide support in preparation of the abstracts and conference proceedings.

The knowledge reports will be disseminated also via CIVITAS. The “Share your content” function on the CIVITAS website will be used to share the new publications with the CIVITAS Community and to publish the news on the UPPER project page on the CIVITAS website. The partners responsible for the individual publications will be responsible for this process and will be periodically reminded of this task by WP8 leaders.

Furthermore, the knowledge reports will be disseminated to the cities involved in the Mission through UPPER user account on the NetZeroCities Portal (online component of the Mission Platform). UPPER will contribute with the knowledge reports to the vast Knowledge repository on the Portal via the “Share your resources” function. Eurocities will be responsible for the communication with NetZeroCities and coordination of sharing of relevant content with the Platform.

### 2.4.5. Scientific publications

UPPER will contribute to the research body on PT and sustainable mobility by publishing peer-reviewed articles and other kinds of publications, such as conference proceedings and knowledge reports. All scientific publications will be disseminated by open-access platforms, knowledge sharing services managed by EC and UPPER website.

Dissemination tracker (created on the UPPER Sharepoint and accessible to all partners) will help gather and keep track of all the articles and papers published. WP8 leaders will be responsible for creating visibility for the published articles and papers through the UPPER website and the project's communication channels. Technical partners – researchers and academics – are strongly encouraged to publish relevant content during the project and engage with international peer-reviewed open access journals such as Science direct, Elsevier, JRC Science for Policy Report Public transport research.

All partners will ensure Open Access (free of charge online access for any user) to all scientific publications created within UPPER. Electronic copies of the published peer-reviewed articles will be accessible and stored in a repository for scientific publications.

Linking UPPER to Academia to establish fruitful relationships with young professionals was clearly stated in the WP8 guidelines. A permanent behavioural change can be successful only if supported by younger generations. In March 2024, FIT colleague Paola Fasiello successfully defended her master's thesis *“The transition of Climate Neutral Cities from the view of Mobility Justice and social equity. Analysis and comparison of the two Horizon Mission Cities projects, the case of Rome and Bologna”* dedicated to the UPPER project and the role of Public Transport towards a more

sustainable and zero-emission mobility. To celebrate the achievement, the article [UPPER Summa cum laude - Upper Project EU](#) was published.

TRA Conference, gathers individuals and organisations in the shared pursuit of knowledge and innovation in the field of transportation and mobility. The aim is to foster an environment where ideas flourish, discussions thrive, and connections are forged, solutions emerge, and the seeds of future breakthroughs are planted. Project partner IBV, ETRA and CERTH contributed to the TRA conference in Dublin with three scientific papers.

IBV “*Netnography study to investigate end users’ satisfaction with public transport in UPPER project’s Living Labs*” ; CERTH “*Transition to Multimodal Digital Transport Services (MDTS) and user-friendly multimodal transport networks*”; ETRA “*Empowering urban authorities: Data-driven solutions for effective public transport management*”. The official publication the three papers is not yet available and will be uploaded in the coming months.

KU Leuven submitted a poster presentation “*Serious Game Approach for Understanding Road Safety and Security for Vulnerable Public Transport Users*” to the International Co-operation on Theories and Concepts in Traffic Safety.

CERTH submitted also a paper to the AIIT 4th International Conference on Transport Infrastructure and Systems (TIS ROMA 2024), 19th - 20th September 2024, Rome Italy. “*An Accessibility-driven Method for Planning First and Last Mile Micromobility Services*”

## 2.5. Physical communication tools

### 2.5.1. Leaflets and posters

As presented above, the UPPER poster was created with the principles of ‘MaaR’ in mind. Besides the original generic poster, a ‘personalised’ UPPER poster will be created for all UPPER cities and regions by embedding the name of the city / region into the original design. The purpose of this initiative is to strengthen the engagement of the local clusters and gain popularity for the project on the local level. Local political representatives will be encouraged to disseminate the project poster through their media channels and the local clusters will be encouraged to promote the project in their city/region through the physical appearance of the project poster on strategic locations (e.g. PT stops, mobility hubs, etc.)

The project leaflet was produced and is used as the project’s business card towards external stakeholders, presenting UPPER objectives briefly. The leaflet will be translated into local languages for the purpose of local communication and dissemination. Local cluster leaders will be responsible for the translation process.

Both project posters and leaflets are available to all project partners on the UPPER Sharepoint in high resolution. Partners are free and encouraged to print the materials for their communication and dissemination activities.

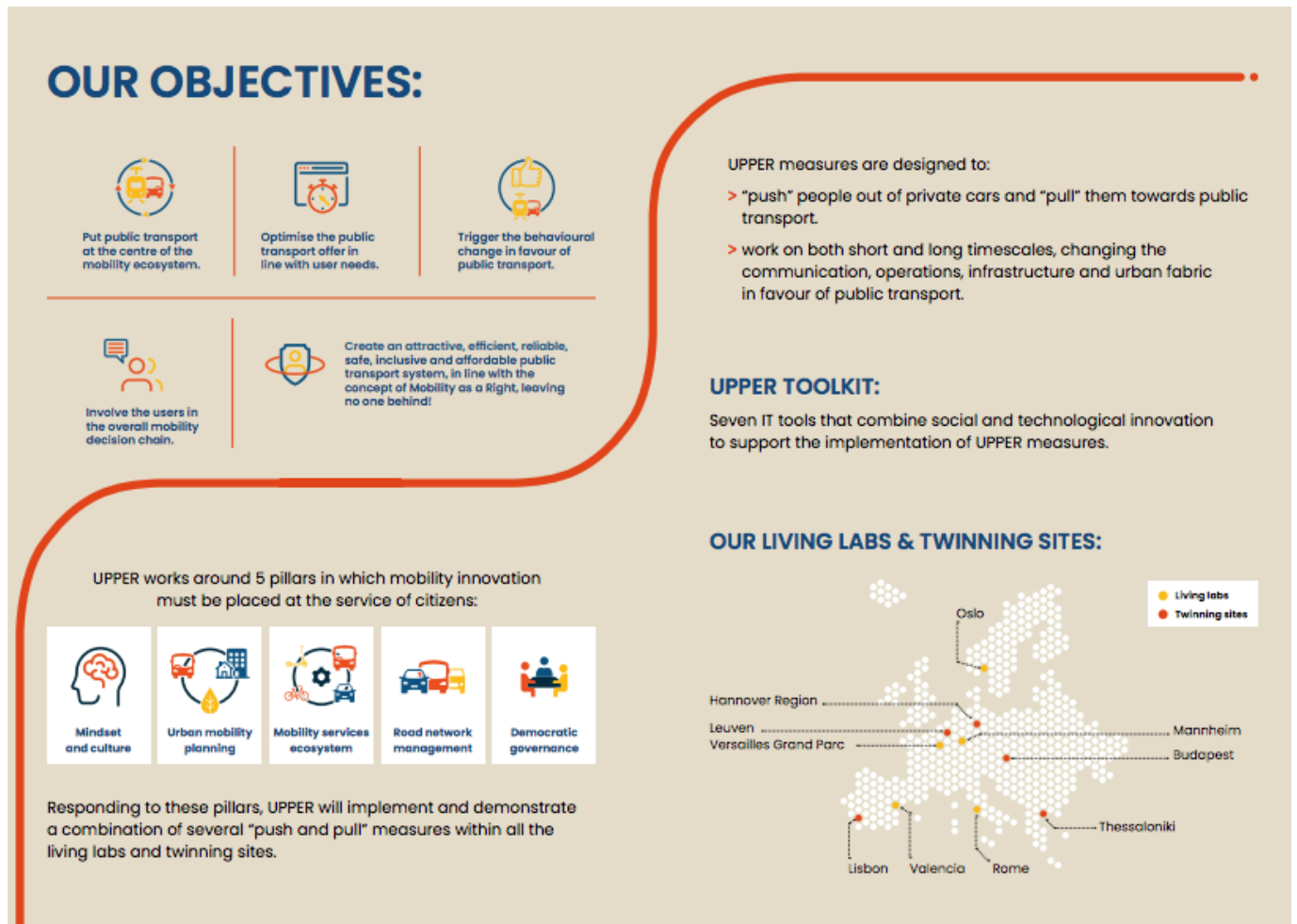


Figure 17: UPPER Leaflet

### 2.5.2. Roll-up banner

A design for the project roll-up banner has been produced and made available to the project partners. In June 2023, two physical roll-up banners have been produced for the use of Eurocities, and UITP to promote the project at European and international conferences such as UITP Urban Summit in Barcelona, the Eurocities Mobility Forum in Porto, Urban Mobility Days in Sevilla, NetZeroCities Conference. Rome and EMT Valencia have also produced two banners specifically for the General Assembly meetings they hosted in January and June 2024 respectively.



Figure 18: UPPER Roll Up – UPPER GA in Rome, January 2024

### 2.5.3. Local communication materials

The UPPER communication will have a strong local pillar through the whole duration of the project. The partners of local clusters will be asked to provide translations of the UPPER leaflet to their respective local languages for the purpose of local communication and dissemination. Furthermore, UPPER branding of buses, PT stops, or other physical communication tools connected with the implementation of UPPER measures will be considered in the future. UPPER Living Lab Rome has produced a Digital Report to highlight the project General Assembly that took place in January 2024. From the institutional interventions at Campidoglio's Hall with Deputy Mayor Eugenio Patanè and Roma Metropolitan Technical Director Andrea Sciotti moving on to the emotional visit to the construction site of Metro C - Colosseum Station, up to the intense workshops and working tables at the House of Emerging Technologies of the Tiburtina Station and the closing speech of Anna Donati - CEO of RSM, the magazine collects these highlights to be a reporting tool for the Assembly. A paper version will also be made available. The Digital Report is available on the UPPER website <https://www.upperprojecteu.eu/news/digital-report-assemblea-generale-a-roma-30-31-gennaio-2024/>

### 2.5.4. Communication campaigns

The local communication efforts will be strengthened during strategic events taking place in living labs or twinning sites. Such events can be for example the European Mobility Week, important sport and cultural events connected with high influx of passengers in the PT network (e.g. 6 Nations tournament hosted in Rome in 2023 and 2024 or the

Olympic games hosted by Paris in 2024), or moments in the year highlighting social groups that may experience disadvantages or have special needs when traveling by PT (e.g. the International Women Day, Pride Month, International Day of Persons with Disabilities,...). The communication campaigns shall be tailored to the needs of the event and city/region involved. Each project site will be encouraged to develop ways to promote the use of PT with the support of WP8 leaders and horizontal partners. Inspiration and good practice examples will be shared with the project sites in the local communication guidelines which were presented at the Versailles and Rome General Assembly. The guidelines will be presented to the project sites during a dedicated webinar.

### 2.5.4.1 Rome case

#### Roma Gioca Sostenibile

The engagement of Michele Lamaro (skipper of the Italian rugby team) who endorsed the UPPER communication campaign on social media during the 6 Nations tournament 2023 and 2024 in Rome could be given as an example. He has been an excellent testimonial supporting the many benefits of linking active mobility and public transport to large sport events in Roma Capitale through the initiative #RomaGiocaSostenibile, UPPER and EURO CITIES.

The video campaign of Michele Lamaro for the initiative is available on the UPPER YouTube channel (<https://www.youtube.com/shorts/gWRgWSIGnF8>). Also, an article was produced to disseminate the event (<https://www.upperprojecteu.eu/event/when-in-rome-lifting-the-pressure-that-sports-games-place-on-cities-is-both-possible-and-mandatory/>).



Figure 19: Roma Gioca Sostenibile initiative Rugby Banner

Due to the successful experience with the 6 Nations tournament the city of Rome through project partners Roma Capitale and Roma Servizi per la Mobilità agreed in teaming up again with UPPER for the 81th edition of the Internazionali d'Italia tennis tournament as well as for the "Coppa Italia" the Italian football cup. For the first time in Italy, a football event will be characterized by a focus on sustainability in all its aspects, resulting in a significant reduction in its environmental impact. The Frecciarossa Italian Cup Final, scheduled for today Wednesday 15 May from 9 pm at the Olympic Stadium between Atalanta and Juventus, will be the first football event in Italy conceived around sustainability in all its aspects. Lega Serie A, Sport e Salute and Roma Servizi per la Mobilità, aware of the significant social and environmental impact of sport and the importance of promoting and adopting sustainable practices, announce that they have signed a memorandum of understanding for the implementation of the "ROAD TO ZERO". The UPPER website hosts two articles on these initiatives (<https://www.upperprojecteu.eu/news/game-set-match-upper-and-romagiocasostenibile-together-again/>); <https://www.upperprojecteu.eu/news/upperrome-scored-another-great-goal-romagiocasostenibile/>)



Figure 20: Roma Gioca Sostenibile initiative Tennis Banner

The initiative #RomaGiocaSostenibile has been encouraging sports fans to leave their cars at home to beat CO2 emissions since 2015. The online information in Italian and English includes a map with cycling and pedestrian routes, parking for people with impaired mobility, bus, tram, and metro options as well as tips for those landing at the airport. Shared mobility operators, meanwhile, offer discounts and promotions to sports fans.

### UPPER Hackathons

The Open Innovation Days will also comprise a Hackathon, where cities will be launching an urban mobility challenge to motivated young people, who will compete to propose a solution. The Hackathons are envisioned as a tool for cities to refine some of their proposed UPPER measures.

5 hackathons will be organised in UPPER living labs with connection to the OIDs, by WP8 leader with the support of the Y4PT acting as a subcontractor. The hackathons will support the local clusters in the refinement, design and implementation of the measures in the scope of UPPER. The hackathons will target mainly university students and young professionals and will aim to raise the voices of young innovators and bring new perspectives into the implementation of UPPER measures. Each city / region will choose a specific topic for their hackathon. The topic of each hackathon will be either one or more of UPPER measures the living lab wants to work on with the hackathon participants, or specific challenges they are facing during the measure's implementation. In alignment with the Maar principle, UPPER will aim to ensure the full accessibility of the hackathon venues for all participants.

At the time of writing 4 hackathons have been performed:

- Rome (October 2023) [Wrap up video](#) and article <https://www.upperprojecteu.eu/event/upper-hackathon-rome-2023-eu-project/>
- Oslo (January 2024) [Wrap up video](#) and article <https://www.upperprojecteu.eu/event/upper-hackathon-oslo-2024/>
- Mannheim (March 2024) [Wrap up video](#) and article <https://www.upperprojecteu.eu/event/upper-hackathon-mannheim/>
- Valencia (June 2024) Wrap-up video (not yet ready) and article <https://www.upperprojecteu.eu/event/upper-hackathon-valencia-2024/>

# UPPER Hackathon

## Rome 2023



UPPER HACKATHON OSLO 2024 – EU PROJECT

# UPPER Hackathon

## Oslo 2024



# UPPER Hackathon

## Valencia 2024



# UPPER Hackathon

## Mannheim 2024



Figure 21: Hackathon Posters (Rome, Oslo, Valencia, Mannheim)

The local clusters were provided from WP8 task leaders with guidelines for definition of the target groups for the hackathon and successful communication of the event on the local level. The communication about the hackathons were customised depending on the measures / challenges chosen as topics of the specific event. The promotion of hackathons were done locally, in the UPPER living labs and surrounding urban areas easily accessible to students and young professionals. The local cluster partners will be responsible for reaching out to local universities, research and innovation centres and start-up communities and involving them in the hackathon. The local UPPER clusters will also be asked to provide experts standing on the jury of the Hackathons, while Y4PT will provide mentorship to the Hackathon competitors. Participants will be selected via an open call managed by the UPPER local cluster partners. A video reporting on the Hackathon will be produced after each of the 5 events, which will be promoted via the project social media channels, as well as those of the relevant partners and of Y4PT.

1 additional extended hackathon called “[Codagon](#)” was organised in collaboration with the MobiDataLab project and under the guidance of POLIS and alongside the POLIS conference in November 2023. The City of Leuven (one of the UPPER Twinning sites) as well as KU Leuven (focusing on the evaluation work) provided UPPER challenges to the Codagon participants.

## 2.6. Guidelines for UPPER-related communication

All project partners received the guidelines for communication and dissemination of the project on social media with the aim to ensure that:

- All partners follow the UPPER channels with their organisation's official accounts and share and repost UPPER content.
- The partners feature UPPER on their website (e.g. publish an article about their engagement in the project with a link to the project website) and share information about the project through their networks, mailing lists, etc.
- For all communication activity related to the project, the partners must use the UPPER logo and visual identity available to them on the UPPER SharePoint and include the EU logo and disclaimer, CIVITAS logo, Mission thumbnail and related acknowledgements as described in Chapter [2.3.4](#).
- The partners use the communication and dissemination tracker to keep track of their activities.

A dedicated presentation for project partners was held in April 2023. A workshop focused on local communication and dissemination activities was held during the 2nd and the 3rd project meetings (Versailles in June 2023, and Rome January 2024). If needed another one will be performed in the near future.

The guidelines provided the local partners with inspiration and best practice examples for organisation of communication campaigns, events, contests and other means of reaching the target audiences on the local level (local users and potential new PT users in UPPER project sites)—furthermore, the guidelines aimed to advise on inclusive communication practices and encourage partners to be proactive.

## 2.7. Networking and events

### 2.7.1. Connection with European and wider international networks

As a part of its dissemination strategy, UPPER will make use of the work of international networks among its horizontal partners. At the time of writing the article produced:

- [How UPPER is tackling big mobility challenges with local measures](#)
- [UPPER project launches](#)
- [When in Rome, do as Romans do](#)
- [Next stop: a friendlier and greener Valencia](#)
- [Loud, proud and always mobilising inclusive mobility](#)
- [UPPER has launched](#)
- [How to make cycling and public transport a winning combination for European cities: Introducing the UPPER Project](#)
- [Combining cycling and public transport in the Eternal City](#)
- [UPPER: EIT Urban Mobility working to unleash the potential of public transport in ten European cities](#)



Project partners will provide their members with regular updates about the project status and encourage them to explore the project's work and results through networking tables, workshops, webinars and other events.

As one of the projects under the CIVITAS initiative, UPPER will make use of the activities and CIVITAS community. This includes exploitation of the CIVITAS communication channels (website, newsletter, etc.) for effective communication and dissemination of the project results, and participation in transfer, take-up and replication activities that will be defined by the new CSA CIVITAS MUSE.

<https://civitas.eu/projects/upper>

### 2.7.2. Internal events

The internal dissemination of project results will take place through regular events bringing together the project partners such as:

- Project meetings and General Assemblies.
- Monthly recaps from the Project Coordinator, highlighting most recent events and developments.
- Weekly recaps “UPPER Friday Vibes” from Dissemination Task leader.
- Knowledge exchange and technical webinars, workshops and other sessions, both online and in-person.
- Study visits and peer-learning visits.
- Policy dialogues (debates between political representatives representing the local, regional, national, EU levels).

#### Knowledge platform: webinars and trainings

Webinars and trainings will be organised and published on the knowledge sharing platform to disseminate the results of the project among urban planners, city practitioners, public transport providers and other interested professionals. The primary repository of the trainings will be U-TRANSFER – a knowledge sharing platform developed within UPPER. All webinars and trainings on U-TRANSFER will be created in a user-friendly and interactive way to ensure the highest possible engagement with audiences. The needs and requirements for U-TRANSFER are collected from the UPPER cities by making use of the Volere methodology. The webinars and trainings will follow these requirements to ensure that the methods and topics for knowledge sharing match the needs of the target groups.

Furthermore, external communities of practitioners will be approached on ad-hoc occasions to understand and integrate needs and requirements from practitioners outside of the project. An example is the [“Leaving no-one behind: safe, accessible and inclusive mobility”](#) workshop which was held at the Eurocities Mobility Forum in March 2024, The first of a series of workshops Eurocities will organize focused on the Mobility-as-a-Right concept, one of the pillars of the UPPER project. The initiative promotes the voice and stories of public transport marginalized citizens and how city administrators and international non-profit associations have successfully engaged with them.

The webinars and trainings will be promoted on the UPPER social media and through the networks of project partners. Furthermore, all partners will be asked to use their networks to promote the events. UITP, Eurocities, POLIS Network, EMTA and ICLEI Europe will be specifically asked to circulate information on upcoming webinars and trainings on their public websites and private member-only platforms.

Furthermore, the trainings and webinars produced within UPPER will be disseminated through the NetZeroCities Portal (the online component of the Mission Platform) where UPPER will have its dedicated user account and a public thematic group. UPPER will exploit the knowledge sharing features of the Portal to inform Portal users about its resources and opportunities. UPPER events (such as webinars) will also be posted on the Portal news feed and

events page. The target group of these dissemination activities will be the cities involved in the Mission and UPPER will perform these activities to ensure the exploitation of its results by the Mission cities.

### **Cluster pairing meetings**

UPPER transport mobility twinning aims at strengthening the collaboration and exchange of knowledge and best practices in the field of transportation and cultural behavioral change between two project cities. The twinning process typically involves partners that are geographically distant but face similar transportation and cultural challenges. They work together to identify common issues, share experiences, and exchange expertise to find effective solutions. Benefits of transport mobility and cultural change twinning between UPPER cities include:

- Knowledge exchange: cities can learn from each other's experiences, successes, and failures in tackling transportation challenges, leading to more efficient and effective solutions.
- Best practices sharing twinning allows cities to exchange best practices, innovative ideas, and strategies to improve their transportation systems and policies.
- Networking and collaboration: the partnership between cities encourages collaboration, dialogue, and the fostering of relationships between experts, policymakers, and stakeholders working in the field of transportation and mobility.
- Diversity and Inclusion: cultural change can help organizations promote diversity and inclusion. By fostering an inclusive mobility culture, organizations can attract and retain diverse talent, leverage diverse perspectives and ideas, and create a more equitable and respectful mobility environment.
- Awareness and inspiration: the twin cities' collaboration can create awareness and inspiration for citizens, policymakers, and stakeholders about sustainable transportation solutions and the potential benefits of adopting them.

The first UPPER cluster pairing meeting took place prior to the Rome's General Assembly at the Agenzia Roma servizi per la Mobilita' Srl headquarters where mobility experts from Lisbon and Rome went through common mobility measures under the facilitation of Eurocities and FIT Consulting srl.

A second cluster meeting between Valencia and Thessaloniki took place on June 26 in Valencia where mobility experts of both cities, under the facilitation of ICLEI and Eurocities, went through common mobility measures



## 1<sup>st</sup> ROME-LISBON twinning meeting



This project has received funding from the Horizon Europe research and innovation programme under grant agreement No 101095904

29/01/2024

Figure 22: Rome-Lisbon presentation – Cluster meeting in Rome

### 2.7.3. External networking and dissemination events

UPPER activities and results will be presented at relevant external events across Europe and beyond. These include major events of the network partners involved in the project (POLIS Conference, Eurocities Mobility Forum), as well as other relevant events.

The project's results will be disseminated at conferences, workshops, and other events attended by representatives of cities and regions with a potential to replicate the results. UPPER partners active in research activities will be encouraged to submit and present papers in international scientific conferences and workshops.

Events have already played a pivotal role in the first phase of the UPPER dissemination strategy.

Below the list of major conferences and events UPPER project was presented (M1- M18)

- [Eurocities Mobility Forum May 2023](#) Porto – Portugal
- [UITP Global Public Transport Summit June 2023](#) Barcelona - Spain
- [NetZeroCities Conference June 2023](#) Brussels - Belgium
- [Urban Mobility Days October 2023](#) Sevilla - Spain
- [Tomorrow Mobility \(EIT UM\) November 2023](#) Barcelona – Spain
- [POLIS Annual Conference November 2023](#) Leuven - Belgium

- [Eurocities Mobility Forum March 2024](#) Utrecht - Netherlands
- [Transport Research Arena](#) April 2024 Dublin - Ireland
- [Civinet Greece-Cyprus Forum May 2024](#) Athens – Greece
- [Cities Mission Conference June 2024](#), Valencia – Spain
- UPPER will be featured at the CIVITAS Forum in Parma, October 2024 Italy
- UPPER will be featured at the POLIS Annual Conference November 2024 Karlsruhe - Germany

UPPER will be proactive in ensuring the gender balance at the events attended by partners representing the project. For example, by ensuring the balanced representation from the side of project partners when presenting the project on events and participating in panel discussions. UPPER partners shall not participate in male-only panels and shall delegate a female representative if such situation occurs.

#### 2.7.4. Final event

The UPPER final event will be organised around the end of the project. The exact date and location of the event will be determined upon discussion with the project coordinator. The event will be organised in a way that showcases the results achieved within the project and offers space to project partners to discuss and share with external stakeholders to create a legacy for the project. The event will target a broad range of stakeholders from cities and regions as well as non-governmental and private actors active in the field of transport on all levels. The agenda will host a well-balanced mix of different sessions and formats, including debates, workshops, networking sessions, poster sessions etc. The UPPER final event organisers will ensure gender balance in all the panels and presentation sessions.

#### 2.7.5. Synergies with other EU-funded projects and initiatives

UPPER will aim to maximise synergies with other EU-funded projects and initiatives during its lifetime. Specifically, communication and dissemination activities will be amplified through the Cities Mission and the CIVITAS Initiative, and through the Horizon Europe Public Transport Projects Cluster together with UPPER's sister project SPINE.

UPPER has collaborated with projects ELABORATOR and Small in a public webinar organised by POLIS in October 2023. The webinar called “advancing the Just Transition in urban mobility projects” focused on the projects' collective efforts to transform urban mobility policies and practices, ensuring equity, accessibility, and safety for all stakeholders involved.

Synergies between UPPER and NetZeroCities will be mainly ensured through Eurocities, which manages the Mission Platform and the sharing of good practices for replication, and ICLEI, which leads on the communication and dissemination activities. Both networks also offer one-to-one support to the Mission Cities and contribute to the development of the Climate City Contract process and the formulation of policy recommendations. In addition, UPPER partners UITP and Rupprecht Consult are part of the NetZeroCities thematic cluster on urban mobility.

Synergies between UPPER and CIVITAS can be ensured through the representation of ICLEI, Eurocities and the EIT Urban Mobility, which are represented in the CIVITAS MUSE Consortium, and respectively in charge of communication, replication and exploitation. As with the Cities Mission, the connection between UPPER and CIVITAS will be reinforced by integrating the CIVITAS logo in all communication outputs, by signing a Memorandum of Understanding and by maintaining a pro-active liaison with the CIVITAS MUSE consortium. Civitas is also present on the UPPER website along with on-going Civitas mobility projects. A Civitas public transport cluster meeting was held in person and on-line on March 2024 at the Urban Mobility Days in Sevilla – Spain

The connection between UPPER and SPINE has been robustly established since the very beginning of UPPER, at the time of writing two online workshops were performed jointly with SPINE and another one is being currently discussed. Both are available on the UPPER YouTube Channel:

- ["Integrating public transport with active mobility for saving energy in the future"](#) September 2023
- ["Streets for Life" – lower speed limits and better public transport](#) April 2024.

The cooperation with SPINE has been essential to build synergies, engage, and disseminate results to maximize our outreach capacity as both projects aim to tackle the same problem and contribute to the call's expected outcomes. UPPER and SPINE teamed up also in a panel at the [Tomorrow Mobility World Congress](#) in Barcelona. Moderated by Eurocities, Mission cities Rome, Lisbon, Oslo, Bologna, and EIT Urban Mobility's Director of Innovation discussed the ambition and systemic approaches within sister projects UPPER and SPINE to rapidly increase the use of Public Transport to become climate neutral by 2030. UPPER also connected with Elaborator, another Civitas and Mission project within an UPPER workshop held at the Eurocities Mobility Forum in Utrecht.

- ["Leaving no-one behind: safe, accessible and inclusive mobility"](#)

At the time of writing Eurocities and EIT Urban Mobility Foundation are working on a new "UPPER&Friends" panel for the 2024 edition of the Tomorrow Mobility Conference. An UPPER abstract was submitted. The focus this time could be *speed limitations and public transport*.

As part of their commitment under the CIVITAS PT cluster, UPPER have a booth together with SPINE at the Cities Mission Conference in Valencia 25-26 June. SPINE is also present on the UPPER website

## 2.8. Responsibilities for communication and dissemination tasks

The main responsibility for all communication, dissemination and exploitation tasks is allocated to task leaders and partners involved in WP8. The whole consortium is expected to provide full support to WP8 to ensure high reach and impact of project's communication and dissemination activities. The other way around, WP8 will provide advice, assistance, and inspiration to the project partners when required on dissemination and communication activities, both at local and European level.

The individual responsibilities are listed in more detail below:

1. WP and Task leaders in WP8 will ensure the successful implementation of the Communication and Dissemination Plan. The partners involved in the Task T8.2 (Communication and Dissemination activities) will actively participate in the creation of online content, preparation of communication campaigns and organisation of dissemination events.
2. All WP leaders will be responsible to communicate all updates regarding the development within their respective work packages. The WP leaders are responsible for stating their needs for communication and dissemination activities to the WP8 leaders. The WP leaders will actively cooperate on the organisation of the communication and dissemination activities for their WP's results.
3. All Local cluster leaders will be responsible for providing WP8 leaders with updates regarding the development of the implementation on their project site. Local cluster leaders will inform WP8 leaders on any opportunities for communication activities on local level and will be responsible for translation of any communication materials into the local languages. Local cluster leaders will also identify any potential events on the local level for dissemination of the project's results and if possible, will attend those events as UPPER representatives. All local cluster partners will actively contribute to the organisation of local communication campaigns and dissemination events.

## 2.9. Monitoring and evaluation

To monitor the impact of the communication and dissemination activities, WP8 leaders will keep track of the following activities to be used as communication and dissemination indicators:

- Number of visits on the project website.
- Number of connections and posts published on LinkedIn and Twitter.
- Number of organised sessions and workshops.
- Number of participants at such sessions and workshops.
- Participation at an external conference or workshop (as a speaker/ presence with a project stand)
- Number of published press releases and non-scientific articles.
- Number of scientific and peer-reviewed publications.
- Participation in activities organised jointly with other EU project(s).

**Table 3: UPPER Communication and Dissemination performance indicators and targets**

Target group/ channel	Leaflet	Website	LinkedIn	Twitter	Audio-visual content	Scientific articles/PressRelease	External events	Knowledge platform webinars/trainings	Transferability guidelines	Policy briefs	SUMP guide	Open Innovation Days/Hackathon	UPPER final event
Local users and potential customers on the UPPER project sites	✓	✓	✓	✓	✓		✓					✓	✓
Cities representatives & urban planning professionals	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Public transport operators & authorities	✓	✓	✓	✓	✓		✓	✓				✓	✓
Research community	✓	✓	✓			✓	✓			✓		✓	✓

Civil society	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓	✓
International community & interested public	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Measurements</b>	Distributed	Visits	Connections and followers	Followers	Views / Listeners	No. of published/ citations	No. of attendees/ presentations	No. of participants +	Distributed	Downloads	Downloads	No. of events/ attendees	No. of attendees
<b>2024</b>	+5000	+19000	+85715117	+295	+1050	+8	+1500+10	+1000+2	Not yet	Not yet	Not yet	+4+120	Not yet
<b>Target (2026)</b>	+2000	+50 000	+1500	+1500	+2000	12/ +100	+2000 +	20+	+200	+500	+1000	10/+150 each	+300

A Communication and Dissemination tracker table has been created to collect input from all partners about their communication and dissemination activities. Furthermore, partners involved in WP8 will regularly update WP8 leader about the communication and dissemination activities performed. WP8 leader will collect the information and monitor the communication indicators.

### 3. Conclusion

This Communication and Dissemination Plan identified and evaluated the target groups for communication and dissemination activities of UPPER and highlighted the means and channels through which they were reached. It described the main communication and dissemination tools and activities on both international and local level. Furthermore, it identified key initiatives and EU-funded projects to establish strategic alliances and collaboration mechanisms with.

This deliverable compiling the activity of the UPPER project from M1 until M18 in terms of communication and dissemination shows that through a wide variety of (digital) communication materials and tools, the attendance and organisation of various events, media and press outreach, collaboration with other (international) initiatives, and targeted (local) activities, the project is on a very good track to fulfil its communications and dissemination objectives and achieve the desired outcomes of the project.



In the months and years to come, the focus of the UPPER Consortium when it comes to dissemination will push to achieving active involvement of practitioners and stakeholders in deployment sites and beyond, whereby certain activities will carry the focus as of M18:

Local dissemination by the partners will be even more important than in Y1. Also, highlighting the activities/achievements of the deployment sites from central channels will be important: their lessons learnt are incredibly valuable for the sector.

Twinning and liaison activities will truly kick-off, and a series of webinars is currently in the making as part of the U-TRANSFER tool. The organisation of its events will further enhance UPPER as a brand and frontrunner in the deployment of public transport.

Strongly linked with twinning and liaison activities, international collaboration will also become more important in the mid and last phases of the project, whereby know-how and transferability exchange and cooperation is vital to ensure sufficient sector impact.

Dissemination of UPPER learnings and results at sector events, including large conferences such as TRA, UITP Summit, Tomorrow Mobility, Polis Conference, and Eurocities Mobility Forum but equally smaller-scale workshops and meetings. Large sports events will continue to be privileged dissemination catwalks.

This Plan will be updated and revised in M36.