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uCARE consortium



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Executive summary

In this report is described how the various stakeholder groups are being identified.

Furthermore the communication objectives and messages per target group are arranged in chapter 2, table 2.1.

In chapter 3, table 3.1 an overview is given how the deliverables and other communication means contribute to reaching out to the various stakeholder groups.

During project this plan will be updated.

Part of our communication is opportunity driven.

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Definitions & Abbreviations

AEM	Augmented Emission Map ¹
DoA	Description of Action, a.k.a. DoW
DoW	Description of Work, a.k.a. DoA
NRMM	Non-Road Mobile Machinery
PCP	Pilot Contact Person
PDAB	Pilot and Dissemination Advisory Board
WP	Work Package

¹ An AEM provides the pollutant emissions for a specific car model and make. The AEM shows how e.g. the NO_x emissions depend on speed and CO₂ for a hot engine, but also for a cold engine. Other engine maps include non-tailpipe emissions such as wear emissions from tires and brakes.

1 Introduction

1.1 Background uCARE

With four million people dying annually due to outdoor pollution, improvement of air quality has become one of society's main challenges. In Europe, traffic and transport have a large effect on air quality, specifically passenger cars and commercial vehicles and to a lesser extent non-road mobile machinery. While technical improvements and more stringent legislation have had a significant impact, traffic and transport emissions are still too high and air quality is still poor. Although the use of electric and other zero-emission propulsion technologies may drastically reduce the pollutant exhaust emissions from traffic, the slow introduction of such vehicles as well as the trend of increasing vehicle lifetimes means that vehicles with internal combustion engines are expected to dominate the fleet beyond 2030. This project is the first opportunity to improve emissions of vehicles, not by improving vehicle technology, but by actively involving vehicle users and enabling their contribution to clean driving.

So far, expertise on pollutant emissions has mainly been used to advise European policy makers on limited effectiveness of emission legislation (through real-world emission factors such as HBEFA and COPERT) and how to reduce traffic and transport pollutant emissions. The numerous mitigation methods are rarely extended to include the perspectives of users. uCARE enables a next essential step: providing user targeted emission reduction measures. These measures will be implemented and evaluated in real-life pilot projects.

The overall aim of uCARE is *to reduce the overall pollutant emissions of the existing combustion engine vehicle fleet by providing vehicle users with simple and effective tools to decrease their individual emissions and to support stakeholders with an interest in local air quality in selecting feasible intervention strategies that lead to the desired user behaviour*. The overall aim is accompanied by the following objectives:

1. To identify **user-influenced vehicle emission aspects** (such as driving behaviour and vehicle component choice).
2. To determine the **emission reduction potential** of each vehicle emission aspect with help of the uCARE model developed within a toolbox.
3. To develop a **toolbox**, containing models and emission reduction measures, that enables stakeholders to identify the most appropriate intervention strategies that reflect the specific users and their motivation.
4. **Support policy makers** and other **stakeholders with an interest in air quality**, such as municipalities and branch organizations, **in identifying intervention strategies** that translate the measures into desired behaviour of the user.
5. **To test and evaluate** intervention strategies in a set of pilot projects conducted with various target user groups in at least four European countries. The pilot projects illustrate effectiveness and feasibility of the toolbox and intervention strategies developed on its basis.
6. Perform an **impact assessment** of the intervention strategies effectiveness, in terms of cost, penetration, achieved emission reduction and lasting effects.
7. **Actively feed** European cities and international parties with uCARE learning and results, via awareness raising campaigns, communication tools, interactive web application and other dissemination activities. Open access to the broad public to the toolbox, data and developed tools.
8. Summarise the findings **in blueprints for rolling out** different user-oriented emission reduction programmes, based on successful pilots.

This document is part of Work package 5, Communication and Dissemination and describes the initial plan for Communication and Dissemination.

1.2 Purpose of the document

To define the various groups of stakeholders, the messages the project has foreseen to be sent to the stakeholders and the means by which the messages will be brought to these stakeholders.

1.3 Document Structure

In Chapter 2 the most important stakeholder groups are identified as well as the communication objectives and the messages we intent to send to the stakeholders.

In Chapter 3 an overview of expected output of the project is given, combined with the target groups who might be interested and/or will be approached. Specific pilot related communication is addressed in this chapter as well.

Chapter 4 describes the Communication Principles and Guidelines.

In Chapter 5 the PDAB members and their role in the project are described.

1.4 Deviations from original DoW

1.4.1 Description of work related to deliverable as given in DoW

'Based on the outline provided in section 2.2 of Part B of the proposal, a Dissemination and Communication plan will be written. It will detail the use of communications channels and the dissemination strategy. Also the role of the Pilot and Dissemination Advisory Board will be described.'

1.4.2 Time deviations from original DoW

None.

1.4.3 Content deviations from original DoW

None.

2 Stakeholders and messages

Based on the ambition of uCARE, the most important stakeholders are described in this chapter.

The project follows a target group oriented approach rather than a wide outreach.

The following target groups will be distinguished:

- **Cities and regions:** at this level the local policies are defined to reduce pollutant emissions. Also, at this governmental level campaigns are being defined to solve local/regional problems. In these campaigns, cities/regions can address and involve their citizens/drivers and invite them to participate in uCARE pilots.
- **Car owners/drivers:** these are the individuals whose behaviour is intended to be influenced. Drivers who already know their car very well, will receive information how to be 'green'. Drivers who are 'green' already (environmental aware) get to know more about how their behaviour influences the emissions of their car. The pilot participants come from this target group; the communication with these groups is addressed in section 3.2.
- **NGOs:** most important for the uCARE project are the 'green' NGOs and the automobile associations. Like the cities and regions, they are able to address drivers and invite them to participate in uCARE pilots.
- **Non-local policy makers:** these policy makers can support cities and regions in their efforts to reduce pollutant emissions locally and they might adopt lessons-learned from the pilots to initiate campaigns at a national level. This group also includes the enforcement bodies and legislators.
- **Tool builders:** it is the ambition of uCARE to facilitate independent tool builders/engineering firms in creating tools/monitoring solutions that assist drivers in knowing and reducing their emission. uCARE will demonstrate the use of standardized emission data in tools that can be used for a variety of vehicle models/makes and pollutants.
- **Scientific community on (pollutant) emissions:** the uCARE project will provide innovative and sound scientific insights into pollutant emissions. uCARE will create a comprehensive synthesis of expert knowledge on all pollutant emission topics. This knowledge will convert in the so-called Augmented Emission Maps (AEM).

In the following table Table 2-1 an overview is given of Communication objectives and messages per target group.

The statements in the table are as follows:

- Target group: organisation or identified group of people uCARE is addressing
- Communication objective: the effect uCARE would like to have on the target group
- Message: most important message(s) for this specific target group
- Where/How: the uCARE output that is relevant for the target group

NOTE: where ever online deliverables are mentioned, that includes attending people through Facebook.

Table 2-1: Communication objectives and messages per target group

Target group	Communication objectives	Message(s)	Where/What
Regions and cities	Awareness of potential interventions at city/regional level.	<p>Use options from the uCARE intervention catalogue.</p> <p>Get insight in the interventions and their effectiveness.</p> <p>There are already a lot of free of charge materials available for direct use.</p> <p>You can improve air quality in your city/region by working together with citizens to improve driving style and at the same time reduce stress in traffic.</p> <p>Your workers are also citizens – ‘lead by example’.</p>	<p>Online deliverables: D1.6, D3.1/D3.4, D3.2/D3.5, D3.3/D3.6, D4.1/D4.2, D4.5</p> <p>Flyer for cities/regions/NGOs</p> <p>E1.1</p> <p>D1.4, D1.5 and other materials (to be) developed for specific pilots</p> <p>POLIS newsletter</p> <p>POLIS annual meeting and conference</p>
Car owners/drivers	You can influence the pollutant emissions of <i>your</i> car by adapting <i>your</i> driving behaviour.	<p>Gentle, predictive driving: Less wear on vehicle brakes, tires, other components, lower fuel consumption, less emissions.</p> <p>Maintain your car.</p> <p>Use a software app or monitoring tool to analyse your driving style.</p>	<p>Automobile clubs newsletters</p> <p>NGO newsletters</p> <p>Informative materials for driving schools</p> <p>D1.4, D1.5 and other materials (to be) developed for specific pilots</p> <p>D2.2</p>

Governments/policy makers	<p>Effective interventions at local level might also be effective at national level.</p> <p>Support (local) initiatives for pollutant emission reduction with practical/legal/policy/.... measures.</p>	<p>Use options from the uCARE intervention catalogue.</p> <p>Get insight in the interventions and their effectiveness.</p> <p>There are already a lot of free of charge materials available for direct use.</p>	<p>Online deliverables: D1.3, D1.6, D3.1/D3.4, D3.2/D3.5, D3.3/D3.6, D4.1/D4.2, D4.3, D4.4, D4.5</p> <p>Scientific journals such as https://www.journals.elsevier.com/transportation-research-part-d-transport-and-environment</p> <p>Conferences t.b.d.</p>
NGOs	<p>Awareness of their influence on their members' behaviour.</p>	<p>Use options from the uCARE intervention catalogue.</p> <p>Get insight in the interventions and their effectiveness.</p> <p>There are already a lot of free of charge materials available for direct use.</p> <p>Many of your workers are also drivers – 'lead by example'.</p>	<p>Online deliverables: D1.4, D1.5, D3.1/D3.4, D3.2/D3.5, D3.3/D3.6, D4.1/D4.2</p> <p>NGO Journals/magazines</p> <p>Scientific journals such as https://www.journals.elsevier.com/transportation-research-part-d-transport-and-environment</p> <p>Conferences t.b.d.</p>
Tool builders	<p>Tools that are model and make specific are more effective.</p>	<p>Make use of uCARE's taxonomy and augmented engine maps (AEM) collection.</p> <p>The AEM collection is extensive and ready for use.</p>	<p>Online deliverables: D1.1, D1.2, D2.2</p> <p>Paper at TRA 2020 (E1.2)</p>
Scientific community on pollutant emissions	<p>The AEM is a good format to share car specific emission data</p>	<p>Emission measurements data is made available as open scientific research data in AEMs.</p>	<p>Online deliverables: D1.1, D1.2</p> <p>Paper at TRA 2020 (E1.2)</p> <p>Other scientific papers (a.o. TAP2020)</p>

		Contribute to the AEM formatted data using the uCARE tools for this purpose.	
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3 uCARE outputs, events, groups, other

During the three years of working on the project, uCARE will deliver a variety of output. All public Deliverables and publications will be available for download via the uCARE website and a notification of their availability will be done via the uCARE Facebook page. A preliminary overview is shown in the following table.

Note that communication regarding pilots depends largely on the nature of the pilot. For instance, communication regarding a pilot involving limitedly available equipment, might be of less interest for national policy makers. Or a pilot with participants from a limited region is of less interest to a national NGO.

3.1 Dissemination of deliverables and papers

The following table describes the dissemination of the planned deliverables and papers to the various target groups, including, where possible, the media and distribution channels.

Table 3-1: Target groups and dissemination per uCARE deliverable/result

Deliverables/results	Target group(s)	How/Where	When
D1.1 Taxonomy	Scientific community Tool builders	Shared with EU projects MILE21, TRUE initiative, CARES E1.2	November 2019 (see below)
E1.2 Paper: Reducing pollutant emissions from existing passenger car fleet: generic approach to personalised recommendations	Scientific community Tool builders	Abstract on uCARE website Presentation at the TRA 2020 in Helsinki Full paper on uCARE website	October 2019 April 2020 May 2020
E5.1 Flyer with pilot options	Cities, regions and NGOs	Distributed via e-mail to stakeholders Physical flyer distributed at events and meetings	September 2019 Various events/meetings
D1.6 Guideline for NRMM	Cities, regions, policy makers	uCARE website Working groups, policy makers, and environmental agencies	November 2019
D1.3 Tampering	Governments/policy makers	uCARE website Working groups, policy makers, and environmental agencies TAP conference Graz	December 2019 September 2020
D1.2 Augmented emission maps	Tool builders Scientific community	uCARE website E1.2	February 2020 (see above)

D1.4 Cheap and simple monitoring solutions	NGOs, cities & regions, car owners/drivers	uCARE website Use in one of the pilots	May 2020 2020 - 2021
Paper: How psychological /social impacts on driving behaviours affect city air quality and quality of life	Scientific community	To be presented at TAP 2020 in Graz, Austria	May 2020
D3.1 Interim description of intervention strategies and methodological details for implementation of measures	Regions & cities, Governments/policy makers, NGOs	uCARE website	October 2020
D3.2 Interim results of the pilot projects in terms of achieved emission reduction	Regions & cities, Governments/policy makers, NGOs	uCARE website POLIS communication channels NGO newsletters Local media covering the pilot region National city networks Short paper/publication of main results and relevance for policy maker/NGO's.	October 2020 2021
D3.3 Interim results of the pilot projects in terms of user feedback and user awareness	Regions & cities, Governments/policy makers, NGOs	uCARE website POLIS communication channels NGO newsletters Local media covering the pilot region National city networks Short paper/publication of main results and relevance for policy maker/NGO's.	October 2020 2021

D1.5 Citizen science on pollutant emissions	NGOs, car owners/drivers	uCARE website Videos on YouTube Use in one of the pilots	November 2020 2020 2021
D4.1 Preliminary ranking of consumer behaviour measures by effectiveness	NGOs, cities & regions, Government & policy makers	uCARE website Presentation at conferences, short paper. To be detailed in D5.5	January 2021
D2.2 Software for online and for trip analysis in post-processing with car owner guidelines	Car owners/drivers (via pilots only), tool builders	Available on request (liability issues will probably prevent the software from being available via an app store)	May 2021
D4.2 Updated ranking of measures, reflecting likeliness of success	NGOs, cities & regions, Government & policy makers	uCARE website Presentation at conferences, short paper. To be detailed in D5.7	May 2021
D4.3 Report targeted towards policymakers, on the role of remote sensing	Policymakers, cities & regions	uCARE website	November 2021
D3.4 Final description of intervention strategies and methodological details for implementation of measures	Regions & cities, Governments/policy makers, NGOs, Scientific community	uCARE website	February 2022

D3.5 Final results of the pilot projects in terms of achieved emission reduction	Regions & cities, Governments/policy makers, NGOs, Scientific community	uCARE website	February 2022
D3.6 Final results of the pilot projects in terms of user feedback and user awareness	Regions & cities, Governments/policy makers, NGOs, Scientific community	uCARE website	February 2022
D4.5 Report on expected air quality impact, including maps showing pollution concentrations	Scientific community, cities & regions, NGOs, policy makers	Available online for download	March 2022
D4.4 Report targeted towards policymakers, on impact of measures	Policy makers Cities & regions	Available online for download	May 2022

3.2 Pilot related communication

After the kick-off meeting of a pilot, the first creative brief or communication brief will be produced. The creative brief is developed by the Pilot Contact Person (PCP, a.k.a. campaign initiator) in collaboration with campaign partners. It must be updated by the PCP at each step of the campaign, and also whenever any new and important information comes up. The creative brief can be considered as the logbook of the campaign, laying out the guiding principles for designing the campaign and its evaluation. The more detailed it is, the better the campaign will be able to reach its objectives. The creative brief becomes part of D3.1/D3.4.

At the same point in time a communication plan for that pilot will be developed by the PCP in cooperation with WP5. It addresses the communication with the target group of drivers participating in that pilot. It includes the responsibilities of the pilot stakeholder, and those of the uCARE project, either the PCP or WP5.

Communication means likely to be used in the pilot related communication, depending on the nature of the pilot, include:

- Communication with the pilot stakeholder
 - Meetings
 - Evaluation session
- Recruiting participants
 - Pilot website – might also be a specific page within the uCARE website;
 - Local newspapers;
 - Leaflets for local distribution or inclusion in an NGO magazine;
- Communication with pilot participants
 - Newsletter to the participating drivers in the pilot;
 - Online questionnaires;
 - Social media;
 - Awareness creating messages (video, audio, leaflets).

Note that the potential or selected pilot participants are an additional, pilot specific target group, not listed under the generic target groups/stakeholders in Chapter 2.

The message

The message(s) of each pilot need not be the same. The pilot's message(s) will be developed in terms of content, style and structure, as well as campaign identifiers. The aim is to develop a message which is: Believed by the audience (credible), honest and possible to comply with (trustworthy), used repeatedly (consistent), easy to understand (clear), able to generate change (persuasive), relevant to the person (relevance), and appealing (attractive). Since the pilot studies will be conducted in four different countries cultural variations will be considered and the messages will therefore not be exactly the same.

Before the message is being launched, it will be pre-tested in their full context in each country asking the audience from the target groups questions such as "What is the main message of the campaign? What do you think they want you to know/believe/do? What works well or doesn't work well in the campaign". Thereafter possible modifications of the messages will be carried out.

In principle WP3 determines the message, and WP5 provides expertise on the optimal communication channels. When there are doubts, the PDAB (chapter 5) will be consulted.

4 Communication principles and guidelines

4.1 Principles

The following communication ‘principles’ for uCARE will guide all communication outputs:

- **Visibility:** make sure uCARE is heard and seen and the message will reach our target audience and will attract attention.
- **Clarity:** the uCARE story will be clear and simple and the messages will be to-the-point.
- **Relevancy:** all outputs will be relevant for the target group(s), building on topical issues at related to current events.

4.2 Logo

The use of the uCARE logo will be subject to the following:

- The uCARE logo must stand alone and may not be altered in any way or incorporated in another logo or combined with any other design element.
- Only the original uCARE logo as provided by the coordinator may be used.
- The uCARE logo may not be used by parties that are not part of the uCARE consortium without permission.
- Questions regarding logo approval and permission to use the logo must be emailed to the WP5 leader (TNO).



4.3 External communication

- uCARE will actively maintain a dedicated website www.project-ucare.eu for the duration of the project that is managed by TNO. After the project the content will remain available.
- News items will be posted on a regular basis and will be announced via the uCARE Facebook page.
- Via Twitter and LinkedIn news items will be announced as well to people who prefer to be informed via these media.
- Project members will inform their professional relations by social media such as LinkedIn and Twitter and encourage them to become follower of the uCARE Facebook page, Twitter and/or LinkedIn.
- Unless the Commission requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must: (a) display the EU emblem and (b) include the following text: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement 815002”
- Any dissemination of results must indicate that it reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.
- Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘disseminate’ its results by disclosing them to the public by

appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).

- uCARE partners that intend to disseminate its results must give advance notice to the other beneficiaries of — unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate.
- Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.
- Partners may issue their own media/press releases in relation to or that refer to the uCARE project but are requested to inform TNO.
- uCARE work package leaders should give other partners that are directly involved in their work package the opportunity to provide input and/or review outputs, and may involve other partners at their discretion.
- uCARE work package leaders should involve TNO from a communication perspective in the development and publication of main outputs/events listed in section 3.

5 Project and Dissemination Advisory Board

For advice and consultation, a **Project and Dissemination Advisory Board** (PDAB) has been empanelled consisting of five members with various backgrounds. uCARE aims to get them together at least four times in the duration of the project.

During these meetings they will be provided with a status update. Based on their background and knowledge one can provide his/her view on the best way to proceed with the technical work/the involvement of stakeholders in pilots and the dissemination of the project/pilot results.

For some of the project's Deliverables one or more PDAB members will be asked to act as reviewer, based on their knowledge and background.

The PDAB composition is shown in Table 5-1:

Table 5-1: PDAB

PDAB member	Affiliation
Tim Anderson	Energy Saving Trust
Martin Prieto Beaulieu	Gronabilister
Ivo Cré	POLIS
Luisa Crisiogiovanni	Altroconsumo
Roel Vaneerdeweg	Region Flanders

6 Conclusion

There is a clear vision on the various Target Groups and how to communicate with them.

Per Deliverable/paper/other output is defined how to use them for Communication and Dissemination purposes. After definition of each specific pilot, further completion of Tables 2.1 and 3.1 will be possible and necessary.

References

Delhomme, P., De Dobbeleer, W., Forward, S., & Simões, S. (Eds.). (2009). **Manual for Designing, Implementing, and Evaluating Road Safety Communication Campaigns**. In Campaigns and Awareness Raising Strategies in Traffic Safety (CAST project), Cast Project, 6e PCRD. Belgian Road Safety Institute (IBSR-BIVV), Brussels.