

Mobility Opportunities Valuable to Everybody (MOVE)

Communication plan and strategy

Activities and Deliverables C.5.1

Id	Beneficiaries
PP1	HZ University of Applied Sciences
PP2	Universiteit Gent
PP3	Gemeente Middelburg
PP4	IGEMO
PP5	Georg-August-Universität Göttingen
PP6	Gate21
PP7	The Highlands and Islands Transport Partnership
PP8	NHS Highland
PP9	Advier
PP10	Landkreis Northeim
PP10.1	ZVSN

● Introduction

This communication plan and strategy is a deliverable of Work package 2 “Communication activities” which has the purpose to maximise the impact of the MOVE project on both a regional, national and European level towards the identified target groups. The partnership will comprise a common dissemination strategy to broadcast the results. The strategy describes the guidelines for the communication and dissemination of the content of the MOVE project, by an overview of communication activities, material/tools and strategies.

Within this plan, the Interreg North Sea Region communication guidelines and requirements are included.

● MOVE

The European Mobility Opportunities Valuable to Everybody (MOVE) project, is an international partnership aiming at co-creating more sustainable mobility solutions in (semi) rural regions and small urban areas. The generated solutions will contribute to enhancing living and accessibility conditions in these regions.

The partners in the cooperation are local authorities, private parties and knowledge institutes from Belgium, Denmark, Germany, England and the Netherlands, each of which will develop pilots in their region with their specific problems to increase sustainable mobility, living conditions and accessibility, in which both, directly and indirectly, involved partners in co-creation will bring together (existing) developments and new sustainable mobility initiatives to come up with more feasible and practical solutions for the future.

The aim is to jointly work together towards the way the co-creation will be implemented and the underlying research, both prior to the pilots and during the pilots, will also take place as much as possible in an equivalent manner, in such a way that the partners can learn from each other as much as possible and thus experiences can also be exchanged.

Project partners MOVE

HZ University of Applied Sciences, University of Ghent, Municipality of Middelburg, Intermunicipal Association for the development of the GEwest Mechelen and surroundings, Georg-August-Universität Göttingen, Gate21, The Highlands and Islands Transport, NHS Highland, Advier, Landkreis Northeim and Zweckverband Verkehrsverbund Süd-Niedersachsen.

The Interreg VB North Sea Region Programme 2014-2020 provides these project partners with the opportunity to collaborate, making use of each other’s expertise in order to arrive at useful solutions that can also be useful examples elsewhere.

Time period

The MOVE project runs from September 2018 to August 2021. MOVE is made possible through a contribution from the North Sea Region Programme 2014-2020.

In July 2020 the MOVE project asked for an extension of 6 months due to the COVID-19 pandemic. Because the project MOVE is in general very much affected by the COVID-19 pandemic. Joint Secretariat of NSR programme approved this modification. The end date of the MOVE project is now 28 February 2022.

● Messages

(Semi)-rural areas are often excluded from new or green mobility initiatives like car and bike sharing, Uber and large scale 0-emissions transport. Long distances and too few users make these too costly or simply not feasible, so many people use cars. Those who cannot afford/use cars are less likely to get a job or will leave to go to cities. This results in a vicious circle making these areas less attractive for business, or partnerships with big companies from the transport sector. Local authorities in turn often struggle in finding the capacity in staff and financing for green and flexible solutions, which remain heavily subsidised and are not always efficient: an empty electric bus does not reduce overall emissions, and the users' needs are still not answered.

To solve these issues MOVE will take on a new approach in developing innovative and sustainable mobility initiatives through co-creation, bringing together local authorities, knowledge centres, local economic players and (temporary) inhabitants. MOVE will use local specificities to create practical solutions in 5 pilots based on unlikely combinations, with tangible business plans, to be implemented, tested and evaluated. This aims at increasing accessibility, reducing individual cars use, emissions and costs. MOVE will share its best practices in sustainable mobility and governance to increase take-up in other regions and support the greening of the transport sector and stimulate rural areas in the NSR as a whole.

What is MOVE doing?

MOVE overall objective is to develop and disseminate environmentally sustainable and economically viable mobility initiatives and practical solutions through innovative multidisciplinary co-creation that will enhance the accessibility of mobility, reducing individual car use, emission and costs.

For whom is MOVE doing this?

For all stakeholders involved in the partner regions, users, potential users, entrepreneurs and inhabitants. The knowledge achieved in MOVE will be accessible for everyone by the MOVE webspace and Online platform.

What's new?

The MOVE project will be developing, testing and validating new cross-overs of unlikely combinations between different sectors to develop new, sustainable and economically viable business models for multi-modal mobility solutions that will increase accessibility within these regions.

The project will be developed starting from the (hidden) needs and expectations of users and potential users in each region, this is why specific knowledge needs to be acquired on the customer journey and the overall transport flows, or lack thereof in each region.

Based on experiences gathered locally and the input of the other players, the flows will be analysed by the participating knowledge institutions. An innovative joint methodology will be implemented that segments the target population according to well-defined mobility profiles (e.g. devoted driver, practical traveller, malcontent motorist, ...).

Segmentation is based on market segmentation techniques using stated preference and observed behaviour through smartphone tracking and follows EU SUMP guidelines developed by UGent (e.g. Interreg NWE NISTO). It serves two purposes: (1) to allow to describe the local as-is situation in a standardized and structured manner before starting co-creation, and (2) to allow mobility solutions and their impact to be put into context against local conditions and to be able to better assess the scaling potential to new regions.

- The project will use co-creation processes to foster a multidisciplinary approach in creative environment workshops, allowing the proposed solutions to be efficient and economically sustainable due to local support and cross-sectoral involvement. The activities follow for all partners the same 4phase structure: (1) explore, (2) design & develop, (3) test and (4) evaluate. By going through the same stages, partners will constantly reflect on the development of the different pilots in the other partner regions and give critical advice and

recommendations, based on their own experiences. HZ University of Applied Sciences has already experience in fostering unlikely combinations from the Interreg 2 Seas Project SAIL, focusing on ageing populations in coastal touristic areas and social/health care. The solution-finding process will also be reinforced by the joint development and implementation of an online marketplace, where potential users (individuals, local authorities, economic players) can present their mobility issues, while mobility providers and entrepreneurs can present their creative solutions.

- Partners jointly develop and implement at least 4 mobility pilots, whether fully innovative, through adaptations to current mobility systems, or based on planned local initiatives. Considering the needs for decarbonisation of the transport sector, the durability of the pilots will only be possible by a greening of mobility solutions. The pilots, as well as the developed governance policies, will target economic self-sustainability and efficiency.
- To implement the pilots, the knowledge partners will develop a joint methodology, to be used also to monitor the implementation and results. This methodology helps to ensure that the pilots do not only remain local initiatives but are replicable in the NSR area and beyond and that the lessons learned can be implemented at various stages of preparation. Once jointly monitored and evaluated the results will be used to develop successful mobility business models will be set up based on the pilots in order to ensure the durability of the initiatives, and allow for further transfer and up-take enabling other local/regional communities to benefit from the developed tools. Because the challenges are shared beyond the project partnership, and because tangible actions are necessary for numerous areas in the NSR, the project partners will work maximising the impact of the project beyond the dissemination of the results by ensuring transfer and valorisation of the project methodology and results through the participation of external stakeholders in co-creation activities (hands-on learning) and knowledge exchange (seminars).

What tools will MOVE develop?

- A common co-creation methodology
- Scientific publications
- Data / Monitoring system
- Questioners and evaluations methods for mobility requirements, demands and behaviour

These tools will be tested and validated at the pilots NL (Middelburg and HZ), BE (IGEMO), DE: MOPINO (Northeim) and UK (HITRANS and NHS).

What co-creation pilots will MOVE explore, design and develop, test and evaluate and where?

- The city of Middelburg and the HZ will work on mobility solutions for small towns and their rural areas on Walcheren. They will launch a pilot to stimulate green mobility. Different sectors such as tourism, healthcare and education will be involved in this local and regional pilot.
- IGEMO will develop a local mobility pilot together with local players (users and SME's). The main focus of this process should be to enable sufficient critical mass to create viable transportation services. Strategies to achieve this goal will be the exploitation of interlinkages and complementarities in existing transport streams, and the activation of currently unexploited niches.
- NHS and HITRANS will investigate mixing patient transport, goods and medical supply movement, using environmentally friendly vehicles. Utilizing underused partners' passenger vehicles for travel from rural areas to services centres also be considered.
- The city of Northeim will develop interconnected mobility services and optimized transport timetables that esp. attract the target group (students), which are offered new connections between the city of Northeim and the city of Gottingen.

Successful pilots will operate the new sustainable mobility solutions and make use of the investments to ensure continuity of better mobility in the localities. The main deliverable will be the validation of the co-creation approach that will be spread out in the NSR region and beyond. During this phase, and as part of the Valorisation and validation WP, the partners will at each stage of the co-creation process bring interested representatives from other stakeholders to participate and learn by doing. The objective is that the method developed can be used all over the NSR to support local authorities of rural, peri-urban and intermediate-density area in setting up efficient and sustainable mobility for all.

● Involved countries and project beneficiaries

Five European countries are represented in the MOVE project.

HZ University of Applied Sciences (NL), University of Ghent (BE), Municipality of Middelburg (NL), Intermunicipal Association for the development of the GEWest Mechelen and surroundings (BE), Georg-August-Universität Göttingen (DE), Gate21 (DK), The Highlands and Islands Transport (UK), NHS Highland (UK), Advier (NL), Landkreis Northeim (DE) and Zweckverband Verkehrsverbund Süd-Niedersachsen (DE) are the partners in the MOVE project.

Part. N°	Beneficiary	Abbreviation	Country code	Profile of the organisation	Main role in the Consortium
1	HZ University of Applied Sciences	HZ	NL	Public authority	Lead partner and coordinator, involved in all the project's work packages. Coordination of WP 1 and WP 2 and will be active in WP 3 as part of the interregional research and monitoring group, sharing its knowledge on mobility and hidden needs. HZ will also be active in WP 4, they will share their experience in monitoring and support social innovation processes in creating innovative and sustainable pilots through co-creation. HZ will use its experience in transfer and valorisation of business models and cross-overs and unlikely combinations initiatives in WP 5.
2	University of Gent	UGent	BE	Public authority	i-KNOW UGent will be one of the knowledge partners in the project. Our role is, together with the other knowledge partners, to present generic tools for the regional pilots for analysis, design and testing of their activities in WP3. The tools will be used by the regions themselves but the result of these tools will be taken up by the knowledge partners in order to analyse the effectiveness of the pilots in a

					standardized & comparable manner, which will support the valorization in WP 5.
3	Gemeente Middelburg	GM	NL	Public authority	<p>Middelburg will mostly be active in WP4 as one of the implementation partner launching a pilot to stimulate green mobility in the town, its surroundings and in the rest of the Walcheren island. Different sectors such as Tourism, Healthcare and Education will be involved in this local and regional cooperative initiative. Middelburg will also participate in WP 2 to communicate with local stakeholders, support WP 3 and participate to WP 5.</p>
4	Intergemeentelijke vereniging voor ontwikkeling van het GEwest Mechelen en Omgeving	IGEMO	BE	Public authority	<p>IGEMO will develop a local mobility pilot under WP4 together with local players (users and SME's). The main focus of this process should be to enable sufficient critical mass to create viable transportation services. Strategies to achieve this goal will be the exploitation of interlinkages and complementarities in existing transport streams, and the activation of currently unexploited niches. IGEMO will also be active in WP1 and WP2 and participate in the valorization activities of WP 5.</p>
5	Georg-August-Universitat Gottingen	UGOE	DE	Public authority	<p>Our main role in the project is to support the development and evaluate mobility solutions in collaboration with the implementation partners which address the unique transportation challenges facing rural areas (WP3 & WP4). The SMRG will engage in the study of user-centric development of solutions and focus on qualitative research. In the end, the SMRG will summarize and analyse findings to provide transferable knowledge applicable in similar cases in Europe (WP 3 and WP 5)</p>

6	Gate21	G21	DK	Public authority	<p>Gate 21 will collect the project knowledge from WP3 and WP4 and support the dissemination and the valorisation of</p> <p>the project in the region of Zealand (WP2 & WP5). Gate 21 will organise a seminar (WP5) held with partners also working on innovative mobility solutions.</p> <p>As a partner platform Gate 21 will communicate and transfer knowledge to other municipalities in the region by newsletters and masterclasses.</p>
7	The Highlands and Islands Transport Partnership	Hitrans	UK	Public authority	<p>HITRANS main role in the project will be to lead jointly with NHS-H on the delivery of the pilots addressing social exclusion by improving accessibility and low carbon travel/logistics opportunities into the main population centre</p> <p>from rural and peri-urban areas (WP4). This will test the feasibility and transferability of solutions between partner</p> <p>areas and across the North Sea Region. HITRANS will also support local dissemination and the valorisation of the project approach and results (WP2&5).</p>
8	NHS Highland	NHS	UK	Public authority	<p>NHS will co-develop initiatives and be a testbed to implement pilot projects looking at sharing logistical</p> <p>resources with other public sector organisations (HITRANS) and assess opportunities for digital technology to mitigate the need for either staff or healthcare users to travel for appointments (WP4). We will coordinate other</p> <p>stakeholders will expertise, ideas and technology that will help assess these opportunities. NHS will also be active in WP2 and support the implementation of WP 5.</p>
9	Advier	Advier	NL	SME	<p>Advier is a SME with a lot of experience and which the main role will be to help</p>

					<p>the partners with inspiring solutions and</p> <p>possibilities for developing new mobility services for different target groups within WP4. Advier will also support</p> <p>the activities of WP2 by organizing the final conference under the guidance of the HZ and will ensure long term valorization of the project through activities within WP5 (online platform).</p>
10	Landkreis Northeim	LK NOM	DE	Public authority	<p>The key role of the CoN will be the coordination of the implementation of the pilot project (WP4) in the region. This</p> <p>will include directly addressing the target group (students) and creating additional interconnected mobility services</p> <p>which would not be possible without the target group using this service. The new additional mobility service would</p> <p>be usable for everyone. CoN will also coordinate the adaption and optimisation of the existing public transport offer towards e-mobility.</p>
11.	Zweckverband Verkehrsverbund Sud-Niedersachsen	ZVSN	DE	Public authority	<p>The ZVSN brings into the project its' professional expertise and the responsibility for public transport in the</p> <p>region. Furthermore, the ZVSN has the role of promoting practical aspects of multi-/intermodality within the framework of the local partnership.</p>

● Project timeframe

Firstly, the project is running from 1 September 2018 until 31 August 2021 and lasts for 36 months. The MOVE project received the approval of Joint Secretariat NSR for the request for a 6 months extension due to the COVID-19 pandemic. The new end date is 28/02/2022. So the project MOVE will last for 44 months.

Start of the activities	End of the activities
01/09/2018	28/02/2022

● Transnational aspect of the project

MOVE is a transnational project in the North Sea Region. Transnational cooperation is needed to achieve the project's objectives and results. MOVE brings together knowledge institutes, SME's, small and middle-sized cities towns areas and their rural surroundings, but with different mobility trends and related social and economic challenges. All are facing comparable mobility challenges, whether this relates to accessibility for specific socio-economic populations or age groups. All these partners are involved to facilitate the process of co-creation, stimulate innovation and ensure the embedding of the pilots results in economically viable business cases to be transferable, sustainable and durable.

11 partners from 5 different countries, speaking different languages, getting on well together because all partners speak English. The language used in (partner) meetings/activities is English. However, communication with local stakeholders will take in the local language.

Written communication like articles, press releases and other information will be translated when necessary in the local/English language.

● Stakeholders

MOVE is a project linking social innovation to innovative mobility and interacts and takes into account the interest of its different stakeholders.

1. Users (citizens, local companies, local authorities)
2. Providers (entrepreneurs, transport companies, authorities)
3. Policy and decision-makers (authorities, universities, development agencies)
4. Researchers and experts (universities, consultancies)

Other involved organisations:

- Joint Secretariat Interreg North Sea Region
- Facilitators
- Provinces and/or regional authorities
- International stakeholders

During the project lifecycle, a database will be established, by the following data:

- Partners
- JS officers
- Contacts in the networks of partners that belong to one of the target groups*
- Participants of previous MOVE meetings
- People that register for project information
- People that participate in regional information sessions, like local pilot(s)
- People that partners meet at events, conferences and that show their interest in the project

The data of the contacts will be strictly confidential and will only be used for the project's purpose.

* The contacts retrieved from the partner's networks will only be stored into the MOVE database by name and no other data. This data will stay at the partners' databases. All communications that will be spread to these contacts will go via the partner himself, and will not be initiated from 'MOVE' as such. In practice, the message will be sent from HZ University of Applied Sciences to the project partners, and the project partners will forward it to their network.

● Activities and deliverables (C.5.1)

- Communication plan and strategy
- Project communication material (banners and posters)
- Project web presence (the NSR project page and partners' websites)
- Project final conference
- Project presentation leaflets

The project application specifically states that all deliverables will reach a large number of readers, users and participants. Every partner will contribute to the reach and involvement of these target groups, coordinated by HZ University of Applied Sciences.

● EU communication requirements

There are many EU communication requirements that apply to all Interreg North Sea Region Programme projects.

Overview of communications requirements:

[Factsheet 25](#) describes key requirements applying to communication

[The EU regulation 1303/2013 Article 115-117 and Annex XII section 2.2 explain core requirements applying to EU project beneficiaries.](#)

[The EU regulation 821/2014. Chapter II lays down core rules for usage of the Union emblem \(the EU flag\) and technical characteristics of permanent billboards and plaques. Annex II defines graphic standards for the EU flag.](#)

- **Project logo**

The logo of the MOVE project and the style of the templates and website will be the common visual elements that will make the project easily recognisable. They will provide the project with a clear, coherent and recognisable style for all communications.

Logo

All programme funded project must use a specific Interreg North Sea Region project logo. During the first partner meeting in Delft, 4-5 October 2018, it has been decided to use this specific logo, provided by the Interreg North Sea Region Programme.



The logo has been stored in the Google Drive MOVE. All partners have access to this Google Drive

All materials produced for this project must feature this logo. This logo will also be used on communication channels like social media.

- **Project poster**

A general poster with information about the project, according to the Interreg North Sea Region standards (see [joint branding project guide](#)) and including the financial support from the EU and the Interreg North Sea Region Programme has been designed. The MOVE project poster, in line with all Interreg North Sea Region, is available in English and German on the Google Drive Move.

All partners will make a digital or hard copy of the poster and hang the poster at a central location on their premises, visible to the public. In case of a so-called green policy, then this beneficiary has to use a digital poster. For example, a digital poster will be presented on a screen in the entrance of their building. The screen must display the poster permanent at all times working hours.

A picture of the poster should be sent to the lead partner.

- **Temporary billboard and permanent plaques**

If a project finances infrastructure or construction contracts and the total public funding exceeds €500,000, the project must put up a temporary billboard of significant size at a location readily visible to the public. The temporary billboard must be replaced by a permanent plaque or billboard no later than three months after completion of the project. The plaque or billboard must state the name and the main objective of the project and be in accordance with European Commission guidelines. The programme will provide a plaque template. For more detailed information [Factsheet 25](#).

● Website (webservice) and weblinks

To promote the website and increase visibility following actions will be pursued:

- The website will be mentioned on all project communication tools and in all project activities.
- The news features on the website will be regularly retweeted by all partners and shared on LinkedIn.
- Partner organisations newsletters, in which short articles are completed by the website link, will be sent out to a large contact base.
- Partners must place the project on their own website tailored to their own target groups. At least 4 times a year the partner places an update about the project on their website.

The website structure is implemented as follows:

Homepage

- On the homepage of the website, the Union emblem with a reference to the European Union and the European Regional Development Fund, as well as to the North Sea Region Programme, is displayed on top of the page by means of the project logo. The Union emblem with the reference to the Union and the North Sea Region Programme is visible when accessing the homepage of the website, without requiring the visitor to scroll down the page.
- Header: is situated on top of the page and contains navigation links to the other pages. These links are to the pages 'About' 'Partners', 'Tools', 'Pilots', 'News & Events', 'Contact', 'Downloads'. It also contains the project logo, so when surfing to other pages, the header and by consequence also the project logo will be visible on top of every page.
- On the body of the homepage, short referrals are also made to the pages 'About', 'Partners' and 'News & Events' by means of short teaser/introduction texts.
- Special icons 1) Environment and resource efficiency and 2) Sustainable transport are put on the homepage, to attract the attention of the most important target groups
- The project outputs are mentioned in the lower part of the homepage.
- On the footer, the email address and phone number of the lead partner have displayed.

About

This page gives more information on the project, and contains 4 sections:

- Common challenge
- Objective and outputs
- Cross border approach
- Interreg North Sea Region with a link to the Interreg North Sea Region website

Partners

This page is dedicated to the MOVE partners.

- Here the logos of all 11 project partners are shown. When clicking on a logo, a new page is opened that is dedicated to that partner. For each partner, a general introduction is given as well as a description of their role in the MOVE project. Also, a link to the partner's website is displayed.
- A map is shown where all project partners are indicated geographically.

Pilot projects

In addition to overall information on project partners, the webspace contains information on the implemented pilot projects. The webspace contains:

- An explanation on the pilot projects, the goal
- The local collaboration partners presented with their logos
- The location made known via a map
- Links to additional documents, presentations and publications.

News & Events

On this page, you will find the latest news and events related to the MOVE project. News is also shared on LinkedIn. The news items contain links to other web pages: for example further partner or pilot information.

Output Library

- Project deliverables that are public can be downloaded.
- The project flyer, poster and logos can be downloaded here.
- Also, press releases, publications and other relevant information on the MOVE project for the media will be available.

Contact

This page contains

- The contact data of the lead partner
- A link to the project social media pages:

Apart from the MOVE website, if project partners have a website for their organisation they should provide, according to EU regulation, a short description of the project, including its aims and results, and highlight the financial support from the Union. They should as such include the EU emblem, together with reference to the European Union and the North Sea Region. This can be done on a dedicated page within the website. If no such page exists, the reference should be made on the homepage. In both cases, the reference should be visible without scrolling down the page.

HZ University of Applied Sciences has developed a template of such a webpage and will summarize all requirements for the partners. All partners are responsible for adding the page on their own website.

• Social media tools

We will use social media in order to reach as many people as possible: existing Twitter and LinkedIn accounts of the partners and existing communities will be used as ways to communicate the project development and results.

A MOVE LinkedIn page has been created <https://www.linkedin.com/company/18930870/admin/>. Regular posts on the project activities, developments, results, relevant events, etc. will be posted. All partners with a LinkedIn account will share the messages. This way, the existing networks of partners will stay up-to-date on the project and will serve as a circulator of project news. HZ University of Applied Sciences will inform partners on new posts which could be shared. For upcoming events, messages will be posted more regularly.

HZ University of Applied Sciences will manage the MOVE LinkedIn account and will coordinate the LinkedIn activities of all partners.

- **A set of templates for internal and external communication**

The following templates are available for deliverables:

1. Agenda (available now)
2. Minutes of Meetings (available now)
3. Press release (not yet available)
4. Presentation (available now)
5. Attendance list (available now)
6. Report (available now)
7. Presentation leaflet/ folder (available now)
8. Rollup banner (available now)

The templates can be found in the Google Drive MOVE. These templates should be used for all project documents. If a particular template is needed, but not available, partners should request an extra template from HZ University of Applied Sciences.

All partners should fully use the project's visual identity in all their communications.

The Programme logo, as well as a clear reference to ERDF and the European Union, is used on all these templates.

- **Dissemination activities**

Dissemination is a one-way communication of project progress and results to target groups.

By the dissemination activities, we work on the visibility of the project MOVE. We will share information and knowledge, outputs and deliverables by our website (webspace) and or online platform. When the project MOVE is finished all information will still be available for everyone on the online platform. The webspace and online platform will be free of charge and have open access.

- **Project presentation**

A project leaflet/flyer digital is published with all general information about the project. It contains the project logo, a link to the MOVE website, a description of the project, and e-mail address for inquiries and the logos of the partners. The brochure will be designed in English, the local partners are assigned the task of translating the brochure (in Dutch, Danish or German). All partners will deliver input for this brochure, HZ will design the leaflet/ brochure. The digital version of the project presentation leaflet will be added on the MOVE website for download, each partner is responsible for printing the brochure.

All partners will be responsible for helping to disseminate the project presentation leaflet as widely as possible at events or as an information letter to interested organisations.

In addition, videos will be made introducing the project partners to a wide public. The videos are around 10 minutes, introducing the organization, role in MOVE and contribution to mobility and sustainability. The videos are easily shared on the MOVE webspace and via social media channels. HZ, as lead partner, is responsible for the script and guidance on the content. From thereon, each project partner is responsible for filming and editing the videos. All partners will be responsible for sharing the videos on social media channels, to get as many people informed as possible.

● Press Releases

Press releases are sent out to all relevant press networks in the regions and countries of project partners and Europe in general when newsworthy milestones are set. The following press release moments are foreseen: project kickoff, the launch of MOVE methods and tools, demonstrations of all pilots, final cross border dissemination activity, etc.

In general, press releases will be sent out to all relevant press networks in the regions and countries of project partners and Europe in general.

All partners will send out the press releases to their press network. HZ will coordinate the dissemination of press releases and will cover the European press network.

● Publications

Articles about the MOVE project results will be published by all partners in national and international professional magazines.

All project publications, including brochures, studies, articles and other, must include the Programme logo. Also, the contribution from the European Regional Development Fund should be mentioned.

For scientific articles, conference proceedings or other publications where usage of the programme logo is impossible, projects should explicitly mention the contribution from the European Regional Development Fund.

● Project final conference

To present the project results to a wide audience (observers, stakeholders, target groups) and to show how target groups can adapt the tools and learn from the results, the project will organise a final conference. This conference will be organised by partner Advier and the lead partner. All project partners will play an active role in the presentation of their results and experiences. This conference will take place in conjunction with another event.

During the event, a project banner will be placed in a readily visible place (e.g. the front of the meeting room), ensuring visibility of the EU and the programme. The participants will receive digital a MOVE handout folder including the conference agenda, the attendance list and the MOVE presentation leaflet/onepager.

● Communication activities

Communication activities have the aim to involve, (two-way communication) and inform target groups in a way the outputs and results are transferable, to answer a real demand at all times and thus to have broad support. They turn the project findings into a clear message in line with the envisaged objectives and results. The triple/quadruple helix and co-creation ideas are central.

At local/regional and project level we will organise information sessions with stakeholders, guest lectures, conferences to achieve this.

● Local/regional information sessions

All local pilot partners will organise at least one local/regional information session, to create awareness and support, and to show the results of the MOVE project to the public (residents, companies,...).

During the sessions, the project poster (digital or hardcopy) or a project banner will be placed in a readily visible place, ensuring visibility of the EU and the programme.

● Presentations at events/conferences

Presentations on the progress and results (methods, tools, pilots etc) of the MOVE project by all project partners at:

- National/international conferences and events
- MOVE events associated with other conferences
- Any regional or cross-border event by invitation

● Project exploitation and valorisation activities

These activities are included in the Communication work package to make sure the project outputs and results will be used beyond project duration and thus ensure their durability.

● Transnational Explore, Design, Implement and evaluation meetings

In each partner country, an exchange of information event will be organised to present in practise how to use and to demonstrate the usefulness of the validated tools and methods developed in WP3 and discuss the co-creation methodology for the design and implementation and look at the evaluation. . These events will be organised jointly.

During these events, the project poster or a project banner will be placed in a readily visible place, ensuring visibility of the EU and the programme. The participants will receive digital a MOVE handout folder including the agenda, the attendance list and the MOVE presentation leaflet/onepager.

● Regional Stakeholders Meetings (Explore and Design)

In each pilot region, there will be organised regional stakeholders meetings. These meetings will be organised to discuss and present the input, process in the co-creation process to design new or redesign standing mobility solutions. During these meetings the pilot partners (when necessary with the support of one of the other MOVE partners) will meet and inform a group of stakeholders, like users, mobility service providers, local entrepreneurs, local authorities and civil society.

During these stakeholders meetings, the project poster or a project banner will be placed in a readily visible place, ensuring visibility of the EU and the programme. The participants will receive digital a MOVE handout folder including the agenda, the attendance list and the MOVE presentation leaflet/onepager.

- **Regional Evaluation Meeting - Pilots**

The pilot partners Middelburg, HZ, IGEMO, Hitrans, HNS and Northeim will organise (with support of the other MOVE partners) an event to demonstrate the operating pilots after the test and monitoring phase. The evaluation of the pilot and the overall experiences will be shared. All events are organised for stakeholders and target groups with the aim to discuss the lessons learned and best practices, create awareness and to adopt these solutions and to accelerate the implementation elsewhere in North Sea Region. All partners are involved in the demonstrations in their country.

During the regional evaluation meeting, the project poster or a project banner will be placed in a readily visible place, ensuring visibility of the EU and the programme. The participants will receive digital a MOVE handout folder including the agenda, the attendance list and the MOVE presentation leaflet/onepager.

- **NSR local authority symposium DK**

Project partner GATE21 will organise (with support of the other MOVR partners) a specific seminar to valorise the project results in Denmark and other Scandinavian countries by bringing together the project partners, mobility experts and targeted at rural and intermediate communities in Denmark and in de rest of the North sea region.

During the symposium, the project poster or a project banner will be placed in a readily visible place, ensuring visibility of the EU and the programme. The participants will receive digital a MOVE handout folder including the agenda, the attendance list and the MOVE presentation leaflet/onepager.

- **NSR local authority symposium BE**

Project partner IGEMO will organise (with support of the other MOVR partners) a symposium with local authorities from all over Flanders to create outreach to other regions, entrepreneurs and stakeholders. The other project partners will bring their experiences to the symposium and exchange with Belgian stakeholders.

During the symposium, the project poster or a project banner will be placed in a readily visible place, ensuring visibility of the EU and the programme. The participants will receive digital a MOVE handout folder including the agenda, the attendance list and the MOVE presentation leaflet/onepager.

- **NSR local authority symposium DE**

Project partner the University of Goettingen will organise (with support of the MOVE partners) an open round table symposium with all the project partners MOVE, rural community representatives and mobility researchers/experts. This event will foster discussion on results, enabling the transfer of knowledge to other regions and stakeholders.

During the symposium, the project poster or a project banner will be placed in a readily visible place, ensuring visibility of the EU and the programme. The participants will receive digital a MOVE handout folder including the agenda, the attendance list and the MOVE presentation leaflet/onepager.

- **Internal communication tool**

The tool that will be used for internal communication between the MOVE partners: Google Drive. For online meetings, the project will use ZOOM or TEAMS.

● Evaluation

This communication plan forms the basis of our communication activities. Also during the implementation of the project MOVE, things happen that force us to look again at our plan and corresponding actions. Perhaps there has been a delay or things have changed that affect the communication actions. The evaluation takes place four times per year (after every quarter). The evaluation of the communication plan and corresponding actions will be discussed during each partner meeting also. After each partner meeting, an updated version will be stored at our Google drive.

● Quantifiable targets

The project consortium will evaluate progress and achievements in communication activities by means of the quantifiable targets (below). These targets need to be agreed on by the project partners since not all of them were listed in the project proposal.

Communication/Dissemination Tools	Quantifiable Targets
Website	<ul style="list-style-type: none"> • The total accumulated number of single visitors and followers over the project's lifetime = 5000 • The total accumulated number of online web pages and social media accounts used for the project online communication = 17
Press release	<ul style="list-style-type: none"> • 1 press release per partner.
Report/articles	<ul style="list-style-type: none"> • 11 articles in local, national, international media about the project
Brochure/presentation leaflets	<ul style="list-style-type: none"> • The main goal is to provide 10.000 recipients with information about the project through online or in print form. This to increase knowledge about green and sustainable mobility solutions. • The total accumulated number of the location where the leaflets will be available or distributed = 45 (that will not be the case because of Covid-19 pandemic, there aren't many events....
Presentations/poster/events	<ul style="list-style-type: none"> • 5 Transnational Explore, Design, Implement and Evaluation meetings • 12 Regional Stakeholders Meetings (Explore and Design) • 4 Regional Evaluation Meetings • 1 NSR local authority symposium DK • 1 NSR local authority symposium BE • 1 NSR local authority symposium DE • 1 Transnational transfer meeting • 1 final conference with 75 participants
LinkedIn profile	<ul style="list-style-type: none"> • 2 posts per month • 1 followers of the MOVE account