



## WeCount: Citizens Observing Urban Transport

# Deliverable D6.1: Dissemination and Communication Strategy

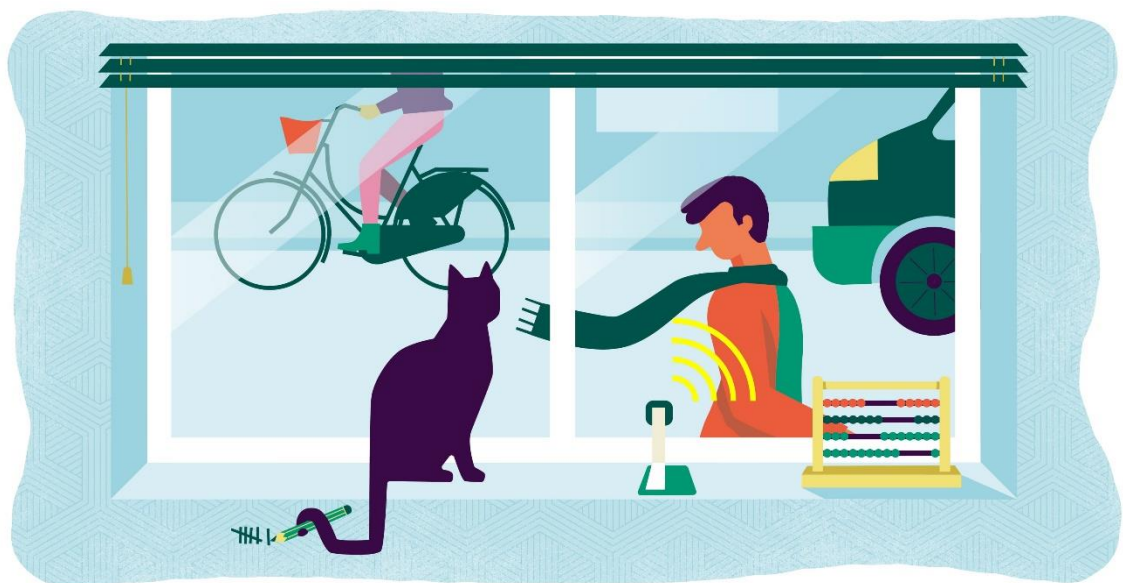
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# 1 Overview

## 1.1 Introduction

The communication and dissemination tasks primarily address the main target audience of the WeCount project, listed in the Description of Work (from now on DoA) and in Chapter 2 of this strategy.

A wide variety of communication and dissemination actions is therefore planned within this work package. In all activities connected with this work package we will ensure that those activities are carried out within the framework of Horizon 2020 rules and that all materials carried out will comply with the requirements of the European Commission<sup>1</sup>.

This Dissemination and Communication Strategy has been developed at the outset of the project and identifies opportunities and actions for each of the partners for their own countries as well as European wide dissemination of the findings and recommendations from the project.

The Communication & Dissemination Strategy will provide guidance to the partner's dissemination activities and will describe how WP6 will collaborate with and support the other work packages.

The document incorporates a **Knowledge & Impact Management Framework** as the two strategies are intrinsically linked. It will also guarantee a maximum exploitation of the project results (by establishing the 'WeCount project legacy').

Whilst the Plan itself will remain a 'live' document and will be updated periodically during the project in M8 and M23, it is scheduled as a deliverable by M3 (February 2020). Fine tuning of the document will follow up after discussion with all the partners during the 2nd Consortium Meeting in May 2020 in Madrid.

The deliverable is updated before each reporting period (D6.5 & D6.6). The **first Strategy update due in M8** (July 2020) will review the overall plan, and the use of tools and channels, and align them with the project's timeline. The **second Strategy update due in M23** (October 2021) will report on all dissemination activities, events organised by the project, and partners' publications online, in the specialised media and scientific journals.

An overview of the execution of the communication strategy will be provided in the D6.4, overview of WeCount communication activities.

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<sup>1</sup> Guidance on the use of the EU emblem in the context of European programmes can be found here: [http://ec.europa.eu/research/pdf/eu\\_emblem\\_rules\\_2012.pdf](http://ec.europa.eu/research/pdf/eu_emblem_rules_2012.pdf).



## 1.2 Requirements of the Dissemination and Communication Strategy

For the effective dissemination of the findings and recommendations from the project on its completion, it will be essential to engage with the key target groups and disseminate information to them throughout the life of the project.

Within each pilot city (Dublin, Cardiff, Leuven, Ljubljana, Madrid) this will most effectively be undertaken by the partners based in that country. Dissemination by partners is likely to include:

- Develop and implement an ongoing programme of engagement with key target groups (in conjunction with other Work Packages);
- Identify priority target groups for each country and research their needs;
- Develop and follow up database of key contacts in target groups;
- Identify existing networks used by these target groups in each country;
- Prepare communication material / other materials;
- Presentations at national conferences and other public events;
- Submission of articles for publication.

The Dissemination Plan will remain a live document throughout the project and will be regularly reviewed and updated.

## 1.3 Objectives

Below are the specific objectives related to this Work Package as they are described in the DoA (p 38.). The primary objectives of this work package are to:

- communicate the results of WeCount to relevant target groups, with specific focus on citizen groups,
- liaise and cooperate with relevant initiatives, projects and organisations;
- establish and develop the WeCount project legacy ensuring access to the project results, highlights and lessons learnt beyond the project life-time.

### 1.3.1 5 core areas in WeCount communication

**Maximizing Connectivity between WPs** - To optimize the impact of this research, the Communications Team is part of the Project Executive Management Group and advised by the Project Advisory Board. This enables close collaboration between all the WPs to ensure all project results are communicated internally as well as externally to meet the outlined milestones.

**Enacting Engagement Strategies for the WPs** - This document identifies appropriate means of communication to reach and engage all identified audiences and stakeholders for each WP



objective, goal and deliverable. A draft breakdown of these audiences and communication routes is included in Communication Activities.

**Development of Materials** - All communications and engagement materials need to be adapted to suit the social context and language of the EU country and/or city in which they will be used. As such the training programme will equip the researchers to enact aspects of the Communications and Engagement Plan themselves. Content and event toolkits will be created as needed to help the researchers raise awareness and increase citizen engagement. Training will focus on skills for media awareness, social media, science writing and videos.

**Training of WP Leaders and Partners** - This project offers an excellent opportunity for the project researchers to benefit from participation in the closely interwoven citizen engagement and dissemination activities by improving their ability to understand the needs of, and communicate with, a range of different audiences and stakeholders. The project team is highly experienced at training researchers in relevant engagement methodologies, and is well networked with the wider information and dissemination community. This project therefore enhances the capability of project researchers to drive public engagement, leaving a lasting legacy for their careers and home countries.

**Training of “local champions” among participating citizens** – An essential element in the WeCount approach is the concept of “train the trainer” in which we aim to identify and train key individuals in local communities to take a leading role in shaping and supporting citizen science activities. This is an integral part of the activities in WP4, with training & communication techniques governed by this strategy (D.6.1).

**Dissemination of Project Results** - External communications are critical to ensure long-term impact and innovation driven by the project. The project has a strong communications and engagement foundation through the innovative citizen science, co-design and implementation WPs that form its core, and outreach to policymakers, schools and vested interests. The wider dissemination efforts therefore build on these relationships with audiences to keep project participants, stakeholders and communities of interest up to date with project developments and findings. The project objective of achieving policy change (target: policy makers) and add to the scientific transport research (target: transportation scientists) must be achieved through more widespread dissemination toolkits. A significant media programme will be put in place to publish relevant information for the press and handle media enquiries to further disseminate information, scenarios and behavior change messages to the wider EU public and international observer partners.

## 1.4 Performance indicators

The DoA includes a number of Performance Indicators that directly relate to communication and dissemination. For reference, these are reproduced on the next page.



Table 1

<b>Performance Indicator</b>	<b>Target</b>	<b>Plan</b>
Active engagement in traffic counting activities	Minimum 1,500 citizen scientists (300 citizen per case study)	Effective independent local communication plans following local needs (e.g. language) and common timeline
Engagement in local related activities (workshops, seminars)	1,000 citizens (approx.. 200 per case study)	Establishment of local communication channels, Communication package will be sent to all local partners, Local champions to be trained to make outreach sufficient
Overall reach through dissemination activities (publications, presentations, social media and networks, such as POLIS, CIVITAS, IUAPPA etc.	40,000 people overall  2,000 ppl: Newsletter  15,000 ppl: EU and cities networks (their outreach through own communication channels)  5,000 ppl through WeCount social media channels (Twitter, Facebook, LinkedIn)  3,000 ppl by presenting WeCount on related Conferences and events  The remaining 15,000 people is expected to be reached through local media channels in the 5 pilot cities	Following the guidelines of the Dissemination Strategy
Publications in scientific and non-scientific journals	Several thousands of people	Technical partners publish at least 10 articles
Organic growth of Telraam-network outside the scope of WeCount	At least one network emerging during the lifetime of WeCount	WP2 – successful completion and dissemination of D2.1 “Infrastructuring local communities for citizen science interventions on mobility”





### 1.4.1 Potential risks

**Non-engagement of policy makers (Low):** Enact Communications and Dissemination Plan.

- Communicate merit of being prepared for future
- Show potential costs of non-action
- Show potential influence on policy making
- Highlight opportunities for stimulating innovation
- Show financial returns through scale effects and multi-stakeholder approach

To meet the objectives, activities at the EU level described in this Plan will go hand in hand with activities at the local level described in the local Implementation Plans.

**WeCount doesn't accomplish self-sustaining communities; no traction outside project use cases (Medium)**

- WP 2-3-4-5 will focus on training local trainers and building communities which self-sustain themselves. Scaling-up these communities is also part of the plan.
- WP4/6: Exploitation Strategy (D6.3) will identify the best tools and channels to exploit the project's results.

## 1.5 Deliverables for this Work Package

The tasks, outputs and deliverables defined for this Work Package are listed in Chapter 4.3 Overview Lists of Outputs and Deliverables of the DoA (p. 60).

The following table itemizes the deliverables specified for this Work Package and their due dates.

*Table 2: WP 6 deliverables*

Ref	Type of deliverable	Month of completion	Lead partner
D6.1 Dissemination and Communication Strategy	Report	M3	POLIS
D6.2 Website	DEC	M3	TML
D6.3 Innovation and Exploitation Strategy	Report	M21	TML
D6.4 Overview of WeCount communication activities	Report	M24	POLIS
D6.5 Dissemination and Communication Strategy – Update 1	Report	M8	POLIS
D6.6 Dissemination and Communication Strategy – Update 2	Report	M23	POLIS



## 2 Target audience

WeCount has a wide scale target audience as the project involves different target groups during the project lifetime. While during the first months of the project it is indispensable to reach the desired number of citizens in each pilot cities and engage them in WeCount, in later months more concentration is needed to target decision makers, stakeholders and the scientific community to inform them about the findings and receive their input about possible policy interventions which can transform project results into real changes in form of local and EU policies. Therefore, WeCount identified the following target groups to focus on:

- **{1} Citizen groups (and citizens, in general)** facing problems that WeCount can help to address. Also schools that can build student communities to realize the problems and learn about possible solutions.
- **{2} Local decision makers** that could use WeCount results as a tool for evidence-based local policy-assessment.
- **{3} Scientific community** that can analyse and maximise the output of the WeCount data.

### 2.1 Key messages

Key messages help to summarize the meaning of the project in a catchy way to maximize the reach of posts/articles/news items on various social media channels and the media. WeCount is all about:

- Putting citizens at the heart of the innovation process in road traffic counting.
- Empowering citizens in five European cities to take a leading role in generating data, evidence and knowledge about mobility in their own communities.
- Mobilising citizens to have their voice heard and to actively participate in local transport policy development.
- Mobilising 1500 citizens in five European cities (Madrid, Ljubljana, Dublin, Cardiff and Leuven) to co-create road traffic counting sensors based on the popular Telraam experience.
- Generating scientific knowledge in the field of mobility and environmental pollution to encourage the development of co-designed, informed solutions to tackle a variety of road transport challenges.
- Gathering data to find solutions for better quality of life at a neighborhood level by tackling a variety of road transport challenges.
- Going beyond just data gathering. WeCount wants to turn 'citizen scientists' into advocates who will use the data to work with employers, schools and local authorities to help drive forward healthier cities and smarter planning.
- Increasing society's appetite for innovation by encouraging collaboration within the transport policy research community to build better local transport systems together.
- WeCount is the mechanism to channel citizens hyper-local knowledge on traffic situation where they live, to support evidence-based transport policy.
- WeCount aims for self-sustaining local citizen-science activities using Telraam, in such a way active support from the project team is not required.



- WeCount aims to design user-friendly tools to also reach a non-tech audience. You don't have to be a tech-geek to work with Telraam.
- The aim of WeCount is to generate objective data with Telraam and other sensors to convert the often antagonistic relation between engaged/activist citizen and local policy maker into a constructive dialogue to improve local transport policy.



# 3 Communication Methods: How to disseminate?

## 3.1 Channels

There is a wide variety of channels available and the appropriate methods will be selected for each audience being targeted, including:

Table 3: Communication channels

Involve your target group	Inform your target audience
Workshops / Seminars: <ul style="list-style-type: none"> <li>• opportunity for training, and discussion;</li> <li>• citizens engagement;</li> <li>• community building</li> </ul>	Written materials (online/offline): <ul style="list-style-type: none"> <li>• leaflets; manuals; newsletters; press releases; articles, publications, ppt?</li> </ul>
Networks (local, regional, national level): <ul style="list-style-type: none"> <li>• mentoring, face-to-face or internet</li> </ul>	Internet: <ul style="list-style-type: none"> <li>• website, social media, electronic newsletters, videos, pod-cast</li> </ul>
Internet: <ul style="list-style-type: none"> <li>• local pilot challenges on social media (Facebook, Twitter, LinkedIn)</li> </ul>	Events: <ul style="list-style-type: none"> <li>• conferences (speaking or exhibiting), seminars, workshops</li> </ul>

WeCount can build upon a number of communication materials and methods that were created during the Telraam project in Belgium (developed by Transport & Mobility Leuven, Mobiel 21 and Waanz.in during 2018-2019). Examples of these materials are:

1. Logo, artwork and design for communication tools (adapted to this campaign);
2. Recruitment campaigns: flyers, social media messages and mailings to motivate citizens to register as a candidate
3. Informative campaign: mailings and newsletters, social media messages to inform participants and others about Telraam (<https://www.facebook.com/Telraam/> and <https://twitter.com/TelraamTelraam>), MailChimp newsletter
4. Zendesk, a helpdesk tool (<https://www.zendesk.com/>)
5. Website as a container of all materials: [www.telraam.net/](http://www.telraam.net/), handbook, YouTube tutorials (<https://youtu.be/O0NsoqYzKqk> and <https://youtu.be/0KVPOsd-LKY>), including a helpdesk tool;
6. Information for participants on how to talk about the results and how to interpret the data;

Workshops with standard presentations to inform, educate, help and involve participants to manage expectations.

## 3.2 Use of existing networks and senders of Letters of Support

In order to reach the main target groups it will be essential for the project to tap into **existing networks and events** with established mechanisms for dissemination of information and best practice, including discussion groups (LinkedIn), websites, newsletters, conferences and journals.



These networks will vary between countries but can be expected to include networks representing:

- City administrations
- Local community groups
- Organisations working on community engagement
- Transport operators and transport planners
- Transport policy makers on local, regional and EU level

To elaborate the overall Communication Plan we will require partners in each country to develop a **local dissemination plan** for their country, identifying the existing professional and other networks that will provide access to the main target groups together with key contact people or organisations through which these networks can be accessed. In doing so, this will also provide an opportunity for partners to establish links with key individuals with whom they will work later in the project.

Relevant partners will be expected to contact those **organisations who submitted letters of support** during the bidding stages. These are public authorities, community groups, mobility networks, energy agencies and NGOs.

*Table 4: Signatories of the Letter of Support*

<b>Signatory organisation</b>	<b>Contact person</b>
Maseeh College of Engineering and Computer Science at Portland State University	Advisory Board Member (US)
City of Leuven	City administration (BE)
Cardiff Council	City authority (UK)
City of Ljubljana	City administration (SI)
Dublin City Council	City authority (IE)
VIC – leader of the Madrid Mobility Hub	Community Group (ES)
Agentschap Wegen en Verkeer Vlaams-Brabant (Agency for Road & Traffic)	(regional) Public Authority (BE)
Medialab Prado	Community Group (ES)
CambiaMO	Advisory Board Member (ES)

These organisations will receive an information package with:

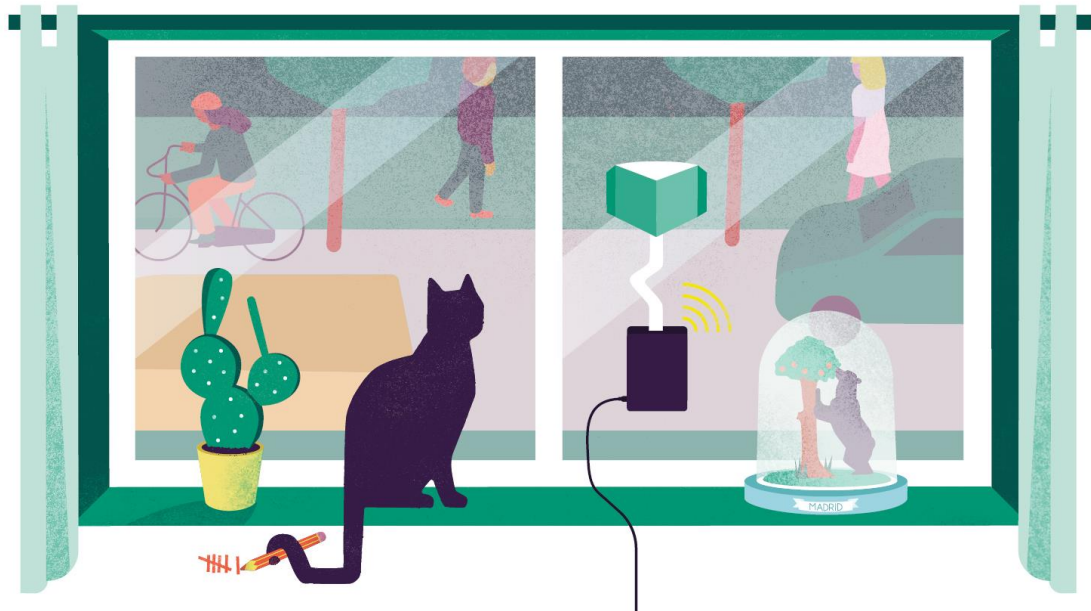
- Project leaflet/postcard (in English or one of the project languages);
- Project newsletter(s);
- YouTube videos (in English or one of the project languages);
- Invitation to join the LinkedIn group.

On the **European level, networks** such as Polis – partner in WeCount -, Global Alliance for Eco Mobility, CIVITAS and national CIVINETs, European Cyclists' Federation (ECF), ICLEI, Cities for Mobility, Eltis and the SUMP community, EUROCITIES, UITP or C40 Cities are also important partners for dissemination of the WeCount results.

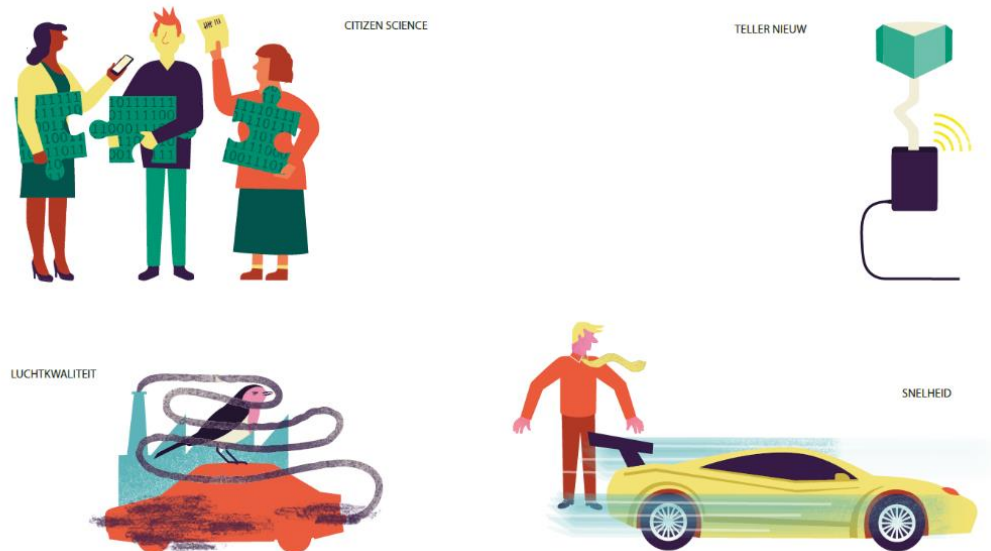


### 3.3 Use of electronic media

All relevant promotional material will be available in an electronic format on SharePoint (project leaflet/postcard, newsletters, videos etc.). These materials will be shared with all partners as a communication package to disseminate WeCount to local media. The project partners ensure that all online communication channels are going to be used to disseminate the project's activities and outcomes.



Picture 1. – An example for the design of project postcard, newsletter headings etc.



Picture 2. – Example of logos used for explaining the project activities on dissemination materials.



## 4 Communication plan and activities

### 4.1 Overview

This chapter outlines the main communication activities proposed by this Strategy for each of the communication channels identified, and lists timescales for completion of the activity and responsibilities. Where appropriate the main target audience is identified, though this may vary between countries.

### 4.2 Communication tools

All dissemination tools are defined and adapted to the communication needs of the three target groups identified in chapter 2. The following table gives an overview of the possible dissemination tools and which specific communities they address.

Table 5: Dissemination tools and target groups

Dissemination tool	Citizens and citizen advocacy groups	Public authorities and local policy makers	Sustainable transport NGOs and associations	Media	Pilot sites, sites for future uptake	Air Quality Communities	Global outreach
Project leaflet/postcard	X	X	X	X	X		
General Presentation		X	X	X	X	X	
Website	X	X	X	X	X		X
E-newsletter	X	X	X	X		X	X
Press releases and articles in specialised magazines		X	X	X	X	X	X
LinkedIn discussion group		X	X		X	X	X
Facebook page, Twitter	X	X	X				
<b>WP 4</b>							
Training manual/video	X	X	X				
Marketing material	X	X	X		X	X	
WeCount champion resource pack	X				X		

The above tools produced in WP6 are described in the next sections.

Among the dissemination tools we also included public deliverables produced in other work packages:

- WP2: D2.1 Infrastructuring local communities for citizen science interventions on mobility: It presents and discusses the strategy used to nurture community champions and local communities in the five pilots.
- WP 4: D4.1: Summative Pilot Report (Leuven and Madrid) summarizing the process of finding local champions and train the trainer, afterwards, building the local communities.
- WeCount Innovation & Exploitation Strategy (D6.5 - TML to lead as part of WP6)
- WeCount Data Management Plan (D1.4 - TML to lead as part of WP1)



- WeCount Knowledge & Impact Management Framework (UWE to lead and integrate into D6.1)
- WeCount Communication & Dissemination Strategy (D6.1 POLIS to lead as part of WP6)

#### 4.2.1 **Project logotype**

A suitable Visual Identity and Branding guidance including an overall corporate identity (Word template for reports, PowerPoint template) was designed and agreed upon with the partners.

##### 4.2.1.1 **Selection of project logotype**

In the early stage of the project TML (project coordinator) has contacted a designer requesting a few alternative visuals for the project corporate identity.

Subsequently, we received a set of visuals of WeCount for review.



Picture 3. – WeCount logo type 1: black colored with slogan



Picture 4. – WeCount logo type 2: black and white, abacus design with slogan



Picture 5. – WeCount logo: colored abacus design with black and grey text

Sub-slogan we may use later on in the communication, to clarify the link between Telraam & WeCount: “WeCount, empowered by Telraam”

The first set of visuals was discussed with all partners and a final decision was made to retain the third option (Picture 4).





The logo puts the users/local communities into the center by highlighting WE with bold and black colour, while the expected result of the experiment (traffic counting and data) represented by the 16 multicolour dots in front. The different colours illustrate the share of modes in transport which are counted by the Telraam technology (pedestrian, cyclists, vehicles etc.).

The tagline, 'Your window on local traffic', demonstrates the individual-centric involvement in traffic counting in private households through windows. The word 'window' is not only meant physically but also shows every individual's perception on travel behaviour and the activity of analysing the collected data by each user. The logo is available in various formats (JPG, TIF, PNG) and resolutions for partners and will be used in all communication material and social media.

## 4.2.2 **Project website**

The project website is a key element of the communication and dissemination channels. It includes all relevant information about WeCount and its progress.

The website is in English, but with key sections available in partner languages: Dutch, Slovenian, Spanish and Welsh. Particularly the pages dedicated to the city activities will be translated into their national languages and provide information tailored to the local environment and target groups.

Content will be provided by all partners. They are responsible for creating content on their organisation and city.

### 4.2.2.1 **Website structure**

The interactive WeCount website will serve as an entrance point for the project. It will be launched in M3 and will be kept up-to-date with the latest news, events and project developments. To save resources, it will be established on the web framework of the [www.telraam.net](http://www.telraam.net) website. This will merge with the initial WeCount platform (also building on Telraam – D3.1) to form a single “one-stop-shop” webpage.

While <https://www.telraam.net/> introduces the technology behind WeCount and shows the real time data on a map collected by the sensors while the page about WeCount introduces the European-wide demonstration of traffic counting by Telraam technology giving platform for all partner cities to write about their approach and local experiment. Landing page will be: <https://we-count.net/home>

## 4.2.3 **Project leaflets/postcards**

**Project leaflets** with introductory information, objectives and approach about the project will be created dedicated to each pilot city in local languages to help local dissemination and citizen involvement. The leaflets help local dissemination during community workshops and seminars. They include basic information and contact details to reach out to local partners and to get people engaged.



**Postcards** will be created to disseminate WeCount during main conferences, exhibitions and meetings on EU level with basic information about the project. They also include links to the WeCount webpage and social media.

#### 4.2.4 **Social media**

The WeCount website will provide a link to a number of social media platforms including Twitter, Facebook and Instagram. These will report on the project milestones to a wide audience and will allow the exchange between and discussion with relevant target groups and citizens. Specific local hard to reach target audiences will be addressed with the help of local partners and engaged communities.

##### 4.2.4.1 **Twitter**

The project's Twitter profile (@WecountH) was created in December 2019. The profile (in English) will be a central point of information for the target audiences, especially for practitioners, transport experts, sustainable mobility advocates, the civil society and the scientific community.

Twitter account name: WeCount-H2020



Picture 6. - WeCount Twitter profile appearance

The Twitter account is linked to the LinkedIn discussion group. Hence messages posted on the two platforms simultaneously appear as tweets.

##### 4.2.4.2 **LinkedIn**

A LinkedIn Stakeholder Group will gather stakeholders who signed the LoS (Letter of Support, detailed in chapter 6). That way they can be in touch with the project on a continuous basis, start discussions and give input for successful transfer of project results into policy development. Moreover, the local responsible for community engagement including local champions will also be



The WeCount Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 872743

invited to the group to create connection between researchers, decision-makers and citizens responsible for data creation.

The LinkedIn group's objective is twofold:

- Providing a platform for WeCount partners to communicate with each other at project level, sharing success stories and answering questions and challenges on deploying WeCount;
- Building a live public forum enabling knowledge exchange to connect to mobility practitioners, the civil society, local decision makers and the research community.

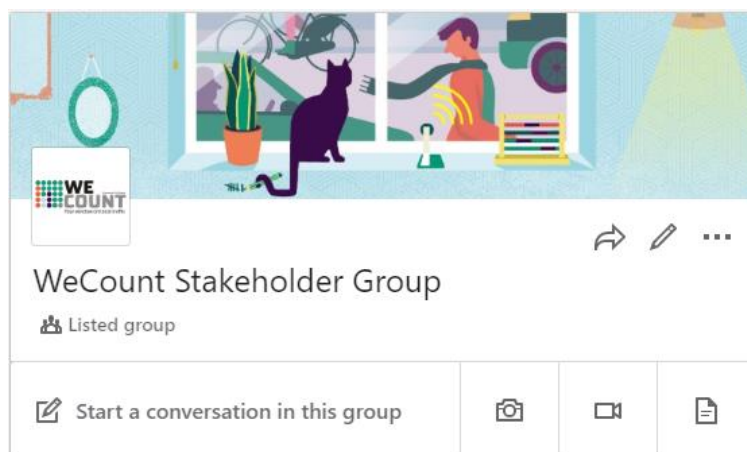
All partners will be invited to join the WeCount group at

<https://www.linkedin.com/groups/8887383/>

The LinkedIn page will link up to other related projects to increase visibility among existing communities online (e.g. the Community engagement (supported by RedQuadrant) group with around 43,000 professionals; H2020 Transport Research & Innovation and Intelligent Transport Systems group with 90,000 professionals). The network of partner projects (ClairCity, iSCAPE, D-NOSES, CitiS-Health, hackAIR, Telraam, LUFTDATEN/Leuvenair, SUNRISE, Making Sense etc.) will be invited to join the group, as well.

Relevant milestones produced by the project will be promoted through the group via regular updates.

Potential new members will be recruited at (networking) events where WeCount partners will (re)present the project at the local-regional-nation level and the EU level. New users will be encouraged to join the discussion group to share stories and experiences.



Picture 7. – WeCount LinkedIn Group appearance

#### 4.2.4.3 Facebook

Single Facebook profile pages can be created locally in the five pilot cities by WeCount project partners. These Facebook pages will also serve as a direct point of contact with the local organizers and project partners to get information and help.

Facebook can enable greater participation among followers and attract new users who initially “Like” the group and then participate in local WeCount activities.



We will link the Facebook pages – where possible - to existing pages at a local level. E.g. the university students in Ljubljana run a Facebook profile with +10,000 followers, our aim is to engage the administrator(s) and invite them to post WeCount news and activities.

The project website will catalyse most of our target group's attention, we'll re-direct them to the local Facebook pages from our webpage.

WeCount Champions for each pilot city will be in charge of creating and posting WeCount news on the local Facebook fan page.

#### **4.2.5 Electronic newsletters**

During the course of the project electronic newsletters will be prepared, released and disseminated most probably via Mail Chimp, at least two times per year fitting the timing to the project's milestones and results. This plan would result in **4 newsletters** during the project lifetime.

The newsletter is aimed at key decision makers at local and European level targeting mainly an interested urban transport community and advocacy groups to keep them up to date on the project's progress. Newsletter content should reflect:

- News from the five implementation sites on their WeCount program, local activities, recruitment campaigns, traffic measurements, etc.;
- Info-bites from other related mobility projects across the EU: ClairCity, iSCAPE, D-NOSES, CitieS-Health, hackAIR, Telraam, LUFTDATEN/Leuvenair, SUNRISE, Making Sense etc. Different fields should intersect each other if we wish to boost more sustainable urban mobility.

We may incorporate blogposts on the project website and incorporate the newsletter to be a bit less traditional and have a higher frequency of project updates and findings (e.g. on sensor accuracy, testimonials from participants etc.).

Target audience: Other interested parties.

#### **4.2.6 Instruction and awareness videos**

Over the project lifetime, **8 videos** will be uploaded on the website & YouTube.

1. Instruction videos for assembly with subtitles in different languages. Audience: participating citizens
2. Instruction video of the registration procedure. Audience: participating citizens
3. Videos of the engagement activity. Audience: general public, policy maker
4. Video of a citizen using the web platform (simple dashboard, integrated dashboard, API). Audience: participating citizens, policy makers, scientific community
5. Video explaining the tech of Telraam (the kit, the software, the code, GitHub,...). Audience: tech community



#### **4.2.7 Roll up banners**

Roll-ups would help the dissemination of the project during presentations at key conferences, exhibitions and visibility during seminars and workshops in pilot cities. All partners have the budget to design and order one roll-up for dissemination activities. Polis will provide a template with proposed content for roll-up creation and distribute it among partners.

#### **4.2.8 Press releases**

Press releases will be published for every project milestone including events, local achievements and news in the interest of a bigger target group.

Important milestones during the first year of the project are listed below:

- Launch of the WeCount project
- Launch of the first two pilots in Leuven and Madrid (May 2020)
- Launch of pilots in Cardiff, Ljubljana, Dublin (September – November 2020)

The first press release about the kick-off was published and sent to all local partners and media contacts in December 2019.

Pilots site partners will communicate with their local press to inform their citizens about the project activities and results.

#### **4.2.9 Publications in scientific journals and specialised magazines**

##### **4.2.9.1 Peer-reviewed Scientific journals**

WeCount partners active in research are responsible for submitting around 10 scientific papers produced through the project lifetime to Scientific Journals in transportation, such as Science for the Total Environment, Environment and Behaviour, Transportation Research part F, Transportation Science, Transportation Research Record, Journal of Advanced Transportation

On top of the scientific papers, around 5-10 technical working papers and another 5-10 Book chapters, Research Monographs and other associated trade publications will be published during the project lifetime.

##### **4.2.9.2 Specialised magazines**

WeCount partners will aim at publishing articles in specialised media and magazines which are targeting transport professionals and urban mobility practitioners, some examples: Thinking Cities, Cities Today, Talking Highways, Revolve, Intelligent Transport, EuroTransport.



#### **4.2.10 Existing e-mail groups – InfoPolis**

During the project lifetime 6-8 articles will be published in the fortnightly Polis newsletter to raise awareness for WeCount and to communicate key developments and findings during the course of the project.

InfoPolis reaches a database of about 400 readers from local and regional authorities.

### **4.3 Local communication plan and guidelines**

Local communication plans are considered as part of WP4. A common Excel template is going to be created and distributed by Polis to get all outputs and the timeline of local communication highlights for central communication. This template will include the timeline of local actions and events which helps Polis to monitor dissemination activities for local case studies and collect all relevant content for further dissemination. There is already a communication timeline with the list of tools that is being developed, although a local communication actions timeline template will help to follow all dissemination activities in one place that can be filled and checked by all partners. Polis intends to distribute this template in March 2020 and collect them in M4-5.

Detailing individual dissemination and exploitation plan with stated actions in DoA (page 42-43.)

#### **4.3.1 Train the trainer approach**

Training of local champions among participating citizens is an essential element in the WeCount approach. Local partners will identify and train key individuals in local communities to take a leading role in shaping and supporting local citizens science activity. This activity is an integral part of WP4.

#### **4.3.2 Enabling local interaction**

Local Facebook pages (in local languages) will be the platform to reach local citizens, inform them about upcoming events and serve as a hotline in case of any questions.

### **4.4 Networking and events**

#### **4.4.1 Communication channels**

The WeCount consortium will make full use of its networks and contacts to communicate the outputs of the project using the communication tools described above.

Polis will make use of its own database, which includes contact details of several thousand urban stakeholders from all over Europe and on different levels (European, national, regional, and local). The database will be gradually extended throughout the project.

The key communication channels for WeCount are shown below. These are not exhaustive.



Table 6: WeCount networking channels

Channel	Details of communications channel	How?
EU networks, organisations and platforms	Polis, EUROCITIES, EPOMM Plus, CIVITAS/CIVINET, ELTIS, European Cyclists' Federation, Covenant of Mayors, Energy Cities, ICLEI, etc.	Targeted mailings, promotion at events, presentations
EU projects	iSCAPE, D-NOSES, CitieS-Health, hackAIR, SUNRISE, Making Sense, EU-Citizen.Science, CS-Track, GRECO, REINFORCE, InSPIRES etc.	Project partner networks, workshops, one-to-one telephone calls/meetings
National networks and organisations	Sustrans (UK), CIVITAS/CIVINET (ES), other.	National seminars, targeted mailings, press releases, promotion at events
Regional and local organisations	See letters of support from organisations (transport authorities, cycling groups, education authorities, etc.)	Local seminars and workshops, press releases, publications, targeted mailings, promotion at events

WeCount will continuously identify other projects, organisations and initiatives which may provide opportunities for synergies and co-operation, specifically looking at selected CSA and RIA projects in the SwafS 2018/2019 calls as well as in the Horizon 2020 CIVITAS projects on urban mobility (transport programme/Mobility for Growth). Where relevant, phone/web meetings may be arranged with multiple project coordinators, or external organisations will be invited to attend project meetings to think about bilateral dissemination activities and learn from each other's experiences. WeCount partners will also seek to present the project in relevant events and fora.

In addition, WeCount will feed the collection of best practices presented in other relevant platforms such as ELTIS, and will provide input to relevant European policies and processes. For this purpose, two **policy briefs** will be developed throughout the project at the end of each reporting period.

The scientific partners will specifically address the academic and scientific community through publication of scientific peer-reviewed papers.

#### 4.4.2 Seminars, workshops

Each (local) partner will scan their local community to find groups and individuals (local champions) who can be trained (train the trainer) for WeCount activities. This involves scanning the public domain, leading to direct meetings with community leaders and local champions that are able and willing to setup citizen science activities.

The second step consists of the actual community building around the citizen science activity in every location. The aim is to keep the lead of the community management with the local champions and hook-up WeCount. By building on the communication techniques commonly used in each community (local facebook groups, get-togethers, community meetings etc), we can increase the sense of ownership of the local community in citizen science activities. This leads to a set of



workshops with local citizens, explaining the WeCount capabilities, and formulating a research question for the citizen scientists to tackle.

#### 4.4.3 Final conference

A final conference will be organised near the end of the WeCount project period (between M20 and M24) to present the project results to a wider audience (incl. EU-level Stakeholders). The case studies of local partners will be presented to demonstrate the value of data collected by Telraam sensors. Preferably, the final conference will be organized in alignment with the final consortium meeting or another major event/conference suitable for the organisation.

The final conference shall take place in a decently accessible city in Europe.

#### 4.4.4 Presenting and networking at European conferences

List of possible events for presentation, dissemination and networking:

Table 3

2020		
Name of the event	Date and location	Possible dissemination activities
European Green Week	1-5 June, Brussels (BE)	Call for exhibition
Velo-City Conference	2-5 June, Ljubljana (SI)	Organisation of possible side event, workshop
Urbanism NeXT Conference	25-25 June, Rotterdam (NL)	Call for session proposals, speakers
EUROPEAN MOBILITY WEEK	16-22 September, Europe-wide	Participation on local events in pilot cities, dissemination of leaflets etc.
EU Urban Mobility Days	29 September-1 October, Brussels (BE)	Call for exhibitors
European Cities and Regions Days	October, Brussels (BE)	Call for exhibition
Polis Conference	2-3 December, Arnhem-Nijmegen (NL)	Call for speakers, exhibitors
CIVITAS Thematic Working Group meetings or webinars	Various events throughout the year	Call for presentation, learning opportunity
CIVINET events	Various events throughout the year in countries where pilot cities are located.	Participation on workshops, trainings





EUROCITIES Mobility Forum	TBC	Cooperation and outreach to local councils and policy responsible
RTD project Days	TBC	Networking with other projects
<b>2021</b>		
ITS World Congress	11-15 October, Hamburg	Call for abstracts, papers
24th EPOMM Conference	TBC	Call for presentations
CIVITAS Forum	TBC	Call for session, exhibition

During the second year of the project, the focus will be on presenting the results of the project. That way local and EU policy makers can build upon the experiences of WeCount and take them into account on a decision-making level.

## 4.5 Communication and dissemination monitoring

Polis has prepared an Excel spreadsheet to monitor the dissemination and communications activities for WeCount. The spreadsheet will be made available to all partners in SharePoint, the project's files repository.

Each partner is required to keep track of all local dissemination activities and will be specifically requested to update the Excel file in advance of participation in and promotion of the WeCount project at local, national or European events.

Folders are available to upload dissemination materials as well, so the project dissemination activities can be easily tracked. It will also be possible to use this information to update the website with relevant news and upcoming events.

## 4.6 Action points for next 6 months by partners

Based on this strategy, identified actions until the next update of the Communication Strategy (D6.5) are listed in the following table mentioning the action/due time and partners responsible for it.

Table 4

Action	Due	Partner(s) responsible
Design of project leaflet/postcard	February (M3)	TML
Send template for local communication plans to local partners	February (M3)	POLIS



<b>Action</b>	<b>Due</b>	<b>Partner(s) responsible</b>
Create the tool for monitoring dissemination activities	February (M3)	POLIS
Creation of local Facebook/Twitter pages	February (M3)	UL, TML, IFC, UWE BRISTOL, NUID UCL
Draft local communication plans	March (M4)	UL, TML, IFC, UWE BRISTOL, NUID UCL
Build community in LinkedIn Group	March-April (M4-M5)	All partners
Production of project leaflet/postcard	March (M4)	UL, TML, IFC, UWE BRISTOL, NUID UCL
Finalize content for the website	March (M4)	All partners
Fill social media accounts with content	Continuous	Lead: POLIS/TML, content sent to POLIS by all partners
At least 2-3 publications in scientific and non-scientific journals	June-July (M6-M7)	All technical and research partners
Reach out to and research local citizen organisations	February-June (M3-M6)	UL, TML, IFC, UWE BRISTOL, NUID UCL,
Establish communications network and collaboration framework between partners and (local) champions	May-June (M5-M6)	UL, TML, IFC, UWE BRISTOL, NUID UCL, POLIS
Start up press and media relations	Continuous	UL, TML, IFC, UWE BRISTOL, NUID UCL, POLIS
Local dissemination plans and monitoring	Continuous	All partners



# 5 Knowledge and Impact Management Framework

## 5.1 WeCount Impact Statement

“

WeCount aims to be the first European citizen science project to enable citizens to create a substantially better understanding of road traffic flows at (hyper) local level. We will involve citizens in genuine co-created or extreme scientific enquiry with special attention to a low technological and scientific threshold to involve everyone who wants to participate. WeCount will offer citizens the mechanisms to generate evidence and utilise tools to quantitatively determine their local transport mix; understand and challenge mobility behaviour; proactively lead local transport discourse; and participate in co-designing traffic policy. WeCount will empower citizens to evolve from citizen scientists to citizen advocates and local champions that can influence a number of intractable societal and environmental challenges such as improve road safety, enhance public health, minimise social inequity, reduce air pollution and carbon emissions, and generally to improve the quality of life and liveability of residential neighbourhoods.

“

## 5.2 Impact Framework: guiding principles

A core element is to embed impact in all our activities to engage and understand the perspectives of citizen scientists. These include general principles as well as specific principles for Citizen Science projects e.g. from the “Ten Principles of Citizen Science”<sup>2</sup>

Our guiding principles to achieve impact are to

- Work with citizen scientists and/or research end-users to tell the impact story through close collaboration (e.g. co-authorships), on-going engagement, testimonials etc.
- Judge our impact on reach (how widely it is felt) and significance (how important).
- Ensure that impact story is compelling, understandable, memorable and quantifiable.
- A genuine science outcome is central to the project and is evaluated for scientific output, data quality, participant experience and wider societal or policy impact..
- Both the professional scientists and the citizen scientists need to benefit from taking part. Benefits include new scientific insights, learning opportunities, personal enjoyment, social benefits, satisfaction through contributing to scientific evidence, for example, to address local, national and international issues, and through that, the potential to influence policy.
- Citizen scientists may participate in multiple stages of the scientific process. This includes developing the research question, designing the method, gathering and analysing data, and communicating the results.
- Citizen science project data and metadata are made publicly available and where possible, results are published in an open-access format. Data sharing may occur during or after the project, unless there are security or privacy concerns that prevent this.

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<sup>2</sup> Ten principles of citizen science - <https://www.sci.org/publications/ten-principles-citizen-science/>



## 5.3 Specific impacts of the WeCount project

### 5.3.1 *Advance citizens (and broader scientific) knowledge on traffic counting, transport management and related impacts.*

- WeCount will empower citizens to monitor (hyper) local traffic by generating a large open dataset from a network of autonomous traffic counting sensors in locations where traffic counting is typically absent.
- WeCount will increase and broaden the citizen, local policy and scientific knowledge in the field of mobility through the quantitative and qualitative activities delivered through the programme.
- WeCount will increase and broaden citizen, local policy and scientific knowledge in related transport related intractable urban challenges such as urban environmental issues (e.g. air pollution), public health (e.g. quality of life) and community informatics.
- WeCount will provide a platform for better coherence between citizen science and academic research.
- WeCount will contribute to building citizen, policy and scientific international partnerships and knowledge exchange platforms.
- WeCount will contribute new scientific knowledge in the field of citizen science concerning the methods to involve citizens in traffic counting interventions. This new knowledge will be transmitted in the form
- WeCount will aim for a 50:50 split in terms of gender and a minimum of 25% coming from lower socio-economic background.

### 5.3.2 *Establish a durable ecosystem for citizen science traffic counting and related impacts*

The WeCount approach to citizen science activities, is setup in such a way that local champions outside the five case studies in WeCount can easily start their own use case in their community, using the same platform and sensors developed in the project. The project is designed for this outcome, with the specific aim to increase impact beyond the 5 cases in the project. We mean to achieve impact by finding and nurturing these local champions outside the project. The project will install a helpdesk and tutorial webinars to achieve this. Real life trainings (“train the trainer”) will be set up in conjunction with various engagement activities. The aim is to make the results available from the perspective of cooperative ownership.

Training of “local champions” among participating citizens – An essential element in the WeCount approach is the concept of “train the trainer” in which we aim to identify and train key individuals in local communities to take a leading role in shaping and supporting the citizen science activity.

We will make all WeCount traffic data open access in compliance with EU Open Access regulations for use and interrogation by scientists and communities outside the consortium.



### **5.3.3 *Achieve meaningful change in local policy, as a direct result of the evidence collected from the citizen science activities***

From the experience in the 5 use cases, we establish a common framework for a “WeCount case study” to stimulate progressive multi-stakeholder dialogue. Active ownership by citizens and stakeholders will be promoted - not only of the problems but also of the solutions

Policy recommendations will be made to city policy makers across five case study cities. Each WeCount case study has a specific policy impact pathways that it will aim to work towards. This is to prove there are several applications and use cases and that the citizen science approach generates meaningful output for policy development. The case-specific policy impacts are:

- Leuven: efficient traffic flow in a bottom-up established transport management system.
- Madrid: WeCount pilot in Madrid will produce data, tools and citizens’ insights that contribute to assess the impact and compliance of “Madrid Central”, a traffic restriction measure launched in late 2018 with the aim to reduce the emission of NO<sub>2</sub> in an area that comprises 480 hectares.
- Cardiff: Will use WeCount data and related science-policy dialogue to support the local transport measures being implemented to work towards the reduction of nitrogen dioxide concentrations within the Cardiff Air Quality Management Area and compliance with Ambient Air Quality Directive (2008/50/EC).
- Dublin: Will give people in deprived neighbourhoods a voice in the local transport management debate
- Ljubljana: Will develop effective bicycle infrastructure strategies, based on WeCount counting data.

