WECOUNT

WeCount: Citizens Observing UrbaN Transport
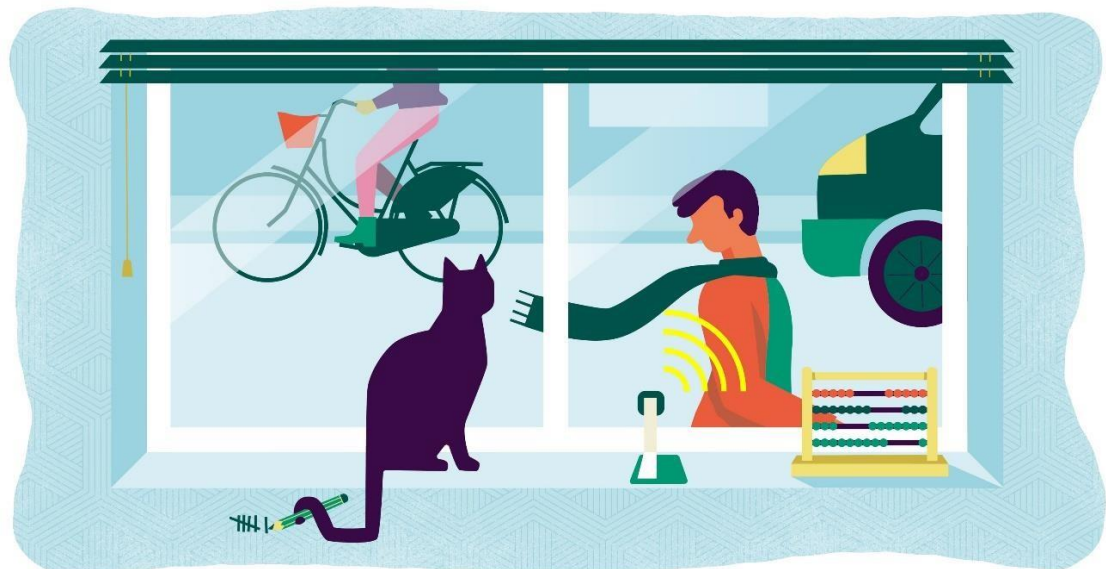
Deliverable D6.5: Dissemination and Communication Strategy – UPDATE 1

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Contents

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 (WP6). 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[1].

The Dissemination and Communication Strategy has been developed at the outset of the project, in the form of Deliverable 6.1 Dissemination and communication strategy, submitted in Project Month 3 (February 2020)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 provides guidance to the partner's dissemination activities and describes how WP6 will collaborate with and support the other work packages. It also incorporates a **Knowledge & Impact Management Framework** as the two strategies are intrinsically linked, ensuring the maximum exploitation of the project results (by establishing the 'WeCount project legacy').

Notwithstanding, the plan is a 'living' document, prone to adjustments as deemed necessary as the project unfolds. Therefore, Deliverable 6.5 Dissemination and Communication strategy – UPDATE 1 consists of a specific periodic update foreseen in project Month 8 (July 2020). The planned update(s) coincide with each reporting period, with the second and final due in Month 23.

This first **Strategy update** includes:

1. An overall revision and adjustment of the plan, the use of tools and channels and alignment with project's timeline,

2. A brief overview of tasks carried out, accompanied by specific key performance indicators, as collected by the WeCount monitoring tool (please refer to Annex 2 for list of published news and attended events. Figures reporting to the impact of communication and dissemination activities are mentioned throughout the document),

3. A brief scope definition of the first WeCount Policy Brief, due for publication in early September 2020,

4. The Local Communications Plans prepared by each WeCount pilot city (please refer to Annex 1).

The **second Strategy update due in Month 23** (October 2021) will report on all dissemination activities, events organised by the project, and partners' publications online, in the specialised media and scientific journals.

A final thorough overview of the execution of the communication strategy will be provided in the

D6.4, overview of WeCount communication activities.

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. The Plan consists of an overall project dissemination strategy providing guidelines at the macro-level, complemented by the Local Communication Plans (please see Annex 1) developed by each pilot City, with envisioned tailor-made actions, in line with local contexts.

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

Maximising Connectivity between WPs - To optimise the impact of this research, the Communications Team is part of the Project Executive Management Group and advised by the Project Advisory Board. This process 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 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 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 communication 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 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

Performance Indicator	Target	Plan
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: Newsletters (through the WeCount newsletter, but also InfoPolis and the Telraam 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 are 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 go hand in hand with activities at the local level described in the Local Communication Plans.

WeCount does not 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.

The COVID-19 pandemic had a direct impact both in the way WeCount has been communicated for the past months, but also in the channels used. Firstly, the project has harnessed quite some media buzz, as the Telraam results highlighted the changing in traffic and mobility patterns, informing policy-makers on the impact the pandemic had in citizen's mobility. Due to this heightened interest, WeCount focused its communication and dissemination in this issue. Secondly, due to the non-organisation of face-to-face events, WeCount's strategy for participation in events is now more focused on an online participation.

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. The delivery of below-mentioned documents is in line with the project's schedule.

Table 2: WP 6 deliverables

Ref	Type of deliverable	Month of completion	Lead partner
D6.1 Dissemination and Communication Strategy	Report	M3 (delivered)	POLIS
D6.2 Website	DEC	M3 (delivered)	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 (delivered)	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 realise 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 summarise the meaning of the project in a catchy way to maximise 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 a 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 do not 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 relationship 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: • opportunity for training, and discussion; • citizens engagement; • community building	Written materials (online/offline): • leaflets; manuals; newsletters; press releases; articles, publications, ppt
Networks (local, regional, national level): • mentoring, face-to-face or internet	Internet: • website, social media, electronic newsletters, videos, podcast
Internet: • local pilot challenges on social media (Facebook, Twitter, LinkedIn)	Events: • conferences (speaking or exhibiting), seminars, workshops

WeCount can and has been building upon several 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/, handbook, YouTube tutorials https://youtu.be/O0NsoqYzKqk and https://youtu.be/0KVP0Sd-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 have required partners in each country to develop a **Local Communicatoin Plan (Annex 1)** for their country and pilot case, 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.

The Local Communication Plans, like this document, are living ones, which might suffer adjustments as the project unfolds. This document serves as common template to get all outputs and the timeline of local communication highlights for central communication. An associated monitoring tool has been created to keep track of the success of their execution. Additionally, a brief Local Communication Package has been drafted and shared with all pilot cities, to further assist the partners in the implementation of their Local Communication Plans. This document mostly focuses on social media management tips, visual identity (i.e. fonts, logos, illustrations) and information about ethics requirements, and is complementary to the Dissemination and Communication strategy presented therein.

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

Signatory organisation	Contact person
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 are available in an electronic format on SharePoint (project leaflet/postcard, newsletters, videos etc.). These materials have been 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.
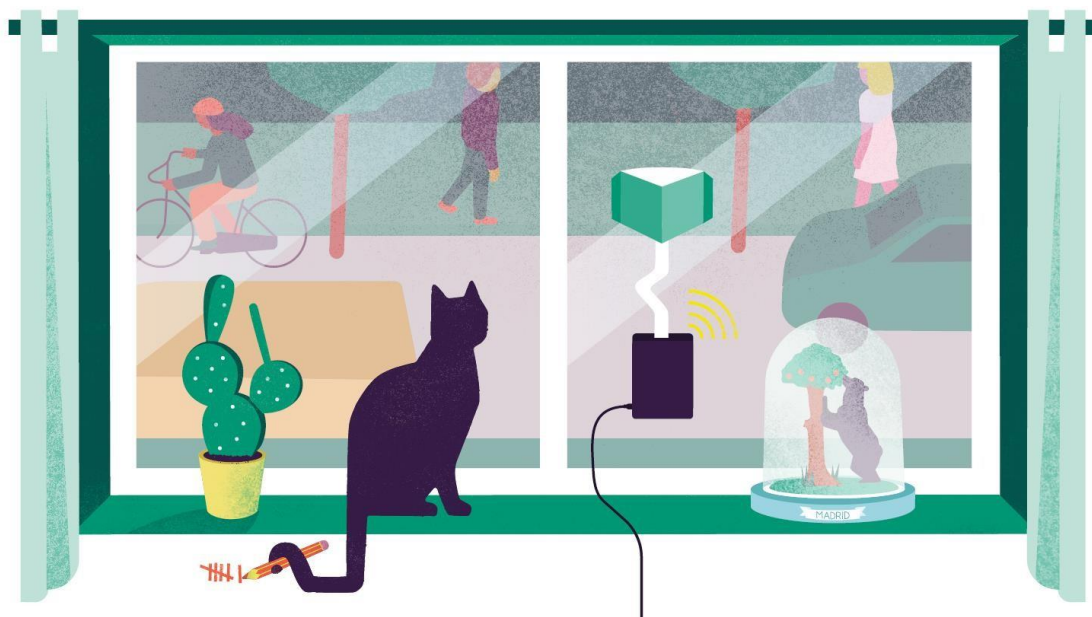
Picture 1. – An example for the design of project postcard, newsletter headings etc.
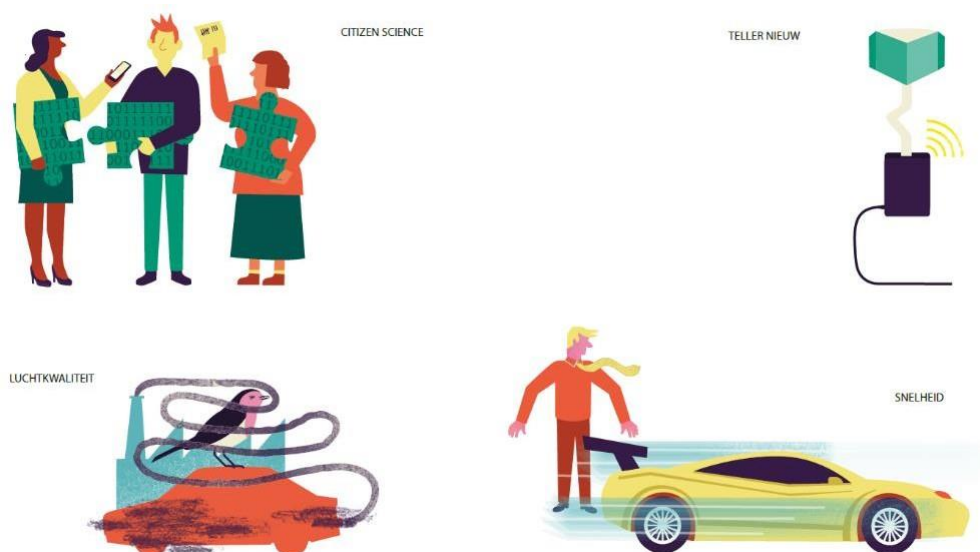
Picture 2. – Example of logos used for explaining the project activities on dissemination materials.

Picture 3. – Example of pilot city specific images created for dissemination

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				
WP 4							
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) summarising 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 4. – WeCount logo type 1: black colored with slogan

Picture 5. – WeCount logo type 2: black and white, abacus design with slogan

Picture 6. – WeCount logo: colored abacus design with black and grey text

Sub-slogan we may use later 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 6).

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 individuum-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 of 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 was launched in M3 and has been kept up-to-date with the latest news, events and project developments. To save resources, it has been established on the web framework of the www.telraam.net website. This merged 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. The landing page is: https://we-count.net/home

Picture 7. – WeCount Website Landing page

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.

For this purpose, as abovementioned, several city specific illustrations have been designed (Picture 3).

4.2.4   *Social media*

The WeCount website will provide a link to 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) is 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 8. - WeCount Twitter profile appearance

Picture 9. - WeCount Twitter Post Example

The Twitter account is linked to the LinkedIn discussion group. Hence messages posted on the two platforms simultaneously appear as tweets. The page has been updated regularly, with a total of 70 tweets, generating a total of 47700 interactions (numbers by end of June). The page currently has 209 Followers. The table below provides an overview of the statistics of the WeCount Twitter page since its launch.

Impressions	47700
Followers	209
Tweets	70
Engagement rate	1,6%
Clicks on links	159
Likes	296
Retweets	128

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 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, CitieS-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 10. – 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 organisers 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. Thus far, only the Ljubljana pilot has decided to engage with

citizens via Facebook (https://www.facebook.com/wecount.slovenija/

4.2.5 Electronic newsletters

During the project electronic newsletters will be prepared, released and disseminated 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 programme, 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.

The first WeCount electronic newsletter was sent on May 25th, 2020, including the following news:

- *Announcing the launch of WeCount,*

- *BBC News: Europe-wide traffic survey to recruit 'citizen scientists'*

- *COVID-19: Citizen science reveals changing travel habits*

- *WeCount features in POLIS 'Post-Lockdown Mobility' webinar*

The next newsletter will most likely be sent in September 2020, including information of the Leuven and Madrid pilots.

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. A template with proposed content for roll-up creation has been created and distributed among partners (see Picture 11).

Picture 11. – WeCount Roll-Up Template

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
- Launch of pilots in Cardiff, Ljubljana, Dublin.

The first press release about the kick-off was published and sent to all local partners and media contacts in December 2019, resulting in the publication of several news in different outlets

Pilots site partners will communicate with their local press to inform their citizens about the project activities and results. Up to this moment, 40 news pieces about WeCount have been published (for

more information, please refer to Annex 2).

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.

A first general paper on the workings of Telraam and the approach to the citizen engagement is currently under development. The WeCount Paper will have a primary focus on people (citizen science) and what Telraam can tell us about urban mobility / social practice. The COVIDcrisis and its impact on mobility as monitored by Telraam provides a nice data case study of how social practice can change and how we see it in the data.

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.

An article has been published on "De Verkeersspecialist" in June 2020. An additional WeCount article will be published in Thinking Cities #14, foreseen for end June/early July.

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.

4.2.11   Policy Brief

The Dissemination and Communication Strategy envisions the publication of two policy briefs, due by each reporting period. The first WeCount Policy Brief is foreseen to be published by early September 2020 and the second Policy Brief at the end of the project. The Policy Briefs will be an easy to read format, attractive for promotion purposes, using the Horizon 2020 Policy Brief Template.

Concerning the lack of spatial and temporal granular data about urban mobility (traffic and active travel modes), the WeCount citizen science methodology enhances our knowledge and creates communities with meaningfully engaged and empowered citizens, through online interactions. The first Policy Brief will build upon the citizen science methodology employed by WeCount, and its shift from face-to-face interaction to online interaction due to the impact of COVID-19.

The COVID-19 context certainly poses challenges to citizen science engagement approaches but also showcases the potential of online or hybrid approaches, which can ultimately reach a larger audience, reduce travelling times, and contribute to fewer trips (and emissions). Conversely, online or hybrid approaches may limit the diversity of the audience reached and make it more difficult to engage communities from low socio-economic background or people who are not comfortable with online technology. Therefore, the impact and lessons learned from this methodological shift, albeit propelled by COVID-19, will certainly serve as a legacy beyond WeCount and the current context. Additionally, specifically on urban mobility planning, citizen engagement methodologies can better inform the development of Sustainable Urban Mobility Plans, for a more inclusive, citizen centered, policy-making process (i.e. in addition to consultations and other public engagement strategies).

The source material for the Policy Brief stems from Work Package 2 (the WeCount Citizen Science Ecosystem) and primarily from the preparation of the Leuven and Madrid pilots. Further, it will also build upon both the technical and practical expertise from the consortium partners.

The timing of the release of the Policy Brief will allow for the promotion of this document in relevant EU level events, such as the European Week of Regions and Cities, the Urban Mobility Days, and the Polis Annual Conference. Further, the Policy Brief will also be disseminated in other channels within and beyond the WeCount partnership (i.e. networks, newsletters, Working Groups, social media pages, etc.).

While the 1st Policy Brief will focus on the citizen science methodological approach and what we can learn from citizen-inclusive data generation and policy making, the 2nd Policy Brief will more generally focus on the main lessons learned within WeCount. The Policy Brief will likely focus on the Telraam data from across the five case study cities and the insights this provides for urban mobility, urban environmental challenges and the benefits of bringing citizens and policy-makers together.

4.3   Local communication plan and guidelines

Local communication plans are considered as part of WP4. Polis created two templates for the

preparation of the local communication plans (a document for the preparation of the overall local and communication and dissemination actions and a spreadsheet which lays out the timing of action implementation and serves as a monitoring tool. The latter fulfils the double purpose of monitoring local communication and of contributing for the evaluation work carried out in WP5).

Upon receiving the templates, each pilot City has prepared their own local communication plan and will set the planned actions in motion (for more detailed information please check Annex 1). To assist the partners further in this endeavour, a brief Local Communication Package has been drafted and shared with all pilot cities, with additional specific local communication tips.

This plan will help Polis to monitor dissemination activities for local case studies and collect all relevant content for further dissemination.

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.

In fact, thus far, WeCount has carried out local activities, training and community engagement 27 times. Due to COVID-19 the engagement activities carried out as of early March were held online.

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 organised 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*

The outbreak of COVID-19 has deeply affected the promotion, communication and dissemination of EU funded projects in national and international events, with many of these either cancelled or changed from a physical to an online event.

Nonetheless, WeCount has participated actively in different events of dissimilar dimensions, with varied target audiences. WeCount has been presented/mentioned in 27 third party conference/events/workshops. The complete list can be found in Annex 2.

WeCount has been selected to a Q&A session and to have an exhibition stand at the European Week of Regions and Cities, expected to take place in October. A final decision on whether this event will be held in an online or hybrid setting still needs to be made by the organisers, which will influence WeCount's action.

Further, WeCount has submitted an abstract to have a presentation at the Polis Annual Conference in December 2020 (the evaluation process of the call for abstracts is ongoing). Additionally, an abstract was submitted for a Citizen Science Conference: Knowledge for Change: A decade of Citizen Science in support of the SDGs expected to take place online in October 2020.

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 has been made available to all partners in SharePoint, the project's files repository. This tool has informed the statistics included in this Deliverable (Annex 2).

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.

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"[2]

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 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.

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.
- 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 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 pathway 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 aiming to reduce the emission of NO2 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.

ANNEX 1: Local Communication Plans

WeCount: Citizens Observing UrbaN Transport

Local Communication Plans
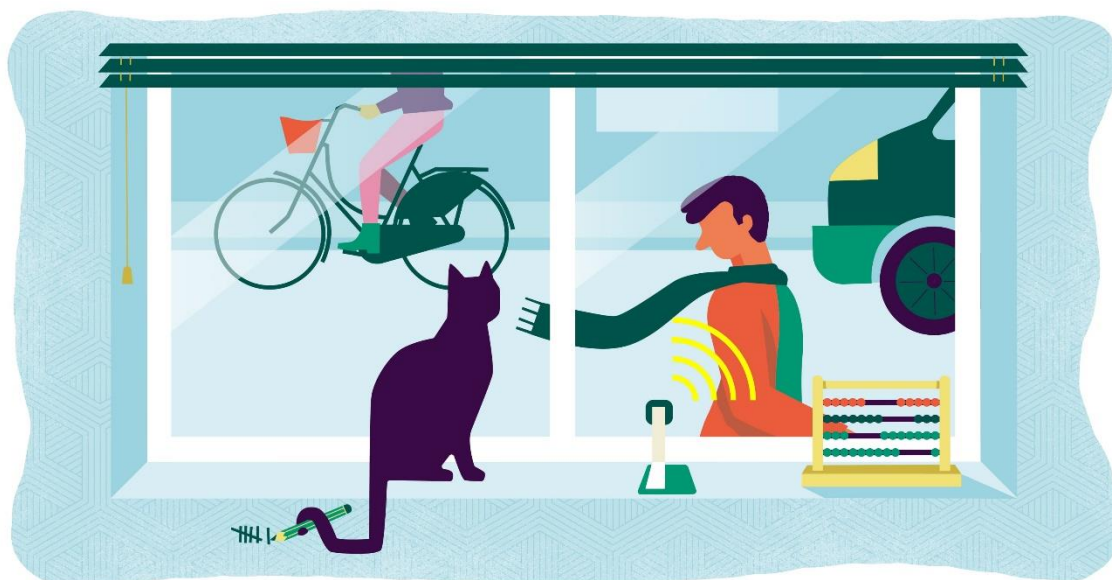
Local Communication Plan: Leuven

Timing	Step	Tools	Target audience	Mandatory/ Optional	Local comm plan
M0[1]	Define target area and group and targets/ define message	Stakeholder mapping etc		M	List the stakeholders to be addressed by your communication actions (e.g. municipal bodies, citizen groups, local champions, specific neighborhoods, etc.)
					Since the city of Leuven is part of the WeCount cases, but at the same time was the place where the Telraam devices were first tested and rolled out, we have some history to fall back on as head start. At the same time this also means there is a higher level of ambition for the specific WeCount Leuven case, since it is no longer just a trial to see how things work out both toward the city council, as well as toward the citizens. This means there was a rather intensive strategic planning process in close relation with local city administration's mobility and participation experts. To come to a roll out in different zones using the Telraam devices. Those zones are linked with the different boroughs (deelgemeenten) the city of Leuven consists of. For each zone there is both a locally determined narrative, a timing and type of collaboration with the respective city services. • Borough Wilsele-Dorp/Vaartkom/Ridderbuurt • Borough Leuven Binnenstad • Borough Kessel-Lo • Borough Wijgmaal • Borough Heverlee The boroughs Wilsele-Dorp and Inner city are the first ones on issue, which are planned to launch in June, as will therefore be explored in depth. Other areas will launch later this summer (wijgmaal and Kessel-Lo) and later this year
M0-M3			General public (local)	M	Have you created a local social media page? (Facebook/Twitter)
					We can build on the already existing social media channels, with their follower base.
	Community building -				What is the handle/username?

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[1] Leuven & Madrid: M0 = December 2019/ Ljubljana, Cardiff, Dublin: M0 = June 2019

	find local communities and individual citizens ("local champions")	Social media (e.g. Local Facebook/Twitter account)			The existing @TelraamTelraam Twitter page, and Telraam on Facebook
					Does the page clearly mention the EU funding?
					Not directly, since we are using the existing pages. Those pages are generic with regard to funding. Which we also use for projects funded through other channels. On the other hand, communication on these platforms related to the WeCount project will always carry a clear WeCount reference.
					Does the page include a link to We Count's website?
					No reference to WeCount on the pages, only tagging in individual WeCount related posts
					Is the content of the page in your local language?
					Content is fully in Dutch
					What are the Key Performance Indicators you foresee? (e.g. number of posts you will make per week, number of followers, etc.)
					WeCount specific post will be carried out on average at a monthly basis. Having already close 700 followers on Twitter, and 500+ Facebook. We aim for a maximum engagement rate in the post as a goal.
		Website	General public (local)	M	Have you included a description of WeCount and your pilot in your organisation´s website?
					Both the Telraam website has a link to WeCount for the pilot sites which are part of this project. Consistently linking to the Leuven case landing page. On the Mobiel 21 company there is only mention of WeCount as a part of the Telraam expansion. We foresee to publish a WeCount specific landing page on the Mobiel 21 website consitently linking to the website in the very near future.
					Is the information provided in your local language?
					We made a landing page with all the info on the WeCount Leuven network, with also some direct links to the different cases: https://we-count.net/networks/leuven. This page is both in English as in Dutch. Though the Dutch content is more focused on the local target audience and the recruitment.
					If applicable, what engagement activities are you planning with the objective in columns 2/3?

		Kick off/ Party (to inform and recruit)	-Participating citizens -Involved citizens -Local policy makers & stakeholders	M	No formal kickoff party with stakeholders was organised yet, due to COVID limitations no physical kickoff event was hosted. Bilateral talks calls with stakeholders, local policy makers and citizens are carried out and planned for the next period. We had a press release with an interview for local Tv together with local Vice-Mayor.
					If applicable, when do you plan to organise this event?
					All events will be hosted digitally
					Do you have a planned location?
					Not applicable
					If applicable, what is the specific target audience?
					Local champions, intermediary stakeholders, local policy makers
					If applicable, how will proceed to reach stakeholders for their participation? (e.g. getting them to register an participate)
					- In a first stage a digital campaign through all different owned channels will be set up. As well as through intermediary stakeholders targeting local citizen groups and difficult to reach groups with specific communication materials (emails, flyers and bilateral talks) - In some areas a second wave of non-digital communication printed communication (flyers) will be used as an effort to recruit more and diverse candidates. Only when the first wave of the campaign has created insufficient engagement
					If applicable, how will you promote the event? (e.g. press releases, social media etc.)
					All different owned and earned social media channels are intensively used throughout this process. As well as a local press release was carried out.
					Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
					Press release was carried out on 2/6 to announce launch of Leuven network and to kick of the registration in the first two zones were counting will start soon. Focusing primarily on local media.
					If applicable, will you make communication materials available in the local language? (e.g. flyers, postcards , roll-up etc.)
					We are in the process of producing a local flyer template which can suit the different recruitment and engagement activities in the different zones. But

M3-M6	Co-design use case				If applicable, what engagement activities are you planning with the objective in column 2?
					also to suit best the needs of some individual groups. As there is a general flyer focusing on recruitment of candidates. And also a flyer intended to recruit difficult to reach groups and people, with another message as well as a different recruitment strategy (using an intermediary contact person)
		Workshop with motivated participants	-Participating citizens -Involved citizens -Local policy makers & stakeholders	O	For the first two zones no co-design use case workshop with citizens activity is planned. There are several reasons against this, mostly timing and because these citizens have been involved in some mobility related citizen participation activities by the city in recent months. Therefore is the engagement challenge is mostly situated during/after the data collection
					For the other 3 zones which will be launched later this summer/year we plan more involvement of local stakeholders in formulating research questions, choosing a focus zone because of the longer process we have before properly launching counts in these zones.
					If applicable, when do you plan to organise this event?
					First engagement activities will be organised at the end of the summer 2020.
					Do you have a planned location?
					Local venue, preferably in public space
					If applicable, what is the specific target audience?
					Target audience is depending on the different zones. - In the Kessel-Lo zone we envision to engage local school communities, since we intend to focus traffic measuring on these zones. - In the Wijgmaal zone we envision to engage a broad representation of citizens both in the data collection but also in the post data-collection citizen engagement process. - In the Heverlee zone we intend to start from a complete blanc canvas and to make the whole process of setting up a counting network be determined by the contacts and process of engaging the local citizens
					If applicable, how will proceed to reach stakeholders for their participation? (e.g. getting them to register an participate)

					Social media, local facebook and Hoplr pages, engaging already active citizens (groups) in spreading the message.
					If applicable, how will you promote the event? (e.g. press releases, social media etc.)
					Social media, local facebook and Hoplr pages, engaging already active citizens (groups) in spreading the message.
					Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
					When launching the next 3 zones each time we foresee a small statement on our owned pages and channels. When fit we can draft a small press statement. Though the biggest emphasis will lie on the initial press release announcing the whole Leuven We Count network
					If applicable, will you make communication materials available in the local language? (e.g. flyers, postcards, roll-up, etc.)
					We can use the flyer template in local language to best fit to the message we want to convey to the citizens of a certain zone
		Survey's (participation, knowledge, expectation, recruiting participants)	-Participating citizens -Involved citizens -Local policy makers & stakeholders	O	Do you plan to send a survey before the implementation? If so, when?
					In the Kessel-Lo zone a survey was sent to the pre-pilot testers, to co design the use case. For the other zones, this will be determined if we see fit
					If so, do you plan to profile the participants?
					If so, is there a link to the survey?
M3 – M6	Campaign preparation	Production of campaign materials	-Participating citizens -Involved citizens -Local policy makers & stakeholders	M	Do you plan to send a newsletter? (if so, define content, scope and timing, etc.)
					- We will be using the existing Telraam newsletter (1000+ subscribers) for general Telraam related updates. - Also network specific newsletters will be sent both on the case Leuven level, as to communicate with different zones in this case
					When do you plan producing local communication materials using the existing WeCount general images?
					They are currently being produced (June 2020)
					Which materials will you produce? (leaflets, posters, flyers, etc.)

					We foresee to produce a template to produced printed materials (flyers). In this way we can produce locally anchored communication, serving a specific goal in one specific area, zone or for one specific target group, if the need arises during the recruitment or engagement.
					How to you foresee the 'recruitment' of the involved citizens? (i.e. contact details, build database, etc.)
					Digital recruitment by using different communication means Peer to peer recruitment by providing information to targeted stakeholders Recruitment through social engagement actors in the city Targeted recruitment through specially produced printed media
		Printing all campaign materials	-Participating citizens -Involved citizens -Local policy makers & stakeholders	M	When do you foresee the printing of all existing campaign materials? How many copies?
					There are in production right now for the first zone (Leuven-Binnenstad) to serve a recruitment purpose, and another one to be spread to reach difficult to reach groups.
M6	"kick-off" workshop ==> distribution of sensors "kick-off" workshop ==> distribution of sensors	Citizen science workshop	-Participating citizens	M	When do you plan to organise this event or events?
					First workshop in the first two zones are planned for early July
					Do you have a planned location?
					Strictly digital due to COVID19
					What is the specific target audience?
					Future Telraam counters for these zones
					Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
					Press releases will only be carried out at the beginning of the whole project, not specifically when launching in any new zones.
					Do you have consent forms for workshop participants available in local language?
					Yes
		Assembly instructions	-Participating citizens	M	Are assembly instructions ready in local language?
					Yes

		Installation video	-Participating citizens	O	Will you produce a video, in local language, explaining the installation process?
					There was already the original video. A new better suited and adapted is currently being produced and we will be launched together with the workshops in the first zones.
		Automated sensor(s)	-Participating citizens	M	Not-applicable for local communication plan
		Registration platform	-Participating citizens	M	Is the platform be available in the local language?
					Yes
		Hardware-focused hackaton	-Local geek/tech community -Schools (STEM)	Optional, but recommended	Will you organise a hackathon? If so, add short description (scope, participating schools or other, target, etc.)
					Both the engagement of schools is foreseen as part of one of the pilot sites. A hackathon can sure be organised once sufficient data in the different pilot sites
M6-M12	Data collection analysis & interpretation	Helpdesk via Zendesk	-Participating citizens	M	Is the Helpdesk via Zendesk going to be created?
					Yes
					In which project month will it be created?
					Done
					Will the helpdesk setup ensure that citizen´s questions will be addressed to the most appropriate team members (those better suited to answer them)?
					Certainly it will come to someone who can answer those question. But we have to come up with a proper delegation of the Leuven WeCount related questions to the ones who are properly evolved in the WeCount Leuven project. This we will solve.
					Will the resources from the Helpdesk be available in the local language?
					Yes
		Hackathon/datathon on the results	-Local geek/tech community -Schools (STEM)	O	Will you organise a hackathon? If so, add short description (scope, participating schools or other, target, etc.)
					A hackathon will maybe be organised further down the line, nothing is determined just yet. Certainly the engagement of some schools as part of the counting network in Kessel-Lo zone is strived for.
		Intuitive non-tech Data dashboards	-Participating citizens	M	When is the dashboard going to be setup?

		-Involved citizens -Local policy makers & stakeholders		Is there a link?
				Will it be available in the local language?
				Yes
				Will the content manager be a member of the project team suited to take up this task?
	API	-Professionals -Techies	O	Is API documentation ready in local language?
				Yes
	Workshop for data analysis on user experiences	-Participating citizens	O	If applicable, what engagement activities are you planning with the objective in column 2?
				At least a second data-focused workshop is envisioned in every zone. In some zones, solution-based action driven citizen engagement moment will be carried out as a surplus.
				If applicable, when do you plan to organise this event?
				After a couple months of measuring in each zone
				Do you have a planned location?
				Will be very local, preferably somewhere in the public space of the zone on issue
				If applicable, what is the specific target audience?
				Not only Telraam counters, but a broader group of interested and engaged citizens will be invited.
				Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
				Results will be communicated on the owned platforms, if the results have some newsworthy content, this will be communicated.
				If applicable, how will proceed to reach stakeholders for their participation? (e.g. getting them to register an participate)
				- Through the local stakeholders we have mapped - By using the local counting network and their contacts
	Survey user feedback & experience	-Participating citizens	O	Do you plan to send a survey before the implementation? If so, when?
				Yes, a survey is sent out to participants of pre pilot in Kessel-Lo of one and a half year ago

					Other surveys → WP5
					If so, do you plan to profile the participants? Yes
					If so, is there a link to the survey?
M8-M12	Policy interaction	Social media results communication	-Public -Local policy makers	O	How do you plan to communicate the project´s results in social media?
					Straightforward, transparent and engaging on the fly communication when results from the different zones pop up. Since the set up and roll out of the Telraam devices in the different zones in Leuven, is interlinked with policy plans and interventions in the near future, there will be sufficient content to feed this dialogue.
					Which strategies will you employ?
					Open transparent dialogue, keeping both the good and constructive relations with the local policy makers and politicians as well as with the local citizens. The ambitions as Telraam are to sit in between as a neutral objective fact-based platform.
					What are the main Key Performance Indicators you will use to monitor impact?
		Workshop/meeting with citizen, project team and local policy makers	-Participating citizens -Involved citizens -Local policy makers & stakeholders	O	If applicable, what engagement activities are you planning with the objective in column 2?
					On a regular basis updates to local citizens, stakeholders and local policymakers on the progress, some interesting findings from the data, or when something policy related is incumbent through email. Certainly, after few months of data collection a debrief with local policymakers, administration and other stakeholders will be hosted.
					If applicable, when do you plan to organise this event?
					After setting up the Telraam devices in all of the zones the data collection and thus the briefing on data trends can be started. A more structural communication with both the citizens as the policymakers in foreseen only after several months of measuring
					Do you have a planned location?

					Mostly digital, though when meeting in person a local venue preferably in the public space of the zone one issue is strived for.
					If applicable, what is the specific target audience?
					All interested parties for a certain zone. Not only the Telraam counters.
					Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
					If something both from a policy point of view, as from the citizen point of view deemed relevant comes out of the data collected in a certain zone we will leave the initiative to those parties. Where we will provide the objective data-driven backing.
					If applicable, how will proceed to reach stakeholders for their participation?
					As this at the end of the whole citizen engagement process through Telraam we will have, by then, an understanding of those people who can help us convey the message in each zone.
		Making results visible in public space (interactive displays,…)	-Public	O	Do you plan any type of campaign to ensure that the results are visible? (e.g. newspaper articles, social media campaigns, other local communication activities)
					As part of the different approaches to the citizen engagement strategy which we will testing out in the different zones of the Leuven pilot we certainly foresee for a least one truly public event on the results in one of the zones.

Local Communication Plan: Madrid

Timing	Step	Tools	Target audience	Mandatory/ Optional	Local comm plan
M0[2]	Define target area and group and targets/ define message	Stakeholder mapping etc		M	List the stakeholders to be addressed by your communication actions (e.g. municipal bodies, citizen groups, local champions, specific neighborhoods, etc.)
					- Community Champions - Citizens - Practitioners - Artists - Policy Makers - Researchers - Public institutions - NGO's - Companies
M0-M3	Community building - find local communities and individual citizens ("local champions")	Social media (e.g. Local Facebook/Twitter account)	General public (local)	M	Have you created a local social media page? (Facebook/Twitter)
					A specific website for the pilot will be created soon. Also, Ideas for Change social media channels, which already have a large number of followers in the field of citizen science, will be used to communicate at a local level.
					What is the handle/username?
					The handle will be available soon.
					Does the page clearly mention the EU funding?
					Yes, it will mention the EU funding.
					Does the page include a link to We Count's website?
					Yes, it will include a link to We Count's general website.
					Is the content of the page in your local language?
					Yes, it will be in Spanish.
					What are the Key Performance Indicators you foresee? (e.g. number of posts you will make per week, number of followers, etc.)
					- Number of posts published in IFC social media - Number of interactions with posts on social media - Number of followers

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[2] Leuven & Madrid: M0 = December 2019/ Ljubljana, Cardiff, Dublin: M0 = June 2019

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				- Number of visits / website traffic
	Website	General public (local)	M	Have you included a description of WeCount and your pilot in your organisation´s website?
				Yes.
				Is the information provided in your local language?
				Yes.
	Kick off/ Party (to inform and recruit)	-Participating citizens -Involved citizens -Local policy makers & stakeholders	M	If applicable, what engagement activities are you planning with the objective in columns 2/3?
				Due to coronavirus situation, a face-to-face event seems unlikely for the moment. Nevertheless, an alternative-launching plan of the project has been designed to engage with community considering: Webinars, Social Media Dissemination, Surveys and Workshops (to be held after the quarantine).
				If applicable, when do you plan to organise this event?
				If possible, between mid M5 and mid M6 (May/June 2020).
				Do you have a planned location?
				If possible, in Ideas for Change (Barcelona) and Prado Media Lab (Madrid) If not, it will be online.
				If applicable, what is the specific target audience?
				- Community Champions - Citizens - Practitioners - Artists - Researchers - Others
				If applicable, how will proceed to reach stakeholders for their participation? (e.g. getting them to register an participate)
				With the aim of promoting stakeholder participation in the kickoff event, we will send a newsletter, publish information on social media and make direct contact through specific channels.
				If applicable, how will you promote the event? (e.g. press releases, social media etc.)
				Press release, social media, newsletters, and media partners.
				Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)

					A press release will be sent to media focused on citizen science, innovation, research, and general public. The focus will be local, and the scope will refer to the pilot launch.
					If applicable, will you make communication materials available in the local language? (e.g. flyers, postcards , roll-up etc.)
					Yes.
M3-M6	Co-design use case				If applicable, what engagement activities are you planning with the objective in column 2?
		Workshop with motivated participants	-Participating citizens -Involved citizens -Local policy makers & stakeholders	O	Webinars and workshops (if possible).
					If applicable, when do you plan to organise this event?
					Month 6 (June 2020).
					Do you have a planned location?
					If possible, in Ideas for Change (Barcelona) and Prado Media Lab (Madrid) If not, it will be online.
					If applicable, what is the specific target audience?
					- Community Champions - Citizens - Practitioners - Artists - Researchers - NGO's - Others
					If applicable, how will proceed to reach stakeholders for their participation? (e.g. getting them to register an participate)
					Newsletter, Social Media, and Direct Contact.
					If applicable, how will you promote the event? (e.g. press releases, social media etc.)
					Social Media, Newsletters, and media partners.
					Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
					No.
					If applicable, will you make communication materials available in the local language? (e.g. flyers, postcards, roll-up, etc.)
					Yes.

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		Survey's (participation, knowledge, expectation, recruiting participants)	-Participating citizens -Involved citizens -Local policy makers & stakeholders	O	Do you plan to send a survey before the implementation? If so, when?
					Yes, on Month 6.
					If so, do you plan to profile the participants?
					Yes.
					If so, is there a link to the survey?
					It is not available yet.
M3 – M6	Campaign preparation	Production of campaign materials	-Participating citizens -Involved citizens -Local policy makers & stakeholders	M	Do you plan to send a newsletter? (if so, define content, scope and timing, etc.)
					A series of newsletters will be spread between mid M5 and mid M6 (May, June 2020) to provide information on the different phases of the project and the methods to participate in it. In order to engage the community, contents will be developed to be useful and attractive and will include the main milestones of the development of the pilot.
					When do you plan producing local communication materials using the existing WeCount general images?
					Month 5 (May 2020)
					Which materials will you produce? (leaflets, posters, flyers, etc.)
					Stickers and flyers. Depending on the social and commercial state of the moment regarding the quarantine, other materials will be considered.
					How to you foresee the 'recruitment' of the involved citizens? (i.e. contact details, build database, etc.)
					Contacts made on the occasion of the webinars will be useful to build a specific database of the project. Nevertheless, IFC database, LinkedIn contacts and other social media contacts will be reached as well. Finally, media partners will contribute to the recruitment.
		Printing all campaign materials	-Participating citizens -Involved citizens -Local policy makers & stakeholders	M	When do you foresee the printing of all existing campaign materials? How many copies?
					This action will depend on the progress of social measures regarding the coronavirus.
M6		Citizen science workshop		M	When do you plan to organise this event or events?
					Month 6- Month 7 (June – July 2020).

	"kick-off" workshop ==> distribution of sensors "kick-off" workshop ==> distribution of sensors		-Participating citizens		Do you have a planned location?
					If possible, in Ideas for Change (Barcelona) and Prado Media Lab (Madrid) If not, it will be online.
					What is the specific target audience?
					- Community Champions - Citizens - Practitioners - Artists - Researchers - NGO's - Others
					Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
					No.
					Do you have consent forms for workshop participants available in local language?
					Yes.
		Assembly instructions	-Participating citizens	M	Are assembly instructions ready in local language?
					Yes.
		Installation video	-Participating citizens	O	Will you produce a video, in local language, explaining the installation process?
					Yes, but pending based on template to be proposed by TML.
		Automated sensor(s)	-Participating citizens	M	Not-applicable for local communication plan
		Registration platform	-Participating citizens	M	Is the platform be available in the local language?
					The registration yes.
		Hardware-focused hackaton	-Local geek/tech community -Schools (STEM)	Optional, but recommended	Will you organise a hackathon? If so, add short description (scope, participating schools or other, target, etc.)
					No.
M6-M12	Data collection analysis & interpretation	Helpdesk via Zendesk	-Participating citizens	M	Is the Helpdesk via Zendesk going to be created?
					We translated all sections as requested.
					In which project month will it be created?

					We translated the sections in April 2020.
					Will the helpdesk setup ensure that citizen´s questions will be addressed to the most appropriate team members (those better suited to answer them)?
					Do not know. We do not manage the system.
					Will the resources from the Helpdesk be available in the local language?
					Yes
		Hackathon/datathon on the results	-Local geek/tech community -Schools (STEM)	O	Will you organise a hackathon? If so, add short description (scope, participating schools or other, target, etc.)
					No.
		Community dashboards	-Participating citizens -Involved citizens -Local policy makers & stakeholders	M	When is the dashboard going to be setup?
					During Data Collection and Analysis
					Is there a link?
					Not yet
					Will it be available in the local language?
					yes
					Will the content manager be a member of the project team suited to take up this task?
					Not decided yet who the content manager will be
		API	-Professionals -Techies	O	Is API documentation ready in local language?
					No
		Workshop for data analysis on user experiences	-Participating citizens	O	If applicable, what engagement activities are you planning with the objective in column 2?
					Newsletters and social media messages will be sent through our channels.
					If applicable, when do you plan to organise this event?
					Month 7 (June)
					Do you have a planned location?
					If possible, in Ideas for Change (Barcelona) and Prado Media Lab (Madrid) If not, it will be online.
					If applicable, what is the specific target audience?
					-Community Champions -Citizens -Practitioners -Artists -Researchers

					-NGO's -Others
					Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
					No
					If applicable, how will proceed to reach stakeholders for their participation? (e.g. getting them to register an participate)
					IFC database, media partners, webinars and social media will be used to reach stakeholders.
		Survey user feedback & experience	-Participating citizens	O	Do you plan to send a survey before the implementation? If so, when?
					No
					If so, do you plan to profile the participants?
					No
					If so, is there a link to the survey?
					No
M8-M12	Policy interaction	Social media results communication	-Public -Local policy makers	O	How do you plan to communicate the project´s results in social media?
					A specific content plan will be created to communicate the project's results on social media through different content capsules.
					Which strategies will you employ?
					A series of newsletters will be sent to the participants and the pilots' community to share the project's results. Also, a final creative idea will be designed and implemented. This action will be defined according to the relationship that has been created with the community and the results of the project.
					What are the main Key Performance Indicators you will use to monitor impact?
					Number of interactions with posts on social media Number of followers Number of visits and website traffic Numbers of contacts made by people interested in participating in policies related to the topic Number of policy makers, stakeholders, individuals, communities and organisations, Research centres, associations that engage

			Workshop/meeting with citizen, project team and local policy makers	-Participating citizens -Involved citizens -Local policy makers & stakeholders	O	If applicable, what engagement activities are you planning with the objective in column 2?
						Webinars and workshops (if possible)
						If applicable, when do you plan to organise this event?
						Months 11 to Month 12 (September 2020 to October 2020)
						Do you have a planned location?
						If possible, in Ideas for Change (Barcelona) and Prado Media Lab (Madrid) If not, it will be online.
						If applicable, what is the specific target audience?
						-Policy makers -Citizens -Practitioners -Researchers -Public institutions -ONG's -Companies
						Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
						No.
						If applicable, how will proceed to reach stakeholders for their participation?
						Newsletter, Social Media and Direct Contact.
			Making results visible in public space (interactive displays,…)	-Public	O	Do you plan any type of campaign to ensure that the results are visible? (e.g. newspaper articles, social media campaigns, other local communication activities)
						Press releases, social media campaign, newsletter and partner dissemination.

Local Communication Plan: Ljubljana

Timing	Step	Tools	Target audience	Mandatory/ Optional	Local comm plan
M0[3]	Define target area and group and targets/ define message	Stakeholder mapping etc		M	List the stakeholders to be addressed by your communication actions (e.g. municipal bodies, citizen groups, local champions, specific neighborhoods, etc.)
					Municipal bodies, citizen groups, local champions, local businesses, schools, university students.
M0-M3	Community building - find local communities and individual citizens ("local champions")	Social media (e.g. Local Facebook/Twitter account)	General public (local)	M	Have you created a local social media page? (Facebook/Twitter)
					Facebook.
					What is the handle/username?
					@wecount.slovenija
					Does the page clearly mention the EU funding?
					Yes
					Does the page include a link to We Count's website?
					Yes
					Is the content of the page in your local language?
					Yes
					What are the Key Performance Indicators you foresee? (e.g. number of posts you will make per week, number of followers, etc.)
					1-2 posts per week, 500 followers, number of visits (website traffic)
		Website	General public (local)	M	Have you included a description of WeCount and your pilot in your organisation´s website?
					Yes
					Is the information provided in your local language?
					Yes
					If applicable, what engagement activities are you planning with the objective in columns 2/3?
				M	Preparatory workshop
					If applicable, when do you plan to organise this event?

		Kick off/ Party (to inform and recruit)	-Participating citizens -Involved citizens -Local policy makers & stakeholders		June 2020, July 2020 (M7, M8)
					Do you have a planned location?
					Online
					If applicable, what is the specific target audience?
					University students, citizens
					If applicable, how will proceed to reach stakeholders for their participation? (e.g. getting them to register and participate)
					Through online event
					If applicable, how will you promote the event? (e.g. press releases, social media etc.)
					Social media
					Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
					Press release / social media, local, national
					If applicable, will you make communication materials available in the local language? (e.g. flyers, postcards , roll-up etc.)
					Landing page, social networking posts
M3-M6	Co-design use case				If applicable, what engagement activities are you planning with the objective in column 2?
		Workshop with motivated participants	-Participating citizens -Involved citizens -Local policy makers & stakeholders	O	Workshop
					If applicable, when do you plan to organise this event?
					June 2020, July 2020 (M7, M8)
					Do you have a planned location?
					Yes/online
					If applicable, what is the specific target audience?
					Motivated participants, members of local cycling network
					If applicable, how will proceed to reach stakeholders for their participation? (e.g. getting them to register and participate)
					Through online event
					If applicable, how will you promote the event? (e.g. press releases, social media etc.)
					Social media

					Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
					Press release / social media, local, national
					If applicable, will you make communication materials available in the local language? (e.g. flyers, postcards, roll-up, etc.)
					Landing page, social networking posts
		Survey's (participation, knowledge, expectation, recruiting participants)	-Participating citizens -Involved citizens -Local policy makers & stakeholders	O	Do you plan to send a survey before the implementation? If so, when?
					Yes
					If so, do you plan to profile the participants?
					Yes
					If so, is there a link to the survey?
					Not yet
M3 – M6	Campaign preparation	Production of campaign materials	-Participating citizens -Involved citizens -Local policy makers & stakeholders	M	Do you plan to send a newsletter? (if so, define content, scope and timing, etc.)
					Online newsletter: information on the phases, methods and outcomes of the project; May 2020 (M6)
					When do you plan producing local communication materials using the existing WeCount general images?
					May 2020 (M6)
					Which materials will you produce? (leaflets, posters, flyers, etc.)
					All: and also landing page, social networking posts
					How to you foresee the 'recruitment' of the involved citizens? (i.e. contact details, build database, etc.)
					Contact details, build excel spreadsheet
		Printing all campaign materials	-Participating citizens -Involved citizens -Local policy makers & stakeholders	M	When do you foresee the printing of all existing campaign materials? How many copies?
					This action will depend on the progress of social measures regarding the coronavirus.
M6				M	When do you plan to organise this event or events?
					September 2020 (M10), November 2020 (M12)

	"kick-off" workshop ==> distribution of sensors "kick-off" workshop ==> distribution of sensors	Citizen science workshop	-Participating citizens		Do you have a planned location?
					Yes
					What is the specific target audience?
					Motivated participants, Members of local cycling network, Members of spatial planning and architecture chambers, Schools, University students
					Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
					Press release / social media, local, national
					Do you have consent forms for workshop participants available in local language?
					Yes
		Assembly instructions	-Participating citizens	M	Are assembly instructions ready in local language?
					Yes
		Installation video	-Participating citizens	O	Will you produce a video, in local language, explaining the installation process?
					Yes, if needed
		Automated sensor(s)	-Participating citizens	M	Not-applicable for local communication plan
		Registration platform	-Participating citizens	M	Is the platform be available in the local language?
					Yes
		Hardware-focused hackaton	-Local geek/tech community -Schools (STEM)	Optional, but recommended	Will you organise a hackathon? If so, add short description (scope, participating schools or other, target, etc.)
					Yes
M6-M12	Data collection analysis & interpretation	Helpdesk via Zendesk	-Participating citizens	M	Is the Helpdesk via Zendesk going to be created?
					Yes
					In which project month will it be created?
					May 2020 (M6)
					Will the helpdesk setup ensure that citizen´s questions will be addressed to the most appropriate team members (those better suited to answer them)?
					Yes

				Will the resources from the Helpdesk be available in the local language?
				Yes
	Hackathon/datathon on the results	-Local geek/tech community -Schools (STEM)	O	Will you organise a hackathon? If so, add short description (scope, participating schools or other, target, etc.)
				Yes, in cooperation with the Faculty of Computer and Information science, University of Ljubljana
	Community dashboards	-Participating citizens -Involved citizens -Local policy makers & stakeholders	M	When is the dashboard going to be setup?
				WhatsApp, May 2020
				Is there a link?
				https://chat.whatsapp.com/HdcclgBS6At4idO5hEoOUY
				Will it be available in the local language?
				Yes
				Will the content manager be a member of the project team suited to take up this task?
				Yes
	API	-Professionals -Techies	O	Is API documentation ready in local language?
				Partly in local language, partly in English
	Workshop for data analysis on user experiences	-Participating citizens	O	If applicable, what engagement activities are you planning with the objective in column 2?
				Not defined yet
				If applicable, when do you plan to organise this event?
				April 2021 (M17)
				Do you have a planned location?
				Online
				If applicable, what is the specific target audience?
				Motivated participants, Members of local cycling network, Schools, University students.
				Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
				Press release / social media, local, national.
				If applicable, how will proceed to reach stakeholders for their participation? (e.g. getting them to register and participate)

					Through online event, workshops.
		Survey user feedback & experience	-Participating citizens	O	Do you plan to send a survey before the implementation? If so, when?
					No.
					If so, do you plan to profile the participants?
					No.
					If so, is there a link to the survey?
					No.
M8-M12	Policy interaction	Social media results communication	-Public -Local policy makers	O	How do you plan to communicate the project´s results in social media?
					Newsletter, social media posts, press releases.
					Which strategies will you employ?
					A series of newsletters, posts sent to share the project's results.
					What are the main Key Performance Indicators you will use to monitor impact?
					Number of interactions with posts on social media Number of followers Number of visits and FB traffic Number of policy makers, stakeholders, individuals, communities, organisations, associations that engage.
		Workshop/meeting with citizen, project team and local policy makers	-Participating citizens -Involved citizens -Local policy makers & stakeholders	O	If applicable, what engagement activities are you planning with the objective in column 2?
					Webinars and workshops (if possible).
					If applicable, when do you plan to organise this event?
					November 2020 (M12).
					Do you have a planned location?
					Yes (ZAPS), online.
					If applicable, what is the specific target audience?
					Policy makers, Citizens, Practitioners, Researchers.
					Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
					Press release / social media, local, national.

					If applicable, how will proceed to reach stakeholders for their participation?
					Through online event, workshops
		Making results visible in public space (interactive displays,…)	-Public	O	Do you plan any type of campaign to ensure that the results are visible? (e.g. newspaper articles, social media campaigns, other local communication activities)
					Press releases, social media campaign, newsletter and partner dissemination.

Local Communication Plan: Dublin

Timing	Step	Tools	Target audience	Mandatory/ Optional	Local comm plan
M0[4]	Define target area and group and targets/ define message	Stakeholder mapping etc		M	List the stakeholders to be addressed by your communication actions (e.g. municipal bodies, citizen groups, local champions, specific neighborhoods, etc.)
					Municipal bodies, citizen groups, local champions, specific neighborhoods, corporations, local businesses, schools.
M0-M3	Community building - find local communities and individual citizens ("local champions")	Social media (e.g. Local Facebook/Twitter account)	General public (local)	M	Have you created a local social media page? (Facebook/Twitter)
					Twitter.
					What is the handle/username?
					@DublinWecount
					Does the page clearly mention the EU funding?
					Yes.
					Does the page include a link to We Count's website?
					Yes.

				Is the content of the page in your local language?
				Yes.
				What are the Key Performance Indicators you foresee? (e.g. number of posts you will make per week, number of followers, etc.)
				Number of posts per week, number of followers.
	Website	General public (local)	M	Have you included a description of WeCount and your pilot in your organisation´s website?
				Yes.
				Is the information provided in your local language?
				Yes.
	Kick off/ Party (to inform and recruit)	-Participating citizens -Involved citizens -Local policy makers & stakeholders	M	If applicable, what engagement activities are you planning with the objective in columns 2/3?
				Kick off.
				If applicable, when do you plan to organise this event?
				Summer, depending on current pandemic.
				Do you have a planned location?
				Yes.
				If applicable, what is the specific target audience?
				Local community in ringsend + local schools.
				If applicable, how will proceed to reach stakeholders for their participation? (e.g. getting them to register an participate)
				With the help of the city council and local champions.
				If applicable, how will you promote the event? (e.g. press releases, social media etc.)
				Press releases, social media, school visits.
				Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
				Yes but I am not sure of how many.
				If applicable, will you make communication materials available in the local language? (e.g. flyers, postcards , roll-up etc.)
				Yes.

					If applicable, what engagement activities are you planning with the objective in column 2?
M3-M6	Co-design use case	Workshop with motivated participants	-Participating citizens -Involved citizens -Local policy makers & stakeholders	O	Workshops.
					If applicable, when do you plan to organise this event?
					Periodically from summer onwards.
					Do you have a planned location?
					Yes.
					If applicable, what is the specific target audience?
					Local community and schools.
					If applicable, how will proceed to reach stakeholders for their participation? (e.g. getting them to register an participate)
					Social media, local champions and help of city council.
					If applicable, how will you promote the event? (e.g. press releases, social media etc.)
					Press releases, social media, visits to schools.
					Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
					Yes.
					If applicable, will you make communication materials available in the local language? (e.g. flyers, postcards, roll-up, etc.)
					Yes.
		Survey's (participation, knowledge, expectation, recruiting participants)	-Participating citizens -Involved citizens -Local policy makers & stakeholders	O	Do you plan to send a survey before the implementation? If so, when?
					Not sure yet.
					If so, do you plan to profile the participants?
					Not sure yet.
					If so, is there a link to the survey?
					No.
	Campaign preparation	Production of campaign materials	-Participating citizens -Involved citizens	M	Do you plan to send a newsletter? (if so, define content, scope and timing, etc.)
					No.
					When do you plan producing local communication materials using the existing WeCount general images?

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M3 – M6			-Local policy makers & stakeholders		In May.
					Which materials will you produce? (leaflets, posters, flyers, etc.)
					Leaflets, postcards, posters, banners.
					How to you foresee the 'recruitment' of the involved citizens? (i.e. contact details, build database, etc.)
					contact details, build database
		Printing all campaign materials	-Participating citizens -Involved citizens -Local policy makers & stakeholders	M	When do you foresee the printing of all existing campaign materials? How many copies?
					June.
M6	"kick-off" workshop ==> distribution of sensors "kick-off" workshop ==> distribution of sensors	Citizen science workshop	-Participating citizens	M	When do you plan to organise this event or events?
					July/ depending on pandemic.
					Do you have a planned location?
					Yes.
					What is the specific target audience?
					As above.
					Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
					Yes.
					Do you have consent forms for workshop participants available in local language?
					Yes.
		Assembly instructions	-Participating citizens	M	Are assembly instructions ready in local language?
					Yes.
		Installation video	-Participating citizens	O	Will you produce a video, in local language, explaining the installation process?
					No.
		Automated sensor(s)	-Participating citizens	M	Not-applicable for local communication plan

		Registration platform	-Participating citizens	M	Is the platform be available in the local language?
					Yes.
		Hardware-focused hackaton	-Local geek/tech community -Schools (STEM)	Optional, but recommended	Will you organise a hackathon? If so, add short description (scope, participating schools or other, target, etc.)
					Yes to be defined..
M6-M12	Data collection analysis & interpretation	Helpdesk via Zendesk	-Participating citizens	M	Is the Helpdesk via Zendesk going to be created?
					Yes.
					In which project month will it be created?
					September.
					Will the helpdesk setup ensure that citizen´s questions will be addressed to the most appropriate team members (those better suited to answer them)?
					Yes.
					Will the resources from the Helpdesk be available in the local language?
					Yes.
		Hackathon/datathon on the results	-Local geek/tech community -Schools (STEM)	O	Will you organise a hackathon? If so, add short description (scope, participating schools or other, target, etc.)
					Yes, to be defined.
		Community dashboards	-Participating citizens -Involved citizens -Local policy makers & stakeholders	M	When is the dashboard going to be setup?
					September.
					Is there a link?
					No.
					Will it be available in the local language?
					Yes.
					Will the content manager be a member of the project team suited to take up this task?
					Yes.
		API	-Professionals -Techies	O	Is API documentation ready in local language?
					No.
		Workshop for data analysis on user experiences	-Participating citizens	O	If applicable, what engagement activities are you planning with the objective in column 2?
					Workshop.

					If applicable, when do you plan to organise this event?
					Fall 2020
					Do you have a planned location?
					Yes.
					If applicable, what is the specific target audience?
					Local community, potentially schools.
					Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
					Yes, press release at city and national levels.
					If applicable, how will proceed to reach stakeholders for their participation? (e.g. getting them to register an participate)
					Web, community champion, city council.
	Survey user feedback & experience	-Participating citizens	O	Do you plan to send a survey before the implementation? If so, when?
					No.
					If so, do you plan to profile the participants?
					No.
					If so, is there a link to the survey?
					No.
M8-M12	Policy interaction	Social media results communication	-Public -Local policy makers	O	How do you plan to communicate the project´s results in social media?
					Visually.
					Which strategies will you employ?
					Data storytelling.
					What are the main Key Performance Indicators you will use to monitor impact?
					Post views.
		Workshop/meeting with citizen, project team and local policy makers	-Participating citizens -Involved citizens	O	If applicable, what engagement activities are you planning with the objective in column 2?
					All.
					If applicable, when do you plan to organise this event?
					Fall 2020.

			-Local policy makers & stakeholders		Do you have a planned location?
					Yes.
					If applicable, what is the specific target audience?
					As above.
					Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
					Yes, press release at local and national levels.
					If applicable, how will proceed to reach stakeholders for their participation?
					Personal network.
		Making results visible in public space (interactive displays,…)	-Public	O	Do you plan any type of campaign to ensure that the results are visible? (e.g. newspaper articles, social media campaigns, other local communication activities)
					Newspaper articles, social media campaigns, smart Dublin.

Local Communication Plan: Cardiff

Timing	Step	Tools	Target audience	Mandatory/ Optional	Local comm plan
M0[5]	Define target area and group and targets/ define message	Stakeholder mapping etc		M	List the stakeholders to be addressed by your communication actions (e.g. municipal bodies, citizen groups, local champions, specific neighborhoods, etc.)
					• Community groups / champions • Research community • Cycling networks • IoT network

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[5] Leuven & Madrid: M0 = December 2019/ Ljubljana, Cardiff, Dublin: M0 = June 2019

					• Science centre - Techniquest • Citizens • Policy makers • Council members • Consultants • Academics
M0-M3	Community building - find local communities and individual citizens ("local champions")	Social media (e.g. Local Facebook/Twitter account)	General public (local)	M	Have you created a local social media page? (Facebook/Twitter)
					Twitter page already created but not yet in use. Facebook page will be created over the summer as we get closer to launch. Both will become much more active closer to citizen recruitment.
					What is the handle/username?
					Twitter: WeCount-Cardiff @WecountC Facebook – Not yet available.
					Does the page clearly mention the EU funding?
					EU funding acknowledgement will be included in Facebook page. Twitter account signpost back to WeCount website.
					Does the page include a link to We Count's website?
					Twitter account already signposts back. Facebook will when created.
					Is the content of the page in your local language?
					It will primarily be in English, but some elements may be translated into Welsh. UWE colleague will have access to account, and he is a native Welsh speaker.
					What are the Key Performance Indicators you foresee? (e.g. number of posts you will make per week, number of followers, etc.)
					• Number of followers • Number of posts published (minimum expectation is average of 2 per week) • Number of interactions on social media • Number of page visits
		Website	General public (local)	M	Have you included a description of WeCount and your pilot in your organisation´s website?
					Yes
					Is the information provided in your local language?

					Yes, in English only (Welsh not required)
					If applicable, what engagement activities are you planning with the objective in columns 2/3?
		Kick off/ Party (to inform and recruit)	-Participating citizens -Involved citizens -Local policy makers & stakeholders	M	Assuming C19 situation improves we are planning a two-launch strategy. Ideally, this will be face-to-face but if this is not practical then we will deliver remotely adopting approaches from Madrid / Leuven. Two-launch strategy: 1. Soft Launch in late summer 2020. Proactive targeting to 30-50 key influencing communities, networks groups, organisations. These will get Telraam operational in Cardiff and can be used to raise awareness, gather testimonials, and build trust. 2. Hard Launch in Sept/Oct 2020. Using champions from soft launch as ambassadors for the project. This will be partially open (anyone can join) but also targeted to specific areas of the city, schools etc.
					If applicable, when do you plan to organise this event?
					• Soft Launch – Late Summer 2020 • Hard Launch – September 2020
					Do you have a planned location?
					No venues confirmed at this time but have already received offers of support and venues. • Cardiff Council offices • Techniquest Science Museum • Cardiff Cycle City monthly meetings • The Things Network (local IoT group)
					If applicable, what is the specific target audience?
					• Community groups / champions • Schools • Research community • Cycling networks • IoT network • Science centre • Citizens

					If applicable, how will proceed to reach stakeholders for their participation? (e.g. getting them to register an participate)
					Through multiple channels: • Local media (already contacted and will support when we are ready) • Via social media channels • Direct contacts through community groups, Cardiff council, science museum etc.
					If applicable, how will you promote the event? (e.g. press releases, social media etc.)
					Press release, social media, local radio.
					Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
					Already raised awareness of the project through BBC website - https://www.bbc.co.uk/news/world-europe-51123760 Will use UWE press office to support a press release via local media (e.g. BBC Wales, Wales Online, Western Mail, South Wales Echo etc) – this will focus on project hard launch. Soft launch will recruit through direct contacts.
					If applicable, will you make communication materials available in the local language? (e.g. flyers, postcards , roll-up etc.)
					Predominantly English although some materials / media may be in Welsh.
M3-M6	Co-design use case				If applicable, what engagement activities are you planning with the objective in column 2?
		Workshop with motivated participants	-Participating citizens -Involved citizens -Local policy makers & stakeholders	O	Ideally, face to face workshops but webinars will also be explored.
					If applicable, when do you plan to organise this event?
					Month 4 (September 2020)
					Do you have a planned location?
					Unlikely that it will be just one event – will probably have multiple smaller events. • Cardiff Council offices • Techniquest Science Museum • Cardiff Cycle City monthly meetings • The Things Network (local IoT group)

					Also, a number of small popular locations available to rent such as Chapter Arts Centre.
					If applicable, what is the specific target audience?
					- Community groups / champions - Schools - Research community - Cycling networks - IoT network - Science centre - Citizens
					If applicable, how will proceed to reach stakeholders for their participation? (e.g. getting them to register an participate)
					Social media, local champion promotion, direct contact.
					If applicable, how will you promote the event? (e.g. press releases, social media etc.)
					Social media, local champion promotion, direct contact.
					Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
					No but may invite local media to attend.
					If applicable, will you make communication materials available in the local language? (e.g. flyers, postcards, roll-up, etc.)
					Predominantly English although some materials / media may be in Welsh.
	Survey's (participation, knowledge, expectation, recruiting participants)	-Participating citizens -Involved citizens -Local policy makers & stakeholders	O	Do you plan to send a survey before the implementation? If so, when?
					Possibly – will observe Madrid/Leuven and discuss with IFC to evaluate the value in this.
					If so, do you plan to profile the participants?
					To be decided
					If so, is there a link to the survey?
					Not at this time
	Production of campaign materials	-Participating citizens	M	Do you plan to send a newsletter? (if so, define content, scope and timing, etc.)
					Initially this may take the form of factsheets to provide information on the project timescale, aims etc. Subsequently this will evolve into user stories,

M3 – M6	Campaign preparation		-Involved citizens -Local policy makers & stakeholders		workshop update, community experiences (e.g. impact stories) from WeCount
					When do you plan producing local communication materials using the existing WeCount general images?
					Not known at this stage.
					Which materials will you produce? (leaflets, posters, flyers, etc.)
					Factsheets, postcards, testimonials.
					How to you foresee the 'recruitment' of the involved citizens? (i.e. contact details, build database, etc.)
					Connections through local champions, social media and local media.
	Printing all campaign materials		-Participating citizens -Involved citizens -Local policy makers & stakeholders	M	When do you foresee the printing of all existing campaign materials? How many copies?
					To be determined
M6	"kick-off" workshop ==> distribution of sensors "kick-off" workshop ==> distribution of sensors	Citizen science workshop	-Participating citizens	M	When do you plan to organise this event or events?
					October/November 2020
					Do you have a planned location?
					Unlikely that it will be just one event – will probably have multiple smaller events. • Cardiff Council offices • Techniquest Science Museum • Cardiff Cycle City monthly meetings • The Things Network (local IoT group) Also, a number of small popular locations available to rent such as Chapter Arts Centre.
					What is the specific target audience?
					• Community groups / champions • Schools • Research community • Cycling networks • IoT network

					• Science centre • Citizens
					Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
					No.
					Do you have consent forms for workshop participants available in local language?
					Yes (English is sufficient but will also be translated into Welsh).
		Assembly instructions	-Participating citizens	M	Are assembly instructions ready in local language?
					Yes, in English.
		Installation video	-Participating citizens	O	Will you produce a video, in local language, explaining the installation process?
					Not required for Welsh.
		Automated sensor(s)	-Participating citizens	M	Not-applicable for local communication plan
		Registration platform	-Participating citizens	M	Is the platform be available in the local language?
					Yes, in English
		Hardware-focused hackaton	-Local geek/tech community -Schools (STEM)	Optional, but recommended	Will you organise a hackathon? If so, add short description (scope, participating schools or other, target, etc.)
					No – unless TML would like us to. We would need support for this. Local IoT community may be interested.
M6-M12	Data collection analysis & interpretation	Helpdesk via Zendesk	-Participating citizens	M	Is the Helpdesk via Zendesk going to be created?
					Yes.
					In which project month will it be created?
					At soft launch – late Summer 2020.
					Will the helpdesk setup ensure that citizen´s questions will be addressed to the most appropriate team members (those better suited to answer them)?
					Two UWE colleagues will operate the helpdesk. Any bigger issues we will call upon TML for support.
					Will the resources from the Helpdesk be available in the local language?
					English.

		Hackathon/datathon on the results	-Local geek/tech community -Schools (STEM)	O	Will you organise a hackathon? If so, add short description (scope, participating schools or other, target, etc.)
					Probably yes but not a traditional hackathon but a schools-based hackathon. Will adopt local initiatives run by primary schools in which they get external organisations to run 'University modules' on specific subjects. Additionally, will connect with schools initiatives such as EcoClubs and Living Streets.
		Community dashboards	-Participating citizens -Involved citizens -Local policy makers & stakeholders	M	When is the dashboard going to be setup?
					Community discuss groups may be established for mutual learning purposes. These may be organised by theme e.g. traffic volume, road safety, environment impacts. Will seek to piggy-back on other events rather than running WeCount specific events.
					Is there a link?
					N/A
					Will it be available in the local language?
					English
					Will the content manager be a member of the project team suited to take up this task?
					UWE will organise and run.
		API	-Professionals -Techies	O	Is API documentation ready in local language?
					English
		Workshop for data analysis on user experiences	-Participating citizens	O	If applicable, what engagement activities are you planning with the objective in column 2?
					Small number of user experience workshops / emersion events will be run. These may be thematic in nature exploring specific issues related to the data and the user experience / aspirations.
					If applicable, when do you plan to organise this event?
					TBC
					Do you have a planned location?
					Unlikely that it will be just one event – will probably have multiple smaller events. • Cardiff Council offices • Techniquest Science Museum • Cardiff Cycle City monthly meetings • The Things Network (local IoT group)

					Also, a number of small popular locations available to rent such as Chapter Arts Centre.
					If applicable, what is the specific target audience?
					• Community groups / champions • Schools • Research community • Cycling networks • IoT network • Science centre • Citizens
					Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
					No.
					If applicable, how will proceed to reach stakeholders for their participation? (e.g. getting them to register an participate)
					Telraam database of users, social media, champions networks.
	Survey user feedback & experience	-Participating citizens	O		Do you plan to send a survey before the implementation? If so, when?
					If required by M&E team.
					If so, do you plan to profile the participants?
					If required
					If so, is there a link to the survey?
					No
M8-M12	Policy interaction	Social media results communication	-Public -Local policy makers	O	How do you plan to communicate the project´s results in social media?
					We will work closely with local community groups and Cardiff Council to collectively review and interpret the data and the policy implications of the results. We will use short policy briefs and infographics to disseminate the headline findings
					Which strategies will you employ?
					Infographics, policy briefs, impact testimonials for users.
					What are the main Key Performance Indicators you will use to monitor impact?

					• Number of interactions with posts on social media
					• Number of followers
					• Number of visits and website traffic
					• Follow up contacts related to the topic

		Workshop/meeting with citizen, project team and local policy makers	-Participating citizens -Involved citizens -Local policy makers & stakeholders	O	If applicable, what engagement activities are you planning with the objective in column 2?
					Emersion workshops – bringing together users and key stakeholders to discuss the results in an informal setting.
					If applicable, when do you plan to organise this event?
					TBC (Most likely M9-12, February 2021 – May 2021)
					Do you have a planned location?
					Unlikely that it will be just one event – will probably have multiple smaller events. • Cardiff Council offices • Techniquest Science Museum • Cardiff Cycle City monthly meetings • The Things Network (local IoT group) Also, a number of small popular locations available to rent such as Chapter Arts Centre.
					If applicable, what is the specific target audience?
					• Community groups / champions • Research community • Cycling networks • IoT network • Science centre • Citizens • Policy makers • Council members • Consultants • Academics
					Do you foresee press release and/or press conference? If so how many, addressing which type of media, and with which focus (local, national, international)
					No

				If applicable, how will proceed to reach stakeholders for their participation?
				Telraam users, social media, direct contact, local champions.
	Making results visible in public space (interactive displays,…)	-Public	O	Do you plan any type of campaign to ensure that the results are visible? (e.g. newspaper articles, social media campaigns, other local communication activities)
				Yes - final press release on the results and impact of the project. Integrate WeCount evidence with user testimonials and quotes from local officials.

ANNEX 2 – Monitoring of Communication & Dissemination

Annex 2 provides an overview of all the news published about the project and events in which the project has been presented, as well as local communication actions carried out by each pilot City (i.e. training, citizen engagement, etc.).

Published news

Title	Name of Medium	Date	Link (if available)
Europe-wide traffic survey to recruit 'citizen scientists'	BBC World Website	20/01/2020	https://www.bbc.co.uk/news/world-europe-51123760
Senzorji prometa tudi v stanovanja v Ljubljani. Kakšen je njihov namen?	Avt Magazin Metropolitan	22/01/2020	https://avto-magazin.metropolitan.si/novice/senzorji-prometa-tudi-v-stanovanja-v-ljubljani-kaksen-je-njihov-namen/
Senzorji prometa tudi v Ljubljani	Revija Tranzit	n.a.	https://www.revija-tranzit.si/avtomobilizem/senzorji-prometa-tudi-v-ljubljani
Senzorji prometa tudi v stanovanja v Ljubljani. Kakšen je njihov namen?	Novice Press	23/01/2020	https://novice.press/2020/01/23/senzorji-prometa-tudi-v-stanovanja-v-ljubljani-kaksen-je-njihov-namen-novice/
Senzorji prometa tudi v Ljubljani	Racunalniske-novice	22/01/2020	https://www.racunalniske-novice.com/novice/dogodki-in-obvestila/pozor-senzorji-prometa-tudi-v-ljubljani.html
Front preliminar per evitar contaminació ambiental i acústica després del virus	L'Independent de Gràcia	14/04/2020	http://www.independent.cat/2020/04/17/front-preliminar-per-evitar-contaminacio-ambiental-i-acustica-despres-del-virus/
We Count ja aterra els sensors a Gràcia	L'Independent de Gràcia	23/05/2020	http://www.independent.cat/2020/05/23/we-count-ja-aterra-els-sensors-a-gracia/
Ros de Olano a We Count: 5.000 vehicles i 500 vianants diaris	L'Independent de Gràcia	14/06/2020	http://www.independent.cat/2020/06/14/ros-de-olano-a-we-count-5-000-vehicles-i-500-vianants-diaris/
Progetto WeCount: i cittadini diventano controllori del traffico urbano	DIGItude	20/01/2020	https://www.digitude.it/progetto-wecount-i-cittadini-diventano-controllori-del-traffico-urbano/
In-home sensors survey traffic in European cities	FierceElectronics	20/01/2020	https://www.fierceelectronics.com/sensors/home-sensors-survey-traffic-european-cities
Belgisch verkeersonderzoek gaat internationaal	Susanova	21/01/2020	https://susanova.be/artikels/belgisch-verkeersonderzoek-gaat-internationaal
Citizen science traffic monitoring with Raspberry	FreeIO.org	22/01/2020	http://freeio.org/2020/01/citizen-science-traffic-monitoring-with-

Pi			raspberry-pi/
Leuvense product telraam wordt uitgerold in vier Europese steden	ROB TV	22/01/2020	https://www.robtv.be/nieuws/leuvense-product-telraam-wordt-uitgerold-in-vier-europese-steden-91876
"Window-mounted sensors in homes to collect	Techspark	22/01/2020	https://www.techspark.co/blog/2020/01/22/window-mounted-sensors-in-homes-to-collect-data-for-pioneering-traffic-study/
data for pioneering traffic study"	Blogdot.tv	22/01/2020	https://www.blogdot.tv/citizen-science-traffic-monitoring-with-raspberry-pi/
Citizen Science Traffic Monitoring with Raspberry Pi	t3n.de	26/01/2020	https://t3n.de/news/eu-projekt-verkehrszaehlung-iot-1245187/
EU-Projekt: Verkehrszählung per IoT in 5 europäischen Städten geplant	Newsweek	29/01/2020	https://newsweek.be/europees-verkeersonderzoek-werft-burgerwetenschappers/#
Europees verkeersonderzoek werft 'burgerwetenschappers'	AD news	14/02/2020	https://www.ad.nl/alphen/belgisch-verkeerstelraam-duikt-na-madrid-en-dublin-nu-op-in-alphen-landelijke-primeur-voor-de-schans~a362ff53
Belgisch verkeerstelraam duikt na Madrid en Dublin nu op in Alphen: landelijke primeur voor De Schans	reset.org	24/02/2020	https://reset.org/blog/wecount-diesen-sensoren-koennen-sich-buergerinnen-fuer-eine-bessere-luftqualitaet-engagieren-02
WeCount: Mit diesen Sensoren können sich Bürger*innen für eine bessere Luftqualität engagieren	bBlog.ferrovial.com	04/03/2020	https://blog.ferrovial.com/en/2020/03/a-collaborative-project-for-installing-sensors-and-monitoring-traffic-from-european-homes/
A Collaborative Project for Installing Sensors and Monitoring Traffic from European HomesA Collaborative Project for Installing Sensors and Monitoring Traffic from European Homes	CoMotion	21/04/2020	https://soundcloud.com/user-958076637/pandemic-mobility-in-cities-adapts-to-a-new-way-of-life-greg-lindsay-chats-with-ivo-cre
Pandemic: Mobility In Cities Adapts To A New Way Of Life - Greg Lindsay chats with Ivo Cré	Fietsberaad	01/04/2020	https://fietsberaad.be/praktijk/telraam-actief-in-verschillende-steden-en-gemeenten-in-vlaanderen-brussel-wallonie-en-europese-steden/
Telraam: actief in verschillende steden en gemeenten in Vlaanderen, Brussel, Wallonië en Europese steden	GRACQ	29/05/2020	https://www.gracq.org/actualites-du-velo/telraam
Comptages automatiques au travers de sa fenêtre	Leuven Actueel	02/06/2020	https://www.leuvenactueel.be/europees-project-wecount-

			verdeelt-250-telramen-in-leuven-en-deelgemeenten/#.XtjAsogzY2x
Five European Cities pioneer new citizen-oriented project aimed at improving local mobility with data	POLIS website	18/12/2019	https://www.polisnetwork.eu/news/five-european-cities-pioneer-new-citizen-oriented-project-aimed-at-improving-local-mobility-with-data/
European Cities pioneer new citizen-oriented project aimed at improving local mobility with data	WeCount Website	03/01/2020	https://we-count.net/news/five-european-cities-pioneer-new-citizen-oriented-project-aimed-at-improving-local-mobility-with-data
Urban traffic measurements - city residents can now monitor traffic in their area	ELTIS	09/01/2020	https://www.eltis.org/in-brief/news/urban-traffic-measurements-city-residents-can-now-monitor-traffic-their-area
New way to quantify local road transport	Cordis	n.a.	https://cordis.europa.eu/project/id/872743
" Europe-wide project to survey traffic using in-home sensors"	Intelligent Transport	20/01/2020	https://www.intelligenttransport.com/transport-news/94931/europe-wide-project-to-survey-traffic-using-in-home-sensors/
Citizen science traffic monitoring with Raspberry Pi	Raspberry Pi	22/01/2020	https://www.raspberrypi.org/blog/citizen-science-traffic-monitoring-with-raspberry-pi/
WeCount: The Traffic Sensors Empowering Citizens to Improve Urban Air Quality	RESET	22/01/2020	https://en.reset.org/blog/wecount-traffic-sensors-empowering-locals-improve-urban-air-quality-01222020
WeCount: The Traffic Sensors Empowering Citizens to Improve Urban Air Quality	EU Citizen Science	06/02/2020	https://eu-citizen.science/project/91
Telraam is returning to its hometown	WeCount Website	27/02/2020	https://we-count.net/news/telraam-is-returning-to-its-hometown
COVID-19: Citizen science reveals changing travel habits	POLIS website	01/04/2020	https://www.polisnetwork.eu/news/covid-19-citizen-science-reveals-changing-travel-habits/
Post-Lockdown Mobility webinar report: WeCount and insights from the POLIS members' survey	POLIS website	12/05/2020	https://www.polisnetwork.eu/news/post-lockdown-mobility-webinar-report-wecount-and-insights-from-the-polis-members-survey/
COVID-19: Citizen science reveals changing travel habits	WeCount Website	28/05/2020	https://we-count.net/news/covid-19-citizen-science-reveals-changing-travel-habits
WeCount participates in POLIS Post-Lockdown Mobility webinar	WeCount Website	29/05/2020	https://we-count.net/news/wecount-participates-in-polis-post-lockdown-mobility-webinar

Why you should subscribe to the WeCount newsletter	POLIS website	29/05/2020	http://https/www.polisnetwork.eu/news/why-you-should-subscribe-to-the-wecount-newsletter/
Why you should subscribe to the WeCount newsletter	WeCount Website	29/05/2020	http://https/we-count.net/news/why-you-should-subscribe-to-the-wecount-newsletter
Why you should subscribe to the WeCount newsletter	CIVITAS Internal Newsletter	18/06/2020	n.a.

Third party conferences

Event	Location	Date	Number of participants	Type
Civitas Forum Graz	Graz (Austria)	02/10/2019	80	Telraam (WeCount was mentioned orally)
Smart Mobility Belgium	Brussels (Belgium)	18/11/2019	20	Voorstelling projecten (WeCount was mentioned orally)
Workshop Telraam Schaarbeek	Schaarbeek (Belgium)	08/11/2019	30	
Workshop Telraam Aalst	Aalst (Belgium)	19/11/2019	15	
POLIS Congress presentation	Brussels (Belgium)	27/11/2019	60	Telraam (2 slides)
Telraam Brussels meeting	Brussels (Belgium)	17/12/2019	5	Telraam & Good Move: partners in modal split (1 slide)
Flemish Cycling Association presentation	Brussels (Belgium)	18/12/2019	20	Workshop Telraam en Flitsfiets (1 slide)
Telraam Tervuren meeting	Tervuren (Belgium)	20/12/2019	3	Telraam (1 slide)
IUAPPA World Clean Air Congress	Istanbul (Turkey)	23-27/09/2019	n.a.	Invited keynote - title: Public Engagement and Citizen Behaviour: the New Frontier for Air Quality Management (1 slide)
iSCAPE Project Final Conference	Dublin (Ireland)	08/11/2019	n.a.	Francesco Pilla and Enda Hayes on panel discussion on Future of Air Pollution Control - role of technology and people. WeCount mentioned multiple

				times
Citizen4Science Meeting	Barcelona, Spain	06/02/2020	50	Presentation of the WeCount project, the goals and the pilot in Barcelona and Madrid. Participatory activity to recruit participants.
Meeting with Ljubljanska kolesarska mreža	Online	15/04/2020	3	Information of the WeCount project
Recuperem les Ciutats' mobilisation	Online	11/06/2020	150	Information of the WeCount project
Beers4Change online meeting	Online	17/06/2020	30	Presentation of the WeCount project and next steps
KBC bank meeting	Leuven (Belgium)	13/01/2020	40	
Brussels-Capital Region meeting	Brussels (Belgium)	29/01/2020	5	Telraam & Good Move: partners in modal split (1 slide)
VERA + Province of Flemish-Brabant meeting	Leuven (Belgium)	18/02/2020	4	Telraam & Vera: partners in modal split (4 slides)
Workshop Telraam Kortrijk	Kortrijk (Belgium)	19/02/2020	20	
Smart Sandyford Launch	Dublin (Ireland)	27/02/2020	100	WeCount was presented and the sensors were showcased
Telraam Lubbeek meeting	Leuven (Belgium)	27/02/2020	2	Telraam & gemeente Lubbeek: partners in modal split (4 slides)
Cycling Congress meeting	Utrecht (Netherlands)	28/02/2020	15	Telraam (3 slides)
Network evening City of Mechelen Congress presentation	Mechelen (Belgium)	03/03/2020	15	Telraam & Stad Mechelen: partners in modal split (4 slides)
VCV Congress Turnhout presentation	Turnhout (Belgium)	10/03/2020	85	Telraam: wat als burgers opkomen voor verkeersveiligheid? (3 slides)
City of Blankenberge virtual meeting	Leuven (Belgium)	12/03/2020	5	Telraam & Blankenberge: partners in modal split (4 slides)

Workshop Telraam Mechelen	Mechelen (Belgium)	30/04/2020	80	
Post-Lockdown Mobility webinar report: WeCount and insights from the POLIS members' survey	Online (Belgium)	11/05/2020	85	Presentation on COVID related traffic counting and WeCount
SOLVA regionetwerk mobiliteit	Sint-Lievens-Houtem (Belgium)	11/06/2020	30	Telraam - SOLVA regionetwerk mobiliteit

Local activity/training/community engagement

Name of event	Location	Date	Number of participants
Pre-kick off workshop	Slovenia	16/06/2020	30
Pre-kick off workshop	Slovenia	09/07/2020	30
Online survey to identify the mobility issues in Madrid and Barcelona	Online (Barcelona)	April	100
Beta pilot Workshop 1	Online (Barcelona)	19/05/2020	20
Beta pilot Workshop 2	Online (Barcelona)	26/05/2020	20
Beta pilot Workshop 3	Face to Face (Barcelona)	09/05/2020	20
Meeting with representative of Road Safety department in BCN	Face to Face (Barcelona)	13/04/2020	3
Meeting with local maker space	Face to Face (Barcelona)	02/04/2020	3
Meeting with local community champion and technologist	Online (Barcelona)	31/03/2020	3
Meeting with Media Lab Prado	Online (Barcelona)	Mar-20	3
Meeting Local community champion	Online (Barcelona)	Mar-20	4
Meeting with existing community of citizen scientists	Online (Barcelona)	Mar-20	3
Meeting with existing community of citizen scientists	Online (Barcelona)	28/05/2020	5
Meeting with local real estate association	Online (Barcelona)	12/06/2020	4
Continuous interaction with community champions through WhatsApp group	Online (Barcelona)	from May 2020	9
Meeting with Association of Science & Discovery Centres	ASDC Office, Bristol (UK)	20/01/2020	4
Meeting with Techniquest Science Centre, Cardiff	Techniquest, Cardiff (UK)	23/01/2020	2
Meeting with Cardiff Council	Council Offices, Cardiff (UK)	23/01/2020	4
Meeting with Public Health Wales	PHW Office, Cardiff (UK)	14/02/2020	2
Meeting with Sully	Sully Resident (UK)	02/03/2020	5

Community Group			
Meeting with We Are Possible	Online (UK)	06/03/2020	2
Meeting with South Gloucestershire Council	Online (UK)	11/06/2020	8