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Prepared by: trolley:motion, RC (input by all project partners)

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Advanced Training and Education for Safe Eco-driving of Clean Vehicles



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1 Overview

1.1 Introduction

The communication and dissemination tasks primarily address the main target audience of the ACTUATE project, listed in the Description of the Action.

A wide variety of communication and dissemination actions is therefore planned within ACTUATE. In all activities connected with this communication plan we will ensure that those activities are carried out within the framework of the Intelligent Energy Europe programme (IEE) and that all materials carried out will comply with the requirements of the European Commission.

This Communications and Dissemination Plan has been developed at the outset of the project and identifies opportunities and actions for each of the partners as well as European wide dissemination of the findings and recommendations from the project. Whilst the Plan itself will remain a 'live' document and will be updated periodically during the project, it is scheduled as a deliverable by 31 July 2012 (project month 3). Fine tuning of the document will follow up after discussion with all partners during the 2nd Consortium Meeting in December 2012 and after receiving input based on the internal progress reporting by partners. The Dissemination Plan is a "living" document and will be reviewed and updated on a regular basis, usually with the internal progress reporting input.

1.2 Requirements of the Plan

The Dissemination Plan will provide the context for developing an Action Plan for each partner using common template. Dissemination by partners is likely to include:

- Prepare Dissemination Plan for each partner using a common template/ questionnaire
- Develop and implement an ongoing programme of engagement with key target groups (in conjunction with other Work Packages)
 - Identify priority target groups for ACTUATE
 - Develop and follow up database of key contacts in target groups
 - Identify existing networks used by these target groups in each partner country
- Prepare training / other materials
- Presentations at national and international conferences
- Submission of articles for publication

1.3 Structure of the Plan

The first part of this Plan discusses the key elements that will need to be brought together for an effective dissemination strategy: Chapter 2 considers the target audience whom we will need to keep informed or involve, whilst Chapter 3 then identifies some of the key messages that we will disseminate to these groups. The range of channels we expect to use for this are discussed in Chapter 4.

The remainder of the Plan then addresses communication activities planning, with Chapter 5 detailing the Plan activities and Chapter 6 covering Risk Assessment and Evaluation of the project's dissemination activities.

1.4 Objectives

Below are the specific objectives identified in the Description of the Action (p.36) related to this Work Package:

- Promote safe eco-driving trainings for clean vehicles as energy efficient and cost efficient means for public transport operators
- Provide easily graspable information on the ACTUATE project and results to the right target groups, at the right time and via appropriate channels
- Consider the local, national and European dimension of the project
- Address different stakeholders and users in a tailored way
- Involve European networks inside the consortium and beyond
- Raise awareness about the potential of safe eco-driving training for clean vehicles across Europe
- Feed European initiatives (e.g. ELTIS, Clean Vehicle Portal) with project results

1.5 Performance Indicators

The Description of the Action includes a number of Performance Indicators (p.8) that directly relate to communication and dissemination activities. For reference, the respective indicators are reproduced below and underlined:

(a) Overview tables of outcomes and impacts

Specific Objectives, Key Outputs and Outcomes within the duration of the action:

Specific Objective(s) of your proposal	Key Outputs (products and services) including their quantification where appropriate	WPs	Outcomes (with quantified SMART performance indicators)	Means of monitoring
1. To contribute to European criteria and standards for energy efficient driving and formal bus driver qualification;	<ul style="list-style-type: none"> Report on minimum criteria and learning outcomes for safe eco-driving trainings for clean vehicles with an emphasis on the current national frameworks for vocational professional driver trainings and qualification systems Introduction strategy and scenarios for safe eco-driving to public transport operators according to European Qualifications Framework Workshop on learning outcomes and introduction strategy with external experts and stakeholders Concept for standardisation of safe eco-driving in future driving licence exams; 	WP2	<ul style="list-style-type: none"> Standardisation bodies in the ACTUATE partner countries DE, AT, CT and IT will consider integrating energy efficient driving for drivers of clean public transport vehicles as part of national frameworks for vocational professional driver trainings and qualification systems; <u>Visit of 5 EQF National Contact Points (NCP) to contribute to the European Qualifications Framework (EQF) and to provide inputs to National Qualifications Frameworks (NQFs) based on learning outcomes;</u> 	<p><u>Participation of EQF NCP s and standardisation bodies in the first thematic workshop;</u></p> <p><u>Visits of EQF NCPs</u></p> <p>Internal and policy documents of standardisation bodies</p>
2. To enhance the quality of formal bus /tram driver training and expand the training to the special requirements for drivers of clean public transport vehicles;	<ul style="list-style-type: none"> 10 training concepts for different clean vehicle types (tram, trolleybus, hybrid bus and trolleybuses with supercapacitor) Workshop for approval of training concepts 10 sets of training materials in 6 languages according to clean vehicle types in operation in the corresponding cities 4 eLearning modules for safe eco-driving for different types of clean vehicles “Starter Kit” for safe eco-driving, and business plan for commercial exploitation Report regarding the validation of training concepts by national authorities competent for 	WP3	<ul style="list-style-type: none"> Official (local / national) acknowledgement and acceptance of the training concepts, tools and materials; <u>Training materials respond to the needs of the drivers to effectively enhance their driving behaviour and evaluated by more than 1.000 drivers</u> ACTUATE training materials set the standard for training and qualification programmes at the PT operators; <u>e-learning modules will be accessible to the target group (PT operators) and at least 10 more PT operators will make use</u> 	<p>certified training concepts</p> <p><u>questionnaire-based qualitative assessment of training materials</u></p> <p>Monitoring of e-</p>

Specific Objective(s) of your proposal	Key Outputs (products and services) including their quantification where appropriate	WPs	Outcomes (with quantified SMART performance indicators)	Means of monitoring
	vocational training • Letters of acknowledgement from different national authorities (responsible for professional drivers according to National Education Ordinance)	WP5	<u>of the e-learning facility;</u> • <u>“Starter Kit” will be promoted for commercial exploitation (marketing after the end of the project) and disseminated to at least 1.500 addressee;</u>	learning facility
3. To demonstrate the energy saving potentials due to capacity building in energy efficient driving of clean vehicles;	• Training preparations with briefing documents for trainees (in 4 languages) and 5 local preparation meetings between management, trainers and trainees • 200 trainings of safe eco-driving of clean vehicles at PT operators • 1,000 clean vehicle drivers trained across Europe • Status of management systems implemented by public transport operators • Thematic workshop on validation of evaluation results, impacts for vocational training, licencing and exams of PT drivers • Performance indicators reviewed and approved with data sheets for monitoring energy use and pollution • Evaluation results for trainings and improvement of service quality • Evaluation results for energy-savings through safe eco-driving	WP4	• <u>Pilot training of at least 1000 clean vehicle drivers in approx.200 training sessions with quality feedback loops (see above) will set the reference for this kind of trainings;</u> • Trainees will apply the training in the daily operation of 500 buses and trams and increase energy efficiency by 10-15%; • Drivers of hybrid buses will achieve 10% fuel saving by eco-driving effects, which will make these buses economically viable for operators; • Drivers of buses equipped with supercaps will demonstrate the viability of advanced buffer technology in relation to eco-driving; • enhanced comfort and safety for passengers during operation with 10% increase of passenger satisfaction; • Enhances safety in cases of accidents through appropriate handling of high voltage technology with decrease of incidents by 15%;	Impact evaluation through on-board measurements, fuel counters and meters <u>Passenger surveys and customer relation assessment</u> Incident statistics
4. To upscale the outcomes for wider up-take at	• Concepts for in-house campaigns to promote safe eco-driving • Three thematic workshops (WP2, WP3, WP4)	WP5	• <u>The trainings will be tested in the cities of Nantes (Semitan, running 280 trams), and Gdynia (PKT, running 87 trolleybuses) who's operators have</u>	<u>Number of trainings at external public</u>

Specific Objective(s) of your proposal	Key Outputs (products and services) including their quantification where appropriate	WPs	Outcomes (with quantified SMART performance indicators)	Means of monitoring
European levels;	<ul style="list-style-type: none"> with participation of interested external organisations and experts • Project dissemination at 12 national and European events • (Local/European) project dissemination in the framework of the yearly Sustainable Energy and Mobility Weeks • General and specific project dissemination materials • Web based knowledge base for download of trainings and e-learning modules • Report about networking activities and attendance of (international) events • Integration of training material and eLearning modules into “ebus” portal of TrolleyMotion • Integration of safe eco-driving information (evaluation results) into clean vehicle portal as additional information per clean vehicle type 		<p><u>signed a Letter of Support.</u></p> <ul style="list-style-type: none"> ▪ <u>Involvement of external organisations and experts will lead to a multiplier effect with raising interest for training in 10 external organisations (PT operators);</u> ▪ <u>Addressing 1.500 general transport professionals with “starter kit” for the need of standardised quality management including energy efficient driving;</u> ▪ <u>Various multiplier portals disseminate the training materials with at least 3.000 downloads;</u> 	<p><u>transport operators</u></p> <p><u>Participation of external organisations in thematic workshops</u></p> <p><u>Mailings to transport professionals</u></p> <p><u>Webcounts</u></p>

The highlighted quantifications of success given above may need to be refined to reflect the situation in each partner organisation. To meet the objectives, several communication activities need to be combined. The scale and scope of these activities are outlined in Chapter 5.

Preparation and realisation of these communication activities will involve each partner reviewing the main elements of this Dissemination Plan with regard to their own situation; selecting the key messages and identifying the most appropriate channels of communication.

1.6 Agreed Deliverables for this Work Package

The tasks, outputs and deliverables defined for this Work Package are listed in Chapter 4.3 *Overview Lists of Deliverables of the Description of the Action* (p.43) of *Annex I* of the *Description of the Action*.

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

Agreed Deliverables for WP5 – relevant for dissemination activities

		2012								2013												2014									
Output no.	Title of output	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
D1.2	Glossy Report																														
D3.3	Safe Eco-Driving Training Material																														
D3.4	eLearning Modules for Safe Eco-Driving																														
D3.5	"Starter Kit" for Safe Eco-Driving																														
D5.1	Dissemination Plan and Report																														
D5.2	Project Promotional Materials																														
	E-Newsletter																														
D5.3	Multilingual Project Web Site																														
D5.4	Multilingual Project Leaflet																														
D5.5	Exploitation Plan																														
D5.6	Lessons Learnt and recommendation brochure																														

2 Target Audience: Who should be informed / involved?

The success of ACTUATE's dissemination work project largely depends on a precise selection of target audience. As target audience we define institutions and groups of people for whom the results of the project, its outputs and recommendations, will be an important benefit to their work. Target groups are also groups able to substantially contribute to the development and spread of safe eco-driving training and urban bus culture. Thus, it will be essential to form a close relationship to those groups, both to raise their awareness and to stimulate their involvement in the actions and the progress of ACTUATE. At the same time, those actors who already have eco-driving expertise and are involved in professional driver's education are essentially important. The target groups will be key actors for ACTUATE and involved in ACTUATE actions at various stages.

We have identified two important segments: a) target groups and b) key actors with regard to disseminating the results of the ACTUATE project: a) public transport operators, drivers of clean vehicles and the clean vehicle industry, b) driving instructors and teachers. The key messages and the communication channels used to send these out to the target audiences will vary between these groups.

2.1 Target Group(s):

Public Transport operators: Public transport operators who will introduce clean vehicles like LVB, Leipzig (hybrid buses) or TEP, Parma (trolleybuses equipped with supercapacitors) are interested in using these vehicles to full capacity with regard to both energy-efficiency and operation efficiency. But besides some manufacturers of clean vehicles, who are offering information on potentials of eco-driving and on safety aspects, there are no trainings and training material for safe eco-driving to available. Public transport operators want to overcome this overdependence on manufacturers and are interested in trainings and training material for safe eco-driving of clean vehicles and its integration into their further education of drivers. Even for well-tried clean vehicles like trolleybuses and trams (e.g. trams newly equipped with supercapacitors) there are no specific trainings and training material for eco-driving available. Analysing this initial situation during the proposal stage with several public transport operators, 5 operators from 4 European countries want to demonstrate showcases (for trams, trolleybuses and hybrid buses), how to integrate safe eco-driving of clean vehicles into both the operation schedule and further education of their organisations.

Drivers of clean vehicles: Drivers of clean vehicles like hybrid buses or other e-bus types are not familiar with these new bus types and how to drive eco-friendly, as no basic or standardised training materials are available for the handling of these bus types (e.g. in Leipzig, the operator gets an 1 hour briefing regarding driving behaviour of hybrid buses and at Barnim Bus Company the introduction to trolleybuses is based on experience of older trolleybus drivers). Interviews with drivers of trams and different e-bus types during the proposal stage showed that they are highly interested in both, getting information about new e-bus types (like hybrid buses) and safe eco-driving trainings to be able to control energy-efficiency and safety of these vehicles. For trolleybus and tram drivers, dedicated trainings for safe eco-driving would upgrade their position and increase their motivation to drive eco-friendly, as so far only eco-driving trainings and learning materials for diesel buses are available.

Clean vehicles industry: The project could have an effect on the clean vehicle market, as the trainings for safe eco-driving will increase the energy-efficiency and thereby the operation efficiency of these clean vehicles, which still have high acquisition cost. Furthermore the manufacturers of clean vehicles will learn about minimum criteria for safe eco-driving trainings and can support operators by giving information about their vehicles supporting these trainings. Finally, the trainings could also be developed and offered by the manufacturers as an integrated service (like Van Hool demonstrating in cooperation with TEP in a showcase of this project). Contact to the industry members of the partner trolley:motion during the proposal stage made clear that there will be different business models or services regarding safe eco-driving training of their clean vehicles, which should base on the minimum criteria discussed and defined in the project ACTUATE.

2.2 Key Actors:

Driving instructors and teachers: Besides the involved Public Transport operators (see above), the driving instructors and teachers of these operators and from important external organisations (DEKRA Academy, EFA) will play a crucial role for ACTUATE. They will discuss minimum criteria for safe eco-driving of clean vehicles, develop the trainings and educational material and will discuss the integration of this further education into educational frameworks (national rules or European Qualification Framework). Furthermore, a communication process about possible standardisation of safe eco-driving contents in future driving licence exams will be started. They will also develop in-house campaigns for long term effects on motivation for safe eco-driving together with the involved operators' marketing departments. Ultimately, drivers are the essential stakeholders for the success of ACTUATE, especially with respect to long term behavioural changes.

Other interested parties and whose opinions are likely to be valued by those decision makers. These are likely to include:

- Clean vehicle interest groups and other interested NGOs;
- eBus and tram experts;
- Mobility researchers;
- Consultancy officers;
- Educational establishments (universities);
- Media.

Whilst the media is listed as an interested party, they will be an important means to target groups in other segments and this should be reflected in the messages provided for the media.

3 Key Messages: What should we disseminate?

Having defined the key target audiences, key messages need to be identified. These will depend on the target group and will need to address tangible benefits relevant to the respective audience. They will need to be simple and easy to understand, culturally and socially appropriate, technically correct, brief, relevant and positive.

ACTUATE will focus on 3 key arguments, which all play a crucial role in order to promote eco-driving for clean vehicles and which will be the basis for the project's/ partners' key messages:

- A. Eco-driving is economically beneficial. It has the potential to significantly reduce energy consumption (i.e. operating costs), not only in diesel-powered vehicles, but also in clean vehicles.
- B. Eco-driving is environmentally beneficial. By supporting the introduction of eco-driving trainings, ACTUATE can further exploit the energy saving potential of clean vehicles, thereby reducing air pollution and CO₂ emissions.
- C. Drivers are the pivotal element for better driving performance and energy saving. Driver training concepts and the accompanying training material will enable trainers and drivers to act as opinion leaders who will further disseminate knowledge about eco-driving's energy saving potential.

As a core element of the work programme the ACTUATE partners will benefit from dedicated training concepts for trams, trolleybuses, hybrid buses and e-buses (trolleybuses) with supercapacitors. These driver training concepts, together with a starter kit, free e-learning courses and golden rules for eco-driving will be the main output from the ACTUATE project and will set minimum criteria or future standards for vocational training on eco-driving clean vehicles. At the end of the project a "lessons learnt" brochure, published as in seven languages, will act as showcase to other public transport operators.

Starting from the European perspective, each partner will also identify key messages for dissemination appropriate to their own needs/country, situation etc. The messages on partner level will be finalised for the local-in-house campaigns. Examples for key messages formulated by partnership:

- "Eco-driving for a better future!" (general message; public)
- "Smart drivers – eco-driving for clean and safe transport" (general message)
- "We take care of you! – Safe eco-driving in ..." (local message; public)
- "Our drivers make a difference!" (local message; public, management)
- "Have fun - training for cool eco-driving!" (general, local; drivers)
- "You can make a difference - public transport is safer, greener and more economical when you have eco-driving skills!" (local; drivers, management)

4 Communication Methods: How to disseminate?

4.1 Channels

Communication channels are the means by which we contact our target audiences to let them know about the project and how it could benefit them. There is a wide variety of channels available and the appropriate methods will be selected for each audience being targeted, including:

- Networks (existing or new): face-to-face or internet; local, regional or national level
- Workshops / seminars / study visits: opportunity for discussion.
- Written materials: leaflets; brochures; reports; fact sheets; newsletters; press releases; articles; paper or electronic version.
- Internet: website (Facebook).
- Conferences: speaking or exhibiting.

These vary in the type of link established with the target audience, the number of people they reach and their effectiveness in getting the findings of the project accepted.

Going down the list, the nature of the link changes from being involved to being informed. Where an individual or organisation is involved in the project they will have a direct relationship with it and the contact is more likely to be effective. However, relatively few actors can have significant involvement, so they need to be carefully chosen.

Conversely, actors who just receive information about the project will be less involved but a wide range of target groups can be covered in this way. However, the contacts are likely to be less effective. We have to be aware that journalists will use information provided as they see fit. To assist with the correct interpretation, a supporting **media kit** consisting of a general introduction into the topic, an overview of the project, partner logos and photos will be produced and available for download on the ACTUATE website.

4.2 Use of existing networks and events

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 e-mail discussion groups, websites, newsletters, conferences and journals. These networks will vary between countries but can be expected to include networks representing:

-
- Driving instructors (Associations), driving schools
 - Clean vehicle community
 - Professionals in planning: mobility, transport, land use;
 - Elected politicians;
 - Urban public transport retailers and suppliers;
 - Campaigning / membership organisations;
 - Research and consultancy organisations;
 - Training organisations / programmes, e.g. transport schools, urban planning schools etc.,
 - Conference organisers and publishers of professional journals.

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

On the European level, networks such as trolley:motion, EFA (European Driving Schools Association) and VDV (Association of German Transport Companies) - are also important partners in disseminating the ACTUATE results.

4.3 Use of electronic media

All relevant promotional material will be available in and digital format (project website, flyers, brochures, e-newsletters etc.), in order to avoid unnecessary use of paper.

5 Plan Activities

5.1 Overview

This chapter outlines the main communication and dissemination activities for each of the communication channels identified and lists timescales for completion of the activity and responsibilities. Where appropriate the main target group is identified.

5.2 General Activities

5.2.1 Preparation of project logotype and templates

At the outset of the project a suitable Logotype and Project Corporate Identity guide has been designed and agreed upon with the partners:



Templates for deliverables, presentations and correspondence based on the Project Corporate Identity have been created to be used by all partners.

- Timescale: August 2012
- Lead: RC
- Task: 5.1

5.2.2 Develop and maintain database of contacts

The success of the ACTUATE project depends to a large extent on engaging with and gaining the support of potential beneficiaries of the project. **All partners will start collecting contact details of key actors within the target groups, and will maintain a record of all contacts with them.** This will include those made in the course of executing other work packages as well as all other relevant contacts. Initially this will take the form of an Excel spreadsheet and will be uploaded to the common project space SharePoint.

This database of contacts will inform the various dissemination activities throughout the project.

In addition to contacts within their own countries, details should also be recorded of key contacts in other countries or with an EC wide remit. Contents of these databases should be shared with other partners as appropriate. Personal data should be handled in accordance with EU Directive 95/46/EC:

http://ec.europa.eu/justice_home/fsj/privacy/index_en.htm

and within this framework, in a particular country, in accordance with the requirements of the National Data Protection Commissioner:

http://ec.europa.eu/justice_home/fsj/privacy/nationalcomm/index_en.htm

- Timescale: Ongoing
- Lead: All partners
- Tasks: 5.1, 5.3

5.2.3 Press Releases

Regular press releases for relevant media will be prepared at intervals throughout the project when major project developments happen: of course everybody is free to publish press releases more frequently. A special media-kit including basic info and photos is available on the media section of ACTUATE's website to make the release attractive to journalists.

A first press release was disseminated in October 2013 and led to a news publication on the "newstix" portal (most important news portal for PT for German speaking regions/countries):

<http://www.newstix.de/?session=&site=operation&entmsg=true&mid=23291>

Furthermore, an article about ACTUATE was released in the expert journal "stadtverkehr", issue 12/13.

- Target audience: Media representatives
- Timescale: as required during project.
- Lead: TM
- Task: 5.3

To inform the media, all partners shall maintain and up to date list of key media contacts (professional journals, magazines, newsletters, email discussion groups and other media). To make media and press work more effective, several contact persons (varying with the different countries) will be announced on the ACTUATE website.

- Timescale: Ongoing
- Lead: All partners
- Task: 5.3

5.3 In-house campaigns

With respect to communication efforts, a specific focus will lie on the preparation and implementation of local in-house campaigns that will accompany the driver trainings conducted by the involved public transport operators. As the target group, drivers will be informed about the operators' goal to improve their environmental footprint by implementing safe eco-driving techniques. They will also be reminded of the operators' aim to improve the perceived safety on board of high-voltage trolleybuses and other clean vehicles.

The in-house campaigns will include a common poster campaign to be applied in staff and class rooms etc., eLearning/edutainment modules and individual activities per partner (based on a comprehensive concept approach; discussed and agreed during the 2nd consortium meeting in Leipzig, December 2012). Further incentives to promote safe eco-driving and a long-term change of driving behaviour will be developed on an individual basis. As a result, several individual concepts and ideas have been developed by the operators and currently being conceptualised taking into account their technical, economic and legal feasibility.

The first common element all in-house campaigns will feature a poster campaign that will address frequent prejudices of professional drivers regarding safe eco-driving techniques and their application in daily scheduled operation. Eight (2x4) different posters will be developed, each addressing a different prejudice. As an example, one of the prejudices to be tackled is this: "Eco-driving will extend the journey time and will cause delays in the timetable." Prejudices to be addressed are based on driver feedback/ discussion which have been collected during the training sessions.

Each poster will include facts and figures, which refute the prejudices in a comprehensible way. The prejudices towards eco-driving addressed in the poster campaign will be the same at each participating operator; language and layout will be locally adapted. The images below depict the first four posters to be used by ACTUATE partner SAG in Salzburg.



As a second common element all operators involved will integrate e-learning modules into their motivational in-house campaigns. The e-learning modules will be adapted to the different vehicle types and translated into the respective languages. They will take the form of short quizzes/ multiple choice questions in combination with a short overview of relevant background information needed to answer the questions, thereby reminding them of the most important facts of safe eco-driving taught in the trainings. Each module can be completed in about 10-15 minutes. The implementation at each partner will differ to some degree due to differences PC infrastructure access, IT security settings and instructor availability. Details on the individual implementation approaches for each operator are provided further down below.

BBG

Main characteristic of the motivational in-house campaign in Eberswalde will be an incentive campaign based on a collectively identified goal of energy savings to be achieved by the drivers. As part of a training session, all 30 trolleybus drivers will together with the instructors determine a specific goal regarding energy savings which considers line topographic and seasonal influences etc. The goal will be communicated throughout the following months as a constant reminder. Drivers will receive hand-outs or brochures and the monthly consumption data will be communicated. Posters in staff rooms and stickers inside the vehicles will complete the communication campaign. Reaching the energy saving goal is a team-activity thereby ensuring that drivers will motivate each other. If the collectively agreed goals are met, all team members will receive a reward in form of vouchers, event tickets or other gadgets.

A selected group of drivers will also complete the e-learning modules.

- Evaluation plan
 - Discussion of monthly energy consumption (measurements)
 - Feedback questionnaires about image campaign approach
- Start of campaign: Jan/Feb 2014

DPMB

At DPMB in Brno the ten trolleybus and ten tram drivers who participated in the ACTUATE trainings will take part in a long-term competition in order to motivate drivers to apply safe eco-driving techniques. DPMB is planning to introduce three criteria for competition evaluation based on the indicators energy efficiency, keeping the timetable and the service level.

A monthly evaluation will be conducted by the trolleybus and tram depot, who will also take into account external factors which cannot be influenced by drivers (traffic situation, route changes, accident etc.) Energy consumption will be recorded daily

through the on-board computer in the vehicles. The winning drivers will receive vouchers for different leisure time activities. The results of the drivers' competition will be published on the intranet websites (drivers' website) and in DPMB's company magazine.

In addition a selected group of drivers will participate in the ACTUATE e-learning modules for trolleybuses and trams.

- Evaluation plan
 - Discussion of monthly energy consumption (measurements)
 - Feedback questionnaires about image campaign approach
- Start of campaign: Jan/Feb 2014

TEP

In Parma a competition scheme for the 20 drivers participating in the ACTUATE trainings for trolleybuses with supercaps will be put in place. The competition will be branded with an own logo to increase visibility and to emphasize its unique character. All drivers participating in the ACTUATE trainings and the subsequent competition will receive an "eco driver" pin to be used on their uniforms. Also, the trained eco-drivers will lend their face for a public communication campaign, aiming to improve the public image of TEP's drivers, to inform passengers that they are professional and expert drivers and that TEP cares for the environment and for their passengers' safety. Energy consumption will be measured before and after the trainings have been conducted and the best performing drivers with respect to energy consumption will be rewarded in a public ceremony.

The images below show some draft versions of the posters and pins to be used in the "eco-driver" in-house campaign.





In addition a selected group of drivers will also complete the e-learning modules.

- Evaluation plan
 - Discussion of monthly energy consumption (measurements)
 - Feedback questionnaires about image campaign approach
- Start of campaign: tbc

SAG

In Salzburg a more 'intrinsic' approach will be applied. After all drivers had been trained, they were asked to participate in a short survey/quiz to check upon their retained knowledge regarding safe eco-driving of clean vehicles. 82 of approximately 280 drivers participated in this voluntary survey and were rewarded with a thermo mug. Evaluation of this short survey showed that the trained drivers know about the basics of safe eco-driving, but a few persistent prejudices remain.

In order to tackle and reduce these prejudices towards safe eco-driving of clean vehicles, the poster campaign described further above was developed and is already being launched. In total, eight different posters will be developed addressing eight different prejudices of drivers towards eco-driving. They will be visible within staff and training rooms and on the company's bulletin boards.

In addition all trolleybus drivers in Salzburg will complete the e-learning modules for trolleybuses as part of their mandatory periodic training session in 2014.

- Evaluation plan
 - Feedback questionnaires for each single campaign element (quiz, posters, e-learning modules)
- Start of campaign: Aug 2013

LVB/LAB

In Leipzig the 'green driver's license' ('EcoDriving Profi-Lizenz') will be introduced as a motivation scheme for tram drivers (and possibly also to hybrid bus drivers) to apply the acquired eco-driving skills in their daily routine. It will be issued to all successfully trained drivers as an official, personalised LVB/LAB document. By being an official document the importance of safe eco-driving is highlighted and the document is assigned some value. A validity date printed on the 'green driver's license' supports the sustainability and the continuation of the campaign in the future. In addition, each license will be issued with bearing an individual serial number, which will count as a lot for an internal lottery. Internal quality controllers will assess and monitor the drivers' driving style in scheduled operation and hand out additional 'green lots' for the lottery if a safe eco-driving style is being followed, thereby increasing the drivers' chances to win a prize. In general, it is LVB/LAB's aim to let drivers benefit from the cost savings which result from safe eco-driving.

The 'green license campaign' will be communicated and supported via different communication channels such as the employee magazine, the intranet, posters and flyers.

A selected group of drivers will also complete the e-learning modules.

- Evaluation plan
 - Feedback questionnaires
- Start of campaign: Feb 2014

Starting point of each of these campaigns is the early involvement of employees and drivers as they are key stakeholders for the long-term success of the ACTUATE project (i.e. encouraging drivers to sustain their newly adapted driving behaviour). The different approaches of the in-house campaigns and their impacts will be assessed and lessons learnt will be exchanged.

- Target audience: drivers and employees
- Timescale: Start of campaigns from June/July 2013 on
- Lead: all involved public transport operators
- Task: 5.2

5.4 Networks

5.4.1 Existing E-mail Groups

Partners will make regular use of existing e-mail discussion groups (e.g. trolley:motion reaching about 6.000 people) to raise an awareness of the ACTUATE project and to communicate key developments and findings during the course of the project.

Partners will need to identify the networks used by the key target groups in their own country or on a European wide level: these are likely to include transport professionals, researchers and membership organisations.

E-Mail groups to be used include: ***Electrive.net, Emobility .net, Ecoway.ch and the UITP Trolleybus Working Group.***

- Target audience: Professionals, researchers; membership organisations
- Timescale: continuously
- Lead: TM, all partners

5.4.2 Existing Networks and Web Portals

To ensure a wider outreach of the ongoing project activities and achievements the partners will inform major European and national web portals in the field of transport and mobility, and bus (such as ELTIS and the TROLLEY Knowledge Center at European level).

Existing networks and web portals to be used include: the ***Clean Fleets project, ecodrivenet.org, Eurailpress.de, newstix.de, eco-effect.org and the Clean Vehicle Portal.*** Via each of these networks and web portals at least one ACTUATE news item should be disseminated.

- Target audience: Professionals, researchers; membership organisations
- Timescale: Ongoing; request for news from TM on a regular basis
- Lead: TM
- Task: 5.3

Each partner, working with any other partners in their own country, will identify appropriate national transport and mobility web portals for informing about the project updates and will report them to TM. To ensure effective dissemination TM will send out brief news to selected web portals, and will therefore request news from its partners on their local activities and updates on a regular basis.

5.5 Conferences, Seminars and Events

Partners are encouraged to offer presentations at appropriate seminars and training events, mostly within their own country. To assist with this, a number of standard

Power Point slides will be prepared, including basic project information, to give partners a tool for their presentations.

RC will prepare the layout for the slides, following which RC will fill the template with some basic facts. Each partner can then use the basic slideshow for their own presentations by adding specific facts or translations into their own language.

Key events in this context will be the yearly European Sustainable Energy Weeks and the European Mobility Week as ACTUATE addresses both topics where in particular the public transport operators can play an active role in the corresponding cities; e.g. the European Trolleybus Day celebrated in Brno, Parma and Eberswalde

- Timescale: to be agreed
- Lead: RC, all partners
- Task: 5.3

The following conferences/seminars will be attended by ACTUATE partners to give a presentation or to host an exhibition/info stand:

- „Jahrestagung zum EU-Kraftfahrer 2012“, 15./16. October 2012, Mannheim, Germany; host: VDV-Akademie – Verband Deutscher Verkehrsunternehmen Akademie
(Presentation by LAB; target group: driving instructors/multipliers)
- 3rd International Trolleybus Conference “New horizons for urban traffic”, 23. October 2012, Leipzig, Germany; host trolley:motion
(Exhibition stand by RC, TM; target group: transport professionals; public transport operators with clean vehicle fleets)
- Trolley Transferability Conference, 24. October 2012, Leipzig, Germany; host: trolley:motion
(Exhibition stand by RC, TM; target group: transport professionals; public transport operators with clean vehicle fleets)

During the 3rd International Trolleybus Conference and the Trolley Transferability Conference together ca. 200 ACTUATE project flyers in English and German were handed out to the participants as part of the conference kit.



Info stand with ACTUATE roll-up posters and flyers in Leipzig (23/24.10.2012)

- UITP Trolleybus Working Group (TWG) meetings (October 2012, Leipzig, Germany; April 2013, Limoges, France; November 2013, Moscow, Russia; tbd); RC as a member of UITP's TWG will report on a regular basis about ACTUATE'S status
(Presentation by RC; target group: trolleybus operators, clean vehicle industry, multipliers; 30 ACTUATE project flyers in English were handed out to meeting participants.)
- „Fit for the 21st century? – Professional drivers qualification” Workshop, 15. April 2013, Berlin, Germany; host: associated partner DEKRA Academy
(Participation by RC to exchange with national authorities and education experts, multipliers)
- „Fahrlehrer-Weiterbildung Bus“, 17-19 April and 14-16 October, 2013, Leipzig, Germany; host: VDV Akademie – Verband Deutscher Verkehrsunternehmen Akademie
(Presentation by LAB; target group: driving instructors/multipliers; on each of the two events approximately 15 German flyers were distributed to participants)

- „Fahrlehrer-Weiterbildung für Straßen-/Stadt- und U-Bahn“, 22./23. April 2013, 23./24. September 2013 and 2./3. December 2013, Leipzig, Germany; host: VDV Akademie – Verband Deutscher Verkehrsunternehmen Akademie (Presentation by RC; target group: driving instructors/multipliers; on each of the three events approximately 30 German flyers were distributed to participants)
- “11. Internationale Salzburger Verkehrstage”, 14.-16. October 2013, Salzburg, Austria; host: Regionale Schienen (Exhibition stand by SAG; target group: transport professionals, multipliers; approximately 150 German and 150 English flyers will be handed out)
- Move App Expo, 5-9 October 2013, Rome, Italy (Presentation by TEP; target group: transport professionals, multipliers)



- eCarTec 2013 – “2nd International Hybrid-, eBus & eTruck Conference”, 15-16 October 2013, Munich, Germany (presentation by RC; target group: clean vehicle industry, public transport and trolleybus operators, transport professionals)
- Busworld Kortrijk 2013 exhibition, 18.-23. October 2013, Kortrijk, Belgium; (exhibition stand by RC; target group: clean vehicle industry, public transport and trolleybus operators, transport professionals)



- „Jahrestagung zum EU-Kraftfahrer 2013“, 24-25. October 2013, Munich, Germany; host: VDV-Akademie – Verband Deutscher Verkehrsunternehmen Akademie
(Moderation of Workshop on eco-driving by LAB incl. ACTUATE input presentation; target group: driving instructors/multipliers)
- The International Electric Vehicle Symposium & Exhibition, 17-20 November, Barcelona, Spain
(RC was present and laid out ACTUATE flyers in EN and ES)



- 2. Fachkonferenz „Zukunftsorientierter ÖPNV – Innovation Elektrobus“, 25-26 November 2013, Dresden, Germany

(exhibition stand by RC; target group: 250 participants from clean vehicle industry, public transport operators, transport professionals;)



- Workshop: Clean bus procurement (Clean Fleets project), 11-12 December 2013, Bremen, Germany
(RC was present and laid out ACTUATE flyers in EN and DE)
- Expert Workshop “Beurteilungssysteme, Prämien- und Anreizkonzepte für MitarbeiterInnen im ÖPNV“, 11-12 March, Berlin, Germany)
(presentation by SAG; target groups: PT companies, transport professionals; approximately 30 German flyers will be distributed to participants)
- Transport Research Arena 2014, 14.-17. April 2014, Paris, France; ACTUATE paper has been accepted to be presented at the conference (target groups: transport professionals, multipliers, transport academia)
- Fahrlehrer-Weiterbildung für Straßen-/Stadt- und U-Bahn“, 20-21 May and 8-9 September 2014, Leipzig, Germany; host: VDV Akademie – Verband Deutscher Verkehrsunternehmen Akademie

(Presentation by RC; target group: driving instructors/multipliers; on each of the two events approximately 30 German flyers will be distributed to participants)

- InnoTrans 2014, 23.-26. September 2014, Berlin; trolley:motion members will disseminate ACTUATE project flyers in German and English at their exhibition stands (target group: clean vehicle industry, public transport operators, transport professionals, multipliers)
- Tram, trolleybus and ebus working group meetings of national associations of public transport operators (tbd); LVB, BBG & SAG (member of VDV, TEP (member of ASSTRA) and DPMB (member of SDP CR) will report on a regular basis about ACTUATE's status at these working meetings (target group: operators with clean vehicle fleets, multipliers; on each national event flyers in the respective language and in English will be disseminated)
- 4th International Trolleybus Conference, Autumn 2014, tbd (host: trolley:motion, Presentation and exhibition stand by trolley:motion and RC, dissemination of project flyers in all project languages; target group: trolleybus operators, clean vehicle industry, multipliers)
- Final Conference attracting a minimum of 80 delegates from within ACTUATE's target group (target group: transport professionals; multipliers)
- Target audience: to be determined per event
- Timescale: Ongoing
- Lead: All partners
- Task: 5.3

5.6 Written materials

5.6.1 Project flyer

Promotional flyers summarising aims and key objectives of the project will be produced (in the languages EN, DE, IT, CZ, FR, ES and PL). They will be distributed at meetings and other events attended by partners and will be available for download via ACTUATE's website.

In a large scale mailing the project flyer will be sent to all European cities/ public transport operators operating e buses (incl. trolleybuses) and trams. The mailing will include a short ACTUATE summary/factsheet and a project flyer in the respective national language and/or English.

The partners hand-out the flyers to delegations visiting the ACTUATE partner organisations. E.g. SAG welcomes delegations of transport professionals at least every other week (e.g. 15 operation managers of DB AG, 26 representatives from Stuttgarter Straßenbahnen AG in September 2012). Project partners who will in turn visit other public transport operators for knowledge exchange will provide their hosts with ACTUATE project flyers and information for further dissemination (i.e. RC was invited for a site visit at associated partner PKT Gdynia in 06/2013 and handed out 30 Polish flyers).

- Target audience: transport professionals and individual users
- Timescale: August 2012
- Lead: RC
- Deliverable: D 5.4

5.6.2 Lessons learnt brochure/ Glossy Report

In order to make the conclusions of ACTUATE available to a wider audience, a “lessons learnt” brochure in form of a Glossy (Final Publishable Result-Oriented) Report will be produced in seven languages (EN, DE, IT, CZ, FR, ES and PL) to summarise the results and recommendations of ACTUATE.

The “lessons learnt” brochure will be disseminated during ACTUATE’s final conference, it will be available for download in all project languages on the website and published as a case study on ELTIS and in the TROLLEY Knowledge Center. It will also be part of the “Starter Kit” (see 5.6.3).

- Target audience: transport professionals, any other interested parties
- Timescale: October 2014
- Lead: RC
- Task: 5.3, 5.4; deliverable D5.6

5.6.3 Starter Kit

The main hand-out for each PT operator interested in safe eco-driving will be the “Starter Kit”. The “Starter Kit” will comprise extracts from the trainings (e.g. “10 golden rules for safe eco-driving per clean vehicle type”), the “lessons learnt brochure” supporting documents like evaluation results on achieved energy-savings through safe eco-driving, quotes from drivers who participated in “Pilot Trainings” and from managers/ directors from involved PT operators and industry as well as some gadgets. The “Starter Kit” will be promoted for commercial exploitation (marketing after the end of the project) and disseminated to at least 200 addressees (a list of cities operating trams and e buses is currently being compiled). In addition, the “Starter Kit” will be

disseminated during ACTUATE's final conference and the 4th International Trolleybus Conference.

- Target audience: transport professionals
- Timescale: October 2014
- Lead: RC
- Task: 5.4; deliverable D3.5

5.6.4 Roll up posters

4 roll up posters in English, German, Czech and Italian will be produced with key words about the projects' objectives. They will be used during fairs and conferences.

- Target audience: transport professionals, any other interested parties
- Timescale: September 2012
- Lead: RC
- Task: 5.3; deliverable D5.2

5.7 Internet

5.7.1 Public Project Website

The project website will be a key element of the communication and dissemination channels. This website will contain all relevant information about ACTUATE and the progress of the project in English, with some parts in the languages of the project consortium partners (DE, IT, CZ) and in additional languages (FR, ES, PL).

It can be expected to include working papers, photographs, fact sheets and regular news to inform about the local activities. Content will mainly be provided by TM and RC, input by all project partners (up on request).

- Target audience: transport professionals, any other interested parties
- Timescale: External (public) part of the web site – October 2012
- Lead: RC, TM
- Task: 5.3; deliverable D5.3

5.7.2 Training material (available as download)

Training material for safe eco-driving will be developed for each of the following vehicle types: trams, hybrid buses, trolleybuses, as well as trolleybuses and e-buses equipped with supercapacitors. They will be available to all interested stakeholders as free downloads from the ACTUATE website. The material will be provided in Czech, English, French, German, Italian, Polish and Spanish.

- Target audience: transport professionals, any other interested parties

- Timescale: December 2012
- Lead: SAG
- Deliverable: D3.2

5.7.3 Project E-Newsletters

During the course of the project four e-newsletters will be prepared, produced and disseminated. These should have a wide circulation but will predominantly be targeted at those parties who are being 'informed' rather than those being reached by the channels that 'involve'.

The newsletter is aimed at European/international dissemination. It will contain: a) news from the partners within the ACTUATE framework of the trainings; b) information on how to benefit from ACTUATE (e.g. evaluation/results of the trainings) and the possibility of downloading training material; c) information about important events.

- Target audience: transport professionals, any other interested parties
- Timescale: December 2012; May/June 2013; December 2013; June 2014
- Lead: TM
- Task: 5.3; deliverable: D5.2

5.8 Promotion Material

During the course of the project several ACTUATE branded promotion materials / gadgets (allowing all recipients to quickly find the project's website) will be developed to be distributed during local, national and international events or to be used for the "starter kits" and the in-house campaigns, e.g. as an incentive or prize in competitive campaign schemes.



So far the following material have been produced (see above, December 2013): notepads, pens, key fobs (mainly for the target group drivers), USB-sticks, lunch boxes and thermo mugs (mainly for the target group drivers; used for in-house campaign in Salzburg).

5.9 Feedback on Implementation of Actions

Work Package 1 includes a requirement for each partner to deliver a short internal progress report to the coordinator every six months. The reporting will include a section on implementation of dissemination activities as well as on planned dissemination activities, which will be the basis/input for a regular update of the Dissemination Plan.

6 Risk Assessment and evaluation of the project's dissemination activities

6.1 Risk assessment

The ACTUATE partners have identified potential risks on project, work package and partner level in a risk register (deliverable D.1.1), as they could be identified at the beginning of the project (the risk register will be updated continuously). The relevant risks for the dissemination work of ACTUATE (in particular related to WP5) are listed in the following (extract from ACTUATE's risk register). It includes a description of the risk, an estimation of the likelihood of risks and the outline of corresponding contingency plans.

The main risks associated with this work package are:

WP	Task	Possible risk (Type of risk)	Probability of risk ¹	Expected Impact	Contingency plan
5 Promotion of safe eco-driving of clean vehicles and project dissemination					
	5.1	Selection of wrong target audience (dissemination)	L	Lack of awareness of the project by stakeholders	Review of the Dissemination plan (D5.1)
	5.1	Budget overspending for promotion activities (financial)	M	Non efficient use of the grant for activities	Regular monitoring of promotion budget
	5.2	Low impact of in-house campaign due to given feedback (and evaluation results regarding energy efficiency, compared to effects during trainings) (implementation)	L/M	Redefinition and initiation of consortia deliverables	Consultation with partners to rework the concept; better involvement of drivers as main target group to define activities; compare different local concepts and their impact to exchange best-practices at the earliest possible
	5.2	Poor implementation of in-house campaign; no sufficient budget for campaign implementation (implementation, financial)	M	Lack of project visibility to the main target groups: drivers of involved PT operators	Consultation with partners to rework the concept and to assess possibilities for budget shifts (if needed)
	5.3	Late updates about the projects through networks on-line and platforms (dissemination)	L	Lack of project visibility to the external world	Review of the dissemination plan to set news delivery to networks and platforms
	5.3	Lack of topic-related events where to promote the project (dissemination)	L	Lack of project visibility to the external world	Consultation with partners to set a calendar of events for dissemination, set alternative strategies for the project communication and dissemination

¹ L : low probability; M : medium probability; H : high probability

6.2 Evaluation of the project's dissemination activities

An evaluation of impacts or effects assesses the successes that can be attributed to a particular ACTUATE dissemination activity, such as the distribution of informational material or giving a speech. Of course, the success criteria also depend on the defined aims. ACTUATE'S aim is to raise awareness for the potential of optimised energy efficiency of clean vehicles through trainings for safe eco-driving of clean vehicles.

Evaluation of success attributed to specific dissemination/promotional activities can be conducted in different ways depending on the chosen approach. Whereas an activity aimed at a specific, predefined target group or individual (e.g. the general public at local outdoor events or a presentation for decision makers) can be relatively easily tracked (e.g. through questionnaires, interviews etc.), the success of for instance a flyer, newsletter, or exhibition stand at a larger audience is significantly more difficult to measure.

Quantitative evaluation

Quantitative evaluation of ACTUATE's dissemination activities can be based on the number of website visits, hits and downloads of material that is provided there (e.g. training materials, flyer, publications etc.). The latter gives a good overview on which issues seem to be more interesting than others. A spike in "hits" soon after an activity is launched is a fairly clear indication that the specific dissemination activity is responsible for the additional website visits.

Also counting can be used to evaluate the success of a promotional events (e.g. participants of events like trainings or conferences) by counting (or estimating the number of) visitors. Media presence, assessed by the quantity and frequency of reporting about the project can be used as quantitative and qualitative way of evaluating ACTUATE'S dissemination activities.

Qualitative evaluation

Interviews, surveys, or questionnaires are methods of qualitative evaluation to be applied in ACTUATE. In the framework of the evaluation of the in-house campaigns as well as for the training quality, a set of ACTUATE-specific questions will be prepared which are the same for all partners or involved public transport operators respectively.

The number of independent contacts of interested parties (e.g. established by e-mailing in order to become a test partner for ACTUATE as announced in the project flyer) is another indicator of the success of the dissemination work, as well as the general visibility and notice of the project.

See below a list of defined performance indicators to evaluate the impact of ACTUATE's dissemination/promotional activities

Performance Indicators

ACTUATE activity	Amount	Indicator	Target size
Reference of ACTUATE at platforms (e.g. ELTIS)	4 platforms	Number of references	10
ACTUATE e-newsletter	4	Number of recipients/ readers	6,000
ACTUATE project flyer	1 (different language versions)	Number of copies distributed	4.000
ACTUATE training participants	200	Number of participants	1.000
Press releases	2-3	Number of articles/reports	10
ACTUATE media kit	1	Number of media "packages" downloaded from website	40
ACTUATE training materials	6-8	Number of training materials downloaded from website	50
Website	1	Number of visits	5,000
Website	1	Website hits	10,000
Website	1	Website downloads	300
ACTUATE eLearning modules	1-4	Number of registrations	40
ACTUATE „Starter Kit“	1	Number of recipients	200
Final conference	1	Number of participants	80
Pilot (test) trainings by external operators	-	Number of operators	10
ACTUATE in-house campaign	5	Number of recipients	1,000-1,500
Speeches at external national/international events	12	Number of people reached	1,000
Presentation at local events	10	Number of people reached	5,000

The amounts and target size represent just estimates and will be adapted during the lifetime of the project taking into account actual project progress and developments.

7 Contact



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