



H2020 INCLUSION

Deliverable D7.4

Final Dissemination Report

Version: 1.0

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Abstract

This report provides a full overview of the dissemination and communication activities of the H2020 INCLUSION project that project partners have carried out during the whole its whole duration, namely from October 2017 to September 2020. This report builds on the interim dissemination report that covered the first 18 months of activity of the project. The report has been compiled by POLIS and it is based on the dissemination activities that the INCLUSION partners have indicated online on the Dissemination monitoring tool created by POLIS to keep track of all dissemination activities. It also details all the project's communication activities in terms of presentations and networking at external events; networking via the project Stakeholders' Forum; Exchanges and cooperation with other H2020 projects; local project workshops; public INCLUSION project events; scientific publications and project presentations; project presence on social media.

1 Introduction

This final dissemination report details all the communication and dissemination activities carried out by the INCLUSION project in its three-years duration. The report relies on input provided by INCLUSION consortium partners AlgoWatt, Rupprecht Consult, University of Aberdeen, VRS, Busitalia, Taxistop, HiTrans, BUSUP, BKK, EMTA and POLIS. Some partners were more involved in certain aspects of dissemination than others, which means they only provided selected input. However, all partners are committed to contributing in “WP7 Communication, dissemination and innovation management” and have all be involved in communications activities. This dissemination report includes INCLUSION presence at third party events, media relations, the INCLUSION website and social media, direct communication and opportunity-based dissemination. A table summarising all communication activities submitted by partners through the online dissemination monitoring tool can be found in Annex 1.

1.1 About INCLUSION

The main objective of the INCLUSION project was to understand, assess and evaluate the accessibility and inclusiveness of transport solutions in European prioritised areas, identify gaps and unmet needs, propose and experiment with a range of innovative and transferable solutions, including ICT-enabled elements, ensuring accessible, inclusive and equitable conditions for all and especially vulnerable user categories. INCLUSION addressed a large set of case studies involving different forms of geographical areas and transport contexts, demographic categories, population groups and mobility solutions, providing concrete experiences from various European sites and pilot initiatives involving a variety of regulatory and business frameworks, supporting technologies, organisational and operational conditions. Complementary to this, a number of innovative solutions were tried out and validated through real-life experiments in the so-called innovation Pilot Labs in a mix of urban, peri-/sub-urban and rural target areas.

In particular, the project produced a set of innovative solutions that have been tested in the following **Pilot Labs**: **Rhein-Sieg region** – Germany; **Flanders region** – Belgium; **Budapest** urban area – Hungary; **Florence** metropolitan area – Italy; **Barcelona** peri-urban area and neighbouring conurbation – Spain; **Cairngorms National Park** rural area – Scotland, UK.

The experimental activities allowed to implement and validate the most significant innovative concepts combined with a number of procedures, organizational methods and measures specifically design for the local objectives. The outcomes from the implemented site measures were elaborated with a broader view on transferability by presenting results from cross-site assessment to highlight factors that provide common drivers or barriers to the successful delivery of particular types of measure. The results of the experiments were specifically captured and analysed by means of an impact and process evaluation, that allowed to get a very detailed report of the quantitative and qualitative impacts and findings in terms of potential, opportunities, drivers, barriers, obstacles, lessons learned.

From the outcomes of the piloting activities and by considering the previous results of the project, INCLUSION identified and developed 14 detailed business models from a number of business scenarios and concepts suitable to support accessible and inclusive mobility and considering the priorities set by the SUMP 2.0 guidelines. Several alternative funding possibilities are discussed including interdisciplinary cross-sector funding, Public-private partnership, funding schemes for social enterprise organisation (i.e. providing travel assistance, non-profit collective transport providers or peer-to-peer volunteer services), 'Person-centred' funding approach through MaaS.

The results of the project were disseminated and promoted on the basis of a communication and dissemination strategy aiming at maximizing the impact of the outcomes. Despite some limitations due to the COVID-19 emergency INCLUSION had a significant presence at events with more than 60 attendances where the results have been presented or otherwise disseminated. An exploitation strategy was developed to capture the most interesting and promising results and marketing potentials. This includes a complete specification of individual exploitation plans by industrial partners, service providers and scientific organizations participating in the project.

1.2 About WP7 Communication, dissemination and innovation management

The overall aim of INCLUSION's dissemination framework was to promote the project, its mission and results to a wide group of stakeholders, including city authorities and decision makers, product developers (ICT), researchers and consultants, interest groups on transport and related challenges to accessibility, equity and inclusion. Through different targeted activities, dedicated communication tools and appropriate communication channels, INCLUSION wanted to understand and unlock the potential of concepts and solutions with the regard to transport's accessibility and inclusivity of vulnerable travellers in peri-urban and remote rural areas in Europe. Within WP7, the communication and dissemination objectives were translated into a number of operational actions according to the dissemination strategy set at the project start and further revised in Period 2.

The WP7 activities were coordinated by the Work Package (WP) leader POLIS and the related task leaders. The tasks and activities were carried out by all project partners throughout the duration of the project.

2 Dissemination strategy

This section examines the progression of the project's dissemination activities and refers to outreach activity that is quantifiable, for example the quantity of material distributed, the development and dissemination of messages and materials, and the efforts made to work with the media. It also presents those third-party events at which INCLUSION was promoted by project's partners

2.1 Revision of the dissemination strategy

The different activities implemented in WP7 are enablers for raising awareness about the project and its main achievements with the following objectives:

- Define and implement a common strategy for effective and integrated communication and dissemination of INCLUSION activities and results.
- Develop and design the necessary tools for appropriate dissemination.
- Inform the relevant stakeholders at local, national, European and international levels and ensure a wide visibility of the project.
- Increase the project's visibility, thus broadening the project acceptance and influencing the uptake potential.
- Enhance media coverage and local awareness via local workshops in the Pilot Labs.
- Inspire a wide uptake of innovative solutions for accessible and inclusive transport across Europe.
- Leverage the additional multiplier effect offered by the INCLUSION Stakeholder Forum to widen the outreach capabilities of project achievements and recommendations.

During the second period of the project (M19-M36) a revision of the dissemination strategy occurred in relation to two main elements:

1. The first is a recommendation from the EC formulated after the first project review: *the consortium should improve and be more innovative in its dissemination activities in order to achieve a broader impact of the project and transferability of the solutions developed.*
2. The second element is the COVID-19 lockdowns imposed across Europe from the beginning of March 2020 which created difficult conditions for the exchange of information by means of physical events.

INEA's recommendations from the Mid-term review meeting

During the mid-term review meeting of the project, INEA's Project officer recommend the following:

- *The consortium should improve and be more innovative in its dissemination activities in order to achieve a broader impact of the project and transferability of the solutions developed. For example, the newsletter has a very limited reach; the deliverable 3.3 "Compilation of 50 case study profiles" would benefit from a more accessible and readable handout.*

The project's consortium and POLIS in particular, addressed INEA's recommendation timely and committed to boost and reinvigorate all communication activities of the project.

- High-quality design as glossy brochure of three key publications of the project. See section 3.7 for details.
- Realisation of an animated video that summarizes the project's main outputs and results. See section 3.5 for details.
- Organisation of joint and high-level final virtual conference together with the "sister project" HiReach (funded by the same MG8.4 call). See section 4.3.1 for details.

COVID-19 impacts on the project's communication and dissemination activities

The outbreak of the COVID-19 pandemic had a strong impact on the INCLUSION project's communication and dissemination activities as well as on the project as a whole. This paragraph explains how the pandemic has impacted on the project's communication activities and which mitigation actions have been put in place by WP7 leader POLIS together with the project's partners to overcome the negative impacts and maximise the project's outreach.

Since the pandemic's outbreak began in early 2020, all major conferences, meetings and events have been cancelled and most of them have not taken place neither physically nor virtually. To overcome this lack of dissemination activities, several measures have been identified by POLIS together with the project partners. POLIS called for targeted calls with project's partners on how to boost communication activities. These measures included:

- The creation of ad hoc webinars to disseminate the project's activities to a large audience of mobility experts, cities and regions. See section 4.4 for details.
- Increased presence on social media, notably on Twitter and LinkedIn with ad hoc posts. See section 3.2 for details.
- The reaching out and the participation to the International Transport Forum Working Group on "Innovative Mobility for the Periphery". See section 4.4.3 for details.

2.2 Target groups for dissemination

Particular attention, was given to the maximization of dissemination of project impacts with an accurate selection of key dissemination channels and target stakeholders and operators, identified also thanks to the extensive networks of partners EMTA and POLIS and after consultation with the project's Stakeholders' Forum Members.

The dissemination and exploitation strategies aim at providing the interested stakeholders with tailored dissemination packages by focusing on the user side and on efficient, inclusive service provision, by considering awareness raising, information provision, adoption of efficient and new business models, transferability recommendations etc. For an appropriate dissemination and exploitation of the results, it is very important to consider also the social impacts and implications of the mobility solutions identified and developed in the project. INCLUSION has constantly given importance to this social dimension by analysing the drivers, opportunities and transferability considerations having a significant relation with the needs of the user groups not only in terms of

transport but also considering their attitudes, expectations and habits. Deep knowledge of the inclusive mobility scenarios, user priorities and implications are equally important as the efficiency of a mobility solution in terms of connections, travel times and other performance indicators of the same nature. In that respect, consultancy services, academic activities and further research projects are all important exploitation aspects that needs to be considered.

Dissemination activities were tailored to the target audience which is mainly composed of: Mobility stakeholders, Institutions , Local authorities, Service providers, Service operators , Transport technology providers, Marketing and business developers, Users' associations and users' groups, Academic and research communities, Policy makers, General public.

Different tools have been used: targeted mails; mass mailings; social media; online and offline meetings. The table below explains in greater detail the main target groups, their area and instruments proposed to reach them:

Target group	Target area	Main focus and instruments
General public, associations, advocacy groups.	Understandabl e by a large public of non-specialists.	General project presentation; presentation of societal and economic impacts and benefits; accessible and inclusive mobility options (show cases and communication material); social innovation approaches and benefits.
Transport industry service providers; technical solution providers; investors.	Business	Business-oriented project presentation. Focus on transport innovations (accessibility, quality); Business concepts and models; Identification of opportunities and societal benefits.
Research communities; European and international fora.	Scientific	Scientific presentations. Focus on innovation (transport models and technologies)
ICT and ITS solution providers, transport solutions adopters.	Technical	Specific technology presentations; Technology adoption packages.
Public Authorities; policy-makers.	Legislative	Focus on the implementation of EU policies (accessibility, inclusiveness); focus on transferability and adoption at the European level.

Table 1 - INCLUSION Target groups

3 Dissemination tools

3.1 INCLUSION communications tools

POLIS provided the other project partners with the relevant tools and instructions for their actions. POLIS and AlgoWatt have access to the online communication tools such as the website and can share the partners' messages via these channels. POLIS has therefore developed a series of communications tools at the beginning of the project to help the project reach-out with its communications activities. These tools are all detailed described in the INCLUSION D7.1 Communication and Dissemination strategy and they include:

- A **project identity** with a clear and recognisable logo; a “brand book” explaining the project’s typographic, graphic elements and how to correctly make use of the logo (the brand book does not replace the H2020 Communication guidelines which they have to be applied throughout the duration of the project).
- **Electronic and printed newsletters** sent out on a regular basis every six months, including fixed sections on project activities and achievements, thematic sections on specific topics of interest in the particular phase of the project, and dedicated sections on each of the innovation Pilot Labs. All newsletters so far produced can be downloaded from the website.
- **Electronic and printed project leaflet** introducing INCLUSION to the main target groups and to a wider audience.
- A **project roll-up banner** and a printed and electronic **poster** that could be used for promoting the project at events and it forms a coherent identity with other communication elements of INCLUSION.
- A standard **project’s presentation** designed in Power Point/pdf project available for all partners.
- The design of the **three key publications** as high-quality glossy brochures (see 1.2.3)
- A brand-new **video animation** to promote the INCLUSION final results (see 1.2.4)

3.2 INCLUSION online media

The INCLUSION project has a number of online media that supports its communication outreach which are explained in detail in D7.1 Communication and Dissemination strategy. The online media include:

- A **website** available at www.h2020-inclusion.eu which serves as the main entrance point for the project and it is the most important source of information on activities within the project.

All project's deliverable (when available), updates, general description of project's activities, etc. are made available through this platform.

- **Social media** platforms such as Twitter and LinkedIn and Facebook. POLIS has recommended all partners to make use of one standard hashtag #H2020INCLUSION in order to be able to keep track all online posts and create an online legacy. The general project hashtag has been also included in project's templates.
- **YouTube channel** to host videos produced on the INCLUSION Pilot Labs (if available) and the recording of the final conference that took place online.
- A dedicated **Flickr** account to publish and communicate pictures, linking them to the project website.

Twitter

In total 222 tweets and 637 followers (growing) are recorded for Twitter:

https://twitter.com/H2020_INCLUSION

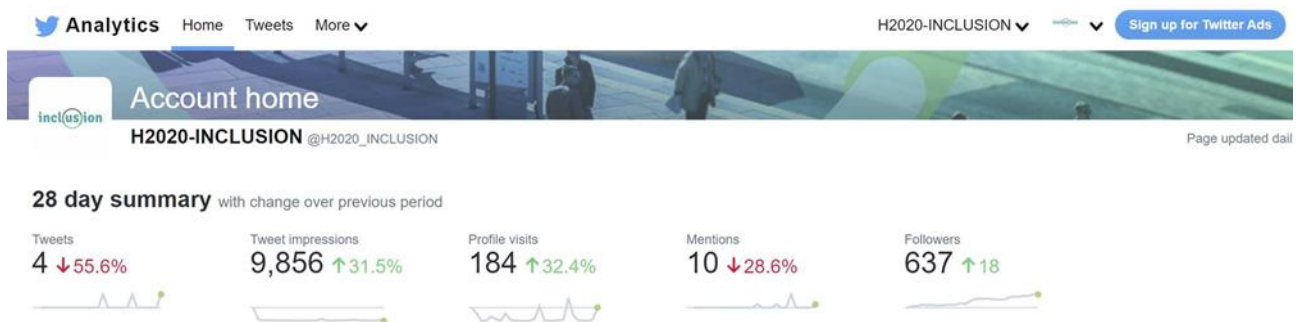


Figure 1 - A summary of Twitter statistics

Top Tweet earned 5,354 impressions

📢 Freshly released! "How to make inclusive mobility a reality: 8 principles and tools for a fair(er) transport system" - DOWNLOAD it now! bit.ly/3n4SDal @inea_eu @POLISnetwork @Rupprecht_Tweet @CIVITAS_EU pic.twitter.com/C8VzdcUgJN



👁 17 ❤️ 24

- Impressions: 5,484
- Total engagements: 149
- Media engagements: 49
- Link clicks: 31
- Likes: 24
- Retweets: 19
- Profile clicks: 11

Figure 2 – Top INCLUSION Tweet and related statistics

LinkedIn

The LinkedIn Group has 95 members: <https://www.linkedin.com/groups/12084627/>

Facebook

The Facebook Page has 99 followers <https://www.facebook.com/H2020INCLUSION/>.

The Facebook page allowed also to broadcast live (and make available for re-watching) the Project Final conference (see section 4.3.1)

3.3 Promotional material

This section contains an overview of materials distributed at all events. Information on the number of items distributed is collected from the online dissemination monitoring tool filled in by partners - quantities are approximate.

3.3.1 INCLUSION leaflet

Produced in December 2017, the leaflet is available in English both in electronic and print form. Approximately 420 leaflets in English were distributed at events during the reporting period.



Figure 3 – The INCLUSION leaflet

3.3.2 INCLUSION electronic and printed newsletters

The INCLUSION project produces bi-annual (approximately every six months) newsletters. The newsletter is an 8-pages document available in print and electronic form. Both of them are professionally designed. During the duration of the project, a total of six newsletters were produced.

Each time a newsletter is being produced a mass mailing is sent out to project's subscribers and to all contacts who have subscribed to receive news related to EU project through POLIS. Other dissemination activities include:

- News item on the INCLUSION website.
- News item on the POLIS newsletters sent to more than 400 contacts including all member cities and regions.
- Posts on Twitter, LinkedIn and Facebook.



Figure 4 – The issues 4 and 5 of the INCLUSION newsletter

Together with the project's consortium, it was decided not to print the last two newsletters (5 and 6) but to provide them only electronically. The main reason for this was to reserve the spared resources to the production of other key publications of the project.

The INCLUSION newsletters are sent to more than 520 recipients. The group includes people who subscribed to receive the project's updates and people who subscribed through POLIS to receive EU-projects updates.

3.3.3 Stand

The INCLUSION Stand was displayed at the following four events:

- CIVITAS Forum conference 2018, 19-21 September, Umea (Sweden)
- POLIS conference 2018, 22-23 November, Manchester (U.K.)
- SUMP conference 2019, 17-18/6/2019, Groningen (the Netherlands)
- CIVITAS Forum 2019, 03/10/2019 Graz (Austria)
- POLIS conference 2019, 27/11/2019 Brussels (Belgium)



Figure 5 – The INCLUSION stand

3.3.4 Poster

The INCLUSION poster was displayed at the Go Mobility conference, 27-28 November in Irun, Spain.



Figure 6 – The INCLUSION poster

3.4 The INCLUSION website

The INCLUSION website www.h2020-inclusion.eu - serves as the main entrance point for the project and it is the most important source of information on activities within the project. It provides a description of the project objectives and methodologies, main areas of activity, description of the Pilot Labs, profiles of consortium partners, news & events, project results and documentation, links to current and past projects and other relevant websites.

The website is hosted and technically maintained by AlgoWatt and the content is managed by POLIS. POLIS has written and uploaded at total of 26 news items during the reporting period. Recurring topics included the INCLUSION activities but also external updates on transport accessibility coming from across Europe and beyond. The website's pages and the events sections have been regularly updated.

The number of accesses to the home page has been of **2546** (Feb 2018 – September 2020)



Figure 7 - A screenshot of the INCLUSION website

3.5 Animated video on INCLUSION

POLIS proposed project partners to realise an animated video in order to reach out to a wider audience. The purpose of the video is to trigger interest towards the project and invite more people to visit the website where all key deliverables and result are available. The video animation was executed by a video company contracted by POLIS and is available on the project's YouTube channel: https://www.youtube.com/watch?v=VEs9w2lxril&ab_channel=H2020INCLUSION



Figure 8 - A screenshot of the project video

The video can to give a very quick and practical opportunity to convey the key messages from the project and can be easily shared through the social media channels.

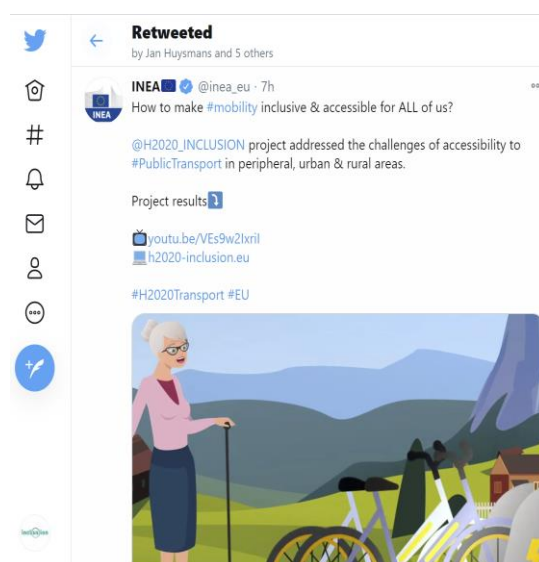


Figure 9 - The INCLUSION video re-tweeted on INEA channel

3.6 Scientific publications

INCLUSION was published in the following Academic Journals:

Title of periodical / series	Type of publication	Title of item/article	Author(s)
Research in Transportation Economics	Academic Journal	Can multi-modal integration provide enhanced public transport service provision to address the needs of vulnerable populations?	Cottrill, C, Brooke, S, Mulley, C, Nelson, J & Wright, S
2020 ITS European Congress	Scientific paper for presentation	Generating demand responsive bus routes from social network data analysis	Sala, L, Steve Wright, S, Cottrill, C, Flores-Sola, E.
Transportation Research C (This paper is still under review at the time of writing this deliverable)	Academic Journal	Generating demand responsive bus routes from social network data analysis	Sala, L, Steve Wright, S, Cottrill, C, Flores-Sola, E.

Table 2 – Scientific publications

A paper developed by The University of Aberdeen together with MOSAIC on the Barcelona Pilot Lab was submitted to 'Cities' journal, a very high impact journal with very rigorous peer review. The paper was not accepted for this journal in the end.

3.7 High-quality design as glossy brochure of three key publications of the project.

To ensure that the project's key recommendations and results reach a wider audience, the following three deliverables have been designed as high-quality glossy brochures:

- D3.4 Typology and description of underlying principles and generalisable lessons
- D5.6 Evaluation of findings and transferability potential at European level
- D6.2 Recommendations on the transferability of the proposed business model

The content and the titles of the three deliverables have been adapted to reach a wider public. "Catchier" titles were identified, and the content was designed in a way to make the three publications attractive also to an audience who might be less familiar with the topics. For instance, "D3.4 Typology and description of underlying principles and generalisable lessons" was published with the following title: "How to make inclusive mobility a reality: 8 principles and tools for a fair(er) transport system".



Figure 10 - A screenshot of the glossy brochures

The three publications are widely disseminated through dedicated mailings, on social media (Twitter, LinkedIn, Facebook), included in POLIS public newsletters and are available on the project's website.

3.8 Opportunity-based dissemination

Opportunity-based dissemination takes place through partners' and other websites, as well as partners' and other newsletters.

The INCLUSION project is promoted by consortium partners via their own websites and by publishing news with links to the other EU initiatives such as CIVITAS and the ELTIS website. During the reporting period, two news items were publicised on the CIVITAS portal and two on the ELTIS website. The project was also promoted twice through the CIVITAS internal newsletters and five times on the POLIS website. These included news about individual the identification and nomination of INCLUSION case studies on accessible mobility for the project catalogue, general introduction on the project, project's updates.

Each time a news was published, there have been tweets from the INCLUSION twitter accounts and retweets from the POLIS account which has 5.547 followers. News items on INCLUSION were also included in the POLIS newsletters sent to approximately 400 contacts bi-monthly.



The screenshot displays the ELTIS (The urban mobility observatory) and CIVITAS websites. The main article is titled "New INCLUSION project addresses transport options of vulnerable groups in peripheral areas". It is dated 31 Jul 2018 and submitted by Ralf Tings. The article describes the INCLUSION project, which aims to improve transport access for vulnerable groups in peripheral areas across Europe. It mentions that the project is funded by the European Commission's Horizon 2020 programme and will run for three years. The article also includes a list of links to the project's website, social media, and newsletters.

Figure 11 – promotion through ELTIS and CIVITAS website

News title	Project's partner	Link
INCLUSION: a new H2020 project on accessible and inclusive public transport	Polis	https://www.polisnetwork.eu/publicnews/1529/45/The-new-H2020-INCLUSION-project-has-started
New INCLUSION project addresses transport options of vulnerable groups in peripheral areas	Polis	http://www.eltis.org/discover/news/new-inclusion-project-addresses-transport-options-vulnerable-groups-peripheral-areas
Subscribe to the INCLUSION project newsletter!	Polis	CIVITAS internal newsletter (mailing available)
Call for case studies nomination: INCLUSION project	Polis	https://civitas.eu/news/call-case-study-nominations-inclusion-project
Call for case study nominations: INCLUSION project	Polis	https://www.polisnetwork.eu/publicnews/1615/45/Call-for-case-studies-nomination-INCLUSION-project
INCLUSION: accessible and inclusive transport approaches for European cities and regions	Polis	https://civitas.eu/news/inclusion-accessible-and-inclusive-transport-approaches-european-cities-and-regions

Various tweets and re-tweets about INCLUSION related news	Rupprecht	https://twitter.com/rupprecht_tweet?lang=en
Weekly dissemination of INCLUSION on Twitter	Polis	https://twitter.com/H2020_INCLUSION
Monthly dissemination of INCLUSION on the LinkedIn group	Polis	https://www.linkedin.com/groups/12084627/
Updates on the Facebook page when relevant	Polis	https://www.facebook.com/H2020INCLUSION/
Description of project and pilot lab	VRS	https://www.vrs.de/der-vrs/projekte-im-vrs
Memorandum on inclusivity and shared mobility with a large focus on the INCLUSION project	Taxistop	https://drive.google.com/file/d/1A_lgl13k6ncHLohNysxADYQvIUo4cDmU/view?usp=sharing
Policy newsletter with the lessons learned of the INCLUSION project and promotion for the closing conference: People reached 11.944 contacts in total from which: 6056 Dutch, 4968 French and 920 English.	Taxistop	https://mailchi.mp/taxistop/watching-tv-and-looking-forward-to-shared-mobility-rocks-1264134?e=[UNIQID]
The of the Less Mobile Station was changed to Mobitwin in 2020. This was made to make the connection between the service and the Mobitwin app even bigger.	Taxistop	https://www.mobitwin.be/
Various tweets and re-tweets about INCLUSION related news	Taxistop	https://twitter.com/Taxistop_be
Various posts and reposts about INCLUSION related news and events	Taxistop	https://www.linkedin.com/in/esen-k%C3%B6se-2a948b12a/
Various posts and reposts about INCLUSION related news and events	Taxistop	https://www.linkedin.com/in/angelo-meuleman-29210211/
Various posts and reposts about INCLUSION related news and events	Taxistop	https://www.facebook.com/taxistopbe/
How to make transport more accessible and equitable in peri-urban and remote rural areas in Europe?	POLIS	https://mailchi.mp/946b51872fde/civitas-internal-newsletter-774515?e=9bc34189ba
INCLUSION Business Concepts	POLIS	https://mailchi.mp/f10da8bd6451/civitas-internal-newsletter-7983258

Table 3 – Opportunity based dissemination

Case studies for ELTIS

A total number of three case studies was submitted to the ELTIS portal by POLIS focusing on the INCLUSION Pilot Lab findings thanks to the contribution of University of Aberdeen. The case studies are the following:

- Generating demand responsive collective bus routes from social network data analysis
- Capturing public transport user feedback through a crowdsourcing online platform
- Public private partnerships (PPP) to deliver shared e-bikes in rural Scotland

The Case studies are under review and it is not known yet whether or not they will be accepted and published.

3.9 The dissemination monitoring tool

In order to monitor all the dissemination activities carried out by the INCLUSION partners, the project made use of the **INCLUSION Dissemination monitoring tool**, available online as a Google spreadsheet and hosted in INCLUSION Google Drive. The tool has two main purposes:

- To keep track of all relevant events that partners are attending (and where they are disseminating the progress and results of INCLUSION)
- To keep track of all dissemination and communication activities going on within the project

The INCLUSION Dissemination monitoring tool collects information about: INCLUSION Events, External events, News Clippings, Press releases, Publications and Others. Partners are requested to periodically update the INCLUSION Dissemination monitoring tool, adding the activities they carry out.

INCLUSION Dissemination monitoring.xlsx

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PROMOTION OF INCLUSION AT EXTERNAL EVENTS

PROMOTION OF INCLUSION AT EXTERNAL EVENTS														
Please list any events that you think could be relevant for INCLUSION promotion and indicate which events you are planning to attend yourself. If you presented INCLUSION at an event, please upload to the GOOGLE DRIVE, the participants list, the present														
Target Groups														
TITLE OF EVENT	ORGANISED BY	DATE	LOCATION	LEVEL	Target Groups								PARTNER ATTENDING	
					European institutions	Local city experts & practitioners	Local decision makers & politicians	Product developers (ICT) and other private companies	Users representatives	Research and Consulting	Interest groups (local businesses, employers) and citizens	TARGET GROUPS (Comments)		
EMTA Annual Conference	EMTA	21/03/2018	Paris	European	Yes	Yes	No	No	No	No	No	No	EMTA members: European metropolitan regions	Taxistop, EMTA
Master Class Inclusive Smart Cities	VUB Brussels	20/04/2018	Brussels	European	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Universities, research institutes, planners	Polis
Coral Meeting	Coral	30/05/2018	Brussels	European	No	Yes	Yes	No	No	No	Yes	Yes	cities, regions	Polis
Shared Mobility Symposium Japan	Japan CarSharing Association	13/06/2018	Ishinomaki	National	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Every stakeholder: Public transport, local and regional authorities, users, research inst, ICT Japan	Taxistop
Transport public (biennial exhibition for all key players in public transport)	Polis & Transports Publics	13/07/2018	Paris	Global	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	cities, regions, transport operators, consultants, ICT developers	Polis and Flanders (Jeffrey Matthijs)
CIVITAS Forum	CIVITAS	19/09/2018	Umea (Sweden)	European	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Local and regional authorities, users, research inst.	Polis
CIVITAS Forum	CIVITAS	19/09/2018	Umea (Sweden)	European	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Local and regional authorities, users, research inst, etc.	Polis
Polis conference	Polis	22/11/2018	Manchester (UK)	European	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Every stakeholder: Public transport, local and regional authorities, users, research inst, ICT sectors	Polis
			Manchester	European	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Public transport, local and regional	

Figure 12 - A screenshot of the online Dissemination monitoring tool

4 Events and webinars

4.1 Third party events and meetings

Overall, INCLUSION was present at more than 60 events and webinars as exhibitors or presenters and/ or where promotional materials were disseminated.

Title of the event	Organised by	Date	Location
Intelligent Transport Conference	Intelligent Transport Magazine	11-01-2018	London (UK)
EMTA Spring general meeting	EMTA	07-06-2018	Paris
Shared Mobility Rocks Conference	Taxistop	31-03-2018	Aalst (Belgium)
Master Class Inclusive Smart Cities	VUB Brussels	20-04-2018	Brussels
Coral Meeting	Coral	30-05-2018	Brussels
Shared Mobility Symposium Japan	Japan CarSharing Association	13-06-2018	Ishinomaki
Transport publics (biennial exhibition for all key players in public transport)	POLIS & Transports Publics	13-07-2018	Paris
Third-party-funds workshop	VRS	30-08-2018	Cologne
CIVITAS Forum	CIVITAS	19-09-2018	Umea (Sweden)
CIVITAS Forum	CIVITAS	19-09-2018	Umea (Sweden)
EMTA Autumn General meeting	EMTA	9-11-2018	Amsterdam
Webinar inclusion and shared mobility	Share-North	16-11-2018	Webinar
Smart City World Congress	Smart City World Congress	14-11-2018	Barcelona
POLIS conference	POLIS	22-11-2018	Manchester (UK)
Go Mobility	Go Mobility	27-11-2018	Irun (Spain)
Cairngorms Connected	Innvoate UK	9-01-2019	Aviemore
SMARTA stakeholder workshops	EIP	30-01-2019	Brussels
SMARTA stakeholder workshops	EIP	30-01-2019	Brussels
Customer information workshop	VRS	05-02-2019	Cologne
Pioneers Mobility	Pioneers Mobility	7-2-2019	Munich
Move2019	Move2019	11-12-02-2019	London

Hack Belgium	Hack Belgium	28/03/2019	Brussels
Innovate UK Cairngorms Rural project workshop	Innovate UK	28/03/2019	Boat of Garten
EMTA Spring meeting	CTM Mallorca	05/04/2019	Palma
Budapest 2nd pilot, "without barrier" public campaign evaluation workshop	BKK	28/04/2019	Budapest (online)
The Next Web 2019	The Next Web	08/05/2019	Amsterdam
STAR Conference	Scottish Transport Applications and Research	22/05/2019	Glasgow
Cairngorms Innovate UK User Needs Research Project meeting	Innovate UK	28/05/2019	Aviemore
Global Public Transport Summit	UITP	10/06/2019	Stockholm
SUMP conference 2019	ELTIS	17-18/6/2019	Groningen
Energy-SHIFTS Workshop	Norwegian University of Science and Technology	26/06/2019	Brussels
AESOP 2019 Congress Planning for transition	POLIS	09/07/2019	Venice
Innovation supporting SUMP: the MOTIVATE project and the public transport services	Motivate Interreg Project	10/07/2019	Florence, Italy
Taula de mobilitat del Delta	Port Barcelona	11/07/2019	Barcelona
PORTIS General Assembly Meeting	Vectos/Isinnova	05/09/2019	Klaipeda, Lithuania
MoTiV	EURECAT	18/09/2019	Barcelona
CIVITAS Forum 2019	CIVITAS	03/10/2019	Graz, Austria
CIVITAS Forum 2019	CIVITAS	03/10/2019	Graz, Austria
Shared Mobility Rocks Conference	Taxistop	08/10/2019	Brussels (Belgium)
Jornada Catalana de la Mobilitat	AMTU	10/10/2019	Caldes de Montbui (Barcelona)
Autonomy Paris 2019	Autonomy Paris	16/10/2019	Paris
WebSummit 2019	WebSummit	04/11/2019	Lisbon
Budapest 2nd pilot, "without barrier" public campaign kick-off	BKK	11/09/2019	Budapest
Techtour Mobility	Techtour	14/11/2019	Munich

INCLUSION at "Human Flows", the UN-Habitat URBAN THINKERS CAMPUS in Italy	PUSH	16/11/2019	Palermo
Smart City Expo World Congress 2019	Smart Cities Expo World Congress	20/11/2019	Barcelona
EMTA General Meeting in Turin	EMTA	20-22/11/2019	Turin
POLIS conference	POLIS	27/11/2019	Brussels
POLIS conference	POLIS	27/11/2019	Brussels
Final local workshop with local stakeholders	Busitalia	29/11/2019	Florence and Germany
ERTRAC - EGVA - EUROPEAN CONFERENCE Results from Road Transport Research in H2020 projects	POLIS	05/12/2019	Brussels
Move London 2020	Terrapin	11/02/2020	London
Anar de casa a la feina, com abordar-ho al segle XXI	PEMB (Pla Estratègic Metropolità de Barcelona)	25/02/2020	Terrassa (Barcelona)
Seminari Plans de Desplaçament D'Empresa	CCOO	25/02/2020	Terrassa (Barcelona)
IT TRANS - International Conference and Exhibition	IT TRANS	3-5/03/2020	Karlsruhe Trade Fair Centre
City market "New mobility solutions"	VRS	29/03/2020	Hennef, Germany
ECOMM 2020 - the event was eventually cancelled but the session proposed was accepted.	ECOMM	5-6/06/2020	Cascais, Portugal
Virtual CSUM2020	CSUM2020	18/06/2020	Virtual
Urbanism Next 2020 - the event was eventually cancelled but the presentation per se was accepted	POLIS	24-26/06/2020	Rotterdam
Budapest pilots evaluation workshop	BKK	22/07/2020	Budapest (online)
Move America 2020	Terrapin	01/09/2020	Virtual
Opening Meeting - Lisbon Corporate Mobility Pact	World Business Council for Sustainable Development (WBCSD)	17/09/2020	Lisbon (online)

Table 4 – Third party events attended by INCLUSION

4.2 INCLUSION Stakeholder forum workshops

The INCLUSION Stakeholder Forum is an interdisciplinary network of experts from leading transport research institutions, mobility companies, user associations and advocacy groups which provide input, validate and act as a sounding board for the project's activities, results and outputs. One of the forum's main activities is to contribute to identify business concepts and solutions for the promotion of accessible and inclusive mobility in prioritised areas.

The project partners AlgoWatt, POLIS and EMTA have organised four workshops to get valuable feedback and recommendations on the project's past and future activities.

Title of the meeting	Organised by	Date	Location	Type of event
1st Stakeholder workshop	AlgoWatt, POLIS, EMTA	23-03-18	Ghent (during consortium meeting)	Workshop involving presentations, and interactive sessions.
2nd Stakeholder workshop	AlgoWatt, POLIS, EMTA	13-11-2018	Brussels at the POLIS premises	Workshop involving presentations, break-out sessions and world-café round tables.
3rd Stakeholder workshop	AlgoWatt, POLIS, EMTA	23-10-2019	Barcelona (jointly with the consortium meeting)	Workshop involving presentations, and interactive sessions.
4th Stakeholder workshop	AlgoWatt, POLIS, EMTA	15-07-2020	Virtual meeting	Virtual workshop involving presentations, and interactive sessions.

Table 5 – Stakeholders' forum workshops

The main activities foreseen for the Stakeholder Forum include:

- Gathering external participants to follow, monitor and provide feedback to the project. A key role in communication was also played in that respect.
- Workshops, participation in on-line surveys (questionnaires) and other exchange of information for assessment.

- Validation of the user needs' analysis, as well as the new concepts and tools developed and identified.
- Participation in a call for nominations of the Case Studies that were analysed during the project.
- Provision of strategic advice on the impact evaluation plan to be developed by the INCLUSION Evaluation Group (IEG).
- Contribution to identification of candidate business concepts and solutions for the promotion of accessible and inclusive mobility in prioritised areas.
- Participation in round-tables and facilitation of discussions with operators, community transport and peer-to-peer.
- Transport service providers who gave input to the business scenarios and recommendations developed in the final stages of the Project.
- Overall contribution to extend the outreach capabilities of project achievements and recommendations.

Stakeholders' associations, user groups, advocacy groups, etc. took part into selected project workshops (approximately twice per year) throughout the duration of the project. These meetings allowed to further distribute project information and achievements.

The Stakeholder forum board is managed by AlgoWatt with POLIS and EMTA assisting in providing new key contacts to add to the list and in organising the workshops.

4.3 INCLUSION mid-term dissemination event and final conference

As part of the general dissemination strategy of INCLUSION, POLIS together with the support of AlgoWatt, University of Aberdeen and EMTA organised and held a mid-term dissemination event as well as a Final Conference to present the main project achievements, conclusions and recommendations in a high-level dissemination event.

4.3.1 INCLUSION mid-term dissemination event

The mid-term dissemination event took place back to back with the SUMP conference in Groningen on 18 June 2019 right after the closing plenary. The event focused on business models and replicability and it aimed at gathering further feedback from external experts, stakeholders and local authorities on the INCLUSION pilot labs activities, such as pilot labs requirements/characteristics and detailed measure designs to be demonstrated.

The event was titled "Making transport more accessible and inclusive for all: new approaches and solutions". During the event, the project coordinator presented the project's main achievements in the first year and a half to a larger public, including transport planners and representatives from local authorities, user associations, advocacy groups and more. Andrea Lorenzini from the project's partner MemEx, presented the INCLUSION Pilot Labs measures.

For the occasion, POLIS coordinated the production of six different large posters that had to highlight Pilot Labs' current activities. POLIS provided the project's partners with the poster template that could be filled in with content. The posters were hanged on big panels where the participants could walk through and ask questions to the pilot labs' coordinators while networking. The HiReach sister project was also invited to attend the event. The HiReach project's coordinator shortly presented the project and displayed a poster about the HiReach pilot labs measures next to the INCLUSION ones.



Figure 13 – interactive session during the mid-term dissemination event (1/2)

The event had a keynote speaker - Professor Karel Martens, Israel Institute of Technology (IL) & Radboud University (NL) who outlined the interconnection between INCLUSION and the role of SUMPs in contributing to the fundamental

goal of delivering transport solutions to everyone. Karel Martens underlined the importance to put accessibility and inclusiveness of transport at the core of sustainable urban mobility planning by moving from accessibility as an "act of charity" to accessibility as a mean of justice. The event triggered an interesting discussion of the public and it was well communicated within the INCLUSION newsletter, social media accounts and POLIS channels.

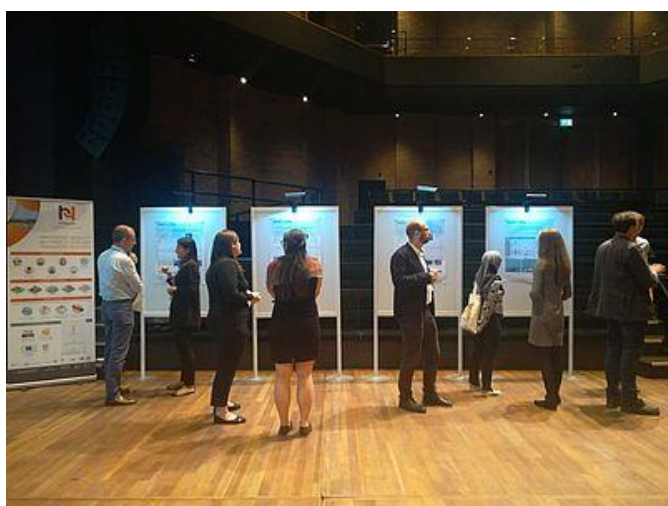


Figure 14 – interactive session during the mid-term dissemination event (1/2)

All the presentations can be found on the INCLUSION Website: <http://h2020-inclusion.eu/resources/presentations/>



The joint event had 351 registrations and 281 people who participated and engaged in the discussion

4.3.2 Takeaways from the virtual conference

Both projects recommended that successful solutions work best when extensive demand analysis and user requirements are taken into account. Users need to be involved in co-designing the solutions that add value and are effective in responding to complexity of their specific needs. Building partnerships with local champions and providing one-to-one support from community organisations prove essential to create higher user awareness and to target vulnerable users.



As recommendations to policy makers and authorities, INCLUSION stressed the importance of understanding user needs in the planning and design stage. An ICT tool can only be successfully implemented if needs and skills of vulnerable users are comprehended; hence, assisting users to become familiar with new technology by working with Apps before adoption is key. Vulnerable users need pre-trip training to become acquainted with, or require assistance whilst travelling, in order to build up trust and confidence in using the technology, with the help of trained members of the community or professionals. For many users, social isolation must not be overlooked, and this makes the human element an important aspect from which to build trust. The public sector has a key role to play for financing, monitoring and ensuring quality and safety in terms of use of personal data.

Through involvement and financing of public-private partnership the public sector can ensure the uptake of IT-solutions by targeted vulnerable groups, adding value from involvement of the private and community organisations.

As recommendations from the HiReach project to policy makers and authorities, HiReach stressed that without a transparent and clear inclusive mobility vision, a consistent set of solutions can rarely be achieved. Adoption of a bottom-up approach and integration of different mobility options, in addition to providing more open data on the use of business is a key. HiReach demonstrates that innovative business models need to be developed to create an inclusive and successful set of business models for collective passenger transport.

All the presentations and a recording of the webinar are available on a dedicated page named "Final Conference" on the INCLUSION website: <http://www.h2020-inclusion.eu/news-and-events/final-conference/>.

The agenda of the virtual conference as PDF file is available here and below: <https://hireach-project.eu/sites/default/files/agenda-hireach%20v5.pdf>

Agenda of the event

- *Introduction: What are HiReach and INCLUSION about?* Michele Masnata, AlgoWatt, Inclusion Simone Bosetti, TRT, HiReach
- *From problems to solutions: how to support innovative transport systems,* Rosário Macário, University of Lisbon
- *Launch of the poll on the current mobility challenges,* Karen Vancluysen
- *How to make inclusive mobility a reality: 8 principles and tools for a fair(er) transport system,* Kristin Tovaas, Rupperecht Consult, Inclusion
- *Rethinking mobility poverty: understanding users' geographies, backgrounds and aptitudes,* Massimo Moraglio, Technical University of Berlin, HiReach
- *Results from the poll,* Karen Vancluysen
- Coffee break
- *Establishing the solutions: how did we get there?* Vivian Kiousi, INTRASOFT International, HiReach; Caitlin Cottrill, University of Aberdeen, Inclusion
- *Engaging mobility entrepreneurs: the HiReach Startup Lab acceleration programme,* André Marquet, Productized, HiReach
- *Innovative business models for inclusive mobility solutions,* Vasco Reis, TIS, HiReach
- *Quick wins for independent mobility: lessons learnt from the INCLUSION pilot Labs,* Andrea Lorenzini, MemEx Srl, Inclusion
- *From pilot to inclusive business models: Barcelona and Cairngorms experiences,* Lídia Sala, Mosaic Factor, Inclusion
- *Key messages to take away and lessons learnt,* Cosimo Chiffi, TRT, HiReach; Steve Wright, University of Aberdeen, Inclusion Q&A End of meeting



Figure 16 – Programme of the final conference

4.4 Online webinars on INCLUSION

Online webinars have been organized as part of the revised dissemination strategy occurring with the COVID-19 emergency and the reduced possibilities to disseminate the project results in physical events.

4.4.1 Webinar: “Serving the Underserved: The impacts of COVID-19 on vulnerable people in remote (sub)urban and rural areas”.

In April 2020 POLIS launched a series of webinars titled “[Post-lockdown mobility: A COVID-19 webinar series for POLIS members](#)” to help cities, regions, mobility authorities and practitioners navigate the challenges that the pandemic brought on all aspects of mobility. The purpose of the webinars series was to share advices and facilitate the exchange of experience between cities and regions when it came to implement plans for post-lockdown phase

The INCLUSION project was part of this series with a webinar titled “**Serving the Underserved: The impacts of COVID-19 on vulnerable people in remote (sub)urban and rural areas**”. The webinar lasted one hour and had three excellent panellists that gave a presentation on several aspects related to the impacts of the pandemic on vulnerable people living in remote urban and rural areas. The webinar also included an overview on the project and a presentation on the project’s pilot in Belgium. The panellists were:

- **Karel Martens** - Associate Professor at the Faculty of Architecture and Town Planning, Technion – Israel Institute of Technology (Haifa, Israel) and at the Institute for Management Research, Radboud University (Nijmegen, the Netherlands) and member of the INCLUSION Stakeholder Forum.
- **Lucie Kirstein** - Policy Analyst at International Transport Forum at the OECD and chair of the Working Group on “Innovative Mobility for the Periphery”
- **Angelo Meuleman** - Expert on Shared and Connected Mobility at Taxisop, Co-founder of Mobipunt and project partner responsible for the pilot activities in Belgium.

After the webinar had taken place, a detailed report along with the recording of the webinar has been made available to the project consortium and to all participants via the INCLUSION website. Several ad hoc mailings were also scheduled well on time both before the webinar and afterwards. The report and the recording are available on the INCLUSION website¹

The webinar received **102** registrations and **69** people joined the webinar.

4.4.2 Webinar: “For a more inclusive, equitable and accessible mobility - The INCLUSION toolbox”

As the project officially ends in September 2020, some key deliverables due by the end of the project and results of the project might not have the proper visibility they deserve. For this reason, POLIS scheduled an additional webinar focusing on INCLUSION key recommendations and lessons learned on 22 October 2020.

¹ http://www.h2020-inclusion.eu/news-and-events/news/detail-news/news/post-lockdown-mobility-webinar-report-serving-the-underserved/?tx_news_pi1%5Bcontroller%5D=News&tx_news_pi1%5Baction%5D=detail&cHash=453cfdeee6dfe897a7c72a2c86b87505

The webinar titled 'For a more inclusive, equitable and accessible mobility - The INCLUSION toolbox' was part of a brand new series of POLIS webinars titled [POLIS MOBILISING MOBILITY WEBINAR SERIES](#) that have the purpose to widely disseminate EU-funded projects and initiatives and contribute to transform research into local action and mobility policies

For a more inclusive, equitable and accessible mobility - The INCLUSION toolbox

featuring 

22 OCTOBER 2020 - 14:00-15:00 CEST



Featured speakers included the following project's partners:

- Michele Masnata – Project manager AlgoWatt & INCLUSION project coordinator
- Kristin Tovaas – Consultant at Rupprecht Consult
- Andrea Lorenzini - Public Transport and shared mobility services specialist at MemEx Srl
- Lidia Sala – Innovation Engineer at Mosaic Factor

During the webinar speakers tried to answer the following questions:

- What tools has the INCLUSION project developed and what can we learn from its research?
- What are the project's key recommendations and what can be transferred to cities, regions, transport authorities and transport providers?
- What are the business models and solutions for delivering inclusive mobility and leaving no one behind?
- Can we achieve sustainable and inclusive mobility while keeping it accessible, affordable, and inclusive for all?

A recording of the webinar is available on the POLIS YouTube channel².

The presentations are also available on the project's website³

4.4.3 The International Transport Forum Working Group on "Innovative Mobility for the Periphery"

POLIS contacted The International Transport Forum Working Group on "Innovative Mobility for the Periphery" in order to present the project and disseminate its activities during an online webinar that took place on 8 April 2020. Since then, a bilateral communication was established, and all key projects results have also been shared within the ITF Working Group through several calls and exchange of emails. This synergy was mutual since the chair of the Working Group on "Innovative Mobility for the Periphery", Lucie Kirstein, was also one of the panellists of the webinar titled "Serving the Underserved: The impacts of COVID-19 on vulnerable people in remote (sub)urban and rural areas" (see 1.2.2.).

² https://www.youtube.com/watch?v=FojlinT6GQE&t=32s&ab_channel=polisvideo

³ http://www.h2020-inclusion.eu/news-and-events/news/detail-news/news/webinar-for-a-more-inclusive-equitable-and-accessible-mobility-the-inclusion-toolbox/?tx_news_pi1%5Bcontroller%5D=News&tx_news_pi1%5Baction%5D=detail&cHash=f17e842adf187a1abe46bb1641da5244

5 Synergies with other EU projects

During the whole duration of the project, INCLUSION has sought collaboration and exchange with those projects funded under the same call: MG8.4 and MG8.5: **HiReach**, **STARS** and **MOTIV**. Concretely the project has:

- A section on the website which features a presentation of the three “sister projects” highlighting main objectives and goals.
- A section on the first two electronic and printed newsletters called “project in the spotlight” which is explicitly dedicated to sister projects highlighting current and planned activities
- Shared a stand at the CIVITAS Forum in Umea on 19-20/09/2018 with informative material such as printed newsletters, posters, cards, leaflet, roll-up banners, etc.
- Shared a stand at the CIVITAS Forum in Graz on 2-4/10/2019 with informative material such as printed newsletters, posters, cards, leaflet, roll-up banners, etc.
- Prepared a Joint session INCLUSION – HiReach for the CIVITAS Forum in Umea on thematic session: 15. accessibility and inclusion
- Prepared a Joint session INCLUSION – HiReach for the CIVITAS Forum in Graz on thematic session (SESSION 18) titled “Transport for all: challenges, opportunities and new tools to improve mobility in rural and peri-urban areas”
- Participated to the multidisciplinary ideation workshop on “designing new inclusive mobility solutions”, organized by HiREACH project on 27-28 March 2019 (Brussels)
- Joint activities during the Mid-term dissemination event with HiReach (see 3.2.1)
- INCLUSION – HiReach final virtual conference (see 1.2.6)
- Regular exchange of emails and webinar to get mutual updates on the course of the projects.

INCLUSION kept the projects informed about its activities and invited them to relevant events throughout the duration of the project.

In particular, INCLUSION and HiReach have strongly collaborated and exchanged ideas and results throughout their duration. Both projects have common themes. However, HiReach focus is stronger on the entrepreneurial aspect when it comes to deliver solutions to cope with transport poverty whereas INCLUSION envisages a stronger focus on public authorities’ involvement.

INCLUSION based the planned investigation on a large set of case studies involving different forms of geographical areas and transport contexts, demographic categories, population groups and mobility solutions. The case studies provided concrete experiences from various European sites and pilot initiatives involving both public and private transport providers and a variety of regulatory and business frameworks, as well as supporting technologies, organisational and operational conditions. HiReach explored viable business models for small scale, modular and easily replicable mobility services (e.g. community transport services, ridesharing, minibus pooling, etc.) that can be provided at affordable prices and/or with minimum subsidies. HiReach supported interested start-

ups by engaging them in a start-up accelerator program that helps entrepreneurs to deliver solutions to transport poverty problems. INCLUSION relies on a “more rigid framework”, learning from past experience and pre-defined trials whereas HiReach on a “more responsive framework” to support private or community solutions.

The INCLUSION consortium



For further information
www.h2020-inclusion.eu



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 #H2020INCLUSION



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