

CiViTAS
Cleaner and better transport in cities

ELAN

BRNO • GENT • LJUBLJANA • PORTO • ZAGREB

Dissemination Plan

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Abbreviations

PM	Project Manager
DM	Dissemination Manager
EM	Evaluation Manager
SCo	Scientific Coordinator
SDM	Site Dissemination Manager
DLG	Dissemination Liaison Group
CVG	CIVITAS VANGUARD

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Introduction and structure of the dissemination plan

The CIVITAS ELAN dissemination plan outlines all major dissemination activities of CIVITAS ELAN on project and on local level.

It defines the relation with the horizontal project (CIVITAS VANGUARD) and tries to define a clear working division of overlapping actions between CIVITAS VANGUARD and CIVITAS ELAN where possible. Furthermore, it outlines the coordination of the dissemination activities with the evaluation team and the scientific coordinator.

This dissemination plan also defines the four identified dissemination levels (European, project, national and local level) and outlines the respective target groups.

All envisaged dissemination tools (e.g. web site, e-newsletter, etc.) are duly described and each tool was facilitated so that working steps were defined and responsibilities were clearly defined between Project Dissemination Manager and Side Dissemination Managers.

In order to keep track of all various dissemination activities a timetable, containing all major dissemination activities, was included and a monitoring system for some of the dissemination activities was developed.

Finally, all five CIVITAS ELAN local dissemination plans were added, which also follow the strategic direction (objectives, target group, tools, timetable) of the project-related dissemination planning.

Context of CIVITAS ELAN

Main aims of CIVITAS ELAN

The CIVITAS ELAN Project is the result of an intensive cooperation and exchange process during which the cities of Ljubljana, Gent, Zagreb (as leading cities), Brno and Porto (as learning cities) have developed a common work plan for the CIVITAS Programme. Based on the cooperation agreement, signed by the mayors of the five cities, a common mission statement for CIVITAS ELAN has been agreed upon:

The CIVITAS ELAN mission is:

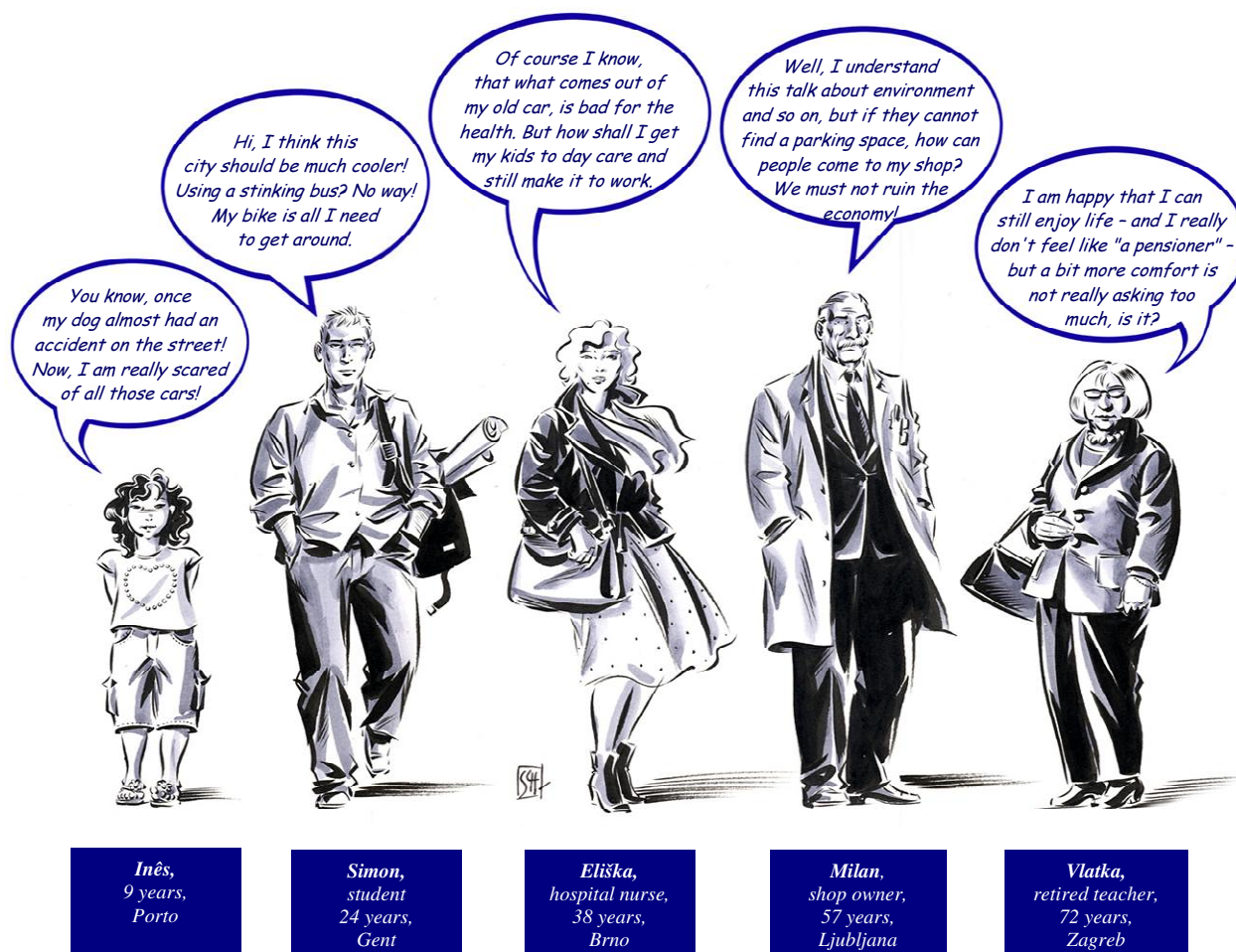
To “mobilise” our citizens by developing with their support clean mobility solutions for vital cities, ensuring health and access for all.

The starting point for CIVITAS ELAN is to “put citizens first” in the dual sense of

- considering citizens not only to be “the problem” in creating a sustainable transport system, but to “mobilise” them by letting them become part of “the solution” through dedicated participation and consultation processes in many aspects of the project, and by
- giving priority to the needs and expectations of citizens in the “ELAN cities” - difficult to achieve or contradictory as they may sometimes appear to the transport practitioner.

Throughout the project this will be communicated with the citizens by using five characters, representing not only the five ELAN cities, but the citizens of Europe:¹

¹ This illustration has been prepared by Chris Scheuer for CIVITAS ELAN. Other parts of this document contain artwork to be used exclusively use within the “CIVITAS Initiative”, which was designed by the same artist.



The CIVITAS ELAN cities intend to respond in a pro-active way to the policy challenges in European cities, which are substantial, especially in the New Member States:

- Convincing the citizens that clean mobility solutions are in their real interest, creating a dynamic development of the urban economy, despite lacking funds for overdue investments and maintenance, and at the same time creating a fair and inclusive society.
- Responding also to national and European policy challenges, like: assurance of energy supply, need for more efficient energy use, legal standards, air quality and the global challenge of climate change.

In response to these (and other) multi-faceted policy demands, CIVITAS ELAN has defined an ambitious agenda for change. It is based on the conviction that, by “putting people first” we will not only contribute to better governance, we also transfer ownership of our policies into the hands of our citizens – and also reduce the political risk of failure. Most importantly, through enabling and encouraging policies, we win the minds and hearts of our people to initiate long-term change in the mobility patterns of our cities.

The cities of Ljubljana, Gent, Zagreb, Brno and Porto share important characteristics:

- medium-sized cities with strong identities, rich cultural heritage and high quality public spaces which provide room for communication and identity,
- dynamic cities, with large student populations (300.000 in total) which have an enormous power of creativity and ability to answer future challenges – and a strong tradition of public dialogue and discussion,
- cities in critical phases of development with very large infrastructure projects at various stages of preparation (e.g. redevelopment of city-centre railways stations and old industrial areas),
- openness of the political leaders to develop ambitious and innovative concepts in support of the European agenda for sustainable urban development – as recently expressed in the “Leipzig Charta”.

In responding to citizens’ needs, CIVITAS ELAN has identified headline objectives for each CIVITAS policy field:

<i>Mobilising citizens, creating vital cities, ensuring health and access for all by:</i>	
Alternative fuels & clean energy efficient vehicles	<ul style="list-style-type: none"> • Increasing energy efficiency through comprehensive energy management and innovative energy recovery/ saving techniques
	<ul style="list-style-type: none"> • Reducing dependency on fossil fuels by increasing use and production of biofuels • Increasing use of CNG
	<ul style="list-style-type: none"> • Cleaning up local vehicle fleets through a mix of technologies/ fuels • Initiating local and European “green procurement” approaches
Collective transport services & intermodal integration	<ul style="list-style-type: none"> • Implementing effective, high quality mobility solutions • Integrating transport modes and local-regional public transport • Giving priority to PT on the road, at intersections and (P&R) interchanges
	<ul style="list-style-type: none"> • Planning intermodal infrastructure with active public involvement
Demand management	<ul style="list-style-type: none"> • Preparing for a sustainable congestion charging scheme • Establishing a public dialogue on pricing
	<ul style="list-style-type: none"> • Returning public space to pedestrians • Managing space to increase its quality and its use by sustainable modes
Influencing travel behaviour	<ul style="list-style-type: none"> • Adopting a targeted mobility marketing approach • Providing mobility management plans to major institutions
	<ul style="list-style-type: none"> • Making walking and cycling more attractive
	<ul style="list-style-type: none"> • Establishing a mobility dialogue with the citizens • Providing high-quality mobility information to the citizens
Safe & secure mobility	<ul style="list-style-type: none"> • Developing integrated & target-group specific safety and security strategies • Increasing road safety (especially for vulnerable road users)
	<ul style="list-style-type: none"> • Improving security in Public Transport
Innovative mobility services	<ul style="list-style-type: none"> • Implementing flexible demand-responsive mobility services and agencies • Developing car sharing concept further • Providing a coordinated response to major events

<i>Mobilising citizens, creating vital cities, ensuring health and access for all by:</i>	
Freight distribution	<ul style="list-style-type: none"> • Rationalizing freight distribution • Improving institutional cooperation on “freight”
Transport telematics	• Increasing the commercial speed of Public Transport by giving priority
	• Providing reliable traveller information
	• Simplifying ticketing and integrating fares
	• “Decongesting” corridors from polluting vehicles
	• Introducing telematics for clean modes

These high-level project objectives have been further translated into major project goals, the specific outputs to be produced will be implemented by 68 measures.

CIVITAS ELAN in relation to CIVITAS VANGUARD

To discuss, co-ordinate and document all CIVITAS dissemination activities a CIVITAS Dissemination Liaison Group (DLG) was established. This group is led by CIVITAS VANGUARD and will come together every 6 months. The first meeting was organised on 9-10 February 2009 in Brussels and the second meeting will be held on 24-25 September at the same location.

The DM will participate in all meetings of the Dissemination Liaison Group and update CIVITAS VANGUARD about progress in terms of CIVITAS ELAN's dissemination activities. Participation of SDM, at least on some occasions, is strongly recommended and supported by CIVITAS ELAN.

During the negotiation process the dissemination activities of CIVITAS ELAN and CIVITAS VANGUARD were already synchronised. This comprised dissemination activities and their timing.

Work descriptions of both projects were exchanged to establish a good and fruitful cooperation right from the start as well as to become better acquainted with each others expectations.

CIVITAS ELAN has forwarded former draft versions of this dissemination plan to CIVITAS VANGUARD to receive their feedback and input. On the other hand CIVITAS VANGUARD has sent their draft version of the dissemination plan to CIVITAS ELAN. This exchange of documents has helped to synchronise the planned dissemination activities.

CIVITAS ELAN in relation to the other demonstration projects

CIVITAS ELAN strongly supports the “horizontal knowledge exchange” with all the other demonstration projects of CIVITAS I, II and CIVITAS +.

CIVITAS ELAN will organise about four technical workshops per year. Each of these work shops will be organised in a CIVITAS ELAN city. To save travel expenses it was agreed in the consortium to organise the workshops back to back with the Project Management Group meetings. These technical workshops are open to the whole CIVITAS family. A lot of know-how was gained during the course of the CIVITAS Initiative. This potential should be used in the most efficient manner. Therefore, several experts from previous CIVITAS projects will be invited as “guest speakers”.

During the first DLG meeting all demonstration projects will outline their main dissemination activities. Maybe some of these activities could even be transferred to other demonstration projects. E.g. CIVITAS ELAN will be organising CIVITAS Info Days in all five CIVITAS ELAN cities once a year. To “upscale” this activity to all four other demonstration projects as well would certainly be of great benefit.

In addition each CIVITAS ELAN city will participate with a high ranking delegation of people in the annual CIVITAS Forum Conference. This will provide a perfect occasion to discuss with colleagues from other CIVITAS demonstration projects achievements, results and lessons learnt.

Dissemination in relation to evaluation

A good exchange of information, knowledge and best practice is one of the main objectives of the CIVITAS project. The exchange of evaluation results supports this objective and is considered to be crucial.

In this sense all dissemination activities on project level will be evaluated and monitored. Therefore, a list of numerical targets for each dissemination activity was defined with the support of the evaluation team. All numerical targets will be evaluated on an annually basis by the Evaluation Manager.

Furthermore also the evaluation results of the project will form the main basis for some dissemination activities at the end of CIVITAS ELAN (e.g. final brochure, final conference). The evaluation team is aware of this important task and cooperation between both workpackages. A first line of communication is ensured by regular telephone conferences of the whole Project Management Group. An integrative part of those conferences are the Dissemination Manager and the Evaluation Manager. Bilateral meetings between the two workpackages will be organised when considered necessary. This might be for example the joint organisation of certain events and/or exchange of information.

Whenever there are possible synergies and/or possibilities for cooperation between the workpackages, optimal use will be made of these opportunities. For instance this could be the case for the organisation of workshops, interesting both from the perspective of dissemination and evaluation (e.g. a workshop on stakeholder involvement). Such a workshop was already organized this year.

Dissemination in relation to scientific coordination

The Dissemination Manager and the Scientific Coordinator will work together closely through a set of various means. Both, the Dissemination Manager and the Scientific Coordinator are part of the Project Management Group. Therefore, regular face-to-face meetings and regular telephone conferences are an integrative part. One of the main objectives of WP 11 – Research and Technological Development – is to bundle the research output and further disseminate it to the respective target group. To avoid double work and use the most efficient dissemination channels a strong cooperation for this task is envisaged. Some of the public documents will be put on the CIVITAS ELAN project website e.g. the Final CIVITAS ELAN Research Report.

Dissemination plan

Aims of the dissemination plan

The CIVITAS ELAN dissemination plan is the key strategy paper for all dissemination activities within the project. It defines a clear strategy in terms of responsibility, timing, dissemination tools and dissemination channels. Therefore, it will help to fulfill the outlined requirements in the most satisfactory and timely manner. More precisely the aims are:

- to describe and define dissemination activities to be performed,
- to describe the work division between and the responsibilities of different CIVITAS dissemination partners and subcontractors,
- to describe the work division between the different dissemination levels (European level, project level, national level and local level),
- to specify dissemination means and communication channels,
- to provide a clear framework in terms of timing,
- to provide a first outline of the interaction with evaluation and scientific coordination.

Dissemination levels

Major collections of best practice dissemination activities of CIVITAS I and CIVITAS II already exist. However, this is obviously not sufficient to achieve actual change in transport- and energy-related policies and behaviour and to break the conventional dependencies between transport, energy use and economic growth. Therefore, CIVITAS ELAN will use a multi-level approach including tailor-made dissemination tools and activities depending on the respective target audiences and their needs.

CIVITAS ELAN has identified target groups on four different levels: **European level, project level, national level** and **local level**. For all these four target groups a full set of traditional dissemination tools accompanied by innovative dissemination activities will be carried out.

European Level

Dissemination of information on European level will be mainly carried out and supported by CIVITAS VANGUARD. CIVITAS ELAN will establish links to other platforms, which clearly deal with sustainable transport solutions (e.g. ELTIS) and will identify a list of already existing national and international transport events and will check with the organisers for the possibility of carrying out piggy back activities (e.g. holding a workshop, distributing CIVITAS ELAN brochures, etc.). Dissemination on the European level will ensure spreading of information to potential new CIVITAS follower cities.

Project Level

Dissemination of information at project level ensures quality information exchange on the implementation progress, barriers and drivers, experiences, results and outcomes, gathered and identified in the preparation and implementation phases in the partner cities. It provides information to the Project Management Group, WP Leaders, Measure Leaders and Policy Themes Leaders. Clear coordination by the Project Dissemination Manager and strong involvement of SDM's is of key importance, with a closed information loop to provide feedback information about the on-going dissemination process. Therefore, regular dissemination meetings will be held.

National Level

In some countries the CIVITAS Initiative is already well-known among the main stakeholders, mainly the cities. However, in some countries there is still a high potential for so called CIVITAS follower cities. All five CIVITAS ELAN cities are located in countries, which have not gained great experience in CIVITAS yet.

This means the potential to prepare the ground for potential CIVITAS follower cities on the national level is still high. To this end, CIVITAS ELAN will envisage to set up so called National Task Forces in Slovenia, Croatia, Belgium, the Czech Republic and Portugal. The principle of the National Task Forces is described in this document (see below).

Local Level

CIVITAS ELAN will work together with local media (daily newspapers, magazines) to ensure that CIVITAS gets well-known also on the local level. Some of the CIVITAS ELAN city will set up its own local web site in the local language and will publish a local brochure, comprising the main relevant facts.

CIVITAS ELAN is a project for the citizens living in the CIVITAS ELAN cities. Therefore, it is planned to promote the CIVITAS idea also on the local level in a comprehensive way and to disseminate the aims of CIVITAS ELAN towards the citizens.

Objectives

The CIVITAS ELAN Dissemination Plan will ensure effective dissemination of CIVITAS ELAN outcomes and raise awareness about sustainable mobility and alternative energy use on the local, national, project and European level. It will establish an intensive process of experience exchange with regard to CIVITAS ELAN on all four dissemination levels. In order to ensure a facilitated and targeted approach for each of the four dissemination levels own objectives were outlined and described.

European Level

The main dissemination objectives for CIVITAS ELAN on the European level are:

- to establish and further extend links with strong partners in the sustainable transport field (e.g. ELTIS)
- to provide high quality contributions to the horizontal dissemination project and to support the branding of CIVITAS
- to disseminate CIVITAS at already existing international transport events via piggy back activities

Project Level

The main dissemination objectives for CIVITAS ELAN on the project level are:

- to support local dissemination
- to provide quality assurance for local dissemination
- to ensure empowerment of CIVITAS ELAN working staff
- to effectively disseminate achievements of the project to international, national and local levels
- to support the branding of CIVITAS

National Level

The main dissemination objectives for CIVITAS ELAN on the national level are:

- to cooperate with strong national networks and stakeholders
- to provide the basis for potential CIVITAS follower cities
- to support translation of CIVITAS ELAN-related information into local languages
- to establish National Task Forces
- to support the branding of CIVITAS

Local level

The main dissemination objectives for CIVITAS ELAN on the local level are:

- to ensure visibility of CIVITAS for the target citizens and customers
- to ensure that CIVITAS is well-known among the local partners and citizens in the CIVITAS corridor
- to support the branding of CIVITAS

Target groups

European level

The primary target groups on the European level are European cities, potentially interested in using CIVITAS ELAN experiences by implementing similar measures. The second target group consists of bodies operating on an international level.

European target groups	
Potential CIVITAS follower cities	<ul style="list-style-type: none"> - Decision-makers - Senior managers - Public transport practitioners and technicians - Environmental authorities
European, regional and national bodies	<ul style="list-style-type: none"> - Decision-makers on EU, regional and national level - International public transport research community (practitioners, researchers, planners, ...) - Technology and equipment providers - Environmental authorities - Media

Project level

The main target group on project level comprises all involved CIVITAS ELAN partners, associated partners and their respective subcontractors.

Project target groups	
all CIVITAS ELAN partners	All CIVITAS ELAN partners, associated partners and their subcontractors

National level

National level will focus on potential CIVITAS follower cities in countries that are covered by the CIVITAS ELAN cities

National target groups	
Potential CIVITAS follower cities in countries covered by CIVITAS ELAN cities	<ul style="list-style-type: none"> - Decision-makers - Senior managers - Public transport practitioners and technicians - Environmental authorities
National bodies	<ul style="list-style-type: none"> - Decision-makers on national level (Ministry of Transport or Ministry of Environment) - National transport authorities - University centres/ research centres - National city networks

Local level

On local level the main target groups are stakeholders in the cities that are beneficiaries or potentially affected by CIVITAS ELAN, e.g. local decision-makers, NGOs, experts and professional agencies, local communities associations and public transport providers. CIVITAS ELAN will organise a great variety of dissemination activities for a target group neglected so far in CIVITAS I & II projects, namely the citizens.

Local target groups

Local level	<ul style="list-style-type: none">- Decision makers on city level- Municipalities- Local Transport & Mobility stakeholders- Researchers and students- Citizens & Final Users- Environmental NGOs- Associations and networks- Other public services- Regional and local development agencies- Consultancies- Newspapers and professional magazines
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Corporate design/identity

In organisational theory, corporate identity relates to the appearance and visibility of a company towards the outside: Working material, terminology used, identification with company, behaviour of employees interacting with the customers, etc. The benefit is a clear visibility, identification and association of a company with certain (positive) properties, transparency of its objectives, etc. These principles can also be applied to the CIVITAS family.

Corporate behaviour in the framework of CIVITAS (such as talking about CIVITAS ELAN or CIVITAS VANGUARD instead of ELAN and VANGUARD) facilitates the development of CIVITAS into a quality label and makes it visible to the outside.

Therefore, CIVITAS VANGUARD revised and improved the corporate design elements of CIVITAS II and made them downloadable from the CIVITAS Members Area on the CIVITAS website. CIVITAS VANGUARD provided corporate elements such as:

- logo applications for newsletters, brochures, report templates, posters, exhibition panels, power point (ppt) presentations, giveaways, and other dissemination materials
- ppt-template for each CIVITAS ELAN city
- template for meeting minutes
- template for reporting
- additional suggestions for special applications

The CIVITAS corporate design handbook (produced by CVG) should give further guidelines and suggestions about the usage and application of the corporate design.

All CIVITAS ELAN partners will adhere to the given corporate design and will use it for all applied dissemination activities. If the need for further development (or small adaptation) of the corporate design arises, CIVITAS ELAN will get in contact with CIVITAS VANGUARD.

Dissemination tools

Project Website

The CIVITAS ELAN project website will be an integral part of the overall CIVITAS website. The overall CIVITAS website will be managed by CIVITAS VANGUARD and consists of a series of databases, containing a project section, city section, measure descriptions section, news section, events section and contact details section.

The Project Dissemination Manager will be in charge of the project section (project website), which will contain a description of the project and contact details of people working on project level (e.g. Project Coordinator, Project Manager, Project Dissemination Manager and Project Evaluation Manager). The project website will provide a platform for downloads of CIVITAS ELAN dissemination products like project brochures and e-newsletters.

All five CIVITAS ELAN cities will contribute to the overall CIVITAS website by providing input for the city section, measure descriptions section, contact details section and events that arise from CIVITAS ELAN. Some of the five cities will produce their own, local website, like Gent – <http://www.CIVITASgent.be>.

The Project Dissemination Manager will produce project-related news items (e.g. summarising outputs of technical workshops), while the Site Dissemination Manager will produce news items that are directly linked with local activities (e.g. new introduction of bicycle renting system, press conference with city councilor).

Responsibility of DM:

- Provide input for project section (project website)
- Provide input for events on project level (e.g. technical workshops)
- Produce project-related news

Responsibility of SDM:

- Provide input for city section, measure descriptions section, contact details section and events on local level
- Produce city- and measure-related news

Project Brochure

CIVITAS ELAN will produce two brochures during the lifetime of the project.

The first introductory brochure will consist of eight pages and will illustrate a short description of the city characteristics related to transport issues, a summary description of the most important measures, main objectives and a brief outline of horizontal aspects (evaluation, dissemination, citizens' engagement) of the project.

The second brochure will be produced in the last month of the project and it will contain main results, recommendations, lessons learnt and achievements of the project.

In the introduction chapter the five CIVITAS ELAN characters were introduced (please see page 6). These five characters will be integrated into the brochure as well.

Both brochures will be produced in English and will be forwarded to the five CIVITAS ELAN cities for their distribution. The brochures will also be distributed to all four other CIVITAS + demonstration projects and CIVITAS VANGUARD. In addition, they will be distributed on a series of international transport conferences (e.g. ECOMM). All in all, around 10.000-15.000 copies of both brochures will be produced.

Both brochures will be posted on the project website. The first brochure was already uploaded. The project web site will be integrated into the overall CIVITAS web site. CIVITAS ELAN will not produce its own web site (please also check the previous chapter: project web site).

Responsibility of DM:

- Develop concept of brochure
- Provide input for main parts of the brochures
- Produce first draft version of brochure
- Print and ship brochures to SDM
- Distribute brochures on international events

Responsibility of SDM:

- Provide input on city characteristics related to transport issues
- Provide input on lessons learnt and main results
- Distribute brochures on site, regional and national level

Electronic Newsletter

The CIVITAS ELAN e-newsletter will contain information about best practice examples, news of the cities, news about the project and technical workshops. It will be mainly generated by news published on the CIVITAS website. News will be generated by the Project Dissemination Manager and the Site Dissemination Managers

The main target group will be project partners, decision makers, public transport authorities, universities, consultancies and multipliers. It will be distributed to all the contacts of the CIVITAS database. The used language will be English. The Project Dissemination Manager will produce a template facilitating the translation of the e-newsletter into local languages. Therefore, all five CIVITAS ELAN cities will be able to translate the e-newsletter and forward it to their local target group, if the need for that is identified.

Please find below a copy of page 1 of the first ELAN newsletter:



NEWSLETTER No. 01



CIVITAS ELAN Kick-off

CIVITAS ELAN is a large and ambitious project of great strategic importance to its project partners and funding institutions. The mayors of the cities of Ljubljana, Gent, Zagreb, Brno and Porto have agreed to a common mission statement: "To mobilize our citizens by developing with their support clean mobility solutions for vital cities, ensuring health and access for all." CIVITAS ELAN has started on the 15th of September and will implement 68 measures in total. It will last for four years about € 20 million are available for the entire project.

Ljubljana / Sasana Loch

read more on www.civitas.eu



Arrival of New Hybrid Bus in Gent

Gent has welcomed its first hybrid bus. The bus will have a test period of about three months. After this period, Flanders' Public Transport Company 'De Lijn' will buy another 35 buses, of which 20 are destined to Gent. The buses will undergo a testing phase for about three months and after potential difficulties are resolved, another 20 buses of that kind will come to Gent. Another fifteen will go to Bruges and Leuven.

Gent / Pary Delaghe

read more on www.civitas.eu



37 New Trams and 45 New Buses in Zagreb

As part of CIVITAS ELAN, Zagreb Holding - Department ZET - has successfully conducted a tender which led to the introduction of the first 37 new trams plus 45 buses that run on bio diesel in regular traffic. All vehicles were presented to the public at press conferences. Test rides were attended by the Mayor of Zagreb, Mr. Milan Bandić as well as representatives from Zagreb Holding - Department ZET.

Zagreb / Arlena Vela

read more on www.civitas.eu



Intermodal Transport Planning Workshop in Brno

A CIVITAS ELAN workshop on Inter-modal Infrastructure Planning took place in Brno (Czech Republic) on January 15, 2009. About 40 participants from all CIVITAS ELAN partner cities, Ljubljana, Gent, Porto, Zagreb and Brno, CIVITAS ARCHIMEDES and external experts met in the Old City Hall premises. Various diverse approaches towards planning inter-modal transport and building multimodal hubs, integrating different roles of transport modes in urban areas were presented. The workshop contributed to best practice exchange on a European level and helped the participants to learn from unsound solutions.

Brno / Barbora Sencová

read more on www.civitas.eu

Responsibility of DM:

- Produce design of e-newsletter
- Provide news on project level
- Carry out final quality management of e-newsletter
- Distribute e-newsletter via database

Responsibility of SDM:

- Provide news on local level
- Translate e-newsletter into local language

Story telling principle

The story telling principle was developed in the marketing sector. It was found out that it is much easier to spread a brand or to sell a product when the message is “wrapped” into a nice story linked with an emotional approach. It is based on the word of mouth approach and will be utilised within CIVITAS ELAN to spread most interesting CIVITAS ELAN “legends” to certain target groups. E.g. decision and policy makers will transfer a CIVITAS “legend” mostly dealing with transport policy issues to a respective stakeholder, whereas technical personnel will mostly focus on technical issues. To this end, a pre-selection of potential CIVITAS ELAN “legends” has to be identified as worthy of distribution by appropriate message-givers.

The story telling principle can be easily illustrated with an example. The city of Graz introduced a measure dealing with the collection of waste cooking oil in CIVITAS I (CIVITAS TRENDSETTER). The waste cooking oil was collected from all major restaurants in the city. Then it was brought to a factory on the outskirts of Graz, where it was converted into bio diesel through a chemical process. This bio diesel was used to run the busses of the local public transport fleet. Stickers with the slogan: “from the frying pan into the tank”, were attached to all buses. This is a very well-known measure and the site manager of the city of Graz is proud to spread this message at international conferences.

The five CIVITAS ELAN characters (already mentioned in some chapters before) can be used to illustrate the story telling principle in a better way.

Responsibility of DM:

- Explain the story telling principle to the SDM
- Provide some examples of measures, actions of CIVITAS I & II that became a legend
- Spread these legends on project and international levels

Responsibility of SDM:

- Identify potential measures and actions that have the potential to become a legend
- Spread these legends on local, national and if possible on international level

Final Conference

The objective of the CIVITAS ELAN final conference will be to highlight the achieved experiences, main results, recommendations and impacts after four years of CIVITAS ELAN. To this end, all partners and subcontractors will be invited to Ljubljana. Furthermore, CIVITAS ELAN will invite potential CIVITAS follower cities which were identified through the National Task Forces and will further encourage them to join the CIVITAS community. In order to provide an appropriate occasion for an extensive knowledge transfer, it is intended to set up a respective didactic concept for this final conference. Therefore, it is planned to introduce so called round table discussions. This includes that a moderator will stimulate the discussion by giving a brief introduction about the topic and a limited number of participants is participating in the lively discussion.

Responsibility of DM:

- Provide input for the selection of the didactic concept
- Support Ljubljana in the selection of potential topics and speakers

Responsibility of Ljubljana:

- Invite the entire CIVITAS ELAN family
- Host and organise the final conference

CIVITAS meets Wikipedia, Facebook and You Tube

CIVITAS ELAN will work together with the world's largest multilingual web-based free content encyclopaedia: Wikipedia. Wikipedia is written collaboratively by volunteers; the vast majority of its articles can be edited by anyone with access to the Internet. Currently, no CIVITAS entries can be found on Wikipedia. In a first stage the potential for CIVITAS ELAN will be carried out. Based on this survey a set of articles about CIVITAS can be uploaded.

Furthermore, it is planned to produce some very short videos (e.g. press conferences, action of a measure) and upload these videos on You Tube.

Also the online platform Facebook will play a crucial role in CIVITAS ELAN. It is planned to establish a CIVITAS ELAN community on Facebook, where registered people will be able to discuss issues, get information about planned activities and events in the cities.

Responsibility of DM:

- Create a community on Facebook (English)
- Provide input for Facebook and invite other potential CIVITAS ELAN users to join the community
- Upload short videos on You Tube
- Check the potential and willingness for cooperation of Wikipedia

Responsibility of SDM

- Create local communities on Facebook (local languages)
- Provide brief videos for You Tube

CIVITAS Day

The DM will support the SDM by setting up the annual CIVITAS Day. A day will be selected where all five CIVITAS ELAN cities will be celebrating their CIVITAS achievements in parallel. The main objective will be to tell the citizens about CIVITAS and its impact on the city. Following a press conference given on the main city square a big CIVITAS party will be celebrated by showcasing the CIVITAS measures, followed by a CIVITAS lottery.

The CIVITAS Day 2009 will be selected within the framework of the European Mobility Week. All CIVITAS ELAN cities agreed to celebrate it on 19.09.2009 which this year is a Saturday. Some more details about the respective celebrations in the ELAN cities.

Ljubljana will have two CIVITAS stands on two squares, where creative workshops for children with the title "Ljubljana without cars in children eyes" will be carried out. Furthermore ideas of citizens: "How traffic solutions might look like" will be collected.

Brno will launch the CIVITAS Day with a press conference done by politicians. The minibuses will be presented to the citizens and CIVITAS information material will be distributed to citizens under the shelter of the CIVITAS party tent. In addition there will be an exposition of the CIVITAS photo competition.

Porto will launch a campaign for the bicycle renting scheme during the CIVITAS Day. Furthermore the mobility shop will be opened. A press conference will be held on 17 September during the presentation of the European Mobility week.

Gent will organise a cycling tour on a special CIVITAS bike, on which up to 18 people can sit and push. The city will also hand out leaflets, postcards with an interactive message and piggy banks.

Zagreb will hold a press conference and presents some of their measures to the public. During the CIVITAS Day two Round Tables are organized and a special promotion activity targets Zagreb's children.

The CIVITAS Day 2009 can be seen as a trail. Various tailor made activities will be carried out. During the next CIVITAS ELAN dissemination team meeting the activities will be discussed and elaborated. This will assist the planning of CIVITAS Days in the future.

Responsibility of DM:

- Provide a draft concept
- Collect feedback from SDM
- Coordinate the CIVITAS Day on project level
- Promote the CIVITAS Day on project level

Responsibility of SDM:

- Adjust the draft concept to the local needs
- Organise the CIVITAS Day on site
- Promote the CIVITAS Day on local level

School children exchange programme

CIVITAS ELAN will set up an exchange programme among all five cities. Within this programme a certain number of school children (age 16-17 years) will be able to travel to another CIVITAS ELAN city. This exchange programme will be carried out once during the lifetime of CIVITAS ELAN, preferable in early 2011. It is planned that about 6-10 school children per CIVITAS ELAN city will meet for some preparation work in their home town first and then travel to another CIVITAS ELAN city to present their results and to experience the measures of this other CIVITAS ELAN city. Results of the school children will be presented during a bigger CIVITAS ELAN event (e.g. Project Management Group Meeting).

Responsibility of DM:

- Provide a draft concept
- Collect feedback from SDM
- Coordinate the exchange programme on project level
- Promote the exchange programme on project level

Responsibility of SDM:

- Organise the exchange programme on site
- Promote the exchange programme on local level

Networking

CIVITAS ELAN will actively pursue international and national networking mainly through piggy back activities. As a first step, CIVITAS ELAN will put together a list of relevant national and international transport conferences and programmes. Based on this list it will be decided which kind of dissemination tool (brochure, presentation, etc.) will be applied. In addition, it is intended to establish links with strong partners in the field of sustainable transport (e.g. ELTIS) to use synergies and to disseminate the outputs and messages from CIVITAS ELAN.

Furthermore, a delegation of each CIVITAS ELAN city will participate in each of the upcoming annual CIVITAS Forum conferences.

Responsibility of DM:

- Promote CIVITAS ELAN at a number of international conferences, mainly through piggy back activities to save resources (around four per year)
- Carry out a biannual plan of international conferences to avoid overlaps with other parties
- Provide feedback of the selected conferences (name of the conference, number of participants, location, date, used dissemination products and distributed dissemination materials)

Responsibility of SDM:

- Promote CIVITAS ELAN at a number of national or regional conferences, mainly through piggy back activities to save resources
- Provide feedback of the selected conferences (name of the conference, number of participants, target group, location, date, used dissemination products and distributed dissemination materials)

National Task Forces

The project dissemination managers will support the local dissemination managers by promoting CIVITAS ELAN on the national level. National activities to disseminate knowledge about CIVITAS are of high importance. The opportunity to talk to national target groups in their mother tongue is highly appreciated, as the majority of administrative and technical staff does not speak and understand English that well. Therefore, CIVITAS ELAN plans to set up so called National Task Forces in Slovenia, Croatia, Belgium, the Czech Republic and Portugal. The National Task Forces aim to create partnerships between public/ semi-public institutions that would promote CIVITAS policies solely on a national level. The main objective of these National Task Forces will be to inspire potential CIVITAS follower cities in these countries which are willing to join the CIVITAS community.

Responsibility of DM:

- Provide some examples of existing National Task Forces
- Stimulate the process and the creation of National Task Forces

Responsibility of SDM:

- Create synergies with potential partners (e.g. other CIVITAS cities, Ministries, NGOs and everybody with a possible interest in CIVITAS and its subject matter)
- Contact potential partners and create a platform or network
- Invite partners to CIVITAS city workshops, local activities, etc.
- Transfer the CIVITAS knowledge to potential follower cities in their country

Dissemination Tools coordinated by CIVITAS VANGUARD

Newsletters

CVG developed two regular quarterly newsletters (one that reaches external audiences, along with an internal one). These should absolutely be maintained as they are an important part of the information flow and communications efforts.

To inform and meet the needs of a specific segment of the intermediary audience (mainstream and specialised media that reach the “end”-audiences), a topically-themed electronic media newsletter should also be produced (Topic Guide).

The “Topic Guide” would focus most (if not all) of its content in each issue on a given news-friendly subject. Ideas include: collective passenger transport, clean fuels, urban goods transport, less car intensive lifestyles.

Responsibility of DM

- Provide input for external and internal newsletter
- Distribute internal newsletter

Responsibility of SDM

- Provide input for external and internal newsletter
- Distribute internal newsletter

Study Visits

The CVG Needs Assessment revealed that seeing projects first-hand is a desired means of learning more about sustainable urban mobility. Thus, CVG should host multi-city tours for both internal audiences (PMs, SDMs) as well as for members of the press where attendees would see other cities' programmes in action.

Responsibility of DM:

- Participate in study visits
- Inform PM and SDMs about study visits

Responsibility of SDM:

- Participate in study visits

Proactive media relations

CVG will produce so called opinion article. An English version of an opinion article (an editorial or a column providing a position on a current issue related to sustainable mobility)

would be drafted and CVG would seek to place this in major pan-European news outlets, both specialised and mainstream, depending on the topic.

Responsibility of DM:

- Translate opinion articles and forward them to stakeholders and SDM

Responsibility of SDM:

- Translate opinion articles and forward them to local press

Build a “media corner” on the CIVITAS website

The current CIVITAS face on the website does not include a space dedicated to meet the needs of journalists. Information should include a clearly identified link called “newsroom” or “media corner” or “press” on the homepage, direct access (one click) to media releases, contact information, full media kit information (fact sheets, bios, questions and answers, CIVITAS milestones/ historical timeline, CIVITAS summary of achievements), etc.

Responsibility of DM:

- Provide recommendations for CVG

Press Clipping Inventory

A press clipping inventory will be established on the website by CVG. The DM and the SDM will be responsible for submitting articles.

Responsibility of DM:

- Upload articles about the project within the inventory

Responsibility of SDM:

- Upload articles about the project within the inventory

Workshops, trainings, user groups

The Needs Assessment Report indicated that urban transport-related organisations are interested in lecture-based courses, practical workshops and trainings. Thus, CVG should create such opportunities, perhaps linking them to other events, such as study tours.

Responsibility of DM:

- Participate in these trainings

Responsibility of SDM:

- Participate in these trainings

Communications toolkit, Presentation about CIVITAS

Proposed contents of the Communications Toolkit which would be entirely digital and accessible on the CIVITAS site (password protected): press release templates, Q&A's, backgrounders, fact sheets, tips on how to take effective photographs, media training tips, approved photography from CIVITAS projects, etc. The presentation about CIVITAS includes a history of the campaign, facts/ figures and quality images. It is downloadable from the CIVITAS website and suitable for use in presentations at conferences.

Responsibility of DM:

- Use the provided tools and presentations

Responsibility of SDM:

- Use the provided tools and presentations

CIVITAS presentation video

Similar in principle to the CIVITAS ppt-presentation this professionally-produced video would include a history of the campaign, facts and figures, quality images and voiceover. Several CIVITAS-Plus demonstrations would be highlighted. It would be suitable for use in presentations, at conferences, at public events, etc.

Responsibility of DM:

- Use the provided video

Responsibility of SDM:

- Use the provided video

Overview Target Group & Main Dissemination Tools

Target Group

Main Dissemination Tool

European Level

Potential CIVITAS follower cities

- Decision-makers
- Senior managers
- Public transport practitioners and technicians
- Environmental authorities

- Project website
- Brochure
- Newsletter
- Story telling principle
- CIVITAS meets Wikipedia, Facebook and YouTube
- Presentations

European, regional and national bodies

- Decision-makers on EU, regional and national level
- International public transport research community
- Technology and equipment providers
- Environmental authorities
- Media

- Project website
- Brochure
- Newsletter
- Story telling principle
- CIVITAS meets Wikipedia, Facebook and YouTube
- Presentations

Project Level

CIVITAS ELAN partners

- Project website
- Brochure
- Newsletter
- Story telling principle
- CIVITAS meets Wikipedia, Facebook and YouTube
- Presentations
- Face-to-face meetings
- Final Conference
- CIVITAS Day
- Exchange Programme

National Level

CIVITAS follower cities in countries covered by CIVITAS ELAN cities

- Decision-makers
- Senior managers
- Public transport practitioners and technicians
- Environmental authorities
- Project website
- Brochure
- Newsletter
- Story telling principle
- CIVITAS meets Wikipedia, Facebook and YouTube
- Presentations
- National Task Force

National bodies

- Decision-makers on national level (Ministry of Transport or Ministry of Environment)
- National transport authorities
- University centres/ research centres
- National city networks
- Project website
- Brochure
- Newsletter
- Story telling principle
- CIVITAS meets Wikipedia, Facebook and YouTube
- Presentations
- National Task Force

Local Level

Local target groups

- Decision makers on city level
- Municipalities
- Local Transports & Mobility stakeholders
- Researchers and students
- Citizens & final users
- Environmental NGOs
- Associations and networks
- Regional and local development agencies
- Consultancies
- Newspapers and professional magazines
- Local website
- Local Brochure
- Newsletter
- Story telling principle
- CIVITAS meets Wikipedia, Facebook and YouTube
- Presentations
- CIVITAS Day
- Exchange Programme
- Press Releases
- Press Conferences
- TV and Radio spots
- Gadgets

Responsibilities

Responsibilities of the Project Dissemination Manager

1. Provide input for project section for the CIVITAS website
2. Provide input for events on project level (e.g. technical workshops) for the CIVITAS website
3. Produce project-related news for the CIVITAS website
4. Carry out concept of brochure
5. Provide input for main parts of the brochures
6. Produce first draft version of brochures
7. Print and ship brochures to SDM, PC, PM and leaders of horizontal workpackages
8. Distribute brochures at international events
9. Produce design of e-newsletter
10. Provide news on project level
11. Final quality management of e-newsletter
12. Distribute e-newsletter via database
13. Explain the story telling principle to the SDM
14. Provide some examples of measures and actions of CIVITAS I & II that became a legend
15. Spread these legends on project and international levels
16. Provide input for the selection of the didactic concept of the final conference
17. Support Ljubljana in the selection of potential topics and speakers for the final conference
18. Promote CIVITAS ELAN on a number of international conferences, mainly through piggy back activities to save resources (around four per year)
19. Carry out a biannual plan of international conferences to avoid overlaps with other parties
20. Provide feedback of the selected conferences (name of the conference, number of participants, location, date, used dissemination products and distributed dissemination materials)
21. Provide some examples of existing National Task Forces
22. Stimulate the process and the creation of National Task Forces
23. Create a community on Facebook (English)
24. Provide input for Facebook and invite other potential CIVITAS ELAN users to join the community
25. Upload short videos on You Tube
26. Check the potential and willingness of Wikipedia for cooperation
27. Provide a draft concept for a CIVITAS day
28. Collect feedback from SDM
29. Coordinate the CIVITAS Day on project level
30. Promote the CIVITAS Day on project level
31. Provide input for external and internal newsletter of CVG

32. Distribute internal newsletter of CVG
33. Participate in study visits of CVG
34. Inform PM and SDMs about study visits
35. Translate opinion articles of CVG and forward them to stakeholders and SDM
36. Provide recommendations for CVG
37. Upload articles about the project on the inventory of CVG
38. Participate in trainings organised by CVG
39. Use the provided tools and presentations of CVG
40. Use the provided video of CVG

Responsibilities of the Site Dissemination Managers

1. Provide input for city section, measure descriptions section, contact details section and events on local level for the CIVITAS website
2. Produce city- and measure-related news for the CIVITAS website
3. Promote CIVITAS ELAN on a number of national or regional conferences, mainly through piggy back activities to save resources
4. Provide feedback of the selected conferences (name of the conference, number of participants, target group, location, date, used dissemination products and distributed dissemination materials)
5. Provide news on local level for the CIVITAS website
6. Translate e-newsletter into local language
7. Identify potential measures and actions that have the potential to become a legend
8. Spread these legends on local, national and if possible on international level
9. Provide input on city characteristics related to transport issues for the brochure
10. Provide input on lessons learnt and main results for the final brochure
11. Distribute brochures on site, regional and national level
12. Create synergies with potential partners (e.g. other CIVITAS cities, Ministries, NGOs, who ever might have an interest in CIVITAS and its subject)
13. Contact potential partners and create a platform or network
14. Invite partners to CIVITAS city workshops and local activities
15. Transfer the CIVITAS knowledge to potential follower cities in their country
16. Create local communities on Facebook (local languages)
17. Provide brief videos for You Tube
18. Invite the whole CIVITAS ELAN family
19. Host and organise the final conference (Ljubljana SDM)
20. Adjust the draft concept to the local needs
21. Organise the CIVITAS Day on site
22. Promote the CIVITAS Day on local level

23. Participate in study visits organised by CVG
24. Provide input for external and internal newsletter of CVG
25. Distribute internal newsletter of CVG
26. Upload articles about the project on the inventory of CVG
27. Participate in trainings of CVG
28. Use the provided tools and presentations of CVG

Monitoring and evaluation

Overview

All dissemination activities on project level will be evaluated and monitored. Thus, the Dissemination Manager and the Evaluation Manager of CIVITAS ELAN were defining the evaluation criteria and agreed on some numerical targets.

The numerical targets for the final conference and the school exchange program will be defined once the exact formats of these two activities will be agreed. Otherwise, each dissemination activity on project level got some numerical targets, which will mainly be evaluated on an annually basis. This will ensure that real figures and estimated figures can be compared and interventions can be introduced easily.

Numerical targets

Project Web site

CIVITAS ELAN will not produce an own web site. The ELAN web site will be an integrative part of the overall CIVITAS web site.

Frequency: Annually

Methodology: Users per month/most required files

Numerical targets:

- Number of users clicking on the project web site: 1000 per month
- Number of most required files:

Project Brochure

CIVITAS ELAN will produce two project brochures during the lifetime of the project. The first brochure will be produced at the beginning and the second brochure at the end of the project.

First Brochure:

Frequency: Annually

Methodology: Counts

Numerical targets:

- Number of brochures distributed on European Level (International Conferences): 500 per year
- Number of brochures distributed on Project Level (CIVITAS ELAN working staff): 200 only once
- Number of brochures distributed on Local Level: 500 per site per year.

Second Brochure:

Frequency: Last CIVITAS ELAN months and after the project

Methodology: Counts

Numerical targets:

- Number of brochures distributed on European Level (International Conferences): 500
- Number of brochures distributed on Project Level (CIVITAS ELAN working staff): 200
- Number of brochures distributed on Local Level: 500 per site

E-newsletter

Frequency: Annually

Methodology: Counts

Numerical targets:

- Number of contacts receiving the e-newsletter on European level: 400 per e-newsletter
- Number of contacts receiving the e-newsletter on local level: 100 per e-newsletter per site

Story Telling Principle

Frequency: Last CIVITAS ELAN year

Methodology: Counts

Numerical targets:

- Number of key stakeholders receiving the message of the story telling principle: approx. 200

CIVITAS meets Wikipedia, Facebook and You Tube

The dissemination team agreed that first the potential of publishing CIVITAS related articles on WIKIPEDIA will be elaborated.

You Tube:

Frequency: Annually

Methodology: Counts

Numerical targets:

- Number of new You Tube videos per year: > 5

Facebook:

Frequency: Annually

Methodology: Counts

Numerical targets:

- Number of new registered persons on the CIVITAS ELAN facebook community per year: > 15 persons

CIVITAS Day

Frequency: Annually

Methodology: Counts

Numerical targets:

- Number of participants at the CIVITAS Day per site. > 100 per site

National Task Force

Frequency: Annually

Methodology: Counts

Numerical targets:

- Number of local, regional or national events where CIVITAS was presented: > 3 per site

Participate in international conferences

Frequency: Annually

Methodology: Counts

Numerical targets:

- Number of international events where CIVITAS was presented: > 3 per year

Final Conference

CIVITAS ELAN will organise a final conference. Neither the exact target group nor the exact format are finalised yet. Therefore, no specific evaluation criteria were defined yet.

School children exchange program

CIVITAS ELAN will organise the school children exchange program in early 2011. The exact format of the exchange program is not fixed yet, therefore no specific evaluation criteria were defined.

Monitoring Plan

Timing

The numerical targets of the dissemination activities were duly described above. All numerical targets will be monitored on an annually basis. This means that in months 12, 24, 36 and 48 the numerical targets will be checked.

Responsibilities

There are a number of dissemination activities that are clearly the responsibility of the Dissemination Manager, while a set of other dissemination activities are under the control of the Site Dissemination Managers. In the following overview the responsibilities for each numerical target were defined:

Dissemination Managers:

- Number of users clicking on the project web site: 1000 per month
- Number of most required files:
- Number of brochures (first brochure) distributed on European Level (International Conferences): 500 per year
- Number of brochures (first brochure) distributed on Project Level (CIVITAS ELAN working staff): 200 only once
- Number of brochures (second brochure) distributed on European Level (International Conferences): 500

- Number of brochures (second brochure) distributed on Project Level (CIVITAS ELAN working staff): 200
- Number of contacts receiving the e-newsletter on European level: 400 per e-newsletter
- Number of key stakeholders receiving the message of the story telling principle: approx. 200
- Number of new You Tube videos per year: > 5
- Number of new registered persons on the CIVITAS ELAN facebook community per year: > 15 persons
- Number of international events where CIVITAS was presented: > 3 per year

Site Dissemination Managers:

- Number of brochures (first brochure) distributed on Local Level: 500 per site per year.
- Number of local, regional or national events where CIVITAS was presented: > 3 per site
- Number of brochures (second brochure) distributed on Local Level: 500 per site
- Number of contacts receiving the e-newsletter on local level: 100 per e-newsletter per site
- Number of participants at the CIVITAS Day per site. > 100 per site

Process of Monitoring

The numerical targets will be checked by the Evaluation Manager with the support of the Dissemination Manager. This will be done on an annually basis. Each numerical target is clearly appointed to the Dissemination Manager or the Site Dissemination Manager. If the numerical targets are not fulfilled the Evaluation Manager will get in contact with the responsible person. The reasons for not fulfilling the criteria will be checked and analysed. The figures will also be reported in the Periodic Progress Report.

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Timetable

	2008				2009												2010												2011												2012									
	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	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48		
	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	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Project website								x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x				
Project brochure						x																																									x			
Electronic newsletter						x								x						x									x																					
Story telling principle																			x																															
Final conference																																															x			
CIVITAS meets Wikipedia; Facebook and You Tube									x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
CIVITAS Day													x													x											x													
Exchange Programme																														x	x	x	x	x																
Networking	x																																																	
National Task Force									x																																									

Local Dissemination Plan Gent

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1. Overview

Local dissemination activities in Gent are subdivided into two parts. On the one hand, the individual communications of the 25 CIVITAS ELAN measures and on the other hand the overall and broad communication of the CIVITAS project on local and national level or occasionally on international level.

Communication of the 25 CIVITAS ELAN measures

Measure-related communication will be done by the Measure Leaders themselves. However, which communication actions and tools will be used will be decided in consultation with the Site Dissemination Manager. Each Measure Leader is asked to give an overview of their communication measures for the next two years and they will update this list regularly. The SDM will have a close look on the planning of all events to avoid possible overlaps. Furthermore, Measure Leaders are asked to integrate CIVITAS in their own internal and external communications, e.g. newsletters, their own website.

General CIVITAS communication

Overall dissemination about the CIVITAS Initiative will be done by the Site Dissemination Manager. The main aspect is to spread the CIVITAS message, to communicate Gent as a CIVITAS city with the total of the 25 measures and to trigger people to invest in a more sustainable way of living. Several communication tools will be used during the CIVITAS programme: press releases, flyers, information sessions, posters, letters to inhabitants, etc. To gather and to spread all the information, a local CIVITAS website will be set up and a brochure in Dutch will go hand in hand.

Two events will intensify the CIVITAS project, namely the CIVITAS Day and the CIVITAS Exchange Programme for schools.

Besides own communication means, Gent will use communication tools of third parties to disseminate the CIVITAS project in Gent, e.g. newsletters, magazines, etc. related to sustainable mobility. They will be informed about the CIVITAS Gent activities.

Furthermore, CIVITAS Gent will be linked to events organised by third parties. In the months of May and September there are national mobility weeks and this will be a good opportunity for CIVITAS Gent to cooperate with these organisations. Networking will also be a big part of disseminating the CIVITAS message in Belgium.

And finally, Gent is often invited to give presentations at International Conferences. If someone from the Mobility Department will be attending such a conference, CIVITAS will be put in the picture.

Dissemination and the link with evaluation

Dissemination activities will change along the life cycle of the project. In the first two years, it will mostly be communication about starting up the measures, kick-off of campaigns, raising awareness amongst citizens and specific target groups in the corridor, but also questioning different target groups for evaluation benefits. While the project is making progress, the tone and content will change. In the third and fourth year of the project, the first results can be made public. What is the impact of certain measures, what benefits are there, what would be the business as usual model, are our measures transferable to other parts of the cities or to other cities in Europe, why did certain measures fail to work, what is the added value of CIVITAS for a city like Gent? The target audience will also change towards the end of the project, since hard figures need to be communicated and objective conclusions made by the Evaluation team. The tone and format of the different messages will also be different depending on the different target groups.

1.1 Target groups

1.1.1 Media / Press contacts

Press agencies

NV Jan Verbeke Producties

Bas De Wilde - Oude Houtlei 81, 9000 Gent - tel. 09 235 24 70 - gsm 0486 63 43 17 - e-mail redactie.gent@janverbeke.be

Persagentschap BELGA

Helena Verstappen, Oude Schaapmarkt 1, 9000 Gent - Gsm 0486 16 21 27 - e-mail helenaverstappen@yahoo.com

Persbureau D.D. MEDIA cvba

Dirk Dauw- Zandpoortstraat 9, 9000 Gent - tel. 09 223 51 24 - gsm 0477 28 79 58 - e-mail dirk.dauw@skynet.be

G & B Gents nieuwsbureau bvba

Dirk Verleyen, Eksmere 8, 9032 Gent-Wondelgem, tel. 0475 27 09 46 - e-mail gentsniewsbureau@pandora.be

Local/regional newspapers

DE GENTENAAR

Kouter 150, 9000 Gent - tel. 09 268 72 70 - e-mail nieuws@gentenaar.be

HET LAATSTE NIEUWS

Sabine Van Damme - Mispelbilk 1, 9030 Gent-Mariakerke - tel. 0497 36 58 90 - e-mail sabine.van.damme@persgroep.be

Johan Cauwels

Sint-Pietersnieuwstraat 80, 9000 Gent - gsm 0495 23 64 46 - e-mail johan.cauwels@skynet.be

Hannes Dedeurwaerder - Veerstraat 25, 9800 Bachte-Maria-Leerne - gsm 0485 05 73 75 - e-mail hannesddw@hotmail.com

GAZET VAN ANTWERPEN

Hans De Ruyck

Zomerstraat 34, 9000 Gent - tel. en fax 09 220 42 83 - e-mail hans.de.ruyck2@pandora.be

DE STANDAARD

Hilde Pauwels

Ooievaarstraat 31, 9000 Gent - tel. 09 227 59 82 - gsm 0496 64 25 74 - e-mail pauwels.hilde@skynet.be

Free magazines and door to door

PASSE-PARTOUT

Kouter 150 (3^e verd.), 9000 Gent - tel. 09 235 24 90 - fax 09 225 40 14 - e-mail
sales.gent@passe-partout.be

DE STREEKKRANT-TAMTAM / DE ZONDAG

Vlaanderenstraat 42, 9000 Gent - tel. 09 269 87 17 - e-mail redactie.gent@roularta.be

ZONE 09

Brusselsesteenweg 347, 1730 Asse - tel. 02 454 26 36 - e-mail
jiska.agten@zonemagazines.be

METRO - n.v. Mass Transit Media

Ravensteingalerij 4, 1000 Brussel - tel. 02 227 93 43 - e-mail metro@metrotime.be

PROMENADE MAGAZINE

Staf Steyaert
Domien Geersstraat 52, 9041 Gent-Oostakker - gsm 0497 12 12 56 - e-mail
staf.steyner@skynet.be

STEPS CITY

Vlaanderenstraat 42, 9000 Gent - Tel. 09 269 87 33, fax 09 269 87 10 - e-mail
stepscity.gent@roularta.be

Digital newsblogs

GENTBLOGT

Bruno Bollaert
Koning Albertlaan 145, 9000 Gent - gsm 0477 35 86 96 - www.gentblogt.be email:
redactie@gentblogt.be

Television

AVS, Regionale Televisie (regional television)

Adolphe Pégoudlaan 20, 9051 Gent-Sint-Denijs-Westrem - tel. 09 378 07 78 e-mail
info@avs.be
e-mail redactie: redactie@avs.be

VTM (commercial television)

Wim Naert
tel. 0475 45 50 75 - e-mail vtmgent@telenet.be

VRT (state television)

nieuws@vrt.be

Radio

VRT - RADIO 2 - OOST-VLAANDEREN

Martelaarslaan 232, 9000 Gent
tel. 09 224 72 11 - Nieuwsredactie: tel. 09 224 72 56 e-mail:
redactieoostvlaanderen@radio2.be
+ 7 local radios

1.1.2 Stakeholders

Local level:

- Citizens
- Politicians, local administration and policy makers ...
- Local lobby & interest groups like the 'Bicycle Union', 'the Pedestrian Group', organisation for disabled people...
- Local neighbourhood organisations
- Schools & University of Gent

National level

- Organisations related to (sustainable) mobility (VSV, Kenniscentrum Vlaamse Steden, BBLV, Fieterserbond, Trage Wegen)
- Politicians and policy makers (also administration and policy makers of other cities and overall organisations like VVSG)
- Managers, CEOs, management of large institutions/companies related to mobility/travel/infrastructure
- Citizens
- Universities and schools
- Academic world

2. Dissemination Activities

2.1. Press coverage:

Each measure has been screened on its media value. Communication moments have been registered for the following year in consultation with each measure leader. This procedure will be an ongoing process for the next three years. Press releases can be sent out if a measure starts, at a mid term evaluation or at the end of the implementation. We will try to make each press event as attractive as possible, preferably in the attendance of decision makers (Alderman Temmerman, Ministers, Mayor...) or well known people who have a connection with sustainable mobility.

Every measure leader has to check their press releases with their own Political Cabinet and with the Site Dissemination Manager before release.

Employees working for the City of Gent Council have to go through the Internal Department of Information. Every Friday there is a press conference where all journalists are present. The measures can be communicated in this way or by organizing a special "on location" event.

External partners will take care of their own press releases. The press release is sent to the Site Dissemination Manager before it is spread out.

2.2 Own communication tools

Website

Gent will have its own local CIVITAS website. It will be online as from June 2009. The website will be presented at a press Conference in June 2009. It will be the main dissemination tool for the Gent project.

Information tool:

The website will serve on the one hand as an information tool: to disseminate the 25 measure for Gent, explain CIVITAS, sensitize citizens for a more sustainable mobility behavior. All actions within the CIVITAS project will be announced on this local CIVITAS website. During the course of the project news worthy items will be put on the homepage in the news section. In that way, an archive is being built during the four years of CIVITAS.

Interactive tool:

On the other hand, the website will also be used as an interactive tool: people will be able to react on certain subjects, fill in a questionnaire, and participate in a poll. E.g. within the measure GEN 4.2, mobility management for companies, extra web pages are made for the annual mobility weeks in September. Employees can subscribe for certain activities organized during this week and give their feedback in a blog or response mode.

Newsletter

In the context of the website, a newsletter will be produced the moment there are a few new topics.

A database is made and updated during the course of the project, because people can subscribe for the newsletter. Different target groups will then be available. Tailor made information can be mailed through newsletters to the different target groups.

Once, maybe twice a year, a printed newsletter can be produced.

Print

A CIVITAS brochure in Dutch (16p.) will be produced. It will be distributed at conferences and sent to city councils of other cities, mobility departments (national and provincial) and journalists. Apart from the brochure, a flyer will be distributed in public spaces, like libraries, administration, city council.

Regarding the measures, measure leaders can use a template to produce their own leaflet or flyer, so they do not have to think about the correct house style for their communication.

Communication tools of the City of Gent

As a city, Gent has a variety of communication tools such as the official Gent website www.gent.be, the city magazine (10 x per year), insert in local newspapers, AVS local television time, poster sites.

The internal Department of Information organizes a weekly press conference. The measure leaders of the City of Gent have to spread their messages through this department.

Gadgets and other branded material

Some gadgets will be made of the local budget and will serve several actions and initiatives, either measure related, either within the global CIVITAS communication.

E.g. balloons, pens, raincoats, shopping bags, umbrella's, postcards.

2.3. Mobility related magazines, newsletters, websites, platforms ...

Gent will consider to integrate CIVITAS in a structural way in mobility-related magazines, newsletters or websites. Some examples:

General

Platform on mobility in Flanders: Mobiel vlaanderen (www.mobielvlaanderen.be)

Initiative of the Flemish Government

Public transport:

- BTTB
- OV – Independent magazine for Public Transport
- Uitweg

Bike & Pedestrians:

- Fietzersbond
- Fiets Vlaanderen
- Pro Velo (Brussels)
- Voetgangersbeweging vzw
- Trage Wegen vzw

Mobility and Environment:

- BBLV – website www.mobimix.be (platform on sustainable mobility)
- KOMIMO - newsletters
- Campaigning on ‘Heen en Weer Week’ (May) and ‘Aardig op weg Week’ (September)
- VSV – newsletters
- VVSG – newsletter: Mobimail
- Kluwer: paper newsletter: Mobiliteitsbrief (editor: Flemish Government)
- www.slimweg.be – partnership between providers of sustainable mobility

2.4. Events organised by third parties

There are a few events on local, regional and national or even European level where CIVITAS can be integrated. Some examples:

- Carpooling day: one day in March (organised by a well-known radio programme)
- ‘Heen-en-weer week’: each year in May: campaign for sustainable home-work traffic
- Ik Kyoto: second week of May
- ‘Aardig op weg week’: each year in September
- European Mobility Week: end of September
- Car free day: last Sunday of September
- Velo City 2009: once – CIVITAS bicycle tour
- Open Monument Day (September) ?

2.5. CIVITAS events

On project level, two events will take place during the CIVITAS period, namely the CIVITAS Day and the CIVITAS School Exchange Programme.

3. Networking Activities

3.1. Communication on an international level

The Mobility Department of the City Council is often invited to give presentations as a guest speaker at international congresses. On these occasions, Gent will be presented as a CIVITAS City 2008-2012.

3.2. Communication towards local, regional and national level

National & regional congresses + platforms:

- Kenniscentrum Vlaame steden (Knowledge Centre of Flemish Cities): This is a networking organisation, connection all big and medium sized cities in Flanders, thirteen in total. 'Mobility' and 'Europe' are two of the policy items there work on. They organise different congresses, for instance, on how to apply for a European Project (e.g. 28 of April 2009), or on how to organize a European project. For the efforts regarding a 'National Taskforce' as stated in the chapters, this network is going to be used. It is a perfect tool to either disseminate the CIVITAS project on the one hand and to influence policy through lobbying and networking on the other hand.
- Congres Openbare Ruimte (Congress Public Space): each year in March – Gent is always very well represented at this congress, and starting from March 2009, CIVITAS might be a regular item
- www.duurzamemobiliteit.be – website organised by the Flemish Government – you can post your best practices of your city on this website
- IDM (Instituut voor Duurzame Mobiliteit, UGent) – organiser of Congresses and workshops
- Mobimix: is a subdivision of BBLV (association for a better environment). They organise information sessions on various subjects on sustainable mobility.
- www.Linkedin.com – platform of Mobimix, discussion Group on sustainable mobility – large network of mobility people in Belgium
- Gent, Big in Creativity....a local networking forum of innovative and creative organisations and companies
- All the other organisations can also be seen as networking opportunities.

ANNEXES

List of Dissemination Tools and Networking Activities

N°	Dissemination Tools Networking Activities	Type	Size/ Form	Target Group	Diss. Level	Month of completion
1	artikel: Kortrijksesteenweg wordt tramboulevard	publication			national	15.11.2008
2	artikel: Tram 1 zal dubbel zo snel in Gents stadscentrum arriveren	publication			national	18.11.2008
3	artikel: Aanpassen van plannen Kortrijksesteenweg nog mogelijk	publication			national	27.11.2008
4	artikel: Fleet green award	publication			local	04.12.2008
5	artikel: Minder turen naar duidelijker borden	publication			national	06.01.2009
6	artikel: 'Tevreden zoals het nu is'	publication			national	06.01.2009
7	artikel: 'Dit gaat voor chaos zorgen'	publication			national	06.01.2009
8	artikel: Gent schaft P-route af	publication			national	06.01.2009
9	artikel: 'Voor mij is het wel handig'	publication			national	06.01.2009
10	artikel: Elk kwartier bus door studentenbuurt	publication			local	12.02.2009
11	artikel: Groen licht voor gratis witte fietsen	publication			national	28.02.2009
12	artikel: Stad plaatst "leenfietsen" in centrum	publication			local	28.02.2009
13	artikel: Goud voor auto's en chauffeurs	publication			local	March 2009
14	(oud) Gentbrugge Moscou-Vogelhoek	publication			local	March 2009
15	artikel: Gent krijgt eerste schone stadsbus	publication			national	10.03.2009
16	artikel: Van Hool bouwt 79 groene lijnbussen	publication			national	10.03.2009
17	artikel: Allereerste hybride bus rijdt in Gent	publication			national	10.03.2009
18	artikel: Gentse hybride dieselmussen goed voor primeur in Benelux	publication			national	10.03.2009
19	artikel: Van Hool levert hybride bussen voor De Lijn	publication			national	10.03.2009
20	artikel: Eerste hybride bussen op lijn 3	publication			local	10.03.2009
21	artikel: Eerste hybride bus van Benelux rijdt in Gent	publication			national	10.03.2009
22	artikel: Trolley is dood, leve Remmie	publication			national	10.03.2009
23	artikel: Bewonersgroep protesteert: "Waarom geen trolley voor trolley?"	publication			national	10.03.2009
24	persbericht: Nieuwe milieuvriendelijke bus maakt eerste rit in Gent	publication			national	09.03.2009

25	artikel: Hybride bussen	publication	local	17.03.2009
26	newsflash: Hybride bussen	Newsflash		09.03.2009
27	interview Perter v Sevenant 150 bushaltes worden heraangepakt	Interview	local	03.04.2009
28	artikel: Gent heeft duurzaamste wagenpark van België	Website	national	01.12.2008
29	artikel: Eerste stappen duurzame stadsdistributie in Gent	Website	national	26.01.2009
30	PPT: Infomarkt Aanleg nieuwe verbindingsweg tussen R4 en Sint-Denijslaan - Ontsluiting site van en naar Koningin Fabiolalaan - Inrichting natuurgebied Overmeers - Heraanleg van de Koningin Fabiolalaan	Website	local	04.03.2009
31	artikel: Gent heeft eerste hybride dieselbus in Benelux	Website	national	09.03.2009
32	artikel: Trolley is dood, leve Remmie	Website	national	10.03.2009
33	artikel: Eerste hybride bus rijdt door Gentse straten	Website	national	10.03.2009
34	artikel: Hybride bus is eerste grote verwezenlijking binnen het Gentse CIVITAS-project	Website	local	10.03.2009
35	artikel: Hybride bus eerste stap CIVITAS-project	Website	national	10.03.2009
36	artikel: Hybride bus eerste stap CIVITAS-project	Website	national	10.03.2009
37	new frames for students bikes (against theft)	Website	local	27.03.2009
38	article on anti-theft frame for student bikes	Website	local	27.03.2009

Timetable

	2008				2009												2010												2011												2012							
	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	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Dissemination Activities																																																
Press release: new hybrid testbus - first realisation in the CIVITAS project																																																
Producing 2 CIVITAS logo stickers for bus																																																
Press event arrival hybrid bus in presence of Minister V Brempt																																																
Production of 5000 (?) Flyers on 'hybrid busses in Gent'																																																
Distribution of flyer 'hybrid busses in Gent' in xx locations/ venues																																																
Distribution of flyer on the bus																																																
Press release: arrival of 20 hybrid busses in Gent																																																
Press Release: faster buses thanks to redesigned bus stops																																																
Production of posters for bus stops (ongoing)																																																
Send out press release for																																																

	2008				2009												2010												2011												2012							
	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	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
press conference + practical arrangements																																																
Press conference: big traffic flow improvement in public transport																																																
Ratings																																																
Telephone Exchange Taxi																																																
P+R information on full LED-matrix VGS signs																																																
Advertisement posters on the P+R grounds																																																
Launch of website/webpages explaining the new enforcement scheme in detail																																																
Distribution of leaflets and flyers on site and on the tram																																																
Press release coinciding with the public launch of the system																																																
Sending invitation to inhabitants Elizaebthlaan+ Kortr. Poortstr																																																
Sending out press release about information market																																																
Information market 19 November 2009																																																
Introductory press release after evaluation of first																																																

	2008				2009												2010												2011												2012							
	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	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
prototype																																																
Distribution of leaflets and flyers to all stakeholders																																																
Press event focussing on the benefits of the new access control system																																																
Launch of website/webpages explaining the access control scheme in detail																																																
Stakeholder participation event																																																
Stakeholder participation event: focus is on the day-to-day aspects																																																
Press release on realisation of mobility plan																																																
Agreement on bicycle sharing for Gent (white bikes)																																																
Arrival of 25 bicycle lockers																																																
Presentation launch website and logo 'House of the Bike'																																																
Opening new bicycle point railway Dampoort																																																
Hand out CIVITAS gadgets/ umbrellas (occasion: opening of cycle bridge)																																																
Release of magazine: Onze wijk beweegt (location: St-																																																

	2008				2009												2010												2011												2012							
	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	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Denijs Westrem)																																																
Send out invitations to selected party of participants																																																
Workshops on freight management																																																
Presentation of results workshops + recruiting participants for the platform of freight management																																																
Press event: first full-LED VMS-sign installed, formal inauguration by alderman Karin Temmerman																																																
All LED-matrix VMS-signs installed: display teasers with link to website																																																
Launch of website/ webpages explaining the measure in detail																																																
New brochures/ booklets explaining the new multi-modal traffic management system (VGS) in detail																																																
Short press release: new VGS fully active																																																
Feature on the VGS on local TV (AVS) and/ or in Stadsmagazine Gent (City of Gent official periodical)																																																

	2008				2009												2010												2011												2012							
	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	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Press release: first 50 new frames are engraved																																																
Press event: Alderman Temmerman hands over 3 "new" bike for free!																																																
Production of flyer on the new bikes																																																
Presentation new bike to the public																																																
Production hand scanners																																																
Press release 'Consortium Agreement signed in Lubljana'																																																
2 lunch meetings GCC Staff																																																
Presentation at Congress Public Space in Mechelen																																																
Presentation on the 1st Sust. Mob. Forum in Jaèn (Spain)																																																
Press release: Launch of CIVITAS website and presentation brochure																																																
Competition: search for the most ridiculous car trip																																																
Co-operation with Aardig op weg week in September??																																																
Consortium Meeting autumn - site visit in presence of politicians from ELAN cities																																																
CIVITAS Square on the car-																																																

	2008				2009												2010												2011												2012							
	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	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
free day on Sunday, 27 September 2009																																																

Media Coverage Overview

Date	Print: paper/magazine	Article/publimagazine/advertising + title	Size	Target group: local/national/internat.	est. media value
15.11.2008	Het Nieuwsblad	artikel: Kortrijksesteenweg wordt tramboulevard	25x15	national	20.845,00 €
18.11.2008	De Standaard	artikel: Tram 1 zal dubbel zo snel in Gents stadscentrum arriveren	15x12	national	6.060,00 €
27.11.2008	Het Nieuwsblad	artikel: Aanpassen van plannen Kortrijksesteenweg nog mogelijk	5x5	national	1.350,00 €
04.12.2008	Tam-Tam	artikel: Fleet green award	10x10	local	
06.01.2009	De Standaard	artikel: Minder turen naar duidelijker borden	10x5	national	1.515,00 €
06.01.2009	Het Nieuwsblad	artikel: 'Tevreden zoals het nu is'	5x5	national	1.350,00 €
06.01.2009	Het Nieuwsblad	artikel: 'Dit gaat voor chaos zorgen'	5x5	national	1.350,00 €
06.01.2009	Het Nieuwsblad	artikel: Gent schaft P-route af	30x30	national	37.900,00 €
06.01.2009	Het Nieuwsblad	artikel: 'Voor mij is het wel handig'	5x5	national	1.350,00 €
12.02.2009	Het Laatste Nieuws	artikel: Elk kwartier bus door studentenbuurt	20x15	local	14.240,00 €
28.02.2009	Het Nieuwsblad	artikel: Groen licht voor gratis witte fietsen	10x5	national	5.395,00 €
28.02.2009	Het Laatste Nieuws	artikel: Stad plaatst "leenfietsen" in centrum	20x15	local	14.240,00 €
March 2009	Stadsmagazine	artikel: Goud voor auto's en chauffeurs	1p.	local	
March 2009	Onze wijk beweegt	(oud) Gentbrugge Moscou-Vogelhoek	23p.	local	

10.03.2009	De Standaard	artikel: Gent krijgt eerste schone stadsbus	15x30	national	15.955,00 €
10.03.2009	Gazet van Antwerpen	artikel: Van Hool bouwt 79 groene lijnbussen	20x18	national	11.040,00 €
10.03.2009	Het Laatste Nieuws	artikel: Allereerste hybride bus rijdt in Gent	10x5	national	3.560,00 €
10.03.2009	De Morgen	artikel: Gentse hybride dieselmussen goed voor primeur in Benelux	23x22	national	5.880,00 €
10.03.2009	De Tijd	artikel: Van Hool levert hybride bussen voor De Lijn	5x5	national	
10.03.2009	Het Laatste Nieuws	artikel: Eerste hybride bussen op lijn 3	25x18	local	14.240,00 €
10.03.2009	Het Nieuwsblad	artikel: Eerste hybride bus van Benelux rijdt in Gent	5x5	national	1.350,00 €
10.03.2009	Het Nieuwsblad	artikel: Trolley is dood, leve Remmie	15x15	national	14.210,00 €
10.03.2009	Het Nieuwsblad	artikel: Bewonersgroep protesteert: "Waarom geen trolley voor trolley?"	20x10	national	13.490,00 €
09.03.2009	De Lijn Centrale Diensten	persbericht: Nieuwe milieuvriendelijke bus maakt eerste rit in Gent	1p.	national	
17.03.2009	Tam-Tam	artikel: Hybride bussen	7x12	local	
March 2009	Mobility Linq	artikel: Hybride bus maakt eerste rit in Gent	1/2p.	international (Netherlands)	
March 2009	Mobility Linq	artikel: Gentse studenten krijgen unieke nieuwe huurfietsen	1/2p.	international (Netherlands)	
31.03.2009	De Gentenaar	artikel: 15 'nieuwe' bushaltes	9x11	local	
06.04.2009	Het Nieuwsblad	artikel: Gent krijgt 150 'nieuwe' bushaltes	10x10	local	5.395,00 €
07.04.2009	Tam-Tam	artikel: Actie tegen fietsdiefstallen	20x7	local	
20.06.2009	Het Nieuwsblad	artikel: CIVITAS news online on www.CIVITASgent.be	5x3	local	1.350,00 €

Date	TV	Newsflash/interview	Length	Target group	est. media value
09.03.2009	AVS	newsflash: Hybride bussen	1 min	local	
03.04.2009	AVS	interview Peter v Sevenant 150 bushaltes worden heraangepakt	1 min	local	
21.11.2009	AVS	ELAN discovers TrammELANt Bus during Consortium Meeting	1,30 min	local	
25.11.2009	AVS	extended coverage about the TrammELANt bus from De Lijn	2 min	local	
17.03.2010	AVS	Coverage on the private bicycle lockers (pre shooting)	4 min	local	

Date	Radio	Newsflash/interview	Length	Target group	est. media value
20. Nov	several local radio's	announcement CIVITAS happening	15 sec	local	

Date	Website + blogs	Article/presentation/...	Size	Target group	est. media value
01.12.2008	HLN.BE	artikel: Gent heeft duurzaamste wagenpark van België	foto + 12x10	national	
26.01.2009	mobimix.be	artikel: Eerste stappen duurzame stadsdistributie in Gent	10x5	national	
04.03.2009	http://www.projectgentsintpieters.be/	PPT: Infomarkt Aanleg nieuwe verbindingsweg tussen R4 en Sint-Denijslaan - Ontsluiting site van en naar Koningin Fabiolalaan - Inrichting natuurgebied Overmeers - Heraanleg van de Koningin Fabiolalaan		local	

09.03.2009	metrotime.be	artikel: Gent heeft eerste hybride dieselbus in Benelux	10x8	national	
10.03.2009	Nieuwsblad.be	artikel: Trolley is dood, leve Remmie	1 page.	national	
10.03.2009	Belg.be	artikel: Eerste hybride bus rijdt door Gentse straten	1 page.	national	
10.03.2009	streekkrant.be	artikel: Hybride bus is eerste grote verwezenlijking binnen het Gentse CIVITAS-project	1 page.	local	
10.03.2009	gentblogt.be	artikel: Hybride bus eerste stap CIVITAS-project		national	
10.03.2009	nieuws.be	artikel: Hybride bus eerste stap CIVITAS-project	12x4	national	
27.03.2009	belg.be	new frames for students bikes (against theft)		local	
27.03.2009	gentblogt.be	article on anti-theft frame for student bikes		local	
11.09.2009	Nieuwsblad.be	artikel: Busreizigers krijgen gratis De Gentenaar	foto + 12x10	national	
09.09.2009	Nieuwsblad.be	artikel: Mobi-week start met ontbijt en beenmassage	foto + 10x5	national	

Local Dissemination Plan Zagreb

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1. Overview

It has been agreed between project partners in Zagreb that local dissemination activities are to be divided into two main categories:

- a) Overall dissemination activities encompassing broad communication on local, national and, where appropriate, international level
- b) Dissemination activities related to the individual project measures.

a) Overall project dissemination activities

These dissemination activities are conducted in order to promote the project and to raise awareness of citizens about issues that are emphasized in the project. They are being conducted continuously, strongly promoting CIVITAS ELAN Zagreb project as a whole, including all 17 measures, activities and results. The goal of overall dissemination activities is to broadly communicate the CIVITAS message, to establish Zagreb as a CIVITAS city, to make citizens aware of the project benefits and their own role and responsibility in introducing more sustainable solutions in the process of planning and deciding on mobility issues in Zagreb..

The overall dissemination activities are being conducted by using the following tools and means:

- CIVITAS ELAN Info-point as a place for continuous dissemination;
- Presentation of special project achievements at special occasions / events (i.e. launch of CIVITAS ELAN tram line, CIVITAS ELAN Info-point, CIVITAS ELAN day within the European Mobility Week, etc.);
- Project web-site;
- Project brochure, leaflets, flyers and posters;
- Promotional materials accompanying project events such as CIVITAS ELAN day/European Mobility week;
- Press conference hosted by the city Mayor and covered by national and local media;
- CIVITAS ELAN Info-service (info-sharing through e-mail lists of interested stakeholders and media);
- Established cooperation with several media (e.g. free of charge newsletter Zagreb.hr disseminated to all households in Zagreb, Vjesnik etc.); regular appearances in thematic TV and radio shows (TV morning show 'Good morning Croatia' and National Radio Second Programme);
- Promotional goodies;
- Community network e-newsletter;
- Use of partners' communication channels and means as well as third parties communication tools when appropriate.

The Site Dissemination Manager is responsible for these dissemination activities.

b) Measure-related dissemination activities

Partners on Zagreb city level have agreed to conduct several public campaigns / specific promotional activities during the project duration which are to be linked to topics covered by the measures and important results achieved through the measure implementation. Measure-related activities are led by Measure Leaders and coordinated by the Site Dissemination Manager. A list of measure-related events and dissemination activities is being continuously updated and adjusted.

These activities will include usage of several means such as:

- Press releases and press conferences accompanying measure-related events;
- Information on and presentation of measure-related activities and achievements in Info-point, expert round tables and public dialogues;
- Power-point presentations available at Info-points and project website;
- Leaflets covering measure topics (e.g. bio-diesel in CISTOCA, E-ticketing, etc.);
- Information for and dialogue with specific stakeholders groups on issues of their concern (e.g. elderly people; citizens living along the demonstration corridor, bicyclists, large institutions / businesses, students, etc.);
- Surveys on specific issues (e.g. perception of PT by citizens);
- Information published in partners' internal and external communications;
- Partners-related project e-mail addresses.

1.1.1 Media

The project has been regularly communicated to the national and local media in order to strengthen cooperation along the project duration and to obtain raising interest of both journalists and news consumers. The best results have been obtained in direct individual relationship with journalists well-informed and interested in progress of the project activities.

Media have shown rising interest for the project and especially for the citizen's involvement component including expectances and results.

a) National media

TELEVISION
<ul style="list-style-type: none"> ▪ HTV - Croatian Radio Television TV/ Informative programme, + 385 1 6343504, dnevnik@hrt.hr Morning show "Good Morning Croatia", dobro jutro@hrt.hr Zagreb Panorama, zagrebackapanorama@hrt.hr RTL TELEVISION + 385 1 3660000. rtl-vijesti@rtl.hr NOVA TV / Informative programme, + 385 1 6008350, novatv@novatv.hr
NEWSPAPERS
<ul style="list-style-type: none"> ▪ HINA – Croatian News Agency, + 385 1 4808770, hina@hina.hr ▪ JUTARNJI LIST, + 385 1 6103100, jutarnji_list@eph.hr ▪ VECERNJI LIST, + 385 1 6300604, vecernji@vecernji-list.hr ▪ NOVI LIST, + 385 1 4836202, nl-redakcija@novi-list.tel.hr ▪ SLOBODNA DALMACIJA, + 385 1 4890111, slobodna-zg@slobodnadalmacija.hr ▪ VJESNIK, + 385 1 6166666, vjesnik@vjesnik.com ▪ 24 Hours, + 385 1 6069660
WEB PORTALS
<ul style="list-style-type: none"> ▪ Index.hr, kontakt@index.hr ▪ Javno.hr, natasa.zecevic@javno.com

- ZAMIR, urednistvo@zamirzine.net
- H-ALTER, redakcija@h-alter.org
- HTnet, urednik@htnet.hr
- MEDIASERVIS, + 385 1 6689540
- Alert press centre, info@alertonline.org

RADIO STATIONS

- CROATIAN RADIO, + 385 1 6349815
Informative programme, ip_hr@hrt.hr
Second programme, drugi_hr@hrt.hr
Sunday show 'Suskalica', suskalica@hrt.hr
Show 'Z kao Zemlja' (Z stands for Earth), zkaozemlja@hrt.hr
- OPEN RADIO, + 385 1 6623700, urednik@otvoreni.hr
- RADIO 101, + 385 1 4891151, apr@radio101.hr
- RADIO PLAVI 9, + 385 1 4848572, plavi9r@plavi9r.tel.hr
- FAMILY RADIO, + 385 1 6550375, produkcija@obiteljski-radio.hr

b) Local media

TELEVISION

- Z1 – ZAGREB TELEVISION
All desks, + 385 1 6690642, tv@Z1-tv.hr
- OTV – OPEN TELEVISION
All desks, + 385 1 6623700, mkorusic@otv.hr

NEWSPAPERS

- Zagreb.hr, karapandza@zagreb.hr
- Metro, info@metro.hr
- Zagreb News

RADIO STATIONS

- ANTENA ZAGREB, antenazagreb@antenazagreb.hr
- Croatian Radio, Radio Sljeme, info@rsljeme.hr
- RADIO STUDENT, radio@fpzn.hr

Bulletins / newspapers

- Info magazine - City of Zagreb Department for strategic planning
- Trešnjevačke novine

1.1.2 Other stakeholders

a) National level

- Relevant experts;
- Transport-related institutions and decision makers (e.g. departments of transport in other Croatian towns identified by partners and town administration);
- NGOs (Association of Cities, Association of Municipalities, Croatian Auto Club – HAK etc.);

b) Local level

- Interested citizens (reached through media and web portals, CIVITAS ELAN and Community network e-newsletter, Info-point , etc.);
- Citizens living in the city districts along and in vicinity of the corridor – Tresnjevka South and Tresnjevka North, Trnje, Center);
- Specific stakeholder groups (shop keepers, cafes and restaurants, students etc.) along the corridor;
- Local politicians and administration (City of Zagreb / Department of transport, Department for Urban planning, Health Department, Department for local self-government, City Council members);
- City district councils and community boards along the demonstration corridor;
- Public institutions (e.g. Centre for Culture Tresnjevka, Elderly People's Homes)
- NGOs (associations of elderly people, associations of invalides, environmental NGOs, European movement, etc.)
- Primary and secondary schools along the Corridor (at least 5)
- Faculties along the Corridor
- Businesses (mostly along the corridor (eg. Zagreb Bank, T-com, Vjesnik, etc.)
- Zagreb Touris Board.

2. Dissemination Activities

2.1 CIVITAS ELAN Forum

CIVITAS ELAN Forum is a unique programme of project dissemination activities coordinated by site manager and local dissemination manager in cooperation with partners. The majority of FORUM events are taking place at the CIVITAS ELAN Info-point since its establishment. When a larger audience is expected, the conference hall of the Technical Museum is being used as well as other venues, when appropriate, such as Zagreb Tribune Hall, European House, partners' or collaborators' premises etc.

2.1.1 Info-point

A tram vehicle donated by ZET has been placed in the demonstration corridor, in front of the Technical museum and vis-a-vis Students' Centre. It serves as Project Info-point marked with CIVITAS labels and functions as a one-stop-shop where citizens may get all information relevant to the project including programme of events, leaflets and presentations

The info-point was officially open during the European Mobility Week 2009 by the Mayor of Zagreb, when a press conference was organized. Since its opening, it has been proven as a very good mean for project dissemination purposes. The number of daily visits is continuously high - up to 30 per working day and up to 80 on Saturdays. Citizens' interest was also

confirmed by high response to filling-in surveys and writing down their comments and proposals regarding to the traffic situation in Zagreb.

The Info-point works six days a week for four hours. Employees, hired by the City of Zagreb, are trained and committed to project goals. They provide information, disseminate materials and questionnaires, help people to fill-in the answers, assist interested citizens in looking to power-point presentations, encourage visitors to express their comments and suggestions etc.

2.1.2 Public presentations

First project presentations for larger public organized by ODRAZ and involving all the partners, took place in spring 2009 in cooperation with the Centre for Culture Tresnjevka and the European movement. Their goal was to inform, raise citizens' interest and to encourage them to participate in project activities. Public presentations will continue according to the CIVITAS ELAN Forum programme.

2.1.3 Wednesdays in tram

A series of measure-related presentations led by measure leaders and followed by open discussion are regularly taking place at the Info-point on an average of twice a month. When appropriate, these events include presentations of other relevant projects or activities.

2.2 CIVITAS ELAN tram line

A special CIVITAS ELAN tram line No 20 was established along the corridor in April 2009 to mark the Project Management Meeting in Zagreb. ZET assured all the necessary resources and technical conditions, and also provided PMM participants with a special tag allowing free use of public transport during the Meeting (21-24 April 2009). ODRAZ coordinated preparation of dissemination materials that were available to passengers.

Tram vehicles marked with CIVITAS ELAN logos continue to communicate throughout the city maintaining good visibility of the project.

2.3 Project brochure

For the Mobility Day 2009 ODRAZ prepared an 8-pages project brochure in Croatian language edited in 10.000 copies. It is being broadly disseminated at the CIVITAS ELAN Info-point, in the vestibule of Zagreb City Hall, to participants of events and surveys, relevant City services and media.

Following topics are highlighted in the brochure:

- CIVITAS Initiative
- CIVITAS ELAN project, including themes and objectives
- CIVITAS ELAN in Zagreb, with concise description of measures and expected results, main project data, partners' tasks and contacts.

2.4 Leaflets

The first leaflet– a sort of Project Identity Card, was prepared by ODRAZ at the beginning of the project to inform media and public on what the project was about. It was distributed to media and to passengers of tram No. 20. Any partner can multiply the leaflet according to the needs.

Leaflets issued by partners and related to measure topics are being prepared occasionally following the measure implementation demands. The first ZET and CISTOCA leaflets were

printed in 10.000 copies each, and disseminated during the April 2009 campaign. Other partners' leaflets followed, such as:

- ZET – Sustainable PT
- ZET - Basic info on e-ticketing
- CISTOCA Eco-fleet
- CISTOCA - Bio-diesel
- Faculty of transport - different measure topics.

2.5 Media and press coverage

The future campaigns and media events will be prepared building on good practical experience gained from two major project events held in 2009:

- the PMG meeting held in Zagreb in April 2009.
- events marking the European Mobility Week including press conference with Mayor and Info-point opening.

A continuous process of identification of appropriate communication points has been established between partners and coordinated by ODRAZ. Partners have established good relations with national and local media, especially Croatian national television and local newspaper zagreb.hr. Still, there is a lot of space to further raise interest of media for the project:

- by presenting project results in a more attractive way;
- by involving important people or well-known citizens;
- by establishing more effective links with other relevant projects, initiatives and/or events, such as local car free day etc.;
- by efficient preparation of the European Mobility Week and CIVITAS Day in the next years involving all the partners.

2.6 CIVITAS ELAN Zagreb web-site

A local CIVITAS ELAN web-site is online since the 2009 Mobility Day. It has been created and maintained in cooperation of ODRAZ and the City of Zagreb, Department of strategic planning and urban development. The web-site content includes: Welcome by the Mayor, Information on CIVITAS Initiative, CIVITAS ELAN project, partners, events, surveys, press releases etc. Both mentioned partners are looking for solution to make the web-site more attractive and interactive to enable on-line communication and exchange, web-forum, on-line questionnaires etc.

2.7 CIVITAS ELAN Info-service

CIVITAS ELAN info-service has been initiated in late 2009 as an e-newsletter disseminated weekly according to a broad and growing stakeholders' list (some 300 readers in February 2010). The goal of the e-newspaper is to inform the broad public on project activities and results in a concise and attractive way, with photos. ODRAZ is collecting partners' news and preparing them for editing. A database is made and updated during the course of the project, because people can subscribe for the e-newsletter.

2.8 Internal and external communication

In 2008 partners have adopted two sets of rules: Rules of conduct between partners and Rules of conduct with media. A PR project representative of each partner has been appointed.

All the partners have created individual project e-mail addresses (CIVITAS@partnername.hr).

Partners hold regular meetings, usually twice a month, led by the site manager. Measure-specific meetings are taking place at measure leaders' invitation.

2.9 Other communication tools

Partners are considering opportunities to integrate the CIVITAS ELAN project in other mobility-related publications, newsletters and/or web-sites. Selected topics will be disseminated to local newspapers in other cities.

Gadgets were produced by partners to raise attractiveness of project-related events, such as European Mobility Week. This practice will be continued at future occasions.

3. Networking Activities

3.1 Networking on international level

Partners agreed that each one will use opportunities to present and inform about the project at relevant international events and conferences. The partner's task is to prepare brief information to be shared with other partners at their meetings.

3.2 Networking on local, regional and national level

A Facebook group in Croatian language has been created. After testing by ODRAZ and partners, in fall of 2009 other people were invited to join and regular communication was established.

Important news and information on CIVITAS ELAN are sent through **Community network e-newsletter** to some 400 members from all over Croatia, coming from different sectors.

An agreement has been obtained with the Association of towns and the Association of municipalities to communicate interesting news and information on CIVITAS ELAN to local self-governments through the associations' e-newsletter. Also, it has been planned to present the project at the associations meetings at convenient opportunities.

ANNEXES

Timetable

MS Nr	OVERVIEW OF ACTIVITIES PER MEASURE	MEASURE LEADER	2008	2009					2010					2011					2012																					
	ZAGREB		Se	Oc	No	De	Jan	Feb	Ma	Ap	Ma	Ju	Ju	Au	Se	Oc	No	De	Jan	Feb	Ma	Ap	Ma	Ju	Ju	Au	Se	Oc	No	De	Jan	Feb	Ma	Ap	Ma	Ju	Ju	Au	Se	
	WP1 - Increasing energy efficiency																																							
1,3	Energetic recovery systems for trams	ZET																																						
	Preparation and distribution of leaflet				x	x	x	x	x	x	x	x	x																											
	Contribution to project public campaign during EMW																																							
	Appearances in the media - press releases on new trams																																							
	Presentation of measure to the public at CIVITAS ELAN Forum																																							
	Production of logos and stickers for the purpose of tram																																							
	Clean public transport strategies (CNG, bio fuel & emission control)	ZET																																						
	Preparation and distribution of leaflet																																							
	Promotion of measure and survey results in other Croatian cities																																							
	Participation in project public campaign during EMW																																							
	Appearances in the media - press releases on new busses																																							
	Presentation of measure to the public at CIVITAS ELAN Forum																																							
	Production of logos and stickers for marking the busses																																							
1,15	Clean public fleet vehicles	CISTOCA																																						
	Preparation and distribution of leaflet																																							
	Appearances in the media - press releases on new vehicles																																							
	Promotion of measure and survey results in other Croatian cities																																							
	Participation in project's public campaign during EMW																																							
	Presentation of measure to the public at CIVITAS ELAN Forum																																							
	Production of logos and stickers for marking the vehicles																																							

MS Nr	OVERVIEW OF ACTIVITIES PER MEASURE	MEASURE LEADER	2008	2009					2010					2011					2012																						
	ZAGREB		Se	Oc	No	De	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Se	Oc	No	De	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Se	Oc	No	De	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Se		
	WP2 - Collective transport and intermodal integration																																								
2,5	Intermodal high-quality mobility corridor	ZAGREB																																							
	Developing communication and marketing plan																	x	x	x	x																				
	Implementation of communication training for partners																	x																							
	Implementation of training for mobility management and travel plan personnel																																								
	Preparation of promotional materials - leaflet																																								
	Distribution of promotional materials - leaflet																																								
	Organization of project public campaign during EMW (roundtables, public hearings and presentations)																																								
	Presentation of measure to the public at CIVITAS ELAN Forum																																								
2,6	Promotion of electronic PT tariff system	ZET																																							
	Preparation and implementation of marketing and information campaign																																								
	Putting measure results on city's website																																								
	Preparation and distribution of promotional materials to foster use of PT																																								
	Research study for possible implementation of integrated PT tariff system on national level																																								
	Organization of public campaigns during EMW (roundtables, public hearings and presentations)																																								
	Presentation of measure to the public in CIVITAS ELAN Forum																																								
	WP3 - Demand management																																								
3,2	Study of congestion charging and dialogue on pricing	ZFOT																																							
	Organizing and conducting consultations with stakeholders (meetings, presentations and public discussions in CIVITAS ELAN Info Point and other venues)																																								
	Organization of public campaigns during EMW (roundtables, public hearings and presentations)																																								
	Organization of awareness campaign on congestion charging																																								
	Organization of public workshops on congestion charging for specific target groups in CIVITAS ELAN Info Point and other venues																																								
	Organization of public campaigns during EMW (roundtables, public hearings and presentations)																																								

Cleaner and better transport in cities



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

[illegible]

MS Nr	OVERVIEW OF ACTIVITIES PER MEASURE	MEASURE LEADER	2008	2009					2010					2011					2012																				
	ZAGREB		Se	Oc	No	De	Jan	Fe	Ma	Ap	Ma	Ju	Ju	Au	Se	Oc	No	De	Jan	Fe	Ma	Ap	Ma	Ju	Ju	Au	Se	Oc	No	De	Jan	Fe	Ma	Ap	Ma	Ju	Ju	Au	Se
	WP5 - Safety, security and health																																						
5,1 - C	Comprehensive safety and security strategies	COM																																					
	Dissemination of results and findings via CIVITAS website, posters and leaflets																																						
	Presentations and meetings on possibility of application on national level for all five CIVITAS-ELAN cities																																						
5,3	Safety & security for seniors	ZAGREB																																					
	Promotional material to be distributed to target groups (leaflets on safety and security in PT usage for seniors)																																						
	Informing public transport employees (ZET, HZ INFRA and other) on special requirements posed by senior passengers																																						
	Information campaign on implementation of measure in Zagreb																																						
	Public campaign during EMW on safety and security for senior passengers																																						
	Presentation of the measure topic and public discussions in CIVITAS ELAN Forum																																						
5,8	Security improvement in public transport	ZET																																					
	Information campaign on the introduction of surveillance system																																						
	Public presentation and discussions in CIVITAS ELAN Info Point																																						
	Participation in public campaign during EMW on security improvements																																						
	WP7 - Energy efficient freight logistics																																						
7,4	Freight delivery restrictions	ZFOT																																					
	Leaflet on possible users of a co-ordinated delivery system																																						
	Presentation for target groups in Zagreb in CIVITAS ELAN Info Point and other venues and similar cities																																						
	Participation in public campaign during EMW on freight delivery																																						
	WP8 - Transport telematics																																						
8,2	Public transport priority and traveller information	ZFOT																																					
	Public campaign for specific target groups (PT users, car owners, PT drivers etc.) on importance of transport management																																						
	Participation in public campaign during EMW on transport telematics																																						

Media Overview Coverage

PRESS	ARTICLE - TITLE	SIZE	COVERAGE
Vjesnik	Đačke i studentske iskaznice	1/3 of a page	national
Vjesnik	Elektroničke kartice i nova naplata zamjenjuju pokaze	1 page	national
Zagreb. hr	Zdrav život od 16. rujna	1 page	local
Zagreb. hr	Otvoren ZET-ov kontakti centar	75 cm ²	local
Zagreb. hr	Parkiraj pa na vlak	1/3 of a page	national
Vjesnik	Prioritet stavili na gradnju staza i parkirališta za bicikle	1/3 of a page	national
Vjesnik	Savska bez vozila moguća samo uz sagrađenu Šarengradsku i nova željeznička stajališta	1 ½ of a page	national
Vjesnik	Edukacija o sigurnosti u prometu na cvjetnom	60 cm ²	national
Zagreb NEWS	Više od tri mil. eura za javni gradski prijevoz	1 page	local
Zagreb. hr	Za bolji život pet milijuna eura	1 page	national
Vjesnik	ZET prelazi na autoplin, vožnja jeftinija 50 posto	1 page	national
Vjesnik	Potkraj godine počinje gradnja stajališta u Buzinu	224 cm ²	national
Vjesnik	Javni bicikl na karticu mogli bi biti jeftiniji od tramvaja	2 pages	national
Vjesnik	Tramvaj umjesto 130 automobila	½ page	national
Vjesnik	Nove karte prvi će isprobati studenti i školarci	250 cm ²	national
Vjesnik	I tvrtke zaposlenicima počele kupovati bicikle za prijevoz	255 cm ²	national
Novi list	Danas besplatan prijevoz u ZET-u	65 cm ²	national
Vjesnik	U četvrti stižu smeđe kante za razgradivi otpad + Info o CIVITAS ELAN	224 cm ²	national
Vjesnik	Savska cesta bit će rezervirana za javni promet i pješake	128 cm ²	national
Metropola	Savsku biciklistima i pješacima	1 page	local
Info magazine - City of Zagreb Department for strategic planning	CIVITAS ELAN Zagreb u Europskom tjednu mobilnosti 2009.	2 pages	expert public + local
Zagreb NEWS	CIVITAS ekološko planiranje	1 page	local
Slobodna Dalmacija	Suradnja gradova „CIVITAS ELAN“	67 cm ²	national

PRESS	ARTICLE - TITLE	SIZE	COVERAGE
Novi list	Bicikli potiskuju automobile iz centra	65 cm ²	national
Večernji list	Zagrebu iz europskog fonda 3 milijuna eura za autobuse i biciklističke staze	133 cm ²	national
Vjesnik	Deklaracija o suradnji na poticaju javnog prijevoza	60 cm ²	national
Vjesnik	Dio novca ide u ZET, a dio i za biciklističke staze	83 cm ²	national
Večernji list	Biciklu 65.000 eura	105 cm ²	national
Metropola	Projekt za bolji promet u gradu	1 page	local
Vjesnik	Za čist i energetski učinkovit urbani prijevoz	98 cm ²	national
Večernji list	Savskom od Vukovarske do mosta bez automobila	1 page	national
Novi list	Zagrebu od Europske unije tri milijuna eura za javni prijevoz	91 cm ²	national
Vjesnik	Zagrebu tri milijuna eura za čišći gradski prijevoz	80 cm ²	national
Jutarnji list	Savska postaje zona za pješake i bicikliste	173 cm ²	national
Novi list	Zagreb u projektu CIVITAS	34 cm ²	national
Večernji list	Francuzi Zagrepčanima žele iznajmljivati bicikle	1 page	expert public + local
Večernji list	Za pješake i bicikliste tri milijuna od EK	44 cm ²	national
Vjesnik	Linija broj 20 u sklopu projekta za čišći promet	40 cm ²	national
Jutarnji list	Dvadesetka? Nije šala, riječ je o novoj tramvajskoj liniji	70 cm ²	national
Info magazine - City of Zagreb Department for strategic planning	Projekt Presto predstavljen u Info punktu	2 pages	expert public + local
Glas Koncila	Predstavljen „CIVITAS ELAN“	25 cm ²	national
RADIO	TITLE	LENGHT	TARGET GROUP
HR2 - Z kao zemlja	Razgovor s V. Jelić Mück o novom CIVITAS ELAN projektu	6 min	national
Plavi radio - Gradski promet	Razgovor s pročelnikom Gradskog ureda za prostorno uređenje, izgradnju Grada, graditeljstvo, komunalne poslove i promet	5 min	local
HR2 - Z kao zemlja	Report on openning of CIVITAS ELAN Info-point	4 min	national
Radio 101	Report on openning of CIVITAS ELAN Info-point	2 min	local
Radio Sljeme	Report on openning of CIVITAS ELAN Info-point	2 min	local

HR2 - Šuškalica	Report on opening of CIVITAS ELAN Info-point	2 min	local
HR2 - Šuškalica	Razgovor s V. Jelić Mück i L. Pavić-Rogošić o projektu CIVITAS	6min	national

RADIO	TITLE	LENGHT	TARGET GROUP
HR2 - Šuškalica	Najava događanja „Srijedom u tramvaju“	2 min	national
HR2 - Z kao zemlja	Najava događanja „Srijedom u tramvaju“	1 min	national
HR2 - Z kao zemlja	Razgovor s V. Bedenko o projektu i ciklusu „Srijeda u tramvaju“	6 min	national
TELEVISION	TITLE	LENGHT	TARGET GROUP
Z1	Conversation with V. Bedenko and L. Pavić-Rogošić about the new CIVITAS ELAN Project	5 min	local
HTV1 - Dobro jutro Hrvatska	Conversation with A. Vela about the new CIVITAS ELAN Project	5 min	national
HTV1 - Dobro jutro Hrvatska	Conversation with L. Pavić-Rogošić about the achievements of CIVITAS ELAN in Zagreb	4 min	national
WEBSITE	TITLE	SIZE/LENGHT	TARGET GROUP
www.vjesnik.hr	Javni bicikli na karticu mogli bi biti jeftiniji od tramvaja	1 page	national
www.vjesnik.hr	Savska cesta će biti rezervirana za javni promet i pješake	15 lines + photo	national
www.otv.hr	Potpisana CIVITAS PLUS deklaracija	15 lines + photo	local
www.seebiz.eu	Zagrebački gradonačelnik potpisao sporazum za projekt pet europskih gradova	26 lines + photo	national
www.javno.com	Bandić Zagrebu osigurao 3 milijuna eura	31 lines + photo	national
http://metro-portal.hr	Automobila i garaža više nego u Beču	70 lines + photo	local
www.its-croatia.hr	CIVITAS ELAN u Zagrebu	20 lines + 2 photos	expert public + local
www.zelenaenergija.hr	CIVITAS ELAN: Zašto je stari tramvaj parkiran pred Tehnički muzej?	26 lines + photo	local
www.javno.info	Zagrebom vozi tramvaj broj 20	4 lines + 3 photos	local
www.zagreb.hr	Sastanak partnera CIVITAS ELAN u Zagrebu	24 lines + 2 photos	local
www.zgh.hr	Europski tjedan mobilnosti 2009.	62 lines + 8 photos	local
www.its-croatia.hr	Započet rad na CIVITAS ELAN-u	18 lines + photo	local
www.h-alter.org	Srijedom u tramvaju - za bolju mobilnost u gradu	18 lines	local
www.h-alter.org	Srijedom u tramvaju	15 lines	national
www.alertonline.org	Ciklus Bicikl u Zagrebu	7 lines	national
www.vjesnik.hr	Javni bicikli na karticu mogli bi biti jeftiniji od tramvaja	4 pages	national

Local Dissemination Plan Porto

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1. Overview

The local dissemination of CIVITAS in Porto is subdivided into two parts. On the one hand, the individual communications of the six measures and on the other hand the overall and broad communication of the CIVITAS project on local and national level or by occasion on international level.

The communication of the six measures

The measure related communication will be done by the measure leaders themselves and the communication actions and tools will be decided in consultation with the dissemination manager and the site manager.

The general CIVITAS communication

Overall CIVITAS dissemination will be carried out by the Site Dissemination Manager (SDM). The main aspect is to spread the CIVITAS message, to communicate Porto as a CIVITAS city with a total of six measures. Several communication tools will be used during the CIVITAS program: press releases, flyers, posters, website, pens, etc.

Two events will intensify the CIVITAS project, namely the CIVITAS Day and the CIVITAS Exchange Program for schools.

Communication tools will also be used to disseminate the CIVITAS project in the city, like printed newsletters, e-newsletters, etc. These tools will inform all target groups about the CIVITAS Porto activities.

In September the European Mobility Week will be organized and it is considered to be a very good opportunity to disseminate, once more, the CIVITAS project and the CIVITAS Porto activities. A national press conference will be organized.

1.1 Target groups

1.1.1 Media/Press contacts (The contacts with the press will be established by the Communication Office of Porto City Hall).

Press agencies

Agência Lusa

Porto | Tel. (+351) 217 116 500 | E-mail: norte@lusa.pt

Reuteurs – Agência Noticiosa, Lda.

Rua Laura Alves N.º 12, 5.º 1050-138 Lisboa | Tel. (+351) 217 910 400 | Fax: (+351) 217 957 432

Local/regional newspapers

Jornal de Notícias

Rua de Gonçalo Cristóvão, N.º 195 4049-011 Porto | Tel. (+351) 222 096 100 / (+351) 222 096 111 | Fax: (+351) 222 096 140 | E-mail: grandeporto@jn.pt

Diário de Notícias

Rua de Gonçalo Cristóvão, N.º 195, 5.º 4000-269 Porto | Tel. (+351) 222 096 350 | E-mail: dn@dn.pt

Correio da Manhã

Rua Manuel Pinto de Azevedo, N.º 80, 1.º 4100-320 Porto | Tel. (+351) 225 322 300 | Fax: 226 183 879 | E-mail: redacao@correiomanha.pt

O Público

Rua de João de Barros, N.º 265 4150-414 Porto | Tel. (+351) 226 151 000 | E-mail: publiconaescola@publico.pt

Expresso

Rua Monte de Burgos, N.º 1080 4250-314 Porto | Tel. (+351) 228 347 524 | Fax. (+351) 226 099 576 | E-mail: **Fehler! Hyperlink-Referenz ungültig.**

Diário Económico

Rua do Vilar, N.º 235, 4º Andar, 4050-626 Porto | Tel. (+351) 226 098 580 | Fax: (+351) 226 099 068 | E-mail: deconomico@economicasgps.com

Free magazines and door to door

Destak

Rua Manuel Pinto de Azevedo, N.º 80-1º 4100-320 Porto | Tel. (+351) 225322310 | Fax: (+351) 226184066 | E-mail: destak@destak.pt

Global Notícias

Rua Gonçalo Cristóvão, N.º 195-219 4049-011 Porto | Tel. (+351) 222 096 258 | E-mail: redacao@globalnoticias.pt

Jornal Meia-Hora

Telefone: (+351) 214241430 | E-mail: mmanique@meiahora.pt

Jornal Metro

Rua Tenente Valadim, N.º 181 4100-479 Porto | Tel. (+351) 226 057 500 | Fax: (+351) 226 057 519

Television

RTP

Rua Conceição Fernandes, Apartado n.º 174 4431-962 Vila Nova de Gaia | Tel. (+351) 227 156 000

SIC

Avenida Boavista N.º 2300, 2.º 4100-118 Porto | Tel. (+351) 226 198 050 | Fax: (+351) 214 174 049 | E-mail: sic.daf@mail.telepac.pt

TVI

Rua Mário Castelhana, N.º 40 Queluz de Baixo 2734-502 Barcarena | Tel. (+351) 214 347 500 | Fax: (+351) 214 347 654 | E-mail: adcarvalho@tvi.pt

Radio

TSF

Rua Gonalo Crist3v3o, N.º 195, 1.º 4049-011 Porto | Tel. (+351) 223 389 543

R3dio Renascena

Terreiro da S3 4050-573 Porto | Tel. (+351) 223 390 158 | Fax: (+351) 213 239 273 | E-mail: renascenca@mail.telepac.pt

RFM

Rua Ivens, N.º 14 1249-108 Lisboa | Tel. (+351) 213 239 200 | E-mail: mail@rfm.pt

R3dio Comercial

Rua Sampaio e Pina, N.º 24 1099-044 Lisboa | Tel. (+351) 213 821 500 | Fax: (+351) 213 821 589 | E-mail: info@radiocomercial.clix.pt

1.1.2 Stakeholders

Local level:

- Citizens;
- Politicians, local administration and policy makers;
- Local lobby and interest groups like “Porto Runners”, “Federa3o Portuguesa de Cicloturismo e Utilizadores de Bicicleta”, “Run Porto”, etc.;
- Local neighbourhood organisations;
- Schools and University of Porto.

National level

- Organisations related to (sustainable) mobility;
- Politicians and policy makers (also administration and policy makers of other cities and overall organisations);
- Managers, CEOs, management of large institutions/companies related to mobility and travel;
- Universities and Schools;
- Academic world;
- Citizens in general.

2. Dissemination Activities

2.1. Press coverage

All the press releases will be assured by the Communication Office of Porto City Hall, which will be supported by the Dissemination Manager and the Site Manager.

When it is justified, the measure leader will be responsible to send to the Dissemination Manager the relevant information for the press. The DM will produce a Press Release from this information and will send it to the Communication Office, which, in turn, will contact the media.

The press releases can be sent to the press at the beginning, middle or at the end of an event, implementation stage, etc. What is important is to get the attention of the decision makers and stakeholders.

2.2. Own communication tools

Website

Porto will have its own local CIVITAS website (Mobility Shop website). It will be online as from September 2009. The website will be presented during the European Mobility Week. The website will serve as an information tool: to disseminate CIVITAS project, all Porto measures, innovative services (carpooling, DRT and bike rental system) sensitizing the citizens for more sustainable mobility behavior, ticket sales for public transport, etc. The website will be a support for all measures: 1.5-OPO, 2.10-OPO, 3.5-OPO, 4.14-OPO, 6.4-OPO and 8.8-OPO.

E-Newsletter

In the context of the website, an e-newsletter will be produced on a three monthly basis. The e-newsletter will be a support for all the measures: 1.5-OPO, 2.10-OPO, 3.5-OPO, 4.14-OPO, 6.4-OPO and 8.8-OPO.

Print Brochure

A CIVITAS Portuguese brochure (8 pages) was produced, which is being distributed in local companies, institutions, universities, stores and Mobility Shop to the public in general. The print brochure will be a support for all the measures: 1.5-OPO, 2.10-OPO, 3.5-OPO, 4.14-OPO, 6.4-OPO and 8.8-OPO.

Transport Guide

During these last years, there has been a strong increase in road traffic in the cities, due to different factors: the rise in travelling within the urban tissue, in quantity and length, as well as in the number of cars per 1000 inhabitants.

Various economic, urbanistic and environmental reasons make it impossible to accompany this development by creating more transport structures to satisfy the need for travelling and parking, in due time.

The result is well known: streets filled with vehicles, traffic difficulties and high environmental impact, endangering the quality level of life in the cities.

The Porto City Council has been trying to minimize these effects by adopting traffic management and control measures to optimize usage of the travelling space.

The mobility management techniques in use, for example, take some procedures to enhance the use of more sustainable means of transportation, such as a wider use of public transport.

The mobility shop in Porto fits in these purposes by supplying different kinds of services that allow a better knowledge of the available options for a better use of the varied means of transportation.

This guide synthesizes a set of useful data on how each cause of mobility can be used in Porto, for whatever kind of travelling you need: house – work, house – school or simply leisure.

With the main objective of providing the most appropriate transport mode for each activity, the City of Porto has produced transport guides in English and Portuguese versions.

The e-newsletter will be a support for the measures related with the Mobility Shop: 4.14-OPO and 6.4-OPO.

Gadgets and other branded material

Some gadgets were produced and used during several actions and initiatives (pens, rollups, posters and flyers).

During the project lifetime, many other gadgets will be produced (umbrellas, balloons, bags...).

The gadgets will be a support for all the measures: 1.5-OPO, 2.10-OPO, 3.5-OPO, 4.14-OPO, 6.4-OPO and 8.8-OPO.

CIVITAS ELAN subways

Between September 2009 and September 2012, thirty-five subways will be decorated with CIVITAS advertising. All these vehicles daily traverse the several lines available on the Porto city and surrounding area. The advertising will be in four windows per vehicle.

Porto will also display seventy-two posters depicting at the project, which will be distributed throughout the fleet.

The advertising on the subways will support all the measures: 1.5-OPO, 2.10-OPO, 3.5-OPO, 4.14-OPO, 6.4-OPO and 8.8-OPO because it will provide know-how about CIVITAS ELAN.

CIVITAS ELAN Buses

Between September 2009 and September 2012, eleven buses will be decorated with CIVITAS advertising at the rear window. All these vehicles daily traverse the several lines available on the Porto city and surrounding area.

The advertising on the buses will support all the measures: 1.5-OPO, 2.10-OPO, 3.5-OPO, 4.14-OPO, 6.4-OPO and 8.8-OPO because it will provide know-how about CIVITAS ELAN.

CIVITAS ELAN direct e-mail

The Porto City Hall created an e-mail to CIVITAS, which is CIVITAS@cm-porto.pt

Users interviews

This is one of the main activities of dissemination of the system and its interfaces because it involves the users directly. In the same period that OPT will be implementing some tests and evaluate some results, it is possible to use the interviews with the local citizens to publicize the main benefits and innovations of new system and to assure a good understanding and test how the local public will accept it.

The users interviews will support the measures: 4.14-OPO and 6.4-OPO.

Publications in Local Magazines

Local magazines and journals can be used to disseminate the general context of the project and its milestones and how these have been accomplished and to assure that the regional people and not only the local citizens will recognize the system when implemented.

The publications on the buses will support all the measures: 1.5-OPO, 2.10-OPO, 3.5-OPO, 4.14-OPO, 6.4-OPO and 8.8-OPO.

2.3. Mobility related magazines, newsletters, websites, and platforms

Porto will look to integrate CIVITAS in a structural way in some websites that will support all the measures: 1.5-OPO, 2.10-OPO, 3.5-OPO, 4.14-OPO, 6.4-OPO and 8.8-OPO.

Some examples:

General

Porto's City Hall (www.cm-porto.pt)

Paranhos Parish Council (www.ifparanhos-porto.org)
São João Hospital (www.hsjoao.min-saude.pt)
IPO – Oncology Portuguese Institute (www.ipoportu.min-saude.pt)
Medicine Faculty of Porto's University (http://sigarra.up.pt/fmup/web_page.Inicial)
Engineering Faculty of Porto's University (www.fe.up.pt/si/web_page.inicial)
Portugalense University (www.uportu.pt/site-scripts)
Católica University (www.ucp.pt)

Public transport:

- STCP (www.stcp.pt);
- Metro do Porto (www.metrodoporto.pt);
- ANTROP (www.antrop.pt).

Local institutions:

- Paranhos's Parish Council (www.ifparanhos-porto.org)
- São João Hospital (www.hsjoao.min-saude.pt);
- IPO – Oncology Portuguese Institute (www.ipoportu.min-saude.pt);
- Portugalense University (www.uportu.pt);
- Porto's University (www.up.pt);
- OPT (www.opt.pt).

2.4. Organized events

There are a few events on local, regional and national or even European level where CIVITAS can be presented as well.

Some examples:

- CIVITAS Public Presentation (September 2009);
- Press Conference (every six months);
- European Mobility Week (each year in September);
- Bike Day (each year);
- Intermodal Day (each year);
- Road safety Day (each year);
- Pedestrian Day (each year).

2.5. CIVITAS events

On project level, two events will take place during the CIVITAS period, namely the CIVITAS Day and the CIVITAS School Exchange Program.

2.6. Dissemination database

A dissemination database will be created and it will be used to disseminate all the CIVITAS ELAN activities and all the information about all the Porto measures. This database will be divided by target groups to achieve a fully effective communication.

All the information about the project and the measures will be uploaded in our own website.

3. Networking Activities

3.1. Communication on national level

Porto will develop with the others Portuguese CIVITAS cities (Funchal and Coimbra) a networking activity plan.

Together some events will be organized (press conferences, workshops, technical sessions and public presentations), lasting two days, alternately in each city every six months until the end of project's life.

3.2. Communication towards local, regional and national level

National & regional Workshops/Trainings/Public Presentations/Press Conferences

- Marketing activities for diffusion of innovative services (1st phase) (April and May 2009);
- Workshop on Mobility Shops (What service and for whom?) (July 2009);
- Public presentation of the measure's main guidelines on the Mobility Shop. There will be produced several graphic and iconic posters that will be exposed on the Mobility Shop. During this period, the shop attendance people will give visitors a general overview of the project and ask their opinion about it (May 2010);
- Public presentation of measure description in Porto's CIVITAS website. There will be a permanent hyperlink on CIVITAS main page that will lead to the main guidelines project document (May 2010);
- Marketing activities for diffusion of innovative services (2nd phase) (June 2010);
- Marketing activities (July 2010);
- Workshop about the participatory planning for new intermodal interchange (September 2010);
- Training session for bus drivers (October 2010);
- Public discussion involving project technicians, citizens and stakeholders. There will be one presentation at FEUP for all academic people and others at the city hall open to any person that show interest to assist but only the stakeholders will participate in the discussion (2011);
- Workshop on light weight buses (September 2011);
- Exposure of the main results by colloquies and exhibitions (January 2012);
- Press Conference to present the results of the studies for new intermodal interchange (March 2012).

ANNEXES

List of Dissemination Tools and Networking Activities

N°	Dissemination Tools Networking Activities	Type	Target Group	Diss. Level	Month of completion
1	Marketing Activities	Marketing	Decision-makers, senior managers, public transports practitioners and technicians, environmental authorities, technology and equipment providers, media, national transport authorities, university centres, research centres, national city networks, municipalities, local transport and mobility stakeholders, associations and networks, other public services, citizens in general.	National Regional	April 2009 May 2009 June 2010 July 2010
2	Workshop on Mobility Shops	Workshop	Decision-makers, senior managers, public transports practitioners and technicians, media, national transport authorities, university centres, research centres, national city networks, municipalities, local transport and mobility stakeholders, associations and networks, other public services, citizens in general.	International National Regional	July 2009
3	Workshop about the Intermodal Interchange	Workshop	Decision-makers, senior managers, public transports practitioners and technicians, media, national transport authorities, university centres, research centres, national city networks, municipalities, local transport and mobility stakeholders, associations and networks, other public services, citizens in general.	Regional Local	September 2010
4	Mobility Shop	Infrastructure	Local transports and mobility stakeholders, researches and students, citizen and final users.	Local Regional International	September 2009 until September 2012
5	News to CIVITAS Newsletter	News	All CIVITAS ELAN partners, associated partners and their subcontractors, decision-makers, universities, municipalities, researches and students.	Project International Local	Until September 2012
6	Surveys	Survey	Universities, municipalities, researches and students, citizens in general.	Local Local Regional	April and May 2009
	CIVITAS Public Presentation	Event	Decision-makers, senior managers, public transport practitioners and technicians, environmental authorities, technology and equipment providers, media, national transport authorities, university centres,	Local Regional National	September 2009

7	Mobility Shop Website	Website	research centres, national city networks, municipalities, local transport and mobility stakeholders, associations and networks, newspapers and professional magazines, other public services, citizens in general. Decision-makers, public transport practitioners and technicians, environmental authorities, media, national transport authorities, university centres, research centres, national city networks, municipalities, local transport and mobility stakeholders, associations and networks, newspapers and professional magazines, other public services, citizens in general.	International National	September 2009 until September 2012
8	Press Conference	Event	Decision-makers, public transport practitioners and technicians, environmental authorities, media, national transport authorities, university centres, research centres, national city networks, municipalities, local transport and mobility stakeholders, associations and networks, newspapers and professional magazines, other public services, citizens in general.	National	September 2009
9	European Mobility Week	Event	Decision-makers, public transport practitioners and technicians, environmental authorities, media, national transport authorities, university centres, research centres, national city networks, local transport and mobility stakeholders, associations and networks, citizens in general.	International National Regional Local	September 2009 September 2010 September 2011 September 2012
10	Training session for bus drivers	Training	Bus drivers	Regional Local	October 2010
11	Public discussion	Public discussion	Project technicians, citizen's, stakeholders and students.	National Regional	2011
12	Exposure of the main results	Colloquies Exhibition	Decision-makers, public transport practitioners and technicians, environmental authorities, media, national transport authorities, university centres, research centres, national city networks, municipalities, local transport and mobility stakeholders, associations and networks, newspapers and professional magazines, other public services, citizens in general.	National	January 2012
13	Results presentation	Press Conference	Decision-makers, public transport practitioners and technicians, environmental authorities, media, national transport authorities, university centres, research centres, national city networks, municipalities, local transport and mobility stakeholders, associations and networks, other public services, citizens in general.	Regional Local	Each six months (start: September 2009)

14	Article in "Der Standard"	Publication	Public in general	Local	Each two months (start: December 2008)
15	Article about the Mobile mobility information	Publication	Public in general	Local	November 2010 December 2010 November 2011 November 2011 July 2012 August 2012 March 2010
16	Article in "Porto University newsletter"	Publication	Students	Local	March 2010
17	Article in "Campo Aberto newsletter"	Publication	Students, Public in general.	Local	March 2010
18	Article in "Revista Transportes"	Publication	Decision-makers, public transport practitioners and technicians, environmental authorities, media, national transport authorities, university centres, research centres, national city networks, municipalities, local transport and mobility stakeholders, associations and networks, other public services, citizens in general.	Local	March 2010

Timetable

	2008				2009												2010												2011												2012								
	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	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Marketing Activities																																																	
Press Conference																																																	
European Mobility Week																																																	
Technical Publications																																																	
Marketing activities																																																	
Trainings																																																	
Publications																																																	
Mobility Shop website																																																	
Technical Workshop																																																	
Public Presentations																																																	
Colloquies/Exhibitions																																																	

Media Coverage Overview

DATE	PRESS	ARTICLE - TITLE	TARGET GROUP
01-04-2008	Porto Sempre	Mobilidade: Porto integrado em consórcio ganhador no Programa CIVITAS Plus	Local
01.03.2009	National Geographic	Invicta. Mas ainda ruidosa	National
01.07.2009	Porto Sempre	Rede de ciclovias	Local
01.07.2009	Porto Sempre	Projecto Europeu CIVITAS ELAN - Zona do Pólo Universitário da Asprela alvo de estudo inovador	Local
19.07.2009	Jornal de Notícias	Para o ano regressam as bicicletas gratuitas	National
19.07.2009	Jornal de Notícias	Bicicleta é cada vez mais usada	National
20.07.2009	Jornal de Notícias	Porto: Bicicletas de regresso	National
16.09.2009	24 Horas	Mobilidade	National
16.09.2009	Destak	Autarquias ignoram Semana Europeia da Mobilidade	National
16.09.2009	Diário de Notícias	Transportes Públicos grátis hoje e no dia sem carros	National
28.10.2009	Jornal de Notícias	Trânsito na Asprela em estudo	National
02.11.2009	Jornal de Notícias	A bem da Mobilidade	National
01.11.2009	Newsletter ANTROP	ANTROP anfitriã de reunião do CIVITAS ELAN e promotora de reunião no âmbito deste projecto europeu com os seus associados	Local
DATE	WEBSITE	TITLE	TARGET GROUP
21.02.2008	www.cm-porto.pt	Mobilidade: Porto integrado em consórcio vencedor no Programa CIVITAS Plus	National
27.02.2009	www.up.pt	Programa europeu para melhoria de transportes urbanos chega ao Porto	National
03.04.2009	www.CIVITAS.eu	Mobility adjustments in the Hospital de São João area	International
03.04.2009	www.CIVITAS.eu	IMS - Information for Mobility Support	International
01.05.2009	www.fe.up.pt	Projecto CIVITAS Porto - Cleaner and Better Transport for All	National
20.05.2009	www.fm.up.pt	FMUP e HSJ cooperam com projecto europeu para melhorar mobilidade na Asprela	National
29.05.2009	www.antrop.pt	CIVITAS ELAN	National

01.05.2009	www.hsjoao.min-saude.pt	Cooperação entre FMUP e Hospital de São João	National
18.05.2009	www.ipoportor.min-saude.pt	O IPO Porto colabora com Projecto Europeu CIVITAS	National
26.05.2009	www.ufp.pt	UFP parceira no Projecto Europeu CIVITAS	National
19.06.2009	www.CIVITAS.eu	CIVITAS ELAN training workshop in Porto	International
28.07.2009	www.CIVITAS.eu	Informing citizens about urban mobility in Porto	International
18.09.2009	www.cm-porto.pt	Porto adere à SEM	National
28.10.2009	www.cm-porto.pt	Plano de Mobilidade: Recolha de dados de tráfego arrancou na Asprela	National
26.11.2009	www.porto.taf.net	Projecto Europeu CIVITAS ELAN implementará medidas inovadoras de Mobilidade na cidade do Porto	National
17.12.2009	www.CIVITAS.eu	Workshop on Participatory planning for new intermodal interchange in Porto	International
12.01.2010	www.CIVITAS.eu	Workshop in Porto on Project Performance - Integrated Management Systems	International
14.01.2010	www.CIVITAS.eu	Porto workshop fields positive results	International
	-		
	-		
	-		

Local Dissemination Plan Brno

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1. Overview

Brno's dissemination of the CIVITAS ELAN project sets the focus on citizens and final public transport users. For this purpose, Brno will establish strong participatory principles in dissemination activities, such as interactivity of proposed dissemination actions, horizontal communication and dialogue between citizens, decision-makers and stakeholders. In order to reach these goals, the city of Brno envisages to target issue-relevant non-governmental, citizens' driven associations of local, regional and national scope of action, through communication channels set up by city allowance organisations. The above mentioned organisations are to generate a constructive dialogue and serve as an open forum for discussing public transport and CIVITAS ELAN measure related issues.

Local dissemination tools and objectives are based, on one hand, on the project dissemination strategy and support from project dissemination managers (FGM Amor Graz) and programme dissemination management (VANGUARD) and on the other hand, on Brno's local measures that are to be implemented within the framework of the CIVITAS ELAN project having direct impact on the below defined target groups. Thus, Brno's measures and its outputs are the key subject to be disseminated. Local measures and achievements in the progress of the project implementation on local level will determine the content of disseminated information and will secondarily shape the local dissemination activities.

In the framework of the CIVITAS ELAN project, the city of Brno representing new Member States has the status of a learning city. The learning – training – research axis of the CIVITAS ELAN project makes up a strong dissemination dimension of which the local experts, stakeholders and decision-makers can take advantage. The dynamic processes such as capacity challenges in public transport, clean energies and efficient technologies introduction, infrastructure renewal or social aspects of public transport viewed as a means for social inclusion include a high learning potential that is to be capitalized on the local level through local dissemination action.

Local dissemination activities are closely linked with Brno's measures evaluation which as a feed-back tool will provide information to be disseminated on local, national, project and European level mainly at the final stage of the CIVITAS ELAN project.

1.1 Target groups

1.1.1 Dissemination on local level

The main target groups are stakeholders located in the City of Brno and in the Czech Republic that are beneficiaries or potentially affected by the CIVITAS ELAN project. Therefore local dissemination target groups are transport providers and public transport users, professional agencies, local decision-makers, NGOs and local citizen's associations.

- Final users, citizens, passengers with reduced mobility (wheelchair passengers, elderly, mothers with baby coach) as well as relevant citizens' associations (sport clubs, senior centers).
- Decision makers on city level: deputy mayor for transport, deputy mayor for city development and elected members of relevant committees in Brno City Council, elected representatives of city districts, experts on city level: heads of transport and urban development departments.
- Brno Public Transport Company (DPMB, a. s.) – public transport provider in the City of Brno and metropolitan area (a CIVITAS ELAN partner).

- Researchers in the field of transport and environment: Masaryk University in Brno (e.g. Faculty of Science, Environmental Studies at the Faculty of Social Science), Technical University in Brno (Transport Engineering), Transport Research Centre.
- Transport information services, tourist information centres, urban development centres.
- Private transport agencies and providers (e. g. Student Agency, Czech Bus Transport, Czech Railways) and private consultancy companies in the field of transport and technical engineering.
- Social NGOs (e. g., League for wheelchair people's rights,).

1.1.2 Media /Press contacts

Professional and topic related magazines and website:

- ŠALINA - free transport magazine, Redakce Šalina, Dopravní podnik města Brna, a.s., Novobranská 18, 656 46 Brno, e-mail: salina@dpmb.cz
- VOZÍČKÁŘ – magazine, Liga za práva vozíčkářů, o.s., Bzenecká 23, 628 00 Brno, tel.: 537 021 493, e-mail: info@ligavozic.cz
- BRNO PUBLIC TRANSPORT COMPANY (DPMB, A.S.) website, www.dpmb.cz
- BUSPORTAL website professional related website about buses and public transport, www.busportal.cz

Free magazine and door to door:

- METRO – free daily newspaper, Alena Štěpánková, 24stepankova@seznam.cz
- BYSTRČKÉ NOVINY – local free newspaper, www.bystrc.cz, Mrs. Růžicková, e-mail: bn@bystrc.brno.cz
- AKTUALITY O SLATINĚ – local free newspaper, lochmanova.martina@mcslatina.cz, info@mcslatina.cz
- BOSONOŽSKÝ ZPRAVODAJ – local free newspaper, focusstudio@volny.cz, financni@bosonohy.brno.cz
- ČERNOVINY – local free newspaper, info@cernovice.brno.cz
- HORUS (Brno-Ořešín) – local free newspaper, info@oresin.brno.cz
- CHRlickÉ OKO – local free newspaper, info@chrlice.brno.cz
- IVANOVICKÉ OHLASY – local free newspaper, info@ivanovice.brno.cz, info@miservis.cz
- JEHNICKÉ LISTY – local free newspaper, istepanek@volny.cz
- JIŽNÍ KURÝR (Brno-jih) – local free newspaper, sekret@brno-jih.cz
- JUNDROV – local free newspaper, poplatky@jundrov.brno.cz
- KNÍNIČSKÝ ZPRAVODAJ – local free newspaper, info@kninicky.brno.cz
- KOHOUTOVICKÝ KURÝR – local free newspaper, info@kohoutovice.brno.cz,
- KOMÍNSKÝ ZPRAVODAJ – local free newspaper, www.brno-komin.cz,
- KRÁLOVOPOLSKÉ LISTY – local free newspaper, kralovopolskelisty@seznam.cz,
- LÍSKÁČEK (Nový Lískovec) – local free newspaper, liskacek@nliskovec.brno.cz,
- LISTY (Brno-Tuřany) – local free newspaper, stehlikova@turany.cz,
- LÍŠEŇSKÉ LISTY – local free newspaper, org@lisen.brno.cz, mistostarosta1@lisen.brno.cz,
- MEDLÁNECKÝ ZPRAVODAJ – local free newspaper, www.eurady.cz/medlanky,
- NAŠE BOHUNICE – local free newspaper, noviny@bohunice.brno.cz,

- ŘEČ ZPRAVODAJ (Brno-Řečkovice a Mokrá Hora) – local free newspaper, kaceroва@reckovice.brno.cz,
- SEVERNÍK (Brno-sever) – local free newspaper, info@sever.brno.cz,
- STAROLÍSKOVECKÉ NOVINY – local free newspaper, www.radnice.info/staryliskovec,
- ÚTĚCHOVSKÝ ZPRAVODAJ – local free newspaper, Pohankova@volny.cz,
- VINOHRADSKÝ INFORM – local free newspaper, kvic@vinohrady.brno.cz,
- ZPRAVODAJ MALOMĚŘIC A OBŘAN – local free newspaper, info@malomerice.brno.cz, nivanus@volny.cz,
- ZPRAVODAJ MĚSTSKÉ ČÁSTI BRNO-STŘED – local free newspaper, redakce@stred.brno.cz,
- ŽABOVŘESKÝ ZPRAVODAJ – local free newspaper, zpravodaj@zabovresky.cz
- ŽEBĚTÍNSKÝ OBČASNÍK – local free newspaper, obcasnik@zebetin.cz,
- ŽIDENICKÝ ZPRAVODAJ – local free newspaper, petr@pds.cz, info@zidenice.brno.cz

Television:

- ČT (ČESKÁ TELEVIZE) – www.ceskatelevize.cz
- NOVA TV – www.nova.cz
- PRIMA TV – www.prima.cz
- B-TV (Brněnská televize) – www.b-tv.cz
- BRNĚNSKÉ OKO – www.oko.brno.cz

1.1.3 Dissemination on regional and national level

The CIVITAS ELAN dissemination on national level will focus on potential CIVITAS follower cities in the Czech Republic. In terms of dissemination, Brno a partner to the CIVITAS ELAN project can benefit from the cooperation with Ústí nad Labem, a partner to CIVITAS ARCHIMEDES.

- Ministry of Transport and its agencies
- Ministry of Environment and its agencies
- Ministry of regional development and its agencies
- Transport research centre
- Health cities in the Czech Republic
- National Health Institute
- Association of Cities and Towns of the Czech Republic

2. Dissemination Activities

2.1. Brno City Municipality Activities

2.1.1 Own communication tools

- URBIS INVEST - International Fair for Investments, Finances, Real Estate and Technologies for Towns and Municipalities held in Brno International Exposition Centre annually in April offers an opportunity to promote the CIVITAS ELAN project on local, national and international level targeting all relevant target groups including experts, cities, associations, national and international stakeholders, both public and private as well as citizens. The trade fair dissemination will be done by means of flyers distribution, story telling principle and a CIVITAS ELAN video spot. Various animations in line with local achievements and project deliverables can be held in consequent fair editions; the CIVITAS ELAN presentation can also be made in a conference room or through fair radio broadcasting.
- WEBSITE – Brno's local CIVITAS website will be on-line at the end of March 2010. CIVITAS ELAN is already presented on the official website of the City of Brno, in the section of European project. The local CIVITAS website will be available in Czech and English version with the link to the CIVITAS website.
- FACEBOOK, FLICKER and YOUTUBE – we established the group CIVITAS ELAN BRNO, a very useful and popular tool enabling direct access to our photos and movies gallery.
- NEWSLETTER – the CIVITAS ELAN newsletter will be disseminated to various stakeholders and through our local website. A comprehensive database of target groups and stakeholders is being created to enable efficient information dissemination.
- BROCHURE and POSTER – a CIVITAS brochure and poster have been produced and distributed at workshops and events.
- Gadgets and other branded material – have been produced and distributed at workshops and events (pens, postcards etc.)

2.1.2 Trainings and Workshops

Trainings and workshops include clear dissemination aspects, firstly resulting from the learning process, secondly from sharing CIVITAS ELAN knowledge with various target groups of stakeholders. Most trainings and workshops stand in strong relation with Brno's measures. Brno is the measure leader for participatory intermodal infrastructure in the framework of which there are two small-scaled workshops planned. A workshop for public transport operators aiming at a comprehensive mobility campaign and comprehensive dialogue and a training for Integrated Mobility Centre staff are to be organised in order to raise internal staff awareness of the necessity to communicate and maintain dialogue with citizens. Other trainings and workshops will also be organised within the CIVITAS ELAN common measures 1.1, 5.1, 7.1.

Workshops and trainings provide an opportunity to put the story telling principle in practice, provide participants with update achievements as well as to distribute the local brochure, flyers and promotion gadgets. Outputs and conclusions from workshops will be published through local and national newspapers, professional magazines, Brno City Municipality website links, CIVITAS ELAN website and CIVITAS e-newsletter.

Workshops are usually held in parallel with project management group meetings; workshops will be advertised through press releases or press conferences as well as through the CIVITAS website.

2.1.3 Dissemination of measure-related results

The dissemination of results, findings and conclusions drawn out of Brno's measures will be done via the CIVITAS Initiative and the CIVITAS ELAN website, e-newsletter and CIVITAS ELAN links established within the local website of the Brno City Municipality, Brno City magazine Metropolitan and its web pages <http://www.bрно.cz/index.php?nav01=7816>. Appropriate communication channels will be established to communicate the project outputs to the above mentioned target groups.

2.1.4 Internal Communication

Since the very beginning of Brno's engagement in the CIVITAS ELAN project, a local management group that associates the concerned local stakeholders (decision makers, Urban Planning and Development Department, Transport Department, KORDIS, a. s., Brno Public Transport Company, European Funds Implementation Unit) has been established. The local management group meets regularly in order to agree on decisions at important issues regarding the CIVITAS ELAN implementation in the City of Brno and to inform other members on implementation progress and tasks.

In order to implement local dissemination activities, a particular cooperation has been established with the Brno Healthy City Office and Mayor's office.

2.1.5 Press Conferences

On the occasion of important achievements within the CIVITAS ELAN project press conferences and releases will be made in order to alert local newspapers and media.

2.2. Brno Public Transport Company Activities

2.2.1 Staff trainings

A number of trainings are to be organized for operators and maintenance staff in regard to relevant measures: Optimised energy consumption in tram and trolley bus network, Demand responsive bus services and Ticket vending machine diagnostics and common measures.

2.2.2 Information campaigns

The awareness raising campaigns for public transport final users will be held aiming at the introduction of minibuses for passengers with reduced mobility and improving quality of public transport services through telematic systems installation. CIVITAS ELAN logos will be exposed on ticket vending machines, minibuses and other public transport vehicles. A number of meetings and discussions will be organized in order to consult measure implementation, impacts and results.

2.2.3 Press Conferences

On the occasion of important achievements within the CIVITAS ELAN project press conferences and releases will be made in order to alert local newspapers and media.

2.2.4 Dissemination of measure-related results

The dissemination of results, findings and conclusions drawn out of Brno Public Transport Company measures will be done via the CIVITAS ELAN website, CIVITAS e-newsletter, CIVITAS ELAN links established within the Company's local website www.dpmb.cz, public

transport magazine Šalina and its web pages www.e-salina.cz, through advertising space in public transport vehicles, Company's magazine as well as through video spots broadcasted on LCD screens installed in public transport vehicles. Appropriate communication channels will be established to communicate the measure outputs to the above mentioned target groups.

3. Networking Activities

Brno will actively foster international and national networking. For the purpose of promoting the CIVITAS ELAN project, the city will take advantage of existing contacts and membership in various associations. The networking will be brought about mainly through a presentation on CIVITAS ELAN project and in particular Brno's measures and achievements, given on the occasion of the partner organisation conference, workshops or other project meetings related to the issue of public transport and mobility.

Such opportunities can come out of Brno's cooperation with following stakeholders:

EUROCITIES – Forum Mobility
URBACT Initiative
International Network of Healthy Cities
International Union of Transport Providers
Brno's twin cities
Association of Cities and Towns of the Czech Republic
Association of Public Transport Providers of the Czech Republic
Ministry of Transport
Transport Research Centre
Brno – Healthy City Office

3.1. Communication towards international level

The city of Brno intends to capitalize on existing international cooperations and contacts in order to contribute to the CIVITAS ELAN branding Europe-wide. The objective is to empower the CIVITAS dissemination managed by VANGUARD, to extend links with partners in the sustainable transport field and to provide contributions to the horizontal project dissemination and branding.

While presenting and disseminating CIVITAS ELAN, the city of Brno may join issue related conferences and meetings organised by its twin cities, EURO CITIES Mobility Forum meetings, URBACT II issue-related meetings, Healthy Cities international conferences and a conference room available annually at the URBIS INVEST. Brno Public Transport Company will communicate CIVITAS ELAN project to the International Union of Transport Providers (UITP).

3.2. Communication towards local, regional and national level

The city of Brno will ensure the communication on local level mainly through regular local management group meetings open to all actors interested in , of which the members (Deputy Mayor for Transport, members of City Council Transport Committee, Head Officers of Transport Department and Department of Urban Planning and Development, European Funds Implementation Unit, Foreign Relations Department, Mayor's Cabinet – City Strategy Office – tbc, Brno Public Transport Company) are the key stakeholders taking part in the

CIVITAS ELAN project. The communication within the local management group is assured via face-to-face discussions, e-mail, telephone, fax and internal post service.

Local target groups will be addressed in respect to CIVITAS ELAN achievements and activities (such as meetings, workshops, dissemination events) via mail, e-mail, website links, press releases and news published in local press and magazines (Šalina, Brno Mezinárodní, Metropolitan, Public Transport Company's Magazine and Brněnský deník, MF Dnes). A local brochure on CIVITAS ELAN will be produced and distributed at information centres. CIVITAS ELAN gadgets are to be produced and distributed. Posters, flyers, brochure and video spots will be promoting CIVITAS ELAN in public transport vehicles daily as well as during various dissemination activities.

The City of Brno envisages spreading information on the CIVITAS ELAN project also on regional and national level. For this purpose the existing communication channels and partnerships will be capitalized. The city of Brno will regularly share information and knowledge with Transport Research Centre, Brno – Healthy City Office and its partners (NGOs, Healthy Cities members in the Czech Republic), KORDIS, a. s., South-Moravian Region, Ministry of Transport and its agencies, Ministry of Regional Development and its agencies, Ministry of Environment and its agencies, Association of Cities and Towns in the Czech Republic, etc.

Brno Public Transport Company will ensure communication towards Public Transport Companies Association of the Czech Republic that holds regular meetings twice a year.

List of Dissemination Tools and Networking Activities

The use of the CIVITAS ELAN Corporate Design is mandatory when producing any communication tool. Dissemination tools are as follows:

- CIVITAS ELAN web pages within Brno City Municipality website www.bрно.cz
- CIVITAS ELAN local website www.CIVITAS.bрно.cz
- CIVITAS ELAN web pages within Brno Public Transport Company website www.dpmb.cz
- CIVITAS e-mail CIVITAS@brno.cz works as a contact on local management group
- CIVITAS ELAN group on www.facebook.com ; www.flicker.com and www.youtube.com
- CIVITAS ELAN local brochure
- CIVITAS ELAN promotion banners
- Publication of sociological research results
- Press releases and articles in company magazines: Brno Mezinárodní, Metropolitan, Šalina, Brno Public Transport Company's magazine
- Press releases and articles in local, regional and national press: Brněnský deník (including internet pages www.denik.cz), MF DNES (www.idnes.cz), Lidové noviny (www.lidovky.cz)

CIVITAS ELAN gadgets and the other branded material - e.g. pens, mugs, t-shirts, envelop for bus ticket, "cycle reflex stripes" etc.

- Video spot on CIVITAS ELAN – has been taken on 19th September 2009 – CIVITAS DAY and it is on www.youtube.com in Czech and English version
- Advertisements (posters, flyers, leaflets) outside and inside public transport vehicles
- Information brochure on public transport clients' behaviour
- Presentations, conferences, face-to-face meetings

N°	Dissemination Tools Networking Activities SMB	Type	Size/Form	Target Group	Diss. Level	Month of completion
1	CIVITAS ELAN web link www.brno.cz Local CIVITAS website www.CIVITAS.brno.cz	web page web page	6000 characters	All	local, regional, national	March 2009 March 2010
2	CIVITAS@brno.cz	e-mail	electronic communication tool	All	local, regional, national, European	March 2009
3	CIVITAS on social network – FACEBOOK, YOUTUBE and FLICKER	Social network	Electronic	All	Local, regional, national	July 2009 July 2009 September 2009
4	CIVITAS ELAN local brochure in Czech	Paper	6 pages A4	All	local, regional, national, European	August 2009
5	Publication on sociological research results	Paper	tbc	citizens, experts, decision-makers, private stakeholders	local, regional, national	June 2012
6	Press releases and articles	paper, websites	900 characters in average	All	local, regional, national	Continuously
7	CIVITAS ELAN gadgets	various types	3000 pieces	All	local, regional, national	August 2009
8	Information brochure on public transport clients' behaviour	Paper	tbc	citizens, experts, decision-makers, private stakeholders	local, regional, national, European	August 2010
9	Posters, flyers inside and outside public transport vehicles	various types	tbc	All	local, regional	June 2010
11	Networking (see timetable)	presentation, workshop, conference, meetings	tbc	All	local, regional, national, European	tbc

Timetable SMB

	2008				2009												2010												2011												2012									
	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	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Dissemination Activities																																																		
Magazines, newspapers, press releases	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Local Brochure												X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
CIVITAS e-mail							X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Local website																			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Social network											X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Comprehensive dialogue and information campaign for citizens (Urban Centrum exposition and open discussion)																									X																									
Publication of sociological research results																																																		
Dissemination of measure related results 4.12.6																																																		
IMC staff training																				X																														
IMC website																														X																				
IMC conference																																																		
IMC workshop																																																		
Dissemination of measure related results 4.13.5																																																		
Information brochure on public transport clients' behaviour																								X																										
Workshop on dialogue with citizens																																																		
Workshop on IMC																																																		
CIVITAS ELAN gadgets												X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Posters, publicity, flyers																		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

[illegible]

N°	Dissemination Tools Networking Activities DPMB	Type	Size/Form	Target Group	Diss. Level	Month of completion
1	Article in "Zpravodaj"	publication	500 words	Employees	local	4, 15
2	Article in "Salina"	publication	500 words	Local Public	local	6, 15
3	Metropolitan					
4	Brno Mezinárodní	On-line publication	500 words	Employees	local	
5	Press information	Press news	200 words	Public	local	6, 13
6	Information for staff	training	x	Employees	local	9,11,20
7	link and information DPMB Internet pages	publication	500 words	Local Public	national	9-48
8	Meeting wit disabled person	meeting	X	Disabled persons	local	12
9	Presentation of results	meeting	X	Local Public	national	44

Timetable DPMB

	2008				2009												2010												2011												2012							
	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	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Dissemination Activities																																																
Magazines, newspapers, press releases	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Information campaign in press							X						X																																			
Information for staff										X		X									X																											
link and information DPMB									X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Internet pages																																																
Logo CIVITAS – minibuses, vending machines											X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Networking Activities																																																
Meeting with disabled persons													X																																			
Dissemination of results																																																
Association of Public Transport Providers Czech Republic	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Media Coverage Overview				
Date	Print: paper/magazine	Article/publimagazine/advertising + title	Size	Target group: local/national/internat.
01.2009	Brno International	article: CIVITAS ELAN Project initiated	foto + 8x14	local
01.2009	Brno International	article: ...more about CIVITAS Programme	18x7	local
13.1.2009	Zpravodaj	article: Zapojení DPMB do projektu CIVITAS	foto + 12x10	local
5.2.2009	Brněnský deník	article: Nefunguje automat? Přijde hlášení	foto + 17x 9	regional
3.3.2009	Šalina	article: Evropský projekt CIVITAS startuje	foto + 17x12	local
19.03.2009	Brněnský deník	article: Vozíčkáře svezou nové minibusy	4x8	regional
10.04.2009	Zpravodaj	article: Brnem pojedou minibusy	foto + 11x11	local
01.08.2009	Šalina	article: Diagnostika jízdenkových automatů na dálku	foto + 13x14	local
01.08.2009	Šalina	article: Evropský týden mobility, Den CIVITAS	1 page	local
01.09.2009	Brněnský metropolitan	article: Evropský týden mobility	15x16	local
01.09.2009	Šalina	article: První minibus dorazil do Brna	foto + 10x7	local
11.09.2009	Zpravodaj	article: Diagnostika jízdenkových automatů DPMB	6x18	local
13.10.2009	Zpravodaj	article: Nový minibus se představil veřejnosti	first page foto + foto +19x20	local
01.10.2009	Šalina	article: Nový minibus pomáhá překonat bariéry	2 foto + 20x11	local
09.12.2009	Metro	article: Tramvaj se vytopí za 20 minut	21x10	local
01.01.2010	Brněnský metropolitan	article: Nové minibusy přepraví vozíčkáře	foto + 14x5	local
01.01.2010	Mobility	article: Systém diagnostic for vending machine	foto + 1 page	international
Date	TV	Newsflash/interview	Length	Target group
24.09.2009	RTA	interview : Den CIVITAS	1 min	local
05.11.2009	www.youtube.com	spot: CIVITAS day in Brno	9:27; 2:11	international

Date	Website + blogs	Article/presentation/...	Size	Target group
01.01.2009	www.bрно.cz	article: about CIVITAS ELAN	foto + 1 page	national
15.06.2009	www.k-report.net	article: Brno se zapojilo do CIVITAS	1 page.	national
30.06.2009	www.dpmb.cz	article: Projekty CIVITAS	1 page.	national
30.06.2009	www.dopravni.net	article: Iniciativa CIVITAS	1 page.	national
30.07.2009	www.busportal.cz	article: DPMB nakoupí v roce 2009 nové minibusy Fiat Mave CiBus ENA Z MAXI	foto + 1 page	national
08.07.2009	www.bрно.cz	article: Projekt CIVITAS ELAN vyhlašuje letní fotografickou soutěž	1 page.	national
13.07.2009	www.bрно.cz	article: Nová fotosoutěž: zaostřeno na dopravu	foto + 1 page	national
21.07.2009	www.familypoint.cz	article: Projekt CIVITAS ELAN vyhlašuje fotografickou soutěž	1 page.	national
23.09.2009	www.busportal.cz	article: Projekt CIVITAS ELAN v Brně: První z dodaných nízkopodlažních minibusů CIBUS	foto + 1 page	national

Local Dissemination Plan Ljubljana

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1. Overview

Local dissemination activities of CIVITAS in Ljubljana are subdivided into two parts. The first part will be done by the Measure Leaders themselves with the help of the Site Dissemination Manager (SDM). The second part, i.e. the overall CIVITAS dissemination, will be done by the Site Dissemination Manager. This includes promoting the project as a whole and to communicate Ljubljana as a CIVITAS City with the total of all 25 measures.

Several communication tools will be used: press releases, flyers, information, website, invitations to different events connected with the promotion of certain measures, mobility, etc. Apart from mentioned communication tools Ljubljana will also use the tools of third parties to disseminate the project like *Ljubljana bulletin*, magazine *Urban* and other tools related to sustainable mobility.

Furthermore, the activities will include third parties, too, depending of the measure, like NGO's, civil initiatives, round tables, etc.

1.1. Target groups

1.1.1. Media / Press contacts

Press agencies:

- STA (<http://www.sta.si/>)

National daily newspapers (with relevant supplements):

- Slovenske novice
- Delo (weekly supplements: Ona, Delo in Dom, Polet, Mag, Sobotna priloga)
<http://www.delo.si/>
- Dnevnik (weekly supplements: Objektiv, Moje zdravje, Nika)
<http://www.dnevnik.si/>
- Večer (weekly supplements: 7 dni, V soboto, Bonbon)
<http://www.vecer.si/>
- Finance (weekly supplements: Avto & Transport)
<http://www.finance.si/>

Weekly magazines:

- Nedeljski dnevnik http://www.dnevnik.si/nedeljski_dnevnik
- Nedelo
- Jana <http://www.jana.si/>
- Mladina <http://www.mladina.si/>
- Reporter <http://www.revija-reporter.si/>
- Kapital <http://www.revijakapital.com/kapital/>

- Avtomagazin <http://www.avto-magazin.si/>

Monthly magazines:

- Motorevija <http://www.motorevija.si/>
- Viva <http://www.viva.si/>
- Študent <http://www.mladinski.net/main/>
- Naša žena <http://www.nasazena.com/default.asp>
- The Slovenian Times (the only “newspaper” in English)
- Transport <http://www.etransport.si/revija/tekoca/>
- Otrok in družina
- Zdravje <http://www.zdravje.si/revija.asp>

Free magazines and door to door:

- Dobro jutro (weekly) <http://www.dobrojutro.net/>
- Ljubljana (bulletin of the City of Ljubljana)
http://www.ljubljana.si/si/mol/glasilo_ljubljana/default.html
- Žurnal 24 – Ljubljana edition (daily) <http://www.zurnal24.si/>
- City Magazine <http://city-on.net/>
- Urban (internal magazine of Public Holding Ljubljana, public companies and the City of Ljubljana)
- Žurnal (weekly)

Television:

- RTV Slovenija (<http://www.rtv slo.si/>)
- Info TV (<http://www.infotv.si/>)
- TV3 (<http://www.tv3.si/>)
- POP TV (<http://poptv.si/>)
- A kanal
- GEA TV (<http://www.geatv.si/>)

Radios:

- RA Slovenije - Val 202 (<http://www.rtv slo.si/val202>)
- Radio Evropa (<http://www.radioeuropa05.si/>)
- Radio Slovenia International (<http://www.rtv slo.si/rsi/>)
- Radio Antena (<http://www.radioantena.si/>)
- Radio 1 (<http://www.radioena.si/>)

- Radio Hit (<http://www.radiohit.si/>)
- Radio Center (<http://www.radiocenter.si/>)
- Radio Kaos (<http://www.radiokaos.info/>)
- Radio Zeleni val (<http://www.zelenival.com/>)
- Radio Študent (<http://www.radiostudent.si/>)
- Radio Aktual (<http://www.radioaktual.si/>)
- Radio Ognjišče (<http://radio.ognjisce.si/>)
- Radio Ekspres (<http://www.radioekspres.si/>)

1.2. Stakeholders

Local level:

- Citizens
- Politicians, local administration and policy-makers
- Local lobby and interest groups (Ljubljana bicycle network, organisations for disabled people, Focus, etc.)
- Ljubljana's 17 District Authorities
- Schools and University of Ljubljana

National level:

- Citizens
- Organisations related to sustainable mobility (Association of Municipalities and Towns of Slovenia, etc.)
- Politicians and policy-makers (Ministry for Environment and Spatial Planning; Ministry of Transport; Ministry of Economy; Ministry of Health; Institute for Transport and Maritime Studies; Institute of Public Health; Slovene Road Safety Council; Chamber of Commerce and Industry; Chamber of Crafts etc.)
- Managers, management of institutions or companies related to mobility (LPP, SŽ etc.)
- Schools and Universities (Faculty of Maritime Studies and Transport, Environmental studies, biotechnical faculty etc.)
- Academics

A comprehensive database of target groups and stakeholders is being created to enable efficient information dissemination on a local and national level.

2. Dissemination Activities

2.1. Press coverage

Press releases can be sent out at the start of the measure, at mid-term evaluation or at the end of the implementation of the measure.

All press releases must be sent by the SDM to the PR department of the City of Ljubljana which will spread them. The measures can be communicated through press releases or by organising a special event. Therefore, the SDM will have to work closely with the mentioned PR department. External partners will be responsible for their own press releases, although the SDM is obliged to help them with such matters.

Public relations departments of the City of Ljubljana and public companies meet weekly to discuss the most important topics linked to communication. The SDM is present at these meetings to provide input regarding CIVITAS ELAN. Also, the coordinator of all PR departments recently agreed that the SDM of the project can work independently and can continue to strengthen relations with media representatives and other stakeholders autonomously.

2.2. Own communication tools

- **Website**

Ljubljana's local CIVITAS website is just about to be set up – it will be online as from March 2010. It's important that all the information about the project is available in Slovene. Within the Ljubljana website there is already a special section on EU projects where CIVITAS ELAN is presented, as well as the news connected to the project. The mentioned website is available in Slovene and English and has a direct link to the CIVITAS Initiative's website, which is often updated with local news.

- **Newsletter**

The CIVITAS ELAN newsletter will be translated and disseminated to various stakeholders.

- **Print**

A CIVITAS brochure in Slovenian has been produced and distributed at conferences, workshops and other events that are connected to mobility. Special publications, specific brochures, leaflets and gadgets are also regularly distributed. News or information (in the format of flyers or leaflet) on specific measures will be produced by Measure Leaders in cooperation with the SDM. Of course, all mentioned material will be delivered to journalists and will be also available on the website.

- **Communication tools of the City of Ljubljana**

Ljubljana has a variety of communication tools such as its official website www.ljubljana.si, the monthly official bulletin *Ljubljana* delivered to every household free of charge (edition: 117.500 copies), gazette *Urban*, i.e. internal magazine of Public Holding Ljubljana, public companies and the City of Ljubljana (edition: 4 times per year, 3.300 copies), special insert in several national newspapers ("News on Ljubljana"), local radio stations, poster sites, etc. The city municipality's PR department organises a weekly press conference every Tuesday.

- **Gadgets and other branded material**

Some gadgets will also be made from the local budget and will serve as additional material, either measure-related or within the global CIVITAS communication (T-shirts, pencil case, raincoats, water bottles for bicyclists, postcards, etc.).

2.3. Mobility-related magazines, newsletters, websites etc.

We will strive to integrate CIVITAS in mobility-related magazines, newsletters or websites. Some examples:

Public transport:

- Tedenske novice SOS (weekly news of the Association of Municipalities and Towns of Slovenia - SOS)
- Urban (internal magazine of Public Holding Ljubljana, public companies and the City of Ljubljana)
- Krpan (internal magazine of LPP)
- Nova progla (internal magazine of SZ)

Bike and pedestrians:

- Ljubljanska kolesarska mreža (Ljubljana Cyclists' Network) <http://lkm.kolesarji.org/>

Mobility and Environment:

- Focus društvo za sonaraven razvoj - <http://www.focus.si/> (E-news on mobility and environment)
- Inštitut za trajnostni razvoj - <http://www.okoljski-center.si/> (Platform and E-news on environment and sustainable development)
- Umanotera, slovenska fundacija za trajnostni razvoj - <http://www.umanotera.org/> (E-news on sustainable development)
- REC (Regionalni center za okolje Slovenija) - <http://www.rec-lj.si/>

2.4. Events organised by third parties

There are some events on European, national and local level where CIVITAS could be included. For instance:

- European Mobility Week: end of September
- Car free Day: September 22
- The Earth Day: April 22 (traditional action of spring tidying and maintenance of clean environment by citizens)
- Many other events (*specifically listed in the following table of dissemination activities*)

2.5. CIVITAS events

On the project level, Ljubljana will focus especially on two events: CIVITAS Day on 18 September and the School Exchange Programme. The project will be also visible on other events, especially at major breakthroughs, achievements and closures.

2.6. Communication strategy

Based on assessment of relations among local partners in Ljubljana, SDM concluded, that communication between them is quite poor. Therefore, a local Communication Strategy (in Slovene) has been developed to strengthen relations, firstly, among local partners, secondly, to public media, thirdly, to general public, interest groups and NGOs and finally, to decision makers. The Communication Strategy is complex, data was collected by “observation with participation”, discussion with management, measure leaders and other partners.

SDM also prepared dissemination questionnaires for measure leaders to assess, how important dissemination is in their opinion (influence on success of their measure) and what do they expect from SDM on measure level. Since dissemination is closely linked to evaluation, SDM joined the evaluation team at “measure process evaluation meetings” in December 2009 and January 2010 to discuss about barriers, drivers and further actions.

In order to improve relations and exchange of information among local partners, communication and a citizen engagement workshop was organised. The goals of workshop were achieved, for example:

- Communication Strategy was presented to partners;
- agreement on further communication activities among partners was reached;
- specific tools for public involvement were presented to participants;
- new, creative, innovative ideas about how to present CIVITAS ELAN on CIVITAS Day 2010 were collected by working in groups.

Such actions (visits of measure leaders, side-by-side cooperation with the evaluation team, communication and citizen engagement workshop, Communication Strategy Update etc.) will continue throughout the project. Furthermore, Communication Strategy will be translated into English, so that other cities will be able to use it (and modify it according to their plan) to strengthen communication among their partners.

3. Networking Activities

3.1. Communication on an international level

Representatives of the City of Ljubljana (politicians and officials) are often invited to different international events. While participating in international events on mobility and environment the CIVITAS ELAN project will be presented.

3.2. Communication towards local, regional and national level

- Association of Municipalities and Towns of Slovenia
- Taking part on workshops, round tables, conferences on mobility issues
- National task force

Annexes:

List of Dissemination Activities: Communication Channels, Tools and Networking Activities;

Timetable of public events where CIVITAS ELAN could/will be presented (2010)

Media Coverage Overview

ANNEXES**List of Dissemination Activities: Communication Channels, Tools and Networking Activities****CIVITAS ELAN DISSEMINATION ACTIVITIES - LJUBLJANA**

2010		INFORMATION CHANNELS AND TOOLS															
Dissemination Activities	Month (2010)	Public presentations, prom. events	Website	Blogging, Facebook	Info point	Exhibitions	Direct mailing	Press releases	Press conferences	Advertising in media	Workshops, roundtables	Cooperation with CSOs*	Special campaigns	Elan Newsletter, Bulletins	CoL News, Bulletins	Brochures, leaflets, posters, displays	Films, games, gadgets, etc.
General (project / all measures)																	
Trade Fair MIPIM	mar	X	X	X	X	X	X	X	X		X	X		X	X	X	X
Sustainable Energy Week	mar	X	X	X	X		X	X	X		X	X		X	X	X	X
World Meteorological Day	mar		X	X			X	X									
Action for a Nicer Ljubljana	mar-apr	X	X	X	X		X	X	X			X		X	X	X	X
World Health Day	apr		X	X			X	X									
Action Let's Clean Slovenia in One Day	apr	X	X	X	X		X	X	X			X		X	X	X	X
International Mother Earth Day	apr	X	X	X	X		X	X	X			X		X	X	X	X
European Solar Days	may	X	X	X	X		X	X	X		X	X		X	X	X	X
Move for Health Day	may	X	X	X	X		X	X				X		X	X	X	X
World Environment Day	jun		X	X			X	X									
World Population Day	jul		X	X			X	X									
Summer in Ljubljana Old Town	aug	X	X	X	X		X	X	X					X	X		
European Mobility Week	sep	X	X	X	X	X	X	X	X	(X)	X	X	X	X	X	X	X
CIVITAS Day	sep	X	X	X	X	X	X	X	X	(X)	X	X	X	X	X	X	X
Day Without a Car	sep	X	X	X	X	X	X	X	X	(X)	X	X	X	X	X	X	X
Trade Fair Nature and Health	oct	X	X	X	X	X	X	X			X	X		X	X	X	X
World Habitat Day	oct		X	X			X	X									
Trade Fair Student Arena	oct	X	X	X	X	X	X	X			X	X		X	X	X	X
Ljubljana Marathon	oct	X	X	X	X		X	X	X			X		X	X	X	X
World Day of Remembrance for Road Traffic Victims	nov		X	X			X	X									
Measures																	
1.1. COM Energy management of public fleets																	
1.7. Pure plant oil for vehicle propulsion																	
Seminar: The use of plant oil for vehicle propulsion	mar	X	X	X			X	X			X			X			
Brochures, DVD, leaflets distribution	mar		X	X			X	X								X	
1.11. Hybrid bus implementation																	
Presentation of information on hybrid buses performance	apr	X	X	X			X	X						X	X		
Training: Economical driving, Hybrid buses driving	apr, sep		X	X			X	X									
1.12. Green procurement for public fleets																	
Hybrid car promotion implemented	oct	X	X	X	X		X	X						X	X	X	X

2.1.	Integrated high-quality mobility corridor		X			X												
	Workshop: Process evaluation of measure planning phase	feb	X									X					X	
	Workshops: Methodology for the mobility analysis and reporting	mar, apr, may, sep	X	X	X			X	X			X			X	X	X	
	Communication and marketing plan (draft)	may																
	Outreach campaign plan (draft)	may																
	Opening of Stožice Stadium (P+R)	aug	X	X	X	X		X	X	X					X	X	X	
	Training for measure partners and stakeholders	mar-dec	X	X	X			X	X									
2.8. COM	Participatory intermodal infrastructure planning																	
3.1.	Implementing a sustainable congestion charging scheme																X	
	Communication strategy	feb																
	Citizen dialogue event I.	mar	X	X	X			X	X			X	X		X	X	X	X
	Citizen dialogue event II.	sep	X	X	X			X	X	X		X	X		X	X	X	X
4.1.	Individualised mobility marketing (IMM)																	
	Workshop: Mobility marketing and SUTP	mar	X	X	X			X	X			X			X	X	X	
	Design of mobility marketing campaign plan (draft)	sep																
	Training: IMM as a vehicle towards supportive public partic.	sep	X	X	X			X	X			X			X	X	X	
	Training: Policy recomm. for acceptance of PT pilot measures	nov	X	X	X			X	X			X			X	X	X	
4.6.	Comprehensive cycling strategy (CCS)		X			X												
	Cycling platform of Ljubljana Meetings	mar, jun, sep, dec	X	X	X			X	X			X	X		X	X	X	
	CCS brochure and roll-up poster	jan															X	
	Trade Fair Tourism and Spare Time	jan	X	X		X	X					X	X		X	X		
	Training: Methodology and policy audit for CCS	mar	X	X	X			X	X			X	X		X	X	X	
	Training: CCS in action	apr	X	X	X			X	X			X	X		X	X	X	
	CCS document	apr	X	X	X			X	X	X			X		X	X		
	(Cycling and road safety video-campaign - national)	may	X	X	X			X	X	X	X		X	X	X	X		
	Cycling Marathons	jun	X	X	X	X		X	X				X		X	X	X	
	Street Theatre Ana Desetnica	jul	X	X	X	X		X	X				X			X	X	
	Festival Trmfest	aug	X	X	X	X		X	X				X			X	X	
	Training: Communicating CCS in Ljubljana	aug	X	X	X			X	X			X	X		X	X	X	
	World Tourism Day	sep		X	X			X	X									
	Interactive cycling map	dec	X	X	X			X	X	X			X		X	X	X	
4.9.	Update of the Sustainable Urban Transport Plan																	
	Workshop: Mobility marketing and SUTP	mar	X	X	X			X	X			X			X	X	X	
	Open Academy	may, nov	X	X	X			X	X	X		X			X	X	X	
5.1. COM	Comprehensive safety and security strategies																	
5.2.	Safety & security for seniors and PT users																	
	Drivers training workshop	apr		X	X			X	X			X			X	X		
	Elderly training on safety&security on buses	apr	X	X	X			X	X			X			X	X	X	
	Employees training on new surveillance system	sep		X	X			X	X						X	X		
	Information campaign - introduction of the system in the PT	sep	X	X	X			X	X	X					X	X	X	X
	International Day of Older Persons	oct		X	X			X	X									

5.4.	Safe routes to schools					X												
	Educator and volunteer training	mar, aug		X	X			X	X			X	X		X	X	X	
	CPERT** activities	apr, may	X	X	X	X	(x)	X	X	X		(x)	X	X	X	X	X	X
	First School Days	sep	X	X	X	X		X	X	X			X	X	X	X	X	X
5.5.	Reduced speed zones																	
	Seminar: Green areas	mar		X	X				X			X	X		X	X	X	
	CPERT** activities	apr, may	X	X	X	X	(x)	X	X	X		(x)	X	X	X	X	X	X
	Promotional event in the city centre	may	X	X	X	X	(x)	X	X			X			X	X	X	X
	Training modul on enforcement culture	jun	X	X	X			X	X			X			X	X	X	
	Meeting with local residents	sep	X	X	X			X	X			X	X		X	X	X	
6.1.	Demand Responsive Services																	
	Training for drivers: handling passengers with special needs	sep		X	X			X	X			X			X	X		
	Publicity campaign	oct	X	X	X			X	X	X					X	X	X	X
	International Day of Older Persons	oct		X	X			X	X									
	International Day of Persons with Disabilities	dec		X	X			X	X									
7.1. COM	Integrated freight policy development																	
	Common measure workshop	feb		X	X				X			X			X			
	National event introducing the local freight partnerships	sep	X	X	X	X		X	X	X		X			X	X	X	X
7.2.	Sustainable Freight Logistics		X			X												
	Training of partners on implementation of local freight partnership	feb		X	X				X			X			X	X		
	Thematic brochure, leaflet	mar															X	
	Project promotion at thematic event	may	X	X	X			X	X						X	X	X	X
	Training of drivers: optimal deliveries, safety and eco-driving	sep		X	X			X	X			X			X			
8.1.	Public transport priority at intersections															X		
	(Dissemination activities will be performed on project level)																	
	Operating and maintenance training	mar		X	X			X	X			X						
	Equipment of some buses and intersections with the system	mar		X	X			X	X						X	X		
8.4.	Real time information for staff and passengers																	
	(Dissemination activities will be performed on project level)																	
	Operating and maintenance training	mar		X	X			X	X			X						
8.5.	E-ticketing and fare integration		X			X												
	Free Ride with Urbana Months	jun- jul		X	X			X	X						X	X		
Other local dissemination activities																		
	Dissemination questionnaire and tasks for measure leaders	jan																
	Communication strategy	jan																
	Visits of ML with site evaluation team	jan																
	Communication and citizen engagement workshop	feb																
	Establishment of local website	feb		X	X			X	X	X					X	X		
	Citizen Engagement Strategy and Action Plan	mar																
	Local Brochure reprint	mar																
	Roll-up poster	mar																
	CE School/Students Exchange Programme (plan)	apr																
	New gadgets	apr																
	Stakeholders database	apr																
	NTF plan (draft)	apr																

*CSO - Civil Society Organisations; ** CPERT - Council for Prevention and Education in Road Traffic (Svet za preventivo in vzgojo v cestnem prometu); X - event by itself is certain information channel/tool

Timetable of public events where CIVITAS ELAN could/will be presented:

Event	2010											
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
Trade Fair Tourism and Spare Time	21.-24.											
Workshop: Process evaluation of measure planning phase		feb										
Common measure workshop		feb										
Training of partners on implementation of local freight partnership		feb										
Operating and maintenance training			mar									
Educator and volunteer training			mar					aug				
Workshops: Methodology for the mobility analysis and reporting			mar	apr	may				sep			
Workshop: Mobility marketing campaign and SUTP			mar									
Cycling platform of Ljubljana Meetings			mar			jun			sep			dec
Training: Methodology and policy audit for CCS			mar									
Seminar: The use of plant oil for vehicle propulsion			4.									
Citizen dialogue event			9.						sep			
Seminar: Green areas			10.									
Trade Fair MIPIM			15. -19.									
Sustainable Energy Week			22.-26.									
World Meteorological Day			23.									
Action for a Nicer Ljubljana			22. mar - 22. apr									
Elderly training on safety&security on buses				apr								
Training: CCS in action				apr								
Presentation of information on hybrid buses performance				apr								
CPERT** activities				apr	may							
World Health Day				7.								
Action Let's Clean Slovenia in One Day				17.								
International Mother Earth Day				22.								
Open Academy					may					oct		
European Solar Days					1.-16.							
Move for Health Day					10.							

Training modul on enforcement culture						jun						
Free Ride with Urbana Months						1. jun - 31. jul						
World Environment Day						5.						
Cycling Marathons						5., 12.-13.						
Street Theatre Ana Desetnica						1.-4.						
World Population Day						11.						
Training: Communicating CCS in Ljubljana							aug					
Opening of Stožice Stadium							10.					
Festival Trnfest							1.-31.					
Summer in Ljubljana Old Town							24.-28.					
Meeting with local residents								sep				
Training: IMM as a vehicle towards supportive public partic.								sep				
First School Days								1.-14.				
European Mobility Week								16.-22.				
CIVITAS Day								18.				
Day Without a Car								22.				
World Tourism Day								27.				
Publicity campaign									oct			
Hybrid car promotion implemented									oct			
International Day of Older Persons									1.			
Trade Fair Nature and Health									1.-4.			
World Habitat Day									4.			
Trade Fair Student Arena									13.-15.			
Ljubljana Marathon									23.-24.			
Training: Policy recomm. for acceptance of PT pilot measures										nov		
Training for measure partners and stakeholders										nov		
World Day of Remembrance for Road Traffic Victims										21.		
International Day of Persons with Disabilities												3.

CIVITAS ELAN DISSEMINATION ACTIVITIES - LJUBLJANA

2011		INFORMATION CHANNELS AND TOOLS															
Dissemination Activities	Month (2011)	Public presentations, prom. events	Website	Blogging, Facebook	Info point	Exhibitions	Direct mailing	Press releases	Press conferences	Advertising in media	Workshops, roundtables	Cooperation with CSOs*	Special campaigns	Elan Newsletter, Bulletins	CoL News, Bulletins	Brochures, leaflets, posters, displays	Films, games, gadgets, etc.
General (project / all measures)																	
Sustainable Energy Week	mar	X	X	X	X		X	X	X		X	X		X	X	X	X
World Meteorological Day	mar		X	X			X	X									
Action for a Nicer Ljubljana	mar-apr	X	X	X	X		X	X	X			X		X	X	X	X
World Health Day	apr		X	X			X	X									
International Mother Earth Day	apr	X	X	X	X		X	X	X			X		X	X	X	X
European Solar Days	may	X	X	X	X		X	X	X		X	X		X	X	X	X
Move for Health Day	may	X	X	X	X		X	X				X		X	X	X	X
World Environment Day	jun		X	X			X	X									
World Population Day	jul		X	X			X	X									
Summer in Ljubljana Old Town	aug	X	X	X	X		X	X	X					X	X		
European Mobility Week	sep	X	X	X	X	X	X	X	X	(X)	X	X	X	X	X	X	X
CIVITAS Day	sep	X	X	X	X	X	X	X	X	(X)	X	X	X	X	X	X	X
Day Without a Car	sep	X	X	X	X	X	X	X	X	(X)	X	X	X	X	X	X	X
Trade Fair Nature and Health	oct	X	X	X	X	X	X	X			X	X		X	X	X	X
World Habitat Day	oct		X	X			X	X									
Trade Fair Student Arena	oct	X	X	X	X	X	X	X			X	X		X	X	X	X
Ljubljana Marathon	oct	X	X	X	X		X	X	X			X		X	X	X	X
World Day of Remembrance for Road Traffic Victims	nov		X	X			X	X									
Measures																	
1.1. COM	Energy management of public fleets																
1.7.	Pure plant oil for vehicle propulsion																
	Seminar: The use of plant oil for vehicle propulsion	mar	X	X	X		X	X			X			X			
1.11.	Hybrid bus implementation																
	Presentation of information on hybrid buses performance	feb, sep	X	X	X		X	X						X	X		
	Training: Economical driving, Hybrid buses driving	feb		X	X		X	X									
1.12.	Green procurement for public fleets																
	Hybrid car promotion implemented	sep	X	X	X	X	X	X						X	X	X	X
2.1.	Integrated high-quality mobility corridor		X		X												
	Outreach campaign-start	nov	X	X	X	X	X	X	X	(X)	X	X	X	X	X	X	X
	Training for measure partners and stakeholders	nov	X	X	X		X	X									

2.8. COM	Participatory intermodal infrastructure planning																	
3.1.	Implementing a sustainable congestion charging scheme																	X
	Survey on public opinion	mar	X	X	X		X	X	X						X	X	X	
	Citizen dialogue event	mar	X	X	X			X	X			X	X		X	X	X	X
4.1.	Individualised mobility marketing (IMM)																	
	Training: Communication and public participation techniques	feb	X	X	X			X	X			X			X	X	X	
	Training: IMM and public acceptance of the corridor	mar	X	X	X			X	X			X			X	X	X	
	Report on implementation of IMM strategy	apr		X	X			X	X						X	X		
4.6.	Comprehensive cycling strategy (CCS)		X				X											
	Cycling platform of Ljubljana Meetings	mar, jun, sep, dec	X	X	X			X	X			X	X		X	X	X	
	Trade Fair Tourism and Spare Time	jan	X	X			X					X	X		X	X		
	(Cycling and road safety video-campaign - national)	may	X	X	X			X	X	X	X		X	X	X	X		
	Cycling Marathons	jun	X	X	X	X		X	X				X		X	X	X	
	Street Theatre Ana Desetnica	jul	X	X	X	X		X	X				X			X	X	
	Festival Trnfest	aug	X	X	X	X		X	X				X			X	X	
	World Tourism Day	sep		X	X			X	X									
	Interactive cycling map	dec	X	X	X			X	X	X			X		X	X	X	
4.9.	Update of the Sustainable Urban Transport Plan																	
	Workshop: Mobility marketing and SUTP	mar	X	X	X			X	X			X			X	X	X	
	Open Academy	apr, oct	X	X	X			X	X	X			X		X	X	X	
5.1. COM	Comprehensive safety and security strategies																	
5.2.	Safety & security for seniors and PT users																	
	Drivers training workshop	sep		X	X			X	X			X			X	X		
	Elderly training on safety&security on buses	sep	X	X	X			X	X			X			X	X	X	
	International Day of Older Persons	oct		X	X			X	X									
5.4.	Safe routes to schools					X												
	Educator and volunteer training	jan, sep		X	X			X	X			X	X		X	X	X	
	CPERT** activities	apr, may	X	X	X	X	(X)	X	X	X		(X)	X	X	X	X	X	X
	First School Days	sep	X	X	X	X		X	X	X			X	X	X	X	X	X

5.5.	Reduced speed zones																	
	CPERT** activities	apr, may	X	X	X	X	(X)	X	X	X		(X)	X	X	X	X	X	X
	Promotional event in the city centre	jul	X	X	X	X	(X)	X	X				X		X	X	X	X
	Meeting with local residents	sep	X	X	X			X	X			X	X		X	X	X	
6.1.	Demand Responsive Services																	
	Training for drivers: handling passengers with special needs	sep		X	X			X	X			X			X	X		
	Publicity campaign	oct	X	X	X			X	X	X					X	X	X	X
	International Day of Older Persons	oct		X	X			X	X									
	International Day of Persons with Disabilities	dec		X	X			X	X									
7.1. COM	Integrated freight policy development																	
7.2.	Sustainable Freight Logistics		X			X												
	Project promotion at thematic event	mar	X	X	X			X	X						X	X	X	X
	Training of drivers: optimal deliveries, safety and eco-driving	mar		X	X			X	X			X			X			
	Thematic brochure, leaflet	sep															X	
8.1.	Public transport priority at intersections															X		
	<i>(Dissemination activities will be performed on project level)</i>																	
	Operating and maintenance training	jan		X	X			X	X			X						
8.4.	Real time information for staff and passengers																	
	<i>(Dissemination activities will be performed on project level)</i>																	
8.5.	E-ticketing and fare integration		X			X												
	Outreach campaign	feb	X	X	X	X		X	X	X				X	X	X	X	X
Other local dissemination activities																		
	Dissemination questionnaire and tasks for measure leaders	jan																
	Communication strategy (update)	mar																
	Visits of ML with site evaluation team	jan, feb																
	Communication and citizen engagement workshop	mar																
	Actual information update of local website (constantly)																	
	Local Brochure reprint (if necessary)																	
	New gadgets																	

	Workshop: Mobility marketing and SUTP	mar	X	X	X			X	X			X			X	X	X	
	Open Academy	feb, jun	X	X	X			X	X	X		X			X	X	X	
5.1. COM	Comprehensive safety and security strategies																	
5.2.	Safety & security for seniors and PT users																	
	Drivers training workshop	mar		X	X			X	X			X			X	X		
	Elderly training on safety&security on buses	mar	X	X	X			X	X			X			X	X	X	
	International Day of Older Persons	oct		X	X			X	X									
5.4.	Safe routes to schools					X												
	Educator and volunteer training	jan		X	X			X	X			X	X		X	X	X	
	CPERT** activities	apr, may	X	X	X	X	(X)	X	X	X		(X)	X	X	X	X	X	X
5.5.	Reduced speed zones																	
	CPERT** activities	apr, may	X	X	X	X	(X)	X	X	X		(X)	X	X	X	X	X	X
6.1.	Demand Responsive Services																	
	International Day of Older Persons	oct		X	X			X	X									
	International Day of Persons with Disabilities	dec		X	X			X	X									
7.1. COM	Integrated freight policy development																	
	Final report on impact of local freight partnerships	jul	X	X	X	X		X	X	X		X			X	X		
7.2.	Sustainable Freight Logistics		X			X												
	Project promotion at thematic event	jan	X	X	X			X	X						X	X	X	X
	Training of drivers: optimal deliveries, safety and eco-driving	mar		X	X			X	X			X			X			
	Thematic brochure, leaflet	sep															X	
8.1.	Public transport priority at intersections															X		
	<i>(Dissemination activities will be performed on project level)</i>																	
8.4.	Real time information for staff and passengers																	
	<i>(Dissemination activities will be performed on project level)</i>																	
8.5.	E-ticketing and fare integration		X			X												
	Research: Unified system on national level?	feb	X	X	X			X	X	X					X	X		
Other local dissemination activities																		
	Dissemination questionnaire and tasks for measure leaders	jan																
	Communication strategy (update)	mar																
	Visits of ML with site evaluation team	jan, feb																
	Communication and citizen engagement workshop	mar																
	Results Case Studies	jul																
	Final conference	jul																
	Awareness and wider societal implications report	sep																

	Trade Fair Tourism and Spare Time	jan	X	X		X	X					X	X		X	X		
	(Cycling and road safety video-campaign - national)	may	X	X	X			X	X	X	X		X	X	X	X		
	Cycling Marathons	jun	X	X	X	X		X	X				X		X	X	X	
	Street Theatre Ana Desetnica	jul	X	X	X	X		X	X				X			X	X	
	Festival Tmfest	aug	X	X	X	X		X	X				X			X	X	
	World Tourism Day	sep		X	X			X	X									
4.9.	Update of the Sustainable Urban Transport Plan																	
	Workshop: Mobility marketing and SUTP	mar	X	X	X			X	X			X			X	X	X	
	Open Academy	feb, jun	X	X	X			X	X	X		X			X	X	X	
5.1. COM	Comprehensive safety and security strategies																	
5.2.	Safety & security for seniors and PT users																	
	Drivers training workshop	mar		X	X			X	X			X			X	X		
	Elderly training on safety&security on buses	mar	X	X	X			X	X			X			X	X	X	
	International Day of Older Persons	oct		X	X			X	X									
5.4.	Safe routes to schools					X												
	Educator and volunteer training	jan		X	X			X	X			X	X		X	X	X	
	CPERT** activities	apr, may	X	X	X	X	(X)	X	X	X		(X)	X	X	X	X	X	X
5.5.	Reduced speed zones																	
	CPERT** activities	apr, may	X	X	X	X	(X)	X	X	X		(X)	X	X	X	X	X	X
6.1.	Demand Responsive Services																	
	International Day of Older Persons	oct		X	X			X	X									
	International Day of Persons with Disabilities	dec		X	X			X	X									
7.1. COM	Integrated freight policy development																	
	Final report on impact of local freight partnerships	jul	X	X	X	X		X	X	X		X			X	X		
7.2.	Sustainable Freight Logistics		X			X												
	Project promotion at thematic event	jan	X	X	X			X	X						X	X	X	X
	Training of drivers: optimal deliveries, safety and eco-driving	mar		X	X			X	X			X			X			
	Thematic brochure, leaflet	sep															X	

6.1.	Demand Responsive Services																	
	International Day of Older Persons	oct		X	X			X	X									
	International Day of Persons with Disabilities	dec		X	X			X	X									
7.1. COM	Integrated freight policy development																	
	Final report on impact of local freight partnerships	jul	X	X	X	X		X	X	X		X			X	X		
7.2.	Sustainable Freight Logistics		X			X												
	Project promotion at thematic event	jan	X	X	X			X	X						X	X	X	X
	Training of drivers: optimal deliveries, safety and eco-driving	mar		X	X			X	X			X			X			
	Thematic brochure, leaflet	sep															X	
8.1.	Public transport priority at intersections															X		
	<i>(Dissemination activities will be performed on project level)</i>																	
8.4.	Real time information for staff and passengers																	
	<i>(Dissemination activities will be performed on project level)</i>																	
8.5.	E-ticketing and fare integration		X			X												
	Research: Unified system on national level?	feb	X	X	X			X	X	X					X	X		
Other local dissemination activities																		
	Dissemination questionnaire and tasks for measure leaders	jan																
	Communication strategy (update)	mar																
	Visits of ML with site evaluation team	jan, feb																
	Communication and citizen engagement workshop	mar																
	Results Case Studies	jul																
	Final conference	jul																
	Awareness and wider societal implications report	sep																
	2nd project brochure	sep																
	Actual information update of local website (constantly)														X	X		
	Local Brochure reprint (if necessary)																	
	New gadgets (if necessary)																	

Media Coverage Overview

PRESS	ARTICLE - TITLE	SIZE	TARGET GROUP
Novaproga Revija Slovenskih železnic	Slovenske železnice sodelujejo v projektu CIVITAS ELAN	1/2 page	expert public - internal
Delo	Srečanje CIVITAS ELAN na Gradu	48 cm ²	national
Žurnal 24	Naučimo se od Genta	321 cm ²	local
Slovenske novice	Podpisan projekt CIVITAS ELAN	88 cm ²	national
Dnevnik	Prestolnica se je zavezala, da bo izboljšala javni promet	315 cm ²	national
Indirekt	Za lepšo in energetske skromnejšo Ljubljano	329 cm ²	national
Dobro jutro	Končno do novih LPP pridobitev?	372 cm ²	local
Večer	Tudi Ljubljana je dinamično evropsko mesto	159 cm ²	national
Finance	Evropski denar za javni promet in vlaganje v znanje	461 cm ²	national
Žurnal 24	Širitev Dunajske ceste že leta 2010	135 cm ²	local
Delo	Z desetimi projekti do enajst milijonov evrov iz evropske blagajne	472 cm ²	national
Urban	Skupaj za boljši javni promet in čistejše okolje	1 page	expert public - internal
Žurnal 24	Z vlakom po mestu	344 cm ²	local
Žurnal 24	Enotna vozovnica do 2012?	232 cm ²	local
Delo - FT	Povsod, kjer se odloča, je najprej smiselno lobirati	1262 cm ²	national
Žurnal	Hibridni avtobus na vožnjo po Ljubljani	32 cm ²	local
Delo	Simbolične najemnine za nova gostinca na Gradu	167 cm ²	national
Večer	Čistejši in učinkovitejši avtobusi v Ljubljani	75 cm ²	national
Dnevnik	Hibridni avtobusi v fazi testiranja	445 cm ²	national
Slovenske novice	Promet po mestih omejiti na tretjino	789 cm ²	national
Finance - priloga	S hibridnimi avtobusi do okoljsko prijaznejše Ljubljane	667 cm ²	national
Dnevnik	Ljubljana je kolesarjem neprijazno mesto	473 cm ²	national
Večer	Hibridna Ljubljana, plinski Maribor	412cm ²	national
RADIO	TITLE	LENGHT	TARGET GROUP

Radio Kaos, Ostalo	Predstavniki mest vključeni v projekt CIVITAS ELAN bodo podpisali dogovor o sodelovanju	1 min	local
Radio Slovenija 1, Program A 1	CIVITAS ELAN	4 min	national
Radio Ognjišče, Pop. inf. oddaja	Podpisan dogovor v okviru projekta CIVITAS ELAN	2 min	national
Radio Kaos, Ostalo	MO Ljubljana je postala še koordinatorka CIVITAS ELAN	1 min	local
Radio Aktual (RGL), Aktual info	Ljubljana koordinira projekt CIVITAS ELAN	1 min	local
Radio Slovenija 2, Val 202	Valovska izvidnica - slovenska mesta v boju proti onesnaženju zaenkrat niso preveč uspešna	40 min	national
TELEVISION	TITLE	LENGHT	TARGET GROUP
Infonet, Novice	Boj za ohranjanje našega planeta	1 min	national
Info TV, Novice	V Ljubljani dogovor o sodelovanju	2 min	national
TV Slovenija 1, Poročila	Testna vožnja hibridnega avtobusa	2 min	national
WEBSITE	TITLE	SIZE/LENGHT	
www.ljnovice.com	Janković: Ljubljancani podpirajo rušitev Kolizeja	32 lines	
www.dnevnik.si	Janković: Ljubljancani podpirajo rušitev Kolizeja	30 lines + 1 foto	
www.sta.si	Janković: Ljubljancani podpirajo rušitev Kolizeja	31 lines	
www.siol.net	Janković: Ljubljancani podpirajo rušitev Kolizeja	77 lines + 4 fotos	
www.dnevnik.si	Prestolnica se je zavezala, da bo izboljšala javni promet	315 cm ² with foto	
www.energetika.net	CIVITAS ELAN - za učinkovit in trajnostni promet v mestih	9 lines	
www.finance.si	Evropski denar za javni promet in vlaganje v znanje	73 lines + 1 foto	
www.sta.si	Koželj za usklajeno delovanje mesta in države pri urejanju prometa	42 lines	
www.siol.net	Koželj za usklajeno delovanje mesta in države pri urejanju prometa	64 lines + 5 fotos	
www.drustvo-para-lj.si	Mestni prevoz za gibalno ovirane potnike	13 lines + 2 fotos	
www.planet.si	V Ljubljani predstavitev hibridnih avtobusov	66 lines with foto	
http://direkt.si	Hibridni avtobusi kmalu na slovenskih cestah	18 lines + 1 foto	
www.siol.net	V Ljubljani predstavitev hibridnih avtobusov belgijskega proizvajalca Van Hool	82 lines + 6 fotos	
www.24ur.com	Bi se peljali s hibridnim avtobusom?	00:46 (video), 24 lines, 16 fotos	
www.dnevnik.si	Ljubljana: Po prestolnici bodo kmalu vozili okolju prijaznejši hibridni	1 page	

	avtobusi	
www.sta.si	V Ljubljani predstavitev hibridnih avtobusov belgijskega proizvajalca Van Hool	49 lines
www.transportal.si	Hibridni avtobusi Van Hool na predstavitvi v Ljubljani	21 lines with foto
www.dnevnik.si	Hibridni avtobusi v fazi testiranja	1 page + 01:55 min (video)
www.delo.si	VIDEO: Hibridna Ljubljana	02:30 min (video)
www.vest.si	Hibridna mašina	03:24 min (video)
www.ljubljana.si	Projekt CIVITAS ELAN	96 lines + 7 fotos
www.mojvideo.com	Jutri bo na progi 1 poskusno vozil hibridni avtobus	01:55 min (video)