

# DESTINATIONS

ELBA • LAS PALMAS GC • LIMASSOL • MADEIRA • MALTA • RETHYMNO

## D11.1

### Dissemination & Communication Strategy

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## Abstract

The Dissemination & Communication Strategy is a document that aims to provide DESTINATIONS partners and external stakeholders with an overview on the planned communication and dissemination activities throughout the life of the project. It is also designed to serve as a guide to the local dissemination managers for their local dissemination activities.

## Project Partners mainly concerned by this package

Organisation	Abbreviation	Country
Horários do Funchal, Transportes Públicos	HF	PT
Agência Regional da Energia e Ambiente da Região Autónoma da Madeira	AREAM	PT
Câmara Municipal Do Funchal	CMF	PT
Secretaria Regional da Economia Turismo e Cultura	SRETC	PT
Agência Regional para o Desenvolvimento da Investigação, Tecnologia e Inovação	ARDITI	PT
Limassol Tourism Development and Promotion Company Ltd	LTC	CY
Municipality of Limassol	LIMA	CY
Stratagem Energy Ltd	STRATA	CY
Dimos Rethimnis	RETH	EL
The Research Committee of the Technical University of Crete	TUC	EL
Comune Di Rio Marina	RM	IT
Comune Di Portoferraio	PF	IT
MemEx S.R.L.	MEMEX	IT
Authority for Transport in Malta	TM	MT
Valletta Kunsilli Lokali – Valletta Local Council	VLC	MT
Universita ta' Malta	UoM	MT
Ministry of Tourism	MOT	MT
Guaguas Municipales sociedad anonima	Guaguas	ES
CINESI S.L consultoria de transport	CINESI	ES
Ayuntamiento de Las Palmas de Gran Canaria	LPGC	ES

Ingeniería Electrónica Canaria S.L	INELCAN	ES
Sociedad Municipal de Aparcamientos de Las Palmas de Gran Canaria	SAGULPA	ES
Euro Project Consult	EPC	FR
Istituto di Studi per l'Integrazione dei Sistemi	ISINNOVA	IT
European Integrated Project	EIP	RO
Sustainable Services	GV21	ES
Vectos (South) Ltd	VECTOS	UK
Conférence des Régions Périphériques Maritimes d'Europe	CPMR	BE

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Dissemination Level: PC = Project Coordinator, PM = Project Manager, SM=Site Manager, TC=Technical Coordinator, WPL= Workpackage Leader, PEM= Project Evaluation Manager, PDM= Project Dissemination Manager, LDM=Local Dissemination Manager

## Glossary

Co-meeting	Consortium meetings
GA	General Assembly
LDM	Local Dissemination Managers
LDP	Local Dissemination Plan
MSC	Management Steering Committee
On-site	Event organised within one of the 6 DESTINATIONS sites
PDM	Project Dissemination Manager
PM	Project Manager
TR	Training
TW	Technical Workshops
WP	Workpackage
WS	Workshop

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# 1 Executive Summary

Dissemination of project progress, results and activities is a key activity of the project aiming at:

- Disseminating the results and outputs of the DESTINATIONS project throughout its lifetime in order to ensure that the project achievements and messages reach the largest possible audiences, including China;
- Co-ordinating and managing all project dissemination, exploitation and knowledge transfer activities internally and externally to a high level of quality;
- Planning for exploitation of project results and outputs beyond the end of the immediate project, in order that full take-up of promising measures and techniques can progress as rapidly as possible;
- Ensuring effective liaison with the DESTINATIONS Project Coordination Office, Evaluation Manager and Local Dissemination Managers (the Information Officers) to ensure that outputs from technical work packages are well integrated with the dissemination plans;
- Maximising the value of participating in CIVITAS through liaison with other CIVITAS projects, and cities, and work with the SATELLITE Support Action Group to undertake effective joint promotion of the CIVITAS family of projects.

This document has been prepared according to implementation foreseen within the Description of the Action. Nevertheless, the strategy is seen as a dynamic document that will be updated as needed and as DESTINATIONS progresses.

The strategy will:

- Set forth the objectives of the dissemination campaign
- Define the components of the strategy
- Describe the information flow
- Define the dissemination team at European and site level and describe the main tasks and responsibilities of the local and European teams.
- Describe the target groups at European and local/regional/national levels.
- Describe the tools that will be used in order to implement the strategy at all levels

Annex 1 includes the detailed local dissemination plans

Annex 2 provides a list of all media at European level.

## 2 Objectives

### 2.1 The main strategy objective

***The main objective of the strategy is to make the project material, results and achievements available to the largest possible number of audiences and to ensure widespread and target oriented dissemination sustainable mobility issues and challenges aiming at overcoming barriers and facilitating the promotion of sustainable transport in tourist destinations at local, regional, national & European level.***

The purpose of the DESTINATIONS Communication Strategy is to:

- Convey key messages of DESTINATIONS to local, regional and European target groups that are identified in this strategy
- Set communication objectives for the dissemination of the project, and define how to reach target groups
- Describe the promotion and dissemination activities at European & local level to be developed during the project life cycle to emphasise key messages and meet the objectives set by the consortium.
- Describe the instruments and resources (internet, media, conferences etc.) that will be used in order to reach the communication objectives as well as relevant events during which DESTINATIONS will be presented
- Ensure a good coordination between the partners in the different communication and dissemination activities

## 3 Target Groups

The project consortium includes 28 partners from 10 EU member states.

The main groups of stakeholders targeted by the proposed actions of the project are as follows:

### ***At European level***

1. European officials, Commissioners and MEPs. Their support from the inception to the execution of this project has been crucial and they will be fully informed.
2. European media
3. European or international Transport & Tourism Organisations such as
  - a. The UN WTO
  - b. NECSTOUR The Network of European Regions for Sustainable & Competitive Tourism
  - c. European Transport Forum
  - d. The Association for European Transport
  - e. The European Conference of Transport Research Institutes

- f. UITP the International Union of Public Transport Authorities
- g. The European Passengers Federation
- h. European Travel Commission
- i. Other European level tourism organisations
  - i. ETOA European Tourism Association ETOA is the leading trade association for tour operators and **tourism** suppliers with business in European destinations
  - ii. ECTAA The European Travel Agents' & Tour Operators' Association. ECTAA is the Group of national travel agents' and tour operators' associations within the EU. It actively cooperates with European Union institutions and international organizations to ensure that their interests and special requirements are taken into consideration.

### ***At Local, Regional & National Level***

1. Island political authorities (local, regional) that have supported the concept of the project from its inception as well as policy makers of other island authorities that are in a position to influence sustainability policies in their communities.
2. Technical services of island authorities, planners, designers and engineers, as well as transport agencies and other mobility experts that have a key role in the development, design and implementation of sustainable energy plans.
3. Public and/or private transport companies
4. SMEs involved in transport & tourism (including their insular chambers of commerce) that are providing services to the tourism industry including:
  - a) Car hire companies
  - b) Taxi companies
5. Stakeholders in the tourism industry that are interested in developing new business opportunities in emerging markets in island communities and in China.
6. The local society as citizens they may play a pivotal role in accepting, promoting and adopting new lifestyles and attitudes regarding sustainable mobility in their community.
7. NGOs as they are a vital part of civic society.
8. Teachers, trainers and educators from primary school to university and technical education institutions that sensitise the young generation and educate and train it to respond to the needs of a sustainable mobility - low carbon society.
9. Local, regional and national media

Networking and dissemination activities will focus on the key target groups. European, national and regional policy makers will be addressed. At the same time, the consortium will try and reach beyond, since the process of implementation will directly involve decision



makers, as well as industry, and dissemination will be targeting the scientific community (Universities, transport institutes) and, by means of all of them, the general public.

The overall objective is to create a comprehensive list of interested audiences for distributing information related to the project implementation and results, while identifying key actors and stakeholders in the process of facilitating the smoother and more efficient implementation of plans and project measures.

The project partners are expected to actively participate by providing contributions, spreading the DESTINATIONS message and maintaining active links and contacts with local stakeholders.

## 4 Key messages

- For a sustainable growth, help island cities cope with new tourism trends and adapt their mobility systems with the view to offering intelligent sustainable transport solutions for tourists and residents alike through innovation and cooperation
- Promote economy-sharing driven intelligent mobility solutions
- Switch to less polluting transport modes
- Develop business models to guarantee the financial viability and lasting impacts of implemented intelligent transport measures & solutions
- Disseminate & replicate results and measures to a wide group of followers
- Link with China, to strengthen international cooperation

## 5 The Strategy

The CPMR assisted by the PM will be responsible for the dissemination and communication activities of the DESTINATIONS project at European level and will coordinate, support and assist the LDMs in implementing the Local Dissemination Plans. Partners will cooperate with the CPMR in communication activities at European level and at their own regional/national level. A full list of responsibilities can be found in section 9.

In addition to communication between partners, the DESTINATIONS communication strategy aims at reaching the largest possible number of other actors, stakeholders and the public at large. Direct communication foresees permanent contact with a variety of stakeholders, which implies presentations of the project in all relevant fora (seminars, conferences, info days or smaller targeted meetings).

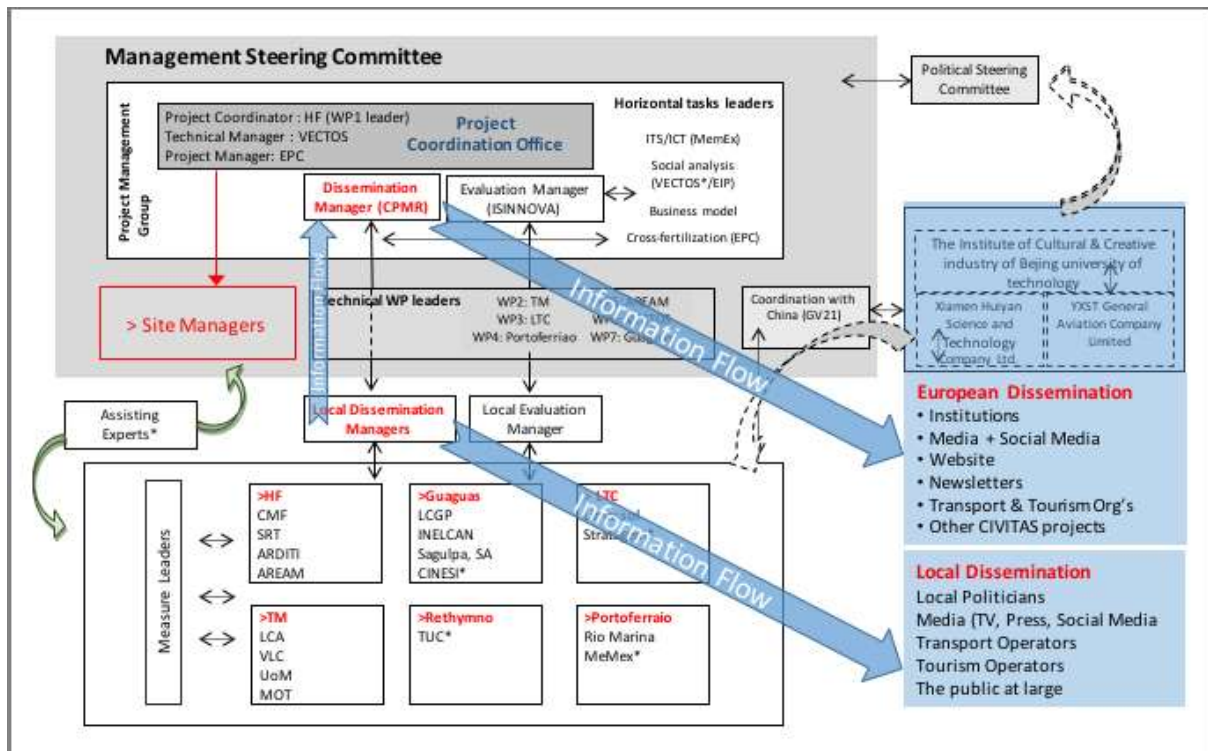
### 5.1 Components of the Strategy

The strategy is composed by two main components:

- **Internal Communication:** communication between the 28 project partners to ensure efficient and timely flow of information within the consortium.
- **External Dissemination & Communication** There will be two distinct external dissemination activities:
  - o dissemination conducted under the responsibility of each LDM at local, regional and national level for each one of the 6 sites;
  - o Dissemination at European level under the responsibility of the PDM team.

**- Information Flow**

According to the project structure, site managers will be communicating the achievement of the project’s objectives, milestones and measures to the LDMs, who in turn will use this information for their local dissemination activities, as well as in communication with the PDM. The PDM will also use the information for European dissemination to ensure smooth implementation of all Dissemination activities, and replication of best practices.



**5.2 Internal communication between the Partners**

In a consortium with 28 partners, internal communication is very important. The PCO and the PM will be primarily responsible to coordinate internal communication between the partners

PCO and PM have developed a number of communication tools in the early stages of the project that include

- Teleconferences & video conferences
- The use of the Google Platform
- The DESTINATIONS Handbook that describes in detail the grouping of the partners in Committees with specific tasks and responsibilities,

### 5.3 External Communication (European level)

The CPMR in its role as the PDM, assisted by the PM, will be responsible for the dissemination and communication activities of the DESTINATIONS project at a European level and in order to be successful in the dissemination of the project will carry out the tasks outlined in the Description of Action, which have been elaborated in section 6.

All project partners will be responsible to disseminate the project results and achievements in their regions as well as at national levels, key responsibilities are outlined in section 6.

#### The role of SATELLITE Support Action

CIVITAS SATELLITE is the support action of the CIVITAS initiative. The objective of the CIVITAS SATELLITE Support Action is to coordinate and facilitate knowledge exchange and capacity building under the current and upcoming CIVITAS 2020 projects.

Launched in July 2016 and lasting for 4.5 years, this Horizon2020 funded support action will help increase the visibility and evaluate as well as disseminate the results of all CIVITAS 2020 projects; it will put capacity building (e-learning, webinars) and transfer/take-up tasks (peer-to-peer exchange and networking) at the heart of the activities.

Coordinated by the Polis network, CIVITAS SATELLITE brings together Rupprecht Consult, ICLEI, the Regional Environmental Center for Central and Eastern Europe (REC), UITP and Transport & Mobility Leuven (TML).

ICLEI is the partner of SATELLITE that has the specific responsibility to provide support to the Project Dissemination Manager and his team.

This support consists of the following activities:

- Logos to be used during the life of the project
- Guidance on format of all printed material
- Format of PowerPoint presentations
- Format & account names for social media
- Instructions on the use of an internal information sharing space called the Shared Hub
- Instructions on the information to be uploaded on the CIVITAS project website
- Production and delivery of the DESTINATIONS banner & Welcome Booklet

### 5.4 External communication (local/regional and national level)

The success of the project mainly depends on the ability of the partners to convince local communities that their transformation into “Smart Destinations” is possible and a viable alternative to support their local economic development.

As such the 6 sites will have a major role in developing and implementing detailed Local Dissemination Plans (LDPs). In each site the Local Dissemination Manager (LDM) will be responsible for the development and implementation of such plans.

Proper dissemination and public awareness campaigns, workshops and meetings with local, regional and national stakeholders will have to be organised within every one of the six sites in order to inform the main stakeholders as well as the general public on the advantages and the societal benefits of the implementation of the selected actions and measures of DESTINATIONS.

The main objective here is to inform and involve local/national stakeholders and the broader public during all phases of the project, but particularly in the benefits and output of the project in local scale as well as in its entirety.

Local dissemination activities will be conducted along three major axes:

- the involvement of all local stakeholders as well as the civic society in a continuous exchange of views and discussions in order to influence their attitudes towards the objectives of the project.
- the organisation of and participation in
  - local/regional events to disseminate the project objectives and results.
  - site visits and workshops between the 6 sites to maximise cross-fertilisation and sharing of experiences as per deliverable D10.1
  - visits and workshops targeting the follower cities and regions in Europe and China with the view to maximise the replication potential of the project as per tasks 10.4 & 10.5.
- Maximising the use of the traditional media (press, TV), web and social media

It is recommended that sites who organise local events:

- Advertise the event in the local press and on their own websites
- Invite a local personality as the moderator
- Prepare a clear agenda
- Prepare publicity material for the event (poster, brochures, copies of newsletters etc.
- Keep a list of attendance
- Take photos of the event
- Take a video of the event and post it on YouTube
- Make a summary note with the main points raised and the main conclusions & recommendations of the meeting

All LDMs will be reporting their activities and dissemination results to the PDM every six months and before each project meeting, so a complete report on dissemination activities may be prepared and presented to all partners during the project meetings.

Teleconferences between the PDM and the 6 LDMs to coordinate work and resolve issues are foreseen every 3 months. Reports on these activities will be included in the project website, on the Google platform and in the reports to the European Commission.

**Detailed local dissemination plans for each one of the 6 sites are appended at the end of this document as Appendix 1**

## 5.5 Design of the strategy

To ensure the achievement of the communication goals and targets of the DESTINATIONS project, the strategy is designed to:

- define the communication standards and tools that will ensure the achievement of the communication goals and targets of the DESTINATIONS project
- identify and maintain contacts with target groups at European and local levels including all stakeholders concerned, the media and the public at large.
- assist the project consortium in deciding the appropriate means for the dissemination of the project objectives and results in reaching the widest possible spectrum of target groups
- support the project consortium in producing promotional and media material that meets the needs of the consortium, civil society and other actors and stakeholders
- help organising events and workshops to disseminate the results produced by the project at European and local level
- create visibility of DESTINATIONS in Brussels, building its reputation, through the voice of its members and the media.
- associate and promote DESTINATIONS at European events such as European Mobility Week, CIVITAS Forum, European Union Sustainable Energy Week and other relevant events
- quantify the results of the dissemination campaign and compare them to set targets

The project also needs to produce high quality material, in line with the expectations of the participants and final addressees of the project. The success of the project mainly depends on the ability of the partners to convince local communities that their transformation into “Smart Destinations” is possible and a viable alternative to support their local economic development.

Much of the effort is aimed at creating positive attitudes towards facing and resolving conflicts and challenges and assisting in inducing a "spirit" of engagement and commitment from all government levels.

The PCO and PM of the project will approve the dissemination actions with the suggestions of the partners, including the events in which they participate and where the project can be disseminated.

## 6 Targeted Dissemination Activities

Targeted dissemination activities will allow promoting and raising interest in the action among the European target groups and through its contacts with EU institutions, NGOs and networks.

## 6.1 European level events

Through a variety of events the partners will be able to provide information directly to those who should eventually benefit from the project results and enable them to discuss specific issues with the partners. DESTINATIONS will specifically target events taking place in each island region, in Brussels or in any other EU country, using them as a good opportunity to show the efforts and results of the project.

Networking and dissemination activities will focus on the key target groups. European, national and regional policy makers will be addressed. At the same time, the consortium will try and reach beyond, since the process of implementation will directly involve decision makers, as well as industry, and dissemination will be targeting the scientific community (Universities, transport institutes) and, by means of all of them, the general public.

Direct communication activities at European level will include active participation in the following European level events:

- **CIVITAS Forum**

CIVITAS has helped introduce numerous innovations and measures that have already made transport more eco-friendly in over 60 European metropolitan areas dubbed 'demonstration cities'. Thanks to an EU-funded investment of well over EUR 200 million, the project has guided cities to introduce improvements in mobility and transport.

The annual Forum event that takes place every year in a different city that has demonstrated commitment to the CIVITAS objectives is an opportunity for many mobility and transport specialists, city officials, European Commission officials and project partners to get together to show their work, exchange views and plan the future.

DESTINATIONS already participated in the 2016 Forum in Gdynia, Poland and plans to be actively involved in future CIVITAS fora for the duration of the project, presenting the results and achievements of the 6 partner-sites.

- **European Mobility Week**

The EUROPEAN MOBILITY WEEK campaign is an annual event that presents the opportunity to present sustainable mobility alternatives to citizens, to explain the challenges that cities and towns are facing in order to induce behavioural change and make progress towards creating a more sustainable transport strategy for Europe

Since 2002 EUROPEAN MOBILITY WEEK has sought to influence mobility and urban transport issues, as well as improve the health and quality of life of citizens. The campaign also gives citizens the chance to explore what the role of city streets really is, and to explore concrete solutions to tackle urban challenges, such as air pollution.

DESTINATIONS plans to be actively involved with the EMW activities and present the project results and achievements.

Active participation of the consortium in European level events such as (but not limited to):

- **European Transport Forum**

The European Transport Forum (ETF) is a platform for open debate on the future of European Transport. The inaugural debate took place in 2004, and over the years the ETF has attracted an increasing and outstanding audience.

Top policy-makers and stakeholders gather annually at the European Transport Forum in Brussels for a high-level debate on efforts to decarbonise transport across Europe.

DESTINATIONS will attend the annual forum and if the opportunity arises, it will present the project and its contributions to sustainable mobility and to decarbonisation.

- **Green Week**

The European Commission's DG Environment organises every year the "Green Week", where conferences and exhibitions present the most relevant environmental and sustainable development activities in the EU.

The project will be presented and promotional material will be distributed every year starting in 2017 among the expected 4.000 attendees of the conference. The event provides a unique opportunity for debate, exchanges of experience and best practice among non-governmental organisations, businesses, various levels of government and the public and presents an excellent opportunity to show the results and achievements of DESTINATIONS.

- **EU Sustainable Energy Week**

Under the umbrella of the Sustainable Energy Europe Campaign (SEEC), the European Commission's Directorate General for Energy, the European Institutions, the EU Presidency and major stakeholders concerned with sustainable energy organise the annual EU Sustainable Energy Week (EUSEW).

DESTINATIONS will be present to show how the 6 sites' measures and policies will help reduce energy consumption and harmful emissions to the environment

- **OPEN DAYS – European Week of Regions and Cities**

The European Week of Regions and Cities is the biggest annual event in the EU regional policy calendar and covers regions and cities from 32 countries. DESTINATIONS will present its progress starting in 2017.

### **6.1.1 Local Events**

A number of local events will be planned and organised at local level. These events will take place either in parallel with planned project meetings, technical workshops, other training activities and/or independently.

Furthermore, LDMs will also make every effort to participate at local/regional/national events organised by others that will have relevance to the sustainable mobility and tourism measures and objectives of the project.

### **6.1.2 The European Conference of 2020**

The major European level dissemination event planned for M46 of the project is the European Conference. The EC will be organised to the extent possible during the EU Sustainable Energy Week in June 2020 and will gather all major European level stakeholders from the European Institutions, the transport and sustainable mobility industry, the tourism industry, NGO's, the press and the civil society.

In order to maximise the effects of the event, it may be combined with the European Conferences of similar CIVITAS IA events, such as PORTIS and ECCENTRIC

In this framework, one European Conference will be organised in 2020 with a target of 80 participants. The aim of the conference will be to assess and discuss the results, achievements and challenges of DESTINATIONS, further promote the Pact of Islands and the project's outputs at European level and increase the project's range and island coverage.

## 6.2 Stakeholder Engagement

### 6.2.1 European level stakeholders

- **European Travel Commission**

The European Travel Commission (ETC) is a Brussels-based non-profit organisation responsible for the promotion of Europe as a tourist destination in third markets. Its 32 members National Tourism Organisations work together to build the value of tourism to all the countries of Europe through, in particular, cooperating in areas of sharing best practices, market intelligence and promotion.

DESTINATIONS will be presented to the ETC in order to identify synergies and areas of future cooperation

- **Other European level tourism organisations**

Contacts will be made with a number of European level tourism organisations in order to present the project and identify synergies and areas of cooperation. They include but are not be limited to:

- ETOA is the leading trade association for tour operators and tourism suppliers with business in European destinations
- ECTAA The European Travel Agents' & Tour Operators' Association. ECTAA is the Group of national travel agents' and tour operators' associations within the EU. It actively cooperates with European Union institutions and international organizations to ensure that their interests and special requirements are taken into consideration.

- **World Tourism Organization UNWTO**

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. UNWTO's membership includes 157 countries, 6 Associate Members and 500 Affiliate Members



representing the private sector, educational institutions, tourism associations and local tourism authorities.

As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

DESTINATIONS has already established a strong relationship with the UNWTO. As part of the organisation's environmental sustainability drive, the UNWTO has shown interest in our work.

- **European Parliament**

The CPMR has already established important contacts with members of the EP, particularly those elected in island regions where tourism is a very important element of the local economy. Of particular interest for the DESTINATIONS project the Committee of Transport & Tourism. The Committee consists of 96 MEPs and the CPMR will first target the members of the TRAN Committee coming from the 6 member states of the 6 sites of the project as well as the EP Tourism Task Force.

- **European Commission**

The consortium will contribute to the dissemination of DESTINATIONS among the European Commission's DGs and representatives. In particular, contacts will be established with the project-relevant DGs: DG MOV, DG ENER, DG ENV and DG REGIO. The PDM will participate in seminars, info days and international conferences organised by INEA as well as by the DGs with the view to monitoring the latest sustainable transport and tourism policy developments at EU level.

- **CPMR Conference of Peripheral and Maritime Regions**

The Conference was founded in 1973 and includes over 150 regions in EU and non-EU countries. They are from 28 countries and represent almost 200 million people. They work together to ensure that EU institutions and national governments take account of their common interests, and cooperate on practical projects in order to enhance their assets.

The CPMR decided to organise itself into geographical commissions in order to make it easier to articulate the particular circumstances of each of the major sea basins.

Each geographical commission has its own organisational structure, so that it can promote its specific identity and cooperate on subjects of common interest, while contributing to the cohesion and unity of the Conference.

In particular, the Islands Commission of the CPMR has 22 island regions as members including the regions of all 6 sites of DESTINATIONS.

The project will be extensively disseminated in all of the General Assemblies of the 6 geographical commissions of the CPMR, starting in 2018. On the basis of interest expressed by CPMR regions, presentations and workshops will be organised with the

view to expand replication activities to a higher depth of details in 3 CPMR regions as per task 10.4 of WP10.

- **The Covenant of Mayors**

DESTINATIONS has already established strong links with the Covenant of Mayors Office in Brussels and will continue to do so during the life of the project. All 6 sites are already signatories of the Covenant of Mayors.

- **Committee of the Regions (CoR)**

The Committee of the Regions is the voice of regions and cities in the European Union. It has 350 members - regional and locally elected representatives from the 28 EU member states.

Six CoR commissions cover competences in the following policy areas:

- Citizenship, Governance, Institutional and External Affairs (CIVEX);
- Territorial Cohesion Policy and EU Budget (COTER);
- Economic Policy (ECON);
- Environment, Climate Change and Energy (ENVE);
- Natural Resources (NAT); and
- Social Policy, Education, Employment, Research and Culture (SEDEC).

The Committee on Natural Resources (NAT) deals with tourism issues. The Committee on Territorial Cohesion Policy (COTER) deals with transport issues.

The project will be disseminated at targeted CoR meetings and specific events that take place in Brussels with particular emphasis in the Interregional Group on Islands of the CoR currently chaired by the Region of Sicily.

## **6.2.2 Within the CIVITAS Family of projects**

### **SATELLITE Support Action**

The objective of the CIVITAS SATELLITE project is to coordinate and facilitate knowledge exchange and capacity building under the current and upcoming CIVITAS 2020 projects. By creating an effective 'value chain' for innovation in urban mobility, the CIVITAS SATELLITE partners contribute to the success of the goals identified in the EU's transport white paper.

The DESTINATIONS dissemination & communication activities will be coordinated by ICLEI together with the PORTIS and ECCENTRIC IA projects through frequent telephone conferences (quarterly) and through the use of the Exchange Hub

([www.civitas-exchange-hub.iclei-europe.org/user](http://www.civitas-exchange-hub.iclei-europe.org/user))

## **6.3 Quantification of dissemination activities**

The following indicators will be monitored to keep track of the impact of the dissemination activities:

- Number of events organised/attended
- Number and lists of attendees in events/workshops organised/attended
- Number of presentations in conferences/events/workshops organised by others
- Number of news items/articles published in the MOVE Newsletter
- Number of news items/articles published in the internal SATELLITE Newsletter
- Number of news items/articles published in European press and web portals
- Number and training sessions & lists of trained LDMs
- Number of copies of promotional materials/flyers distributed
- Number of visits to the CIVITAS 2020 DESTINATIONS dedicated webpage, if allowed by the web's CMS
- Number of Likes and views on relevant Facebook page

## 6.4 Website

The main project website will be integrated under the main civitas.eu website ([www.civitas.eu/destinations](http://www.civitas.eu/destinations)) is managed by the PDM with input from the LDMs and maintained by SATELLITE.

The website includes information about the project, the cities, the measures and regular news updates for each of the measures. Implementation guides, evaluation reports replication packages and other public deliverables will also be added to the website as soon as they have been approved by the European Commission.

The structure of the web pages has been newly designed by SATELLITE and the PDM has worked with the LDMs to provide the written content which will/has be uploaded SATELLITE.

Documents e.g. reports and other deliverables will be uploaded by the PDM to the project pages as well as adding project news and events items. SATELLITE will provide guidelines on how to do add content and will review content before it is posted online.

## 6.5 Visual identity, templates and project logo

To ensure a consistent look and feel across all CIVITAS DESTINATIONS outputs the following resources have been prepared by SATELLITE:

- A Corporate Design Handbook which has been written and made available by SATELLITE via the Exchange Hub.
- Project logos for DESTINATIONS have been designed by SATELLITE and made available in various file formats in the Exchange Hub.

- Templates for producing local materials e.g. brochure templates, maps, business cards roll up banners etc have been provided by SATELLITE via the Exchange Hub.

It will be the responsibility of the PDM to ensure that the city materials are produced in line with the CIVITAS Corporate Design Handbook, this is available for all PDMs and LDMs to access via the Exchange Hub.

## 6.6 Promotional material

A roll-up banner (based on the templates provided by SATELLITE) will be developed for each of the six sites highlighting the local activities and translated to the local languages. The PDM will coordinate these efforts together with the LDMs and ensure it is in line with the aforementioned Corporate Design Guidelines.

Two further publications foreseen during the life of the project as per sub-task 11.2.2:

- An initial leaflet (based on the brochure and corporate design provided by SATELLITE) to be published in M6. The aim of this leaflet is to introduce the objectives of the project to the main stakeholders and the public at large. This leaflet will be produced by the CPMR in English and will be made available to the LDMs for translations to the projects' other local languages;
- A final project leaflet will be produced in M45 in order to present the major results & achievements of the project. This leaflet will be produced by the CPMR in English and will be made available to the LDMs for translations to the projects' other local languages

Other printed material may include invitations to local events and workshops that will be designed according to the guidelines of the Corporate Design Handbook.

Article 38.1.2 of the Grant Agreement also states that any infrastructure and equipment should display the EU emblem with the associated funding statement. The PDM will be responsible together with the LDM that all measures are appropriately branded.

## 6.7 Newsletters

A total of 8 Newsletters has been foreseen during the life of the project. DESTINATIONS had initially planned to publish and distribute these Newsletters as separate publications in electronic and printed format.

Following instructions given by SATELLITE there will be no separate newsletter publication. Rather content of the newsletters will be sent to SATELLITE to be incorporated in the quarterly CIVITAS MOVE Newsletter.

News items reporting on the project's progress, achievements and results will also be published in the SATELLITE internal newsletter, the CPMR Newsletter, the CPMR

website and the 6 cities' websites, intranets? and newsletters? during the life of the project.

## 6.8 Social Media

At project level, the existing CIVITAS Initiative Facebook, Twitter and LinkedIn profiles will be used and all project successes, outputs, news and events will be promoted through these channels.

The PDM will be in close contact with the account holder of these accounts, SATELLITE in ensuring regular social media updates via the social media calendar which has been set up by SATELLITE for this purpose.

LDMs will manage social media via their local channels (see local dissemination plan) and are encouraged to send the PDM interesting news items for posting at project-level.

For project dissemination purposes below mentioned social media channels will be used:

- **Facebook:** SATELLITE will do regular updates in cooperation with the PDM. Local partners are encouraged to follow the 'CIVITAS Initiative'.
- **LinkedIn:** SATELLITE will do regular updates in cooperation with the PDM. Local partners are encouraged to connect with 'CIVITAS Initiative' and join the CIVITAS Urban Mobility LinkedIn Group <https://www.linkedin.com/groups/4286016/profile>, that can be used to post project updates (particularly events) and publications or start a discussion on a particular topic.
- **Twitter:** SATELLITE will do regular updates in cooperation with the PDM. Local partners are encouraged to follow and refer to @CIVITAS\_EU. In the project as well as the local level social media activities the following hashtag will be used: #CIVITAS\_DSTNTNS
- **Flickr:** The PDM will coordinate regular updates with the LDMs. The cities are encouraged to take pictures of the measures being implemented and send those for project dissemination to UBC; also pictures of the BEFORE measure implementation would be good to have, since it will be nice to compare BEFORE and AFTER situations (for those measures that involve a physical implementation).

**SATELLITE has provided detailed guidelines on how to use the social media accounts which in turn has been shared with the LDMs.**

## 6.9 TV & Press

DESTINATIONS will establish contacts with the media at two levels: European level and local/regional national level. The CPMR in its capacity as the PDM will establish and maintain European level contacts with the media, whereas this responsibility at local/regional/national level will be with the LDMs of the 6 sites.

As stated in the Grant agreement article 38.1.1 the PDM is expected to inform the Commission before engaging in media activity expected to have had a major media impact.

At a European level media will be coordinated together with SATELLITE. The input for articles will mainly come from the LDMs supported by the PDM and will either be published together with SATELLITE or independently. If the latter is the case then the PDM will inform SATELLITE. This also applies to articles being published in newsletters.

Possible publications and newsletters are:

- EU Observer
- EURACTIV
- Agence Europe
- Brussels in View

Annex 2 contains an extensive list of media contacts at European level in Brussels.

On a local level a minimum the PDM will oversee the media activity in coordination with the 6 work sites which each have local contact, as listed in Annex 1. Several options could be thought of here:

Cities are encouraged to consider setting up a media partnership where regular pieces would be appearing in a local newspaper, e.g. of citizens who have been involved in the development of a measure or who have participated to one of the local events.

# 7 Timeline

## 7.1 Work Package Deliverables

Del.	Name	WP	Lead	Type	Diss. level	Del. date	Description
D11.1	Communication & Dissemination Strategy	11	CPMR	R	PU	M3	The strategy document will elaborate the internal and external dissemination & communication plans & actions at local, regional, national and supra-national level with the objective to reaching the widest possible audience with the DESTINATIONS achievements
D11.2	Project page on website	11	CPMR	DEC	PU	M5	The project webpage, integrated within the main CIVITAS website will present continuous updates of all facets of the project development, outputs, tools, news and media events
D11.3	Initial project leaflet	11	CPMR	DEC	PU	M6	a DESTINATIONS leaflet will be published and diffused in order to present the main objectives and expected outputs of the project.
D11.4	Project Newsletters	11	CPMR	DEC	PU	M3, 9, 15, 21, 27, 33, 39 and 45	Most of the project results, outputs and achievements will be announced in the CIVITAS quarterly Newsletter MOVE. Important DESTINATIONS information will also be published regularly, but at a minimum in months 3, 9, 15, 21, 27, 33, 39 within the monthly editions of the CPMR

							Newsletters with the contribution of all partners.
D11.5	Social Media accounts in Facebook & Twitter set up	11	CPMR	DEC	PU	M6	Facebook, LinkedIn and Twitter accounts will be established and regularly monitored and updated with the view to reinforce dissemination activities and support the platform of following cities and regions.
D11.6	Final project leaflet	11	CPMR	DEC	PU	46	Towards the end of the project a 2nd leaflet will be prepared with the objective of presenting the project results, success stories and challenges encountered during the life of the project.

## 7.2 Work Package Milestones

Milestone number	Milestone title	Lead beneficiary	Due Date (in months)	Means of verification
MS33	Launch of Dissemination & Communication plan and tools	CPMR	M6	This milestone is achieved with the delivery of the communication and dissemination strategy, leaflets and communications on the Internet (webpages, newsletters, social media accounts)



MS34	Final European conference	CPMR	M46	This milestone is achieved with the delivery of the final European Conference in M46
MS35	Final project leaflet published, presenting key outputs and success stories	29-CPMR	M46	This milestone is achieved with the delivery of the final project leaflet In M46

## 8 Main dissemination elements identified in Technical WPs

This section will be further developed in order to specify how the needs identified at sites levels will be operationalised and disseminated within and beyond the project throughout the life of the project.

### **WP2 - Sustainable Urban Mobility Planning for residents and visitors**

Cooperation and dissemination needs identified: share of best practices from past projects; coordination with similar projects (at the DESTINATIONS level, specific tourism and island aspects) and mobility monitoring systems. Cooperation among local/regional stakeholders to be strengthened by the sites.

### **WP3 - Safe, attractive and accessible public spaces for all generations**

Cooperation and dissemination needs identified: Exchange of lessons learnt, successful examples regarding the design of healthy and eco-friendly mobility and behaviour change strategies (inter-modal trips patterns, measures targeted to the physically impaired, safe routes to school).

### **WP4 - Shared mobility and e-infrastructures towards zero emissions transport**

Cooperation and dissemination needs identified: definition of shared agency, service schemes and management procedure, common technologies/service schemes/regulation for EV. Exchanges with other EU Municipalities on schemes of sharing services and their role for the integration with conventional service.

### **WP5 - Smart and clean urban freight logistics at tourist destinations**

Cooperation and dissemination needs identified: Best practice sharing from past projects regarding Sulp; coordination with similar projects. Relation with tourist stakeholders to be strengthened.

### **WP6 - Mobility demand management and awareness for sustainable mobility at tourist destinations**

Cooperation and dissemination needs identified: Exchange of experience for green credit scheme implementation and behaviour changes. Exchange of experiences regarding Low emission zone (DESTINATIONS level and other projects).

### **WP7 - Attractive, clean, accessible and efficient public transport**

Cooperation and dissemination needs identified: exchange of experience at DESTINATIONS level and with other projects regarding improvement of PT service and clean vehicle.

# 9 Roles and Responsibilities

## 9.1 The Dissemination Team

### Project Dissemination: CPMR

The CPMR leads the activity with the contribution of all partners. The Project Dissemination Manager (PDM) is the person in charge of the overall coordination of the foreseen dissemination activities.

Panos Coroyannakis – Project Dissemination Manager  
[panos.coroyannakis@crpm.org](mailto:panos.coroyannakis@crpm.org)

Andrew Kennedy – Press & Communication Officer  
[Andrew.kennedy@crpm.org](mailto:Andrew.kennedy@crpm.org)

### The Project Dissemination team will also be supported by EPC

Marie Launay DESTINATIONS Project Manager  
[marie.launay@europrojectconsult.eu](mailto:marie.launay@europrojectconsult.eu)

Luisa Bouzoubaa consultant  
[Luisa.bouzoubaa@europrojectconsult.eu](mailto:Luisa.bouzoubaa@europrojectconsult.eu)

### Local Dissemination Managers (LDMs)

The LDMs for the 6 project sites are:

#### Funchal:

Cristina Loreto – Government of Madeira  
[cristinaloreto@gov-madeira.pt](mailto:cristinaloreto@gov-madeira.pt)

#### Las Palmas de Gran Canaria:

Antonio Artilles del Toro – Guaguas  
[antonio.artiles@guaguas.com](mailto:antonio.artiles@guaguas.com)

#### Valletta:

Alexandra Ellul – Transport Malta  
[Alexandra.ellul@transport.gov.mt](mailto:Alexandra.ellul@transport.gov.mt)

#### Elba:

Renzo Galli – Municipality of Rio Marina  
[Renzo.galli@hotmail.com](mailto:Renzo.galli@hotmail.com) & [sindaco@comuneriomarina.li.it](mailto:sindaco@comuneriomarina.li.it)

Antonio Liberato – MEMEX

[Antonio.liberato@memexitaly.it](mailto:Antonio.liberato@memexitaly.it)

#### Rethymnon:

Tassos Papadourakis & Pepi Birliraki – City of Rethymnon  
[info@ibiscos.gr](mailto:info@ibiscos.gr)

Stavroula Tournaki  
[Stavroula.tournaki@enveng.tuc.gr](mailto:Stavroula.tournaki@enveng.tuc.gr)

**Limassol:**

Maria Stylianou Michaelidou – Limassol Tourism Board  
[m.stylianou@limassolchamber.eu](mailto:m.stylianou@limassolchamber.eu)

The Local Dissemination managers will:

- Provide a dissemination progress report for each site every six months
- Update the local dissemination plan input for both the project dissemination plan and activity reports every six months
- Liaise via teleconferences every three months with the PDM to report progress on dissemination activities and/or any problems or difficulties.
- Make sure that the CIVITAS corporate identity guidelines are applied by all local partners
- Provide appropriate material for the Interim and Final Technical Implementation Reports.
- Send every three months a template to the PDM for distribution to all 6 city partners indicating events to come, and update the relevant information for PDM, PM and PCO teams.
- Continuously send information to the PDM to update the CIVITAS web-site with news from the city and update the media contacts and city websites on all recent project results and achievements.
- Attend and take active part in Project Dissemination Group meetings, every six months to be held in parallel with the Project Meetings.

Each partner has the following communication-related responsibilities:

- Cooperate with the coordinator and with CPMR in communication activities
- Keep regular contact with each other
- Present DESTINATIONS in relevant regional and national events
- Manage communications in their local language
- Translate newsletters, press releases, brochures, the project banner, the Welcome Booklet and other dissemination material into their local language and disseminate them
- Forward their contributions for each issue of the Newsletter and review drafts for comments and improvements
- Respond swiftly to requests made by the CPMR on communication issues and respect deadlines regarding contributions, cooperation in communication actions, etc. (website, contribution to newsletters and other material)
- Send press releases and other information relating to local/regional/national events where DESTINATIONS is presented to be uploaded on the web site

Keep records of communication activities (seminars and conferences, issued press releases, etc.) and media impact in their own local areas. These archives are essential for the evaluation of the project.

## 10 Evaluation

The project partners will keep a record of their communication and dissemination activities related to DESTINATIONS (Info Days, presentation at conferences, seminars, etc.) and of the results (press articles, TV reports, etc.).

Moreover, the project partners will provide this information including which promotional material has been used during the dissemination activities (press release, newsletter, brochures, factsheets, etc.)

# 11. Annex 1 Local Dissemination Plans

## A1 Funchal – Madeira – Portugal

### Introduction

The tourism sector is one of the main engines of Madeira's economy, representing about 25 to 30% of regional PIB. The tourism activity proves to be an extraordinary source of external revenue and boost several sectors of activity, since it contributes to the employability and socio-economic dynamism at local and regional level.

In accordance with the economic and social development plan, the objectives and strategic guidelines for tourism involves the valorisation of destinations and that requires a reliable transportation system.

The project creates an integrated mobility system for both the local population and the tourists, with the aim of improving the quality of life, urban accessibility, to reduce emissions and energy consumption as well as to improve cost-effectiveness of transport services.

The measures created will be an important driver for the implementation of efficient cutting edge projects.

### Partners

- HF (site and evaluation leader)
- SRETC (dissemination leader)
- CMF
- ARDITI
- AREAM

### Objectives of the Dissemination Plan

- Inform about the project Civitas Destinations goals
- Outline the main goal and benefits for each single measure
- Inform about the partners and their work in the process of developing the project
- Give references about outputs and how they will be communicated/promoted among both stakeholders and general public
- Promote events related with the project to showcase the Destinations measures and the project itself

### Target Groups

Communication is a strategic tool to address people and change mobility habits. The main target groups are:

- Chamber of Commerce – ACIF (Hotels, Restaurants and other companies)
- Madeira Promotion Bureau
- TV Stations: RTP Madeira

- Other local media: Diário de Notícias, Jornal da Madeira
- Regional Education Department – Regional Government
- University of Madeira, ISAL, other professional schools
- M-ITI – Madeira Interactive Technologies Institute
- Local Authorities: PSP (Police),
- EEM – Regional Electricity Company
- Transports: Interurban Public Transport Companies, AITRAM – Taxi Operator, IMT – Institute of Mobility and Transport and Rent-a-car companies
- Associations: ADM – Association for Handicapped People, ACAPO – Association for Visually Impaired People
- Software Development companies (most notably local start-ups) Schools and School Parents Associations
- Magazines: Transportes em revista, Smart city
- General Public: Road users, tourists, cyclists, car users

### Websites of Madeira Partners

Each local partner will have information about the project on their websites

- SRETC ([www.madeira.gov.pt/sretc](http://www.madeira.gov.pt/sretc) )
- HF ([www.horariosdofunchal.pt](http://www.horariosdofunchal.pt) )
- CMF ([www.cm-funchal.pt/](http://www.cm-funchal.pt/) )
- ARDITI ([www.arditi.pt/](http://www.arditi.pt/) )
- AREAM (<http://aream.pt/> )

Besides any additional information introducing the Civitas Destinations project and reporting about project progress/activities, one of the objectives of CIVITAS Destinations MAD 2.1. is to create a single-spot embedded in the Visit Madeira website to inform about all mobility options for tourists. The Madeira Tourism official website will have a specific area concerning touristic mobility with comprehensive information regarding public transports, specific and advanced tools (itinerary planning, real time schedule of public transports), a relation between main events, POI's and available transports, schedules, etc.). This information and tools must also be adapted to mobile equipment and an APP in order to centralize and deliver tourist information guarantying its continuous update and actualization.

### Promotional Material

SRETC has a 4,000€ budget to produce communication materials, which should target local and national events and be used in fairs, conferences, meetings, etc.

- Press Kit and Merchandising

	Description	Quantity/Cost
Press Kit	Information about the project more specifically about main goals, partners, outputs and events.	500 units

<b>Merchandising</b>	Pencils	5000 units
	Lanyards	3.500 units
	Post its	5000 units

## Fairs

### Local

- Expo Madeira (once per year – July)
- Mobility week (once per year –September)
- World Tourism Day ( 27th of September)

### National

- BLT – Bolsa de Turismo de Lisboa (once per year - starting in 2018)

### International

- ITB – China
- CIVITAS FORUM (once per year)

## Publicity Campaigns

- 3 commercial videos about the use of PT to discover Madeira (developed in the frame of Mad 7.2.) will be showcased at fairs and on You Tube);
- Awareness campaigns about sustainable ways of transportation;
- Promotion of touristic events on bus and bus stops (in the frame of Mad 6.3.);

## Social Media

Communicating:

- Tasks development;
- Campaigns
- Events;
- Results;

## Newsletter

Regular contributions to the MOVE and Internal CIVITAS Newsletters will be made as requested by the PDM.

## Planned site visits

The project envisages two visits from Destinations partners to the ITB-China, the China edition of the World's Leading Travel Trade Show with a joint-DESTINATIONS' cities-booth. Visits will take place in May 2017 and May 2019.



## Quantification of dissemination activities

The LDM will keep record of the communication materials produced during Destinations lifetime and also the audience to which this material addresses to.

- Attendance in local/regional/ national events planned
- Number of visits on the dedicated area of each website;
- Number of Likes and number of views on the dedicated Facebook pages;
- Number of articles published in local press (and copies of each).
- Number of Promotional material distribute
- **Specific initiatives related to the project measures**

The set of actions which will be developed during the project entail a wide range of resources that will have to be steered towards the primary goal of influencing tourists and locals to move around in a more sustainable manner. To nurture greener mobility habits, it will be necessary to promote the measures itself and enhance mobility options. In an effort of operationalizing the required work flow, one can find below a tentative breakdown of actions per measure and their correspondence to communication and dissemination resources and activities.

*General note:* each time a partner achieves a specific measure milestone, he is responsible for producing a news-item reporting the activity and delivering it to the LDM (which will provide technical assistance to partners, aiming to promote their measures among local audiences and revise the news-items in order to turn them more media-appealing).

Measure	Action	Time plan	Target	Communication support
MAD2.1 - Sustainable Regional Mobility Plan HF	Event management	Example: Christmas Wine festival	Passengers arriving at the airport	Either an activity (e.g. flashmob) or digital billboards displaying information during a full month
	Mobility plan	Month 12 + public hearings which will be open to regional institutions	Tourists accommodated in the touristic and hotel areas of Funchal (easy transport)	Flyers,
MAD 2.2 – Smart metering/sensing and user generated content to improve ARDITI	(use the interactive bus stop and	M14	Tourists and locals that use public transports .	Flyers; mupi; video; HF buses;

	games of MAD6.1)	?	Tourists and locals that use public transports	Flyers;
MAD 3.1 – Innovative Solutions for Safe and Secure Public Spaces CMF	Awareness Campaign; Training Campaign	10-46	Tourists and locals that use public transports ; Drivers; Students;	Social media; Municipality website; Video; Flyers;
MAD 3.2 – School and foreign students awareness campaign package AREAM	Awareness Campaign	12-44	School communities; Parents associations	Activities for youngsters
MAD 4.1 – Promote the update of clean vehicles by fleet operators AREAM	Promotional Campaign		People with electrical vehicles; Drivers; Empresas de transportes? Agências de animação?	Video; Mupi Articles in specialized magazines; Ads in public transports website
MAD 5.1 – Smart and clean urban freight logistics at tourist destinations CMF	Promotional Campaign	10-39	Tourists and locals that use public transports	Flyers, billboards
	Communication materials and training campaigns	10-39	Tourists and locals that use public transports. . Local commerce  Owners of electric vehicles.	Meetings; Municipality website; Social media; Information brochure;
MAD 6.1 – Gamification as a way to induce behavioural change in Mobility ARDITI	(use the interactive bus stop and games of MAD6.1)	?	Tourists and locals that use public transports.	Flyers; billboards; ads on social media; video; HF buses;
	Promotional Campaign	?	Tourists and locals that use public transports	Video, ads social media, mupi
MAD 6.2 – Green credits: A business model for mobility, sustainability and tourism HF	Promotional Campaign	14-46	Tourists and locals that use public transports; Students;	Articles in specialized magazines; Social media ads; Ads on Public transportation websites; Mupi Videos
		12-44		Videos;

MAD 6.3 – Mobility management tools for tourists and local tourism operators SRETC	Awareness campaign		Tourism companies, hotels, tourists	Mupi Ads on Visit Madeira Website; Ads on Social Media;
MAD 6.4 – Low emission zones and smart parking management CMF	Communication material and training campaign	8-46	People with private transport; Drivers; Tourists and locals that use public transports. Shop owners	Video; Social media; Municipality website; Billboards; Flyers;
MAD 7.1 – Electrical vehicles and clean fuels for public transport urban and interurban fleet AREAM	Promotional Campaign	??	Tourists and locals that use public transports. Drivers	Decoration for buses;
MAD 7.2 – Attractive public transport  HF	Promotional Campaign	9-45	Tourists and locals that use public transports.	Billboards; flyers for tourism offices social media ads; bus decoration;
	Awareness Campaign		Drivers; Tourists and locals that use public transports.	Billboards; flyers; social media ads; bus decoration; videos
MAD 7.3 – Smart PT traveller information service HF	Website			website
	Communication materials	16-40	Tourists and locals that use public transports.	Website ads; Social media ads; Videos; Flyers for tourism offices
MAD 7.4 – Public transport smart multi-task ticketing system, in open standards HF	?	18-48	Tourists and locals that use public transports.	Billboards; Flyers
			Tourists and locals that use public transports. Students that use public transports;	Social Media Ads; Website ads: public transports, tourism, university, schools;

## A2 Limassol – Cyprus

### Introduction

Limassol is a popular tourist destination since the 1970s. It attracts between 300,000 to 400,000 which is around twice its population. Even though efforts are made to establish Limassol as a year round destination, tourists mostly concentrate in months May to October. This fact imposes great pressure on the city's mobility services. It leads to increased traffic and street noise, lack of sufficient number of parking places, unnecessary trips due to lack of parking, and other related challenges.

### Main site objectives

Limassol, and Cyprus in general, has experienced a 20% increase in tourist arrivals in 2016 compared to the previous year. This significant increase creates an even more urgent need to handle mobility issues. The measures are designed to contribute towards:

- Increase the use of the urban public transport by tourists and locals
- Increase the use of rural public transport by tourists, to encourage visits to the countryside
- Increase cycling in combination with special interest tourism
- Decrease the number of cars in the old town
- Decrease congestion
- Increase interest in walking and cycling routes
- Decrease noise level and improvement of air quality
- Encourage tourists to explore the region using economic and sustainable modes
- Encourage locals to use sustainable modes in their travels

### Key messages

#### ***To promote cycling and walking***

Slogan: 'Take a pedal to a healthier living, take a step to a better world'

Messages:

- Adopt a healthier lifestyle.
- Change your habits towards more sustainable mobility modes.
- Explore Limassol the green way.
- A better world for the new generation.

#### ***To promote electromobility***

Slogan: 'Electromobility: the way forward!'

Messages:

- Electromobility contributes to making Limassol a more attractive destination.
- Introducing Limassol in an eco-friendly way (for hop on hop off service)

- An eco-friendly way of travelling. A new sustainable way of life.
- Adding value to the tourist product.
- Adding options to the mobility modes available for locals and visitors.

### ***To promote Public Transport***

Slogan: 'Reinventing Limassol Public Transport'

Messages:

- It's time for change, come on board for a greener Limassol.
- Use the bus: Enjoy your journey (emphasis on relaxing, stress free way of travelling).
- Be smart, use the Limassol Sustainable Mobility Application to plan your journey.
- A 'smarter' city for all (emphasis on upgrading of services for people with disabilities).

### **Target Groups**

Cyprus Hotel Association

Association of Cyprus tourist Enterprises

Association of Restaurant owners

Cyprus Tourist Organisation

Limassol Chamber of Commerce and Industry

Limassol Cycling Club

Cyprus Cycling Association

Association of Car rental companies

Media (local and in other countries sources of tourism)

Local schools

Local authorities

Regional tourism boards (Pafos, Larnaca, Nicosia, Troodos, Ammochostos)

Tourists

Locals

### **Local events**

#### ***Name of the event: Press Conference***

Indicative Date: February 2017

Venue: Limassol Chamber of Commerce and Industry

Aim: to introduce the project to the local media and encourage the public to support it

Advertising of event: private invitations will be sent to representatives of the media. Press release will be sent by email.

***Name of Event: Introductory Stakeholder Meeting***

Measure: LIM 2.1, 3.1, LIM3.2, LIM3.3, LIM3.4, LIM4.1, LIM4.2, LIM4.3, LIM5.1 LIM5.2 LIM6.1, LIM6.2, LIM6.3, LIM6.4, LIM7.1, LIM7.2, LIM7.3, LIM7.4

Indicative Date: April 2017

Venue: to be disclosed

Aim: Stakeholders will be assigned to specific measures based on the stakeholders' area of expertise. Advertising of Event: private invitations will be sent to the stakeholders. Press release will be sent by email.

***Name of the event: Press Conference***

Indicative Date: July 2020

Venue: Limassol Chamber of Commerce and Industry

Aim: to present the results of the project

Advertising of event: private invitations will be sent to representatives of the media, local authorities, relevant associations, tourist and mobility businesses. Press release will be sent by email.

**Publicity common to all events**

- The Civitas Destinations promotional material will be available at the events
- A roll up banner will be printed showing the logo and objectives of the Destinations project
- All presentations and documents distributed will be showing the Horizon Civitas logo
- All events will be photographed
- A press release will be sent to the media, featured on the web page and posted on Facebook
- A list of attendees and their contacts will be kept for each event
- A summery note with the main points raised and the main conclusions & recommendations of the meeting
- 

**The city's website**

A dedicated web page will be created on Limassol Tourism Board's website ([www.limassoltourism.com](http://www.limassoltourism.com)). The web page will present the objectives of the project in general and those specific to Limassol: a list of measures which will be implemented locally, a dedicated section on the upcoming events which will be organised and follow up per event, and a news section providing updates on the measure implementation and general progress of the project.

News will also be posted on Facebook ([www.facebook.com/limassoltourism](https://www.facebook.com/limassoltourism))

Each local partner will have similar pages on their websites

### **Local / regional/national events & networks relevant to the project**

#### ***Name of the event: Training of regional and national urban planners of Municipalities***

Measure: LIM4.3

Indicative Date: December 2017

Venue: Limassol Chamber of Commerce and Industry

Aim: transfer of knowledge to other Cyprus regions in order to also upgrade available infrastructure to promote the update of electric vehicles.

#### ***Name of the event: Limassol Municipality Festivals (list to be determined later on)***

Measure: LIM 6.1

Indicative Date: To be determined

Venue: different venues in Limassol Municipality

Aim: awareness campaigns and competitions to promote integrated products and services in the mobility and tourism sector as well as shared mobility and e-mobility.

#### ***Name of the event: Green Label Award Ceremony***

Measure: LIM6.2

Indicative Date: October 2018

Venue: to be determined later on

Aim: to award participating businesses, attract the interest of the media and encourage other tourist businesses to participate in the Green Label effort.

#### ***Name of the event: safe routes to schools***

Measure: LIM3.3

Indicative Date: Oct 2017 – May 2020

Venue: Limassol schools

Aim: to train students and parents about how to best utilise sustainable mobility modes and increase awareness about road safety.

#### **Press conferences hosted by the Chairman of the Limassol Tourism Board and the Mayor of Limassol:**

- To launch the electric bus hop on hop off service (LIM7.2)
- To launch the application (LIM7.4)
- To launch the smart bus stations and buses (LIM7.3)
- To launch the smart parking guidance system and collection points (LIM2.2 and LIM3.4)
- To launch new cycling routes and lanes (LIM3.1)
- To launch the tourist mobility card (LIM6.2)

This section will be updated with specific dates and more details as the project progresses.

### **Publicity Campaigns**

A marketing plan will be prepared by the Limassol Tourism Board to cover the information dissemination of the entire project.

### **Planned site visits**

These will be coordinated during the MSC to be organised in Limassol. The contents of the site visit will depend on the status of measures' implantation at the time. It will also depend on other relevant events taking place locally at the time.

### **Social Media**

The social media will be updated regularly with news, plans and project progress.

#### Quantification of dissemination activities

The impacts per dissemination activity included in the Marketing Plan will be listed in the same plan along with the relevant impact indicator and method of verification.

The following indices will be included:

- Attendance in local/national events planned
- Number of visits on the Limassol Tourism Board dedicated web page
- Number of views and likes on Facebook posts
- Number of articles published in local press (and circulation of each)

## **A3 Valletta – Malta**

### **Introduction**

Every year, Malta sees an average of 1.6 million tourists. 90% of these visit Valletta during their stay, creating severe demand on road transport infrastructure on all approach roads leading to the Capital.

The project builds up an integrated approach to address mobility and tourism, testing balanced strategies to face the rising challenges of these two growing sectors and to achieve sustainable development and a better quality of life for residents and tourists alike in six touristic cities - Funchal, Limassol, Rethymno, Elba, Las Palmas de Gran Canaria and Valletta.

### **Main site objectives**

Tourism trends in Malta no longer follow the traditional seasonality where the high-peak is focused along the summer months. Contrarily, tourism high-peaks are now also registered in the periods previously considered as the shoulder months. The mobility system must therefore be adapted to deal with emerging demands.

The main objective for Malta as part of the DESTINATIONS project is to help the island, particularly the Valletta Region, to cope with new tourism trends and adapt the mobility systems accordingly. This will be done by testing and pilot a series of innovative measures which deal with demand mobility management, improve current mobility infrastructure and promote sustainable options to transport.



Overall, these measures will contribute towards the improvement of accessibility; reduction of traffic congestion; improvement in air quality; and reduction in GHG emissions.

### Key messages

- Adopt sustainable mobility practices by residents and visitors to enable transport to become a contributor to the quality of life rather than the cause of congestion and harmful emissions.
- Test innovative mobility solutions for residents and visitors to gain from an improved and cleaner environment while enjoying a new experience in the process.
- Be less reliant on the private car, even for short distances

### Target Groups

Target groups at local, regional and national levels

- Malta Hotels and Restaurants Association (MHRA)
- Malta Tourism Authority
- Chamber of Commerce
- SME Association: Malta Enterprise
  
- Specialised local/national publications on Tourism, Transport or other relevant sector by name: Transport Malta Website, MTA Website, TM Facebook Page, European Mobility Actions Facebook Page
- Newspapers: Times of Malta, Malta Independent, Torca, Mument, Illum, Malta Today
- TV Stations: TVM, One TV, NET TV
  
- Summer schools: Foundation for Educational Services (FES)
- University of Malta: Kunsill Studenti Universitarji (KSU)
- Vocational schools: Malta College for Arts, Science and Technology (MCAST)
  
- Bicycle Advocacy Group (BAG)
- General Retailers and Traders Union
- Local Councils: Department for Local Councils, Local Councils' Association
  
- General Public: Road users, tourists, cyclists, car users

### Local events

**Name of Event:** Introductory Stakeholder Meeting

**Measure:** MAL 2.1

**Indicative Date:** April 2017

**Venue:** to be disclosed

**Aim:** to gather all stakeholders to be consulted during the SUMP compilation and give an overview of the DESTINATIONS' project objectives, measures to be implemented and results expected.

The SUMP stakeholder consultations will be carried out with all stakeholders who, in one way or other, shall be affected by the measures to be implemented by the Destinations Project, therefore, this meeting shall also serve as an overall Introductory Dissemination Meeting.

**Advertising of Event:** each stakeholder will be directly invited through an email; the agenda for the meeting shall be made available on the dedicated local webpage in advance; all presentations and documentation made available during the meeting will be made public on the dedicated local project webpage and linked to Facebook Transport Malta Page

**Name of Event:** Future Research Workshop

**Indicative Date:** May 2017

**Measure:** MAL 2.1

**Venue:** to be disclosed

**Aim:** First SUMP Stakeholder consultation meeting

**Advertising of Event:** The Minister for Transport and Infrastructure will be invited to address the event; the press will be invited for the event; the agenda for the meeting shall be made available on the dedicated local webpage in advance; each stakeholder will be directly invited through an email; all presentations and documentation made available during the meeting will be made public on the dedicated local project webpage.

**Name of event/s:** Follow up Stakeholder Workshops

**Measure:** MAL 2.1; MAL 4.1; MAL 5.1; MAL 6.1; MAL 6.2; MAL 6.3; MAL 6.4; MAL 7.1

**Indicative date/s:** To be disclosed

**Venue:** To be disclosed

**Aim:** Stakeholders will be assigned to specific measures based on the stakeholders' area of expertise. Dedicated follow up workshops/ one to one meetings will be held as necessary to continue the SUMP consultation process.

**Advertising of Event:** Each stakeholder will be directly invited through an email; meeting minutes will be kept and sent to the individual participants for verification; an internal consultation document will be compiled.

**Name of Event:** SUMP Dissemination with Local Councils

**Measure:** MAL 2.2

**Indicative date/s:** M31

**Aim:** to disseminate the methodology of compiling SUMPs; launch the competition for permanent measures with Local Councils (including description of competition rules and method of participation).

**Advertising of Event:** Local Councils will be invited through the Department for Local Government; the agenda for the meeting shall be made available on the dedicated local

webpage in advance; all presentations and documentation made available during the meeting will be made public on the dedicated local project webpage.

**Name of Event:** *Final Event*

**Indicative date:** Near the end of the project lifetime

**Aim:** to launch the Final SUMP document and present the results achieved through this project.

**Advertising of Event:** This will be detailed closer to the event.

**Publicity common to all events:**

- a roll up banner will be printed showing the logo and objectives of the Destinations project for Malta as well as the main measures to be implemented (these might be two roll up banners pending design);
- the Maltese flag and the EU flag will be displayed at each venue;
- all presentations and documents distributed will be showing the Horizon CIVITAS Logo;
- all events will be photographed;
- a list of attendees and their contacts will be kept for each event;
- a summary note with the main points raised and the main conclusions & recommendations of the meeting.

### **Website**

A dedicated web page will be created on Transport Malta's website. The web page will present the objectives of the project in general and those specific for Malta; a list of the measures which will be implemented locally; a dedicate section on the upcoming events which will be organised and follow up per event.

The web page will be updated periodically according to the progress of the project.

The web page will also be linked to Facebook: Transport Malta and Malta Mobility Actions pages.

Each local partner will have similar pages on their websites.

### **Local/regional/national events & networks relevant to the project**

**Name of Event:** Horizon 2020 Info day

**Organiser:** MCST

**Date:** 4/10/2016

**Aim:** Transport Malta was invited to speak about the Destinations project, give a brief overview of the project and share the experience of the application process.

Press Conferences hosted by the Minister for Transport and Infrastructure and for which the national press will be invited will be organised as follows:

- To launch the Future Research Consultation workshop (MAL 2.1)
- To declare the winners of the Permanent Measures Competition (MAL 2.)

- To declare the launch of Apps to be developed through this project (WP 6)
- To launch new services to be developed and piloted through this project

This section will be updated with specific dates and more details as the project progresses.

### **Publicity Campaigns**

A tender shall be published to contract the necessary expertise who will be charged with setting a Marketing Plan to cover the information dissemination of the entire project and for all measures to be implemented by all local partners. The budget for this action has been set within WP 11.

### **Planned site visits**

These will be coordinated in the run up to the MSC to be organised in Malta. The contents of the site visit will very much depend on the status of measures' implementation at the time. It will also depend on other events taking place locally at the time, which may be related and therefore their organisation coordinated in tandem with the MSC.

### **Social Media**

The Marketing expert to be contracted will list the best use for social media as part of the Marketing Campaign.

In the meantime, we await instructions on a twitter account to be used by all sites from SATELLITE.

Transport Malta has access to two Facebook pages (Transport Malta and Mobility Actions Malta); both will be utilised to update the public on progress being made on the project.

### **Quantification of dissemination activities**

The impacts per dissemination activity planned in the Marketing Plan will be listed in the same plan along with the relevant impact indicator and method of verification. The following will definitely be methods by which impact will be measured:

- Attendance in local/regional/ national events planned
- Number of visits on the Transport Malta dedicated webpage;
- Number of Likes and number of views on the dedicated Facebook pages;
- Number of articles published in local press (and copies of each).

# A4 Rethymno – Crete – Greece

## Introduction

Crete, with a population of 630.000 habitants, welcomes more than 5 million tourists every year. Rethymno is the third largest city of the island with 55.000 inhabitants. Every year the city accommodates more than 500.000 tourists, which is around 10 times its population. Consisting a pass from the west to east part of Crete and due to its archaeological importance, spectacular beaches and monuments, a much higher number of tourists visit the city on day tours and cruises.

Rethymno has to address the unique challenges posed by the seasonal fluctuations of tourist numbers and the consequent strain on public transport and mobility services. Therefore the municipality builds up an integrated approach to face the rising challenges of both growing sectors -mobility and tourism, introducing sustainable and reliable mobility solutions.

## Main site objectives

*Rethymno adopts a set of measures to address the mobility problems that the city is facing during the touristic period, to improve the quality of life of residents and to enhance the tourists' travel experience. Economic, social/well-being and environmental goals for the city will be incorporated in the holistic approach of Rethymno towards sustainable mobility. The improvement of urban accessibility along with the reduction of energy consumption and GHG emissions are within the city's main goals.*

Through Destinations, the Municipality aims to:

- reduce car use and congestion in the city centre and touristic attractions
- increase cycling, walking and use of public transportation (PT)
- launch electric vehicles and use of cleaner/alternative fuels
- create shift to sharing mobility
- improve PT services and parking infrastructures
- build capacity of regional urban planners and PT operators
- enhance local stakeholders' involvement in the decision making process to ensure public consensus
- improve the image and attractiveness of the city as sustainable tourism destination.

Both tourists and citizens will profit from sustainable, affordable, secure and reliable means of transport and a healthier environment.

Replication and dissemination is one of the axes in the integrated strategy of Rethymno, aiming to change the mind-sets of citizen, to challenge behaviour change towards sustainable transport modes and to boost replication of green mobility measures through regional and national dissemination.

## Key messages for the website

Will be determined as part of the local communication strategy, under development, to be finalised by May-June 2017.

## Target Groups

- **Local and regional authorities and policy makers** (Regional Union of Municipalities of Crete, Port Authority, Regional Unit of Rethymno, Directorate of Environment and Spatial Planning, Directorate of Industry, Energy and Natural Resources, Directorate of Tourism, Regional Governor/Vice Governors)
- **National authorities** (Central Union of Municipalities of Greece, Ministry of Infrastructure, Transport and Networks, Ministry of Tourism), policy makers and development agencies (Hellenic Agency for Local development and local government, Union of Hellenic Chambers)
- **Urban planners and technical actors** (Technical Chamber of Crete, Cretan Infrastructures S.A.-VOAK, Organisation for the Development of Crete S.A.)
- **Public Transport operators and other mobility modes providers** (KTEL West/East Crete Bus Services, Taxi Unions and Private Transport services, Union of Car Rental Enterprises, Bicycle Rental Operators)
- **National, regional and local tourism related associations** (SETE, Hellenic Hotel Federation, Rethymno/Chania/Heraklio/Lasithi/Ierapetra Hoteliers Association, Union of Tourist Settlements of Rethymno prefecture, Pancretan Hotel Managers Association Pancretan Association of Alternative Tourism, Hotel Employees Association, Association of Travel and Tourist Agencies, Tour operators)
- **Other local economy actors** (Rethymno Chamber of Commerce and Industry, Retailers and Traders Association of Rethymno, Association of Restaurants of Rethymno prefecture)
- **Citizens, NGOs and volunteering groups** (SYNPOLIS Association of Active citizens, Union of Rethymno Old Town Residents, ATLAS Cycling Union)
- **School communities and Education related stakeholders** (Directorate of Primary Education of Rethymno, Directorate of Secondary Education, Parents and Students Association of Rethymno municipality, students communities of the University of Crete and the Technological Educational Institute of Crete)
- **Local and regional media** (Rethemniotika Nea, Kritiki Epitheorisi, Rethemnos, Patris, NeaTV, TV Crete, TV Creta) and **specialised local/national publications** on Tourism, Transport or other relevant thematic area.

## Dissemination activities – Publicity Campaigns

The local dissemination campaign objectives will be to:

- achieve stakeholders involvement in the decision making process
- inform amongst citizens about alternative modes of transportation

- launch mobility measures /create awareness for new services
- educate, motivate and engage the schools community (students, teachers)
- change the mind-sets of citizens towards sustainable transport modes
- identify/challenge sustainable mobility ambassadors
- support consultation process and facilitate public consensus

Communication activities will include:

- Public events
- Workshops and consultation events
- Educational/ training activities in schools and capacity building workshops for planners and key stakeholders
- Biking days – Car Free Days
- Promotional materials distribution. Informational material will also be placed in key tourist places, such as hotels, travel agencies, information offices and local authorities' offices.
- Traditional media: Press Releases, Newspaper articles, radio & TV interviews, Press conference
- Web media: social media, web banners, news items/teasers in relevant web portals, key stakeholders and school websites, web applications, YouTube
- Competitions and “gaming” activities to reach younger people

### **Local events initiated by RETHYMNO**

**Name of Event:** Introductory local stakeholders meeting

Measure: RET 2.1

Date: October 21<sup>st</sup>, 2016

Aim: to present the priority measures and foreseen action plan to the vice mayors, the Municipal Services and involved departments and discuss about potential challenges and next steps.

Advertising of Event: internal communication, through email or phone call.

**Name of Event:** Local stakeholders meeting

Measure: RET 2.1

Date: December 13<sup>th</sup>, 2016

Aim: to present the objectives and key measures related to PT to the PT operators managers and to discuss about potential synergies and cooperation

Advertising of Event: personalised invitation and communication through email or phone call.

**Name of Event:** Presentation of Destinations to the Municipal Board

Measure: RET 2.1

Date: January 23<sup>rd</sup>, 2017

Aim: to present the Destinations vision, approach and foreseen measures to the members of the Municipal Board. To discuss about the revision of SUMP and required actions and to take decisions.

Advertising of Event: date announcement at the municipal board gathering and local press. Extended press news items followed

**Name of Event:** National Public Event

Measure: RET 2.1

Date: May 5<sup>th</sup>, 2017

Aim: to communicate the Destinations objectives, foreseen measures and impacts to the public. To gather key speakers and experts to transfer their experience, knowledge and motivation.

Advertising of Event: Personalised invitations, announcements to press and radio, social media.

**Name of Event:** Future Research Workshop

Measure: RET 2.1

Indicative Date: June 2017

Aim: to present the key objectives and key elements of the updated SUMP to the key stakeholders and change makers, to discuss openly and brainstorm.

Advertising of Event: personalised invitations, communication through email or phone call. The workshop conclusions will be announced on the municipality's website and the local media.

**Name of the event:** Parents' workshops on sustainable mobility

Measure: RET 3.3

Indicative Date: October 2017, September 2018

Aim: Workshop with parents' association targeting to road safety and behavioural change towards sustainable mobility modes. Engagement and participation of the Parents and Students Association of Rethymno Municipality in the workshop is foreseen.

Advertising of Event: The event will be communicated towards the specific target group in collaboration with the Parents and Students Association of Rethymno Municipality. Press release for the workshop will be given to the local media.

**Name of the event:** Informational event for school communities

Measure: RET 3.3

Indicative Date: December 2017

Aim: This event will aim to increase awareness and challenge behaviour change activities for the local school communities. An "awarding" scheme will be announced aiming to award schools, depending on the sustainable transport modes their members adopt.

Advertising of Event: The event will be promoted through social media and schools' websites and from school teachers. Posters to be placed in local schools. Press release and photos of the event will be distributed to and social media and the local press and will be uploaded on the municipality website.

**Name of the event:** Public Consultation Event on SUMP development

Measure: RET 2.1

Indicative Date: February 2018



**Aim:** The event aims at encouraging public dialogue with 200+ citizens in order to enhance engagement and acceptance of SUMP.

**Advertising of Event:** The workshop will be announced on the local media and on Rethymno municipality's website and Facebook account. Promotional material, such as posters, will be placed.

**Name of the event:** Capacity Building Workshop for SUMP stakeholders

Measure: RET 2.1

Indicative Date: April 2018

**Aim:** Capacity building workshop for local/regional actors, public authorities, transport planners, hoteliers, and other actors in the tourist industry will be offered to compliment the work in the field and to raise understanding of the rationale of SUMP and hence acceptance.

**Advertising of Event:** Each stakeholder will be directly invited through an email and the agenda for the meeting will be announced in advance.

**Name of the event:** Informational event on electric mobility

Measure: RET 4.1

Indicative Date: June 2018

**Aim:** The informational event will be organised in cooperation with the Hellenic Institute of Electric Cars to raise awareness of EVs amongst citizens and launch the installed charging stations.

**Advertising of Event:** The agenda of the event will be announced in advance on Rethymno municipality website and will be distributed to the local press. Press release and photos will follow after the completion of the event.

**Name of the event:** "Ambassador of the year" Award Ceremony

Measure: RET 3.1

Indicative Date: September 2018, and each year after till the end of the project

**Aim:** To motivate behaviour change amongst citizens from all generations; to reward the best ambassadors' performance, to share good examples and to challenge more citizens to support the car-free lifestyle aiming.

**Advertising of Event:** The event will be announced in advance as an upcoming event during the competition. Informational material and press release for the details of the event will be given to the local media and will be promoted on Rethymno municipality website and social media accounts.

**Name of the event:** Public Consultation Event on Low Emission Zones

Measure: RET 6.2

Indicative Date: October 2019

**Aim:** Public consultation process regarding the implementation of a car free zone in the historic city centre and Low Emission Zone around. The event will involve residents and business operating in the area, or affected by the restrictions.

**Advertising of Event:** The event will be promoted in collaboration with the Chamber of Commerce and Industry of Rethymno, the Retailers and Traders association and the

Union of Rethymno Old Town Residents and through press releases and informational material on their websites.

*Additionally, press conferences will be initiated to announce the launch of specific actions included in the demonstration measures, to stimulate journalists and local media to talk and publish about the project and to multiple the messages of Destinations, to be further detailed in a later stage.*

### **Common to all public events:**

- Preparation of a clear message and interesting agenda
- Communication of the event through the local press and radio, the municipal website and social media accounts; posters to be put at selective public spaces. TV interviews to be initiated in important events
- Invitations to be send to selective mailing list, according to the scope and focus of each event
- Preparation of materials to be distributed, roll up banner and signage for the venue
- List of attendees will be kept
- Photos and when appropriate video shootings
- Summary note with the main points raised and the main conclusions & recommendations

### **The city's website**

A dedicated webpage will be created on Rethymno Municipality's website, <http://www.rethymno.gr/en/city> by the end of April.

The webpage will include all necessary information regarding the objectives of Destinations and Rethymno's vision towards sustainable mobility. Measures and their outcomes will be presented through a dedicated section. Focus will be given to promote all Destinations public events. The webpage's content will be updated according to the progress made within the project. There will also be a link to the Municipality's Facebook.

TUC will have a similar page on their website to further support communication and dissemination. Local supporters will be challenged to add a banner to their website, linked to the local Destinations page.

### **Local/regional/national events & networks relevant to the project**

*The following events organised by other stakeholders and/or sectors relevant to mobility and tourism have been identified so far (to be continuously updated):*

- European Mobility Week, Rethymno is a part of the campaign
- Ecomobility campaign and events for younger generations, organised by ECOCITY, a Greek volunteering organization for the urban environment
- "ΟΙΚΟΠΟΛΙΣ" awards for environmental sensitivity for individuals, cities and regions, by ECOCITY
- Transport & Logistics Awards (Annual national level)

- Greek Tourism Expo
- Filoxenia

*This section will be updated with specific dates and more details as the project progresses.*

*Indicative national networks that can provide opportunities for common dissemination activities.*

- Greek Tourism Confederation (SETE)
- Hellenic Hotel Federation
- Hellenic Institute of Transport (h.i.t.),
- Hellenic Institute of Electric Vehicles
- Hellenic Institute of Transportation Engineers
- Podilates (Cyclists)
- Friends of bicycles
- Cities for bikes (NGO)
- Union of Hellenic Changers
- National Dissemination Center (EKT)
- Insuleur (Network of the Insular Chambers of Commerce and Industry of the European Union).

### **Planned site visits**

Site visits and cross-fertilisation activities will be planned during the next months. The timing and scope of the site visit will depend on the measures progress and challenges.

### **Social Media**

Rethymno Municipality has already a Facebook page that can be utilised to post updates on project's progress and recent activities. The "Events" section can be used to announce forthcoming events to the public while photos and videos can be posted regarding the events and other promotional material (posters, leaflets etc.).

We expect instructions on a twitter account to be used by all sites from SATELLITE.

### **Quantification of dissemination activities**

The following indicators will be monitored to keep track of the dissemination activities impacts:

- Number of events organised
- Number and lists of attendees in events/workshops

- Number of presentations in conferences/events/workshops organised by others
- Number of news items/articles published in local press and web portals
- Number and lists of trained stakeholders
- Number of interviews in local TV/radio channels
- Number of copies of promotional materials distributed
- Number of visits to the Municipality dedicated webpage
- Number of Likes and views on the dedicated Facebook page

# A5 Las Palmas de Gran Canaria – Spain

## Introduction

Las Palmas de Gran Canaria is the most cosmopolitan city of the Canary Islands and one of the cities with the best climate in the world thanks to its exceptional situation (next to the Tropic of Cancer) and the trade winds that come from the North Atlantic. The result is an average temperature of 17° in winter and 25° in summer.

Las Palmas de Gran Canaria was the cradle of the tourist industry in the Canary Islands. Nowadays the city has adapted to the demands of the current tourism, creating an accommodation and urban service to attend the growing activity of leisure, congresses, cultural and sports tourism.

Many of these tourist establishments are located in the surroundings of Las Canteras beach, the sports harbour and the historic town centre of Vegueta and Triana, which is an incentive for those who come to enjoy the city and complete their schedule with a walk or a swim in the sea, at any time of the year.

## Main site objectives

The combination of a sustainable mobility and the tourism sector presents an important potential in Las Palmas de Gran Canaria. Trends in current tourism correspond to travellers increasingly willing to pay a premium for the quality of their environment. Conscious that an adequate approach can simultaneously facilitate environmental improvement and economic advantage, the City has the following challenges:

- **Foster soft modes of transport.** There is a general trend to replace mobility based on the private vehicle with a new and more diversified mobility, in which the pedestrian and the cyclist take on a new role. This is especially important for visitors, since it is on foot when the most direct and intense relationships of people with their environment occur, which is what a tourist seeks during their stay at destination.
- **Management measures and limitation of parking for the private vehicle.** One of the main leisure activities associated with tourism is walking, combining the need of travel with leisure. Therefore, to increase the quality of Las Palmas de Gran Canaria as a tourist destination, and to improve the experience of visitors, it is interesting to release the public space.
- **Promoting public transport.** To achieve greater use of public transport by tourists there is a line of development to provide customers with simple and clear information in their mother language.
- **Management of mobility of attraction centres.** At peak hours, there are large flows of movements concentrated in space and time. In Las Palmas de Gran Canaria,

journeys to the attraction centres represent a challenge because of the duality between the mobility generated by the residents (trips to work or study centres) and the generated by the visitors (trips to Shopping malls and entertainment places).

- **Regulation of loading, unloading and distribution of goods.** Transportation, delivery, and loading and unloading of goods in cities are the most difficult problems to solve. These problems are aggravated at tourist destinations like Las Palmas de Gran Canaria where Las Canteras beach and the old town, whose morphology makes the distribution of goods difficult, is the main attraction. This activity, in addition, causes negative visual affections and occupation of space by the delivery vehicles to the detriment of people.
- **New propulsion systems.** The implementation of CNG (compressed natural gas) or LPG (liquefied petroleum gas) vehicles, among others, in tourism settings, for example in local government vehicle fleets, means a considerable improvement in the quality of the tourism product, at least in terms of air quality and noise reduction.

### Key messages

- The sustainable management of mobility offers a quality tourist product and mitigates the impacts that the model of mass tourism has caused in the environment.
- The good management of mobility in Las Palmas de Gran Canaria implies the addition of value and even the possibility of increasing the differentiation of the tourist brand with respect to our competitors.
- For tourists, mobility in itself is an end associated with the enjoyment of a pleasant environment. The "value of time" does not make sense in many contexts in which walking is precisely an end in itself.

### Target Groups

The target groups and stakeholders identified in Civitas Destinations are focused in 3 different areas. Tourism companies/organization, transport companies/organization and local media.

Regarding to tourism stakeholders, it will be taken into account the Tourism Marketing Plan of the city taking advantage of the synergies already created for the drafting of this proposal.

- Patronato de Turismo de Gran Canaria. (Gran Canaria Tourist Board)
- Sociedad de Promoción de Las Palmas Gran Canaria.
- Acuario Poema del mar (Tourist Attraction)
- F.E.H.T. – Federación de empresarios de Hostelería y Turismo de Las Palmas.

The groups linked to the transport sector focus mainly on the following associations and operators:

- Federación de Empresarios del Transporte (Transport Business Federation)
- Global (Interurban operator)
- Autoridad Única del Transporte de Gran Canaria (Gran Canaria Transport Authority)
- Clúster Canario de Transporte y Logística (Transport and Logistics Association)
- Las Palmas en Bici
- AUVE – Asociación de usuarios de vehículos eléctricos (Electric vehicle users association)
- Plataforma para el Desarrollo del Vehículo Eléctrico en Canarias (Platform for the Development of the Electric Vehicle in the Canary Islands)
- Autoridad Portuaria de Las Palmas (Port Authority)
- Nissan Brisamotor (Car dealer)

Regarding local media:

- Newspaper: La Provincia, Canarias7 y regional editions of ABC and Intereconomía
- Digital Newspaper: CanariasEnHora, Canarias Ahora, El Independiente de Canarias, Infonortedigital.com, eldigitaldecanarias.net, canariasnoticias.es, laspalmasactualidad.com
- TV Station: Antena3, Televisión Española en Canarias (TVE), Televisión Autónoma de Canarias (TVC), Mirame Canarias tv, Canal 8
- Radio station: Cadena Ser, Onda Cero, Cope, Radio Nacional de España (RNE), Radio Autónoma, Radio Las Palmas, 7.7 Radio, Radio Ecca, Radio Faycan, Radio San Borondón, Radio Guinguada
- News Agencies: Efe, Acfi Press, Europa Press, Infopress, Medianewscanarias
- Local and National Publications specialised in Tourism and Transport: Canarias Transporte y Empresa, Carril Bus, MobilCAT.

## Local events

Up to date, there are planned several events related to the communication and dissemination of the BRT project (part of the communication of the BRT project is financed by Civitas Destinations project) where different stakeholders and target groups will be invited (journalist, students, neighbourhood associations, companies, etc).

From those events, the following information will be taken into account.

- Advertise the event in the local press and on their own websites
- Prepare a clear agenda
- Prepare publicity material for the event (poster, brochures, copies of newsletters etc.)
- Keep a list of attendance
- Take photos of the event
- Take a video of the event and post it on YouTube
- Make a summary note with the main points raised and the main conclusions & recommendations of the meeting

## **website**

A new section will be added to the current local partners Web Pages, where a summary of Civitas Destinations project will be located. Also, people will be able to find there publications and updated information about the evolution and development of the different measures at local level.

Furthermore, the CIVITAS DESTINATIONS logo will be added in the digital signature of the technicians who participate in the project.

## **Local/regional/national events & networks relevant to the project**

Up to date, the list of local event where we can participate are:

- LPA Motown - Feria de la moto (motorbike trade fair)
- European mobility week
- National event of Marketing and New Technologies, organized by ATUC (Urban Public Transport Association)
- Annual meeting (Asociación Catalana de Municipios con Transporte Urbano)
- Technical meetings organized by AMTU

As of today, other future local and regional events that will carry out will be also tracked out in order to participate and disseminate the project.

Once the event is selected, we will develop a comprehensive action plan that includes dissemination not only in our own media (web, social networks, news section), but also through other strategic media for the correct dissemination of the event.

Each event will include not only a detailed template of the actions and communication plan, but also a report on the performance and assessment of the event to achieve the objectives of the project.

For this purpose, we have thought of consulting to a specialized company that gives us support to find the adequate events, conferences, trade fairs and networks on sustainable mobility and tourism, and help us establishing a complete dissemination action plan.

## **Publicity Campaigns**

As each measure will be developed, a public presentation of the action and a brief explanation of the whole project will be carried out.

Depending on the stage and the features of each measure, different actions will be carried out:

- Posters
- Local leaflet
- press ads
- TV ads and/or interviews



- Information on web pages and social media
- Deployment of information staff to help users and customers understand the new equipment or services that have been implemented
- YouTube tutorial videos

### **Planned site visits**

When site visits take place, it will combine with a dissemination event by attracting local media, stakeholders and the general public. These will be coordinated at project level so that to maximise the international audience when relevant.

### **Social Media**

Regarding to Social Media, Las Palmas de Gran Canaria partners have different accounts on Facebook, Twitter and Youtube.

This allow us to communicate in a fast way the evolve of the Civitas Destinations project, and will let us explain the use and features of new equipment or services implemented during the project.

#### **GUAGUAS**

<https://www.facebook.com/GuaguasMunicipales>

<https://twitter.com/GuaguasLPA>

<https://www.youtube.com/user/GuaguasMunicipales>

#### **SAGULPA**

<https://twitter.com/SAGULPASA>

<https://www.facebook.com/Sagulpasa/>

<https://www.facebook.com/LPAByBike>

<https://twitter.com/ByBikeLPA>

Ayuntamiento de Las Palmas de Gran Canaria

<https://twitter.com/AyuntamientoLPA>

<https://es-es.facebook.com/AyuntamientoLPGC>

<https://www.youtube.com/user/AyuntamientoLPA>

#### **INELCAN**

<https://www.facebook.com/inelcan>

<https://twitter.com/inelcan>

### **Quantification of dissemination activities**

As each dissemination action take place, we will take into account to quantify the results of the dissemination efforts by keeping track of:

- Attendance in local/regional events (type of the event, number of participants if you are the organiser and number of participation when you take part to an event)
- Number of visits on websites

- Number of articles published in local press
- Any other statistic that shows the size of impact of your dissemination effort.

## A6 Elba – Italy

### Introduction

Elba is the biggest island of the **Tuscan Archipelago**, the largest marine park in Europe. The island is famous around the world for hosting French Emperor **Napoleon** in 1814 during his exile, but its history goes back to prehistory, with the Ilvati tribe (who named the island Ilva) and after was inhabited by the **Etruscans** and **Romans** for its rich **deposits of iron**.

The Elba island has a strong touristic vocation for its famous natural environment with **clear and blue sea**, beautiful beaches and the extraordinary richness of its landscapes, both land and marine.

The number of residents is about 31.000, but during the summer time (peak season) the inhabitants number doubles due the significant touristic presence. This creates very large problems to the island services, and in particular in transport and mobility.

### Main site objectives

The Elba Covenant of Mayors signed in 2014 a document - PAES Action Plan for Sustainable Energy - aimed to gradually reducing the Elba level of emissions with a final objective to a future zero emissions island.

The main objective for Elba, as part of the DESTINATIONS project, is to positively acts on the sustainable mobility in order to foster the tourist attraction of the island thanks to the significant improvement of its accessibility, reduction of traffic congestion; improvement in air quality; and reduction in GHG emissions.

This will be done by planning, testing and piloting a set of innovative measures which deal with demand mobility management, improve current mobility infrastructure and promote sustainable options to transport.

### Key messages for your site

- Adoption of sustainable transport modes
- Reduce the use of private car
- Increase the use of public transport and sharing mobility

### Target Groups

Hotel Associations at national Level

- *at local level* **Associazione Albergatori Isola d'Elba**

Chamber of Commerce at Regional Level

- *at local level* **Chambre of Commerce of Livorno**

SME Associations

- *at local level* **CNA Livorno, Confcommercio Livorno**

Environment Associations

- *at national level* **Lega Ambiente, WWF Italia, National Natural Parks Association**

Newspapers at national Level

- *at local level*  
**Il Tirreno Piombino Elba edition**

**On-line: *Elba Report, TirrenoElbaNews, Quinews elba.it, Corriere Elbano, Elba notizie.***

TV Stations at Regional level

- *at local level Teleelba*

Specialised local/national publications on Tourism, Transport or other relevant sector by name.

- *at regional level Tuscany Region tourism dept,*
- *at local level Touring Isola d'Elba, Kompass Isola d'Elba*

Schools or other audiences you plan to contact and disseminate information during the life of the project.

- *at local level: Istituto Tecnico Commerciale e Geometri (ITCG) G. Cerboni, Istituto Statale d'Istruzione Superiore R. Foresi, Istituto Professionale Industria e Artigianato R. Brignetti*

### **Local events**

**Name of Event:** Press conference

**Work Package:** 11

**Date:** September 2016

**Venue:** Rio Marina Municipality

**Aim:** Press release to local newspapers regarding the approved project Civitas Destinations with the description of the project and of all the measures that will be implemented on the island of Elba.

**Advertising of Event:** All local press representative have been directly invited through email or dedicated phone calls. The event was publicized on institutional websites and partners Facebook or Twitter accounts.

**Name of Event:** Introductory Stakeholder Meeting

**Measure:** ELB 2.1

**Indicative Date:** February 2017

**Venue:** Portoferraio Hotel Association

**Aim:** to identify all stakeholders to be consulted during the SUMP compilation. To decide which Destinations objectives to highlight and which measures are planned to be implemented and the expected results.

**Advertising of Event:** each stakeholder will be directly invited through email or phone call; The meeting shall be noticed on the local television and press. The event will be publicized on institutional websites and partners Facebook or Twitter accounts.

**Name of Event:** Pilot Future Search Workshop

**Measure:** ELB 2.1

**Indicative Date:** May 2017

**Venue:** Portoferraio

**Aim:** The event organized by Rio Marina and Portoferraio has the aim illustrate the general objective of the Elba SUMP to the stakeholder and to the Authorities of the other

Elba Municipalities. Moreover, the measures and services that are expected to carry on will be discussed. Suggestions or changes will be embedded

**Advertising of Event:** each stakeholder will be directly invited through email or phone call. The meeting shall be noticed on the local television and press. The event will be publicized on institutional websites and partners Facebook or Twitter accounts.

**Name of Event:** Rio Marina and Portoferraio Technical meetings

**Measure:** ELB 3.1 – ELB 3.2

**Date:** 5 – 12 December 2016

**Venue:** Rio Marina Municipality

**Aim:** The event organized by Rio Marina and Portoferraio has the aim to clarify in operative way the project planned measures and agree their timing for design and implementation

**Advertising of Event:** All the interested people of the two Municipalities have been invited through internal communication.

**Name of Event:** Preliminary workshop with stakeholder for Elba Mobility Sharing

**Measure:** ELB 4.1 - 4.2 – 4.3 – 4.4 – 4.5

**Date:** 04 November 2016

**Venue:** Hotel Airone - Portoferraio

**Aim:** During the event, organized by Rio Marina and Portoferraio, RM, PF, Memex and Isinnova illustrated the Elba shared mobility to the stakeholder and to the local press. The shared mobility concept foreseen in Elba Destinations was deeply illustrated and discussed and some measures and services were suggested. This event which involved many interested stakeholder is preliminary to a larger event on the same issue that will be held May 2017.

**Advertising of Event:** The stakeholder and local press were directly invited through email or phone call. The meeting results were noticed on the local television and press. The event were mentioned on institutional websites and partners Facebook or Twitter accounts.

**Name of Event:** Pilot Future Search Workshop for Elba Mobility Sharing

**Measure:** ELB 4.1 - 4.2 - 4.3 - 4.4 - 4.5

**Date:** May 2016

**Venue:** Hotel Airone - Portoferraio (to be confirmed)

**Aim:** The workshop will be a milestone for the planned Elba sharing mobility. The agenda is not yet ready but the workshop core will be the stakeholder suggestions and proposals to build a shared mobility participated and agreed by all citizens of the island.

**Advertising of Event:** The event will be advertised on the local and regional press and Elba. The stakeholder will be invited by email or dedicated phone call The meeting results were noticed on the local television and press.

**Name of Event:** Elba Mobility Sharing Business Training Workshop

**Measure:** ELB 4.1 - 4.2 - 4.3 - 4.4 - 4.5

**Date:** June 2016

**Venue:** to be decided

**Aim:** The workshop will be organized by the Municipalities of Rio Marina and Portoferraio to examine and deepen the economic sustainability of the chosen measures concerning the Elba Shared Mobility.

**Advertising of Event:** The Rio Marina and Portoferraio authorities and the Elba stakeholder will be advertised by email or by dedicated phone call. The meeting results will be noticed on the local television and press. The event will be reported on institutional websites and partners Facebook or Twitter accounts.

**Name of Event:** Intermediate measure workshops

**Measure:** All the Elba measures

**Date:** tbd (half 2018)

**Venue:** tbd

**Aim:** several workshops will be organised when each measure will be under operation with the aim to inform all the local media and regional press. These events will also provide clear and simple indications on the measure and its use for the citizens.

**Advertising of Event:** The events will be promoted and publicized by the local television and press and also reported on institutional websites and partners Facebook or Twitter accounts.

**Name of Event:** Final measure workshops

**Measure:** All the Elba measures

**Date:** tbd (first months 2020)

**Venue:** tbd

**Aim:** several workshops will be organised for each implemented and operated measure with the aim to inform all the regional/media and citizens on the results of the implemented measure. Moreover, the collected data and their evaluation will be showed and discussed.

**Advertising of Event:** All the events were publicized on local televisions/press and institutional websites. The workshops will also be reported by partners Facebook or Twitter accounts.

## **Local/regional/national events & networks relevant to the project**

### **Regional events**

In November 2016 partners of the Elba local consortium had a meeting with the responsible of Tuscany Region to illustrate the project and ask for an institutional support at regional and national level. The Regional authorities had pledged their commitment to publicize the project in each regional event on the issues envisaged by the project.

### **National/international events**

Rio Marina, Portoferraio and Memex will participate, during the project lifetime, to several events on the issues developed in Destinations Project. They will disseminate the Civitas Destinations activities and in particular the Elba project approaches, developed measures, implemented services and achieved results.

### **Publicity common to all events:**

- Roll up banners showing the logo, the objectives of the CIVITAS Destinations project and the main Elba measures and services.

- The EU flag will be displayed at each venue;
- All presentations and documents distributed will be showing the Horizon CIVITAS Logo;
- All events will be photographed;
- A list of attendees and their contacts will be kept for each event;
- A minute of the meeting with the main points raised and the main conclusions recommendations.

### **Website**

A specific banner linked to CIVITAS DESTINATION project website will be inserted in the homepage of the two official web sites of Rio Marina and Portoferraio Municipalities. In addition, a specific section of the two institutional web sites will be realized in order to inform resident and tourists on project ongoing.

These sections will be updated periodically according to the progress of the project.

Local project partners (MemEx, Issinnova) will also add a specific banner linked to CIVITAS DESTINATION project website, in their websites.

News concerning the project will be reported in the Tuscany Region web site.

Links to the CIVITAS DESTINATION project website will be present on local official web sites (i.e. Elba Hotel association, PT operators, etc.).

News on the Elba project will be periodically released on the Facebook and Twitter partners accounts.

### **Publicity Campaigns**

Specific Publicity Campaigns for the dissemination and the promotion of the project, and in particular of the local activities and results, will be organised during the whole project lifetime, including: local TV ads, local newspapers ads and articles, posters installed in strategic points, leaflets and brochure for resident and tourists distributed to the ferry passengers, hotel guests, etc.

### **Planned site visits**

Cross fertilization with the other 5 sites will be planned and agreed during the first months of 2017. The contents of the site visit will depend on the status of measures' implementation at the time.

### **Social Media**

Rio Marina will open a specific page on Facebook in order to open a direct discussion space with residents and tourists and general publics. Moreover, presence on other social media i.e. Instagram and Twitter will be adopted.

In the meantime, we await instructions on a Twitter account to be used by all sites from SATELLITE.

### **Quantification of dissemination activities**

Attendance in local/regional events (type of the event, number of participants if you are the organiser and number of participation when you take part to an event)

- number of participants in each our organised event (i.e. local workshops): 40-60 people
- number of participants when we will take part to an event: 70-90 people
- Number of visits on websites *4.000-5.000*
- Number of articles published in local press: *40*
- Any other statistic that shows the size of impact of your dissemination effort.



# 11 Annex 2

## 11.1 Brussels List of Media Contacts

### PRESS CONTACTS IN BRUSSELS NOV. 2016

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