URBANITE

Supporting the decision-making in urban transformation with the use of disruptive technologies

Deliverable D7.3

Dissemination, Communication and Networking Report

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Abstract:	This deliverable will explain the dissemination and communication activities followed during the reporting periods as well as the results from these activities and will update project's dissemination and communication plan respectively. This report will also contain the relevant activities executed to foster a close collaboration with projects related to URBANITE, as well as future networking plans.
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V1.0	31/03/2021	Final version ready to submission	Tecnalia

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Terms and abbreviations

EC	European Commission
KPI	Key Performance Indicator
BDVA	Big Data Value Association
AI	Artificial Intelligence
EU	European Union
H2020	Horizon 2020
EBDVF	European Big Data Value Forum
ICT	Information and Communication Technology
PA	Public Administration
FIWARE	Future Internet Ware
IS2020	Information Society 2020
SoPoLab	Social Policy Lab

Executive Summary

This deliverable will explain the dissemination, communication and networking activities which took place during the reporting period of 12 months as well as the results from these activities and will update project's dissemination, communication and networking plan respectively. This report will also contain the relevant activities executed to foster a close collaboration with projects related to URBANITE, as well as future networking plans [1].

D7.3 relates to the overall project URBANITE through providing a rapport of the activities of dissemination, communication and networking, which are crucial to the success of the project itself. They raise awareness, prepare the grounds for the widespread usage of project's results in real life, and with said application, improve the lives of city dwellers, which are pestered with traffic problems on a daily. It is not negligible to engage and document activities of dissemination, communication and networking because they bring the project, its ideas, functioning and solutions to the public, which is one of the key target groups of URBANITE, and will be directly affected by the application of solutions of the project.

The report is broken down into sections, those being the dissemination plan, communication plan and networking plan. The dissemination plan consists of a short reap of deliverable D7.2 for coherence purposes, and then executed activities and results are listed, as well as an assessment and evaluation of them in order to determine whether KPIs are being achieved. The communication and networking plans follow the same rationale.

The importance of the deliverable stems from listing the dissemination, communication and networking activities, which were executed in the first year of the project URBANITE. The report of executed activities aids us to comprehend whether or not we are on the track of dissemination, communication and networking activities, if we are achieving the objectives set out in deliverable D7.2 and if said objectives need to be modified in any way.

Deliverables D7.4 and D7.5 (Dissemination, communication and networking reports due in the twenty-fourth and thirty-sixth month of the project) will explain the dissemination, communication and networking activities executed during the second and third year of the project as well as the results and will update project's dissemination, communication and networking plans.

1 Introduction

The deliverable D7.2 [2] laid down the Dissemination, Communication and Networking Strategy, which represents the foundation of this deliverable, D7.3 Dissemination, Communication and Networking report, which reports on the outcomes of dissemination, communication and networking activities in the span of twelve months. It is of utmost importance to document these one-year findings, in order to show what has been done, whether modifications need to be made and what these modifications would be. Keeping a close eye on the implementation of the strategy, presented in D7.2, is crucial since the dissemination, communication and networking activities constitute significant tools to raising awareness of the social and technical aspects addressed by the project, collaborating and interacting with other projects, creating new opportunities for the spread of results, promotion of outcomes. This report is fundamental to genuinely keeping track whether the before-mentioned has actually been put into practice, lessons learnt, and future directions outlined.

1.1 About this deliverable

This document provides an overview of the dissemination, communication and networking activities performed on the URBANITE project in the span of one year since the start of the project in April 2020. For each of the separate aspects, those being dissemination, communication and networking, the report elaborates the objectives, provides a short recap of certain elements of D7.2 for continuity and coherence purposes. Furthermore, it provides an overview of executed actions and results of each of the three sections in order to comprehend what activities have been implemented, as well as the assessment and evaluation of them, finalized with updated plans for the future.

The activities in question have started in the beginning of the project and will continue throughout the lifetime of the project as well as persist after the project is finished.

It is a collaborative and active effort of participation and promotion on the part of all of the partners involved.

1.2 Document structure

This introduction chapter provides a brief abstract of this deliverable, together with the structure of the present document.

The second chapter is dedicated to monitoring project's evolution, in order to present the monitoring tools used to keep track of project's progress in the sphere of communication and dissemination. In the third chapter, the document touches upon the dissemination plan, firstly outlining its objectives in the context of the project. Secondly, it briefly touches upon topics previously elaborated in the deliverable D7.2 to keep the flow of D7.3 in check. Those being the target groups that are addressed, involved areas of interest, the dissemination team (so it is clear who is responsible for dissemination), and dissemination flowchart, which explain the process of dissemination itself. After that, executed action and results are made apparent, further broken down into executed action and results per target group, per partner and the implementation of dissemination material. These elaborated actions and results are then assessed and evaluated. Based on the findings, an updated dissemination plan is provided to outline further modified actions on the matter.

In the fourth chapter, the communication plan is laid down. It follows the same structure as the dissemination plan, meaning the objectives are written down, a short description of target

groups, involved dialogue topics, the communication team responsible and the communication flowchart. It is followed by executed action and results, which is again broken down into executed actions and results per target group, per partner and communication materials. Then an assessment and evaluation are provided as well as an update on the communication plan.

Chapter five carries out networking, its objectives, target groups, team, flowchart, followed by executed action and results per target group and networking initiatives, their assessment and evaluation, finalised with updates and modifications.

2 Monitoring project's evolution

The importance of dissemination and communication cannot be undervalued as it serves as the mean to present and report the developments, happenings, events and progresses achieved in the project to the different project stakeholders. The feedback and engagement gathered can be used as an indication of where to focus the different activities so as to increase the awareness of the project activities and results.

In the case of complex research projects such as URBANITE with multiple partners and stakeholders scattered around multiple countries, continuous reporting of the activities performed is a key activity, as it allows to effectively and quickly steer dissemination and communication activities to reach the identified audiences and stakeholders. Among those reporting tools, the following ones stand out:

- The **Dissemination Monthly Report** which aims to collect the partners activities in dissemination, such as scientific publications, general and business publications, events and blog posts. This is performed every month. The report is prepared will support of an excel file including the following information: publications- accepted / not yet accepted, general & business publication (announced / reported once published), collaboration & co-operation activities, press releases published by means of communication such as newspaper, conferences or specialised magazines, other activities (announced/reported once done) as keynotes, hackathon, prizes, and blog posts.

- The **Social Network booster** is the tool created with the aim of improving the social network activities by developing a communication plan which takes into consideration expertise, knowledge, networks of all partners.

  The spreadsheet has 3 sheets:

  - sheet "General" - to collect info on: 1) relevant accounts of networks, projects, organisations etc. that we can follow from our social accounts, 2) proposal of hashtags that we may use in our messages (5 entry/month and partner).
  - sheet "Suggested Internal Topics" - to collect info from WP leaders (who in turn can get support from task leaders) on topics, activities, results, which can be used for tweets and posts. Here also future milestones can be added (5 entry/month and partner).
  - sheet "External Topics" – to collect suggestions for tweet/posts related to sources external to URBANITE e.g. papers, articles readed and are relevant for or somehow connected to our activities (1 entry/month and partner).

- **The Web Dashboard.** URBANITE uses Google Analytics dashboard to monitor the activity of the URBANITE website.

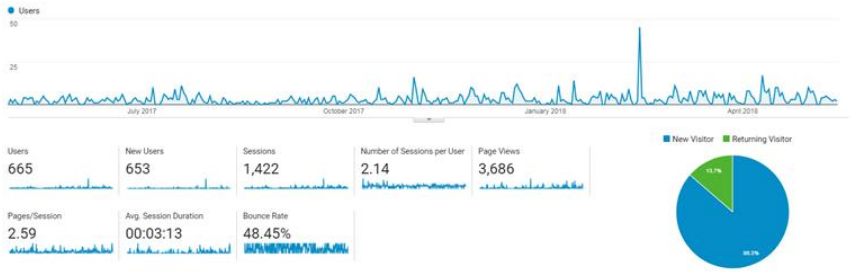


Figure 1. URBANITE web Dashboard

3 Dissemination plan

The dissemination plan is an important feature of the project URBANITE, since it lays down what activities need to be performed in order to raise awareness about the project [3]. This deliverable briefly explains the intentions of the dissemination strategy, and then reports on the activities, which have been executed. Furthermore, it provides an assessment of the executed activities in accordance with the KPIs laid down.

The dissemination plan in this deliverable is based on the dissemination strategy D7.2 previously adopted.

3.1 Objectives

The main aim of this report of the dissemination plan is to provide a short recap of the dissemination strategy from D7.2, an overview of the activities executed in the reporting period, to assess and evaluate the performed actions, if means of dissemination were utilized and awareness about the project raised.

Furthermore, the dissemination report lays down the execution of actions to present what has been done, the assessment and evaluation of the dissemination activities; based on this overview, it aims to provide updates and modifications of the dissemination plan to elevate dissemination activities in the future.

The main purpose to continuously monitor the execution of dissemination activities and to continuously update the dissemination plan is the creation of awareness of the project, its motivation, the problem that it aims to solve, with which results and who will benefit from the project outcomes. For these messages to be effective, they need to be targeted and customised to the specific needs and interests of the audiences addressed, which is why the segmentation of target groups is crucial, as well as the means and activities performed. The segmentation is also presented in this deliverable

Stemming from the aims presented are the dissemination plan's objectives, which are as follows:

- Present the implementation of dissemination activities outlined in the dissemination strategy in the deliverable D7.2
- Assess and evaluate the described dissemination activities in the context of achieving KPIs, which were set out in the deliverable D7.2
- Assess and evaluate whether the dissemination activities performed raised awareness about the project, its concept, approach, solution, and findings to identified stakeholders

- Provide a modified version of the dissemination plan based on the findings of the assessment and evaluation process

3.2 Description

This segment provides a short recap of certain elements of D7.2 for continuity and coherence purposes, those being target groups, in order to stay familiarized with the groups being addressed, involved areas of interest, the dissemination team, which is responsible for dissemination, and the dissemination flowchart, in order to outline the process and the structure of dissemination within the URBANITE project.

3.2.1 Target groups

The segmentation of target groups is needed because each one of them requires different means. Distinguished are the following groups:

- **Public Administrations** with competencies in the urban development domain. Among the public administrations, another segmentation can be made:
  - Policy – makers
  - Data scientists
  - Civil servants as a whole
- **Citizens**
- **Researchers and Scientific community**

3.2.2 Dissemination flowchart

The dissemination flowchart is shown in Figure 2. Dissemination Flowchart:

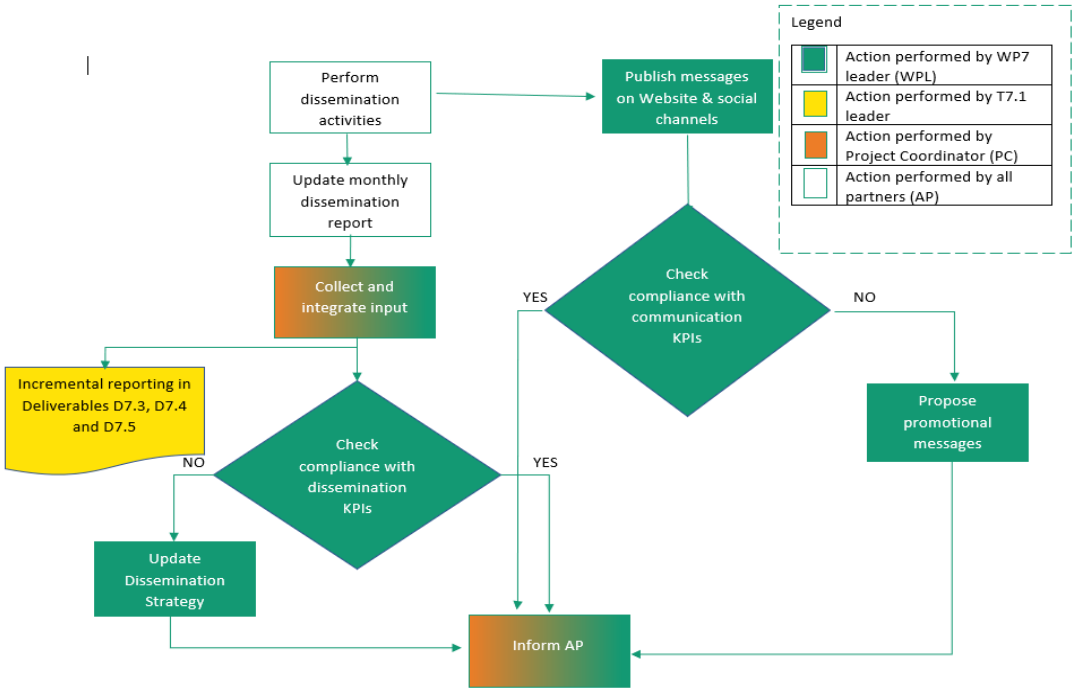


Figure 2. Dissemination Flowchart

3.3 Executed dissemination activities

The envisioned dissemination activities are presented in the table below and represent a basis for the reporting on executed dissemination activities:

Table 1. Dissemination Activities

Means	Purpose
Workshops	Engagement Information
Conference presentations	Awareness Engagement Promotion
Project showcases, Demonstrations	Awareness Information Engagement Promotion
Website	Awareness Information Engagement Promotion
Newsletter	Awareness Information Promotion
Journal Articles / Conference papers	Awareness Engagement Promotion
Liaison activities	Awareness Information

3.3.1 Executed action and results

This chapter reports on the execution of activities, set out in deliverable D7.2, which have taken place in the time span of 12 months, since the kickoff of the project URBANITE. It is of great importance to report on these activities to keep track of what has been done, what still needs to be achieved and what needs perhaps certain modifications taking into consideration the changed circumstances of implementing dissemination activities in times of the COVID-19 pandemic.

This section is broken down into categories of dissemination activities, which are:

- Workshops
- Conference presentations and attendance of events
- Leaflet
- PowerPoint presentation
- Poster
- Project showcases, Demonstrations
- Website
- Newsletter
- Journal Articles / Conference papers
- General and business publications

3.3.1.1 Workshops

Under this particular segment, it is significant to report on the European Big Data Value Forum (EBDVF). URBANITE was a co-sponsor of the EBDVF Parallel Session on Smart Government with co-creating services with the use of AI and data, with examples of Smart Government initiatives across Europe. The table below provides more information about the session in question.

Table 2. Workshop

Event	Date	Name and type of audience	Countries addressed	Size of audience	People attending
Co-sponsor of the European Big Data Value Forum (EBDVF) Parallel Session on Smart Government with co-creating services with the use of AI and data, with examples of Smart Government initiatives across Europe	5 November, 2020	Policy-makers Public administrators Big data, cloud and solutions providers	Open (BDVA)	80	TECNALIA

3.3.1.2 Conference presentations and attendance of events

Conference presentations are also an important dissemination tool for raising awareness about the project. URBANITE has been presented at the following conferences.

Table 3. Conference presentations and attendance of events

Event	Date	Name and type of audience	Countries addressed	Size of audience	People attending
Webinar organised by the H2020 PolicyCloud and Cyberwatching projects on the analysis of the legal, ethical, cybersecurity aspects and practical implications of the new Data Governance Act launched by the European Commission	16 February 2021	Policy-makers Public administrators Big data, cloud and solutions providers	Open	110	TECNALIA
Intelligent and Sustainable Mobility Forum, promoted by the Metropolitan Area of the Aburrá Valley and the Pontifical University in Colombia, Presentation of the challenges from the perspective of urban planning.	11 November, 2020	Urban mobility experts and planners	Open (Colombia, LATAM)	293	TECNALIA

Event	Date	Name and type of audience	Countries addressed	Size of audience	People attending
International multiconference Information Society IS2020	5-9 October 2020	Scientific community	international	300	FVH
Alma Digit and the Comune di Messina presented URBANITE in the context of the European Mobility Week[1]	16.-22. 9. 2020	Administrations, citizens	international	depends	Alma Digit and the Comune di Messina
FhG presented URBANITE at the InterGEO Digital in M7 in the "Smart Cities" track. The conference included a presentation and subsequent discussion. Due to digital nature of the conference because of the Covid-19 travel restrictions interaction with the viewers wasn't as fruitful as we had hoped.	21. – 23. 9. 2020	international experts and exhibitors, citizens, companies	international	Visitors from 153 countries	FhG
Meeting between FVH and the City's Urban environment planning department: Data bases/presentation about URBANITE / 'FVH & KYMP teematapaaminen' seminar	28.9.2020	Urban environment planning department, professionals	1	30	FVH
Meeting between FVH and the City / presentation about URBANITE / 'Kympin Tsemppi' seminar	30.9.2020	The City of Helsinki professionals	1	50	FVH

Urbanite was not a part of We Make The City 2020, as was previewed, because the event did not take place due to the pandemic.

3.3.1.3 Brochure

Another important tool that produces awareness about the project, the brochure, has been created by Tecnalia with suggestions from other partners. It presents the crucial and fundamental aspects of the project URBANITE. The leaflet contains basic information about the project, it describes the approach, key results in the form of solutions the project offers, benefits from URBANITE and it introduces the consortium.

The leaflet is visually represented in Figure 3.

[1] The link to the event: http://www.muovime.it/european-mobility-week-2020

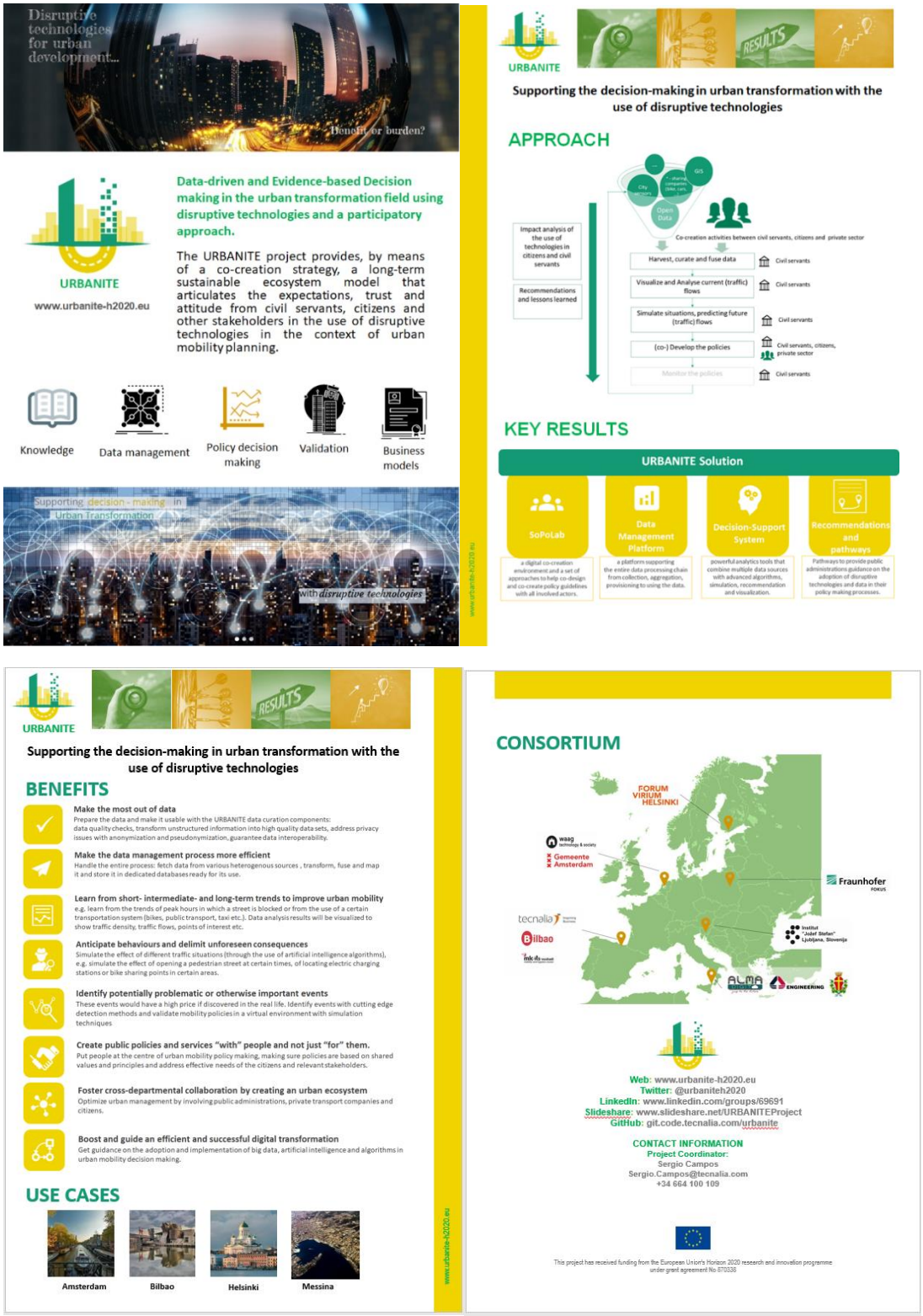


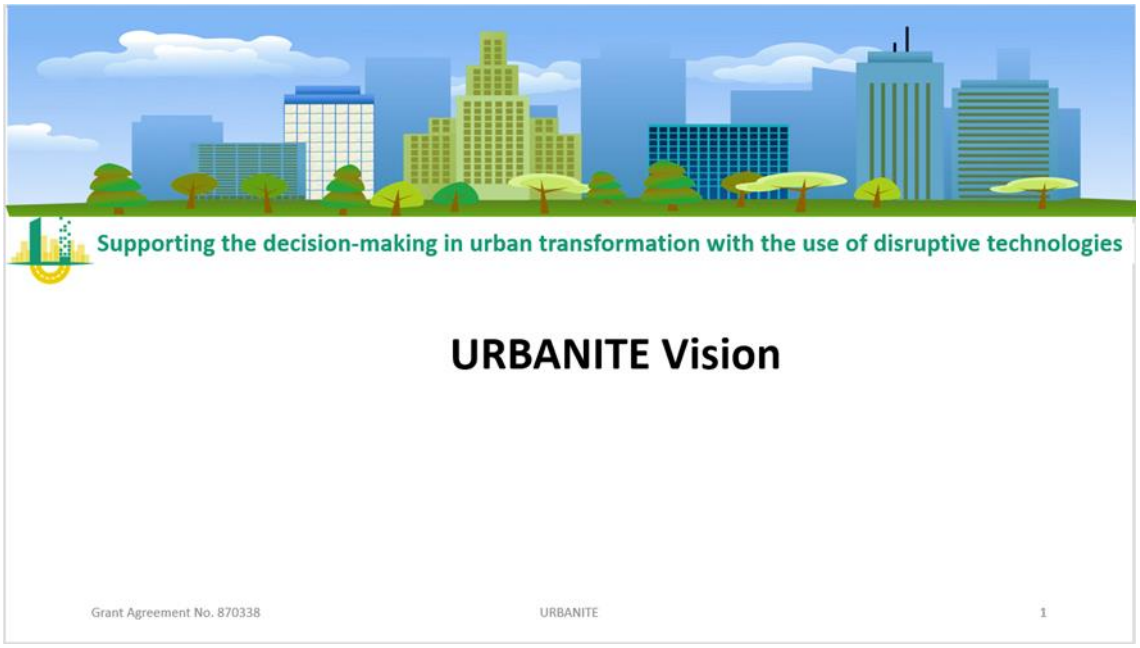
Figure 3. Brochure

3.3.1.4 PowerPoint Presentation / Template

In order to present the URBANITE project externally to target audiences, as well as for doing presentations internally among the partners, the PowerPoint template has been created at the

beginning of the project. It is used diligently and regularly for doing presentations internally and externally, which significantly contributes to the branding of the project.

The outline of the presentation is depicted in Figure 4. PowerPoint Presentation / Template



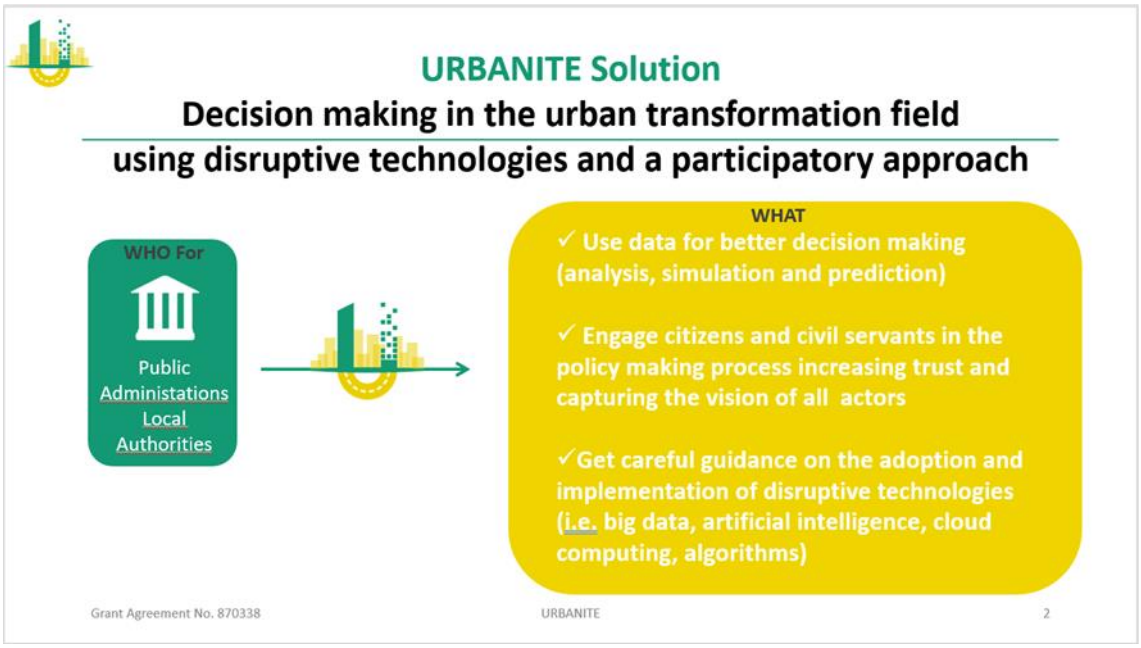


Figure 4. PowerPoint Presentation / Template

3.3.1.5 Poster

The poster is meant for promotional purposes of the URBANITE project; however, it is not yet available for wide dissemination and promotional purposes.

3.3.1.6 Website

The website is fully functional and operational. It provides information about the project, the pilot cities (Amsterdam, Helsinki, Bilbao and Messina), the results which are currently available, is a complete selection of deliverables for the public. Furthermore, it provides information about the partners working on the project URBANITE and it supplies blog posts, submitted by partners on the topic of URBANITE in order to update the wide audience about the URBANITE activities.

The link to the website: https://urbanite-project.eu/

Below are also available screenshots of the website.

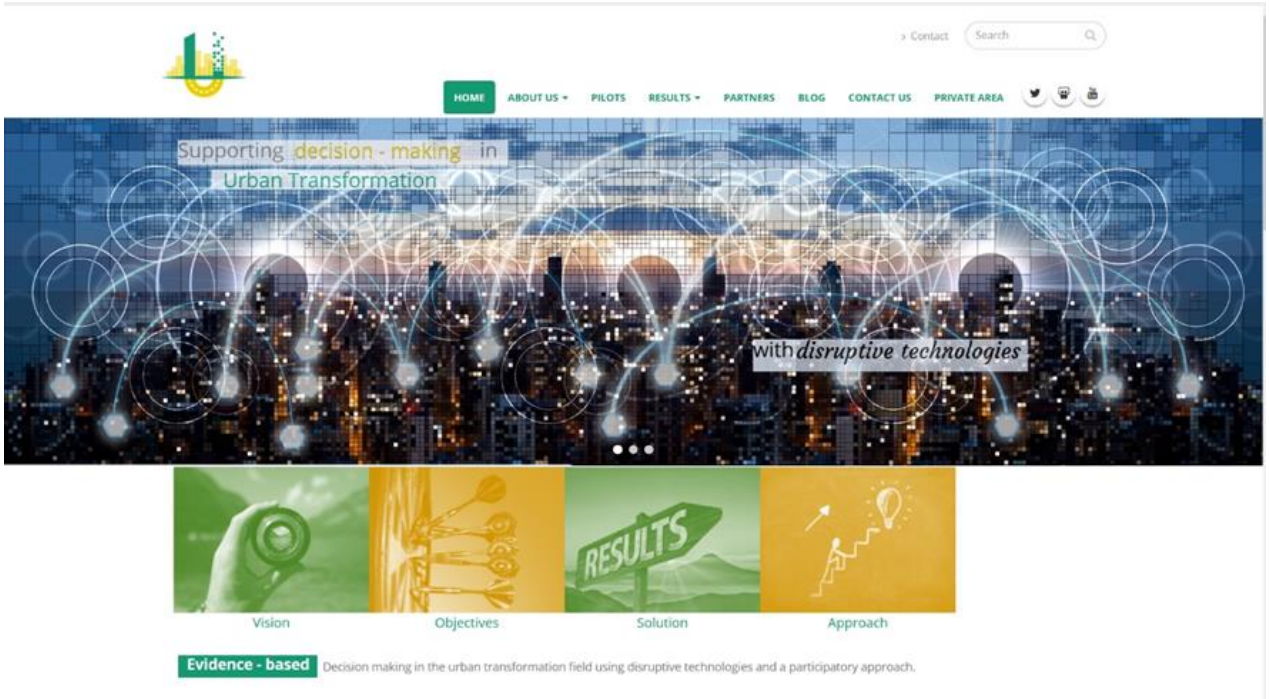


Figure 5. Website

Those public deliverables, relevant for the general public because of their didactic character, have also been added to the "Deliverables" section under the Library menu item. Both the document in pdf format and the source code in zip format can be downloaded.

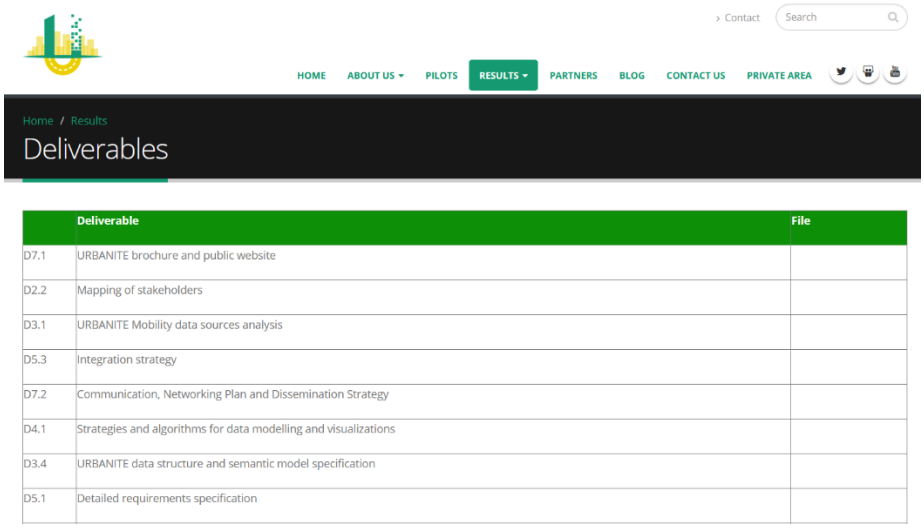


Figure 6. URBANITE Library: public deliverables, including source code, available for download

A new section "Open Source Software" is included, which will be linking to the GitLab where the open-source code has been released and is already accessible at: git.code.tecnalia.com/urbanite.

3.3.1.7 KPIs

URBANITE uses Google Analytics to monitor the behaviour of the website. This allows the project to steer the strategy with the main aim of reaching the right audience and stakeholders.

From the analytics collected, it can be seen that the number of visits to the URBANITE website during this first year is about 3705 with an average session duration of 00:01:18.

Figure 7. Users in URBANITE website

The SEO, as explained before, is improving on a continuous basis thanks to the provisioning of dedicated and targeted content through the blog. The visits coming from direct search queries have increased along with the timeframe of the project, as shown next. Now 93% of the visitors to the URBANITE website come through organic searches.

Figure 8. Traffic in URBANITE website

During this first year, the blog is the second most visited page after the homepage, with the 5.5% of the visitors going directly to that site. The third and fourth most visited pages are related to our approach and the description of the use cases.

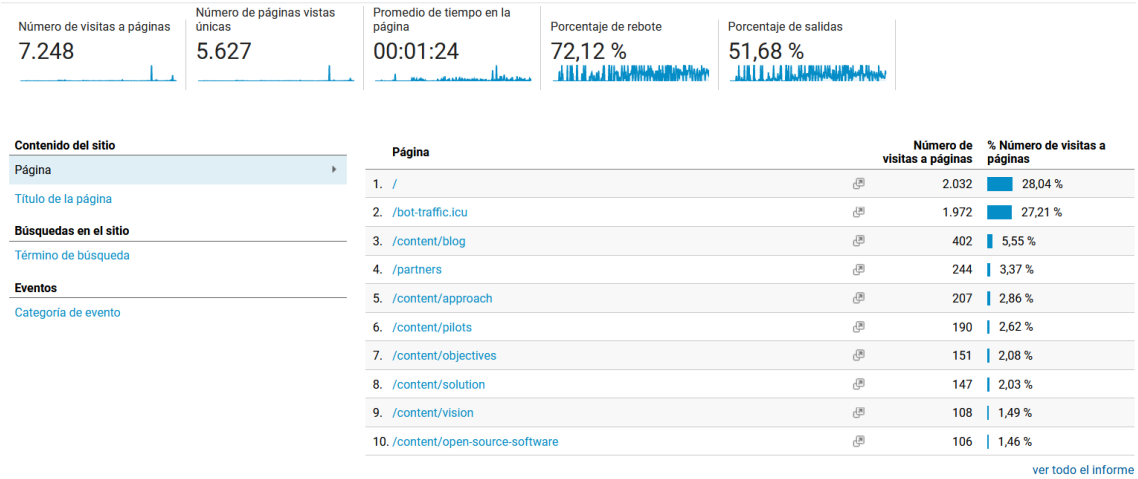


Figure 9. Most visited pages of the website

The following figure shows the percentage of visits per country. To increase the visits to the website, the project is now also stressing the strategy towards the partners' networks and their countries of origin, complemented with a focus on their social media and company websites. The US, China, India, France and UK presents great interest, with initiatives on the topics of the project.

	País	Usuarios	% Usuarios
1.	Spain	160	7,74 %
2.	United States	149	7,21 %
3.	China	148	7,16 %
4.	Italy	108	5,23 %
5.	Netherlands	108	5,23 %
6.	India	85	4,11 %
7.	Germany	81	3,92 %
8.	Finland	66	3,19 %
9.	France	58	2,81 %
10.	United Kingdom	48	2,32 %

Figure 10. Users by Country

To this end, the publication of the press release in multiple languages, namely English, German, Spanish, Dutch, Finnish, Slovenian (and in the future, Basque), has helped to increase the traffic from the countries of the different partners. This best practice will be strengthened during the next period.

3.3.1.8 Newsletter

Newsletters will be released once a year, meaning three in total, for each year of the project.

Currently, we are in the process of finishing the first newsletter; it is envisioned that it will be done by the end of March when partners submit their suggestions for modifications. Meaning we are currently on track regarding the newsletter, since it is almost finished and represents the first year of the project. It represents an important insight into the way the project is proceeding and making progress.

Below, screenshots of the newsletter are presented:

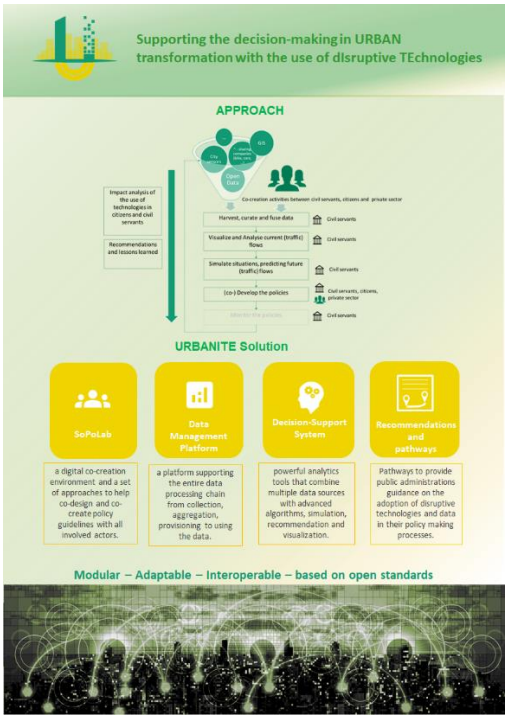


Figure 11. Newsletter

3.3.1.9 Showcases (video)

The URBANITE YouTube channel is available at: https://www.youtube.com/channel/UCld-iV8vPr2gl0T87SmfLLw?view_as=subscriber, but due to Policy to create a custom URL for a channel, an account must meet the following requirements [4]:

- having at least 100 members;
- existence for at least 30 days;
- having uploaded a photo channel icon;
- have a Channel Design.

TECNALIA is working on preparing a short video on URBANITE (main challenges, solution, benefits). It will be developed with a story telling style and will target PA. JSI has also contributed a recording of the URBANITE simulation demonstration. The video will be released around the middle of April. By the end of March, the storyboard will be ready to collect feedback from partners.

Other videos will be developed during the 2nd year. The plan for the 2nd year is to prepare both videos giving technical info and videos providing high level information with interviews to stakeholders (e.g. involved in the pilot activities describing experiences, benefits etc.). For these videos, the plan is to use part of the travel budget.

3.3.1.10 Journal and scientific papers

Journal and scientific papers address the scientific community and encourage discussions in the academic realm regarding URBANITE and the results, solutions it brings forward.

So far, there have been three scientific papers produced on the topic of URBANITE, two of them have been presented at the 23rd international multiconference Information Society IS2020 as well. In Table 4 below, additional information about the papers is provided.

Table 4. Journal and scientific papers

Title of the article	Event and publication (name, date, other info)	Name of author and Organisations
URBANITE H2020 Project Algorithms and Simulation Techniques for Decision – Makers	International multiconference Information Society IS2020, 6 October 2020	Machidon, Alina, Smerkol, Maj and Gams, Matjaž JSI
Traffic Simulation Software in the Context of Mobility Policy Support System	International multiconference Information Society IS2020, 7 October 2020	Smerkol, Maj, Machidon, Alina, Počkar, Žan and Gams, Matjaž JSI
Comprehensive Data Model NGSI-LD based for Smart-City scenario: device at the edge		Alma Digit, with the participation of Engineering

The paper titled 'Traffic Simulation Software in the Context of Mobility Policy Support System' has also won 'Best paper' at the Information Society IS2020.

The URBANITE team is also going to participate in a doctoral research with the Information School at the University of Sheffield, U.K. The aim of the research is to identify and conceptualise the role of information and communication technologies (ICT) in the shaping of inter-organisational knowledge exchange practices in the context of Living Labs. The overall aim is to contribute to research and practice by identifying the ways that ICTs can be used for more effective communications within Living Lab projects.

3.3.1.11 General and business publications

Under this particular section, the publications are listed, which are not of scientific nature specifically. Those being of a general or business manner, however, still significantly contributing to raising awareness about the project URBANITE, both nationally and internationally. They are listed in Table 5 below.

Table 5. General and business publications

Title	Link or reference	Date	Partner/ Authors (organisations)
»Urbanite«: Mit Big Data und Algorithmen urbane Mobilität neu organisieren	https://www.fokus.fraunhofer.de/de/fokus/news/urbanite_2020_05?competence_center=896a3aa1ee39284b	13.05.2020	Web news
Urbanite: Mit Big Data und Algorithmen urbane Mobilität organisieren	https://www.fokus.fraunhofer.de/de/dps/projekte/urbanite	13.05.2020	Project description page
"16. in 17. aprila 2020 prvi sestanek v H2020 projektu pametnih mest URBANITE"	https://dis.ijs.si/?p=600	17.04.2020	JSI
"No paramos en Europa: 12 kick-off de europeos de manera virtual"	Internal to TECNALIA	22.05.2020	TECNALIA
FVH's internal URBANITE webpage (FI & EN)	https://forumvirium.fi/en/urbanite/	15.6.2020	FVH/ Heli Ponto
Waag has an Urbanite project page on their website	https://waag.org/nl/project/urbanite	/	Waag

Title	Link or reference	Date	Partner/ Authors (organisations)
Waag posted the 'Better Mobility Together' blog on their website	https://waag.org/en/article/better-mobility-together	25. 2. 2021	Waag
Tecnalia's internal webpage (ES)	https://www.tecnalia.com/noticias/urbanite-promueve-un-ecosistema-sostenible-que-permite-planificar-la-movilidad-urbana	26.3.2021	Tecnalia

3.4 Dissemination assessment and evaluation

Assessing and evaluating the process of dissemination, the tools and activities are of utmost importance in order to obtain the bigger picture of the success or failure of dissemination itself. Firstly, the monthly dissemination sheet is evaluated, followed by the results of the monitoring procedure, based on the previously set KPIs, which were laid down in deliverable D7.2.

3.4.1 Monthly dissemination sheet evaluation

The monthly dissemination sheet is a significant tool to help keep track of the dissemination activities since it is designed to include all relevant categories for monitoring dissemination, but also for communication and networking, those being:

- List of Scientific publications
- Detailed information of Scientific Publications (once published)
- General and business publications
- Events: Conferences, seminars, workshops and webinars
- Blog posts
- Collaboration & Co-operation with other projects, programs, working groups, initiatives, etc.
- Report of the collaboration & co-operation activities
- Press Releases
- Other Dissemination Activities

It is a crucial basis for monitoring and assessment; however, there are some issues with follow through. Meaning, the monthly dissemination sheet is not filled out regularly by all partners each month, which makes the process of monitoring a bit more complicated and prolonged. Going further, partners will need to be reminded more to fill out the monthly dissemination sheet, in order to stay on top of all of the dissemination, communication and networking activities taking place, since the sheet represents an efficient and straightforward tool to ensure due diligence.

3.4.2 Results of monitoring procedure (KPIs)

In deliverable D7.2, KPIs were set out in order to indicate whether or not dissemination objectives are being carried out and fulfilled. Table 6 lays down the KPIs for dissemination tools

and results pertaining to each of the KPIs stated, which stem from the reporting period of 12 months.

Table 6. KPIs for dissemination and results

Diss. tool	KPI	Objective	Period 1	Status
Brochures	Number of leaflets / brochures produced	>3	Brochure has been made and is ready to be released, indicating basic information about the project, the approach, solutions the project offers and presents the consortium.	✔
Conference / Journal publications	Number of publications Scientific journals Scientific conferences	17 = 2+15 2 15	Three conference publications have been produced thus far, while publications in scientific journals have not been made at this point.	✔
Project posters	Number of posters	1-2	No poster is available. The aim is to prepare the first version now that the architecture and the decision support capabilities are better defined.	✘
Press releases	Number of specialized press releases	3	Press releases are envisioned to be released once a year, meaning three for every year of the project. Press release has been made, partners have provided their modifications and it is ready to be released. Currently, partners are finishing up the translations of the press release. Regarding the press release, we are within the envisioned objective.	✔
Project showcases	Number of different demonstration videos produced	3	TECNALIA is working on the preparation of a short video on URBANITE (main challenges, solution, benefits); it will be developed with a story telling style and will target PA. The video will be released around the middle of April.	✔
Project newsletters	Number of newsletters	1 per year	The project newsletter has been made, partners have provided comments, and it is ready to be disseminated. It represents the results of the first year of the project to update the audience of the achievements thus far. We are within the envisioned objective for newsletters as well.	✔

Diss. tool	KPI	Objective	Period 1	Status
Attendance of events	Number of events attended	5 per year	The number of events attended in the first year is 6, which slightly exceeds the objective set in the previous deliverable D7.2. The events are due to the situation with the COVID-19 held and attended virtually.	
Organisation of events	Number of organised events	1 workshop	Thus far, workshops about URBANITE have not been held. The COVID-19 pandemic has slightly complicated dissemination activities of this calibre. However, there is a workshop on URBANITE previewed for October 2021 as part of the 24th International multiconference IS2021. URBANITE was, however, a co-sponsor of the EBDVF Parallel Session on Smart Government with co-creating services with the use of AI and data, with examples of Smart Government initiatives across Europe.	

3.5 Updated dissemination plan

The objectives set for dissemination activities in deliverable D7.2 have, based on the results for dissemination activities carried out in the first year of the project, been set relatively realistically in terms of achieving them.

The brochure has been produced; it is envisioned to be created for every year of the project, which has been done in this case. The same applies for press releases, it has been produced as envisioned after every year of the project, meaning we are well on track with press releases. The project newsletter has also been issued, the objective of having one newsletter per year has been achieved.

Regarding the attendance of events, it is important to point that the situation is quite challenging due to the COVID-19 pandemic, which puts forward certain obstacles. Due to circumstances, partners have reported on attending virtual events. The sum of events attended is seven, which slightly exceeds the objective set in deliverable D7.2. The organisation of events has also faced some complications due to COVID-19; however, there is a workshop on URBANITE previewed for October 2021 as part of the 24th International multiconference IS2021 and URBANITE was thus far a co-sponsor a session at EBDVF.

The biggest discrepancy is evident regarding conference/journal publications. Thus far, three conference publications have been issued; the objective set for conference publications altogether is 15, and two for publications in scientific journals. The situation will change as the project progresses since more results and solutions will be visible and available, and thus more content will be at hand to produce publications. More publications can therefore be produced in the second, but most importantly in the third year of the project since there will be a lot of insight available at that point to engage in writing papers, and we will be more on track with attaining the set objective as we are now.

In order to improve the impact of dissemination activities, the next steps will be taken:

- Encourage and ensure that all partners fill out the monthly dissemination reports every month, as they are an important tool to keep a closer eye on the implementation of dissemination activities and to have them all gathered in one place.
- The continuous generation of dissemination material to be able to raise awareness about the project URBANITE efficiently.
- Ensure wide-spread dissemination of dissemination materials to put raising the knowledge about the project to practice.
- Encourage the production of conference and journal publications as the project and results progress.
- Encourage the attendance of virtual events due to COVID-19

4 Communication plan

A communication plan is an important tool of the project URBANITE as well since it lays down what communication measures need to be taken in order to properly promote the project and provide branding [3]. This deliverable briefly explains the aims of the communication plan, and then reports on the actions, which have been implemented. Furthermore, it provides an assessment of the executed activities in accordance with the KPIs laid down.

The communication plan in this deliverable is based on the dissemination strategy D7.2 previously adopted.

4.1 Objectives

The main aim of this communication report of the communication plan is to provide a short recap of the communication strategy from D7.2, an overview of the activities executed in the reporting period, to assess and evaluate the performed actions, if means of communication were utilised and awareness about the project raised.

Furthermore, the communication report lays down the execution of actions to present what has been done, the assessment and evaluation of the activities, and based on this overview, it aims to provide updates and modifications of the communication plan to elevate communication activities in the future.

The main purpose to continuously monitor the execution of communication activities and to continuously update the communication plan is the creation of awareness of the project, its motivation, the problem that it aims to solve, with which results and who will benefit from the project outcomes. For these messages to be effective, they need to be targeted and customised to the specific needs and interests of the audiences addressed, which is why the segmentation of target groups is crucial, as well as the means and activities performed. The segmentation is also presented in this deliverable.

Stemming from the aims presented are the communication plan's objectives, which are as follows:

- Present the implementation of communication activities outlined in the communication strategy in the deliverable D7.2
- Assess and evaluate the described communication activities in the context of achieving KPIs, which were set out in the deliverable D7.2

- Assess and evaluate whether the communication activities performed raised awareness about the project, its concept, approach, solution, and findings to identified stakeholders
- Provide a modified version of the communication plan based on the findings of the assessment and evaluation process

4.2 Description

This segment provides a short recap of certain elements of D7.2 for continuity and coherence purposes, those being target groups, in order to stay familiarized with the groups being addressed, involved dialogue topics, the communication team, which is responsible for communication, and the communication flowchart, in order to outline the process and the structure of communication within the URBANITE project.

4.2.1 Target groups

In order to be able to reach a wide audience to whom share the short messages mentioned previously, the relevant target groups are identified. It is to be noted that communication activities run in parallel with dissemination activities (previously detailed) and with the exploitation activities reported in other complementary deliverables.

- **Stakeholders revolving around the social networks**
- **Commercial stakeholders**
- **General public**

4.2.2 Communication flowchart

The flowchart presenting the communication process is depicted next:

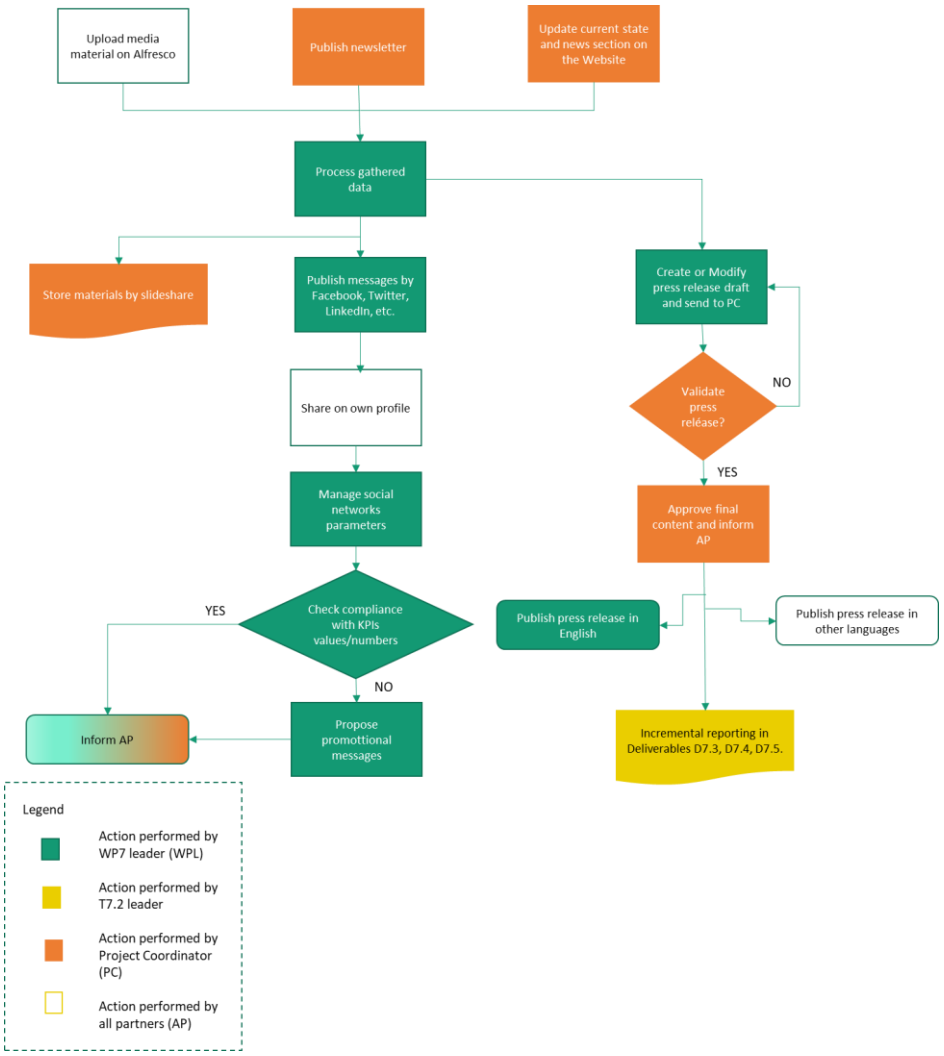


Figure 12. Communication Flowchart

4.3 Executed action and results

The envisioned communication activities are presented in the table below and represent a basis for the reporting on executed communication activities:

Table 7. Communication activities

Means	Purpose
Logo	Promotion
Press release(s)	Awareness Information Promotion
Social Media	Awareness Information Engagement Promotion
Blog	Awareness Information Engagement

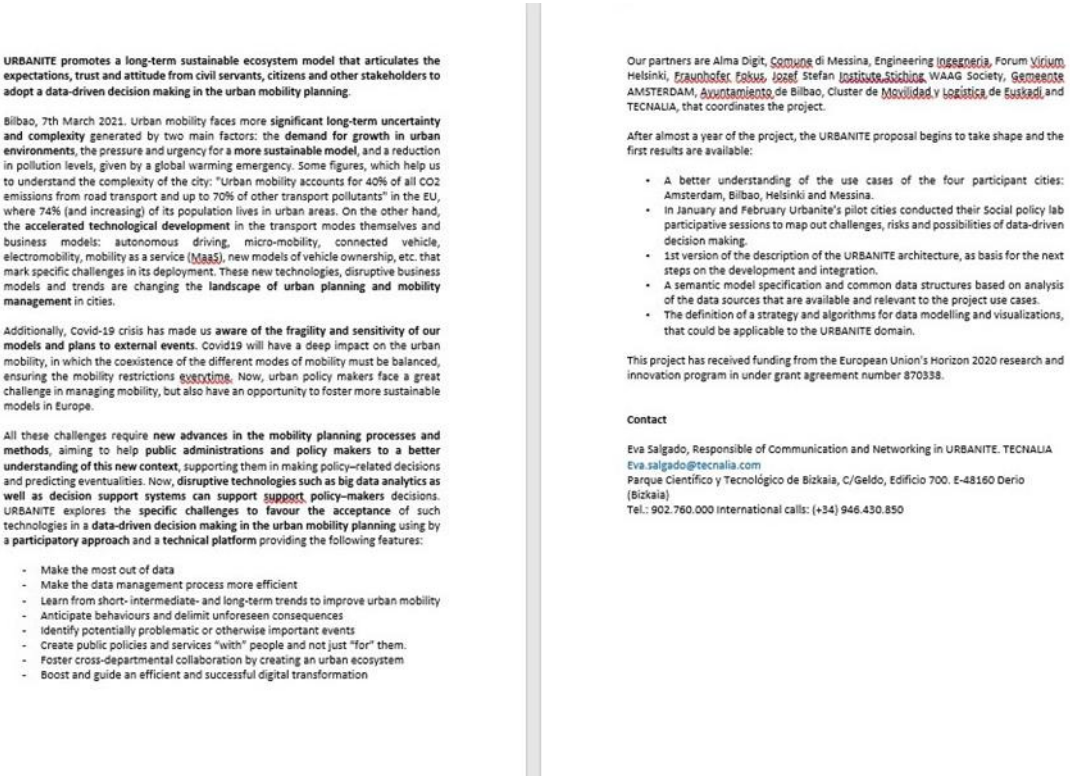
4.3.1 Logo

The URBANITE logo has been created already earlier in the project's life time and it is consistently used on the project's communication material for branding and promotional purposes. It is presented in two different formats in *Figure 13*.

Figure 13. Logo

4.3.2 Press Release

A Press release has been created for the first year of the URBANITE project. It is currently being translated into the national languages of the partners, and it lays down the achievements the project has produced in the last 12 months. It is presented in Figure 14.



URBANITE promotes a long-term sustainable ecosystem model that articulates the expectations, trust and attitude from civil servants, citizens and other stakeholders to adopt a data-driven decision making in the urban mobility planning.

Bilbao, 7th March 2021. Urban mobility faces more **significant long-term uncertainty and complexity** generated by two main factors: the **demand for growth in urban environments**, the pressure and urgency for a **more sustainable model**, and a reduction in pollution levels, given by a global warming emergency. Some figures, which help us to understand the complexity of the city: "Urban mobility accounts for 40% of all CO2 emissions from road transport and up to 70% of other transport pollutants" in the EU, where 74% (and increasing) of its population lives in urban areas. On the other hand, the **accelerated technological development** in the transport modes themselves and business models: autonomous driving, micro-mobility, connected vehicle, electromobility, mobility as a service (MaaS), new models of vehicle ownership, etc. that mark specific challenges in its deployment. These new technologies, disruptive business models and trends are changing the **landscape of urban planning and mobility management** in cities.

Additionally, Covid-19 crisis has made us **aware of the fragility and sensitivity of our models and plans to external events**. Covid19 will have a deep impact on the urban mobility, in which the coexistence of the different modes of mobility must be balanced, ensuring the mobility restrictions everytime. Now, urban policy makers face a great challenge in managing mobility, but also have an opportunity to foster more sustainable models in Europe.

All these challenges require **new advances in the mobility planning processes and methods**, aiming to help **public administrations and policy makers to a better understanding of this new context**, supporting them in making policy–related decisions and predicting eventualities. Now, **disruptive technologies such as big data analytics as well as decision support systems can support support policy–makers** decisions. URBANITE explores the **specific challenges to favour the acceptance** of such technologies in a **data-driven decision making in the urban mobility planning** using by a **participatory approach** and a **technical platform** providing the following features:

- Make the most out of data
- Make the data management process more efficient
- Learn from short- intermediate- and long-term trends to improve urban mobility
- Anticipate behaviours and delimit unforeseen consequences
- Identify potentially problematic or otherwise important events
- Create public policies and services "with" people and not just "for" them.
- Foster cross-departmental collaboration by creating an urban ecosystem
- Boost and guide an efficient and successful digital transformation

Our partners are Alma Digit, Comune di Messina, Engineering Ingegneria, Forum Virium Helsinki, Fraunhofer Fokus, Jozef Stefan Institute Stichting, WAAG Society, Gemeente AMSTERDAM, Ayuntamiento de Bilbao, Cluster de Movilidad y Logística de Euskadi and TECNALIA, that coordinates the project.

After almost a year of the project, the URBANITE proposal begins to take shape and the first results are available:

- A better understanding of the use cases of the four participant cities: Amsterdam, Bilbao, Helsinki and Messina.
- In January and February Urbanite's pilot cities conducted their Social policy lab participative sessions to map out challenges, risks and possibilities of data-driven decision making.
- 1st version of the description of the URBANITE architecture, as basis for the next steps on the development and integration.
- A semantic model specification and common data structures based on analysis of the data sources that are available and relevant to the project use cases.
- The definition of a strategy and algorithms for data modelling and visualizations, that could be applicable to the URBANITE domain.

This project has received funding from the European Union's Horizon 2020 research and innovation program in under grant agreement number 870338.

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Figure 14 Press Release

Furthermore, apart from the official press release of the project, some partners have also issued additional press releases to create more coverage on URBANITE and to promote it even further. These contributions are depicted in the *Table 8*.

Table 8 Additional press releases

Type	Published in	Partner/Authors
News article about LIDO and URBANITE + other projects.	https://forumvirium.fi/liikkumisen-ja-liikenteen-data-haltuun-lido-hankekokonaisuus/ 21.12.2020	Heli Ponto, Piia Hanhirova (FVH)
National newspaper release	DELO Slovenian national newspaper https://www.delo.si/novice/znanoteh/virusi-v-vodi-genom-koronavirusa-mariborske-regije-in-servis-v-vesolju-300747.html	JSI

4.3.3 Digital Strategy

4.3.3.1 Social Media

Profiles of social networks (Twitter, LinkedIn, SlideShare, Youtube) have already been created in the first month of the project, with a special focus on Twitter. Social networks have been

identified as one of the main means to raise awareness, considering the reduced number of events taking place due to COVID-19. For this reason, the whole team has been involved in supporting boosting these tools. Through an xls file, partners provide relevant channels to follow, hashtags, interesting papers or articles to share and relevant project results to communicate[2]. Messages are then prepared and are then conveyed through Twitter and LinkedIn or both.

Social media provides a good platform for outreach because of its ease of use, supported by the growing number of users, individuals, businesses, research projects, and public institutions that are already accustomed to communicating through these means. URBANITE also profits from social media and uses it as a channel to reach the project's target audiences.

The selected media are Twitter, SlideShare, YouTube and LinkedIn. The messages launched revolve around the topics on #UrbanMobility, #Planning, #Urban policies, #mobility and #Policy makers and are used to attract traffic to the project's website, the main means for dissemination.

In the next sections, how each social network is used is explained.

4.3.4 Twitter

The Twitter account of the project is @ urbaniteh2020

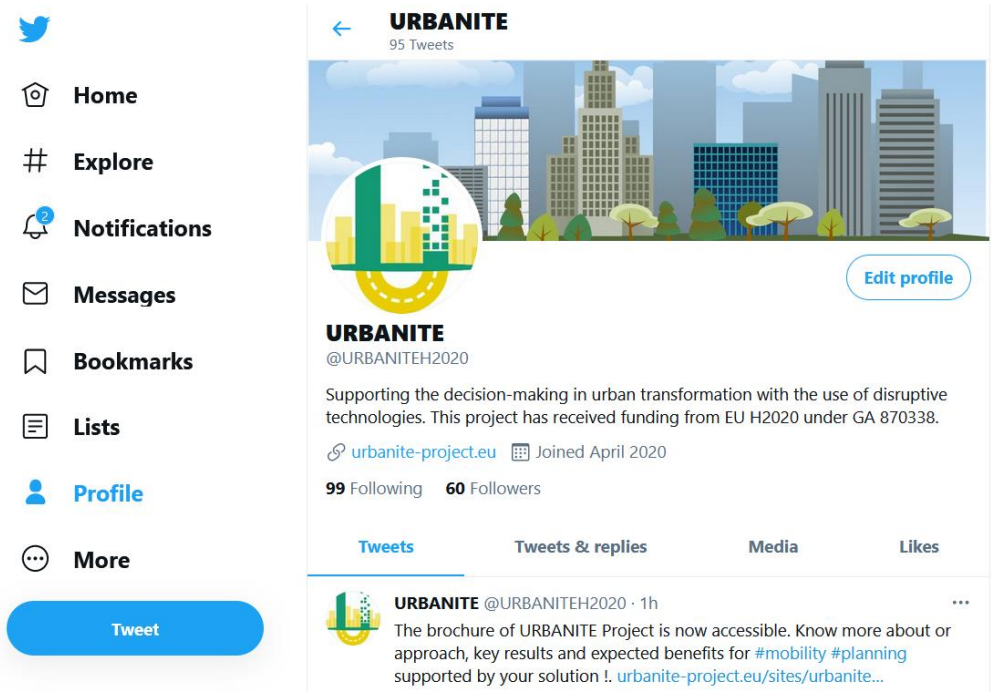


Figure 15. URBANITE twitter account

Twitter is, among the project's social networks, the most prominent one. 3 to 5 tweets are published every week. These tweets are related to the topics mentioned beforehand. They are both original contents (e.g. attendance to events, blog posts, press releases, source code

[2] The xls file: https://urldefense.com/v3/__https://tecnalia365-my.sharepoint.com/:x:/g/personal/sergio_campos_tecnalia_com/Ef9vE_Drnm1CmSLDYUhk32IBqrKM8MF6V6zSyUL_AVvbig?e=zdskzL__;!!LQkDIss!CbokpncvNkfpesPpBN82IWv_asqObzYaeiEsw0Jm0Y6Nd5mo4vtZuNQN1sAoGuSuITI$

releases) or retweets of content from external stakeholders that the project finds interesting and relevant, such as research findings, innovation, developments, market analysis and events.

Whenever a certain happening has occurred, such as a blog post, the publication of the deliverables on the website, a presentation uploaded to SlideShare, the project's tweet account always includes detailed information, the URL to the information on the website and relevant hashtags. The objective of including the URL to the information on the website is to generate interest also on additional content of the website and thus increase awareness of the project.

Furthermore, the project Twitter account promotes conversation and multimedia contents (e.g. images, short videos) to make the tweets more attractive. In addition to the above, URBANITE partners use their respective Twitter channels to promote events and news directly.

As part of the analysis of the adequacy of the project's communication strategy, the followers of Twitter have been studied to see if the project is reaching the defined target audiences or not, as shown below.

- *Scientific Community (H2020 Projects, IPR):*

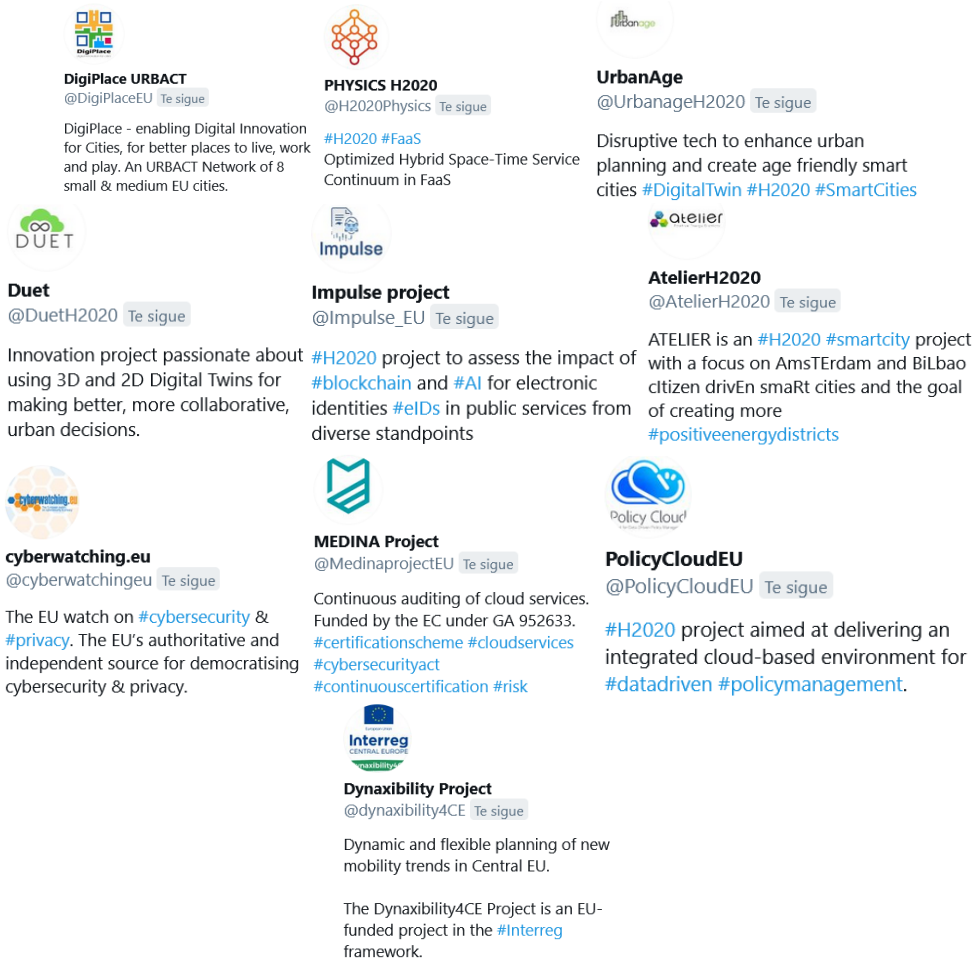


Figure 16. Twitter followers: H2020 projects

Figure 17. Twitter followers: Mobility observatories and conferences

- Individual Experts in the technologies of the project

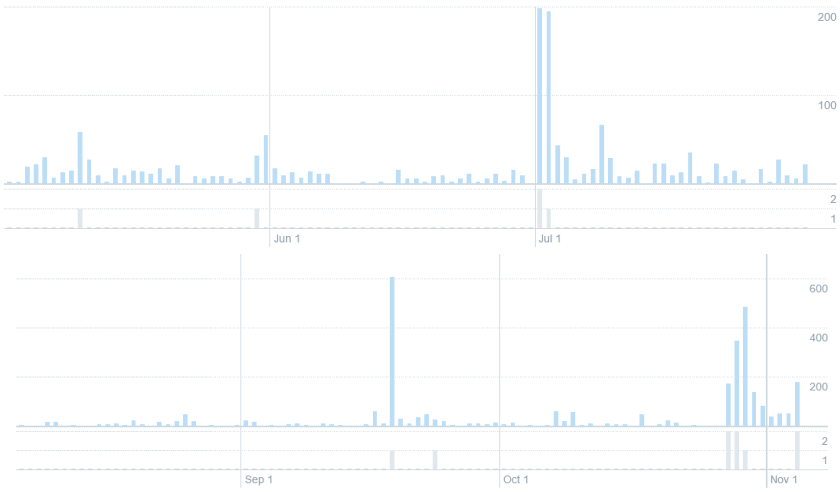
The next period will be devoted to working with institutions, researchers, team members and other relevant stakeholders with a strong social media presence to communicate information about URBANITE in order to reach a wider audience.

4.3.4.1 Twitter KPIs

URBANITE's Twitter account has, as of 29th of May, 90 tweets and 58 followers.

Figure 18. URBANITE Twitter account most significant figures

The following figures depict the activity of the project's account during the first year of the project. On Twitter as on the web, the blog posts mark the periods of greatest impact:



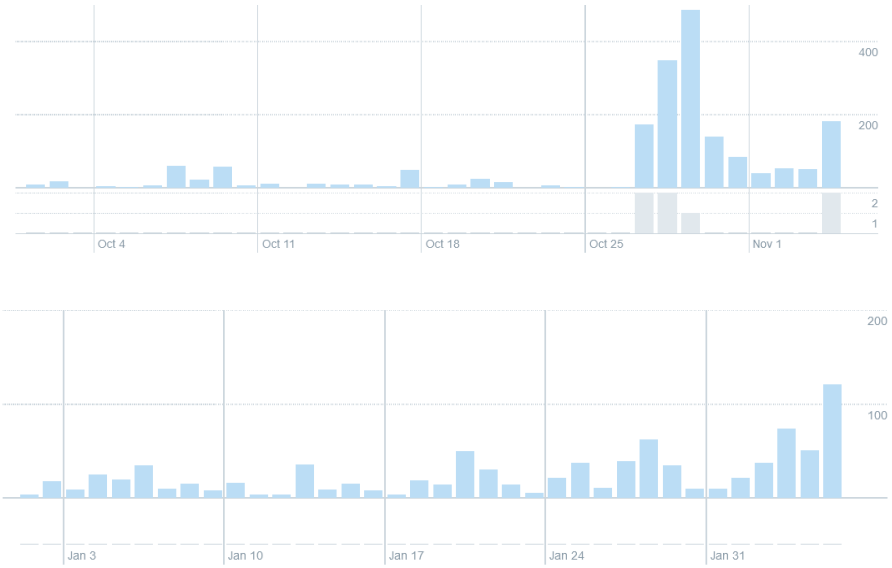


Figure 19. Twitter activity registry

4.3.5 URBANITE LinkedIn Group

Additionally, a LinkedIn Group of URBANITE has been created and can be found at: https://www.linkedin.com/groups/13927654/

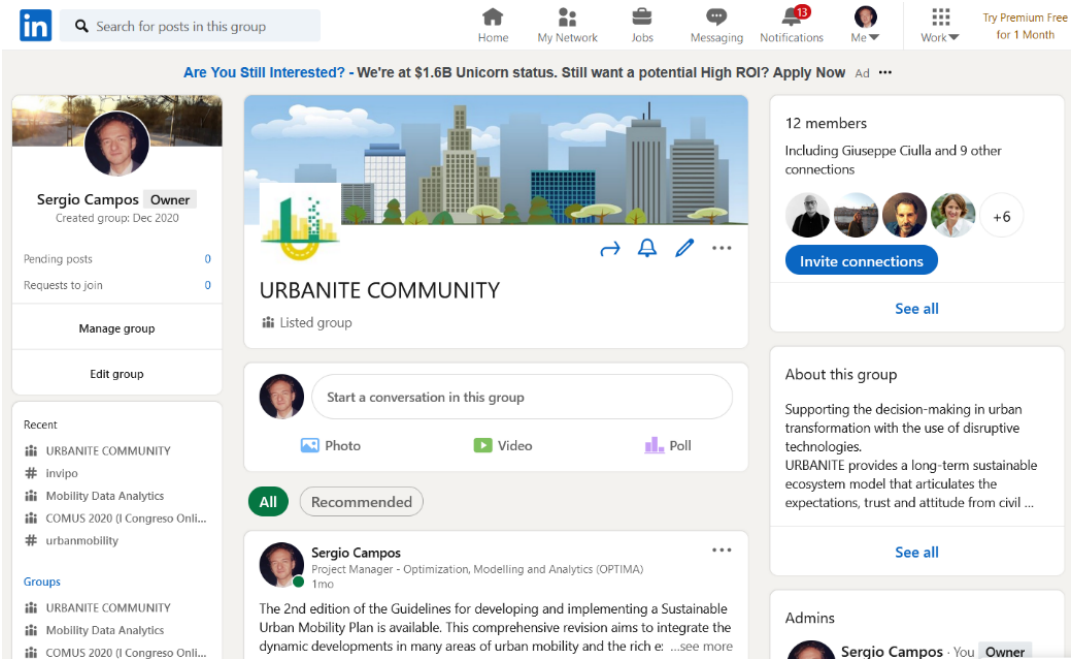


Figure 20. URBANITE LinkedIn Group

LinkedIn is a social network focused on individual professionals. The launching of the URBANITE Network group happened at the end of the first semester so as to ensure there are enough activity and content to be shared.

During this first reporting period, the project has kept a low activity on LinkedIn. However, it is expected that as soon as more results are available, the project will increase its effort in this social network as it is an excellent tool to show the project's achievements.

4.3.5.1 LinkedIn KPIs

The URBANITE LinkedIn group currently (as of May 15th, 2021) has 12 members and 6 posts.

4.3.6 YouTube

The YouTube channel can be found at: https://www.youtube.com/channel/UCld-iV8vPr2gl0T87SmfLLw?view_as=subscriber.

In principle, the aim of the YouTube profile is not to generate direct traffic to the project's website as with other social media but rather to use it as a channel in which to place all videos generated during the project.

The YouTube profile is expected to gain more relevance as more demo videos are published. Videos have a great communication and positioning value and can be used to communicate key messages with bigger impact.

4.3.7 SlideShare

The SlideShare profile for the project can be found at: https://www.slideshare.net/URBANITEProject.

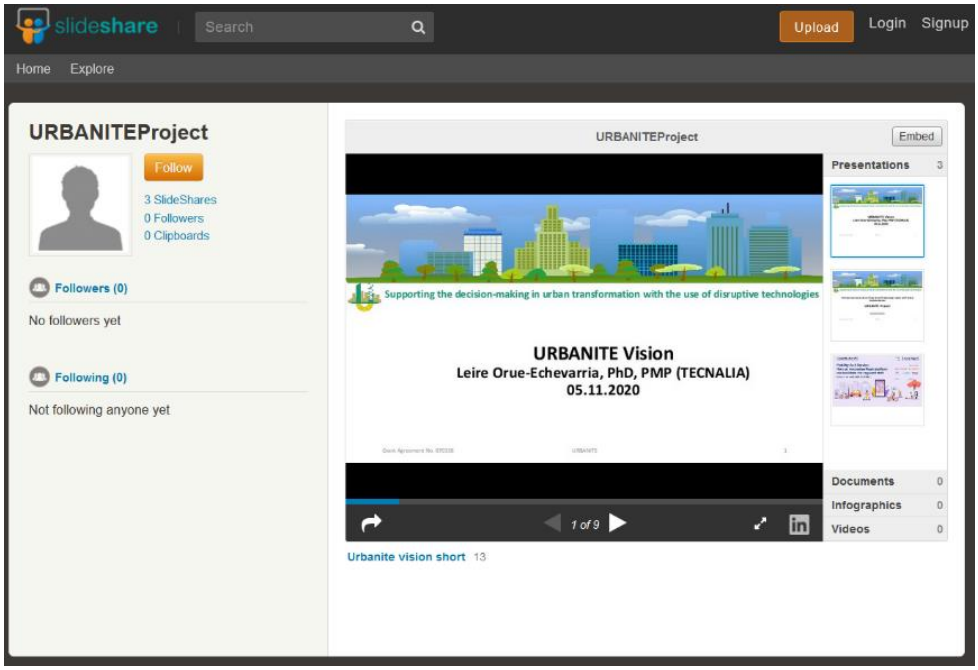


Figure 21. SlideShare URBANITE

The SlideShare account has been defined to contain relevant presentations of URBANITE, generic or specific, presenting the project results and achievements. SlideShare is used to spread the project achievements to all target groups. SlideShare allows to publish presentation contents with no limits in the number of pages or characters. Currently, it contains two presentations of URBANITE and an infographic.

4.3.7.1 Blog

Blogs are an efficient tool for informing the wider audience about what is currently taking place in the project in a simplified manner. Partners have been designated to contribute blogs on specific dates in a rotational way. The blogs are then published on the website.

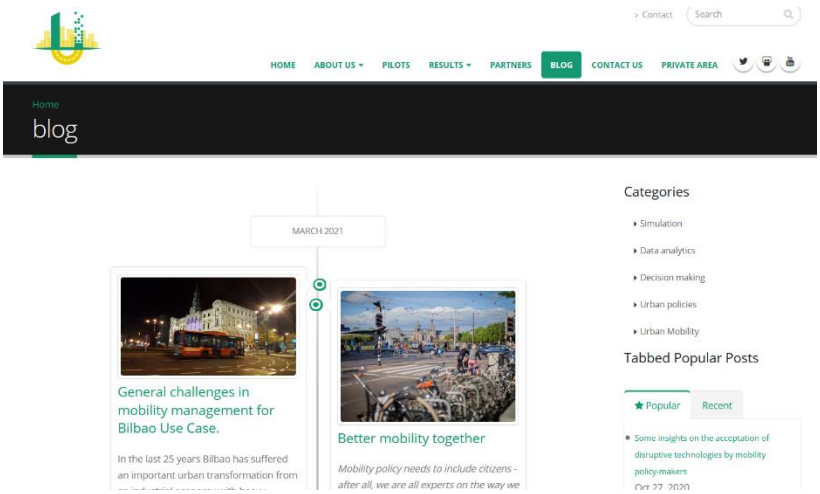


Figure 22. URBANITE Blogs

So far, the blogs posted on the website, after being submitted for review, are the following:

Table 9. Blogs

Title of blog entry	Main author	Release Date
Some insights on the acceptance of disruptive technologies by mobility policy-makers	Sergio Campos Cordobes	27 October 2020
How the city of Messina is dealing with the digital transformation of urban service	Massimo Villari	25 November 2020
Strategies and Algorithms for Data Modelling and Visualizations	Nuša Muršič, Maj Smerkol	23 December 2020
Shape the future of urban mobility through the effective adoption of disruptive technologies	Isabel Matranga	27 December 2020
Enabling mobility planners in using the city's traffic and mobility data: Case Helsinki, Finland	Heli Ponto	7 January 2021
Twitting about FVH's URBANITE blog post	Heli Ponto and Shabnam Farahmand	Twitting about FVH's URBANITE blog post

Data Sources for urban mobility in URBANITE project	Sebastian Urbanek	10 February 2021
Better mobility together	Max Kortlander	8 March 2021
General challenges in mobility management for Bilbao Use Case.	Bilbao	18 March 2021

The URBANITE blog is used, as explained beforehand, also in coordination with the social media profiles. This strategy is showing that the project is on the right track, as indeed, nowadays, whenever a blog post is published, the visit number to the URBANITE website peaks.

4.3.7.2 URBANITE solution communication kit

In co-operation with T7.3 the Value Proposition for URBANITE results was prepared (for URBANITE as a whole and for each key result). Both text and representative icons were developed to be used in order to have common messages and visuals to be used by partners when providing a high-level presentation of URBANITE results. These will also be used to prepare messages for URBANITE social network activity to create awareness but also to support potential customers in a better understanding URBANITE value proposition. The kit will be updated during the project lifetime and will also include use case descriptions to provide real application examples.

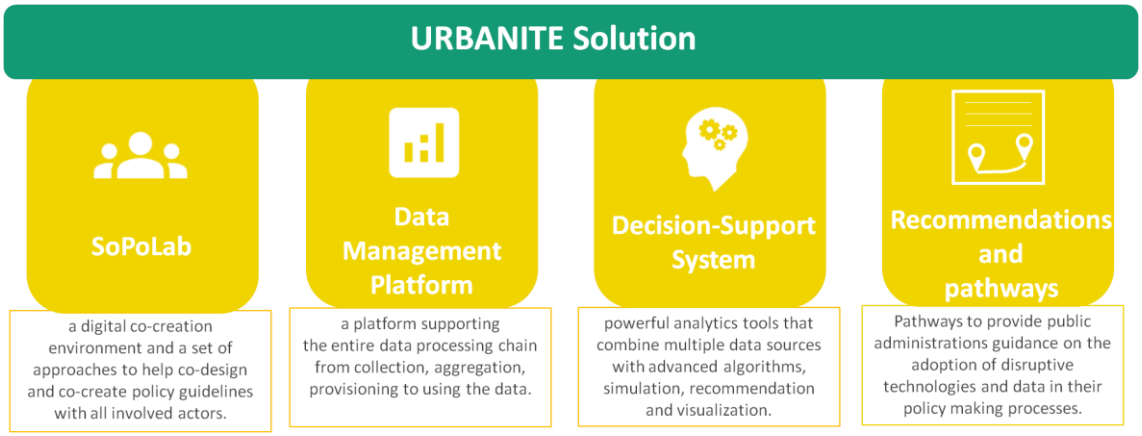


Figure 23. Example of URBANITE Value Proposition messages and visuals

4.4 Communication assessment and evaluation

By assessing and evaluating the process of communication, the tools and activities are significant to acquire the overview of the success or failure of the communication strategy. Firstly, the monitoring procedure results are presented based on the previously set KPIs, which were laid down in deliverable D7.2, followed by the updated communication plan.

4.4.1 Results of monitoring procedure (KPIs)

In deliverable D7.2, KPIs were set out in order to be able to tell whether or not communication objectives are being achieved. Table 11 lays down the KPIs for communication tools and results belonging to each of the KPIs stated, which reflect the reporting period of 12 months.

Table 10. KPIs for communication

Dissemination tool	KPI	Objective	Period 1	
URBANITE Website	Yearly visits	>1500	3.705	✔
	Duration of visits	More than 2 min.	00:01:18	✔
	Monthly downloads: Posters, flyers Public reports	 35 50	 0 0	✖
	Reference from external pages	20 (excluding partner webs)	2	✔
Twitter Feed	Regular tweets or when a relevant milestone is taking place	>150 followers	58 followers.	✔
Mass Media	Number of press releases	2 per country in the project	1	✔
Collaborative web (blogs, Wikipedia)	Number of entries	5	18	✔

4.5 Updated communication plan

In order to improve the impact of communication activities, the effort in their deployment will be reinforced:

- Reinforce the Inbound Marketing strategy, content marketing, through a fortnightly dynamic of publication of posts on the project blog, about its progress or related topics, which in turn will be disseminated on the project's social networks, as in the of the social networks of the consortium companies. That will increase the indicators of social networks and visits to the web, downloading docs, etc.
- The generation of communication material (brochure, press release, videos ...) in turn generates material for dissemination on social networks that will lead to visits to the web and increase knowledge about the project. This will increase the links from external pages.
- Advance the public deliverables to engage the general public.
- Ensure that all the generated material must always be on the web, in the communication and dissemination section, since the reviewers will check it.
- Keep the Social Network booster alive, with the aim of improving the social network activities by developing a detailed communication plan which takes into consideration the expertise, knowledge, networks of all partners.

5 Networking plan

The networking plan is a significant tool of the project URBANITE. It states what needs to be done in order to perform collaboration, co-operation and liaison activities. This deliverable briefly explains the intentions of the networking strategy and then reports on the activities, which have been executed. Furthermore, it provides an assessment of the executed activities in accordance with the KPIs laid down.

The networking plan in this deliverable is based on the dissemination strategy D7.2 previously adopted.

5.1 Expected actions

The main aim of this networking report of the networking plan is to provide a short recap of the networking strategy from D7.2, an overview of the activities executed in the reporting period, to assess and evaluate the executed actions, if means of networking were utilized.

Furthermore, the networking report lays down the execution of actions to present what has been done, the assessment and evaluation of the activities, and based on this overview, it aims to provide updates and modifications of the networking plan to elevate communication activities in the future.

The main purpose to continuously monitor the execution of networking activities and to continuously update the networking plan in order to ensure efficient collaboration, co-operation and liaison activities. The activities need to be targeted and customised for the audiences addressed, which is why the segmentation of target groups is crucial, as well as the means and activities performed. The segmentation is also presented in this deliverable.

Stemming from the aims presented are the objectives of the deliverable D7.3, which are as follows:

- Present the implementation of networking activities outlined in the networking strategy in the deliverable D7.2
- Assess and evaluate the described activities in the context of achieving KPIs, which were set out in the deliverable D7.2
- Assess and evaluate whether the activities performed ensured collaboration and co-operation
- Provide a modified version of the networking plan based on the findings of the assessment and evaluation process

5.2 Description

This segment provides a short recap of certain elements of D7.2 for continuity and coherence purposes, those being target groups addressed in the realm of networking, and the networking flowchart to present the process and the structure of networking of the URBANITE project.

5.2.1 Target Groups

As part of the networking process partners have identified networking target groups. In particular, the external nodes URBANITE project wants to target include:

- **Partners of other EU/National projects connected with URBANITE and interested in the project results;**
- **Public Administrations (EU /National)**
- **Academic/ Social Society**

5.2.2 Networking flowchart

The process of networking is explained in the figure below.

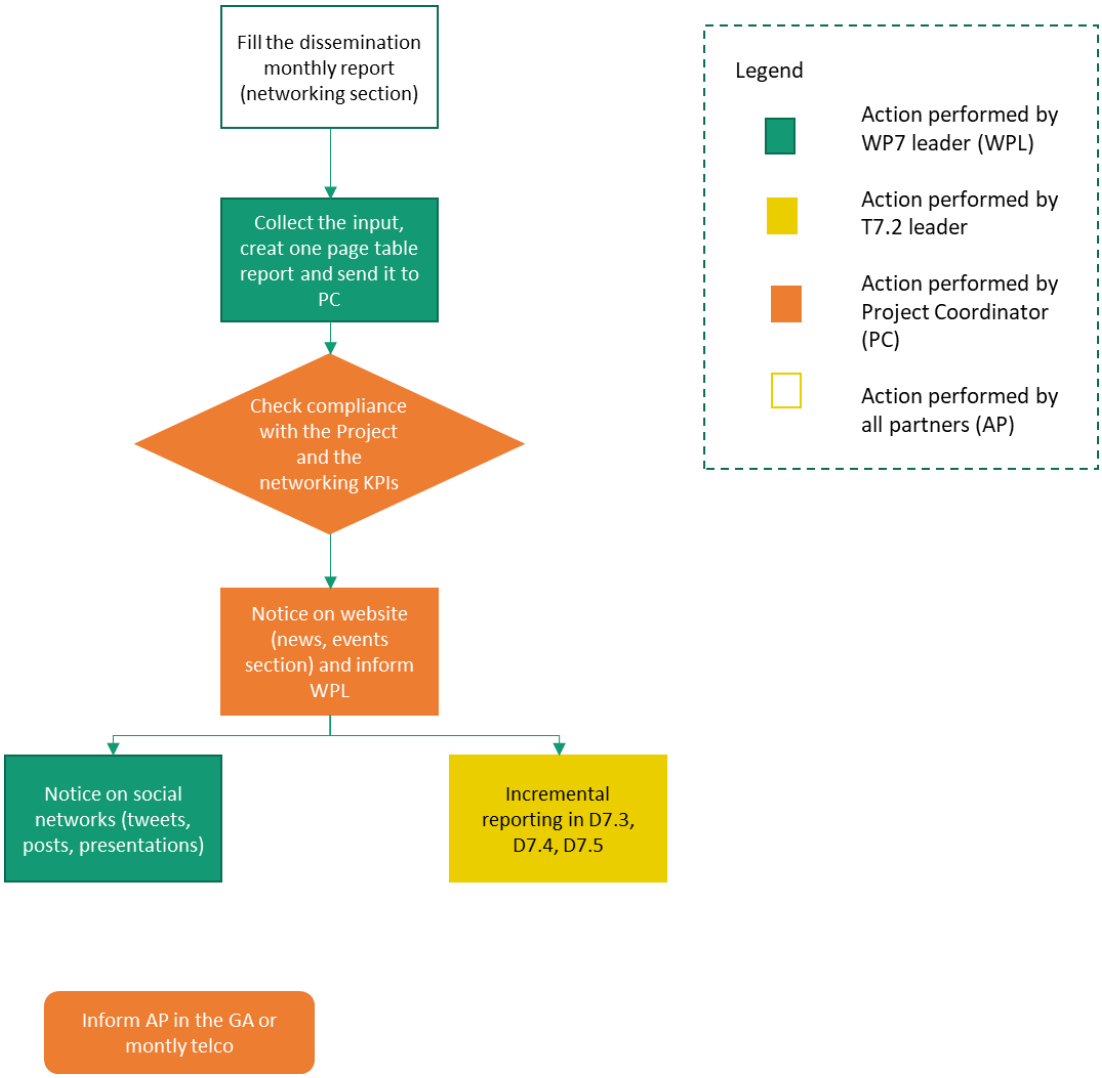


Figure 24. Networking Flowchart

5.3 Executed action and results

The envisioned networking activities are presented in the table below and represent a basis for the reporting on executed networking activities.

Table 11. Networking activities

Means	Purpose
Projects	Promotion Collaboration Cooperation Information Awareness
Networks	Awareness Information Promotion Collaboration Cooperation

Means	Purpose
Other initiatives and projects	Awareness Information Promotion Collaboration Cooperation

5.3.1 Projects

Deliverable D7.2 identified projects for potential collaboration purposes, which are:

- Atelier
- T-Factor
- Hecat
- DataVaults
- Momentum
- Harmony

Additionally, other smart city Horizon 2020 projects identified for collaborating purposes:

- Replicate
- Sharing Cities

The table below provides an explanation of the symbols indicating the status of the collaboration:

Table 12. Explanation symbols

✔	Collaboration has already started – concrete collaboration activities are reported
✔	Collaboration is envisioned but has not started yet
✘	Collaboration is not feasible Collaboration has started but could not be continued – concrete collaboration activities are not reported

Collaboration has taken place between the project Replicate and URBANITE, with JSI implementing the collaboration. The process is indicated on the Tables 13 and 14 below:

Table 13Project Replicate

Project	Areas for collaboration	Remark	Status
Replicate	Data, mobility	Replicate is also a smart city Horizon 2020 project	✔

Table 14. Description of activity with project Replicate

No.	Project(s) Name	Description of activity
1.	Replicate	30th October 2020: JSI contacted Tecnalia to collaborate and exchange information between two ongoing H2020 projects, Urbanite and Replicate.
2.	Replicate	17th November 2020: A meeting between JSI and Tecnalia was held at 15h until 15h30, Sergio Campos presented Replicate.
3.	Replicate	JSI is, based on the presentation of Replicate, ruminating where and how the acquired knowledge and information can potentially be used and integrated into Urbanite.

Furthermore, JSI has contacted all of the aforementioned projects, identified in deliverable D7.2, and has received favourable responses, and is currently in the phase of setting up meetings with the following projects in order to ensure fruitful collaborations:

Table 15. Projects

Project	Areas for collaboration	Remark	Status
Sharing Cities	Smart cities	Sharing Cities is also a smart city Horizon 2020 project	✔
DataVaults	Open data, Data visualization, Data Management	DataVaults is also a Horizon 2020 project	✔
Momentum	Data analysis, urban mobility, data driven decision making, urban policies, simulation.	Momentum is also a Horizon 2020 project	✔
T-Factor	Co-creation, Open innovation	T-Factor is also a Horizon 2020 project	✔
Atelier	Open data Analysis Data Management platform	Atelier is also a Horizon 2020 project	✔

A good collaboration around the topic of data-based policy-making has been established with other projects:

Project	Areas for collaboration	Remark	Status
PolicyCloud, Cyberwatching, DUET projects	Data-based Policy-making, data management	Webinar organized by the H2020 PolicyCloud and	✔

		Cyberwatching projects	
PolicyCloud, Cyberwatching, DUET projects	Data-based Policy-making, data management	Co-sponsor of the European Big Data Value Forum (EBDVF) Parallel Session on Smart Government with co-creating services with the use of AI and data	✔

5.3.2 Other initiatives and projects

Described here are other projects and initiatives with which we are collaborating, and the process of networking which has taken place thus far.

The envisioned projects and initiatives under this section have been laid down in D7.2:

- LIDO Finish initiative
- Future Cloud Cluster
- FIWARE
- BDVA, Big Data Value Association
- Concertation of EU-funded research projects

Out of the listed projects and initiatives, networking is already taking place or has taken place with the following:

- LIDO Finish initiative
- FIWARE
- BDVA, Big Data Value Association

Firstly, LIDO Finish initiative, internal project in the Finnish Use Case. FVH's dissemination plan includes active communication with LIDO-project composition's stakeholders and participating in activities and meetings related to it. The summary of executed activities is already archived as monthly reports in compliance with URBANITE's dissemination process. LIDO is City of Helsinki's and Forum Virium Helsinki's internal project with the aim to build a platform for traffic data which provides:

1. situational snapshot of real-time traffic as well as statistical information

2. means for managing traffic data and performing analytics to support decision-making

The tables below provide an overview of the LIDO networking process.

Table 16. Explanation symbols

✔	Collaboration has already started – concrete collaboration activities are reported
✔	Collaboration is envisioned but has not started yet

✖	Collaboration is not feasible Collaboration has started but could not be continued – concrete collaboration activities are not reported

Table 17. Project LIDO

Project	Areas for collaboration	Remark	Status
LIDO	The internal project of the city of Helsinki	The target is to build a platform for traffic data	✔

Table 18. Description of activity with project LIDO

No.	Project(s) Name	Description of activity
1.	LIDO	7.4.2020, Monthly meeting, establishing co-operation, introducing URBANITE, listing of available data sets
2.	LIDO	12.5.2020, Monthly meeting, first purchases, the forms of collaboration, introducing the URBANITE project
3.	LIDO	11.6.2020, LIDO project meeting, purchasing of preliminary ETL data research
4.	LIDO	LIDO project meeting, communication, ETL purchase, action plan
5.	LIDO	14.8.2020, Monthly meeting, ETL procedure purchase, updating the action plan, platform user interviews
6.	Interview	21.8.2020, Interview with a city's stakeholder
7.	Interview	28.8. 2020 Interview with a city's stakeholder
8.	Interview	31.8.2020 Interview with a city's stakeholder
9.	Interview	10.9. Interview with a city's stakeholder
10.	LIDO	25.9. Monthly meeting, interviews (users' needs), updating of the project plan, ELT procurement
11.	Smart Mobility projects in the city of Helsinki / Urban environment planning department	2.10.2020, Presenting URBANITE
12.	LIDO	7.10. 2020 LIDO meeting, ETL processes

13.	LIDO	9.10. Meeting about Wiki-webpage where information about traffic and mobility data will be gathered.
14.	LIDO	14.10 ETL process
15.	LIDO	30.10. LIDO Monthly meeting. ETL process, Wiki webpage, URABNITE's status and current issues
16.	LIDO	3.11.2020, Developing Wiki; meeting about Helsinki's traffic and mobility data
17.	LIDO	20.11. 2020 LIDO meeting, ETL processes
18.	LIDO	27.11. LIDO Monthly meeting. ETL process, Wiki webpage, URABNITE's status and current issues.
19.	LIDO	1.12.2020, LIDO Wiki meeting; meeting about Helsinki's traffic and mobility data with the city.
20.	LIDO	4.12. 2020 LIDO meeting, ETL processes
21.	URBANITE SoPoLab session	14.12. Meeting with URBANITE, the city of Helsinki is participating.
22.	URBANITE simulation meeting	21.12. Simulation meeting, URBANITE project presenting forthcoming to the city of Helsinki.
23.	LIDO	22.12. Meeting with a city member to join in the eWiki development team.
24.	LIDO	7.1.2021, LIDO meeting with "Ramboll" consulting company for advice on "traffic situational snapshot" – Benchmarking current market and technical specifications
25.	LIDO	19.1.2021 LIDO meeting, ETL processes last meeting – wrap-up and final report
26.	URBANITE SoPoLab session prep.	8.1. & 19.1. Meeting with URBANITE, the city of Helsinki is participating.
27.	LIDO/Wiki	22.1. Developing metadata to map available data sources with Urban Environment Planning Department (KYMP) – regular meetings
28.	LIDO/ Ramboll consulting	9.2.2021, LIDO second meeting with "Ramboll" consulting company for advice on developing "traffic situational snapshot" – Benchmarking current market and technical specifications
29.	LIDO/Wiki	12.2. Developing metadata to map available data sources with Urban Environment Planning Department (KYMP) – regular meetings
30.	URBANITE SoPoLab session	19.2. Sending out session's wrap-up and main learnings to participants

32.	Forum Virium & City of Turku	19.2. presenting URBANITE and LIDO to City of Turku people who are also developing traffic management platform
33.	"Cross" interview	24.2. Participating interview meeting of "Cross" – Benchmarking off-the-shelf traffic management platforms
34.	"Nodeon" interview	26.2. Participating interview meeting of "Nodeon" – Benchmarking off-the-shelf traffic management platforms
35.	"Infotripla" interview	26.2. Participating interview meeting of "Infotripla" – Benchmarking off-the-shelf traffic management platforms

FiWare (Future Internet Ware) has also been identified in deliverable D7.2 for URBANITE networking activities. Engineering is one of the ICT players that support the Fiware consortium, Engineering is co-founder of the FIWARE Foundation. The process of networking is indicated in Tables 20 and 21.

Table 19. Fiware

Project	Areas for collaboration	Remark	Status
Fiware	Mobility, Smart cities	Architectural and technical components	✔

Table 20 Description of activity with Fiware

No.	Project(s) Name	Description of activity
1.	Fiware	18. 9. 2020 Presentation of the Future Mobility Day, organized by FIWARE[3]
2.	Fiware	25. 3. 2021 URBANITE took part In Fiware Mobility Day[4]

URBANITE, and Messina case, in particular, will be included in FIWARE Smart Cities Booklet, which will be released end of March beginning of April. After its publication, ENG will give visibility to the booklet through its twitter account. Contribution for FIWARE Smart Cities booklet has been prepared with the support of Alma Digit and C. Messina.

Lastly, we have Big Data Value Association (BDVA). TECNALIA and Engineering are part of the Big Data Value Association and they analyze the potential collaboration with any action organized through it or through any of their partners regarding the Data management module developed in URBANITE.

[3] The links to the event: https://bit.ly/3mwvcX9 https://www.youtube.com/watch?v=DhXkvKwSubA

[4] For more information about the event: https://www.eventbrite.com/e/fiware-mobility-day-tickets-142704271317

Table 21. Big Data Value Association

Project	Areas for collaboration	Remark	Status
BDVA, Big Data Value Association	Smart government, data, AI		✔

Table 22Description of activity with Big Data Value Association

No.	Project(s) Name	Description of activity
1.	BDVA, Big Data Value Association	5. 11. 2020 Co-sponsorship of the European Big Data Value Forum (EBDVF) Parallel Session on Smart Government with co-creating services with the use of AI and data, with examples of Smart Government initiatives across Europe

5.3.2.1 Urbanite assets

The following table presents the URBANITE assets, mainly the URBANITE KRs that have been identified as areas of collaboration with other projects and working groups.

Under this section, the URBANITE assets relevant for this particular report are Social Policy Labs (SoPoLabs) of work package 2. There have been two SoPoLabs held so far, both in January 2021.

Last January, the first Sopolab Session for Bilbao City took place where different stakeholders were involved to share their knowledge, experience and contributions. An approach like the one promoted and implemented through URBANITE, where tools support the final users to take part in the design and implementation of solutions since the early phases, could be a qualitative leap towards policy makers who become more agile in the generation of policies.

Moreover, SoPoLab session in Helsinki, which was held in January 2021 was a good opportunity to specify user needs, expectation and attitudes regarding upcoming traffic data management platform. Workshop was held online, and more people from KYMP (in addition to LIDO steering group) participated in brain storming about traffic data needs and expressed their expectations about the traffic data management platform. The session included presentation of LIDO as well as URBANITE with some insights into stakeholder mapping results. Networking assessment and evaluation

Furthermore, the SoPoLab session took place in Messina 29th of January. During the meeting, involving local stakeholders (Municipality) and international experts on urban Mobility, the adoption of ICT technologies by Municipalities was discussed, identifying when represents an improvement, or a risk, in the democratic governance of mobility policies, in particular, in relation to citizen participation, transparency or openness.

Since the development of the technical components of URBANITE has only just begun there are naturally no synergies apparent yet. However, since the architecture was designed to be as generic and flexible as possible, there is no reason why the developed software could not be employed in different projects with remotely similar requirements. The baseline functionality offered is homogenizing different data from different sources into common models for further processing. The type of processing performed on the data is not limited by any means. The loose

coupling of the components fosters extensibility, so it is expected that the software stack can be tailored to different scenarios with reasonable effort.

Additionally, a few of the tools and frameworks employed in URBANITE are not built from the ground up, but existed before URBANITE. As such, these tools have been tried and tested in other contexts and will profit from the development done for URBANITE. This way, bilateral synergies are established.

5.4 Networking assessment and evaluation

Assessing and evaluating the process of networking, the tools and activities are important to realise the success or failure of networking. Firstly, the results of the monitoring procedure, based on the previously set KPIs, which were laid down in deliverable D7.2, followed by the updated networking plan.

5.4.1 Results of monitoring procedure (KPIs)

The following table presents URBANITE current indicators regarding its collaboration during the first year of the project, based on the KPIs set in deliverable D7.2.

Table 23. URBANITE success indicators

KPI name	Description	Objective	KPI (M12)
Technological collaboration	Join forces in enhancing and developing	At least one technological asset	✗
Events co-organised	Workshops and/or satellite events and/or joint sessions	At least 2	✓
Joint dissemination and training (*)	Joint papers and/or articles Creation of dissemination material	At least 2	✓
WG	Working Groups	More than 3	✗

(*) Preparation of a Post-webinar report: “The Data Governance Act and Data-Driven Policy Making Impact and Practical Implementations” where a set of recommendations for SMEs, policy-makers and public administrations working on data-driven policy-making is shared (in preparation).

5.5 Updated networking plan

Partners will continue with the networking tasks together with the projects identified and contacted during the first period, promoting thematic workshops in areas of potential collaboration as data-based policy management and mobility planning. Additionally, new possibilities of collaboration with projects of subsequent calls for the same call and other relevant initiatives will be explored. Specifically:

Table 24. New potential projects for collaboration

Project	Overview	Objective and scope	Potential areas of collaboration	Status
	URBANAGE-Enhanced URBAN planning for AGE-friendly cities through disruptive technologies (01/04/2021-30/03/2024)	Decision-support Ecosystem that integrates Big Data analysis; modelling and simulation with Artificial Intelligence algorithms, visualization through Urban Digital Twins, and amification for enhanced engagement purposes.	Policy definition, Architectural patterns	Active
	DigiPlace URBACT-enabling Digital Innovation for Cities, for better places to live, work and play. An URBACT Network of 8 small & medium EU cities. (2019-2022)	Action Planning Network that aims to set up an acceleration mechanism to enable cities to catch up the digitalisation opportunities in hard & soft infrastructure.	Policy definition, Measuring results, KPIs	Active

6 Conclusions

This document presented the dissemination, networking and communication report of activities carried out in the reporting period of twelve months since the launch of the project URBANITE. It provides an overview of executed activities of dissemination, communication and networking nature in order to see if the execution corresponds with the objectives (KPIs) set in deliverable D7.2, and to furthermore, based on this assessment and evaluation, update the dissemination, communication and networking plans.

For dissemination activities, URBANITE and its partners are mostly on track. If a discrepancy between set objectives and execution occurred, it was due to the fact that URBANITE has only been functional for one year; thus, more results will be available as the project's life span progresses, and partners will be then able to produce more dissemination materials. Furthermore, COVID-19 has made it more complex and challenging to organise and attend events, which are now mainly virtual.

The communication activities have been marked as especially important in the circumstances with COVID-19 that we live in, when most of our actions have been transferred to the online space. Most activities are either on track or in progress to achieve objectives. A discrepancy only occurred with one set objective.

With regard to networking activities, collaborations have been established or are on track to be materialised with certain projects and initiatives identified in the deliverable D7.2. Regarding the networking KPIs, two have yet to be achieved, one is in progress and one has been achieved thus far. New potential projects for collaboration have also been identified to further networking activities.

Updated versions of the dissemination, communication and networking plans have also been provided based on the results of the monitoring, assessment and evaluation procedure in order to improve the outreach of URBANITE.

7 References

[1] URBANITE Consortium, «Grant Agreement,» 2020.

[2] URBANITE Consortium, «D7.2 Communication, Networking Plan and Dissemination Strategy,» 2020.

[3] European Commission;, "What is the difference between dissemination, exploitation and communication?," [Online]. Available: ec.europa.eu/research/participants/portal/desktop/en/support/faqs/faq-933.html.

[4] YouTube, "Get a custom URL for your channel," [Online]. Available: https://support.google.com/youtube/answer/2657968?hl=en.

8 Annex A - Detailed information on dissemination

This Annex includes further detailed information on two dissemination tools, those being the URBANITE newsletter and press release. The latter is presented in its original English version and translated versions into the national languages of the partners.

8.1 Newsletter

As per the set objectives for dissemination activities, the first newsletter presenting the results of the first twelve months of the project is available at https://urbanite-project.eu/content/first-edition-urbanite-newsletter in html and pdf format.

8.2 Press Release

The press release was translated from English into the national languages of consortium partners. The translated versions presented in this section are available in Spanish, German, Dutch, Finnish and Slovenian language, as well as the original English version.

All of the stated press releases are available at the URBANITE website: https://urbanite-project.eu/content/publications in pdf format

8.2.1 English Version

Press Release

URBANITE promotes a long-term sustainable ecosystem model to adopt a data-driven decision-making approach in urban mobility planning

This ecosystem balances the expectations and trust of civil servants, citizens and different actors involved in the value chain in new emerging technologies.

Bilbao, 7th March 2021. Urban mobility faces more significant long-term uncertainty and complexity generated by two main factors: the demand for growth in urban environments, the pressure and urgency for a more sustainable model, and a reduction in pollution levels, given by a global warming emergency. Some figures, which help us to understand the complexity of the city: "Urban mobility accounts for 40% of all CO2 emissions from road transport and up to 70% of other transport pollutants" in the EU, where 74% (and increasing) of its population lives in urban areas. On the other hand, the accelerated technological development in the transport modes themselves and business models: autonomous driving, micro-mobility, connected vehicle, electromobility, mobility as a service (MaaS), new models of vehicle ownership, etc. that mark specific challenges in its deployment. These new technologies, disruptive business models and trends are changing the landscape of urban planning and mobility management in cities.

In addition, the Covid-19 crisis has made us aware of the fragility and sensitivity of our models under external events, identifying the need for agility to respond to new mobility restrictions if necessary.

All these challenges require new advances in the mobility planning processes and methods, aiming to help public administrations and policy makers to a better understanding of this new context, supporting them in making policy–related decisions and predicting eventualities. Now, disruptive technologies such as big data analytics as well as decision-support systems, can assist policy-makers in their decisions. URBANITE explores the specific challenges to favour the acceptance of such technologies in a data-driven decision making in the urban mobility planning using by a participatory approach and a technical platform providing the following principles:

- Make the most out of data
- Make the data management process more efficient
- Learn from short- intermediate- and long-term trends to improve urban mobility

- Identify potentially problematic and delimit unforeseen consequences
- Analyze future scenarios and potential actions (what-if analysis)
- Create public policies and services "with" people and not just "for" them.
- Foster cross-departmental collaboration by creating an urban ecosystem
- Boost and guide an efficient and successful digital transformation

Our partners are: Alma Digit, Comune di Messina, Engineering Ingegneria, Forum Virium Helsinki, Fraunhofer Fokus, Jozef Stefan Institute,Stiching WAAG Society, Gemeente AMSTERDAM, Ayuntamiento de Bilbao, Cluster de Movilidad y Logística de Euskadi and TECNALIA, that coordinates the project.

After almost a year of the project, the URBANITE projects begins to take shape and the first results are available:

- A better understanding of the use cases of the four participant cities: Amsterdam, Bilbao, Helsinki and Messina.
- In January and February Urbanite's pilot cities conducted their Social policy lab participative sessions to map out challenges, risks and possibilities of data driven decision making.
- 1st version of the description of the URBANITE architecture, as basis for the next steps on the development and integration.
- A semantic model specification and common data structures, based on the analysis of that data sources available and relevant to the project use cases.
- The definition of a strategy and algorithms for data modelling and visualizations, that could be applicable to the URBANITE domain.

This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement number 870338.

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Figure 25. Press release in English

8.2.2 Spanish Version

Nota de prensa

URBANITE promueve un ecosistema sostenible para la toma de decisiones basada en datos que permite planificar la movilidad urbana

Este ecosistema equilibra las expectativas y confianza de los funcionarios, ciudadanos y diferentes actores involucrados en la cadena de valor en las nuevas tecnologías emergentes.

Bilbao, 7 de Marzo de 2021. La movilidad urbana afronta una mayor incertidumbre y complejidad a largo plazo generada por diferentes factores: la demanda de crecimiento de los entornos urbanos, la presión y urgencia por un modelo más sostenible y una reducción de los niveles de contaminación, en calidad del aire y acústica. Por otro lado, el acelerado desarrollo tecnológico en los propios modos de transporte y modelos de negocio subyacentes: conducción autónoma, micro-movilidad, vehículo conectado, electro-movilidad, movilidad como servicio (MaaS), nuevos modelos de propiedad de vehículos, etc. que determinan retos específicos en su despliegue. Estas nuevas tecnologías, modelos de negocio disruptivos y tendencias están cambiando el panorama de la planificación urbana y la gestión de la movilidad en las ciudades.

Además, la crisis de Covid-19 nos ha hecho conscientes de la fragilidad y sensibilidad de nuestros modelos y planes ante eventos externos, identificando la necesidad de agilidad de respuesta ante nuevas restricciones de movilidad en caso de ser necesario.

Estos desafíos requieren nuevos procesos y métodos de planificación de la movilidad, con el objetivo de ayudar a las administraciones públicas y los responsables políticos a comprender mejor este nuevo contexto, apoyándolos en la toma de decisiones y en la predicción de eventualidades.

En este momento, las tecnologías disruptivas como el análisis de big data, así como los sistemas de apoyo a la toma de decisiones, pueden respaldar las decisiones de los responsables en la formulación de políticas. URBANITE explora los desafíos específicos para la aceptación y uso real de tales tecnologías en una toma de decisiones basada en datos, mediante un enfoque participativo y una plataforma técnica que proporciona los siguientes principios:

- Aprovechar al máximo los datos disponibles
- Hacer que el proceso de gestión de datos sea más eficiente
- Identificar y aprender de las tendencias a corto, medio y largo plazo para mejorar la movilidad urbana.
- Identificar eventos potencialmente problemáticos y delimitar consecuencias imprevistas
- Analizar escenarios futuros plausibles o actuaciones potenciales
- Crear políticas y servicios públicos "con" las personas y no solo "para" ellas.
- Fomentar la colaboración entre departamentos mediante la creación de un ecosistema urbano.
- Impulsar y orientar una transformación digital eficiente y exitosa

Nuestros socios son Alma Digit, Comune di Messina, Engineering Ingegneria, Forum Virium Helsinki, Fraunhofer Fokus, Jozef Stefan Institute, Stichting WAAG Society, Gemeente Amsterdam, Ayuntamiento de Bilbao, Cluster de Movilidad y Logística de Euskadi y TECNALIA, que coordina el proyecto.

Después de casi un año del proyecto, el proyecto URBANITE comienza a tomar forma y ya están disponibles los primeros resultados:

- Una mejor comprensión de los casos de uso de las cuatro ciudades participantes: Ámsterdam, Bilbao, Helsinki y Messina.
- En enero y febrero, las ciudades piloto de Urbanite llevaron a cabo sus sesiones participativas de laboratorio de política social para trazar los desafíos, los riesgos y las posibilidades de la toma de decisiones basada en datos.
- 1ª versión de la descripción de la arquitectura URBANITE, como base para los próximos pasos en el desarrollo e integración.
- Una especificación de modelo semántico y estructuras de datos comunes, basadas en el análisis de las fuentes de datos que están disponibles y son relevantes para los casos de uso del proyecto.
- La definición de una estrategia y algoritmos para el modelado y visualización de datos, aplicable al dominio URBANITE.

Este proyecto ha recibido financiación del programa de investigación e innovación Horizonte 2020 de la Unión Europea en virtud del Grantt Agreement 870338.

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Figure 26. Press release in Spanish

8.2.3 Italian Version

Comunicato Stampa

URBANITE promuove un modello di ecosistema sostenibile a lungo termine al fine di seguire un approccio decisionale basato sui dati per la pianificazione della mobilità urbana.

Questo ecosistema bilancia le aspettative e la fiducia di funzionari pubblici, cittadini e soggetti vari coinvolti nella catena del valore sulle nuove tecnologie emergenti.

Bilbao, 7 marzo 2021. La mobilità urbana si confronta con una più rilevante incertezza e complessità a lungo termine generata da due fattori principali: la spinta alla crescita degli ambienti urbani, la pressione e l'urgenza di un modello più sostenibile, e la riduzione dei livelli di inquinamento, data dall'emergenza del riscaldamento globale. Alcune cifre, che ci aiutano a capire la complessità della metropoli: "La mobilità urbana è responsabile del 40% di tutte le emissioni di CO2 del trasporto su strada e fino al 70% degli altri fattori inquinanti dei trasporti" nella UE, dove il 74% (e in aumento) della popolazione vive in aree urbane. Dall' altra parte, lo sviluppo tecnologico sempre più rapido nelle modalità di trasporto stesse e nei modelli di business: guida autonoma, micro-mobilità, veicoli connessi, elettromobilità, mobilità come servizio (MaaS), nuovi modelli per il possesso dei veicoli, ecc. che rappresentano sfide concrete per la loro realizzazione. Queste nuove tecnologie, modelli di business dirompenti e tendenze stanno cambiando il panorama della pianificazione urbana e della gestione della mobilità nelle città.

Inoltre, la crisi del Covid-19 ci ha reso consapevoli della fragilità e della sensibilità dei nostri modelli in caso di eventi esterni, identificando la necessità di una certa agilità per rispondere a nuove restrizioni della mobilità, quando necessario.

Tutte queste sfide richiedono nuovi progressi nei processi e nei metodi di pianificazione della mobilità, con l'obiettivo di aiutare le amministrazioni pubbliche e i responsabili politici a comprendere meglio questo nuovo contesto, sostenendoli nel prendere decisioni relative alle politiche e prevedendo le evenienze. Oggi, tecnologie dirompenti come i big data analytics e i sistemi di supporto decisionale possono supportare le decisioni dei responsabili politici. URBANITE esplora le sfide specifiche per favorire la diffusione di tali tecnologie in un processo decisionale guidato dai dati per la pianificazione della mobilità urbana utilizzando un approccio partecipativo e una piattaforma tecnologica che risponda ai seguenti principi:

- Ottenere il massimo dai dati
- Rendere più efficiente il processo di gestione dei dati

- Imparare dai trend a breve, medio e lungo termine per migliorare la mobilità urbana
- Identificare i problemi potenziali e delimitare le conseguenze impreviste
- Analizzare scenari futuri e azioni potenziali (what-if analysis)
- Creare politiche e servizi pubblici "con" le persone e non solo "per" loro
- Favorire la collaborazione interdipartimentale creando un ecosistema urbano
- Promuovere e guidare una trasformazione digitale efficiente e di successo.

I nostri partner sono: Alma Digit, Comune di Messina, Engineering Ingegneria, Forum Virium Helsinki, Fraunhofer Fokus, Jozef Stefan Institute, Stiching WAAG Society, Gemeente AMSTERDAM, Ayuntamiento de Bilbao, Cluster de Movilidad y Logística de Euskadi e TECNALIA, che coordina il progetto.

Dopo quasi un anno di progettazione, i lavori all'interno di URBANITE cominciano a prendere forma e i primi risultati sono già disponibili:

- Una migliore comprensione dei casi d'uso delle quattro città partecipanti: Amsterdam, Bilbao, Helsinki e Messina
- A gennaio e febbraio le città pilota di URBANITE hanno condotto le loro sessioni partecipative di Social Policy Lab per delineare le sfide, i rischi e le possibilità del processo decisionale guidato dai dati
- La 1ª versione della descrizione dell'architettura URBANITE, come base per i prossimi passi di sviluppo e integrazione
- Una specifica del modello semantico e delle strutture dati comuni, basata sull'analisi delle fonti dati disponibili e rilevanti per i casi d'uso del progetto
- La definizione di una strategia e di algoritmi per la modellazione e la visualizzazione dei dati, che potrebbero essere applicabili al dominio URBANITE.

Questo progetto ha ricevuto un finanziamento dal programma di ricerca e innovazione Horizon 2020 dell'Unione Europea sotto l'accordo di sovvenzione numero 870338.

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Figure 27. Press release in Italian

8.2.4 German Version

Pressemitteilung

URBANITE verfolgt das Ziel, ein langfristiges und nachhaltiges Ökosystem für datengesteuerte Entscheidungsfindung in der städtischen Mobilitätsplanung zu entwickeln.

Dieses Ökosystem greift Erwartungen von Beamten, Bürgern und verschiedenen Akteuren der Wertschöpfungskette auf und fördert Vertrauen in neu entstehende Technologien.

Bilbao, 7. März 2021. Drei Faktoren führen langfristig zu neuen, komplexen Herausforderungen in der urbanen Mobilität: Das ungehemmte Wachstum in städtischen Umgebungen, der dadurch entstehende Bedarf nach einem nachhaltigeren Mobilitätkonzepts und die Verringerung der Umweltverschmutzung, deren Notwendigkeit nicht nur durch Klimakrise gegeben ist. Nachstehend dazu ein paar Zahlen, um die genannten Probleme greifbarer zu machen: In der EU, wo 74 % (mit steigender Tendenz) der Bevölkerung in städtischen Gebieten leben, ist "die urbane Mobilität [..] für 40 % aller CO2-Emissionen des Straßenverkehrs und bis zu 70 % anderer verkehrsbedingter Schadstoffe verantwortlich". Besondere Herausforderungen bei der Umsetzung stellen die beschleunigte technologische Entwicklung bei den Verkehrsträgern selbst und die damit verbundenen Geschäftsmodelle dar, beispielsweise autonomes Fahren, Mikromobilität, vernetzte Fahrzeuge, Elektromobilität, Mobility as a Service (MaaS) und neue Modelle des Fahrzeugbesitzes. Diese neuen Technologien, disruptiven Geschäftsmodelle und Trends werden nachhaltig die Stadtplanung und das Mobilitätsmanagement in Städten verändern.

Darüber hinaus führt die Covid-19 Pandemie die Zerbrechlichkeit und Empfindlichkeit der existierenden Modelle bei unerwarteten Ereignissen vor Augen. Weiterhin wird die Notwendigkeit von Agilität und Flexibilität aufgezeigt, die es erlauben bei Bedarf auf neue Mobilitätseinschränkungen zu reagieren.

All diese Herausforderungen erfordern die Anpassung der etablierten Prozesse und Methoden in der Mobilitätsplanung, die darauf abzielen, den öffentlichen Verwaltungen und politischen Entscheidungsträgern zu einem besseren Verständnis dieses neuen Kontextes zu verhelfen und sie dabei zu unterstützen, politische Entscheidungen zu treffen und Eventualitäten vorherzusagen. Mittlerweile sind disruptive Technologien

wie Big-Data-Analytik sowie Entscheidungsunterstützungssysteme in der Lage, politischen Entscheidungsträger bei der Entwicklung neuer Konzepte zu helfen.

In URBANITE werden die spezifischen Herausforderungen, die die Einführung einer datengesteuerten Entscheidungsfindung mitbringt, evaluiert. Die Plattform wurde nach den folgenden Prinzipien entworfen, um die Akzeptanz von disruptiven Technologien in in der städtischen Mobilitätsplanung erhöhen, was durch einen partizipativen Ansatz und eine technische Plattform erfolgt ist.

- So viele Erkenntnisse wie möglich aus den Daten ziehen.
- Den Datenmanagementprozess effizienter gestalten.
- Aus kurz-, mittel- und langfristigen Trends lernen, um die städtische Mobilität zu verbessern.
- Potenziell problematische und unvorhersehbare Folgen identifizieren und eingrenzen.
- Analyse von Zukunftsszenarien und mögliche Maßnahmen (Was-wäre-wenn Analyse).
- Öffentliche Richtlinien und Dienstleistungen "mit" den Menschen und nicht nur "für" sie gestalten.
- Förderung der ressortübergreifenden Zusammenarbeit durch die Schaffung eines städtischen Ökosystems.
- Vorantreiben und Begleitung der effizienten und erfolgreichen digitalen Transformation.

Das URBANITE Konsortium besteht aus Alma Digit, Comune di Messina, Engineering Ingegneria, Forum Virium Helsinki, Fraunhofer Fokus, Jozef Stefan Institute, Stiching WAAG Society, Gemeente AMSTERDAM, Ayuntamiento de Bilbao, Cluster de Movilidad y Logística de Euskadi und TECNALIA. Letztere fungieren dabei als Projektleitung.

Nach fast einem Jahr Projektlaufzeit nimmt das URBANITE-Projekt Gestalt an und es liegen erste Ergebnisse vor:

- Ein besseres Verständnis der Anwendungsfälle der vier teilnehmenden Städte: Amsterdam, Bilbao, Helsinki und Messina.
- Im Januar und Februar führten die URBANITE-Pilotstädte ihre partizipativen Social Policy Lab Sitzungen durch, um Herausforderungen, Risiken und Möglichkeiten der datengesteuerten Entscheidungsfindung herauszuarbeiten.
- Erste Version der Beschreibung der URBANITE-Architektur, als Grundlage für die nächsten Schritte zur Entwicklung und Integration.
- Eine semantische Modellspezifikation und gemeinsame Datenstrukturen, basierend auf der Analyse der verfügbaren und für die Anwendungsfälle des Projekts relevanten Datenquellen.
- Die Definition einer Strategie sowie von Algorithmen für die Datenmodellierung und -visualisierung, die auf die URBANITE-Domäne anwendbar sein könnten.

Dieses Projekt wurde durch das Forschungs- und Innovationsprogramm Horizon 2020 der Europäischen Union unter der Fördervertragsnummer 870338 gefördert.

Figure 28. Press release in German

8.2.5 Dutch Version

Persbericht

URBANITE promoot een lange termijn duurzaam ecosysteem om een datagestuurde benadering van besluitvorming toe te passen bij de planning van stedelijke mobiliteit.

Een ecosysteem dat de verwachtingen en het vertrouwen in evenwicht brengt van ambtenaren, burgers en verschillende actoren die betrokken zijn bij de waardeketen van nieuwe opkomende technologieën.

Bilbao, 7 maart 2021.

Stedelijke mobiliteit staat tegenover grotere onzekerheid en complexiteit op de lange termijn die wordt veroorzaakt door twee hoofdfactoren: de vraag naar groei in stedelijke omgeving en de druk en urgentie voor een duurzamer model met een vermindering van de vervuilingsniveaus als gevolg van een noodsituatie door de opwarming van de aarde.

Enkele cijfers die ons helpen de complexiteit van de stad te begrijpen: "Stedelijke mobiliteit is verantwoordelijk voor 40% van alle CO2-uitstoot van het wegvervoer en tot 70% van andere vervuilende stoffen in het vervoer." In de EU woont 74% (en toenemend) van de bevolking van de lidstaten in stedelijke gebieden. Daarnaast zijn er versnelde technologische ontwikkeling in de vervoersector en de bedrijfsmodellen: autonoom rijden, micromobiliteit, geconnecteerd voertuig, elektromobiliteit, mobiliteit als een dienst (MaaS), nieuwe modellen van autobezit, enz. De inzet van deze modellen markeert specifieke uitdagingen. Deze nieuwe technologieën, disruptieve bedrijfsmodellen en trends veranderen het landschap van stadsplanning en mobiliteitsmanagement in steden.

Bovendien heeft de Covid-19-crisis ons bewust gemaakt van de kwetsbaarheid en gevoeligheid van onze modellen onder externe omstandigheden, waardoor we flexibel moeten zijn om indien nodig op nieuwe mobiliteitsbeperkingen te reageren.

Al deze uitdagingen vereisen nieuwe vorderingen in de mobiliteitsplanningsprocessen en -methoden, die erop gericht zijn overheidsdiensten en beleidsmakers te helpen deze nieuwe context beter te begrijpen, hen te ondersteunen bij het nemen van beleidsgerelateerde beslissingen en het voorspellen van situaties. Nu kunnen disruptieve technologieën zoals big data-analyse en ondersteunende systemen beleidsmakers ondersteunen bij beslissingen. URBANITE onderzoekt de specifieke

uitdagingen om de acceptatie van dergelijke technologieën te bevorderen in een datagestuurde besluitvorming in de stedelijke mobiliteitsplanning met behulp van een participatieve benadering en een technisch platform dat de volgende beginselen biedt:

- Haal het meeste uit data
- Maak het datamanagementproces efficiënter
- Leer van trends op korte, middellange en lange termijn om de stedelijke mobiliteit te verbeteren
- Identificeer potentiele problemen en beperk onvoorziene gevolgen
- Analyseer toekomstige scenario's en mogelijke acties (wat-als-analyse)
- Creëer openbaar beleid en openbare diensten "met" mensen en niet alleen "voor" hen.
- Stimuleer samenwerking tussen afdelingen door een stedelijk ecosysteem te creëren
- Een efficiënte en succesvolle digitale transformatie stimuleren en begeleiden

Onze partners zijn: Alma Digit, Comune di Messina, Engineering Ingegneria Informatica, Forum Virium Helsinki, Fraunhofer Fokus, Jozef Stefan Institute,Stiching WAAG Society, Gemeente AMSTERDAM, Ayuntamiento de Bilbao, Cluster de Movilidad y Logística de Euskadi en TECNALIA, die dit project coördineert.

Na bijna een jaar begint het URBANITE-project vorm te krijgen en zijn de eerste resultaten beschikbaar:

• Een beter begrip van de use cases van de vier deelnemende steden: Amsterdam, Bilbao, Helsinki en Messina.
• In januari en februari hebben de pilotsteden van Urbanite hun participatieve sessies 'Social policy lab' gehouden om de uitdagingen, risico's en mogelijkheden van datagestuurde besluitvorming in kaart te brengen.
• 1e versie van de beschrijving van de URBANITE-architectuur, als basis voor de volgende stappen op het gebied van ontwikkeling en integratie.
• Een semantische modelspecificatie en gemeenschappelijke datastructuren, gebaseerd op de analyse van de beschikbare databronnen en relevant voor de project use cases.
• De definitie van een strategie en algoritmen voor datamodellering en visualisaties, die van toepassing kunnen zijn op het URBANITE-domein.

Dit project heeft financiering ontvangen van het Horizon 2020 onderzoeks- en innovatieprogramma van de Europese Unie onder subsidieovereenkomst nummer 870338.

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Figure 29. Press release in Dutch

8.2.6 Finnish Version

Mediatiedote

URBANITE-hanke edistää pitkäaikaista, kestävää ekosysteemimallia, joka tuo datavetoisen päätöksentekotavan osaksi kaupunkiliikkumisen suunnittelua

Kyseinen ekosysteemi pitää uusien, kehittyvien teknologioiden arvoketjussa mukana olevien viranhaltijoiden, kansalaisten ja muiden toimijoiden odotukset ja luottamuksen tasapainossa.

Bilbao, 7.3.2021. Kaksi päätekijää lisää pitkällä aikavälillä kaupunkiliikkumisen epävarmuutta ja monimutkaisuutta: kaupunkiympäristöihin kohdistuva kasvun vaatimus sekä ilmaston lämpenemisestä aiheutuva paine luoda kiireellisesti kestävämpi malli ja alentaa saastetasoja. Tässä joitakin tunnuslukuja, jotka auttavat ymmärtämään kaupunkien monimutkaisuutta: "Kaupunkiliikkuminen aiheuttaa 40 % kaikista tieliikenteen hiilidioksidipäästöistä ja jopa 70 % muista liikenteen epäpuhtauksista" EU:ssa, jonka väestöstä jo 74 % asuu kaupunkialueilla (ja osuus on kasvussa). Liikennevälineiden ja uusien liiketoimintamallien kiihtynyt tekninen kehitys asettaa toisaalta tiettyjä haasteita niiden käyttöönotolle esimerkiksi automatisoitujen autojen, mikroliikkumisen, verkottuneiden ajoneuvojen, sähköisen liikkuvuuden, liikkumisen palveluna (MaaS) ja uusien ajoneuvon omistamismallien tapauksessa. Nämä uudet teknologiat, disruptiiviset liiketoimintamallit ja kehityssuunnat muuttavat kaupunkisuunnittelua ja liikkumisen hallintaa kaupungeissa.

Koronakriisi on lisäksi tehnyt meidät tietoisiksi siitä, kuinka hauraita ja herkkiä ulkoisille tapahtumille mallimme ovat, sekä siitä, että uusiin liikkumisrajoituksiin on tarvittaessa voitava vastata ketterästi.

Kaikkiin näihin haasteisiin vastaaminen edellyttää uusia edistysaskeleita liikkumisen suunnittelun prosesseissa ja menetelmissä, jotta julkishallintoja ja päättäjiä voidaan auttaa ymmärtämään uusi tilanne paremmin ja tukea poliittisessa päätöksenteossa ja mahdollisuuksien ennustamisessa. Päättäjien päätöksentekoa voidaan nyt tukea disruptiivisilla teknologioilla, kuten big data -analytiikalla ja päätöksenteon tukijärjestelmillä. URBANITE-hanke tutkii tiettyjä haasteita edistääkseen tällaisten teknologioiden hyväksymistä kaupunkiliikkumisen suunnitteluun liittyvässä datavetoisessa päätöksenteossa. Se hyödyntää tässä työssä osallistavaa lähestymistapaa ja teknistä alustaa seuraavien periaatteiden mukaisesti:

- Kaikki mahdollinen hyöty irti datasta

- Tiedonhallintaprosessien tehostaminen
- Lyhyen, keskipitkän ja pitkän aikavälin kehityssuuntien tutkiminen kaupunkiliikkumisen parantamiseksi
- Mahdollisten ongelmallisten seurausten tunnistaminen ja ennakoimattomien seurausten rajaaminen
- Tulevaisuusskenaarioiden ja mahdollisten toimenpiteiden analysointi (entä jos -analyysi)
- Julkisten toimintaperiaatteiden ja palveluiden luonti ihmisten "kanssa" eikä pelkästään heitä "varten"
- Osastojen välisen yhteistyön edistäminen luomalla kaupunkiekosysteemi
- Tehokkaan ja onnistuneen digitalisaation tukeminen ja ohjaaminen

Yhteistyökumppanimme ovat: Alma Digit, Comune di Messina, Engineering Ingegneria, Forum Virium Helsinki, Fraunhofer Fokus, Jozef Stefan Institute, Stiching WAAG Society, Gemeente AMSTERDAM, Ayuntamiento de Bilbao, Cluster de Movilidad y Logística de Euskadi sekä TECNALIA, joka koordinoi hanketta.

URBANITE-hanke on melkein vuoden käynnissä olon jälkeen alkanut löytää muotonsa, ja ensimmäiset tulokset ovat nyt saatavilla:

- Parempi ymmärrys neljän osallistujakaupungin, eli Amsterdamin, Bilbaon, Helsingin ja Messinan, käyttötapauksista.
- URBANITE-hankkeen pilottikaupungit pitivät tammi- ja helmikuussa Social Policy Lab -yhteiskehittämisympäristöönsä liittyviä osallistavia tilaisuuksia datavetoisen päätöksenteon haasteiden, riskien ja mahdollisuuksien kartoittamiseksi.
- Ensimmäinen versio URBANITE-arkkitehtuurin kuvauksesta pohjaksi kehityksen ja integroinnin seuraaville vaiheille.
- Hankkeen käyttötapauksille oleellisen semanttisen mallin ja yhteisten datarakenteiden määrittäminen saatavilla olevien tietolähteiden analyysin pohjalta.
- URBANITE-teemoihin sovellettavissa olevan strategian ja algoritmien määrittely tietomallinnusta ja visualisointeja varten.

Hankkeen rahoittaa Euroopan unionin tutkimuksen ja innovoinnin Horisontti 2020 -ohjelma avustussopimuksella numero 870338.

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Figure 30. Press release in Finnish

8.2.7 Slovenian Version

Sporočilo za javnost

URBANITE promovira dolgoročni trajnostni model ekosistema, ki pri načrtovanju mobilnosti v mestih sprejme pristop odločanja, ki temelji na podatkih.

Ekosistem, ki uravnoteži pričakovanja in zaupanje javnih uslužbencev, državljanov in različnih akterjev, vključenih v vrednostno verigo novih nastajajočih tehnologij.

Bilbao, 7. marca 2021.Mestna mobilnost se sooča z večjo dolgoročno negotovostjo in zapletenostjo, ki jo ustvarjata dva glavna dejavnika: povpraševanje po rasti v urbanih okoljih, pritisk in nujnost po bolj trajnostnem modelu in zmanjšanje ravni onesnaževanja zaradi izrednih razmer globalnega segrevanja. Številke, ki nam pomagajo razumeti kompleksnost mesta, so sledeče: "Mestna mobilnost predstavlja 40% vseh emisij CO2 iz cestnega prometa in do 70% drugih onesnaževal v prometu" v EU, kjer 74% (in vedno več) njenega prebivalstva živi v urbanih območjih. Po drugi strani pa pospešen tehnološki razvoj v samih vrstah prevoza in poslovnih modelih: avtonomna vožnja, mikro mobilnost, povezano vozilo, elektromobilnost, mobilnost kot storitev (MaaS), novi modeli lastništva vozil itd., označuje posebne izzive v uvedbi. Te nove tehnologije, moteči poslovni modeli in trendi spreminjajo krajino urbanega načrtovanja in upravljanja mobilnosti v mestih.

Poleg tega nas je kriza Covid-19 seznanila s krhkostjo in občutljivostjo naših modelov na zunanje dogodke ter prepoznala potrebo po gibčnosti, da se po potrebi odzove na nove omejitve mobilnosti.

Vsi ti izzivi zahtevajo nov napredek v postopkih in metodah načrtovanja mobilnosti, katerih namen je pomagati javnim upravam in oblikovalcem politik, da bolje razumejo ta novi kontekst, jim pomagati pri sprejemanju političnih odločitev in napovedovanju možnih primerov. Zdaj lahko moteče tehnologije, kot so analitika velikih podatkov in sistemi za podporo odločanju, podpirajo odločevalce. URBANITE raziskuje posebne izzive, ki spodbujajo sprejemanje takšnih tehnologij pri sprejemanju odločitev na podlagi podatkov pri načrtovanju mestne mobilnosti z uporabo participativnega pristopa in tehnične platforme, ki zagotavlja naslednja načela:

- kar najbolje izkoristiti podatke
- narediti postopek upravljanja podatkov bolj učinkovit
- učiti se na kratkoročnih in srednjeročnih ter dolgoročnih trendih za izboljšanje mobilnosti v mestih

- ugotoviti potencialno problematične in razmejiti nepredvidene posledice
- analizirati prihodnje scenarije in potencialne ukrepe (analiza "kaj če")
- ustvariti javne politike in storitve "z" ljudmi in ne samo "zanje"
- spodbujati medoddelčno sodelovanje z ustvarjanjem urbanega ekosistema
- spodbujati in usmerjati učinkovito in uspešno digitalno preobrazbo

Naši partnerji so: Alma Digit, Comune di Messina, Engineering Ingegneria, Forum Virium Helsinki, Fraunhofer Fokus, Institut Jožef Stefan, Društvo Stiching WAAG, Gemeente AMSTERDAM, Ayuntamiento de Bilbao, Grozd Movilidad y Logística de Euskadi in TECNALIA, ki koordinira projekt.

Po skoraj letu dni so o projektu URBANITE na voljo prvi rezultati:

• Boljše razumevanje primerov uporabe štirih sodelujočih mest: Amsterdam, Bilbao, Helsinki in Messina.
• Januarja in februarja so pilotna mesta Urbanite izvedla svoja participativna srečanja v laboratoriju za socialno politiko, da bi predstavila izzive, tveganja in možnosti podatkovnega odločanja.
• 1. različica opisa arhitekture URBANITE kot podlage za naslednje korake pri razvoju in integraciji.
• Specifikacija semantičnega modela in skupne podatkovne strukture, ki temeljijo na analizi razpoložljivih virov podatkov, ki ustrezajo primerom uporabe projekta.
• Opredelitev strategije in algoritmov za modeliranje in vizualizacijo podatkov, ki bi lahko veljali za domeno URBANITE.

Ta projekt je prejel sredstva iz raziskovalnega in inovacijskega programa Evropske unije Obzorje 2020 v skladu s sporazumom o dodelitvi sredstev 870338

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Figure 31. Press release in Slovenian