

EPTA

## **European modal for Public Transport Authority as a key factor leading to transport sustainability**

### **EPTA COMMUNICATION and DISSEMINATION PLAN**

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**TABLE OF CONTENTS**

<b>Approval</b>	<b>2</b>
<b>1. About EPTA</b>	<b>4</b>
<b>2. About this document</b>	<b>4</b>
<b>3. EPTA Component 2: Communication and dissemination</b>	<b>4</b>
3.1 Task 2.1: European Dissemination and Regional promotion	5
3.2 Task 2.2: Conference attendance and press release dissemination	5
3.3 Task 2.3: European Final project conference.	5
3.4 Task 2.4: EPTA website	5
<b>4. Communication and Dissemination objectives: a targeted approach</b>	<b>6</b>
<b>5. Dissemination tools</b>	<b>6</b>
5.1 EPTA project identity	6
5.2 The EPTA website	7
5.3 The EPTA brochures	8
5.4 Press releases	8
5.5 EPTA electronic newsletters	9
5.6 Local promotion plans: making use of partners' dissemination tools and dedicated communication channels	10
<b>6. Target audiences for dissemination tools</b>	<b>10</b>
<b>7. EPTA events and visibility at external events</b>	<b>11</b>
7.1 EPTA training courses and thematic workshops	11
7.2 EPTA final conference	11
7.3 EPTA promotion at 10 international events	11
<b>8. EPTA Communication and dissemination: a phased approach</b>	<b>12</b>
8.1 Phase 1: establishing EPTA as a brand	12
8.2 Phase 2: EPTA outreach	12
8.3 Phase 3: Project wrap up	13

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## 1. About EPTA

The EPTA project will increase public transport sustainability focusing on environmental, energy and economic aspects through the identification of a model of PTA as a powerful tool of governance. As a strategy the use of three leverages: Quality, Efficiency and Efficacy will be applied to the 7 key activities related to public transport sector governance: Regulate, Plan, Tender/Award, Integrate, Promote, Manage, Control.

The key concept is that these 7 activities should be concentrated in a single body able to support policy makers and involve relevant stakeholders. Good practices across Europe will be identified, collected and transferred into regional development policies, to produce, as final result, a transferable and customizable MODEL to be adopted for the successful implementation or re-organization of a PTA.

The EPTA project will include activities such as exchange and sharing of experience on how to develop and operate a PTA through a series of training courses and workshops; consolidation and transfer of good practices among involved areas; promotion of policy tools and regulatory guidelines at local, regional, national levels for PTA establishment and organization.

The consortium is made of 11 partners (PTAs, a Region, Local Governments, a Network and a University with internationally acknowledged key expertise in public transport) from 9 EU Regions and 1 from Norway.

## 2. About this document

This Dissemination Plan gives guidance for the work of EPTA component 2 (Dissemination). The document provides the communication tools to be developed for each target group as well as the channels to be used for the dissemination. It also sets out a strategy for stimulating a widespread use of the EPTA case studies, implementation plans and other outputs.

- In Section 3, component 2 tasks are detailed, describing how EPTA will address such tasks.
- In section 4 (Communication and Dissemination objectives: a targeted approach), the overall objectives and target groups of the dissemination plan are described.
- In section 5, dissemination tools are depicted.
- In section 6, the different dissemination tools are assigned to the relevant target groups.
- In section 7, the EPTA events and EPTA presence at external events are elaborated.
- In section 8 the EPTA communication and dissemination approach is introduced.

Furthermore the annex I delineates an overview of the resources for this work package, itemizing the concrete tasks to be carried out for achieving all elements of the dissemination strategy .

## 3. EPTA Component 2: Communication and dissemination

The overall aim of Component 2 is to disseminate and promote the EPTA concepts, outputs and results via the communication channels. Raising awareness both at targeted and public audience/level about the European model for Public Transport Authorities.

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The component 2 implementation will have an evolving involvement of component partners as the project rolls out, and per task: different partners will be active at different times in the project. Polis will establish the necessary communication procedures (including conference calls with relevant partners at the appropriate time during the project) to enable a smooth implementation of this Plan.

The Component is divided in four tasks:

### **3.1 Task 2.1: European Dissemination and Regional promotion**

In this task, activities start with the production of the D2.1 Dissemination Plan, which defines all the promotion activities, modalities, responsibilities and timing.

The two project brochures and seven newsletters are published.

Dissemination activities will be carried out at two levels:

- Regional level (with a local promotion plan by each partner), including distribution of printed material as well as the organization of local seminars and workshops.
- European level distribution of materials at EPTA events, workshops and training courses.

*Lead partner: Polis, supported by Brasov.*

### **3.2 Task 2.2: Conference attendance and press release dissemination**

EPTA will be presented at 10 international conferences during the project lifetime. All partners will disseminate EPTA results through specific press releases (3), articles and other targeted literature.

*Lead partner: Polis, contributed by SRM, ALmada CITY Council, University of Aberdeen and THEPTA*

### **3.3 Task 2.3: European Final project conference.**

The partnership will organize the final conference titled 'the EPTA model, a key factor leading to transport sustainability. Good practices, impacts and commitments.' This conference will be held in Brussels, targeting policy makers, public authorities, EU institutions etc.

*Lead: Polis, supported by all partners*

### **3.4 Task 2.4: EPTA website**

The website will mainly provide information about the approach and the methodologies adopted, the achieved results, the official documents and deliverables, the newsletters, the workshops and other related materials. It will be accessible, constantly updated all along the project lifetime. If possible, on line streaming of events will be ensured. Visitors will have access to online training tools and workshop proceedings. The website will be divided into two sections, a public area to promote projects concepts and a private area where project files and deliverables are uploaded.

*Lead: Brasov, supported by the University of Aberdeen and with the collaboration of all partners.*

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## 4. Communication and Dissemination objectives: a targeted approach

The overall aim of EPTA communication and dissemination activities are targeted at:

- establishing the project and its tools as a reference among interested cities and European stakeholders in urban transport, more specifically those in Public Transport provision;
- developing effective communication interfaces and dissemination channels;
- communicating the role of the INTERREG IVC programme in supporting the initiative.

In order to streamline communication, dissemination and use, communication and dissemination activities will focus on the project main assets:

- The EPTA MODEL: including case studies, position paper and guidelines
- The EPTA implementation plans(one for each region) about integration of lessons learnt into local/regional policies
- The EPTA (promotion and training) events.

The project will use “Enhancing Public Transport Authorities in Europe” as a tag line.

The strategy is addressed to 8 principal target groups:

1. Local governments responsible for transport
2. Newly established Public Transport Authorities
3. Existing Public Transport Authorities
4. Transport operators
5. Universities
6. Specific organizations and institutions with high impact and multiplier effect: UITP, EMTA, EU institutions
7. Media
8. Local stakeholders

The nature of EPTA dissemination is different for each target group. With reference to promotion and dissemination activities, Polis will make use of its own contact database, which includes several thousands of urban transport stakeholders throughout Europe and at different levels (European, national, regional, local). Furthermore the database comprehends contacts of transport professionals involved in other European projects on sustainable urban mobility. It will be used for the project purposes as well as to promote project outputs and activities.

In addition, Polis is constantly in contact with key stakeholders at the European level, including members of the Transport Committee at the European Parliament, the Committee of the Regions, and the European Commission. As chair of the Urban Mobility Working Group of the ERTRAC (European Road Transport Research Advisory Council) technology platform, Polis has developed an extensive networking with the main key players in the field, being often consulted by several institutions about all issues related to urban transport.

## 5. Dissemination tools

### 5.1 EPTA project identity

To give the project a visual identity, a project logo and a general design outline have been created.

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Based on the logo, a template for PowerPoint presentation has been developed to be used by all consortium members for all EPTA related presentations (month 3).

Finally, a word template for deliverables has been produced to have a common format for all reports produced by the consortium.

The EPTA project will make every effort to produce all EPTA dissemination materials, including the web-site, in an accessible format, and providing such material in an accessible format (e.g. in large print), on request.

The project will source images and pictures from the EPTA partners. A small but relevant database of high quality printable and copyright-cleared pictures will be established early in the project. These images will be used in EPTA publications.

### **Role of partners**

**Polis** to liaise with a professional designer to design the graphic elements needed. SRM as project coordinator, will approve the final design.

**Polis** to make graphic files and templates available for the EPTA.

**Polis** to prepare and share the project brochure.

**Polis** to liaise with the 5 EPTA partners to establish images database.

## **5.2 The EPTA website**

The website will be the key dissemination and communication instrument for the project. It will be established as a European (EU) reference to provide up to date, easy and quick access to information on the project and its assets (the EPTA Model, the EPTA implementation plans and the EPTA events).

The project has registered the account [www.eptaproject.eu](http://www.eptaproject.eu)

The website will include a restricted and unrestricted area. The public area will present information on project objectives, progress and outputs, as well as other interesting links and information related to the topic. All public project reports and publications will be made available online.

The private area could include information that is not public, e.g. restricted deliverables.

Password management and administrator rights for the website are supervised by Brasov and can be granted to other consortium partners on the basis of the coordinator's decision.

The website will be updated on a regular basis, and website visit statistics will be kept.

### **Content**

The EPTA website contains the following pages / elements:

The home page provides general information about the EPTA project, featuring quick access to the main EPTA assets resources. Horizontal buttons guide the visitor to:

- General project information (objectives, timeframe etc.), providing an attractive explanation of the EPTA project and its context;
- Partnership and contact details;
- Public reports and publications;
- News, feeds and events: the EPTA partners will be invited to contribute.
- A media desk including pictures and press releases;

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Vertical elements guide the visitor to the following project contents:

1. The EPTA MODEL, including case studies, guidelines and policy recommendations
2. The EPTA IMPLEMENTATION PLANS

In order to show the progress envisaged by the project, this section is dedicated to the actual work of the partners. Each partner has a dedicated page which summarizes the relevant elements in the PTA development.

3. EPTA EVENTS: more specifically the EPTA training courses, the thematic workshops and the final conference

This part of the website will contain information generated through the EPTA events.

#### **Role of partners**

**BRASOV** with the support of the University of Aberdeen, will be the main responsible partner for the website hosting. Tasks are distributed as follows:

**BRASOV** will collect and upload information on the EPTA website and will take care of outsourcing the technical aspects: registration of the account, technical hosting, development.

**All partners** should inform BRASOV on any new development which should be mentioned on the EPTA website.

### **5.3 The EPTA brochures**

EPTA will develop two brochures, to promote the project and link different audiences to the EPTA website. The brochures will be available in PDF format for electronic distribution and for normal office color printing. The flyer will be a triptych, and shall be printed by all partners. The brochure will be produced in 8 languages: English, Romanian, Italian, Portuguese, Norwegian, Bulgarian, Greece and Czech.

The final brochures are scheduled by the end of the project. It will describe at a glance the project accomplishments and it will be a key tool to promote and explain the EPTA MODEL.

The leaflets will be the only printed dissemination material for the project. They aim at informing a wide audience about project objectives and results for both transport specialists and decision makers. The leaflets will be distributed by all project partners during the key events at the European, national and local levels.

#### **Role of partners**

**Polis** will be in charge of producing the brochures (text and follow up of design process).

**All partners** will translate the leaflets into their local language.

**All partners** are responsible of the leaflet dissemination during the events.

### **5.4 Press releases**

Three press releases will be issued to report on success stories and important milestones, in order to raise awareness on the project and specifically to encourage uptake and approval of the EPTA MODEL. The press releases will be sent to several specialist transport publications, platforms such as EPOMM and ELTIS and relevant mailing lists. They will be released to coincide with significant phases of the project such as EPTA training and the availability of the implementation plans. In addition, press releases with details of events of

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interest to a wider audience, e.g. the EPTA final conference, will be circulated to relevant national media organizations.

A media database of personal contacts at international and national level will be printed and, all online publications and information services suggested by the project partners will be maintained.

The specialized publications envisaged are, a.o.:

- Thinking Highways
- Local Transport Today
- Eurotransport
- World Highways
- TRANSIT
- IRF Bulletin
- An English-language peer-reviewed journal such as *Transport Policy*

No party should send out press releases without first consulting the Component 2 leader or the coordinator.

#### **Role of partners**

**Polis** will be responsible for the English text of at least three press releases to the general media in Europe in the course of the project.

**Polis** will maintain a regularly updated database of general media and specialist press contacts.

### **5.5 EPTA electronic newsletters**

The EPTA project newsletter will keep the interested EPTA community informed about the project progress, the project results and the development of local implementation plans. The aim of the newsletters is to ensure to all interested stakeholders a regular flow of information about the project in order to maintain awareness throughout the project lifetime.

The newsletter will consist of short articles in news, report or interview format in English language on project activities and case studies. Fixed sections will be defined to improve the mailing recognisability.

A professional design will be given to the newsletter which will be circulated electronically to the Polis general contacts database. Additional interested stakeholders can subscribe through the project website and all consortium members will circulate the newsletter (available for the download on the project website) to the relevant contacts.

#### **Role of partners**

**Polis** will be responsible for the e-newsletters.

**All partners** to contribute with interesting news.

## 5.6 Local promotion plans: making use of partners' dissemination tools and dedicated communication channels

In addition to the EPTA website and brochures, EPTA partners are invited to use their own dissemination tools (websites, newsletters etc.) to spread information about EPTA. Examples include:

- Polis newsletter;
- Partner Websites
- ELTIS (through involvement of Polis)
- CIVITAS (through involvement of Polis and SRM)
- UITP (through involvement of SRM and University of Aberdeen)
- EMTA website and newsletter

### Role of partners

**All partners** are invited to promote EPTA and its outcomes through their dissemination channels. Polis will provide the necessary text and guidelines for local promotion plans.

## 6. Target audiences for dissemination tools

Relevant dissemination tools are defined and adapted to the communication needs of the 5 target groups defined in section 3. The following table provides an overview:

**Table 1: target audiences for dissemination tools**

<i>Tool</i>	<i>Local governments responsible for transport</i>	<i>Newly established Public Transport Authorities</i>	<i>Existing Public Transport Authorities</i>	<i>Transport operators</i>	<i>Research and Academia</i>	<i>UITP, EMTA, EU institutions</i>	<i>Media</i>	<i>Local stakeholders</i>
<i>EPTA project identity</i>	X	X	X	X	X	X	X	X
<i>The EPTA website</i>	X	X	X	X	X	X	X	
<i>The EPTA brochures</i>	X	X	X	X	X	X	X	
<i>Press releases</i>							X	
<i>e-Newsletter</i>	X	X	X	X	X	X	X	
<i>Local promotion Plans: Partners' dissemination tools</i>							X	X

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## 7. EPTA events and visibility at external events

### 7.1 EPTA training courses and thematic workshops

The component 2 will fully support the efforts in the other components with regards to training and dissemination workshops: the necessary dissemination and promotion tools will be provided, and mailings will be issues to promote the workshops.

These events will be advertised in the newsletter and on the website. Reports and presentations will be made available for download.

### 7.2 EPTA final conference

The EPTA final event will be a policy conference organized at the end of the project and will be titled: 'the EPTA model, a key factor leading to transport sustainability. Good practices, impacts and commitments.'

The location will be Brussels and the conference will present the EPTA MODEL, a tool for stimulating and improving sustainable urban public transport policies. Last but not least the final conference will be also an opportunity to showcase and outline EPTA partners' experiences.

#### Role of partners

**Polis** will coordinate the organization of the final event.

### 7.3 EPTA promotion at 10 international events

Alongside the events envisaged by the project work plan, EPTA will strive to have its activities and results presented during relevant external events across Europe. For this purpose a significant part of the project budget has been allocated to promotion activities in order to guarantee the partners participation to external events, mainly in Europe.

The EPTA budget includes funds for participation at 10 external events. Examples of events are:

- the European Conference On Mobility Management (ECOMM) (annual)
- the CIVITAS Forum Conference (annual)
- the POLIS conference (annual)
- Transport Research Arena 2014
- UITP and EMTA conferences

POLIS, as component leader, will keep track of all dissemination activities at these events through a dedicated reporting tool. A standard PowerPoint presentation will also be made and updated throughout the project as results become available. This will be tailored for specific target groups and events.

#### Role of partners

**Polis and SRM** to coordinate partners' participation and preparation (abstract submission) for events.

**Polis** to draft the general EPTA PowerPoint presentation.

## 8. EPTA Communication and dissemination: a phased approach

The EPTA communication and dissemination strategy can be subdivided in three phases.

### 8.1 Phase 1: establishing EPTA as a brand

In this phase all the dissemination tools outlined in this document will be prepared. It runs from January 2012 to June 2012. The partners who are mostly involved in this phase are Polis, Brasov and University of Aberdeen

<p>Activities Jan-Jun 2012</p>	<ul style="list-style-type: none"> <li>• T2.1: Leader POLIS and other partners will elaborate a first draft of the Dissemination Plan (D2.1) to define EPTA Templates/Logo, contents and format of Brochures and Newsletters.</li> <li>• Each partner will elaborate a Local Promotion Plan (LPP) and implement promotion and dissemination activities at regional level (in seminars and WSs) and at European level (dissemination of EPTA materials at interregional meetings, website updating and advertising).</li> <li>• POLIS, with the operative support of BRA will publish on the web site: 1st Newsletter (News1) about the EPTA content and objectives; 1st EPTA Brochure (Broch1), translated in each partners language and disseminated during the WS1.</li> <li>• T2.2: POLIS will draft a press release (Press0) for promoting the launch of the project during the Kick-off Meeting in Bologna and a 2nd one (Press1) for WS1 to be held in Aberdeen.</li> <li>• T2.4: BRA together with UNIABDN will design and manage the EPTA website. A Website Manual (D2.2) will be delivered.</li> </ul>
<p>Output(s)</p>	<ul style="list-style-type: none"> <li>• 1st Press release (Press0), Jan 2012</li> <li>• 1st draft of the Dissemination Plan (D2.1), Feb 2012</li> <li>• EPTA Project Logo, Mar 2012</li> <li>• EPTA official Templates, Mar 2012</li> <li>• 1st Brochure (Broch1) translated in all partners languages, Apr 2012</li> <li>• Final version of Dissemination Plan (D2.1), May 2012</li> <li>• EPTA Website Manual (D2.2), May 2012</li> <li>• Local Promotion Plans (LPP), May 2012</li> <li>• 1st Newsletter (News1), Jun 2012</li> </ul>

### 8.2 Phase 2: EPTA outreach

In the three following periods, the project will be mainly focused on the outreach of its activities and results. This is the most active phase of the dissemination tasks and it will involve all partners. EPTA will be promoted through thematic workshops and external events.

<p>Activities Jul-Dec 2012</p>	<ul style="list-style-type: none"> <li>• T2.1: POLIS with the contribution of all partners will release and publish on the website the 2nd Newsletter (News2), that will be produced after 2nd EPTA event (WS2 ad TC2) to be held in Thessaloniki.</li> <li>• T2.2: All the partners, under POLIS supervision, will monitor possible occasions of dissemination of EPTA projects at International conferences.</li> <li>• Task 2.4: The Task Leader BRA will manage the EPTA website</li> </ul>
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Output(s)	<ul style="list-style-type: none"> <li>•2nd Newsletter (News2), Oct 2012</li> </ul>
Activities Jan-Jun 2013	<ul style="list-style-type: none"> <li>•T2.1:POLIS with the contribution of all partners will release the 3rd Newsletter (News3) after the 3rd EPTA event (WS3-TC3) to be held in Prague, while the 4th Newsletter (News4) will be released after the 4th EPTA event (WS4) to be held in Brasov.</li> <li>•T2.2: POLIS will lead the attendance of project partners in several international conferences where EPTA project will be promoted. The Task Leader with all the other partners will spread the 2nd press release (Press2) in order to raise awareness on the EPTA project in a wider target audience and to advertise WS4.</li> <li>•T2.4: BRA and UNIABDN with the contribution of all partners will constantly update the EPTA website using EPTA Workshops (WSs) and Training Courses (TCs) proceedings. Since this phase of the project, partners will effectively use the website as a tool for finding and sharing useful information about Public Transport Authority Models.</li> </ul>
Output(s)	<ul style="list-style-type: none"> <li>•3rd Newsletter (News3), Jan 2013</li> <li>•2nd press release (Press2), Mar 2013</li> <li>•4th Newsletter (News4), Apr 2013</li> </ul>

Activities Jul-Dec 2013	<ul style="list-style-type: none"> <li>• T2.1: All partners will keep contacts with local governments, transport operators and other target stakeholders at local &amp; inter/national level in order to strongly promote the EPTA tools and to start influencing their policy. Newsletter (News5) will be released after the 5th EPTA event (WS5-TC4) to be held in Rogaland. The 6th newsletters (News6) will be released after the 6th EPTA event (WS6-TC5) to be held in Razlog.</li> <li>• T2.2: POLIS will continue overlooking the partners' attendance to international conferences in order to raise awareness on EPTA outcomes.</li> <li>• T2.3: POLIS with the contribution of all partners will start managing the organization of the Final Conference.</li> <li>• T2.4: The Task Leader, UNIABDN and all partners will keep on updating the project website.</li> </ul>
Output(s)	<ul style="list-style-type: none"> <li>• 5th Newsletter (News5), Aug 2013</li> <li>• 6th Newsletter (News6), Dec 2013</li> </ul>

### 8.3 Phase 3: Project wrap up

In this phase of the project, results are presented. The final event will be the opportunity to showcase EPTA benefits for PT stakeholders.

<ul style="list-style-type: none"> <li>• Activities Jan-Jun 2014</li> </ul>	<ul style="list-style-type: none"> <li>• T2.1: All partners, according to the Dissemination Plan (D2), will keep disseminating EPTA outcomes towards local governments and mobility relevant stakeholders both at local and European level. The 7th newsletters (News7) will be released after the 7th EPTA event (WS7-TC6) to be held in Aberdeen. The 2nd Brochure (Broch2) will be realized and distributed during the Final Conference.</li> </ul>
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	<ul style="list-style-type: none"> <li>• T2.2: All partners will continue to promote EPTA project in international conferences. POLIS and all partners will release the 3rd press release (Press3) on EPTA project outcomes and advertise the Final Conference (FC).</li> <li>• T2.3: POLIS will organize the FC targeted to a wide professional audience such as policy makers, local governments, transport operators and other stakeholders of the transport &amp; mobility sector, in order to disseminate EPTA results.</li> <li>• T2.4: BRA and other partners will keep on updating the EPTA website with news information about external events (WS7, TC6, FC).</li> </ul>
<ul style="list-style-type: none"> <li>• Output(s)</li> </ul>	<ul style="list-style-type: none"> <li>• 2nd Brochure (Broch2) translated in all partners languages, Apr 2014</li> <li>• Final Conference (FC), May 2014</li> <li>• 7th Newsletter (News7), May 2014</li> </ul>