

# EMPOWER

**EMPOWERING a reduction in use of conventionally fuelled vehicles using positive policy measures**

**Grant agreement n°:** 636249 **Start date:** 1 May 2015 **Duration:** 36 months **Area:** Mobility for Growth: Societal Challenges **Project Officer:** Mr Walter Mauritsch

## **Dissemination Plan Deliverable 7.1**

**Version:** Due date of deliverable: 19 October 2015 **Actual submission date:** 30 October 2015 **Dissemination level:** Public **Responsible partner:** ENSCHEDE

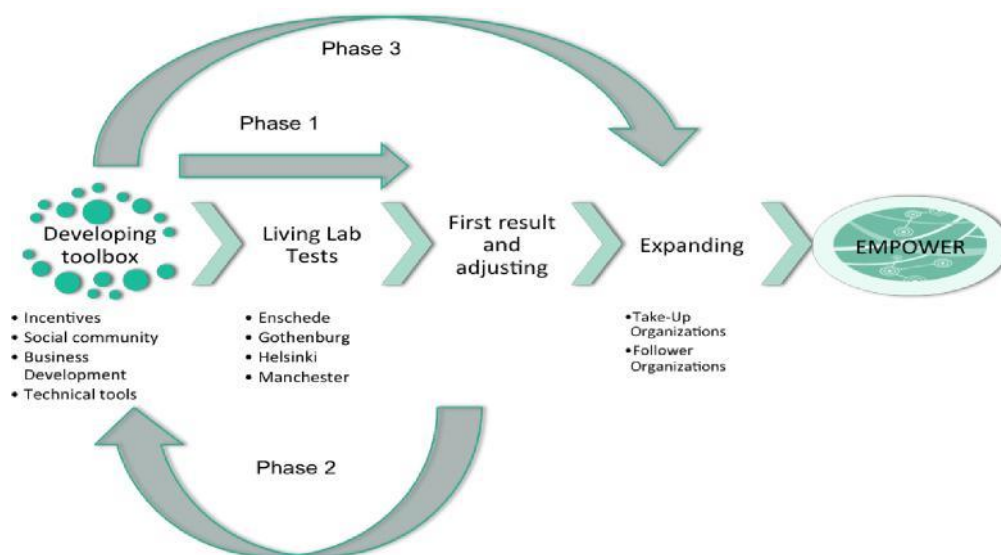
# A Summary

This deliverable describes the general plan regarding all dissemination activities of the consortium partners and work packages during the project. This dissemination plan relates directly to D7.4 (Final Dissemination Report) where the realization of different dissemination activities will be reported. Over time and depending on the results of the different work packages, living labs and take-up cities, dissemination activities may change, need adjustment and possibly implementation of additional actions. This deliverable makes it possible to anticipate this and to better follow up upon what is needed during the project.

The EMPOWER dissemination strategy consists of two pillars:

1. the content of the project;
2. the partners of the project.

The **content** of the project and its results feed into the toolkit. The toolkit is a gathering of knowledge, instruments and software on the various aspects of the EMPOWER project. Via a webtool, the toolkit can be approached and opened by all interested parties. This content of the toolkit will be used and tested in the living labs (phase 1). Thereby it delivers theory as well as information on actual impact of the developed tools which leads to adjustments or further enrichment of the toolkit (phase 2). This adjusted toolkit with new knowledge is then further expanded via the follower & take-up cities and organizations (phase 3). Both the results of the living labs and the expansion activities feed into the toolkit as well.



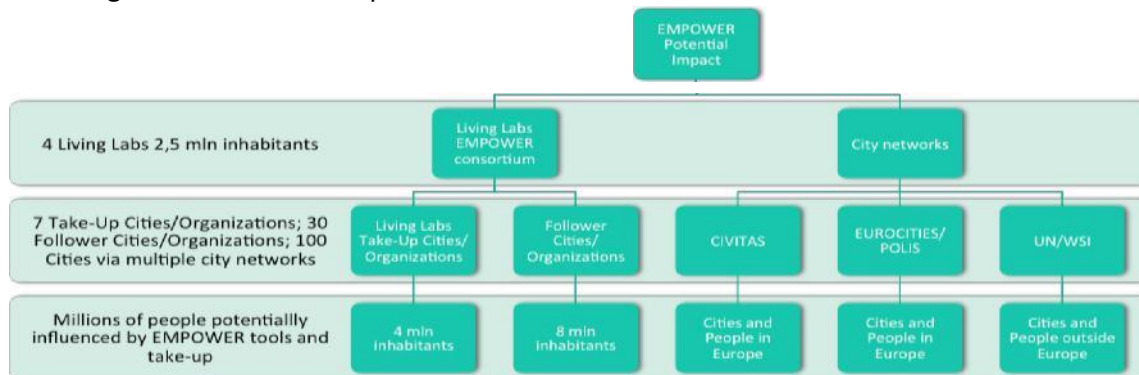
In its turn, the second pillar is formed by the **partners** of the project with different knowledge, roles and networks. Via the partners we will disseminate the results and the toolkit in all the different communities: within Europe, but also outside Europe, mainly via our partner WSI-EMBARQ and UN-Habitat.



EMPOWER will adopt a multiple concurrent dissemination approach overall. There will be a full programme of scientific papers and presentations at related academic and technical conferences, alongside publications in scholarly journals. The presentation of both project objectives and results at conferences and workshops is an excellent opportunity not only to disseminate the project results, but also to exchange knowledge with other experts in the field as well as to collect feedback from EU officials, industry and the academia. Furthermore an important dissemination activity is the actual work within the Living Labs, the expansion in the Take-Up Cities and Organizations and the involvement of the Follower Cities and Organizations. The Living Labs and City networks also provide the means to reach out to the general public, the people. And we will work with cities and other stakeholders who are involved in Sustainable Mobility and the reduction of CFVs.

We will develop a general project website as well as a specific Toolkit-website. Furthermore we will develop several movies which can be used during the different activities. Of course we will use social media and newsletters that will be distributed among the stakeholders as well as the citizens of our cities and regions.

EMPOWER sets out within this Dissemination Plan our intention to reach out to a wide variety of audiences. The planned presentations at conferences and meetings usually attract between 100-500 participants. And with the wide coverage of the activities we should reach out to the major stakeholders who are active in the field of Sustainable Urban Mobility (on a scientific level as well as city level). This will be on specific topics of EMPOWER as well as the overall results of EMPOWER. The second basis, the Living Labs and uptake in Take-Up/Follower Cities/Organizations, has a high potential to major knowledge distribution and impact.



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### Deliverable

Work Package	7
WP Name	Impact, External Case Studies and Dissemination
Deliverable	D7.1
Name	Dissemination Plan

### History

Version	Date	Changes
V0.1	2015-09-28	A complete D7.1draft has been created
V0.2	2015-10-19	A complete version has been made to be submitted to the EMPOWER review process.
V0.3	2015-10-26	A revised version that attends the reviewers' comments.
V1.0		<b>Final version</b>

### Distribution

Date	Recipients	Action
	EMPOWER internal reviewers	Draft for comment
	EMPOWER partners	Draft for comment
	EC	Submission of finalized report

### Document Change Record

Date	Version	Author	Change Details

## C Overview of Deliverable

<b>Deliverable no:</b>	E	<b>Deliverable Name:</b>	Dissemination Plan	<b>Deliverable Type:</b>	Report
				<b>Deliverable Format:</b>	E

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2	Abstract
	This deliverable describes the general plan regarding all dissemination activities of the consortium partners and work packages during the project. This links directly to D7.4 where the realization of different dissemination activities will be reported.

3	Relation to other WPs
WP 1-6	This deliverable relates to work package 1-6 . All the work packages create content that will feed into the toolkit. Dissemination activities will take place around the separate results of the work packages 1-6 as well as on the combined results of the work packages and the toolkit as a whole.

4	Challenges and Risks
	Delay (in process) concerning selection of Take Up cities. Take up cities are needed to develop impact from the work. Undue delays in the process will have rollover effects in terms of being able to properly evaluate the system.
5	Deviations from the proposal (positive and negative)
	None

6	Dissemination Activities - proposed or actual		
	Activity e.g. conference presentation, workshop, publication	Target Audience	Feedback from testing (if applicable)
N/A			