



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**

EMPOWER Website

www.empowerproject.eu

Deliverable no: D7.2

**Version: 1.0 Due date of
deliverable: 31 October 2015 Actual
submission date: Dissemination
level: Public Responsible partner:
UNIVLEEDS**

A Summary

The EMPOWER project website(www.empowerproject.eu) is the main interface between the project and its audience. The website provides the overview of the project, describing its aims, its activities and its impact in a user-friendly modern style to a wide, European based audience.

Key messages include:

EMPOWER will significantly contribute to a reduction in the use of conventionally fuelled vehicle (CFV) use in cities through three ways:

- Travellers will choose alternative means of transport through personalised positive incentives (possibly monetary, information, sharing etc.) on their smartphones. These may be introduced solely or together in packages, and potentially with other current measures. Existing positive choices will be reinforced and sustained.
- The means of transport available for specific trips will be increased through the use of sharing and self-organisation which is enabled by social media. Sharing will also reduce demand for transport.
- The introduction of such schemes will be increased and normalised through the development and adoption of new business models and organisational structures
- There will be a technical 'sister' website, created by the Netherlands partner, which will host the toolkit output of the project. This later website will share branding with this project website.

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B Document Information

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Deliverable

Work Package	WP7
WP Name	Impact, External case studies & Dissemination
Deliverable	D7.2
Name	Project Website

History

Version	Date	Changes
V0.1		
V1.0	01.10.15	Final version – ongoing update process of website

Distribution

Date	Recipients	Action
11.09.15	Consortium Partners	For general review
14.10.15	Tanja Vonk, Ian Burns	For formal review

Document Change Record

Date	Version	Author	Change Details

C Overview of Deliverable

Deliverable no:	D7.2	Deliverable Name:	EMPOWER Website	Deliverable Type:	website
				Deliverable Format:	D

1			
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Abstract	
	The EMPOWER project website(www.empowerproject.eu) is the main interface between the project and its audience. The website provides the overview of the project, describing its aims, its activities and its impact in a user-friendly modern style to a wide, European based audience.

3	
Relation to other WPs	
WP 1-8	The website has a relation with all other WPS as it is a key instrument to describe and disseminate the activities of the whole EMPOWER project

4	
Challenges and Risks	
4.1	In order to stay informative, fresh and vibrant, the content of the website needs a continual cycle of updating. All project partners need to provide content
4.2	Technical difficulties may challenge functionality. A cycle of testing and checking will be put in place.
4.3	Hacking, malware and spamming by external users. The website is being hosted by the University of Leeds that have a high level of security, firewalls and back-up in place.
5	
Deviations from the proposal (positive and negative)	
	None

6			
Dissemination Activities - proposed or actual			
	Activity eg	Target Audience	Feedback from testing (if applicable)
1	Partners have all been tasked to disseminate the website to their networks and link to the EMPOWER website from their own organisation's site. All partners have reviewed the website and positive feedback has been received.		

