



D6.5 REPORT ON CITIES-4-PEOPLE COMMUNICATION ACTIVITIES AND EVENTS

November, 2018

Project ID

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Coordinator:	Copenhagen Business School (CBS, Denmark)
Consortium:	Oxfordshire County Council – United Kingdom UCL Institute of Health Equity – United Kingdom Municipality of the city of Budapest – Hungary Institute for Transport Sciences Non-profit LTD (KTI) – Hungary City of Hamburg and District Office of Hamburg Altona – Germany Hafencity University Hamburg – Germany e-Trikala SA – Greece Q-PLAN INTERNATIONAL PC – Greece Üsküdar Municipality – Turkey Istanbul University – Turkey White Research SPRL – Belgium Stichting Waag Society – The Netherlands
Project overview:	Cities-4-People unfolds in five European areas: the Oxfordshire County, Hamburg District of Altona, Üsküdar in Istanbul, Budapest and Trikala. In these areas Mobility Communities are set up involving citizens, city authorities, mobility providers and innovation experts. By developing and providing a framework of support services and tools, Cities-4-People empowers these communities to actively contribute to shaping their local mobility innovation ecosystems in line with a People-Oriented Transport and Mobility (POTM) approach. POTM encompasses a blend of new digital and social technologies under an inclusive and multidisciplinary approach in order to bring out solutions that have a low ecological footprint, a sharing mentality and the potential to solve real urban and peri-urban mobility issues.

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Abbreviations

C4P	Cities-4-People
CCN	Co-Creator Navigator
CMK	Citizen Mobility Kit
POTM	People-Oriented Transport and Mobility
QHS	Quadruple Helix Stakeholder
DARCP	Dissemination, Awareness Raising and Communication Plan
PTA	Public Transport Authorities

Executive summary

The 6.5 report presents the overall results of the first version of the Cities-4-People (C4P) project Dissemination, Awareness Raising and Communication Plan (DARCP, M3). The project dissemination and communication activities have reached over 43 thousand people through a total of 271 actions in the first 18 months.

This reach, although large, also covers emails and attended events, such as conferences, which means that the project has been exposed widely, however it does not correspond to the number of people who have actually engaged with the project, which has been much smaller. The actions, which reflect both events and activities have reached a relevant audience, with people belonging to distinct groups in society and in this way, the DARCP has helped the project engage local citizens to create a local mobility and transportation aware community. In this report we present the project DARCP activities divided into Project Actions and External Actions in order to better assess the types of activities and their audience reach.

The C4P project has also engaged a relevant group of stakeholders, who have been key towards informing important aspects, such as technical or law requirements, which inform the decision-making process for the next phase of the C4P project. The project events, which have been carried out as some of the project actions, have proved to be a valuable approach to reach and engage these stakeholders.

Overall, the DARCP has been successful in reaching most of the Dissemination Targets as described in the GA (presented on D6.2). Among these, Project Actions, such as the creation of the Mobility Labs, and Social Media accounts, such as Twitter and Facebook, have proved effective in their reach and as project communication actions. Some External Actions have also indicated a positive result, with participation in local events, synergies with related projects and participation in international conferences being the most impactful in the case of C4P.

However, the DARCP needs to be adjusted to improve on some of our weaker results towards helping the project in its final 18 months. For example, we need to strengthen our academic exposure with more academic articles and business reports, towards disseminating our project process results widely, in order for the process to be replicated in other similar contexts. We also need to update our website to offer more content to the local mobility communities involved in the project. Furthermore, if we want to engage a wider professional community and have a higher exposure to the project videos, we need to revise our strategy to strengthen the project via other social media outlets, such as YouTube and LinkedIn.

For the next phases of the project, the DARCP aims to increase the awareness of the C4P as a whole to a wider audience, and to provide knowledge regarding the

upcoming interventions and scaling phases. The DARCP is key towards the success and greater impact of the upcoming project activities, and consequently the use of diverse media outlets to broaden reach in order to strengthen the project process.

1. Introduction

This report summarises the events and communication activities that have taken place throughout the first 18 months of the C4P project, following the Dissemination, awareness raising and communication Plan (DARCP). Throughout this time, the municipalities have organized and carried out 271 events and activities aiming at fulfilling many of the project goals and tasks. From interviews to workshops and conferences, the municipalities have engaged a wide range of stakeholders to discuss and reflect over local mobility and transport challenges, as well as to co-create and co-develop solution to be tested and implemented in the coming months.

These events have been publicized through a range of media sources and they have reached a wide audience both across the locations of Altona (Hamburg), Trikala, Üsküdar (Istanbul), Budapest and Barton (Oxfordshire) and beyond these locations through social media, international conferences and events. The different actions have targeted general public, scientific communities, policy makers, industry as well as civil society creating a wide awareness of the project and its goals.

With the purpose of differentiating the required communication strategies, we have grouped the events and activities into two categories (described in the upcoming sections):

- Project Actions
- External Actions

These activities have been crucial to the success of the project, as it grounds and secures the participation of strategic stakeholders, mainly the ones composing the Quadruple Helix Stakeholder (QHS) group; namely Government, Industry, Citizens and Academia. Therefore, the pilot cities have engaged in holding a range of actions and activities, which follow the People-Oriented Transport and Mobility (POTM) framework. These activities have helped towards understanding and identifying initial mobility and transportation challenges, while also creating a local community engaged in transforming their city through co-created ideas and concepts to be tested and, if successful, scaled-up to other areas in their cities.

To achieve a large audience and ensure an inclusive process, distinct types of media have been chosen and deployed. While younger populations might be more comfortable and present in online social media channels, elderly or disabled groups might be more receptive towards physical content, being it in the form of folders or pamphlets, or even personal contact via street stands. These aspects were taken into account throughout the planning and deployment of the activities, therefore ensuring an inclusive project approach to bring together all the groups composing current societies.

This report falls under WP6 and can be viewed as sub-deliverable or as an extension to D6.2, which describes in depth the actions and management of the

C4P communication and dissemination activities towards the scalability and replicability of the project actions. The D 6.5 report complements D 6.2 as a summary of the results from the C4P DARCP, presenting the DARCP action and stakeholder types, plus their reach and geographical distribution throughout the first 18 months of the project.

As presented in report 6.2, the communication and dissemination activities in the project go beyond the mere creation of project visibility. Rather, they are key tools for attracting a diverse audience and stakeholders towards involvement and engagement in the project. Without them, the project would not be able to fulfil its goal to assess local challenges, plus co-create and co-design solutions to tackle these same challenges.

The diverse group of stakeholders present at many of these events and activities, besides exchanging knowledge regarding local mobility and transportation challenges, have helped the local partners towards assessing the feasibility of co-created solutions.

The events have also proved to be a great opportunity to bring together groups, which normally do not necessarily meet or talk frequently together. These opportunities served to create awareness over distinct perspectives of the same problem, depending on the group addressing the issue. Furthermore, the project's aim to disseminate its methods and process learnings to a wider audience is also part of the communication and dissemination strategy as a way of sharing knowledge and creating a wider network.

This report presents the results of the two types of actions and their correlated events and activities. As the project is divided into specific phases, the activities have been organised accordingly to answer to the unique requirements for each phase (these phases are detailed in the 6.2 report). In short, the project is divided into:

- Visibility and awareness phase
- Community engagement phase
 - Learning
 - Prioritising
 - Ideating
 - Evaluating
- Intervention phase
- Scaling phase

This report is divided into four sections. After the introduction, we present the results of the project actions, action types and audience reach. In the third section of this report, we present the external action results, containing all the activities that focused on communicating the project beyond the basic project actions. The final section summarizes the results and presents the DARCP for communication and dissemination activities in the following project phases.

2. Project actions

The project actions are all the activities focusing on creating awareness about the Cities-4-People project organized by the C4P consortium. Until late November 2018, there have been 211 project actions.

The actions have varied according to the project needs and progress and they are described in detail on D6.2. There have been a range of activities and events carried out to communicate and develop the project, together with activities for community building, co-creation and decision-making.

As the project takes place in five distinct locations, the activities chosen also reflect this breadth by adapting to contextual conditions. Over the course of the first 18 months of the project, following types of actions have taken place:

- Organisation of a workshop
- Press release
- Non-scientific and non-peer-reviewed publication
- Scientific and peer-reviewed publication
- Exhibition
- Flyer
- Training
- Social Media
- Communication Campaign '(e.g. Radio, TV)
- Video/Film
- Pitch event
- Participation in activities organized jointly with other H2020 projects
- Other (can be invitation to events, discussions and meetings related to the project, newsletters, teaching, etc.)

These types of actions have provided a good level of communication and all of them were key towards the current developments and success of the project. These activities focused on creating a broad outreach through different purposes: inform, create project visibility, form a local community, learn about mobility and transportation from different stakeholder groups, debate and find solutions for existing issues related to the project research findings and themes. For example, within the 'organization of workshops' lies all events organised by the C4P consortium and they have had a wide range of purposes; they created awareness about the project, also informed, engaged local citizens and other sets of stakeholders, gathered and presented results, created, debated and decided on concepts to be implemented later in the project process. While the action categorised as 'social media' have served primarily for communicating about the project and their events and activities.

2.1 Project actions results

The project actions have reached a large number of citizens, which have helped shape and define the project thus far. The project actions have been deployed at

specific times in accordance with the project tasks and deliverables. The following graph in Figure 1 illustrates the types and quantity of the project actions.

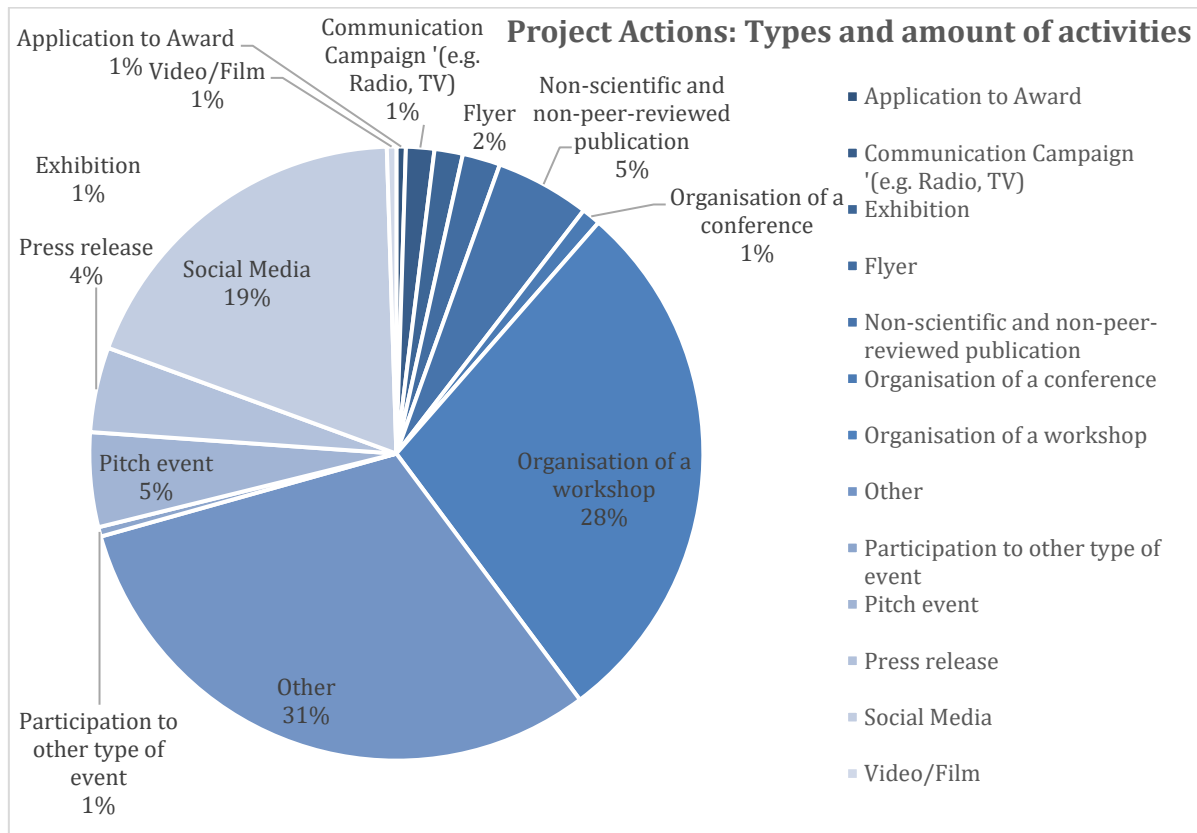


Figure 1: Types and amount of activities in percentages

The category of 'other' covered invitations to events, use of other sources to distribute and communicate events such as other websites, phone calls, and personal contacts, plus some of the tools developed during the project, such as the Co-Creator Navigator (CCN). Conferences and awards are also included in the group of communication activities as tools and research methods have been developed in conjunction with the project process. The workshop organisation and social media reflect the inclusive aspect of the project, providing the space and environment where local stakeholders and citizens gather to meet and create a local community engaged in co-creation activities towards the improvement of existing mobility and transportation. The actions 'organisation of a workshops', 'social media' and 'other' have been the most deployed throughout first 18 months of the project, consequently it does not come as a surprise that these project actions have also been the most effective in reaching and engaging citizens and relevant stakeholders.

The website statistics show positive data with 5350 unique visitors, 7079 visits and 14,135 unique page views. The visibility of the website can be attributed to several factors such as:

- the continuous update of the portal with project and external news regarding people-oriented transport and mobility

- the linkage between the portal and other project SMAs – the latter are used to promote new articles on the website or disseminate the links to uploaded material,
- the synergies with other EU-funded projects in mobility (e.g. the CIVITAS neighbourhood projects) or in Digital Social Innovation and open governance and the mutual publicity and dissemination that takes place among Cities-4-People and these projects,
- the promotion of the website done locally during project events or via partners' websites and channels.

The social media strategy ended up focusing primarily on two sources; Twitter and Facebook. The twitter project account has had 378 posts and counts with 287 followers as of November 2018. The project Facebook page has had 135 posts and has 174 followers. The strategy did not originally focus on those two outlets; however, through the practical implementation it became clear that Twitter is the most active channel and the channel with the greatest number of followers. This is possibly due to the fact that most institutional stakeholders the project is linked to have Twitter accounts, which is an effective way to connect to a wide range of diversified audiences leveraging audio-visual material and short posts. Facebook, though popular, it still perceived as too personal to facilitate engagement with the project. YouTube would benefit from a higher number of uploads and LinkedIn would need a more active community in order to deliver better results. These results are demonstrated on Table 1: Social Media Audience OverviewTable 1.

Both social media accounts are used to publicize and showcase project events, as well as information related to the project topic. Other than these two sites, the project has a LinkedIn and Youtube account. The Youtube account is used as a support to disseminate the project videos, however, these are normally shared through the primary sources, meaning Twitter and Facebook. Three videos are currently online, with one of them being an overall project video used to communicate and create visibility about the project, while the others are pilot specific videos.

Table 1: Social Media Audience Overview

Social Network	Audience
Facebook	<p>174 followers</p> <ul style="list-style-type: none"> • General public • Local Communities • Academic community • Other relevant groups, projects, actions

Social Network	Audience
Twitter	287 followers: <ul style="list-style-type: none"> • General public • Local Communities • Policy/decision makers • Public authorities • Professionals from transport organisations or mobility providers • Academic community • Industry • Social entrepreneurs • Other relevant groups, projects, actions
LinkedIn	43 followers: <ul style="list-style-type: none"> • Professionals from transport organisations or mobility providers • Industry and social entrepreneurs • Other initiatives and support actions, relevant groups
YouTube	6 followers, average of 27 views per video: <ul style="list-style-type: none"> • General public • Other initiatives

The 211 actions have been distributed through the 18 months as shown on Figure 2.

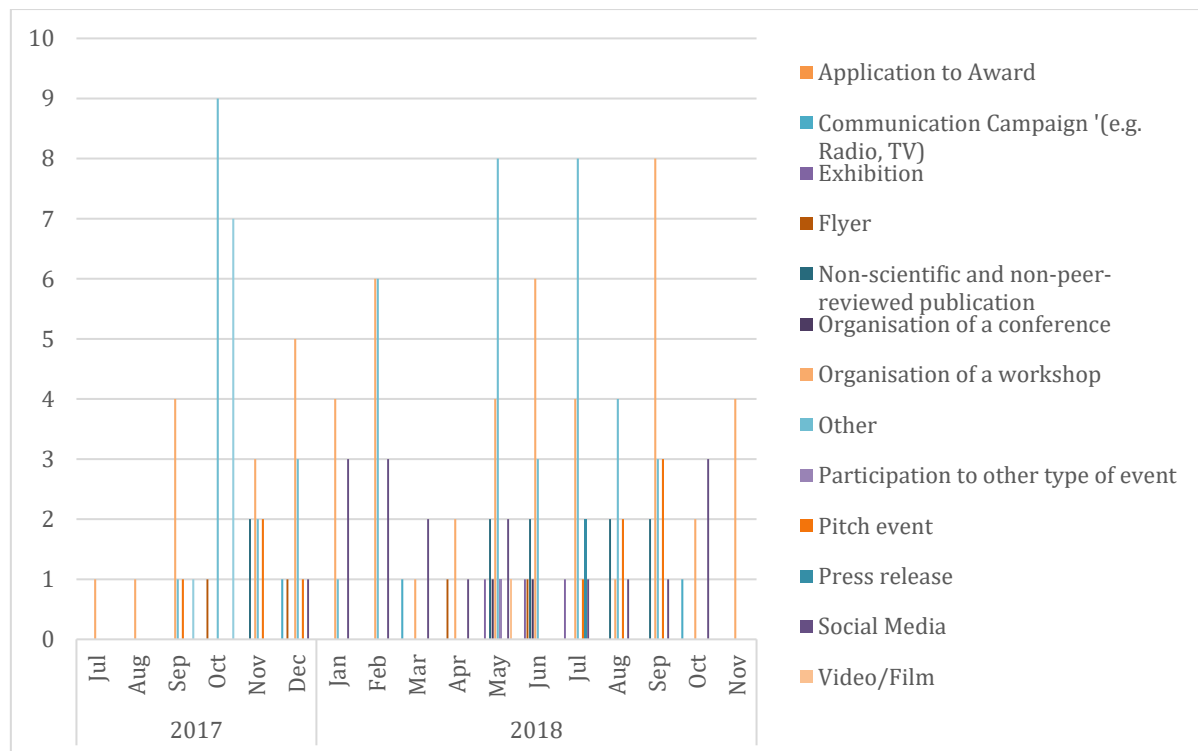


Figure 2: Project Actions throughout the first 18 months¹.

As the following Figure 3 shows, in the first 18 months the project actions reached a wide stakeholder audience:

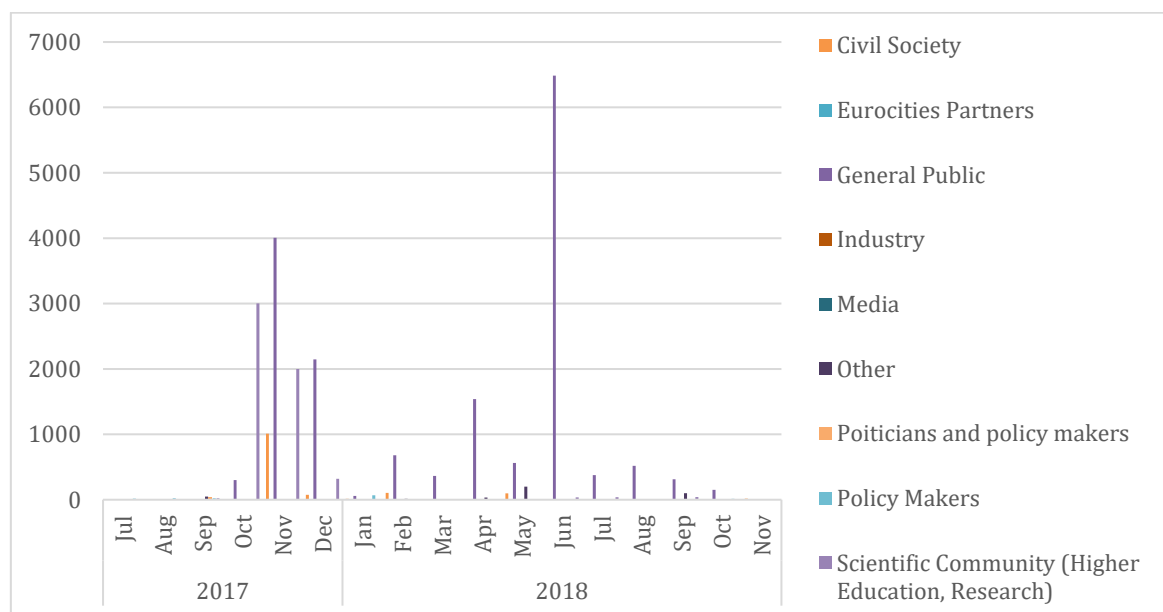


Figure 3: Stakeholder reach in the first 18 months.²

¹ Larger image on Appendix 1.

² Ibid.

The project actions reached over 40000 people belonging to different stakeholder groups. It is relevant to note that this reach does not necessarily reflect the number of people who have engaged with the project (hence choice of the word), as these numbers include newsletters and other types of communication through email, as well as participation and presentation at conferences. Besides this, as we do not keep personal information from workshops' and events' attendees, it is highly likely that some of the attendees have participated in some or all events, making it hard to be precise about the exact numbers. Despite this consideration, the project actions have had a clear impact and have successfully engaged the general public and the civic society as shown on Table 2. The scientific community numbers reflect both staff and students belonging to the academic institutions interested in the topics of the project and the ones involved in the project consortium; and the audiences from the international conferences in which project members have participated and presented.

Therefore, considering the cities' population and communication strategy, with some municipalities having a large group of citizens signed up to receiving local newsletters, as well as universities and citizens exposure to local newspapers and promotional materials, the distribution of stakeholders reached favours general public, scientific community, and civil society. This reflects the distribution of the different groups as shown in Figure 4.

As a clarification, the categorisation 'other' refers to stakeholders who do not belong to any of the other categories, for instance public transport authorities (PTA) or representatives of EU initiatives, as well as tourists or other types of participants in the events, who have not identified themselves as belonging to any of the other categories.

Table 2: Project Actions Stakeholder Reach

Type	Number of people
Scientific community	14054
General public	22967
Industry	23
Policy makers	265
Social media followers	510
Other (H2020 projects, EU initiatives, etc.)	660
Civil society	1403
Mixed	190
Total	40072

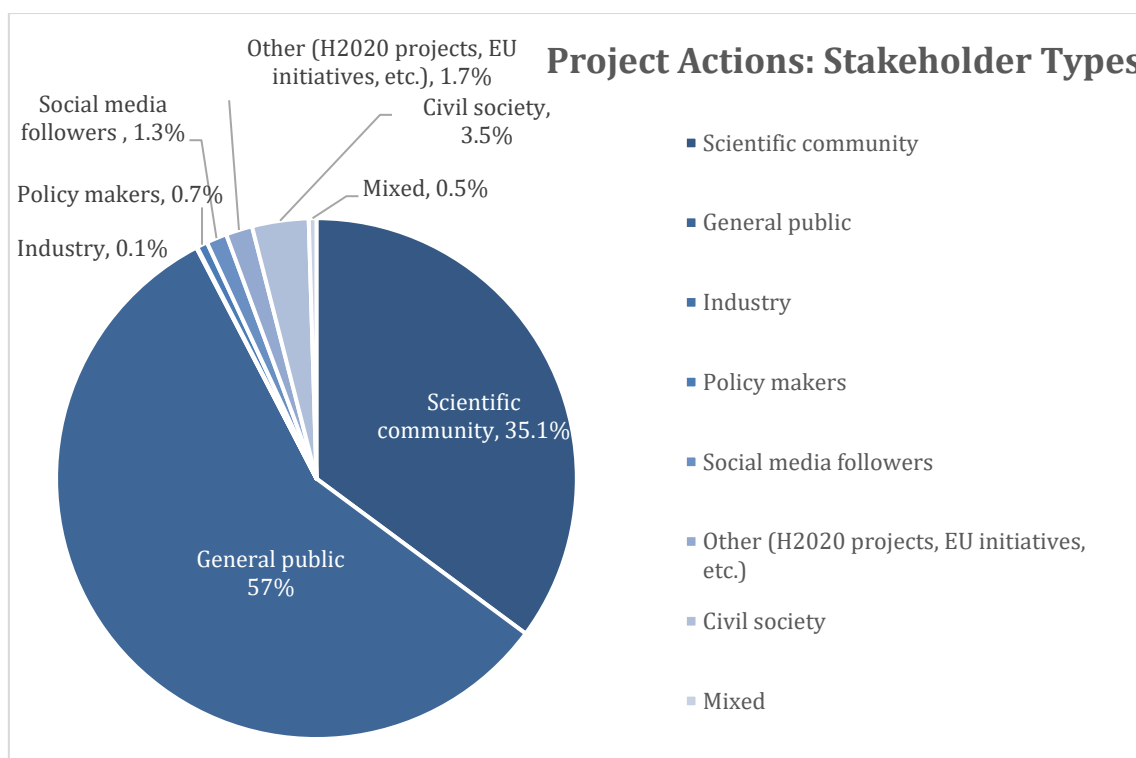


Figure 4: Project Action Stakeholder types graph

The countries' contextual aspects regarding population size and community engagement are reflected in how the stakeholder audience is distributed as shown on Table 3:

Table 3: Stakeholder audience by countries and regions

Country	Number of People
Germany	7433
Greece	434
Hungary	1189
Turkey	8486
UK	7743
EU-wide ³	6020
Global ⁴	8767
Total	40072

³ Participants from the local area where the action took place and other EU countries.

⁴ Countries outside the EU

2.2 Project Actions results summary

The first half of the project has shown that Facebook and Twitter are highly effective media to engage with audiences at both European and local level, while the potential of LinkedIn and YouTube could be better exploited.

Facebook has proved beneficial in sharing pictures (visual updates of the project) and in supporting project events thanks to the possibility of creating event pages in the local language, inviting stakeholders and keeping a live feed of the event through photos, videos and tags. 174 people are following the page, which has received 167 likes so far (29/11/2018). The total reach metric indicates that 16,460 people have seen the Cities-4-People Facebook posts in their news feed, taking into account also those who do not already follow Cities-4-People on Facebook.

Twitter has also been extremely relevant for a daily communication with stakeholders, especially at European level. The channel is useful to reach out to other initiatives' audiences, especially CIVITAS, and enables connections to citizens, but also representatives from the industry, academia and public authorities. With almost 400 tweets and 287 followers, Twitter has a substantial monthly rate of tweet impressions (generally between 7K and 10K, up to almost 22K). Twitter and Facebook seem to be widely successful at EU level, but they have also been important tools at local level: local instances of these channels have helped pilot partners maintain a direct connection with a selected group of stakeholders.

Instead, LinkedIn has reached a limited public (43 followers). The posting rate for this specific account needs to be increased in the attempt to generate greater interest. Similarly, YouTube only has 6 followers and a low average of video views (30). Consequently, in order to increase visibility and reach a wider audience, these two media outlets need to receive further attention in the coming months.

The website reach has been quite successful, however, despite the positive statistics, it has been decided to change the structure of the website to better address stakeholders from the pilot areas, rather than focusing mostly on European stakeholders, as it is currently the case. Therefore, the website will be adapted to accommodate stakeholders' needs, where possible. Besides, it will remain a lively channel, being frequently updated.

Regarding print media, the material developed for C4P has fulfilled a lot of the initial needs for communicating the project. The poster has been used in a variety of situations, as it provides key information (main project channels, info address, partners, relevant logos and widely applicable mottos). The leaflet has proved helpful at the beginning of the project, however due to the project developments it needs to be updated if it is to be used in the second half of the project.

The workshops organised by the consortium have proved effective in communicating the project and engaging the local community, including citizens and stakeholders. The tools developed during the project such as the CCN and the

Mobility Kit have been used during these project events, and presented at conferences and meetings, reaching both local and scientific communities. However, to achieve a greater impact these tools need to reach a wider community, such as industry professionals and policy makers.

Publications have been under-deployed in Cities-4-People so far. With regard to scientific publications, this can be explained by the fact that data and results are needed, and it was possible to start collecting them only after the launch of the Mobility Labs (in M10). Therefore, it is expected that the number of publications will grow in the second half of the project in line with the acquisition of data on the project interventions. The record of currently accepted papers already suggests a positive track of scientific publications for the project.

Concerning non-scientific publications, media exposure requires more attention to have a greater impact as communication. Several press releases have been issued at the pilot areas, and some articles have been published on external outlets, but the consortium should strengthen its efforts in seeking further opportunities for visibility (e.g. interviews) to enhance the outreach to target audiences. Synergies with other initiatives, as further described in section 3, can be helpful to reach this objective.

3. External Actions

The external actions have been characterised by all the activities undertaken towards a wider audience, where and when the project has been presented and discussed as a way for knowledge exchange and to help disseminate the methods, processes and approaches that have shaped and so far been deployed in the C4P project. In other words, External Actions refer to actions that leverage or rely on communication channels that are not C4P project channels.

We had 60 external actions divided into 11 types of activities (Figure 5 and Figure 6), categorised as:

- Flyer
- Non-scientific and non-peer-reviewed publication
- Organisation of a conference
- Participation in activities organized jointly with other H2020 projects
- Other
- Participation to Conference Participation to other type of event
- Participation to workshop
- Presentation
- Social Media
- Trade fair

The most carried out types of communication among the external actions involved participation of local and international events, workshops and

conferences. In these occasions, consortium members have had the opportunity to meet people from the general public, scientific community and groups from other EU and H2020 projects to communicate about C4P and share their experience from the project.

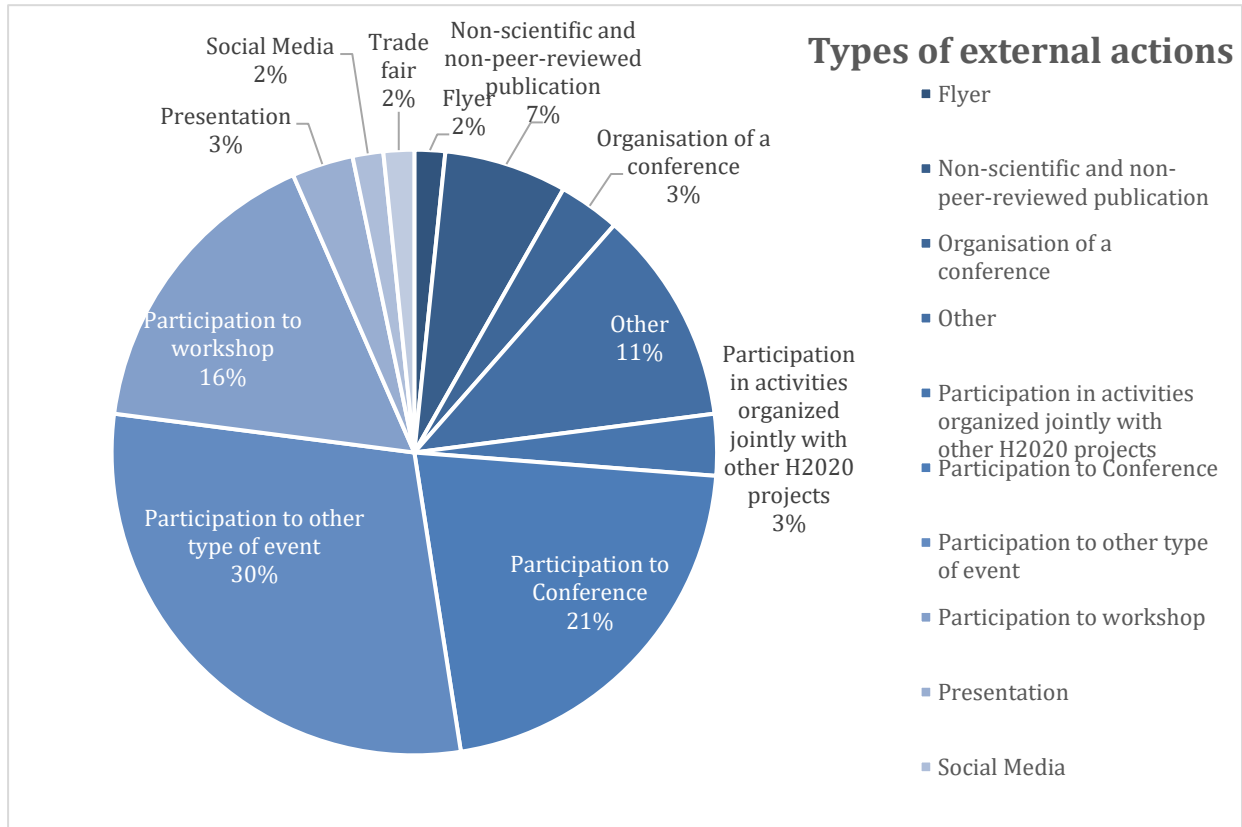


Figure 5: Types of external actions graph overview in percentage

Among the activities, the category of ‘other’ among the external actions refers to both formal and informal events or activities, which were not necessarily primarily focused on the project, however were used as an opportunity and outlet for project communication and dissemination. One example was an university lecture and project in the University of Roskilde in Denmark, where the Cities-4-People project was used as a case; another example is the participation in European events such as the CIVITAS Forum Conference in 2017 and 2018, which has created synergies with similar projects, which are currently also dealing with related topics.

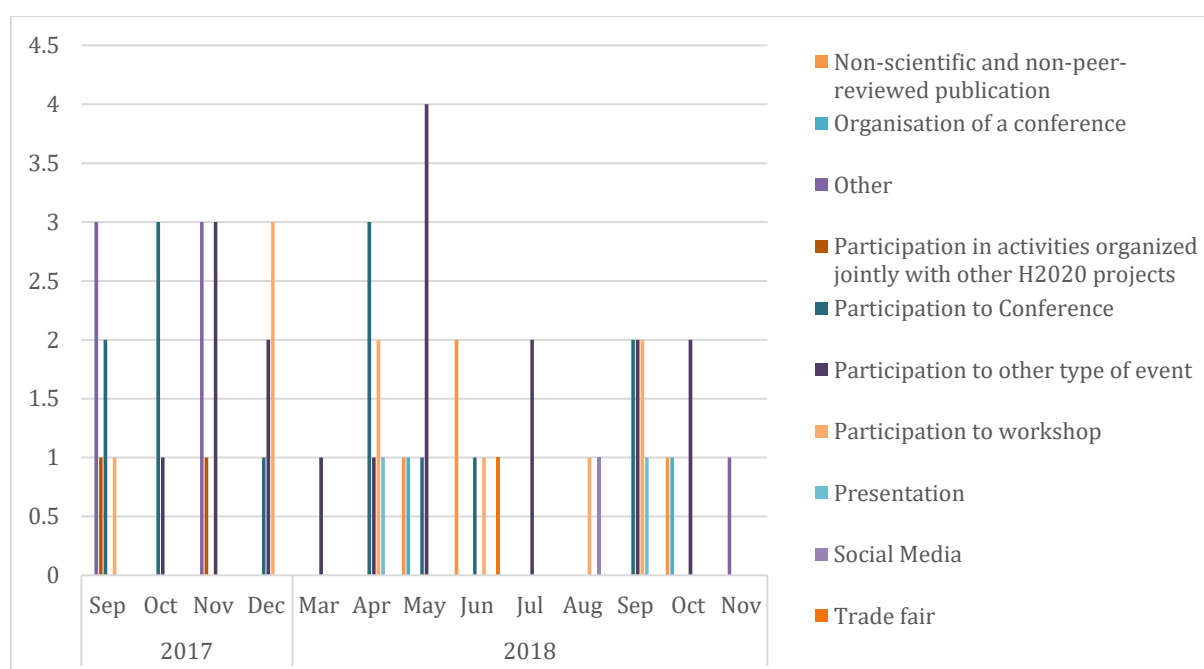


Figure 6: External Actions throughout the 18 months.⁵

The external actions served many different purposes, including having outside feedback on the project process, as well as learning from other related projects. This is reflected on the balance of the stakeholder types (Figure 7) and how they were distributed geographically (Table 6).

Table 4: External conferences and events attended

2017		
Conference/event	Date	Location
Cities of the Future 2017	26-27 Oct.	Brussels, BE
Ottenser Gestaltet - Vom Rat zur Tat - Konkrete Schritte zur Verkehrswende (Creating Concepts to the transition of mobility)	14 Dec.	Hamburg, DE
ICT Proposers' Days 2017	9-10 Nov.	Budapest, HU
CIVITAS Forum 2017	27-29 Sept.	Torres Vedras, PT
Design for shared living: Possible cities	5 Nov.	Copenhagen, DK
Citizens' workshop Holsten Areal (Bürgerwerkstatt Holsten-Areal)	2 Dec.	Hamburg, DE
Ottenser Gestalten Podiumsdiskussion	14 Dec.	Hamburg, DE

2018		
Conference/event	Date	Location

⁵ Larger image on Appendix 1.

Klima-Werkstatt #1	23 March	Hamburg, DE
IoT Rotterdam	9 April	Rotterdam, NL
Transforming Cities	13 April	Leicester, UK
Innovation: design leading	15 April	Oxford, UK
The smart city concept of Hamburg	23 April	Hamburg, DE
COST Connect: How to create a sustainable Urban Mobility for all?	25-26 April	Bucharest, RO
Forum Eine Mitte für Alle	26 April	Hamburg, DE
MaaS Scotland Alliance	1 May	Glasgow, UK
Effective policies for smart and sustainable cities	16 May	Thessaloniki, GR
3rd REMEDIO Seminar	22 May	Thessaloniki, GR
SSSCC 2018: Smart, Sustainable and Safe Cities Conference	25 May	Budapest, HU
HafenCity University Seminar: Digital City	28 May	Hamburg, DE
Sustainable Urban Mobility Projects (SUMP) - practitioners workshop	7 June	Birmingham, UK
Altonale	16-17 June	Hamburg, DE
Climate Workshop #2	26 June	Hamburg, DE
Sustainable Development and Planning 2018	4-6 Sept.	Siena, IT
City Robotics: Designing for people centric mobility	15-17 Sept.	USA
ECCENTRIC Replication Workshop	17-18 Sept.	Stockholm, SE
CIVITAS Forum 2018: Mobility for U&Me	19-21 Sept.	Umeå, SE
Altona Climate Workshop	26 Sept.	Hamburg, DE
European transport Conference	10 Oct.	Dublin, IE
Urban Regeneration and Sustainability	15-17 Oct.	London, UK
Urban Transitions 2018: Integrating Urban Transport Planning, Environment and Health for Healthier Urban Living	25-27 Nov.	Sitges, ES

The external actions reached a large audience, approximately 3698 people (Table 5), despite the smaller number if compared to the project actions, some of the external actions reached proportionally a wider and global audience, due to the nature of events, including conferences and trade fairs.

Table 5: External actions stakeholder reach

Stakeholder Type	Number
Scientific community	292
General public	861

Industry	261
Policy makers	210
Other (H2020 projects, EU initiatives, etc.)	646
Civil society	298
Mixed	1130
Total	3698

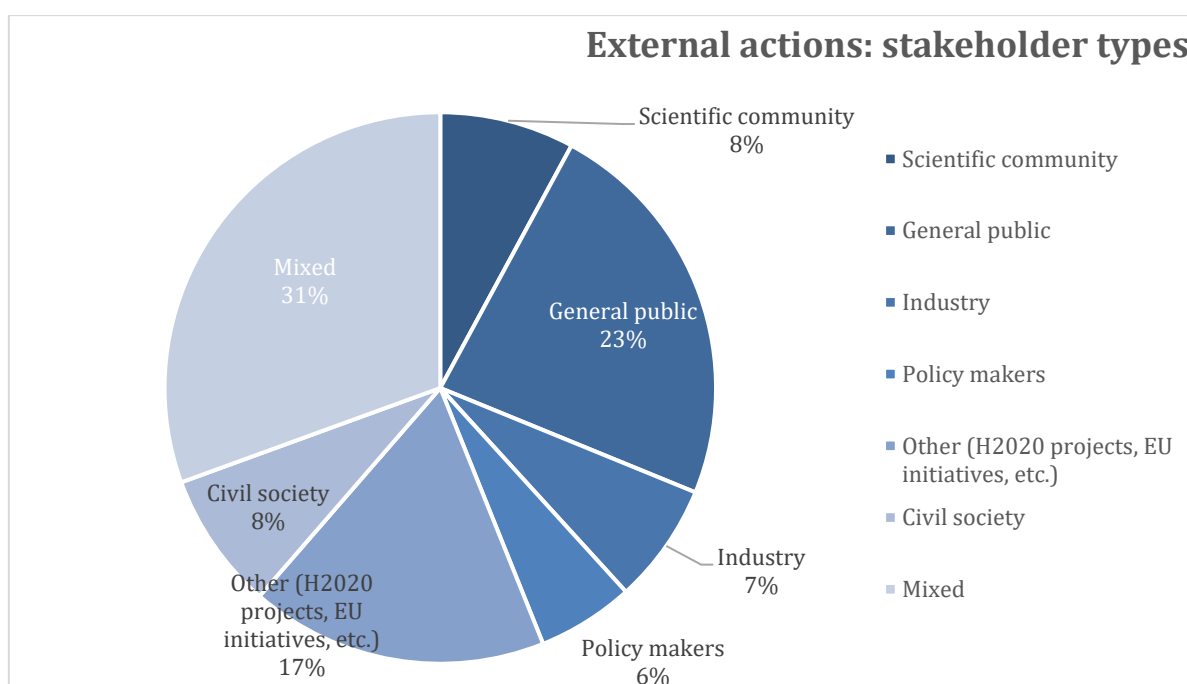


Figure 7: External Actions, stakeholder type graph overview

Table 6: External actions stakeholder audience by countries and regions

Countries & regions	Number
Denmark	80
Germany	706
Greece	55
Hungary	240
India	10
Italy	20

Countries & regions	Number
UK	260
EU-wide	2317
USA	10
Total	3698

The external actions reached beyond Europe, with participants from international conferences adding to the breadth of the audience (Figure 8). They also helped the project create synergies with other related projects as shown on Table 7.

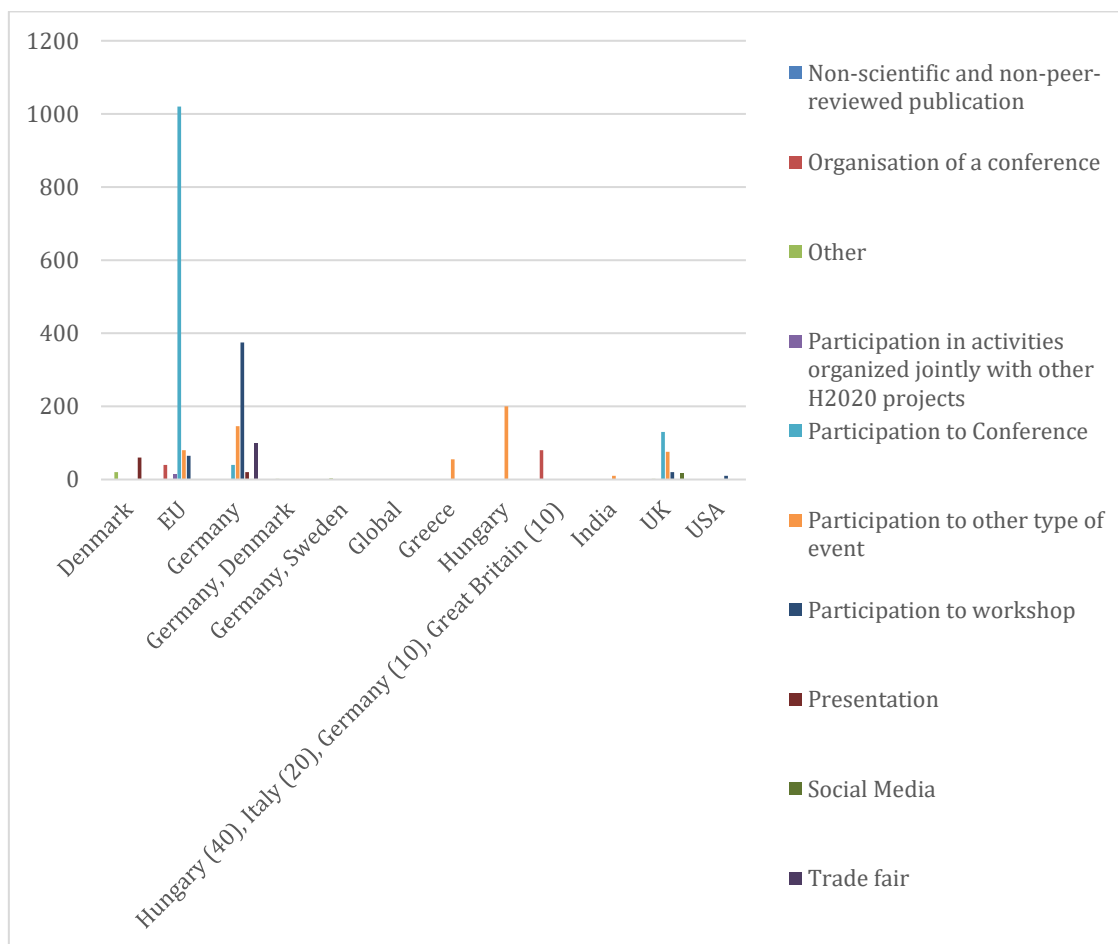


Figure 8: External actions country reach overview.⁶

⁶ Ibid.

Table 7: List of initiatives for existing synergies

Project	Focus	End	Countries
City of Amsterdam 'SMART CITIZEN LAB' https://waag.org/en/project/amsterdam-smart-citizens-lab	Tools to enhance citizens quality of life	-	NL
METAMORPHOSIS http://www.metamorphosis-project.eu/	Smart, Green And Integrated Transport	2020	AT, CH, IT, NL, UK, RO, DE
MUV (Mobility Urban Values) http://www.muv2020.eu/	Smart, Green And Integrated Transport	2020	IT, PT, BE, ES, FI, DK, NL, LU
CIVITAS Sunrise ⁷ http://www.sunrise-communities.eu/	Sustainable Urban Mobility Plans	2021	DE, HU, SE, IL, GR, UK, AT, BE, ES
CIPTEC http://ciptec.eu/	Innovative solutions for Public Transport	2018	DE, GR, IT, BE, FR, NL, UK
DSI4EU https://digitalsocial.eu/	Digital Social Innovation network of projects	2019	UK, NL, DE, ES, IT, PL
OpenGovIntelligence http://www.opengovintelligence.eu/	Co-design and co-production of public services	2019	GR, IE, BE, EE, NL, UK, LT
INHERIT (INter-sectoral Health and Environment Research for InnovaTion) https://inherit.eu/	Health and health (in)equity	2019	CZ, GR, DE, NL, BE, MK, ES, PT, LV, NO, SE, UK
CIVITAS Satellite http://civitas.eu/	CIVITAS Innovation Action (IA) and Research and Innovation Action (RIA) projects	2020	EU-wide
POLIS https://www.polisnetwork.eu/	Innovative transport solutions	-	EU-wide

3.1 External Actions result summary

The participation of the Cities-4-People consortium in a large number of external events, especially at local level, and some international high-profile conferences has contributed to the awareness raising, communication and dissemination of the project in a twofold way. First, the participation in local events has helped partners make Cities-4-People concepts and assets more visible in the pilot areas, increasing stakeholders' interest and engagement in the project. Second, the participation in international events has generated a wider outreach, laying the foundations for replication and scale-up of project assets at European level. All external events have also produced fruitful synergies with either local initiatives or European ones. Creating a stronger network at the local level is important to increase the size of the existing Citizen Mobility Communities, leveraging other groups of interest.

⁷ We invited the Sunrise coordinator to our Consortium Meeting in Hamburg, which proved to be extremely valuable as the partners could hear first hand about a related project and their approach.

Expanding the network at European level is essential to identify opportunities for fostering the sustainability of the project after its end.

The number of events attended in 2017 was limited because the project was still in its initial phase and there were no results available to be disseminated in high level conferences. In 2018 the Citizen Mobility Communities were formed and the Labs were launched, which gave partners greater insights into participatory processes and helped them select conferences to share the knowledge acquired. It is expected that the number of events attended will keep growing in the second half of the project, especially during the intervention and scaling phases: as a matter of fact, partners will gather numerous data and identify lessons learnt, more results on the whole process will be available, and project assets that can be replicated will become clearer.

4. Conclusion

During the first 18 months of the project, we carried out 271 events, reached over 43 thousand people from both Europe, the Americas and Asia. The variety of communication material and approaches combined with the undertaken activities have provided a range of communication, dissemination and learning among the Quadruple Helix Stakeholder (QHS) group. Beyond this, the DARCP has reached distinct groups in society, making it possible for the project to fulfil and, in some cases, overachieve the GA targets up to the present date, as in the cases of Stakeholder reach in both Project and External Actions, as well as Social Media.

Through online platforms, the project is able to maintain an ongoing communication with citizens and other interested stakeholders. Beside this, it offers the opportunity for these groups to exchange knowledge about their local experiences with other groups, including those participating in the project, and others engaged in related topics.

The workshops organised as part of the Project Actions have also proved effective and these will continue to be deployed through the next 18 months.

4.1 What has worked: channels and tools for the wider diffusion

Each municipality has used their own versions of the C4P website and some of the partners have used local twitter accounts and local city groups on Facebook or other local and popular media outlet based on the resources and limitations within each municipality. This approach has facilitated local access, as the information is displayed in local languages and, consequently, easier to be disseminated. Same applies for Twitter use, with local language and communication facilitating a local engagement.

Overall, the C4P project has attracted a wide range of stakeholders and has had a significant impact regarding audience reach, even going above some of its initial

targets, as shown in Deliverable 6.2. Despite these positive results, the DARCP is committed to increase its social media presence by an increasing number of posts, articles and project videos. Another use of media resources refers to the success and attendance of project events, which can sometimes be jeopardized by weather or other adverse conditions that cannot be anticipated by the project organisers. In order to account for similar conditions in the future, social media or other type of easily deployed communication solution needs to be reinforced, to keep a 'live channel' with events' participants.

Print resources need to be updated if they are to be used in the next rounds of the project together with the website, which need to cater to the local pilot communities and upcoming phases in the project.

4.2 Next steps

Even though the current results of the DARCP are promising, the project is committed to increasing its visibility towards higher dissemination impact in the upcoming months. In order for the following phases be successful, the communication strategy needs to be aligned and deeply intertwined with the interventions and scaling up phases.

To achieve even better results, the C4P project DARCP, is committed to optimise search resources and redesign the website to help communicate pilot activities. With the publication of the already accepted papers, the project will widen its reach in the scientific community and other related groups. The upcoming interventions will also widen the reach of the 'general public' and 'civil society', focusing on expanding the local network to include other related and relevant stakeholders.

Appendix 1

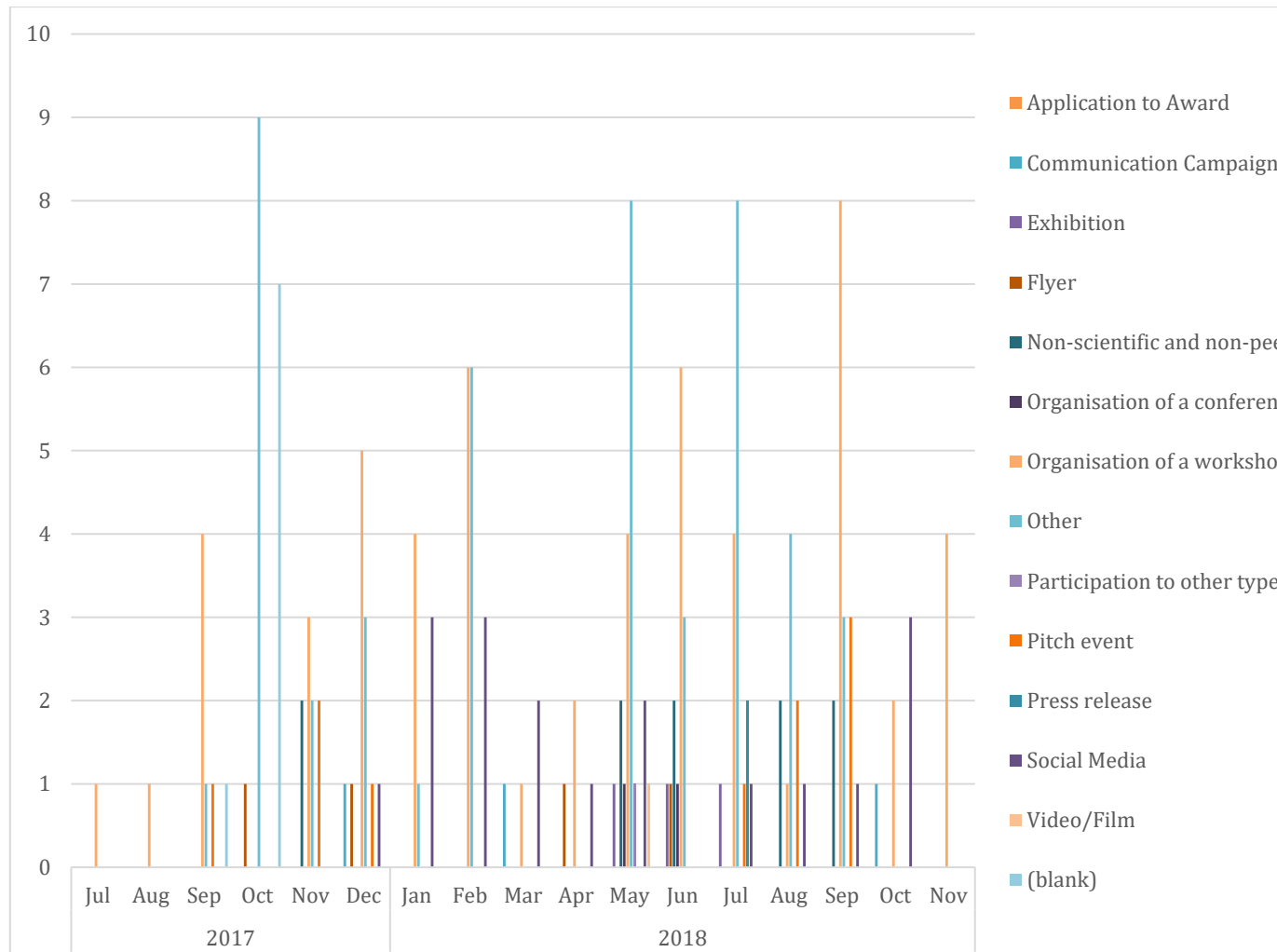


Figure 2: Project Actions throughout the first 18 months.

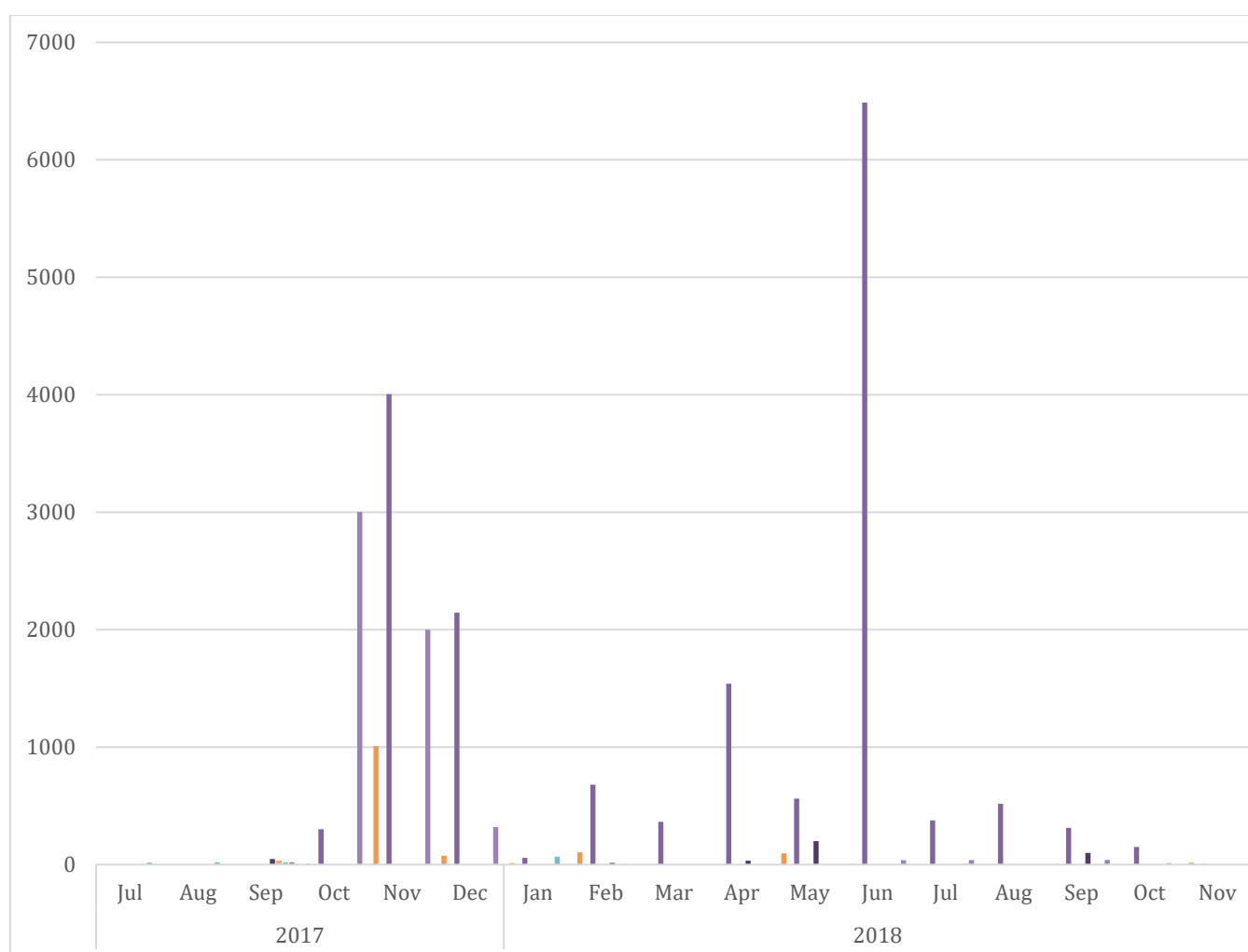


Figure 3: Stakeholder reach in the first 18 months.

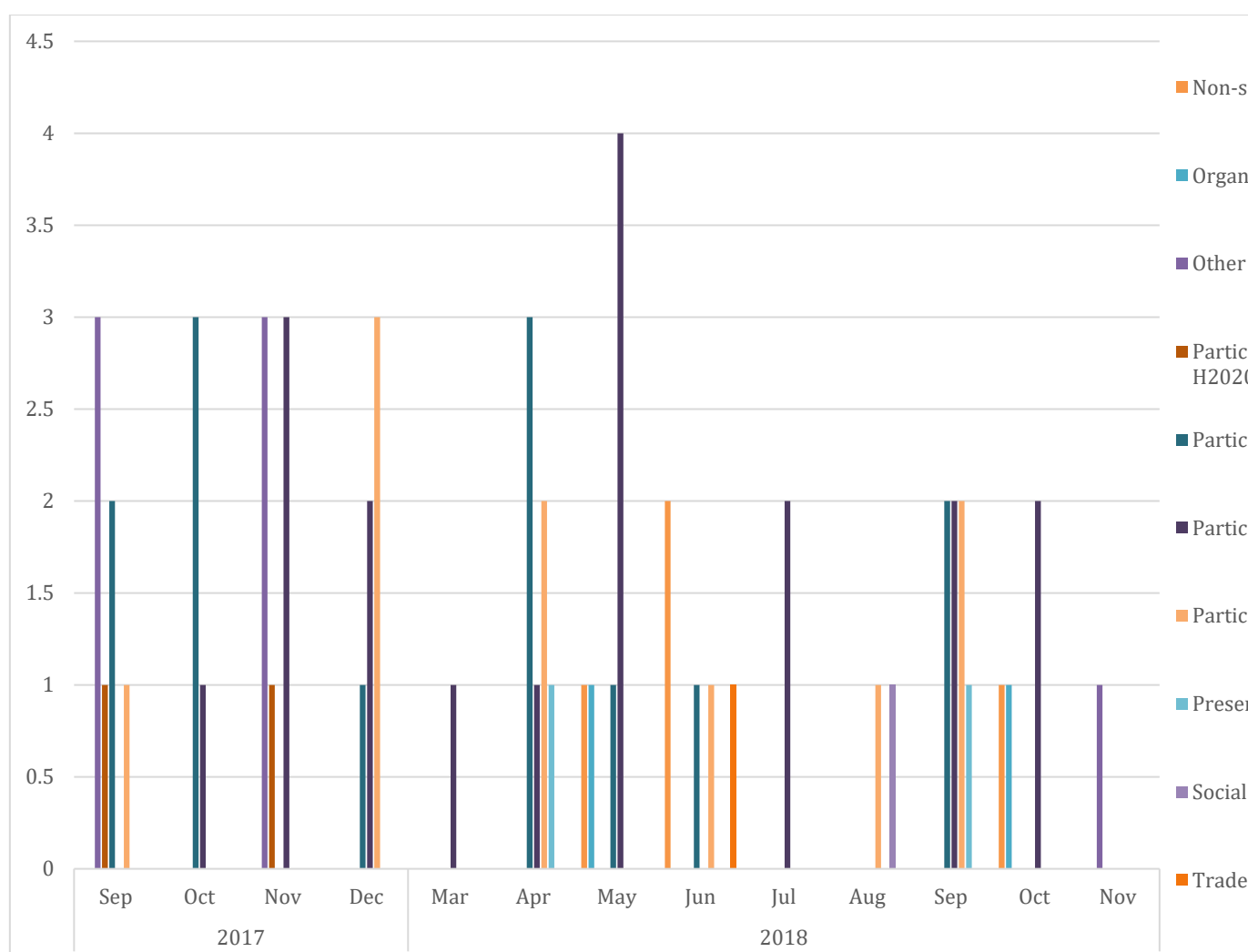


Figure 6: External Actions throughout the 18 months.

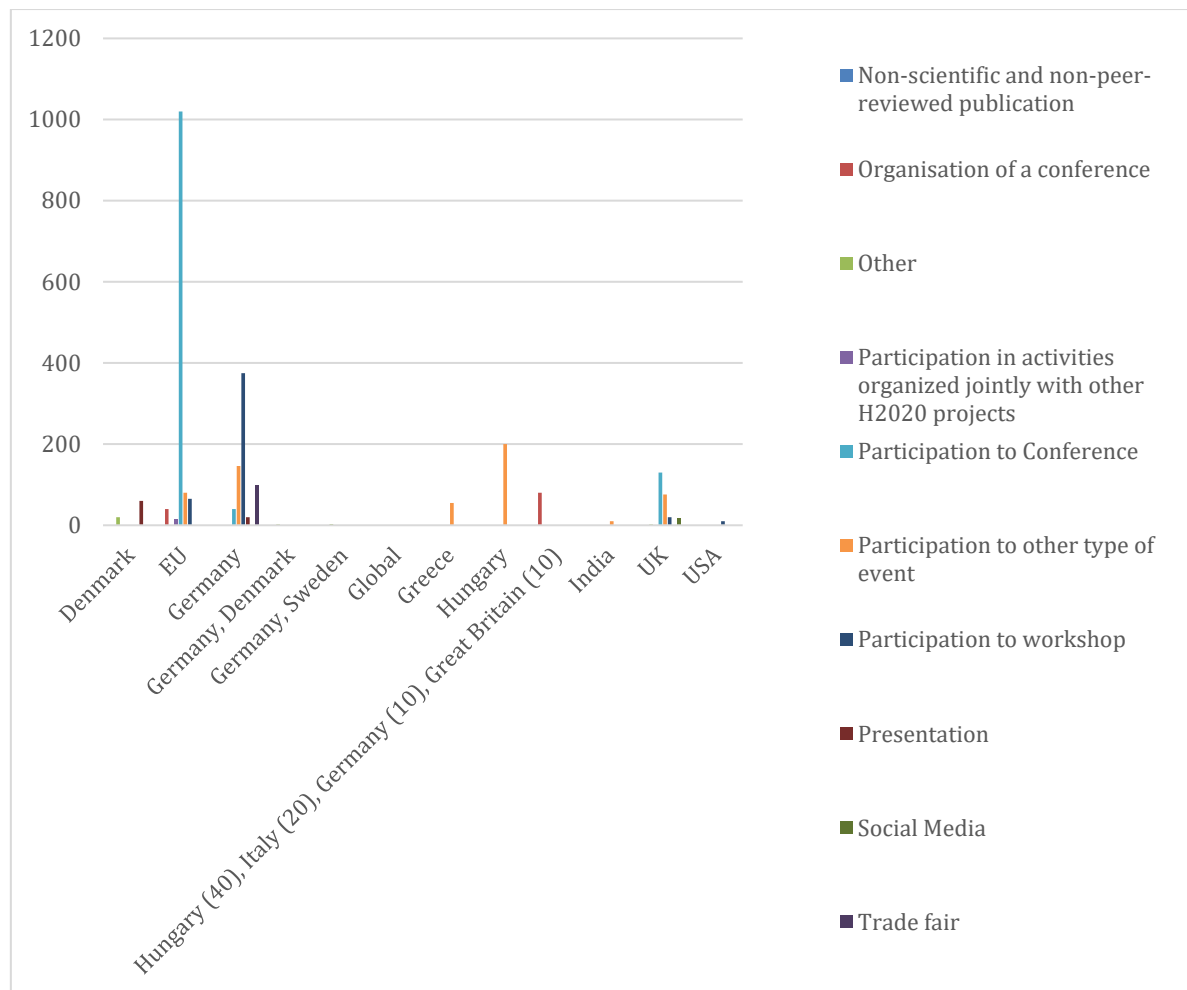


Figure 8: External actions country reach overview.