



D5.1 – Dissemination and Exploitation Plan

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Executive summary

This Dissemination and Exploitation Plan includes the DIGNITY message, a list of its target groups, its communications objectives and the tools to accomplish these objectives. Specifically, a list of actions for each target group, the necessary resources for these actions, the dissemination channels used, and a description of all written, spoken, and electronic interaction will be provided, as well as a plan to assess the efficiency of the dissemination activities.

The Dissemination and Exploitation Plan may be revised periodically based on the assessment of the activities performed.

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1. Introduction: The project in brief

The overarching goal of DIGNITY is to foster a sustainable, integrated and user-friendly digital travel eco-system that improves accessibility and social inclusion, along with the travel experience and daily life of all citizens. The project delves into the digital transport eco-system to grasp the full range of factors that might lead to disparities in the uptake of digitalised mobility solutions by different user groups in Europe. Analysing the digital transition from both a user and provider's perspective, DIGNITY looks at the challenges brought about by digitalisation, to then design, test and validate the DIGNITY approach, a novel concept that seeks to become the 'ABCs for a digital inclusive travel system'. The approach combines proven inclusive design methodologies with the principles of foresight analysis to examine how a structured involvement of all actors - local institutions, market players, interest groups and end users - can help bridge the digital gap by co-creating more inclusive mobility solutions and by formulating user-centred policy frameworks.

The idea is to support public and private mobility providers in conceiving mainstream digital products or services that are accessible to and usable by as many people as possible, regardless of their income, social situation or age; and to help policy makers formulate long-term strategies that promote innovation in transport while responding to global social, demographic and economic changes, including the challenges of poverty and migration.

By focusing on and involving end-users throughout the process of designing policies, products, or services, it is possible to reduce social exclusion while boosting new business models and social innovation. The end result that DIGNITY is aiming for is an innovative decision support tool that can help local and regional decision-makers formulate digitally inclusive policies and strategies, and digital providers design more inclusive products and services.





2. DIGNITY dissemination approach

2.1 Guiding principles

Effectiveness - DIGNITY seeks to understand the digital gap in transport and to find ways to bridge it, by putting the user at the centre of the debate. These digital gaps can be related to age, income, gender, language, education, physical mobility, visual or perceptual impairments, or other factors. Understanding how these shape people's experiences with – and create barriers to – using digital tools is crucial for achieving the project's goal of helping local and regional decision-makers formulate digitally inclusive policies and strategies, and digital providers design more inclusive products and services.

Interactivity - To maximise the impact of DIGNITY, it is essential to understand the physical, social, economic, cultural, technological and psychological factors that can make it difficult to use digital transport tools. The project will engage members of the public in four pilot cities/regions using journey mapping, workshops, guideline implementation, scenario-building and other activities – including participation and dialogue on the learning community platform - to test the DIGNITY concept and approach and refine it as needed, in order to co-create truly inclusive solutions to bridge the digital gap.

Gender awareness - Men and women use both digital tools and public transport in distinct ways and have different needs. For example, safety is a much bigger concern for women, shaping and, at times, limiting how they travel. However, policy makers, designers and market developers do not always pay attention to these differences. This can result in gender inequalities as well as in the reduced effectiveness of policy goals and unintended effects of policy instruments. Any inclusive transport system or digital tool must take gender relations into consideration and find ways to adapt policies to counter these differences, in order to achieve an effective and gender-sensitive digital transport system.

Durability – DIGNITY will ensure the visibility of the project's results and tools for at least three years after the project lifetime. This will be planned out during the project.

Transparency - DIGNITY will closely follow the principle of openness in the use of EC funds. All project activities and outputs will clearly indicate that they are financed by the European Commission and all documents and deliverables will strictly follow the most up-to-date EC visual identity rules, including the [EC rules regarding acknowledgment of funding](#).

Flexibility - Finally, flexibility will be a key value, as the message and strategy may change as more information is discovered. The effectiveness of the dissemination plan will be evaluated after the first year. Isinnova will review which initiatives have worked well and which have not, and then will decide whether and how to change these initiatives to make them more effective, revising the plan if necessary.





2.2 Dissemination phases

The dissemination activities for DIGNITY are divided into three phases. The first phase (M1-18) aims at creating *awareness* about the project, its purposes and expected benefits. The second phase (M18-30) aims at encouraging *action* on the part of the project's stakeholders. The third phase (M30-36) will communicate the project's *results* among stakeholders, the scientific community and the wider public.

STAGE 1 - Dissemination for awareness: The general objective at this early stage of the project is to raise awareness regarding the reduction of the digital transport gap among as many stakeholders as possible. In this first stage, the aim is to make the targeted audiences aware of the DIGNITY project. To that end, the project will produce a website, social media channels, and a learning platform, which will promote the DIGNITY project and its outputs while growing the DIGNITY community. These initial awareness-raising efforts will provide the groundwork for the long-term engagement of relevant stakeholder groups in the DIGNITY project and simultaneously ensure the success of the project's dissemination strategy.

STAGE 2 - Dissemination to build dialogue: During the second stage of dissemination, the focus shifts to the pilots and the testing of the DIGNITY approach. A series of workshops to provide guidance and training to the pilots, and later on to assess progress, will be held during this stage. Participants in the workshops and in the pilots will be encouraged to join the learning community, as an online space where they can make their voices heard, share experiences, and co-create solutions. Dissemination efforts during this stage will focus on building the learning community, creating spaces for co-creation and community learning on the platform, and increasing participation, both on- and offline, to maximise future outreach.

STAGE 3 - Dissemination of results: The final stage of the DIGNITY project is dedicated to communicating its results, including its guidelines, insights, toolkit, policy recommendations and explanatory publications. The project's outcomes will be disseminated to its stakeholders, which include policy makers, transport operators, digital mobility product and service providers, and associations representing vulnerable-to-exclusion users. These results will also be communicated to the scientific community and within various policy fields, as well as to a wider public including EU citizens.





2.3 Aims for project dissemination

The communication and dissemination strategy in DIGNITY is aimed at establishing two-way communication with stakeholders – including a wider public – and at disseminating the project's results. The dissemination and exploitation strategy in DIGNITY has six key objectives:

- To create clear, compelling channels of communication to appeal to the DIGNITY community and to the wider target groups;
- To fully utilise these channels to maximise the penetration to these groups at the regional, national and EU levels.
- To increase the project's visibility and effectiveness by finding and building on synergies with other projects working on digital mobility issues or those aimed at helping underserved groups;
- To organise and participate in strategic events where the message of DIGNITY can be disseminated;
- To build the DIGNITY learning community, made up of stakeholders in the scientific community, in associations aimed at benefitting underserved communities, and beyond;
- To ensure the wider uptake of DIGNITY's guidelines, policy recommendations, educational toolkit, and co-design insights.

2.4 What is being disseminated

There are a number of outputs that will need to be disseminated. Deliverables that are public will be published on the website in a dedicated area after they have been approved by the Commission. News items will be published on the website and social media channels to announce that these deliverables are now available.

In addition, there are specific outputs of the project aimed at exploitation: the guidelines, policy recommendations, educational toolkit, and co-design insights. These products will be disseminated on the learning platform for the use of the DIGNITY learning community, and eventually for the wider public as well.

2.4.1 Inclusive design guidelines

The inclusive design guidelines will provide a common template and practical guidelines that will be used in the four DIGNITY pilots, and then finetuned and standardised. After the first year of the project, the final version will be made available on the learning





community platform, in the deliverables section of the website, and publicised on social media. Once the guidelines are published, an online course may be created on the learning platform, if the format and content of the guidelines allows and if such a course is deemed useful for exploitation.

2.4.2 Policy recommendations

A booklet of policy recommendations, in the form of lessons learned and best practices, will be produced towards the end of the project. The plan is to publish a rough draft of these recommendations on the learning platform prior to their publication, so that the learning community can provide feedback. The recommendations will focus on improving accessibility to digital transport and providing practical strategies for more inclusive digital transport. Aimed especially at policy makers and other practitioners, the booklet will be presented at the DIGNITY final conference and subsequently made available on the website and learning platform. It will also be disseminated via social media.

2.4.3 Educational toolkit

At the end of the project, an open-access DIGNITY toolkit, a practical digital tool that will provide step-by-step methods on how inclusiveness could be strategically envisioned and conducted, will be created. The plan is to publish a beta version of the toolkit on the learning platform, so that the learning community can make suggestions for improvement. The final version of the toolkit will then be made available on the learning platform and may also be presented in the form of an online course, if this is deemed feasible and useful. Once published on the learning platform, it will be publicised on the website and on social media.

2.4.4 Co-design insights

Four local strategies for an inclusive digital travel eco-system in the form of a robust regulatory framework and policy action plan, as well as 'micro and meso insights' on how to make an inclusive digital product/service concept or prototype will be developed by the pilots and then made available on the learning platform after Month 31. The learning platform will be asked for their suggestions and feedback, prior to the final publication of the insights. The final version of the insights will then be publicised on the website and social media.





2.4.5 Publications

Three explanatory publications will give target groups a general overview of the state of the art of the challenges facing underserved groups in accessing digital mobility products and services and will help them better understand how to address them.

The first of these, entitled *Framing the Gap*, will give product and service providers, transport operators, and user associations an overview of the current gaps in the provision of digital mobility to underserved or disadvantaged communities. The second, *Pilot Experiences and Best Practices* (provisional title), will function as a kind of handbook, presenting the experiences of the pilots and offering a set of best practices to be followed. Finally, the third publication will examine the gender issues that came to light over the course of the project, show how these issues were addressed, and provide a set of lessons learned.

Unlike the project's deliverables, these publications will be written in "layman's" terms, and will be designed by a graphic designer, who will include easy-to-understand, colourful infographics, charts and other visual elements that will clarify the project's outputs – and their value - for non-experts. Taken as a set, these publications will help operators, providers, organisations, associations, and public administrations anticipate and address similar challenges. They will be published on both the website and the learning platform, and publicised on social media, as they become available. In addition, a limited number of copies will be printed and displayed at the final conference.

2.4.6 DIGNITY events

An important element of the DIGNITY dissemination strategy will be the workshops: the workshop with vulnerable-to-exclusion groups, the training workshop for the pilot cities/regions, and the intervision workshop to refine the pilot strategy and approach. Even more significant for dissemination will be the final conference aimed at all stakeholders.

These events will be promoted on the website, learning platform, and social media channels. Partners are expected to share this information on their own channels.

More information regarding these events is available in section 4.4, which details how these events will be used as a dissemination tool.





2.5 Dissemination team and organisation of the work

Isinnova is responsible for the overall communication and dissemination strategy, the logo and the visual identity, as well as the layout out for all types of DIGNITY products, such as power point templates, leaflets and posters. The DIGNITY website will be created by Isinnova, who is also responsible for the design and development of the DIGNITY learning platform, while BUAS is responsible for the creation of the learning community itself.

Throughout the project, partners will provide Isinnova with content to be published on the website, on the learning community platform, and on social media. Isinnova will determine how best to use this content once it has been received. The concepts and results therein will be rewritten for a wider public that will be reached through the various communications initiatives detailed here.

3. Target groups: How they benefit and what they provide

A key element of the dissemination and communication strategy is the mapping of relevant stakeholders within the EU. DIGNITY has outlined who its target groups are, how they will benefit from the project, and what role they will play in raising awareness and generating uptake of the DIGNITY approach and results. The main target group categories are as follows:

Policy makers at the metropolitan, regional, national and European level will gain a better understanding of who is currently underserved by digital mobility services, and how they can build policies that support these underserved users, thanks to the guidelines, policy recommendations and toolkit. On the other hand, it is expected that policy makers will provide useful feedback on these tools, will share them with their colleagues, and will invite their colleagues to join the learning community.

Public transport operators will gain valuable knowledge, via the guidelines, educational toolkit, and inclusive design insights, regarding the challenges faced by vulnerable-to-exclusion citizens, as well as practical knowledge on how these challenges can be addressed, and existing systems improved. However, it is also expected that they will help DIGNITY's partners improve the insights and the toolkits, ensuring that they are feasible and clear. They will be encouraged to participate actively on the learning community platform and it is hoped that it will become a place for them to network and work directly with other stakeholders, such as representatives of user groups (along with end users), providers of products and services, and policy makers.

Providers/manufacturers of digital mobility products and services will be provided with knowledge and insights on how existing gaps might be addressed, potentially leading to new innovations and new, specialised products and services, via the guidelines, educational toolkit, and design insights. In exchange, it is expected that they will help





DIGNITY's partners improve the insights and the toolkits, ensuring they are feasible and clear, and possibly suggesting new innovations or new perspectives from which to look at these challenges. They will be encouraged to participate actively on the learning community platform and it is hoped that it will become a place for them to network and work directly with other stakeholders, such as representatives of user groups (along with end users), public transport operators, and policy makers.

User associations, including associations to benefit the elderly, immigrants, the disabled, the poor, women, and other groups who may be underserved by current digital mobility offerings, such as the European Network of Migrant Women, Social Platform, the European Disability Forum, the European Association for the Education of Adults, and the International Federation on Aging, will get to have a say in how digital mobility products and services will be designed. They will also have the chance to present the concerns of their members to policy makers, transport operators, and product and service providers via the learning community. In return, they will provide valuable input and feedback on what really matters to their members, what kind of improvements would be most effective, whether or not the recommendations and insights sufficiently provide for these users' needs, and how these might be improved.

Researchers will be provided with a systematic review of mobility gaps for disadvantaged communities, and new research that can be built on regarding how to fill these gaps. In exchange, it is expected that they will actively take part in the learning community, providing their insights and feedback to the group, and inviting other researchers to take part, from both publicly and privately funded research organisations, from universities, think-tanks, business enterprises, civil society and not-for-profit organisations (including research-oriented NGOs), in order to open up new avenues of thinking and research on the digital mobility gap and positively influence the development of new policies, products, systems and services.

Citizens will benefit from more accessible digital mobility products and services, as well as better interaction between public/private transport systems and digital mobility products and services (thanks to the design insights, policy recommendations, and increased cooperation via the learning community platform). In return, it is hoped that citizens will have an increased awareness of inclusive design and how it benefits all users, and that they will support the implementation of inclusive policies, services, and products.



The following table breaks down dissemination activities by phase, action and target group:

Phases	Actions and tools	Target groups	Remarks
Phase 1 Create general AWARENESS (M1-12)	<ul style="list-style-type: none"> • Creation of dissemination plan • Creation of a visual identity • Production of promotional leaflet • Production of poster • Production of presentation • Creation of project website • Creation of learning platform • Invite partners and pilots to join learning community • Launch of targeted social media initiatives 	<ul style="list-style-type: none"> • Policy makers at the metropolitan, regional, national and EU level • Public transport operators • Providers/manufacturers of digital mobility products and services • User associations • Researchers 	The first phase is devoted to the establishment of dissemination tools and a consistent work plan. It also represents the launch of project activities and will inform the community of stakeholders about the DIGNITY project.
Phase 2 Encourage PARTICIPATION and DIALOGUE (M12-30)	<ul style="list-style-type: none"> • Direct contact with target groups • Invite organisations, associations, suppliers, operators, policy makers and researchers to join learning community • Grow social media channels • Presentation of the project at third-party events • Publication of deliverables on website • Publication of <i>Framing the Gap</i> on website and learning platform (M15) • Dissemination of deliverables and partner articles via social media channels • Update and maintenance of website • Workshop with vulnerable-to-exclusion groups (M12) • Training and intervention workshops (M12, M24) • Revise dissemination plan if necessary 	<ul style="list-style-type: none"> • Policy makers at the metropolitan, regional, national and EU level • Public transport operators • Providers/manufacturers of digital mobility products and services • User associations • Researchers 	In the second phase, the focus shifts to the stimulation of different stakeholders to participate in the DIGNITY project through a series of workshops and through its online community. The objective is to engage in a dialogue with different target groups regarding digital transport tools, inclusion and accessibility. In addition, <i>Framing the Gap</i> , plus a number of deliverables and articles will be published and publicised through the project's website and social media channels.
Phase 3 Communicate RESULTS (M30-36)	<ul style="list-style-type: none"> • Continued direct contact with target groups via the pilots, workshops and learning community platform • Increased membership on the learning platform • Guidelines, recommendations, toolkit and insights published on platform • Presentation of the project at third-party events • Continued use of targeted social media • Continued publication of deliverables • Continued dissemination of deliverables and articles on social media • Publication of <i>Pilot Experiences and Best Practices</i> (M32) and <i>Gender Issues</i> (M36) on website and learning platform, distribution of these at final conference • Final conference (M36) 	All + wider public	The third phase will wrap up the project's results and plan for post-project dissemination.



4. Dissemination tools and channels

4.1 Website

The DIGNITY website (www.dignity-project.eu), which will go online no later than month five, will be one of the primary channels of communication for the project. It has four major objectives:

- To improve communication between consortium members (uploading of project-related documents, working papers, events, etc.);
- To inform consortium members, stakeholders and target groups of new developments relevant to the project;
- To raise the image of the DIGNITY project and to improve dissemination to specialists, potential users of the results, policy makers, and the general public;
- To establish the website as a resource that will merit retention and maintenance beyond the lifetime of the DIGNITY project.

The website will offer an overview of the project, its intended impacts, and its work, as well as information about its partners. It will be user-friendly and content-oriented and will also drive traffic to the learning community.

The home page of the site will have a modern look and feel and will be highly visual. It will bring alive the issue of the digital gap, creating an animated, bright voyage as it poses key questions regarding accessibility. It will show users where they can find additional information on the project, the partners, the pilots, deliverables, and news and events. The footer of the website will feature the EU funding acknowledgement and links to social media channels.

The sections will include “About”, which will provide an overview of the project and its expected impacts, “Partners”, with information on the consortium partners, and “Deliverables” with a list of the project’s deliverables, which will be uploaded to the site and linked from this page as they are approved by the Commission. There will also be a section dedicated to the four pilots in Barcelona, Tilburg, Ancona and Flanders. Articles (with content provided by the partners, and rewritten by Isinnova in an informal, engaging, web-friendly style) will provide information regarding the project’s progress. These will be published in a dedicated “News and Events” section.

The website will be fully compliant with the GDPR. Anonymous data will be collected (with users’ consent) to measure how many users visit the site, what country they come from,





what pages they visit, and how long they stay on the site. No personal data will be collected or stored for the DIGNITY website. This information will be available in the privacy policy section of the cookie settings (visible when users first access the site and are asked to select their cookie preferences or when they change their cookie settings).

4.2 *The DIGNITY Learning Community and Platform*

4.2.1 The DIGNITY Learning Community

In order to accelerate knowledge, a sound collaboration must be developed between stakeholders. In the field of mobility and spatial planning, moreover, a triple helix cooperation between public and road authorities (policy perspective); private companies and service providers (practice perspective); and education and knowledge institutes (research perspective) is being initiated in learning communities. In a learning community, each member contributes to a certain theme by sharing and producing related knowledge. The guiding principle of a learning community is that all participants actively participate in this process, as its success depends on the creation of a culture of mutual cooperation, and on the establishment of an inspiring and active learning environment where different perspectives can come together. Because of its independent (non-commercial) position and applied scientific approach, Breda is experienced in setting up learning communities as a trustworthy party for public as well as private companies.

The exploitation strategy will focus mainly on the building of a learning community that will engage with DIGNITY in promoting, using and engaging with the project's key outcomes, and which can benefit from the policy recommendations and educational toolkit, including the design insights that will be produced in WP4.

Usage of the platform

The learning community will encourage knowledge sharing, pitching challenges from different perspectives. To actively stimulate knowledge sharing, BOAS will share existing knowledge from universities. With that, the learning community platform provides up-to-date knowledge to experts, policy, service providers and young professionals. Cities will be invited through the European POLIS network. Experts will be invited to join based on existing networks like Y4PT using the global hackathon series, where local mentors actively participate in a global network. By posting global challenges, young professionals are invited to actively participate in sharing thoughts and results. The key to a sound community is active membership and effective communication. BUAS will set up a





framework and instruction (document and video) on how to set up a challenge to engage young professionals as well as service providers and local governments.

Links with other work packages

Based on the literature review (WP1), a list of relevant knowledge institutes will be generated. All knowledge institutes will be invited to join the learning community. Based on the local stakeholder analyses in preparation for WP2 and WP3, public and private companies will be identified and invited. Interim results will be shared on the learning community platform to provoke discussion and new challenges. These can subsequently be used in the project's communication activities.

Target group estimation

M01-12: 5 organizations, 2 universities and 10 mentors/specialists

M13-24: 10 organizations, 5 universities and 25 mentors/specialists

M25-36: 25 organizations, 10 universities and 50 mentors/specialists

Knowledge accumulation and exploitation

In general, the end user will benefit indirectly from the enhanced systems and methods from the service providers. Because of this knowledge sharing and accumulation, it is the service providers and local policy makers who will benefit from the project the most. The DIGNITY project is therefore a stepping stone for new pilots and research, where involved parties benefit from each other's publicity.

4.2.2 The DIGNITY Learning Community Platform

The platform itself (<https://community.dignity-project.eu>), which will be online as of month six, will use an intranet/community WordPress theme, [BuddyBoss](#), that is specifically designed for social networking, group learning, and co-creation. The first to join the platform, immediately after its creation, will be BUAS, ISINNOVA, and the other partners.

The registration process will be relatively simple. Users will be invited to register at the platform by BUAS or other partners, or they can follow the link from the DIGNITY website. They will be asked to provide a basic amount of information, such as their name, email address, organisation or affiliation, and what they are interested in getting out of the community. They will not be asked to provide any sensitive data, such as medical or socioeconomic status. A re-captcha will avoid the intrusion of spambots in the community. The platform's moderators (ISINNOVA, BUAS, other partners) will also regularly monitor both the list of members as well as forum posts to ensure that there is no suspect activity





taking place. In addition, members will be encouraged to signal to Isinnova any activity or posts they feel might be inappropriate for the platform.

The idea is to connect all of these target groups via the platform, where they can access DIGNITY materials, critically analyse any gaps, and offer feedback. This will validate and enrich the knowledge created by the pilot testing, and strengthen the community, so that they can continue to work together to address these issues long after the project's end. Yet this interaction will not be limited to discussing the project and insights. Transport operators and providers of digital mobility products and services will also be able to use the platform to connect with user associations to improve their understanding of how to plan for inclusive mobility, evaluating the effects of their current systems, products and services so that they can actively co-create strategies to mitigate negative aspects and build on positive ones.

With regard to its structure, the platform initially will feature a member directory, forums, and an area where members can co-create documents. In addition, each user will have their own dashboard, from which they can edit, add to, or delete their profile. From here they can also see other members, their connections, their forums, their shared/co-created documents, and their uploaded media. The platform will also include groups that users can join, defined by geographical area or topic of interest. There is also the possibility of creating online courses for some of the materials produced as part of the project; specifically, the inclusive design guidelines and educational toolkit. The online courses would include brief videos explaining the topics, texts for download, and quizzes to test comprehension.

There will be three membership levels: administrators, moderators and regular members. Isinnova and BUAS will be classified as administrators, which means they can make changes to the structure of the site, can change user registration requirements, etc., and can also function as moderators. The other partners will be classified as moderators, which means they can delete posts and/or users as necessary. Everyone else will join as members, who can upload media or documents, create and edit documents, post in forums, join groups, take courses (if applicable), and message other members. Over the three years of the project, those members who are the most active and valuable to the community will have their status changed to moderators, and those who show a particular interest in the community will, after the project's end, be invited to become administrators. The idea is to prepare community members to gradually take over the running of the platform, both to increase their psychological investment in the community and to ensure that it can run on its own well after the project's end.

With regard to the GDPR, the learning platform will be fully compliant. A limited amount of data will be collected to assess user engagement but Isinnova will not mine, store, or





attempt to access any special or sensitive categories of personal data. All users of the platform will be in charge of their data and will be able to edit or delete it at any time (if they should encounter difficulties, they can ask Isinnova to delete it for them). This information will be contained in the privacy policy on the learning platform. More information on data management will be provided in the Data Management Plan (D6.1).

4.2.3 Open access

Details regarding the handling of both public and confidential information and materials will be provided in the Data Management Plan (D6.1).

4.3 Social media

Social media channels (such as LinkedIn and Twitter) will be created in month five and used to engage users who are likely to be interested in DIGNITY's outputs and to invite them to participate in an online dialogue. A LinkedIn page, a Twitter account and a Facebook page will be created shortly after the website goes online. Social media initiatives will be promoted on the website using a dedicated plug-in. DIGNITY's social media strategy may be revised periodically in order to take into consideration the information gleaned from analytics, levels of engagement, etc.

The message and audience will vary according to the type of social media used. The project's LinkedIn page will focus on reaching policy makers and researchers with the project's results, workshops and events, while the Twitter page will promote the project's findings and events and raise awareness regarding digital accessibility in transport. The Facebook page will be used to reach associations aimed at vulnerable-to-exclusion users as well as the general public.

4.3.1 LinkedIn

LinkedIn is an important element of DIGNITY's social media strategy. Isinnova will create a page on LinkedIn, featuring the logo, a background photo, a description of the project (about 2-3 paragraphs) and a link to the website. Isinnova will initially reach out to the consortium partners to link to the page, and then will ask them to invite others who may be interested in DIGNITY's outputs. The page will request to join the Horizon 2020 project group and will seek out and join other relevant groups. Updates will be posted whenever there is updated research or deliverables from the project, whenever there is an upcoming DIGNITY event, and whenever DIGNITY research is published or presented.





4.3.2 Twitter

DIGNITY's Twitter page will feature the project's logo, a header photo and a very brief description. The Twitter page will follow the consortium partners and will seek out and follow additional accounts related to the Commission, to digital transport tool providers, to transport product and service providers, to user associations (including associations to benefit the elderly, immigrants, the disabled, etc.) in order to create a Twitter base. The project's Twitter presence will be spread across all of the target groups; therefore, tweets and retweets will cover a range of relevant topics, from accessibility to gender issues in transport. Twitter will also be used to disseminate information about the project's results, publications, and events.

4.3.3 Facebook

Isinnova will create an account on Facebook, featuring the logo and a cover photo, a description of the project (one paragraph) and a link to the website. Facebook will be used to connect to providers/manufacturers of digital mobility products and services as well as user associations, including associations to benefit the elderly, immigrants, the disabled, etc., as they are expected to benefit from DIGNITY's insights and other products, while potentially providing key information that could help refine them. The idea is to create new relationships and establish new contacts, as well as to increase traffic to the website and the learning community platform.

Isinnova and its partners will adhere to the following rules to engage people on social media:

- Use empathic and direct language;
- Privilege visual content;
- Stimulate feedback with likes, comments, shares/retweets;
- Use polls, videos and images to encourage interaction.

Partners will regularly send photos and videos (accompanied by brief descriptions) for posting on social media, as well as articles for the website (on their work in the project, on their experiences with the pilots, or other relevant topics) to ISINNOVA.





4.4 Events

DIGNITY will organize a number of public events during its lifetime to raise awareness and deliver information on the project.

The first workshop will be with vulnerable-to-exclusion groups, in or around M12, in order to gain insights into why mobility solutions, services and products are (not) used. Mobiel21 will send Isinnova a general summary of how the workshop went (how many people attended, how they liked it, general participant feedback/comments, some of the more interesting or surprising findings), along with photos of the workshop. This article and the accompanying photos will be published in an article on the website, which will then be promoted via social media.

The second workshop will be a two-day training event in M12, where pilots will learn more about the DIGNITY approach and draft their implementation plans. Mobiel21 will send Isinnova a general summary of how the workshop went (how many people attended, general participant feedback/comments, what they are expecting or hoping for in the pilots, if relevant, etc.). Mobiel21, along with the pilots, will send Isinnova their photos of the event and, if possible, brief posts for social media during the event. The article and the accompanying photos will be published in an article on the website, which will then be promoted via social media.

The third event, in M24, will consist of two “intervision” workshops and a strategy workshop, aimed at analysing the results achieved so far and drafting local/regional action plans for an inclusive digital travel ecosystem. Mobiel21 will send Isinnova a general summary of how the workshops went (how many people attended, general participant feedback/comments, what challenges they have faced so far, etc.). Mobiel21, along with the pilots, will send Isinnova their photos of the event and, if possible, brief posts for social media during the event. The article and the accompanying photos will be published in an article on the website, which will then be promoted via social media.

There will also be a final conference at the end of the project, aimed at all target groups for a total of approximately 100 participants. The event, which will be held in Brussels, will bring together policy makers, transport operators, digital mobility product and service providers, and representatives of user associations. The first part of the conference will present the final versions of the DIGNITY approach guidelines, policy recommendations, educational toolkit, and co-design insights, and will explain how they were developed over the course of the project, with highlights from the pilots and the discussions that took place on the learning community platform. The second part of the conference will feature a series of workshops, one dedicated to policy recommendations, one to the





educational toolkits, and one to the design insights. Here, they will be able to experiment with these outputs, brainstorming how they might be applied in various environments. The conference will be publicised some months prior (once the date, location, etc. have been set) on the website, learning platform, social media channels, and via email. During the final conference, questions related to the topics discussed and photos from the event will be live-tweeted, tagging relevant partners, policy makers, associations, and product and service providers. In addition, all information from the final conference, such as presentations, photos, videos etc. will be available on the website and publicised on social media, with salient points highlighted in an article on the website.

Aside from these events, consortium members are expected to attend other key conferences, present papers and chair conference sessions to promote DIGNITY at the national and European level. Partners will send Isinnova events that they are interested in and that they think are relevant for the project, with a brief description of what they intend to do (present DIGNITY-related research, chair a session, distribute DIGNITY leaflets, attend the conference, etc.). Isinnova will keep a calendar of these events, to ensure that there are no conflicts or overlaps between partners. After presenting at an event, partners will send their presentations, papers, photos, and any other relevant material to Isinnova, along with a summary of what they presented and of the event itself (including approximately how many people attended and what target groups the event was aimed at), so that Isinnova can publish an article on the website and publicise it on social media. In addition, partners are encouraged to post on their own social media channels (particularly Twitter) during these events, tagging DIGNITY. Participation in at least ten events during the project's lifetime is expected.

4.5 Leaflet, posters and other promotional materials

A concise but informative trifold project leaflet, available in five languages (EN, ES, DE, NL and IT), will be produced in month four with the help of a professional designer. It will be used as a calling card to attract a targeted audience. The goal is to raise awareness of the project and its message and to inform stakeholders on how they can contribute to the project's achievements. The message conveyed in the leaflet will reflect the project's goals of understanding of what contributes to the digital gap and how to move towards a truly inclusive digital transport system.

In addition, a project poster will be created with the help of a professional designer. It will be the visual representation of the DIGNITY approach and will be used to raise awareness at key events. The poster will contain a few key phrases and messages that capture the





idea and the “feel” of the project. Finally, a project presentation will be created to introduce and explain the project and its objectives.

4.6 Media relations

Media relations will be established with key academic channels by the partners and the knowledge developed will be published in a number of journals within the field of

transport and the social sciences. Scientific publications are peer reviewed and do not conflict with intellectual property and patent rights under the consortium agreement. These will be made available under a green open access standard.

In addition, partners will inform Isinnova when they intend to submit their work – that related to DIGNITY or on a similar topic – to a scientific journal (or similar). They will send Isinnova the name of the journal, what it covers, when they intend to submit, when they expect to publish, and a brief description of the article or paper. This way Isinnova can ensure that there are no conflicts or overlaps between partners. After publishing an article or paper, partners will send Isinnova a link, a brief description of the journal, an abstract/summary of the paper/article, including how it relates to DIGNITY, and an image (such as a graph or chart), so that Isinnova can publish an article on the website and publicise it on social media.

5. Visual identity

The DIGNITY visual identity has been developed by Isinnova. The DIGNITY logo is a symbol of the project's philosophy and objectives. In order to create a more compelling, consistent, and effectively managed visual identity, Isinnova has developed a set of visual identity guidelines to be used by all partners when creating branded communications (Annex 1).

Basic identity elements have been selected to reinforce the personality and values of the project. These elements are then combined to create a unique look for DIGNITY that communicates and supports the philosophy of the project, differentiates it from other projects, and forms the foundation of a recognizable and memorable visual identity.





The visual identity guidelines detail the logo's concept, how the logo can be used, the fonts used, the colour scheme and the templates (Word and PowerPoint). These visual identity guidelines will be adhered to in all communication materials, including the website.

A note regarding accessibility: the text in the logo and templates meet the [official WCAG guidelines](#) for accessibility, with a contrast ratio of 11.61:1. The leaflet, project presentation, website and learning platform will also be designed with a focus on accessibility.

6. Impact, monitoring and targets

We will use several different methods, differentiated by type of communication, to assess the success of the project's communication and dissemination initiatives. Google Analytics will be used to measure traffic to the website, time spent there, and drivers of traffic to the site. Google Analytics (or similar) will also be used to track activity and engagement on the learning platform. For the project's social media initiatives, the number of followers will be regularly monitored, and social media insights and analytics will be used to understand how users are engaging with DIGNITY on social media.

Our KPIs are as follows:

1500 hits/month of unique visitors to the website by the end of the project

100 members of the learning community by the end of the project

500 leaflets handed out

100 connections on LinkedIn

300 followers on Twitter

300 followers on Facebook

30 people attending the workshop with vulnerable-to-exclusion groups

30 people attending the training workshop for the pilot cities/regions

30 people attending the intervision workshop

100 people attending the final conference

10 presentations/contributions made to external seminars or conferences

5 articles accepted for publication in peer-reviewed journals





5 quotations a year regarding DIGNITY in academic journals, think-tank papers and EU-specialised media

While these quantitative measurements are useful, a more qualitative measure of success will be the establishment of a dialogue between and within the various target groups and DIGNITY's capacity to inspire further research, better products and services, and more inclusive policies. Other measures of success will be 1) increased participation in events; 2) an increase in the number of people visiting the website; 3) an increase in the number of members on the learning platform; 4) a larger number of followers on social media; 5) increased sharing and disseminating of DIGNITY content by stakeholders and, most importantly; 6) the downloading and use of DIGNITY's guidelines, recommendations, insights, publications and toolkit. In short, success is about building awareness and opening up the lines of communication, for a future where all people travel with dignity.

7. Funding acknowledgement

7.1 Information on EU funding — obligation and right to use the EU emblem

Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

- (a) Display the EU emblem, and
- (b) Include the following text:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 875542".

When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Agency. This does not however give them the right to exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

7.2 Disclaimer excluding agency responsibility

Any dissemination of results must indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains.





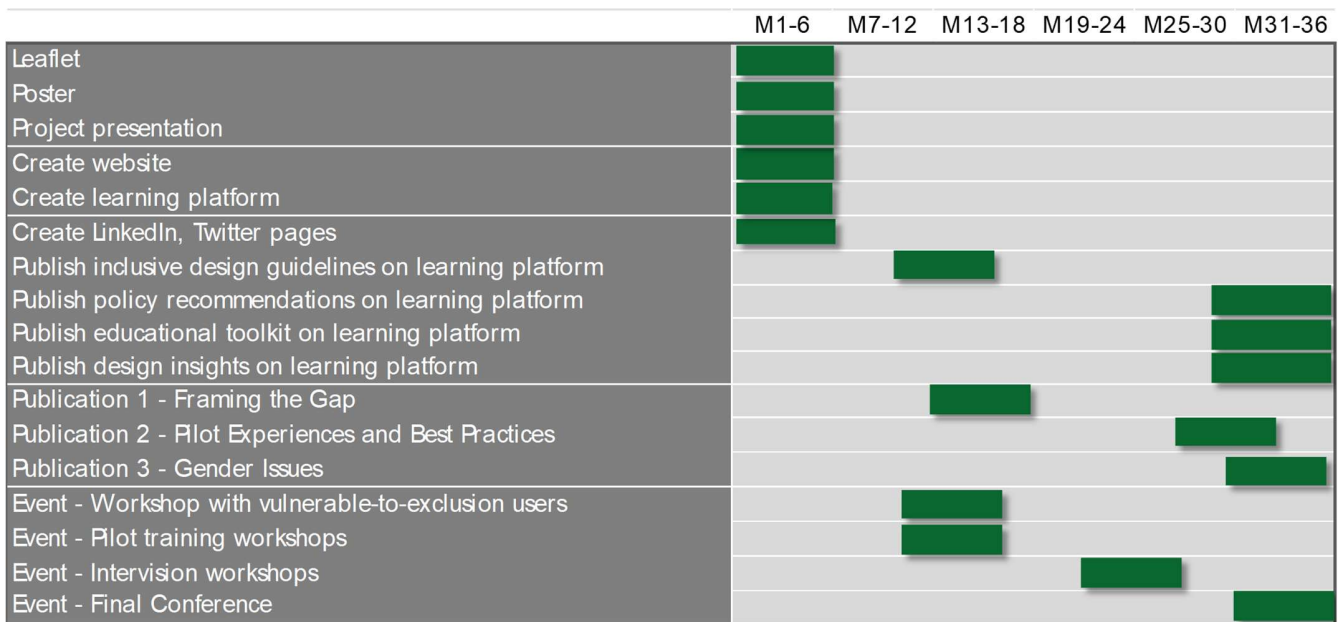
In addition to the EU programme banner, the following legal disclaimer must be displayed on any written information produced for projects or events. This disclaimer can be written in a small font size and it can be placed in areas that are less prominent than those used for the main logo, e.g. at the bottom of websites or in the editorial information of publications.

“This project has been funded with support from the European Commission. This publication (communication) reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.”



8. Timing of communication and dissemination initiatives

The following chart shows the scheduling of communications initiatives:



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