



**Data-driven and Dynamic  
Space and Assets for  
Physical Internet-led Urban  
Logistics and Planning**

# D7.1 Dissemination and Communication Plan

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## Abstract

The Dissemination and Communication Plan is the project's guidance document for all dissemination and communication activities that will take place within the DISCO project. It should be seen as a living document that could be slightly adapted and revised throughout the project and following the timeline provided in the document.

The Dissemination and Communication Plan identifies and describes the target groups for dissemination activities and explains how and through which dissemination channels they will be reached. It describes the main dissemination tools, which will be particularly important for outreach activities.

This Dissemination and Communication Plan also identifies key initiatives and EU-funded projects to establish strategic alliances and collaboration mechanisms and defines the methodology for the establishment of the external interest groups that will play an important role in the transferability of the obtained results.



## Summary sheet

<b>Deliverable No.</b>	D7.1
<b>Project Acronym</b>	DISCO
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<b>Starting date</b>	May 2023
<b>Number of months</b>	42

## Project partners

Organisation	Country	Abbreviation
FIT CONSULTING SRL IT Coordinator	IT	FIT
RUPPRECHT CONSULT-FORSCHUNG & BERATUNG GMBH	DE	RC
INLECOM INNOVATION ASTIKI MI KERDOSKOPIKI ETAIREIA	EL	INLE
PNO INNOVATION SL	ES	PNO
INTERNATIONAL DATA SPACES EV	DE	IDSA
FM LOGISTIC IBERICA SL	ES	FM
AKKA INDUSTRY CONSULTING GMBH	DE	AKKA
FONDAZIONE ISTITUTO SUI TRASPORTI E LA LOGISTICA	IT	ITL
JLL	UK	JLL
ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTY XIS	EL	CERTH
LINDHOLMEN SCIENCE PARK AB	SE	LSP
KUHNE LOGISTICS UNIVERSITY GGMBH	DE	KLU
INSTITUT DE RECHERCHE TECHNOLOGIQUE SYSTEM X	FR	IRTX
STICHTING BREDA UNIVERSITY OF APPLIED SCIENCES	NL	BUAS
POLIS - PROMOTION OF OPERATIONAL LINKS WITH INTEGRATED SERVICES, ASSOCIATION INTERNATIONALE	BE	POLIS
EUROPEAN PARKING ASSOCIATION EPA EV	DE	EPA
ALLIANCE FOR LOGISTICS INNOVATION THROUGH COLLABORATION IN EUROPE	BE	ALICE
ERASMUS CENTRE FOR URBAN, PORT AND TRANSPORT ECONOMICS BV	NL	ERASMUS

INTERUNIVERSITAIR MICRO-ELECTRONICA CENTRUM	BE	IMEC
VLAAMS INSTITUUT VOOR DE LOGISTIEK VZW	BE	VIL
FUNDACION ZARAGOZA LOGISTICS CENTER	ES	ZLC
BE-MOBILE	BE	BE-MOBILE
STAD GENT	BE	GENT
OPLEIDINGSCENTRUM VOOR HOUT EN BOUW VZW	BE	OHB
CITYLOGIN IBERICA SL	ES	CITYLOGIN
UNIVERSITAT POLITECNICA DE CATALUNYA	ES	UPC
AJUNTAMENT DE BARCELONA	ES	BCN
VENICE INTERNATIONAL UNIVERSITY	IT	VIU
FUNDACION DE LA COMUNIDAD VALENCIANA PARA LA INVESTIGACION, PROMOCION Y ESTUDIOS COMERCIALES DE VALENCIAPORT	ES	VPF
FUNDACION DE LA COMUNITAT VALENCIANA PARA LA PROMOCION ESTRATEGICA EL DESARROLLO Y LA INNOVACION URBANA	ES	LAS NAVES
T-BOX DELIVERY & SOLUTIONS SL	ES	T-BOX
AYUNTAMIENTO DE ZARAGOZA	ES	ZARAGOZA
FUNDACION ZARAGOZA CIUDAD DE CONOCIMIENTO	ES	FZCC
FORUM VIRIUM HELSINKI OY	FI	FVH
KOBENHAVNS KOMMUNE	DK	COPENHAGEN
REGION HOVEDSTADEN DK Partner	DK	REGIONH
COMUNE DI PIACENZA	IT	PIACENZA
MESTSKA CAST PRAHA 6 / District Prague	CZ	PRAHA
REGIONAL MANAGEMENT NORDHESSEN GMBH	DE	RMNH



AARHUS KOMMUNE	DK	AAKS
DIMOS THESSALONIKIS	EL	THESSALONIKI
DIETHNIS EKTHESI THESSALONIKI AE	EL	TIF HELEXPO
ACS TACHIDROMIKES IPIRESIES MONOPROSOPI ANONYM	EL	ACS
ROLAN OY	FI	ROLAN
ASOCIACIÓN LOGÍSTICA INNOVADORA DE ARAGÓN	ES	ALIA
A to B Finland Oy	FI	A2B
GETPLUS srl IT Partner	IT	NEXT
COMUNE DI PADOVA IT	IT	ComPADUA

## Document history

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	16/10/2023	ALICE	None	Add reference to Local Communication Plans, add reference to Exploitation Plans, alignment between target groups and external audience targeted at external events.
1.1	24/10/2023	Rupprecht Consult	None	Stakeholders mapping, add conclusions, reorder external events in chronological order.
1.2	27/10/2023	POLIS		Comments from ALICE and RC incorporated.
1.3	27/10/2023	FIT	Minor comments	
1.4	27/10/2023	RC	Minor comments	
1.5	30/10/2023	ALICE	Minor comments	
1.6	30/10/2023	POLIS	Final version	



## List of acronyms

<b>DG</b>	Directorate-General
<b>EU</b>	European Union
<b>GA</b>	Grant Agreement
<b>GDPR</b>	General Data Protection Regulation
<b>IPR</b>	Intellectual Property Rights
<b>IT</b>	Information Technology
<b>KPI</b>	Key Performance Indicator
<b>LL</b>	Living Lab
<b>LSP</b>	Logistics Service Provider
<b>PI</b>	Physical Internet
<b>SSH</b>	Social Sciences and Humanities
<b>SULP</b>	Sustainable Urban Logistics Plans
<b>SUMP</b>	Sustainable Urban Mobility Plans
<b>TEN-T</b>	Trans-European Transport Network
<b>WP</b>	Work Package



# 1. Introduction

## 1.1 DISCO in a nutshell

DISCO aims at fast-tracking upscaling to a new generation of urban logistics and smart planning framework, enabling the transition to decarbonised and digital cities in Europe, delivering innovative tools and methods, changing the urban logistics and planning paradigm with a Physical Internet (PI) – led approach.

DISCO will contribute to the definition of a new generation of Sustainable Urban Logistics Plans (SULPs) in the short, medium, and long-term, in several strategic sector areas. It will support cities and regions in achieving their local policy objectives such as reaching emission reduction by demonstrating zero-emission data-driven urban logistic solutions.

It will do so by DISCO demonstrating a combination of 23 data driven innovative measures, that will be supported by the Meta Model Suite (DISCOCURB, DISCOBAY, DISCOPROXI, DISCOESTATE and DISCOLLECTION) and enabled by the Urban Freight Data Space. They combine social and technological innovation and land use planning in urban logistics, that will be demonstrated within the measures in the four DISCO Starring Living Labs and in the four Twinning Living Labs, and adopted by 4 Follower Cities and Regions, with the overall target of achieving a harmonized integration of Sulp in Sustainable Urban Mobility Plans (SUMPs) and the Mission city targets by 2030.

## 1.2 Purpose of this document

This document defines the framework to guide communication and dissemination activities within DISCO. It identifies and describes the target groups for communication and dissemination activities and explains how and through which dissemination channels they will be reached. It describes the main dissemination tools to be developed within the project. It also provides guidelines to the DISCO partners on their roles and actions to perform and assure an effective communication of the DISCO objectives, activities, and results.

The Dissemination and Communication Plan is the project's guidance document for all dissemination and communication activities and has been developed by Task 7.1 Leader, POLIS. The Dissemination and Communication Plan identifies key messages and the most efficient channels to reach each of the target group's contacts.



It sets the project's visual identity, to brand the activities and outcomes of the project. This strategy also identifies key initiatives and organisations to establish strategic alliances and collaboration mechanisms. Partners' experiences and involvement in other EU-funded projects will be used as a basis.

As the project progresses and new contacts and dialogue mechanisms are established, tailored activities will be defined to reach and communicate with these new stakeholder members. Towards the end of the project, the cities and their industry partners will define how they will take forward the DISCO outcomes.

The Dissemination and Communication Plan of the project draws on the principles outlined in the Horizon Europe Guidance Document Communicating EU research and innovation guidance for project participants.

## 2. DISCO's mission

### 2.1 Communication objectives

The dissemination strategy identifies the most effective methods for disseminating the messages to the targeted audiences as well as their form and substance. The following are the main components of the communication/dissemination plan:

- **WHAT:** specifying the messages and goods to be sent.
- **TO WHOM:** specifying the recipients' intended demographics.
- **WHY:** Outlining the dissemination's goals.
- **HOW:** preparing the distribution strategy.
- **WHEN:** choosing the best times to promote the dissemination objectives.

The Work Package 7 'New generation of sustainable logistics and planning and empowering the edge' has the following operational objectives:

- Plan a coherent set of messages, target audiences, tools, and channels to communicate effectively about DISCO at local (demonstrations), European and international level.
- Deploy high quality communication and dissemination tools, with focus on digital channels.
- Position DISCO at European and international events as the key-reference for urban freight and curbside management research.
- Provide training and take-up opportunities for a broad range of DISCO stakeholders about DISCO outcomes and outputs.



- Involve and engage a community of stakeholders to improve the DISCO process and products and ensure take-up and transfer of the project's results.

### 2.1.1. Key messages and project mission statement

DISCO's Communication and Dissemination activities must be in line with a project-wide clear narrative. To do so, this plan lays down a list of simple concise and tailored statements which convey the most relevant information. They are the foundation of the Communication and Dissemination content and need to be shared with the audience consistently.

It is crucial that the DISCO values are effectively conveyed to guarantee that the messages it promotes are always consistent and integrated into a larger project-related narrative.

The main ideas that should be heard, understood, and retained by the audience are known as key messages. They typically consist of concise summaries that explain the project's goals, justifications, points of differentiation from competitors, and benefits to stakeholders. They should be reflected in all written and spoken communications and serve as the cornerstone of a project's branding and marketing efforts, making them relevant.

The key messages identified are the following:

**DISCO aims at fast-tracking upscaling to a new generation of urban logistics and smart planning. It enables the transition to decarbonised and digital cities, delivering innovative frameworks and tools, and changing urban Logistics and planning paradigm with a Physical Internet (PI) – led approach.**

**In order to achieve this, interoperable innovations will be integrated with enabling technologies. An online PI-led Meta Model Suite will be used, along with its Assessment Toolkit, which measures the quantitative and qualitative progress of the digital transition, and its five "DISCO-X" innovations—DISCOCURB, DISCOPROXI, DISCOBAY, DISCOESTATE, and DISCOLLECTION—to facilitate more ambitious urban logistics and planning.**

**DISCO will support European urban logistics players in reducing economic, societal, and technical dependence from private digital platforms owned by large global providers, magnifying the scope of a Sustainable Urban Mobility Plans (SUMPs) converging to data-driven Sustainable Urban Logistics Planning (SULPs).**



DISCO partners and stakeholders will co-design, deploy, demonstrate, evaluate, and replicate innovative, inclusive, hyperconnected and data-driven urban logistics and planning solutions in 4+4 DISCO Starring and Twinning Living Labs, and adopted by 4 Follower Cities and Regions.

All parties involved in the design of DISCO solutions (such as cities, logistics service providers, retailers, owners of real estate and other public and private infrastructure, operators of transportation, members of the research and technical community, and members of civil society) work together to shift the focus from sprawl to models centred on neighbourhood delivery, minimal emissions, and efficiency of freight.

DISCO will encourage trustworthy and voluntary pooling of urban freight data, by co-creating innovative measures and enabling customised data protection protocols for voluntary and purpose-oriented data sharing.

All DISCO findings will also take into account the Sustainable Development Goals, such as Goal 11, "Sustainable Cities and Communities," which enables social cohesion between urban centres and their peripheries, green investments, and new value generation, with enhanced SULPs that are harmonised in SUMP.

## 2.2 Spelling and grammar

- **British English:** the European Commission requires that EU-funded projects always use British English. Here are the correct spellings of some common words: programme, centre, revitalise, organisation. For more details, see the [European Commission's English Style Guide](#).
- **Project title:** always write the project title using the same capitalisation format: DISCO Project.
- **Always capitalise the outputs deriving from DISCO**, such as DISCO-X, DISCO Meta Model Suite, etc.



## 3. Key stakeholders and target audience

### 3.1 Target groups

The DISCO project aims to enable strong engagement of internal and external stakeholders. Each target group will be approached with tailored activities, specific key messages and co-creation processes. The groups identified are:

- **Citizens / civil society:** To ensure widespread support for the suggested measures, residents of the cities targeted by the Starring and Twinning Living Labs will participate in the co-creation process. The feedback they provide on the acceptability and viability of the suggested measures, which have a direct impact on their daily lives (including air quality, noise, safety, and congestion), is very important.
- **Local authorities:** They should increase strategic approach capacities to urban transport and logistics. Core cities will develop and upscale specific measures in their urban context. POLIS as a privileged network to spread DISCO activities, knowledge, capacity building and replication activities to more than 110 local authorities, via its respective working groups. Politicians are expected to be involved in policy dialogues.
- **National authorities:** They play an essential role in managing funding and defining the legislative framework to promote sustainable mobility, including freight at urban and interurban scale. Both technical experts and politicians will be invited to participate in the policy dialogues.
- **Logistics service providers:** From a business standpoint, they assist in the design and validation of local logistics solutions and models for sustainable urban freight consolidation of flows. These may share helpful information for the design of freight measures. They have a high potential to scale up and replicate effective models and solutions in different contexts as many of them operate at a European / international level.
- **Freight/service receivers/procurers, Producers/shippers:** they include a wide range of private stakeholders from the logistics perspective, that are involved in several stages along the supply chain and interested to the activities and potential replication / scale-up of results within their own processes.
- **Retail industries:** They include all actors, procedures and actions used to control the movement of products, customer orders, services, and information from retailers to consumers are known as retail logistics. They play a central role in DISCO.
- **Public and private infrastructure owners and real estate:** The ability of the public and private sectors to collaborate is a decisive factor to identify and test inner-city real estate solutions that allow last mile delivery are feasible.



- **Technology suppliers and innovators:** Technology suppliers and vehicle technology suppliers will provide updated insights on the new solutions available and how these can be organised into a consistent and integrated offer of sustainable mobility. At local level, their potential will be tested and assessed in real life conditions.
- **Research community and academia:** The DISCO partnership includes research centres and universities. The results will be broadly disseminated to the scientific community through the publication of scientific papers, dissemination of activities and results via participation to events, seminars, and conferences at all levels (from European to local one).
- **End user organisations:** they include organizations that might also be impacted by DISCO measures include those representing users of public transportation, pedestrian associations, shop owners, historic town center associations. At both the local (for test sites) and EU (for policy) levels, specific groups that can spark proactive discussions about DISCO measures and solutions will be targeted and consulted.

### 3.2 Stakeholder mapping and media monitoring tool

An initial approach to map out the stakeholders has been undertaken. This approach has been taken at a geographical reach, starting with the EU & International level, taking it down to National, Regional and Local level. Different groups were then set up based on the industry and nature of the organisations or associations.

In parallel of this exercise there is a database of individual contacts of organisations and associations which we will be populating and developing during the project. This database is a POLIS asset and for GDPR reasons cannot be publicly shared.

A dual-type communication flow will be established with the identified stakeholders. On one side, the identified group of stakeholders will be invited to subscribe to the project newsletter, in order to stay informed about what is happening at project level, to follow DISCO on social media and be invited to take part in future dissemination events and public interactions, such as policy dialogues, webinars and other events. On the other side, stakeholders will be also invited and encouraged to provide feedback and useful elements to the DISCO partners regarding their innovative actions, for instance, from the following interactions:

- Public consultations on features and validation (WP4 / WP5) to provide feedback on DISCO demonstration results at Living Labs, so that local communities are aligned with users' expectations.
- Community-based pool during Open Days
- Via Knowledge Hub establishing the capacity building.

The MIRO board stakeholders map can be found in the Annex.



## 4. Link to the Exploitation Plans and Impact Creation Board for Transformation

### 4.1 Exploitation Plans

The Communication and Dissemination strategy will also support the overall DISCO exploitation strategy.

DISCO results have a high potential for being widely exploited during and after the end of the project as the consortium involves key industrial actors from the logistics sector, data and technology providers. Project exploitation is intrinsically embedded within each WP to ensure that the specific outcomes are developed with the needs of the target audience in mind. Exploitation covers DISCO replication activities in Twinning LLS, adoption feasibility studies by Followers, and liaison activities with relevant European initiatives.

The Strategic dialogue between ALICE and POLIS will foster cooperation for the adoption of the proposed solutions to external cities. The Knowledge Platform's ALICE Innovation Marketplace will link business owners with investors and partners while showcasing services and solutions provided by DISCO. After DISCO lifetime, the Mobility Academy managed by RC and ALICE Knowledge Platform will support knowledge transfer.

DISCO will define exploitation plans of its Key Exploitable Results (KER) within Task 6.3 by ALICE by November 2024 (M19). The second and updated version of the Dissemination & Communication Plan (M21, M42) will provide more indications. As reported in the GA, the following table reports an initial exploitation plan.

Key (exploitable) results	Routes to exploitation	IPR
KR1: Diagnosis for functional architectural design of the Meta Model Suite  KR2: Assessment Toolkit auditing digital urban logistics readiness	<ul style="list-style-type: none"> <li>• ALICE Knowledge Platform</li> <li>• Training through ALICE Thematic Groups</li> <li>• Academic papers (journal / conference)</li> <li>• Part of Syllabus for teaching to train next generation of workforce.</li> </ul>	Open source



<p>KR3: Adaptive Blueprint</p> <p>KR4: Interoperability and adaptability of DISCO-X solutions</p>	<ul style="list-style-type: none"> <li>• ALICE Knowledge Platform</li> <li>• ALICE/POLIS Strategic Dialogue</li> <li>• OPENDEI Task Forces</li> <li>• GAIA-X, FENIX, EUHUBS4DATA</li> </ul>	Open source
<p>KR5: Upgraded Sulp Topic Guidelines</p>	<ul style="list-style-type: none"> <li>• ALICE Knowledge Platform</li> <li>• Mobility Academy</li> <li>• CIVITAS</li> </ul>	Open source
<p>KR6: Minimum Viable UF Data Space + Catalogue of services + Connector Store + Implementation Guide</p> <p>KR7: Data Space Radar and onboard Toolkit</p>	<ul style="list-style-type: none"> <li>• ALICE/POLIS Strategic Dialogue</li> <li>• Mobility Academy</li> <li>• GAIA-X, FENIX, EUHUBS4DATA</li> <li>• Mobility Data Space</li> </ul>	Open source
<p>KR9: Package of innovative data-driven urban logistics measures at Starring LLs;</p> <p>KR13: Package of measures and technologies demonstrated in new settings, at Twinning LLs</p>	<ul style="list-style-type: none"> <li>• ALICE Knowledge Platform</li> <li>• ALICE/POLIS Strategic Dialogue</li> <li>• GAIA-X, FENIX, EUHUBS4DATA</li> <li>• Mission Platform / CIVITAS</li> <li>• Mobility Data Space</li> </ul>	<ul style="list-style-type: none"> <li>• Proprietary Commercial IPR</li> <li>• Commercial Services</li> </ul>
<p>KR10: Interactive Dashboard for common monitoring and evaluation at Starring LLs and list of KPIs for cross site evaluation;</p> <p>KR14: Updated Interactive Dashboard for common monitoring and evaluation at Twinning LLs</p>	<ul style="list-style-type: none"> <li>• Academic papers (journal / conference)</li> <li>• Part of Syllabus for teaching to train next generation of workforce.</li> <li>• Mission Platform / CIVITAS</li> </ul>	Open source
<p>KR8: LLs Factsheets;</p>	<ul style="list-style-type: none"> <li>• ALICE Knowledge Platform</li> </ul>	Open source

<p>KR11: UF-Efficient Land Uses Servicing and Delivery Plans; KR12: Replication Plans; KR23: Replication booklet on Implementation cases</p>	<ul style="list-style-type: none"> <li>• ALICE/POLIS Strategic Dialogue</li> <li>• Mobility Academy</li> <li>• CIVITAS / Mission Platform</li> </ul>	
<p>KR15: Technology trend and market watch KR18: Innovative Business Models</p>	<ul style="list-style-type: none"> <li>• ALICE Knowledge Platform</li> <li>• ENTRANCE Matchmaking</li> <li>• EIT Urban Mobility</li> </ul>	<ul style="list-style-type: none"> <li>• Proprietary Commercial IPR</li> <li>Commercial Services</li> </ul>
<p>KR17: New collaborative frameworks and ecosystem approach</p>	<ul style="list-style-type: none"> <li>• ALICE Knowledge platform</li> <li>• ALICE/POLIS Strategic Dialogue</li> <li>• GAIA-X, FENIX, EUHUBS4DATA</li> </ul>	Open source
<p>KR20: Feasibility studies and Adoption plan delivered by Followers</p>	<ul style="list-style-type: none"> <li>• ALICE Knowledge Platform</li> <li>• Academic papers (journal / conference)</li> <li>• Part of Syllabus for teaching to train next generation of workforce</li> <li>• Mission Platform / CIVITAS</li> </ul>	Open source
<p>KR19: Training activities in the Mobility Academy. KR21: Knowledge Hub</p>	<ul style="list-style-type: none"> <li>• ALICE Knowledge Platform • European Network of LLs</li> <li>• GAIA-X, FENIX, EUHUBS4DATA</li> </ul>	Open source
<p>KR20: PI-led Policy Package</p>	<ul style="list-style-type: none"> <li>• Webinars and workshops with policy makers at various levels Mission Platform &amp; CIVITAS</li> </ul>	Open source

Table 1 List of EU-funded projects with which DISCO aims to create synergies with.



## 4.2 Impact Creation Board for Transformation

The Dissemination and Communication plan will equally support the efforts undertaken by ALICE, along with POLIS, EPA and IDSA, to the creation of an Impact Creation Board for Transformation (ICBT) that will support market uptake for the innovative DISCO results. By gathering input from relevant stakeholders and sharing DISCO results to maximize its impact targeted to all target groups, the ICBT strengthens the project's visibility and impact and speeds up the accomplishment of EU Green Deal targets and EU Mission goals by 2030. The ICBT comprises four expert professionals from the following fields:

- Data Space & Physical Internet
- NetZero cities
- Urban Freight and Land Use
- SSH disciplines

Top representatives from various cross-domain actors will be involved in the ICBT, which will encompass the whole value chain of urban logistics with a focus on the decarbonization and digital transformation of cities. Policy dialogues and exchange webinars to be organised during the project lifetime will be used to promote and disseminate the ICBT and its resources available to interested local authorities and logistics stakeholders.

The second and updated version of the Dissemination & Communication Plan (M21) will provide more indications.



## 5. DISCO visual identity and media channels

### 5.1 Branding and project identity

Visual identities are a set of graphic elements representing a name, an idea, a product, a company, institution or service to the external world. To build a recognisable visual brand and bolster the project's message, a project visual identity is crucial.

The aim of the visual identity is to translate the key principles and message characterising the project and have appealing aesthetic yet recognisable elements to catch the attention of different stakeholders. This is especially significant given the variety of projects and initiatives related to DISCO's subject matter, meaning that a consistent choice of visual elements will allow the audience to recognise and connect more easily with the project work and outcomes.

Each branding visual element works together to create a unified identity that communicates DISCO's key message. The essential components of DISCO's visual identity are listed below. A detailed description of each element and how it must be used is outlined in the DISCO project identity charter, accessible [here](#).

#### 5.1.1. Key visual

The key visual is meant to represent the project's key operation at a glance. In this case, it showcases the DISCO Meta Model Suite in motion, visualising physical internet-led urban logistics.

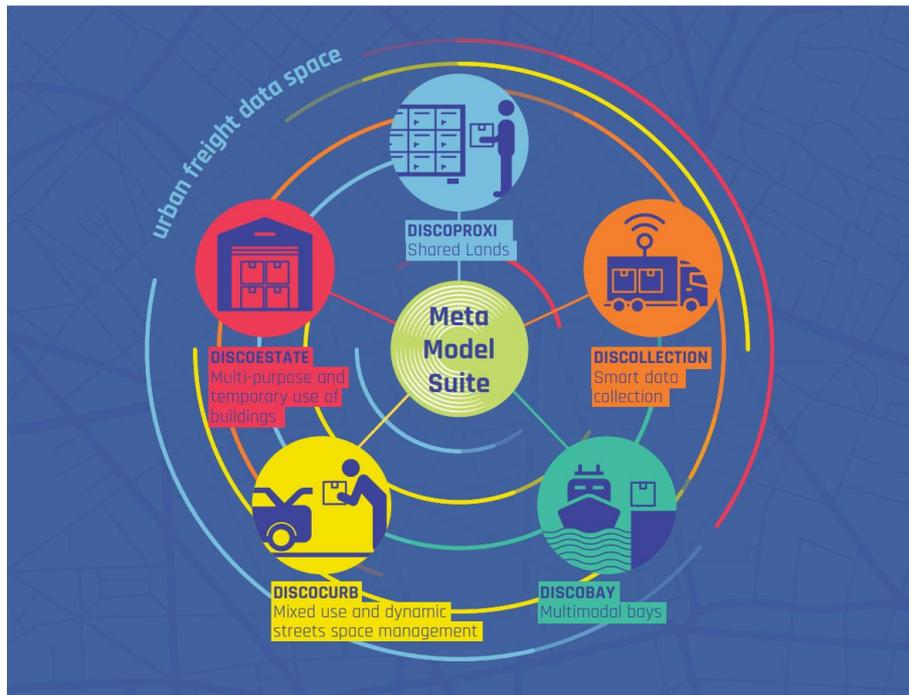


Figure 1: DISCO key visual featuring each of the DISCO-X icons.

The key visual is not meant to exist by itself but is instead meant to be applied together with the other key visual elements.

Examples of media showcasing the integration of the key visual with other elements e.g. the project logo and tagline are shown below:



Figure 2: DISCO Twitter/X banner



Figure 3: DISCO roll-up banner

### 5.1.2. Project logo

DISCO’s logo was the first visual element defined for the project. Designed by the project coordinator FIT Consulting, the logo consists of typography and image marks. The logo is to be used on all DISCO communication and dissemination materials and must not be altered in any way.



Figure 4: DISCO project logo



### 5.1.3. Logo size and use

The DISCO logo should always be surrounded by a minimum area of space. A clear space around the logo is recommended to maintain visual clarity. The recommended clear space is defined by the height of the bulb icon: one time from the left, right, and bottom, and one and a half times from the top.



Figure 5: Minimum size requirements for DISCO project logo use

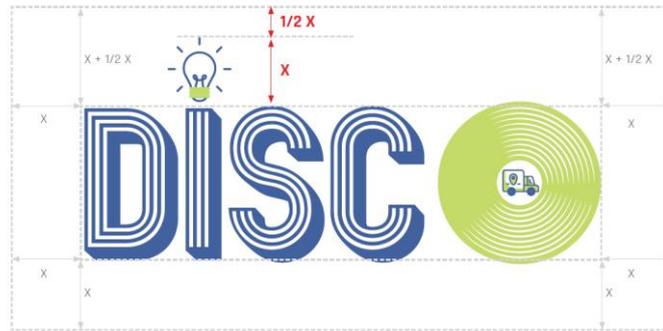


Figure 6: Guidelines for correct spacing use of the DISCO project logo

### 5.1.4. Colours

DISCO has a distinctive palette of colours to represent the overall visual identity, displayed below with CMYK and Hex values. All visuals representing the project must always make use of these specific colours. The colours are differentiated between primary and secondary colours.

#### 5.1.4.1. Primary colours

The primary colours should make up most of the colour expression in DISCO communications.



#### Primary colors



Figure 7: DISCO's primary visual identity colours

#### 5.1.4.1. Secondary colours

The secondary colour palette is used to complement the primary colours and create a joyful and vigorous DISCO design.

#### Secondary colors



Figure 8: DISCO's secondary visual identity colours

#### 5.1.5. Typefaces

The main typeface utilised for DISCO's identity is Rajdhani. It can be downloaded for free from Google Fonts.

The Rajdhani typeface should be used for all main headlines in all official DISCO print and online communication media, as displayed below:

Rajdhani Regular | **Rajdhani Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ | **ABCDEFGHIJKLMNOPQRSTUVWXYZ**



abcdefghijklmnopqxyz | **abcdefghijklmnopqxyz**

Calibri is the primary typeface for all body text. It is used in all project templates, namely in MS Word and PPT templates.

Calibri Regular | *Calibri Italic* | **Calibri Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJKLMNOPQRSTUVWXYZ* | **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

abcdefghijklmnopqxyz | *abcdefghijklmnopqxyz* | **abcdefghijklmnopqxyz**

#### 5.1.6. Document templates

Templates have been created for official project documents to ensure a consistent and professional visual identity is always followed by all partners. Templates have been created for:

- Project deliverables (Microsoft Word)
- Presentations (Microsoft PowerPoint)
- Agendas
- Meeting minutes

The project will be presented at several local, national, and international meetings and conferences. Therefore, a standard PowerPoint presentation containing information about the objectives, key elements, and main target groups of the project has been produced. This standard PowerPoint presentation will also be useful for the dissemination activities within the whole project.

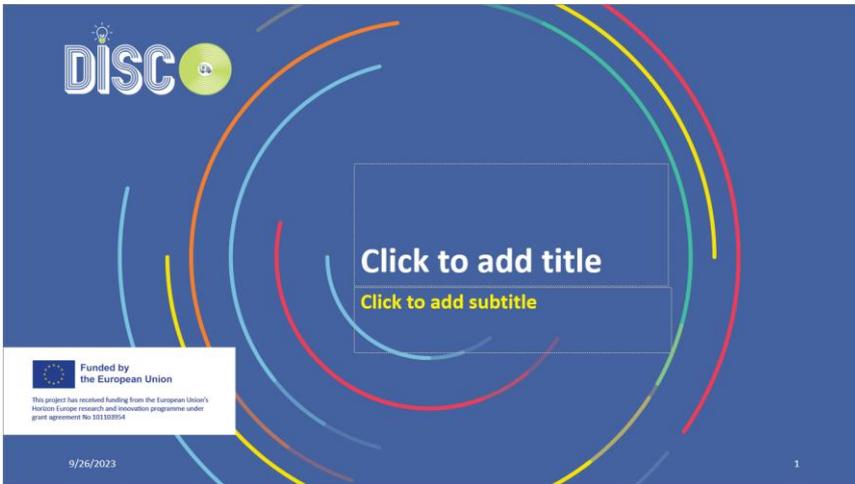


Figure 9: DISCO presentation template



**Title – Calibri 34pt bold, DISCO blue**  
**Sub title – Calibri 30pt regular, DISCO orange**  
**Author, Calibri 22pt, bold, DISCO blue**  
**Date – Calibri 22pt, regular, DISCO blue**



Figure 10: DISCO project deliverable template

### 5.1.7. Visual identity disclaimers: use and application

Each DISCO medium must include the disclaimers listed below:

#### 5.1.7.1. EU funding disclaimer

DISCO is a project under the Horizon Europe funding programme. As such, all communication and dissemination materials must display the **‘Funded by the European Union logo’**, as shown below, accompanied by the following text: “This project has received funding from the European Union’s Horizon Europe research and innovation program under grant agreement No 101103954.”



Figure 11: EU funding disclaimer

More information on how to properly apply the EU funding logo above can be found [here](#).

On media with limited space such as social media banners or visuals, we recommend using only the ‘Funded by the European Union’ logo and the CIVITAS logo, without any other text.



### 5.1.7.1. CIVITAS disclaimer

DISCO is among the projects that are part of the CIVITAS Initiative. As such, all communication and dissemination materials should contain a reference to this by displaying the CIVITAS logo, as shown below, accompanied by the following text: “DISCO is a project under the CIVITAS Initiative. Read more - [civitas.eu](https://civitas.eu).”



Figure 12: CIVITAS disclaimer

More information on how to properly apply the CIVITAS logo above can be found [here](#).

## 5.2 Communication and dissemination material

### 5.2.1 Project leaflet

The DISCO leaflet aims to outline the project objectives, expected results and outputs, and partnership at a glance. It will serve as the project’s business card to the outside world and will be used for promotion activities at relevant events across Europe. In addition, the leaflet includes references to the project website and social media channels.



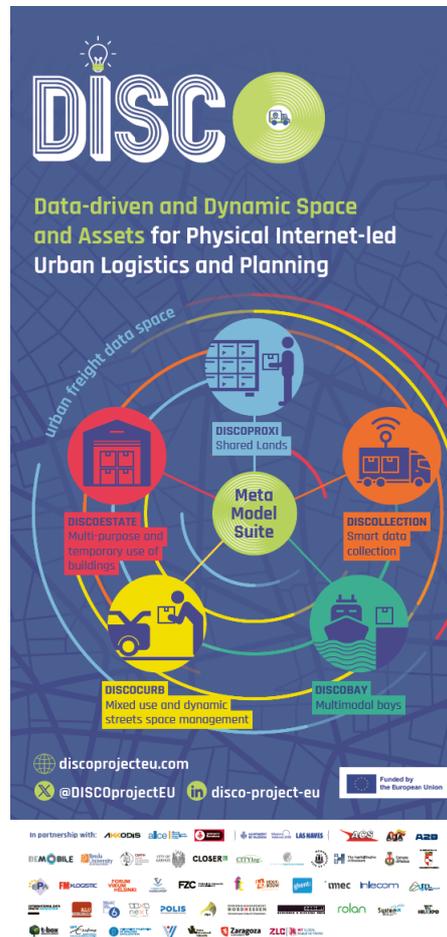


Figure 14: DISCO roll-up banner design

### 5.2.3 Electronic newsletters (internal and external)

A digital external newsletter will be released twice a year, highlighting the project activities and results, as well as full demonstrations actions being implemented in the Living Labs and Follower cities. It is tailored to primary and secondary stakeholders, as well as to decisionmakers. The electronic newsletters keep the fostered DISCO community informed about the project’s progress, with dedicated sections to enhance recognisability and showcase the latest news about the project and its intermediate results, announcements of DISCO events and workshops, and news from the Living Labs and Follower cities. Articles and relevant information are to be provided by partners.

Each released newsletter will also be made available on the DISCO website, allowing stakeholders to sign up and later receive the newsletter via email.



An internal newsletter is being released once a month, highlighting the progress of each WP. This task is handled directly by the Project Coordinator, FIT Consulting.

#### 5.2.4 Project deliverables

At the end of the project, three deliverables will be published highlighting the following:

- i) **DISCO Adaptive Blueprint**, a short report addressed to cities interested in determining the steps towards PI and evaluating the level of maturity of intervention areas by adopting the DISCO Meta Model Suite.
- ii) **Updated Sulp Topic Guide**, with the aim to improve and enrich the current ELTIS 2020 Guide developed by CERTH in NOVELOG. It will also align with a long-term vision to better integrate into the SUMP/Sulp cycle and transition assistance resulting from DISCO information will be the main goals of the DISCO program. The updated Sulp Topic Guide will include thoughtful recommendations to a smooth PI-led transition. This will be accomplished by comparing the outcomes obtained in the POLIS/ALICE Joint Guide with benchmarking against the ALICE Roadmap on the physical Internet.
- iii) **Mission oriented Policy Package (M42)** to achieve the EU Mission goals for inclusive climate-neutral smart cities by 2030. A practical policy guide that enables efficient land use and planning that supports climate-neutral smart cities to co-design scalable, optimized, and data-driven logistics solutions at Functional Urban Area level.

#### 5.2.5 Scientific publications

DISCO will seek to publish articles and research papers in specialized media, journals, and magazines. These will be tools for reaching out to practitioners of urban mobility and transportation. The International Journal of Urban Policy and Planning, POLIS' Cities in Motion, ELTIS, Cities Today, Talking Highways, Revolve, Intelligent Transport, EuroTransport, and others are a few examples.

Through open peer-reviewed publications and other means, DISCO seeks to advance open research. As a result, it will produce reports, books, and conference materials. DISCO will gain from other open-access platforms and customized services to share project results, many of which are promoted and run by the EC, like the Horizon Results Booster and the Horizon Results Platform. By using the BE OPEN project coordinated by CERTH, the European Open Science Cloud (EOSC) will also be used to take use of its key capabilities by storing, sharing, and reusing research data across boundaries and disciplines.

In accordance with the FAIR Data Principles (Findable, Accessible, Interoperable, Reusable) and Horizon Europe Research Data Management principles, DISCO is committed to keeping its research data "*as open as possible, as closed as necessary*".



### 5.2.6 Press releases

Press releases establish a communication channel between DISCO and relevant media outlets. A series of press releases will be released to promote key project moments (e.g. organisation of workshops, outputs from the Living Labs, etc.), to ensure the publication and effective promotion of project-related news items. In order to reach the widest dissemination possible, relevant media channels, journalists, micro-influencers in the realm of urban logistics will be identified and pursued throughout the project duration.

At important project milestones, specific communication campaigns will be issued and addressed to European and international press (in English).

### 5.2.7 Other content

Specific audio-visual contents will be elaborated as project activities reach a more advanced stage. It is intended to involve Living Labs and local stakeholders to explore various methods of message delivery and result communication (for example, by means of brief promotional videos,).

It is planned to conduct interviews and record videos / podcasts with project representatives to go over key accomplishments and next steps. The goal is to uncover the factors that contributed to the successful achievement in addition to the current results. Interviews will be published in written and video form on the project's website and social media channels.

## 5.3 Digital media

### 5.3.3 Project website

DISCO's website serves as the digital entrance point for those who wish to gain more information about the project and is the most relevant source of information on project development. It provides a detailed explanation of the project's goals and activities, including descriptions of the Living Labs and Follower cities. Moreover, all publicly accessible project outputs will be made available on the website.

The website will also serve as a gateway for other DISCO platforms, namely social media accounts, on Twitter/X, LinkedIn, and Youtube.



The website is meant to offer a quick and clear overview of the project. Visitors should be able to quickly find basic information on the project, such as the objective, methodology, demonstration cities and partners, and have a clear overview of the latest news and events. The design of the website will be user-friendly and make all the information easily readable from all devices.

The landing page of the website is currently live at [discoprojecteu.com](https://discoprojecteu.com), with the full launch expected for October 2023. It will be kept up to date with the latest news, events, and project developments during the project lifetime. After the project has ended, the website will be kept online for at least two more years.



Figure 15: DISCO website's landing page



Figure 16 Sample of DISCO website's pages focusing on Living Labs

### 5.3.3.1 Website features and structure

The DISCO website will serve as central communication and interaction gateway to the project from the outside. It will:

- A main navigation menu linking to the website's pages.
- A section presenting DISCO's mission, with a link for more information redirecting to the 'About' page.
- An interactive section providing an overview of the DISCO Meta Model Suite.
- Links to DISCO's social media accounts (LinkedIn, Twitter, YouTube).
- Latest news and events.
- An overview of the eight Living Lab cities (Copenhagen, Ghent, Thessaloniki, Helsinki, Padua, Barcelona, Valencia and Zaragoza) and Follower Cities and Regions (Prague, Piacenza, Aarhus, North Hesse), with links to their respective pages.
- It will provide detailed information on the project evolution, including results, publications, news, events, objectives, partners, results and showcase the DISCO Living Labs.
- Provide access to background information, photos, digital storytelling, videos from the LLs, etc.
- It will provide direct access to the DISCO Knowledge Hub and training activities.
- It will serve as dispatching centre to social media platforms managed by DISCO (LinkedIn, Twitter, Youtube).
- Call to subscribe to DISCO's newsletter.
- Acknowledgement of EU funding.
- Acknowledgement of CIVITAS involvement.
- All DISCO public documents.



- Links to the project’s privacy policy and to the website’s cookie policy.
- A good search engine.

The menus displayed on the homepage are broken down as follows:

- DISCO logo (redirecting to Home)
- About DISCO
  - What is DISCO
  - Approach
  - Objectives
  - Concept
  - Synergies with other projects and initiatives
- Partners
- Cities
  - Starring Living Labs
  - Twinning Living Labs
  - Follower Cities
- Resources
  - Public deliverables
  - Newsletters
  - Promotional materials
  - DISCO Knowledge Hub
  - Other materials
- News and Events
- Contact

### 5.3.2 Social media presence

The purpose of DISCO’s social media presence is to disseminate key news and events from the project in an accessible, catchy, yet still informative way to reach our target audiences. Once the website is officially live, social media will be central to redirecting audiences to the website, driving traffic to the web platform where more detailed information can be gained about the project.

DISCO will use social media for the following purposes:

- To bolster communication and dissemination efforts and to reach wider audiences to facilitate an interactive dialogue with relevant stakeholders.
- To redirect traffic to the DISCO website.
- To complement traditional communications and dissemination channels such as printed material, events, press outreach, and targeted mailings.
- To give an informal voice for DISCO to communicate with target audiences.



- To monitor DISCO's online presence through mentions, tags, and hashtags, as well as related content on project partners, project outcomes and other important activities.
- To provide on-site and live coverage of key events where DISCO is in attendance.

The official hashtag of the project is #DISCOprojectEU. Partners are strongly encouraged the hashtag whenever posting on social media about DISCO, as well as tagging the official project account in the respective platform of posting (i.e. Twitter/X or LinkedIn).

### 5.3.2.1 LinkedIn

LinkedIn is a social networking website for stakeholders to exchange in a professional online setting. DISCO will use a dedicated company page on the platform to gather an expert community of urban mobility professionals interested in learning about DISCO's project development, as well as virtually meet and exchange experiences on topics related to DISCO.

The aim of the DISCO LinkedIn company profile is to:

- Enable knowledge transfer between local authorities and other urban mobility stakeholders.
- Share experiences and enhance collaboration.
- Keep in touch with peers.
- Keep up to date with advancements in the project.
- Announce events.

The DISCO LinkedIn account has already been opened and can be found here: [DISCO Project](#).

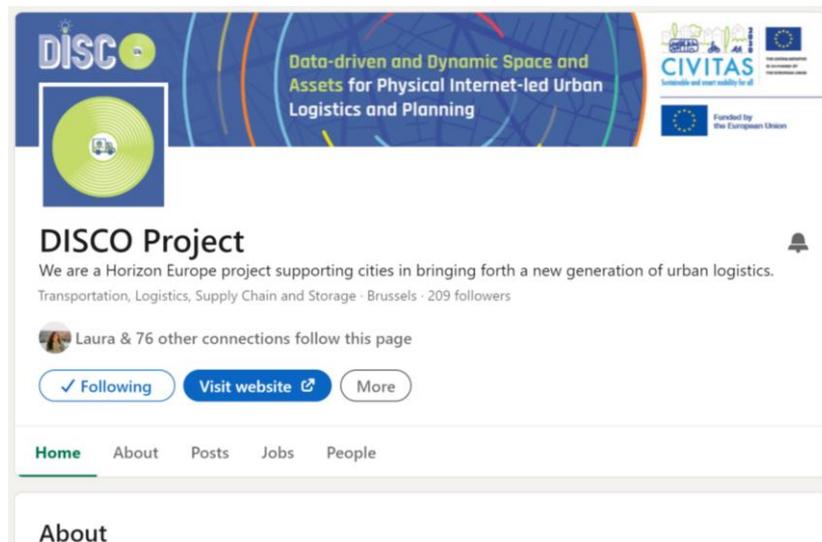


Figure 17 Disco Project on LinkedIn

### 5.3.2.2 Twitter/X

Twitter/X is a microblogging platform that allows users to post short messages and chat with other users via their phones or web browsers. Unlike email or text messaging, these conversations are open. Twitter has the potential to deliver many benefits in support of a project's communications objectives, particularly regarding live posts due to the nature of the platform favouring frequent, short posts over long-form content.

However, because the platform is currently undergoing a significant rebranding, the strategy for Twitter/X might have to go some changes. For now, following the platform's current standing, the DISCO account will be used for:

- Short key messages (news and pictures).
- Providing links to relevant information.
- Providing information about DISCO events.
- Providing status updates from the Living Labs and Follower cities.

The DISCO Twitter/X account has already been opened and can be found at [@DISCOprojectEU](#).



Figure 18: DISCO Twitter/X account.

### 5.3.2.3 YouTube

YouTube is a platform that focuses on posting of video formats. DISCO will open a dedicated project YouTube channel to gather visuals and videos to enrich dissemination and communication activities and tools, e.g. by displaying strategically important moments at LLs, online streaming series, etc. For better reach, the videos will also be showcased in DISCO's website. Videos for online training, for instance, e-courses, will also be posted in the DISCO Youtube channel and then linked to the project training platform, Mobility Academy.

### 5.3.2.4 Keywords

The following keywords will be used in social media posts and messages:

#urbanfreight, #citylogistics; #curbside, #lastmile #lastmilelogistics; #greenlogistics; #datadriven; #physicalinternet.



## 6 Networking and events

DISCO will cooperate with external initiatives, projects, and strategic alliances in the urban freight. The goals are to ensure knowledge transfer, build momentum with and from other initiatives or clusters of projects, and establish synergies, particularly through participation in conferences, workshops, and other events. Collaborations, clustering and liaising with other initiatives will be guided by topic-oriented activities (e.g. joining events), the need to facilitate dialogues between experts in the field and public authorities, and the aim of increasing DISCO's public visibility.

Existing and previously well-established networks, stakeholder associations, projects, and new outlets can operate as multipliers for DISCO messages, boosting awareness of the initiative and expanding DISCO's capacity for outreach.

Such networks are always on the lookout for noteworthy data, information, and activities to share with their members and enhance the value of their membership programs. Relevant networks can support a coordinated and high-impact approach to reaching stakeholders. They allow DISCO to bring the outcomes and accumulated knowledge of the project to the attention of the transport and logistics community.

Presentations at pertinent external events in Europe can enlighten stakeholders, as can the distribution of informational materials at pertinent events, mailing lists, and press releases.

### 6.1 DISCO main European networks

DISCO will benefit greatly from the inclusion within its consortium of European networks and associations such as ALICE, EPA, IDSA and POLIS, as they allow DISCO partners and its activities to connect, liaise and collaborate with a wide range of stakeholders, briefly summarised below:

- **ALICE:** private sector (LSPs, transport operators, real estate/infrastructure owners, technology providers and business innovators).
- **EPA:** national parking associations and parking sector stakeholders.
- **IDSA:** business and scientific community dealing with data issues, data sharing.
- **POLIS:** public sector (local authorities, cities, and regions) and academia (universities and research centres).

DISCO will also liaise and connect with other networks (e.g. CIVITAS) by capitalizing on knowledge. The following paragraphs briefly describe the four networks and associations.



### 6.3.2 ALICE

The Alliance for Logistics Innovation through Collaboration in Europe (ALICE) is the industry lead alliance of the European leading experts and (160+) companies in implementing logistics and supply chain management innovation. ALICE has developed a comprehensive vision aiming at increasing performance and sustainability of freight transport and logistics through the development of the Physical Internet concept to achieve the transition to zero emission logistics in an affordable way.

The ambition is to accelerate the process by providing a collaboration framework to define new concepts, share ideas and knowledge, cross-fertilizing companies' initiatives and finding partners and collaborators for concrete innovation projects.

ALICE has an active thematic working group on urban logistics Freight and links / collaboration with DISCO will be established. The ICBT will be engaged during project lifetime for continuous monitoring of the DISCO innovative results supporting the scale up of the TRL and transition to PI-led urban logistics and planning. It will be coordinated by ALICE supported by POLIS, IDSA and EPA.

### 6.3.3 EPA

The governing body for European parking associations is the European Parking Association (EPA). The national member associations represent the parking branch, which consists of private businesses and governmental organizations that operate, manage, and provide services for on- and off-street parking facilities, as well as the supply sector that provides all parking-related goods and services.

The EPA aims to make it easier for professional parking organizations from various European nations to collaborate, exchange, and support one another's professional expertise, and it may have an impact on European Commission policies and other pertinent international organizations' resolutions pertaining to parking and urban mobility.

### 6.3.4 IDSA

The International Data Spaces Association (IDSA) is a coalition of more than 140 member companies that share a vision of a world where all companies self-determine usage rules and realize the full value of their data in secure, trusted, equal partnerships; and we are making that vision a reality.

Its goal is nothing less than a global standard for international data spaces (IDS) and interfaces, as well as fostering the related technologies and business models that will drive the data economy of the future across industries.

### 6.3.5 POLIS



POLIS is a network of European cities and regions working together to develop innovative technologies and policies for local transport. It currently represents more than 110 cities, regions, and transport operators from all over Europe. The network facilitates access to European initiatives and research programmes for its members, looking into solutions for urban and regional mobility, in the field of health and environment, traffic management and intelligent transport systems, road safety, and social and economic aspects of transport.

It has an active working group on urban Freight and links / collaboration with DISCO will be established. Projects' results will be also presented and discussed there, to ensure the dissemination, transferability, and exploitation of innovative solutions beyond the scope of the projects' consortia.

### 6.3.6 CIVITAS Initiative

CIVITAS is a network of cities created by cities to help cities in Europe and beyond find more efficient, well-connected transportation options. It encourages cities and members of the CIVITAS community to work together in order to support them in creating the creative solutions, policies, and measures required for cleaner and better urban mobility.

The CIVITAS Initiative seeks to promote the mobility and transportation objectives of the European Commission, which in turn support the objectives of the European Green Deal.

The DISCO project will actively participate in the CIVITAS family and contribute to its goals as one of its research projects. When possible, DISCO will join opportunities for cooperation and undertake actions to increase awareness and create capacity.

In particular, synergies are foreseen with the new Coordination and Support Action (CSA) for the CIVITAS Initiative, called CIVITAS MUSE. It mainly performs support tasks to increase the influence of CIVITAS Community initiatives on sustainable urban transportation legislation. Its primary goals are to (i) serve as a repository for information created by the CIVITAS Community during the past 20 years, (ii) strengthen relationships between cities and stakeholders at all levels, (iii) Support the enrichment of the wider urban mobility community by providing learning opportunities.

## 6.2 Internal events

As indicated also in the Project Handbook (D1.2), the following internal meetings will be used – among other tasks – to make sure that communication and dissemination activities at project level are carried in a continuous and coordinated manner across the DISCO consortium:

- Kick-off, general assemblies, and consortium meetings.



- Project Governing Board meetings and WP meetings.
- Review meetings with the EU Commission.
- Knowledge exchange webinars
- Policy dialogues
- Technical webinars on capacity building

The DISCO Final Event will take place in October 2026 (M42) in Brussels, organised by POLIS. Collaboration with other networks, starting with ALICE, EPA and IDSA, will be sought to make sure that relevant stakeholders from local authorities, retail industry, logistics, data and parking sector will attend.

### 6.3 Dissemination at external events

The DISCO project and its results are presented at relevant external events across Europe and beyond. These include major events of the network partners involved in the project (POLIS Conference) as well as other relevant events such as the CIVITAS Forum and Urban Mobility Days, the Transport Research Arena, the European Conference on Mobility Management, and others.

Projects results will be disseminated at conferences, workshops, fora, and bodies which are attended by sectoral stakeholders and potential future adopters and users. DISCO partners – in particular those more involved in research and academic activities – are encouraged to submit and present papers in selected, highly recognised international scientific conferences and workshops.

Some dissemination actions have already took place during the first six months of project implementation, and listed in the table below:

Title	Location	Date	Target group
International Physical Internet Conference (IPIC) 2023	Athens (Greece)	13-15 June 2023	Technology suppliers and innovators, Freight/service receivers/procurers, Producers/shippers, Research community and academia.
ITS Australia's Global Summit 2023	Melbourne (Australia)	28-31 August 2023	Technology suppliers and innovators, research community and academia.

Urban Logistics Innovation Days	Bruxelles (Belgium)	26 September 2023	Local authorities, logistics service providers, retail industries, research community and academia.
Urban Mobility Days 2023	Sevilla (Spain)	4-6 October 2023	Local authorities, national authorities.
Data Spaces Discovery Day	Napoli (Italy)	16-17 October 2023	Research community and academia, technology suppliers and innovators
Driven by data workshop No. 5: Efficient and sustainable freight and logistics	Online	18 October 2023	Technology suppliers and innovators, national authorities, Logistics service providers.

Table 2 List of DISCO dissemination actions that took place from May to October 2023.

A non-exhaustive list reported below highlights the conferences and events that will be monitored and targeted for potential collaboration, if possible and relevant to the project scope:

Title	Location	Date	Target group
International Physical Internet Conference (IPIC) 2023	Athens (Greece)	13-15 June 2023	Logistics service providers, technology suppliers and innovators, Freight/service receivers/procurers, Producers/shippers.
Urban Mobility Days 2023	Sevilla (Spain)	4-6 October 2023	Local authorities, National authorities.
Smart City EXPO World Congress 2023	Barcelona (Spain)	7-9 November 2023	Local authorities, IT sector, technology suppliers and innovators.

POLIS Conference 2023	Leuven (Belgium)	29-30 November 2023	Local authorities, research community and academia.
Transportation Research Board 2024	Washington DC (USA)	7-11 January 2024	Local authorities, research community and academia.
Transport Research Arena (TRA) 2024	Dublin (Rep. of Ireland)	15-18 April 2024	Local authorities, Research community and academia, technology suppliers and innovators.
IT-Trans Open Data Day 2024	Karlsruhe (Germany)	14-16 May, 2024	Technology suppliers and innovators.
International Transport Forum Summit 2024	Leipzig (Germany)	22-24 May 2024	National authorities.
International Physical Internet Conference (IPIC) 2024	Savannah (USA)	28-30 May 2024	Logistics service providers, technology suppliers and innovators, Freight/service receivers/procurers, Producers/shippers.
Urban Future Global Conference 2024	Rotterdam (Netherlands)	5-7 June 2024	Local authorities, national authorities.
ITS World Congress 2024	Dubai (UAE)	16-20 September 2024	Technology suppliers and innovators.
European Conference on Sustainable Cities and Towns 2024	Aalborg (Denmark)	1-3 October 2024	Local authorities, national authorities.
European Week of Cities and Regions 2024	Brussels (Belgium)	To be confirmed	Local authorities, national authorities.
CIVITAS Forum 2024	To be confirmed	To be confirmed	Local authorities, national authorities.

OpenLivingLab Days 2024	To be confirmed	To be confirmed	Local authorities, research community and academia.
ALICE Innovation Days	Brussels (Belgium)	To be confirmed	Logistics service providers, technology suppliers and innovators, Freight/service receivers/procurers, Producers/shippers, retail industries.
Smart City EXPO World Congress 2024	To be confirmed	To be confirmed	Technology suppliers and innovators, local authorities, national authorities.
POLIS Conference 2024	To be confirmed	November 2024	Local authorities, research community and academia.
European Conference on Mobility Management (ECOMM)	To be confirmed	To be confirmed	Local authorities, national authorities.
ITS European Congress	To be confirmed	To be confirmed	technology suppliers and innovators, local authorities.
European Research and Innovation Days	To be confirmed	To be confirmed	Local authorities, research community and academia.
European Parking Association Congress 2024	To be confirmed	To be confirmed	Public and private infrastructure owners and real estate.
Home Delivery World Europe 2024	To be confirmed	To be confirmed	Retail industries, Logistics service providers.



European Parking Association Congress 2025	To be confirmed	To be confirmed	Public and private infrastructure owners and real estate
Urban Mobility Days 2025	To be confirmed	To be confirmed	Local authorities, national authorities.

*Table 3 List of external events, fairs and conferences targeted by DISCO.*

All DISCO partners are expected to attend external events, workshops, conferences, and seminars, industry and academia events to maximise impact and discuss salient topics within European transport. All DISCO partners are required to inform the project coordinator, WP7 leader and POLIS to ensure proper coordination at consortium level.

## 6.4 Policy dialogues

DISCO aims also to play a relevant impact also at the policy level, providing recommendations and learnings to the EU Commission Services about the role of EU policy for urban logistics planning and innovation upscale.

The organisation of policy dialogues (number to be defined) is envisaged under subtask 7.5.1 (ALICE, EPA, POLIS) that will focus on the impacts from DISCO to the provisions of the Urban Mobility Framework, the revision of the TEN-T Guidelines, the Alternative Fuel Infrastructure Directive, the Greening Freight Package, the Smart and Sustainable Mobility Strategy just to name a few. These frameworks are all into force, or currently undergoing revision. Policy dialogues should be organised possibly in conjunction during project meetings or relevant fairs and transport conferences, to minimise the number of trips and subsequent unnecessary climate emissions from travel.

POLIS and ALICE – along with ACEA – are leading the subgroup on urban logistics of the Expert Group on Urban Mobility (EGUM), set up by the DG MOVE at the beginning of 2023. The EGUM is a platform that pursue a stronger engagement by Member States and improved dialogue with cities, regions and stakeholders on all urban mobility issues. It will operate until the end of 2024, with the objective to implement the new 2021 EU Urban Mobility Framework.

The subgroup on urban space is also another relevant table for discussion.

To strengthen their strategic partnership on urban logistics, ALICE, EPA, and POLIS will use their initiatives, working groups, and events (such as a targeted joint webinar series) to solicit feedback and spread the technology, systems, and services created and put on display by DISCO to maximize its effects.

The already set up POLIS – ALICE joint webinar series on the future of urban freight brings public and private actors together to discuss and exchange about current challenges, best practices and



business opportunities. A first webinar will take place on 20 November 2023, supported by DISCO as the focus of the event will be on urban space allocation for urban freight.

The involvement of the Directorate-General on Transport and Mobility (DG MOVE) is envisaged during the project implementation, but also other related DGs might be targeted, like:

- DG for Regional and Urban Policy (REGIO): responsible for EU policy on regions and cities.
- DG Communications Networks, Content and Technology (CONNECT): develops and implements policies to make Europe fit for the digital age.
- DG Research and Innovation (RTD): responsible for EU policy on research, science, and innovation.
- DG Environment (ENV): responsible for the EU Commission's policies on the environment.
- DG Climate Action (CLIMA): it leads the EU Commission's efforts to tackle climate change at EU level.

## 6.5 Liaison with other external networks and initiatives

DISCO partners seek to present the project in relevant networks and forums at European level. In addition, DISCO feeds the collection of best practices presented in other relevant platforms and provides input to relevant European policies and processes. Other projects and initiatives of relevance in the areas of sustainable urban freight include:

Network / Initiative	Description
City Mission Platform	The EU has launched a Mission “100 Climate-Neutral and Smart Cities by 2030”. The objectives of the Mission are to achieve 100 climate-neutral and smart European cities by 2030 and to ensure that these cities act as experimentation and innovation hubs to enable all European cities to follow suit by 2050.
Net Zero Cities	<a href="https://netzerocities.eu/">https://netzerocities.eu/</a> - NetZeroCities is funded by the Horizon 2020 Programme, supporting the European Green Deal in building a low-carbon, climate resilient future through research and innovation.
CIVITAS Initiative	<a href="https://civitas.eu/">https://civitas.eu/</a> - The CIVITAS Initiative is an EU programme designed to support European cities in introducing ambitious, sustainable transport measures and policies. It has supported more than 60 cities in implementing and evaluating 730 technical and policy-based measures.
OPENDEI Task Forces	<a href="https://www.opendei.eu/">https://www.opendei.eu/</a> - As part of the Horizon 2020 programme, it aims to provide the necessary measures, channels and mechanisms to ensure cooperation between pilot

	projects so that synergies can be exploited, knowledge can be shared and impact is maximized.
C40 Cities	<a href="https://www.c40.org/">https://www.c40.org/</a> - The C40 Cities Climate Leadership Group is a group of 97 cities worldwide, focused on fighting climate change and driving urban action that reduces greenhouse gas emissions and climate risks.
UITP	<a href="https://www.uitp.org/">https://www.uitp.org/</a> - UITP (Union Internationale des Transports Publics) is a worldwide network that brings together all public transport stakeholders and all sustainable transport modes.
Open EnLocc	<a href="https://www.openenlocc.net/">https://www.openenlocc.net/</a> - The main task of the European Network of Logistics Competence Centers is the international exchange of experience and knowledge between its participants and the promotion of a higher level of cooperation with European institutions.
Transport Decarbonisation Alliance	<a href="https://tda-mobility.org/">https://tda-mobility.org/</a> - The Transport Decarbonisation Alliance (TDA) was launched as a collaboration to accelerate the worldwide transformation of the transport sector towards a net-zero emission mobility system before 2050.
Alliance for Parking Data Standards	<a href="https://www.allianceforparkingdatastandards.org/">https://www.allianceforparkingdatastandards.org/</a> - It is a not-for-profit organization with the mission to develop, promote, manage, and maintain a uniform global standard that will allow organizations to share parking data across platforms worldwide.
Open Logistics Foundation	<a href="https://openlogisticsfoundation.org/">https://openlogisticsfoundation.org/</a> - The purpose of the non-profit foundation is to build a European open-source community aiming to promote digitalization in logistics and supply chain management.
European Network of Living Labs	<a href="https://enoll.org/">https://enoll.org/</a> - The European Network of Living Labs is the international, non-profit, independent association of benchmarked Living Labs. Its aim is to promote the Living Labs concept to influence EU policies, enhance Living Labs and enable their implementation at a global level.
Digital Transport and Logistics Forum	<a href="https://transport.ec.europa.eu/transport-themes/digital-transport-and-logistics-forum-dtlf_en">https://transport.ec.europa.eu/transport-themes/digital-transport-and-logistics-forum-dtlf_en</a> - It is an expert group of the EU Commission bringing together public and private stakeholders to support the EU Commission in promoting the digital transformation of the transport and logistics sector.

Smart Transportation Alliance	<a href="https://www.smart-transportation.org/">https://www.smart-transportation.org/</a> - The Smart Transportation Alliance is a not-for-profit global collaborative platform for transportation infrastructure innovation across modes and the smart city.
ELTIS	<a href="http://www.eltis.org">www.eltis.org</a> – Europe’s urban mobility observatory. It facilitates the exchange of information, knowledge, and experience in the field of sustainable urban mobility in Europe.
Clean Bus Europe Platform	<a href="https://cleanbusplatform.eu/">https://cleanbusplatform.eu/</a> - The Clean Bus Europe Platform is an initiative under the EU Commission's Clean Bus Deployment Initiative that aims to support the deployment of clean bus technologies across Europe.
Covenant of Mayors	<a href="https://eu-mayors.ec.europa.eu/en/home">https://eu-mayors.ec.europa.eu/en/home</a> - The EU Covenant of Mayors for Climate & Energy is an initiative supported by the EU Commission bringing together thousands of local governments that want to secure a better future for their citizens that voluntarily commit to implementing EU climate and energy objectives.
European Sustainable City Platform	<a href="https://sustainablecities.eu/home/">https://sustainablecities.eu/home/</a> - It focuses on collecting and sharing information, best practices, resources, and events that advance the local implementation of the European Green Deal and support sustainable urban transformations.
European Investment Bank	<a href="https://www.eib.org/en/index">https://www.eib.org/en/index</a> - It is the EU's bank and is owned by the Member States of the EU. It is the biggest multilateral financial institution in the world and one of the largest providers of climate finance.
EIT Urban Mobility	<a href="https://www.eiturbanmobility.eu/">https://www.eiturbanmobility.eu/</a> – will share plans, intermediate results, and methodologies to benefit from possible mutual learning, avoid duplication and generate further cooperation and synergies among project actions.
Driving Urban Transition Partnership	<a href="https://dutpartnership.eu/">https://dutpartnership.eu/</a> - The Driving Urban Transitions (DUT) Partnership is an intergovernmental research and innovation programme addressing key challenges of urban transitions, with the ambition to shape and facilitate an innovation eco–system for urban actors to engage and benefit.
ERTICO - ITS Europe	<a href="https://ertico.com/">https://ertico.com/</a> - It is a public-private partnership organisation connecting different sectors across the ITS and Smart Mobility community, such as service providers, suppliers,



	traffic and transport industry, research institutions, public authorities, connectivity industry, vehicle manufacturers.
European Rail Research Advisory Council	<a href="https://errac.org/">https://errac.org/</a> - It is a European Technology Platform (ETP) established in 2001 to serve as a single European body with both the competence and capability to help revitalise the EU's rail sector and make it more competitive.
CCAM Partnership	<a href="https://www.ccam.eu/">https://www.ccam.eu/</a> - The CCAM (Connected Cooperative Automated Mobility) Partnership aligns all stakeholders' R&I efforts to accelerate the implementation of new mobility and innovative CCAM technologies and services in Europe.
2Zero Partnership	<a href="https://www.2zeroemission.eu/">https://www.2zeroemission.eu/</a> - The Towards zero emission road transport (2Zero) is a co-programmed Partnership funded under the Horizon Europe programme and aiming at accelerating the transition towards zero tailpipe emission road mobility across Europe.
International Transport Forum (ITF)	

Table 4 List of external networks and initiatives of interest for dissemination.

Key experts and public authorities included within the consortia of the abovementioned project will be invited to DISCO events, workshops, and peer-to-peer exchanges (study visits, webinars, etc.).

## 6.6 Synergies with other EU-funded projects

Several EU-funded projects are thematically related to DISCO. It is of paramount importance that DISCO benefits from the results of these projects and vice versa, and projects mutually support each other in promoting their results to relevant target groups (via joint events, webinars or common sessions at relevant fairs and conferences). DISCO will liaise with projects funded by the Horizon 2020 Programme and currently in their ending phase, and the EU-funded projects under the Horizon Europe Programme currently ongoing, but also beyond.

A privileged dialogue will take place with the "sister project" UNCHAIN, the project co-funded by the EU that is running in parallel with DISCO and funded within the same call HORIZON-CL5-2022-D6-02-02, to learn from each other and avoid duplication, double-work and (potential) "competition". Joint participation to external events, fairs and conferences will be sought (first gathering occurred during the Urban Mobility Days 2023 in Sevilla, with a common stand). Joint webinars and opportunities for discussion and exchange between the two consortia and demonstration cities will be encouraged during the whole project duration.

Project	Description
UNCHAIN	UNCHAIN aims to foster cooperation between public authorities and logistics stakeholders, by creating a set of services for optimal and flexible operation, management, planning and policymaking in urban logistics. An innovative set of twelve urban logistics services will be implemented to optimise urban space allocation and optimise network management and logistics operations.

*Table 5 General info about DISCO's sister project*

Some thematically related projects are listed in the table below:

Project	Description
LEAD (H2020)	LEAD designed digital twins of urban logistics to support experimentation and decision making in public–private urban settings. The project's long-term goal was to develop an open physical internet-inspired framework for smart city logistics. It created Digital Twins of urban logistics networks in six TEN-T urban nodes (Madrid, The Hague, Lyon, Budapest, Oslo, Porto).
SENATOR (H2020)	Senator developed a new urban logistic model to improve urban sustainability. To achieve this, the project created a smart network operator, or control tower, supported by an ICT platform. This operator will serve as a support tool for decision-making, logistics operations integration, and planning. SENATOR was validated in two Living Labs, Dublin and Zaragoza. It will assist city councils in effectively managing sustainable transportation policies through a 360-degree approach.
DECARBOMILE	DECARBOMILE aims to create interoperable, multimodal, and last-mile delivery vehicles for urban environments. It will therefore work on optimizing logistics vehicles, particularly cargo bikes, and testing their combinations with transportation methods other than the road and traditional trucks (river, rail). In order to assess and ultimately demonstrate these various modes and vehicles' effective optimization in actual conditions as well as their adaptability to different logistics flows, testing will take place in the four living labs and four satellites.
MOVE21	The objective of MOVE21 is to transform European cities and functional urban areas into climate neutral, connected multimodal urban nodes for smart and clean mobility and logistics. MOVE21 will do this through an

	integrated approach in which all urban systems are connected, and which addresses both goods and passenger transport together. Central to the integrated approach are three Living Labs (Oslo, Gothenburg, Hamburg) and three Replicator cities (Munich, Bologna, Rome).
ULaaDS (H2020)	ULaaDS aimed to address the effects of the on-demand economy while accelerating the deployment of innovative, shared, zero-emission logistics. Bremen, Mechelen, and Groningen have partnered with logistics stakeholders and academic institutions to speed the deployment of novel, workable, shared, and zero emissions solutions addressing critical upcoming challenges brought on by the rise of the on-demand economy in urban logistics.
GREEN-LOG	GREEN-LOG will develop Logistics-as-a service platforms for interconnected city logistics, automated delivery concepts using autonomous vehicles and delivery droids, cargo-bike-based innovations for sustainable micro-consolidation, and multimodal parcel deliveries integrating public transportation. The approach is deployed and validated in five Living Labs: Athens, Barcelona, Flanders (Gent, Leuven and Mechelen), Oxfordshire and Ispra.
URBANE	URBANE focuses on novel, sustainable, safe, resilient, and effective last-mile delivery solutions combining green automated vehicles and shared space utilisation models in four Lighthouse Living Labs: Helsinki, Bologna, Valladolid, and Thessaloniki. Lessons learned will be facilitated by an Innovation Transferability Platform comprising Digital Twinning Tools, open models, smart contracts governed by blockchain technology, and a data-driven Impact Assessment Radar.

*Table 6 List of EU-funded projects with which DISCO aims to create synergies with.*

DISCO will take into consideration also the results achieved by previous EU-funded projects completed in the past few years, such as NOVELOG, SULPITER, U-TURN, PARK4SUMP, Flexcurb, BOOSTLOG, ENTRANCE, GECKO, SPROUT, SUNRISE.



## 7 Local communication at European Living Labs

Local communication plans will be defined locally and in line with the overall DISCO dissemination and communication strategy. The DISCO demonstration cities are encouraged to appoint a Local Communication Manager contact in each of the Starring and Twinning Living Labs (referred to as Local Communication Managers), responsible for identifying the right local events and communication channels to be exploited for effective communication on DISCO-related actions at a local level.

They should be ideally in charge of communicating through the cities' website and social media channels in both English and the Lab's local language, and for delivering input to WP7 partners for the project website and newsletter. Guidance will be provided on what are the most convenient communication channels, but Local Communication Managers will use their own experience and understanding of the local context to deploy best practice communication actions.

DISCO's local communications at the Living Labs will be twofold:

- DISCO will need to promote local activities throughout all its communication channels. It is therefore important that WP7 is informed about them in a timely manner.
- Local communication aims to promote DISCO-related activities at a local, regional, and national level. The communication activities are carried out by DISCO Living Labs in the local language and include promotion of DISCO as a whole.

Each DISCO partner will participate in several local, regional, or national events during the project's course. Partners should continuously seek opportunities to promote the project at external events and to give a presentation or find other means of disseminating DISCO's mission and outputs.

Partner cities are expected to be proactive and publish articles in the established media of cities associations in their different countries. Furthermore, DISCO city partners are encouraged to collaborate and spread their activities and work to the local and regional media. This can be done via press conferences, but also through articles for specialist magazines and in local city, regional and national papers. Copies of these documents should be given to the project communication team.

Partners located in cities will receive guidance by POLIS in coordinating local dissemination efforts, which includes receiving a template for ensuring local dissemination activities. These templates will serve as documents for organizing the communication and dissemination strategies for demonstration sites within their respective areas. To secure commonalities regarding the DISCO brand and identity, POLIS will oversee coordinating and supporting local (site) communications. This will allow a common approach towards dissemination, regarding common messages to be



communicated and the DISCO identity, while recognising the diversity of context conditions among the demonstration cities.

The template will be shared to the Living Labs in the first quarter of 2024 and will address the following steps to structure the communication process:

- Defining key messages to communicate.
- Selecting target audiences for dissemination.
- Defining best communication tools to reach target audiences.
- Outlining key activities to deliver throughout the project's course.

Consequently, in order to support the success of DISCO demonstrations, the D&C strategy of DISCO will also be stacked at the LL level, simplifying upscale potentials, which are connected to WP4 and WP5. LLs' local networks and communities will be the focus of distribution via CIVINETs and in the local language.

To encourage the active participation of the local community, eight Local Open Days will be organised by Living Labs at local level to raise awareness, increase participation, and allow citizens to co-design solutions and to encourage adoption of DISCO measures. They are expected to be face-to-face meetings, allowing the use of polling platforms such as Slido / Mentimeter to facilitate the engagement of participants and the collection of inputs.

WP7 will liaise with WP4 in the first quarter of 2024 – responsible of Living Labs activities – in order to define a calendar of Open Days events with the Living Labs, and make sure that coherence and consistency between all of them.



## 8 Partner roles for communication

This chapter is intended as a “recap” for all DISCO partners regarding their role and involvement against Task 7.1. As reported in the GA, the whole consortium is expected to provide full support to WP7 to pursue an efficient and performant dissemination of the project, its events, activities, and outputs. The following paragraphs detail how each partner (clustered per groups) is expected to contribute.

### 8.1 Tasks of the Coordinator and the WP7 Leader

RC is the leader and main responsible of WP7 “New generation of sustainable logistics and planning and empowering the edge”. RC and POLIS will make sure that the Dissemination and Communication Plan is successfully implemented, that deliverables are produced with high quality contents and the project activities and results are properly disseminated at all levels.

The project coordinator oversees the development of all the activities and tasks of WP7, linked to dissemination and communication, providing inputs, and giving additional visibility to the project at domestic and European level.

### 8.2 Tasks for Work Package Leaders

All WP Leaders are encouraged to play an active role in the communication and dissemination of DISCO during the entire project duration. This is particularly true for the results achieved within the WP each partner is responsible for, and to promote any relevant deliverables, reports, activities that bring any added value to the project and can easily be spread across digital and more traditional channels.

When this happens, WP leaders are asked to inform and liaise with the project coordinator and WP7 (RC and POLIS), with the aim of keeping track of all the pieces of information and news disseminated and with the goal of further spreading this.

### 8.3 Tasks for Living Lab project managers

The Living Labs Managers are there to make sure that the implementation of demonstrations in the 4 Starring Living Labs and 4 Twinning Living Labs are properly communicated at European, regional, and local level. The Living Labs Managers are asked to inform and liaise with the project coordinator, RC and POLIS, with the aim of keeping track of all the pieces of information and news disseminated and with the goal to further spread this.



It is of paramount importance that a constant exchange and dialogue is active with Living Labs project Managers, which are considered as the “*trait d’union*” with upper dissemination level responsible partner (RC, POLIS).

## 8.4 Tasks for all project partners

All DISCO partners not falling in the previous categories are encouraged to provide their own contribution to the Dissemination and Communication Plan. The project partners are expected to give exposure to DISCO through their communication channels, including their newsletters, social media channels and websites. The project partners are asked to highlight DISCO during their events, for example through:

- Programming a session on DISCO.
- Programming a speaker to present DISCO.
- Highlighting DISCO during presentations.
- Distributing the leaflet.
- Having a DISCO stand at an exhibition.

The project partners will bring documentation and leaflets to relevant events. The DISCO partners are expected to deliver content for the website’s news section and social media channels and the DISCO Knowledge Hub, in particular when submitting deliverables. This content can reflect on issues such as:

- Background information on related developments.
- Expertise and experience gained.
- Information about new deliverables focused on the content developed.
- Relevant DISCO events.



## 9 Monitoring and evaluation

### 9.1 Monitoring tracking tool

To monitor the efforts of the communication and dissemination activities carried out by the DISCO consortium, a monitoring tracking tool will be established in November 2023 and shared with the partners. This will be an excel file stored in the DISCO Sharepoint where partners can easily fill in a predefined templates with some basic info about the dissemination action done.

DISCO partners will be encouraged to regularly update this tool as it will allow WP7 to monitor whether the existing approach is effective, also for reporting purposes. In addition, to evaluate the progress of the communication and dissemination related activities the key performance indicators (KPIs) highlighted in the next subchapter will be used to guide and monitor these activities. They will support the consortium in tracking and assessing the project's outreach regarding social media, press coverage, publications, and events.

### 9.2 Communication KPIs

The table below highlights the communication related KPIs, as initially proposed in the GA.

The communication related KPIs will be assessed on an annual basis (M12, M24, M36) to check whether DISCO is on track to achieve the targets by the end of the project, or whether remedial actions / reconsideration of the KPIs should take place. If the latter will emerge, the second version of the Dissemination and Communication Plan (M21) will provide more explanations and potential contingency measures about how WP7 will deal with the situation in case initially proposed targets are unlikely to be reached.

A meeting / workshop with WP and LL Leaders will be convened at the beginning of 2024 to check the consistency of the communication KPIs reported in the GA and assess whether they are achievable and in line with the allocated budget. In particular, the scope of the meeting will be to clarify whether it is realistic for each Open Innovation Days to have 150 attendees each, as this requires significant budget and efforts. Same assumption applies to the Final Event (M42, October 2026), as a target of 300 people needs to be consistent with budget allocation to responsible partners.



Communication Tool	KPI
An advanced website, providing info about the project, demos, and results, showcasing project's news and acting as channel	≥ 50,000 visits / project (cross-linking, traffic from social media accounts, referencing & SEO) by 2030
Creation of a Social Media Strategy, and Twitter and LinkedIn communities	≥ 1.500 followers on Twitter / X; 2.000 connections on LinkedIn
Project newsletter providing an overview on the progress of the project and latest news	≥ 10.000 readers by 2030
Scientific Articles about DISCO	15 published and ≥ 100 citations
External events where DISCO was presented	≥ 2,000 attendees
DISCO final event	≥ 300 attendees
Audio visual (video and podcast)	≥ 2,000 views and listeners by 2030
Knowledge hub and webinars	≥ 20 members
Open Innovation Days at LLs	5 events with ≥ 150 attendees each
Adaptive Blueprint in short	≥ 250 distributed, ≥ 1.000 downloads
Replication Booklet	≥ 750 distributed, ≥ 1.000 downloads
Updated Sulp guide	≥ 1000 downloads
Policy package in briefs	≥ 750 downloads

Table 7 Communication Means Description & KPIs



## 10. Conclusion

Within the first six months of the project implementation, the DISCO visual identity has been completed. This allowed DISCO to position itself in the outside world with a well-recognisable brand.

All templates (word, pdf, ppt) are ready to use and available in a user-friendly format, to make sure that there is consistency between all the documents, presentations and deliverables produced during the entire project implementation.

DISCO social media channels are set (LinkedIn, X, YouTube) and being used from the very beginning to spread relevant information and news about the project, and the number of followers and interactions with external peers is constantly growing. Internal newsletters are being sent from September 2023 and be distributed to the consortium monthly to keep the partners informed about what is going on at WP level. The first external newsletter will be sent out by the end of 2023. The project website is also live and, at the time of writing, is facing tuning little details.

Main target groups and stakeholders to which address project results have been identified. Key messages have been selected in order to ensure that the project objectives are well understood at external level.

This document has also identified key initiatives and EU-funded projects to establish strategic alliances and collaboration mechanisms and defined the methodology for the establishment of the external interest groups that will play an important role in the transferability of the obtained results. It also lists a wide range of events, fairs and conferences that are targeted for potential involvement and participation (e.g. joint session, presentation of results from a DISCO partner, attendance with a DISCO stand etc.).

The Dissemination and Communication Plan will be updated respectively by January 2025 (M21) and by October 2026 (M42). The following versions will provide more updates in particular regarding synergies with external stakeholders, participation to external events and conferences, policy dialogues and liaisons, and how the strategy will support exploitation plans.



# 11. Annex

The stakeholders map in the form of a Miro board.





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