




MobiWallet

Mobility and Transport Digital Wallet

Dissemination Pack (1st Generation)

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Author(s)	M. Carlino, D. Moroni, F. Pardini, M. Tampucci, M. Fell, J. Arrazola
Partner(s) Contributing	INDRA, UC, AY DE SANT, BANCO SANT, TST, INTECS, CNR, ALEPH, GEST, COM. FIRENZE, TTR, WEST MID, DNET, JGSP NOVISAD
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Abstract	This deliverable describes all the activities carried out towards an optimal dissemination of project aims and achievements. In addition, it contains and discusses the first generation of all the dissemination material that has been prepared during the first ten months of project life.

Executive Summary

During the first 10 months year, the Consortium has worked to promote MobiWallet objectives and to create a good environment for better visibility of the work done as well as for the dissemination of the results to come.

Preliminary results are under publication in leading conferences and workshops in transport and ticketing domains.

The activities can be clustered in five main types and are detailed in this document:

- general communications, including press releases and public relations with companies and stakeholders operating in the transport and ticketing domain;
- online dissemination through the web portal;
- scientific dissemination in the academia community;
- social dissemination to general purpose audience;
- networking with similar or related projects.

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1 Introduction

1.1 Scope of the document

The scope of Work Package 6 – “Dissemination, Exploitation and Business Plan” – is threefold:

- to plan, organize, perform and control the dissemination activities of the whole consortium;
- to define the strategy to exploit the final products coming from the Project ensuring a lasting impact of its activities;
- to stimulate large scale uptake and develop sustainability plans.

This document, which is the first deliverable of Work Package 6, is focused on the first point and has two main objectives:

- to describe the activities planned and carried out to promote MobiWallet and increase the societal awareness of the project;
- to survey and report possible and on-going clustering activities with other projects (both at a national and European level) that have similar, related or complementary aims in the transport and ticketing domain.

This twofold value of the document is mapped onto its structure. Indeed, Sections 2 to 5 addresses dissemination activities, while Section 6 describes clustering initiatives.

In particular, Section 2 describes the basic communication actions that have been undertaken. After designing a suitable logo and graphics, a press release, a project brochure and a project presentation have been prepared. The activities towards the release of the project newsletter are also reported. The success of this communication channel is witnessed by the rich press review and by the TV reports we have collected.

In Section 3, we report the MobiWallet web portal and we describe some of its key features.

In Section 4, we report our plan for communication towards stakeholders and the target communities, by surveying a list of important conference and exhibition that will be considered in the future months. We then list the relevant events that the partners of MobiWallet consortium attended and in which project aims and achievements were disseminated. Finally we report current and forthcoming publications.

In Section 5, we present and discuss the work done for social dissemination of the project both towards the general public (e.g. thanks to a Twitter account) and towards specialized communities (e.g. thanks to a LinkedIn page).


Finally, Section 6 reports the status of clustering activities and presents the plan for future actions.


Notice that this Deliverable covers the first iteration of the Dissemination Pack. In particular, the dissemination material will grow as the project results become more and more mature. In addition, other dissemination media are being prepared for reporting the current work and achievements. These further dissemination results will be reported in the second iteration of the deliverable expected for month 20.

1.2 Revision History

Version	Date	Author	Description
0.1	25/11/2014	CNR	Preliminary TOC
0.2	28/11/2014	CNR	Final ToC
0.3	05/12/2014	ALL	Contribution from partners
0.4	09/12/2014	CNR	Section2 completed. Added CNR attendance to events and publication
0.5	10/12/2014	CNR	Integrated further contributions from partners
0.6	11/12/2014	CNR	Section 3 completed
0.7	17/12/2014	CNR	First complete draft of the document
0.8	07/01/2015	CNR, INDRA	Reviewed after INDRA's remarks
1.0	08/11/2015	CNR, INTECS	Reviewed after INTECS's remarks. First release of the document

1.3 Attachments

Attachment ID	Attachment A
Title	MobiWallet Press Release
	MobiWallet-D6-1-1-Attachment_A_PressReleaseMobiWallet.pdf
URL	http://www.mobiwallet-project.eu/docs/Press%20Release%20MobiWallet.pdf

Attachment ID	Attachment B
Title	MobiWallet Brochure
	MobiWallet-D6-1-1-Attachment_B_MobiWalletBrochure.pdf
URL	http://www.mobiwallet-project.eu/docs/MobiWalletBrochure.pdf

Attachment ID	Attachment C
Title	MobiWallet Presentation

	 MobiWallet-D6-1-1-Attachment_C_MobiWalletPresentation.pdf
URL	http://www.mobiwallet-project.eu/index.php?option=com_remository&Itemid=141&func=fileinfo&id=159

2 MobiWallet design, communication and press release

In this section, we report the basic work done to make people aware of the existence and aims of MobiWallet project. This included the design and production of supporting multimedia material. In particular, the dissemination team worked at:

- creating the Project Logo;
- creating a common Project image, to be uniformly used across all the dissemination channels;
- creating Project brochures and presentations;
- starting a continuous monitoring of relevant literature, resources and events in both scientific, technical and social domains.

2.1 Logo design

The design of an appealing logo, suitable to convey the domain targeted by MobiWallet project, was addressed at the very beginning of the project activities.

Indeed, the logo is considered to be a key element to allow people to identify a project and recognize it in any different context it might appear. Therefore, a logo was necessary since the very beginning for the coordinated image of the project across all possible dissemination channels. To this end, a set of candidates was presented to the audience at the kick-off meeting (See Figure 1). After some restyling, the partners were asked to vote for their favourite logo, using an online polling service. The final MobiWallet logo (shown in Figure 2) was then selected.

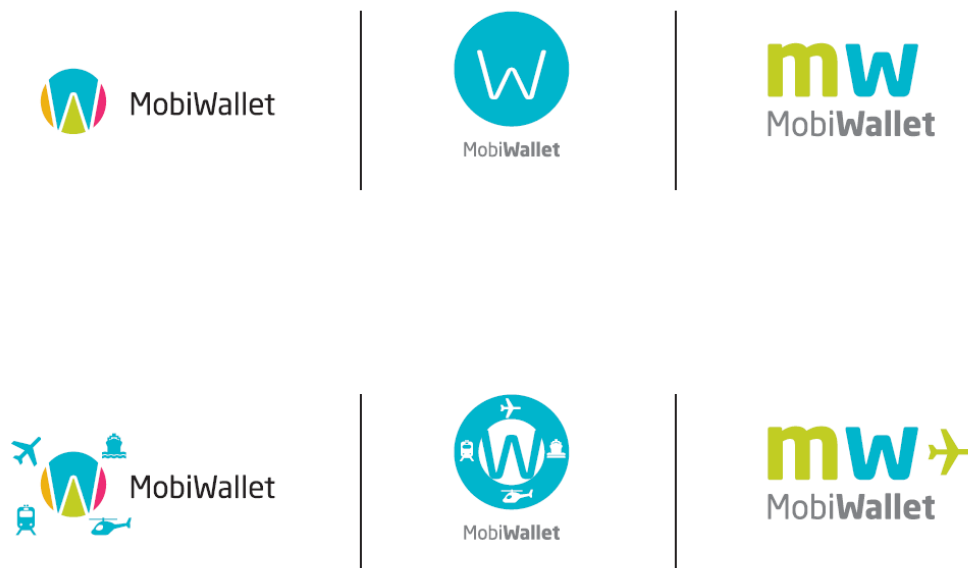


Figure 1. Logo candidates proposed at the kick-off meeting



Figure 2. MobiWallet logo with some styling changes implemented

2.2 Communication and press release

Another dissemination material whose preparation started at the very beginning of the project activity is given by the press release. The first draft of the press release was presented at the kick-off meeting and reworked in the following days. It was then decided, after the approval of all the partners, to make it public in a coordinated action, sharing it jointly on April 7, 2014, in order to get strongest possible impact on media. The press release is attached at the present document (Attachment A). The press release presents the main aims of the projects and describes the strength of the consortium that – featuring 12 partners from 4 countries – is a balanced mix of technical experts, industries and stakeholders. The peculiarities of having 4 pilots deployed across Europe is also emphasized.

2.3 Project brochure

After the beginning of project activities, the project brochure has been prepared and agreed among the partners. It uses a schema similar to the press release, but it adds further information, also by using infographics that convey the more important features of the 4 pilots, their peculiarities and synergies. The project brochure has been made available to partners and can be printed in high resolution, for further distribution at exhibitions and fairs. For example, it was made available at the ICT Proposer's Days held in Florence (See Section 4.2). It is available on the project website as well. The project brochure is attached at the present document (Attachment B).

2.4 Project presentation

In September 2014, it was decided to produce a project presentation and to make it public available. The project presentation has a twofold aims. First, it can be used by project partners as a core set of slides to present uniformly the project in different contexts. This set of slides can then be

personalized and augmented in order to better meet the scope of the meeting/workshop in which it is being presented and extended so as to focus on the topics of interest of the presenting partner. In addition, the presentation can be simply shared on the web, and easily embedded on social media and on the project’s website, opening therefore a further communication channel besides the website and social media.

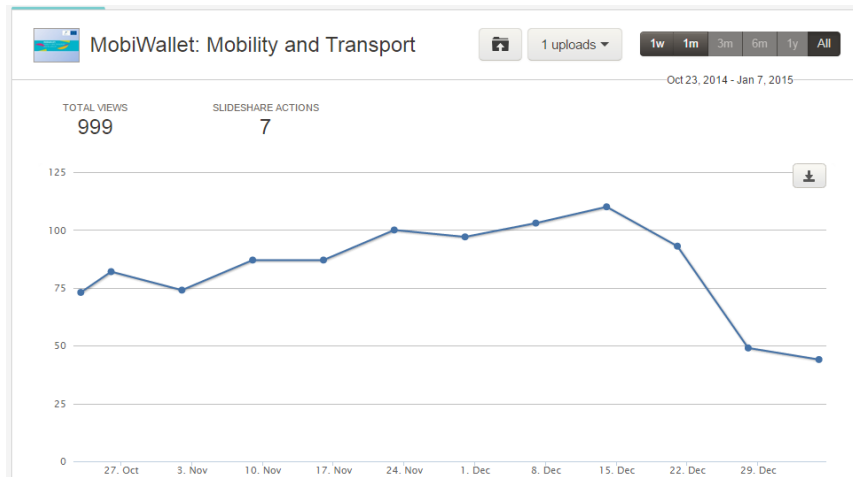


Figure 3 – Views of the project’s presentation

The first release of the project presentation is attached at the present document (Attachment C). It is divided in two main parts. The first one addresses project aims, generalities and strength points. The second one describes the current status of activities, by reporting the results already achieved and witnessing the work that is being currently pursued. In the future release of the project presentation, while the first part will only be improved, the second one will be regularly updated and expanded as the project produces more mature results. The updates of the project presentation will be scheduled with the release of the project newsletter, as described in the next section.

2.5 MobiWallet Newsletter

As already planned in the DoW, a six-month newsletter will be set up. In the first ten month of the project, an activity for the collection of an adequate number of potential reader’s addresses has been carried on, looking especially for stakeholders and people working in the transport, ticketing and payment domains. The newsletter was advertised on social media. A form for easy subscription was made available on the MobiWallet website as well.

2.6 Press review and media monitoring

A constant monitoring of media talking about MobiWallet has been conducted, for assessing the impact of the press release and of the other dissemination activities. For surveying the web, a set of probes implemented using Google Alert services were set up. The probes provide timely updates on the pages indexed by Google that are relevant for MobiWallet and its pilots. Surveys in different languages were conducted.

A selection of online media and TV shows about MobiWallet is the presented in the subsections below.

2.6.1 Online magazines and websites

ITS International

Title: Indra to coordinate European Mobiwallet project

Link: <http://www.itsinternational.com/sections/transmart/news/indra-to-coordinate-european-mobiwallet-project/>

Published: April 8, 2014

-SA-413470/news/Indra-Sistemas--The-europea-RDi-project-Mobiwallet-will-allow-mobile-payment-on-every-transportat-18220816/

Published: April 7, 2014

Language: EN

ITSO News

Title: Centro will pilot innovative European MobiWallet

Link: <http://www.itso.org.uk/wp-content/uploads/2012/05/ITSONews-May-2014.pdf>

Published: May, 2014

Language: EN

El Diario Montañés

Title: Santander sera una de las 4 ciudades elegidas para el sistema 'Mobiwallet'

Link: <http://www.periodistaescolar.com/articulo/46/santander-sera-una-de-las-4-ciudades-elegidas-para-el-sistema-mobiwallet.html>

Published: April 7, 2014

Language: ES

Computing Espana

Title: El transporte se pagará vía móvil (A través del proyecto europeo de I+D+i MOBIWALLET)

Link: <http://www.computing.es/comunicaciones/noticias/1073444000301/transporte-pagara-via-movil.1.html>

Published: April 7, 2014

Language: ES

Cronista

Title: Nuevo sistema de pago unificado en el transporte

Link: http://m.cronista.com/Mobile/nota.html?URI=/contenidos/2014/05/05/noticia_0041.html

Published: May 5, 2014

Language: ES

EFE: Futuro

Title: Santander ensayará un sistema para pagar autobuses y taxis con el móvil

Link: <http://www.efefuturo.com/noticia/santander-ensayara-un-sistema-para-pagar-autobuses-y-taxis-con-el-movil/>

Published: April 7, 2014

Language: ES

El Boletín

Title: Europa desarrolla una plataforma unificada de pago de transporte con móviles

Link: <http://www.elboletin.com/hoy-en-la-red/96498/europa-desarrolla-plataforma-pago-moviles.html>

Published: April 9, 2014

Language: ES

El Economista

Title: Mobiwallet permitirá pagar transporte por medio del celular

Link: <http://www.eleconomista.es/telecomunicacion-tecnologia-cl/noticias/5687780/04/14/Mobiwallet-permitira-pagar-transporte-por-medio-del-celular.html>

Link (America edition): <http://www.eleconomistaamerica.cl/telecomunicacion-tecnologia-cl/noticias/5687780/04/14/Mobiwallet-permitira-pagar-transporte-por-medio-del-celular.html#.Kku8ZO01Lhegc1q>

Published: April 7, 2014

Language: ES

Finanzas

Title: Indra coordina un proyecto europeo para pagar transportes con el móvil

Link: <http://www.finanzas.com/noticias/empresas/20140407/indra-coordina-proyecto-europeo-2644883.html>

Published: April 7, 2014

Language: ES

La Informacion

Title: Indra coordina un proyecto europeo para el pago de transportes con móvil con un presupuesto de 4,3 millones

Link http://noticias.lainformacion.com/economia-negocios-y-finanzas/equipos-de-telecomunicaciones/indra-coordina-un-proyecto-europeo-para-el-pago-de-transportes-con-movil-con-un-presupuesto-de-4-3-millones_48SVjfTkiJ9H7jEoYx5gt2/

Published: April 7, 2014

Language: ES

Mercado

Title: En Europa se podrá pagar el transporte con el celular

Link: <http://www.mercado.com.ar/notas/protagonistas/8015196/en-europa-se-podr-pagar-el-transporte-con-el-celular>

Published: April 7, 2014

Language: ES

Mundo en Linea

Title: Nuevo sistema de pago de transporte mediante móviles

Link: http://www.mundoenlinea.cl/noticia.php?noticia_id=29254&categoria_id=54

Published: April 9, 2014

Language: ES

Sinc – La ciencia es noticia

Title: Europa desarrolla una plataforma unificada de pago de transporte con móviles

Link: <http://www.agenciasinc.es/Noticias/Europa-desarrolla-una-plataforma-unificada-de-pago-de-transporte-con-moviles>

Published: April 7, 2014

Language: ES

Via Libre

Title: Mobiwallet permitirá pagar a través del móvil en todos los medios de transporte

Link: <http://www.vialibre-ffe.com/noticias.asp?not=12316&cs=empr>

Published: April 10, 2014

Language: ES

EuropaPress - Portal Tic

Title: Indra coordina 15 empresas del proyecto europeo I+D+i MobiWallet sobre pago de transportes

Link: <http://www.europapress.es/portaltic/sector/noticia-indra-coordina-15-empresas-proyecto-europeo-idi-mobiwallet-pago-transportes-20140407132744.html>

Published: April 7, 2014

Language: ES

eCommerce

Title: Indra coordina un proyecto europeo para pagar transportes con el móvil

Link: <http://www.actualidadecommerce.com/mobiwallet-permitira-pagar-con-el-movil-todos-los-medios-de-transporte/>

Published: April 7, 2014

Language: ES

Expansion

Title: Mobiwallet permitirá pagar con el móvil todos los medios de transporte

Link <http://www.expansion.com/agencia/efe/2014/04/07/19405631.html>

Published: April 8, 2014

Language: ES

Interempresas

Title: MobiWallet will improve the efficiency of the transport and will contribute to reduce the energetic consumption

Link: <https://www.interempresas.net/City-equipment/Articles/121820-MobiWallet-Will-improve-efficiency-transport-will.html>

Published: April 9, 2014

Language: EN

Key4Biz

Title: Smart mobility Ue, al via piattaforma unificata di mPayment per il trasporto urbano

Link: <http://www.key4biz.it/Smart-City-2014-04-Smart-Mobility-Smart-City-Mobile-Payment-App-Smartphone-Trasporto-Urbano-Pagamento-224338/>

Published: April 11, 2014

Language: IT

Non solo ambiente

Title: MobiWallet, in arrivo un unico sistema di pagamento per i trasporti urbani

Link: <http://www.nonsoloambiente.it/index.php/sostenibilita/item/343-mobiwallet-in-arrivo-un-unico-sistema-di-pagamento-per-i-trasporti-urbani>

Published: April 28, 2014

Language: IT

SVET

Title: “Mobiwallet”: Novosađani uskoro plaćaju gradski preko pametnih telefona...

Link: <http://www.svet.rs/ekonomija/mobiwallet-novosadani-uskoro-placaju-gradski-preko-pametnih-telefona>

Published: April 15, 2014

Language: SR

City of Novi Sad Official Website

Title: THE EUROPEAN R&D&i PROJECT MOBIWALLET WILL ALLOW MOBILE PAYMENT ON EVERY TRANSPORTATION MODE

Link: <http://www.novisad.rs/eng/european-rdi-project-mobiwallet-will-allow-mobile-payment-every-transportation-mode>

Published: April 8, 2014

Language: EN; SR

Novi Sad Invest

Title: THE EUROPEAN R&D&i PROJECT MOBIWALLET WILL ALLOW MOBILE PAYMENT ON EVERY TRANSPORTATION MODE

Link: <http://www.novisadinvest.rs/en/news/european-rdi-project-mobiwallet-will-allow-mobile-payment-every-transportation-mode>

Published: April 7, 2014

Language: EN; SR

Ekapija

Title: Novosađani će autobuske karte plaćati porukom - Gradsko saobraćajno preduzeće u projektu "Mobiwallet"

Link: <http://www.ekapija.com/website/sr/page/889359/Novosa%C4%91ani-%C4%87e-autobuske-karte-pla%C4%87ati-porukom-Gradsko-saobra%C4%87ajno-preduze%C4%87e-u-projektu-Mobiwallet>

Published: April 14, 2014

Language: SR

Autobusi

Title: Autobuska karta u novom-sadu putem sms poruka

Link: <http://www.autobusi.net/wordpress/autobuska-karta-u-novom-sadu-putem-sms-poruka/>

Published: April 13, 2014

Language: SR

24 Sata

Title: Novosađani će autobuske karte plaćati preko sms poruka

Link: <http://www.24sata.rs/novi-sad/vesti/vest/novosadani-ce-autobuske-karte-placati-preko-sms-poruka/132793.phtml>

Published: April 14, 2014

Language: SR

Title: Plaćaćemo GSP prevoz pametnim telefonima

Link: <http://www.24sata.rs/novi-sad/vesti/vest/placacemo-gsp-prevoz-pametnim-telefonima/132886.phtml>

Published: April 15, 2014

Language: SR

Butobu

Title: Novosadsko Gradsko saobraćajno preduzeće biće uključeno u Evropski projekat za istraživanje, razvoj i inovacije "Mobiwallet" (mobilni novčanik) koji ć

Link: http://www.butobu.rs/business_news.php?idnews=4602&catnavig1=AUTO-MOTO

Published: April 14, 2014

Language: SR

021

Title: Plaćanje autobuske karte preko sms poruka

Link: <http://www.021.rs/Novi-Sad/Vesti/Placanje-autobuske-karte-preko-sms-poruka.html>

Published: April 13, 2014

Language: SR

Dnevnik

Title: Smart telefon plaća autobusku kartu

Link: <http://www.dnevnik.rs/novi-sad/smart-telefon-placa-autobusku-kartu>

Published: April 13, 2014

Language: SR

B92

Title: Smart telefon plaća i GSP prevoz

Link: http://www.b92.net/biz/vesti/srbija.php?yyyy=2014&mm=04&dd=15&nav_id=836755

Published: April 15, 2014

Language: SR

Nova Ekonomija

Title: U Novom Sadu uskoro plaćanje gradskog prevoza mobilnim telefonom

Link: <http://www.big.co.rs/sr/nova-ekonomija/vesti-iz-zemlje/u-novom-sadu-uskoro-pla%C4%87anje-gradskog-prevoza-mobilnim-telefonom>

Published: April 15, 2014

Language: SR

Magyar Szo

Title: Jegyfizetés okostelefonnal

Link: http://www.magyar szo.com/hu/2310/vajdasag_ujvidek/110335/Jegyfizet%C3%A9s-okostelefonnal.htm

Published: April 16, 2014

Language: HU

Audi America Press release (car-pooling):

Title: MIT, Audi launch HubCab project in New York City

Published: 11 march 2014

Language: EN

Hubcab: <http://hubcab.org/#13.00/40.7250/-73.9484>

2.6.2 TV

Novosadska televizija

Title: GSP MobiWallet

Link: <https://www.youtube.com/watch?v=uewDeeJAwpo>

Published: April 29, 2014

Language: SR

Radio Televizija Vojvodine

Title: Autobuska karta iz "mobilnog novčanika"

Link: <http://www.youtube.com/watch?v=Bynx2jXRqXw>

http://www.rtv.rs/sr_lat/vojvodina/novi-sad/autobuska-karta-iz-mobilnog-novcanika_478650.html

Published: April 15, 2014

Language: SR

Title: Mobivolet, karta za prevoz preko telefona

Link: http://www.rtv.rs/sr_lat/vojvodina/novi-sad/mobivolet-karta-za-prevoz-preko-telefona_485460.html

Published: May 12, 2014

Language: SR

TV Kanal9

Title: NOVI SAD: Za Novosađane novina - "Mobilni novčanik"

Link: <http://www.youtube.com/watch?v=zLF6IU7qSpI>

Published: April 15, 2014

Language: SR

3 MobiWallet Web Portal for dissemination, coordination and management

The site, reachable at http address <http://www.mobiwallet-project.eu>, is maintained on an Aruba Web hosting provider server. In order to establish it as soon as possible and to easily keep it up to date, the Web Site has been developed exploiting the open source CMS Joomla.

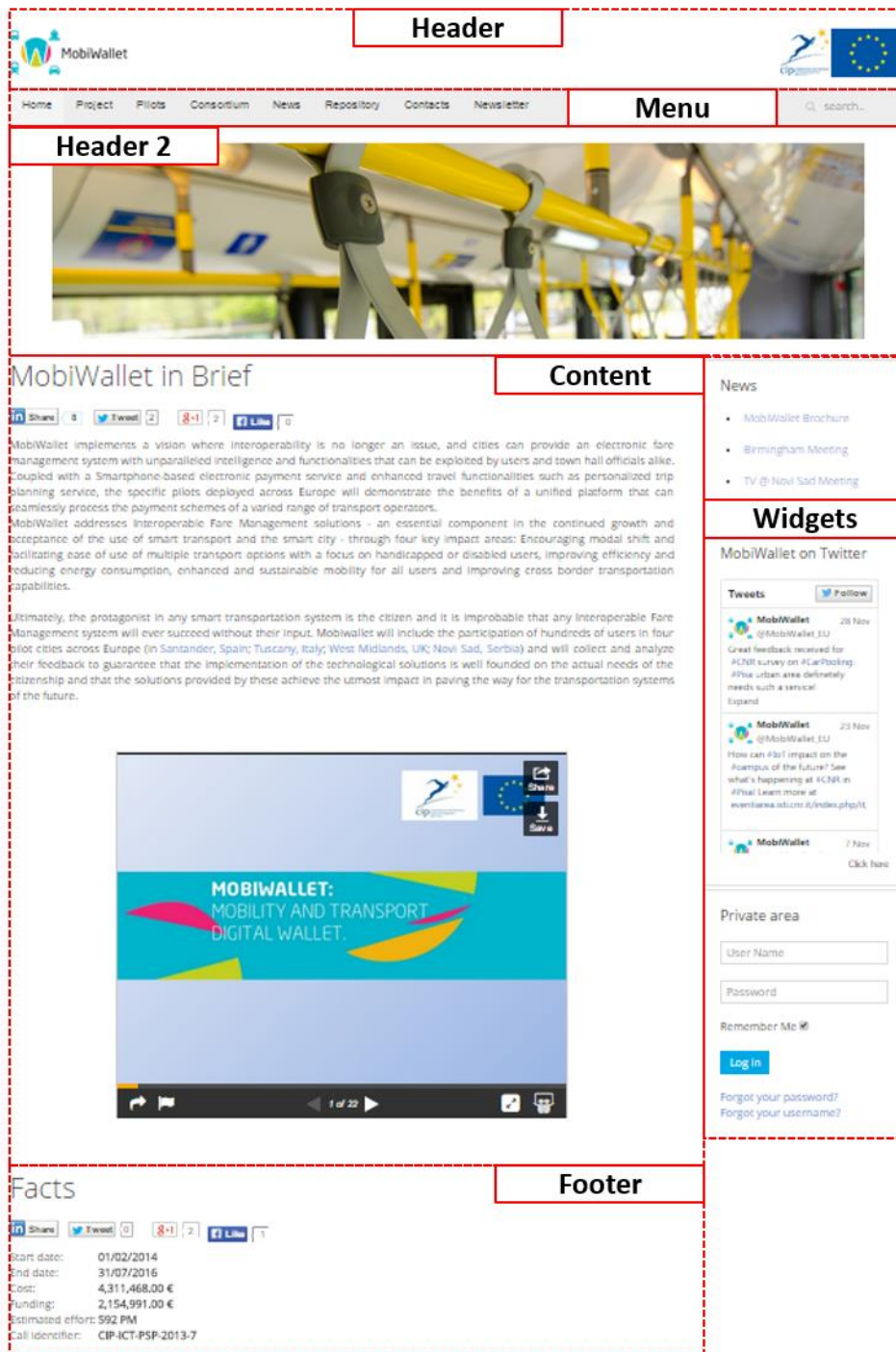


Figure 4. Homepage layout

The Web Site layout has been designed able to offer a clear look of the page content and accessible by each browser and device (such as mobiles, tablets and PDAs).

The page is composed by six parts (as shown in Figure 3):

- **Header:** located at the bottom of the page, it contains the European and the CIP Programme logos;
- **Menus:** located at the top of the page, it contains Main Menu through which all the Site sections can be accessed;
- **Header 2:** located just below the menu, it contains the semi-dynamic Site header. The header, composed by an image and the project logo, changes during the site navigation;
- **Content:** the largest area of the page, it displays the section content. If necessary, by exploiting dedicated CMS plug-in, it also contains multimedia reader used to play video or audio documents;
- **Widgets:** located at the right side of the page, it contains a set of small boxes that provides the access to some site functionalities and the news:
 - **News:** contains links to the news and their title;
 - **MobiWallet on Twitter:** contains the last tweets disseminated through the official Twitter account of the project;
 - **Private Area:** this component is used for authentication on the Web Site. Through the authentication the access to restricted area is granted.
- **Footer:** located at the bottom of the page, it contains some project details such as starting and ending date, cost, funding, estimated effort (in person month) and call identifier.

The “Header 2” and “Footer” parts are present in the homepage only.

3.1 Public section

The sections of the MobiWallet Web Site have been chosen following European Commission guidelines for the EU project Web Sites, in order to obtain a reasonable tradeoff between a site that has too many menus and therefore lacks accessibility, and a structure that is too condensed presenting too much information under few headings. In the following, each section is described.

3.1.1 Homepage



Figure 5. Project homepage

Home page contains project abstract, a disseminative presentation that briefly describes the project and the figures of the project itself (Figure 4)

3.1.2 Project

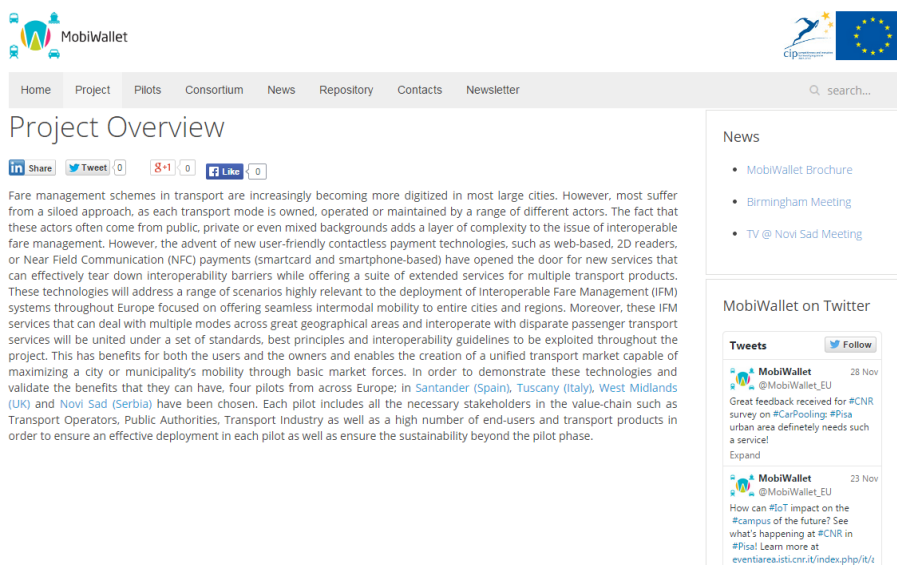


Figure 6. Project overview page

This section contains an overview about the project that focuses on the action field, the project purposes and expected outcomes. There are three subsections that describe, in better detail, project rationale, objectives and the work packages and their dependences.

3.1.3 Pilots

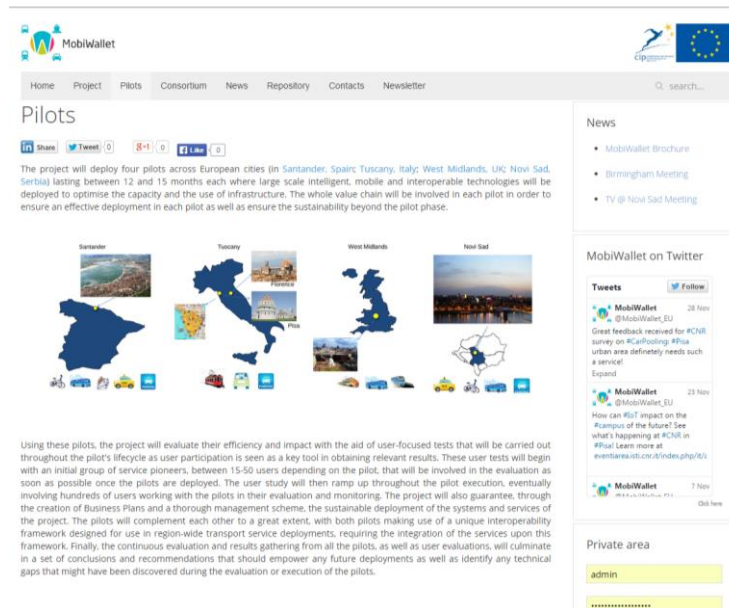


Figure 7. Pilot page

Pilots page describes the pilots that will be deployed during the project. The pilots are structured considering their geography locations. For each pilot, a subsection describing the field of action, goals and purposes is reported.

3.1.4 Consortium

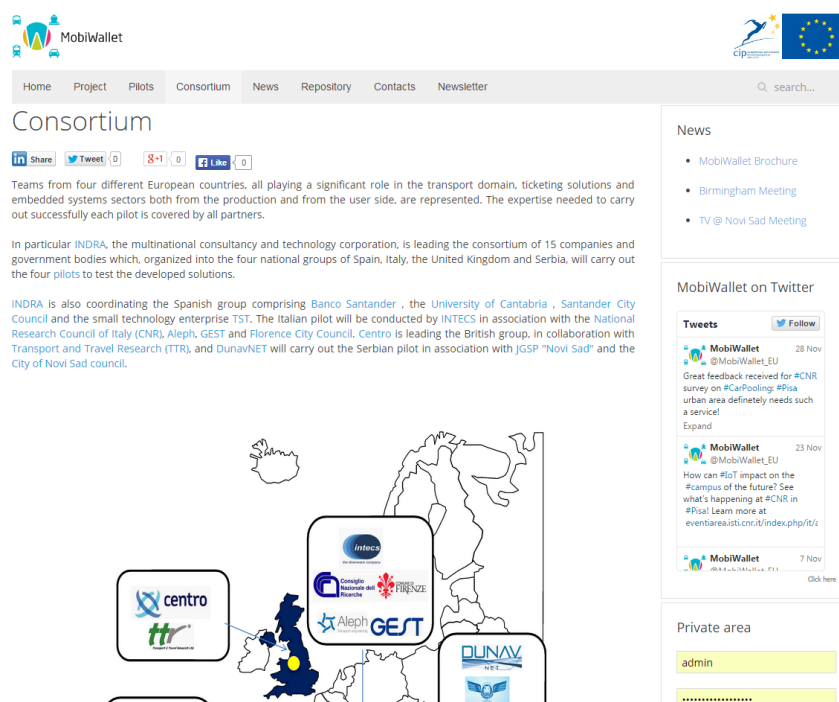


Figure 8. Consortium page

This section provides a clear look of all the project partners displaying their logo and name. Each partner has a dedicated web page, reachable by the submenu or clicking the partner name, containing the logo and the description of his knowledge and activities.

3.1.5 News

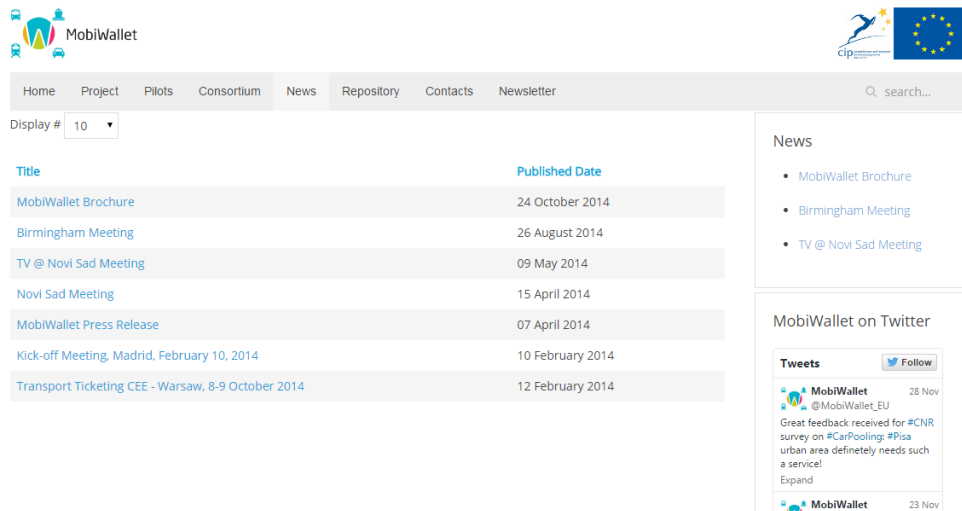


Figure 9. News page

All the project news are listed into this section displaying their title and the insertion date. Ordered by date, from the newest to the oldest, they can be viewed by clicking on their title. The most recent ones are also shown into the Recent News box located on the right side of the website.

3.1.6 Repository

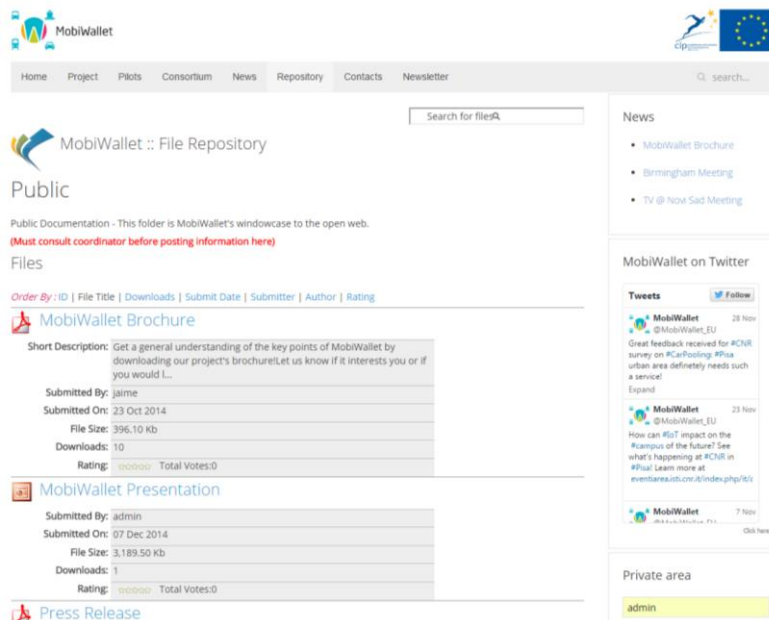


Figure 10. Document repository page

From this section the document repository can be accessed. Although the repository is described in Paragraph 3.2.1 in more detail, the reduced-access public section of the website will contain all

dissemination materials, as well as all those deliverables stated for a public release as per the DoW once they have been approved by the Commission in the regular review sessions.

3.1.7 Contacts

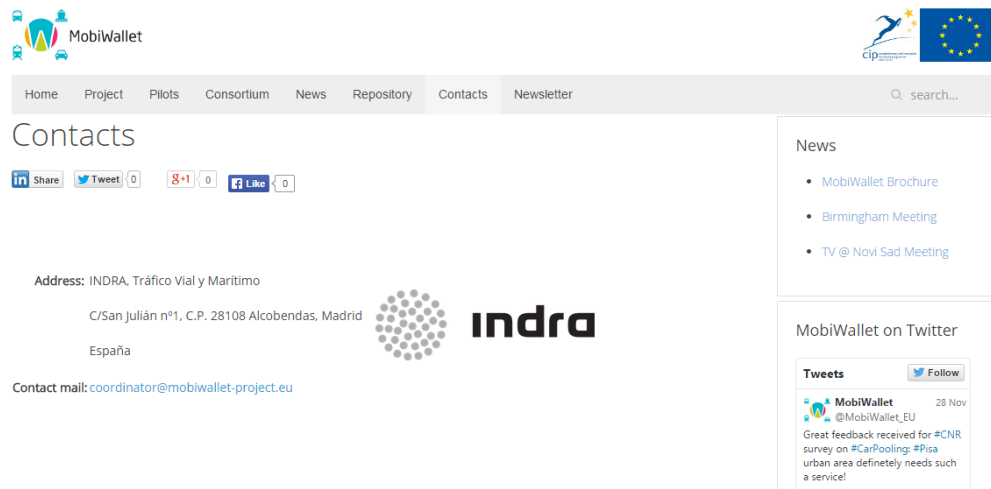


Figure 11. Contacts page

This section contains contact information of the project coordinator.

3.1.8 Newsletter

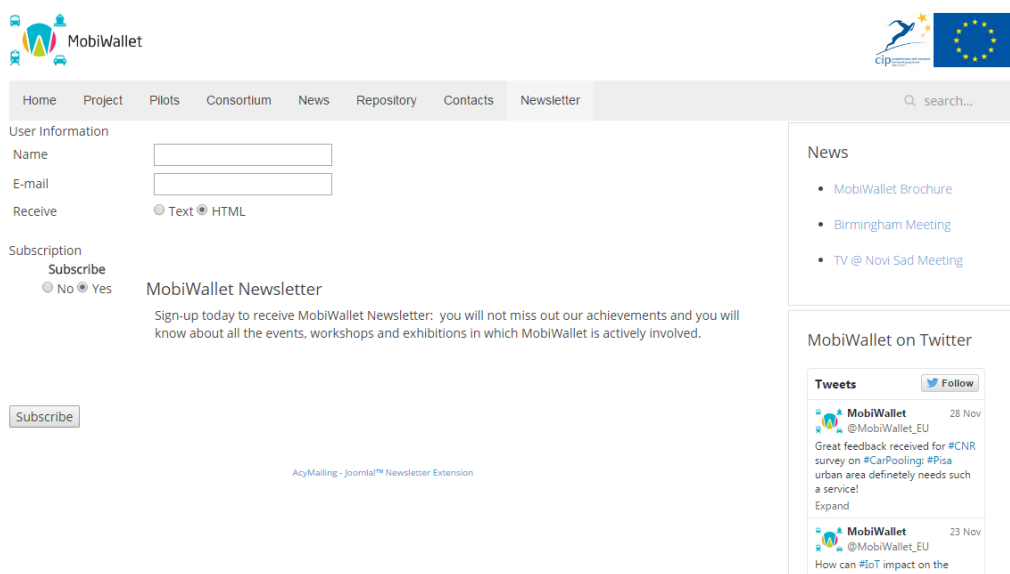


Figure 12. Newsletter subscription page

From this section it is possible to subscribe to the project newsletter (see Section 2.5). Newsletter allows the user to periodically receive information regarding the state of the project and the performed activities.

3.2 Private section

MobiWallet website can be accessed by the user also exploiting an authentication form that identifies the user as project partner allowing to access to private area. The private area can be divided into two sections:

- The repository, accessible by all project members, that is in charge of managing project documentation;
- The management, accessible only by the user with administrator rights, that is dedicated to the management of the website itself and its contents.

3.2.1 Repository

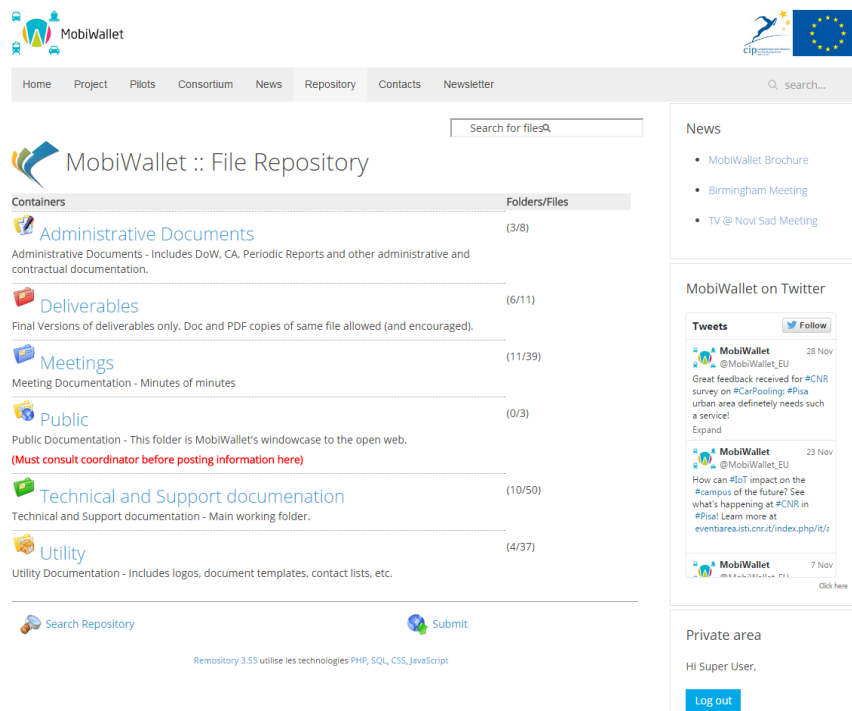


Figure 13. Repository page

The website document repository, accessible through the Repository section, provides a hierarchical folder structure to store the documents featured with search and retrieval functionalities. The repository provides a public folder with no access restriction and a set of folders and relative subfolders accessible only by authenticated partners.

The restricted folders are:

- **Administrative Documents:** structured in a set of subfolders, it includes DoW, CA, Periodic Reports and other administrative and contractual documentation such as the pilot roles and reporting templates;
- **Deliverables:** structured in a set of subfolders, as many as work packages, it contains the official project deliverables;
- **Meetings:** structured in Pilot meetings, Plenary meetings, Technical meetings and Teleconferences, it contains presentation, agenda and minutes of each meeting held during the project;
- **Technical and Support documentation:** it contains the versioning of all deliverables and other technical documents that are under preparation;

- **Utility:** it contains utility documentation such as logos, contact lists and document templates.

3.2.2 Management

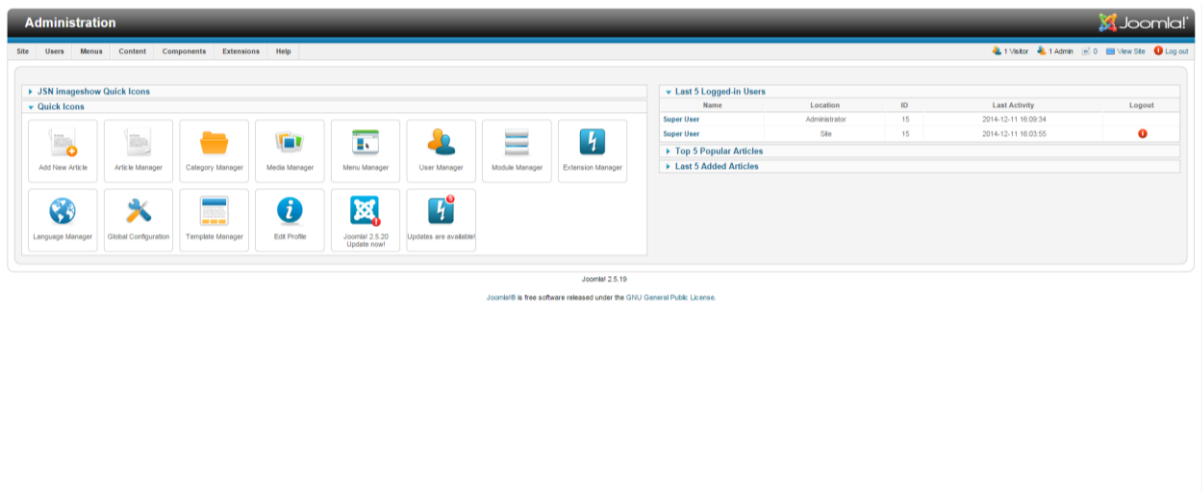


Figure 14. Administration page

Through the administration panel, it is possible to manage all the content of the website such as creating, editing and deleting website pages, managing site menu, installing and managing plug-in, updating CMS, etc.

4 Events and scientific dissemination

4.1 Scouting of fairs and conferences of interest

Project partners will actively pursue opportunities to inform about the MobiWallet project at local and regional conferences, fairs, seminars and workshops held during 2014-2015-2016 that involves fare management, passenger transport services and sustainability issues.

Each project partner has elaborated a list of the events considered relevant coinciding with the list developed for publication in general media and specialized magazines.

Jointly, the consortium is considering the events likely to provide the highest impact on dissemination level.

The events currently under consideration are reported in Table 1.

Table 1. Events of interest

Type	Event title	Place/ Country	Description	Date
Workshop	IoT Week	Copenhagen, Denmark	Leading event in the Internet of Things gathering research, industrial societal and hackathon tracks. See http://www.iot-week.eu/	June 2015
Conference	ECOMM	Utrecht, Nederland	The European Conference on Mobility Management was founded as the final conference of the MOMENTUM research project - in Amsterdam 1997. Since 1997, the ECOMM has taken place every year, in meanwhile 18 cities in 8 different countries.	20-22 May 2015
Conference & EXPO	Transport Ticketing	London, UK	Conference and expo on transport and ticketing target at bringing together transport executives across the world. See http://www.transport-ticketing.com/	January 2015
Conference & EXPO	Mobile World Congress	Spain	Largest mobile event in the world showcasing latest trends in the mobile technology.	March 2015
Conference	Smarter Travel 2015	Birmingham, UK	3rd Annual Sustainable Travel & Technology Expo for UK transport sector	6th February 2015
Conference	European Transport Conference	Frankfurt, Germany	The European Transport Conference is the focus of the activities of the Association for European Transport and is the key annual event for European transport practitioners and researchers. See	September 2015

			http://aetransport.org/page/open/title/European%20Transport%20Conference/	
Conference & EXPO	Smart City Expo	Barcelona, Spain	Important event in Smart Cities technologies. See http://www.smartcityexpo.com/	November 2015
Conference	Annual Polis Conference	TBD	Annual event of Polis Network involving many stakeholders, cities and regions. Interesting forum for transregional policies in transport.	2015

4.2 Events and scientific communication

Although at the very beginning of the project activities and before the actual deployment of the pilots, the partners of the project have worked to spread the aims and objectives of MobiWallet by presenting its main features in a variety of contexts. The list of attended events is reported in Table II.

Table II. Attended events

Date	Channel	Event	Place/Country	Partner Responsible	Nature and size of audience
16-20 Jun 2014	Workshop/Forum	IoT Week 2014 (see http://www.iot-week.eu/dunavnet_sintef.html)	London, UK	DNET	Researchers, general scientific community, 100 attendees
OCT 2014	Conference – oral presentation, distribution of brochure	European Urban Mobility 2014	Gothemburg, Sweeden	IND	60 transportation policy planners and specialists
OCT 2014	Networking event – distribution of informative material at the stand of Comune di Firenze	ICT Proposer Day	Florence, Italy	COM. Firenze	Researcher
11-13 NOV 2014	Project workshop	Dorothy Project Meeting	Fondazione Ricerca e Innovazione Polo Scientifico, Sesto	ALEPH	30 transportation policy planners and specialists

			Fiorentino, Italy		
NOV 2014	Public National Conference – oral presentation	Pisa Research Campus Seminars: Towards the Smart Campus	Pisa, Italy	CNR	Researchers, 250 attendees
NOV 2014	Invited presentation	22nd Telecommunications Forum TELFOR 2014	Belgrade, Serbia	DNET	Researchers, general scientific community, 50 attendees
JULY 2014	Conference, oral presentation	IEEE Int. Conference on Sensing, Communication, and Networking	Singapore	CNR	Researchers, 150 attendees
Sept 2014	PhD Summer school	SynCity 2014: the City of the Future	Dresden, DE	CNR	PhD Students, 50 attendees
Nov 2014	Conference and Panel, oral presentation	ROAD Ahead: The future of urban transportation and Mobility	MIT, Cambridge, US	CNR	Researchers, industry, planners, specialists, 200 attendees
24th Sept 2014	Oral presentation; distribution of brochure	MODUM CONFERENCE: Building the Bridge from EC Research to Sustainable Urban Transport Management	Nottingham, UK	TTR	Researchers, industry, planners, specialists, 50 attendees
15th October 2014	Round table discussions; distribution of brochure	Integrated Transport (UK) conference	Nottingham, UK	TTR	City planners, specialists, 100 attendees
9th Dec 2014	Round table discussions; distribution of brochure	ACT TravelWise Annual Conference	Birmingham, UK	TTR	City transport planners, consultants 80 attendees

During some of those events the MobiWallet brochure (see Section 2.3) was distributed, such as at the ICT Proposers’ Day held in Florence and the European Urban Mobility Conference held in Gothenburg. Indeed, the brochure was made available at the Florence Municipality stand (see Figure 15 and Figure 16).



Figure 15. Stand of Florence Municipality at the ICT Proposers' Day



Figure 16. MobiWallet brochure at ICT Proposers' Day

4.3 Publications

We list in this section published and forthcoming publications on journals and magazines.

Published:

P. Santi, G. Resta, M. Szell, S. Sobolevsky, S. H. Strogatz, C. Ratti, “Quantifying the Benefits of Vehicle Pooling with Shareability Networks”, *Proc. National Academy of Science*, Vol. 111, n. 37, pp. 13290-13294, 2014.

P. Santi, “Shareability Networks: A New Way to Model the Taxi Sharing Problem”, *SIAM News*, Nov. 2014.

Boris Pokrić, Srdjan Krčo, Maja Pokrić, „Smart City Services for Environmental Monitoring and PublicTransport”, *Internet of Things Success Stories, Smart Action, Internet of Things European Research Cluster*, p65, 2014.

Boris Pokrić, Srdjan Krčo, Maja Pokrić, “Augmented Reality based Smart City Services using Secure IoT Infrastructure”, *IEEE AINA 2014*

Forthcoming:

- Article in Eurail Mag (<http://eurailmag.com/>) – Planned release on the end of January 2015
- Abstract submitted to ECOMM 2015 (see <http://www.ecomm2015.eu/>). The conference days are planned for May 2015.

5 Social dissemination

Social channels have been opened to disseminate the project to social audience and to create an interested community. With the aim of defining a kind of MobiWallet brand and make it recognizable, a consistent image related to the Project has been designed and edited for the official web portal and the social networks. Thanks to the constant monitoring of web news, newsletters, conferences and groups, MobiWallet followers are steadily increasing with many projects, organizations and authoritative professionals as interlocutors.

MobiWallet set up a Twitter account, a LinkedIn page, a SlideShare account, a Google+ page and a YouTube channel.

Project activities, photos, video blogs and news on related fields will be disseminated with regular communications on the Social channels:

- **Twitter account:** https://twitter.com/MobiWallet_EU/
- **LinkedIn page:** <https://www.linkedin.com/company/mobiwallet>
- **SlideShare page:** <http://www.slideshare.net/mobiwallet/presentations>
- **Google+ account:** <http://google.com/+Mobiwallet-projectEu>
- **YouTube Channel:** <https://www.youtube.com/c/MobiwalletEU>

5.1 Twitter account

MobiWallet's Twitter account has so far proven to be quite successful despite its infancy. The account is exclusively used to promote the project (pilots, dissemination material, events, etc.), relevant transport related news and relevant white papers or scholarly articles. See https://twitter.com/MobiWallet_EU/.

In order to act in its desired capacity (as a promoter of the project) and given twitter's nature, it was deemed necessary to have a continuous publishing schedule so that anyone following MobiWallet would not ever be led to believe it was a dead or inactive account. To this end, an automated reminder was setup in conjunction with the mailing list for the project, reminding a different project partner each Friday, to log in and contribute to the twitter feed. So far this initiative has managed to produce more than 1 tweet a week (67 total) for the first 10 months of the project and has recently achieved re-tweets from accounts with increasingly large follower bases (>1000 users).



Figure 17 – Main MobiWallet Twitter page

Furthermore, and perhaps more encouraging, is that MobiWallet’s Twitter follower base has been increasing at a relatively constant rate, with signs of acceleration over the last months. This is particularly welcome as it’s during the last months when the project has been taking on followers from users outside the consortium partners and an increasing number of followers from nations outside the four directly represented in the project.

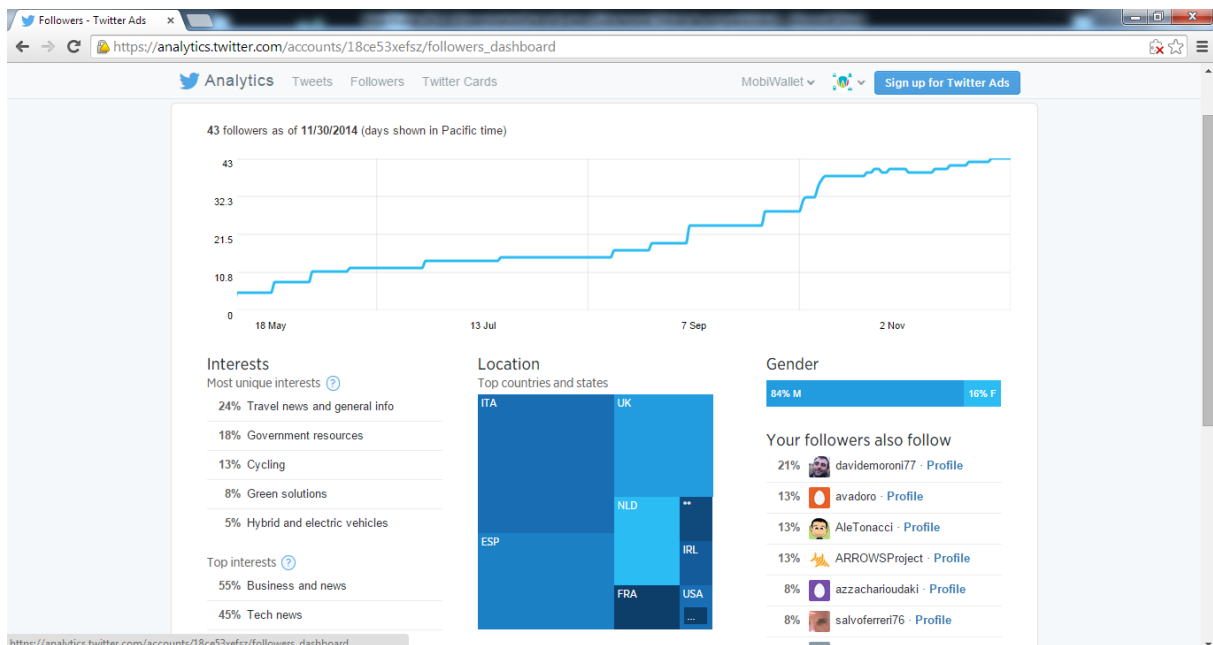


Figure 18 – Follower increases throughout the lifetime of the account and demographics

While this initiative is still considered to be only in its initial stages, the initiative for promotion of the project’s results through twitter is taking on the planned objectives on-time and showing great promise for the coming years. Of note is the issue that only around 13% of the project’s followers

report themselves as female and as such efforts will be made in the next 10 months to establish a stronger interaction with potential female followers.

5.2 LinkedIn page

MobiWallet’s LinkedIn page at the moment only serves as a contact point for people searching for MobiWallet through this particular outlet, and is only being used to publish some of the dissemination material and to redirect people to those outlets where MobiWallet is more active (these being the official website and the project’s twitter account).

<https://www.linkedin.com/company/mobiwallet>

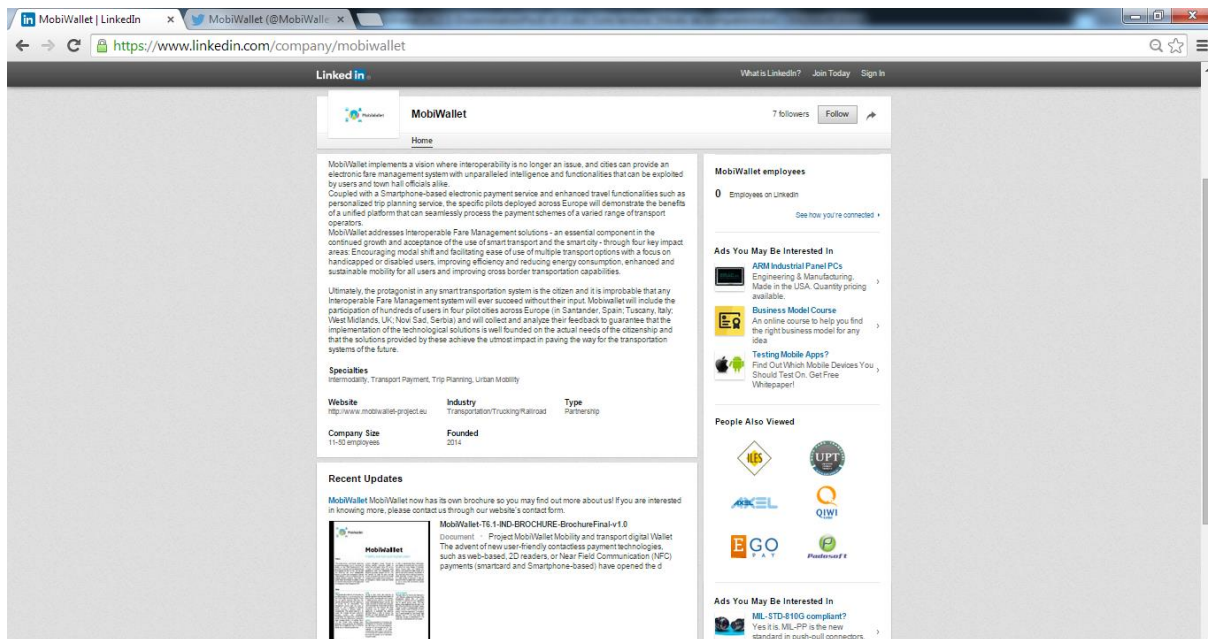


Figure 19 – Main LinkedIn page

While MobiWallet is committed to engaging with the public throughout its entire lifetime using all the available technologies, the use of LinkedIn has proven to be hard to capitalize on (in terms of impact and awareness) and as a result, a vote was taken during the second General Assembly in Birmingham to decide whether to keep spending efforts in this platform. During this vote and the preceding discussion, it was suggested to maintain the LinkedIn site for now, to be used for two key activities in the future.

The first use of the site would be as a very efficient interface, to direct candidate pilot users to a place where they can leave their credentials to be examined by those responsible for the recruitment process for each pilot site. This idea is proposed for the last stages of the pilots (when they go into the hundred or more users) as the simple campaigns proposed for the initial sets of test users are expected to become less efficient. The second use of the site would be as part of the project’s final dissemination and exploitation activities. Once most of the project’s results and experiences were obtained, MobiWallet would participate in discussions promoting these in professional groups hosted by interested parties (public policy planners, transport operators, etc.).

5.3 Slideshare account

Slideshare is a social platform for sharing presentations. It is used by different communities and contains talks both oriented to the general public and to specific technical and scientific audience. Since, it is well indexed and provides an internal search engine and a suggestion mechanism for similar and related presentations, it is a good occasion to disseminate some of the material prepared for MobiWallet. In particular, it has been decided to upload MobiWallet presentation on this platform. The account will be used to upload also further releases of the project presentation (as described in Section 2.4) and to disseminate specific material provided by the partners of the project. Slideshare will also be used to promote presentations uploaded by other contributors, such as those prepared by sibling projects (See Section 6) or uploaded personally by researchers and experts belonging to the consortium. Figure 20 shows the Slideshare page containing the MobiWallet project presentation.

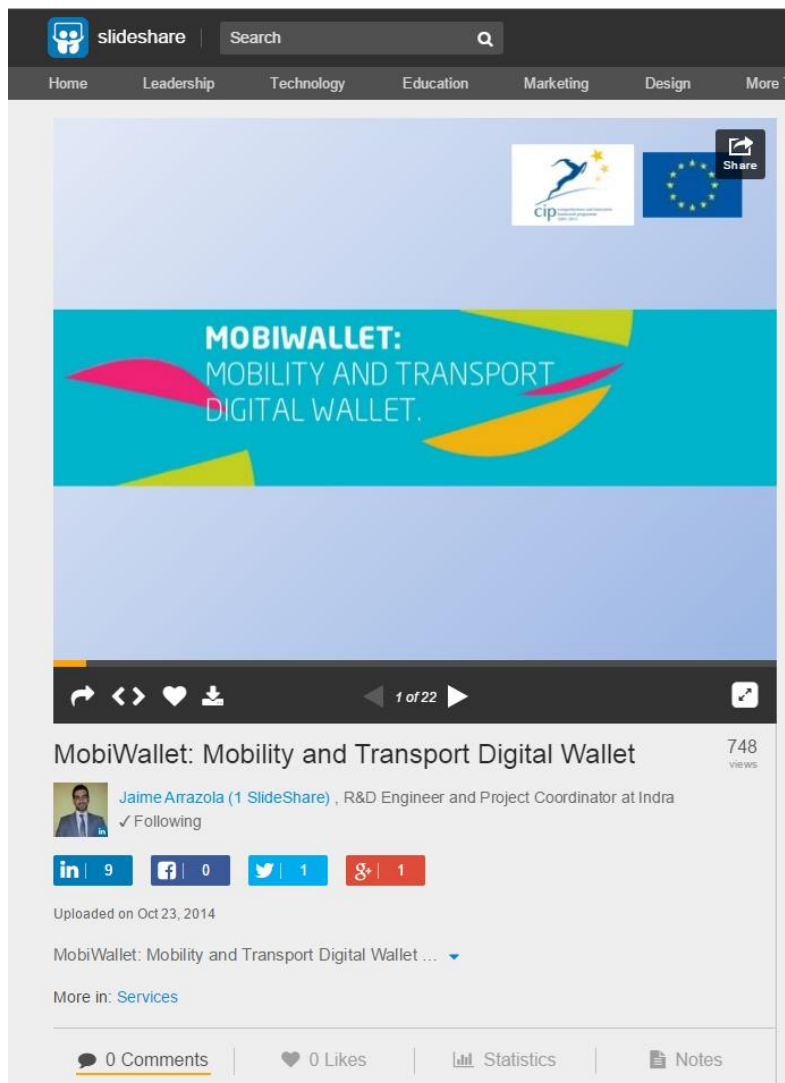


Figure 20 – Slideshare page with the project presentation

5.4 Google+ account

Google+ is a social platform deeply connected with other Google services for sharing multimedia material. Although the platform is not still popular, at least in Europe, it has been decided to set up a Google+ account for several reasons:

- It provides a unified access to Google products and, especially, to YouTube for sharing multimedia content;
- It offers the possibility to collect pictures and share a part of them publicly;
- It offers the possibility to setup a MobiWallet page containing all the reference to the project, including website and contacts;
- Since Google+ is well indexed by Google, the account guarantees a better indexing and a stronger presence on the web.

At the moment the Google+ page is updated by sharing the same content provided by the partners in Twitter. It can be visited at the following link: <http://google.com/+Mobiwallet-projectEu>.

The aspect of MobiWallet on Google+ is shown in Figure 21.

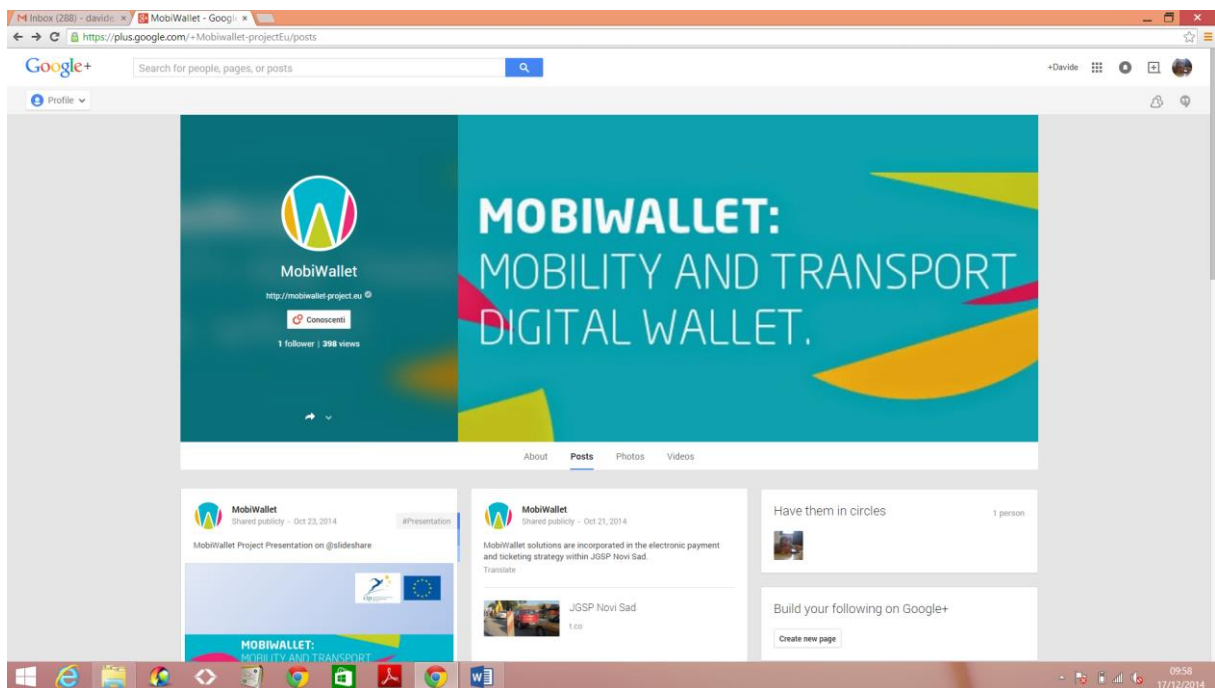


Figure 21 – Main Google+ page

5.5 YouTube channel

Using the aforementioned Google+ account, a YouTube channel has been setup. It can be visited at the following link <https://www.youtube.com/c/Mobiwalleteu>. The channel has a number of aims:

- To share the video blog of the project activities, in order to demonstrate also to the general audience what is being carried out within the project;
- To share interview with the stakeholders and local transportation in order to explain the transportation issues addressed in the project and the expected impact;
- To make available in a single page a choice of TV chunks talking about MobiWallet;
- To promote video material uploaded autonomously by single partners or sibling projects in their own YouTube channel;
- To create a number of thematic playlists of MobiWallet and third-party videos. For example, a playlist for each pilot will be considered.

Figure 22 shows the main page of the MobiWallet YouTube channel.

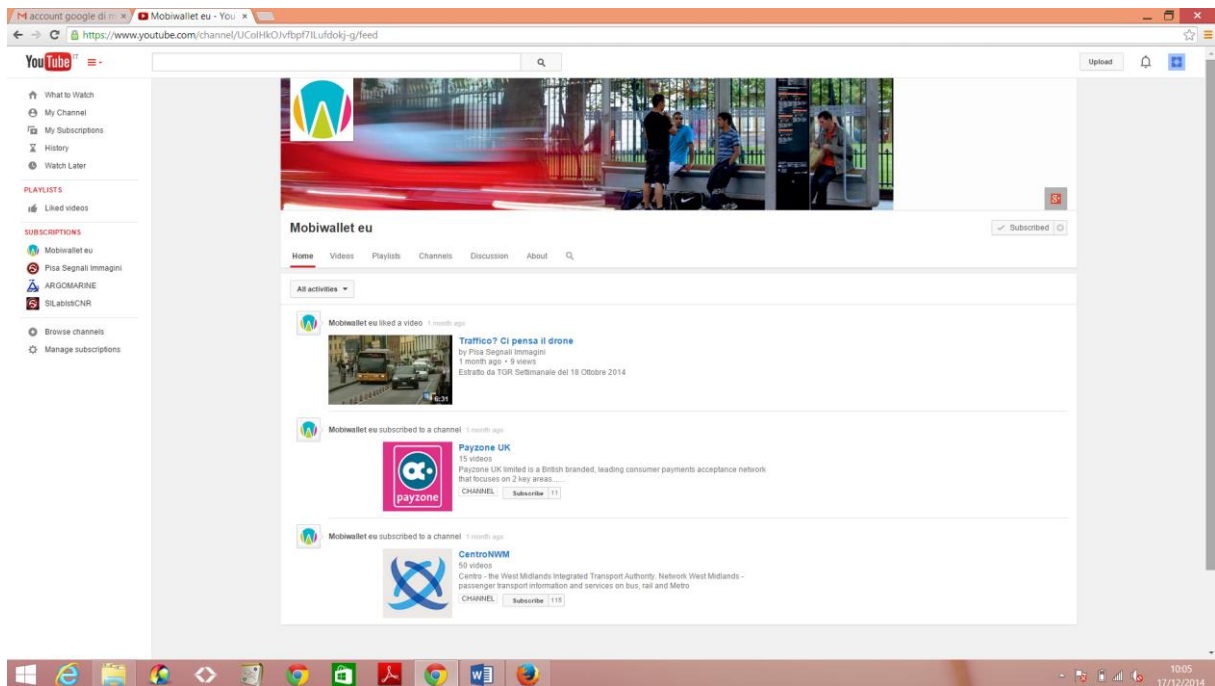


Figure 22 – Main page of the YouTube channel

6 Clustering and liaisons with other projects

TTR, with support from other partners, has conducted a review of other recent and current European projects and initiatives operating in the Interoperable Fares Management (IFM) field. Where possible, these initiatives have been approached regards collaboration on information sharing and dissemination. This will ensure the progress of the current state of the art and the use of existing networks of interested parties in the technical, operator and city sectors.

We have so far had positive engagement with the following organisations and projects:

- MODUM and HoPE. HoPE is a project funded under the same call as MobiWallet and is a successor to the MODUM project. TTR and Centro both attended the final MODUM conference and met with HoPE partners. Initial plans involve collaborating on dissemination where possible and also Centro support for the City of Coventry which is one of the demonstration sites in HoPE.
- The Smart Ticketing Alliance was created out of the European IFM project which completed in 2010. They have extended an invitation to disseminate MobiWallet press releases within their newsletters and also to meet to discuss other forms of collaboration.
- POLITE (Policy Learning in Information Technologies for Public Transport Enhancement) have expressed an interest in collaborating on the dissemination of project news and also in presenting on their project to the MobiWallet consortium.
- SITE (Smart Ticketing in Europe). This Atlantic Area project concluded in July 2014 but has plans to establish a successor dissemination network on matters related to IFM. They have recently indicated that they would like to involve MobiWallet project partners within those plans. We are liaising with the SITE project coordinators EPC. A cooperation meeting has been arranged between MobiWallet and SITE for early 2015.
- CIVINET UK & Ireland: has agreed to run a MobiWallet and IFM themed workshop in the West Midlands during late 2015 or early 2016 to promote the concepts and lessons learnt from trials in cities in UK and Ireland.

We have approached, but not yet had responses from the following organisations and projects:

- ROCK (Regions of Connected Knowledge). This project continues until 2015.
- EUROPTIMA (European Open Platform for smart card ticketing). This European project concluded in July 2013.
- ATTAC - (ATtractive Urban Public Transport for Accessible Cities). This project concluded in January 2014.

The following organisations and projects have been identified as being relevant to MobiWallet but has not yet been made an approach to them:

- UITP – International Association of Public Transport. Note: they also have a leading role in the Smart Ticketing Alliance.
- ERTICO is the European network for Intelligent Transport Systems.
- CIVINET Spain & Portugal is a CIVITAS national network sharing best practices between cities in these countries.
- CIVINET Italia is a CIVITAS national network sharing best practices between cities in Italy.

In addition, DNET has established an initial communication with SMARTIE FP7 project, <http://www.smartie-project.eu> in the domain of security and privacy of IoT systems. This is of particular importance when payment systems are engaged in the scenarios such as in the case of MobiWallet pilots. DNET has been participating at the Internet of Things Research Cluster (IERC) activities. In particular, Activity Chain 3 related to the pilots has been of particular interest where the MobiWallet pilots in Serbia and other locations have been presented.

Also, within the IoT and security domains, Intecs intends to organize a series of webinars mainly focused on features and technologies implemented in the BETaaS platform (<http://www.betaas.eu/>) and implemented in the Italian pilot of the Mobiwallet project. Full webinars list is available at following link: <http://www.betaas.eu/webinars.html#.VlgnNMIZhHg> .

Moreover, ALEPH has presented MOBIWALLET as a “best case” in the framework of the DOROTHY (Development of regional clusters for research and implementation of environmental friendly urban logistics), a project funded by the programme Regions of Knowledge (REGIONS-2012-2013-1). DOROTHY has the mission to enhance the distribution process of urban goods by reducing the number of vehicles and enhancing environmental standards. This project will help to improve the quality of life in European cities.

7 Conclusions and future developments

This deliverable summarizes the work done to disseminate MobiWallet in the first ten months of the project and introduces its preliminary clustering activities with related activities at a European level.

Although the project is still in its youth and in a pre-operative phase, the partners have worked to spread the objectives and approach of MobiWallet in a selected set of media and events, laying the basis for future dissemination and exploitation activities in line with the project's achievements.

To this end, a planning activity has been conducted and agreed among partners so as to target conferences, expos and magazines of interests. The roadmap toward further dissemination has included the setup of media for establishing the presence on the web, both with an institutional website and with social media account.

The dissemination plan follows a very pragmatic approach, focusing the consortium's efforts in those activities where the largest impact may be obtained. Following this approach, some activities that were not initially planned have been included in the dissemination plan, while others may have been removed or re-imagined to avoid creating a sink-hole of effort with little impact. For example, the project has seen an expanded presence in print press and magazines and this is being supported and encouraged, while our initial presence in LinkedIn has been moved from a dissemination goal to an end-user filter due to the low impact that platform could provide at this stage of the project.

In particular, a website has been designed with a clear message on the MobiWallet objectives and proposed approach, emphasising the peculiarities of the pilots that are being carried out within the project. A motivated selection of social media account has also been prepared to create a stronger web presence and to foster the diffusion of news and updates.

Dissemination material included also a project press release, a brochure and a project presentation which were shared on the web thanks to the aforementioned channels and sent to specific agency and stakeholders in a coordinated way or distributed at relevant events. This resulted in a great echo of MobiWallet existence on several newspaper and on TV, as witnessed by the press review choice included in this document.

On the side of communication towards the academia and stakeholders, first step have been conducted which brought to already 4 papers published and two more accepted for publication with more articles being planned for submission in 2015.

In the future months, with the actual start of the pilots, further dissemination material will be prepared and will be made available through the communication channels already identified in this Deliverable. In particular, a video blog of the project activities, addressing each of the four pilots across Europe, is under preparation.

The first issue of the newsletter will also be sent in at the beginning of 2015. It will state the current achievements of each pilot and of the consortium as a whole, while the interoperability features of MobiWallet are being tuned and validated. Some room on the newsletter will be left for sibling projects. In particular, each newsletter will present a focus on a related project for promoting

clustering activities. Likewise, MobiWallet hopes to enhance its dissemination activities in a reciprocal manner through the channels of linked projects.