URBANITE

Supporting the decision-making in urban transformation with the use of disruptive technologies

Deliverable D7.4

Dissemination, Communication and Networking Report V2

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Status-Version:	Final
Date:	02. 04. 2022
Distribution level (CO, PU):	PU

Project Number:	GA 870338
Project Title:	URBANITE

Title of Deliverable:	Dissemination, communication and networking report V2
Due Date of Delivery to the EC:	31/03/2022

Workpackage responsible for the Deliverable:	WP7
Editor(s):	Jozef Stefan Institute
Contributor(s):	TEC, ENG, WAAG, FVH, FhG, C. Messina, Alma Digit, JSI, Amsterdam, Bilbao, MLC
Reviewer(s):	Eva Salgado
Approved by:	All Partners
Recommended/mandatory readers:	WP1, WP2, WP3, WP4, WP5, WP7

Abstract:	This deliverable will explain the dissemination and communication activities followed during the reporting periods as well as the results from these activities and will update project's dissemination and communication plan respectively. This report will also contain the relevant activities executed to foster a close collaboration with projects related to URBANITE, as well as future networking plans.
Keyword List:	Dissemination, Communication, Networking, Report
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Document Description

Document Revision History

Version	Date	Modifications Introduced	
		Modification Reason	Modified by
v0.1	03/03/2022	ToC	JSI
v0.2	11/03/2022	Updates to various sections	JSI
v0.3	27/03/2022	Contributions to section 3, 4 and 5	TEC, ENG, WAAG, FVH, FhG, C. Messina, Alma Digit, Amsterdam, Bilbao, MLC
v0.4	28/03/2022	Updates to various sections	JSI
V0.5	30/03/2022	Ready for internal review	JSI
V0.6	01/03/2022	Final version for the project coordinator	JSI
V1.0	02/04/2022	Final version ready to submission	Tecnalia

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Terms and abbreviations

AI	Artificial Intelligence
BDVA	Big Data Value Association
EBDVF	European Big Data Value Forum
EC	European Commission
EU	European Union
FIWARE	Future Internet Ware
H2020	Horizon 2020
ICT	Information and Communication Technology
IS2020	Information Society 2020
KPI	Key Performance Indicator
PA	Public Administration
SoPoLab	Social Policy Lab

Executive Summary

In this deliverable, the dissemination, communication and networking activities that took place during the second reporting period of 12 months (M13-M24) as well as the results from these activities, will be explained. Furthermore, this deliverable will update the project's dissemination, communication and networking plan, respectively. In this report, relevant activities will be involved in order to stimulate close collaboration with projects related to URBANITE, as well as future networking plans [1].

D7.4 describes the overall project URBANITE by providing a rapport of the activities of dissemination, communication and networking. These activities are essential to the success of the project itself. They help raise awareness and prepare everything necessary for widespread usage of project's results in real life. Consequently, this would improve the lives of city residents, who are puzzled with traffic problems on a daily basis. It is important to engage and document activities of dissemination, communication and networking because they bring the project, its ideas, functioning and solutions to the public. The public is one of the key target groups of URBANITE, and will be directly involved in the application of solutions of the project.

The deliverable is divided into many sections, moreover the dissemination plan, communication plan and networking plan. The dissemination plan consists of a short recap of deliverable D7.2 for coherence purposes. To determine whether KPIs are being achieved, executed activities and results are listed, as well as an assessment and evaluation of them. The communication and networking plans follow the same procedure.

The importance of the deliverable originates from listing the dissemination, communication and networking activities, which were executed in the second year of the project URBANITE. The report of executed activities helps us to understand if we are on the right track of dissemination, communication and networking activities, if we are achieving the objectives set out in deliverable D7.2 and if listed objectives need to be altered in any way.

Complementarily to D7.3 and this deliverable, Deliverable D7.5 (Dissemination, communication and networking reports due the thirty-sixth month of the project) will explain the dissemination, communication and networking activities executed during the third year of the project. Furthermore, it will explain the final results according to the project's dissemination, communication and networking plans.

1 Introduction

The deliverable D7.2 [2] laid down the Dissemination, Communication and Networking Strategy, which represents the foundation of this deliverable, D7.4 Dissemination, Communication and Networking report V2, which reports on the outcomes of dissemination, communication and networking activities in the span of the last twelve months [M13-M24]. It is very important to document these period findings in order to show the current progress on the project, whether modifications need to be made and what these modifications would be. As presented in D7.2, keeping a close eye on the implementation of the strategy is essential since the dissemination, communication and networking activities establish compelling tools to raise awareness of the social and technical aspects addressed by the project. Furthermore, better collaboration and interaction with other projects is established, creating new opportunities for the spread of results and promotion of outcomes. This report is fundamental to genuinely keep track of whether the mentioned interaction has been put into practice if there is something we can learn from it and outline the future directions.

1.1 About this deliverable

In this document, an overview of the dissemination, communication and networking activities on the URBANITE project in the second year, from April 2021 to the end of March 2022, is provided. For each of the separate aspects, those being dissemination, communication and networking, the report elaborates the objectives and provides a short recap of certain elements of D7.2 for continuity and coherence purposes. Furthermore, an overview of executed actions and results of each of the three main sections is provided. It does so to comprehend what activities have been implemented, as well to assess and evaluate them, finalised with updated plans for the future.

During the first year, the activities in question started, progressed during the second period and will continue throughout the lifetime of the project as well as persist after the project is finished.

On the part of all of the partners involved, it is a collaborative and active effort of participation and promotion.

1.2 Document structure

In the introduction chapter, a brief summary of this deliverable is provided, together with the structure of the present document.

In the second chapter, monitoring of the project's evolution is described in order to present the monitoring and supporting tools used to keep track of project's progress in the areas of communication and dissemination. In the third chapter, the document briefly depicts the dissemination plan. Firstly, its objectives in the context of the project are outlined, and the topics previously elaborated in deliverable 7.3 to keep the flow of D7.4 in check are described. After that, the broken down into executed action, results and the implementation of dissemination material. In the end, these elaborated actions and results are assessed and evaluated. Finally, an updated dissemination plan is added based on the findings. It is provided to outline further modified actions on the matter.

The fourth chapter summarises the main aspects of the communication plan. It is followed by executed action and results, which are again broken down into executed actions and results and communication materials. An assessment and evaluation are prepared as well as an update on the communication plan.

Chapter five carries out networking, objectives, target projects and groups, followed by executed action and results per target group and networking initiatives, their assessment and evaluation, finalised with updates and modifications.

Finally, the document ends with the conclusions that summarise the evaluation results and the next steps. Additionally, the Annex includes further detailed information on two dissemination tools, those being the URBANITE newsletter and press release.

2 Monitoring project's evolution

Dissemination and communication are of crucial importance because they serve as the asset to present and report the developments, events, happenings, and progress achieved in the project to the different project stakeholders. The gathered feedback and engagement can be used as an indication of which different activities should be focused on so as to increase the awareness of the project activities and results.

In a complex research project such as URBANITE, where multiple partners and stakeholders are scattered around the world, continuous reporting of the activity is one of the key activities. Identified audiences and stakeholders are easier to reach because the reporting allows it to effectively and quickly steer dissemination and communication activities. Among those reporting tools, the following ones stand out:

- The **Dissemination Monthly Report's** aim is to collect the partners' activities in dissemination, such as scientific publications, general and business publications, events and blog posts. This task is performed every month. The report is prepared with support of an excel file, including the following information: publications- accepted / not yet accepted, general & business publication (announced/reported once published), collaboration & cooperation activities, press releases published by means of communication such as newspaper, conferences or specialised magazines, other activities (announced/reported once done) as keynotes, hackathon, prizes, and blog posts.

- The **Social Network booster** is a tool created with the goal of improving social network activities. It does so in a way by developing a communication plan. It considers the expertise, knowledge and networks of all partners.

  The spreadsheet has three sheets:

  - sheet "General" - to collect info on: 1) relevant accounts of networks, projects, organisations etc. that we can follow from our social accounts, 2) proposal of hashtags that we may use in our messages (5 entry/month and partner).
  - sheet "Suggested Internal Topics" - to collect information from WP leaders (who in turn can get support from task leaders) on topics, activities, results, which can be used for tweets and posts. Here also future milestones can be added (5 entry/month and partner).
  - sheet "External Topics" – to collect suggestions for tweets/posts related to sources external to URBANITE e.g. papers, articles readed and are relevant for or somehow connected to our activities (1 entry/month and partner).

- The **Timeline of Potential Dissemination Channels** is a tool, a shared excel file, including the most relevant opportunities: events, conferences, journeys, fairs to disseminate URBANITE. Adopting the target groups identified on the dissemination plan (public administration, research and scientific community and citizens) and after a deep exploration of the most relevant events, summarise: the scope, relevant topics, deadlines for the different stages of submission, review, acceptance and final presentation. This file helps presenters to identify the best suite dissemination events and track the different threads.

- **The Web Dashboard and social networks analytics.** Google Analytics dashboard is used on the URBANITE project to monitor the activity of the URBANITE website; also, Linkedin and mainly Twitter, present analytical tools to measure the impact of the project also used in the project.

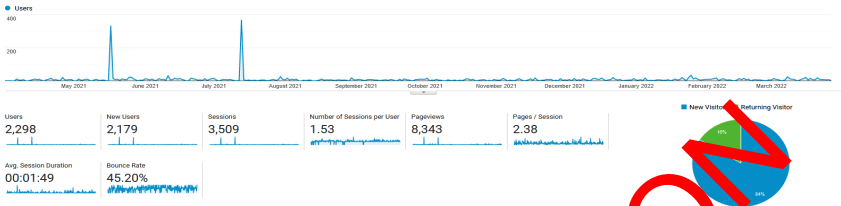

Figure 1. URBANITE web Dashboard from the second year of the project

3 Dissemination activities

The dissemination activities are an important feature of the project URBANITE, since it indicates what activities have been performed in order to raise awareness about the project [3]. In this deliverable, the report on the activities is described. Furthermore, it provides an evaluation of the executed activities according to the KPIs.

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3.1 Executed dissemination activities

In this subsection, the execution of activities is reported. They were set out in deliverable D7.2, which has taken place in the time span of 24 months since the kickoff of the project URBANITE. It is very important to report on these activities to keep track of what has been done, what still needs to be achieved and what needs perhaps certain modifications taking into consideration the changed circumstances of implementing dissemination activities in times of the COVID-19 pandemic.

In the table below, the envisioned dissemination activities are presented and represent a basis for the reporting on executed dissemination activities.

Table 1. Dissemination Activities

Means	Purpose
Workshops	Engagement Information
Conference presentations	Awareness Engagement Promotion
Project showcases, Demonstrations	Awareness Information Engagement Promotion
Website	Awareness Information Engagement Promotion
Newsletter	Awareness Information Promotion
Journal Articles / Conference papers	Awareness Engagement Promotion
Liaison activities	Awareness Information

This section is broken down into categories of dissemination activities, which are:

- Workshops
- Conference presentations and attendance of events
- Brochure
- Poster
- Website
- Newsletter
- Project showcases, Demonstrations (videos)
- Journal Articles / Conference papers
- General and business publications

3.1.1 Workshops

The following table presents the workshops that URBANITE partners attended in the second year of the project.

Table 2. Workshop for the second year of the project

Event	Date	Name and type of audience	Countries addressed	Size of audience	People attending
URBANITE Workshop at IS2021	8. 10. 2021	Computer science researches and professionals	Slovenia, International	15	Consortium
TAILOR workshop and guide the breakout session on Urban Mobility domain. September, 2021	7,9. 9. 2021	Policy makers, AI reserachers	Online		TAILOR, VISION, CLAIRE Projects and external attendances

Figure 2. Brochure URBANITE Workshop 2021

3.1.2 Conference presentations and attendance of events

In terms of raising awareness about the project, conference presentations proved to be an important dissemination tool. Urbanite has been presented at the following conferences.

Table 3. Conference presentations and attendance of events

Event	Date	Name and type of audience	Countries addressed	Size of audience	People attending
Orange course/ IS conference (Interactive data mining & visualisations)	5.10.2021	Universities and data-related projects	Slovenia, International	24	Consortium and others
URBANITE workshop/ IS conference	8.10.2021	URBANI-TE consortium	Slovenia, International	Around 15	Consortium
Explainable AI workshop participation (AI4SD-AI4 Scientific Discovery)	19.10.2021	Europe	International	-	-
Explainable AI & ML: seminar participation (AI4SD-AI4 Scientific Discovery)	20.10.2021	Europe	International	-	-
Future visions of virtual city models: seminar participation (Aalto University-MLL)	26.10.2021	Europe	International	-	-
XXI ITS Spain Congress (13-15 July, 2021, Madrid)	14.07.2021	National (ITS Specialists)	Spain	300	60
14th Conference on Transport Engineering (CIT 2021) (6-8 July, 2021)	6-8.7.2021	National (Transport Engineering)	Spain	300	-

3.1.3 Brochure

Another important tool that produces awareness about the project, the brochure, has been created by Tecnalia with suggestions from other partners. The second brochure of URBANITE presents the crucial and fundamental aspects of the project. The brochure contains basic information about the project, it describes the objectives,technical approach, some technical results in the form of solutions the URBANITE project offers and it introduces the consortium.

The leaflet is visually represented in Figure 3.

Figure 3. Second Brochure

3.1.4 Poster

The poster is meant for promotional purposes of the URBANITE project. A reference poster was prepared, including the main aspects of the project: context, characteristics, and the results achieved around the exploitation of the data, decision making and the deployment of the solution. It will be presented at the III. Edition *GO MOBILITY* by MUBIL (IRUN, Spain), next 27-28

April of 2022. In any case, it is available as a template to be adapted to the different conferences and communications to be defended in future forums by the partners.

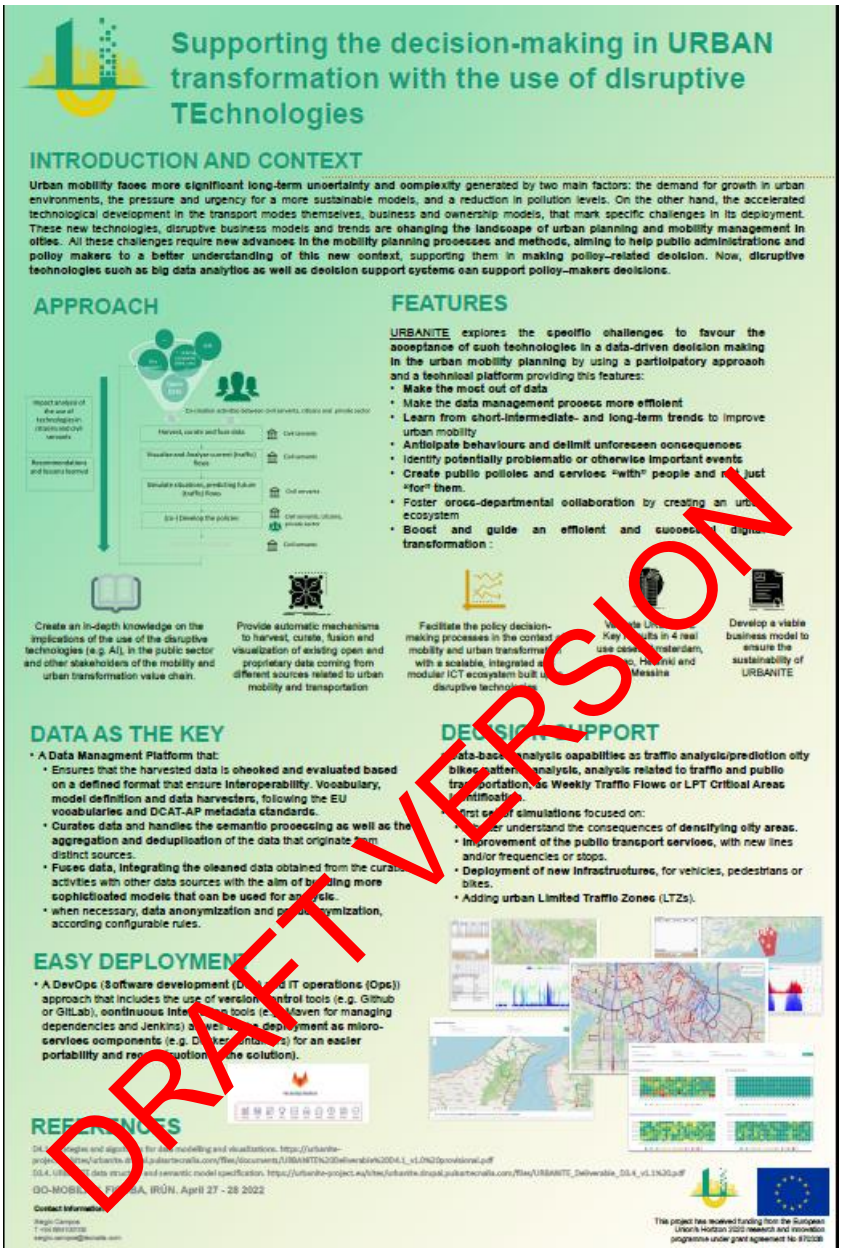

Figure 4. Poster

3.1.5 Website

The website is fully functional and operational. It provides updated information about the project: approach, objectives, the solution itself and the whole vision, global features and per key result, the pilot cities (Amsterdam, Helsinki, Bilbao and Messina), the results which are currently available, is a complete selection of deliverables for the public. Furthermore, it provides information about the partners working on the project URBANITE, and it supplies blog posts submitted by partners on the topic of URBANITE in order to update the wide audience about the URBANITE activities.

The link to the website: https://urbanite-project.eu/

Below are also available screenshots of the website.

Figure 5. Website

Those public deliverables, relevant to the general public because of their didactic character, have also been added to the "Deliverables" section under the Library menu item. Both the document in pdf format can be downloaded. Also, those scientific publications generated on the project are available for downloading.

URBANITE workshop papers (JSI, October 2021)

- How Disruptive Technologies can Strengthen Urban Mobility Transformation. The Experience of URBANITE H2020 Project [Giuseppe Ciulla, Roberto Di Bernardo, Isabel Matranga, Francesco Martella, Giovanni Parrino, Shabnam Farahmand] - download here .
- An Overview of Transport Modelling Approaches – A Use Case Study of Helsinki [Shabnam Farahmand] - download here .
- URBANITE: Messina Use Case in Smart Mobility Scenario [Francesco Martella, Giovanni Parrino, Mario Colosi, Giuseppe Ciulla, Roberto Di Bernardo, Marco Martorana, Roberto Callari, Maria Fazio, Antonio Celesti, Massimo Villari] - download here .
- Data commons in smart mobility – the road ahead? [Nathalie van Loon, Rosalie Snijders] - download here .
- URBANITE Mobility Data Analysis Tools [Ignacio (Iñaki) Olabarrieta,Ibai Laña, Urrotz Larrañaga, Sergio Campos, Raquel Gil, Shabnam Farahmand] - download here .
- Applicable European Regulations for Data-driven Policy-making [Sonia Bilbao, Maria José López, Sergio Campos] - download here .
- Supporting Decision-Making in the Urban Mobility Policy Making [Erik Dovgan, Maj Smerkol, Miljana Sulajkovska, Matjaž Gams] - download here .
- URBANITE Data Management Platform [Fritz Meiners, Sonia Bilbao, Gonzalo Lazaro, Giuseppe Ciulla] - download here .
- Traffic Simulation for Mobility Policy Analysis [Maj Smerkol, Miljana Sulajkovska, Erik Dovgan, Matjaž Gams] - download here .
- Machine Learning-Based Approach for Estimating the Quality of Mobility Policies [Miljana Sulajkovska, Maj Smerkol, Erik Dovgan, Matjaž Gams] - download here .
- Visualizations for Mobility Policy Design [Maj Smerkol, Miljana Shulajkovska, Erik Dovgan, Matjaž Gams] - download here .
- URBANITE Ecosystem: Integration and DevOps [María José López, Iñaki Etxaniz, Giuseppe Ciulla] - download here .

Figure 6. List of publications (URBANITE Workshop)

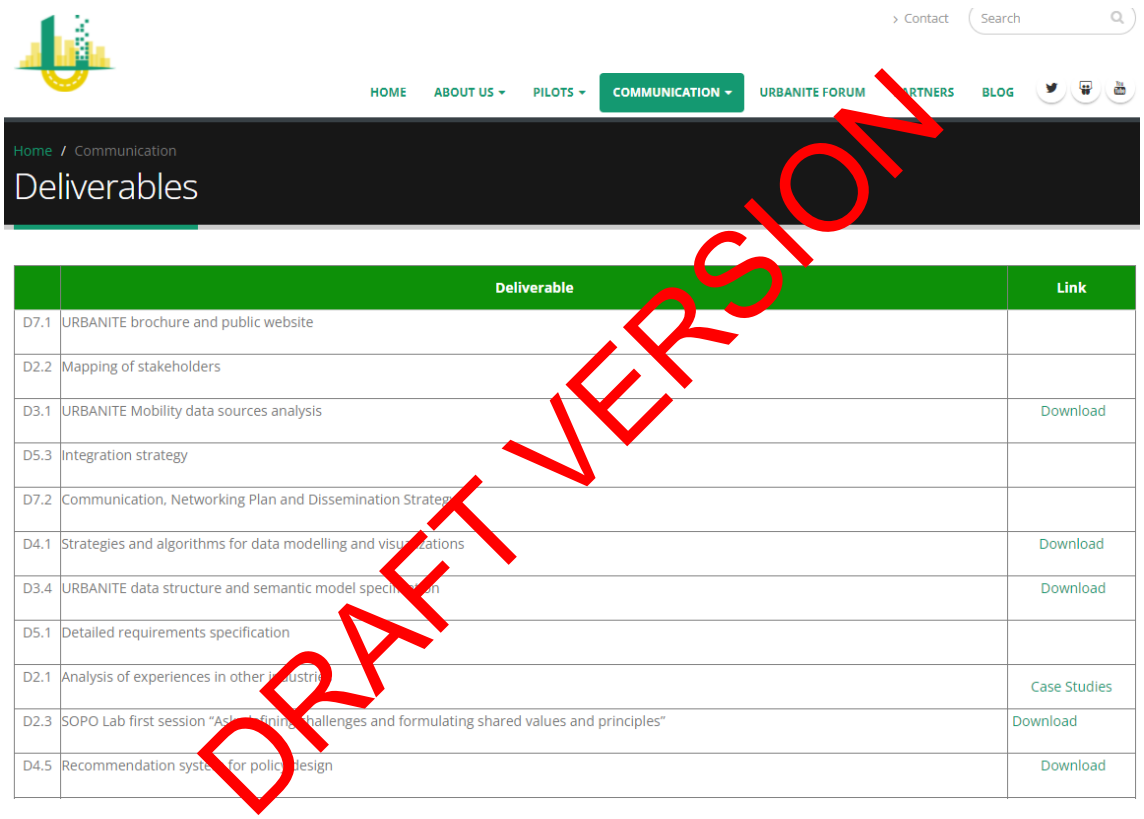

Figure 7. URBANITE Library: public deliverables, available for download

A new section "Open Source Software" is included, which will be linking to the GitLab where the open-source code has been released and is already accessible at: git.code.tecnalia.com/urbanite. An analysis of the licensing of the different modules of the platform is underway in the context of WP7-Exploitation; the open-source components constitute the basic solution according to the proposed freemium schema.

3.1.5.1 KPIs

URBANITE uses Google Analytics to monitor the behaviour of the website. This allows the project to steer the strategy with the main aim of reaching the right audience and stakeholders.

From the analytics collected, it can be seen that the number of visits to the URBANITE website during this second year is about 2298, with an average session duration of 00:01:49.

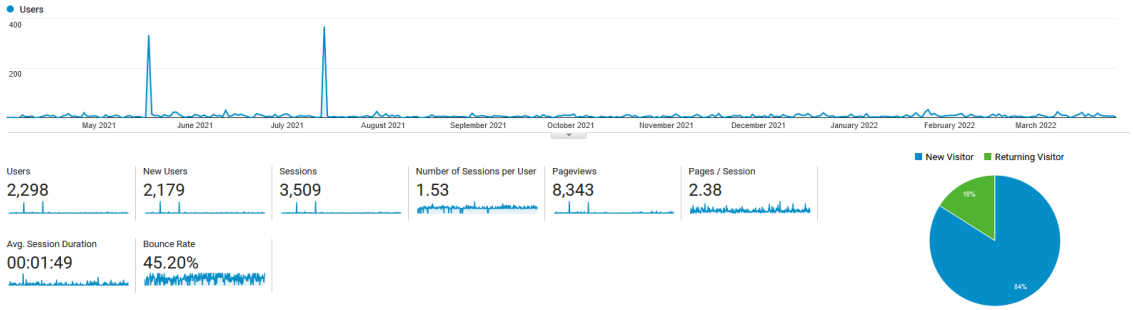

Figure 8. Users in URBANITE website

The SEO, as explained before, is improving on a continuous basis thanks to the provisioning of dedicated and targeted content through the blog. The visits coming from direct search queries have increased along with the timeframe of the project, as shown next. Now 40.9% of the visitors to the URBANITE website come through organic searches.

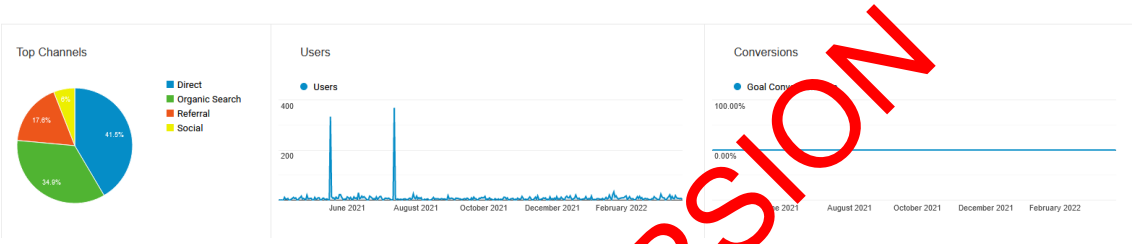

Figure 9. Traffic in URBANITE website

During this second year, the blog is the second most visited page after the homepage, with the 44.56% of the visitors going directly to that site. The third, fourth and fifth most visited pages are related to approach, partners and use cases.

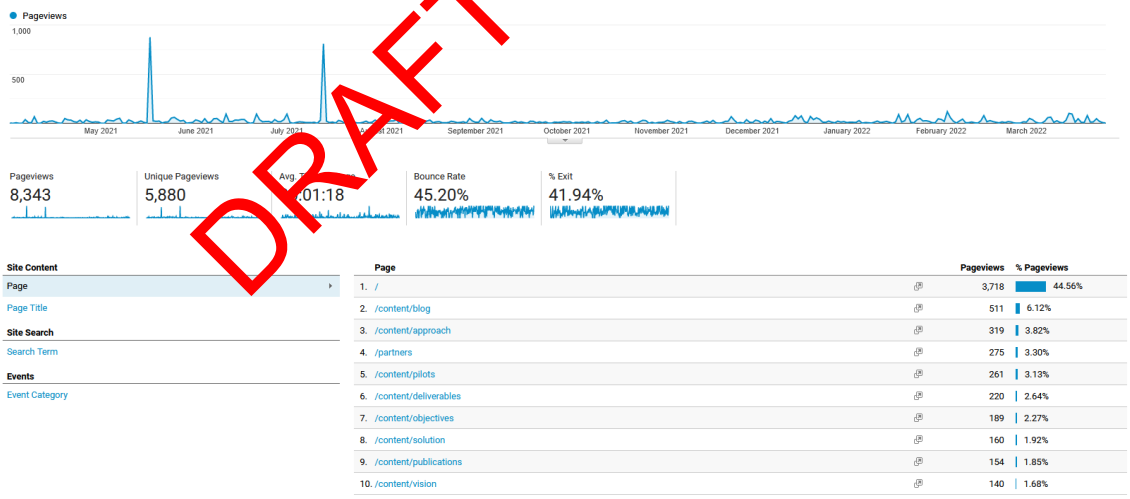

Figure 10. Most visited pages of the website

The following figure shows the percentage of visits per country. To increase the visits to the website, the project is now also stressing the strategy towards the partners' networks and their countries of origin, complemented with a focus on their social media and company websites. The US, Spain, Italy, Netherlands, German, Finland and Germany presents great interest, with initiatives on the topics of the project.

	Country	Users	% Users
1.	United States	333	14.41%
2.	Spain	277	11.99%
3.	Italy	249	10.77%
4.	Netherlands	183	7.92%
5.	Finland	117	5.06%
6.	Germany	101	4.37%
7.	India	70	3.03%
8.	Canada	68	2.94%
9.	United Kingdom	66	2.86%
10.	France	62	2.68%

Figure 11. Users by Country

To this end, the publication of the press release in multiple languages, namely English, German, Spanish, Dutch, Finnish, Slovenian (and in the future, Basque), has helped to increase the traffic from the countries of the different partners. This best practice will be strengthened during the next period.

3.1.6 Newsletter

Newsletters will be released once a year, meaning three in total, for each year of the project.

Currently, we have finished the second newsletter. It represents an important insight into the way the project is proceeding and making progress. Its goal is to provide information about the project activities and to showcase the project achievements. In the Urbanite newsletter we have highlighted the most important news about the project.

The newsletter is already accessible at: https://urbanite-project.eu/content/communication-material. Below, a screenshot of the last newsletter is presented:

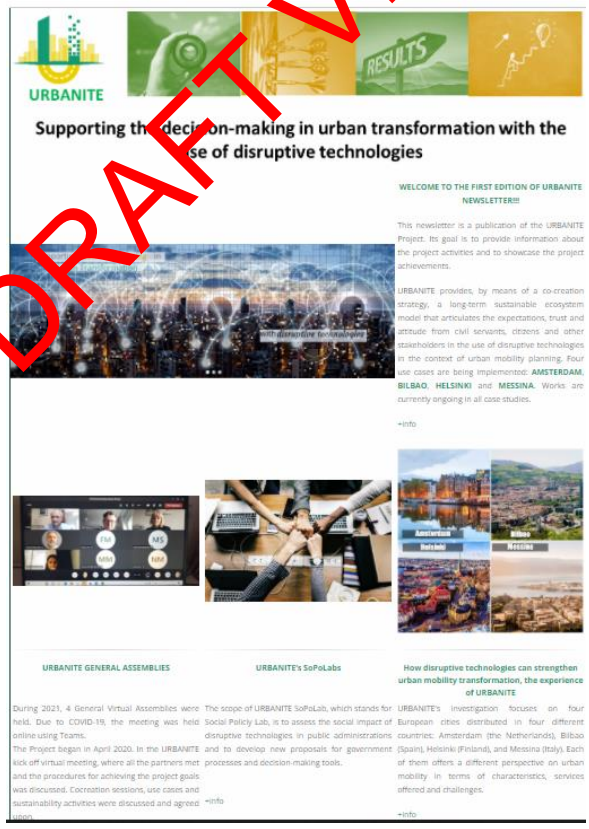

Figure 12. 2021 Newsletter

3.1.7 Showcases (video)

The URBANITE YouTube channel is available at: https://www.youtube.com/channel/UCld-iV8vPr2gl0T87SmfLLw?view_as=subscriber, but due to policy to create a custom URL for a channel, an account must meet the following requirements [4]:

- having at least 100 members;
- existence for at least 30 days;
- having uploaded a photo channel icon;
- have a Channel Design.

TECNALIA has been working on preparing a short video on URBANITE (main challenges, solution, benefits). It has been developed with a story-telling style and is targeted public authorities. JSI has also contributed a recording of the URBANITE simulation demonstration. The video was released around the middle of June 2021.

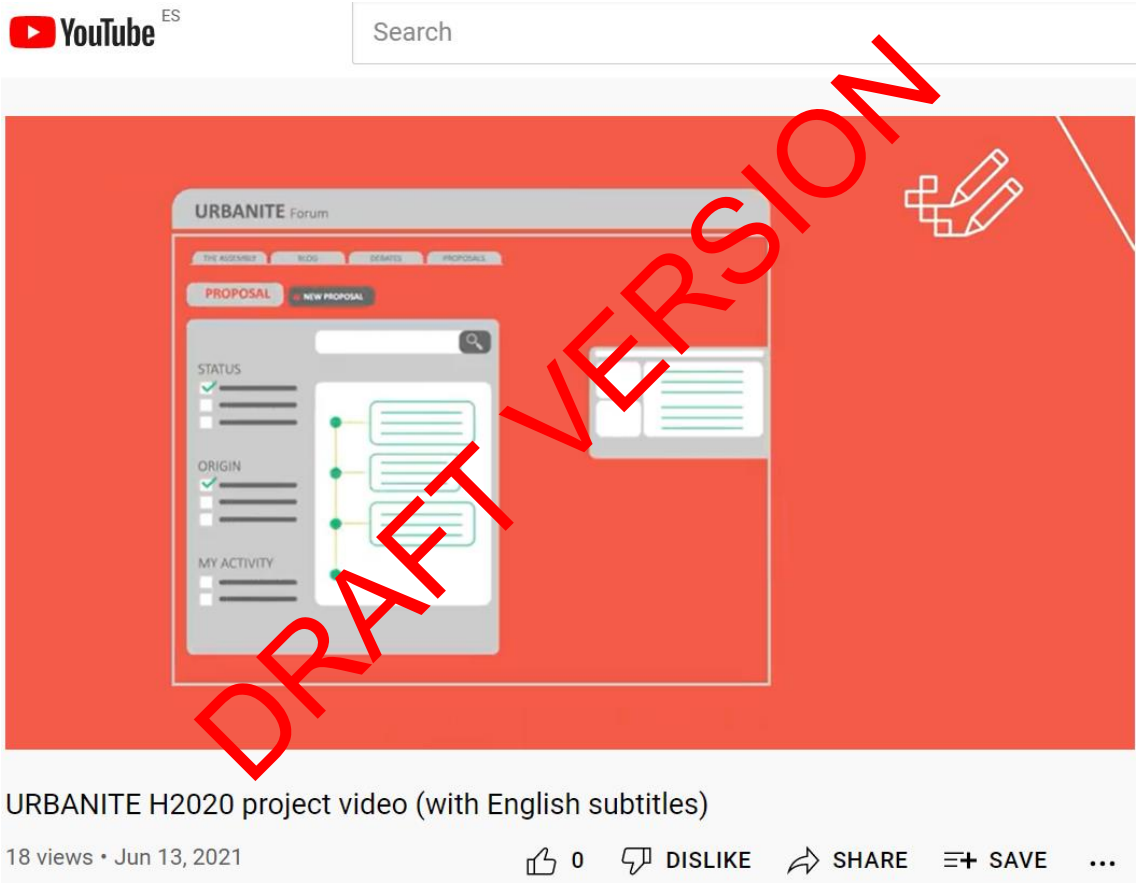

Figure 13. Urbanite presentation short video

Other videos have been developed during the 2nd year. The plan for the 2nd year has been to prepare both videos giving technical info and videos providing high-level information with interviews to stakeholders (e.g. involved in the pilot activities describing experiences, benefits etc.). The videos regarding the Bilbao Use case and Helsinki Use case can be found here:

https://www.youtube.com/channel/UCld-iV8vPr2gl0T87SmfLLw

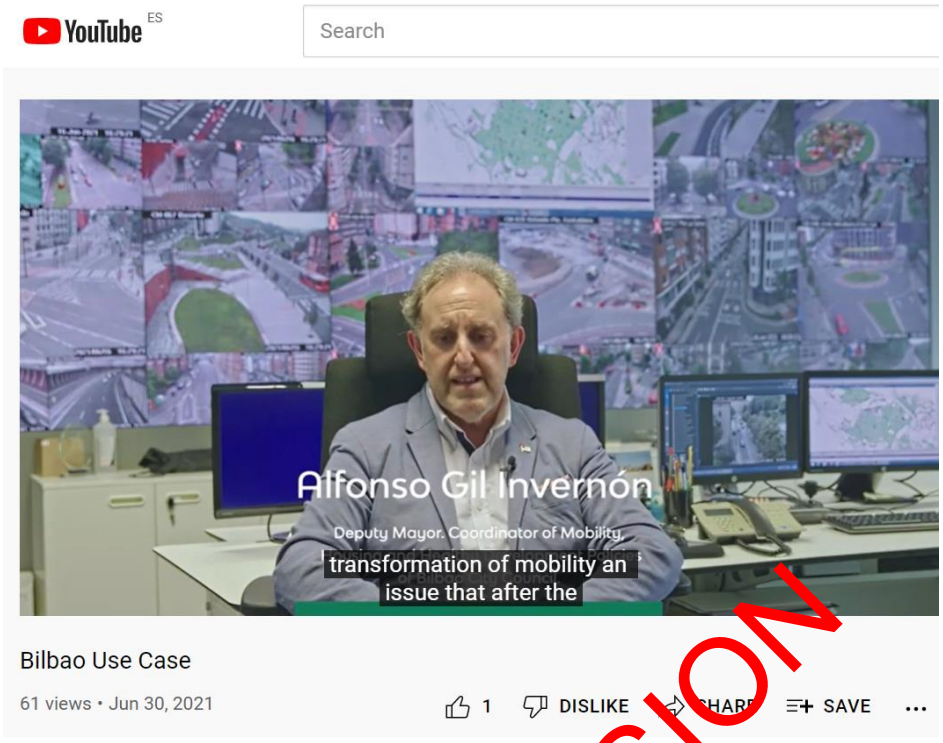

Figure 14. Bilbao Use Case

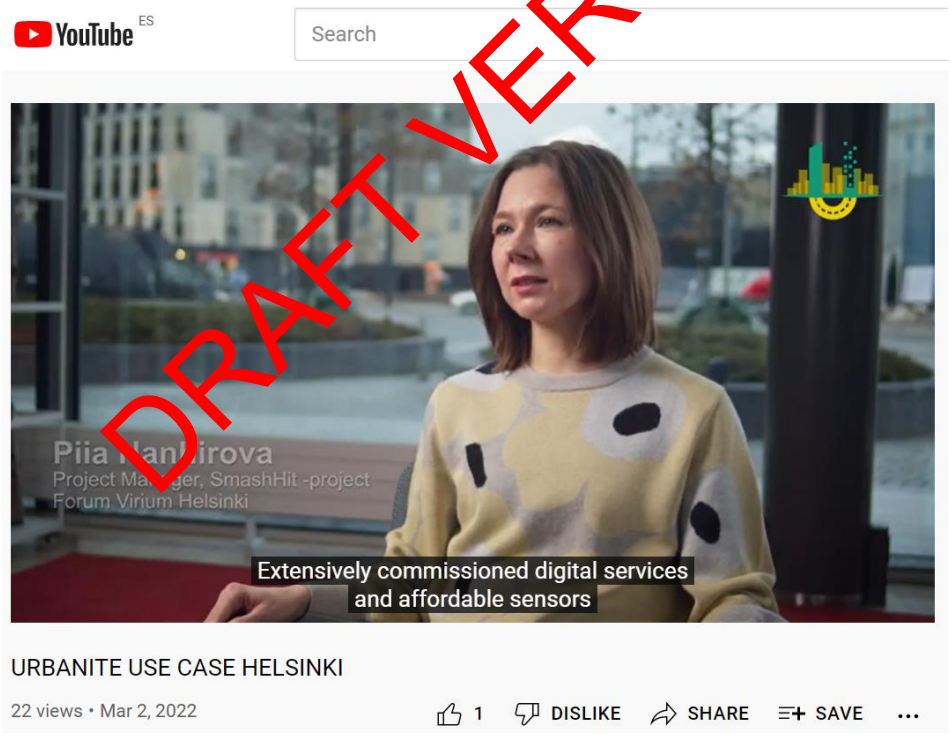

Figure 15. Helsinki Use Case

3.1.8 Journal and scientific papers

Journal and scientific papers address the scientific community and encourage discussions in the academic sphere regarding URBANITE and its results. The papers are presented in Table 4.

Table 4. Journal and scientific papers

Title of the article	Event and publication (name, date, other info)	Name of author and Organisations
How Disruptive Technologies can Strengthen Urban Mobility Transformation. The Experience of URBANITE H2020 Project	Information Society 2021 24th international multiconference, 4–8 October 2021, Ljubljana, Slovenia "URBANITE WORKSHOP 2021"	Giuseppe Ciulla, Roberto Di Bernardo, Isabel Matranga, Francesco Martella, Giovanni Parrino, Shabnam Farahmand
An Overview of Transport Modelling Approaches – A Use Case Study of Helsinki	Information Society 2021 24th international multiconference, 4–8 October 2021, Ljubljana, Slovenia "URBANITE WORKSHOP 2021"	Shabnam Farahmand
URBANITE: Messina Use Case in Smart Mobility Scenario	Information Society 2021 24th international multiconference, 4–8 October 2021, Ljubljana, Slovenia "URBANITE WORKSHOP 2021"	Francesco Martella, Giovanni Parrino, Mario Colosi, Giuseppe Ciulla, Roberto Di Bernardo, Marco Martorana, Roberto Callari, Maria Fazio, Antonio Celesti, Massimo Villari
Data commons in smart mobility – the road ahead?	Information Society 2021 24th international multiconference, 4–8 October 2021, Ljubljana, Slovenia "URBANITE WORKSHOP 2021"	Nathalie van Loon, Rosalie Snijders
URBANITE Mobility Data Analysis Tools	Information Society 2021 24th international multiconference, 4–8 October 2021, Ljubljana, Slovenia "URBANITE WORKSHOP 2021"	Ignacio (Iñaki) Olabarrieta,Ibai Laña, Urrotz Larrañaga, Sergio Campos, Raquel Gil, Shabnam Farahmand
Applicable European Regulations for Data-driven Policy-making	Information Society 2021 24th international multiconference, 4–8 October 2021, Ljubljana, Slovenia "URBANITE WORKSHOP 2021"	Sonia Bilbao, Maria José López, Sergio Campos

Supporting Decision-Making in the Urban Mobility Policy Making	Information Society 2021 24th international multiconference, 4–8 October 2021, Ljubljana, Slovenia "URBANITE WORKSHOP 2021"	Erik Dovgan, Maj Smerkol, Miljana Sulajkovska, Matjaž Gams
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Traffic Simulation for Mobility Policy Analysis	Information Society 2021 24th international multiconference, 4–8 October 2021, Ljubljana, Slovenia "URBANITE WORKSHOP 2021"	Maj Smerkol, Miljana Sulajkovska, Erik Dovgan, Matjaž Gams
Machine Learning-Based Approach for Estimating the Quality of Mobility Policies	Information Society 2021 24th international multiconference, 4–8 October 2021, Ljubljana, Slovenia "URBANITE WORKSHOP 2021"	Miljana Sulajkovska, Maj Smerkol, Erik Dovgan, Matjaž Gams
Visualizations for Mobility Policy Design	Information Society 2021 24th international multiconference, 4–8 October 2021, Ljubljana, Slovenia "URBANITE WORKSHOP 2021"	Maj Smerkol, Miljana Shulajkovska, Erik Dovgan, Matjaž Gams
URBANITE Ecosystem: Integration and DevOps	Information Society 2021 24th international multiconference, 4–8 October 2021, Ljubljana, Slovenia "URBANITE WORKSHOP 2021"	María José López, Iñaki Etxaniz, Giuseppe Ciulla
Virtual Device Model extending NGSI-LD for FaaS at the Edge	2021 IEEE/ACM 21st International Symposium on Cluster, Cloud and Internet Computing (CCGrid)	F. Martella, G. Parrino, G. Ciulla, R. Di Bernardo, A. Celesti, M. Fazio, M, Villari,
Time Series Data Managment Optimized for Smart City Policy Decision	The 22nd IEEE/ACM International Symposium on Cluster, Cloud and Internet Computing	Mario Colosi, Massimo Villari, Maria Fazio, Francesco Martella, Giovanni Parrino, Antonio Celesti

A Comparison of Modelling Approaches for the Long-term Estimation of Origin Destination Matrices in Bike Sharing Systems	25th IEEE International Conference on Intelligent Transportation Systems (IEEE ITSC 2022) (submitted)	Ibai Laña, Iñaki Olabarrieta, Javier del Ser

3.1.9 General and business publications

In this section, non-scientific publications are listed. Their type is more general or business based, however, they still contribute to raising awareness about the project URBANITE, both nationally and internationally. They are listed in Table 5.

Table 5. General and business publications

Title	Link or reference	Date	Partner/Authors (organisations)
Waag has an Urbanite project page on their website	https://waag.org/nl/project/urbanite	/	Waag
Case Study published in clickable format and mentioned on Waag website.	https://waag.org/en/article/case-studies-participatory-mobility	08.04.2021	Waag
Blog published on Waag website and Urbanite website	https://waag.org/en/article/co-creating-bicycle-city	30.04.2021	Waag
How Disruptive Technologies can Strengthen Urban Mobility Transformation – The Experience of URBANITE H2020 Project	Article prepared for URBANITE workshop in IS conference: https://is.ijs.si/?lang=en	4.9.2021	Engineering Ingegneria Informatica, ALMA Digit S.R.L., Municipality of Messina, Forum Virium Helsinki
An Overview of Transport Modelling Approaches –A Use Case Study of Helsinki	Article prepared for URBANITE workshop in IS conference: https://is.ijs.si/?lang=en	5.9.2021	Forum Virium Helsinki/ Shabnam Farahmandsadr
URBANITE Mobility Data Analysis Tools	Article prepared for URBANITE workshop in IS conference: https://is.ijs.si/?lang=en	7.9.2021	Tecnalia, Bilbao Udala, Forum Virium Helsinki

Title	Link or reference	Date	Partner/Authors (organisations)
URBANITE video with FIN & EN texts	https://www.youtube.com/watch?v=5u-GfgziePE	18.2.2022	FVH/LIDO project
Twitter update	https://twitter.com/ForumVirium/status/1494628756824240133	18.2.2022	FVH
LinkedIn update	https://www.linkedin.com/posts/forum-virium-helsinki_n%C3%A4in-helsinki-kehitt%C3%A4%C3%A4-%C3%A4lyliikennett%C3%A4-datan-activity-6900394632576937984-_neo	18.2.2022	FVH
Facebook update		18.2.2022	FVH
FIWARE Booklet on Smart Cities	https://www.fiware.org/wp-content/uploads/FIWARE_Booklet_FIWARE4CITIES.pdf	April 2021	Comune Messina, Alma Digit, ENG

3.2 Dissemination assessment and evaluation

For assessing and evaluating the process of dissemination, the tools and activities are very important. They help us obtain the bigger picture of the success or failure of dissemination itself. We present the results of the monitoring procedure based on the previously set KPIs, which were prepared in deliverable D7.2. Table 6 shows the KPIs for dissemination tools and results pertaining to each of the KPIs stated, which stems from the reporting period of the last 12 months.

Table 6. KPIs for dissemination and results

Diss. tool	KPI	Objective	Period 2	Status
Brochures	Number of leaflets / brochures produced	>3	Second Brochure has been made and is ready to be released, indicating basic information about the project, the approach, solutions the project offers and presents the consortium.	✔

Diss. tool	KPI	Objective	Period 2	Status
Conference / Journal publications	Number of publications Scientific journals Scientific conferences	17 = 2+15 2 15	Seventeen conference publications have been produced thus far, while publications in scientific journals have not been made at this point.	✓
Project posters	Number of posters	1-2	One poster is available. The aim has been to prepare the first version now that the architecture and the decision support capabilities are better defined.	✓
Press releases	Number of specialised press releases	3	Press releases are envisioned to be released once a year, meaning three for every year of the project. A press release has been made, partners have provided their modifications and it is ready to be released. Currently, partners are finishing up the translations of the press release. Regarding the press release, we are within the envisioned objective.	✓
Project showcases	Number of different demonstration videos produced	3	TECNALIA has been working on preparing a short video on URBANITE (main challenges, solution, benefits). It has been developed with a story telling style and is targeted PA. JSI has also contributed a recording of the URBANITE simulation demonstration. The video has been released around the middle of June 2021. Helsinki and Bilbao cities have also produced different videos giving technical info and providing high level information with interviews to stakeholders (e.g. involved in the pilot activities describing experiences, benefits etc.).	✓
Project newsletters	Number of newsletters	1 per year	A new project newsletter has been released, partners have provided comments, and it is ready to be disseminated. It represents the results of the second year of the project to update the audience of the achievements thus far. We are within the envisioned objective for newsletters as well.	✓

Diss. tool	KPI	Objective	Period 2	Status
Attendance of events	Number of events attended	5 per year	The number of events attended in the second year is 7. With some exception (ITS Spain), the events are due to the situation with the COVID-19 held and attended virtually.	✔
Organisation of events	Number of organised events	1 workshop	URBANITE workshop was held on October 2021 as part of the 24th International multiconference IS2021.	✔

3.3 Summary of dissemination and update of the dissemination plan

The objectives set for dissemination activities in deliverable D7.2 have based on the results for dissemination activities carried out in the first year of the project and in the second year of the project, been set relatively realistically in terms of achieving them.

A new brochure has been produced; it is envisioned to be created for every year of the project, which has been done in this case. The same applies to press releases; it has been produced as envisioned after every year of the project, meaning we are well on track with press releases. The project newsletter has also been issued, and the objective of having one newsletter per year has been achieved.

Regarding the attendance of events, it is important to point out that the situation is quite challenging due to the COVID-19 pandemic, which puts forward certain obstacles. Due to circumstances, partners have reported attending virtual events. The sum of events attended is seven, which slightly exceeds the objective set in deliverable D7.2. The organisation of events has also faced some complications due to COVID-19. Moreover, there was a workshop on URBANITE in October 2021 as part of the 24th International multiconference IS2021 and URBANITE was presented there as well.

The biggest discrepancy is evident regarding conference/journal publications. Thus far, more than seventeen conference publications have been issued; the objective set for conference publications altogether is 15, and two for publications in scientific journals. The situation will change as the project progresses since more results and solutions will be visible and available, and thus more content will be at hand to produce publications. More publications were produced in the second year, but most importantly, they will be produced in the third year of the project since there will be a lot of insight available at that point to engage in writing papers, and we will be more on track with attaining the set objective as we are now.

In order to improve the impact of dissemination activities, the next steps were taken during the last year of the project. Some of them, seeing the normalisation of Covid situation closer and the possibility of recovering conventional face-to-face activities:

- Encourage and ensure that all partners fill out the monthly dissemination reports every month, as they are an important tool to keep a closer eye on the implementation of dissemination activities and to have them all gathered in one place.
- The continuous generation of dissemination material to be able to raise awareness about the project URBANITE efficiently.
- Ensure wide-spread dissemination of dissemination materials to put raising the knowledge about the project to practise.

- Encourage the production of conference and journal publications as the project and results in progress.
- Identify and track the most relevant conferences, events and journals as potential dissemination channels: scope, topics, deadlines for submissions, iterations, event dates, etc.
- Encourage the attendance of virtual events due to COVID-19, but also pay attention to face-to-face opportunities to show posters and dissemination material.
- Prepare physical dissemination and promotional material, such as posters, brochures and other customised materials for fairs and events.

4 Communication activities

A communication plan is an important tool of the project URBANITE as well since it lays down what communication measures need to be taken in order to properly promote the project and provide branding [3]. This deliverable briefly explains the aims of the communication plan, and then reports on the actions which have been implemented. Furthermore, it provides an assessment of the executed activities in accordance with the KPIs laid down.

The communication plan in this deliverable is based on the dissemination strategy D7.2 previously adopted, with minor changes with respect to the first report.

4.1 Objectives

The main aim of this communication report of the communication plan is to provide a short recap of the communication strategy from D7.2, an overview of the activities executed in the reporting period, to assess and evaluate the performed actions, if means of communication were utilised and awareness about the project raised.

Furthermore, the communication report lays down the execution of actions to present what has been done, the assessment and evaluation of the activities, and based on this overview; it aims to provide updates and modifications of the communication plan to elevate communication activities in the future.

The main purpose of continuously monitoring the execution of communication activities and continuously updating the communication plan is the creation of awareness of the project, its motivation, the problem that it aims to solve, with which results and who will benefit from the project outcomes. For these messages to be effective, they need to be targeted and customised to the specific needs and interests of the audiences addressed, which is why the segmentation of target groups is crucial, as well as the means and activities performed. The segmentation is also presented in this deliverable.

Stemming from the aims presented are the communication plan's objectives, which are as follows:

- Present the implementation of communication activities outlined in the communication strategy in the deliverable D7.2
- Assess and evaluate the described communication activities in the context of achieving KPIs, which were set out in the deliverable D7.2
- Assess and evaluate whether the communication activities performed raised awareness about the project, its concept, approach, solution, and findings to identified stakeholders
- Provide a modified version of the communication plan based on the findings of the assessment and evaluation process.

4.2 Executed action and results

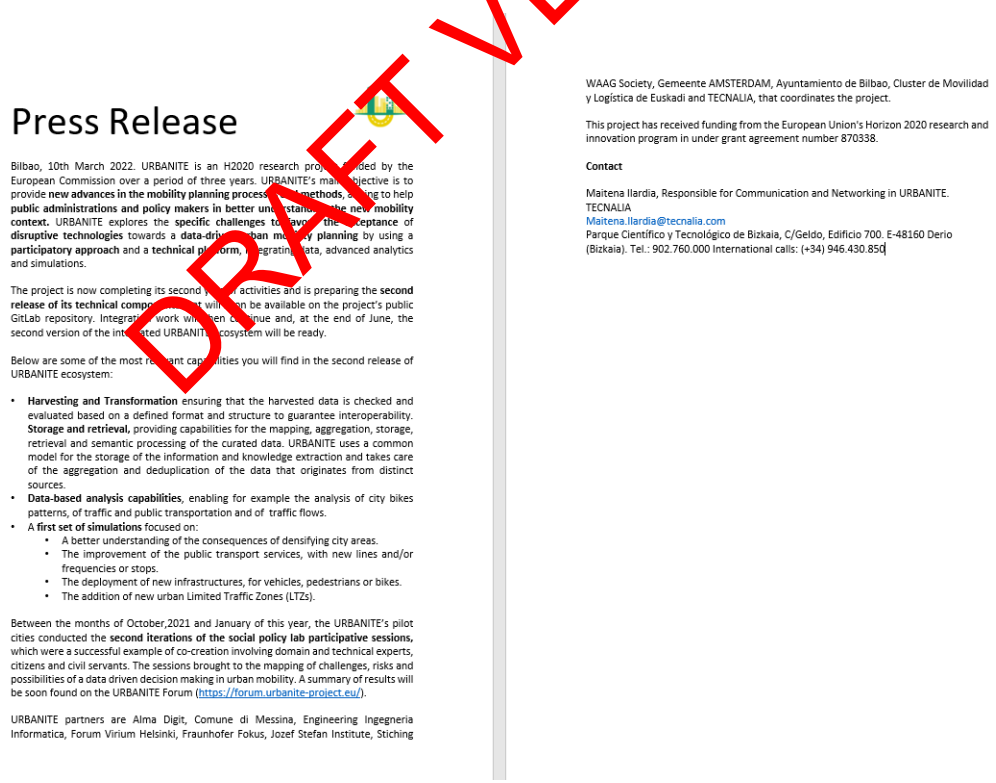
The envisioned communication activities are presented in the table below and represent a basis for the reporting on executed communication activities:

Table 7. Communication activities

Means	Purpose
Logo	Promotion
Press release(s)	Awareness Information Promotion
Social Media	Awareness Information Engagement Promotion
Blog	Awareness Information Engagement

4.2.1 Press Release

A press release has been created for the second year of the URBANITE project. It is currently being translated into the national languages of the partners, and it lays down the achievements the project has produced in the last 12 months. It is presented in Figure 16.



Press Release

Bilbao, 10th March 2022. URBANITE is an H2020 research project funded by the European Commission over a period of three years. URBANITE's main objective is to provide **new advances in the mobility planning process and methods**, aiming to help **public administrations and policy makers in better understanding the new mobility context.** URBANITE explores the **specific challenges to favour the acceptance** of **disruptive technologies** towards a **data-driven urban mobility planning** by using a **participatory approach** and a **technical platform**, integrating data, advanced analytics and simulations.

The project is now completing its second year of activities and is preparing the **second release of its technical components** that will soon be available on the project's public GitLab repository. Integration work will then continue and, at the end of June, the second version of the integrated URBANITE ecosystem will be ready.

Below are some of the most relevant capabilities you will find in the second release of URBANITE ecosystem:

- **Harvesting and Transformation** ensuring that the harvested data is checked and evaluated based on a defined format and structure to guarantee interoperability. **Storage and retrieval,** providing capabilities for the mapping, aggregation, storage, retrieval and semantic processing of the curated data. URBANITE uses a common model for the storage of the information and knowledge extraction and takes care of the aggregation and deduplication of the data that originates from distinct sources.
- **Data-based analysis capabilities**, enabling for example the analysis of city bikes patterns, of traffic and public transportation and of traffic flows.
- A **first set of simulations** focused on:
  - A better understanding of the consequences of densifying city areas.
  - The improvement of the public transport services, with new lines and/or frequencies or stops.
  - The deployment of new infrastructures, for vehicles, pedestrians or bikes.
  - The addition of new urban Limited Traffic Zones (LTZs).

Between the months of October,2021 and January of this year, the URBANITE's pilot cities conducted the **second iterations of the social policy lab participative sessions,** which were a successful example of co-creation involving domain and technical experts, citizens and civil servants. The sessions brought to the mapping of challenges, risks and possibilities of a data driven decision making in urban mobility. A summary of results will be soon found on the URBANITE Forum (https://forum.urbanite-project.eu/).

URBANITE partners are Alma Digit, Comune di Messina, Engineering Ingegneria Informatica, Forum Virium Helsinki, Fraunhofer Fokus, Jozef Stefan Institute, Stiching WAAG Society, Gemeente AMSTERDAM, Ayuntamiento de Bilbao, Cluster de Movilidad y Logística de Euskadi and TECNALIA, that coordinates the project.

This project has received funding from the European Union's Horizon 2020 research and innovation program in under grant agreement number 870338.

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Figure 16. Press Release

Furthermore, apart from the official press release of the project, some partners have also issued additional press releases to create more coverage on URBANITE and to promote it even further. These contributions are depicted in .

Table 8. Additional press releases

Type	Published in	Partner/Authors
Data facilitates traffic planning in URBANITE project (2.6.2021)	https://forumvirium.fi/en/urbanite-data/ https://forumvirium.fi/urbanite-data/	Shabnam Farahmandsadr (FVH) & Tecnalia – published on FVH's website and newsletter as well as URBANITE's webpage

4.2.2 Social Media

Profiles of social networks (Twitter, LinkedIn, SlideShare, Youtube) have already been created in the first month of the project, with a special focus on Twitter. Social networks have been identified as one of the main means to raise awareness, considering the reduced number of events taking place due to COVID-19. For this reason, the whole team has been involved in supporting boosting these tools. Through an xls file, partners provide relevant channels to follow, hashtags, interesting papers or articles to share and relevant project results to communicate[2]. Messages are then prepared and are then conveyed through Twitter and LinkedIn or both.

Social media provides a good platform for outreach because of its ease of use, supported by the growing number of users, individuals, businesses, research projects, and public institutions that are already accustomed to communicating through these means. URBANITE also profits from social media and uses it as a channel to reach the project's target audiences.

The selected media are Twitter, SlideShare, YouTube and LinkedIn. The messages launched revolve around the topics of #UrbanMobility, #Planning, #Urban policies, #mobility and #Policy makers are used to attract traffic to the project's website, the main means for dissemination.

In the following sections, how each social network is used is explained.

4.2.2.1 Twitter

The Twitter account of the project is @urbaniteh2020

[2] The xls file: https://urldefense.com/v3/__https://tecnalia365-my.sharepoint.com/:x:/g/personal/sergio_campos_tecnalia_com/Ef9vE_Drnm1CmSLDYUhk32IBqrKM8MF6V6zSyUL_AVvbig?e=zdskzL__;!!LQkDIss!CbokpncvNkfpesPpBN82IWv_asqObzYaeiEsw0Jm0Y6Nd5mo4vtZuNQN1sAoGuSuITI$

Figure 17. URBANITE twitter account

Twitter is, among the project's social networks, the most prominent one. 3 to 5 tweets are published every week. These tweets are related to the topics mentioned beforehand. They are both original contents (e.g. attendance to events, blog posts, press releases, source code releases) or retweets of content from external stakeholders that the project finds interesting and relevant, such as research findings, innovation, developments, market analysis and events.

Whenever a certain happening has occurred, such as a blog post, the publication of the deliverables on the website, a presentation uploaded to SlideShare, the project's tweet account always includes detailed information, the URL to the information on the website and relevant hashtags. The objective of including the URL to the information on the website is to generate interest also on additional content of the website and thus increase awareness of the project.

Furthermore, the project Twitter account promotes conversation and multimedia content (e.g. images, short videos) to make the tweets more attractive. In addition to the above, URBANITE partners use their respective Twitter channels to promote events and news directly.

As part of the analysis of the adequacy of the project's communication strategy, the followers of Twitter have been studied to see if the project is reaching the defined target audiences or not, as shown below.

- *Scientific Community (H2020 Projects, IPR):*

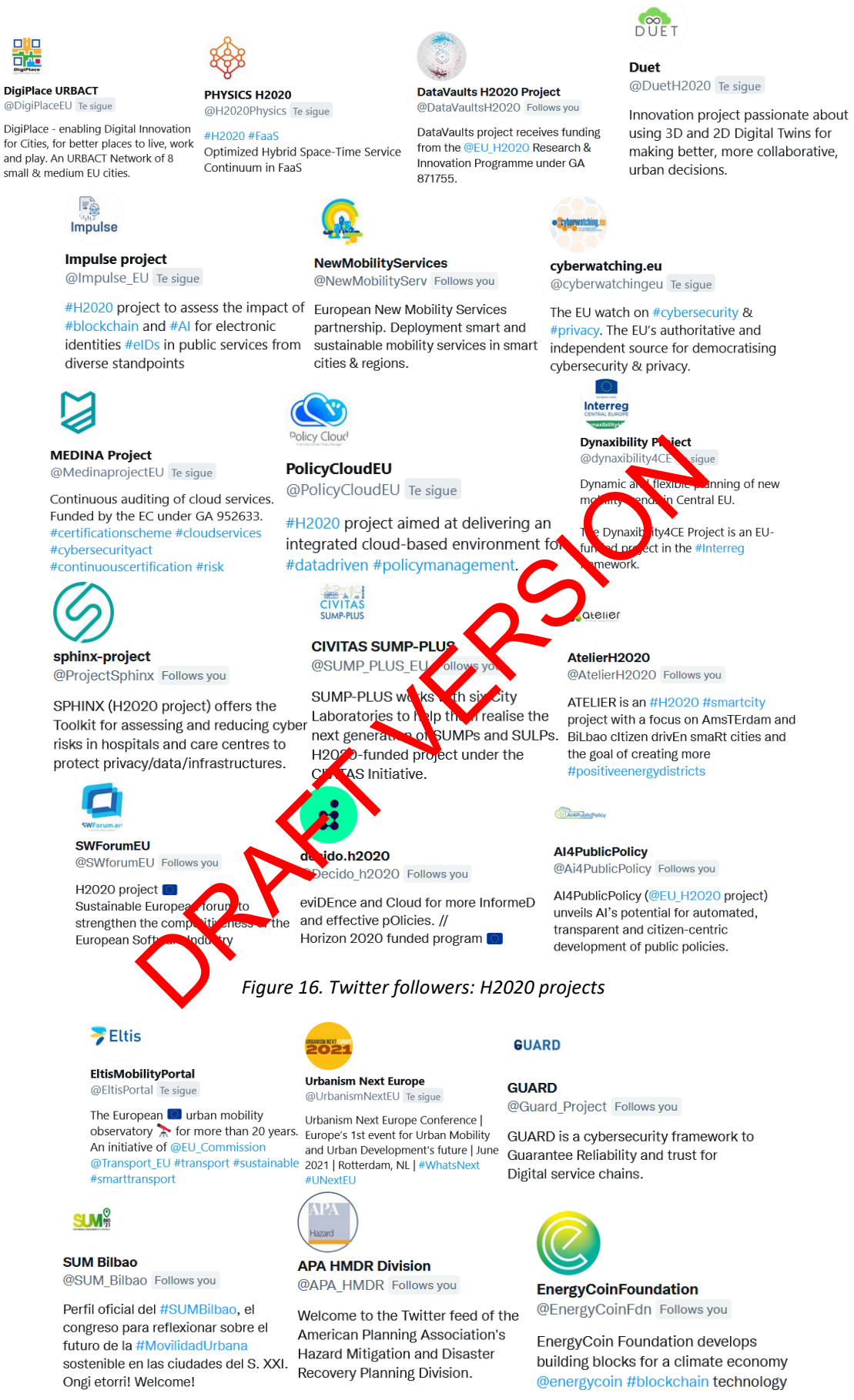


Figure 16. Twitter followers: H2020 projects

Figure 18. Twitter followers: Mobility and urbanism observatories and conferences

- Individual Experts in the technologies of the project

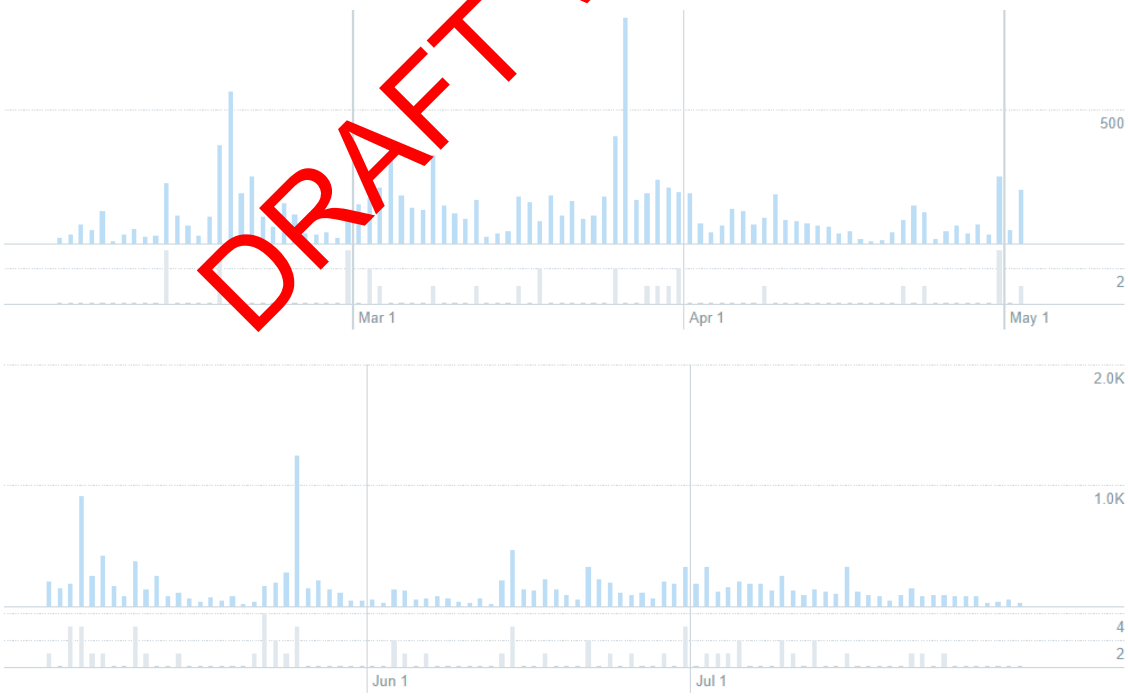
The next period will be devoted to working with institutions, researchers, team members and other relevant stakeholders with a strong social media presence to communicate information about URBANITE in order to reach a wider audience.

4.2.2.1.1 Twitter KPIs

URBANITE's Twitter account has, as of 28th of March, (for the last 28 days), 759 tweet impressions and 102 followers.

Figure 19. URBANITE Twitter account most significant figures

The following figures depict the activity of the project's account during the second year of the project. On Twitter as on the web, the blog posts mark the periods of greatest impact:



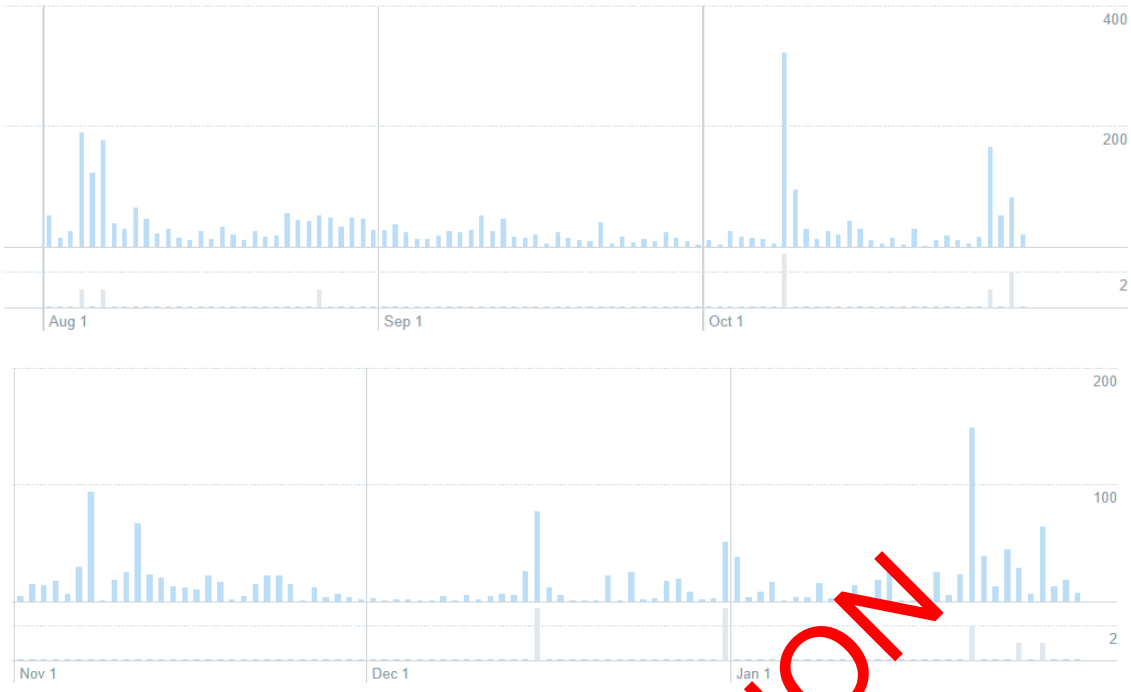


Figure 20. Twitter activity registry

Analytics Home Tweets More URBA

Tweets | Top Tweets | Tweets and replies | Promoted

	Impressions	Engagements	Engagement rate
URBANITE @URBANITEH2020 · Mar 22 Interesting **#workshop** of **@ETAPAS_EU** around **#Trustworthy #AI** Adoption in the European **#Public #Administrations**. twitter.com/ETAPAS_EU/stat… View Tweet activity	89	3	3.4%
URBANITE @URBANITEH2020 · Feb 27 🎯Meet the potential of [illegible]g **#mobility #data** commons in **#Amsterdam** ➡️ in this article: urbanite-project.eu/content/explor… **@URBANITEH2020 @waag #Vriendelijke** groet	1,176	21	1.8%
URBANITE @URBANITEH2020 · Feb 18 Watch the video on how **#Helsinki** is developing intelligent **#Traffic** with **#data**! The **#URBANITE** project reinforces the transfer of information into **#transport #planning** (in Finnish) twitter.com/ForumVirium/st… View Tweet activity	84	7	8.3%
URBANITE @URBANITEH2020 · Feb 18 **#Urbanite** concluded the 6th General Assembly, three mornings of exciting discussions and demos of the current functionalities. Now, planning the next steps for the **#usecase** deployments and the next release. **#Algorithms #Data #Urbanmobility #H2020 #cocreation** pic.twitter.com/0KCRUu5swi	127	14	11.0%
URBANITE @URBANITEH2020 · Jan 27 A new blog analyzing Messina Use Case in **#SmartMobility** Scenario. Read our partner MESSINA's latest article: bit.ly/3H7vn5a **@URBANITEH2020 #Messina**	219	19	8.7%

Figure 21. Some of the most relevant tweets (related to use cases, general assembly and collaborations)

4.2.2.2 URBANITE LinkedIn Group

Additionally, a LinkedIn Group of URBANITE has been created and can be found at: https://www.linkedin.com/groups/13927654/

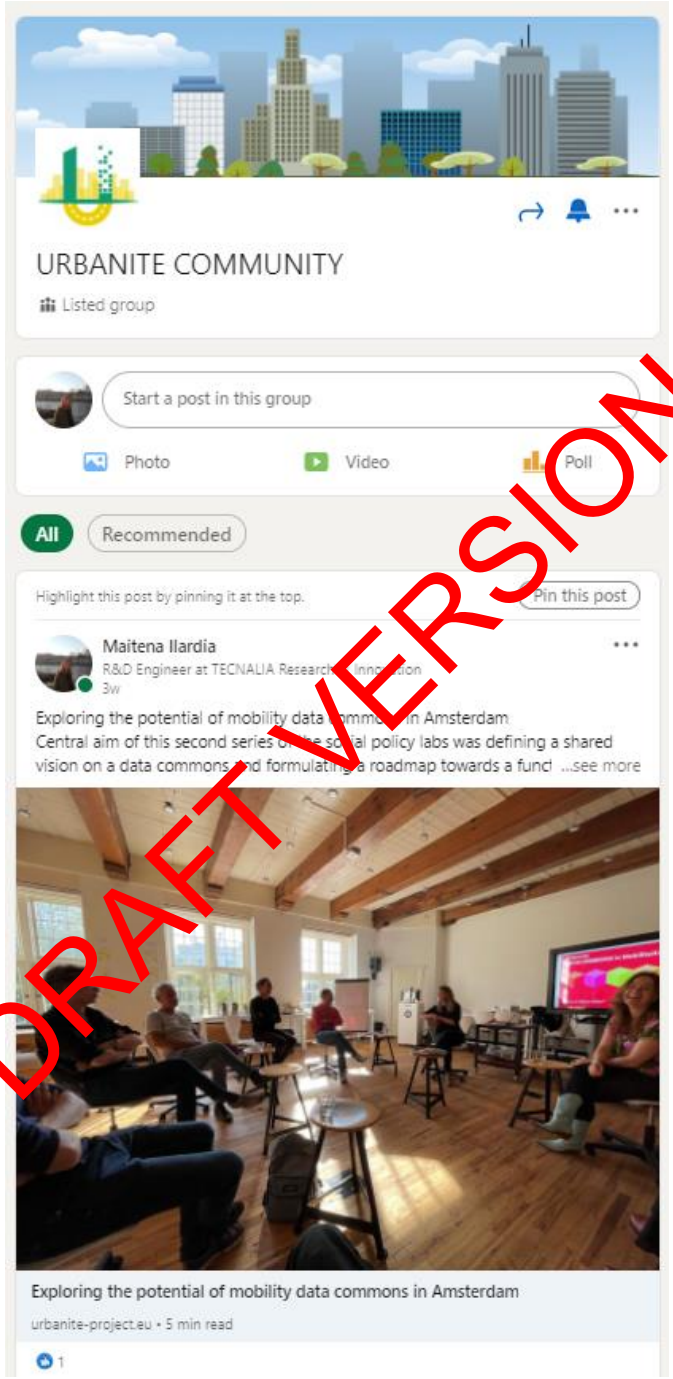


Figure 22. URBANITE LinkedIn Group

LinkedIn is a social network focused on individual professionals. The launching of the URBANITE Network group ensures more visibility, it allows enough activity and content to be shared.

During this second reporting period, thanks to the Urbanite project results that have been obtained by the different project partners, the project has increased its effort in this social network as it is an excellent tool to show the project's achievements. The URBANITE COMMUNITY group has defined itself as a "Listed group", adopting the strategy of participating individually in relevant forums, promoting the project knowledge and attracting new followers, and specialists in the field if they express interest.

4.2.2.2.1 LinkedIn KPIs

The URBANITE LinkedIn group currently (as of March 25th, 2022) has 22 members and 16 posts.

4.2.2.3 YouTube

The YouTube channel can be found at: https://www.youtube.com/channel/UCld-iV8vPr2gl0T87SmfLLw?view_as=subscriber.

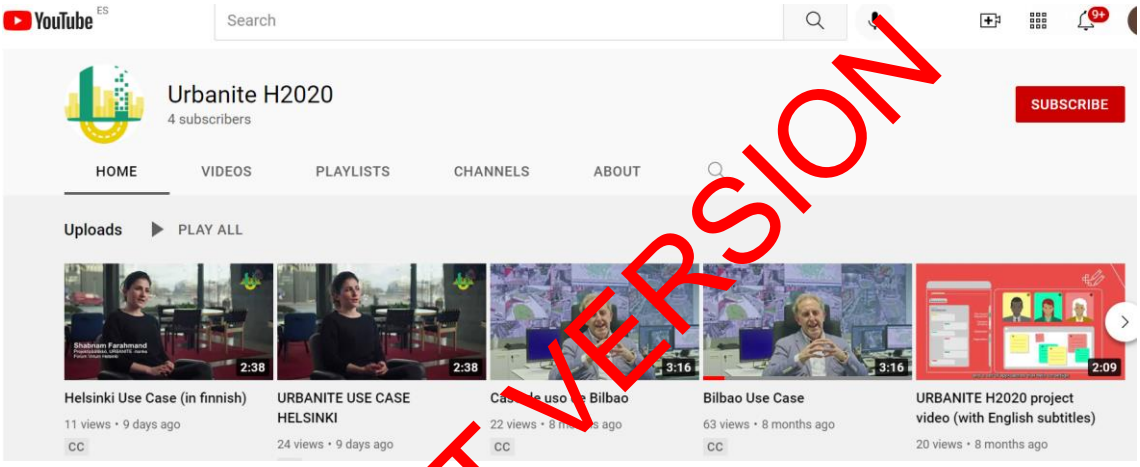


Figure 23. URBANITE Youtube profile

In principle, the aim of the YouTube profile is not to generate direct traffic to the project's website as with other social media but rather to use it as a channel in which to place all videos generated during the project.

The YouTube profile has gained more relevance as more demo videos have been published. Videos have a great communication and positioning value and can be used to communicate key messages with bigger impact.

4.2.2.4 SlideShare

The SlideShare profile for the project can be found at: https://www.slideshare.net/URBANITEProject.

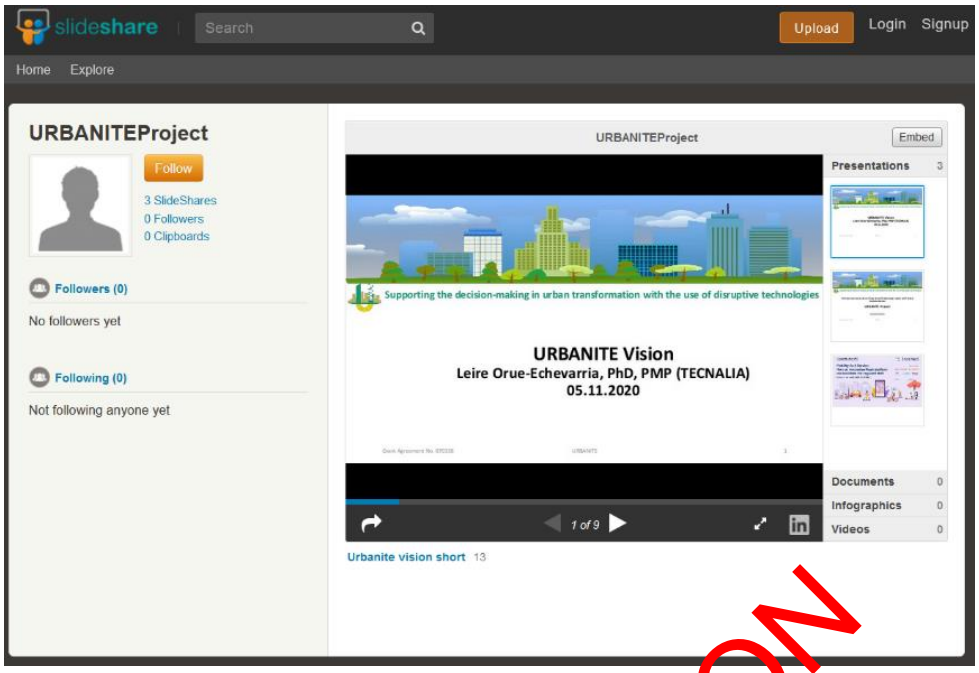


Figure 24. SlideShare URBANITE

The SlideShare account has been defined to contain relevant presentations of URBANITE, generic or specific, presenting the project results and achievements. SlideShare is used to spread the project achievements to all target groups. SlideShare allows the publication of presentation contents with no limits on the number of pages or characters. Currently, it contains five presentations of URBANITE and an infographic.

- "Nuevas tecnologías para la planificación de la movilidad urbana". XXI ITS Spanish Congress (Spanish)
- "Smart Mobility Lab como herramienta de innovación para movilidad inteligente en territorios". II Foro Movilidad Inteligente y Sostenible, organizado por el Área Metropolitana del Valle de Aburrá (Spanish)
- DGA Urbanite. The Data Governance Act and Data-Driven Policy making : Impact and Practical Implementations workshop (English)
- Urbanite vision short. The European Big Data Value Forum (EBDVF) (English)
- Future Mobility Day - URBANITE.FI-WARE's Future Mobility Day (German)

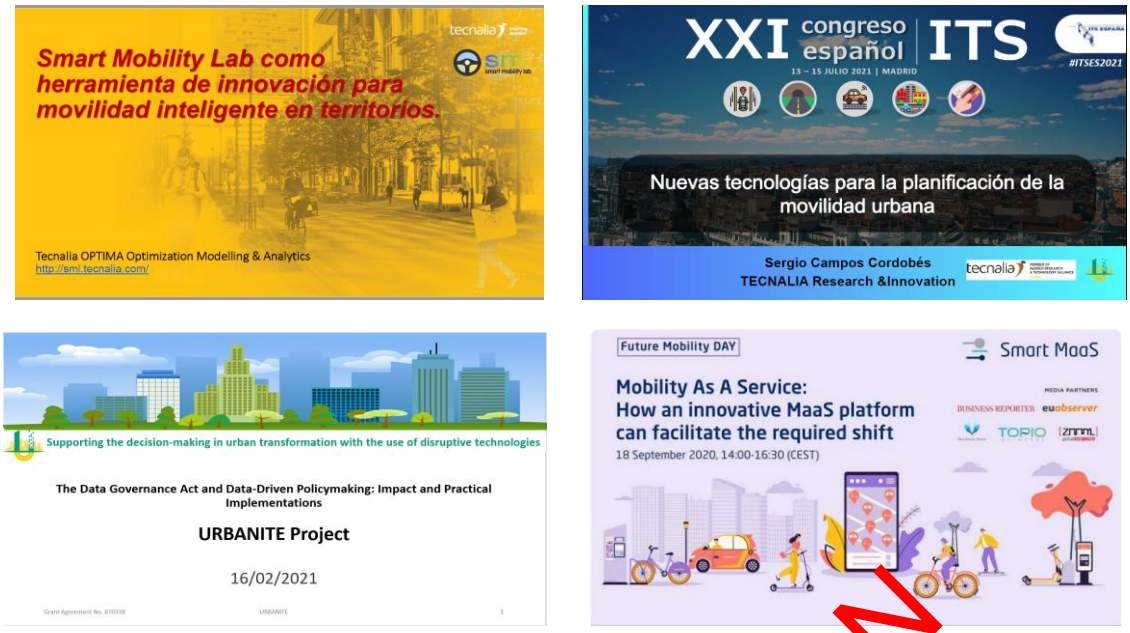


Figure 25. PowerPoint Presentations used in several conferences and dissemination acts

4.2.3 Blog

Blogs are an efficient tool for informing the wider audience about what is currently taking place in the project in a simplified manner. Partners have been designated to contribute blogs on specific dates in a rotational way. The blogs are then published on the website.

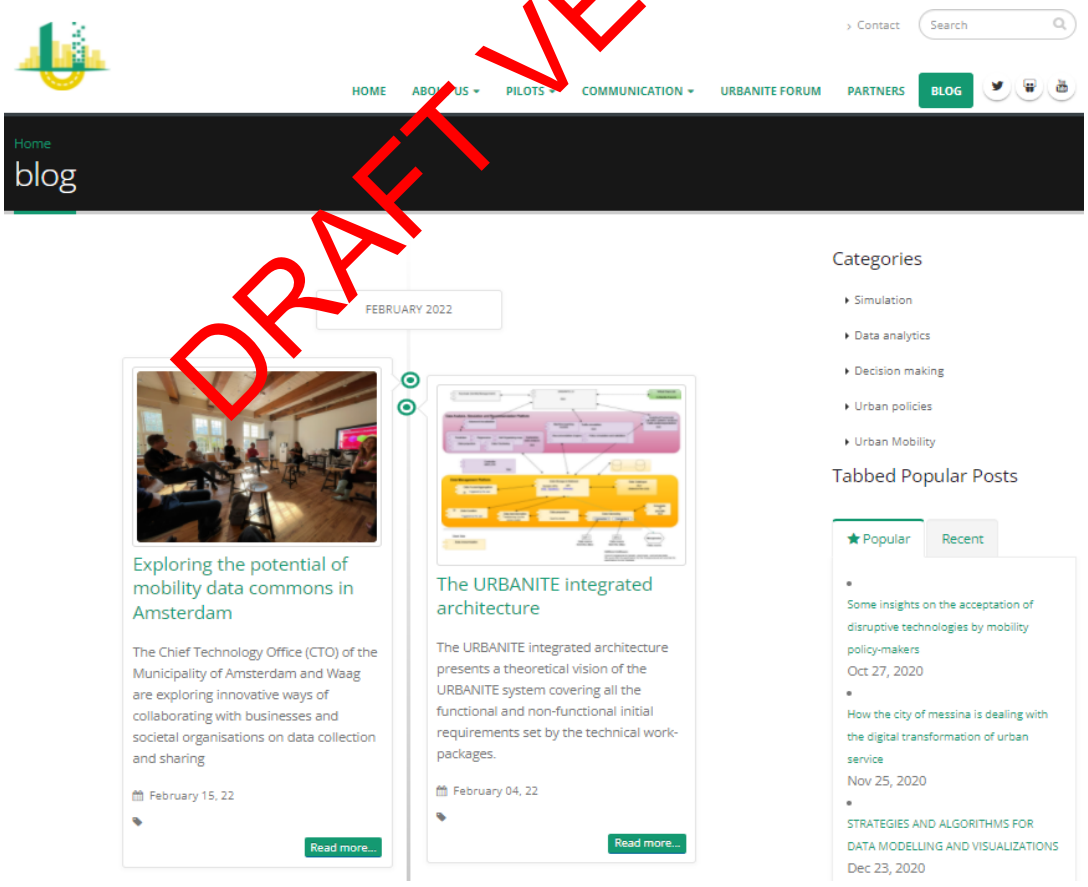


Figure 26. URBANITE Blogs

So far, the blogs posted on the website, after being submitted for review, are the following:

Table 9. Blogs

Title of blog entry	Main author	Release Date
Virtual Device Model extending NGSI-LD for FaaS at the Edge	Messina team	11 June 2021
URBANITE: Messina Use Case in Smart Mobility Scenario	Messina Team	18 January 2022
URBANITE Mobility data analysis tools	TEC	5 February 2022
Applicable European Regulations for Data-driven Policy-making	TEC	31 January 2022
The URBANITE integrated architecture	TEC	4 February 2022
Exploring the potential of mobility data commons in Amsterdam	Vriendelijke groet	15 February 2022
An Overview of Transport Modelling Approaches – A Use Case Study of Helsinki	FVH	15 March, 2022

The URBANITE blog is used, as explained beforehand, also in coordination with the social media profiles. This strategy shows that the project is on the right track, as indeed, nowadays, whenever a blog post is published, the visit number to the URBANITE website peaks.

4.2.4 URBANITE solution communication kit

In cooperation with T7.3, the Value Proposition for URBANITE results was prepared (for URBANITE as a whole and for each key result). Both text and representative icons were developed to be used in order to have common messages and visuals to be used by partners when providing a high-level presentation of URBANITE results. These will also be used to prepare messages for URBANITE social network activity to create awareness but also to support potential customers in a better understanding of URBANITE value proposition. The kit is being updated during the project lifetime and will also include use case descriptions to provide real application examples.

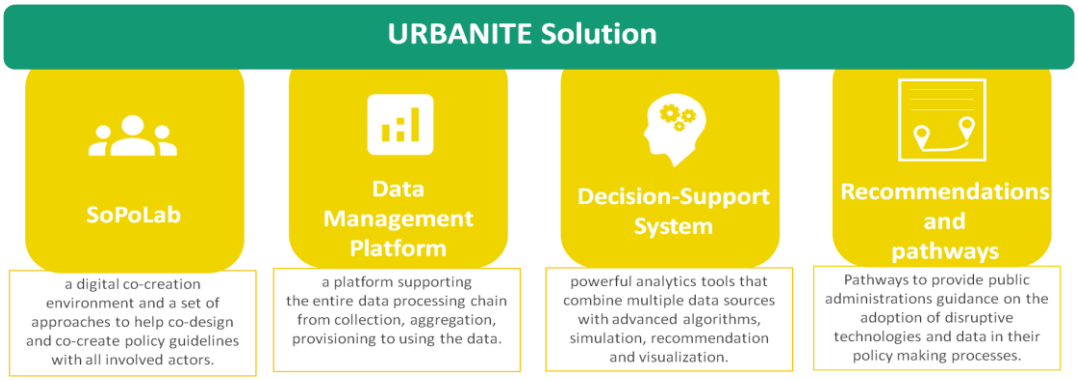


Figure 27. Example of URBANITE Value Proposition messages and visuals

4.3 Communication assessment and evaluation

By assessing and evaluating the process of communication, the tools and activities are significant to acquire an overview of the success or failure of the communication strategy. Firstly, the monitoring procedure results are presented based on the previously set KPIs, which were laid down in deliverable D7.2, followed by the updated communication plan.

4.3.1 Results of monitoring procedure (KPIs)

In deliverable D7.2, KPIs were set out in order to be able to tell whether or not communication objectives are being achieved. Table 11 lays down the KPIs for communication tools and results belonging to each of the KPIs stated, which reflect the reporting period of 12 months.

Table 10. KPIs for communication

Dissemination tool	KPI	Objective	Period 2	
URBANITE Website	Yearly visits	>1500	3.509	✓
	Duration of visits	More than 2 min.	00:01:45	✓
	Monthly downloads: Posters, flyers Public reports	 35 50	 publications: 116 deliverables: 106 material: 60	✓
	Reference from external pages	20 (excluding partner webs)	6	✓
Twitter Feed	Regular tweets or when a relevant milestone is taking place	>150 followers	102 followers.	✓
Mass Media	Number of press releases	2 per country in the project	2	✓
Collaborative web (blogs, Wikipedia)	Number of entries	5	16	✓

4.4 Updated communication plan

In order to improve the impact of communication activities, the effort in their deployment will be reinforced, aligned with the previous plan:

- Reinforce the Inbound Marketing strategy, content marketing, through a fortnightly dynamic of publication of posts on the project blog, about its progress or related topics, which in turn will be disseminated on the project's social networks, as in the of the social networks of the consortium companies. That will increase the indicators of social networks and visits to the web, downloading docs, etc.
- The generation of communication material (brochure, press release, videos, …) in turn generates material for dissemination on social networks that will lead to visits to the web and increase knowledge about the project. This will increase the links from external pages.
- Advance the public deliverables to engage the general public.
- Ensure that all the generated material must always be on the web, in the communication and dissemination section, since the reviewers will check it.

- Keep the Social Network booster alive with the aim of improving the social network activities by developing a detailed communication plan which takes into consideration the expertise, knowledge, and networks of all partners.

5 Networking activities

The networking activities are a significant tool of the project URBANITE. Activities are performed according to the networking plan, which states what needs to be done in order to perform collaboration, cooperation and liaison activities. This deliverable reports on the activities which have been executed. Furthermore, it provides an assessment of the executed activities in accordance with the KPIs laid down.

The networking plan considered in this deliverable is based on the dissemination strategy D7.2 previously adopted.

5.1 Executed action and results

The envisioned networking activities are presented in the table below and represent a basis for the reporting on executed networking activities.

Table 11. Networking activities

Means	Purpose
Projects	Promotion Collaboration Cooperation Information Awareness
Networks	Awareness Information Promotion Collaboration Cooperation
Other initiatives and projects	Awareness Information Promotion Collaboration Cooperation

5.1.1 Projects

In the dissemination and collaboration plan with other projects, some relevant to URBANITE were identified. However, after a first contact, it has not been possible until now to carry out joint actions except for the common dissemination of tweets and awareness. Those with whom communication has continued in this period are detailed below

The table below provides an explanation of the symbols indicating the status of the collaboration:

Table 12. Explanation symbols

✔	Collaboration has already started – concrete collaboration activities are reported
✔	Collaboration is envisioned but has not started yet
✖	Collaboration is not feasible Collaboration has started but could not be continued – concrete collaboration activities are not reported

Collaboration has taken place between the project Replicate and URBANITE, with JSI implementing the collaboration. The process is indicated in Tables 13 and 14 below:

Table 13. Relevant Projects

Project	Areas for collaboration	Remark	Status
Replicate	Data, mobility	Replicate is also a smart city Horizon 2020 project	✖
LIDO	The internal project of the city of Helsinki	The target is to build a platform for traffic data	✔
Mobility ecosystem	The working group initiated by Finnish company (Fintraffic) to bring together potential mobility data stakeholders and foster a functional mobility ecosystem in a broad sense	The target is to address all requirements in developing a prospering mobility ecosystem as well as a comprehensive platform	✔
Jätkäsaari Smart Junction	The project running in the Helsinki use case area and works as the main data source for the simulations	The target is to benefit from the results of the simulations and build collaborations for obtaining data	✔
HRT	Meetings with Helsinki Region Transport related to simulations	The target is to understand what kind of simlations HRT is making and needing	✔
TAILOR	Urban Mobility and AI	Participation in the workshop and guide the breakout session on Urban Mobility domain	✔
FinTraffic	Focus on mobility ecosystem in Finland and data architecture standards in EU	Joining working group	✔

Table 14. Description of activity with some projects

No.	Project(s) Name	Description of activity
11.	LIDO	23/4. steering group meeting, presentation of URBANITE's updates
12.	LIDO/Wiki	7/5. and 28/5. Developing metadata to map available data sources with Urban Environment Planning Department (KYMP) – regular meetings
13.	Fintraffic	11/5. Joining working group to hear mobility ecosystems from Finland and data architecture standards in EU
14.	LIDO	21/5. steering group meeting, presentation of URBANITE's updates
15.	SmashHit (EU project about MyData with members amongst URBANITE stakeholders)	31/5. joining "State of MyData interactive webinar"
16.	Aalto University & Conveqs company– Jätkäsaari Smart Junction	1/6. and 22/6. Introduction to the project and its first results, figuring out collaboration possibilities to benefit from the collected data and developed simulation models
17.	LIDO	8/6. steering group meeting, presentation of URBANITE's updates
18.	Fintraffic & Forum Virium	15/6. Figuring out collaboration opportunities with Fintraffic and possible inviting them to URBANITE's workshops
19.	AI4Cities Café/LIDO	16/6. Meeting with PCP candidates from AI4Cities who aim to develop mobility solutions. Our stakeholders from Urban Environment Planning Department (KYMP) were also invited. The discussions were about available data sources for the use cases presented by the candidates and answered by the City (Q&A session).
20.	LIDO/Wiki	18/6. Developing metadata to map available data sources with Urban Environment Planning Department (KYMP) – regular meetings
21.	Fintraffic & Forum Virium	21/6. Discussion about building digital twins in regard to mobility and possible collaborations
22.	Rulebook for fair data economy	3/9. working group meeting to discuss about the development of rule book for Finnish data ecosystem with the goals of

		opening data, sharing data with regard to data governance models and My-data considerations (Fintraffic)
23.	LIDO	15/9. steering group meeting, presentation of URBANITE's updates and follow-up on the use case video
24.	Mobility data architecture	17/9. working group meeting to discuss about the data architecture models and prioritizing action points for realisation of a data dashboard
25.	LIDO	23/9. planning meeting for use case video
26.	Simulation meeting	24/9. meeting with "Port of Helsinki" for refining the use case scenario
27.	Helsinki's Smart Mobility projects	8/10. participation in City's big meeting about smart mobility projects which are running in Helsinki and presenting URBANITE
28.	LIDO/Wiki & City confluence	11/10. meeting with the City to introduce LIDO/Wiki as a placeholder for metadata of the current mobility data sources and integration of that to the City's infrastructures (Confluence)
29.	Travel demand model of HSL – Helmet	13/10. meeting with Helsinki region transport (HSL) about simulations and forecast models and onboarding them as URBANITE stakeholders
30.	Fintraffic & Forum Virium	19/10. meeting with Fintraffic and talking about possible collaboration as well as ethics of AI
31.	Jätkäsaari Smart Junction	22/10. meeting with Aalto university about JSM project which collects and builds simulations for Jätkäsaari and discussing possible collaborations
32.	LIDO	27/10. steering group meeting, presentation of URBANITE's updates and follow-up on the use case video
33.	Data Nutrition project (DNP)	28/10. meeting with people form DNP project and discussing ideas about organizing "demystifying AI" workshops
34.	LIDO	24/11. meeting with the city stakeholders & discussing the action points of the project such use case-video and SoPoLab
35.	FVH's internal workshop about digital twins	26/1. Presenting and discussing the URBANITE project
36.	HRT researchers (one-to-one meeting)	2/11 Discussions about HRT simulations (HELMET model), HRT's needs, and future co-operations
37.	LIDO steering group meeting	2/16 LIDO progression, presenting URBANITE progress, situation of simulations

38.	TAILOR	Led the session "AI for Urban Mobility" in the Workshop "AI in the Public Sector" organised by TAILOR project. 7th and 9th of September 2021.
39.	REPLICATE	The project has concluded. The opportunity to use the algorithms for mobility analysis based on cellular network data (CDR (Call Detail Record) or Call Forwarding) has been analysed, but at this stage are not relevant for URBANITE.

A good collaboration around the topic of data-based policy-making has been established with other projects:

Table 15. Specific project collaboration analysis

Project	Areas for collaboration	Remark	Status
HEACT-Disruptive Technologies Supporting Labour Market Decision Making	Objective: Understanding big data and algorithm usage within Public Employment Services (PES): to work towards developing and piloting an ethical algorithm and platform for use by PES and unemployed people to assist with decision making and distribution of meaningful resources. Some relevant technologies: artificial intelligence, visualisation, gamification. Very relevant for the sociological aspects of work and employment policies. Approach: Gather existing data, not only provided by cities/public services but also from the citizen (work searcher) and explore potential crossing of information. Potential users: citizens and counsellors. Main challenges found: webs for job search (e.g. infojobs, monster…) are private, without exchange of information with public labour services. Other sources are Eurostats, and national, regional and municipal sites (not open and usually presenting silos and reticence to share data). This implies high	Common challenges: ● Data. Acquisition and safe, trusted and controlled management. ● User participation. Engagement of citizens and public servers on the definition of new services for job search, strategic market analysis, etc. Involvement of neighbour associations, individuals. Next steps: ● Analysis of the opportunity to organise a common seminar or workshop on data management and governance. ● In the future, analyse technological collaboration around recommendation engines and projection methods (prediction).	✔

	bureaucracy, long dates, a lack of visibility of the private market and partial information (if any) of the candidate and workers profiles. On the other side, public services manager average salaries and up/downs on the labour market. Another challenge is related to the anonymization and governance of data, combining public and private information. Relevant activities: standards on progress. Testing stage in Slovenia.		
IMPACTOUR Project - IMproving Sustainable Development Policies and Practices to access, diversify and foster Cultural TOURism in European regions and areas.	The main ambition of IMPACTOUR project is to create an innovative and easy-to-use methodology and tool to measure and assess the impact of Cultural Tourism (CT) on European economic and social development and to improve Europe's policies and practices on CT, strengthening its role as a sustainable driving force in the growth and economic development of European regions. Although both correspond to the same call, they attack different topics, and the differences are very evident in term of approach. My perception is that it has a very political orientation, economic aspects of tourism, cultural, etc .; in fact, its participants are UNESCO, ICOMOS, Europa Nostra, etc... The focus is oriented by previous collaborations in rehabilitation / conservation of Cultural Heritage. From there, to the management of cultural tourism in Historic Centers, and now to the management of cultural tourism in heritage sites in general and on various scales.	Next steps: • We have exchange invitations to the linkedin/twitter groups (Smart Cultural Tourism Destinations, recently created) and to an event (https://www.impactour.eu/news-events/events/impactour-rediscover-europe-workshop) this coming Sunday for a better understanding of the project. • According to the agenda, some topics may be related to URBANITE: Theme 1: Post-COVID cultural tourism - what have we learned, what might we do differently, an opportunity for Big / SMART Data ?, Theme 2: People - accessibility, inclusion / exclusion, market needs and Theme 3:	✓

		Technology - digital gateways, mobile interactive content / co-curation, dynamic modelling and tourism management. ● Keep each other informed about initiatives, workshops, etc. We see more viable in the short time, that Urbanite organize an event and participate from the perspective of tourism. Tentative deeper collaborations: ● IMPACTOUR raising the perspective of tourism (in particular, cultural) in urban mobility planning, new use cases, etc. ● URBANITE providing a more technological vision to support the evaluation of scenarios. We will try to launch it with UNINOVA later.	
ATELIER AmsTErdam BiLbao cItizen drivEn smaRt cities	ATELIER is an EU-funded Smart City project aiming to create and replicate Positive Energy Districts (PEDs) within two Lighthouse Cities, Amsterdam and Bilbao, both partners of URBANITE. This objective is set on three principles: Reduction of CO2 emissions, Sustainable, secure and affordable energy systems for citizens and Collaboration and knowledge sharing. As part of its organisation established an Innovation Ateliers, a participation tool defined by the	Next steps: ● Within Track 1 of energy, the option of a mobility workshop is being analysed, presenting URBANITE as a potential application of intelligent mobility in the urban planning stage and extrapolating this coordination with the	✔

	City Council together with its local partners, but open to businesses, citizens and agencies. They have two tracks or working groups relevant for URBANITE: one, focus on the sustainable point of view, the Integrated Energy systems and e-mobility and, a second, more technical, Data, privacy and data platforms, both organise thematic workshops. In Bilbao, this group is aligned with the SCPG (Smart City Planning Group) with a focus on the impact of mobility on urban sustainability. First step, in Bilbao, where the group is coordinated by the City Sustainability Commission. We attended the February 22 session, where it was explained that the project focuses on urban energy efficiency and the idea is to propose a common thematic line that would be mobility planning.	analogous track of the Amsterdam IA. ● Workshop on Digitalization of Assets and Services (22nd March), presentation of experiences in data management platform in URBANITE.	

5.1.2 Other initiatives and projects

Described here are other projects and initiatives with which we are collaborating and the process of networking which has taken place thus far.

The envisioned projects and initiatives under this section have been laid down in D7.2:

- LIDO Finish initiative
- Future Cloud Cluster
- FIWARE
- BDVA, Big Data Value Association
- Concertation of EU-funded research projects

Out of the listed projects and initiatives, networking is already taking place or has taken place with the following:

- LIDO Finish initiative
- FIWARE
- BDVA, Big Data Value Association

Firstly, LIDO Finish initiative, an internal project in the Finnish Use Case. FVH's dissemination plan includes active communication with LIDO-project composition's stakeholders and participating in activities and meetings related to it. The summary of executed activities is already archived as monthly reports in compliance with URBANITE's dissemination process. LIDO is the City of Helsinki's and Forum Virium Helsinki's internal project with the aim to build a platform for traffic data that provides:

1. situational snapshot of real-time traffic as well as statistical information
2. means for managing traffic data and performing analytics to support decision-making

The tables below provide an overview of the LIDO networking process.

Table 16. Explanation symbols

✔	Collaboration has already started – concrete collaboration activities are reported
✔	Collaboration is envisioned but has not started yet
✘	Collaboration is not feasible Collaboration has started but could not be continued – concrete collaboration activities are not reported

Table 17. Other relevant initiatives (LIDO)

Project	Areas for collaboration	Remark	Status
LIDO	The internal project of the city of Helsinki	The target is to build a platform for traffic data	✔

Table 18. Description of activity with project LIDO

No.	Project(s) Name	Description of activity
1.	LIDO	*See Table 14. Description of activity with projects*

FiWare (Future Internet Ware) has also been identified in deliverable D7.2 for URBANITE networking activities. Engineering is one of the ICT players that support the Fiware consortium, Engineering is co-founder of the FIWARE Foundation.

Table 19. Other relevant initiatives (FiWare)

Project	Areas for collaboration	Remark	Status
Fiware	Mobility, Smart cities	Architectural and technical components	✔

URBANITE, and Messina case, in particular, will be included in FIWARE Smart Cities Booklet, which was released in April. After its publication, ENG will give visibility to the booklet through its twitter account. Contribution for FIWARE Smart Cities booklet has been prepared with the support of Alma Digit and C. Messina.

Lastly, we have the Big Data Value Association (BDVA). TECNALIA and Engineering are part of the Big Data Value Association and they analyse the potential collaboration with any action organised through it or through any of their partners regarding the Data management module developed in URBANITE. No specific collaboration actions in this period.

Table 20. Other relevant initiatives (Big Data Value Association)

Project	Areas for collaboration	Remark	Status
BDVA, Big Data Value Association	Smart government, data, AI		✔

5.1.2.1 Urbanite assets

The following table presents the URBANITE assets, mainly the URBANITE KRs that have been identified as areas of collaboration with other projects and working groups.

Under this section, the URBANITE assets relevant for this particular report are Social Policy Labs (SoPoLab) of work package 2. There have been two iterations of the SoPoLabs in the four pilot cities, the results and conclusions are available on deliverables D2.3 and D2.4, recently submitted.

Some of technical components of URBANITE has been released, so opportunities and synergies should grow since the architecture was designed to be as generic and flexible as possible, so the developed software could be employed in different projects with remotely similar requirements. The baseline functionality offered is homogenising different data from different sources into common models for further processing. The type of processing performed on the data is not limited by any means. Additionally, new functional components impleming algorithms and simulation techniques for decision – makers has been developed, deployed and successfully validated by the use cases. The loose coupling of the components fosters extensibility, so it is expected that the software stack can be tailored to different scenarios with reasonable effort. Additionally, a few of the tools and frameworks employed in URBANITE are not built from the ground up but existed before URBANITE. As such, these tools have been tried and tested in other contexts and will profit from the development done for URBANITE. This way, bilateral synergies are established.

5.2 Networking assessment and evaluation

For assessing and evaluating the process of networking, the tools and activities are important to realise the success or failure of networking. Firstly, the results of the monitoring procedure, based on the previously set KPIs, which were laid down in deliverable D7.2, followed by the updated networking plan.

1.1.1 Results of monitoring procedure (KPIs)

The following table presents URBANITE current indicators regarding its collaboration during the first year of the project, based on the KPIs set in deliverable D7.2.

Table 21. URBANITE success indicators

KPI name	Description	Objective	KPI (M24)
Technological collaboration	Join forces in enhancing and developing	At least one technological asset	✘
Events co-organised	Workshops and/or satellite events and/or joint sessions	At least 2	✔

Joint dissemination and training (*)	Joint papers and/or articles Creation of dissemination material	At least 2	✓
WG	Working Groups	More than 3	✓

(*) Preparation of a Post-webinar report: "The Data Governance Act and Data-Driven Policy Making Impact and Practical Implementations", where a set of recommendations for SMEs, policy-makers and public administrations working on data-driven policy-making is shared (available here: https://policycloud.eu/reports-presentations-posters/data-governance-act-and-data-driven-policy-making-impact-and).

5.3 Updated networking plan

Partners will continue with the networking tasks together with the projects identified and contacted during the first period, promoting thematic workshops in areas of potential collaboration such as data-based policy management and mobility planning. Additionally, new possibilities of collaboration with projects of subsequent calls for the same call and other relevant initiatives will be explored. Specifically:

Table 22. New potential projects for collaboration

Project	Overview	Objective and scope	Potential areas of collaboration	Status
Urbanage	URBANAGE- Enhanced URBAN planning for AGE-friendly cities through disruptive technologies (01/04/2021-31/03/2024)	Decision-support Ecosystem that integrates Big Data analysis; modelling and simulation with Artificial Intelligence algorithms, visualization through Urban Digital Twins, and amification for enhanced engagement purposes.	Policy definition, Architectural patterns	Active
DigiPlace	DigiPlace URBACT- enabling Digital Innovation for Cities, for better places to live, work and play. An URBACT Network of 8 small & medium EU cities. (2019-2022)	Action Planning Network that aims to set up an acceleration mechanism to enable cities to catch up the digitalisation opportunities in hard & soft infrastructure.	Policy definition, Measuring results, KPIs	Active
atelier	AmsTErdam BiLbao cItizen drivEn smaRt cities (2020-2024)	ATELIER is an EU-funded Smart City project aiming to create and replicate Positive Energy Districts (PEDs) within two Lighthouse Cities and six Fellow Cities.	Urban Energy efficiency, Policy definition, Measuring results, KPIs	Active

In coordination with URBANAGE Project, a Common session is planned during the upcoming Week of the Regions and Cities 2022. The organisers are encouraging sessions that are jointly organised by politicians, high-level officials, academics and private-sector entrepreneurs.

The idea would be to define and submit a workshop candidature involving:

- Unit C3
- URBANAGE Project (disruptive technologies for age-friendly urban planning) – led by Engineering
- URBANITE Project (disruptive technologies for urban mobility planning) – led by Tecnalia
- And potentially, the European Committee of the Regions

Figure 28. European Week of Regions website (https://europa.eu/regions-and-cities/)

Finally, Horizon Results Booster is a new package of specialised services to maximise the impact of R&I public investment and further amplify the added value of the Framework Programmes (FPs). URBANITE is evaluating to join this service, desirability as a group of projects, with common interests and challenges, and will benefit from tailored services on increasing and creating the portfolio of R&I projects and potentially join results.

6 Conclusions

This document presented the dissemination, networking and communication report of activities carried out in the second reporting period of twelve months. It provides an overview of executed activities of dissemination, communication and networking nature in order to see if the execution corresponds with the objectives (KPIs) set in deliverable D7.2, and furthermore, based on this evaluation, update the dissemination, communication and networking plans.

For dissemination activities, URBANITE and its partners are mostly on track. The has produced several publications at this point, with some more being worked on. Furthermore, COVID-19 has made it more complex and challenging to organise and attend events, which are now mainly virtual. Under the COVID-19 restrictions, we have managed to organise an URBANITE workshop at an international conference and realized some face-to-face presentations.

Communication activities have been marked as especially important in the circumstances of the COVID-19 pandemic that we live in when most of our actions have been transferred to the online space. Most activities are either on track or in progress to achieve objectives. Some discrepancies are noted, but all are near target values.

With regard to networking activities, collaborations have been established or are on track to be materialised with certain projects and initiatives identified in the deliverable D7.2. Regarding

the networking KPIs, one was achieved, two are in progress, and one has not been met yet. With several related projects, some collaboration activities were performed, and further is expected.

Updated versions of the dissemination, communication and networking plans have also been provided based on the results of the monitoring, assessment and evaluation procedure in order to improve the outreach of URBANITE, except for dissemination activity, which will proceed according to the existing plan.

7 References

[1] URBANITE Consortium, «Grant Agreement,» 2020.

[2] URBANITE Consortium, «D7.2 Communication, Networking Plan and Dissemination Strategy,» 2020.

[3] European Commission;, "What is the difference between dissemination, exploitation and communication?," [Online]. Available: ec.europa.eu/research/participants/portal/desktop/en/support/faqs/faq-933.html.

[4] YouTube, "Get a custom URL for your channel," [Online]. Available: https://support.google.com/youtube/answer/2657968?hl=en.

8 Annex A - Detailed information on dissemination

This Annex includes further detailed information on two dissemination tools, those being the URBANITE newsletter and press release. The latter is presented in its original English version and translated versions into the national languages of the partners.

8.1 Newsletter

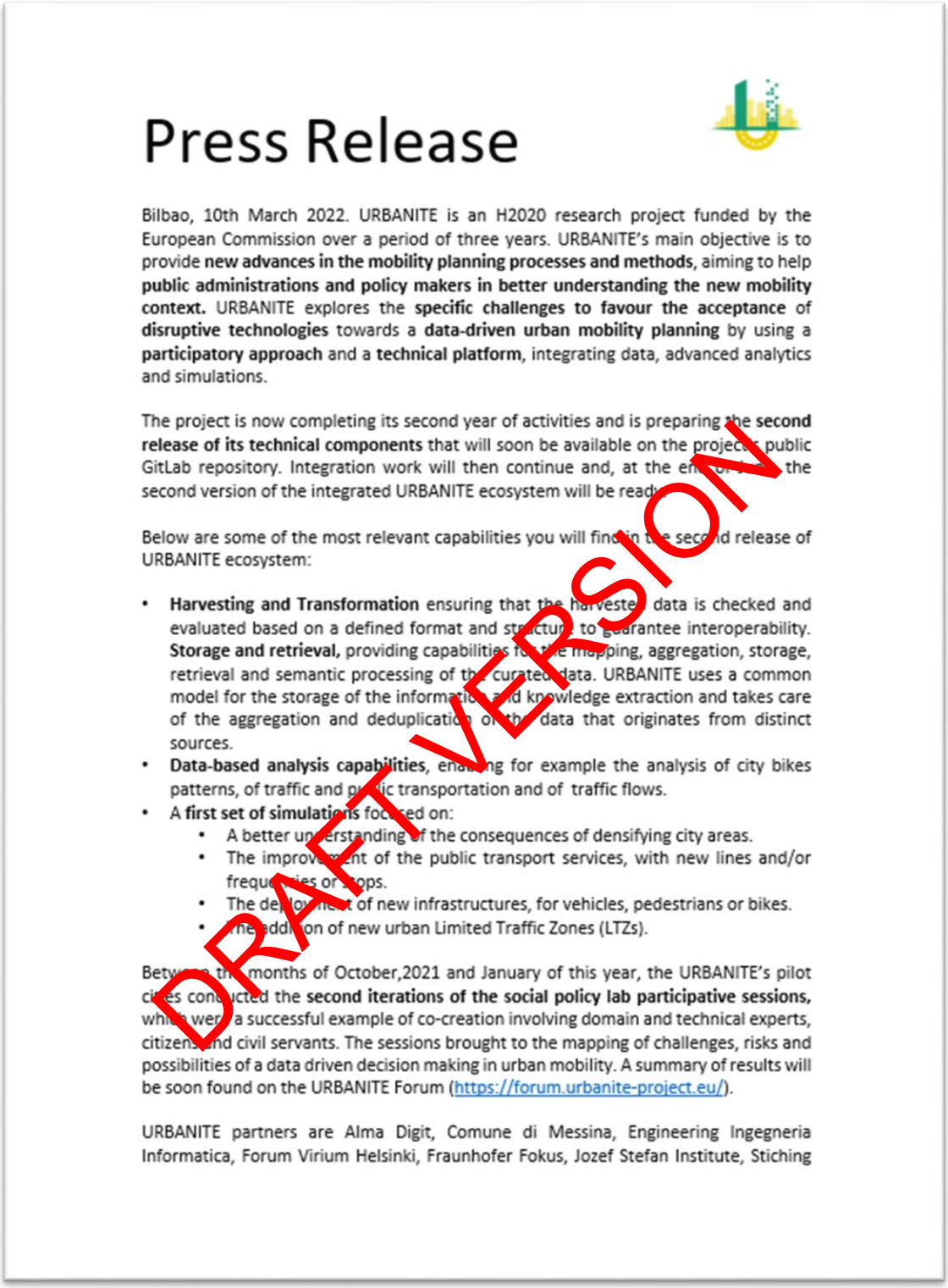
As per the set objectives for dissemination activities, the second newsletter presenting the results of the first twelve months of the project is available at https://urbanite-project.eu/content/first-edition-urbanite-newsletter in Html format.

8.2 Press Release

The press release was translated from English into the national languages of consortium partners. The translated versions presented in this section are available in Spanish, German, Dutch, Finnish and Slovenian languages, as well as the original English version.

All of the stated press releases are available at the URBANITE website: https://urbanite-project.eu/content/publications in pdf format

8.2.1 English Version



Press Release

Bilbao, 10th March 2022. URBANITE is an H2020 research project funded by the European Commission over a period of three years. URBANITE's main objective is to provide **new advances in the mobility planning processes and methods**, aiming to help **public administrations and policy makers in better understanding the new mobility context.** URBANITE explores the **specific challenges to favour the acceptance** of **disruptive technologies** towards a **data-driven urban mobility planning** by using a **participatory approach** and a **technical platform**, integrating data, advanced analytics and simulations.

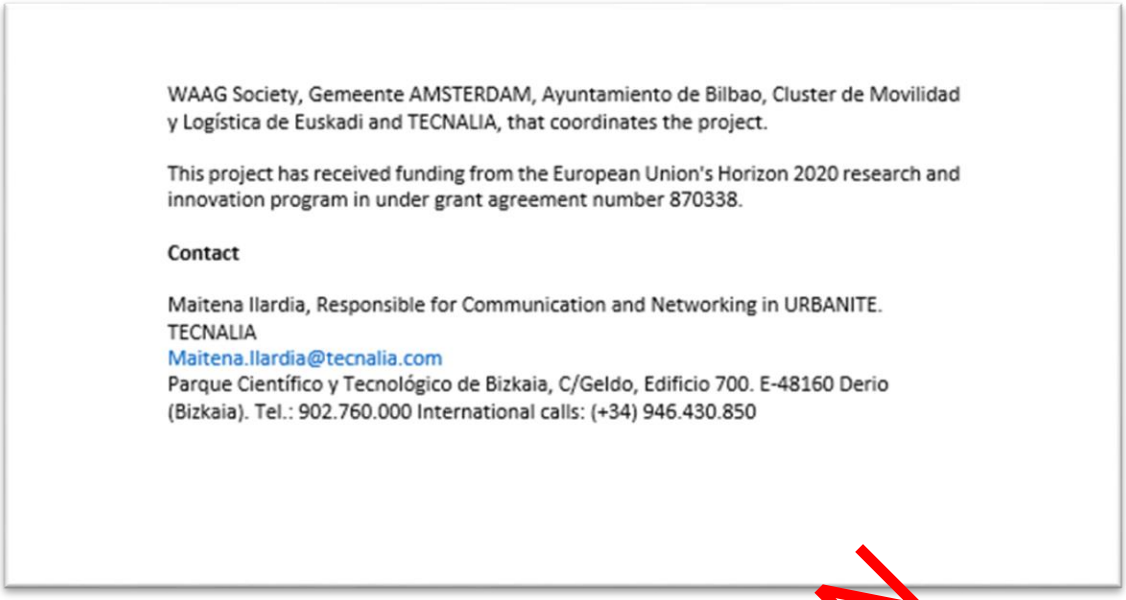
The project is now completing its second year of activities and is preparing the **second release of its technical components** that will soon be available on the project's public GitLab repository. Integration work will then continue and, at the end of [illegible] the second version of the integrated URBANITE ecosystem will be ready.

Below are some of the most relevant capabilities you will find in the second release of URBANITE ecosystem:

- **Harvesting and Transformation** ensuring that the harvested data is checked and evaluated based on a defined format and structure to guarantee interoperability. **Storage and retrieval,** providing capabilities for the mapping, aggregation, storage, retrieval and semantic processing of the curated data. URBANITE uses a common model for the storage of the information and knowledge extraction and takes care of the aggregation and deduplication of the data that originates from distinct sources.
- **Data-based analysis capabilities**, enabling for example the analysis of city bikes patterns, of traffic and public transportation and of traffic flows.
- A **first set of simulations** focused on:
  - A better understanding of the consequences of densifying city areas.
  - The improvement of the public transport services, with new lines and/or frequencies or stops.
  - The deployment of new infrastructures, for vehicles, pedestrians or bikes.
  - The addition of new urban Limited Traffic Zones (LTZs).

Between the months of October,2021 and January of this year, the URBANITE's pilot cities conducted the **second iterations of the social policy lab participative sessions,** which were a successful example of co-creation involving domain and technical experts, citizens and civil servants. The sessions brought to the mapping of challenges, risks and possibilities of a data driven decision making in urban mobility. A summary of results will be soon found on the URBANITE Forum (https://forum.urbanite-project.eu/).

URBANITE partners are Alma Digit, Comune di Messina, Engineering Ingegneria Informatica, Forum Virium Helsinki, Fraunhofer Fokus, Jozef Stefan Institute, Stiching



WAAG Society, Gemeente AMSTERDAM, Ayuntamiento de Bilbao, Cluster de Movilidad y Logística de Euskadi and TECNALIA, that coordinates the project.

This project has received funding from the European Union's Horizon 2020 research and innovation program in under grant agreement number 870338.

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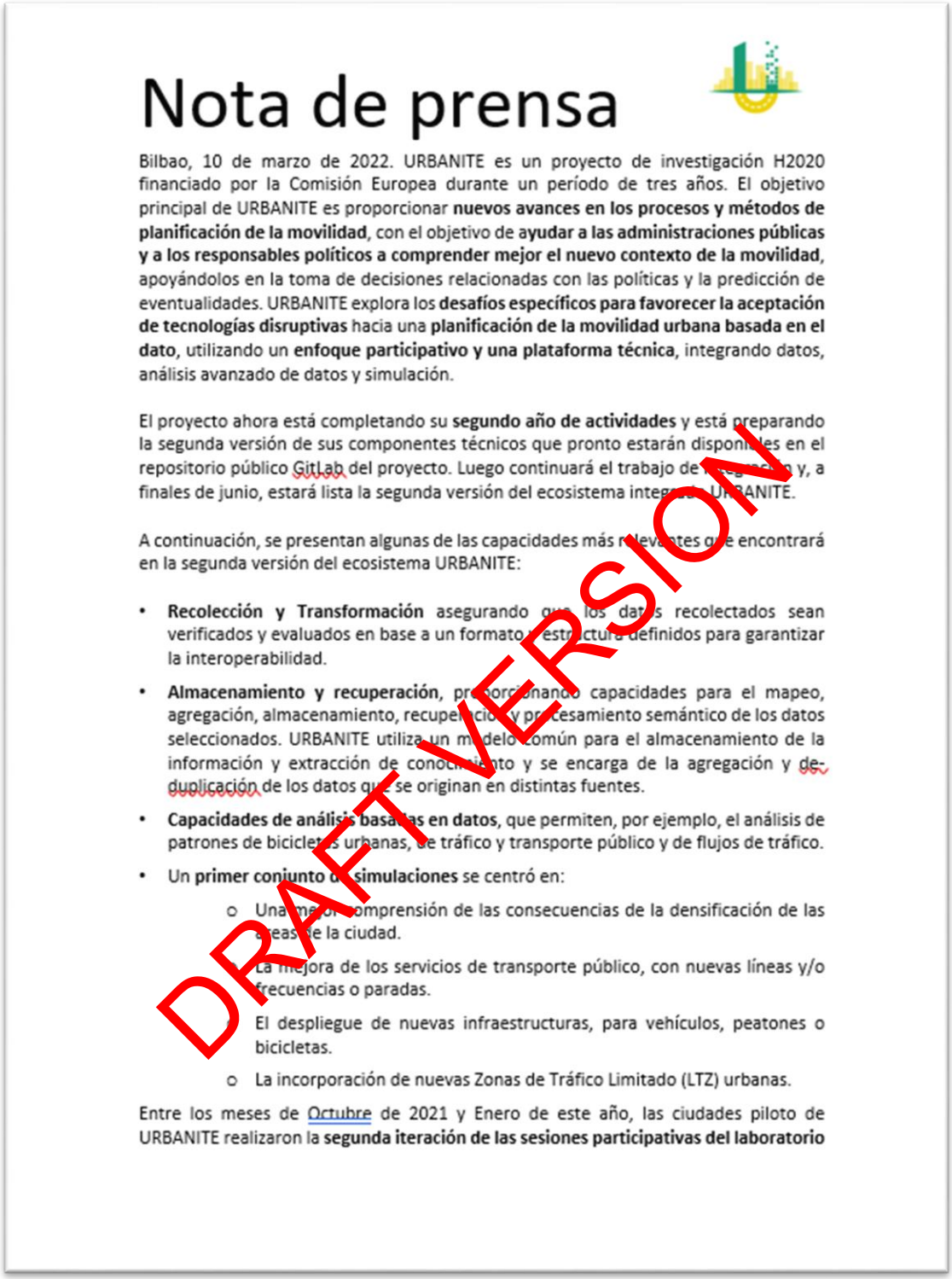
Figure 29. Press release in English

8.2.2 Spanish Version



Nota de prensa

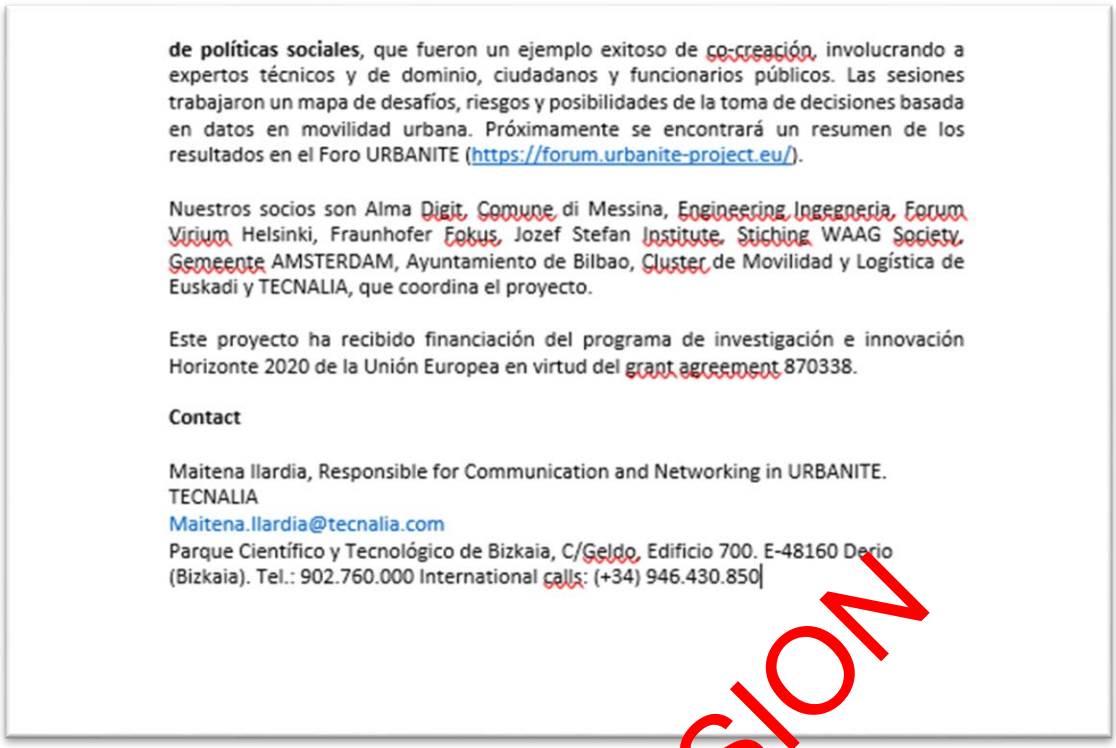
Bilbao, 10 de marzo de 2022. URBANITE es un proyecto de investigación H2020 financiado por la Comisión Europea durante un período de tres años. El objetivo principal de URBANITE es proporcionar **nuevos avances en los procesos y métodos de planificación de la movilidad**, con el objetivo de **ayudar a las administraciones públicas y a los responsables políticos a comprender mejor el nuevo contexto de la movilidad**, apoyándolos en la toma de decisiones relacionadas con las políticas y la predicción de eventualidades. URBANITE explora los **desafíos específicos para favorecer la aceptación de tecnologías disruptivas** hacia una **planificación de la movilidad urbana basada en el dato**, utilizando un **enfoque participativo y una plataforma técnica**, integrando datos, análisis avanzado de datos y simulación.

El proyecto ahora está completando su **segundo año de actividades** y está preparando la segunda versión de sus componentes técnicos que pronto estarán disponibles en el repositorio público GitLab del proyecto. Luego continuará el trabajo de integración y, a finales de junio, estará lista la segunda versión del ecosistema integrado URBANITE.

A continuación, se presentan algunas de las capacidades más relevantes que encontrará en la segunda versión del ecosistema URBANITE:

- **Recolección y Transformación** asegurando que los datos recolectados sean verificados y evaluados en base a un formato y estructura definidos para garantizar la interoperabilidad.
- **Almacenamiento y recuperación**, proporcionando capacidades para el mapeo, agregación, almacenamiento, recuperación y procesamiento semántico de los datos seleccionados. URBANITE utiliza un modelo común para el almacenamiento de la información y extracción de conocimiento y se encarga de la agregación y de-duplicación de los datos que se originan en distintas fuentes.
- **Capacidades de análisis basadas en datos**, que permiten, por ejemplo, el análisis de patrones de bicicletas urbanas, de tráfico y transporte público y de flujos de tráfico.
- Un **primer conjunto de simulaciones** se centró en:
    - Una mejor comprensión de las consecuencias de la densificación de las áreas de la ciudad.
    - La mejora de los servicios de transporte público, con nuevas líneas y/o frecuencias o paradas.
    - El despliegue de nuevas infraestructuras, para vehículos, peatones o bicicletas.
    - La incorporación de nuevas Zonas de Tráfico Limitado (LTZ) urbanas.

Entre los meses de Octubre de 2021 y Enero de este año, las ciudades piloto de URBANITE realizaron la **segunda iteración de las sesiones participativas del laboratorio**



de políticas sociales, que fueron un ejemplo exitoso de co-creación, involucrando a expertos técnicos y de dominio, ciudadanos y funcionarios públicos. Las sesiones trabajaron un mapa de desafíos, riesgos y posibilidades de la toma de decisiones basada en datos en movilidad urbana. Próximamente se encontrará un resumen de los resultados en el Foro URBANITE (https://forum.urbanite-project.eu/).

Nuestros socios son Alma Digit, Comune di Messina, Engineering Ingegneria, Forum Virium Helsinki, Fraunhofer Fokus, Jozef Stefan Institute, Stichting WAAG Society, Gemeente AMSTERDAM, Ayuntamiento de Bilbao, Cluster de Movilidad y Logística de Euskadi y TECNALIA, que coordina el proyecto.

Este proyecto ha recibido financiación del programa de investigación e innovación Horizonte 2020 de la Unión Europea en virtud del grant agreement 870338.

Contact

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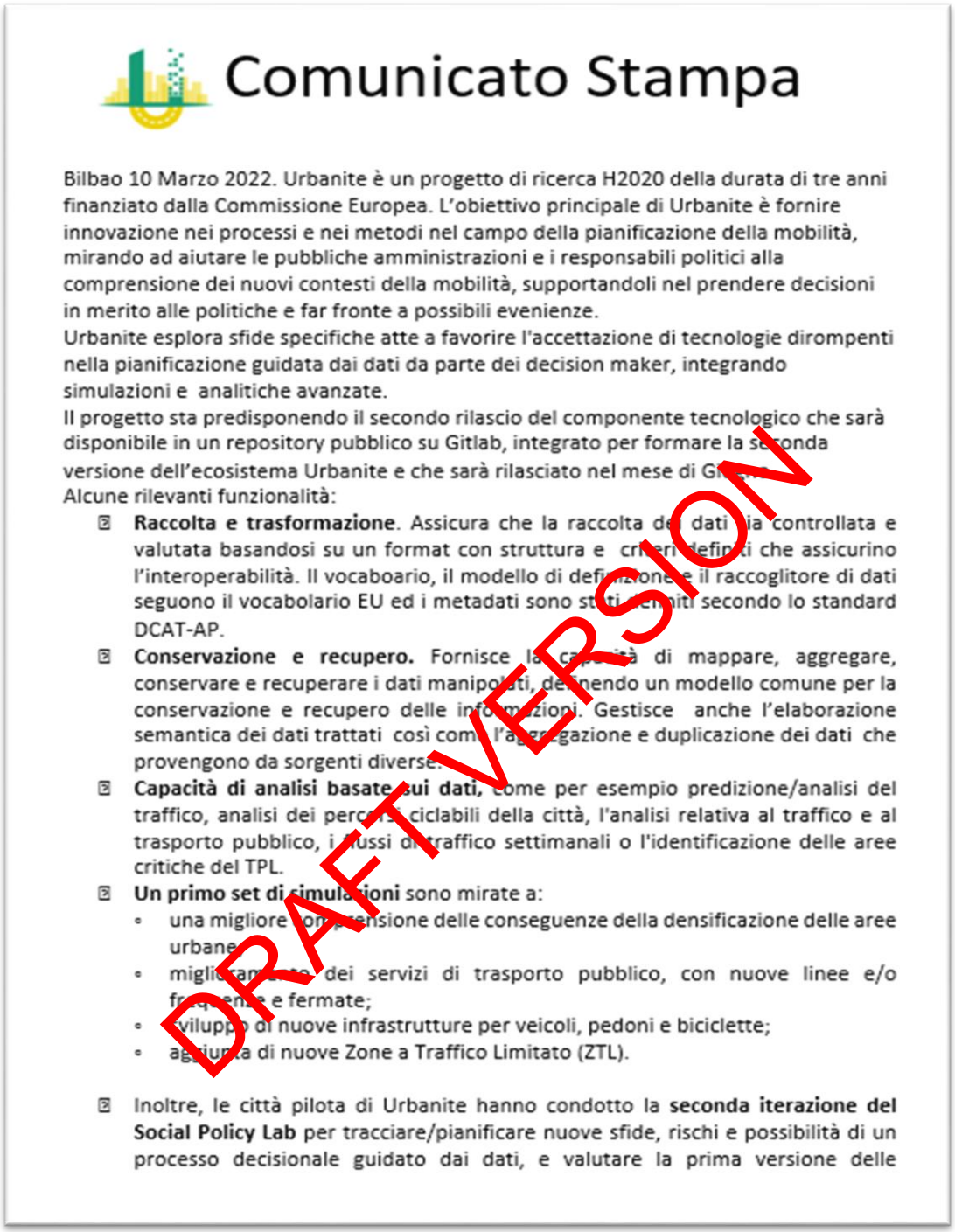
Figure 30. Press release in Spanish

8.2.3 Italian Version



Comunicato Stampa

Bilbao 10 Marzo 2022. Urbanite è un progetto di ricerca H2020 della durata di tre anni finanziato dalla Commissione Europea. L'obiettivo principale di Urbanite è fornire innovazione nei processi e nei metodi nel campo della pianificazione della mobilità, mirando ad aiutare le pubbliche amministrazioni e i responsabili politici alla comprensione dei nuovi contesti della mobilità, supportandoli nel prendere decisioni in merito alle politiche e far fronte a possibili evenienze.
Urbanite esplora sfide specifiche atte a favorire l'accettazione di tecnologie dirompenti nella pianificazione guidata dai dati da parte dei decision maker, integrando simulazioni e analitiche avanzate.
Il progetto sta predisponendo il secondo rilascio del componente tecnologico che sarà disponibile in un repository pubblico su Gitlab, integrato per formare la seconda versione dell'ecosistema Urbanite e che sarà rilasciato nel mese di Gi
Alcune rilevanti funzionalità:

- **Raccolta e trasformazione**. Assicura che la raccolta dei dati sia controllata e valutata basandosi su un format con struttura e criteri definiti che assicurino l'interoperabilità. Il vocaboario, il modello di definizione e il raccoglitore di dati seguono il vocabolario EU ed i metadati sono stati definiti secondo lo standard DCAT-AP.
- **Conservazione e recupero.** Fornisce la capacità di mappare, aggregare, conservare e recuperare i dati manipolati, definendo un modello comune per la conservazione e recupero delle informazioni. Gestisce anche l'elaborazione semantica dei dati trattati così come l'aggregazione e duplicazione dei dati che provengono da sorgenti diverse.
- **Capacità di analisi basate sui dati,** come per esempio predizione/analisi del traffico, analisi dei percorsi ciclabili della città, l'analisi relativa al traffico e al trasporto pubblico, i flussi di traffico settimanali o l'identificazione delle aree critiche del TPL.
- **Un primo set di simulazioni** sono mirate a:
  - una migliore comprensione delle conseguenze della densificazione delle aree urbane
  - miglioramento dei servizi di trasporto pubblico, con nuove linee e/o frequenze e fermate;
  - sviluppo di nuove infrastrutture per veicoli, pedoni e biciclette;
  - aggiunta di nuove Zone a Traffico Limitato (ZTL).

- Inoltre, le città pilota di Urbanite hanno condotto la **seconda iterazione del Social Policy Lab** per tracciare/pianificare nuove sfide, rischi e possibilità di un processo decisionale guidato dai dati, e valutare la prima versione delle

implementazioni dei casi d'uso. E' stata anche rilsciata la prima versione dei business plan e dei business model di Urbanite.

I nostri partner sono Alma Digit, il Comune di Messina, Engineering Ingegneria, Forum Virium Helsinki, Fraunhofer Fokus, Jozef Stefan Institute, Stiching WAAG Society, Gemeente AMSTERDAM, Ayuntamiento de Bilbao, Cluster de Movilidad y Logística de Euskadi e TECNALIA, che coordina il progetto.

Il progetto ha ricevuto fondi dal programma di ricerca e innovazione dell'Unione Europea Horizon 2020 con accordo di sovvenzione n.870338.

Contatti

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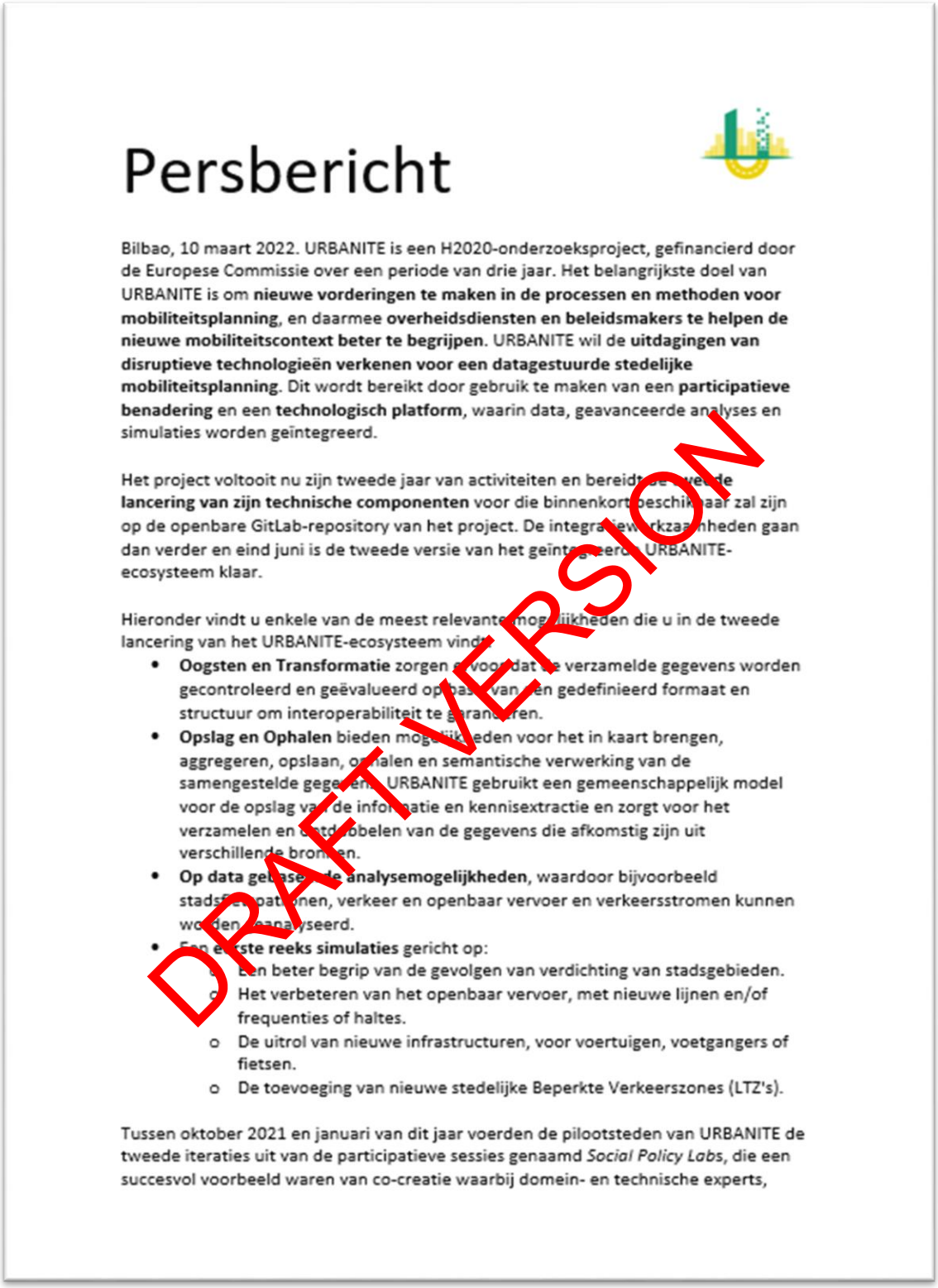
Figure 31. Press release in Italian

8.2.4 Dutch Version



Persbericht

Bilbao, 10 maart 2022. URBANITE is een H2020-onderzoeksproject, gefinancierd door de Europese Commissie over een periode van drie jaar. Het belangrijkste doel van URBANITE is om **nieuwe vorderingen te maken in de processen en methoden voor mobiliteitsplanning**, en daarmee **overheidsdiensten en beleidsmakers te helpen de nieuwe mobiliteitscontext beter te begrijpen**. URBANITE wil de **uitdagingen van disruptieve technologieën verkenen voor een datagestuurde stedelijke mobiliteitsplanning**. Dit wordt bereikt door gebruik te maken van een **participatieve benadering** en een **technologisch platform**, waarin data, geavanceerde analyses en simulaties worden geïntegreerd.

Het project voltooit nu zijn tweede jaar van activiteiten en bereidt de tweede **lancering van zijn technische componenten** voor die binnenkort beschikbaar zal zijn op de openbare GitLab-repository van het project. De integratiewerkzaamheden gaan dan verder en eind juni is de tweede versie van het geïntegreerde URBANITE-ecosysteem klaar.

Hieronder vindt u enkele van de meest relevante mogelijkheden die u in de tweede lancering van het URBANITE-ecosysteem vindt:

- **Oogsten en Transformatie** zorgen ervoor dat de verzamelde gegevens worden gecontroleerd en geëvalueerd op basis van een gedefinieerd formaat en structuur om interoperabiliteit te garanderen.
- **Opslag en Ophalen** bieden mogelijkheden voor het in kaart brengen, aggregeren, opslaan, ophalen en semantische verwerking van de samengestelde gegevens. URBANITE gebruikt een gemeenschappelijk model voor de opslag van de informatie en kennisextractie en zorgt voor het verzamelen en uitwisselen van de gegevens die afkomstig zijn uit verschillende bronnen.
- **Op data gebaseerde analysemogelijkheden**, waardoor bijvoorbeeld stadsfenomenen, verkeer en openbaar vervoer en verkeersstromen kunnen worden geanalyseerd.
- Een **eerste reeks simulaties** gericht op:
  - Een beter begrip van de gevolgen van verdichting van stadsgebieden.
  - Het verbeteren van het openbaar vervoer, met nieuwe lijnen en/of frequenties of haltes.
  - De uitrol van nieuwe infrastructuren, voor voertuigen, voetgangers of fietsen.
  - De toevoeging van nieuwe stedelijke Beperkte Verkeerszones (LTZ's).

Tussen oktober 2021 en januari van dit jaar voerden de pilootsteden van URBANITE de tweede iteraties uit van de participatieve sessies genaamd *Social Policy Labs*, die een succesvol voorbeeld waren van co-creatie waarbij domein- en technische experts,

burgers en ambtenaren betrokken waren. De sessies brachten de uitdagingen, risico's en mogelijkheden van een datagedreven besluitvorming in stedelijke mobiliteit in kaart. Een samenvatting van de resultaten zal binnenkort te vinden zijn op het URBANITE Forum (https://forum.urbanite-project.eu/).

URBANITE-partners zijn Alma Digit, Comune di Messina, Engineering Ingegneria Informatica, Forum Virium Helsinki, Fraunhofer Fokus, Jozef Stefan Institute, Stiching WAAG Society, Gemeente AMSTERDAM, Ayuntamiento de Bilbao, Cluster de Movilidad y Logística de Euskadi and TECNALIA, die het project coördineert.

Dit project heeft financiering ontvangen van het Horizon 2020 onderzoeks- en innovatieprogramma van de Europese Unie onder subsidieovereenkomst nummer 870338.

Contact

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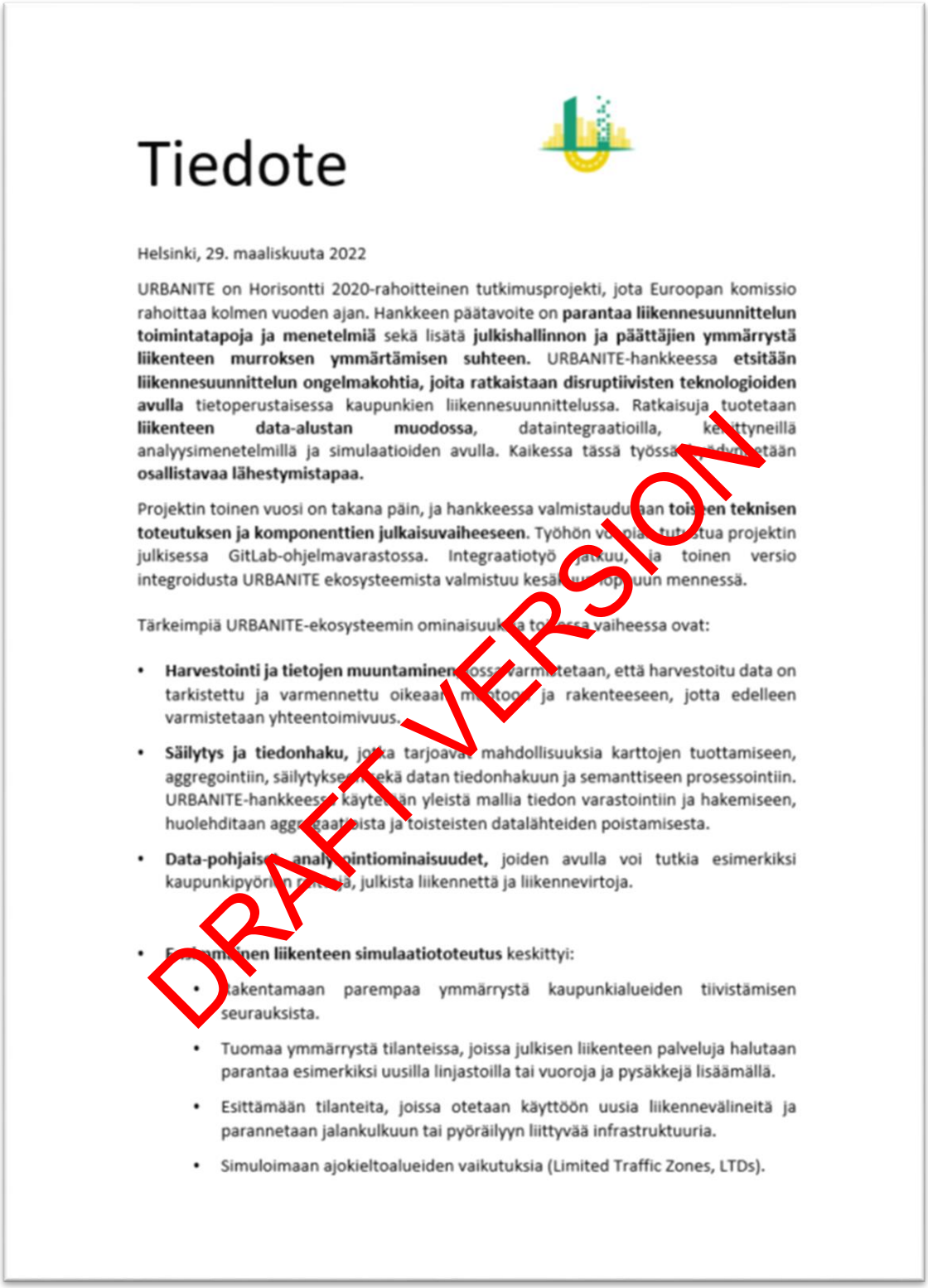
(Bizkaia). Tel.: 902.760.000 Internationale gesprekken: (+34) 946.430.850

Figure 32. Press release in Dutch

8.2.5 Finnish Version



Tiedote

Helsinki, 29. maaliskuuta 2022

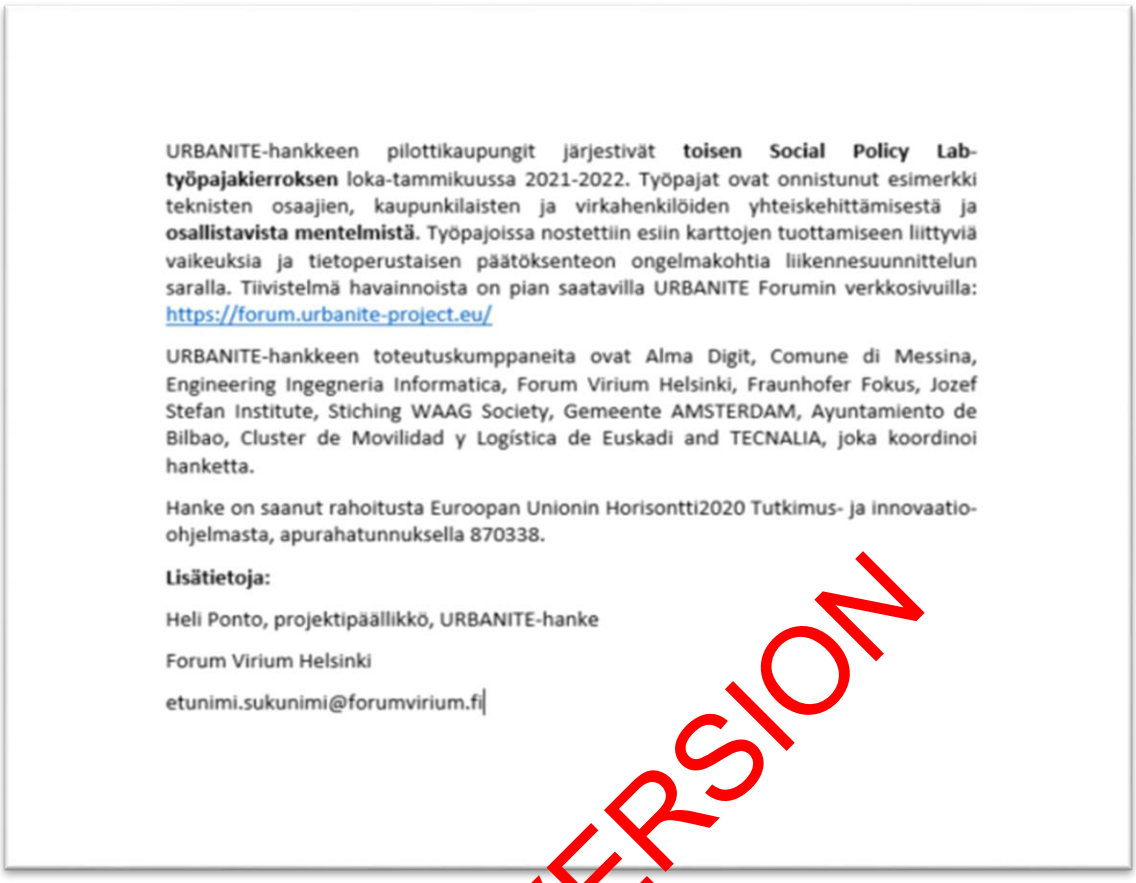
URBANITE on Horisontti 2020-rahoitteinen tutkimusprojekti, jota Euroopan komissio rahoittaa kolmen vuoden ajan. Hankkeen päätavoite on **parantaa liikennesuunnittelun toimintatapoja ja menetelmiä** sekä lisätä **julkishallinnon ja päättäjien ymmärrystä liikenteen murroksen ymmärtämisen suhteen.** URBANITE-hankkeessa **etsitään liikennesuunnittelun ongelmakohtia, joita ratkaistaan disruptiivisten teknologioiden avulla** tietoperustaisessa kaupunkien liikennesuunnittelussa. Ratkaisuja tuotetaan **liikenteen data-alustan muodossa**, dataintegraatioilla, kehittyneillä analyysimenetelmillä ja simulaatioiden avulla. Kaikessa tässä työssä [illegible] **osallistavaa lähestymistapaa.**

Projektin toinen vuosi on takana päin, ja hankkeessa valmistaudutaan **toiseen teknisen toteutuksen ja komponenttien julkaisuvaiheeseen.** Työhön voi [illegible] projektin julkisessa GitLab-ohjelmavarastossa. Integraatiotyö jatkuu, ja toinen versio integroidusta URBANITE ekosysteemista valmistuu kesä[illegible]uun mennessä.

Tärkeimpiä URBANITE-ekosysteemin ominaisuuksia [illegible]essa vaiheessa ovat:

- **Harvestointi ja tietojen muuntaminen**, [illegible] varmistetaan, että harvestoitu data on tarkistettu ja varmennettu oikeaan [illegible] ja rakenteeseen, jotta edelleen varmistetaan yhteentoimivuus.
- **Säilytys ja tiedonhaku,** jotka tarjoavat mahdollisuuksia karttojen tuottamiseen, aggregointiin, säilytykseen sekä datan tiedonhakuun ja semanttiseen prosessointiin. URBANITE-hankkeessa käytetään yleistä mallia tiedon varastointiin ja hakemiseen, huolehditaan aggregaatioista ja toisteisten datalähteiden poistamisesta.
- **Data-pohjaiset analysointiominaisuudet,** joiden avulla voi tutkia esimerkiksi kaupunkipyöriä, julkista liikennettä ja liikennevirtoja.

- **[illegible]nen liikenteen simulaatiototeutus** keskittyi:
  - Rakentamaan parempaa ymmärrystä kaupunkialueiden tiivistämisen seurauksista.
  - Tuomaa ymmärrystä tilanteissa, joissa julkisen liikenteen palveluja halutaan parantaa esimerkiksi uusilla linjastoilla tai vuoroja ja pysäkkejä lisäämällä.
  - Esittämään tilanteita, joissa otetaan käyttöön uusia liikennevälineitä ja parannetaan jalankulkuun tai pyöräilyyn liittyvää infrastruktuuria.
  - Simuloimaan ajokieltoalueiden vaikutuksia (Limited Traffic Zones, LTDs).



URBANITE-hankkeen pilottikaupungit järjestivät **toisen Social Policy Lab-työpajakierroksen** loka-tammikuussa 2021-2022. Työpajat ovat onnistunut esimerkki teknisten osaajien, kaupunkilaisten ja virkahenkilöiden yhteiskehittämisestä ja **osallistavista mentelmistä**. Työpajoissa nostettiin esiin karttojen tuottamiseen liittyviä vaikeuksia ja tietoperustaisen päätöksenteon ongelmakohtia liikennesuunnittelun saralla. Tiivistelmä havainnoista on pian saatavilla URBANITE Forumin verkkosivuilla: https://forum.urbanite-project.eu/

URBANITE-hankkeen toteutuskumppaneita ovat Alma Digit, Comune di Messina, Engineering Ingegneria Informatica, Forum Virium Helsinki, Fraunhofer Fokus, Jozef Stefan Institute, Stiching WAAG Society, Gemeente AMSTERDAM, Ayuntamiento de Bilbao, Cluster de Movilidad y Logística de Euskadi and TECNALIA, joka koordinoi hanketta.

Hanke on saanut rahoitusta Euroopan Unionin Horisontti2020 Tutkimus- ja innovaatio-ohjelmasta, apurahatunnuksella 870338.

Lisätietoja:

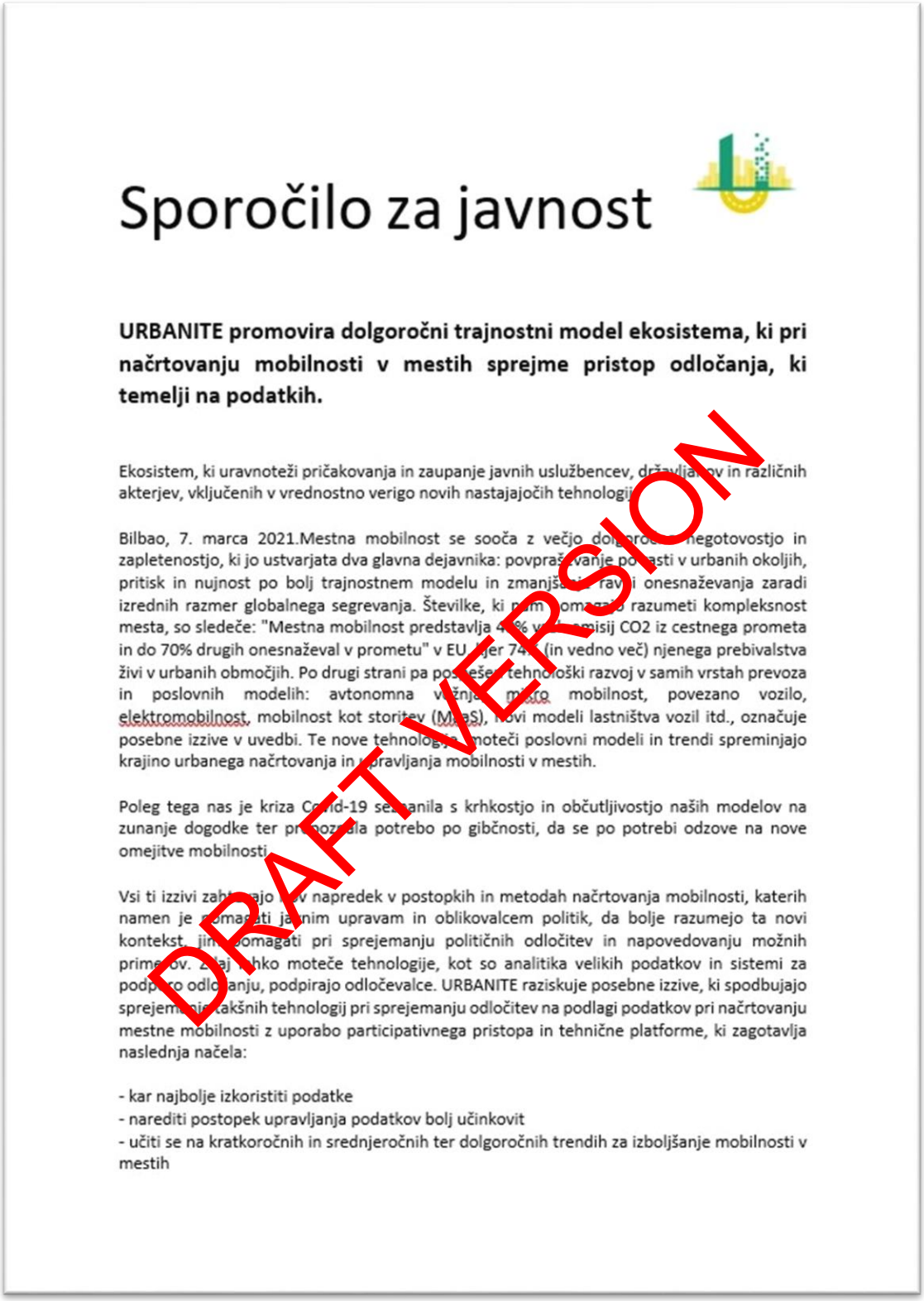
Heli Ponto, projektipäällikkö, URBANITE-hanke

Forum Virium Helsinki

etunimi.sukunimi@forumvirium.fi

Figure 33. Press release in Finnish

8.2.6 Slovenian Version



Sporočilo za javnost

URBANITE promovira dolgoročni trajnostni model ekosistema, ki pri načrtovanju mobilnosti v mestih sprejme pristop odločanja, ki temelji na podatkih.

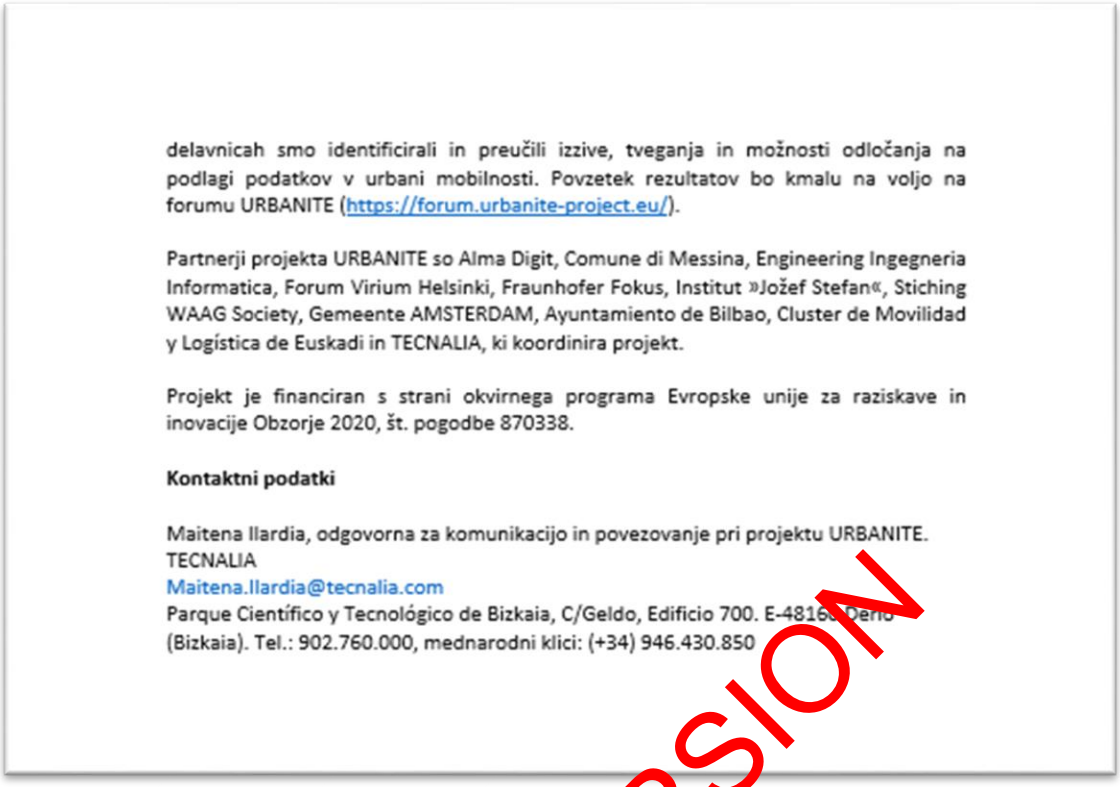
Ekosistem, ki uravnoteži pričakovanja in zaupanje javnih uslužbencev, državljanov in različnih akterjev, vključenih v vrednostno verigo novih nastajajočih tehnologij

Bilbao, 7. marca 2021.Mestna mobilnost se sooča z večjo dolgoročno negotovostjo in zapletenostjo, ki jo ustvarjata dva glavna dejavnika: povpraševanje po storitvah v urbanih okoljih, pritisk in nujnost po bolj trajnostnem modelu in zmanjšanju ravni onesnaževanja zaradi izrednih razmer globalnega segrevanja. Številke, ki nam pomagajo razumeti kompleksnost mesta, so sledeče: "Mestna mobilnost predstavlja 40% vseh emisij CO2 iz cestnega prometa in do 70% drugih onesnaževal v prometu" v EU. Kjer 74% (in vedno več) njenega prebivalstva živi v urbanih območjih. Po drugi strani pa posledično tehnološki razvoj v samih vrstah prevoza in poslovnih modelih: avtonomna vožnja, mikro mobilnost, povezano vozilo, elektromobilnost, mobilnost kot storitev (MaaS), novi modeli lastništva vozil itd., označuje posebne izzive v uvedbi. Te nove tehnologije, moteči poslovni modeli in trendi spreminjajo krajino urbanega načrtovanja in upravljanja mobilnosti v mestih.

Poleg tega nas je kriza Covid-19 seznanila s krhkostjo in občutljivostjo naših modelov na zunanje dogodke ter predstavila potrebo po gibčnosti, da se po potrebi odzove na nove omejitve mobilnosti.

Vsi ti izzivi zahtevajo nov napredek v postopkih in metodah načrtovanja mobilnosti, katerih namen je pomagati javnim upravam in oblikovalcem politik, da bolje razumejo ta novi kontekst, jim pomagati pri sprejemanju političnih odločitev in napovedovanju možnih primerov. Zlasti lahko moteče tehnologije, kot so analitika velikih podatkov in sistemi za podporo odločanju, podpirajo odločevalce. URBANITE raziskuje posebne izzive, ki spodbujajo sprejemanje takšnih tehnologij pri sprejemanju odločitev na podlagi podatkov pri načrtovanju mestne mobilnosti z uporabo participativnega pristopa in tehnične platforme, ki zagotavlja naslednja načela:

- kar najbolje izkoristiti podatke
- narediti postopek upravljanja podatkov bolj učinkovit
- učiti se na kratkoročnih in srednjeročnih ter dolgoročnih trendih za izboljšanje mobilnosti v mestih



delavnicah smo identificirali in preučili izzive, tveganja in možnosti odločanja na podlagi podatkov v urbani mobilnosti. Povzetek rezultatov bo kmalu na voljo na forumu URBANITE (https://forum.urbanite-project.eu/).

Partnerji projekta URBANITE so Alma Digit, Comune di Messina, Engineering Ingegneria Informatica, Forum Virium Helsinki, Fraunhofer Fokus, Institut »Jožef Stefan«, Stiching WAAG Society, Gemeente AMSTERDAM, Ayuntamiento de Bilbao, Cluster de Movilidad y Logística de Euskadi in TECNALIA, ki koordinira projekt.

Projekt je financiran s strani okvirnega programa Evropske unije za raziskave in inovacije Obzorje 2020, št. pogodbe 870338.

Kontaktni podatki

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Figure 34. Press release in Slovenian