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\* PU-public usage, LI-limited to programme participants, RP-restricted to project participants

\*\* PR-prototype/demonstrator, RE-report, SP-specification, TO-tool, OT-other

\*\*\* PD-project deliverable, X-submitted on request deliverable



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# 1 EXECUTIVE SUMMARY

This document sets out the framework for the dissemination and publicity activities of the HEAVEN project. The dissemination and use plan is a practical reference document for all project partner organisations, indicating the steps of dissemination work and defining responsibilities and time scales. With this dissemination and use plan the project consortium recognises the need to widely disseminate the HEAVEN project and its key outcomes and products amongst potential users and interested parties.

After the introductory chapter which describes the project objectives and expected outcomes as well as the objectives of the HEAVEN dissemination work, the principles of the HEAVEN dissemination strategy are outlined. HEAVEN will focus the dissemination activities on defined target groups with specific information needs, instead of widely distributing general information to an unspecified audience. Furthermore, HEAVEN will create synergies with “multipliers”, who can support the project in disseminating its outcomes. HEAVEN dissemination will mainly happen on two different levels: the European and the local level. This dissemination plan focuses on European wide dissemination activities, whereas local dissemination work will be undertaken by the different application sites.

In the following parts, an overview of the key dissemination tasks and the responsible HEAVEN partners is given. HEAVEN dissemination work will be implemented in two phases: the preparatory phase and the dissemination phase.

In the preparatory phase, which is about to be completed through issuing this document, dissemination target groups on the European and the local level, their information needs and multipliers have been defined. Moreover, the first draft of the project web site ([www.rec.org/ist/heaven](http://www.rec.org/ist/heaven)) as well as a project presentation have been produced.

At the beginning of the dissemination phase, general information about the project will be distributed via a project brochure and the HEAVEN web site. Later, as tangible results become available, dissemination work will focus on presenting the HEAVEN demonstrations at the different application sites, mainly via regular project newsletters, scientific articles, press releases, conferences and workshops.

The responsibilities of the dissemination tasks have been shared between the City Development Authority of Prague (WP leader), Rupprecht Consult (scientific co-ordinator), the Regional Environmental Centre (REC), the POLIS network and the European Academy for the Urban Environment (EAUE).

In the next chapters of the document, the target groups of HEAVEN dissemination work, the specific information requirements and the corresponding preferred dissemination tools and media have been defined. The primary target group are large European cities (more than 250.000 inhabitants) which are considered to be potential users of a Decision Support System to be developed in HEAVEN. Secondary target groups are national and regional government decision makers and research institutions in European countries. Dissemination at the level of the application sites will be targeted for local users, interest groups, other institutions, associations with professional interests. HEAVEN results will also be made accessible to multiplier organisations at international, national and local level, who are able to support HEAVEN in its dissemination work. According to specific information requirements of the target groups, the appropriate dissemination tools and dissemination channels have been selected.



Apart from the project web site, which will provide general and specific up-to-date information about HEAVEN, the project newsletter will be the key dissemination tool. It will regularly report the upcoming results of the HEAVEN applications and will be distributed amongst local and national decision makers and other target groups. Other dissemination tools are a project brochure, conference presentations, scientific reports and project reports and deliverables.

In order to deliver information about HEAVEN, provided in the above mentioned dissemination tools, the project will mainly make use of dissemination media such as E-mail, the Internet, direct mailings (Post/fax) and traditional media (Newspapers, Specialised Magazines, TV, Radio). Very important media for delivering information about HEAVEN will be workshops and conferences.

The HEAVEN dissemination and use plan provides a clear and (where possible) quantifiable description of the HEAVEN dissemination tasks. It also includes a clear indication of the share of responsibilities and the time framework, in which the dissemination tasks will be undertaken.

The document concludes with a chapter which describes ways in which dissemination activities will be monitored.



## 2 CONTEXT OF HEAVEN PROJECT

### 2.1 Programme and Project Objectives

HEAVEN is a project that develops and demonstrates new IST environmental management tools which allow cities to estimate emissions from traffic in a near real time, permitting therefore the evaluation and the identification of strategies for transport demand management which will reduce pollution in cities. The ability to evaluate and manage mobility related emissions will help cities to meet established EU directives setting threshold values for air pollution. Moreover, this project is particularly geared to addressing two future EU directives: the proposed CO and Benzene directive and the Framework Directive on noise, which is expected to come into force in 2002. This compliance is particularly important for the major European cities of the consortium, which are proactively planning to meet future environmental standards.

The HEAVEN project is funded under the Information Society Technologies (IST) Programme within the 5<sup>th</sup> RTD Framework Programme of the European Union. With the IST Programme, the European Commission follows the strategic objective to promote the further development of the information society in Europe and to ensure that the needs of individuals, enterprises and public authorities are met. By means of the IST Programme the European Commission has - amongst others - the intention to promote RTD activities that contribute to the "creation of the next generation of user-friendly, dependable, cost-effective and interoperable general-interest services". The development of intelligent environmental management systems which provide all stake-holders with more reliable information and in attaining ultimate goal of improving air quality is a clear priority of the IST Programme taken up by HEAVEN.

HEAVEN was selected for EU funding under the Action Line "Intelligent environmental monitoring and management" and will demonstrate at urban and regional levels IST based systems for the management of mobility related environmental pollution by:

- Integrating and inter-operating diverse networked information sources (i.e. integration of real-time traffic data with environmental monitoring, modelling and forecasting processes);
- Establishing a decision support system which supports environment and transport planning by estimating air pollution attributable to mobility measures and therefore, leading to the identification of the most environmentally effective policy strategies;
- Installing a data platform, which provides near real-time information on mobility related air pollution;
- Developing intelligent models and networks for monitoring air and noise pollution, which contribute to harmonising the European standards (i.e. information platform on health effects, data exchange between environment and transport authorities, etc.).

### 2.2 Project Products

The key HEAVEN end products which will be demonstrated at one or several HEAVEN application sites (Berlin, Paris, Prague, Leicester, Rome, Rotterdam) can be summarised as follows:

- Air quality monitoring applications will improve the process of periodic or continuous determination of the amount of traffic related pollutants in the air through monitoring devices. Moreover, these applications will provide raw data to be transformed into information.



- “Air quality modelling” applications will improve emissions models and inventories as well as dispersion models (street, urban, regional scale). These applications will lead to an improved forecasting quality, based on the integration of air quality data (from measuring networks and from spot measurements), emission models, dynamic meteorological and (near real-time) traffic flow data into the modelling approach.
- Decision Support Systems (DSS) will provide information about “hot spots” or short-term forecasts or long-term annual average concentrations of traffic-related pollutants based on (near real-time) traffic data through a user-friendly interface to decision makers. This system will be able to evaluate emissions for actual traffic situations and for planned Transport Demand Management Strategies (TDMS).
- A Common Information Platform will enable the public, the media, and professional users to obtain real-time and historic information services on air quality, noise, and traffic flow.
- Urban noise models will predict noise pollution by utilising input from a diverse range of data types (including geographical, (near real-time) urban traffic, and dynamic meteorological).
- Health Data Platforms will provide a data exchange platform with health authorities for supplying near real-time health-related information on air and noise pollution.

## 2.3 Objectives of Workpackage 2 - Dissemination

Due to the continually increasing levels of road traffic in urban areas, air and noise pollution are a major political issues in almost all medium and large cities in Europe and around the world. It is expected that a high demand potentially exists especially amongst large European cities for the end products of HEAVEN, since they will give considerable support for decreasing the negative impacts of road traffic and complying with European and national legislation on air and noise pollution. The HEAVEN results will offer cities new IST environmental management tools which will support the identification of Transport Demand Management Strategies (TDMS) for reducing pollution at its origin based upon traffic patterns.

The objective of Workpackage 2 – Dissemination is to ensure a European wide dissemination of the project outcomes to the main target groups of transport and environmental decision-makers in cities of more than 250.000 inhabitants, as well as to national and regional government decision-makers, the international research community, local stakeholders, to the press and other “multipliers”.

## 2.4 Objective of HEAVEN dissemination and use plan

The HEAVEN dissemination plan has the objective of defining the common dissemination strategy and to specify the dissemination tasks of the HEAVEN project. This plan is intended as a practical reference document for all project partner organisations and aims to clearly indicate the steps of dissemination work, its responsibilities and time scales.

The dissemination plan gives an overview of the target groups of the dissemination work and the dissemination tools and media that will be used.

# 3 DISSEMINATION STRATEGY

## 3.1 Role of Dissemination in European RTD projects

A key feature of RTD activities in the European Union is to concentrate on identifying, providing visibility and promoting the implementation of best practices in specific areas. The intention is to stimulate take-up actions and to spread high quality applications, services and



methodologies, based up on few “model projects” rather than funding several projects in the same area.

For all RTD projects funded by the European Union, it is therefore essential to develop an adequate strategy for disseminating and exploiting the research and demonstration results. The aim is that not only those partners directly involved in the RTD projects should make use of the outcomes, but also all those external parties who might have a particular interest in adopting specific RTD results (i.e. the wider research community, industry, European cities, public).

Although often neglected by RTD project consortia, a clearly defined project dissemination plan which outlines all dissemination activities, including the responsible actors and timescale as well as the target groups, dissemination tools and media, is a key factor for maximising the potential benefits of the project.

### 3.2 Focussed dissemination

In order to maximise the efficiency of dissemination work, HEAVEN will focus on concretely defined target groups (see section 6). Through this, HEAVEN will follow a more qualitative and targeted approach, instead of widely distributing general information to an unspecified audience without knowing whether this information is of added value or not.

All identified target groups must be known to have a particular interest in the HEAVEN project and its outcomes and must be approached in a suitably specified way. For this reason it is intended to focus the dissemination work only on the most appropriate dissemination tools and media for each target group.

### 3.3 Creating synergies with existing “multipliers”

A high degree of efficiency of the HEAVEN dissemination activities can also be achieved by making use of already existing multipliers. All potential organisations, associations and networks, which might support the project in disseminating its outcomes, have been analysed systematically. The chances of creating synergies with multipliers are high, since HEAVEN project results have considerable impacts on a broad variety of thematic areas (such as sustainable development, Transport Demand Management Strategies, Decision Support Systems, monitoring and modelling of air and noise quality, health issues, etc.) for which various networks and further “multipliers” are existing and to some of which HEAVEN partners already have direct access.

### 3.4 Dissemination activities at European and local level

HEAVEN dissemination work will mainly be implemented on two different levels:

1. **The European level.** The main effort of WP2 work will focus on European wide dissemination activities which will address an international audience and will therefore include information of all HEAVEN application sites and issues of European wide interest (impacts of HEAVEN products on meeting EU regulations, transferability of HEAVEN products to other European cities, etc.).
2. **The local level.** HEAVEN dissemination work will also be undertaken at the level of the different local application sites. Each HEAVEN application site will develop its own local dissemination approach in its own responsibility. For local dissemination activities, a strong involvement of the HEAVEN site managers is of key importance. The local site managers will define the local target groups and their specific information needs. Furthermore, they will create contacts with local media (press, radio, television) as a vehicle for presenting the framework and impacts of the project trials. Local dissemination activities will actively support local user groups in using HEAVEN products and involving NGOs, local interest groups and major (potential) users. The aim is to create a maximum



local or regional outreach in preparation for establishing value-added business models for wide exploitation. *(An outline of the local dissemination plan will be given in chapter 9.)*

## 4 KEY DISSEMINATION TASKS

The HEAVEN dissemination tasks in WP 2 will be implemented in the following two phases:

### 4.1 Preparatory phase

The HEAVEN dissemination plan sets up the framework for the targeted European wide and local dissemination of the objectives and outcomes of HEAVEN. As preparation for the tasks of the dissemination phase, all target groups on the European level as well as existing multipliers for supporting HEAVEN dissemination work have been identified and collected in a HEAVEN stakeholders database. Moreover, the project web site as well as the project presentation have been produced.

The preparatory phase included the following tasks:

- Plan dissemination activities
- Set up a database of dissemination target groups
- Identify contacts for dissemination support (“multipliers”)
- Establish and maintain a HEAVEN web site
- Prepare initial project presentation

This phase is about to be completed through issuing this document.

### 4.2 Dissemination phase

In order to raise awareness on the HEAVEN project among the target groups at an early stage, information about the project will already be distributed before demonstrations at the different application sites will start, mainly via an initial project brochure, the first project newsletter and the HEAVEN web site.

Later, as first tangible results become available, dissemination activities will focus on presenting the HEAVEN demonstrations to the different application sites. HEAVEN will also organise dissemination events, which will act as a forum for concrete project interim and final results to be discussed. These events will be open to all user representatives and also constitute opportunities for wider discussion and consensus formation.

The key dissemination tasks are:

- Produce project (and site specific) brochures and publicity material
- Develop local dissemination strategies
- Prepare and distribute regular project newsletters
- Distribute specific information about the HEAVEN demonstrations and its results via scientific articles, press releases, conference papers and presentations
- Organise Technical Workshop
- Organise Project Conference



## 5 RESPONSIBILITIES

The City Development Authority of the City of Prague will assume overall responsibility for the dissemination work in the project, as this is instrumental in ensuring top-level political backing of the dissemination events and a high level of credibility towards the target group of decision makers, especially in the CEEC. Rupprecht Consult has been subcontracted to undertake the scientific co-ordination of the dissemination work in the project.

Specific technical responsibilities have been assigned as follows:

- City Development Authority of the City of Prague:
  - Overall responsibility for dissemination on the project level;
  - Logistics and organisation of conference and workshop;
  - Designing & printing of publications and materials.
- Rupprecht Consult
  - Scientific co-ordination of dissemination work
  - Creation of the HEAVEN stakeholders database
  - Project presentation/ project brochure
  - Content preparation of dissemination events (agenda, proceedings);
  - Provision of content for WWW site (shared with REC) and project newsletters
  - Co-ordination of monitoring activities
- Regional Environmental Centre (REC)
  - Main contributions to and hosting of HEAVEN web site;
  - Support in scientific preparation of events for the specific target group in the CEEC.
  - Support in the creation of HEAVEN stakeholders database
  - Assist in producing and distributing the dissemination products (newsletters, brochures, articles) to target groups in the CEEC
- POLIS network
  - Provide strategic support to the preparation of HEAVEN events.
- EAUE
  - develop a local dissemination plan for Berlin, which will be made available as a model for other application sites in preparing and implementing local dissemination activities.
- Local HEAVEN partners
  - Develop local dissemination strategies
  - Provide contacts for the HEAVEN database of dissemination target groups and “multipliers”
  - Support the distribution of the HEAVEN brochure and newsletters
  - Distribute specific project information via conference papers, presentations, etc.
  - Produce press releases and scientific articles

## 6 TARGET GROUPS

In order to ensure an efficient and focussed transfer of information, HEAVEN will address specific target groups which have a clearly defined interest in being informed about and



learning from the HEAVEN project and its experiences. The primary target group of disseminating results of HEAVEN are large European cities that are facing problems of increasing traffic related pollution and are looking for some innovative solutions. These cities are considered to be potential users of the Decision Support System to be developed in HEAVEN. The dissemination work will focus on large cities (more than 250.000 inhabitants) where the demand for new ways to fight against traffic related pollution is in general much higher than in smaller cities. Secondary target groups are national and regional government decision makers and research institutions in European countries.

In addition to the dissemination work at the European level, HEAVEN will organise local dissemination activities which will be targeted at local users and interest groups and other institutions, associations with professional interest. The activities of distributing HEAVEN results on the level of the different local application sites will be defined in local dissemination plans.

HEAVEN results will also be made accessible to those organisations at international, national and local levels, which are able to support HEAVEN in its dissemination work in their respective fields of activity, i.e. to act as “multipliers”. Preference is given to the creation of synergies with already existing local authority networks/activities at national, European or global level, in which HEAVEN partners are possibly involved. These networks will mainly be used for forwarding information about the HEAVEN results to local authorities.

The HEAVEN dissemination target groups on the European and local level, as well as the multipliers are presented in the following table.

<b>Primary target group</b>	
European level	Decision makers and technical experts from local transport and environment authorities from EU and CEE Cities with more than 250.000 inhabitants
<b>Secondary target group</b>	
European level	National and regional government decision-makers (representatives from Ministries/Agencies of Environment, Transport, Information Society, etc.)
	International Research Community in EU and CEEC (Universities, Research Institutes, European Commission, etc.)
<b>Local target groups (to be defined in local dissemination plans)</b>	
Local level	Local user and interest groups (NGOs, Local Agenda Groups, etc.)
	Other institutions/ associations with professional interest (chambers of commerce, regional association of medical doctors, etc.)
	General Public

Figure 1 HEAVEN target groups



<b>Primary multipliers</b>	
European level	National, European and global networks of thematically relevant local government issues (air quality, noise, urban transport, environment related IST, transport emissions and health effects, sustainable development in urban areas)
<b>Secondary multipliers</b>	
European level	Professional networks of research institutes and industrial providers
	National local government associations
	Online discussion fora / mailing lists
	International Environmental information online resources
	National and International Press (General newspapers, specialised magazines for environment, transport and IST related issues.)
<b>Local multipliers (to be defined in local dissemination plans)</b>	
Local level	Local press and media

*Figure 2 Multipliers*

Concrete contact details for each target group on the European level, including the multipliers, have been collected in a HEAVEN European stakeholders database. The database will be extended and updated during the course of the project, when required.

## 7 INFORMATION NEEDS

Each dissemination target group has specific interests in a wide range of activities of a large and multi-faceted project like HEAVEN. The following key messages of the HEAVEN project for the different target groups aim to highlight these different information requirements. For the preparation of the dissemination activities for the specific target groups, it is important to consider that the information requirements are largely dependent on the benefits that can be drawn from the HEAVEN products. However, the following key messages at this stage only represent some general statements and need to be adopted after completion of the user needs analysis.

Key messages (benefits) of HEAVEN for the citizens/local target groups:

- better public access to environmental information
- enhanced quality of information on traffic related air and noise pollution and its effects on health
- improvements in urban traffic management
- public and cross-boundary consultation
- higher degree of transparency of decision making processes on transport
- better understanding of the necessity of specific measures for traffic restriction or transport demand management
- reduced traffic related noise and pollutant emissions and therefore improved quality of life in European cities

*(These statements will be modified to reflect specific local priorities.)*

Key messages (benefits) of HEAVEN for local decision makers/ local target groups/ National government representatives:



- meet established or future EU Directives for air and noise pollution by identifying solutions to high traffic levels
- enhanced quality of information on traffic related air and noise pollution and its effects on health
- improved short and medium term response to high concentrations of air pollution
- more effective Transport Demand Management Strategies
- improved data exchange among key actors
- common approach and strategy to urban air quality and traffic management for European cities

Key message of HEAVEN for international research community:

- HEAVEN provides valuable information about the development and demonstration of various innovative solutions on how to reduce transport related noise and air pollutant emissions, through the use of integrated environmental Information Society Technologies (IST).
- Key innovations of the HEAVEN RTD work refer to the following areas:
  - Integration of real-time traffic data into the environmental modelling process
  - Improvements of air and noise quality monitoring and modelling
  - Development of Decision Support Systems for validating significant environmental impacts and health effects of specific TDMS
  - Creation of common information platform at which long term and near real-time interoperable information services on air quality, noise and traffic flow will be made available

## 8 MEANS OF DISSEMINATION

According to the target groups and their specific requirements, HEAVEN will opt for different means of presenting project information. Here it is not only important to plan carefully how specific information on HEAVEN is to be presented (dissemination tools), but also how it is to be distributed amongst the target groups (dissemination media).

The HEAVEN project will make use of the following dissemination tools and dissemination channels:

### 8.1 Dissemination tools

The tools for presenting the HEAVEN project and its outcomes are the following:

- Project web site
- Project newsletters
- Project reports and deliverables
- Project presentation/ Project brochure/ Site-specific brochures
- Press releases
- Conference presentations
- Scientific papers
- Direct and individual briefings

The most important tool that will be used for presenting the HEAVEN project and its results will be the project web site. The project web site offers general and user friendly information



about HEAVEN on the opening pages and provides more detailed information about the project work by clicking on links. Furthermore, the HEAVEN web site will present the latest news and results from the different application sites. The project web site will also enable visitors to register and become part of the HEAVEN contact database. All dissemination products will be made available on the HEAVEN web site.

In addition to the web site, which is a more passive dissemination tool, HEAVEN will make use of a number of dissemination tools which will be directed towards specific target groups. The project newsletters will regularly report about the upcoming results of the HEAVEN applications and will be mainly distributed amongst local and national decision makers, research institutions and multipliers, such as international and national networks of local authorities, on-line discussion fora, etc.

Other dissemination tools, such as the project presentation, the project brochure, press releases, conference presentations will mainly provide more general and less specific information about the use and objectives of the HEAVEN project. These are mainly directed towards the local and national decision makers, the local target groups, and the general public, as well as to multipliers.

HEAVEN will also distribute specific and in-depth information about different HEAVEN applications via scientific papers, conference presentations or project reports and deliverables. Target groups for these dissemination tools are research institutions in Europe, professional networks or specialised scientific newspapers.

The following table will give an overview of the dissemination tools to be used for HEAVEN dissemination and the target groups they are directed to.



Dissemination tools	Target Groups	Contacts
Project web site	ALL	1000 hits / month
4 Project newsletters	Actors	Contacts per newsletter
	Local decision makers	80
	National government decision makers	25
	International Research Community	20
	Multipliers	
	Networks of local authorities	10
	Professional networks	10
	Nat. local government associations	20
	Online Discussion Fora	5
Project reports and deliverables	Actors	
	Local decision makers	On request
	International Research Community	On request
Project brochure	Actors	
	Local decision makers	80
	National government decision makers	25
Site-specific project brochure	Actors	
	Local user and interest groups	To be defined
	Other instit. with professional interest	To be defined
Press releases	Actors	Contacts per press release
	Local user and interest groups	To be defined
	Multipliers	
	Networks of local authorities	10
	Professional networks	10
	Nat. local government associations	15
	Online Discussion Fora	5
	General press	10
	Specific press	5
Local press	To be defined	
Conference presentations	Actors	
	Local decision makers	35
	National government decision makers	5
	International Research Community	5
	Multipliers	
	Networks of local authorities	2
	Professional networks	2
	Nat. local government associations	1
Scientific papers	Actors	
	International Research Community	20
	Multipliers	
	Professional networks	10
Direct & individual briefings	Actors	
	Local user and interest groups	To be defined
	Other instit. with professional interest	To be defined

Figure 3 HEAVEN dissemination tools and target groups



## 8.2 Dissemination media

In order to deliver the information about HEAVEN, provided through the above mentioned dissemination tools, to the target groups, the following dissemination media will be used.

- Workshops
- Conferences
- Traditional Media (Newspapers, Specialised Magazines, TV, Radio)
- Direct mailings (Post/ Fax)
- New Electronic Media (E-mail, WWW, online discussion groups and mailing lists)

Very important dissemination media of the HEAVEN project are workshops and conferences in order to ensure an effective experience exchange and transfer on a face to face contact basis. Conferences and workshops enable interested representatives of the key target groups to get a comprehensive overview of the project results, discuss specific issues with consortium and other conference members, make contacts and undertake onsite visits. Besides the two events which are organised by the HEAVEN consortium, it is planned to present HEAVEN results at forthcoming conferences focussing on issues, such as innovative IST, urban transport, environmental monitoring/modelling, air and noise pollution, health issues. A list of conferences for potential presentation of HEAVEN results will be kept up-to-date.

The HEAVEN consortium is convinced that the project will raise the interest of local and international media, since the project results will have a considerable impact on the future environment & transport situation of large European cities, by influencing their Transport Demand Management Strategies. Moreover HEAVEN will have an impact on the day-to-day life of the citizens by involving them through consultation and participation, whilst increasing the transparency of decision making processes and the quality of information services for the citizens. As a result, HEAVEN will put substantial efforts in communicating the HEAVEN project and its results to local and international newspapers, radio and TV stations.

Information about the continuing research and demonstration work of the project via newsletters, reports and deliverables will be distributed by E-mail and over the project web site. In cases, where the contacts of the database cannot be reached via electronic media, information will be distributed via post/fax.

The following table presents the tools and media that will preferably be used for disseminating the HEAVEN outcomes to each specific target group. Moreover, this table provides information about the planned number of targeted contacts per target groups and about the frequency of disseminating results. Finally, the table indicates the project partners who are responsible for researching and updating the contact information.



Target Groups	Key Dissemination tools	Frequency of dissemination	Key Dissemination media	Planned No of regular targeted contacts	Respons. for researching and updating of contact info
<b>Primary European Target Group</b>					
<b>Local decision makers and technical experts</b>	Newsletter	4 times	E-mail, (Post, Fax)	80	Rupprecht Consult
	Brochure	Ongoing			
	Conference Presentations	8 times	Workshops, conferences *	35	
<b>Secondary European Target Group</b>					
<b>National government decision makers</b>	Newsletter	4 times	E-mail, (Post, Fax)	25	Rupprecht Consult, REC, HEAVEN partners
	Brochure	Ongoing			
	Conference Presentations	8 times	Workshops, conferences *	5	
<b>International Research Community</b>	Newsletter	4 times		20	Rupprecht Consult, REC, HEAVEN partners
	Scientific papers	3 times	E-mail, (Post, Fax)	20	
	Project Reports/ deliverables	On request			
	Conference Presentations	8 times	Workshops, Conferences *	5	
<b>Local Target Groups</b>					
<b>Local user and interest groups</b>	Site-specific brochure	Ongoing	E-mail, (Post, Fax)	To be defined in site-specific diss. plans	Site managers, Rupprecht Consult
	Press releases	2 per site	Trad. media		
	Direct/ individ. briefings	As required			
<b>Other institutions associations with professional interest</b>	Site-specific brochure	Ongoing	E-mail, (Post, Fax)	To be defined	Site managers
	Direct/ individ. briefings	As required			

Figure 4 Dissemination Tools and Media for HEAVEN target Groups

\* A total of 8 Conference presentations is foreseen. As conferences attract usually a heterogeneous audience the planned number of contacts per target groups has been estimated on the basis of an average attendance of 60 persons, of which 35 are local authority decision makers, 5 researchers, and 5 are multipliers (which are shown in the following table), 10 others that are not considered here.



<b>Multipliers</b>	<b>Dissemination tools</b>	<b>Frequency of dissemination</b>	<b>Dissemination media</b>	<b>Planned No of regular targeted contacts</b>	<b>Respons. for researching and updating of contact info</b>
<b>Primary multipliers</b>					
<b>National, European and Global networks of local authorities, interest groups, etc.)</b>	Project Newsletter	4 times	E-mail, (Post/ Fax)	10	Rupprecht Consult, REC, HEAVEN partners
	Press releases	4 times		10	
	Conference presentation	8 times		2	
	Scientific papers	As demanded		-	
<b>Secondary multipliers</b>					
<b>Professional networks of research institutes and industrial providers</b>	Project Newsletter	4 times	E-mail, (Post/ Fax)	10	Rupprecht Consult, REC, HEAVEN partners
	Press releases	5 times		10	
	Conference presentation	8 times		2	
	Scientific papers	3 times		10	
<b>National local government associations</b>	Project Newsletter	4 times	E-mail, (Post/ Fax)	20	Rupprecht Consult, REC, HEAVEN partners
	Press releases	5 times		15	
	Conference presentation	8 times		1	
<b>Online discussion fora / mailing lists</b>	Project Newsletter	4 times	Email/ Internet	5	Rupprecht Consult
	Press releases	5 times		5	
<b>National and International Press</b>	Press releases	5 times	Traditional Media	10	Rupprecht Consult
<b>National and international specialised magazines</b>	Press releases	5 times	Traditional Media	5	Rupprecht Consult
	Scientific papers	3 times		5	
<b>Local multipliers</b>					
<b>Local press and media</b>	Press releases	To be defined	Traditional Media	To be defined	Site managers

Figure 5 Dissemination Tools and Media for “Multipliers”



## 9 HEAVEN DISSEMINATION TASKS IN CONCRETE

In the following, all dissemination tasks of Workpackage 2, including information about the share of responsibilities and the timing, will be described in detail.

### 1. Set up and update database of European dissemination target groups

A HEAVEN stakeholders database, including contacts from primary and secondary dissemination target groups at European and national level, has been established by Rupprecht Consult.

The number of contacts of the most important target groups shall reach at least:

- 80 local decisions makers and technical experts in CEEC and EU
- 25 national government decision makers
- 20 contacts from the international research community

In addition, other contacts from interested parties can be included in the HEAVEN database throughout the duration of the project.

*Responsible:* Rupprecht Consult will, with the support of the REC and all local HEAVEN partners, enlarge and update the HEAVEN stakeholders database, when required. The REC will be responsible for providing contacts of potentially interested decision makers and research institutes from Central and Eastern Europe. The contacts of local target groups will be identified by the local sites managers within the local dissemination plan. The research for contacts will continue during the project.

### 2. Identify and update the list of contacts of multipliers

Multipliers on the national and international level, that can support the further deployment of project outcomes, have been identified and the corresponding contacts have been added to the HEAVEN stakeholders database. The search has focussed on multipliers in the areas of Information Society Technologies, urban transport, environmental monitoring and modelling, air and noise pollution, Decision Support System, health issues. The number of contacts of multipliers shall be enlarged to at least:

- 10 contacts from national, European, global networks
- 10 representatives from professional networks of research institutes and industrial providers
- 10 national local government associations
- 5 online discussion fora / mailing lists
- 10 representatives from important national and international newspapers
- 5 contacts from national and international specialised magazines

HEAVEN will hold close contacts to all previously identified multipliers and will make a maximum use of synergy effects by providing news about HEAVEN applications on a regular basis and by finding information that might be relevant for the HEAVEN partners. Through these contacts, the opportunities for clustering and experience exchange with similar RTD initiatives can be improved. Moreover, HEAVEN will offer links to the HEAVEN project web page on the respective web pages of some multipliers.

*Responsible:* Rupprecht Consult will establish and maintain the contacts with the existing dissemination multipliers and will be supported by the REC. The REC will establish and maintain contacts with potential multipliers in Central and Eastern Europe. All partners will provide support for identifying contacts.



### **3. Prepare a project presentation**

According to the request from the Commission, a project presentation has been produced. This project presentation is an official project deliverable and gives a brief overview of the HEAVEN project, its objectives, planned activities and the description of the application sites and the consortium.

*Responsible:* Rupprecht Consult

### **4. Establish and maintain a HEAVEN web site**

A HEAVEN web site has been established. This site serves as a “window to the world” on the HEAVEN project and as such is designed to be easy to understand for the first time visitor, as well as useful enough to return to detailed information.

The web site has been introduced to ensure that the most important target group, the local and regional authority representatives, is able to understand immediately what HEAVEN is about, but is also able to access detailed information and results- by following the target links.

Key Features of HEAVEN online include:

- Regularly Updated News Section with archived information confirming meeting dates and outcomes, project results and forthcoming related events
- Concise project introduction answering the question: What is Heaven? (to be made available in local languages through consortium support)
- Project Overview link which subsequently outlines goals, objectives, workpackages, impacts, support to community objectives, and milestones
- Links to HEAVEN's six key cities and other partners site own web domains, their air quality data, and profile as defined by WP4
- Contact data to all partners within HEAVEN
- Summary of HEAVEN s WP2 dissemination activities ( Where to find HEAVEN?)
- Related links to surveys, legislation and policy, key players (multipliers), related projects, and associated events
- Password protected FTP zone for document exchange
- Data entry form for those looking to become part of the HEAVEN project “virtually” by joining the HEAVEN contact database
- HEAVEN noticeboard inviting feedback, comment, reaction

The overall design offers a mixture of graphic and text. The HEAVEN logo is featured on all pages, while a European map provides quick links to city profiles and real time air quality information (if available). Other graphics and diagrams break up the text. This is intended to present the European origin and nature of the project.

*Responsible:* The HEAVEN web site will be developed and hosted by the Regional Environmental Centre in Szentendre/ Hungary and regularly updated when new project results become available.

### **5. Develop local dissemination strategies**

Parallel to the dissemination strategy on the European level, HEAVEN application sites will develop their own local dissemination approaches, which identify the type of dissemination activities in their cities. The local dissemination strategies will particularly consider the local target groups and their specific information needs.

According to the structure of the HEAVEN dissemination plan, the local dissemination plans will include the following elements:

- Local dissemination strategy



- Target groups and information needs
- Dissemination tools and dissemination media
- Description of the local dissemination tasks, including indications about responsibilities and time scales

The dissemination plan to be developed by the local application sites will include activities in a selection of the following areas:

- Site specific project material (project brochures, etc.)

The concrete value of the HEAVEN project in each of the application sites can only be fully appreciated by the local target groups and the public if a pro-active and timely information campaign is implemented. The local application site managers will therefore produce site specific project material, explaining the objectives and planned activities on the application site as the benefits that can be expected for the city and their citizens.

- Regular reports and interviews about the local project results

Each application site will provide site-specific project information and results to the previously defined local target groups (i.e. NGOs, Local Agenda groups) on a regular basis via reports and interviews. HEAVEN will feature prominently on private and public sector partners' WWW sites (with links to the project web site and related references; e.g. the IST Programme).

- Press releases and presentations to the local media

Moreover, each application site will exploit the potentials to present the HEAVEN trials in an interesting and easily understandable way to the general public through the local media (press, radio). These presentations will focus on the impacts of the HEAVEN trials on the day-to-day life of the citizens.

The European Academy for the Urban Environment (EAUE), Berlin has developed an outline for a local dissemination plan which can be used as a model for the other HEAVEN application sites.

*Responsible:* All application site managers.

## **6. Produce and distribute a project brochure**

A first, low cost version project brochure will be produced before the demonstrations start. Whether this brochure will have to be updated can only be decided later in the project. The brochure will be widely distributed, e.g. via mailings, European IST, transport and environment related conferences.

*Responsible:* The Rupprecht Consult will be in charge of co-ordinating the content provision for the project presentation/ project brochure. The City Development Authority of the City of Prague will be responsible of designing and producing the project brochure. All project partners will support the distribution of the HEAVEN brochures.

## **7. Prepare and distribute regular newsletters**

Regular project newsletters, presenting the latest status of project work will be made available. These newsletters are mainly targeted at decision makers and technical experts of larger European cities. They will also be made available to other parties of the HEAVEN stakeholder database.

At the end of the first year the first project newsletter will appear, focussing on the description of the objectives, planned demonstrations and expected benefits of HEAVEN. The following newsletters (second year: one, third year: two) will then report on the demonstrations and its latest outcomes. The last newsletter will concentrate on presenting the results of the HEAVEN dissemination events (workshop, conference).



*Responsible:* Rupprecht Consult will co-ordinate the editing of the newsletters. All HEAVEN project partners will provide input and will support the distribution of the HEAVEN newsletters.

### **8. Distribute specific project information via conference papers and presentations**

In close co-operation with existing multipliers in relevant areas, opportunities for presenting actual HEAVEN research and demonstration results at conferences or submitting conference papers will be periodically analysed. The target is to present HEAVEN results at eight conferences at least, in addition to the two HEAVEN events.

*Responsible:* Every two months Rupprecht Consult will check a selection of web pages for upcoming conferences or possibilities to submit conference papers. All project partners will be in charge of submitting conference papers and presenting project results on European conferences.

### **9. Deliver press releases to national and international newspapers**

Dissemination activities of HEAVEN at the European level will also include the presentation of research and demonstration results of HEAVEN and their significance for solving increasing problems of traffic related pollution in urban areas to national and international general newspapers/magazines.

*Responsible:* Contacts to national and international newspapers will be established and maintained by Rupprecht Consult with the support of all local project partners.

### **10. Produce and publish scientific articles in scientific newspapers, network newsletters, etc.**

Specific research and demonstration results relating to innovations in the areas of environmental monitoring and modelling, Decision Support Systems, etc. will be presented in scientific journals (3 scientific articles at minimum).

*Responsible:* Rupprecht Consult, with the support of all the project partners, will try to establish opportunities for publishing scientific papers on HEAVEN results and will support publications. Scientific articles will be produced by HEAVEN project partners.

### **11. Organise Technical Workshop**

This workshop, to be hosted in the EU, will provide project representatives the opportunity to present the results of the project and to discuss ways to improve the final products. This information will be particularly important for the further exploitation of the final products on a wide scale, since it will indicate to interested parties what potential modifications need to be made.

The target group of the technical workshops will be technical experts of local authorities which are interested in learning about how to integrate different sources of environmental data and traffic related information and how to make this information accessible to the different administrative services and to the public. In addition, this workshop will offer the opportunity to discuss the new technical solutions for implementing a decision support system in order to validate the impacts of different TDMS. The interaction with peer groups will strengthen the final work of the project.

*Responsible:* The City Development Authority of the City of Prague, as Work Package Leader, will have overall responsibility for the Technical Workshop. Rupprecht Consult will be in charge of the content preparation of the technical workshop. The Regional Environmental Centre as well as POLIS will give technical support. The City Development Authority of the City of Prague will be in charge of logistics.



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## 12. Organise Project Conference

The project conference will take place in Prague. It will be organised at the end of the project period to serve as a platform for discussing and disseminating the project results at a more strategic level. Target groups will be decision-makers of local and regional authorities from EU and Central/Eastern European Countries. The focus will be on the presentation of the whole range of possibilities for identifying means to reduce traffic-related air and noise pollution, using IST.

With regard to the various EU directives on air and noise pollution, the conference will be able to give useful advice on how these directives can be implemented at a national level. As the improvement of environmental quality and sustainable development in urban areas is a major policy issue of the European Commission, it will be tried to involve high level representatives of DG Transport and Energy, Environment, Information Society in the conference.

For the organisation of these events, the project will get direct support from the Regional Environmental Centre (REC) in Szentendre (Hungary) and strategic support from the POLIS network. Both organisations have wide ranging contacts amongst local and regional authorities all over Europe and are well experienced in organising this kind of dissemination events.

*Responsible:* The City Development Authority of the City of Prague as Work Package Leader will have overall responsibility for the Conference. The scientific preparation of the Conference will be co-ordinated by Rupprecht Consult with the support of the Regional Environmental Centre and POLIS.





## 10 MONITORING DISSEMINATION ACTIVITIES

This dissemination plan only defines the wider framework of how dissemination work of the HEAVEN results will be implemented, since sufficient flexibility is required to allow activities to occur on an ad-hoc basis and enable local project managers to develop their own local dissemination strategies with their specific priorities. In order to ensure the quality of dissemination activities of HEAVEN and a high degree of effectiveness and satisfaction of target groups during the project, it is necessary to regularly update the definition of the dissemination tasks and to monitor their implementation on a regular basis.

Throughout the duration of the project the following monitoring activities will be realised and co-ordinated by Rupprecht Consult.

Specific monitoring activities will include:

- The HEAVEN stakeholder database as well as the list of upcoming seminars and conferences throughout Europe, where HEAVEN results may be presented, will be updated previous to major dissemination activities.
- A brief feedback form will be added to newsletters and on the web page.
- The use of the HEAVEN project web page will be examined (before each TMC), by analysing web statistics (number of hits) and comments.
- At HEAVEN dissemination events (Technical Workshop, Conference) a questionnaire form will be distributed amongst the participants, asking for feedback on the usefulness of the events.
- Informal feedback will be encouraged and taken into account.
- The implementation of all significant dissemination activities at the European level, as indicated in the dissemination plan, will be monitored on a target-group-specific basis. This will allow the project to get a differentiated overview of how well the target groups are reached during the project. On each TMC meeting, Rupprecht Consult will report on the status of dissemination activities at the European level and the received feedback.
- The local applications sites will be asked to give a regular report (every six months) on the local dissemination activities. Rupprecht Consult will inform on each TMC meeting all HEAVEN partners about the status of dissemination activities in all other cities, according to the criteria defined in the dissemination plan.