

D5.8 Dissemination report

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1 Introduction

This document gives an overview of the dissemination activities and materials that were carried out and developed in the MOBI-project. In the first chapter we provide an overview of the dissemination activities that were carried out by all partners. In the second chapter we provide an overview of the dissemination materials that were developed and used in the MOBI-project.



2 Overview of dissemination activities

2.1 Description

We kicked off the work package on Dissemination and Communication with drafting a Communication Plan which provided the consortium with a general strategy to engage companies in playing F5T4. Each partner translated this general strategy into its own Local Implementation Strategy. In the next period the project website (with 6 landing pages in local languages), the brochure, flyer, poster and gadgets were produced in 6 partner languages. All communication materials followed the common MOBI-design which was defined in D5.2 Common Design. Also in these first months, MOBI's presence on social media was ensured with a Facebook-fanpage, a Twitter-account and a LinkedIn-profile.

As stated in the DoW, a public official launch was planned and organised. Despite our efforts to organise a press event which would be attractive to EU-wide press, it didn't lead to a satisfying result. However, each partner has set up national launch events, which indeed led to successful promotion opportunities. Next to that, M21 has send out a press release to national and EU-wide press to mark the EU Official Launch.

During the implementation phase it became clear that recruiting companies to play F5T4 was not evident. Each partner defined its own strategy on how to engage with companies, based on local and national circumstances.

2.2 Activities

In the table below we've listed all dissemination activities that were carried out by the partners. This can also be found in the Appendices of the Final Technical Report. In summary, it comes down to:

	web or paper article (nat.)	presentation (nat.) on F5T4 or MOBI	presentation (internat.) on F5T4 or MOBI	press release / press conference	flyer, poster, promo materials	mass mailing (paper or email)	article (internat.)
total	55	86	3	8	24	54	1
number of people reached - approx.	>55000	>1000	>150	>8000	>13000	>500	>250



Partner acronym	No.	Type of activity (e.g. publication, article, presentation, flyer, etc.)	Name of journal / media / conference	Organiser / editor	Title of article / presentation	Location of conference / issue of publication	Date of conference / publication (dd.mm.yyyy)	Website / Internet link	Type of audience / target group (e.g. experts, general public, authorities)	Number of participants / print run	Countries addressed
M21	1	article	Nieuwsflash Mobiliteitsmanagement	VSV (Flemish Institute for Traffic Knowledge)	article in electronic newsletter		12/09/2013	-	mobility managers of companies		Flanders
M21	2	presentation	Car Free Day event	BBL (umbrella of environmental organisations)	Van5Naar4	Brussels	19/09/2013	-	mobility managers of companies, mobility professionals	50	Flanders / Brussels
M21	3	press release		Bond Beter Leefmilieu	Press Release: Car Free Day	Brussels	19/09/2013	http://www.bondbeterleefmilieu.be/page.php/15/show/817	general public		Flanders / Brussels
M21	4	article	website Flanders Mobility Week	NDM (Network for Sustainable Mobility)	Van5Naar4			http://www.weekvandemobiliteit.be/info/van5naar4	general public		Flanders
M21	5	presentation	Car Free Day event	Taxistop	Van5Naar4	Ghent	21/03/2014	-	mobility managers of companies of Eastern-Flanders	50	Flanders
M21	6	presentation	Car Free Day event	Taxistop	Van5Naar4	Leuven	31/03/2014	-	mobility managers of companies of Flemish-Brabant	30	Flanders
M21	7	presentation	Car Free Day event	Taxistop	Van5Naar4	Lier	6/05/2014	-	mobility managers of companies of province of Antwerp	60	Flanders
M21	8	mass-mailing on paper		Mobiel 21	Van5Naar4		18/09/2014	-	all city administrations in Flanders, aldermen for mobility of all Flemish municipalities	385	Flanders
M21	9	article	Verkeerspecialist / Traffic Specialist	Wolters Kluwer	Van 5 naar 4 dagen met de auto. Mobility game haalt werknemers uit de file. / From 5 to 4 days with the car. Mobility game gets employees out of the traffic jam		May 2015	-	mobility professionals, mobility managers	700	Flanders / Brussels / The Netherlands
M21	10	web article	Mobility Week	Netwerk Duurzame Mobiliteit	Van 5 Naar 4		2014, 2015, 2016	http://www.weekvandemobiliteit.be/van5naar4	mobility professionals, municipalities, companies, employees		Flanders



M21	11	web article	Joker website	Joker	Wij pendelen duurzaam, dankzij mobiliteitsspel Van 5 Naar 4	30/04/2015	http://www.joker.be/nl/reisblog/nieuws-over-joker/joker-pendelt-duurzaam/	general public, customers from JOKER	Flanders
M21	12	web article	Joker website	Joker	Van 5 naar 4: Joker pendelt duurzamer met serious game en haalt de doelstelling!	7/06/2015	http://www.joker.be/nl/reisblog/nieuws-over-joker/van-5-naar-4-joker-pendelt-duurzamer-met-serious-game-en-haalt-de-doelstellingen/	general public, customers from JOKER	Flanders
M21	13	web article	Leuven Klimaatneutraal	Leuven Klimaatneutraal	Oproep: Test gratis Van5naar4	Leuven	http://www.leuvenklimaatneutraal.be/oproep-test-gratis-van5naar4	general public, professionals who deal with climate change and mitigation	Flanders
M21	14	web article	Flanders Smart Hub	Flanders Smart Hub	De uitdaging Van 5 naar 4: 1 dag minder met de auto naar het werk		http://www.flanderssmarthub.be/nieuws/de-uitdaging-van-5-naar-4-1-dag-minder-met-de-auto-naar-het-werk	general public, cleantech companies, creative companies	
M21	15	web article	Made in Vlaams-Brabant	Made in Vlaams-Brabant	Neem jij deel aan Van 5 naar 4?		http://www.madeinvlaamsbrabant.be/nieuws/ neem-ijl-deel-aan-van-5-naar-4/	companies, entrepreneurs	Flemish Brabant
M21	16	web article	Jobat	Jobat	Kom een dag per week niet met de auto		http://www.jobat.be/nl/artikels/kom-een-dag-per-week-niet-met-de-auto/	employees, companies	Flanders
M21	17	web article	M21-newsletter	Mobiel 21	Gamen om te veranderen		http://mail.statik.be/tf/-8861D5F8767912F72540EF23F30FEDED	mobility professionals, employees, companies, municipalities	Flanders
M21	18	web article	M21-newsletter	Mobiel 21	Van 5 Naar 4 werkt		http://mail.statik.be/tf/-C1E1D046AA52695B2540EF23F30FEDED	mobility professionals, employees, companies, municipalities	Flanders
M21	19	web article	M21-newsletter	Mobiel 21	Oproep: test gratis Van5naar4		http://mail.statik.be/tf/-D98464F0F76173E72540EF23F30FEDED	mobility professionals, employees, companies, municipalities	Flanders
M21	20	presentation	City of Sint-Truiden	Mobiel 21	Van 5 naar 4: het nieuwe mobiliteitspel van Vlaanderen	00/00/2014			Flanders

M21	21	presentation	ABB	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen	00/00/2014			Flanders
M21	22	presentation	City of Mol	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen	00/00/2014			Flanders
M21	23	presentation	Aqualin	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen	00/00/2014			Flanders
M21	24	presentation	Cartamundi	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen	00/00/2014			Flanders
M21	25	presentation	IDEWE	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen	00/00/2014			Flanders
M21	26	presentation	City of Antwerp	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen	00/00/2014			Flanders
M21	27	presentation	AB INBEV	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen	31/03/2015			Flanders
M21	28	presentation	Bayer Crops Science	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen	2/06/2015			Flanders
M21	29	presentation	CERA Foundation	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen	4/05/2015			Flanders
M21	30	presentation	De Lijn	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen	3/07/2015			Flanders
M21	31	presentation	KBC	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen	15/04/2015			Flanders
M21	32	presentation	Floordam	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen	00/05/2015			Flanders
M21	33	presentation	Joker	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen	19/03/2015			Flanders
M21	34	presentation	IN-Z	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen	16/01/2015			Flanders
M21	35	presentation	IMOB	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen	15/12/2015			Flanders
M21	36	presentation	Janssen Pharmaceutic ^a	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen	2/06/2015			Flanders



M21	37	presentation	Nielsen	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen		29/10/2015		Flanders		
M21	38	presentation	Red Cross	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen		8/05/2015		Flanders		
M21	39	presentation	University of Ghent	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen		13/07/2015		Flanders		
M21	40	presentation	VAB	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen		29/10/2015		Flanders		
M21	41	presentation	Amin Europe	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen		00/00/2014		Flanders		
M21	42	presentation	BBL	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen		00/00/2014		Flanders		
M21	43	presentation	Securex	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen		00/00/2014		Flanders		
M21	44	presentation	Siemens	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen		00/00/2014		Flanders		
M21	45	presentation	VOKA	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen		00/00/2014		Flanders		
M21	46	presentation	SD Worx	Mobiel 21	Van 5 naar 4; het nieuwe mobiliteitsspel van Vlaanderen		00/00/2014		Flanders		
ABMEE	47	Presentation	Mayors Club meeting - signatories of the Covenant of Mayors	OER - Romanian Energy Cities Network	MOBI project - a tool for changing travel behaviour for better urban mobility	Brasov City Hall - Council Room	20/09/2013	http://oer.ro/portfolio-items/content-anuala-oer-2013/?portfolioID=437	Municipalities represented by mayors, deputy mayors or technical staff, World Bank, Brasov metropolitan area, local and regional energy management agencies, local press, Bucharest politechnic university	22	Romania



48	ABMEE	Presentation	Conferinta Anuala OER	OER - Romanian Energy Cities Network	Implicarea Membrilor OER in proiectul european MOBI (Promovarea Mobilității Inteligente)	Brasov City Hall - Council Room	11/04/2014	http://oer.ro/portofoliu-items/contenut-anuala-oer-2014/?portofoliuID=437	Ministry of regional development and public authorities, municipalities represented by mayors, deputy mayors or technical staff, regional development and energy management agencies, local public transport company	20	Romania
49	ABMEE	Press bulletin	Brasov City Hall	Andrei Paul	MOBI	Brasov, RO	28/07/2014	=	Local press		Romania
50	ABMEE	Web article	Brasovevents.ro	Brasovevents.ro	Brasovenii pot învăța cum să renunțe la deplasarea cu mașina personală spre serviciu / The citizens of Brasov can now learn how to go to work without using their car	Brasov, RO	28/07/2014	http://brasovevents.ro/brasovenii-pot-invata-cum-sa-renunte-la-deplasarea-cu-masina-personala-spre-serviciu-tinta-este-de-a-se-reduce-cu-20-traficul-la-orele-de-vara/	General public	N/A	Romania
51	ABMEE	Press article	Monitorul Express	Mihaela PARGHEL	Un „joc serios” pentru reducerea aglomerației în trafic / A serious game for reducing traffic	Brasov, RO	29/07/2014	http://www.monitorulexpress.ro/?mod=monitorulexpress&p=actualitate&s_id=138816	General public	73.714	Romania
52	ABMEE	Press article	Transilvania Express	Radu COLTEA	„Mobilitatea inteligentă”, promovată la Brașov / Promoting smart mobility in Brasov	Edition 6367 of the newspaper	29/07/2014	http://www.mytex.ro/eventim/mobilitatea-inteligenta-promovata-la-brasov_401424.php	General public	N/A	Romania
53	ABMEE	TV	Nova TV	Nova TV	News	Brasov, RO	29/07/2014	http://www.novapress.ro/video/fiur-hai-29-iul.html	General public	N/A	Romania

54	ABMEE	TV interview	Digi 24 Brasov	Digi 24 Brasov	Recrutat in Brasov / Recruited in Brasov Show	Brasov, RO	29/07/2014	http://www.digi24.ro/Media/Emissiuni/Regional/Digi24+Brasov/Recrutat+in+Brasov/Recrutat+in+Brasov+-+Mobilitate+urbana+spre+locul+dere+munca+29+Iul	General public	N/A	Romania
	ABMEE	TV	RTT	RTT	News	Brasov, RO	29/07/2014	N/A	General public	N/A	Romania
	ABMEE	Web article	Infobrasov.net	Vfor ROTAR	From5to4, aplicatie unica in Romania / From5to4,one of the king app in Romania	Brasov, RO	30/07/2014	http://infobrasov.net/content/raportul_74591_From5to4-aplicatie-unica-in-Romania.html	General public	N/A	Romania
	ABMEE	TV	TVS Holding	TVS Holding	News	Brasov, RO	30/07/2014	N/A	General public	N/A	Romania
	ABMEE	Commercial	BV24FUN	BV24FUN	Commercial	Brasov, RO	18-31.10.14 issue	N/A	General public	20 000	Romania
	ABMEE	Presentation	Preparation for implementation of MOB tool	Transilvania University of Brasov	Implicarea Universitatii „Transilvania” Brasov in proiectul european MOBI	University campus, Brasov	30/10/2014	-	Students, teachers	40	Romania
	ABMEE	Presentation	Preparation for implementation of MOB tool	Transilvania University of Brasov	Implicarea Universitatii „Transilvania” Brasov in proiectul european MOBI	University campus, Brasov	31/10/2014	-	Students, teachers	60	Romania
	ABMEE	Presentation	Preparation for implementation of MOB tool	Transilvania University of Brasov	Implicarea Universitatii „Transilvania” Brasov in proiectul european MOBI	University campus, Brasov	3/11/2014	-	Students, teachers	30	Romania
	ABMEE	Presentation	Preparation for implementation of MOB tool	Transilvania University of Brasov	Implicarea Universitatii „Transilvania” Brasov in proiectul european MOBI	University campus, Brasov	5/11/2014	-	Students, teachers	79	Romania
	ABMEE	Presentation	Preparation for implementation of MOB tool	Transilvania University of Brasov	Implicarea Universitatii „Transilvania” Brasov in proiectul european MOBI	University campus, Brasov	7/11/2014	-	Students, teachers	40	Romania



64	ABMEE	Presentation	Preparation for implementation of MOBI tool	SC Arvato Services SRL	Implicarea Arvato in proiectul european MOBI	Brasov Business Park, Tower 1	26/05/2015		Site manager, HRI specialist, IT specialist, public transport company	7	Romania
65	ABMEE	Website page	Prezentare proiect MOBI	ABMEE	MOBI page on www.abmee.ro	Brasov, RO	27/05/2015	http://www.abmee.ro/wp-content/uploads/2015/05/Prezentare-proiect-MOBI.pdf	General public	330	Romania
66	ABMEE	Website page	Prezentare aplicatie F5T4	ABMEE	MOBI page on www.abmee.ro	Brasov, RO	27/05/2015	http://www.abmee.ro/wp-content/uploads/2015/05/Prezentare-aplicatie-F5T4.pdf	General public		Romania
67	ABMEE	Website page	Planul MOBI	ABMEE	MOBI page on www.abmee.ro	Brasov, RO	27/05/2015	http://www.abmee.ro/wp-content/uploads/2015/05/Planul-MOBI.pdf	General public		Romania
68	ABMEE	Website page	Cum se joaca F5T4	ABMEE	MOBI page on www.abmee.ro	Brasov, RO	27/05/2015	http://www.abmee.ro/wp-content/uploads/2015/05/Cum-se-joaca-F5T4-Jocul-Mobilitate-C4-83-F5T4-Jocul-Mobilitate-C4-83-C5-A3ii.pdf	General public		Romania
69	ABMEE	Website page	Newsletter nr. 1, 2015	ABMEE	MOBI page on www.abmee.ro	Brasov, RO	27/05/2015	http://www.abmee.ro/wp-content/uploads/2015/05/Newsletter-nr-1-2015.pdf	General public		Romania
70	ABMEE	Website page	ABMEE website	ABMEE	MOBI page on www.abmee.ro	Brasov, RO		http://www.abmee.ro/portfolio/proiectul-mobi/	General public		Romania

71	ABMEE	Presentation	Energy efficiency seminar under Climate Paris 2015, "Eficiența energetică în mediul urban"	Embassy of France in Bucharest	Seminar "Eficiență energetică" - "Popul colectivităților locale în implementarea orientărilor generale" (MOBI project was part of the presentation, slide 6)	Hotel Pullman, Bucharest	4/06/2015	http://www.ambfrance-ro.org/Seminaire-Efficacite-energetique	Romanian public and private decision makers, professional organizations, businesses, local authorities, agencies involved in managing or improving energy efficiency	100	Romania
72	ABMEE	Web article	bzf.ro Cotidian online din țara Făgărașului	bzf.ro	Joc distractiv pentru angajații instituțiilor din Făgăraș	Făgăraș, RO	25/06/2015	http://www.bzf.ro/joc-distractiv-pentru-angajatii-instituțiilor-din-făgăraș/	General public	37	Romania
73	ABMEE	Web article	Primăria Bistrita online	Primaria Bistrita	Mobilitatea inteligentă este promovată și la Bistrita	Bistrita, RO	20/07/2015	http://www.primariabistrita.ro/portal/ai/bistrita/ziare/portal.nsf/ai/ibvujniD/1E5FEB1BAB7C07D3C2257E8900431610?OpenDocument	General public	N/A	Romania
74	ABMEE	Web article	Gazeta de Bistrita	Gazeta de Bistrita	Mobilitate inteligentă, la Bistrita	Bistrita, RO	20/07/2015	http://gazetadebistrita.ro/stiri-bistrita-administratie/mobilitate-inteligenta-la-bistrita/	General public	32	Romania
75	ABMEE	Web article	Ziare.com	Ziare.com	Mobilitate inteligentă, la Bistrita	Bistrita, RO	20/07/2015	http://www.ziare.com/bistrita/stiri-actualitate/mobilitate-inteligenta-la-bistrita-5590371	General public	N/A	Romania

76	ABMEE	Web article	News Start.com	News Start.com	Mobilitate inteligentă, la Bistrița	Bistrița, RO	20/07/2015	http://news.portal-start.com/postlocal/mobilitate-inteligenta-la-bistrita/	General public	N/A	Romania
77	ABMEE	Web article	Index-Stiri.ro	Index-Stiri.ro	Mobilitate inteligentă, la Bistrița	Bistrița, RO	20/07/2015	http://index-stiri.ro/150720/mobilitate-inteligenta-la-bistrita-2556230	General public	N/A	Romania
78	ABMEE	Web article	ZiareLive	ZiareLive	Mobilitate inteligentă, la Bistrița	Bistrița, RO	20/07/2015	http://www.ziarelive.ro/stiri/mobilitate-inteligenta-la-bistrita.html	General public	N/A	Romania
79	ABMEE	Web article	TimpOnline.ro	Eugen GHEORGHE	F5T4 – MOBI: Angajații Primăriei Bistrița, în competiția mobilității inteligente	Bistrița, RO	20/07/2015	http://www.timponline.ro/f5t4-mobi-angajati-primariei-bistrita-in-competitia-mobilitatii-inteligente/	General public	359	Romania
80	ABMEE	Web article	Rasunetul, cotidianul bisritenilor de oriunde	Carmen BULZ	Mobilitatea inteligentă este promovată și la Bistrița	Bistrița, RO	21/07/2015	http://www.rasunetul.ro/mobilitate-inteligenta-este-promovata-si-la-bistrita	General public	3.138	Romania



81	ABMEE	Web article	ZiareLive	ZiareLive	Mobilitatea inteligenta este promovata si la Bistrita.	Bistrita, RO	21/07/2015	http://www.ziarelive.ro/stiri/mobilitatea-inteligenta-este-promovata-si-la-bistrita.html	General public	N/A	Romania
82	ABMEE	Web article	Bistrita News	Bistrita News	Mobilitatea inteligenta este promovata si la Bistrita	Bistrita, RO	21/07/2015	http://www.bistritanews.ro/index.php?mod=article&cat=1&article=15739	General public	580	Romania
83	ABMEE	Web article	Primaria Bistrita online	Primaria Bistrita	Program - Săptămâna Mobilității Europene	Bistrita, RO	16/09/2015	http://www.primariabistrita.ro/portals/bistrita/portal.nsf/AllByUNI/D/FFC42C4F2455D35BC2257EC20045A1CF?OpenDocument	General public	N/A	Romania
84	ABMEE	Web article	Bistrita News	Bistrita News	Saptamana Mobilitatii Europene 2015 - Alege, Schimba, Combina!	Bistrita, RO	18/09/2015	http://www.bistritanews.ro/index.php?mod=article&cat=1&article=186	General public	412	Romania
85	ABMEE	Web article	Rasunetul, cotidianul bistritenilor de oriunde	Rasunetul, cotidianul bistritenilor de oriunde	Vezi unde este inchis traficul si ce noutati aduce Săptămâna Mobilității Europene	Bistrita, RO	21/09/2015	http://www.rasunetul.ro/vezi-unde-este-inchis-traficul-si-ce-noutati-aduce-saptamana-mobilitatii-europene	General public	2.855	Romania

86	ABMEE	Poster	Primaria Bistrita	Primaria Bistrita	Program - Săptămâna Mobilității Europene	Bistrita, RO	16-22.09.2015	http://www.primariabistrita.ro/portaj/bistrita/ziar/portal.nsf/ANIBYJN1DJFFC42C4F2455D35BC2257EC20045A1CF7?OpenDocument	General public	N/A	Romania
87	ABMEE	Web article	Transilvania 365.ro	Transilvania 365.ro	15 instituiți din România aleg calea mobilității urbane	Brasov, RO	8/10/2015	http://www.transilvania365.ro/15-instituti-din-romania-aleg-calea-mobilitatii-urbane/#respond	General public	N/A	Romania
88	ABMEE	Web article	Corona Press.ro	Corona Press.ro	15 instituiți din România aleg calea mobilității urbane	Brasov, RO	8/10/2015	http://www.coronapress.ro/articol/30383	General public	123	Romania
89	ABMEE	Web post	Corona Press Facebook	Corona Press.ro	15 instituiți din România aleg calea mobilității urbane	Brasov, RO	8/10/2015	https://www.facebook.com/permalink.php?id=1872395382985895&story_fbid=1925520474340052	General public	N/A	Romania
90	ABMEE	Web article	Monitorul Expres	Mihaela PARGHEL	„De la 5 la 4” 320 de brașoveni au mers pe jos la serviciu, pentru a reduce poluarea	Brasov, RO	9/10/2015	http://monitorulexpres.ro/mobil/7stin&p=eveniment&SID=150617	General public	725	Romania
91	ABMEE	Web article	Biz Brasov.ro	Ionuț DINCĂ	Angajații instituțiilor publice din Brașov se laudă că merg fără mașină la serviciu, dar parcăritele din fața acestora sunt în continuare pline	Brasov, RO	9/10/2015	http://www.bizbrasov.ro/2015/10/09/angajati-institutiilor-publice-din-brasov-se-lauda-ca-mero-fara-masina-la-serviciu-dar-parcarile-din-fata-acestora-sunt-in-continuare-pline/	General public	21	Romania
92	ABMEE	Web article	Buna Ziua Brasov	Ionuț DINCĂ	320 de angajați din Brașov au renunțat la mașină în favoarea mijloacelor alternative de transport	Edition 6089 of the newspaper	9/10/2015	http://www.bzb.ro/stire/329-de-angajati-din-brasov-au-renunatat-la-masina-in-favoarea-mijloacelor-alternative-de-transport-ab1130	General public	3.490	Romania



ABMEE	93	Web article	Kiss FM Brasov	Kiss FM Brasov	320 de brașoveni au mers pe jos la serviciu, pentru a reduce poluarea	Brasov, RO	9/10/2015	http://kissfm.ro/blogs/brasov/2015/10/09/320-de-brasoveni-au-mers-pe-jos-la-serviciu-pentru-a-reduce-poluarea/	General public	N/A	Romania
ABMEE	94	Web article	Ziare.com	Source: Buna Ziua Brasov newspaper, article by Ionuț DINCĂ	329 de angajați din Brașov au renunțat la mașina în favoarea mijloacelor alternative de transport	Brasov, RO	9/10/2015	http://www.ziare.com/brasov/stiri-actualitate/329-de-angajati-din-brasov-au-renuntat-la-masina-in-favoarea-mijloacelor-alternative-de-transport-5732300	General public	33	Romania
ABMEE	95	Web article	Brasov Eventya.eu	Source: Bz Brasov.ro, article by Ionuț DINCĂ	Angajații instituțiilor publice din Brașov se laudă că merg fără mașină la serviciu, dar parcările din fața acestora sunt în continuare pline	Brasov, RO	9/10/2015	http://brasov.eventya.eu/articole/37761?ref=Articole	General public	N/A	Romania
ABMEE	96	Web article	Ultimele-stiri.eu	Source: Bz Brasov.ro, article by Ionuț DINCĂ	Angajații instituțiilor publice din Brașov se laudă că merg fără mașină la serviciu, dar parcările din fața acestora sunt în continuare pline	Brasov, RO	9/10/2015	http://www.ultimele-stiri.eu/articol/angajati-instituțiilor-publice-din-brasov-se-lauda-ca-merg-fara-masina-la-serviciu-dar-parcările-din-fața-acestora-sunt-in-continuare-pline/1358780	General public	N/A	Romania
ABMEE	97	TV interview	RTT	RTT	Secretele Brașovului / Brașov's Secrets show	Brasov, RO	11/10/2015	=	General public	N/A	Romania
ABMEE	98	TV interview	Impact Fagaras	Impact Fagaras	Emission Nova Special / Nova Special show	Fagaras, RO	12/10/2015	http://www.impactfagaras.ro/emisiune-nova-special-miscarea-ne-da-sanatate-dacia-sapatoru-consilier-compartiment-energetic-12-octombrie-2015/	General public	102	Romania

99	ABMEE	Presentation	F5T4 implementation at Siemens Convergence Creators	ABMEE	Final Report on the F5T4 implementation	Siemens Headquarters	18/01/2016	=	F5T4 players, Siemens Top Management	20	Romania
100	ABMEE	Presentation	F5T4 implementation at Făgăraș Municipality	ABMEE	Final Report on the F5T4 implementation	Făgăraș Municipality Headquarters	25/01/2016	=	F5T4 players, Făgăraș Municipality Staff	16	Romania
101	ABMEE	Presentation	F5T4 implementation at Brasov Municipality	ABMEE	Final Report on the F5T4 implementation	Brasov Municipality Headquarters	28/01/2016	=	F5T4 players, Brasov Municipality Staff	10	Romania
102	ABMEE	Presentation	F5T4 implementation at Brasov Social Services Direction	ABMEE	Final Report on the F5T4 implementation	Brasov Social Services Headquarters	28/01/2016	=	F5T4 players, Brasov Social Services Staff	10	Romania
103	ABMEE	Presentation	F5T4 implementation at ICEBERG Consulting	ABMEE	Final Report on the F5T4 implementation	ICEBERG Consulting Headquarters	28/01/2016	=	F5T4 players, ICEBERG Consulting Top Management	10	Romania
104	ABMEE	Presentation	F5T4 implementation at Bistrița Municipality	ABMEE	Final Report on the F5T4 implementation	Bistrița Municipality Headquarters	29/01/2016	=	F5T4 players, Bistrița Municipality Staff	20	Romania
105	WYG	Direct Marketing - Emails	Edinburgh and Lothian Greenspace Trust	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2015	n/a			
106	WYG	Direct Marketing - Emails	Melville Housing Association	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2015	n/a			
107	WYG	Direct Marketing - Emails	Midlothian Advice and resource centre	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2016	n/a			
108	WYG	Direct Marketing - Emails	Farmfoods	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2016	n/a			
109	WYG	Direct Marketing - Emails	Business Gateway	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2016	n/a			
110	WYG	Direct Marketing - Emails	Weightwatches	WYG	MOBI Project Introduction	Multiple sites in the UK	Winter 2014/ Spring 2016	n/a			
111	WYG	Direct Marketing - Emails	The Big Partnership	WYG	MOBI Project Introduction	Multiple sites in the UK	Winter 2014/ Spring 2016	n/a			

WYG	112	Direct Marketing - Emails	McSense	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2065	n/a			
WYG	113	Direct Marketing - Emails	Regus	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2066	n/a			
WYG	114	Direct Marketing - Emails	Unilever	WYG	MOBI Project Introduction	Multiple sites in the UK	Winter 2014/ Spring 2067	n/a			
WYG	115	Direct Marketing - Emails	Standard Life	WYG	MOBI Project Introduction	Multiple sites in the UK	Winter 2014/ Spring 2068	n/a			
WYG	116	Direct Marketing - Emails	Scottish Widows	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2069	n/a			
WYG	117	Direct Marketing - Emails	Tesco Bank	WYG	MOBI Project Introduction	Multiple sites in the UK	Winter 2014/ Spring 2070	n/a			
WYG	118	Direct Marketing - Emails	John Menzies	WYG	MOBI Project Introduction	Multiple sites in the UK	Winter 2014/ Spring 2071	n/a			
WYG	119	Direct Marketing - Emails	Melrose Resources	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2072	n/a			
WYG	120	Direct Marketing - Emails	Wood McKenzie	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2073	n/a			
WYG	121	Direct Marketing - Emails	Scottish Midland Co-operative	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2074	n/a			
WYG	122	Direct Marketing - Emails	Walter Scott and Partners	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2075	n/a			
WYG	123	Direct Marketing - Emails	Cala Group	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2076	n/a			
WYG	124	Direct Marketing - Emails	Franklin Templeton Global	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2077	n/a			
WYG	125	Direct Marketing - Emails	Antemis Investment Management	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2078	n/a			
WYG	126	Direct Marketing - Emails	Lothian Buses	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2079	n/a			
WYG	127	Direct Marketing - Emails	Cruden Investments	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2080	n/a			

WYG	128	Direct Marketing - Emails	Dundas and Wilson	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2081	n/a			
WYG	129	Direct Marketing - Emails	Forbo Flooring	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2082	n/a			
WYG	130	Direct Marketing - Emails	The Glenmorangie Company	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2083	n/a			
WYG	131	Direct Marketing - Emails	Big Mouth Media	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2084	n/a			
WYG	132	Direct Marketing - Emails	Brodies	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2085	n/a			
WYG	133	Direct Marketing - Emails	Cupid	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2086	n/a			
WYG	134	Direct Marketing - Emails	Honeywell Security	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2087	n/a			
WYG	135	Direct Marketing - Emails	Martin Currie	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2088	n/a			
WYG	136	Direct Marketing - Emails	Scottish Salmon Company	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2089	n/a			
WYG	137	Direct Marketing - Emails	Caledonian Heritable	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2090	n/a			
WYG	138	Direct Marketing - Emails	Blackrock International	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2091	n/a			
WYG	139	Direct Marketing - Emails	Argent Energy Group	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2092	n/a			
WYG	140	Direct Marketing - Emails	Petroleum Experts	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2093	n/a			
WYG	141	Direct Marketing - Emails	RBS	WYG	MOBI Project Introduction	Multiple sites in the UK	Winter 2014/ Spring 2094	n/a			
WYG	142	Direct Marketing - Emails	Cheque Centres Group	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2095	n/a			
WYG	143	Direct Marketing - Emails	Apex Hotels	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2096	n/a			



WYG	144	Direct Marketing - Emails	Miller Group	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2007	n/a			
WYG	145	Direct Marketing - Emails	Murray International Holdings	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2008	n/a			
WYG	146	Direct Marketing - Emails	Burness	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2009	n/a			
WYG	147	Direct Marketing - Emails	Johnston Press	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2100	n/a			
WYG	148	Direct Marketing - Emails	Scottish Woodlands	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2101	n/a			
WYG	149	Direct Marketing - Emails	Freeworld Trading	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2102	n/a			
WYG	150	Direct Marketing - Emails	Mediacom Scotland	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2103	n/a			
WYG	151	Direct Marketing - Emails	Zone Retail Data Systems	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2104	n/a			
WYG	152	Direct Marketing - Emails	Head Resourcing	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2105	n/a			
WYG	153	Direct Marketing - Emails	Recruitment Zone	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2106	n/a			
WYG	154	Direct Marketing - Emails	Bright Purple Resourcing	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2107	n/a			
WYG	155	Direct Marketing - Emails	SAC Commercial	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2108	n/a			
WYG	156	Direct Marketing - Emails	Lindsay and Gilmour	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2109	n/a			
WYG	157	Direct Marketing - Emails	The Scotch Malt Whiskey Society	WYG	MOBI Project Introduction	Scotland	Winter 2014/ Spring 2110	n/a			
EAP	158	presentation	Uzana Polyana Fest 2013	Municipality of Gabrovo	Intelligent mobility - fromSt04	Uzana, Gabrovo, BG	13/07/2013	http://uzanafest.com/	Green-oriented organisations, institutions, local authorities, Wide Public	20	Bulgaria



EAP	159	stand/ promotional materials	Uzana Polyana Fest 2013	Municipality of Gabrovo	n/a	Uzana, Gabrovo, BG	12- 14.07.2013	http://uzanafest.com/	Green-oriented organisations, institutions, local authorities; Wide Public	3000	Bulgaria
EAP	160	press conference	International Fair of Plovdiv	International Fair of Plovdiv	n/a	Plovdiv, BG	25/09/2013	n/a	national and local media	30	Bulgaria
EAP	161	press release	Nedvijimi imoti / Maritsa Newspaper	Nedvijimi imoti / Maritsa Newspaper	What are the new green projects in Plovdiv?	25.09.2013; Plovdiv, BG	41542	http://maritsa.bg/кои-са-новите-зелени-проекти-news154718.html	Local Newspaper; Wide public	4000	Bulgaria
EAP	162	press conference	Bulgarian Telegraph Agency	EAP	n/a	Plovdiv, BG	27/09/2013	n/a	National and local media	6	Bulgaria
EAP	163	promotional campaign / Launch campaign	Green Energy Days	EAP, ABEA	From5to4: intelligent mobility for the businesses	Plovdiv, BG	29.09.- 5.10.2013	http://fair.bg	Technical companies, local authorities; Wide Public	1800	Bulgaria
EAP	164	presentation	IX National ABEA Conference	EAP, ABEA, International Fair of Plovdiv	From5to4: intelligent mobility for the businesses	Plovdiv, BG	3/10/2013	http://fair.bg	Technical companies, local authorities, mobility experts, energy efficiency experts; Wide Public	300	Bulgaria
EAP	165	round table	Green Energy Days	ABEA	Energy Development of Smart Cities in Bulgaria	Plovdiv, BG	4/10/2013	n/a	energy, transport, architectural, planning experts	19	Bulgaria
EAP	166	press release	Nedvijimi imoti / Maritsa Newspaper	Nedvijimi imoti / Maritsa Newspaper	Every 5 days, 1 day travel smart with MOBI	16.10.2013; Plovdiv, BG	41563	scan	Local Newspaper; Wide public	4000	Bulgaria
EAP	167	dissemination	Smart Schools Conference	School	Innovative Educational Park in Professional School of Electronics and Electrotechnics	05.02.2014; Plovdiv, BG	5/02/2014	n/a	educational authorities, local authorities, energy experts	120	Bulgaria
EAP	168	conference, and exhibition	VIA Expo 'Smart Cities' Conference and Exhibition	Via Expo	Smart Cities	05- 07.03.2014; Plovdiv, BG	5/07/2014	viaexpo.bg	ICT companies; energy sector representatives, local authorities, etc	5000	European-level
EAP	169	article	Nedvijimi imoti / Maritsa Newspaper	Nedvijimi imoti / Maritsa Newspaper	Not bikelanes, but bike network	Plovdiv, BG	41787	scan	Local Newspaper; Wide public	5000	Bulgaria
EAP	170	presentation, discussion, national meeting	First National meeting of the National Bike Network	Veloevolutsiya	n/a	Kazanluk, BG	28- 29.06.2014	n/a	Urban biking organisations	34	Bulgaria



EAP	171	stand/ promotional materials	Uzana Polyana Fest 2014	Municipality of Gabrowo	n/a	Uzana, Gabrowo, BG	18- 20.07.2014	http://uzanafest.com/	Greener-oriented organisations, institutions, local authorities; Wide Public	2.500	Bulgaria
EAP	172	award ceremony	Uzana Polyana Fest 2014	Municipality of Gabrowo	n/a	Uzana, Gabrowo, BG	18- 20.07.2014	http://uzanafest.com/	Greener-oriented organisations, institutions, local authorities; Wide Public	2500	Bulgaria
EAP	173	presentation, discussion, national meeting	ABEA Annual Meeting	Municipality of Gabrowo	n/a	Gabrowo, BG	21/07/2014	n/a	members of the Association of the Bulgarian Energy Agencies	15	Bulgaria
EAP	174	stand/ promotional materials	International Fair of Plovdiv	ABEA, EAP	n/a	Plovdiv, BG	29.09- 4.10.2014	http://fair.bg	Technical companies, local authorities, mobility experts, energy efficiency experts; Wide Public	250	Bulgaria
EAP	175	conference, and exhibition	VIA Expo "Smart Cities" Conference and Exhibition	Via Expo	Smart Cities	Sofia, BG	11- 13.03.2015	viaexpo.bg	ICT companies, energy sector representatives, local authorities, etc	4500	European-level
EAP	176	working meeting	Working meeting with the Public Administration of Gabrowo Region	EAP	n/a	Plovdiv, BG	19/03/2015	n/a	public authorities	10	Bulgaria
EAP	177	promotional materials	International Fair of Plovdiv - Exhibition of Bulgarian Municipalities	International Fair of Plovdiv	n/a	Plovdiv, BG	23/03/2015	http://fair.bg	public authorities	25	Bulgaria
EAP	178	discussion	ABEA Annual National Meeting	ABEA	Procuring MOBI in companies	Hisarya, BG	23- 24.04.2015	n/a	energy experts, energy agencies	18	Bulgaria
EAP	179	stand/ promotional materials	Municipalities National Assembly and Exhibition; NEXPO	National Assembly of Municipal Authorities	n/a	Plovdiv, BG	17- 18.05.2015	n/a	municipal authorities	750	Bulgaria
EAP	180	promotional materials	National Assembly of Bulgarian Municipal Ecologists	Association of Bulgarian Municipal Ecologists	n/a	Albena, BG	3-5.06.2015	http://www.bamsee.org/	Local authorities	150	Bulgaria
EAP	181	discussion, national meeting	ABEA Annual Meeting	ABEA	n/a	Gabrowo, BG	23- 24.07.2015	n/a	members of the Association of the Bulgarian Energy Agencies	13	Bulgaria



EAP	182	stand/ promotional materials	EcoFest 2015	Municipality of Gabrovo	n/a	Uzana, Gabrovo, BG	24-26.07.2015	ecofest.bg	Green-oriented organisations, institutions, local authorities, Wide Public	2500	Bulgaria
EAP	183	award ceremony	EcoFest 2015	Municipality of Gabrovo	n/a	Uzana, Gabrovo, BG	26.07/2015	ecofest.bg	Green-oriented organisations, institutions, local authorities, Wide Public	2500	Bulgaria
EAP	184	promotional campaign	Green Energy Days 2016	ABEA	n/a	Plovdiv, BG	28.09.-03.10.2016	http://fair.bg	ICT companies, technology industries, wide public	1500	Bulgaria
TIS	185	individual contacts with companies and organizations							companies, public transport operators, municipalities	7 persons	Portugal
TIS	186	presentation and discussion, materials	Ana Aeroportos	TIS	PROJETO MOBI - 'Promoting Smart Mobility to Employees'	Lisbon, PT	16.07.2014	n/a	company	2	Portugal
TIS	187	presentation and discussion, materials	Ciência Viva	TIS	PROJETO MOBI - 'Promoting Smart Mobility to Employees'	Lisbon, PT	29.07.2014	n/a	national science communication entity	4	Portugal
TIS	188	presentation and discussion	REFER	TIS	PROJETO MOBI - 'Promoting Smart Mobility to Employees'	Lisbon, PT	06.08.2014	n/a	company	3	Portugal
TIS	189	presentation and discussion	Siemens	TIS	PROJETO MOBI - 'Promoting Smart Mobility to Employees'	Amadora, PT	07.08.2014	n/a	company	2	Portugal
TIS	190	presentation and discussion, materials	Instituto de Mobilidade e Transportes	TIS	PROJETO MOBI - 'Promoting Smart Mobility to Employees'	Lisbon, PT	24.09.2014	n/a	national entity responsible for transport development and regulation	3	Portugal
TIS	191	presentation and discussion	Instituto Superior Técnico, University of Lisbon	TIS	PROJETO MOBI - 'Promoting Smart Mobility to Employees'	Lisbon, PT	02.10.2014	n/a	university	12	Portugal
TIS	192	presentation and discussion	INESC-Id	TIS	n/a	Lisbon, PT	09.10.2014	n/a	research institution	1	Portugal
TIS	193	promotional materials	Greenfest 2014		n/a	Cascais, PT	09-12.10.2014	www.greenfest.pt/	businesses and general public	thousands	Portugal
TIS	194	presentation and discussion, materials	Vodafone Portugal	TIS	PROJETO MOBI - 'Promoting Smart Mobility to Employees'	Lisbon, PT	24.10.2014	n/a	company	3	Portugal

TIS	195	presentation and discussion, materials	IKEA	TIS	PROJETO MOBI - 'Promoting Smart Mobility to Employees'	Loures, PT	24.10.2014	D/A	company	1	Portugal
TIS	196	presentation and discussion, materials	Sair da Casca	TIS	PROJETO MOBI - 'Promoting Smart Mobility to Employees'	Lisbon, PT	27.10.2014	D/A	company (potential partner in social responsibility sphere)	1	Portugal
TIS	197	presentation and discussion, materials	NOKIA	TIS	n/a	Amadora, PT	13.1.2015	-	company		Portugal
TIS	198	social media	Facebook	TIS	social media posts	-	20.1.2015	https://www.facebook.com/de5para4	general public	~400 likes to webpage	Portugal
TIS	199	press release	-	TIS and ANA	Comunicado - O Jogo de Mobilidade De5Para4 Chega a Portugal	-	28.1.2015	http://www.tis.pt/news/Expandida.aspx?idNoticia=112	press	sent to dozens of press contacts	Portugal
TIS	200	presentation and discussion, materials	Junta de Freguesia de Alvalade	TIS	n/a	Lisbon, PT	6.2.2015	-	local authority	1	Portugal
TIS	201	presentation and discussion, materials	MUBI	TIS	n/a	Lisbon, PT	6.2.2015	-	Urban cycling association	2	Portugal
TIS	202	presentation and discussion, materials	ALD Automotive	TIS	PROJETO MOBI - 'Promoting Smart Mobility to Employees'	Sintra, PT	7.4.2015	-	company (mobility provider - potential partner)	3	Portugal
TIS	203	presentation and discussion, materials	Boleia.net	TIS	PROJETO MOBI - 'Promoting Smart Mobility to Employees'	Lisbon, PT	12.2.2015	http://empresas.boleia.net/parceiros	company (mobility provider - potential partner)	1	Portugal
TIS	204	press release	Comunicado - Jogo De5Para4 - Resultados do jogo de mobilidade na ANA	TIS	n/a	PT	16.4.2015	http://menosumcarro.pt/2015/04/21/11-toneladas-de-co2-ja-foram-poupadas-em-viagens-na-ana/	press	sent to dozens of press contacts	Portugal
TIS	205	presentation and discussion, materials	Municipality of Lisbon	TIS	n/a	Lisbon, PT	29.5.2015	-	local authority	2	Portugal
TIS	206	presentation and discussion, materials	Municipality of Funchal	TIS	n/a	Lisbon, PT	5.6.2015	-	local authority	2	Portugal

DTV	207	Presentation	A gathering of companies from the industrial zone "Zuidpark" in Amsterdam	Verkeer Advies		Amsterdam	30/09/2013	www.verkeeradvis.nl	company executives, with the aim of recruiting them as F514 participants	10	NL
DTV	208	Stand/ promotional materials at conference	Market Place for Mobility	Luxor kick off bijeenkomst	n/a	Luxor Theatre Rotterdam	27/11/2013	http://www.verkeersondermeming.nl/nieuws/1120	Employers in the region Rotterdam	100	NL
DTV	209	Stand/ promotional materials at conference	Network Gala People's business	People's business event, World Trade Centre	n/a	World Trade Center Rotterdam	15-16/01-2014	http://www.wtrcenterrotterdam.nl/index.php?id=158	Employers in the region Rotterdam	4000 visitors	NL
DTV	210	Stand/ promotional materials at conference	Local Economic Development and the participation society in business area Spijkernisse	Municipality of Spijkernisse and Industrial Zone Spijkernisse	n/a	Spijkernisse	29/01/2014		Employers in the region Rotterdam	80	NL
DTV	211	Presentation	Guest lecture at Free University of Amsterdam	Dr. Allison Eden, Assistant Professor, Department of Communication Science	From5to4: behavioral change by serious gaming	Amsterdam	9/10/2013	n/a	University Students in their last year, Department of Communication Science	40	NL

DTV	212	Article (in English)	www.hellozuidas.nl	The article was published in both magazine and website of Hello Zuidas. This is an initiative of the high-level international business area in the South of Amsterdam. The magazine and website were founded for promotional reasons by (mostly) multinational companies who are located on this "Zuidas", like WTC, University Amsterdam, ABN-AMRO and the Municipal office of the Amsterdam South district (and many more)	*Accessibility, sustainability and burning calories. Encouraging commuters to leave their cars and go green is not exactly child's play. So why not make a game of it?'	Online & print	7/06/2013	http://www.hellozuidas.com/news/accessibility-sustainability-and-burning-calories	companies, with the aim of informing them about F514	20.000	All
DTV	213	Presentation	Guest lecture at Rotterdam Erasmus University	DTV	From5to4: behavioral change by serious gaming	Rotterdam	October 2013		University Students in their last year, Department of Communication Science	10	NL
DTV	214	Article (in Dutch)	www.verkeerskunde.nl	DTV	1A4 in magazine & op website	Online & print	20/09/2013	www.verkeerskunde.nl is visited by 10.000 unique visitors per month.	mobility managers of companies and municipalities, mobility professionals	Magazine: 1500 print, read by 7500 transport professionals	NL
DTV	215	Paper (English)	Transport Research Arena	DTV, M21	Mobi - modal shift through gamification	Paris, April 2014		n/a yet	transport professionals		All
DTV	216	Article (Dutch)	Traverse, bi-yearly Magazine of DTV Consultants	DTV	*DTV Consultants active in Europe' (translated from Dutch)	Online & print	1/01/2013	http://www.dtvconsultants.nl/Portals/0/130110%20Traverse%2032-t.pdf	mobility managers of companies and municipalities, mobility professionals	3000	NL



DTV	217	Article (Dutch)	www.dichtbij.nl	DTV	*From 4 To 4 challenges you to leave the car at home* (translated from Dutch)	Online	18/12/2013	http://www.dichtbij.nl/boekstijfestyle/wonen/artikel/272656/van5naar4-daagt-je-uit-de-auto-te-mijden.aspx	n/a	NL
DTV	218	Presentation	ECOMM	ECOMM	F5T4 reduces car trips in Eindhoven (in the block on 'IT & Gamification')	Gävle (Sweden)	29-31 May 2013,	http://www.ecomm2013.eu/	60	International
DTV	219	Presentation	Yearly Members Conference of De Groene Zaak	De Groene Zaak		Utrecht	6/feb/14	http://www.degroenezaak.com/nl/partners	mailing among members	NL
DTV	220	Article	Autoleasewereld	Autolease	"hoe een online game het autogebruik kan terugdringen" - in English: "how an online game reduces car use"	Sustainable Mobility	8/03/2014	http://www.autoleasewereld.nl/autoleasewereld_magazine/135/642-2-themanummer_2014_duurzame_mobiliteit	2000	NL
DTV	221	Article	Weekblad Spijkernisse	Weekblad Spijkernisse	*Play the Game!	Online	22/12/2013	http://www.weekbladspijkernisse.nl/nieuws/actueel/speel-het-spel/2/3794	45000	
DTV	222	Presentation	Beter Benutten Congres	Ministrie of Traffic and Transport	From5to4	Zwolle	6/03/2014	n/a	300+	NL
DTV	223	Presentation	VerkeersgedragDAG	TNO	Introduction to MOBI	Soesterberg	2/04/2014	n/a	100+	NL
DTV	224	Presentation	Mayors Club meeting - signatories of the Covenant of Mayors	OER - Romanian Energy Cities Network	MOBI project - a tool for changing travel behaviour for better urban mobility	Brasov City Hall - Council Floor	19-20.09.2013	n/a		Romania
DTV	225	Flyer	Network meeting Spijkernisse	Municipality of Spijkernisse	n/a (flyer / brochure)	Spijkernisse	5/06/2014	n/a	170	NL
DTV	226	Guestlecture	VU Amsterdam	VU Amsterdam	From5to4, gamification at companies	Amsterdam		n/a	40	NL
DTV	227	Presentation	PTP-Cycle 3rd Project Meeting (IEE STEER)	PTP-Cycle coordinator LEFT; Paul Curtis	*From5To4 in the MOBI project: behavioural change through a serious game*	Latvia, Riga	29/04/2014	n.a.	15	UK, BEL, LV, SL, SP

DTV	228	presentation	Havenbeuiff Roldam	DTV	MOBI - participation	at company			HR manager	4	The Netherlands	General introduction presentation The Netherlands
DTV	229	presentation	Univeriteit Wageningen	DTV	MOBI - participation	at company			Mobility manager	2	The Netherlands	General introduction presentation The Netherlands
DTV	230	presentation	Site	DTV	MOBI - participation	at company			Mobility manager	1	The Netherlands	General introduction presentation The Netherlands
DTV	231	presentation	SGS	DTV	MOBI - participation	at company			HR manager	1	The Netherlands	General introduction presentation The Netherlands
DTV	232	presentation	Aegon	DTV	MOBI - participation	at company			HR manager	3	The Netherlands	General introduction presentation The Netherlands
DTV	233	presentation	Strukon	DTV	MOBI - participation	at company			HR manager	4	The Netherlands	General introduction presentation The Netherlands
DTV	234	presentation	RICOH	DTV	MOBI - participation	at company			HR manager	1	The Netherlands	General introduction presentation The Netherlands
DTV	235	presentation	UPC	DTV	MOBI - participation	at company			HR manager/ICT/CSR	3	The Netherlands	General introduction presentation The Netherlands
DTV	236	presentation	Altris	DTV	MOBI - participation	at company			ICT	2	The Netherlands	MOBI for multiple working locations
DTV	237	presentation	Gemeente Bergen op Zoom	DTV	MOBI - participation	at company			Company contact person	2	The Netherlands	MOBI to promote amongst companies Eindhoven
DTV	238	presentation	Amphi zielehuis	DTV	MOBI - participation	at company			HR manager	1	The Netherlands	General introduction presentation The Netherlands
DTV	239	presentation	OPUS New Zealand	DTV	MOBI - participation	at company			Consultancy	4	New Zealand	OPUS inresett to be reseller New Zealand and Australia
DTV	240	presentation	Enschede	DTV	MOBI - participation	at company			City representative	10	The Netherlands	MOBI for general not companies region
DTV	241	presentation	RWS Utrecht	DTV	MOBI - participation	at company			Manager	1	The Netherlands	MOBI for employees Dutch Highway Authorities
DTV	242	presentation	Disney US	DTV	MOBI - participation	at company			HR manager	4	US	MOBI for multiple Disney locations
DTV	243	presentation	Fachworkshop „Umsatzgenбилe - Ablwicklung von Verlagerungsprozessen im Personalmobilität - Was können wir von der Schweiz und den Niederlanden lernen?“	DTV	MOBI project	Berlin	18-6-2015	http://www.bmi.tde/SharedDocs/DE/ArtikelGAMKS/mis-fachworkshop-umsatzgen-bil.html	Authorities different levels Germany	58	Germany	see link
DTV	244	presentation	ATC Baltimore	http://actweb.org/2016-conferences-portland/	Frontb4	Baltimore	6-8-2015	http://www.aidsshare.net/Willembujs/1/1/ontb4-act-baltimore	Companies, authorities	50	US	see link



3 Dissemination materials

3.1 Logo

There was a need to make clear to our clients that MOBI is the overarching campaign or project and the F5T4 is the online game we want them to play. Therefore, it was decided to have separate logos for the project and the game. Because the partners will use and promote the game in a national context, the F5T4 logo was translated into national languages. The MOBI-logo was kept unique since it will be used in a more international context.

The MOBI-logo consists of the word MOBI in light green capital letters. The strapline “promoting smart mobility to employees” clearly states the objective of the project and is short enough to be easily remembered. Two versions can be used: one with the strapline placed next to the logo, and one with the strapline placed under the logo.



The F5T4-logos bear the strapline “The mobility game” as it is one of the first games that focusses on mobility behaviour and modal shift when commuting as much as F5T4 does.

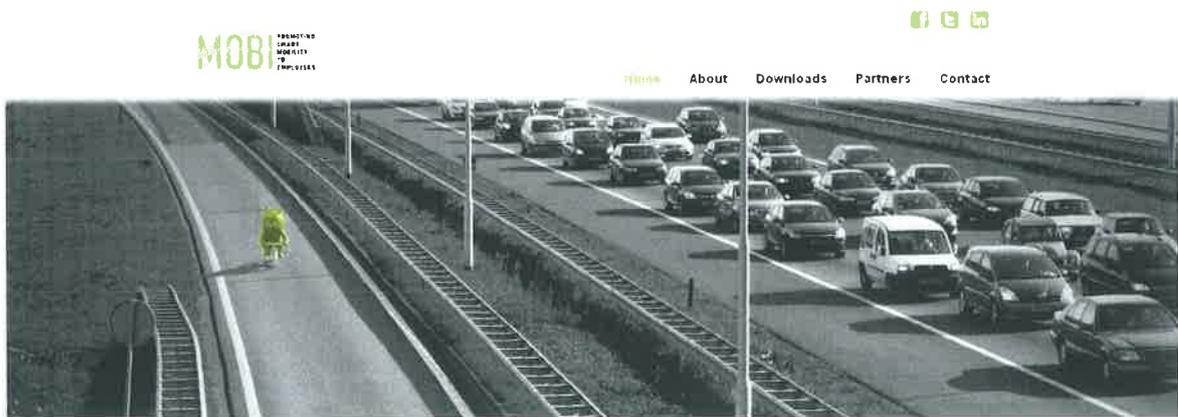




For Romania the English logo will be used as ABMEE is convinced that an English logo is more attractive for companies and appeals to an international setting.

3.2 The website

The MOBI-website can be visited at <http://www.mobi-project.eu> The website consists of a landing page which offers general info about the objectives and the partners, downloads and contact possibility. Next to that, every partner country has a dedicated website for promoting F5T4 in the national language. These sites can be accessed via the landing page by using the buttons on the homepage; For more info, I would like to refer to D5.5.



It's a simple formula: every week, 1 day smarter commuting

Choose your country



3.3 Brochure

A glossy, full-colour, 6-page brochure was designed and translated into the 6 partner-languages. The main aim of this brochure is to inform employers about the game and the offer, raise awareness about the benefits that smarter commuting brings about and convince possible players to subscribe.

The brochure has been distributed to those parties that show already an initial interest in the game, for example at meetings, dissemination activities, conferences, ...

3.4 Leaflet / flyer

A 2-sided, full-colour flyer was designed and translated into the 6 partner languages. The main aim of the flyer is to get as much info about the game and the offer in the shortest possible time span. It is meant to give the reader a glimpse of what F5T4 can do for him/her.

The flyer was distributed to possible interested parties when time appeared to be short, or left at information stands or displays.

3.5 Poster

A full-colour poster was designed and translated into the 6 partner languages.

The poster has been used in two ways:

- As a promotional material to draw attention from possible interested parties
- As an internal awareness raising and communication tool in the company during the game

3.6 Social media profile

A dedicated social media profile was created using Facebook, Twitter and LinkedIn. Next to that, the Dutch MOBI-video is accessible via Vimeo. For more information and screenshot, please see D5.4. The Facebook page of mobi has 106 likes.

The From5To4 English infomercial can be found here: <https://vimeo.com/40157708> (2542 views)

The From5To4 Dutch infomercial can be found here: <https://vimeo.com/39697225> (1429 views)



Office templates

In order to standardise internal communication within the consortium and external communication with the Client and other stakeholders, the MOBI-project makes use of dedicated Office-templates in Word and Excel.

MOBI PROMOTING SMART MOBILITY TO EMPLOYEES

MOBI REPORT

Project: MOBI – Promoting smart mobility to employees		Contract number: IEE-00-2010-X00-0000004
Type of report: Final report		http://www.mobiproject.eu
Project Objective	Report date	Status of Deliverable
Project coordinator: <input type="text"/>		
Author: <input type="text"/>		
Co-Author: <input type="text"/>		
Quality check by: <input type="text"/>		



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Disclaimer:
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3.7 Miscellaneous visuals

A set of visuals was created and distributed amongst all partners to be used in dissemination messages, reports or other documents. These visuals are all of high quality and are ideal to make publications and / or documents more attractive for possible readers.





VANSNAAR4

Het mobiliteitsspel van Nederland

[Speler 1](#) | [Mijn profiel](#) | [Lid worden](#)

[OVERZICHT](#) | [INVOEREN](#) | [RANGLIJSTEN](#) | [STATISTIEKEN](#) | [TEAM MANAGER](#) | [FAQ & HELP](#) | [ADMIN](#)

Berichten

- Gefeliciteerd! Je hebt level 3 bereikt!
- Speler 2 heeft de bronzen fietskoning award gewonnen!
- Jouw team is afgelopen week gastheer van de 4e naar de 3e plaats!

[vorige](#) | [1](#) | [2](#) | [3](#) | [volgende](#)

[Plaats bericht](#)

Mobi update

Vandaag wordt het heerlijk fietsweer!



Speel ook de mobiliteitsquiz en verdien extra punten voor jou en je team!

Reisgedrag

100% FILE MIJDEN



[Ga naar statistieken](#)

Score

Speler 1 LEVEL **3**

1024 pnt.

Awards



TOP 5

Speler	Punten
1. Speler 10	3000
2. Speler 9	2200
3. Speler 3	1800
4. Speler 8	1600
5. Speler 2	1500
6. Speler 1	1000

Site navigatie

[Home](#)

Links

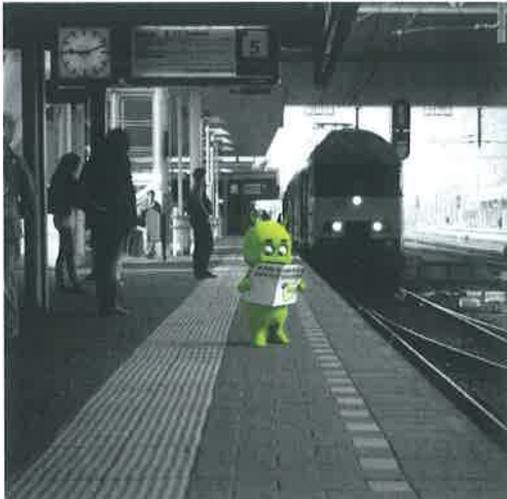
[Vrijwilligers](#)

Informatie

[Partners](#)

VanMaard is een onderdeel van

KINKY LEMON



4 Website analytics

A summary of the website analytics is included in this report. The first one is of the MOBI website, the one is representing each of the country specific From5To4 websites. The language section on the bottom of each page indicates the language that the visitor has a standard on his or her computer.

The "bounce rate" is high because both websites are so-called onepagers: it's mainly one page where you can scroll down to see all information. So people look at the first page and then leave again.

Summarizing:

Website	Page views	Users
MOBI project site	5244	3190
F5T4 country sites	11883	7323

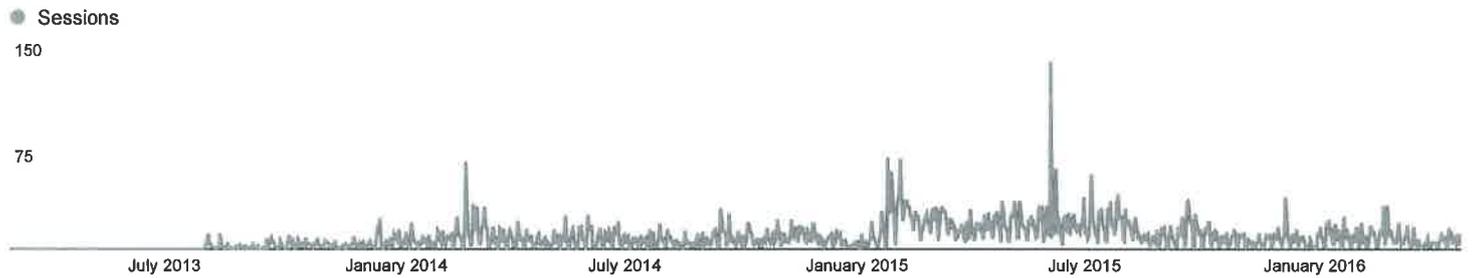


Audience Overview

Mar 1, 2013 - Apr 27, 2016

All Users
100.00% Sessions

Overview



Sessions
9,516

Users
7,323

Pageviews
11,883

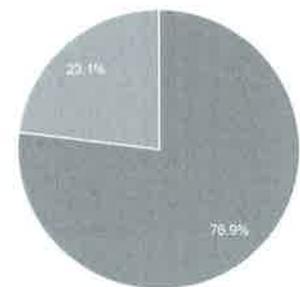
Pages / Session
1.25

Avg. Session Duration
00:00:46

Bounce Rate
86.70%

% New Sessions
76.94%

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	3,013	31.66%
2. nl	1,605	16.87%
3. pt-br	1,100	11.56%
4. pt-pt	801	8.42%
5. nl-nl	654	6.87%
6. nl-be	302	3.17%
7. en-gb	299	3.14%
8. it-it	231	2.43%
9. ro	164	1.72%
10. ro-ro	135	1.42%

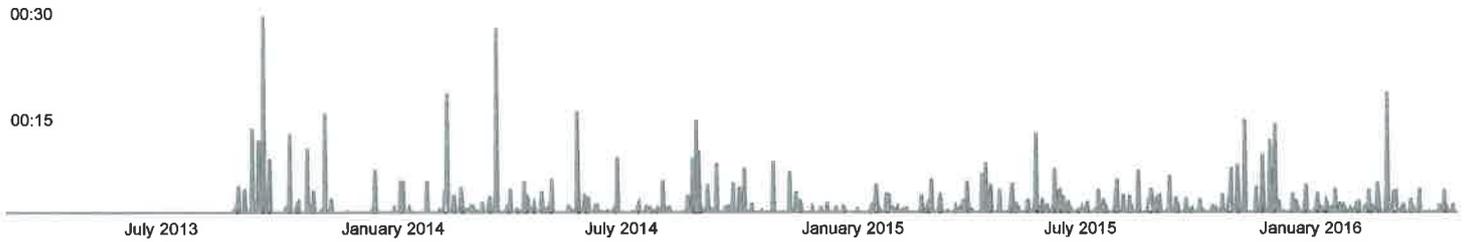
Audience Overview

Mar 1, 2013 - Apr 27, 2016

All Users
100.00% Sessions

Overview

Avg. Session Duration



Sessions
3,983

Users
3,190

Pageviews
5,244

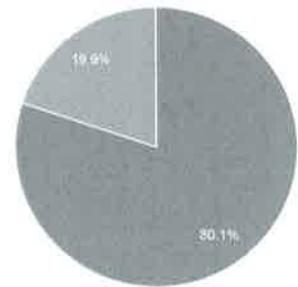
Pages / Session
1.32

Avg. Session Duration
00:00:56

Bounce Rate
84.43%

% New Sessions
80.09%

New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	965	24.23%
2. pt-br	467	11.72%
3. ru	311	7.81%
4. nl	275	6.90%
5. es	238	5.98%
6. pt-pt	206	5.17%
7. en-gb	191	4.80%
8. es-es	151	3.79%
9. it-it	125	3.14%
10. ru-ru	82	2.06%

5 Lessons learned

At various moments during the project we've assessed what worked well and what didn't in our current communication and recruitment strategy. This resulted in a long list of lessons learned.

In general the idea about gamification for changing behaviour and the general look&feel from MOBI and F5T4 is well received in contacts. It also opens doors for further discussion about sustainable mobility and people like the innovative character.

Find the right angle

It became clear that every company has its own distinctive motivation to engage in a mobility campaign. In a broad promotional action, it proved to be hard to find the right angle to convince companies. When addressing them with a general promotional message, they are most likely just not interested, but when you use the wrong angle they are convinced the product is not meant for them. The challenge is to gather enough external or inside information to determine which tagline will get your foot in the door. Personal contacts helped us to gain valuable insight in this.

A few examples from our experience can clarify the need to understand the companies motivations to engage in a campaign. The JOKER company was interested in F5T4 because they wanted to maintain their high standard concerning overall sustainability of the company. The CO2-factor was their main interest. On the contrary Floordam was not that much interested in the ecological benefits F5T4 could bring, but engaged in the game to promote active travel to combat obesity in their workforce. KBC took on F5T4 from a CSR perspective. The company already has a high standard in mobility management and reaches high levels of CO2-emission avoidance.

Product knowledge and mastery is key

When promoting a software tool to companies it is key that the promotion and implementation team fully understands all functionalities and in's and out's of the tool. Potential candidates are often more interested in why something was built and what purpose it serves than in how it exactly works. Next to that, mastering the product to a great extent helps implementers to be able to service the participants and make small adjustments that are tailored the participant's needs.

Don't underestimate the slowness of decision-making

Although promotion started already in a very early stage, it took our major companies more than a year to finally decide to push forward with the game. Decisions on issues that are not directly related to the core-business of a company take time, that's for sure. This makes it quite hard sometimes to estimate the take-up of a product.

