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**[D6.1] Communication and dissemination plan**

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QUALITY CHECK REVIEW

<b>Reviewer (s)</b>	<b>Main changes</b>
Edgar Valverde (PNO)	A review of the entire deliverable has been made to ensure accordance to ENTRANCE vision and formatting.  V04, 05, 06, 07: changes review. Format check.
Carolina Salas (PNO)	A review of the entire deliverable has been made to ensure that the deliverable contains all relevant sections and information.
Jeanett Bolther (PNO)	A review of the entire deliverable has been made to ensure a coherence with the project Grant Agreement and overall project focus.
Ignasi Gómez (RG)	A review of the deliverable and the proposed communication roadmap.

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## LIST OF ABBREVIATIONS AND DEFINITIONS

Abbreviation	Definition
AAEI	American Association of Exporters and Importers
AB	Advisory Board
AI	Artificial Intelligence
ASA	Asian Shippers Association
B2B	Business to business
B2A	Business to administration
CDP	Communication and Dissemination Plan
CEF	Connecting Europe Facility
D	Deliverable
DM	Dissemination Manager
EACP	European Aerospace Cluster Partnership
EC	European Commission
EDIH	European Digital Innovation Hub
EEN	Enterprise Europe Network
EIB	European Investment Bank
EIC	European Innovation Council
EIRAC	European Intermodal Research Advisory Council
EIT	European Institute of Innovation and Technology
EU	European Union
GA	Grant Agreement
GDP	Gross Domestic Product
GSA	Global Shippers Alliance
ICT	Information and Communication Technologies
INNOSUP	Innovation in SMEs
ITS	World Congress on Intelligent Transport Systems
I4MS	Innovation for Manufacturing SMEs
KPI	Key Performance Indicator

Abbreviation	Definition
LSP	Logistics Service Providers
M	Month
MS	Milestone
OEM	Original Equipment Manufacturer
PMP	Project Management Plan
PR	Press Release
QR	Quick Response
SCEWC	Smart City Expo World Congress
SEDIA	Single Electronic Data Interchange Area
SMC	Smart Mobility Congress
SME	Small and Medium Enterprises
SEO	Search Engine Optimization
TRA	Transport Research Arena
WP	Work Package

### Short name and name of beneficiaries

Short name	Name
CIAOTECH	Ciaotech Srl
PNO ES	PNO Innovation S.I.
INNEN	Innovation Engineering Srl
TRV	Tri-Vizor NV
ITSN	ITS Norge-norsk forening for multimodale intelligente transport systemer og tjenester
ITA	Instituto Tecnológico de Aragon
AV	Aerospace Valley
RG	Associacio Rail Grup
VIL	Vlaams Instituut voor de Logistiek VZW
ALICE	Alliance for Logistics Innovation through Collaboration in Europe

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Short name	Name
EURA	EurA AG
ESC	European Council of Transport users-conseil Europeen des usagers des Transports
CFH	Crowdfundinghub BV
EITUM	EIT KIC Urban Mobility SI
BABLE	BABLE GmbH
IWT	European Inland Waterway Transport (IWT) Platform

## 1 EXECUTIVE SUMMARY

The Communication and Dissemination Plan (CDP) describes internal technical and administrative management procedures for all communication and dissemination activities during the whole project period. It describes the responsibilities of creating every kind of publication content and collaboration guidelines regarding the online and offline publication activities and results and a timeline in form of a Gantt chart for all communication and dissemination activities.

This document will be updated during the lifecycle of the ENTRANCE project adapting to the evolution of for the public value-added emerging activities, information and results etc.

Any changes and updates will be reported in the WP6 (promote) description of the periodic reports that will be submitted to the European Commission.

## 2 INTRODUCTION

The **communication and dissemination plan (CDP)** of ENTRANCE paves the way to promote and disseminate the results of the platform and its complementary online and offline services and support the process of attracting stakeholders from the “supply-demand-finance” triangle and convert them into users of the ENTRANCE Matchmaking Platform. The communication and dissemination activities will also boost the sustainability of the platform beyond the project leading to the commercial exploitation of the platform service.

The **objective of the CDP** is to define clear objectives (adapted to various relevant target audiences) and to describe the timing for each activity in order to disseminate the ENTRANCE activities and results of the project to a large community of users from key stakeholders to public at large and to create the largest possible awareness on the ENTRANCE project with a specific attention to the solution providers and buyers and the financial focus.

To clarify the **difference between communication and dissemination**, a brief explanation of both terms follows. Communication means promoting the project, its results, and actions - "by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner". "Dissemination means sharing research results with potential users - peers in the research field, industry, other commercial players and policymakers. By sharing the research results with the rest of the scientific community, ENTRANCE will contribute to the progress of science in general". (European Commission, Funding and tender opportunities, Single Electronic Data Interchange Area/SEDIA, Dissemination and Exploitation of Results). It is clear that the ENTRANCE project will not generate any kind of research results, but the definition is also applicable to a project mostly focused on B2B or B2A relationships with regards of general public.

Sustainability of the virtual platform and all ENTRANCE tools and services after the project ends needs to be guaranteed. The keys of the future ENTRANCE exploitation are therefore its vision and mission, which are reflected in the overall activities of the project. All communication and dissemination activities are aligned to leading ENTRANCE to be the legitimate hub for uptake and scale up for innovative transport and mobility solutions and to support innovators and companies to bring their ideas to the market and ensure the competitiveness and sustainability of the transport and mobility sector in Europe.

**Segmentation** is an important component for the ENTRANCE communication and dissemination activities. With the help of market segmentation, a **differentiated approach to the target groups** should be made possible for efficient and successful communication and dissemination activities, so that the individual needs of the various stakeholder groups can be best satisfied. In this context, segmentation determines to whom the content described in this plan should be directed, i.e., the target group. All interesting recipients in the transport and mobility sector, such as national and regional clusters and national and European platforms and initiatives shall be reached through those activities. The existing networks and partners of the project consortium serve as good basis for a wide spreading of the projects offerings and results.

The transport modes (air, water, rail, and road) will be considered not only independently but also as combined and cross-modal transport concepts such as multi-, synchro, inter- and co-modality. On the other hand, the transport stakeholders that will be included in the project activities will include (1) the private transport and mobility sector, including automobile manufacturers (OEMs) and their suppliers (Tier 1 and Tier 2), commercial vehicle operators, private transport companies and value-added service providers; (2) the public transport and mobility sector, that covers regional planning organizations, public transport planning agencies, and local government; and (3) the solution providers which may be SMEs, start-up and spin-off companies, big industrial players, technological institutes, or research organizations.– all with technological know-how and the motivation to advance sustainable mobility and transport options will be addressed through the project's communication and dissemination activities.

The central added value for all users of the platform should always be in the foreground. Finding buying partners for purchase aggregations, securing legal contracts through the trustee function, quickly finding financing and investment opportunities, networking through the events offered, etc. are all part of this. The **positioning of ENTRANCE** should therefore specifically show which qualities and which added value the platform brings to the target groups, so that as many platform users as possible are created by delivering highest value to them and explaining all advantages and functionalities of the ENTRANCE online and offline services.

The communication policy as part of the **marketing mix** finally aligns these mentioned goals, target groups, i.e. segmentation as well the positioning with all communication and dissemination activities.

The marketing **tools**, which ENTRANCE will use, are the materials used to promote the projects online and offline services. The multiple marketing tools used in ENTRANCE will be video material of the events, press releases about reached milestones or as announcement for events etc., public documents from for example the neutral trustee services as well as printed documents like leaflets, furthermore tweets, and posts. Further tools will be the ENTRANCE logo, brochures, posters, articles, roll-ups, that means all materials created about the project. First publications about the launch of the project with a kick-off meeting held on 14<sup>th</sup> January 2021 have already been published via each project partner to their respective local, regional and national press distribution lists and online in the respective social media channels, which are shown in a separate table with publication information in the annex.

Every communication and dissemination activity aims to bring the ENTRANCE matchmaking platform with its services to the attention of as many relevant people as possible – in accordance to the “Communicating EU research and innovation guidance for project participants”.

For the communication and dissemination of these mentioned tools, certain **channels** are needed through which the materials reach the target groups. As those marketing channels will serve the ENTRANCE Matchmaking Platform and the ENTRANCE website as part of the platform and main communication channel. Training and brokering events, participation in fairs, the social media channels YouTube, Twitter and LinkedIn, the quarterly online newsletters and mailing campaigns as well as the e-mail and phone number of the ENTRANCE secretariat will serve as further channels to get the information to the audience. In order to keep

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all communication and dissemination activities under control, they will be measured for success using Key Performance Indicators (KPIs).

With the goal to also offer the services of the platform after the projects end, an exploitation plan and sustainability strategy for the maintenance of the platform will be developed in the end of the project stage. Therefore, for the time being, this CDP will focus on the activities already started since the start of the project as well as the upcoming planned activities within the next few months. The deliverable D6.2 “exploitation plan and sustainability strategy” will be prepared separately for delivery in month 36 at the end of the project.

This plan is a document that will be continuously updated during the project period. The first version of this CDP thus serves as an initial strategy for orientation in the initial phase of the project. Not every communication activity can be planned and implemented in detail at this stage. And not every possibility of publication is already given at this point of time. However, this CDP is already intended to give a good overview of the communications and disseminations already made and planned. First results like the website, the first press release about the launch of the project and the logo will be described in this document. Any changes and updates will be reported in the WP6 (promote) description of the periodic reports.

In addition, it must be mentioned that the communication and dissemination activities within the ENTRANCE project are only possible to a limited extent due to the Covid-19 pandemic. Fairs, face2face meetings, physical workshops and the like are not possible at this point of time or must take place via online events until the situation allows otherwise. The strategy of the CDP will be evaluated on an annual basis for effectiveness and will be modified from the consortium, if needed.

To get good quality and quantity information out to the public, all consortium partners will provide continuously for the public interesting content to the dissemination manager (DM). The dissemination manager will create drafts of this content and send the drafts to all consortium partners to let them review it for necessary change requests. A publication will first follow after the feedback of all partners, given a specific time period. Any information to be published about the project will be submitted to and agreed with the dissemination manager. Further control mechanisms will be found in the section about how EURA will keep control about all publications.

### 3 COMMUNICATION AND DISSEMINATION STRUCTURE

ENTRANCE will publish and make available the activities, services and results as well as every information on the projects progress in printed/physical, digital, and interactive form to ensure the greatest possible degree of communication and dissemination.

All communication and dissemination activities will follow the EC best practice communication guidelines and focus the objectives, target audiences, planned tools and channels, responsibilities, and metrics for measuring impact.

EurA as Dissemination Manager (DM) and WP6 leader has the responsibility to publish all project specific activities, information, and results by supports of all project partners.

The dissemination activities are interlocked with the activities planned for the Attract Phase through which ENTRANCE will set up the ENTRANCE network, the Engagement phase through which ENTRANCE will offer specific training and events and the Promote phase through which ENTRANCE will reach out to more stakeholders and potential platform users.

The specific objectives of the communication and dissemination activities of ENTRANCE are to:

- Create awareness of the existence of ENTRANCE among all target groups and with a specific attention to the solution providers and buyers and investors;
- Create a hub that will stimulate cooperation among stakeholders that will increase the European added value of the platform;
- Create an outreach strategy to stimulate that the identified stakeholders join the ENTRANCE Platform, thus increasing the potential uptake of innovative sustainable transport solutions;
- Maintain the community by encouraging its members to be part of and stay within the community;
- Set up a transport sector support by an enhanced awareness in the transport sector specific media;
- Provide a specific platform to facilitate the exchange of knowledge of best practices, training videos, etc.

ENTRANCE will use the wide networks of all the project partners to make the results available to a broader part of the transport sector in Europe. The communication and dissemination activities of the ENTRANCE project and matchmaking platform will be structured in the following three main phases:

1. During the initial project phase, informing the identified transport “supply-demand-finance” stakeholders of the first online training and brokerage event and the functionalities of the ENTRANCE Platform, raising interest and receiving feedback as to needs and expectations;



2. During the further project phase, keeping relevant stakeholders informed, engaging with individual potential users to guide and inform them about scheduled engagement activities through the ENTRANCE platform and ascertaining their specific needs and interests. Provide feedback to the consortium to fine-tune the engagement activities and the ENTRANCE platform parameters;
3. Finally, widely disseminating the ENTRANCE matchmaking activities and the online platform across Europe, relying on the ENTRANCE partner, and collaborating external networks. The partners of the project will make use of the ENTRANCE platform during their own daily activities thus ensuring its use and continuous creating of new content.

The communication and dissemination activities will target a diverse audience centred mainly around the “supply-demand-finance” triangle. To multiply the uptake and impact of the ENTRANCE communication and dissemination efforts, the project will establish links to additional external multipliers (clusters, associations, EENs, etc.), providing information about and facilitation tools to use the ENTRANCE Matchmaking Platform (including a short and easy to read manual on how to use the platform). In addition, all partners will be encouraged to participate in external conferences, workshops and events acting as ENTRANCE ambassadors to raise awareness of the project’s activities and results.

### 3.1 COMMUNICATION AND DISSEMINATION TOOLS

Following communication and dissemination tools will be explained in this section: logo, leaflets, posters, articles, newsletters, press releases, presentations, roll-ups.

#### 3.1.1 Logo

The ENTRANCE logo has already early been designed by PNO at the project start. It shows the ENTRANCE matchmaking accelerator funnel workflow, which maps the different phases of the project (attract, engage, support, promote). This funnel workflow is also reflected on the homepage and serves as an eye-catcher in the minds of the platform users and website visitors.

The logo is also to be interpreted as a spiral, which triggers a size effect through its movement - just as ENTRANCE is to trigger a leverage effect in the field of mobility and the transport sector through the planned activities, online and offline services and results.

The colour of the blue tone in the pixel data (red: 68, green: 132, blue: 142) and the colour of the yellow tone in the pixel data (red: 232, green: 212, blue: 115) reflect the mobility in the air and in the water (blue) as well as on land (yellow).

The version shown corresponds to the first version of the logo and will be refined in colour and shape and designed differently if necessary.



Figure 1: ENTRANCE logo

### 3.1.2 Leaflets

A leaflet for the ENTRANCE project will be produced, which will provide an informative insight into the activities and the main goals and motivation of the project. The following structure, content and design is planned at this point of time, which will be discussed with all partners in due course and will be adapted to the new strategy.

One column of the flyer will represent the entire project consortium. This will include the logos, the links to the respective partner homepages as well as the location of the respective organization to show the broad presence of the different EU countries involved in ENTRANCE. Another column will list the contact details of the ENTRANCE Secretariat, which have already been created by PNO, as well as the references to the various ENTRANCE social media channels that, in form of an ENTRANCE YouTube channel and an ENTRANCE LinkedIn group already have been created. The ENTRANCE project logo and the EU emblem with the reference to the EU funding according to the guidelines will also be clearly visible on the leaflet. In another column, the project will be described as a short abstract. Likewise, the goals will be depicted in other columns.

To make the corporate design uniform, the leaflet will be designed with the same images from the project website and the power point presentations etc, already used at this point of time. The chosen images reflect the breadth of the transport and mobility sectors that the ENTRANCE platform will be dedicated to - from aeroplanes and ships to trucks etc. as the following figures show.



Figure 2: Background images in corporate design

### 3.1.3 Posters

Posters for events (as soon as they are possible again regarding COVID-19) will be produced in corporate branding like all other communication materials. These posters can and should be handed out to all consortium partners for trade fairs, face2face meetings and to promote the project in the organizations. They can for example be used as background images at online events and online video conferences and they reinforce the uniform appearance of the ENTRANCE partners.

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### 3.1.4 Articles

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Furthermore, press releases in specialised magazines (at least 3 press releases in specialised magazines throughout the project) will be published to make visible the ENTRANCE outcomes in transport and mobility magazines. Some examples of relevant targeted magazines are: International Transport Journal, Horizon (the EU Research & Innovation magazine), The Pan-European Transport and Logistics Magazine, Intelligent transport, Mobility - The European Public Transport Magazine, Futuris Magazine etc.

In order to identify the sectoral magazines, DM will:

- Ask the consortium partners to identify a list of the TOP 3 magazines in their respective EU country and those that may have an international audience.
- Perform a desk research based on original partners' inputs to scout and select those with the highest potential impact for ENTRANCE's objectives.

DM will collect the incoming magazines/journals with its contact data.

For the time being, magazines where printing does not cost any money will be prioritised. Otherwise, magazines for which a fee is charged could be selected. For specific topics concerning certain transport or mobility sectors, for example, consortium partners could prepare a report on a specific topic, which EURA and PNO would proofread, and which would then be sent by EURA to the respective magazines.

### 3.1.5 Newsletters

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A quarterly online newsletter with relevant information for transport and mobility stakeholders about financing/funding topics, project activities, information about the projects general progress, announcements of the webinars, workshops, face2face meetings etc. will be published via mailchimp. Already sent newsletters will be reported in the activity report. Every beneficiary is responsible to send possible topics to the DM, who then will create the content in form of texts, images and design.

Special newsletters will be launched when specific up to date internal milestones of the project have been reached and to maximise dissemination of such events. For example:

- ENTRANCE platform launching.
- Special issues about projects ENTRANCE is clustering with.
- Open competition.

### 3.1.6 Press releases

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At least six press releases will be delivered after the achievement of certain milestones during the whole project period. The topics mentioned in the table below show some suitable topics with possible publication dates for press releases. The first press release was published in different channels of the respective press distribution lists of the project consortium. The press release about the launch and the kick-off-meeting of ENTRANCE is to find in the annex as well as a first list of the published links. A press release is created

whenever there is an interesting topic to report on or, for example, a milestone has been reached. Therefore, at this point of time, no concrete topics will be defined, so that the design of the topics remains open. Each project partner is required to communicate and disseminate each press release on their organization's own channels to multiply the message. This applies to the organization's websites, the local, regional, and national press distribution list – including radio, television and printed press - as well as the existing social media channels and the organizations own newsletters.

ENTRANCE is facing the challenge of being very general, since the project covers an entire sector. ENTRANCE will create tailored press releases for each of the mobility/transportation subsectors, using key figures from the consortium and direct networks. These press releases are then to be disseminated as much as possible by the entity in the ENTRANCE consortium active in that sector.

Table 1 below provides an initial list of potential topics for future press releases (by the time being, the first one has already been published).

Table 1. Possible topics for press releases

Title	Status	Author	Partners involved	Reference
“launch of project and kick-off-meeting”	Published	Christina Petersen	All	Annex
“Funding programme webinar”	/	Christina Petersen	All	/
“Online event”	Not published because of postponement of the event	Christina Petersen	All	/
“Funding programme webinar”	Outstanding, planned for month 14 (February 2022)	Christina Petersen	All	/
“Online workshop”	Outstanding, planned for month 15 (March 2022)	Christina Petersen	All	/
“Project meeting”	Outstanding, planned for month 18 (June 2022)	Christina Petersen	All	/
“Face2face event”	Outstanding, planned for month 18 (June 2022)	Christina Petersen	All	/
“Online event”	Outstanding, planned for month 23 (November 2022)	Christina Petersen	All	/

Title	Status	Author	Partners involved	Reference
“Online event”	Outstanding, planned for month 28 (April 2023)	Christina Petersen	All	/
“Face2face event”	Outstanding, planned for month 33 (September 2023)	Christina Petersen	All	/
“Project meeting”	Outstanding, planned for month 36 (December 2023)	Christina Petersen	All	/
“Funding programme webinar”	Outstanding, planned for month 36 (December 2023)	Christina Petersen	All	/

### 3.1.7 Presentations

The presentation templates are already in the Innovation Place at the location described in the Project Management Plan in section 6.1.1 in the deliverable D1.1 and are available for the use by all members. They include the uniform image design described in the CDP in section 3.1.2 (Leaflet) and will be used for all internal and external events so that the corporate branding is maintained and visible at all events.

### 3.1.8 Roll-up

Two ENTRANCE roll-ups have already been designed and printed by an advertising agency. During the presentation of the project by the consortium partners (ALICE and BABLE) at the POLIS conference in December 2021, the roll-up was visible on the stand and gave an overview about the project. More about this will be reported in the activity report.

## 3.2 COMMUNICATION AND DISSEMINATION CHANNELS

The communication and dissemination tools will be published via the following channels: ENTRANCE EU matchmaking platform, ENTRANCE website, social media channels, ENTRANCE secretariat, newspaper and magazines, training sessions and brokerage events, related national/regional clusters and/or national/European platforms and initiatives, external events/conferences/workshops/fairs/webinars.

### 3.2.1 ENTRANCE EU matchmaking platform

The ENTRANCE matchmaking platform will ensure an increased visibility of “first-of-a-kind” transport solutions, foreseen replacement plans and schedules of major buyers and public and private financing opportunities and create matchmaking mechanism that will facilitate the scale up, market uptake, and access to finance. The tools will be published on this platform as the most important communication and dissemination

surface. Details of the platform are described in D2.3. Therefore, only the platform as channel is mentioned here.

### 3.2.2 ENTRANCE website

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The ENTRANCE website shall serve as a first general information contact point to create an overview of the project for all website visitors. The website shall show the projects offered online and offline services, its objectives, the consortium etc. For this, the website content was delivered within the first two months in cooperation between PNO, INNEN and EURA. The website will serve as the main interface for distributing project's information and results providing regular updates on project activities and achievements, publications, meeting announcements and events (training sessions and brokerage events) as well as a series of information for a wide range of interested stakeholders (e.g. downloadable project brochures, newsletter registration form, and other dissemination materials). The website has been launched at M3 and it is described into the deliverable 2.1.

The current goal after one year project time, is to increase the traffic on the website and thereby increasing the users of the platform, too. The main task of this landing page is to convince the visitor to be part of the platform or in other words "Join us". To convince the visitor, the landing page must have information about the platform and why the visitor should join. If this message image is not clear, the bouncing rate (the amount of visitors who will just leave the site without joining or interacting) will be high. A high bouncing rate means that the traffic must be way higher to get the number of users on the platform. Therefore, it is considered to restructure the website after consultation with the consortium, or to fill the landing page with more valuable content, as this is the first thing that catches the eye and must captivate the visitor.

Also a keyword analysis showed, that they should be corrected and adapted in future. Good keywords like "matchmaking platform", "mobility innovation", "transport innovation", "innovation platform", "innovation matchmaking", "new mobility solutions", "new transport solutions", "best mobility solutions", "best transport solutions" are to be used consistently by every partner in posts about ENTRANCE to get the right rankings.

### 3.2.3 Social media

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To make ENTRANCE visible in digital communication, too, three profiles on social media will be created. A LinkedIn ENTRANCE group has been launched and can be found here: [link](#). ENTRANCE's YouTube channel can be found here: [link](#). The amount of the group members and subscribers can be read in the activity report.

The development of a third social media channel - a Twitter profile - is planned, coming up in the first quarter of 2022. 2 tweets per week will be submitted to keep audience engaged, once the Twitter profile is established. All project partners are encouraged to regularly on their own report interesting news to the DM by mail to the DM to serve for persistent content.

As LinkedIn and YouTube have already been created, a connection to INEA will be established to make ENTRANCE known to an even wider audience through INEA's target group as well. The existing links to the ENTRANCE LinkedIn group and the ENTRANCE YouTube channel can already be included and will be communicated to INEA. The link to the Twitter profile will follow as soon as it exists.

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To make the ENTRANCE services, which are not tangible like products for example, more visible and interesting, special emphasis is placed in the communication and dissemination on the presentation and demonstration of best practice cases. This thematic focus will be a major component of tweets and posts in the social media channels “to fill them with life”.

#### 3.2.4 Secretariat

As secretariat like described in section 3.2.2 (ENTRANCE website) the following contacts has already been created with an e-mail address [secretariat@entrance-platform.eu](mailto:secretariat@entrance-platform.eu) . The e-mails are automatically forwarded to

Edgar Valverde / Jeanett Bolther

PNO Consultants

[secretariat@entrance-platform.eu](mailto:secretariat@entrance-platform.eu)

The different e-mail campaigns should contain different content in order to be able to address the different target groups.

#### 3.2.5 Training sessions and brokerage events

A critical mass of active solution providers, buyers, and investors (uptake leads) on the ENTRANCE EU Matchmaking Platform will be generated, whose business capacity will increase through training and established commercial contacts through brokerage events to boost the market uptake and scale up of transport and mobility solutions. This channel represents one of the interactive parts of the communication and dissemination activities.

To intensify the ENTRANCE outreach for demanders, suppliers and financiers, during WP4 the project will set the focus on attracting further potential users to the platform and its services.

#### 3.2.6 Related national/regional clusters and/or national/European platforms and initiatives

Communication and dissemination activities are planned through related national/regional clusters and/or national/European platforms and initiatives. The following EU initiatives/projects/platforms/networks, in which the ENTRANCE project partners already are involved, serve as an important contact point for publications for building up a target group in multiple areas: BIOPEN, LIGHTJUMPS, UTILE, ITS Arena, Hub-IN, FLYVOLT programme are some of those for example. Regarding communication and dissemination activities EURA as DM will establish links and synergies with European associations and networks as well as other European projects.

Upon M13, the project consortium will continue and increase the cooperation with other initiatives and present ENTRANCE further to local authorities/clusters/other organisations that have for mission to support enterprises in finding clients.

ENTRANCE has established contact with associations, who have confirmed their intention to collaborate with ENTRANCE. Specific attention will be given to solution providers and buyers. The identified transport “supply-demand-finance” stakeholders of the first online training and brokerage event will play an important role as target group, too.

For example, thanks to the connection with the EEN through the project partner ITAINNOVA and their involvement in the ENTRANCE AB, ENTRANCE may evaluate the possibility of connecting with the brokerage events that the Enterprise Europe Network organises. These synergies create a multiplying factor that will also generate positive effects in the activities, the results and of course in the impact of both initiatives.

### 3.2.7 Advisory Board

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An Advisory Board (AB) was set up in ENTRANCE to generate a broad direct connection and clustering activities with European associations and initiatives in the transport and mobility sector. The goal is an active AB of representatives from relevant European transport associations, clusters, regional Enterprise Europe Network offices, Technology Platforms, and large buyers’ groups, networks and platforms. Furthermore, liaisons and collaboration with other EU funded projects are planned, whose activities are directly related and similar to those proposed in ENTRANCE for piggy-back strategies to avoid duplicating efforts and create a synergy for input and positive cascade effects on all initiatives.

The ENTRANCE consortium has invited key experts from the networks identified to join the AB. The role of AB members is to:

- Advise the ENTRANCE consortium on stakeholder identification and engagements;
- Advise the ENTRANCE consortium on designing and executing the Open Competitions and brokerage events;
- Advise the ENTRANCE consortium on designing and executing the training webinars;
- Assist the ENTRANCE consortium in reaching out stakeholders, projects and initiatives relevant to the project activities;
- Advice on the status quo from the individual sub-sectors with regard to trends, innovations, market growth and other important news.

The set-up an AB will provide direct contact with several associations, cluster and organisations that can provide further users to the ENTRANCE platform and provide relevant information on the transport and mobility market that would be relevant to take into consideration in the project execution. The AB will support the outreach activities and promote the use of the ENTRANCE platform among its members and network contacts.



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It will promote the engagement activities by disseminating information on for example events and training activities. The AB has a consulting role and acts in an advisory capacity for the ENTRANCE consortium.







It will be informed on the relevant and crucial activities that the ENTRANCE project will perform during its lifespan as well as on the results obtained, to gather feedback to be used to drive the project approach. This task will set the collaborative framework of the partnering with other relevant networks and initiatives. Besides from individual contact, a specific online workshop with an EU outreach is foreseen in order to exploit knowledge of the established connections, foster the creation of new networks and improve the ENTRANCE project results.

A system will be built to measure the impact and success of the cooperation with the Advisory Board. Measurements will be made, for example, by asking all participants how they became aware of an activity or how they reached the goal.

Based on partnership already existing liaison network, the consortium identified candidates of the AB and corresponding invitations have been sent as seen in the annex. The invitation has received a good response as most invited members have agreed to join the AB. The members are shown in the following table:

Table 2. Advisory Board Members - current status

Organization	Short introduction	Representative in the Advisory board	In ENTRANCE Eco System			Stakeholders that can reach
			Supply	Demand	Investor	
 CLEPA European Association of Automotive Suppliers	European Association of Automatic suppliers	Divid Storer	X	X	X	Car and vehicle supply chain companies; Most are large and multinational with few SME.
 URBAN EUROPE	JPI-Urban Europe has a joint programme to connect cities, business, innovation providers to address challenges cities face	Margit Noll		X	X	JPI-Urban Europe Funding programme manager who can reach out cities and help cities to purchase innovations needed.
 EUROPLATFORMS	Europlatforms EEIG - The European Logistics Platforms Association	Isabel Velasco		X	X	Freight Villages and Logistics Centers; who can be innovation buyers.
 enterprise europe network Business Support on Your Doorstep	Enterprise Europe Network Sector Group Mobility	Gonda de Bruin	X	X	X	All types of companies.
 ECG The Association of European Vehicle Logistics	The Association of European Vehicle Logistics	Mike Sturgeo		X	X	Car and vehicle transport companies, normally multinational and large companies.

 <p>Local Governments for Sustainability EUROPE</p>	ICLEI Europe is the European chapter of ICLEI, a global association of local governments for sustainability	Ana Dragutescu		X		Cities that are interested in sustainable transport.
 <p>Ferrocarrils de la Generalitat de Catalunya</p>	Ferrocarrils de la Generalitat de Catalunya, regional train operator	Albert Tortajada Flores		X		Railway company looking for innovation.
 <p>Expertise- en InnovatieCentrum Binnenvaart</p>	The Expertise and Innovation Center for Inland Shipping (EICB)	Martin Quispel	X	X		Connecting innovation suppliers and demands.
 <p>ITS EUROPE</p>	ERTICO – ITS Europe, an association dedicated to Intelligent transport systems	Zeljko Jeftic	X	X	X	Various companies, public authorities.
 <p>EURO CITIES</p>	European city network	Peter Staelens		X		Cities that are interested in sustainable transport.
 <p>RÉGION Nouvelle- Aquitaine</p>	Region Nouvelle-Aquitaine	Christianne Mulat	X	X	X	Various companies, public authorities in the region.

 <p><b>POLIS</b> CITIES AND REGIONS FOR TRANSPORT INNOVATION</p>	<p>City network specifically for sustainable transport and mobility</p>	<p>Giacomo Lozzi</p>		<p>X</p>		<p>Cities that are interested in sustainable transport.</p>
 <p><b>WATERBORNE</b></p>	<p>WATERBORNE is an industry-oriented Technology Platform for the waterborne industry</p>	<p>Jaap Gebraad</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p>Various companies in the waterborne transport.</p>
 <p><b>ECF</b> EUROPEAN CYCLISTS' FEDERATION</p>	<p>ECF is the European umbrella federation of civil society organisations advocating and working for more and better cycling</p>	<p>Philip Amaral</p>		<p>X</p>		<p>It will support innovations to facilitate cycling.</p>

Before the first AB meeting, a small online questionnaire was sent to the members to survey their interests regarding advancing market uptake of sustainable transport innovations:

- Whether or not they will contribute to dissemination of the ENTRANCE platform and attract users;
- Whether or not they will support the open competitions ENTRANCE will organize;
- What are relevant initiatives or projects in their own organization;
- Whether or not they will connect the ENTRANCE with these own relevant initiatives.

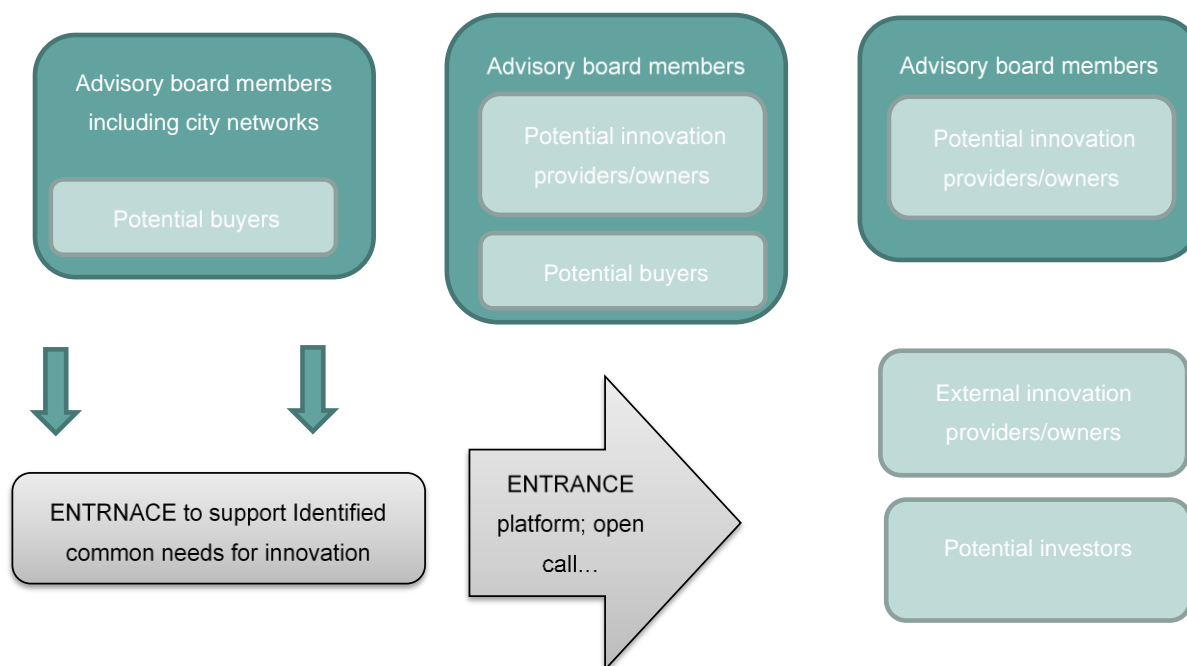
Meetings will be organised every 6 months. Current AB has covered all modes but further partnerships can bring in additional contacts/contents.

In addition to the general advisory roles indicated above, the ENTRANCE project will also liaise with the members of the AB to identify common interest in specific innovation areas or solution requirements. Since many members of the AB are associations presenting specific sectors in transport, it is particularly useful to collaborate with them to identify which solutions are urgently needed by their sectors, and if there are potential buyers from their members. For example, cities in city networks (e.g. EUROCITIES, POLIS and ICLEI) may have common needs for innovative transport solutions. Members of such associations may be able to provide innovative solutions that needed by other associations (e.g. ALICE members include a large number of SMEs to provide innovative solutions. Some associations may have both (e.g. ERTICO has industry partners, SMSs, and also public authorities and transport operators).

The ENTRANCE consortium will support matchmaking to find innovation provides for the identified potential needs through:

- o The ENTRANCE Matchmaking Platform
- o The Open Call (jointly organized with members of AB)
- o Interaction with potential solutions developers/owners

Creating positive synergies across initiatives together with ENTRANCE. The overall approach can be illustrated as:



**Figure 3: Use of AB to support identifications of common interests in innovation needs**

In order to keep the AB regularly informed about news concerning ENTRANCE, the members of the Advisory Board will be added to the list of subscribers to the ENTRANCE newsletter (if they have not already subscribed to it yet). This concerns in the first sense the representatives of the AB shown in the table 2 above and in the broader sense may also concern several other representative partners of the AB projects to guarantee that they are regularly informed about ENTRANCE activities.

### 3.2.8 Liaison projects


ENTRANCE has also built up a closer relationship among various projects. As a result of such conversations, a Task Force was launched to gather those projects together for joining efforts to advance market uptake of sustainable transport solution. The Task Force was launched on 15<sup>th</sup> December<sup>1</sup>. Detailed information about the launch of Task Force can be found here: [link.https://www.entrance-platform.eu/uncategorized/official-launch-of-the-task-force-on-accelerating-innovation-uptake-for-sustainable-transport/](https://www.entrance-platform.eu/uncategorized/official-launch-of-the-task-force-on-accelerating-innovation-uptake-for-sustainable-transport/) Much cooperation will be done through the task force by four different workstreams:

- Matchmaking services between innovation suppliers and buyers (led by ENTRANCE);
- Finance and de-risk;
- Best practice sharing (led by ENTRANCE);
- Capacity building and guidance development.

<sup>1</sup> The LASTING project has joined the Task Force after the announcement on 15<sup>th</sup> December 2021.



Those projects are described in the following table.

Table 3. Liaison projects.

Project	Short introduction	AB members/ consortium members	Key elements related to ENTRANCE
	<p><b>ASSURED-UAM</b> will look at scenarios for up to 10 use cases within 5, 10 and 15-years' timeframes, make knowledge base and policy recommendations in 8 languages. It will create standards for products and processes as well as tools for exchange and learning of Urban Air Mobility, project development support and technical assistance. There will be UAM community integration and wide consultations, cooperation, and synergy with other projects, industry and user groups. More information: <a href="https://assured-uam.eu/">https://assured-uam.eu/</a></p>	To be invited	<p>Urban air transport is a key innovation area. How to link with investors and other stakeholders to facilitate uptake or making such innovation economically sustainable is a key point of cooperation with ENTRANCE.</p>
<b>BOOSTLOG</b>	<p><b>BOOSTLOG</b> aims to boost impact generated from future EU funded R&amp;I projects to contribute to EU policy objectives, address societal challenges, and increase EU competitiveness. The project will map more than 160 projects funded by FP5, FP6, FP7 and HORIZON 2020, and identify successful implementation cases into the market and regulations and will develop actionable reports on various subjects prioritised by stakeholders. More information: <a href="https://www.etp-logistics.eu/boostlog/">https://www.etp-logistics.eu/boostlog/</a>.</p>	ALICE, VIL	<p>BOOSTLOG looks into how innovation in the logistics sector has been implemented and share best practices that can be used by the ENTRANCE project.</p>

	<p><b>FastTrack</b> helps cities accelerate the roll-out of sustainable mobility innovations through knowledge-exchange and capacity building. It works with 24 urban and peri-urban areas to help them accelerate their deployment of sustainable mobility innovations. This work revolves around four topical clusters, each led by an Ambassador City. Throughout its learning programme – featuring a bottom-up needs assessment, e-learning opportunities, and Capacity Building Weeks – FastTrack brings its community of local areas together with experts and solution providers to overcome the barriers to innovation deployment. More information: <a href="https://fasttrackmobility.eu/about/project">https://fasttrackmobility.eu/about/project</a>.</p>	<p>EUROCITIES, ICLEI</p>	<p>FastTrack is to connect innovation suppliers with cities, key buyers of innovation.</p>
<p><b>FUTURE-HORIZON</b></p>	<p><b>FUTURE-HORIZON</b> will support ERTRAC, related HORIZON EUROPE partnerships and the European Commission in identifying future research needs for upcoming R&amp;I programmes, in order to further facilitate a sustainable and efficient road transport system in Europe, while also fostering international cooperation. More information: <a href="https://www.ertrac.org/index.php?page=future-horizon">https://www.ertrac.org/index.php?page=future-horizon</a></p>	<p>POLIS</p>	<p>It has a task on reviewing funding opportunities for sustainable transport and helps European business for reaching out international market.</p>
	<p>The main objective is to provide the knowledge base for the implementation of the EU Green Deal in view of further development of the European Commissions' IWT action programme (NAIADES) towards 2030. The project aims to improve the impact and broadening stakeholder engagement in support of transport research and innovation in Inland Waterway Transport (IWT). More information: <a href="https://platina3.eu/what-we-do/">https://platina3.eu/what-we-do/</a></p>	<p>ECIB, IWT</p>	<p>The project aims to help innovation in IWT for market uptake.</p>



	<p><b>RECIPROCITY</b> aims at transforming European cities into climate-resilient and connected, multimodal nodes for smart and clean mobility through an innovative four-stage replication approach. The project will equip at least 20 cities across Europe, of varying size and mobility demand, with necessary tools, knowledge, contacts and methods to accelerate the replication of existing innovative mobility solutions. More information: <a href="https://reciprocity-project.eu/about/">https://reciprocity-project.eu/about/</a></p>	<p>To be invited</p>	<p>The project aims to help cities to implement innovative solutions.</p>
	<p><b>LASTING</b> will broaden engagement of the broader waterborne transport sector in European RD&amp;I activities, by developing a communication strategy, and implementing a long-lasting communication campaign beyond the lifetime of this project, ultimately increasing, stakeholder engagement in the sector and thereby increasing impact of European waterborne transport RD&amp;I project</p>	<p>Waterborne</p>	<p>The project is help implementation of R&amp;I activities in waterborne transport.</p>

Currently, the ENTRANCE project consortium members lead two workstreams as shown above. Through participating in the task force and leading the workstreams, ENTRANCE will be able to outreach to a wide range of stakeholders in transport, thus disseminating project activities.

### 3.2.9 Engaging the European Partnerships

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To further attract new and still unknown Horizon Europe projects and initiatives to work together with, ENTRANCE will proactively keep look out for Horizon EU projects in different sectors/industries. A main concern in this regard is to increase the number of projects ENTRANCE works with in the future. In order to include projects from all sectors in the cooperation that are important for the project, ENTRANCE has made a selection of projects in advance and listed them below. Sectors that are more remotely related to mobility and transport issues are also considered here for the time being in order to expand the multiplier effect as much as possible.

European Commission has proposed setting-up new European Partnerships under the Horizon Europe programme<sup>2</sup>. They are a key implementation tool of Horizon Europe and contribute significantly to achieving the EU's political priorities.

By bringing private and public partners together, European Partnerships help to avoid the duplication of investments and contribute to reducing the fragmentation of the research and innovation landscape in the EU. Europe partnerships are expected to establish formal and regular collaboration with other relevant research and innovation initiatives. This provides a unique opportunity for ENTRANCE to collaborate with them. The ENTRANCE consortium will build relationships with those partnerships and seek of cooperation for mutual interests.

The vision behind this is to get these European Partnerships to promote each other by establishing contacts. This should take place in the form of newsletters in which, for example, calls for proposals, competitions and funding opportunities are disseminated in this way (as for example already has been done for FastTrack through an ENTRANCE special edition newsletter). It is also conceivable to recruit representatives of these partnerships as new members for the AB.

Special attention will be paid to PILLAR II - Global challenges & European industrial competitiveness in the following areas: Cluster 5: Climate, Energy and Mobility.

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<sup>2</sup> What are European Partnerships, [https://ec.europa.eu/info/research-and-innovation/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe/european-partnerships-horizon-europe\\_en](https://ec.europa.eu/info/research-and-innovation/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe/european-partnerships-horizon-europe_en)

Table 4. Relationship of European Partnerships related to ENTRANCE (Horizon Europe's cluster 5)

Project	Short introduction	Relation to ENTRANCE	Modes covered
<b>European Partnership for transforming Europe's rail system</b>	The partnership aims to accelerate the development and deployment of innovative technologies (especially digital and automation) and deliver on <u>European Green Deal objectives</u> . It will develop solutions with broad support across the EU – up to 75% market uptake by 2030, improving the competitiveness of rail and support European technological leadership in rail. More info: <a href="https://ec.rtd.he-partnerships-transforming-europes-rail-system.pdf">ec_rtd_he-partnerships-transforming-europes-rail-system.pdf</a> ( <a href="http://europa.eu">europa.eu</a> )	Collaboration between ENTRANCE and this project can advance outreach and collaboration specifically in the rail sector.	Rail
<b>European Partnership for Integrated Air Traffic Management (ATM)</b>	Digital transforming air traffic management will make the European airspace the most efficient and environmentally friendly in the world. This will support the competitiveness and recovery of the European aviation sector in a post-coronavirus crisis Europe. Key areas: improving connectivity, air-ground integration and automation, increasing flexibility and scalability of airspace management and safe integration of drones. More info: <a href="https://ec.rtd.he-partnerships-integrated_atm.pdf">ec_rtd_he-partnerships-integrated_atm.pdf</a> ( <a href="http://europa.eu">europa.eu</a> )	The collaboration between ENTRANCE and this project can focus on driving innovation in European airspace and drones.	Air
<b>European Partnership for Clean Aviation</b>	The partnership aims to put aviation on route to climate neutrality by accelerating the development, integration, and validation of mainly disruptive research and innovation solutions, for deployment as soon as possible. It will also help develop the next generation of ultra-efficient low-carbon aircraft, with novel power sources, engines, and systems, which will emerge from the research and demonstration phase at a high <u>technology readiness level</u> . Supporting aviation research and innovation benefits the aviation sector's competitiveness and	The demonstration projects from this project can serve as best practice cases within ENTRANCE (on the platform, in newsletters and the like). Again, collaboration between	Air

	employment which is especially important post-coronavirus. More info: <a href="#">ec_rtd_he-partnerships-clean-aviation.pdf (europa.eu)</a>	ENTRANCE and the project is foreseen.	
<b>European Partnership on Clean Hydrogen</b>	The partnership aims to accelerate development and deployment of European clean hydrogen technologies, contributing to a sustainable, decarbonised and fully integrated energy system. It will focus on production, distribution and storage of clean hydrogen to supply hard to decarbonise sectors such as heavy industries and heavy-duty transport applications. More info: <a href="#">ec_rtd_he-partnerships-clean-hydrogen.pdf (europa.eu)</a>	Collaboration in this area can open up broad opportunities due to the wide applicability of hydrogen in different sectors matching the broad fields of ENTRANCE industries.	All
<b>People-centric sustainable environment (Built4People)</b>	The vision of the partnerships is high quality, low carbon, energy and resource efficient built environments which drive the transition towards sustainability. The partnership brings together the whole value chain and it will develop sector-relevant innovation clusters across the EU. The objectives are scientific (generate holistic innovation for sustainability), economic (revitalise the sector via sustainable operation) and societal (induce behavioural change towards sustainable living). The objectives will be reached through a user-centric approach. More info: <a href="#">ec_rtd_he-partnerships-built4people.pdf (europa.eu)</a>	The sector-relevant innovation clusters out of this project can become useful for ENTRANCE platform users as well.	All
<b>European Partnership Towards zero-emission road transport (2ZERO)</b>	The partnership aims to accelerate the development of zero tailpipe emission transport in Europe with a systems approach, develop a common vision and deliver a multi-stakeholder roadmap for a climate neutral and clean road transport system. It will improve mobility and the safety of people and goods, ensure future European leadership in innovation, production and services. Main achievements by 2030 will	By focusing this project on different groups of people, the suppliers, demanders and financiers presented in ENTRANCE will be able to	Road

	<p>focus on wide deployment of zero-emission, affordable user-centric solutions, CO2 emission reduction and air quality improvements. A major challenge will be the introduction of zero-emission and competitive long distance heavy-duty vehicles. More info: <a href="#">ec_rtd_he-partnerships-2zero.pdf (europa.eu)</a></p>	<p>benefit. Especially the stakeholder groups from the commercial vehicle sector are synergy-building here.</p>
<p><b>European Partnership on Connected and Automated Driving (CCAM)</b></p>	<p>The partnership aims to accelerate the implementation of innovative, connected, cooperative and automated mobility (CCAM) technologies and services. By bringing together the actors of the complex cross-sectoral value chain, it will develop and implement a shared, coherent and long-term European research and innovation agenda. By 2030, the partnership will have demonstrated inclusive, user-oriented and well-integrated mobility concepts, enabled by CCAM, with increased safety and a reduced carbon footprint. It will make Europe a world leader in the deployment of connected and automated mobility for people and goods. More info: <a href="#">ec_rtd_he-partnerships-connected-and-automated-driving-ccam.pdf (europa.eu)</a></p>	<p>The advancement of cross-Road sector and networked mobility technologies from this project offers good points of connection to ENTRANCE.</p>
<p><b>European Partnership on zero-emission waterborne transport</b></p>	<p>The partnership aims for the EU to lead and accelerate the transformation of maritime and inland waterborne transport to eliminate all harmful environmental emissions (including greenhouse gas, air and water pollutants) through innovative technologies and operation. By 2030 the objective is to develop and demonstrate deployable zero-emission solutions which are applicable for all main ship types and services and will enable achievement of zero-emission waterborne transport by 2050. More info: <a href="#">european_partnership_for_zero-emission_waterborne_transport.pdf (europa.eu)</a></p>	<p>The focus of this project, Waterborne which is directed towards maritime and inland navigation, allows good points of contact with ENTRANCE.</p>

<p><b>European Partnership for an Industrial Battery Value Chain</b></p>	<p>This partnership aims in the short to medium-term to support the development of a world-class European research and innovation ecosystem on batteries (which is currently non-existent), with a view towards industrial leadership by Europe in the design and production of batteries for the next generation of both stationary and mobile applications. In the long-term, the goal is to develop futuristic battery technology beyond 2030. More info: <a href="https://ec.rtd.he-partnerships-european-industrial-battery-value-chain.pdf">ec_rtd_he-partnerships-european-industrial-battery-value-chain.pdf</a> (<a href="http://europa.eu">europa.eu</a>)</p>	<p>The vision of this project is supported by ENTRANCE, in which battery technology is included in diverse mobility and transportation topics (from buses, trucks and trains to drone flight). Leadership in battery development can benefit the solution providers represented on the ENTRANCE Platform.</p>	<p>All</p>
<p><b>European Partnership driving urban transitions to a sustainable future (DUT)</b></p>	<p>The partnership will engage and enable the whole spectrum of urban stakeholders (local authorities, municipalities, business and citizens) to co-create innovative, systemic and people-centric approaches, tools, methods and services in support of urban transformative transitions. This will lead to more efficient and decarbonised use of energy, sustainable and people-friendly mobility systems, circular and environmental-friendly use of resources, for the well-being of citizens and preservation of biodiversity. More info: <a href="https://ec.rtd.he-partnerships-driving-urban-transitions.pdf">ec_rtd_he-partnerships-driving-urban-transitions.pdf</a> (<a href="http://europa.eu">europa.eu</a>)</p>	<p>The cooperation with this project is of particularly high importance for ENTRANCE. This is because it includes the target group of public authorities and municipalities, which are now to be focused on more intensively after the first phase, which concentrated on solution providers.</p>	<p>Urban mobility and logistics</p>

<p><b>European Partnership for Clean Energy Transition</b></p>	<p>A transformative research and innovation programme across Europe, this partnership will boost and accelerate energy transition in all its dimensions. It will enable joint research and innovation programmes from regional to national and global level, co-supported by industry, public organisations, research and citizens’ organisations to make Europe a frontrunner in energy innovation and eventually the first climate-neutral continent. More info: <a href="https://ec.europa.eu/energy/innovation/open-consultation-for-the-cetp">Open consultation for the CETP (europa.eu)</a></p>	<p>ENTRANCE platform users All can benefit from the research and innovation programs targeted in the project.</p>
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Next to cluster 5, cluster 4 “digital, industry and space” can also be of interest for possible collaborations for ENTRANCE.

Table 5. Relationship of European Partnerships related to ENTRANCE (Horizon Europe’s cluster 4)

Project	Short introduction	Relation to ENTRANCE
<p><b>European Partnership for Smart Networks and Services</b></p>	<p>The partnership aims to support technological sovereignty concerning smart networks and services in line with the <a href="#">EU industrial strategy</a> and the <a href="#">5G cyber-security toolbox</a>. It will contribute to enabling the digital and green transitions, address the coronavirus crisis both in terms of technologies for health crisis response and of economic recovery. It will enable European players to develop the technology capacities for 6G systems as the basis for future digital services towards 2030. It will also allow that lead markets for 5G infrastructure and services can develop in Europe by coordinating 5G deployment with <a href="#">CEF2 Digital</a>. More info: <a href="https://ec.rtd.he-partnership.smart-networks-services.pdf">ec_rtd_he-partnership_smart-networks-services.pdf (europa.eu)</a></p>	<p>The roll-out of 5G and further mobile generations (6G) in Europe, targeted by this project, is also highly relevant for automatized/autonomous and connected driving and unmanned flying and therefore shows interfaces to ENTRANCE - especially for the implementation of 5G in communities and municipalities (on the buyer side) of new mobility systems.</p>
<p><b>European Partnership for Clean Steel - Low Carbon Steelmaking</b></p>	<p>Aligned with the <a href="#">European Green Deal</a> targets, the partnership supports EU leadership in transforming the steel industry into a carbon-neutral one, serving as a catalyser for other strategic sectors. By 2027 it will implement at least 2 demonstration projects leading to a 50% reduction in CO2 emissions and achieve <a href="#">technology readiness level 8</a> by 2030 in at least 12 areas funded by the</p>	<p>The transformation of the steel industry into a carbon-neutral industry, which is the goal of this project, affects ENTRANCE target groups in that the production of cars,</p>

partnership. The final ambition is to reduce CO2 emissions by 80-95% by 2050, ultimately achieving carbon neutrality. More info: [ec\\_rtd\\_he-partnerships-for-clean-steel-low-carbon-steelmaking.pdf \(europa.eu\)](#)

trains, ships and the like goes hand in hand with the use of steel.



### 3.2.10 External events/conferences/fairs

The attendance at external events/conferences/fairs will increase the visibility of ENTRANCE. During the consortium's participation in these external events, the communication and dissemination tools like the leaflets will be available, posters will draw attention to the project, presentations will be shown etc.

A roll-up was made for the visual impressions with also a QR code and pictures of the platform. So that ENTRANCE does not present it only in own events, but also in extern events. As used in the past months – like for example at the POLIS conference on 1<sup>st</sup> and 2<sup>nd</sup> December 21 in Gothenborg – the project consortium used mainly presentations with 10 slides or more to explain the project.

Further short-term upcoming events, that are already identified and relevant for ENTRANCE, are shown in the following table. The list will be completed as far as further events are identified and the pandemic allows the participation in person.

**Table 6. Relationship of short-term upcoming events already identified and relevant for ENTRANCE**

Event	Date	Content	Planned ENTRANCE presentation
<b>ITS European Congress 2022</b>	20 – 22 June 2022	ICT sectors who work on transport research and innovation	Session, or stand (joint stand with other organisations, e.g. ITS Norway)
<b>TRA 2022</b>	14 – 17 Nov 2022	All stakeholders in transport who are interested in research and innovation	Presentation, session, and/ or stand (may join other projects or organisation)

## 4 COMMUNICATION AND DISSEMINATION METHODOLOGY

To provide stakeholders, interested parties, platform users, website visitors, newsletter subscribers with meaningful information, strategic communication and dissemination is essential. Objectives, targets audiences, and messages must be clarified before deciding on the media and before any kind of information is disseminated. The following graphic therefore shows the approach for each piece of information to be published to generate the highest possible market demand for the ENTRANCE online and offline services developed. Messages that are to be sent to the public therefore go through the following steps:

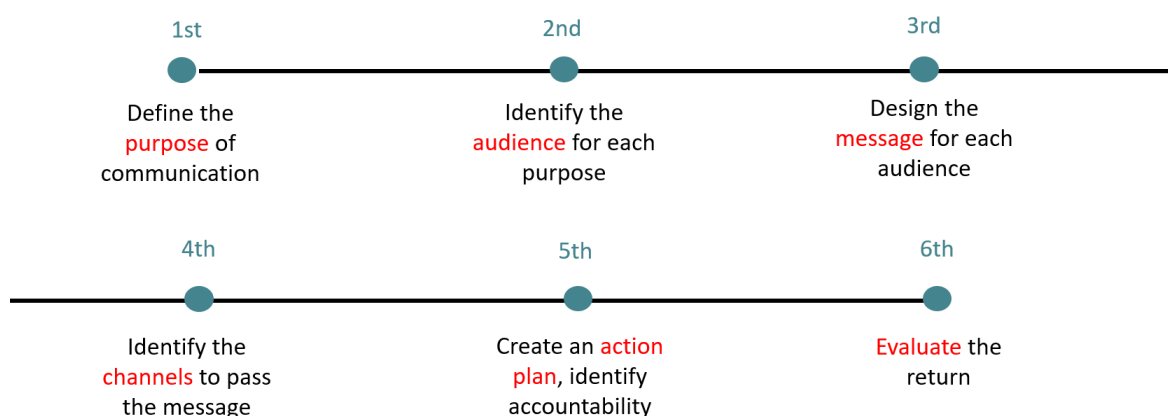


Figure 4: Communication and dissemination methodology.

In order to keep communication and dissemination activities after the projects end in mind, it is important to implement a "sustainability task force" to better define the long term related actions of the project and to give an operational dimension to further ENTRANCE results exploitation. This task force is planned for consortium partners involved in the exploitation plan and sustainability strategy, which means BABLE, PNO, INNEN, EITUM, TRV and CFH. EIT initiatives are also focused on sustainability actions and will be taken as a privileged contact for the ENTRANCE exploitation plan.

To reach the interest of the three target groups, ENTRANCE will in future more adapt its communication to short, understandable, active written communication in form of questions so that they feel more addressed. An example could be: "EUROPE'S SUSTAINABLE MOBILITY SECTOR JUST OPENED A NEW CLUBHOUSE - Are you active in Europe's sustainable transportation and mobility sector? Then don't miss out on ENTRANCE. This unique network is becoming a true honeypot for innovators, investors and buyers alike. Its digital doors are open every day and the fast growing community of passionate people meets frequently during online and offline events throughout Europe." These questions are intended to more actively engage recipients. This example serves as wording that could be used in the future for both press releases, emails and on flyers etc.

Key messages for the three target groups will be found in every communication and dissemination channel. The main advantage communicated for each of the target groups will be:

**For innovators:** “A point of departure for bringing your innovation to market!”

**Investors:** “A unique view on the sector's landscape plus fast ways to connect with innovators and buyers!”

**Buyers:** “A first-of-its-kind European collaboration portal to de-risk the acceleration of sustainable transport and mobility!”

The offerings for each target group have clearly been communicated in the past months:

1. A matchmaking platform (through the launch and communication of the platform in September 2021)
2. A knowledge portal (through the explanation webinar of BABLE about how to use the platform best and how to benefit from it in October 2021)
3. Events (through the EIB webinar in June 2021)
4. Support services (with the execution of the first ENTRANCE open competition and the supporting financial actions of CFH and publications of the five winners in December 2021 about diverse ENTRANCE channels)

The plan is to reach the target groups with a clear 'value proposition' for the users of the ENTRANCE platform. That means, a document or slide will explain in short why to use the platform? What is their investment? And what do they get in return? With help of these three questions the main advantages for communication messages are included.

In order to align the messages beyond the ENTRANCE consortium, the partnership will take into consideration the long term vision/mission statements preliminary identified and that will be finetuned in the future exploitation planning for the platform:

- **The vision** – To be the legitimate hub for uptake and scale up for innovative transport and mobility solutions.
- **The mission** – To support innovative ideas to reach the market and ensure the competitiveness and sustainability of the transport and mobility sector in Europe.

All messages shall in future lead people and organisations to the ENTRANCE platform since this is the best way to demonstrate what ENTRANCE is doing. That means that any social media post, newsletter and other publications will always have the link to the platform available – as this has already been implemented in the last newsletter editions, when linking to the solution descriptions of the open competition winners to the platform for example.

## 5 TARGET AUDIENCES

Target audiences are various stakeholders in the areas of supply, demand, finance and multiplier networks. The different stakeholder groups are listed in the table 7 below.

The expected impact of ENTRANCE for and from the identified stakeholders from the “supply-demand-finance” triangle is as follows:

- **Supply:** Organizations that can provide first-of-a-kind and near to market transport and mobility solutions (technologies, products and/or services). This includes SMEs, spin-offs, research institutes, technologies centers, and big industry. An option is to spread the stakeholder groups also towards the whole supply chain process.

On the supplier side, ENTRANCE will increasingly promote with the following message: “As supplier you get an easily accessible point of contact with potential buyers for providing visibility and expanding your possibilities to access the market and support to access finance.” The solution providers will obtain greater visibility that will create a fairer market as it will put to the attention of the potential buyers that can be an alternative from the traditional and receive automatic alerts when a public procurement procedure is published thereby expanding the chances of the solution providers at offering their first of a kind solution. To clearly explain the key advantages to the supplier target group, ENTRANCE will use following aspects, suppliers benefit from, if they log in to the platform. Important advantages for suppliers to be communicated to them will be:

- A European reach of their offered solution(s).
- A broad combination of solutions – collaboration among service/solution providers.
- A finetuning or refinement of solutions through sharing of ideas, joint workshops and events arranged by the ENTRANCE platform.
- Business development.

On the supplier side, following organisations will be reached:

- Automobile and bus manufacturer as well as other mobility manufacturer for e-bikes or scooter, ship, plane and train
- Logistic companies
- Public transport companies
- Energy provider
- Companies with fleets of vehicles
- Universities, science institutes

- **Demand:** Potential buyers among the main public and private actors of the transport and mobility sector that are expected to have foreseen replacement or purchase plans and schedules. This includes shippers, infrastructures, fleet owners, terminal & hub operators, traffic managers, Logistics Service Providers (LSPs), transport operators, OEMs, Tier 1 and Tier 2, and shipping companies. The potential buyers will get a great

and easy overview on the solutions that are available on the market and will be matched with other potential buyers with similar interest which would allow for purchase aggregations which can lower purchase costs for the individual buyer.

ENTRANCE will increasingly focus on public demanders and therefore deepen exchanges with deciders from end-user entities. Connecting clusters are also well placed to mobilise public entities, because they are generally partially funded by local public authorities. Municipalities will become one of the main focuses to reach out in the demander section, as municipalities are in charge of many public transports as well as infrastructure and in discussion with the end users – the residents (companies located in their municipality, schools, public bus stops etc.).

On the buyer side ENTRANCE will increasingly promote with following message: A first-of-its-kind European collaboration portal that gives you a true idea of the innovative solutions that are available on the market to and a support for purchase aggregation to de-risk the investment.” A development of a serial e-mail for cities and communities around Europe could be here in focus. Targets are mobility departments / staff units of the cities and communities or other contacts from communities, district and city administrator. Important advantages for demanders to be communicated to them are the following ones:

- An effective process towards appropriate solution(s)
- A solution search guiding & coaching
- A purchase aggregation opportunity
- A finetuning of business needs – needs assessment

To reach demanders, following organizations will be searched and communicated to:

- Automobile and bus manufacturer as well as other mobility manufacturer for e-bikes or scooter, ship, plane and train
  - Cities and communities as well as community related companies
  - Public transport companies
  - Public utilities and energy provider
  - Logistic companies
  - Companies with fleets of vehicles
  - Harbours, Airports
- **Finance:** Public and private organizations that provide different funding for innovation in the transport sector, including private investors, and public funding instruments. This includes private investors, banks, local finance communities, regional, national & European funding programme managers, and national contact points. On the finance side ENTRANCE will increasingly promote with following message: “You will get a unique view on the sector’s innovative landscape plus fast ways to connect with solution providers and buyers.” Important advantages, the financiers will be communicated are the following:

- A European reach of investment solutions
- Business development
- A match making for the finance of business cases

To reach more users, it is important to communicate with influencers. This could be universities, institutes and companies:

- European Institute of Innovation and Technology → EIT Urban Mobility initiative
- KTH Royal Institute of Technology → University in Sweden
- European commission
- Smart Mobility Congress (SMC) is an international event held on urban mobility transformation, which is attended by experts and leaders in the transport industry
- Smart City Expo World Congress (SCEWC) is an international conference focusing on the relationship between technological revolution and urban reality. Established in 2011, SCEWC is a reference point globally for city development and is a major forum for exchange of ideas, experiences, networking and ratifying business deals related to urban development.

Influencing blogs could also be considered:

- Transportation – TechCrunch. #1 most popular mobility blog
- Fleet Europe - Smart Mobility. #2 most popular mobility blog
- Mobility Lab. #3 most popular mobility blog
- Intelligent Transport. #4 most popular mobility blog
- Shared-Use Mobility Center
- Blog - Micromobility Industries
- Mobility – Sifted
- Zukunft Mobilität
- Ecomobility
- The Urban Mobility Daily
- InnovationManagement.se
- Innovation Excellence is the online home of the global innovation community, with thousands of members from over 175 countries – thought leaders, executives, practitioners, consultants, vendors, and academia representing all sectors and industries
- Entrepreneur innovation news - latest news, videos, and discussion topics on innovation, leading entrepreneurs share their experience, ideas and case studies
- Board of innovation
- Inventhelp - The inventhelp blog focuses on covering innovation topics and educating inventors in every stage of the invention process
- HYPE Innovation - a blog about innovation management and collaborative innovation
- Innovate UK - in a blog of Innovate UK you can find interesting innovation articles about technology, science and products that will grow the UK economy

- The Burrus blog - the Burrus Blog features articles from Daniel Burrus, who is considered one of the World's leading futurists on global trends and innovation
- Cities Today is an online news portal providing information and analysis on urban mobility and innovation

And finally also influencing people:

- Don Dahlmann is a successful journalist, author and consultant in the fields of future of mobility, autonomous driving, smart cities, IoT and AI
- Susan Shaheen is a pioneer and thought leader in future mobility strategies. She is an internationally recognized expert in mobility and was among the first to observe, research and write about changing dynamics in shared mobility
- Harry Campbell (@TheRideshareGuy) is a blogger who founded The Rideshare Guy, a ridesharing industry blog for cab drivers
- Matthew Baldwin is the Deputy Director-General for the Directorate-General for Transport and Mobility, which is responsible for devising mobility and transport policies for the European Union (EU). He also serves as the European Coordinator for Road Safety and Sustainable Mobility

The following table summarises the main target groups and the measures that are considered depending on their profile:

Table 7. Summary of ENTRANCE target groups/objectives/channels

Target groups	Specific objectives	Channels/measures	Evaluation
<b>Supply stakeholders</b>			
<b>SME technology suppliers, Start-ups and spin-offs, Technology institutes, RTD institutes, large and multinational companies</b>	Promote ENTRANCE platform and increase the network, foster cooperation and promote purchase opportunities, accomplishment of environmental objectives, Promote technology transfer, Exploitation of results, scale up and market uptake of solutions	Direct contact through partner networks, ENTRANCE webpage and platform, invitation to training and brokerage events and webinars, other project information materials, participation in other events/fairs, platform manual, the ENTRANCE secretariat with e-mail and phone number, proactive use of social media channels (LinkedIn, Twitter, and YouTube)	Registered users in the platform, N° attendees in training and brokerage events, N° new uptakes achieved, N° of requests for offline services
<b>Demand stakeholders</b>			
<b>Large and multinational companies, SMEs, Shippers, Infrastructures managers (public and private), Fleet owners, Terminal &amp; hub</b>	Promote ENTRANCE platform and increase the network, scale up and market uptake of solutions, foster cooperation to boost purchase aggregation, achieve the specific	Direct contact through partner networks, ENTRANCE webpage and platform, invitation to training and brokerage events and webinars, other project information materials, participation in other	Registered users in the platform, N° attendees in training and brokerage events, N° new uptakes achieved,

Target groups	Specific objectives	Channels/measures	Evaluation
operators, Traffic managers, LSPs, Transport operators, Tier 1 & 2, Shipping companies, OEMs, large buyers groups, networks and platforms, regional and national authorities	environmental objectives, increase competitiveness	events/fairs, platform manual, the ENTRANCE secretariat with e-mail and phone number, proactive use of social media channels (LinkedIn, Twitter, and YouTube)	N° of requests for offline services
<b>Finance stakeholders</b>			
Private investors, Banks, Local communities, Regional, national & European funding programme managers, National Contact Points for funding programmes	Promote ENTRANCE platform and increase the network, close the gap with companies to promote disruptive solutions	Direct contact through partner networks, ENTRANCE webpage and platform, invitation to training and brokerage events and webinars, other project information materials, participation in other events/fairs, platform manual, the ENTRANCE secretariat with e-mail and phone number, proactive use of social media channels (LinkedIn, Twitter, and YouTube)	Registered users in the platform, participation in events, cooperation achieved with funding authorities, N° funding programme webinars arranged
<b>Multiplier networks</b>			
National and European Associations, Regional and national clusters Large buyers' groups, networks and platforms	Boost cooperation among associates and users, increase ENTRANCE network, generate more synergies	Direct contact through partner networks, invitation to training and brokerage events and webinars, other project information materials, participation in other events/fairs, platform manual, the ENTRANCE secretariat with e-mail and phone number, proactive use of social media channels (LinkedIn, Twitter, and YouTube)	N° members Advisory Board, N° synergies established with other EU projects

For further information about the identified stakeholders, we refer to the deliverable D 3.1 "Report on identified supply, demand and financing opportunities".



## 6 MEASURING METRICS

In order to measure the success and the number of audiences reached, the following values will be documented on an ongoing basis at the reporting periods: Number of visitors to the website, followers in social media (LinkedIn, Twitter, YouTube), subscribers to the ENTRANCE online newsletter, publications in newspapers and magazines. As Key-Performance-Indicator 8.000 transport and mobility stakeholders shall be reached, 6 external events attended, 6 press releases and 3 articles in magazines published. The achievement of public relations objectives could additionally be measured by numbers of people asking for feedback or more information etc. through the ENTRANCE secretariat and possibly through surveys.

Table 8. Key-Performance-Indicators

KPIs	Target
N° transport stakeholders reached through outreach activities	+8.000 transport and mobility stakeholders.
	+6 external events attended.
	+6 press releases.
	3 articles in magazines published.

The website is biannual analysed in terms of how many visitors reached the website, from where these visitors came to the website and how long they stayed on the website with help of google analytics. These figures will be available in the bi-annual activity reports.

As metrics in the ENTRANCE social media channels, the number of followers in the LinkedIn ENTRANCE group and the subscribers in the ENTRANCE YouTube channel as well as the subscribers of the ENTRANCE Newsletter in mailchimp will be regularly observed and presented in the activity report, too.

7 GANTT CHART – SCHEDULE

		Year 1			Year 2												Year 3												Duration											
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	Start date	End date	
WP 6	Phase 4 - Promote																																						M 1	M 36
T 6.1	Communication and dissemination plan																																						M 1	M 4
T 6.2	Communication and dissemination activities																																						M 1	M 36
ST 6.2.1	Media, publications and website																																					M 1	M 36	
ST 6.2.2	Dissemination activities																																					M 4	M 36	
T 6.3	Exploitation plan and sustainability strategy																																					M 18	M 36	

Figure 5: Gantt chart - schedule work package 6 - promote

The WP6 "Promote" is set up as shown in the Gantt chart. From the beginning of the project launch (M1), deliverable 6.1 "Communication and Dissemination Plan" has been set up and delivered on time at the end of March 2021 (M3) after review by all partners.

All communication and dissemination activities (6.2) will be executed and monitored regularly and continuously from the beginning (M1) to the end of the project (M36). These activities include the tasks listed in sub-work package 6.2.1 "Media, publication and website", which will be carried out from the beginning (M1) until the end of the project (M36), and the tasks listed in sub-work package 6.2.2 "Dissemination activities", which will be carried out from May 2021 (M5) until the end of the project (M36).

Task 6.3 "Exploitation plan and sustainability strategy" will start later in the project period in June 2022 (M18) and end in December 2023 (M36) at the end of the project.

## 8 COMMUNICATION GUIDELINES

Communication controls the stakeholder perception of the project and shapes its reputation, which is why guidelines must be defined to ensure targeted communication. Uniform communication rules are to be used to achieve the goals of building trust, stakeholder loyalty, credibility and willingness to recommend ENTRANCE.

### 8.1 INTERNAL GUIDELINES

In accordance with Article 38 of the GA "Promoting the action – visibility of EU funding", all communication and dissemination activities will be reported to the project coordinator, INEA and the European Commission before publication – whether they are already under way or in the planning stages. That means also, that every mentioning in the press, preparation of a demonstration, award receiving or other good opportunities to promote ENTRANCE, will be communicated to INEA and the European Commission. Before engaging in a communication activity expected to have a major media impact, the beneficiaries, respectively the DM, will inform the Agency. (GA No. 101006681, Article 38).

Care will be taken to ensure that all communication activities refer to the EU funding with appropriate use of the EU emblem through the following sentence: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006681".



The project has received funding from the European Union's Horizon 2020 research and innovation program under Grant Agreement N°101006681.

Figure 6: Reference to EU funding

Guidelines on the use of the EU emblem in terms of font size, font colour and font type will be compiled in a policy document and sent to all project partners. The examples of how the emblem may or may not be used will be used to avoid erroneous use. The appropriate prominence of the EU emblem in combination with the use of another logo will be clearly communicated in those documents, which will be uploaded in Innovation Place.

It is also to make clear in every document that the Agency and European Commission are not responsible for any content published, but that the responsibility lies with the authors or the project consortium and only reflects their opinion. Any communication and dissemination activity related to the action must indicate that it reflects only the author's view and that the Agency and the Commission are not responsible for any use that

may be made of the information it contains (Article 38, GA). The Project Officer, INEA, and the European Commission will also be informed about important events, webinars, milestones, and articles published.

The communication and dissemination procedure obliges all project partners to review and check all communication and dissemination materials prepared by the DM within a reasonable time frame with respective deadline in the email and to provide feedback or change requests on the information in due time. This is to prevent incorrect, missing, unnecessary or confidential information from being communicated and disseminated, so that all project partners keep actively involved throughout all communication activities during the whole project period.

Peer-reviewed scientific publications relating to the project results must and will be made available open and free of charge to the end user in accordance with Article 29, GA (Open Access). That means, that scientific publications can be read online, downloaded and printed.

To maintain a uniform image in all publications, the creation of and adherence to a corporate design is immensely important. In addition to the documentation templates presented in the Project Management Plan, this also includes adherence to the colour scheme, the use of the ENTRANCE project logo on all types of publications as well as the use of the EU emblem on all publications with the addition of the funding.

## 8.2 External guidelines

External communication includes all communicative measures and activities that are directed outwards. It therefore has a representative character and controls how the company is or should be seen by customers, business partners and investors. This includes, among other things, advertising as well as press and public relations work.

To make sure that ENTRANCE aligns all the communications beyond the consortium and the AB with the same core messages ENTRANCE included this section about external guidance for communications and disseminations.

In order to ensure that ENTRANCE is presented in a consistent manner to the outside world in any presentation of any of the liaison projects, AB members or European Horizon related partnerships, all these projects and initiatives will be reported on how to present ENTRANCE in appropriate planned publications. For example, if an event organised by ENTRANCE is agreed with projects/initiatives be sent out as synergy effect in a channel of the collaborating projects/initiatives, the project or initiative will be informed by the DM how to comply with the funding notice, as well as the link to be provided to the ENTRANCE website, from where the ENTRANCE platform can be easily accessed.

Projects/initiatives will also be kept informed that the following sentence must be included to indicate the cooperation between ENTRANCE and the project/initiative: "Brought to you by [the project/initiative] & the ENTRANCE project."

The ENTRANCE logo will be made available to all those projects/initiatives who disseminate ENTRANCE activities to the public.

In order to ensure a consistent and clear external representation of the ENTRANCE project through the support of the AB and other European Partnerships, it is necessary that these supporting initiatives understand ENTRANCE, have a contact point to turn to in case of questions and use consistent corporate design materials of the project.

Through the regular AB meetings mentioned above, they have already been made aware of ENTRANCE. Through the contact point of the ENTRANCE Secretariat, they have a clear point of contact for questions. A corporate design, which is reflected in the ENTRANCE newsletter, ENTRANCE presentations, the ENTRANCE roll-up and the ENTRANCE social media channels as well as the ENTRANCE website, is also in place. This will be communicated in more detail to the AB and the collaborating partnerships to facilitate their support activities for ENTRANCE.

The external communication of AB members and cooperating partnerships to disseminate information about ENTRANCE, should also make use of the instruments and channels already mentioned. Cooperating projects will receive ENTRANCE infomaterials through newsletters, social media posts, website uploads, events, flyers etc.

As the following concept shows, ENTRANCE partnership and ENTRANCE internal force (AB + projects) shall work together to attract general audience and stakeholders to be aware of ENTRANCE activities and some of them will become part of ENTRANCE Community (users of the platform and services).

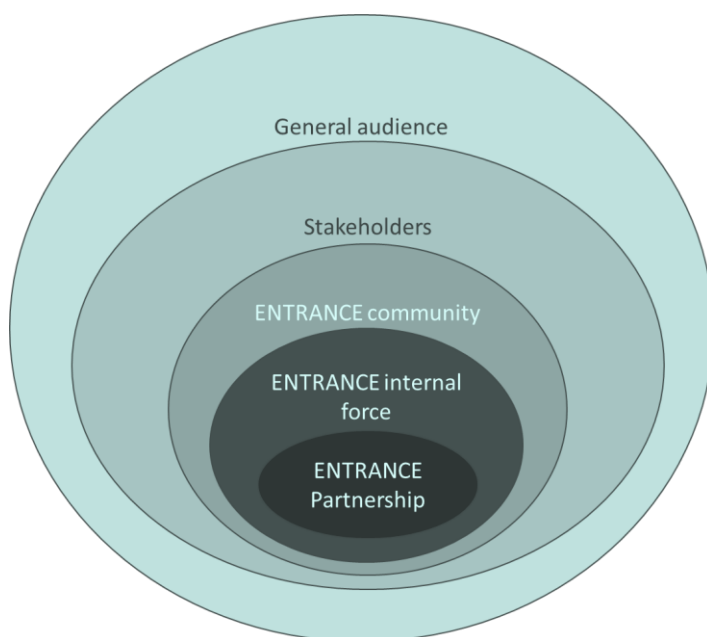
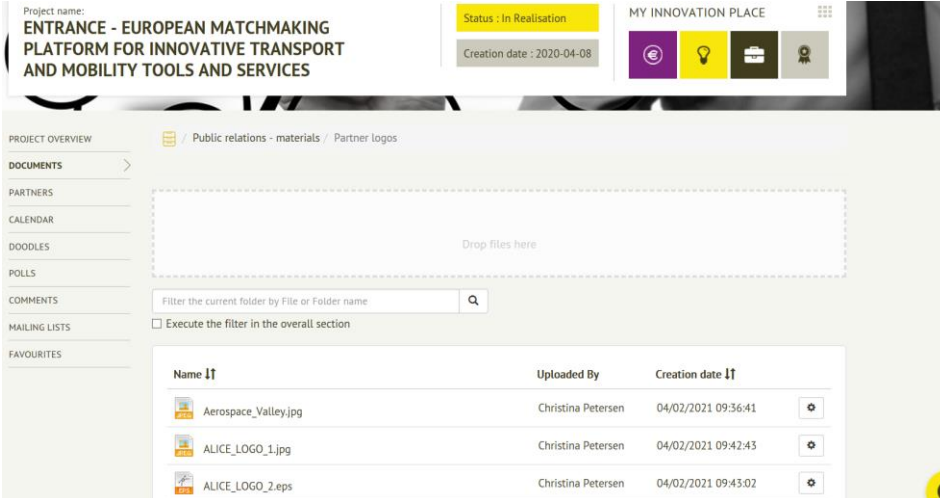


Figure 7: Concept on ensuring the right external presentation of ENTRANCE

## 9 DOCUMENT SHARING

All communication and dissemination materials necessary for the partners will be uploaded in the communication tool [www.innovationplace.eu](http://www.innovationplace.eu) described in the PMP and set up by PNO. There is already a folder in which the current logos of all project partners are stored. If necessary, they can be downloaded and used for presentations and the like. If the logos of a partner changes during the project, they will be kept up to date. All partners are asked to report changes in their organization logo to the DM. All partner logos are stored under "documents", then on the folder "execution", then on "WP 6 - phase 4 - promote", under the folder "project logo" and "public relations - materials", "partner logos".



The screenshot shows the 'ENTRANCE - EUROPEAN MATCHMAKING PLATFORM FOR INNOVATIVE TRANSPORT AND MOBILITY TOOLS AND SERVICES' project overview. The status is 'In Realisation' and the creation date is '2020-04-08'. The interface displays a document sharing section for the folder 'Public relations - materials / Partner logos'. A 'Drop files here' area is visible above a table of uploaded files.

Name	Uploaded By	Creation date
Aerospace_Valley.jpg	Christina Petersen	04/02/2021 09:36:41
ALICE_LOGO_1.jpg	Christina Petersen	04/02/2021 09:42:43
ALICE_LOGO_2.eps	Christina Petersen	04/02/2021 09:43:02

Figure 8: Document sharing in [www.innovationplace.eu](http://www.innovationplace.eu)

## 10 MONITORING OF COMMUNICATION AND DISSEMINATION ACTIVITIES

To maintain internal control over all communication and dissemination activities, EURA, as DM, aligns itself with internally various managed control tools that include the following measures, which have proven effective in communication and dissemination within other projects:

- The specific topics on which publications are to take place will be discussed with the respective project partners so that each partner knows about the themes to deliver as communication and dissemination material.
- The materials provided by the project partners are then sent to EURA for further processing, while EURA afterwards will send the material to all project partners for correction and forwards the final version to all partners with a request for publication.
- All publications on all channels of the project partners (homepages, newsletters, social media channels, etc.) are sent to the DM, who exports the information out of the new Communication & Dissemination tool as reporting system (like explained earlier in this document) to the European Commission.
- Each project partner is obliged to send material and ideas about topics to be published to EURA in advance.
- For publications on the ENTRANCE website, EURA has regular exchanges with INNEN to ensure the publication of beneficial and regular topics and to solve problems or changes regarding the website, if any exist.
- Online research is done on a regular basis to look for places published on the internet that report on ENTRANCE.
- The quarterly distribution of online newsletters, the weekly scheduled number of posts in social media channels as well as the schedules for press releases are recorded by calendar to make sure not to forget the publications.
- A checklist is created, according to which all necessary points can be recorded and checked off before a publication.
- EURA will periodically send a query to all project partners prior to the semi-annual reports, asking all to update the data on released publications on the mentioned Communication & Dissemination tool.

In particular, the Communication & Dissemination tool (C&D tool) has the goal to facilitate the collection of data from the consortium partners regarding the C&D activities as usually requested by the European Commission. The tool has already been launched and integrated on the ENTRANCE website for the consortium partners so that all submitted publications for the upcoming activity reports will be exported via the WordPress tool and delivered to the European Commission. This tool stands for the uniformity and completeness of the submitted publications and prevents errors due to previous manual typing.

Thus, the collection of the information from the partners has been replaced with a more digitalized process through the usage of the D&C Tool, that will avoid data lost in email exchanges or files repositories.

The tool has been implemented as an online questionnaire, the consortium members have been informed about the use and are reminded quarterly by EURA to upload every kind of communication and dissemination activities there.

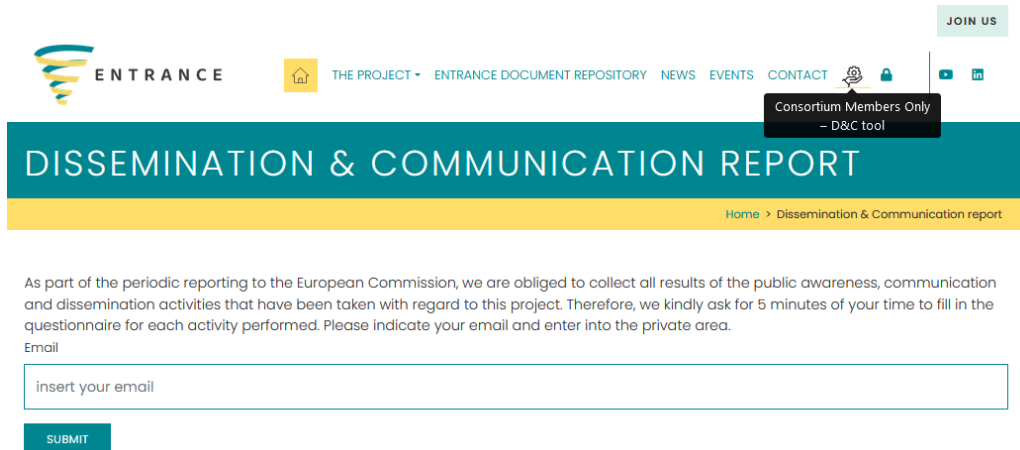


Figure 9: Dissemination & Communication Tool

PARTNER NAME \*

Indicate on behalf of which partner you are reporting the activity.

COMMUNICATION ACTION \*

Select what type of activity you are reporting on. Choose "other" for any activity performed on your corporate communication channels (i.e. your website/newsletter), excluding social media.

COMMUNICATION CHANNEL

Clarify what communication channel you have used for the activity you are reporting on, if any. For example, write Twitter if you have chosen Social media as a Communication action in the above question.

TITLE OF THE ACTIVITY \*

Clarify the title of your activity. For example, the title of an event, social media post, press-release, article, etc.

ACTION DESCRIPTION \*

Write a short description of the activity you are reporting on.

Figure 10: Dissemination & Communication Questionnaire



## 11 CONCLUSIONS

Creating awareness through communication and dissemination activities is a clear focus of the project, considering that “attracting” and “engaging” stakeholders from the “supply-demand-finance” triangle and “promoting” are three of the phases of the project methodology, and that the stakeholders will be the first target and ambassadors of the communication and dissemination.

The ENTRANCE EU Matchmaking Platform with its ENTRANCE website as one communication and dissemination channel will play an important role in the dissemination of the activities and results, as it will be the main communication channel of the project. Considering that the platform has the focus on the creation of a European ecosystem of stakeholders from the transport and mobility sector, including solutions providers, demanders and investors, it will be a natural channel of dissemination of the project’s results.

The contribution of the communication and dissemination activities to the main objective of building up a network of all stakeholders in the mobility and transport sector on the supply-demand-finance side in Europe is very meaningful and feeds other project parts as such.

The dissemination activities are interlocked with the activities planned for the “Attract Phase” through which the consortium will set up the ENTRANCE network, the “Engagement phase” through which it will offer specific training events and the “Promote phase” through which ENTRANCE will reach out to more stakeholders and potential platform users. The training events, webinars, workshops, for example, are recorded on video and posted on YouTube and uploaded on the ENTRANCE website after events. This shows a clear connection with the majority of all other work packages, which will support each other.

EURA in the role of DM, will involve all project partners in delivering interesting and added value news for further elaboration in form of texts for the Online-Newsletter, the ENTRANCE website, press releases, articles for magazines and newspapers as well as giving feedback about already created publication materials, so that all partners are in the responsibility to support the dissemination and communication activities in order to ensure the quality and quantity of the information.

The communication and dissemination activities will contribute to build an active ENTRANCE community during the project lifetime and beyond and will be interlocked with all the activities of the project, from the setting up of the ENTRANCE platform and the execution of the phases one to four of the methodology.

## 12 BIBLIOGRAPHY / REFERENCES

- [1] European Commission. GA n° 101006681 - ENTRANCE “European matchmaking platform for innovative transport and mobility tools and services”
- [2] Communicating EU research and innovation guidance for project participants

## 13 ANNEXES

- Press release “launch of project”
- Publication list of press release “launch of project”
- E-Mail about confirming interest about becoming member of the ENTRANCE Advisory Board



The project has received funding from the European Union's Horizon 2020 research and innovation program under Grant Agreement N°101006681.



## Launch of ENTRANCE: Accelerating the market access and scale up of “first of a kind” zero emissions sustainable transport solutions.

How can Europe boost the uptake and upscaling of innovative transport and mobility solutions? On January 14<sup>th</sup>, 15 organizations from 7 different European countries, coordinated by PNO Consultants, met during an online Kick-Off-Meeting of the ENTRANCE project, which started its work on 1<sup>st</sup> January 2021. Their goal is to create a European matchmaking platform for innovative transport and mobility tools and services. The project is funded with a grant amount of 1.5 million euro by the European Union's Horizon 2020 research and innovation program. The consortium will work together for 3 years to create the matchmaking platform aimed at propelling Europe's innovative transport and mobility solutions forward.

Climate change and the resulting European climate protection measures are leading to major challenges in all areas of transport and mobility. **ENTRANCE** offers a **legitimate European matchmaking platform** and complementary off-line services designed to mobilise financial resources to accelerate the market access and scale up of **“first of a kind” sustainable and zero emission transport solutions**, thereby reducing the European CO2 emissions and pollutants caused by the transport and mobility sector.

Are you building Europe's sustainable mobility system? Then ENTRANCE is where you need to be. The overall concept focus of the ENTRANCE project lies in the **“supply-demand-finance” triangle** that is envisaged for all transport and mobility modes and that aims at facilitating matchmaking between the providers of innovative technologies, products and services, buyers and investors. Through the ENTRANCE Matchmaking accelerator funnel workflow, first-of-a-kind zero, or near-to-zero, emission transport solutions will be identified, attracted and matched with potential buyers, and **financing opportunities** and knowledge on **good practices** on the deployment of innovative solutions, as well as **European and national tenders** and **legislation** will be exchanged through the online platform.

Are you ready to bring your solution to market? ENTRANCE has got your back. **Training and brokerage activities** will be executed to increase the maturity of the ENTRANCE community and bridge the gap between innovative solutions and the market. In addition, to de-risk the uptake of innovative solutions, ENTRANCE will facilitate purchase aggregation through matchmaking activities and by setting up a **neutral trustee** for the orchestration of **purchase aggregations**. Access to finance will be supported through an **online funding programme database** and individual and personalised innovation finance advice and support will be offered. The funding advice will combine public funding, private investment opportunities, and the best mix of alternative finance models for solution providers. Finally, ENTRANCE will facilitate cross-fertilisation and clustering activities with European transport and mobility associations and initiatives to support critical mass and achieve a coordinated European effort to boost the uptake and upscaling of innovative transport and mobility solutions.

Everybody is welcome to join ENTRANCE and help contribute to the ambitious goals envisaged by the European Commission for reducing the transport CO2 emissions by 2030 and 2050 and respond to the increasing mobility needs of people and goods thereby strengthening the European competitiveness and boosting growth and jobs.

ENTRANCE has received funding from the European Union's Horizon 2020 research and innovation program under Grant Agreement No. 101006681.

The consortium is looking forward to a successful cooperation so stay tuned for more updates on the activities of the ENTRANCE Matchmaking Platform, which will be established within the course of the project.

#### Consortium information:

The consortium consists of following organizations:

- PNO Consultants, Spain, <https://www.pnoconsultants.com>
- Innovation Engineering s.r.l., Italy, <https://www.innovationengineering.eu/>
- TRI-VIZOR nv, Belgium, [www.trivizor.com](http://www.trivizor.com)
- ITS Norge - Norsk Forening For Multimodale Intelligente Transport Systemer Og Tjenester, Norway, <https://its-norway.no>
- Aerospace Valley, France, <https://www.aerospace-valley.com/>
- Instituto Tecnológico De Aragón, Spain, [www.itainnova.es](http://www.itainnova.es)
- Asociacio Railgrup, Spain, [www.railgrup.net](http://www.railgrup.net)
- Vlaams Instituut Voor De Logistiek VZW, Belgium, [www.vil.be](http://www.vil.be)
- Alliance For Logistics Innovation Through Collaboration In Europe – ALICE, Belgium, <https://www.etp-logistics.eu/>
- European Shippers' Council, Belgium, <https://www.europeanshippers.eu>
- CrowdfundingHub, Netherlands, [www.crowdfundinghub.eu](http://www.crowdfundinghub.eu)
- EIT KIC Urban Mobility s.l., Spain, [www.eiturbanmobility.eu](http://www.eiturbanmobility.eu)
- BABLE GmbH, Germany, [www.bable-smartcities.eu](http://www.bable-smartcities.eu)
- European Inland Waterway Transport (IWT) Platform, Germany, [www.inlandwaterwaytransport.eu/](http://www.inlandwaterwaytransport.eu/)



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Project coordinator: Jeanett Bolther, PNO Innovation, S.L., [Jeanett.bolther@pnoconsultants.com](mailto:Jeanett.bolther@pnoconsultants.com)

Table 9. List of publications, first press release

Online-Link	Language of publication	Channel
<a href="https://www.innovationengineering.eu/news/launch-of-entrance-h2020-project/">https://www.innovationengineering.eu/news/launch-of-entrance-h2020-project/</a>	English, Italian is planned	Homepage INNEN
<a href="https://www.pnoconsultants.com/es/noticias/launch-of-entrance/">https://www.pnoconsultants.com/es/noticias/launch-of-entrance/</a>	English	Homepage PNO
<a href="https://www.innovationplace.eu/news/launch-of-entrance-accelerating-the-market-access-and-scale-up-of-first-of-a-kind-zero-emissions-sustainable-transport-solutions">https://www.innovationplace.eu/news/launch-of-entrance-accelerating-the-market-access-and-scale-up-of-first-of-a-kind-zero-emissions-sustainable-transport-solutions</a>	English	Innovation Place PNO
<a href="https://www.linkedin.com/company/innovation-place/">https://www.linkedin.com/company/innovation-place/</a>	English	LinkedIn PNO
<a href="https://twitter.com/INNOVATION_PL/status/1354036907114684416">https://twitter.com/INNOVATION_PL/status/1354036907114684416</a>	English, planned in IP newsletter	Twitter PNO
<a href="https://www.eura-ag.de/2021/01/29/accelerating-market-access-and-scaling-of-the-first-zero-emission-sustainable-transportation-solutions/">https://www.eura-ag.de/2021/01/29/accelerating-market-access-and-scaling-of-the-first-zero-emission-sustainable-transportation-solutions/</a>	English, German	Homepage EURA
<a href="https://twitter.com/HirschbergRalph">https://twitter.com/HirschbergRalph</a>	German	Twitter EURA
<a href="https://www.linkedin.com/feed/update/urn:li:activity:6760879755475632128">https://www.linkedin.com/feed/update/urn:li:activity:6760879755475632128</a>	English	LinkedIn EURA
<a href="https://www.pressebox.de/pressemitteilung/aura-ag/Start-von-ENTRANCE/boxid/1041505?utm_source=Belegmail&amp;utm_medium=Email&amp;utm_campaign=Aktiv">https://www.pressebox.de/pressemitteilung/aura-ag/Start-von-ENTRANCE/boxid/1041505?utm_source=Belegmail&amp;utm_medium=Email&amp;utm_campaign=Aktiv</a>	German	Pressebox EURA

Online-Link	Language of publication	Channel
<a href="https://www.bable-smartcities.eu/spot/posts/post/post/launch-of-entrance-h2020-project.html">https://www.bable-smartcities.eu/spot/posts/post/post/launch-of-entrance-h2020-project.html</a>	English	Homepage BABLE
<a href="https://www.linkedin.com/feed/update/urn:li:activity:6762761760605831168">https://www.linkedin.com/feed/update/urn:li:activity:6762761760605831168</a>	English, and in Newsletter with an outreach of 400 people	LinkedIn RAILGRUP
<a href="http://www.spanishrailwaysnews.com/noticias.asp?not=9216&amp;cs=spai">http://www.spanishrailwaysnews.com/noticias.asp?not=9216&amp;cs=spai</a>	English	Homepage spanishrailwaysnews
<a href="https://railgrup.net/noticias/railgrup-incluido-en-el-proyecto-entrance-de-la-ue/">https://railgrup.net/noticias/railgrup-incluido-en-el-proyecto-entrance-de-la-ue/</a>	Spanish	Homepage RAILGRUP
<a href="https://twitter.com/Railgrup/status/1356994346978009089">https://twitter.com/Railgrup/status/1356994346978009089</a>	English	Twitter RAILGRUP
<a href="https://www.linkedin.com/posts/alice-logistics_knowledge-platform-activity-6755505040204587010-HMrM">https://www.linkedin.com/posts/alice-logistics_knowledge-platform-activity-6755505040204587010-HMrM</a>	English	LinkedIn ALICE
<a href="http://www.etp-logistics.eu/?p=4295">http://www.etp-logistics.eu/?p=4295</a>	English	Homepage ALICE
<a href="https://www.linkedin.com/feed/update/urn:li:activity:6757994941093318656/">https://www.linkedin.com/feed/update/urn:li:activity:6757994941093318656/</a>	English	LinkedIn Kris Neyens
<a href="https://www.linkedin.com/feed/update/urn:li:activity:6757683524574212096">https://www.linkedin.com/feed/update/urn:li:activity:6757683524574212096</a>	Belgian, Newsletter to 6.000 subscribers also in Belgian	LinkedIn VIL
<a href="https://europeanshippers.eu/entrance-project-kicked-off/">https://europeanshippers.eu/entrance-project-kicked-off/</a>	English, via mailchimp to 440 press contacts, via Newsletter to 3.000+ audience	Homepage ESC
<a href="https://twitter.com/europeanshipper/status/1359828689178030082">https://twitter.com/europeanshipper/status/1359828689178030082</a>	English	Twitter ESC

Enquiry about interest in participating in the AB:



Dear Madam/Sir,

The ENTRANCE project, a 3 year H2020 funded CSA project, will develop a European Matchmaking Platform and complementary off-line services designed to mobilise financial resources to accelerate the market access and scale up of “first of a kind” sustainable transport solutions, thereby reducing the European CO2 emissions and pollutants caused by the transport and mobility sector. The overall concept focus of the ENTRANCE project lies in the “supply-demand-finance” triangle that is envisaged for all transport and mobility modes and all relevant stakeholders. Therefore, it is vital to engage with key experts and organisations in the transport and mobility sector around Europe to obtain their views throughout the project execution and the validation and assessment of the quality of the platform. For more information about the project, please consult the project website: <https://www.entrance-platform.eu/>.

Considering the complementarity that we see with the objective of our project and your organisation, on behalf of the ENTRANCE project consortium, I would like to invite you to join the project Advisory Board. The first Advisory Board meeting will take place on **Wednesday 19<sup>th</sup> May at 11:00 – 12:30 (CEST)**.

If you agree to join, kindly confirm by replying this email by **Wednesday 21<sup>st</sup> April** and indicate “*I confirm my interest in forming part of the Advisory Board of the ENTRANCE project. I will participate in the project’ advisory meetings and provide my views as an expert in the transport and mobility field. I agree that my involvement will be reported in the project communication and dissemination report, as well as other and relevant deliverables.*”

Please do not hesitate to contact me for any further information. We look forward to your cooperation!

The ENTRANCE consortium