

SUMP-PLUS



Communication materials

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Abstract

Promotional materials and an effective digital promotion strategy are key to generating interest in a project. They raise awareness about what it is trying to achieve, whilst encouraging the audience to get involved in specific activities. By doing so, they gain a deeper understanding of the project. This document outlines the portfolio of current and upcoming products from the CIVITAS SUMP-PLUS project and provides an overview of social media channels and website development. Prior to this, there will also be an introduction to the visual identity, which sits behind all digital and physical products.

List of beneficiaries

No	Name	Short name	Country
1	STAD ANTWERPEN	ANT	Belgium
2	MUNICIPALITY OF ALBA IULIA	ALBA IULIA	Romania
3	KLAIPEDOS MIESTO SAVIVALDYBES ADMINISTRACIJA	KLAIPEDA	Lithuania
4	COMUNE DI LUCCA	COMUNE DI LUCCA	Italy
5	DIMOS PLATANIAS	PLATANIAS CRETE	Greece
6	TRANSPORT FOR GREATER MANCHESTER	TR G MANCHESTER	United Kingdom
7	FONDATION NATIONALE DES SCIENCES POLITIQUE	Sciences Po	France
8	POLYTECHNEIO KRITIS	TECH UNIV CRETE	Greece
9	UNIVERSITY COLLEGE LONDON	UCL	United Kingdom
10	EUROPEAN INTEGRATED PROJECT	EIP	Romania
11	FORSCHUNGSGESELLSCHAFT MOBILITÄT – Austrian Mobility Research FGM-AMOR gGmbH	FGM-AMOR	Austria
12	MEMEX SRL	MEMEX	Italy
13	SPACE SYNTAX LIMITED	SPACE SYNTAX	United Kingdom
14	VECTOS LIMITED	VECTOS	Germany
15	ICLEI EUROPEAN SECRETARIAT GMBH	ICLEI EURO	Germany
16	UNION INTERNATIONALE DES TRANSPORTS PUBLICS	UITP	Belgium

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1 Introduction

Physical promotional materials are key to generating external interest in a project. They raise awareness about what it is trying to achieve, whilst encouraging the audience to get involved in specific activities. They are a vital part of representing projects effectively at physical events.

However, these materials are of limited effectiveness if not supported by a comprehensive digital promotion strategy. A website is an essential communications channel for all projects, whilst social media has become an established communication, promotion and dissemination channel, whose significant importance continues to increase.

Whilst the website acts as the digital face of the project and main information hub, social media enables projects to interact and share information directly with their networks. Doing so helps direct users to the project website and raise awareness about the project and related topics. Social media also gives access to the networks and communities of similar projects, thereby expanding project reach. An appealing visual identity sits behind all of the above.

This document outlines the portfolio of promotional materials produced by CIVITAS SUMP-PLUS so far and provides an overview of its social media channels and website development. Moreover, it introduces the project's visual identity.

2 Visual identity

A new colour palette gives CIVITAS SUMP-PLUS its own fresh look, whilst still making clear its affiliation to the CIVITAS Initiative and the EU SUMP Platform. This allows the project to forge its own unique identity, whilst its wider place in the world of EU mobility projects remains clear. All products and materials that have and will be produced use this palette and associated design elements, although the exact application may vary. The colour palette is below and has also been made available on the Google Drive to all partners.



Figure 1: CIVITAS SUMP-PLUS colour palette

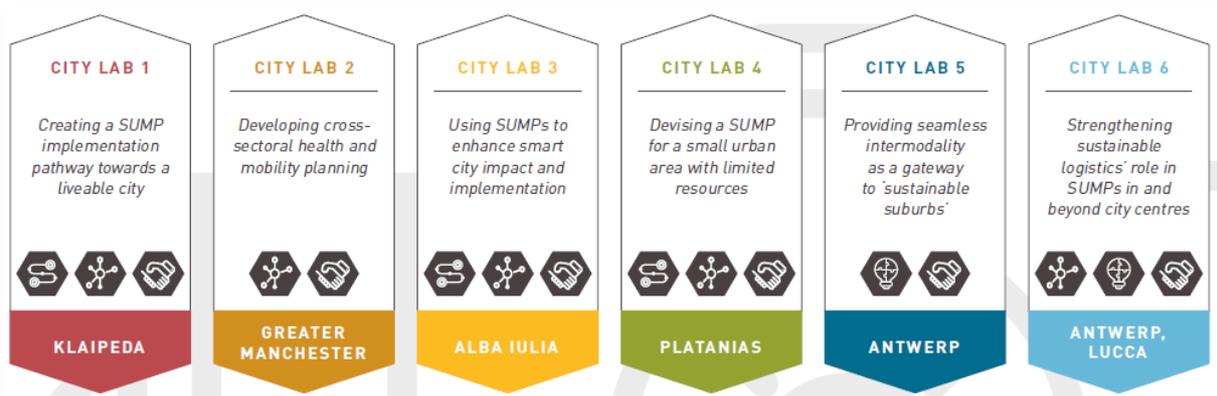
3 Promotional materials

Different products have been created to promote the project at external events, and their design is based on the visual identity set out above. Find more information on those already created below.

3.1 Project (info)graphic and icons

A series of graphics and icons have been created in relation to key elements of the project: the participating cities; its four key objectives; and the city laboratories (city labs). These will be used in various materials. It is important to note that the city lab names may still be subject to change.



Figure 2: City graphic**Figure 3: City Lab infographic****Figure 4: Project objectives icons**

3.2 Project booklet

This booklet sets out key project information, including its objectives, details on the city labs (the infographic is included), outcomes, project partners, and how to engage with the project. The quantity of and production date for the first leaflets is not yet clear, as all project events have been postponed indefinitely in light of COVID-19. In the future, the booklet will be translated into all languages in the consortium for which partners express a need. Aside from English, the consortium languages are Dutch, Greek, Italian, Lithuanian, and Romanian. Other languages will be decided on a case-by-case basis.

MOBILITY AS A MOTOR OF SUSTAINABLE URBAN TRANSFORMATIONS

Urban mobility sits near the top of current political agendas. And with good reason: efficient, sustainable transport systems drive economic development, increase well-being and social cohesion, boost public health, reduce emissions and more.

Indeed, a shift towards sustainable mobility has occurred in recent years, with Sustainable Urban Mobility Plans (SUMP) crucial to achieving this. Despite their success, there remains a gap: realistic implementation pathways are sometimes missing.

Enter CIVITAS SUMP-PLUS. Scheduled to run until August 2022, this EU-funded project will help towns and cities of all types and sizes to bridge the implementation gap and enable them to become accessible, green and livable places where people can easily move from A to B.

It will achieve this by working within co-creation laboratories in six cities: Antwerp (Belgium), Alba Iulia (Romania), Greater Manchester (UK), Klaipėda (Lithuania), Lucca (Italy), and Platania (Greece).

The city labs will gather businesses, citizens, civil society and policymakers to agree on common visions and collaborate on solutions and implementation pathways.

Their activities focus on four key objectives:

- OBJECTIVE 1** Develop context-specific mobility transformation pathways
- OBJECTIVE 2** Forge cross-sectoral links between transport, public services, and commerce
- OBJECTIVE 3** Implement and monitor cutting-edge mobility solutions
- OBJECTIVE 4** Create new forms of public-private partnerships and business models

THE SUMP-PLUS CITY LABS

CITY LAB 1	CITY LAB 2	CITY LAB 3	CITY LAB 4	CITY LAB 5	CITY LAB 6
Creating a SUMP implementation pathway towards a livable city	Developing cross-sectoral health and mobility planning	Using SUMP to enhance smart city impact and implementation	Devising a SUMP for a small urban area with limited resources	Providing seamless intermodality as a gateway to sustainable suburbs	Strengthening sustainable logistics' role in SUMP in and beyond city centres
KLAIPEDA	GREATER MANCHESTER	ALBA IULIA	PLATANIA	ANTWERP	ANTWERP, LUCCA

WWW.SUMP-PLUS.EU

KEY OUTCOMES:

- Resilient, place-centred cities that put citizens and their needs first.
- Improved cross-sector links that mean mobility requirements are included in public service delivery models.
- Tailored implementation pathways that make general guidelines realisable.
- Public-private partnerships that use data-driven planning to meet collective mobility objectives cost-effectively.

Figure 5: Booklet inside page design

EQUIPPING CITIES TO IMPLEMENT THE NEXT GENERATION OF SUMPS

The impact of SUMP-PLUS will extend far beyond its City Labs. The evaluation of their activities and validation by a group of up to 151 Follower Cities will create a rigorous evidence base that:

- Inspires diverse practical guidance and tools attuned to the varied needs of cities at different developmental stages. Topics will include achieving successful cross-sector planning and effective models for citizen and business engagement.
- Enables the development of a simplified methodology for (very) small urban areas to plan their future comprehensively through Simplified Movement and Accessibility Planning (S-MAP).
- Forms the basis for a capacity-building programme - led by the project's City Consult Agency - to transfer SUMP-PLUS knowledge to a new generation of politicians, practitioners and researchers.
- Set out a process for developing mobility implementation pathways for cities with different characteristics and resources.

Through these various activities and its wide range of outputs, SUMP-PLUS is putting mobility where it belongs - at the centre of wider urban transformation processes.

LAST BUT NOT LEAST...

THE CITIES

ALBA IULIA, GREATER MANCHESTER, KLAIPEDA, PLATANIA, ANTWERP, LUCCA

THE TECHNICAL PARTNERS

ICLEI, SciencesPo, UCL, FCM AMOR, Space Syntax, VECTIS, UTP

SAY HELLO TO SUMP-PLUS

www.sump-plus.eu, @SUMP_PLUS_EU, contact@handshakecycling.eu, www.linkedin.com/in/civitas-sump-plus

2020 CIVITAS SUMP-PLUS

Sustainable Urban Mobility Planning: Pathways and Links to Urban Systems

Figure 6: Booklet backside design

3.3 Project roll-up

The project roll-up can be seen below. As with the leaflets, the roll-up will be translated into the SUMP-PLUS consortium (or other) languages where a need is expressed. The first roll-ups will be printed according to partners' declared needs.

2020 CIVITAS SUMP-PLUS THE CIVITAS INITIATIVE IS CO-FINANCED BY THE EUROPEAN UNION

ALBA IULIA, GREATER MANCHESTER, ANTWERP, LUCCA, KLAIPEDA, PLATANIAS

Sustainable Urban Mobility Planning: Pathways and Links to Urban Systems

CIVITAS SUMP-PLUS is helping cities of all shapes and sizes to enhance their SUMP implementation processes and address diverse mobility challenges. Working within six co-creation laboratories, it is equipping cities to develop the next generation of SUMP's and putting mobility at the heart of sustainable urban transformation.

OBJECTIVES:

- OBJECTIVE 1** Develop context-specific mobility transformation pathways
- OBJECTIVE 2** Forge cross-sectoral links between transport, public services, and commerce
- OBJECTIVE 3** Engage and monitor cutting-edge mobility solutions
- OBJECTIVE 4** Create new forms of public-private partnerships and business models

CITY LABS:

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KLAIPEDA	GREATER MANCHESTER	ALBA IULIA	PLATANIAS	ANTWERP	ANTWERP, LUCCA

SAY HELLO TO SUMP-PLUS:

www.sump-plus.eu
[@CIVITAS_SUMPsUp](https://twitter.com/CIVITAS_SUMPsUp)
[linkedin.com/in/civitas-sumps-up](https://www.linkedin.com/in/civitas-sumps-up)

PARTNERS:

ALBA IULIA, GREATER MANCHESTER, ANTWERP, LUCCA, KLAIPEDA, PLATANIAS

SciencesPo, UCL, EP, FEMOR, Space Syntax, VECTIS, UTP, European Platform on Sustainable Urban Mobility Plans

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 814881. The sole responsibility for this product lies with the SUMP-PLUS project and in no reflects the views of the European Commission.

Figure 7: SUMP-PLUS roll-up

4 Digital communications

The main digital channels for SUMP-PLUS project are its website, social media channels, (Twitter and LinkedIn), and e-newsletter. The website will host all content related to the project designed for public consumption. Social media is used to disseminate this information and attract users to the website. It is also used to communicate news related to other

CIVITAS and EU-funded sustainable mobility projects and important sustainable mobility news from the EU.

4.1 Website

The SUMP-PLUS website is currently in development, with its soft launch planned for 19 June on sump-plus.eu. A landing page has been live since December 2019. It is being developed using Typo3, an open-source content management system, and is presented solely in English. As with the communication products, the website is based on the project's visual identity that is unique, whilst referencing its CIVITAS and EU SUMP Platform affiliation. The website will serve as the information hub for the project and host all outputs and public documentation. The page tree below shows how content will be organised - this may still be subject to change.

About	City labs	Methods	Resources	News and events	CityConsult Agency
The project	Creating SUMP implementation pathways	Capacity building	Publications	News	Landing page
Approach	Cross-sectoral health and mobility planning	Governance	Tools	Events	
Cities	Enhancing smart cities using SUMPS				
Partners	SUMPs in small urban areas				
Press corner	Intermodality for sustainable suburbs				
	Sustainable logistics and SUMPs				

The homepage will contain key information on the project, have a rotating feature item “in the spotlight”, give teasers on the latest news items and upcoming events, allow users to navigate quickly to the city lab pages, and enables quick subscription to the SUMP-PLUS newsletter.

The city lab pages also received a special template given their importance to the project. Each sets out the objectives, scenario, anticipated outcomes, and links to the latest lab-specific news, events and resources. In addition, a timeline on each page will capture the most important milestones linked to each city lab, such as news, resources, or multimedia. This will enable visitors to gain a comprehensive and quick overview of what each lab has done. There is also scope in the design for follower city links to be added later.

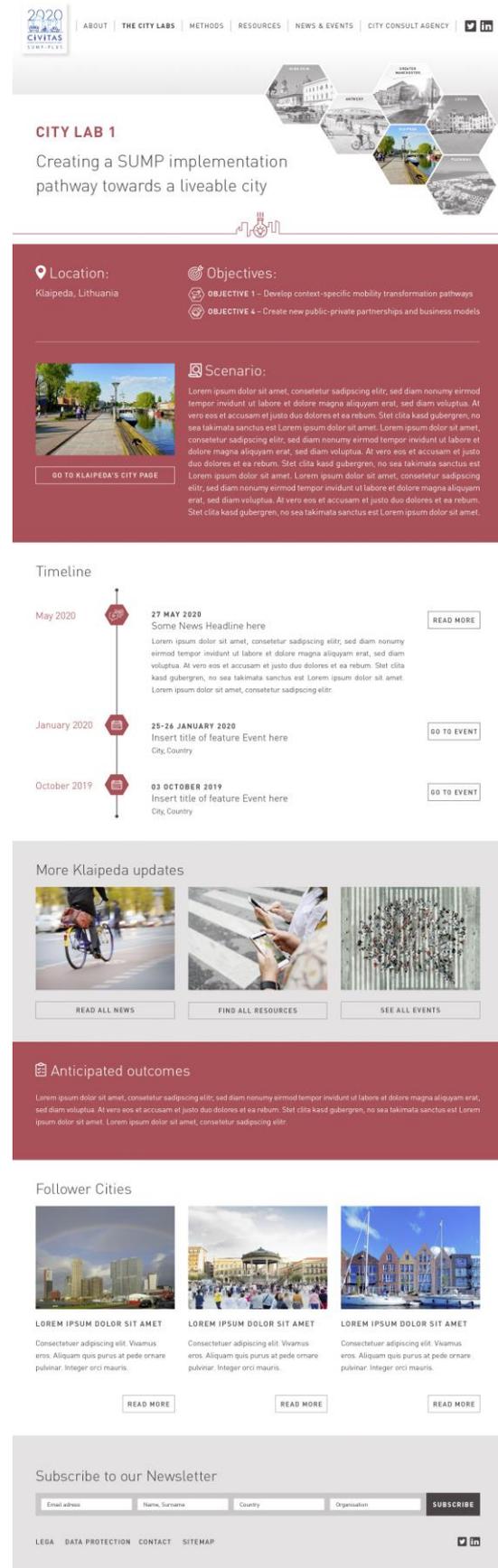


Figure 8: SUMP-PLUS homepage and city lab page template

Aside from these two pages, a bespoke city fact file graphic was also designed for use on the SUMP-PLUS cities page. This captures some of the most important information on each city, whilst linking to the city website and social media channels. This page will give a general introduction to each city involved in the project, and link to their respective city labs.



Figure 9: City fact file image

4.2 Social media

Twitter

This account uses the handle @SUMP_PLUS_EU and disseminates news on the project news and sustainable mobility in other cities - https://twitter.com/SUMP_PLUS_EU. Concerning SUMP-PLUS, the account has live tweeted from the project general assemblies in Antwerp and Lucca, showcasing the mobility solutions in both cities.

SUMP-PLUS is continuing popular weekly post series begun by SUMP+Up, such as #TuesdayTransportTreat. This serves as a vehicle to post more general interesting sustainable mobility planning and mobility stories, thus bringing SUMP-PLUS to a wider audience. Significant news from fellow CIVITAS H2020 and European Commission sustainable mobility projects is also posted about and retweeted. Doing this reciprocally with other projects increases SUMP-PLUS's profile in their networks.



Figure 10: SUMP-PLUS Twitter header and status

LinkedIn

The project has a dedicated [LinkedIn page](#). The content posted is similar to Twitter, although a more sober tone is used. The possibility of posting blogs on the LinkedIn publishing platform will also be explored in future.

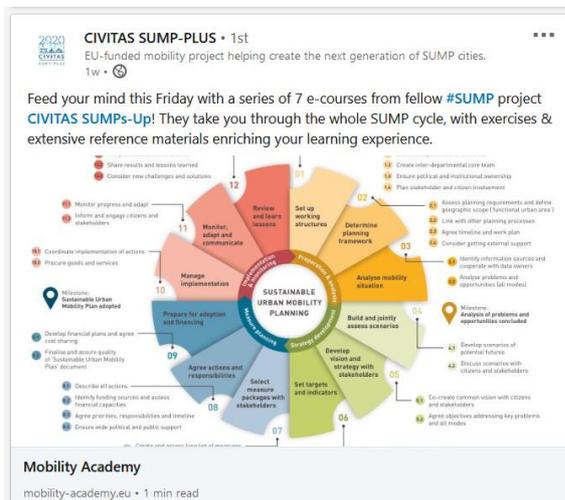
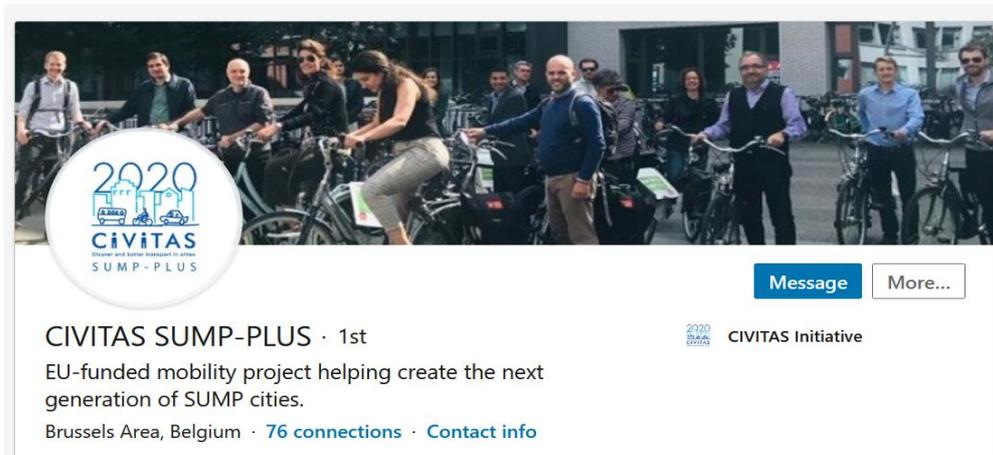


Figure 11: SUMP-Plus LinkedIn Header and Statuses

4.3 E-newsletter

SUMP-PLUS' e-newsletter will be sent out six times over the course of the project and update stakeholders on key project activities, outputs and results. The template has been created using MailChimp. Subscriptions for the e-newsletter will be collected via the SUMP-PLUS website. An embedded subscription form will be found at the bottom of the homepage and other key content pages. Users will also be able to subscribe via an icon in the website menu.

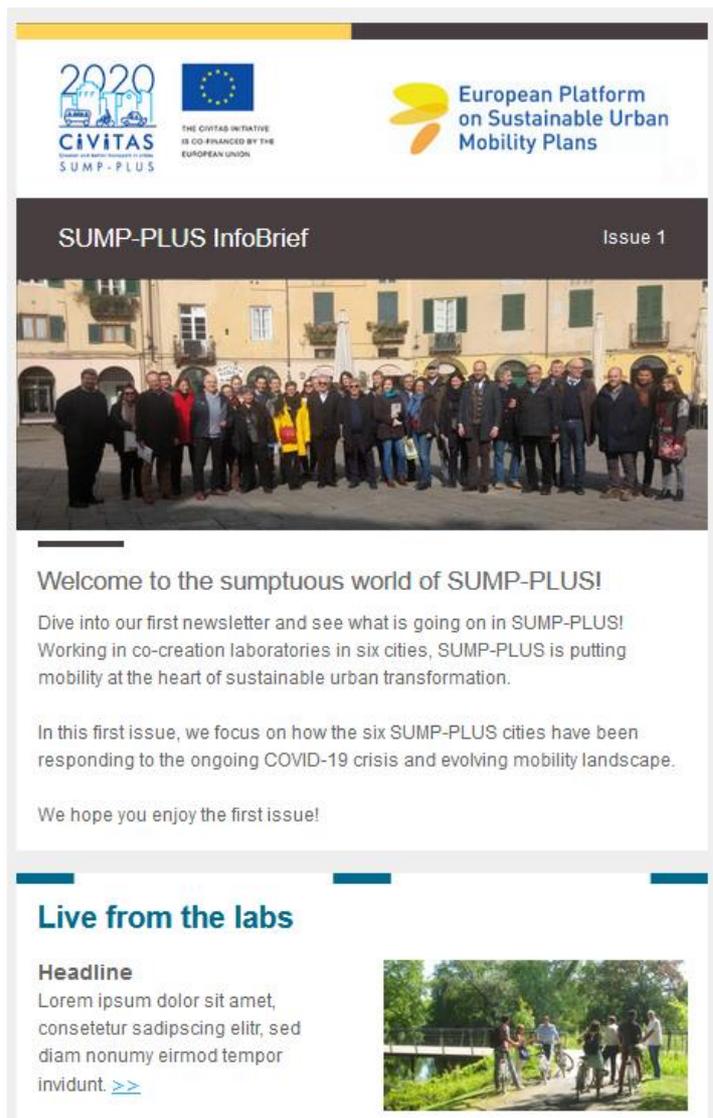


Figure 12: SUMP-PLUS InfoBrief

The newsletter will be called the SUMP-PLUS “InfoBrief”. Each issue will have a specific feature focus. In the first newsletter, which is currently in production and due to be sent out in June 2019, this will be the COVID-19 responses of SUMP-PLUS cities.

Otherwise, the newsletter is proposed to have the following sections (this may still change):

- **Live from the Labs** – this will chronicle the top stories from each of the city labs.
- **The Toolbox** – once SUMP-PLUS starts creating its varied guidance and tools, these will be collected in this section.
- **What’s Moving Mobility?** – this will list external content from the world of mobility that will interest SUMP-PLUS stakeholders. This will be a mix of good reads and multimedia.
- **Events** – this will list upcoming events or e-learning linked to SUMP-PLUS.
- **Keep up with SUMP-PLUS** – this will provide links to the SUMP-PLUS social media accounts and website, allowing readers to instantly access other SUMP-PLUS content.