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SOLUTIONSplus

D6.1 Dissemination, Exploitation and Replication Strategy

June 2020

SOLUTIONSplus Project 875041 – Dissemination, Exploitation and Replication Strategy

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Dissemination and uptake

To be used by all SOLUTIONSplus project team members

D6.1 is a public deliverable and will be made available to the wider audience.

Short summary of results

The aim of this deliverable is to provide a plan to disseminate and exploit the project's results to maximize the impact of all results and materials developed that will be produced during the project's lifetime.

It provides a list of suitable dissemination and exploitation tools and channels to be used and a timeframe for all tools to be developed (Figure 1 &2).

It furthermore highlights specific project results, the appropriate dissemination channels and target audience (Table 1).

The plan identifies concrete events to boost the visibility of the projects and its results (Annex 1).

Evidence of accomplishment

Report

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1. Introduction

This document is developed as part of the SOLUTIONSplus project, which has received funding from the European Union's Horizon 2020, under the Grant Agreement number 875041.

SOLUTIONSplus is an international flagship project to support the global transition to sustainable mobility. In the context of the EU-funded SOLUTIONSplus project, 45 partners and over 100 associated partners work together on transformative change towards sustainable urban mobility through innovative and integrated electric mobility solutions. The team of local authorities, knowledge and finance partners, industry, networks and international organizations will help boost the availability of public and shared electric vehicles, foster the efficiency of operations and support the integration of different types of e-mobility in urban areas that meet the needs of users and local conditions in Europe, Asia, Africa and Latin America. The project will implement e-mobility solutions for the first and last mile (electric two and three-wheelers), electric buses and minibuses, innovative charging solutions and multimodal journey planners in the partner cities.

1.1 Purpose of the document

This document describes the SOLUTIONSplus dissemination, exploitation and communication strategy (Deliverable 6.1), outlining the dissemination and exploitation of SOLUTIONSplus results and internal/external communication. This strategy makes sure the project results are timely conveyed to the right audience. The strategy provides the guideline for all dissemination, exploitation and communication activities for all SOLUTIONSplus partners.

1.2 Reference documents

1. SOLUTIONSplus Proposal
2. Grant Agreement 875041 – SOLUTIONSplus

1.3 Structure of the document

This document is divided into five parts:

Introduction, dissemination, exploitation, communication and management.

The deliverable starts with a brief outline of the SOLUTIONSplus project and its overarching objectives (part 1). Dissemination (part 2) focuses on the dissemination objective, detailed tools and timing, as well as project branding and exploitation (part 3) (In addition, the exploitation action summary will be reported end of December 2020). The communication section (part 4) describes the target audience, tools and the detailed outline of the channels used. Management (part 5) focuses on main responsibilities of the partners and KPIs.

1.4 SOLUTIONSplus Project

The project brings together some of the leading networks, industry actors, knowledge and implementation organizations and highly motivated cities to test innovative e-mobility solutions that can help address these challenges. The consortium will develop, test and replicate innovative, intermodal e-mobility solutions to address the increased demand for personal and freight transport and the related challenges. The focus for the project will be on shaping energy use, providing access for all, creating business opportunities and developing concepts that can make a direct contribution to a low-carbon development through e-mobility. The emphasis on shared and public transport fleets of the project will also help address, among other things, urban congestion, access to jobs and services, and influence land use. A core element of the implementation concepts to be developed will be an integrated and balanced approach that addresses social, economic and environmental issues.

The project will work on the adaptation and integration of different solutions in three key areas of urban mobility:

- **Vehicles:** The demonstration actions support the introduction and integration of electric buses, mini-buses, taxis, 2- and 3-wheelers in partner cities. The key focus for the international cooperation aspects will be on the collaboration between European industries and local companies, with a particular focus on last-mile connectivity; but also testing the viability of e-logistics options.
- **Operation:** The demonstration actions will also focus on e-mobility operations, including conventional and wireless, innovative charging solutions for different types of vehicles. The key focus for the international cooperation aspects will be on the provision and adaptation of innovative European charging solutions for different use-cases in the partner cities.
- **Integration:** The demonstration actions will foster intermodal route planning, eco-routing, ticketing, trip planning, navigation, demand-responsive service and dispatching and will provide a white-label app for the adaptation to the local contexts.

The project encompasses city level demonstrations to test different types of innovative and integrated e-mobility solutions, complemented by a comprehensive toolbox, capacity development and replication activities. Demonstration actions will be launched in Hanoi (Vietnam), Pasig (Philippines), Lalitpur/Kathmandu (Nepal), Nanjing (China), Kigali (Rwanda), Dar es Salaam (Tanzania), Quito (Ecuador), Montevideo (Uruguay), Madrid (Spain) and Hamburg (Germany) and replicated in twenty additional cities.

Figure 1 SOLUTIONSplus Objectives



INFORM

Boost capabilities of local and national authorities, public transport operators and entrepreneurs about innovative urban e-mobility solutions across various transport modes by **informing them about tools to plan, assess, implement and operate e-mobility solutions.**

Capabilities to develop policy, to implement business models and to operate e-mobility solutions are a vital step the transition process towards sustainable mobility.

The first pillar of this project builds on a range of tools, methods and guides and adapts them for a comprehensive toolbox on e-mobility solutions across all modes.



INSPIRE

Foster the take-up of e-mobility innovations by businesses, start-ups, local and national governments and transport operators by inspiring officials, operators, industry and businesses **through peer-to-peer exchange on innovative e-mobility products and services.**

Implementing new policies, adopting new technologies or testing new business models can be inspired by peer-to-peer exchange.

This pillar facilitates exchange among city officials, transport operators and entrepreneurs to share their experiences on specific technologies, policy and infrastructure measures, implementation processes, operations, business and financing solutions.



INITIATE

Strengthen policy and business collaboration by initiating partnerships between local and national governments and local and European entrepreneurs and supporting the development of new e-mobility models business implementation plans.

E mobility solutions need a **solid economic and operational concept** to flourish.

This pillar of the project initiates partnerships among local and European companies and facilitates the joint development of business models, building on sound assessments of economic, social and environmental costs and benefits.



IMPLEMENT

Create reference models for e-mobility innovation by **implementing demonstration actions** to test innovative e-mobility technologies and services, foster their replication and ensure their long-term sustainability.

Implementation is the evidence basis of the innovation. Demonstration projects serve as proofs of concept and their evaluation is the enabler for up-scaling. Several demonstrations in different contexts are necessary to show the adaptability of e-mobility innovations.

2. Dissemination and communication strategy

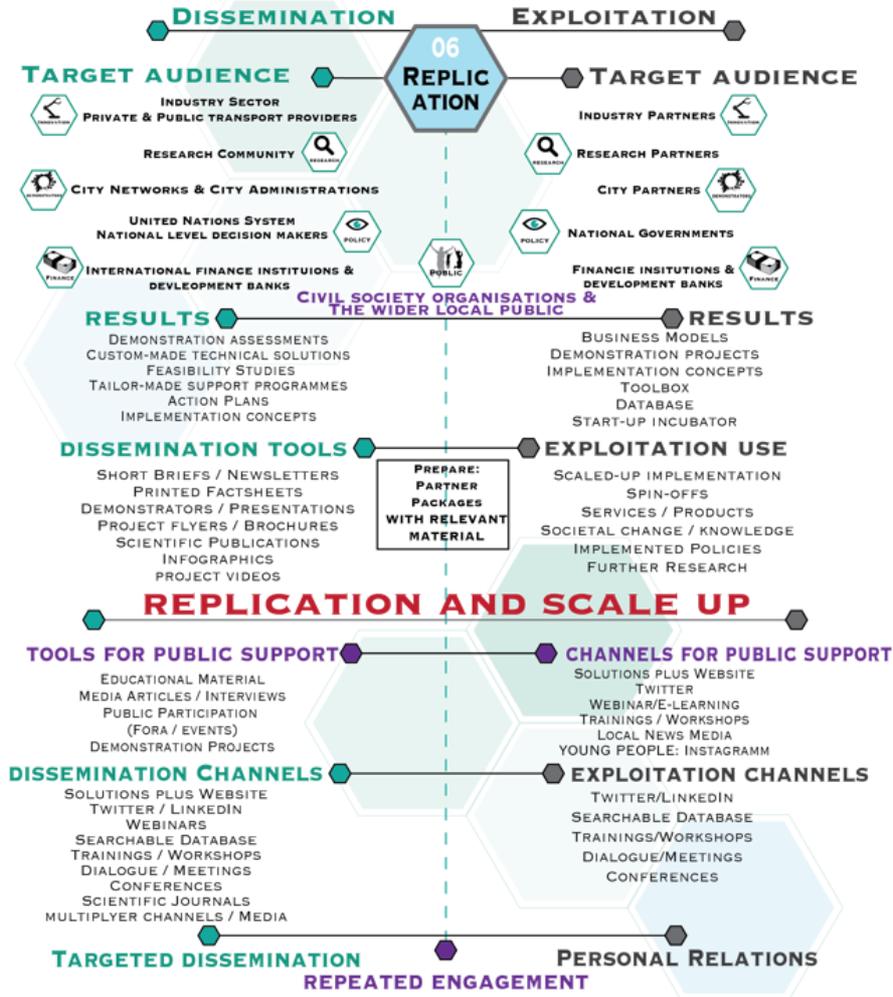
2.1 Dissemination and communication strategy objectives

Dissemination and exploitation activities will aim to promote the implementation of scaled-up projects in the SOLUTIONSplus partner cities, in the GEF-7 partner cities and beyond, they will also aim to inform policy and operations, research and development and initiate new business opportunities. SOLUTIONSplus will apply a range of exploitation and dissemination tools, which will include capacity building activities, start-up and business brokerage events, hackathons, innovators’ challenges, policy fora and industry dialogue events.

The dissemination strategy will build on the vast networks of the SOLUTIONSplus consortium and the GEF-7 sister project and will activate multiplier channels to amplify messages, enhancing the project’s visibility and support the replication of actions and sustaining their impacts well beyond the lifetime the of the project. The SOLUTIONSplus project will engage in a two-way exchange.

Figure 2 shows the main principles that will guide the strategies for mainstreaming SOLUTIONSplus outcomes to the wider audience possible. The SOLUTIONSplus project concept and consortium is geared towards maximising impact, replication and visibility and, which is why the consortium has sought generating co-funding, builds on existing initiatives and actively pursues funding options to sustain the activities on replicating and scaling-up the demonstrations and business models. Substantive effort will be placed on the exploitation and dissemination of the project results to ensure the innovations developed by the project find their way into the market and to support a favourable socio-economic environment for the implementation of innovative e-mobility solutions.

Figure 2 Exploitation and Dissemination



2.2 Dissemination and communications strategy ¹

The aim is to trigger active involvement and support from the wider local public for sustainable mobility solutions in urban areas, by disseminating all relevant project results to the following identified audience:

- **city administrations and the wider city networks:** to promote, replicate and scale-up e-mobility solutions tested in the project
- **national level decision-makers:** to understand the role of national policymaking in fostering e-mobility; to re-adjust the legal framework for city administrations; to align national-level funding programmes
- **private and public transport service providers:** to foster the adoption and replication of business models and applications tested in the demonstration projects
- **industry:** to strengthen the marketability of e-mobility solutions through in-depth assessments of overall costs and benefits; to provide relevant results for exploitation, which can be used for further research, the provision of custom-made technical solutions, or the creation of new business models
- **the research community:** to foster the academic debate on sustainable urban mobility systems and conducive frameworks for their implementation
- **international finance institutions and development banks:** to develop tailor-made support programmes to foster the diffusion of e-mobility
- **the United Nations System:** to create an enabling policy environment that encourages the adoption of innovative e-mobility solutions tested in the project
- **civil society organisations and the wider local public in relevant geographical regions:** to allow the co-design of e-mobility solutions; to establish coalitions for implementation; to avoid costly delays during the planning stages and to increase user acceptance; to inform civilians about the sustainable mobility options in their region.

Table 1 Concrete dissemination tools, channels and target audience

Expected concrete impacts of the projects	Dissemination channels	Target audience
Business Models, Pilot Projects Assessment of the wider costs & benefits Custom-made technical solutions	Twitter Searchable database Targeted training/workshops Conferences, Meetings	Industry Private & public transport service providers
Assessments Feasibility Studies Tailor-made support programmes Action Plans	Website Twitter/LinkedIn Webinar/E-learning Meetings/Trainings Workshops, Brochure	City Networks& City Administration
Research Roadmap Assessments	Website, Twitter/LinkedIn	Research community

¹

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	Conference, Newsletter Scientific Journals	
Custom-made technical solutions Feasibility Studies Action Plans Assessments	Twitter/LinkedIn Targeted Training Dialogue/Meetings Conferences	United Nations National-level decision makers, International finance institutions and development banks
All relevant project results	Website, Twitter Webinar/E-learning Trainings/Workshops Local News Media	Civil society organisations and the wider local public
All relevant project results	Instagram	Young People

Dissemination activities will aim to ensure that SOLUTIONSplus can actively contribute to global, national and local policy objectives, help in advancing e-mobility innovation and inform business and development strategies. Nine networks and two UN organizations are part of the SOLUTIONSplus consortium (UEMI, CODATU/MYC, SLOCAT, UITP, ERTICO, Polis, ICLEI, CAA, SIMUS, UNEP, UN-H) to facilitate a wide-ranging outreach, dissemination and replication and several others have expressed their interest to support the project.

2.2.1 Dissemination and communications

SOLUTIONSplus Website

In the first phase of the project, the SOLUTIONSplus website has been set up. The SOLUTIONSplus website will be the main dissemination reference. The website will be constantly updated and starts with a landing page, featuring news and events, the twitter account and a short description of the project. It also showcases the partners.

- The **SOLUTIONSplus** site will explain the project in more depth and adds a description of all partners.
- The **Resources** site will feature all relevant events and showcases the SOLUTIONSplus newsletters.
- The **Demo Project** site includes a short description of all 9 demonstration cities and a short description of ongoing activities
- The **Actions** site has a short description of the Start-up incubators, the Toolbox, the Demo Actions, Trainings, Business Plans, Funding and Financing and includes all Project Resources (e.g. Flyer, Brochure)
- The website will be updated on a regular basis during the project’s lifetime and will be maintained for 2 years after the project ends.

Boosting the visibility at international events

The consortium will ensure that SOLUTIONSplus will have a high level of visibility in key international, regional and national fora, events and dialogue processes. This includes the global sustainability and

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climate processes (e.g. SDG Summits, High Level Political Forum, COPs, UN Environment and Habitat assemblies, International Transport Forum, UNFCCC regional weeks) and relevant local, national and regional events to which the project will contribute. (See annex 1)

Promote the action and its results

The dissemination of this project will make use of the vast network that is brought together by the SOLUTIONSplus network and will include cooperation with local media in the EU and in the partner regions, featuring project actions and partners, research and innovation channels, including journals (open access) and innovation highlights shared in relevant platforms and fora. All results will be disseminated as soon as possible and will properly acknowledge the EU funding.

Newsletter: It is planned to have a bi-monthly newsletter. (Subject to revision according to the status of the demonstration projects). First Newsletter: May 2020

Communications Material: A project brochure, flyer and poster have been developed in the first weeks of the project. These are planned to be updated accordingly.

Social media: The twitter account **solutions_eu** has been established from the first SOLUTIONS project and kept alive since then. The account is used to convey all project-related information (publications on website, advertise all upcoming events and live-tweets during the meetings and workshops). It is also used to exchange information from other relevant projects and activities.

Embedding SOLUTIONSplus innovations into industry, policy, investment and operation strategies

The project and the consortium are set-up with a view of maximising the long-term impact in all key areas relevant for a large-scale roll-out of innovative urban electric mobility solutions. The consortium assembles key industry actors representing suppliers, all types of vehicles, charging solutions and integration solutions, and the project will work closely with them to identify business opportunities and to integrate the innovations developed by the project into the business strategies of the partners participating in the consortium, but also other European industry partners through channels such as the technology platform ERTRAC, the European Green Vehicles Initiative (EGVIA) and EUCAR. On the policy side, the project will work with the Electric Vehicle Initiative hosted by the IEA, and the International Transport Forum to foster enabling environments for e-mobility. Similarly, the project will work with local and national governments through the participating city networks and UN organisations, as well as operators through partner associations to integrate innovations into policies and processes.

Project information material: Newsletter, press releases, presentation, brochures and infographics will be updated (or newly created) as soon as key objectives are achieved to inform the target stakeholder and generate wider interest. All outcomes will be published on the SOLUTIONSplus website (to download) and some key results will be published in print and translated into the relevant languages.

Conferences, workshops, trainings, webinars: Conferences, workshops, trainings and webinars will be organized during the project's lifetime to disseminate SOLUTIONSplus results most effectively. Workshops and trainings will be held in all SOLUTIONSplus target countries or online (due to COVID-19).

Social media: Twitter posts will be regularly posted with relevant SOLUTIONSplus news and relevant information to increase interest.

Promotion of project results: Newsletters and brochures will be prepared to promote SOLUTIONSplus achievements and evaluation results.

Branding/Logo

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A main logo has been developed and adapted to various distribution channels, e.g. twitter. The three different versions of the SOLUTIONSplus logo can be used accordingly. No preference is given over the other.



Branding Guidelines

Branding Guidelines SOLUTIONSplus

Colourcode	CMYK: 009781 RGB: 00937b			
Main LOGO				
LOGO alterations				
INFORM	INSPIRE	INITIATE	IMPLEMENT	IMPACT
CMYK: d60b52	CMYK: 36a9e1	CMYK: 009781	CMYK: 662483	CMYK: 3c3c3b
 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 875041	Please use for all SOLUTIONSplus activities			
Suggested Font: DINPro	DINPro - Regular DINPro - Light DIN Pro - Bold			

2.2.2 Timing of SOLUTIONSplus dissemination and communications

Dissemination activities will start at day one of the project. Factsheet templates and email briefing templates have been developed prior to the project start.

All dissemination activities will begin with the start of the project. Dissemination activities are to be performed according to the following logical schedule.

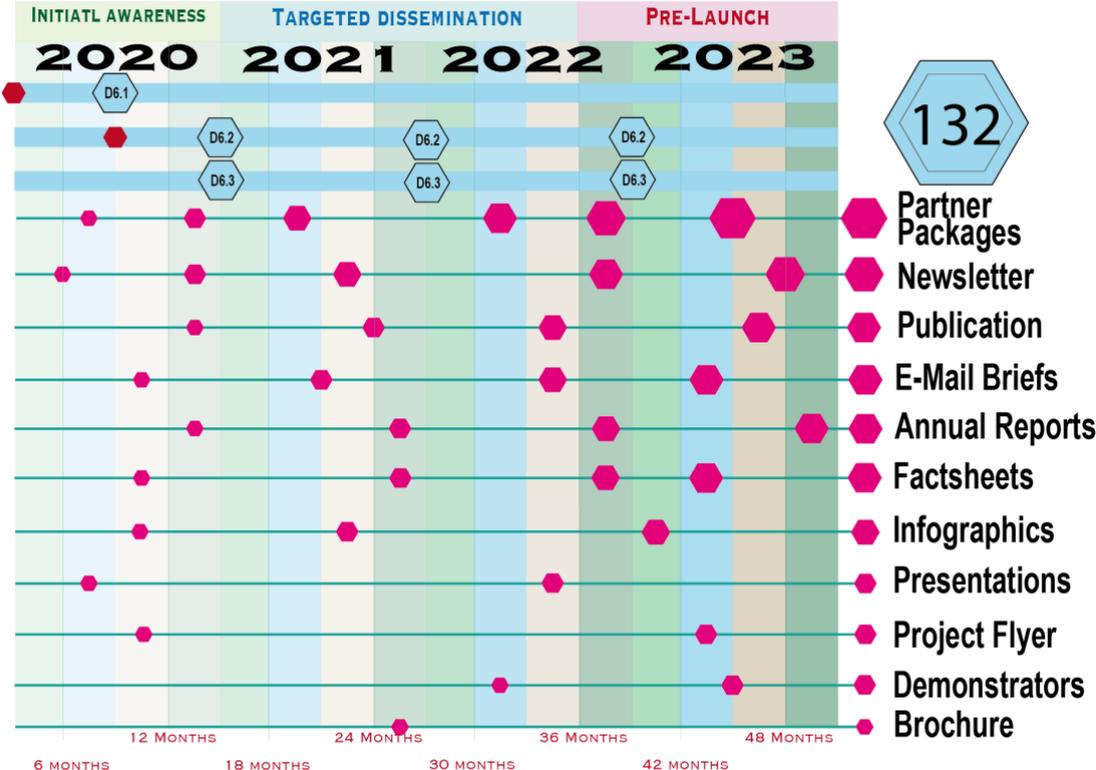


Figure 3 Timeframe for different dissemination products

3. Communication Strategy

The ultimate goal of SOLUTIONSplus is to engage different target groups with information adjusted to their needs to raise awareness in order to benefit from the results generated and encourage stakeholder dialogue. The SOLUTIONSplus consortium has identified potential target groups.

3.1 Overview of target groups and strategies to boost impact and sustain the innovation action

Following the focus on impact and exploitation of the innovations generated by this project the SOLUTIONSplus team will work closely with key actors to boost business opportunities, foster policy and implementation action. The following approaches for the relevant target groups have been identified to ensure the innovations meet the local needs and will be taken forward once the project ends:

National and local governments: To generate policy and political support for implementation actions.

National and local government officials from all countries involved in the joint programme of SOLUTIONSplus and GEF-7 will be actively involved in the development, testing and roll-out of innovative e-mobility solutions. As part of the programme, there will be active dialogue to ensure solutions meet local needs and address key policy issues for all relevant levels of government.

- ❖ **Communication Channels and Tools:** Peer-learning, policy dialogue, project partnership, intergovernmental fora

Industry, SMEs, Start-ups: Providing opportunities for business, initiating collaboration partnerships, support competitiveness of European industry.

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There is a strong industry participation already in the SOLUTIONSplus project; and industry partners will be actively engaged in developing and testing innovations as part of the demonstration actions. Business models that can spur further innovation and also ensure long-term sustainability and take-up of the solutions will be developed by the project. Through an even wider range of industry, innovation, research and business partners that can be reached through the various networks involved in the programme, an active global exchange on business opportunities related to e-mobility innovation will be facilitated by the programmes during dialogue fora and peer-learning activities.

- ❖ **Communication Channels and Tools:** Business, research and innovation dialogue fora, hackathons and start-up events, social media, trainings and peer-learning

Transport operators and authorities: Improve operations, better integration of electric vehicles into operations.

The demonstration actions will aim to support public transport operators and authorities and other mobility service providers (passenger and freight) in developing e-mobility project implementation concepts that build on the innovations tested in this project. The capacity building, peer-learning and exchange will cover technical, operational, policy and finance aspects relevant for the preparation of scaled-up projects.

- ❖ **Communication Channels and Tools:** Peer-learning, demo actions, trainings, dialogue, project partnership

Financing institutions: De-risking investment decisions, generating bankable projects.

SOLUTIONSplus partners with development banks and financing institutions who are considered vital partners for a larger roll-out of the innovations initiated by this project. Dedicated stakeholder and finance dialogue fora will be organised in each partner region throughout the project to reconcile local objectives and funding priorities. The impact assessments and evaluations will consider the needs and investment priorities of development bank partners.

- ❖ **Communication Channels & Tools:** Regional demonstration actions, joint development of feasibility assessments, regional investment platforms

Research and innovation community: Support replication and further research and development.

SOLUTIONSplus will provide open access to acquired knowledge, since the advancement of knowledge is based on the open flow of information. When data and results are shared, their accuracy and conclusions can be verified. In addition, others can further advance the knowledge base: maximum output with minimum efforts.

- ❖ **Communication Channels & Tools:** Regional demonstration actions, joint development of feasibility assessments, regional investment platforms

Civil Society, wider public: Raising awareness, providing information on the project and its benefits the local and international communities.

The civil society and the wider public need to receive relevant project information in a way they can easily understand to ensure the demo action are perceived positive and to gather support for a larger roll-out. Dedicated stakeholder and civil society dialogue fora will be organised in each partner city throughout the project. Targeted campaigns will be organised to highlight some of the key benefits of the demonstrated e-mobility solutions to the wider public.

- ❖ **Communication Channels & Tools:** News, regional actions, event participation, Instagram (young people)

3.2 Online communication channel

The most important channel to communicate externally are the SOLUTIONSplus website and social media platform Twitter. These online communication channels facilitate the ability to reach and engage with a wide audience at local, regional, national, European and international level at low costs and efforts.

SOLUTIONSplus website – www.solutionsplus.eu

The SOLUTIONSplus website forms the main communication channel providing a platform to consolidate all project information. The SOLUTIONSplus website can be reached at – www.solutionsplus.eu – and it creates a unique identification for the project, such as logo, colour code, etc. SOLUTIONSplus website will contain following sites (but is not limited to):

- **Home page**
 - Brief introduction
 - News/events
 - Twitter feed
 - Main objectives
 - Partner Logos
- **SOLUTIONSplus**
 - Detailed introduction
 - 5 main objectives (Inform, Inspire, Initiate, Implement, Impact)
 - **Partners**
 - Including all partner logos & brief description
 - **Privacy Policy**
- **Resources**
 - Including all upcoming and past news/events/webinars etc., linking to detailed description of these events with e.g. pictures, publications, presentations, etc.
 - Newsletter
- **Demo Projects**
 - **Brief description of the demonstration approach**
 - **Hamburg**
 - **Quito**
 - **Pasig**
 - **Montevideo**
 - **Madrid**
 - **Kigali**
 - **Dar es Salaam**
 - **Hanoi**
 - **Kathmandu**
- **Actions**
 - Including descriptions of: Start-up incubators, Toolbox, Demo Actions, Trainings, Business Plans, Funding and Financing and Project Resources.
- **Footer of the website:** Contact, Privacy Policy and EU Logo

The SOLUTIONSplus website has recently been launched and will be frequently updated.



Integrating Urban Electric Mobility Solutions in the Context of the Paris Agreement the Sustainable Development Goals and the New Urban Agenda

SOLUTIONSplus brings together highly committed cities, industry, research, implementing organisations and finance partners and establishes a global platform for shared, public and commercial e-mobility solutions to kick start the transition towards low-carbon urban mobility. The project encompasses city level demonstrations to test different types of innovative and integrated e-mobility solutions, complemented by a comprehensive toolbox, capacity development and replication activities. Demonstration actions will be launched in Hanoi (Vietnam), Pasig (Philippines), Lalitpur/Kathmandu (Nepal), Kigali (Rwanda), Dar es Salaam (Tanzania), Quito (Ecuador), Montevideo (Uruguay), Madrid (Spain) and Hamburg (Germany).

Project Updates

Find the latest events, news and project highlights



TRA 2020 Rethinking transport
[Conference | 27-30 April 2020 | Helsinki](#)
[Read more](#)



Environmental Protection in Cities: Common Challenges and Innovative

Tweets by @SOLUTIONS_EU

 **SOLUTIONSplus & Urban Electric Mobility I**
@SOLUTIONS_EU
@SOLUTIONS_EU Team contributing to mobil
events at the @WUF_10, highlighting the role
systemic approach to sustainable mobility tran
and the opportunities smart, public and shared
mobility solutions can provide. @EUScienceIn
@inea_eu ... [buff.ly/2w5xMOa](#)

Feb

SOLUTIONSplus Twitter

Social Media offers a flexible and timely possibility to engage with a wide audience and to maximize the projects outreach. The SOLUTIONSplus twitter account will be continued from the previous project SOLUTIONS and will be frequently used to dissemination information.

Project Newsletter

SOLUTIONSplus partners will contribute to deliver a periodic newsletter, including project results, activities and interviews. The newsletter is planned to send every 3 months, depending on actuality of events and activities. The Newsletter will also be used to distribute formulated news to the partners, so SOLUTIONSplus activities can be showcased in partner organization newsletters, etc. An up-to-date contact list has been developed prior to the project start and will be extended.

First Newsletter: May 2020

4. Exploitation of results

4.1 Exploitation and sustainability of the Innovation Actions

The set-up, structure and operations of this project are geared towards a maximum of long-term impacts and the aim is to trigger actions by key players such as:

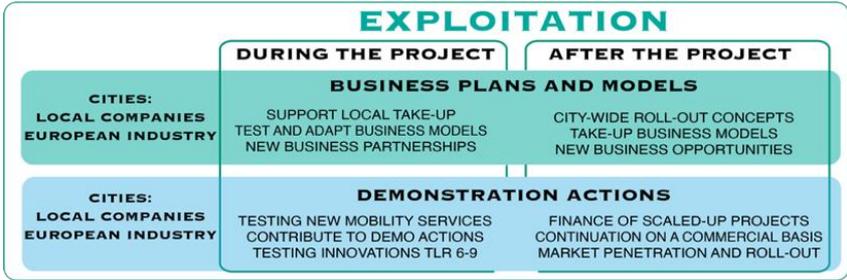
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- **Industry:** embed the demo actions and models into the wider strategy of the industry partners; seize business opportunities in collaboration with local businesses; strengthen the marketability of e-mobility solutions and boost the visibility of EU e-mobility solutions in key emerging markets.
- **Public transport service providers:** to foster the adoption and replication of business models and applications tested in the demonstration projects
- **Local and national governments:** to promote, replicate and scale-up e-mobility solutions tested in the project; adjust the legal frameworks; develop local and national-level funding programmes.
- **Finance institutions and development banks:** provide funding and financing for the roll-out of e-mobility innovations initiated by the project.
- **Research community:** to foster the academic debate on sustainable urban mobility systems and conducive frameworks for their implementation.

The sustainability of the innovations initiated and tested during the project is a vital objective for the project. The combination of partnerships, innovations, finance and business opportunities that define the overall approach of this project will aim to deliver on this objective.

Figure 4 aims to summarise some of the key exploitation actions during the project and their continuation thereafter.

Figure 4 Exploitation and sustainability of the two main innovation areas



Integration of e-mobility in local and national policy and planning

In order to address potential regulatory barriers and to mobilise domestic funds for urban electric mobility, the project will work closely with the participating local authorities, but also the corresponding national ministries as well as regional and international intergovernmental fora. For this, the partnerships with the United Nations, the International Energy Agency and the International Transport Forum will be helpful channels. For some countries (e.g. Uruguay, Ecuador and the Philippines) discussions on National Urban Mobility Plans (NUMPs) with a focus on the electrification of urban transport have started already with support of the associated partner GIZ. For all partner cities the integration into local air quality plans and SUMP has been agreed to be covered within the project (WP5).

Investment platforms and plans for financing solutions

As part of the overall global e-mobility programme, implementation platforms will be established with key regional finance actors, such as the CAF the Development Bank of Latin America, Asia Development Bank (ADB), the African Development Bank (AfDB), the Interamerican Development Bank (IDB), and the World Bank. These partnerships along with the cooperation with the DG DEVCO, Kreditanstalt für

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Wiederaufbau (KfW), Agence Française de Développement (AFD) European Bank for Reconstruction and Development (EBRD) in the context of the MobiliseYourCity and other finance institutions will ensure that the demonstration actions can be sustained and scaled-up to achieve truly transformational change in the partner cities and beyond. As part of WP5 active support will be provided to the partner cities to access international funding sources for scaled-up demonstration actions.

Support the competitiveness of European industry

Several European industry players will be actively involved in the business model development, peer-learning and demonstration actions. Each of the demonstration activities receiving direct support from SOLUTIONSplus will include solutions provided by European industry, e.g. Hanoi, Madrid (ABB), Dar es Salaam, Kigali, Quito, Kathmandu (Valeo), Hamburg, Pasig (T-Systems). For all demonstration actions ticketing and multi-modal travel planning applications will be developed (Pluservice, V2C2). In addition to that, dedicated business models for innovative e-mobility solutions will be developed in tandems of research and industry partners and tested as part of the demonstration actions. This will draw from the knowledge and experience of the industry partners, but also aims to inform innovation and development within the industry partner operations. The objectives of these activities are to initiate business opportunities and to establish partnerships that can take further the innovations initiated within the project. The project will work towards establishing up to 15 partnerships between European and local companies (WP3). The capacity building programme will also include dedicated knowledge sharing and exchange activities for industry partners from the consortium and beyond, e.g. through partnerships with technology platforms such as ERTRAC and the European Green Vehicles Initiative (EGVI).

E-mobility innovations, business models and plans

The project will have a business development and incubation program that supports the testing of local innovation, establishes partnerships, develops and tests business models. It connects customers with a community that offers a cutting-edge innovation. The project enables and optimizes the international co-operation and exchange of best practices, operating as a backbone expert centre for the future integrated urban electric mobility solutions. It builds upon the deliverables of this project and it ensures the after project continuous European dissemination and further realisation. The project shapes ambition in the energy driven future by bringing together cities, public transport operators, industry, experts and practitioners and facilitates the implementation of urban electric mobility solutions that create synergies between climate action and sustainable development. The business models will be developed in consultation with relevant industry partners, e.g. for electric buses together with Volvo, taxi and car sharing (CRF/Fiat), 2- and 3-wheelers charging (ABB and TSY), eco-routing (TSY), energy system integration (Dylniq), Mobility as a Service (Pluservice).

Table 2 Summary of the exploitation and sustainability actions

Exploitation and sustainability actions	Steps taken by SOLUTIONSplus
Integration into national policy, planning and funding processes	Policy dialogues with national governments will be facilitated by UN Habitat and UN Environment and in cooperation with the International Energy Agency and the International Transport Forum
Integration into local policy and planning	The project will work with partner cities on the integration of the demo concepts and business models into Air Quality Plans and Sustainable Urban Mobility Plans

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Regional and international replication	The project will work directly with 30 partner cities in collaboration with the GEF-7 sister project. The consortium includes city networks (ICLEI, Polis), transport networks and associations (UITP, SLOCAT, UEMI, ERTICO), and UN organisations (UNEP, UN-H) and many other well-connected partner organisations who will ensure replication to a large number of cities and countries. Over 60 cities, countries and outreach partner have expressed interest in replication actions (Letters of Intent are attached)
Financing of replication and scale-up	The project works closely together with development banks such as ADB, EBRD, CAF, DBSA, KfW and AFD, as well as the Global Environment Facility, the Green Climate Fund and other donors such as DG DEVCO, several environment ministries.
Private finance and industry cooperation	The project has a string focus on the initiation and testing of innovative business models and partnership. Key industry actors across the e-mobility value chain are project partners and will aim to take-up relevant business opportunities in the partner countries, e.g. electric 2- and 3-wheelers (Valeo, Piaggio), electric vans and mini-buses (IDIADA), car sharing and e-taxis (Fiat/CRF), electric buses and trucks (Volvo), integrated charging and energy solutions (ABB, Dynniq, T-Systems).

Replication of demonstrated innovations

In order to reach out to a larger number of cities, countries, operators, businesses and industries, the SOLUTIONSplus consortium has established a number of measures to increase the number of demonstrations and to maximise the number of replications. While the call-text asks for at least 4 demonstration actions, the SOLUTIONSplus project will implement **9 demonstrators**, which was made possible from co-funding contributions from partner cities and partner initiatives. In addition, such innovations will be replicated in at least 20 cities for which co-financing has already been secured and further replication will be facilitated throughout the project.

Co-funding will more than double the scope and impact of the project

The coordinator, UN Environment and the International Energy Agency worked closely together to seek co-funding for the SOLUTIONSplus project to expand the geographic coverage, create synergies with on-going implementation projects and initiatives. A direct co-financing contribution to the joint programme of 25 million € will be generated through the GEF sister-project. In addition to that, several partner initiatives have committed contributions and will seek direct synergies to the SOLUTIONSplus project. This will include technical support to the partner cities, the joint development of tools and trainings, support for business models, implementation and scale-up.

In close coordination with the GEF-7 sister project, led by UN Environment and the International Energy Agency, SOLUTIONSplus will be able to work directly with 30+ countries on the testing, implementation and roll-out of innovative urban electric mobility solutions. The two projects will form the leading global programme on urban electric mobility.

Building on international initiatives

The SOLUTIONSplus project builds on a vast range of projects and experiences, including the Urban Electric Mobility Initiative, MobiliseYourCity and Decarbonising Transport, which are mentioned in the call text, but also a large number of additional projects and initiatives (outlined in section 4-5). Partnerships with a number of financing institutions have been established by the SOLUTIONSplus team, including the Global Environment Facility, the Asian Development Bank, the Interamerican Development Bank, CAF the development bank of Latin America, the African Development Bank, KfW - the German development bank, AFD – the French development bank and other national and

international financing institutions. The project will actively involve these and other financing institutions to mobilise funding that can help take up the innovations developed by the project and support their large-scale roll-out.

Establishment of global working groups and replicating results of this and other EU-funded projects

As part of the global e-mobility platform working groups on light- and heavy-duty vehicles, batteries and charging and electricity grid will be established together with the International Energy Agency and UN Environment. European industry partners will be invited to join these working groups which will support the international processes with regard to standardisation, regulation and implementation in the respective areas. The consortium will facilitate close cooperation between these international working groups and the relevant ERTRAC working groups. These global working groups will provide an opportunity for this project and other EU-funded projects to share results and replicate innovations.

5. Managing communication, dissemination and exploitation activities

5.1 Role of partners

All SOLUTIONSplus partners will actively participate in communication, dissemination and exploitation activities within their networks and area of expertise. Key communication, dissemination and exploitation activities are fulfilled through the different tasks:

- **Dissemination, exploitation and communication strategy**
Lead: UEMI
Partners: ICLEI, POLIS, CODATU, SLOCAT, UITP, ERTICO, CRF
- **Exploitation**
Lead: POLIS & ICLEI
Partners: Participation from all partners
- **Dissemination and communication**
Lead: ERTICO
Partners: ICLEI, POLIS, UEMI, UN-Habitat, UNEP, UITP, all Partners

5.1.1 Online media content management

- The website is managed by UEMI
- The twitter account is handled by the Project Coordinator
- All partners can retweet information from the SOLUTIONSplus twitter account
- The newsletter is developed by UEMI, with the help of all partners

5.1.2 Knowledge management: open access and academic publications

SOLUTIONSplus will provide open access to acquired knowledge

SOLUTIONSplus will produce rigorous research results suitable for academic publication and educational purposes, so open access to the project's data is essential. SOLUTIONSplus publications will have Green OA (self-archiving journal articles in the project's and individual partners' open-access repository) and research data will be accessible free of charge.

All project results, except published scientific publications in paid magazines, will be openly accessible. All project results will be reviewed by a dedicated review circle within the SOLUTIONSplus team and marked GREEN PUBLICATIONS. Peer-reviewed scientific publications published by open access

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magazines will be published on the website and marked GOLD PUBLICATIONS. Peer-reviewed scientific publications with restricted accessibility will appear as summaries on the website.

A Special Issue related to SOLUTIONSplus project activities has been launched at the open access journal *Sustainability* (MDPI) titled "Achieving Urban Travel Sustainability after a Pandemic: Clean, Efficient and Inclusive Decarbonization Strategies for Livable Cities".

https://www.mdpi.com/journal/sustainability/special_issues/transport_decarbonization

5.1.3 Key performance indicators

SOLUTIONSplus states a number of Key Performance Indicators (KPIs) for the effectiveness and efficiency of communication and dissemination activities. The performance table below has been updated to realistic terms after consultation with the consortium partners.

Communication Activities and Tools	How to measure	Timing	KPIs
SOLUTIONSplus website	Number of monthly visits	Project start until at least 2 years after the projects end	<ul style="list-style-type: none"> Weekly news and demonstration activities update
E-Mail briefs & newsletters	8 Newsletter/ E-Mail briefs	Six-monthly	<ul style="list-style-type: none"> At least 4 newsletters published Over 150 recipients per newsletter (UEMI database, GDPR compliant)
Project material	2 Flyer 10 thematic brochures	All events	<ul style="list-style-type: none"> 1000 flyer distributed, 400 brochures distributed
Conference, Workshops, Trainings	Number of people reached	Event plan	<ul style="list-style-type: none"> SOLUTIONSplus presentation by at least 20 international/national events by the end of the project
Twitter/LinkedIn	Number of followers	4 tweets a week 1 LinkedIn announcement a month	<ul style="list-style-type: none"> At least 1500 followers
Local Media	Number of readers	Related to specific highlights during the demonstration phase	<ul style="list-style-type: none"> At least one press release per regional kick-off
Video conferences and webinars	Number of participants	Event plan	<ul style="list-style-type: none"> At least 1000 webinar participants
Peer-reviewed paper	Number of papers published	n. A.	<ul style="list-style-type: none"> At least 10 peer reviewed scientific publications

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Annex 1 (selected outreach and dissemination events)

Date	Event	Location	Topic	ORG attending	Link/Video	Note
21-22 January 2020	Project Kick-off	Berlin	Kick-off	UEMI	http://www.solutionsplus.eu	On the 1st of January 2020 the flagship project has been launched to support the global transition to sustainable mobility. In the context of the EU-funded SOLUTIONSplus project 45 partners and over 100 associated partners will work together on transformative change towards sustainable urban mobility through innovative and integrated electric mobility solutions.
8-13 February 2020	WUF10	Abu Dhabi	Global dialogue and local participation opportunities	UEMI	http://www.solutionsplus.eu/wuf10.html	This event will facilitate an active discussion about participatory processes and peer-to-peer exchange between city officials and mayors. A potential dialogue format could feature aspects of exchange and consultation for municipalities that currently undergo transformation processes. This intends to link major players of sustainable urban development in order to identify common challenges, share knowledge and create cross-sectoral solution and build on existing city networks.
18 February	Webinar	n.A.	Tactical Urbanism: What, Why, How	WI, UEMI	http://www.solutionsplus.eu/tactical-urbanism.html https://www.youtube.com/watch?v=2nqCwSNXBsY&feature=youtu.be https://www.youtube.com/watch?v=2nqCwSNXBsY&feature=youtu.be	Copenhagen, Amsterdam, and New York were not always as attractive as they are today! They have undergone a steady transformation. New York is the most recent to the above list. Changing the streets of New York from the streets filled with yellow taxis to streets filled with umbrellas and outdoor seating is a story worth sharing!
5 March 2020	Conference	Berlin	Environmental Protection in Cities	WI, UEMI	http://www.solutionsplus.eu/environmental-protection-berlin.html https://nuacampus.org/uba-wi-conference/	The research project „Urban Environmental Protection International“ is weighting challenges to protect the environment at the urban level in Brazil, Russia, India, China, South Africa and Indonesia. The Wuppertal Institute conducts this research by order of the German Federal Environment Agency (Umweltbundesamt, UBA).
2-6 March 2020	Conference	Berlin	Transport and Climate Change Week	ICCT, SLOCAT, UITP	https://www.transportweek.org	Highlighting the importance of transport to limit global warming, the 3rd Transport and Climate Change Week including a Conference on Thursday 5th March will foster knowledge exchange and high-level contacts between 250 transport colleagues from all over the world. To fight climate change together, transport colleagues especially from developing and emerging economies gather in Berlin from 2 – 6 March 2020 to find solutions on how to change transport for the better.
6 March 2020	Workshop	Berlin	Urban Change Maker Group Workshop	WI, UEMI, TUB, UNH	http://www.solutionsplus.eu/ucmg.html	The Urban Change Maker programme consists of a wide-ranging capacity building programme directed towards decision makers and advisors in local and national authorities and private sector actors. At the core of this programme works a group of professionals who are combining implementation-oriented work with academic studies at different levels. This Urban Change Maker Group facilitates active exchange on innovative, replicable and scalable solutions that can make a positive contribution to urban transformation processes.
08 April 2020	Webinar	n. A.	Air Quality Sensing powered by Citizen Science	UNH, WI, UEMI	http://www.solutionsplus.eu/webinar-series_2020.html https://www.youtube.com/watch?v=BnHr0UmGHsk&feature=emb_logo https://www.youtube.com/watch?v=cjZUwacCY1s&t=349s	The Urban Pathways Project is involved in several sustainable urban mobility projects in developing countries, which have a great potential in terms of improving air quality and reducing noise in urban areas. Measuring the specific effects of the demonstration activities on these variables will be invaluable in quantifying the impact of the projects' activities and thus the potential impact that replication and scaling-up of those measures could have at the local and national level, and ultimately at the global scale.

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14 April 2020	Webinar	n. A.	Management of Public Transport to contain COVID-19	UEMI, EMT, ERTICO, UITP, Hamburg Hochbahn	http://www.solutionsplus.eu/webinar-covid-19.html https://www.youtube.com/watch?v=JCZ2O6DMK3E&t=6s	To contain the current COVID-19 health crisis, the adoption of appropriate measures in public transport is paramount. The ERTICO Academy in collaboration with the EU funded SOLUTIONSplus project hosted a special focus session on this issue. Public transport representatives from Hamburg, Madrid and China and an expert on the topic from UITP shared their experiences in the management of pandemics. Data management, mobility monitoring and disease spread patterns are useful tools in crisis management strategies. Looking ahead, the future of public transport and the implications of COVID-19 on the sector still remain uncertain.
29 April 2020	Kick-off Webinar LAC	n. A.	Latin America SOL+ demo plans	UEMI, WI	http://www.solutionsplus.eu/kick-off-la.html https://www.youtube.com/watch?v=rOzVSyUwZW8	Given the global spread of COVID-19 and the related travel and gathering restrictions that have been enforced worldwide, the kick-off meetings planned by the EU-funded project SOLUTIONSplus (SOL+) in its Latin American demonstration cities had to be cancelled. However, in order to establish the necessary partnerships, inform relevant stakeholders and start defining the activities that will need to be conducted in each city in the context of SOL+, we have decided to organize a Regional Kick-off Webinar with Quito and Montevideo.
05 May 2020	Webinar	n. A.	Global south experiences, challenges and opportunities for managing urban mobility during COVID-19	UNH	https://ability.or.ke/urbanmobility/ https://www.youtube.com/watch?v=F2k3UzqbfwE	UN-Habitat, UNEP and WHO along with our supporting partners – have convened a half-day digital expert group meeting to share experiences, challenges and opportunities on the global south response to COVID-19 and management of urban mobility. It is clear that COVID-19 is impacting the way people travel (both imposed and voluntarily). Public transport, shared mobility services, walking and cycling, are all being seen and used in a new light since COVID-19.
14 May 2020	Urbanism Next Conference	Virtual		TUB	https://www.urbanismnext.org/conference	To discuss how emerging technologies, shape the future of our cities. This timely conversation addressed the short-term impacts and the long-term effects that disruption - whether it be from the introduction of new technologies, companies suddenly pulling out of markets, or a global pandemic - may have on communities.
26 May 2020	TUMI conference	Leipzig,		UN-H	https://www.transformative-mobility.org/	Will now be partially or fully virtual, with a focus on COVID-19
29 May 2020	TUMI Expert Exchange: #MobilizeMinds	Virtual		UN-H		
June	Kick-off Webinar Europe		Europe SOL+ demo plans	UEMI, EMT Hochbahn		Local demonstration actions
June	Kick-off Webinar Asia		Asia SOL+ demo plans	UEMI, CAA, UTT SY		Local demonstration actions
July	Kick-off Webinar Africa		Africa SOL+ demo plans	UEMI, ITDP DART		Local demonstration actions

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1-8 July 2019	London Climate Action Week	London			https://www.london.gov.uk/what-we-do/environment/climate-change/london-climate-action-week	<p>The week brought together London's climate expertise and talent from across sectors to run events across the city focused on taking local, national and international action. These events highlighted the scaling up of practical solutions and identifying new solutions to help cut our carbon emissions to keep global temperature increases within 1.5C and support the Paris Agreement.</p> <p>The Mayor worked with E3G and other partners to convene events by Londoners, businesses, civil society groups and local, national and international governments.</p>
7-16 July	High Level Political Forum		SDGs	SLOCAT, UEMI, UNEP	https://sdg.iisd.org/events/high-level-political-forum-on-sustainable-development-hlpf-2020/	Contributions to the High-level Political Forum on Sustainable Development (HLPF)
September	TRA webinar		Special focus session	VTT, UEMI, WI	https://traconference.eu/programme/invited-sessions/	Long-term strategy for decarbonisation of transport through electrification. Updates on recent activities of the EU-funded SOLUTIONSplus project, which, together with UN Environment and the International Energy Agency, establishes a global platform for shared, public and commercial e-mobility solutions
The following events are a selection of dissemination and exploitation events. The list is constantly being updated and the Project Officer will be informed on a regular basis about upcoming events.						
7-8 September, 2020	Future Mobility Summit	Berlin		WI	https://veranstaltungen.tagesspiegel.de/event/4e8d3033-735b-48c9-a9b3-f3c6651ed18f/summary	Organized by Tagesspiegel, leading medium in Germany. The Future Mobility Summit brings together national and international mobility decision-makers from politics, business, science, associations, NGOs and unions. The relevant topics of future mobility are discussed in the plenum, in parallel forums and at deep dives and master classes. State-of-the-art technologies can be experienced in the exhibitions, new mobility concepts can be tested during test drives. A special focus of the summit is on the role of the municipalities as local implementers.
4-12 October 2020	UNFCCC Bonn Climate Change Conference (SB52)	Bonn		WI	https://unfccc.int/process-and-meetings/conferences/bonn-climate-change-conference-october-2020	
November 2020	Conference	Dakar	Challenges for the development of urban mobility in LA	CODATU	https://traconference.eu/programme/invited-sessions/	The ambition of the conference is to create an open platform for debate and exchanges between academics, researchers, practitioners, local authorities, transport professionals and the civil society, in line with the bi-annual CODATU international conferences. The results of Bogota 2020 will be presented during the <u>18th CODATU Conference in Dakar in November 2020</u> .
7-28 October 2020	Daring Cities by ICLEI	Virtual		ICLEI		A virtual, global forum on climate change for urban leaders tackling the climate emergency, especially in the context of the Covid-19 pandemic.
November 2020	Better Air Quality Conference	Malaysia		CAA		
27-29 May (postponed)	ITF Summit: Transport Innovation	Leipzig		UEMI; WI		

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	for Sustainable Development					
Dec. 2020	Polis Conference	Nijmegen		Polis	https://www.polisnetwork.eu/2020-annual-polis-conference/	
1 – 12 November 2021	COP26			SLOCAT		
2021	UNFCCC regional climate weeks			UNEP		All RCWs in 2020 are postponed to 2021.
2021	Fifth High-level Meeting on Transport, Health and Environment	Vienna		UNEP	https://thepep.unep.org/events/fifth-high-level-meeting-transport-health-and-environment	
2022	TRA			VTT		
2022	ITF			WI		
2022	World Urban Forum (WUF)			UN-H		
2022	COP27-			SLOCAT		