



MyWay

EUROPEAN SMART
MOBILITY RESOURCE
MANAGER

MyWay: European Smart Mobility Resource Manager

D7.1.1 Communication Strategy

**EU Seventh Framework Programme
Grant Agreement No. 609023**

Work Package	WP 7
Deliverable Number	D7.1.1
Version	1.0
Status (D: draft; F: final; A: approved)	F
Dissemination level	RE
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Project start date and duration	1 September 2013 - 29 February 2016
Submission date	30 November 2013



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EXECUTIVE SUMMARY

The MyWay communication strategy provides detailed guidance on how to effectively disseminate the objectives and results of the project. This document details which communication tools will be developed for which target groups of the project, and which channels will be used for dissemination.

The overall project communication strategy is built on the objectives of WP7 Dissemination and communications, which include:

- covering all dissemination and communication activities on the European and national/local level;
- disseminating information not only to the MyWay Living Labs set up in the participating cities and regions – Barcelona/Catalunya, Berlin, Trikala – but also to the wider urban stakeholder community, including other European cities and regions, national transport and planning authorities and European stakeholders (European institutions, networks and NGOs on urban mobility);
- exploiting existing dissemination channels such as ELTIS, CIVITAS and POLIS;
- joining forces with the other related EU funded projects where appropriate and compare objectives, approaches, analyse lessons learnt and make use of the experiences gained;
- developing effective communication interfaces and dissemination channels.

This report details how MyWay will address these tasks.

The MyWay communication strategy is for restricted use only by the project partners and it is intended to be a reference tool for all dissemination activities of MyWay partners throughout the entire project duration. It will be updated based on project activities and achievements and a final version will be released at the end of the project (month 30).