Dissemination Plan
[D6.1]

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Version 1 – Month Year
Start date of the action: 27/03/2014
End date of the action: 26/03/2017
Duration: 36 months

Grant agreement no. IEE/13/585/SI2.675318 – BIKE2WORK

The Bike2work project gratefully acknowledges financial support from the European commission. Nevertheless the sole responsibility of this publication lies with the author. The European Union is not responsible for any use that may be made of the information contained therein.
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Dissemination Plan [D6.1]

Summary

The main objective of Bike2Work is to achieve a significant energy-efficient modal shift from motorized modes to cycling by introducing behaviour change programs to employers that sustainably change the behaviour of commuters.

Bike2Work will be highly effective in achieving modal shift because it combines two fields of action that have both been proven to be effective in getting more people to cycle to work. This project connects Bike2Work campaigns with the improvement of the bicycle-friendliness of employers and achieves a mutual reinforcement of effects. Existing Bike2Work campaigns are highly effective in changing the behaviour of participants because they are based on proven behaviour change methodologies taken from other sectors such as public health and energy saving. They are also extremely cost effective because they can be focussed on key target audiences, susceptible to change. Similarly, the bicycle-friendliness of employers has a proven effect on the number of employees cycling to work. And it has been demonstrated that these two approaches reinforce each other – employer support and campaigns each becoming more successful if implemented in a complementary manner.

Bike2Work has established a central work package (WP6) to deal with communication and dissemination activities which will be closely interrelated with other work packages – especially with the application work package 3 – throughout the duration of the project.

The present B2W dissemination plan serves as a tool assisting the strategic dissemination and spreading of knowledge and content of the project. It aims at ensuring an in-time and high-quality accomplishment of all planned tasks.

To assure satisfactory and timely performance of all dissemination activities, both at European and national level, this plan will provide an outline of the various planned activities, including:

- description and definition of the dissemination activities
- specification of the dissemination means and communication channels (including the website)
- description of work divisions and time frame of the respective partner
- piggy back dissemination through networking
- achievement of multiplier effect towards potential followers to establish self-sustaining B2W programmes
1) Overview

1.1) General

Bike2Work runs under the STEER programme of the European Commission – respectively the IEE (managed by the Executive Agency for Competitiveness and Innovation, EACI). Bike2Work has the contract number IEE/13/585/SI2.675318.

As it currently stands, the Bike2Work methodology works. It is a transferrable, proven approach which addresses the needs of employers, municipalities and commuters. It is especially attractive because it addresses the barriers experienced by employers who have not taken part in any energy efficiency actions before. This behaviour change continues after the intervention and is highly cost effective – change per € invested is higher than similar interventions.

Bike2Work will have an impact on the modal share of bicycle use by increasing the number of commuter trips done by bicycle instead of car. Bike2Work will not only achieve short-term outcomes but achieve sustainability and continuous extensions of the project far beyond the short term deliverables. It will have an impact on the target groups of commuters, employers and municipalities.

By carrying out the Bike2Work campaigns and improving the bicycle-friendliness of employers the number of participants in the various countries will be raised.

Therefore Bike2Work will focus on

- Extending and intensifying existing nation-wide campaigns for consumers and employers,
- Enabling small scale campaigns to be successful on a bigger scale,
- Replication of campaigns, tools and technologies in more countries, cities or regions,
- Introduction of new technologies into Bike2Work campaigns such as IT tools, public bike sharing and e-bikes
- Increasing the number of bicycle-friendly employers in Europe and
- Ensuring the sustainability of all these measures after the end of the project.

In order to achieve these goals, a strong emphasis will be put on promoting, disseminating and raising awareness about the idea of cycling to work. A well-conceived and structured dissemination plan is essential for Bike2Work to be successful.
1.2) Structure of work programme

Figure 1: Work package structure of Bike2Work

As the above figure shows, Bike2Work is structured into seven work packages (WP). WP 6 is responsible for the dissemination of the contents of the project. Dissemination has the aim to spread the Bike2Work approach all over Europe. Dissemination is not something that will start later within the project but will already start during the concept phase.

Within work package 6, seven tasks have to be fulfilled:

<table>
<thead>
<tr>
<th>Task N°</th>
<th>Task</th>
<th>Time schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.1</td>
<td>Development of a dissemination plan</td>
<td>Apr – Sep 2014 D6.1</td>
</tr>
<tr>
<td>6.2</td>
<td>Communication Tools: visual identity and setting up a web portal</td>
<td>Apr – Jun/Jul 2014 D6.2</td>
</tr>
<tr>
<td>6.3</td>
<td>Development of merchandising products and standard dissemination</td>
<td>Apr – May 2014 D6.3</td>
</tr>
<tr>
<td>6.4</td>
<td>Piggyback dissemination through networking</td>
<td>Aug 2014 – Mar 2017 D6.4</td>
</tr>
<tr>
<td>6.5</td>
<td>National and international press and media work</td>
<td>Aug 2014 – Mar 2017 D6.5</td>
</tr>
<tr>
<td>6.6</td>
<td>National/local dissemination</td>
<td>Apr 2014 – Mar 2017 D6.6</td>
</tr>
<tr>
<td>6.7</td>
<td>Documentation</td>
<td>Apr 2014 – Mar 2017 D6.7</td>
</tr>
</tbody>
</table>
1.3) List of partners and tasks assigned

<table>
<thead>
<tr>
<th>N°</th>
<th>Participant Name</th>
<th>Short Name</th>
<th>Country Code</th>
<th>Main activities in consortium</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td>European Cyclists' Federation asbl</td>
<td>ECF</td>
<td>BE</td>
<td>Project coordinator, Leader of WP1, 6, 7</td>
</tr>
<tr>
<td>CB02</td>
<td>Forschungsgesellschaft Mobilität – Austrian Mobility Research</td>
<td>FGM-AMOR</td>
<td>AT</td>
<td>Leader of WP2, Implementation</td>
</tr>
<tr>
<td>CB03</td>
<td>Cyclists' Touring Club Charitable Trust</td>
<td>CTC</td>
<td>UK</td>
<td>Leader of WP3, Implementation</td>
</tr>
<tr>
<td>CB04</td>
<td>Allgemeiner Deutscher Fahrrad-Club (German Cyclists' Federation)</td>
<td>ADFC</td>
<td>DE</td>
<td>Implementation</td>
</tr>
<tr>
<td>CB05</td>
<td>Urbanisticni Institut Republike Slovenije (Urban Planning Institute of the Republic of Slovenia)</td>
<td>UIRS</td>
<td>SI</td>
<td>Leader of WP5, Implementation</td>
</tr>
<tr>
<td>CB06</td>
<td>PARAGON Ltd</td>
<td>Paragon Europe</td>
<td>MT</td>
<td>Implementation</td>
</tr>
<tr>
<td>CB07</td>
<td>Nacionalna Velosipedna Asociaci (Bulgarian Cycling Association)</td>
<td>BCA</td>
<td>BG</td>
<td>Implementation</td>
</tr>
<tr>
<td>CB08</td>
<td>Nantes Métropole Communauté Urbaine (Nantes Métropole)</td>
<td>BCA</td>
<td>FR</td>
<td>Implementation</td>
</tr>
<tr>
<td>CB09</td>
<td>Europa Inform Consulting Srl</td>
<td>Europa Inform</td>
<td>IT</td>
<td>Leader of WP4, Implementation</td>
</tr>
<tr>
<td>CB10</td>
<td>Udruga Sindikat biciklista (Cyclists' Union)</td>
<td>SinBic</td>
<td>HR</td>
<td>Implementation</td>
</tr>
<tr>
<td>CB11</td>
<td>Green Revolution Association</td>
<td>AGR</td>
<td>RO</td>
<td>Implementation</td>
</tr>
<tr>
<td>CB12</td>
<td>Federazione Italiana Amici della Bicicletta onlus (Italian Federation Friends of Bicycle)</td>
<td>FIAB</td>
<td>IT</td>
<td>Implementation</td>
</tr>
<tr>
<td>CB13</td>
<td>Fietsersbond (Dutch Cyclists' Union)</td>
<td>Fietsersbond</td>
<td>NL</td>
<td>Implementation</td>
</tr>
</tbody>
</table>

ECF as work package leader is responsible for the co-ordination of the communication and dissemination activities and for the production of all deliverables as well as the main contribution to all tasks to be provided.

All other project partners are responsible for the national dissemination related to the applications and for translation of the deliverables in their language if deemed necessary.

1.4) Target groups and key actors

The target groups can be outlined as follows:

- **Commuters**
  The project is reaching them by providing employers and cities with a package of measures that are proven to get the support of their employees, improving motivation and productivity. This is a win-win for all our target users. Bike2Work interventions also use existing cyclists, fellow employees and employer managers as “champions”. By introducing the campaigns to their friends and co-workers these people ensure the breakdown of social perceptions and maintain the momentum after the interventions.

- **Employers, companies, company representatives**
  This approach is proven to engage employers including those who have not previously considered
the environmental, energy and performance benefits of improving employee travel behaviour and in many cases are not undertaking any sustainability actions. It is easy to implement, has long term effect and builds the confidence of employers in such programs so they will consider other sustainability activities in the future. All European companies, corporations and public sector employers are part of the market potential for this project with strong support from SME bodies.

- **National, regional, local governments & administrations**
  Cities are very large employers and will participate in Bike2Work with many benefits. But more importantly national, regional, local governments and administrations have the well-being of citizens in mind and the objective to increase the quality of life. A modal shift to more cycling brings proven benefits to all members of a community and also to the other transport participants. Cities with a higher percentage of cyclists need to invest less in additional road space, take the strain out of peak hour congestion and in general have a higher quality of life.

Following key actors can be identified:

- **Campaign organisers (NGOs, social businesses)**
  Many of the on-going successful Bike-to-work campaigns all over Europe are organised by NGOs such as cycling associations. They usually have an in-depth knowledge of the needs of cycling commuters and a highly motivated staff, volunteers and supporters who act as workplace champions within businesses.

- **National, regional, local government and administrations**
  National, regional, local governments and administrations have the power to change conditions for every day cycling both, in the short and in the long-term. They can change infrastructural, organisational and legal requirements to promote cycling and can restrict motorized traffic and enforce traffic regulations. As mobility managers they often fund or run Public Transport services which provide a major opportunity to address the commuting market and carry out complementary activities with Public Transport.

- **Employers and employee associations, media companies, representatives and consumer organisations**
  Existing campaigns show employers’ associations can effectively reach the target commuters and companies through their well-established communication channels. We have those organisations already set up to support the project and exciting opportunities with SME associations.
  Experience shows that in many countries the media are very interested and very effective in supporting Bike-to-work campaigns and will attract users to our campaigns.

- **Health stakeholders (e.g. Health Insurance Associations, public health sector)**
  Bike2Work is a proven health and fitness improving campaign. Therefore it is in the interest of the health sector (including health insurance businesses) to contribute positively to the delivery of a successful campaign.

- **Bicycle retailers, repair shops and bicycle industry**
  For many years the cycling industry focussed mainly on the leisure aspects of cycling. Recently the industry has shown a substantially increased awareness of the value of commuting and is key outlets for consumer awareness.
2) Communication Tools

2.1) Visual Identity: Rationale of Logo and Corporate colours

Bike2Work has developed its own logo and colour pallet to ensure visual uniformity in official documents. The design is simple and professional and provides the project’s corporate identity. It is the basis for the website’s layout, templates, documents, presentation and all dissemination material, such as roll ups, banners, hand-outs etc.

However, the main objective of this project is to deliver successful campaigns on national level, with a lasting impact and elements transferable to other countries/localities. The PR and communications planning is an integral part of any campaign. Every partner is encouraged to utilise all instruments available to design an impactful campaign, including visual identity and own logo. For this reason, the general Bike2Work logo is simple and basic, in order to allow national logos to be more impressive and serve the communications purposes of different campaigns.

Partners have the option to keep the project logo of Bike2Work for their national campaigns if they decide so. In any case, the general project logo has to appear in all official documents and communication outputs of the partners, together with the EU emblem and project disclaimer.

2.2) Website

The website is central to the project. It is the access point for external visitors, but it also serves internal purposes (downloading, uploading, information exchange).

Bike2Work developed a website able to provide comfortable and easy to understand information access for external visitors but also fulfil the internal communication needs of the project consortium partners.

The website includes both an external and an internal (secured) area in order to achieve its various goals.

Access and information point for external visitors

Application tools will provide easy to locate and adequate information for the target group. The website elements will address the following target groups:

- Potential campaign organisers
- Representatives of companies and their associations
- Commuters and their associations
- National, regional and local governments and administrations.

For these target groups’ tailor-made information is provided in two ways. There is new material on the website, but the site is also an international portal for relevant bike2work content around the world. The portal will enable links to Bike2Work materials in the languages of the partners and other supporters. This information will contain motivating facts and figures that will enable followers to take up these approaches.
An information centre for the project:

Dedicated tabs in different parts of the website (presentation of other bike-to-work campaigns around the world, a Media Centre menu with relevant news)
Expert Guide for commuter equipment

The website will also contain a guide tailored to equipment necessary and useful for bicycle commuters.

The guide will be part of WP3 and will be continually updated by ECF and our panel of experts.

- Low-maintenance bikes
- Special equipment for everyday cyclists: e.g. lights, breaks, spike tires, etc.
- Selected clothing: e.g. rain coats, rain legs, etc.

Internal communication tool

The internal website aims to facilitate information flow between project consortium partners: an upload and download zone is put together to allow sharing of project materials as well as promotion materials (e.g. pictures, posters, folders, brochures, texts and working structures). The partner – password protected area- also functions as a storage space for minutes and presentations from workshops and other internal meetings.
2.3) Online networking platforms & social media

Also part of the internal website this will contain templates, guidelines for reporting and monitoring including on how to link best practise reports to more prominent sites like YouTube, Eltis and EPOMM. Together with the piggyback strategy (see 6.4) of attaching interesting content to already existing high-level communications channels, the website will offer instructions on how to structure content and target specific audiences.

Moreover, a Twitter account is set up to follow and enhance the activities of the website: By following all Twitter accounts from partners’ campaigns, it will give a global idea of the project’s activities. At the same time, the Twitter account will be used as an information tool for the European audience targeted by the website. At the time of report the Twitter account has already been made functional as a live feed in the front page of the website.
Stakeholder directory (data base) and media directory for the partners

A long contact list of relevant stakeholders from the national and international level is imperative to provide partners with easy access in dissemination of all outputs of the project to the relevant target groups. Additionally this database of relevant contacts, which is accessible only to partners in the website’s internal area, aims to support the partners’ national communication efforts to ensure a continuous presence of the relevant issues in the various media. Similarly, ECF will utilise all international contacts to promote the project at a European and international level.

This data base will be part of the project’s legacy as it will allow stakeholders to have a point of reference that can be enriched and updated for future Bike2Work related activities. It can be used to sustain existing campaigns or support the creation of new ones. In combination with the function of focus groups as described in 8(a), stakeholders’ directory is a concrete resource created within the project for promoting and sustaining useful outcomes in the future.
Database of emotional photographs

High quality of visual products (photos for use in media, brochure design etc) will be also made available on the download section of the website. Good quality photographs that can influence decisions and attitudes of people are rare and often protected by copyright. Bike2Work therefore provides such a compilation of high quality photographs that are free to use in order to maximise the impact of communications especially towards its professional/corporate audiences.

The website will be maintained at least 2 to 3 years after the end of the project.

3) Merchandising and dissemination materials

There will be some standard dissemination materials like:

- **PowerPoint presentations** will be produced at the start and at the end of the project. The PowerPoint standard presentation will provide information about the objectives, key elements and main target groups of the project and can be used at local stakeholder forums, national/regional/local workshops and meetings. At the end of the project a second PowerPoint presentation will be produced describing the highlights and outcomes of Bike2Work. Both presentations will originally be done in English and then be translated by the partners into BG, RO, IT, SI, DE, FR and HR.

- A **rollup and poster for presentation stands** will be designed and contain the visual identity elements of the project and translation into the following languages: BG, RO, IT, SI, DE, FR and HR.

- A **printable folder** will be produced in English that can be used by the partners to present an overview of the projects objectives to the target groups from early on. It will be kept short and precise in order to allow easy translation into the following languages: BG, RO, IT, SI, DE, FR and HR.

- The **final brochure** will be produced at the end of the project and will provide a summary of the main achievement, lessons learnt and recommendations of Bike2Work. It will be produced in a format that makes it attractive and accessible to the main target groups (e.g. Public Transport companies, decision makers, energy agencies and mobility experts). The brochure will only be produced in English and can be regarded as the final publishable result-orientated report.
Some non-standard merchandising products that will draw attention to the project will be designed.

Bike2Work will NOT develop its own newsletter or e-newsletter. However, it will be possible to disseminate the information about Bike2Work activities and measures continuously on Eltis and through the channels of ECF to reach the target group of stakeholders. In addition partners will all use their own dissemination channels.

4) Piggy back dissemination through networking

It is much better to develop attention for a website or for the project as a whole with the help of already existing, much better developed networks. These networks can be used in piggyback style. Bike2Work will work in close cooperation with a series of EU-wide networks and platforms and already established projects. The following table provides an overview how each of these networks, platforms and projects will be useful tools in the communication of Bike2Work at an international level.

<table>
<thead>
<tr>
<th>Network / project</th>
<th>How to co-operate with bike2work</th>
<th>Commitment with bike2work</th>
</tr>
</thead>
<tbody>
<tr>
<td>EPOMM</td>
<td>• To hold a presentation during ECOMM</td>
<td>Letter of Intent was signed by the co-ordinator of EPOMM.</td>
</tr>
<tr>
<td></td>
<td>• To present the roll up and folder during ECOMM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• To provide facts sheets for EPOMM database</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• To include news for EPOMM newsletter</td>
<td></td>
</tr>
<tr>
<td>Eltis</td>
<td>To provide</td>
<td>Letter of Intent was signed by the co-ordinator of Eltis.</td>
</tr>
<tr>
<td></td>
<td>• fact sheets for Eltis – case studies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• results for Eltis – EU funded projects</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• news for Eltis – news section</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• news for Eltis newsletter (10,000 contacts)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• recommendations for Eltis – handbook/manual section</td>
<td></td>
</tr>
<tr>
<td>Velo-City Conference</td>
<td>ECF is the co-ordinator of the annual Velo-City conference which is the world’s biggest conference on cycling</td>
<td>ECF will ensure that Bike2Work will be promoted at this conference.</td>
</tr>
<tr>
<td>Industry conferences</td>
<td>Specific promotion of the activities and Outcomes of Bike2Work to the companies which will be making a developing commuter cycling equipment. Opportunity for summits and workshops with other stakeholder.</td>
<td>Project consortium partner ECF will ensure that Bike2Work will be promoted through channels of the Cycling Industry.</td>
</tr>
<tr>
<td>(Eurobike, ISPObike, TAITRA, Interbike)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web 2.0</td>
<td>Links to related video clips, blogs, social media groups and/ or interesting news will be collected and provided on the website for the partner and the webpage visitors</td>
<td>ECF</td>
</tr>
<tr>
<td>Cities for Cyclists network</td>
<td>ECF network of cycle-friendly municipalities</td>
<td>ECF will ensure that Bike2Work will be promoted in this network.</td>
</tr>
</tbody>
</table>
5) National and international press and media work

5.1) International press and media work

- **Eltis**: [www.eltis.org](http://www.eltis.org)
  Since there is already an overload on information via internet but also via dozens of separate electronic newsletters, the consortium decided NOT to create an own newsletter but to feed a well-established existing one. Therefore, the strategy that was chosen plans to regularly provide information from the project to the Eltis newsletter (ca. 20,000 recipients all over Europe – published monthly in five languages – LOS in Annex) and to the EPOMM newsletter (target group: mobility managers all over Europe – LOS in Annex too).

- **Press4Transport**: [www.press4transport.eu](http://www.press4transport.eu)
  Press4Transport is a “Virtual Press Office” platform that is currently running under the 7th Research Framework Programme and offers an efficient and professional service for disseminating project results free of charge. With the support of professional journalists it is possible not only to turn news about Bike2Work into dynamic journalistic articles capable to reach relevant audience but also to use their contacts to big publishing media like newspapers and broadcasting media as well as their contacts to special target group related media (main transport journals and reviews).

  Beyond that updates of the Bike2Work project can be promoted among media that might be interested in publishing the news as well as uploaded to the Press4Transport website.

- **Articles in various international magazines**
  Within the 3 years of the project lifetime interesting results from the Bike2Work consortium will be published in international magazines with a relation to cycling in order to raise awareness. These might include magazines related to the bike industry, Mbike, Cycling mobility, Velosphie, Velophonie, Velojournal, etc.


  The aim will be to publish about 20 such articles.

5.2) National press and media work

Bike2Work campaigns are highly dependent on national and regional media support. Therefore, professional media work is essential and will be part of the international and national training for campaign implementers. The documentation of the national media recognition will be done in a separate section of the Bike2Work webpage. Good ideas, examples, success stories of partners will be continuously analysed and provided for the other partners.
5.3) Link to relevant actions beyond the target countries/regions

Existing connections to allied networks will be utilized and further solidified during the Bike2Work project, specifically in WP2 which enables the consortium to establish the latest “state of the art”. As all the other programme mentioned feature members or partners of our consortium partners this will be easily done through personal contact with the organisers, many of whom have already disseminated at ECF events. This know-how will be consolidated into the Bike2Work project via ECF as the umbrella association of European bicycle initiatives. ECF is also a partner with Transport and Environment, Polis, UITP and other European umbrellas that monitor and support activities in the field of commuting.

Bike2Work campaigns are also successful in countries outside the EU, such as in Switzerland, New Zealand, Australia and the United States of America. The present Bike2Work project will integrate Best Practice elements from these non-European campaigns to selectively complement the experience of the project partners.

5.4) Link to other EU projects

It is our goal to explore all networking opportunities with known initiatives on commuting behaviour included in other activities such as abc.multimodal, ACTIVE ACCESS, Ad personam, BICI, B-TRACK-B, CARMA, CHAMP, CIVITAS Archimedes and MIMOSA Plus, CycleCities, MOBILE 2020, PASTA, PTP CYCLE, SEGMENT, TAPESTRY, TIDE and Trendy Travel as they become available.

ECF is also involved pan-European initiatives, such as NowWeMove Campaign, organised by the European Sports and Culture Association. The campaign’s peak event, MOVE Week, provides the platform for thousands events around physical activity in over thirty European countries. ECF will explore all potential synergies between Bike2Work promotion and companies interested to promote a more active lifestyle to their employees and take part in MOVE Week.
6) National/local dissemination

6.1) National dissemination plans

Based on the overall Bike2Work dissemination plan all partners have to develop their own partner’s dissemination plan.

In contrast to the overall dissemination plan, which defines a set of tools and activities to be used to promote Bike2Work, the partner’s dissemination plan specifies the planned activities. For example, specific local target groups will be named and suitable locations for the presentation of Bike2Work as well as the dissemination of Bike2Work outputs will be defined.

The partner’s dissemination plans of all Bike2Work project partners are the basis for further dissemination activities carried out locally by each partner. The plans should contain a clear description of the objectives, target groups, the local dissemination strategy as well as the local dissemination and communication activities. Thus, the strategy on how to best reach the target groups and how to serve the needs of the target groups will be considered from the very beginning on.

All partner’s dissemination activities will be included in project progress reports and the final dissemination report. Therefore, all partners are asked to record their activities via special tools.

6.2) Focus Group Seminars

In the final phase of the project sustainability of the campaigns will be ensured by carrying out a second set of Focus Group Seminars in the various project consortium partner countries. These Focus Group Seminars will involve relevant national key actors (e.g. national, regional, local governments and administrations, health sector, industry, employers and employees representatives, etc.). They will be a follow-up of the Focus Groups Seminars carried out at the beginning of the project as part of WP4. These focus groups will be delivered mostly in the national language of each partner’s country.

6.3) National/local campaign activities

Every partner is responsible to develop their own dissemination activities tailored on the specific communication needs and profile of their national/local campaign. National communication planning has the potential of making a greater impact, both for reasons of geographical/cultural relatability between the campaigner and their audience, as well as practical reasons, such as language.

This “decentralised” PR approach will contribute to an efficient transfer of the project’s values from the European to the local level as well as amongst partners. The general project website will function as the central portal of information, a center of knowledge exchange and PR streamlining for all the different campaigns organised by the partners.
7) Documentation

With the help of the structure developed in WP2 and the website upload zones, documentation will be provided by the Applications within WP3 in the form of filled out templates and uploads of written materials.

It is the task of WP6 to process this into adequate documentation – in the form of fact sheets, descriptions, but also in such a format that it can be fed into databases of websites from other networks that provide room for uploads or documentations, such as Eltis and EPOMM.

This information will be marked as being derived from the Bike2Work project that is supported by the IEE and the European Commission.

A result common for all Applications will be a well-documented and described application with high practical use which could be transferred to similar regions, cities, districts, in sum covering a range from very small cities, to quite large cities and even to regions. All these applications are good and easy-to-duplicate examples, especially the case studies at the end of year 1.

WP6 will also do the final editing of the website – and either arrange maintenance of the website beyond the finalisation of the project, or assure that it is moved unto another suitable website, such as EPOMM.

8) List of outputs and deliverables of WP6

8.1) List of outputs

O1: Dissemination materials – targeted printed information, poster, folder, brochure, including graphic design of website
O2: Merchandising products
O3: Dissemination texts e.g. news on Eltis, magazines of cycling organisations, press releases
O4: Focus Group Seminars to ensure sustainability at least one (in WP6) in each country
O5: Dissemination via the big web portals and platforms Eltis and EPOMM and the partner networks and publications (Cities for Cyclists, ECF member group, Cycle Industry etc.)
### 8.2) List of deliverables of WP6

<table>
<thead>
<tr>
<th>Del. N°</th>
<th>Deliverable name</th>
<th>Type of deliverable</th>
<th>Format ⁵</th>
<th>Language(s)</th>
<th>Target group</th>
<th>Lead participant</th>
<th>Diss. level</th>
<th>Month of completion</th>
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<tr>
<td>D6.1</td>
<td>Dissemination plan</td>
<td>Download</td>
<td>10-20 pages</td>
<td>EN</td>
<td>PCP</td>
<td>Europa Inform, ECF</td>
<td>CO internal</td>
<td>6</td>
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<tr>
<td>D6.2</td>
<td>Web portal and Text, photos</td>
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<td></td>
<td></td>
<td>Target groups, key actors, stakeholders</td>
<td>ECF</td>
<td>PU</td>
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<td>D6.3</td>
<td>PPT standard presentation</td>
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<td>6-12 sheets</td>
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<td>D6.4</td>
<td>PPT highlights and outcomes of Bike2Work</td>
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<td>D6.5</td>
<td>Promotional material for piggy back events (folder, roll-up, give away)</td>
<td>Download, print etc.</td>
<td>To be decided in D6.1</td>
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<td>ECF</td>
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<td>D6.6</td>
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<td>Stakeholders, decision makers, practitioners</td>
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9) **Resource table of WP6**

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<th>N°</th>
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<td>FGM-AMOR</td>
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