



FINAL REPORT ON COMMUNICATION AND DISSEMINATION | D7.7

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1. ABOUT SMARTSET

Transport of goods, both over long distance and within cities, contributes a substantial part of the total emissions generated from the transport sector, as well as congestion. Up to 20% of traffic, 30% of street occupation and 50% of greenhouse-gas emissions are generated by freight.

The SMARTSET project developed and showed how freight transport in European cities and regions can be made more energy-efficient and sustainable by a better use of freight terminals. To reach this overall goal, the project provided examples of good practice that can support cities, regions and countries to contribute to the European Union „20-20-20“ targets¹ for reduction in carbon dioxide emissions and improvement in energy-efficiency.

SMARTSET targets	Reduction by 2016	Reduction by 2020
Reduction of CO ₂ emissions in tonnes	9,051 tonnes per year	23,418 tonnes per year
Reduction of energy consumption in tonnes	3,104 tonnes per year	8,056 tonnes per year
Reduction of energy consumption in GWh	36 GWh per year	94 GWh per year

Table 1: SMARTSET targets during project duration (by 2016) and beyond (by 2020)

SMARTSET is structured around three core aspects for creating successful and attractive terminals:

- Market based business models provide an outline for various strategies and distribution solutions to be implemented through organizational structures, processes and systems.
- In order to make city centres more attractive, the introduction of clean and energy-efficient vehicles for last mile distribution and the use of intermodal transports are also facilitated.
- Incentives and regulations improve the possibility to make the business models profitable and financially sustainable.

SMARTSET is a project, co-funded by the Intelligent Energy – Europe programme of the European Union (IEE) and is composed of 14 partners, coming from Austria, Germany, Italy, Sweden and the United Kingdom. It ran from 01.05.2013 until 30.04.2016.

¹ The climate and energy package is a set of binding legislation that aims to ensure the European Union meets its ambitious climate and energy targets for 2020. These targets, known as the "20-20-20" targets, set three key objectives for 2020:

- A 20% reduction in EU greenhouse gas emissions from 1990 levels
- Raising the share of EU energy consumption produced from renewable resources to 20%
- A 20% improvement in the EU's energy efficiency

2. ABOUT THIS FINAL REPORT

This final report on communication and dissemination describes the communication and dissemination activities carried out by the SMARTSET project during the whole project period of 36 months. It follows closely the topics of the SMARTSET project dissemination and transfer plan and corporate design guidelines (D7.1), which were developed at the very beginning of project and which defined the dissemination activities and ensured that they were all performed in a satisfactory and timely manner.

2.1. Main quantifiable outcomes at a glance

The SMARTSET project partners have reported on a number of communication and dissemination activities, with the main aim to inform as many end users as possible, from across Europe, about SMARTSET. The target group for communication were those who are ready and able to use the knowledge delivered by the project. The SMARTSET consortium attributed great importance to the communication and dissemination tasks of the project. The partners worked on creating a real impact on the European community through the SMARTSET project approach.

31 international events	⇒ 9,992 people reached!
59 national events	⇒ 85,991 people reached!
1 leaflet	⇒ 3,002 people reached!
6 project e-updates and 48 partner e-updates	⇒ 27,896 people reached!
1 project postcard and 8 partner postcards	⇒ 2,405 people reached!
38 media interactions	⇒ On local, national and international level!
1 website	⇒ 40,014 pageviews and 2,095 downloads

Table 2: SMARTSET main quantifiable outcomes at a glance

2.2. Overview of tables and figures

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3. PLANNING OF COMMUNICATION AND DISSEMINATION ACTIVITIES

3.1. Vision

When planning communication and dissemination it is important to have a vision to aspire to. Clearly articulated objectives that link actual efforts to the overall vision will steer efforts. Pre-defined objectives should specify a desired outcome (or at a minimum suggest a desired outcome) and ideally be measurable. The aim of SMARTSET was to „develop and showcase concrete and practical strategies and solutions on how to create sustainable and attractive terminal schemes to both reduce congestion and energy consumption and to create economically viable business models with the potential to operate fully without any public funding“. To ensure the achievement of this aim, the consortium developed, tested and piloted through organisations that are directly working with terminals and freight distribution.

The communication and dissemination vision for SMARTSET was that, as many end users as possible, from across Europe, would be informed about SMARTSET and be ready and able to use the knowledge delivered by the project.

3.2. Objectives and Outcomes

The following table summarises the objectives and outcomes for the communication and dissemination, in SMARTSET. For monitoring results on quantifiable activities, please refer to chapter 9 – monitoring of communication and dissemination.

On a communication level, what did we try to accomplish?		What has been achieved by meeting the communication objective?
Primary objective(s)		
Raise awareness among non-SMARTSET partners across Europe of the importance of sustainable and attractive terminal schemes	⇒	More and more end users across Europe adopt sustainable and energy-efficient solutions for freight transport
Build a “brand identity” for SMARTSET, establishing SMARTSET as a leading voice and a source for information and experience about sustainable and attractive terminal schemes	⇒	An increase in the amount of interest in SMARTSET in the form of inquiries from the media and other external audiences, and web traffic
Facilitate knowledge transfer from results, solutions and recommendations developed by SMARTSET to as many other cities, projects and interested other parties as possible	⇒	An increase in the exchange of information between other cities, projects and other specialists in this field and their peers, especially at conferences, network-meetings and other events
Supporting objective(s)		
Coordinate and assist SMARTSET dissemination teams with their communication activities and deliver user-friendly information and products and results to be able to transfer the gained know-how	⇒	Consistency throughout SMARTSET communications Common messaging and fine-tuned dissemination activities Communications services and products are user-friendly Results publications are easily accessible and receive high visibility Budget efficiencies achieved

Table 3: SMARTSET communication objectives and outcomes

3.3. Target Groups and Core Messages

The most important factors to be aware of while identifying and prioritising target groups for the dissemination and transfer plan were its communication objectives:

- Raise awareness among non-SMARTSET partners across Europe of the importance of sustainable and attractive terminal schemes.
- Build a “brand identity” for SMARTSET, establishing SMARTSET as a leading voice and a source for information and experience about sustainable and attractive terminal schemes.
- Facilitate knowledge transfer from results, solutions and recommendations developed by SMARTSET to as many other cities, projects and interested other parties as possible.

When selecting the target groups, the following question was posed: **Which target groups have the power to help achieve these objectives, within the given budget and time constraints?**

The resulting target groups on which SMARTSET focused are presented in this figure:

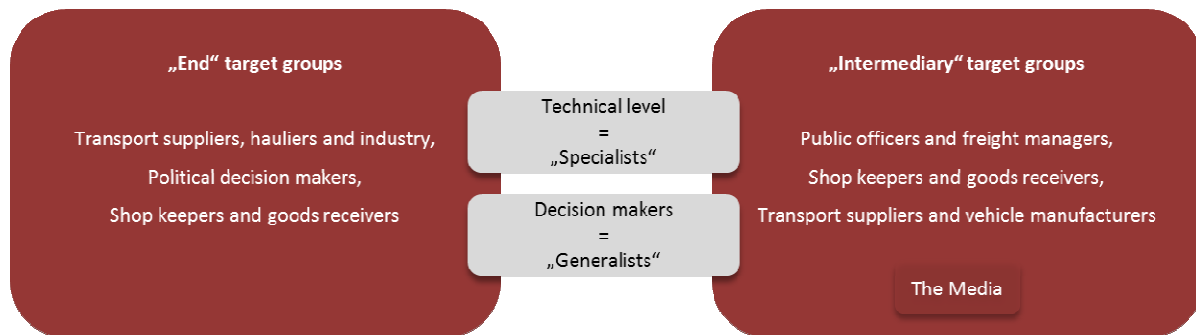


Figure 1: SMARTSET dissemination and communication target groups

3.3.1. End Target Groups

End target groups are defined as those whose attitudes and behaviour ultimately determine the success or failure of SMARTSET’s communications effort.

Based on the SMARTSET project aim and the dissemination and transfer plan objectives, the end target groups were defined as:

- **Transport suppliers, hauliers and industry:** Any freight transport scheme is based on the services provided by private transport suppliers. SMARTSET’s objective was to demonstrate to the transport sector the benefits of the use of UFTs and how they can provide a win-win solution for all involved stakeholders.
- **Political decision makers:** Political awareness and support for innovative freight schemes is considered absolutely crucial in order to make the proposed changes a reality. SMARTSET would need to provide examples of a wide variety of terminal schemes to political decision makers, explaining the benefits of both economically profitable and environmentally sustainable schemes and demonstrating that it is possible to implement them in any European city or region.
- **Shopkeepers and goods receivers:** SMARTSET would provide solutions to customers that show extra added value for freight terminal schemes that compensate for eventual higher costs. A reduction in the number of heavy vehicles in city centres also creates a more attractive urban space, which supports commerce and economic growth.

As a note, **the greater public** – which could be thought of as an „end“ target group – was not directly addressed through SMARTSET’s planned communication and dissemination activities, since a dedicated campaign with significant resource allocation would be required. Nevertheless, citizen outreach would take place at the local level, through the communication and dissemination activities of the SMARTSET partners at conferences, workshops, training, network meetings and other events.

3.3.2. Intermediary Target Groups

Intermediary target groups are defined as those who have the power to influence the attitudes and behaviour of the end target groups.

Based on the SMARTSET project aim and the dissemination and transfer plan objectives, the intermediary target groups were defined as:

- **Public officers and freight managers:** Representatives in the public sector have a unique capability and responsibility to act as a negotiator for conflicting interests and as a catalyst for cooperation processes.
- **Shopkeepers and goods receivers:** The philosophy of SMARTSET was to include target groups in the development of UFTs. The active participation and support from shopkeepers and goods receivers was defined as a key to success.
- **Transport suppliers and vehicle manufacturers:** SMARTSET planned to include transport suppliers and vehicle manufacturers in its communications and dissemination activities, to ensure the acceptance and support for UFT schemes.
- **Mainstream and specialised media:** The media is an important source of information for reaching the end target groups and was therefore included in the ambition.

3.3.3. Approaching different Target Groups

By defining the end and intermediary target groups, SMARTSET was informed about whom to contact. The list gave guidance on whose events to attend, whom to contact by mail and e-mail, and which addresses to insert in contact databases. However, how these groups should be approached was differentiated in a further way.

Across both intermediary and end target groups, members were divided into **specialists** (technical level) and **generalists** (decision makers). This was relevant when assembling the general summarised information - required for all groups - into a more extensive package for the specialists. The communication preferences and needs of intermediaries to a large degree follow the ones of the end target groups, given that the *raison d'être* for the intermediaries is to be relevant to the end target groups. One exception is the media, in that its communication work to the target groups is highly formalised and specified in comparison with other target intermediaries. This was relevant as it meant that particular tools would be needed to communicate with this target group. When defining products, services and tools, it would be important to observe the interests of specialists, generalists and, with particular needs, the **media**.

The table below summarises at a glance which material, services, tools, and results would serve the target groups defined above².

Material Service Tools Results	Generalist	Specialist	Media
SMARTSET promotional material			
• SMARTSET project presentation	x	x	
• SMARTSET project folder	x	x	o
• SMARTSET project postcard	x	x	
• SMARTSET project roll-up display	x	x	
SMARTSET promotional services			
• SMARTSET project website	x	x	x
• SMARTSET project e-update	x	x	x
SMARTSET promotional tools			
• SMARTSET proactive media relations			x
SMARTSET results dissemination			
• SMARTSET final publishable report	x	x	o
• SMARTSET final conference	x	x	o

Table 4: SMARTSET products, services, tools and results, by target group

² Legend: „x“: product, service or tool is aimed at target group | „o“: depending on the nature of the event

Part of the SMARTSET philosophy was that members of all groups tend to feel an affinity with the group to which they belong (peer-to-peer experience) and feel appreciated if addressed as a member of this group. Communications would therefore be more effective when visibly directed at a certain target group.

3.4. Corporate Identity

As an integral part of the project dissemination and transfer plan developed for the SMARTSET project, a **corporate design manual (CD manual) was developed**. It specified the visual design for the entire SMARTSET project and therefore was related to communication and dissemination activities on project and local level.

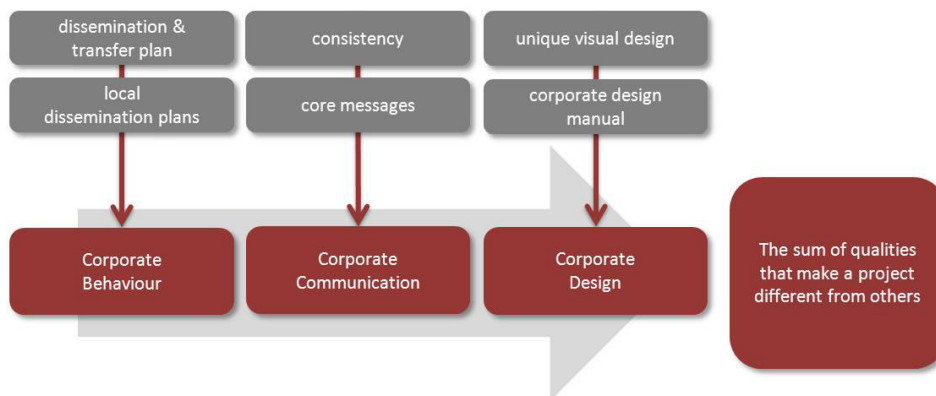


Figure 2: SMARTSET elements for corporate identity

The prime aim of the SMARTSET corporate design was to develop a successful visual design, which is attractive and inviting to all target groups, in order to create strong recognition value. At the same time, the visual design had to be easy to incorporate into various publications and tools. The objective of the visual design and, hence, this CD manual was to support SMARTSET through consistent, memorable, attractive and user-friendly visual presentation of all the information products delivered within its framework.

The SMARTSET corporate design consists of several elements, which were included in this CD manual. It described these elements as well as their usage.

To achieve these objectives, the following items were developed and / or determined:

- SMARTSET logo, in different versions, including instructions on how to use it correctly
- SMARTSET typography
- SMARTSET templates for MS Office
 - PowerPoint presentation template
 - Report template, to be used for project reports, project deliverables, etc.
 - Meeting agenda template, to be used for project meetings.
 - Meeting evaluation template, to be used to evaluate project meetings.
 - Meeting minutes template, to be used to provide minutes / memo of project meetings.
 - Translation template, to be used for translation by partners (e.g. for the translation of Newsletters or any other information).
- SMARTSET template for e-updates

4. COMMUNICATION ACTIVITIES

Communication, in general, is the activity of **conveying information through the exchange of thoughts, messages or information, as by speech, visuals, signals, writing or behaviour**. It is the meaningful exchange of information between two persons or a group of persons. SMARTSET worked to engage actors who can make a significant breakthrough in the uptake of more sustainable and energy-efficient Urban Freight Transport. This involved creating the conditions and the specific opportunities for widespread communication, participative debate, and cooperation.

4.1. International Communication

While the local and national networks were responsible for the dissemination and communication within their respective networks, communication at the European level ensured that SMARTSET communicated and disseminated its (intermediary) results, during the course of the project, at a number of international (mainly European) conferences, and also via direct European-level contacts, reaching a broad international public audience with news about the project. **During the course of the project, SMARTSET partners attended 31 international events and reached a total of 9,992 attendees.**

Name of the event	STRAIGHTSOL Demonstration Results Workshop
Date	23.09.2013
City	Amsterdam
Country	The Netherlands
Type of event	Project conference
Target Group	Public Authorities, Freight Practitioners, Academia
Number of attendants	80
Involved partner(s)	Newcastle University
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination
Name of the event	METRANS
Date	08-13.10.2013
City	Los Angeles
Country	USA
Type of event	Conference
Target Group	Public Authorities, Private sector (logistics, mobility), Academy
Number of attendants	225
Involved partner(s)	City of Gothenburg
Costs on SMARTSET?	No
Type of contribution	Presentation

Name of the event	Bestfact Workshop
Date	29-30.01.2014
City	Brussels
Country	Belgium
Type of event	Workshop
Target Group	Public Authorities, Academy
Number of attendants	50
Involved partner(s)	City of Gothenburg, Gruppo CLAS
Costs on SMARTSET?	Yes
Type of contribution	Presentation
http://www.bestfact.net/events/smallscalesolutions/	
Name of the event	Study visit - Oslo
Date	11.02.2014
City	Gothenburg
Country	Sweden
Type of event	Study visit - SMARTSET and Stadsleveransen
Target Group	Public Authorities and transport companies in Oslo
Number of attendants	7
Involved partner(s)	City of Gothenburg
Costs on SMARTSET?	Yes
Type of contribution	Presentation, Study visit
Name of the event	Smart Urban Freight Conference
Date	12.02.2014
City	Newcastle
Country	UK
Type of event	Conference
Target Group	Public Authorities, Academy, Transport companies, vehicle manufacturers
Number of attendants	80
Involved partner(s)	City of Gothenburg, Newcastle University
Costs on SMARTSET?	Yes
Type of contribution	Poster, Presentation
Name of the event	Study visit - Peru/Lima
Date	04.04.2014
City	Gothenburg
Country	Sweden
Type of event	Study visit - SMARTSET and Stadsleveransen
Target Group	Municipality of Lima
Number of attendants	8
Involved partner(s)	City of Gothenburg
Costs on SMARTSET?	Yes
Type of contribution	Presentation, Study visit

Name of the event	HMI Hannover Trade Fair
Date	06-11.04.2014
City	Hannover
Country	Germany
Type of event	Trade Fair
Target Group	Industrial actors
Number of attendants	60
Involved partner(s)	TH Wildau
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination
Name of the event	TRA 2014 (Transport Research Arena)
Date	14-17.04.14
City	Paris
Country	France
Type of event	World Wide Fair
Target Group	Universities, Research Institutes, Industry, Practitioners, Public Authorities
Number of attendants	3000
Involved partner(s)	Newcastle University
Costs on SMARTSET?	No
Type of contribution	Poster
http://smartset-project.eu/sites/default/files/files/file_uploads/SMARTSET%20photo%20Tom%20presenting%5B3%5D.pdf	
Name of the event	ECOMM 2014
Date	07-09.05.2014
City	Florence
Country	Italy
Type of event	Conference
Target Group	Politicians, Technicians, NGOs, Students, Academia, Mobility Experts
Number of attendants	300
Involved partner(s)	FGM-AMOR, Newcastle University
Costs on SMARTSET?	Yes, No
Type of contribution	Networking, Dissemination
Name of the event	Øresund Ecomobility
Date	07-09.05.2014
City	Malmö
Country	Sweden
Type of event	Conference
Target Group	Politicians, Technicians, NGOs, Students, Academia, Mobility Experts
Number of attendants	150
Involved partner(s)	Trivector
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination

Name of the event	Viajeo Plus
Date	12-14.05.2014
City	Gothenburg
Country	Sweden
Type of event	Conference
Target Group	Authorities, Private sector (logistics, mobility), Academy
Number of attendants	120
Involved partner(s)	City of Gothenburg
Costs on SMARTSET?	No
Type of contribution	Presentations, Networking, Dissemination
Name of the event	SUFC 2014 (Smart Urban Freight Conference)
Date	12.06.2014
City	Newcastle upon Tyne
Country	UK
Type of event	Conference
Target Group	European Projects, NGOs, Academia, Mobility Experts, Consultants, Industry
Number of attendants	90
Involved partner(s)	Newcastle University (Organisers); City of Gothenburg (Poster)
Costs on SMARTSET?	Contribution to event costs made by each project inc SMARTSET
Type of contribution	Organisers, Presentation, Poster, Networking, Dissemination
http://bit.ly/1TzCTbO	
Name of the event	Study visit - China/Shanghai
Date	24.10.2014
City	Gothenburg
Country	Sweden
Type of event	Study visit - SMARTSET and Stadsleveransen
Target Group	Municipality of Shanghai
Number of attendants	10
Involved partner(s)	City of Gothenburg
Costs on SMARTSET?	Yes
Type of contribution	Presentation, Study visit
Name of the event	VREF Conference on Urban Freight
Date	04.03.2015
City	Gothenburg
Country	Sweden
Type of event	Conference
Target Group	Academy, Logistics companies, Municipalities
Number of attendants	150
Involved partner(s)	City of Gothenburg
Costs on SMARTSET?	No
Type of contribution	Poster, Study visit

Name of the event	ICTS - 2015 and Open ENLoCC
Date	21-22.05.15
City	Portoroz
Country	Slovenia
Type of event	Final event of CO-EFFICIENT Project;
Target Group	Transport Stakeholder, Academia, Experts
Number of attendants	50
Involved partner(s)	Newcastle University
Costs on SMARTSET?	No
Type of contribution	Presentation, Networking, Dissemination
http://smartset-project.eu/sites/default/files/files/file_uploads/THZ%20%20COEFFICIENT%20Conf%20Pres%2020150522.pptx	
Name of the event	VeloCity 2015
Date	02-05.06.2015
City	Nantes
Country	France
Type of event	Conference
Target Group	Politicians, Technicians, NGOs, Students, Academia, Mobility Experts
Number of attendants	1500
Involved partner(s)	FGM-AMOR
Costs on SMARTSET?	Yes
Type of contribution	Poster
http://smartset-project.eu/sites/default/files/files/file_uploads/SMARTSET_Poster_Velocity2015.pdf	
Name of the event	Transport Logistics Munich
Date	06-08.05.2015
City	Munich
Country	Germany
Type of event	Trade Fair
Target Group	Logistics Operators and Logistics Customers
Number of attendants	50
Involved partner(s)	TH Wildau
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination
Name of the event	2nd Smart Urban Freight Conference
Date	03.06.2015
City	Berlin
Country	Germany
Type of event	Conference
Target Group	Urban freight professionals
Number of attendants	85
Involved partner(s)	City of Gothenburg, City of Berlin, Newcastle University
Costs on SMARTSET?	No, Yes for Newcastle University
Type of contribution	Organisers, Presentation, Poster, Networking, Dissemination
http://smartset-project.eu/sites/default/files/files/file_uploads/SMARTSET%20photo%20Tom%20presenting%5B3%5D.pdf	

Name of the event	International City Logistics Conference 2015
Date	17-19.06.15
City	Tenerife
Country	Canary Islands, Spain
Type of event	Conference
Target Group	Scientists
Number of attendants	100
Involved partner(s)	Newcastle University
Costs on SMARTSET?	No
Type of contribution	Presentations, Dissemination
https://www.metrans.org/event/9th-international-conference-city-logistics#sthash.thbicoe9.dpuf	
Name of the event	TEN-T Days
Date	22-23.06.2015
City	Riga
Country	Latvia
Type of event	Conference
Target Group	Logistics Operators, Public Authorities
Number of attendants	1200
Involved partner(s)	City of Sundsvall, Trafikverket
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination
Name of the event	Volvo ocean race
Date	24.06.2015
City	Gothenburg
Country	Sweden
Type of event	Conference
Target Group	Public, Private companies
Number of attendants	70
Involved partner(s)	City of Gothenburg
Costs on SMARTSET?	No
Type of contribution	Study visit
Name of the event	EXPO2015 - FOOD IN CITY congress
Date	23.07.2015
City	Milan
Country	Italy
Type of event	World Wide EXPO
Target Group	Logistics Operators, Public Authorities
Number of attendants	85
Involved partner(s)	Interporto Padova
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination

Name of the event	Royal Geographical Society Annual International Conference
Date	03.09.2015
City	Exeter
Country	UK
Type of event	Conference
Target Group	Geographers
Number of attendants	1600
Involved partner(s)	Newcastle University
Costs on SMARTSET?	No
Type of contribution	Presentations, Dissemination
Name of the event	EXPO2015 - FEED THE WORLD
Date	08.09.2015
City	Milan
Country	Italy
Type of event	World Wide EXPO
Target Group	Logistics Operators, Public Authorities
Number of attendants	50
Involved partner(s)	Interporto Padova
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination
Name of the event	ICT meeting
Date	05-07.10.2015
City	Bordeaux
Country	France
Type of event	Conference
Target Group	Experts, Public Authorities, NGOs
Number of attendants	500
Involved partner(s)	City of Graz
Costs on SMARTSET?	No
Type of contribution	Presentation, Networking, Dissemination
http://smartset-project.eu/sites/default/files/int_downloads/Smartset%20Program%20international%20workshop%20Bordeaux%202015_10_05.pdf	
Name of the event	Decarbonizing deliveries in urban areas
Date	15.10.2015
City	San Sebastian
Country	Spain
Type of event	Conference
Target Group	Public Authorities, Academy
Number of attendants	50
Involved partner(s)	City of Gothenburg, City of Berlin
Costs on SMARTSET?	No
Type of contribution	Presentation
http://eclfconference2015.bike/presentations/6.ECLF2015Day1%20Malin%20Mansson.pdf	

Name of the event	Erasmus meeting
Date	25-27.10.2015
City	Athens
Country	Greece
Type of event	Erasmus international meeting
Target Group	Erasmus project partners
Number of attendants	25
Involved partner(s)	City of Graz
Costs on SMARTSET?	No
Type of contribution	Dissemination
Name of the event	Urban Network meeting
Date	28-30.10.2015
City	Berlin, Regensburg, Stuttgart
Country	Germany
Type of event	Urban Network meeting
Target Group	Logistics operators, politicians, project partners
Number of attendants	150
Involved partner(s)	City of Graz
Costs on SMARTSET?	No
Type of contribution	Presentation, Dissemination
Name of the event	House of Logistics
Date	02.11.2015
City	Frankfurt
Country	Graz
Type of event	Workshop
Target Group	Logistics Operators, Public Authorities
Number of attendants	80
Involved partner(s)	City of Graz
Costs on SMARTSET?	No
Type of contribution	Presentation, Networking, Dissemination
Name of the event	Study visit - China/Shanghai
Date	17.11.2015
City	Gothenburg
Country	Sweden
Type of event	Study visit - SMARTSET and Stadsleveransen
Target Group	Municipality of Jiangsu
Number of attendants	10
Involved partner(s)	City of Gothenburg
Costs on SMARTSET?	Yes
Type of contribution	Presentation, Study visit

Name of the event	Shared mobility: Nutzen statt besitzen
Date	24.11.2015
City	Graz
Country	Austria
Type of event	Conference
Target Group	Politicians, Technicians, NGOs, Students, Academia, Mobility Experts
Number of attendants	57
Involved partner(s)	City of Graz, FGM-AMOR
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination

Table 5: SMARTSET participation at international events

4.2. National Communication

A significant part of the project's local, regional and national communication has been carried out via the SMARTSET networks, to involve additional local and national stakeholders (beyond the official partners) to consolidate knowledge and prepare concrete actions. The networks operated throughout the project within the eight participating demonstration sites. The SMARTSET work package "networking and exchange of experiences" interacted very strictly with the work package responsible for communication and dissemination. For further information on the networks, especially regarding the communication on local, regional and national level please refer to deliverable 5.5 "Final report on networks and trans-network cooperation". Apart from the local and regional networking activities, **SMARTSET partners attended 59 national and regional events during the course of the project and reached a total of 85,991 attendees.**

Name of the event	Logistik och transportmässan
Date	29-30.05.2013
City	Gothenburg
Country	Sweden
Type of event	Conference
Target Group	Logistics Experts
Number of attendants	1000
Involved partner(s)	City of Sundsvall
Costs on SMARTSET?	Yes
Type of contribution	Poster, Networking, Dissemination
Name of the event	XV Scientific meeting of the Italian society of transport economists
Date	18-20.09.2013
City	Venice
Country	Italy
Type of event	Conference
Target Group	Scholars and researchers
Number of attendants	100
Involved partner(s)	Gruppo CLAS
Costs on SMARTSET?	No
Type of contribution	Paper

Name of the event	Nordic Rail och Future Transport
Date	08-10.10.2013
City	Jönköping
Country	Sweden
Type of event	Conference
Target Group	Logistics Experts
Number of attendants	500
Involved partner(s)	City of Sundsvall
Costs on SMARTSET?	No
Type of contribution	Poster, Networking, Dissemination
Name of the event	Detaljhandelns logistikdag
Date	21.11.2013
City	Stockholm
Country	Sweden
Type of event	Conference
Target Group	Logistics Experts
Number of attendants	150
Involved partner(s)	City of Sundsvall
Costs on SMARTSET?	Yes
Type of contribution	Poster, Networking, Dissemination
Name of the event	Fibre Future Conference
Date	28.11.2013
City	Sundsvall
Country	Sweden
Type of event	Conference
Target Group	Forest industry, transports, renewable fuel
Number of attendants	200
Involved partner(s)	City of Sundsvall
Costs on SMARTSET?	No
Type of contribution	Poster, Networking, Dissemination
Name of the event	VTI - Transport Forum
Date	08-09.01.2014
City	Linköping
Country	Sweden
Type of event	Conference
Target Group	Public Authorities, Private sector, Academy
Number of attendants	1600
Involved partner(s)	Trivector, City of Gothenburg, City of Sundsvall
Costs on SMARTSET?	No, Yes for Sundsvall
Type of contribution	Presentation

Name of the event	Sustainability day
Date	19.02.2014
City	Gothenburg
Country	Sweden
Type of event	Conference
Target Group	Public Authorities, Private sector
Number of attendants	200
Involved partner(s)	City of Gothenburg
Costs on SMARTSET?	No
Type of contribution	Presentation
Name of the event	North East Freight Partnership - Quarterly Meeting
Date	12.03.2014
City	South Shields
Country	UK
Type of event	Forum/ Workshop
Target Group	Academia, Mobility Experts, Industry, Transport Associations, Local government
Number of attendants	30
Involved partner(s)	Newcastle University
Costs on SMARTSET?	Yes
Type of contribution	Presentation, Networking, Dissemination
Name of the event	Logistik och transportmässan
Date	07-08.05.2014
City	Gothenburg
Country	Sweden
Type of event	Conference
Target Group	Logistics Experts
Number of attendants	1000
Involved partner(s)	City of Sundsvall
Costs on SMARTSET?	Yes
Type of contribution	Poster, Networking, Dissemination
Name of the event	Study visit - City of Sundsvall
Date	20.05.2014
City	Gothenburg
Country	Sweden
Type of event	Study visit - SMARTSET and Stadsleveransen
Target Group	Municipality of Sundsvall, Trafikverket
Number of attendants	2
Involved partner(s)	City of Gothenburg, City of Sundsvall
Costs on SMARTSET?	Yes
Type of contribution	Presentation and Study visit

Name of the event	North East Freight Partnership - Quarterly Meeting
Date	04.06.2014
City	South Shields
Country	UK
Type of event	Forum/ Workshop
Target Group	Academia, Mobility Experts, Industry, Transport Associations, Local government
Number of attendants	30
Involved partner(s)	Newcastle University
Costs on SMARTSET?	Yes
Type of contribution	Presentation, Networking, Dissemination
Name of the event	Almedalen
Date	30.06.2014
City	Visby
Country	Sweden
Type of event	Political Fair
Target Group	Logistics operators, national associations, politicians
Number of attendants	30000
Involved partner(s)	City of Sundsvall
Costs on SMARTSET?	Yes
Type of contribution	Networking, Dissemination
Name of the event	BVDP Tagung
Date	02.09.2014
City	Duisburg
Country	Germany
Type of event	Conference
Target Group	Logistics Operators
Number of attendants	20
Involved partner(s)	TH Wildau
Costs on SMARTSET?	No
Type of contribution	Presentation
Name of the event	Sustainable transports for the future
Date	09.09.2014
City	Gothenburg
Country	Sweden
Type of event	Seminar
Target Group	Public Authorities, Transport companies
Number of attendants	60
Involved partner(s)	City of Gothenburg
Costs on SMARTSET?	No
Type of contribution	Poster, Presentation
http://www.ekocentrum.se/assets/Program-H%C3%A5llbara-Transporter-1409092.pdf?031662	

Name of the event	North East Freight Partnership - Quarterly Meeting
Date	10.09.2014
City	South Shields
Country	UK
Type of event	Forum/ Workshop
Target Group	Academia, Mobility Experts, Industry, Transport Associations, Local government
Number of attendants	30
Involved partner(s)	Newcastle University
Costs on SMARTSET?	Yes
Type of contribution	Presentation, Networking, Dissemination
Name of the event	LaMiLo project meeting
Date	12.09.2014
City	Newcastle
Country	UK
Type of event	Forum/ Workshop
Target Group	Urban Freight Professionals
Number of attendants	30
Involved partner(s)	Newcastle University
Costs on SMARTSET?	No
Type of contribution	Presentation, Networking, Dissemination
Name of the event	Logistiktag Wildau
Date	12.09.2014
City	Wildau
Country	Germany
Type of event	Conference
Target Group	Logistics Operators
Number of attendants	150
Involved partner(s)	TH Wildau
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination
Name of the event	Schaufenster on Tour
Date	23.09.2014
City	Berlin
Country	Germany
Type of event	Networking Event
Target Group	Participants in Electric Mobility Projects and City Logistics
Number of attendants	100
Involved partner(s)	TH Wildau, City of Berlin
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination

Name of the event	Tag der Wissenschaft Wildau
Date	26.09.2014
City	Wildau
Country	Germany
Type of event	Conference
Target Group	General Public
Number of attendants	100
Involved partner(s)	TH Wildau, City of Berlin
Costs on SMARTSET?	No
Type of contribution	Presentation
Name of the event	Berlin Maritim
Date	30.09.2014
City	Berlin
Country	Germany
Type of event	Conference
Target Group	Logistics Operators
Number of attendants	40
Involved partner(s)	TH Wildau, City of Berlin
Costs on SMARTSET?	No
Type of contribution	Presentation
Name of the event	Move.App Expo 2014
Date	11-14.10.2014
City	Milan
Country	Italy
Type of event	Exhibition and Conference
Target Group	Stakeholders, general public
Number of attendants	4000
Involved partner(s)	Gruppo CLAS
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination
Name of the event	IEFE Workshop "Innovation in assessing and governing low carbon and smart cities"
Date	20-21.10.2014
City	Milan
Country	Italy
Type of event	Scientific Workshop
Target Group	Researchers
Number of attendants	100
Involved partner(s)	Gruppo CLAS
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination

Name of the event	CITYTECH MILANO
Date	26-28.10.2014
City	Milan
Country	Italy
Type of event	Conference
Target Group	Stakeholders and general public
Number of attendants	1500
Involved partner(s)	Gruppo CLAS
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination
Name of the event	Certet-EnergyLab Seminar "Smart Cities Agenda"
Date	12.11.2014
City	Milan
Country	Italy
Type of event	Seminar
Target Group	Researchers
Number of attendants	100
Involved partner(s)	Gruppo CLAS
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination
Name of the event	North East Freight Partnership - Quarterly Meeting
Date	03.12.2014
City	South Shields
Country	UK
Type of event	Forum/ Workshop
Target Group	Academia, Mobility Experts, Industry, Transport Associations, Local government
Number of attendants	30
Involved partner(s)	Newcastle University
Costs on SMARTSET?	Yes
Type of contribution	Presentation, Networking, Dissemination
Name of the event	VTI - Transport Forum
Date	08-09.01.2015
City	Linköping
Country	Sweden
Type of event	Conference
Target Group	Public Authorities, Private sector (logistics, mobility), Academy
Number of attendants	1600
Involved partner(s)	City of Gothenburg, City of Sundsvall, Trafikverket, Trivector
Costs on SMARTSET?	Yes
Type of contribution	Presentations
http://www.vti.se/sv/transportforum/konferensinfo	

Name of the event	Possibilities to make urban transport more effective
Date	29.01.2015
City	Malmö
Country	Sweden
Type of event	Conference
Target Group	Municipalities, Academy, Private sector
Number of attendants	50
Involved partner(s)	City of Gothenburg
Costs on SMARTSET?	No
Type of contribution	Presentation
Name of the event	MEMIT Conference
Date	27.02.2015
City	Milan
Country	Italy
Type of event	Conference
Target Group	Stakeholders and students
Number of attendants	150
Involved partner(s)	Gruppo CLAS
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination
Name of the event	Railway Forum
Date	19-20.02.2015
City	Sundsvall
Country	Sweden
Type of event	Conference
Target Group	Logistic operators, Railway, Intermodal transport
Number of attendants	100
Involved partner(s)	City of Sundsvall
Costs on SMARTSET?	No
Type of contribution	Presentation, Networking, Dissemination
Name of the event	North East Freight Partnership - Quarterly Meeting
Date	04.03.2015
City	South Shields
Country	UK
Type of event	Forum/ Workshop
Target Group	Academia, Mobility Experts, Industry, Transport Associations, Local government
Number of attendants	30
Involved partner(s)	Newcastle University
Costs on SMARTSET?	Yes
Type of contribution	Presentation, Networking, Dissemination

Name of the event	Pedelec & Lastenfahrrad
Date	19.03.2015
City	Bärnbach
Country	Austria
Type of event	Workshop
Target Group	Companies dealing with bikes
Number of attendants	25
Involved partner(s)	City of Graz
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination
Name of the event	Newcastle University Postgraduate Research Conference
Date	20.04.2015
City	Newcastle upon Tyne
Country	UK
Type of event	Conference
Target Group	Post graduate students; lecturers
Number of attendants	55
Involved partner(s)	Newcastle University
Costs on SMARTSET?	No
Type of contribution	Presentation, Networking, Dissemination
Name of the event	Treffen des österreichischen Städtebundes
Date	28.04.2015
City	Innsbruck
Country	Austria
Type of event	Knowledge Transfer meeting
Target Group	Members of the Austrian Association of Cities and Towns
Number of attendants	25
Involved partner(s)	City of Graz
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination
Name of the event	Scan Med Core Network Corridor
Date	05.05.2015
City	Malmö
Country	Sweden
Type of event	Conference
Target Group	Logistics operators, national associations, politicians
Number of attendants	100
Involved partner(s)	City of Sundsvall
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination

Name of the event	LEXIS Association - Event on Smart Cities
Date	06.05.2015
City	Milan
Country	Italy
Type of event	Seminar
Target Group	Students and Scholars
Number of attendants	100
Involved partner(s)	Gruppo CLAS
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination
Name of the event	GVB Tagung "Mobilität in Ballungsräumen"
Date	07.05.2015
City	Munich
Country	Germany
Type of event	Conference
Target Group	Researchers, City Planners, Logistics Operators
Number of attendants	40
Involved partner(s)	TH Wildau
Costs on SMARTSET?	No
Type of contribution	Presentation
Name of the event	Logistik och transport 2015
Date	21.05.2015
City	Gothenburg
Country	Sweden
Type of event	Conference, Exhibition
Target Group	Transport industry
Number of attendants	500
Involved partner(s)	City of Gothenburg
Costs on SMARTSET?	No
Type of contribution	Presentation
	http://forlivochorelse.se/goteborg-ar-arets-logistikkommun/
Name of the event	North East Freight Partnership - Quarterly Meeting
Date	03.06.2015
City	South Shields
Country	UK
Type of event	Forum/ Workshop
Target Group	Academia, Mobility Experts, Industry, Transport Associations, Local government
Number of attendants	30
Involved partner(s)	Newcastle University
Costs on SMARTSET?	Yes
Type of contribution	Presentation, Networking, Dissemination

Name of the event	LaMiLo project meeting
Date	17.06.2015
City	Edinburgh
Country	UK
Type of event	Forum/ Workshop
Target Group	Urban Freight Professionals
Number of attendants	35
Involved partner(s)	Newcastle University
Costs on SMARTSET?	Yes
Type of contribution	Presentation, Networking, Dissemination
http://smartset-project.eu/sites/default/files/files/file_uploads/SMARTSET%20photo%20Tom%20presenting%5B3%5D.pdf	
Name of the event	Almedalen
Date	29.06.2015
City	Visby
Country	Sweden
Type of event	Political Fair
Target Group	Logistics operators, national associations, politicians
Number of attendants	30000
Involved partner(s)	City of Sundsvall, City of Gothenburg
Costs on SMARTSET?	Yes
Type of contribution	Networking, Dissemination
Name of the event	Meeting with Scottish Government Officials
Date	20.07.2015
City	Edinburgh
Country	UK
Type of event	Meeting
Target Group	Scottish Government officials
Number of attendants	10
Involved partner(s)	Newcastle University
Costs on SMARTSET?	No
Type of contribution	Presentation, Networking, Dissemination
Name of the event	Meeting with London Borough of Camden
Date	29.07.2015
City	London
Country	UK
Type of event	Meeting
Target Group	Local Government officials
Number of attendants	12
Involved partner(s)	Newcastle University
Costs on SMARTSET?	Yes
Type of contribution	Presentation, Networking, Dissemination

Name of the event	Transporteffektivitetsdagen
Date	27.08.2015
City	Jönköping
Country	Sweden
Type of event	Conference
Target Group	Logistics operators, national associations, politicians
Number of attendants	200
Involved partner(s)	City of Sundsvall
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination
http://closer.lindholmen.se/nyheter/samverkan-och-klimat-i-fokus-pa-transporteffektivitetsdagen-2015	
Name of the event	Grand seminarium
Date	02.09.2015
City	Lund
Country	Sweden
Type of event	Seminar
Target Group	Politicians, academics, civil servants, consultants working in transport
Number of attendants	150
Involved partner(s)	Trivector
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination
Name of the event	North East Freight Partnership - Quarterly Meeting
Date	03.09.2015
City	South Shields
Country	UK
Type of event	Forum/ Workshop
Target Group	Academia, Mobility Experts, Industry, Transport Associations, Local government
Number of attendants	30
Involved partner(s)	Newcastle University
Costs on SMARTSET?	Yes
Type of contribution	Presentation, Networking, Dissemination
Name of the event	Nationella Citylogistikkonferensen
Date	15.09.2015
City	Malmö
Country	Sweden
Type of event	Conference
Target Group	Logistic operators, Urban freight, Politics
Number of attendants	70
Involved partner(s)	City of Sundsvall, City of Gothenburg, Trivector
Costs on SMARTSET?	Yes
Type of contribution	Networking, Dissemination
http://closer.lindholmen.se/nyheter/nationella-citylogistikkonferensen	

Name of the event	Distribuzione merci in ambito urbano: una scelta sostenibile
Date	22.09.2015
City	Rome
Country	Italy
Type of event	Conference
Target Group	Public Authorities, Academia
Number of attendants	150
Involved partner(s)	City of Rome, City of Forli, Interporto Padova
Costs on SMARTSET?	Yes
Type of contribution	Networking, Dissemination
Name of the event	Nordic Rail Future Transport
Date	06.10.2015
City	Jönköping
Country	Sweden
Type of event	Fair
Target Group	Logistic operators, Railway, Intermodal transport
Number of attendants	4000
Involved partner(s)	City of Sundsvall
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination
Name of the event	Move.App Expo 2015
Date	10-15.10.2015
City	Milan
Country	Italy
Type of event	Conference
Target Group	Stakeholders, general public
Number of attendants	4500
Involved partner(s)	Gruppo CLAS
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination
Name of the event	SKL gatudagar
Date	19-20.10.2015
City	Stockholm
Country	Sweden
Type of event	Conference
Target Group	Public Authorities
Number of attendants	300
Involved partner(s)	Trivector
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination

Name of the event	Frukost seminarium ÅVS
Date	17.11.2015
City	Gothenburg
Country	Sweden
Type of event	Seminar
Target Group	Regional authority representatives, experts in transport planning
Number of attendants	30
Involved partner(s)	Trivector
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination
Name of the event	VARM på Chalmers
Date	24.11.2015
City	Gothenburg
Country	Sweden
Type of event	Seminar
Target Group	Students
Number of attendants	300
Involved partner(s)	Trivector
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination
Name of the event	North East Freight Partnership - Quarterly Meeting
Date	09.12.2015
City	South Shields
Country	UK
Type of event	Forum/ Workshop
Target Group	Academia, Mobility Experts, Industry, Transport Associations, Local government
Number of attendants	30
Involved partner(s)	Newcastle University
Costs on SMARTSET?	Yes
Type of contribution	Presentation, Networking, Dissemination
Name of the event	Glögg och gran
Date	18.12.2015
City	Lund
Country	Sweden
Type of event	Conference
Target Group	Politicians, academics, civil servants, consultants working in transport
Number of attendants	112
Involved partner(s)	Trivector
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination

Name of the event	VTI - Transport Forum
Date	12-13.01.2016
City	Linköping
Country	Sweden
Type of event	Conference
Target Group	Public Authorities, Private sector (logistics, mobility), Academy
Number of attendants	2000
Involved partner(s)	City of Gothenburg, City of Sundsvall, Trafikverket, Trivector
Costs on SMARTSET?	Yes
Type of contribution	Presentation, Networking, Dissemination
Name of the event	Frukost seminarium: ingen parkering, ingen handel?
Date	03.02.2016
City	Stockholm
Country	Sweden
Type of event	Seminar
Target Group	Politicians, academics, civil servants, consultants working in transport
Number of attendants	40
Involved partner(s)	Trivector
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination
Name of the event	Påskseminarium
Date	17.03.2016
City	Stockholm
Country	Sweden
Type of event	Seminar
Target Group	Politicians, academics, civil servants, consultants working in transport
Number of attendants	50
Involved partner(s)	Trivector
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination
Name of the event	Godstransporter i stadsplaneringen - grundkurs
Date	19.04.2016
City	Lund
Country	Sweden
Type of event	Course
Target Group	Civil servants and consultants working in urban transport
Number of attendants	15
Involved partner(s)	Trivector
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination

Name of the event	Framtidsseminarium
Date	21.04.2016
City	Lund
Country	Sweden
Type of event	Seminar
Target Group	Politicians, academics, civil servants, consultants working in transport
Number of attendants	80
Involved partner(s)	Trivector
Costs on SMARTSET?	No
Type of contribution	Networking, Dissemination

Table 6: SMARTSET participation at national events

5. DISSEMINATION ACTIVITIES

Dissemination is the **planned process of providing information on quality, relevance and effectiveness of the (intermediary) results of the project to the (intermediary) target group.**

During the course of the project, SMARTSET produced a variety of different promotional products and services which **are all available for download** from the [SMARTSET website download centre](#).

5.1. SMARTSET project presentation

Target group: Modular concept: generalists, more extensive information available for specialist audiences

Aim: To inform the target group, SMARTSET developed a PowerPoint presentation in English, German, Italian and Swedish in month 04 and updated it in month 18. All partners were able to amend this presentation according to their local needs to be able to best reach their respective local target groups.

The project presentation gives an overview on the following topics:

- Definition | urban freight transport and city logistics
- Urban Freight Transport | importance, challenges and actions
- SMARTSET | objectives, key facts and core aspects, desired outputs
- The SMARTSET application sites | introduction and status quo
- Key benefits of SMARTSET | who we are at a glance
- Build relationships | connect with SMARTSET and stay informed

5.2. SMARTSET project folder

Target group: Specialists, generalists, media

Aim: To present SMARTSET in the initial phase a folder was prepared in month 09. It helped to establish contacts with the main target groups and drew attention to and presented facts about the project and guaranteed a large number of interested persons from project commencement. The six-page folder was produced in English, German, Italian and Swedish, ensuring that all local, regional and national stakeholders and decision makers were familiar with the SMARTSET project and its approach and that the important element of networking was underscored.

5.3. SMARTSET project postcard

Target group: Modular concept: generalists, more extensive information available for specialist audiences

Aim: A project postcard was designed and printed, in English, German, Italian and Swedish, to promote the SMARTSET project, the SMARTSET application sites in general, and the SMARTSET website in particular. The project postcard was used for specific promotional activities, as well as for distribution on demand at conferences, seminars and other events, at local and international level. The purpose of the project postcard was to capture the attention of typical users, with a high quality image that created a bridge between SMARTSET's activities and their daily experience.

5.4. SMARTSET project roll-up display banner

Target group: Modular concept: generalists, more extensive information available for specialist audiences

Aim: During the course of the project, the partners decided to produce a project roll-up display banner. This was designed and printed in English, German, Italian and Swedish, as well as special editions for the eight SMARTSET application sites. The project roll-up display banner was used for specific promotional activities, as well as on demand at conferences, seminars and other events, at local and international level.

5.5. SMARTSET project website

Target group: Modular concept: generalists, more extensive information available for specialist audiences, special information available for the media, and a restricted “Management Board” area, accessible only by the SMARTSET consortium teams, for managing content, logging dissemination activities and uploading and downloading documents.

Aim: The SMARTSET website – www.smartset-project.eu - was launched on 22 August 2013 and was the primary communication tool for the project. It can be seen as the project’s two-way window, from and to the world. As the target audience for the website was broad, and since it had to serve a multitude of information needs, it was important that the website be well-structured, attractive and easy to use, with high quality content standards. This made it necessary to keep it complete, accurate and up-to-date. In particular, specialist and generalist information needed to be clearly differentiated, to allow easy access for all target groups. The SMARTSET website was designed in such a way that, with the exception of the Management Board, information is accessible for everybody, in English. Basic introductory texts, a description of SMARTSET and its key conclusions, as well as the networking section, are all multilingual (English, German, Italian and Swedish - translation into these languages was carried out by the respective national partner).

According to Article I.11 of the Grant Agreement, the SMARTSET website will be accessible until two years after the end of the project (i.e. until 30 April 2018).

5.6. SMARTSET e-update

Target group: Specialists, generalists, media

Aim: The SMARTSET e-update was issued six times during the project period (months 6, 12, 18, 24, 30 and 36). It provided up-to-date information on the progress of the project and built on the local and regional structure of general information, as well as that tailored to specific target groups. The project e-update consisted of two pages, was downloadable in .pdf format, and was circulated by each of the project partners to their organisation’s dedicated network of contacts. This allowed circulation and dissemination of SMARTSET well beyond the limited catchment of the project itself. Page 1 provided information on one dedicated topic, at project level, in English, German, Italian, or Swedish, depending on the audience. In addition, the 8 application sites each provided their own partner-level update, which formed Page 2 of the SMARTSET e-update. This partner page was provided in the national language of the application site and the topic was not necessarily linked to the topic of the project-level page.

The SMARTSET e-update provided information on the following topics:

- E-update01: Introduction to the project | month 06 | author: FGM-AMOR
- E-update02: Networking with and within SMARTSET | month 12 | author: FGM-AMOR
- E-update03: Cooperative market-driven business solutions | month 18 | author: Gruppo CLAS
- E-update04: Incentives and regulations | month 24 | author: RSM
- E-update05: Energy efficient vehicle | month 30 | author: Newcastle University
- E-update06: Outcomes of the SMARTSET project | month 36 | authors: FGM-AMOR

The topics of the partner-level pages were varied, according to the specific activities of interest taking place at that application site, at that particular given time.

5.7. SMARTSET media intervention

Target group: Specialists, generalists, media

Aim: From the beginning of the project, all SMARTSET partners undertook press work, at local, regional, national and European level, to present their activities to their respective target groups - particularly to enhance networking and communication with their stakeholders, municipalities and local and regional businesses. This was done via articles aimed at all the above-mentioned levels. To ensure that the stories and information

generated within SMARTSET reached as wide an audience as possible, partners within the consortium again used their own channels to disseminate media information. In order to document and monitor SMARTSET citations in local, national and pan-European news media outlets, all press work was monitored by the partners via a tool on the SMARTSET website Management Board. During the course of the project, **SMARTSET partners monitored 38 media interactions in total**, which are detailed below:

September 2013			
Il progetto europeo SMARTSET per la distribuzione urbana delle merci			
Partner	Interporto Padova	Language	Italian
Sent to	National media	Publisher	Third party
http://smartset-project.eu/sites/default/files/files/press_release/Articolo%20Progetto%20Smartset%20Cityporto_Logisticamente_Nov%202013.pdf			
Content	The article has been published by the Italian web magazine Logisticamente specialized in logistics and transport issues. The article is divided in two parts: in the first part it makes a global overview of the project SMARTSET and in the second one it describes the contribution given to the project by Interporto Padova's participation with the service CityPorto to test the improvement of the service of urban distribution of goods with clean vehicles.		
February 2014			
Stadsleveransen is growing			
Partner	City of Gothenburg	Language	Swedish
Sent to	Local media	Publisher	Third party
http://www.vartgoteborg.se/prod/sk/vargotnu.nsf/1/trafik,stadsleveransen_vaxer			
Content	Description of the development of Stadsleveransen.		
March 2014			
Eldrivna paketyklar ska värna miljön			
Partner	City of Gothenburg	Language	Swedish
Sent to	Local media	Publisher	Third party
http://www.gp.se/nyheter/goteborg/1.2300371-eldrivna-paketyklar-ska-varna-miljon			
Content	General topic is cargo bikes, but Stadsleveransen is also mentioned.		
March 2014			
NewRail Newsletter			
Partner	Newcastle University	Language	English
Sent to	International media	Publisher	Third party
http://www.ncl.ac.uk/newrail/assets/docs/NewRailNewsletterQ22015002.pdf			
Content	NewRail's quarterly newsletters are circulated to a database of circa 2500 international contacts, in academia, consultancy, business, industry, transport specialties etc. The newsletter keeps everyone up to date with the work of NewRail and in particular highlights its work in European projects such as SMARTSET. One example is attached, which highlights the work carried out in connection with the SMARTSET project as well as highlighting the annual Smart Urban Freight Conference, of which SMARTSET was originally a sponsoring project.		
May 2014			
Smarta vägar att förbättra citylogistiken			
Partner	City of Sundsvall	Language	Swedish
Sent to	Local media	Publisher	Third party
http://smartset-project.eu/sites/default/files/files/press_release/2014-05-27%2014-55-02.jpg			
Content	Short notice about SMARTSET. The article is about the project to improve the inner city environment by decreasing the amount of transports.		

June 2014		NewRail Newsletter	
Partner	Newcastle University	Language	English
Sent to	International media	Publisher	Third party
http://www.ncl.ac.uk/newrail/assets/docs/NewRailNewsletterQ22015002.pdf			
Content	NewRail's quarterly newsletters are circulated to a database of circa 2500 international contacts, in academia, consultancy, business, industry, transport specialties etc. The newsletter keeps everyone up to date with the work of NewRail and in particular highlights its work in European projects such as SMARTSET. One example is attached, which highlights the work carried out in connection with the SMARTSET project as well as highlighting the annual Smart Urban Freight Conference, of which SMARTSET was originally a sponsoring project.		
July 2014		Maiden voyage of the largest street legal electric truck	
Partner	City of Berlin	Language	German
Sent to	Local media	Publisher	SMARTSET
Content	Press conference - Maiden voyage of the largest street legal electric truck		
August 2014		Launch of the SMARTSET local pilot project in the city of Graz	
Partner	City of Graz	Language	German
Sent to	Local media	Publisher	SMARTSET
http://smartset-project.eu/news/launch-smartset-local-pilot-project-city-graz			
Content	"You buy it, I bring it home to you!" This is the slogan for the environmentally friendly courier service "bring mE", which starts next week. "Bring mE" delivers shopping from the inner city shops to your door. Twelve shops will participate from the start. The new courier service "bring mE", which is a pilot-project of SMARTSET is an advantage for all participants.		
August 2014		Launch of the SMARTSET local pilot project in the city of Graz	
Partner	City of Graz	Language	German
Sent to	National media	Publisher	SMARTSET
http://smartset-project.eu/sites/default/files/int_downloads/Press%20release%20Graz%20Kleine%20Zeitung%202014_08_21.pdf			
Content	"You buy it, I bring it home to you!" This is the slogan for the environmentally friendly courier service "bring mE", which started in the week of the publication of this article in a national media called "Kleine Zeitung". "Bring mE" delivers shopping from the inner city shops to your door. Twelve shops will participate from the start. The new courier service "bring mE", which is a pilot-project of SMARTSET is an advantage for all participants.		
August 2014		Launch of the SMARTSET local pilot project in the city of Graz	
Partner	City of Graz	Language	German
Sent to	National media	Publisher	SMARTSET
http://smartset-project.eu/sites/default/files/int_downloads/Press%20release%20Graz%20C3%96sterreich%202014_08_21.pdf			
Content	On Thursday, 21th of August 2014, the national newspaper "Österreich" also published a short article about the new delivery service in the inner city called bring mE. Since at this day the delivery service started officially it was a good promotion and marketing action.		
August 2014		Zustell-Service per Fahrrad soll Innenstadt attraktiver machen	
Partner	City of Graz	Language	German
Sent to	National media	Publisher	SMARTSET
http://smartset-project.eu/sites/default/files/int_downloads/Press%20release%20Graz%20Steirerkrone%202014_08_21.pdf			
Content	Also in another national media, the "Kronen Zeitung" an article has been published concerning the new delivery service "bring mE". The service is explained in short words as well as a list of shops that are participating.		

August 2014		Mobility Management and smart logistics	
Partner	FGM-AMOR	Language	English
Sent to	International media	Publisher	Third party
http://www.epomm.eu/newsletter/v2/eupdate.php?nl=0814&lan=en			
Content	Freight has a significant impact on the environment, quality of life, road safety and attractiveness of a city – and it influences citizens’ decisions to walk or cycle or to take the car instead. Mobility management brings many stakeholders together and is an indispensable part of smart logistics: we will help you to find the mobility management tools that cities can use to make logistics smart and sustainable.		
September 2014		The EU CAR Poster Book	
Partner	Newcastle University	Language	English
Sent to	International media	Publisher	Third party
http://www.eucar.be/publications/project-book-eucar-projects-2014-2015/			
Content	The work carried out in the project, by Newcastle University, is published in the EUCAR Project book 2015 -2016. EUCAR is the European Council for Automotive R&D of the major European passenger car and commercial vehicle manufacturers.		
September 2014		Gotheburg is developing - Feskeleveransen	
Partner	City of Gothenburg	Language	Swedish
Sent to	National media	Publisher	Third party
http://forlivochrorelse.se/goteborg-utvecklas-for-liv-och-rorelse/			
Content	Short TV-documentary, partly about Feskeleveransen		
September 2014		Award in municipal ranking system - Shift	
Partner	City of Gothenburg	Language	Swedish
Sent to	Local media	Publisher	Third party
http://forlivochrorelse.se/goteborg-far-uppmarksammas-for-hallbara-transporter/			
Content	Article naming SMARTSET initiatives		
September 2014		NewRail Newsletter	
Partner	Newcastle University	Language	English
Sent to	International media	Publisher	Third party
http://www.ncl.ac.uk/newrail/assets/docs/NewRailNewsletterQ22015002.pdf			
Content	NewRail's quarterly newsletters are circulated to a database of circa 2500 international contacts, in academia, consultancy, business, industry, transport specialties etc. The newsletter keeps everyone up to date with the work of NewRail and in particular highlights its work in European projects such as SMARTSET. One example is attached, which highlights the work carried out in connection with the SMARTSET project as well as highlighting the annual Smart Urban Freight Conference, of which SMARTSET was originally a sponsoring project.		
November 2014		Clipper Logistics press release, by PROPAGANDA	
Partner	Newcastle University	Language	English
Sent to	National media	Publisher	Third party
Content	The PR company PROPAGANDA, retained by Clipper Logistics in the UK, put out a press release jointly prepared by Clipper and NewRail to highlight the work being carried out in the SMARTSET and Smartfusion projects.		

November 2014			
Citylogistik - livlina eller trafikkaos			
Partner	City of Gothenburg	Language	Swedish
Sent to	National media	Publisher	Third party
https://www.tv4play.se/program/dokument%C3%A4rfilm?video_id=3007400			
Content	TV documentary on the topic of city distribution, where Stadsleveransen is described		
November 2014			
Logistikparken, Smarta transporter i City			
Partner	City of Sundsvall	Language	Swedish
Sent to	Local media	Publisher	Third party
http://www.byggplatssundsvall.se/tidningen/2014-2/default.html#p=28			
Content	The article describes the Last Mile concept and what Sundsvall Logistikpark and SMARTSET are doing in this subject.		
December 2014			
BESTFACT databases			
Partner	Newcastle University	Language	English
Sent to	International media	Publisher	Third party
http://www.bestfact.net/best-practices/cl1_urbanfreight/			
Content	The best practice knowledge emerging from the work in the SMARTSET project has been reported into BESTFACT (Best Practice Factory) Cluster 1 on Urban Freight and recorded in that project's database deliverables.		
December 2014			
NewRail Newsletter			
Partner	Newcastle University	Language	English
Sent to	International media	Publisher	Third party
http://www.ncl.ac.uk/newrail/assets/docs/NewRailNewsletterQ22015002.pdf			
Content	NewRail's quarterly newsletters are circulated to a database of circa 2500 international contacts, in academia, consultancy, business, industry, transport specialties etc. The newsletter keeps everyone up to date with the work of NewRail and in particular highlights its work in European projects such as SMARTSET. One example is attached, which highlights the work carried out in connection with the SMARTSET project as well as highlighting the annual Smart Urban Freight Conference, of which SMARTSET was originally a sponsoring project.		
March 2015			
NewRail Newsletter			
Partner	Newcastle University	Language	English
Sent to	International media	Publisher	Third party
http://www.ncl.ac.uk/newrail/assets/docs/NewRailNewsletterQ22015002.pdf			
Content	NewRail's quarterly newsletters are circulated to a database of circa 2500 international contacts, in academia, consultancy, business, industry, transport specialties etc. The newsletter keeps everyone up to date with the work of NewRail and in particular highlights its work in European projects such as SMARTSET. One example is attached, which highlights the work carried out in connection with the SMARTSET project as well as highlighting the annual Smart Urban Freight Conference, of which SMARTSET was originally a sponsoring project.		
March 2015			
Open ENLoCC - the European Review of Regional Logistics			
Partner	Newcastle University	Language	English
Sent to	International media	Publisher	Third party
Content	Open ENLoCC is the European Network of Regional Logistics Competence Centres, which publishes the "European Review of Regional Logistics" on a quarterly basis. As a member of Open ENLoCC, NewRail has published news of its project work in each edition.		

June 2015			
The Times Higher Education Leadership and Management Awards (THELMA)			
Partner	Newcastle University	Language	English
Sent to	National media	Publisher	Third party
https://www.timeshighereducation.com/cn/news/thelmas-2015-results-announced			
Content	At a huge awards ceremony event in London, a highly prestigious THELMA award was presented to Newcastle University for "Outstanding Procurement Team", for its work in reducing the number of delivery vehicles on campus and the reduction of its carbon footprint.		
June 2015			
Environmental Award			
Partner	Newcastle University	Language	English
Sent to	Local media	Publisher	Third party
http://www.ncl.ac.uk/sustainability/news/item/environmentalawardwinners.html			
Content	NewRail's work on sustainable Urban Freight, carried out in connection with the SMARTSET project, won "Best Environmental Initiative" at the Newcastle University Environment Awards, 2015		
June 2015			
NewRail Newsletter			
Partner	Newcastle University	Language	English
Sent to	International media	Publisher	Third party
http://www.ncl.ac.uk/newrail/assets/docs/NewRailNewsletterQ22015002.pdf			
Content	NewRail's quarterly newsletters are circulated to a database of circa 2500 international contacts, in academia, consultancy, business, industry, transport specialties etc. The newsletter keeps everyone up to date with the work of NewRail and in particular highlights its work in European projects such as SMARTSET. One example is attached, which highlights the work carried out in connection with the SMARTSET project as well as highlighting the annual Smart Urban Freight Conference, of which SMARTSET was originally a sponsoring project.		
June 2015			
Open ENLoCC - the European Review of Regional Logistics			
Partner	Newcastle University	Language	English
Sent to	International media	Publisher	Third party
Content	Open ENLoCC is the European Network of Regional Logistics Competence Centres, which publishes the "European Review of Regional Logistics" on a quarterly basis. As a member of Open ENLoCC, NewRail has published news of its project work in each edition, throughout 2015.		
July 2015			
Forlì green si presenta nella notte verde			
Partner	City of Forlì	Language	Italian
Sent to	National media	Publisher	Third party
Content	The 20th of September the second European Green Nights will take place in Forlì and within this setting, a workshop on city logistics will be held within the framework of SMARTSET. The city of Forlì is partner of the SMARTSET project.		
August 2015			
Stadsleveransen shows the path towards cleaner and more efficient deliveries			
Partner	City of Gothenburg	Language	Swedish
Sent to	Local media	Publisher	SMARTSET
http://forlivochrorelse.se/goteborg-visar-vagen-for-hallbara-godstransporter/			
Content	Article on Stadsleveransen and Feskeleveransen		

September 2015			
"Mobilità e Trasporti"			
Partner	City of Rome	Language	Italian
Sent to	Local media	Publisher	Third party
http://www.metro.it/			
Content	The opportunity to reward logistic operators with less environmental impact with better access conditions to the city centre (win-win solution!)		
September 2015			
NewRail Newsletter			
Partner	Newcastle University	Language	English
Sent to	International media	Publisher	Third party
http://www.ncl.ac.uk/newrail/assets/docs/NewRailNewsletterQ22015002.pdf			
Content	NewRail's quarterly newsletters are circulated to a database of circa 2500 international contacts, in academia, consultancy, business, industry, transport specialties etc. The newsletter keeps everyone up to date with the work of NewRail and in particular highlights its work in European projects such as SMARTSET. One example is attached, which highlights the work carried out in connection with the SMARTSET project as well as highlighting the annual Smart Urban Freight Conference, of which SMARTSET was originally a sponsoring project.		
September 2015			
Open ENLoCC - the European Review of Regional Logistics			
Partner	Newcastle University	Language	English
Sent to	International media	Publisher	Third party
Content	Open ENLoCC is the European Network of Regional Logistics Competence Centres, which publishes the "European Review of Regional Logistics" on a quarterly basis. As a member of Open ENLoCC, NewRail has published news of its project work in each edition, throughout 2015.		
November 2015			
So wird der City-Einkauf zum Erlebnis			
Partner	City of Graz	Language	German
Sent to	National media	Publisher	Third party
http://smartset-project.eu/sites/default/files/int_downloads/Press%20release%20Graz%20BIG%202015_05_04.pdf			
Content	Short description of the delivery service bringMe and the EU-project SMARTSET.		
November 2015			
Urban Freight Growing Wise			
Partner	Newcastle University	Language	English
Sent to	International media	Publisher	Third party
Content	This 2-page article, written by NewRail, was published by Baltic Press Transport Journal and summarises the work that Newcastle University has carried out in connection with the SMARTSET project		
November 2015			
The innovative delivery system transforming Gothenburg's roads			
Partner	City of Gothenburg	Language	English
Sent to	International media	Publisher	Third party
http://www.theguardian.com/cities/2015/nov/18/innovative-delivery-system-transforming-gothenburg-roads?CMP=share_btn_fb			
Content	It's a simple idea. The Swedish city's Stadsleveransen system pools deliveries for 500 shops and businesses – drastically reducing shopping centre traffic and freeing up once-congested streets for pedestrians and cyclists.		

December 2015		BESTFACT databases	
Partner	Newcastle University	Language	English
Sent to	International media	Publisher	Third party
http://www.bestfact.net/best-practices/cl1_urbanfreight/			
Content	The best practice knowledge emerging from the work in the SMARTSET project has been reported into BESTFACT (Best Practice Factory) Cluster 1 on Urban Freight and recorded in that project's database deliverables.		
December 2015		Open ENLoCC - the European Review of Regional Logistics	
Partner	Newcastle University	Language	English
Sent to	International media	Publisher	Third party
Content	Open ENLoCC is the European Network of Regional Logistics Competence Centres, which publishes the "European Review of Regional Logistics" on a quarterly basis. As a member of Open ENLoCC, NewRail has published news of its project work in each edition, throughout 2015.		
December 2015		NewRail Newsletter	
Partner	Newcastle University	Language	English
Sent to	International media	Publisher	Third party
http://www.ncl.ac.uk/newrail/assets/docs/NewRailNewsletterQ22015002.pdf			
Content	NewRail's quarterly newsletters are circulated to a database of circa 2500 international contacts, in academia, consultancy, business, industry, transport specialties etc. The newsletter keeps everyone up to date with the work of NewRail and in particular highlights its work in European projects such as SMARTSET. One example is attached, which highlights the work carried out in connection with the SMARTSET project as well as highlighting the annual Smart Urban Freight Conference, of which SMARTSET was originally a sponsoring project.		

Table 7: SMARTSET media interaction

6. TRANSFERRING THE PROJECT RESULTS

As one of the primary objectives of the project was to „facilitate knowledge transfer from results, solutions and recommendations developed by SMARTSET to as many other cities, projects and interested other parties as possible“, SMARTSET established a **transfer** process to **adapt** and further **develop** innovative results of the project, **piloting** and **integrating** into public and private systems at local, regional, national and European level. The process had the objective of answering the needs of the target group, who would be motivated also to take part in the transfer of innovation.

Both the communication and dissemination of SMARTSET activities and (intermediary) project results, and the transferability of these (intermediary) results, are driven by a concept of successful translation into real society benefits.

6.1. SMARTSET transferability framework

The cities included in the SMARTSET project had different pre-requisites and therefore a full spectrum of motivating factors such as congestion, air emissions, return flows, etc., though many proved to have relevance not just in their own area. This diversity within the participating cities and geographical locations across Europe facilitated the transferability to other European regions and cities, as the findings became useful for a full range of cities that, while not involved in the SMARTSET project partnership, had similar framework conditions. Nevertheless, it was important to find a common approach to **what to communicate**, how, and **to whom**. This common approach was set out within the project's dissemination and transfer plan and, for local purposes, within the local dissemination plans.

Transferability within SMARTSET occurred through three principal channels:

- **SMARTSET networks:** the audiences addressed by SMARTSET are either the main target groups, or interested professionals in the field of energy efficient urban freight, alternative modes of logistics and/ or sustainable mobility.
- **SMARTSET appearance at workshops, conferences and other events:** The project findings from the studies included in the SMARTSET project and (intermediary) results have been spread to other regions and member states of the European Union, and beyond, through dissemination activities such as conferences and forums.
- **SMARTSET project meetings:** these were thematically oriented and used by the SMARTSET partnership for knowledge exchange and mutual learning.

6.2. SMARTSET final publishable report

Although the final publishable report is a task within work package 1 – project management, it is an important results dissemination and communication activity and is therefore also mentioned here. The final publishable report is a **28-page brochure, structured into chapters**. It is easy to read and tells the SMARTSET success story; it is available electronically and printed in English, German, Italian and Swedish.

Entitled **“Experiences of a European project for cleaner, safer and more efficient freight transport”**, it is structured in the following way:

- Foreword by the coordinator of SMARTSET
- The Basics and the method – SMARTSET, a European project for improving the attractiveness of terminals, helps facilitate the EU's 2020 strategy.
- The application sites and their activities - 8 application sites working with 1 goal: to promote the need for more efficient urban freight transport.
- Thoughts about SMARTSET - SMARTSET engages actors who can make a significant breakthrough in the uptake of more sustainable and energy-efficient urban freight transport.
- The results, lessons and recommendations - In the development of Urban Freight Terminals, SMARTSET recommends the inclusion of market based business models, incentives and regulations, and clean vehicles.

6.3. SMARTSET final conference

Urban Freight Transport: Looking back - Looking forward was the title of the SMARTSET Final Conference & Second Transnational Network Meeting, that took place on the 08 March 2016 in Gothenburg, Sweden. More than **60 participants from nine different countries** participated at the conference to learn more about the outcomes from the SMARTSET project.

Starting from SMARTSET achievements and with input from other experts, experiences on efficient Urban Freight Transport were presented and discussed at the conference that brought together representatives from policy level, knowledge carriers and cities implementing sustainable city logistic measures or planning to do so from across Europe. Apart from presentations regarding EU-perspective on the future, and other insights regarding access regulations, incentives, and favourable framework conditions for sustainable Urban Freight Transport and business models, this conference provided a lot of space for networking and the exchange of knowledge and ideas.

Therefore in the afternoon the questions “What if most work gets done through informal conversations? Where do you have the most meaningful and valuable conversations?” were posed. Three thematic tables worked on different topics, such as “Getting the client – keeping the client”, “Planning and optimising freight distribution”, and, “Set-up an Urban Freight Terminals – location, organization, implementation”.

More information about the SMARTSET Final Conference & Second Transnational Network Meeting, including the final programme and all presentations and can be found on the [SMARTSET website](#).

7. EXPLOITING THE PROJECT RESULTS

The SMARTSET project partners were asked how they intend to use the results of the project in the future. The following statements provide information on the exploitation intention of some of the SMARTSET project partners.

City of Forlì

SMARTSET has provided the Municipality of Forlì the opportunity to revise previous studies on logistics, investigate current market situations, study well-working schemes and define a full business plan for a new delivery schemes dedicated to the city centre. The work undertaken is valuable for future decisions on mobility issues, such as the City Mobility Plan, but it also could offer a valuable example at regional-level on how logistics solutions could improve environmental conditions.

City of Gothenburg

Gothenburg will continue the development of the sustainable freight solutions, based on consolidation and clean vehicles, developed within SMARTSET. The SMARTSET project has also strengthened the base for development of new initiatives, as well as the implementation of new regulations and incentives in the future. The city has formed a concept called "Smart Deliveries" where all related concepts are gathered – spanning from consolidation centres to electric or CBG-powered distribution vehicles, cargo bikes and more. By facilitating the establishment of "Smart Deliveries" - solutions as well as strengthening the business cases with proper regulations and incentives, the long-term goal is to enable an entire business sector based around more efficient last mile distribution as well as clean vehicles. The next step will be to establish the concepts of "Smart Deliveries" in other central parts of the city. The work within SMARTSET has created a solid base of knowledge and experience, which will be of great value when creating similar solutions as Stadsleveransen and Feskeleveransen in Gothenburg, as well as in other cities.

City of Graz

With the implementation of the new delivery service "bring mE" shopping in the inner city got more attractive. People can walk around without carrying the heavy shopping bags and can enjoy the city centre. As there are further restrictions for the delivering of goods in the city centre are planned from the political site, "bring mE" creates confidence and the shop owners see the coordinated and optimized delivery of goods as a benefit. The B2C service "bring mE" does not need a logistic hub by itself, nevertheless the cooperation of all stakeholders (City of Graz, shop owners, transport companies...) created a basis in order to plan and further implement a logistic hub in the inner city of Graz.

City of Rome and RSM

Transport and mobility are for Rome Administration one of their main subject of work, and in this area assumes a 'significant importance the distribution of goods in urban areas. Target of RSM and Roma Capitale is to create a business model on which to build a freight distribution network according to the rules can go to reduce congestion and environmental pollution through the use of means increasingly sustainable and less polluting, and the establishment of UFT for organizing and sorting of goods. SMARTSET will help in better understanding and management of the needs of logistics operators and Roma Capitale. On the one hand the need to have the benefits of delivery times and allowed, on the other the need to organize the distribution network of the city. From the experimental phase we were obtained convincing results in order to continue with this model.

City of Sundsvall

To make certain that the Transport and logistic network that have be formed during SMARTSET will continue to thrive and produce results after the project is terminated, Sundsvall and Trafikverket are transferring the responsibility for the logistic network to Chamber of commerce in Sundsvall and that represents the area of Midsveden. This kind of network has not been formalized before the SMARTSET project and is of great importance for the further logistic collaboration in this region.

FGM-AMOR

Transport and mobility, including research and consulting in the field of urban freight is one of the core businesses of FGM-AMOR. SMARTSET's objectives enable FGM-AMOR to enlarge the business branch of new visions on sustainable and energy-efficient urban freight transport. With these new skills FGM-AMOR will be able to provide its customers with further innovative approaches to foster sustainable urban mobility and increase their ability for future research and development activities nationally as well as internationally in the field of sustainable mobility approaches. As FGM-AMOR is also closely working with the national government, SMARTSET will assist in creating a better understanding amongst policy makers about the potential impacts their strategies on sustainable urban freight has. Additionally, the outcomes, experiences and particular scientific results will serve as input for the acquisition of upcoming research projects.

Interporto Padova SpA

The activities foreseen within the SMARTSET project have been positively developed and the goal to widen the service to new sector of activities has been reached. In particular the delivery of perishable goods in LTZ tested during the second half of project life is now one of the most important in terms of percentage of increased number of parcels and in terms of revenues. So, the intention is to develop Further this sector and to disseminate the results achieved at national level during conferences, workshop, forum on city logistics issue and to depart from here to plan new pilot project in EU calls.

Newcastle University

NewRail delivers university research, information and consultancy to meet the complex technological and managerial challenges of the transport industry, its manufacturers, policy makers, regulators, operators and customers. Working at both national and international level, NewRail has established strong links in the UK, throughout Europe and abroad, and is globally recognised and respected through its research, design, technology development, applied engineering and logistics excellence. As well as continuing all other forms of dissemination about the project activities and results, we intend to write 1-3 peer reviewed articles on Urban Freight, in connection with our work on SMARTSET.

Trafikverket

Trafikverket has spread information about the project into its internal organization. These are not empty words. One result of the internal dissemination activities is that additional funding was made available from Trafikverket's research budget for the last mile loco study. This work has been carried out by the Swedish transport research institute TFK. They have long standing contacts with three main European suppliers of locos i.e. Vossloh, Bombardier and Siemens. The intention was that TFK should help Sundsvall and Trafikverket with business contacts among suppliers with the aim to borrow a last mile loco for some test runs in a real business case. This has proven to be difficult since the loco providers usually build to orders. Bombardier, this has to be said, promised in a letter of intent at the time the proposal was submitted to be supportive and look favourably on making a loco available to the project for some test runs. Trafikverket has also spread information about SMARTSET in its national networks such as CLOSER and in the TFK network. TFK is managing a logistics network where representatives from goods owners and forwarders participate. For Trafikverket, being a national infrastructure provider, projects like SMARTSET gives the agency an important opportunity to interact with the users of Trafikverket's infrastructure. It gives Trafikverket an insight and understanding of

how businesses, communities and other concerned stakeholders deal with policy objectives such as greening of transports and to what extent they have the capacity to contribute to the achieving of our national transport policy goals. Trafikverket has also together with Sundsvall and the food retailer COOP pushed for a trial with mega trucks. The state of this strand of our part of the SMARTSET is that we are awaiting a decision from the regulator to accept such a test. COOP has expressed a great interest in testing this solution since it combines energy savings - more freight for fewer diesels - with good business economics. The trend with bigger trucks is something that will outlast SMARTSET. Finally the intermodal shuttle from the south of Sweden to Umeå via Sundsvall is up and running. One may argue that this is something that sooner or later would have happened without SMARTSET but there is no doubt SMARTSET accelerated the creation of the shuttle. Without the resources from SMARTSET i.e. the knocking on the doors of terminal owners/operators and the rail haulier Green Cargo - the shuttle would not be running today.

Trivector Traffic AB

Trivector is a research and consultancy SME based in Sweden. Trivector has been in charge of evaluation of the project, and in so doing has developed and applied models for evaluating urban freight terminals as well as the business models for UFTs. Trivector works on urban logistics projects both for the public and private sector as well as running courses to train urban transport planners working in local authorities in how to address urban freight transport in their work. The experiences from the SMARTSET project have and will feed in directly to our experience for other projects and for the urban goods course that we organise and run. The experience from SMARTSET allows us to create more business opportunities for the company and to introduce the experiences of sustainable freight transport also into future projects and discussions with different levels of government in Sweden for which we have excellent contacts. Our experience in the project is also being used for recommendations from an academic Masters Dissertation at Lund University, which is likely to be used as a basis for future research projects / recommendations.

Table 8: SMARTSET exploitation intentions of the partners

8. MONITORING OF COMMUNICATION AND DISSEMINATION

Both the dissemination plan and the activities outlined within it are part of a long-term effort and with such an array of significant communication activities across many EU-Member States, the products, services, the tool and activities outlined in this plan must be monitored and measured.

SMARTSET organised its communication effort into several phases, with measurement points, to ensure that the plan, its objectives and the efficiency of the communication efforts stayed on track. The Intelligent Energy Europe (IEE) Programme, by which SMARTSET is co-funded, provided few opportunities for revision and realignment of the plan in the event that the efforts veered from the track. This is further elaborated in the recommendations (Section 9).

Following the launch of the dissemination plan and the agreement of its contents, the monitoring and measurement management was developed and recorded via the official SMARTSET reporting tools. The processes are detailed here in this final report on communication and dissemination.

8.1. Monitoring framework

The main aim of SMARTSET was to „develop and showcase concrete and practical strategies and solutions on how to create sustainable and attractive terminal schemes to both reduce congestion and energy consumption and to create economically viable business models with the potential to operate fully without any public funding“.

Without monitoring, it would not be possible to measure whether or not the outreach efforts outlined in the central dissemination plan, and in the local dissemination plans, had been successful.

Communications were monitored based upon the success of reaching target audiences (mainly by monitoring the interactions between the target groups and SMARTSET) over a medium-time span, starting from the initial baseline view and ending with outcome monitoring. SMARTSET used multiple monitoring tools that strove to be cost-efficient (e.g. the internal SMARTSET Management Board; project management group meetings; telephone conferences).

8.2. Monitoring results

The following monitoring results refer to the outreach activities of SMARTSET, which were quantifiable through the quantity of materials distributed, the dissemination of messages at conferences and via the website, and by the efforts made to work with the media.

All information provided via the following results table has been extracted from the internal SMARTSET monitoring tools, except where otherwise noted.

Category I – Target group outreach and interaction (01.05.2013 – 31.03.2016)		
Indicator	Monitored by	Result(s)
Representation at events	Internal monitoring tool	31 international events with 9,992 participants 59 national events with 85,991 participants ³ 1 final conference with 60 participants
Category II – Media outreach and interaction (01.05.2013 – 31.03.2016)		
Indicator	Monitored by	Result(s)
Media interaction	Internal monitoring tool	38 media interactions
Category III – Website success (21.08.2013 – 31.03.2016)		
Indicator	Monitored by	Result(s)
Number of pageviews	PIWIK open analytics	40,014 pageviews
Top 3 popular pages	PIWIK open analytics	Home: 5,958 pageviews Download section: 1,641 pageviews About SMARTSET: 1,591 pageviews
Top 3 visiting countries	PIWIK open analytics	Austria: 19.3% Sweden: 18.5% Italy: 14.3%
Top 3 languages	PIWIK open analytics	German: 28.9% Swedish: 19.8% English: 19.1%
Number of referrer websites	PIWIK open analytics	122 distinct websites (incl. search engines)
Top 3 referrer websites	PIWIK open analytics	www.agenziamobilita.roma.it: 1.6% www.eltis.org: 1.2% www.theguardian.com: 1.2%
Top 3 entries from social networks	PIWIK open analytics	Facebook: 60% Twitter: 36% LinkedIn: 4%
Top 3 outlinks	PIWIK open analytics	www.ec.europa.eu: 11.9% www.bestfact.net: 5.3% www.goteborg.se: 5.3%
Amount of downloads	PIWIK open analytics	2,095 downloads
Category IV – Interest in the products of SMARTSET (01.05.2013 – 31.03.2016)		
Indicator	Monitored by	Result(s)
E-updates	Internal monitoring tool	Distribution to 27,896 contacts
Folder	Internal monitoring tool	Distribution to 3,002 contacts ⁴
Postcard	Internal monitoring tool	Distribution to 2,405 contacts ⁵

Table 9: SMARTSET monitoring results on communication and dissemination

³ SMARTSET networking events at the local and regional level are not included here. The SMARTSET final report on networks and trans-network cooperation can be downloaded from the SMARTSET website

⁴ A total of 5,000 folders were printed: 2,000 in English, 1,000 each in German, Italian and Swedish.

⁵ A total of 5,000 postcards were printed: 2,000 in English, 1,000 each in German, Italian and Swedish.

9. CONCLUSIONS AND RECOMMENDATIONS

Throughout three years of working on the SMARTSET project, partners have reported back on their communication and dissemination activities that aimed to inform as many end users as possible, from across Europe, who were ready and able to use the knowledge delivered by the SMARTSET project.

It is evident from this final report on communication and dissemination that **the SMARTSET consortium attributed great importance to the communication and dissemination tasks of the project, clearly recognising the need to make a real impact on the European community through the project approach applied.** The comments gathered have been translated into conclusions and associated recommendations, which are set out below.

9.1. Conclusions

Conclusion 1: The communication and dissemination activities of the project were carefully selected and planned from the beginning, in order to maximise the efficiency of the resources employed. The process was led by the dissemination plan, which was issued at the beginning of the project, including local dissemination plans for the eight application sites. SMARTSET organised its communication effort into several phases, with measurement points, to ensure that the plan, its messages and the efficiency of the communication efforts stayed on track. Unfortunately, the project funding provided few opportunities for review and realignment of the plan, in the event that the efforts veered from the track.

Conclusion 2: The IEE Programme aims to spread best practice and maximise the uptake of good ideas across Europe - projects have to share their achievements with the right people via a range of communication tools.

Conclusion 3: The wide range of communication and dissemination activities has proved to be a good approach to reach different stakeholder groups and to achieve good outreach at various kinds of events.

Conclusion 4: SMARTSET's structure, planning, template system etc. for dissemination materials and reporting worked very well for the city of Gothenburg

Conclusion 5: Communication about the stages of the project's activities and the dissemination of its results are key parts of a project that planned from the beginning to share good practices and skills in city logistics models. Progress updating and the monitoring of number of contacts achieved were therefore most appreciated and are recommended in the event of the launch of a similar initiative.

Conclusion 6: Activities related to the SMARTSET project were planned from the start with the aim of developing the possibilities and objectives of the project. With regard to rules and incentives (leader: Rome) effort was required on 2 levels: a) rationalise and understand how rules and regulations, implemented with the support of good incentives, can direct the distribution of goods; b) the definition and application of rules to define a business model for the realisation of a FOT.

Conclusion 7: The experience gained through SMARTSET shows we are able not only to disseminate to stakeholders the objectives achieved, but to guide the Administration towards choices for more sustainable urban goods distribution, considering the transferability of the lessons learned to less central areas (as indicated by the new PGTU), as well as to other cities.

Conclusion 8: Sundsvall achieved a significant level of communication through interaction and personal meetings at a number of conferences, fairs and other networking activities. The focus was to interact and communicate the project to a narrower, but targeted group.

Conclusion 9: The communication and dissemination activities were well divided and well in advance (even at proposal stage). It was clear what needed to be done, but not all communication activities fitted well with everyone's way of communicating with their contacts.

Conclusion 10: There is a very strong network for the dissemination of freight activities in N E England, especially through the North East Freight Partnership and now the newly formed N E Co-ordinating Authority. This has allowed widespread dissemination of the work of SMARTSET, in the North East of England.

Conclusion 11: With the help of the dissemination plan, which was handed out at the beginning of the project, it was easy to bear in mind the information needed at the end. Therefore, there was always a focus on international/national events to come. Within SMARTSET it was possible to compare the best practices of different cities and measure them at the dissemination and communication level.

Conclusion 12: The dissemination plan was well organised and well structured, although finding the right structure is always difficult at the beginning of a project. It is also difficult to focus on specific marketing actions without knowing people's likely reaction to them. Additionally it is sometimes very hard to perform the dissemination activities in time, especially if you focus on the activities of the pilot project. All in all, the dissemination plan was very helpful in order to focus on the important communication tools.

9.2. Recommendations

Recommendation 1: Planning all dissemination and communication tasks in advance presumes that specific dissemination materials and processes will be, and remain, the best way to raise awareness of the project, throughout its life cycle. Without the opportunity to review, it is not always possible to react to the changing processes and realign to the changing needs of the target groups; greater flexibility would therefore be helpful. For example, providing an up-front dissemination strategy as a living, working document, and then updating its strategy during the course of the project, would better provide the possibility to react according to the developing needs of the target end user groups and the consortium partners. It would also allow the design of materials that are specific to particular audiences, timings and events, rather than the "one set fits all" approach.

Recommendation 2: Considering that communication is a major part of the activities in IEE projects, and is key to their success, it would be helpful to allow additional working hours to all project partners for undertaking local communication and dissemination tasks, together with a dedicated budget for local dissemination activities.

Recommendation 3: It is important to accomplish as wide a reach as possible; smaller events, such as study visits from single stakeholders, may have a very high "uptake efficiency" and these kind of more qualitative dissemination activities deserve to be valued accordingly.

Recommendation 4: Good forward planning, a clear structure, and well-prepared templates etc. are a key to achieving complete reports/articles of good quality. They also contribute to better working conditions for the people involved and to a better overall project "spirit".

Recommendation 5: It is recommended to allocate a suitable budget, to be available in the case of a leader site where the stage of activity has the opportunity to advance further than originally anticipated.

Recommendation 6: We do not believe that mass communication is the way to go to make an impact in today's media flow; instead we recommend that future communication is concentrated more on carefully selected groups of networks and, as far as possible, through personal relationship building.

Recommendation 7: Future communication should take care to be more fluid and well-designed to take into account how partners actually communicate with their contacts during the project and should not be totally pre-defined during the proposal / beginning stages of the project.