



EXPERIENCES AND GOOD PRACTICE ON DISSEMINATION AND PUBLICITY

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FOT-Net is a support action co-funded by the European Commission to network FOT activities at European, national and international level.

INTRODUCTION

- Objective of the session
 - Why disseminate
 - Experiences from FOTs and pilots in what regards their dissemination
 - Small group exercise: drafting a press release on an outcome of a FOT
 - Lessons learned and recommendations

WHY DISSEMINATE?

- Derived from Latin for "abroad" (*dis*) and "seed" (*semin*) à Spread widely
- Bring value to FOT findings and outputs
 - towards... optimising the value of the project, strengthening its impact, transferring it to other contexts, and integrating into a broader deployment plan.

DISSEMINATION EXPERIENCES

EUROFOT



- Activities:
 - website
 - print publications: brochure, local flyers
 - videos
 - local kick-offs at test sites
 - presentations at events:
 - dedicated special sessions: ITS WC Stockholm, Busan, Lyon, Orlando
 - technical papers
 - press releases
 - press articles
 - euroFOT vehicles at stands



- Positive experiences

- Video News Release (VNR) and press dossier in EN, FR, IT, SV, DE released on Sep 2009 during ITS WC Stockholm. 38 articles written in press as result of VNR across Europe.
 - VNR: <http://www.youtube.com/watch?v=IREvNUVk2Ao>
- euroNews clip on euroFOT released on 14 July 2010.
 - Clip: <http://www.euronews.net/2010/07/14/eu-project-looks-to-make-the-roads-safer/>
- Local events in local languages of the test sites à led to TV coverage
- Press review: project has had coverage since 2008



DISSEMINATION EXPERIENCES

TELEFOT

- Periodic newsletter (5 issues distributed so far); next will include a debate with key stakeholders on FOTs future development;
- Continuous liaison with FOT-Net and euroFOT;
- Active participation in many events as special session and stands in Busan, Lyon and Orlando ITS conferences Athens FERSI 2011, next TRA conference;
- Contact with FOTs outside of Europe (e.g. in US and Korea) via TelefotINCO;
- More than 3000 visits to the web site in the last year;



DISSEMINATION EXPERIENCES

DRIVE C2X



- High interest in DRIVE C2X from the expert community
 - Special sessions at the ITS Congress in Lyon and Orlando about 50 participants to early morning sessions.
- Concept of DRIVE C2X test site campaign
 - i.e. to get project members, interested other projects and major stakeholders needed for successful deployment of cooperative systems together to experience cooperative driving at the various test sites of DRIVE C2X,
 - fruitful approach for integration of the project and the specific complexity of bringing 7 test sites and national projects to a joint understanding and achieving Pan-European interoperability of the systems.
- DRIVE C2X@simTD
 - structured approach of interactive and moderated workshop sessions was successful in initiating a real dialogue among the test sites and different national projects.
- Effective usage of resources by combining two events
 - mid-term presentation of simTD and joint DRIVE C2X/simTD day, but visibility of each of the projects is a sensitive issue and needs carefully to be discussed / handled.

DISSEMINATION EXPERIENCES

CITYMOBIL/CITYNETMOBIL

- Showcase of automated transport systems in 10 cities around Europe
- Lasting 4-10 Days and organised in partnership with local authority
- Successful in reaching out to general public and securing good national (television and written press) and local press coverage



NEXT THE EXPERTS' EXPERIENCE ON DISSEMINATION...

- The Freilot approach
 - Zeljko Jeftic, ERTICO
- From FOT to implementation strategies: getting public, authority and stakeholders' awareness of ISA
 - Sven Vlassenroot, University of Ghent

EXERCISE

UMTRI has released results on Eco-Driving. It is your task to write a press release on the findings.

- Form groups (4)
- Appoint a colleague to type the press release
- Source: 14 page study
- Don't use the internet
- Time is limited: 15 min!

After you finish we will ...

- Look at what makes a great press release.
- Examine each press release that was written and check if the rules were applied.

EXERCISE

PRESS RELEASES 101

So what makes a good press release?... Tips on how to write to the media

- Pity the reporters
 - Simplify their life by producing a well-written press-release that they can simply copy and paste
 - Remember: they are not necessarily transport experts
- Basics
 - Template:
 - Where is it from
 - When can it be used? (embargoed or for immediate release)
 - When was it sent?
 - Body of the story
 - Conclude with word ENDS
 - Contact details
 - First paragraph contains strongest element of the story (25-30 words max)
 - Second and third paragraph expand on the intro
 - Include a good quote by interesting spokesperson
 - Stick to 1 page

EXERCISE

PRESS RELEASES 101

- Crucial details
 - Is it a story? Why should anyone care? What makes it UNIQUE?
 - Make sure you answer: WHO, WHERE , WHAT, WHY, WHEN and HOW
 - Tip: list the most important elements of your story. Then pick several highlights and prioritize them (1 to 5). This order can make the story flow better.
 - Explain scientific terms. How does the technology work? What are the implications?
 - Don't use obscure wording
 - Attach photos (in high resolution) to your press release: they can speak a thousand words

- Source:

Headlines and deadlines - a rough guide to writing for the media, Stuart Roberts, Office of External Communications, University of Cambridge

LESSONS LEARNED

- Politicians: more interested in the results than the “how”
- KISS also applies here when it comes crafting your message!
- Results from FOTs are easier to communicate than other research activities
- Classical dissemination still very much used by projects
- Local (media) events (FREILOT, euroFOT, TeleFOT)
- Joint events (DRIVE C2X/simTD)
- Showcases/Demonstrations are useful
- Use of local champions, aldermen
- Pinch of “luck” is handy...

RECOMMENDATIONS

- Dissemination should be carried out throughout the project
- At the beginning of the project:
 - Define your objectives, target groups and respective strategies
- During the project:
 - Evaluate the effects: are the strategies working? Are your target groups being reached? Remember: the findings may impact policy-making and influence deployment so make sure the target groups understand the outputs and results.
 - Monitoring the effects: e.g. what is being written in the press about your project?!
 - Adjust the strategies if needed.
- During and at the end of the project
 - Exploit the findings: derive further benefits from what you have found. Think about how others can use your findings as resources and tools for their work.

RECOMMENDATIONS

- Continue using traditional dissemination means
 - Print: newsletters, press releases, articles, brochures, leaflets, wiki, directories, compendiums à But craft your message to the target group
 - Web: websites, social media
 - Video
 - Events: workshops, conferences and demonstrations
- Consider less traditional dissemination means
 - Organise an event around (launch of) demos/tests and engage local stakeholders (public bodies), eg, test site campaigns (DRIVE C2X), showcases (CityMobil), launch of pilot (Freilot) enabling the audience to experience what is being addressed in the FOT
 - Combine efforts between projects for joint events (where possible), eg, joint DRIVE C2X/simTD
- Make use of external support and guidance
 - Make use of **FOT-Net Blueprint** to guide your activities which gives guidance to FOTs on what FOT-Net offers in order to support the dissemination of their results.
 - Commission (supported) dissemination services, eg, CORDIS, Transport Knowledge Research Centre

THANK YOU!