



Dissemination

FREILOT - Energy efficient urban freight

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FREILOT - ENERGY EFFICIENT URBAN FREIGHT



Objectives

1. Show that FREILOT services bring measurable benefits **reducing up to 25% of fuel consumption** on equipped trucks in urban areas
2. Ensure FREILOT services **after-project life**
3. **Expand FREILOT services** to more fleet operators, cities

Five services, four cities



Traffic control:	Energy efficiency optimised intersections
Vehicle:	Adaptive acceleration/speed limiters
Driver:	Enhanced eco-driving support
Fleet operator:	Real-time delivery space booking





Starting point(s)

- Motivation – what do you want to achieve with your Dissemination?
- Target group – who do you want to convince?
- Message – what do you want to convince them about?
- Messenger – who is best suited to deliver the message?
- Timing – when is the best time?
- How?
- Follow-up

Three different sites, three different stories...

City 1: Helmond



- Long term dissemination towards the city council/other authorities
- Informal dissemination: Fire brigade and ambulance services
- Large scale event (130+ participants) organised at the start of the pilot phase
- Result: Very strong bases for the after-project life



City 2: Lyon



- Media event for local and national journalists
- Excellent external and internal dissemination considering vehicle functionalities
- Low dissemination result for the Delivery Space Booking functionality
 - Main reason: The implementation was not ready on time to be showcased



City 3: Bilbao

- Long term dissemination towards the city council
- Small media event at the time of pilot phase start
- Result: Increased vehicle fleet from 10 fleet operators to 40+ and increase from 15 vehicles to 90+



Ending point(s)



Remember:

- Motivation
- Target group
- Message
- Messenger
- Timing
- How
- Follow-up
- ... (other points important for you)

Be adaptable!

To find out more...



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