



SCALE-UP online Platform, Newsletter and social media activity 1

Version 1.0

Disclaimer

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D9.1 – Communication and Dissemination Plan

WP No.	9	WP Title	Communication and dissemination of results
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Version history

Version	Date	Summary of changes
0.1	24 August	First version of the document
0.2	27 August	Annex I added
1.0	31 August 2021	Final version of the document



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This deliverable is a draft document subject to revision until formal approval by the European Commission.

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1. Introduction

SCALE-UP has developed a coherent set of communication material to put forth its main messages, objectives, and results.

2. Online Platform

The website informs the public, and all the other project's target audiences about the aims, outcomes, and products of the project. It is the project's first window for external stakeholders, providing information on SCALE-UP objectives, partners, measures, publications, news and success stories.

It is accessible at: <https://www.scale-up-project.eu/> .

More details can be found in D9.1 Communication and Dissemination Plan.

3. Newsletter

A dedicated e-Newsletter is created and maintained, called 'SCALE-UP In Action'. The Newsletter is published to an extensive Mailing List every 3 months and is sent out digitally. It targets some target audience groups, but overall, it can be considered of interest for all target audience groups.

More details can be found in D9.1 Communication and Dissemination Plan and the first edition of this newsletter has been attached in full as Annex I: SCALE-UP Newsletter.

4. Social Media profiles

Several social media channels have been established:

Platform	Link
Twitter	https://twitter.com/ScaleUpProject
LinkedIn	https://www.linkedin.com/company/scaleup-project/?viewAsMember=true
YouTube	https://www.youtube.com/channel/UCOL7ogo33uyNu-sp1sNSJnw

More details can be found in Deliverable D9.1 "Communication and Dissemination Plan" of WP9.

5. Annex I: SCALE-UP Newsletter



SCALE-UP In Action

Newsletter Issue #1-2021

SCALE-UP In Action is the quarterly e-Newsletter of the EU-funded SCALE-UP Innovation Action, sharing news on the progress of the project activities.

SCALE-UP kick-off meeting held

The very first SCALE-UP Innovation Action meeting has been held digitally in June 2021.



During the three-day event, all consortium partners attended several sessions dedicated to each of the Work Packages as well as the three Urban Nodes and general organisation. Each WP leader had the opportunity to introduce their planned activities and focus.

The meeting represented also the first opportunity for all consortium partners to come together and get to know each other better through ice breakers and during coffee breaks.

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SCALE-UP website launched

Both the website as well as social media accounts have been published to communicate on current and upcoming project activities.

Apart from the SCALE-UP website, which contains all information and deliverables of the Innovation Action, three social media channels have been launched to ensure not only good communication of the project but also serves as a digital archive for all partners.



The project is represented now on the platforms LinkedIn, Twitter and YouTube, where updates on SCALE-UP activities and the Urban Nodes are released on a regular basis. Furthermore, an e-Newsletter has been launched and a first meeting for the Urban Nodes Platform has been fixed.

[Visit SCALE-UP](#)

First SCALE-UP Activity Announced in Antwerp

A shared fleet of electric bicycles is to be launched across Antwerp Transport Region's mobility junctions.



In order to enable citizens to travel further distances with more comfort, the Transport Region has partnered with the operator Donkey Republic to deploy a large fleet of 1,650 bikes starting in spring 2022.

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