



SCALE-UP Dissemination Material 1

Version 1.0

Disclaimer

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D9.4 – Dissemination Material 1

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Deliverable owner	STA		
Author(s)	Friederike L. Kühl José F. Papí		
Reviewer(s)	Raquel Alario Bernabé, Stella Aaltonen, Michiel Penne, Katia Kishchenko, Lucian Zagan		
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Version history

Version	Date	Summary of changes
0.1	02 NOVEMBER 2021	ToC
0.2	12 NOVEMBER 2021	First draft of all sections. Design of materials.
0.3	26 NOVEMBER 2021	Finetuning of material designs.
1.0	30 NOVEMBER 2021	Final version



Legal Disclaimer

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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

This document serves at detailing and presenting the first version of the offline dissemination materials of SCALE-UP. These consist of four kinds of printed materials:

1. Brochures
2. Posters
3. Roll-Ups
4. Notepads & Pens

All materials have been designed with the overall visual identity of SCALE-UP in mind, as detailed in Deliverable D9.1 of this project. Three versions of the materials are to be launched throughout the Project's lifetime, containing updated content and with a different focus, depending on the Project phase they are going to be displayed in. During this first Project phase, the materials' content focuses mainly on key information on the Project, its consortium, measures, objectives and expected impact. Both the overall vision as well as the missions to achieve it are presented. The main use of the materials are in-person events, workshops and networking events for both the general public as well as professionals and experts of the industry, academia and business.

The number of printed and distributed brochures, posters, roll-ups and notepads has been defined in Deliverable D9.1 – Communication & Dissemination Plan and can be found below:

Table 1 - Number of printed materials per year

Material	Year 1	Year 2	Year 3	Year 4
Brochures	300	200	200	200
Posters	30	30	0	30
Roll-Ups	5	5	5	0
Notepads	40	0	0	0
Pens	50	0	0	0



2. Brochures

Brochures are printed and distributed across the partners, taking into account that different partners attend more events than others.

The content of the brochures are as follows:

Table 2 - SCALE-UP brochure 1 content

Page	Content
1. (Cover)	<p>[Logo] SCALE-UP: User-Centric & Data Driven Solutions for Connected Urban Poles</p> <p>Accelerating Green & Inclusive Mobility Change in European Cities</p> <p>[Banner with pictures of SCALE-UP Urban Nodes]</p> <p>[Disclaimer EU-Funding]</p>
2.	<p><u>The Project</u></p> <p>SCALE-UP is a 48-month EU-funded Innovation Action. It explores how 28 mobility measures can improve the connectivity & climate resilience of ever more complex multimodal transport systems. Antwerp (Belgium), Madrid (Spain) and Turku (Finland) are the SCALE-UP urban nodes.</p> <p><u>6 Ambitious Objectives</u></p> <p>SCALE-UP has 6 distinct objectives:</p> <ol style="list-style-type: none"> 1. Improve multi-level governance and cooperation; 2. Develop well (inter-) connected & multimodal nodes; 3. Develop data-driven mobility strategies & tools; 4. Provide access to clean, safe & inclusive mobility solutions; 5. Nudge travel behaviour (towards inclusive, clean, active & healthy modes of transport); 6. Accelerate the take-up of innovative solutions & strategies. <p><u>Why?</u></p> <p>Urban mobility innovations available today have a limited scale because they fail to combine a vertical</p>



	<p>(governance) axis with a horizontal (dimensional) axis. This lack of coordination between commercial & public operators prevents further upscaling and improvement of services.</p>
<p>3.</p>	<p>[Banner of Antwerp Tram]</p> <p><u>How?</u></p> <p>SCALE-UP develops, tests and evaluates 28 innovative urban mobility measures, which are easily scalable and resilient for a greener future. These measures link commercial operators and stakeholders with governmental ones, as well as policy makers and transport planners. The different geographic locations and demography of the SCALE-UP urban nodes ensures good replicability in other cities and countries.</p> <p><u>Targets</u></p> <ol style="list-style-type: none"> 1. Improved cooperative governance, financial & innovation partnerships; 2. Increase of sustainable transport modes, quality of multimodal hubs, system efficiency and accessibility. 3. Implementation of data-driven policy tools & public-private cooperation ecosystems; 4. Reduce noise & air pollution, increase traffic safety; 5. Increase of walking, cycling, public transport, shared mobility & decrease in car trips and -ownership; 6. Large-scale take-up of innovative solutions through follow-up actions & increased TEN-T network awareness.
<p>4. (Back)</p>	<p>Get to know us!</p> <p>SCALE-UP Consortium</p> <p>[Logos of cities]</p> <p>[Logos of consortium partners]</p> <p>[Website address and social media handles]</p>

The design aligns with the visual identity of the Project by displaying the colours and logo of the Project:

SCALE-UP

User-Centric & Data Driven Solutions for Connected Urban Poles



Accelerating Green & Inclusive Mobility Change in European Cities



THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT NO. 955332

Get to know us!
SCALE-UP Consortium



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The Project

SCALE-UP is a 48-month EU-funded Innovation Action. It explores how 28 mobility measures can improve the connectivity & climate resilience of ever more complex multimodal transport systems. Antwerp (Belgium), Madrid (Spain) and Turku (Finland) are the SCALE-UP urban nodes.



How?

SCALE-UP develops, tests and evaluates 28 innovative urban mobility measures, which are easily scalable and resilient for a greener future. These measures link commercial operators and stakeholders with governmental ones, as well as policy makers and transport planners. The different geographic locations and demography of the SCALE-UP urban nodes ensures good replicability in other cities and countries.

6 Ambitious Objectives

1. Improve multi-level governance and cooperation;
2. Develop well (inter-) connected & multimodal nodes;
3. Develop data-driven mobility strategies & tools;
4. Provide access to clean, safe & inclusive mobility solutions;
5. Nudge travel behaviour (towards inclusive, clean, active & healthy modes of transport);
6. Accelerate take-up of innovative solutions & strategies.

Targets

1. Improved cooperative governance, financial & innovation partnerships;
2. Increase of sustainable transport modes, quality of multimodal hubs, system efficiency and accessibility;
3. Implementation of data-driven policy tools & public-private cooperation ecosystems;
4. Reduce noise & air pollution, increase traffic safety;
5. Increase of walking, cycling, public transport, shared mobility & decrease in car trips and -ownership;
6. Large-scale take-up of innovative solutions through follow-up actions & increased TEN-T network awareness.

Why?

Urban mobility innovations available today have a limited scale because they fail to combine a vertical (governance) axis with a horizontal (dimensional) axis. This lack of coordination between commercial & public operators prevents further upscaling and improvement of services.

Figure 1 - SCALE-UP brochure 1 design

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3. Posters

The aim of posters is to capture the viewer's attention and offer some key information which is quick to obtain, understand and remember. It is aligned with the Visual Identity of the project and should contain visual stimulants. The SCALE-UP posters contain the following information and look as follows:

Table 3 - SCALE-UP poster 1 content

Section	Content
Title	[Logo] SCALE-UP: User-centric & data-driven mobility for connected urban nodes.
Quick facts	48 Months. 3 Urban Nodes. 3.9 Million Citizens. 28 Measures. 23 Partners. 3 Follower Cities.
Objectives	Governance Inclusive Multimodality Data-Driven Tools Clean & Safe Mobility Nudged Travel Behaviour Impactful Measures



Figure 2 - SCALE-UP poster 1 design



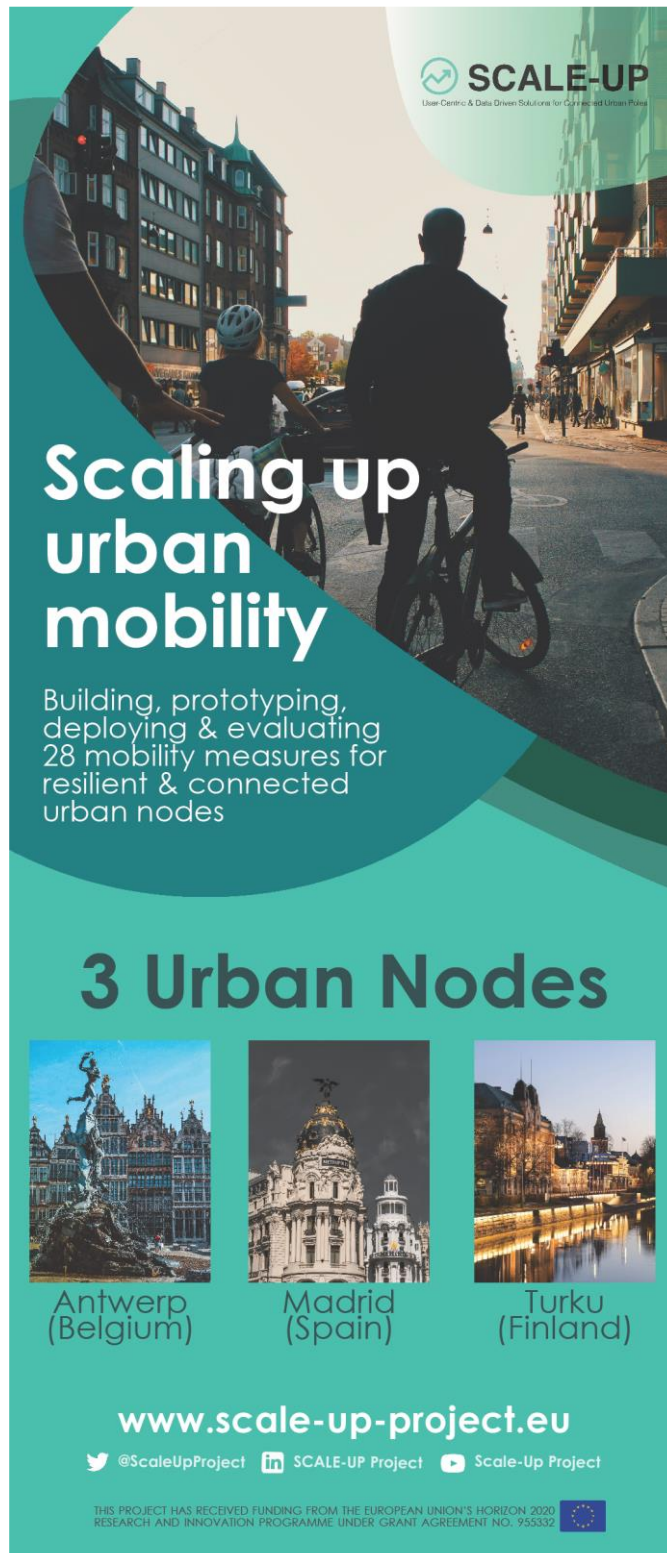
4. Roll-Ups

Roll-ups serve in capturing the viewer's attention and set a scene. They not only serve in informing the viewer but also in creating a mood, for example at events and congresses.

The SCALE-UP roll-up contains the following content and has the following design:

Table 4 - SCALE-UP roll-up 1 content


Section	Content
Logo	[Logo] SCALE-UP: User-centric & data-driven mobility for connected urban nodes [Image of Cyclist in Belgium]
Title & Description	Scaling up urban mobility Building, prototyping, deploying & evaluating 28 mobility measures for resilient & connected urban nodes.
Cities	3 Urban Nodes [Image Antwerp] Antwerp (Belgium) [Image Madrid] Madrid (Spain) [Image Turku] Turku (Finland)



Scaling up urban mobility




Building, prototyping, deploying & evaluating 28 mobility measures for resilient & connected urban nodes

3 Urban Nodes



Antwerp (Belgium) Madrid (Spain) Turku (Finland)

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Figure 3 - SCALE-UP roll-up 1 design

5. Notepads & Pens

A set of notepads and pens are designed to carry the branding of SCALE-UP in form of the project logo. They can be distributed at conferences and events as giveaways in order to attract visitors to information points of the Project and ease conversation with visitors.

These materials are designed and ordered through an online provider and contain no specific design except the SCALE-UP logo. The precise provider, design and order will be decided upon in M7 (December 2021).



Figure 4 - SCALE-UP notepad mock-up



Figure 5 - SCALE-UP pen mock-up

6. Conclusions

All of the presented dissemination materials are key elements in the representation of the Project, especially during in-person events, and act as a visiting card to anyone outside the consortium partners. Depending on the context, setting and purpose of the situation they are used in, they can be combined to offer the audience a rich set of information and visual stimulants, without overstraining them. This can be achieved by overlaying a wide range of graphic and visual elements, which are to be further enhanced in the next editions of the materials, as the project activities evolve over the next years as the urban mobility measures are implemented over time.

The language used on the materials is simple, concise and to the point, in order to offer enough information to the audience without being distracting. Although some of the occasions in which the materials will be used including events, gatherings or meetings in Flemish, Finnish or Spanish language, it can be assumed that most professional meetings will be held in English or involving persons who speak English fluently.

All materials are to be updated on a regular basis, but at least every two years, to ensure that activities for the following 24 months can always be planned with new materials in mind and to ensure that the information displayed remains relevant to the Project phase.

All SCALE-UP consortium partners are to use the materials during any public appearance of the Project, especially during in-person events and meetings, but also as background in virtual meetings and events.





SCALE-UP

User-Centric & Data Driven Solutions for Connected Urban Poles

Accelerating Green & Inclusive Mobility Change in European Cities



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Get to know us!

SCALE-UP Consortium



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The Project

SCALE-UP is a 48-month **EU-funded Innovation Action**. It explores how **28 mobility measures** can improve the connectivity & climate resilience of ever more complex multimodal transport systems. **Antwerp** (Belgium), **Madrid** (Spain) and **Turku** (Finland) are the **SCALE-UP** urban nodes.

6 Ambitious Objectives

1. Improve multi-level governance and cooperation;
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Why?

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How?

SCALE-UP develops, tests and evaluates **28 innovative urban mobility measures**, which are easily **scalable and resilient for a greener future**. These measures link commercial operators and stakeholders with governmental ones, as well as policy makers and transport planners. The different geographic locations and demography of the **SCALE-UP** urban nodes ensures good replicability in other cities and countries.

Targets

1. Improved cooperative governance, financial & innovation partnerships;
2. Increase of sustainable transport modes, quality of multimodal hubs, system efficiency and accessibility;
3. Implementation of data-driven policy tools & public-private cooperation ecosystems;
4. Reduce noise & air pollution, increase traffic safety;
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SCALE-UP

User-centric & data-driven mobility for connected urban nodes.

48 Months.

3 Urban Nodes.

3.9 Million Citizens.

28 Measures.

23 Partners.

3 Follower Cities.

Objectives

Governance

Inclusive Multimodality

Data-Driven Tools

Clean & Safe Mobility

Nudged Travel Behaviour

Impactful Measures





SCALE-UP

User-Centric & Data Driven Solutions for Connected Urban Poles

Scaling up urban mobility

Building, prototyping,
deploying & evaluating
28 mobility measures for
resilient & connected
urban nodes

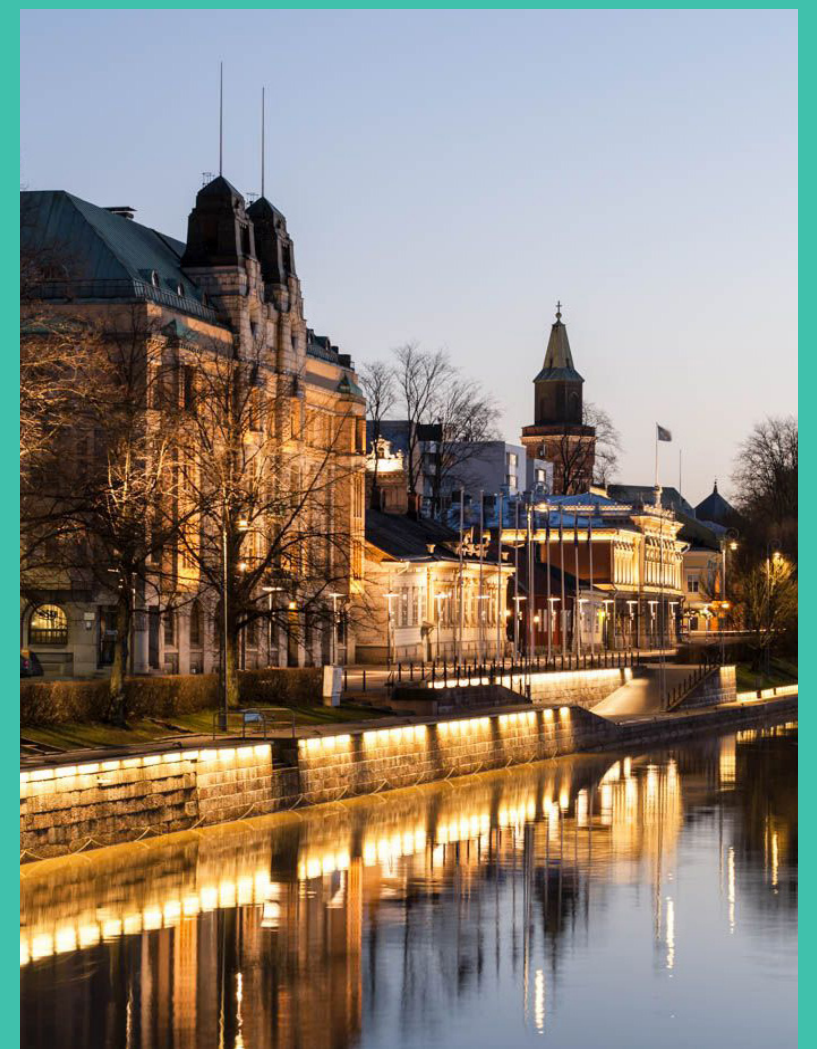
3 Urban Nodes



Antwerp
(Belgium)



Madrid
(Spain)



Turku
(Finland)

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