



# MobiNexus

Collaborating for Innovative Mobility

Deliverable 6.1

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## Plan for Communication and Dissemination

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2	Innovation Center of the Faculty of Mechanical Engineering of Belgrade University (ICMF)	RS
3	UPC Future Mobility Research Hub (UPC)	ES
4	Science and Technology Park of the University of Rijeka (STEP RI)	HR
5	International Association of Science Parks and Areas of Innovation (IASP)	ES
6	MOBY X SOFTWARE LIMITED (MOBY X)	CY

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## Abbreviations

- AI - Artificial Intelligence
- ALLEA - All European Academies
- CA - Consortium Agreement
- CSA - Coordination and Support Action
- CUS - Coventry University Services
- DMP - Data Management Plan
- DPIA - Data Protection Impact Assessment
- EEN - Enterprise Europe Network
- EBN - European Business and Innovation Centre Network
- EC - European Commission
- EISMEA - European Innovation Council and SMEs Executive Agency
- FAIR - Findability, Accessibility, Interoperability, and Reuse (Data principles)
- GA - Grant Agreement
- GDPR - General Data Protection Regulation
- HE - Horizon Europe
- ICMF - Innovation Center of the Faculty of Mechanical Engineering of Belgrade University
- IASP - International Association of Science Parks and Areas of Innovation
- KER - Key Exploitable Result
- KPI - Key Performance Indicator
- MIN - Mobility Innovation Network
- MOBY X - MOBY X Software Limited
- QAP - Quality Assurance Plan
- RAG - Red-Amber-Green (risk rating)
- SCCs - Standard Contractual Clauses
- SLA - Service Level Agreement
- UI - User Interface
- UPC - UPC Future Mobility Research Hub
- STEP RI - Science and Technology Park of the University of Rijeka
- WP - Work Package



## Executive Summary

This Communication & Dissemination Plan outlines the strategy, tools and processes that will guide the visibility, outreach and uptake activities of the MobiNexus project throughout its 24-month duration. The plan ensures that communication and dissemination actions are coherent, targeted and aligned with the project's Specific Objectives and Key Exploitable Results.

The document defines how MobiNexus will raise awareness of its goals, engage mobility stakeholders and support the adoption of its outputs, including the MobiNexus Platform, the Mobility Innovation Toolkit and the Knowledge Transfer Programme. "It establishes a unified visual identity based on the project's approved branding and promotional materials under WP6, and provides guidance on tone, style and consistent messaging across the consortium."

The plan identifies key target audiences across academia, industry, innovation ecosystems, public authorities and European networks, and outlines the channels and materials that will be used to reach them. These include the project website, social media, newsletters, events, workshops and partner communication platforms. A dedicated methodology ensures that communication activities remain structured, coordinated and responsive to emerging opportunities.

Monitoring and evaluation processes are defined through a set of Key Performance Indicators (KPIs) covering digital engagement, participation in events, material dissemination and stakeholder interactions. Annual reporting and periodic updates to the plan will ensure that communication and dissemination activities remain effective and contribute to the project's overall impact and exploitation pathway.

By presenting a clear framework for outreach and engagement, this plan supports the project's ambition to connect mobility innovation ecosystems across Europe, strengthen collaboration between academia and industry, and contribute to the transition towards smarter, more sustainable and more connected mobility systems.

# 1. Introduction

## 1.1 Overview of the Project

MobiNexus is a Horizon Europe project that connects people, ideas, and innovation to build a cleaner, smarter, and more connected transport system for Europe. Its goal is to strengthen collaboration between universities, research centres, companies, and policymakers, helping them work together to shape the future of sustainable mobility.

The project supports the European Union’s ambition to cut transport emissions by 90 percent by 2050 through digitalisation, electrification, and smarter mobility systems. By bringing together experts from across Europe, MobiNexus helps turn knowledge into solutions that make travel more efficient, accessible, and environmentally friendly.

Through the creation of the Mobility Innovation Network, an AI-powered collaboration platform, and an Entrepreneurship Academy focused on green and digital skills, MobiNexus empowers people and organisations to share knowledge, test ideas, and create lasting impact. By linking innovation ecosystems across borders, MobiNexus is helping Europe move towards a future where mobility is sustainable, intelligent, and inclusive.

## 1.2 Objectives

The communication and dissemination objectives of MobiNexus directly support the project’s Specific Objectives by ensuring that stakeholders are informed, engaged and able to access and use the results generated throughout the project. To illustrate this alignment, **Table 1** maps each project objective to the corresponding communication and dissemination objective, showing how WP6 contributes to collaboration, skills development and knowledge flow across the mobility innovation ecosystem.

*Table 1- Project and Communication Objectives Comparison table*

Project Objectives	Communication Objectives
Integrate research institutions, companies, science parks and innovation ecosystems to strengthen collaboration in sustainable mobility.	<p>Raise awareness of MobiNexus and its role in connecting mobility innovation ecosystems across Europe.</p> <p>Engage universities, companies, science parks and regional stakeholders through clear, targeted communication.</p> <p>Support collaboration through visibility of events, workshops and Mobility Innovation Network (MIN) activities.</p>

<p>Strengthen entrepreneurial, digital and green skills through training activities delivered by the MobiNexus Entrepreneurship Academy.</p>	<p>Promote training and skills-development opportunities to researchers, students, startups and innovation actors.</p> <p>Increase visibility of the Entrepreneurship Academy's materials, modules and good practices.</p> <p>Share success stories and real examples to enhance engagement and attract participants.</p>
<p>Improve knowledge flow, technology transfer and the uptake of mobility innovation through tools such as the MobiNexus Platform, Mobility Innovation Toolkit and Knowledge Transfer Programme.</p>	<p>Ensure wide dissemination of the project's Key Exploitable Results (Platform, Toolkit, KTP).</p> <p>Facilitate stakeholder understanding and uptake by sharing clear, accessible information.</p> <p>Support exploitation by communicating value, use cases and opportunities for long-term adoption.</p>

As shown in Table 1, communication and dissemination activities play a cross-cutting role in supporting the achievement of the project's goals by increasing visibility, promoting skills development opportunities and enabling the uptake of the project's tools and methods.

Communication and dissemination activities also support the visibility and uptake of the project's three Key Exploitable Results, the MobiNexus Platform, the Mobility Innovation Toolkit and the Knowledge Transfer Programme. By raising awareness, engaging stakeholders and providing clear information on these outputs, the communication strategy contributes directly to their long-term use and sustainability.

### 1.3 Communication versus Dissemination

Communication and dissemination are essential and complementary components of the MobiNexus strategy. Although closely related, they serve different purposes and target different levels of engagement. Understanding the distinction between them ensures that project messages are clear, consistent, and effective across all audiences.

#### Communication

Communication refers to the activities that raise visibility and awareness of the project. It explains what MobiNexus is, why it matters, and how it contributes to Europe's transition toward sustainable and smart mobility. Communication activities are broad, outward-facing, and accessible to non-specialist audiences.

Typical communication actions include:

- Updates on social media.
- General website content.
- Project news items and press releases.
- Introductory presentations and visual materials.

- Participation in public events.

The goal is to create recognition, build trust among stakeholders, and establish a coherent project identity across Europe. Communication supports early interest and prepares stakeholders to later engage with specific results.

### **Dissemination**

Dissemination focuses on sharing project results in a structured and targeted way. While communication raises awareness, dissemination ensures that MobiNexus outputs reach the stakeholders who can use them in practice—such as researchers, universities, science parks, public authorities, mobility companies, and innovation intermediaries.

#### **Dissemination activities include:**

- workshops, webinars and capacity-building sessions
- presentations at conferences
- policy-oriented materials, reports and briefs
- methodological documents, toolkits and training resources
- publication of deliverables and technical content

Dissemination supports the uptake, replication and real-world application of the MobiNexus Platform, the Mobility Innovation Toolkit and the Knowledge Transfer Programme.

#### **How communication and dissemination complement each other**

Communication creates visibility and attracts stakeholders towards the project. Dissemination then provides the detailed, technical and actionable content needed for stakeholders to adopt and implement project results. In practice, communication activities often direct audiences to dissemination outputs, while dissemination generates content that feeds back into communication channels.

#### **Link to exploitation**

Although distinct from both concepts, dissemination provides the foundation for exploitation. Once results are widely shared and understood, exploitation ensures their long-term use, integration and sustainability beyond the project's lifetime.

## 2. Methodology

The communication and dissemination methodology for MobiNexus follows a structured approach that supports visibility, engagement and the effective uptake of project results. It is aligned with the activities described in WP6 and ensures that communication, dissemination and exploitation actions contribute directly to the project's Specific Objectives and Key Exploitable Results.

### 2.1 Strategic alignment

All communication, dissemination and exploitation activities are developed in coherence with the project's objectives and expected results. This ensures that actions reinforce the central aims of MobiNexus: strengthening links between academia and industry, supporting entrepreneurship and skills development, and enhancing knowledge flow across Europe's mobility innovation ecosystem. The methodology adapts as the MobiNexus Platform, Mobility Innovation Toolkit and Knowledge Transfer Programme are developed and validated.

### 2.2 Audience-centred approach

The methodology is grounded in a clear understanding of the project's target audiences, including innovation ecosystems, higher education institutions, mobility companies, start-ups, public authorities and European networks. Messages and materials are adapted to the needs and interests of each group, ensuring relevance, accessibility and effective engagement throughout the project.

### 2.3 Unified project identity

A consistent visual and editorial identity ensures recognisable and coherent communication across all MobiNexus materials. The branding framework developed in Task 6.2 provides templates, language guidelines and visual elements for all partners. This strengthens the project's visibility and supports a unified narrative across channels and regions.

### 2.4 Multi-channel approach

MobiNexus uses a combination of online and offline channels to reach its audiences effectively. Key channels include the project website, social media, newsletters, workshops, conferences and the Mobility Innovation Network. Content formats range from accessible communication materials to targeted dissemination outputs such as training resources and technical documents. Channel selection is guided by audience needs and expected impact.

### 2.5 Collaboration-driven dissemination

Dissemination activities are carried out collaboratively across the consortium. Each partner contributes according to its expertise, networks and geographic reach. This ensures broad visibility and helps connect the project with universities, research centres, innovation hubs, science and technology parks, companies and public authorities across Europe. Workshops, training activities and community-building events delivered through the Mobility Innovation Network provide key platforms for cross-sector exchange.

## 2.6 Result-oriented exploitation workflow

The exploitation methodology focuses on ensuring the long-term use, adoption and value of the MobiNexus Key Exploitable Results. Exploitation activities follow the structure defined in Task 6.3 and support partners, stakeholders and mobility actors in integrating the project's outputs into their regular activities.

### **The workflow includes:**

Identifying potential users and beneficiaries, Stakeholder groups who can adopt, apply or integrate the MobiNexus Platform, the Mobility Innovation Toolkit and the Knowledge Transfer Programme are identified early in the project. These include universities, innovation ecosystems, science and technology parks, start-ups, mobility companies and public authorities.

### **Clarifying value propositions**

For each KER, the consortium refines the description of its purpose, benefits and intended use. This ensures that potential users understand how the Platform, Toolkit and Knowledge Transfer Programme support collaboration, skills development and innovation in sustainable mobility.

### **Supporting integration and use of the KERs**

Partners will encourage the incorporation of the project's results into existing structures and activities. This includes:

- Integrating the Knowledge Transfer Programme into university training and upskilling activities.
- Enabling science parks and innovation ecosystems to use the Mobility Innovation Toolkit supporting continued use of the MobiNexus Platform and the Mobility Innovation Network for collaboration, matchmaking and resource sharing.

### **Encouraging transferability and replication**

European networks, mobility initiatives and innovation intermediaries play a role in extending the impact of the KERs beyond the lifetime of the project. Dissemination and communication actions help position the KERs for reuse, replication and further development across regions.

### **Linking communication and exploitation**

Communication and dissemination activities reinforce exploitation by ensuring that stakeholders understand the scope, relevance and practical value of the KERs. As awareness grows, so does the potential for long-term adoption.

This workflow ensures that the MobiNexus Platform, the Mobility Innovation Toolkit and the Knowledge Transfer Programme remain accessible, relevant and usable beyond the end of the project, enabling their continued contribution to Europe's sustainable mobility ecosystem.

## 2.7 Continuous monitoring and adaptation

Communication and dissemination activities are monitored throughout the project using KPIs and indicators such as website analytics, social media engagement, participation levels and qualitative feedback from events. Annual reporting and periodic reviews allow the consortium to adjust activities and ensure that messaging remains consistent, timely and aligned with stakeholder needs.

## 2.8 Sustainability

The methodology incorporates measures to support the continuation of project results beyond the end of MobiNexus. These include maintaining access to online resources, transferring the Toolkit and training materials to relevant users, facilitating community activities within the Mobility Innovation Network and supporting partners in embedding project outputs into their regular programmes.

## 3. Target Audiences

The communication, dissemination and exploitation activities of MobiNexus target stakeholders who can contribute to, benefit from and support the uptake of the project's results. The following table provides an overview of the key audience groups identified in the Description of Action and summarises their relevance within WP6 activities.

Table 2- Target Audiences Table

Target Audience	Description	Relevance for Communication, Dissemination and Exploitation
<b>Higher education and research institutions</b>	Universities, research centres and training organisations active in mobility, digitalisation and innovation.	Participate in cross-sector collaboration; use training and KTP resources; contribute to validation and uptake of project outputs.
<b>Innovation ecosystems and intermediary organisations</b>	Science parks, incubators, accelerators and innovation agencies.	Key actors in implementing, piloting and replicating the Platform and Toolkit; extend reach across mobility ecosystems.
<b>Start-ups, SMEs and industry</b>	Companies involved in mobility, transport technologies, green innovation and digital services.	Users of project tools; contributors to workshops and testing; beneficiaries of training and innovation resources.
<b>Public authorities and policymakers</b>	Local, regional and national authorities with roles in mobility planning, digitalisation and sustainable transport policy.	Ensure alignment with EU policy frameworks; support evidence-based decision-making; increase uptake potential.
<b>European networks and mobility initiatives</b>	Pan-European platforms linking mobility, innovation and entrepreneurship ecosystems.	Expand cross-border visibility; support replication and long-term sustainability of results.

<b>Students and early-career professionals</b>	Learners and emerging professionals engaging in training activities.	Strengthen skills development; support future uptake of green, digital and entrepreneurial competencies.
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#### 4 Core Messages

The core messages summarise the key themes that MobiNexus communicates to its stakeholders across all channels. They highlight the project’s purpose, value and long-term contribution to Europe’s mobility innovation ecosystem. These messages ensure consistent and coherent communication across the consortium and provide a clear narrative framework for awareness raising engagement and dissemination.

##### **Connecting innovation ecosystems**

MobiNexus links universities, science parks, research centres and businesses to accelerate collaboration and technology transfer in sustainable mobility.

##### **Empowering Europe’s green and digital transition**

The project supports the EU goal of reducing transport emissions by promoting digitalisation, automation and electrification.

##### **Turning knowledge into impact**

Through its Key Exploitable Results, the MobiNexus Platform, the Mobility Innovation Toolkit and the Knowledge Transfer Programme — the project transforms research outcomes into practical solutions.

##### **Building skills and partnerships for the future**

MobiNexus strengthens Europe’s talent base by fostering entrepreneurship, cross-sectoral learning and collaboration between academia and industry.

##### **Creating lasting change**

The project leaves behind tools, networks and frameworks that sustain innovation and support long-term progress in sustainable mobility.

## 5 Communication Tone and Style

The communication tone and style of MobiNexus follow the official Branding Guidelines developed in Task 6.2. All communication and dissemination materials must use the approved visual identity, colour palette, typography and logo variations to ensure a unified, recognisable and professional presentation of the project across all platforms and audiences.

### 5.1 Tone of communication

Communication adopts a clear, concise and professional tone that reflects the project's focus on innovation, collaboration and sustainability. Messages:

- Use accessible, non-technical language for general audiences
- Use domain-appropriate terminology for specialist groups
- Remain factual, neutral and aligned with the project's objectives
- Avoid promotional or exaggerated claims
- Reflect the cross-sector and European nature of the consortium

The tone demonstrates transparency, inclusiveness and evidence-based communication consistent with European Commission expectations.

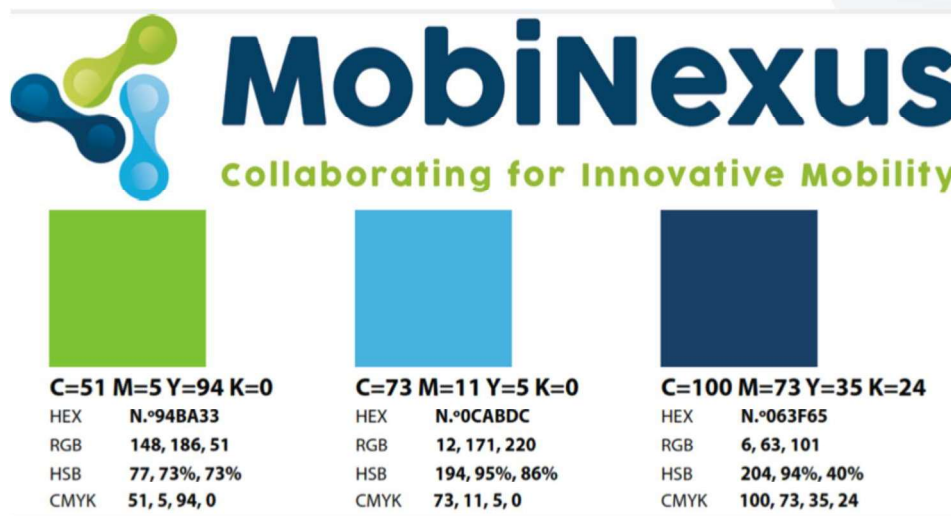
### 5.2 Visual consistency

All communication materials must use the official MobiNexus visual identity.

#### **Logo usage**

- Only approved logo artwork may be used.
- The main rectangular logo (versions 1 and 2) is the default.
- Square logo variations may be used when space is limited.
- The white logo version is reserved for coloured or dark backgrounds, preferably the primary dark blue.
- The emblem alone must never be used as the sole identifier of the project; it is a decorative branding element only.
- Adequate contrast between logo and background must always be maintained.

Figure 1- MobiNexus Colour palette



- Dark blue as seen in **Figure 1** is the default primary colour for documents and digital materials.
- Secondary colours as seen in **Figure 1** (azure and green) are used for highlights, icons and supporting design elements.
- Text colours must always ensure high contrast for readability and accessibility.

### 5.3 Typography

MobiNexus uses a unified typographic identity to support clarity, hierarchy and consistency across materials.

Primary typefaces

- Calibri – main content font
- Calibri Light – headings and subheadings

Typography must maintain readability and respect the colour contrast rules outlined in the Branding Guidelines.

### 5.4 EU emblem and funding statement

All communication and dissemination materials must display:

- The EU emblem
- The mandatory funding acknowledgement, that can be found below:

“The MobiNexus project has received funding from the European Union under the Horizon Europe programme, Grant Agreement No. 101215280.”

### 5.5 Social media tone and visual style

- Project social media posts use the approved banners designed for Facebook and LinkedIn.
- Posts follow the visual identity guidelines (logo placement, contrast, colour palette).

- Tone remains concise, accessible and informative.
- Imagery must align with the modern, technological and eco-friendly visual style of the brand (as per the Branding Guidelines' description of the logo's symbolism).

## 5.6 Consistency across partners

All consortium partners must use the same:

- Logos
- hex codes
- fonts
- layout rules
- EU emblem
- mandatory funding statement
- tone of voice
- approved templates

This will ensure that communication and dissemination activities present MobiNexus as a coherent and unified project across Europe's mobility and innovation ecosystem.

## 6. Communication and Dissemination Channels

To ensure broad visibility and effective engagement, MobiNexus uses a coordinated mix of communication and dissemination channels. These channels allow the consortium to reach general audiences, mobility stakeholders, innovation ecosystems and specialist groups across Europe. All channels apply the project's approved visual identity, branding and tone.

### 6.1 Website

The MobiNexus website <https://mobinexus.net> serves as the project's central communication hub. It provides accessible information about the project's objectives, partners, activities and upcoming events and have a link to the MobiNexus Platform and the Mobility Innovation Network.

As the project progresses, the website will also showcase public deliverables, training materials, and tools produced through the project.

### 6.2 Social Media

Social media is used to maintain regular visibility and connect with diverse audiences. The project uses official Facebook and LinkedIn profiles, supported by branded social media banners created in the MobiNexus Branding Guidelines.

Social media is used to share news and key updates, promote events with live coverage, offer short insights from partners and workshops, disseminate public outputs, and support stakeholder engagement while fostering matchmaking within the MIN community.

Posts follow the project's visual identity, colour palette and messaging conventions.

### 6.3 Newsletters

Periodic newsletters provide structured updates on project progress, events, activities and results. They are shared with project partners, wider stakeholders in mobility and innovation ecosystems, and relevant European networks.

Newsletters act as a bridge between communication and dissemination, presenting both general updates and targeted information linked to project outputs.

### 6.4 Workshops, Events and Training Activities

MobiNexus will deliver a range of workshops and webinars across several work packages to support engagement, capacity building, validation and indirectly will serve as dissemination tools. These activities are defined in the Description of Action and contribute directly to the development, testing and uptake of the MobiNexus Platform, the Mobility Innovation Toolkit and the Knowledge Transfer Programme.

#### **Workshops and webinars planned across the project**

- **Co-creation and validation workshops (WP2)**  
Workshops will engage universities, innovation ecosystems, mobility companies and public authorities to support the needs assessment, validate the ecosystem mapping and refine the design of the Mobility Innovation Network. These activities take place during the early stages of the project.
- **Platform demonstration and testing sessions (WP3)**  
A series of online and in-person sessions will introduce stakeholders to the MobiNexus Platform. Demonstration webinars and user testing workshops will allow stakeholders to provide feedback on functionality, usability and integration requirements.
- **Training workshops for skills development (WP4)**  
The Entrepreneurship Academy will deliver training workshops to support green, digital and entrepreneurial skills. These include cross-sector learning sessions that connect academia and industry, as well as webinars delivered through the Mobility Innovation Network to present good practices and examples.
- **Knowledge Transfer Programme workshops (WP5)**  
The Knowledge Transfer Programme includes thematic workshops, peer-learning sessions and webinars designed to help universities, research centres and innovation intermediaries adopt knowledge transfer methods and integrate the Toolkit into their regular activities.
- **Dissemination and awareness-raising webinars (WP6)**  
Throughout the project, dissemination webinars will present project results, progress updates and opportunities for involvement. These sessions will be organised through partner networks and the Mobility Innovation Network. A final dissemination event is also planned to provide high visibility to the main outcomes of the project ensure sustainability.

#### **Purpose and audience**

Across all work packages, the workshops and webinars support co-creation, validation, skills development, stakeholder engagement and the wider uptake of the Platform, Toolkit and Knowledge



Transfer Programme. The activities involve universities, science and technology parks, researchers, SMEs, mobility companies, public authorities, students and European networks.

## 6.5 Conferences and External Events

Partners represent MobiNexus at relevant national and European conferences, mobility forums and innovation events. These engagements help maximise visibility, strengthen professional networks and disseminate findings to specialist audiences.

Presentations, posters and materials shared at external events follow the project's branding and dissemination guidelines.

## 6.6 Printed and Digital Materials

Communication and dissemination activities are supported by branded materials developed under Task 6.2, including:

- Brochures. There are two versions: one comprehensive [brochure](#) that has been uploaded to Calaméo with the project branding, allowing partners to share it via a link, and a second one, a shorter version suitable for printing at events or sending as an email attachment if needed.
- leaflets
- Infographics
- project presentations
- posters and roll-up banners
- visual summaries of results

These materials help convey project messages clearly to diverse audiences during events, meetings and online communications.

## 6.7 Final Summary and Infographic

At the end of the project, all communication and dissemination results will be consolidated into a final overview. This will include:

- Total reach across all channels (digital, print, events)
- Engagement indicators and stakeholder participation
- Impact achieved at regional, national, and European levels
- The role of communication in supporting the exploitation of results

This final output will be presented in a clear and accessible infographic, ensuring visibility of MobiNexus achievements and supporting long-term use of project materials.

## 6.8 Media and other outreach

Where relevant, project milestones and achievements may be shared through press releases or media engagement coordinated by the communication lead. This channel supports broader public visibility while ensuring alignment with EU communication requirements.

## 6.9 Consortium and Network Channels

Partners enhance the project's visibility through their own institutional channels — from websites and newsletters to social media, innovation-ecosystem networks, and university platforms — ensuring wider dissemination and making full use of the consortium's geographic and sectoral reach.

# 7. Monitoring, KPIs, and Impact Evaluation

## 7.1 Monitoring Approach

It is conducted continuously from Month 1 to Month 24, adopting an approach that includes:

### **Tracking activity performance**

Monitoring the reach, engagement and visibility generated by communication tools such as the website, social media, newsletters and events.

### **Analysing audience engagement**

Assessing interactions, feedback and participation levels to understand which messages and channels are most effective.

### **Evaluating relevance and quality**

Reviewing whether materials, messages and formats meet stakeholder needs and reflect the project's branding and communication strategy.

### **Updating the strategy when needed**

The Communication & Dissemination Plan may be refined based on analytics, partner feedback and evolving project priorities.

All partners contribute to monitoring by documenting communication actions and reporting metrics.

## 7.2 Key Performance Indicators (KPIs)

KPIs provide measurable reference points to assess the performance of communication and dissemination activities. They support transparency, informed decision-making and evaluation of project impact.

Table 3- Key performance indicators

Measure	Indicators	Target number
<b>Brochure</b>	Nº of brochures	2
	Nº of recipients receiving brochures (either via email or in person at events)	1,000
<b>Website</b>	Nº of visitors to the website	>500
	Nº unique visitors / month (average)	100
	Nº page views /months (average)	>50
<b>Social media (LinkedIn and Facebook)</b>	Number of followers	>1,000
	Nº of impressions/ months	200
	Nº of posts	4 per month
	Engagement rate (average)	5% per post
<b>Newsletter</b>	Nº of recipients (per newsletter)	500
	Nº of newsletter (per year)	Minimum 2
<b>Project video</b>	Nº of visitors	1,000 views
<b>Press releases</b>	Nº of press releases	2
<b>Publications in conference / journals</b>	Nº of publications	2
<b>Informal meetings</b>	Nº of meetings and gatherings with local key actors and policy makers	20
<b>Promotional webinars</b>	Nº of participants online (total)	>35
	Nº of promotional webinars	At least 2
<b>Conference presentation / attendance</b>	Nº of people reached	>300
	Nº of conference attended	7
<b>Collaboration workshops</b>	Nº of participants online	70 participants
	Nº of collaboration workshops	3
<b>Co-creation workshops</b>	Nº of participants online	50

	Nº of co-creation workshops	5
<b>Interactive case study sessions</b>	Nº of participants online	100
	Nº of interactive case study sessions	7
<b>Final event</b>	Nº of participants	70 participants

KPIs will be reviewed around Month 12 and Month 24 to assess progress and adjust the strategy if required.

### 7.3 Impact Evaluation

Impact evaluation examines how communication and dissemination activities contribute to broader project outcomes, including awareness, engagement and the uptake of results.

*Table 4- Impact Evaluation*

<b>Evaluation focus</b>
<ul style="list-style-type: none"> <li>• Visibility across Europe Assessing whether communication efforts have reached diverse stakeholders across regions and sectors.</li> </ul>
<ul style="list-style-type: none"> <li>• Stakeholder engagement Evaluating whether outreach activities encourage collaboration, participation and interest in the platform, toolkit and training programme.</li> </ul>
<ul style="list-style-type: none"> <li>• Support for exploitation Assessing how communication activities generate demand, visibility and understanding of the project's three Key Exploitable Results.</li> </ul>
<ul style="list-style-type: none"> <li>• Contribution to project objectives Evaluating how outreach activities support knowledge sharing, skills development and strengthened innovation capacity within mobility ecosystems.</li> </ul>

## 8. Partner Roles and Responsibilities

Effective communication and dissemination require coordinated action across the consortium. While IASP leads Work Package 6, all partners contribute to ensuring that MobiNexus achieves strong visibility, engagement and uptake of results. Responsibilities are aligned with the roles defined in the Description of Action.

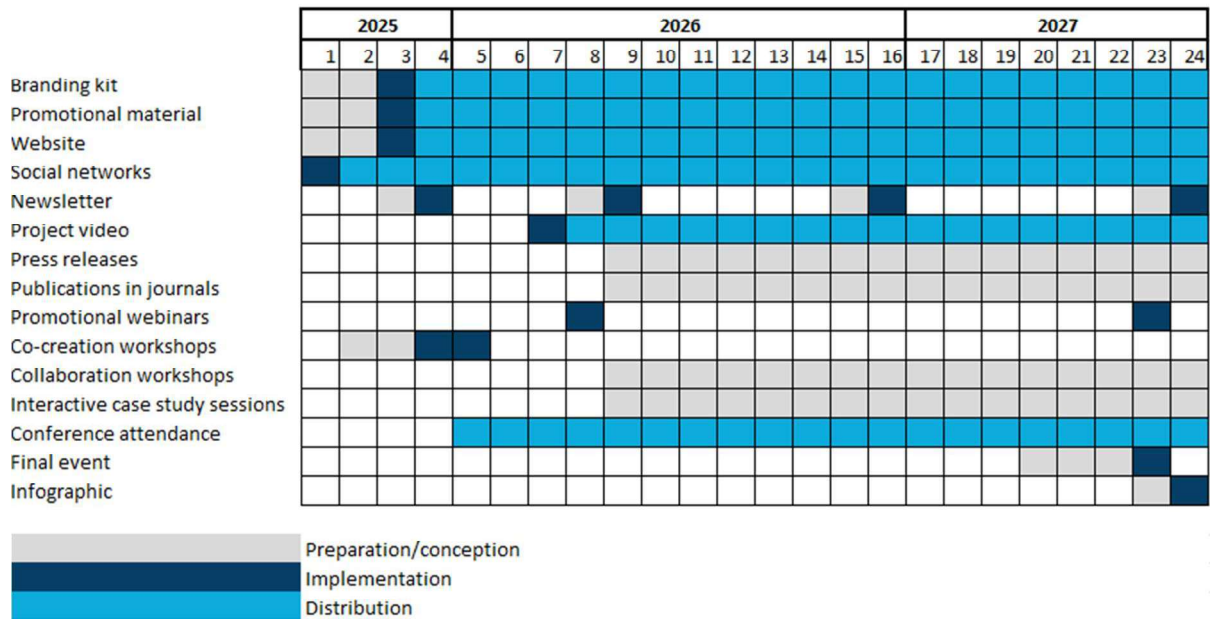
Table 5 – Roles and responsibilities

Organisation	Roles and responsibilities
IASP	<p><b>Role: Work Package Leader (WP6).</b></p> <p><b>Responsibilities:</b> Leads all communication, dissemination and exploitation activities within WP6.</p> <p>These activities include:</p> <p><b>Coordination of communication and dissemination activities</b>, ensuring that outreach actions follow the approved Communication &amp; Dissemination Plan and the project’s branding guidelines. IASP is responsible for the</p> <p><b>Preparation of key WP6 deliverables</b>, such as developing the Communication &amp; Dissemination Plan, annual activity reports, and the Exploitation Plan. It manages</p> <p><b>Branding and visual identity</b>, providing partners with templates, logos, and visual guidelines, and ensuring the consistent application of the project’s identity.</p> <p><b>Content development and editorial oversight</b>, leading the production of communication materials, including brochures, newsletters, factsheets, social media content, and press releases.</p> <p><b>External stakeholder engagement</b>, promoting MobiNexus through its global network of science parks and innovation ecosystems.</p>
ICMF	<p><b>Role: Website and Technical Communication.</b></p> <p><b>Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Developing and maintaining the MobiNexus project website.</li> <li>• Ensuring usability, accessibility, and regular updates to web content.</li> </ul>
All consortium partners	<p><b>Role: Active Role in communication and dissemination.</b></p> <p><b>Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Sharing project news and updates through institutional websites, newsletters, and social media.</li> <li>• Supporting content creation for communication materials, including interviews, case studies, best practices, and partner spotlights.</li> <li>• Ensuring visibility of MobiNexus in national and regional networks.</li> <li>• Reporting communication and dissemination activities and metrics.</li> <li>• Respecting branding guidelines and EU funding visibility requirements.</li> <li>• Supporting exploitation by promoting the project’s tools, outcomes, and opportunities for uptake.</li> <li>• Partners are encouraged to proactively identify dissemination opportunities and support the project’s presence across Europe’s mobility innovation landscape.</li> </ul>

## 8.1 Communication Timeline

The following Gantt chart provides an overview of the planned communication and dissemination activities across the 24-month duration of MobiNexus

Table 6 – Timeline of communication and dissemination activities



The timeline above provides an overview of communication and dissemination activities across the duration of MobiNexus. While some activities—such as the website, social media, and newsletters—follow a regular rhythm throughout the project, others depend on the progress of technical work packages and therefore remain indicative at this stage. The Gantt chart will be updated as the dates for the activities are set.

Some of the activities do not yet have a confirmed schedule. This is the case for press releases, publications in academic journals, collaboration workshops and the interactive case study. For this reason, these activities appear in grey in the Gantt chart, indicating that they are in preparation but without a defined month for implementation.

With regard to participation in conferences, there is no specific implementation month, as this is an activity that the partners will carry out from January 2026 onwards, depending on the schedule of external events that are relevant for promoting the project.

In line with the Description of Action, MobiNexus will carry out several structured engagement activities whose timing will be confirmed as the project advances. These include:

- **A final dissemination event** showcasing all Key Exploitable Results and engaging stakeholders from across Europe.
- **A series of project workshops** linked to community building, toolkit co-creation, and validation activities. These will support cross-sector exchange and prepare stakeholders for the uptake of MobiNexus results.
- **A set of online webinars** delivered through the Mobility Innovation Network to introduce project tools, share progress, and foster stakeholder engagement across innovation ecosystems.

- **Ongoing dissemination actions** such as presentations at external events, participation in conferences, and collaboration with European networks.

All timing remains provisional and will be refined during project implementation to ensure alignment with technical progress, stakeholder availability, and consortium planning. Updated versions of the Communication & Dissemination Plan will incorporate more precise scheduling as information becomes available.

## 9. Open Science and FAIR Principles

MobiNexus follows the Horizon Europe requirements for Open Science and the FAIR principles (Findable, Accessible, Interoperable, Reusable). All public deliverables will be made openly accessible through the project website and deposited in a trusted open repository such as Zenodo, ensuring long-term availability and transparency. In accordance with the Grant Agreement, the consortium will provide open access to publications and communication materials intended for public dissemination and will ensure that outputs are uploaded to the Horizon Results Platform, where appropriate, to support wider visibility and exploitation.

As MobiNexus is not expected to generate research data requiring dedicated data management, Open Science obligations primarily concern the accessibility of public reports, communication materials, and key project results. All partners are responsible for ensuring that materials intended for open access follow FAIR principles and comply with European Commission guidelines.

## 10. Gender-Sensitive and Inclusive Communication

MobiNexus follows the Horizon Europe guidelines on gender equality and inclusiveness and incorporates these principles into all communication and dissemination activities. As outlined in the Description of Action, the project ensures that public-facing materials reflect diversity in terms of gender, background, professional role and geographic representation.

Communication outputs—including the website, social media content, newsletters, visual materials and event promotions—will use inclusive language, gender-balanced examples, and non-stereotyped representations of people working in mobility and innovation ecosystems. Imagery will be selected to avoid bias and to represent a broad range of stakeholders across Europe.

All partners will ensure that speakers, testimonials, and contributors to project events and communication activities reflect gender balance whenever possible, supporting the project's commitment to equality, representation and accessibility.

## 11. Risks and Mitigation Measures

Effective communication and dissemination depend on timely coordination, consistent messaging and active participation across the consortium. While the risks associated with Work Package 6 are limited, several factors could affect the visibility and uptake of project results. The following risks and mitigation measures ensure that communication and dissemination activities remain robust and responsive throughout the project.

Table 7 – Risks and mitigation measures

Risk	Mitigation
Low engagement from target audiences (e.g. low webinar turnout, limited social media responses)	<ul style="list-style-type: none"> <li>• Use partner networks (HEIs, science parks, industry associations) to amplify invitations.</li> <li>• Increase frequency of targeted posts using stakeholder-specific messaging.</li> <li>• Contact key stakeholders directly (mailing lists, LinkedIn outreach).</li> <li>• Provide incentives for participation (early access to tools, co-creation opportunities).</li> </ul>
Delays in content contributions from partners	<ul style="list-style-type: none"> <li>• Provide clear deadlines and templates for contributions.</li> <li>• Introduce a short reminder system (2–3 reminders per item).</li> <li>• If needed, IASP drafts placeholder text based on partner materials and requests confirmation instead of original input.</li> <li>• Prioritise essential content to ensure minimum viable communication output.</li> </ul>
Website or platform updates delayed	<ul style="list-style-type: none"> <li>• Prepare interim updates using social media and newsletters.</li> <li>• Use a simplified version of the content on partner websites until full upload is ready.</li> <li>• Maintain an internal backup system (shared folder) to ensure materials are still available to stakeholders.</li> </ul>
Limited visibility of communication materials	<ul style="list-style-type: none"> <li>• Repurpose strong content across multiple channels (website, newsletters, LinkedIn).</li> <li>• Coordinate cross-posting by partners to extend reach.</li> <li>• Produce short-format pieces (infographics, key messages) that travel more easily online.</li> </ul>
Event attendance lower than expected	<ul style="list-style-type: none"> <li>• Begin promotion earlier and extend promotion duration.</li> <li>• Involve partners to invite their networks directly.</li> <li>• Offer hybrid participation, when possible, to reduce attendance barriers.</li> <li>• Schedule events avoiding major holidays and sector conferences.</li> </ul>

Public deliverables not reaching target audiences	<ul style="list-style-type: none"> <li>• Upload deliverables to website + Zenodo (open access).</li> <li>• Share announcements via LinkedIn and newsletters.</li> <li>• Encourage partners to circulate deliverables through national/regional networks.</li> </ul>
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## Conclusions

This Communication & Dissemination Plan provides a structured framework for ensuring that MobiNexus achieves strong visibility, engages key stakeholders and supports the uptake of its results across Europe’s mobility innovation ecosystem. By combining a unified visual identity, clear messaging, targeted communication channels and coordinated partner contributions, the plan ensures that project activities remain consistent, accessible and aligned with the project’s objectives.

The plan is designed as a living document, allowing updates and refinements as the project progresses and new opportunities emerge. Continuous monitoring, KPI tracking and annual reporting will support evidence-based adjustments and help maximise the impact of communication and dissemination efforts.

Through coordinated outreach and active collaboration across the consortium, MobiNexus will strengthen connections between academia, industry, innovation ecosystems and public authorities, contributing to the development of smarter, more sustainable and more connected mobility systems across Europe.

## References

- European Commission (2025). *MobiNexus Grant Agreement No. 101215280*.
- MobiNexus Consortium (2025). *Description of Action (DoA)*, Version 1.
- MobiNexus Consortium (2025). *Branding Guidelines, Task 6.2*.
- European Commission (2021). *Horizon Europe Programme — Communication, Dissemination, and Exploitation Guidelines*.

# ANNEXES

Figure 2- MobiNexus Deliverables template

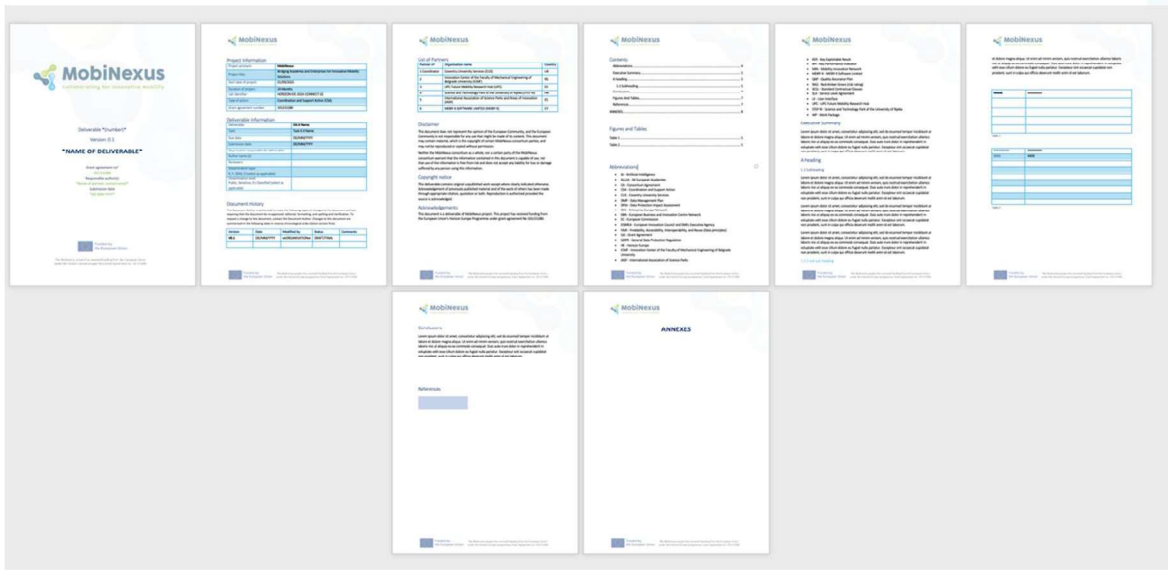


Figure 3- MobiNexus Branding Guidelines

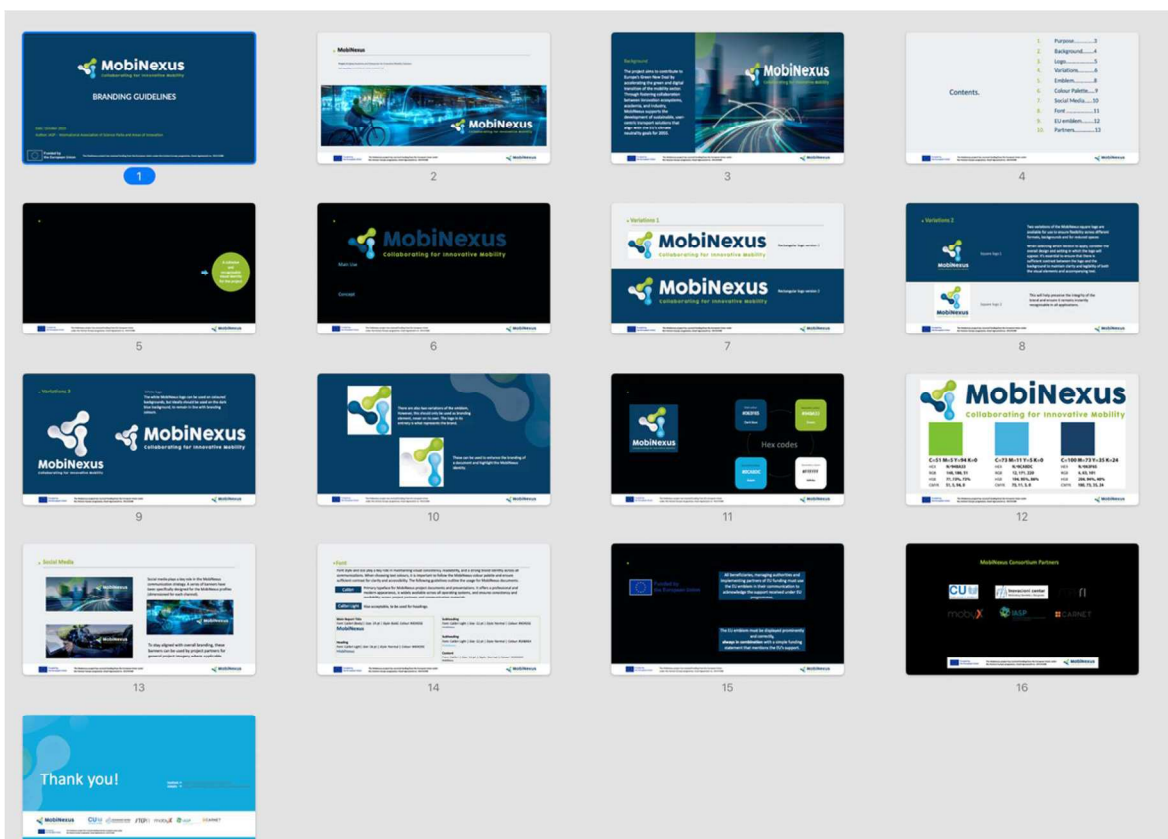


Figure 4- MobiNexus Brochure design 1

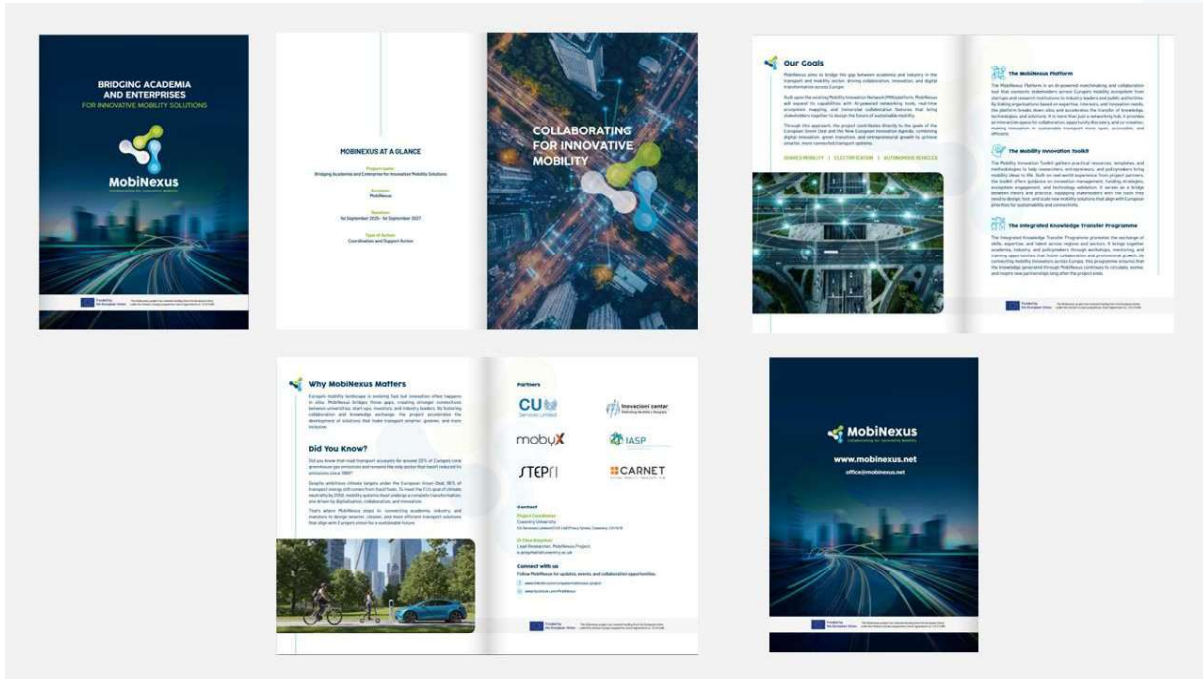


Figure 5- MobiNexus Brochure design 2



Figure 6- MobiNexus social media Banners and Templates



Figure 7- MobiNexus press Release Template

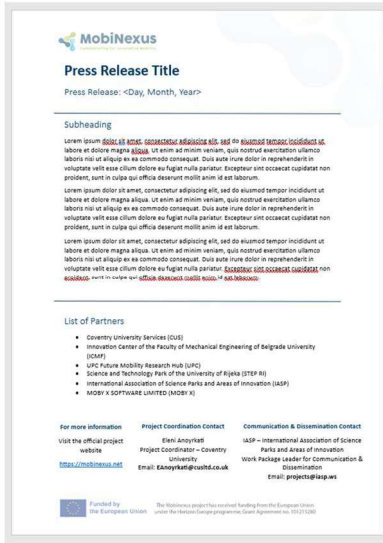


Figure 8- MobiNexus Newsletter Template

