



Activity Deliverable

23083 TACTIC DEL02 Communication Plan

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility

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List of abbreviations

TACTIC	Tools for locAl Commerce logisTICs
MGP	Métropole du Grand Paris

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1. Executive Summary

TACTIC proposes a transformative logistics solution for local commerce based on a collaborative approach between cities, local commerce, logistics operators and technology providers. The main objective of this project is to establish a sustainable and efficient last-mile delivery system at the city level. To achieve this, two living labs are designed and implemented in Barcelona and Metropole du Grand Paris.

This document is the second deliverable (DEL02) of TACTIC, the communication plan, and it presents a situation analysis, the communication objectives, the target audiences, and key messages. It also presents the visual identity, the communication channels, the communication plan and success criteria. In summary, this deliverable presents all the tools that will be used to make sure TACTIC and its innovation products are successfully communicated to the public.

This deliverable was developed with input from all consortium partners and in January 2023, at the beginning of the project. Both, the communication partners and the cities identified the communication and dissemination activities they intend to carry out in relation to their products and pilots, making this deliverable aligned with each partner objectives. This input was collected through a survey that was developed with key questions and sent to the TACTIC partners.

The Communication Plan plays a crucial role in ensuring the success of KAVA. It contributes to the project's overall objectives by facilitating effective communication and knowledge sharing among stakeholders, including government agencies, private companies, and merchants.

In summary, this document captures the collective vision of the TACTIC partners regarding their communication plan objectives. It serves as a comprehensive guide, driving effective communication and collaboration to achieve the project's transformative goals.

2. Introduction

This introductory chapter provides a background of the project and outlines a general approach for the communication plan by introducing a communication timeline and conducting a project's situation analysis.

2.1. Background

The main objective of TACTIC is to design, deploy and evaluate a sustainable and efficient delivery system for local commerce based on a multi-stakeholder collaborative approach. To achieve this, three commercialisation products will be developed and two living labs will be used to test them in a real environment - in Barcelona and Metropole du Grand Paris. This will enable the TACTIC consortium to develop a robust methodology for the market launch of the commercialised solutions, conduct an analysis of the key drivers with a view to replicate the delivery system in other cities and assess the effectiveness of the solution in achieving sustainability objectives.

Following, the specific TACTIC project objectives:

- Deploy green, safe, inclusive mobility solutions for goods.
- Develop three innovative products to support the transition towards sustainable urban logistics:
 - ⇒ E-vans and e-cargo bikes sharing platform.
 - ⇒ Green logistic delivery service.
 - ⇒ Green logistics integration in an e-commerce platform.
- Demonstrate the state of the art and impact of zero-emission urban logistics solutions.
- Analyse and demonstrate the potential and impact of zero-emission cargo vehicle-sharing solutions.
- Analyse the impact of an integrated e-commerce platform with multiple green logistics operators.
- Study and analysis of the optimal combination of vehicle typologies to optimise logistics and maximise their associated impact.
- Define a methodology for the replicability of TACTIC' solutions beyond the project's living labs.
- Analyse the business potential of TACTIC' solutions.

2.2. General communication timeline

One of the key aspects to success and enhancing end-users' acceptance of TACTIC's products is offering the definition of a well-dimensioned communication plan for the project in order to ensure that the project message is reaching the target audience effectively, such as logistic professionals, merchants and inhabitants. The communication plan for the Living Labs is focused on all the stakeholders, in order to describe the instructions and benefits related to TACTIC's innovations. TACTIC project aims not only to create and develop new tools for local commerce logistics but also to reinforce the knowledge transferability.

Figure 1 pretends to give a broad image of the overall TACTIC communication panorama by showing the most relevant milestones.

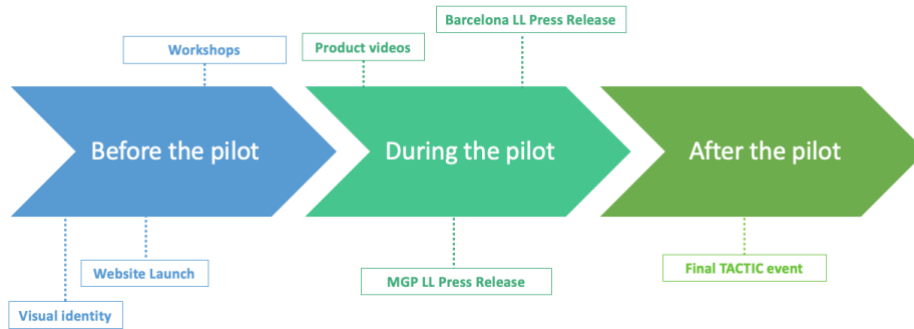


Figure 1: General communication timeline.

2.3. Situation analysis

To achieve TACTIC's goals, it is crucial that there is an understanding regarding the internal and external factors that impact the project's success. The situation analysis provides a comprehensive overview of TACTIC's internal strengths and weaknesses, as well as the external opportunities and threats. By conducting a thorough analysis, the potential challenges and opportunities are identified allowing the development of communication strategies that leverage the strengths and address the weaknesses.

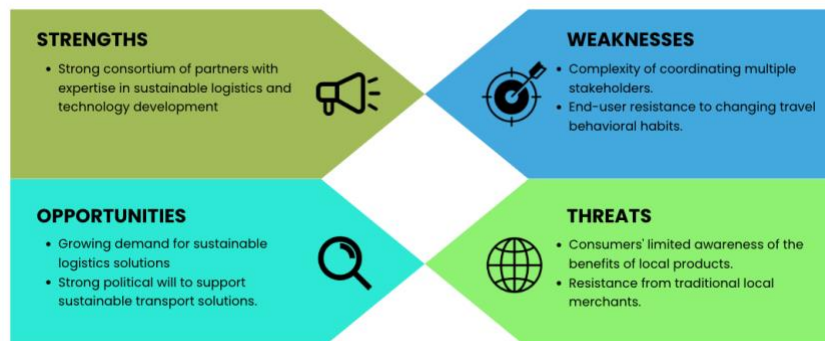


Figure 2: Situation Analysis

In Figure 2, it is presented TACTIC's situation analysis where the most relevant strengths, weaknesses, opportunities and threats of the project are presented.

The internal analysis enhances the strong consortium of partners with expertise in sustainable logistics and technology development as one of TACTIC's major strengths. To embrace this, it's relevant that the project presents the experience and skills of individual partners through case studies, interviews, and other types of content. Regarding the project weaknesses, the number and the distinct nature of TACTIC stakeholders may be a challenge due to the complexity of coordinating multiple stakeholders. To tackle this constraint, stakeholder engagement should be prioritized, and the target audiences should be well characterized by having oriented, clear and consistent communication content.

As for the external analysis, the growing demand for sustainable logistics solutions, particularly in urban areas, and the political will to potentiate sustainable transport solutions that improve citizens daily lives, are some of the TACTIC's identified opportunities. To take advantage from this scenario, the project should be seen as a leader in the market of sustainable logistics. This can be achieved by engaging with the media in order to reach a wider and more diverse audience. Concerning the project's threats, the limited consumer knowledge and experience with local products, and the resistance from traditional local merchants on embracing new products and technologies, were some of the limitations that were identified. To address these threats, priority should be given to education and awareness among end-users and local merchants. Given that the government is part of the consortium, this relationship can leverage the resistance among stakeholders and encourage their active participation in the project. The coordination of different departments among the municipalities can also facilitate the communication and potentiate participation from different stakeholders.

3. Goals and objectives

The communication plan includes several marketing collateral and activities before, during and after launching of the Living Labs. In particular, the chapter includes the communication objectives and the general communication guidelines. The evaluation and monitoring of the communication strategy, is based on the principle of the 6 W's (What, Why, When, Where, and Who and How) as illustrated in Figure 3.



Figure 3: Communication plan principles.

This communication plan is conceived as a dynamic tool that will evolve with the development of the project's needs, therefore the contents will be adjusted according to the progress of the project.

3.1. Communications Objectives

The strategic goals of the TACTIC's communication plan which are transversal to all the pilots are described in Figure 4.

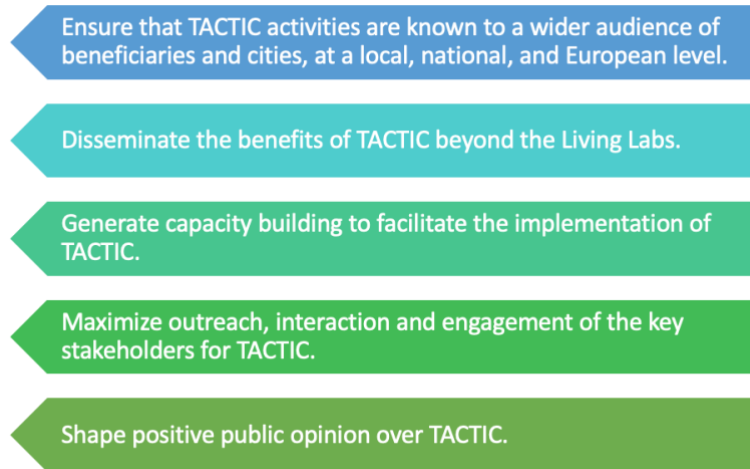


Figure 4: Communication Objectives.

The specific communication objectives were configured according to the particularities of each innovation product and living lab. These specific objectives should be SMART:

- **S**pecific: explain in a clear and detailed way the result to be achieved.
- **M**asurable: describe an achievement that can be tracked in percentage, a frequency, rate or number.
- **A**chievable: there is the will and a real chance of achieving this objective, it is a realistic objective.
- **R**elevant: an important objective that is aligned with the overall purpose and strategy of the project.
- **T**ime-bound: includes a deadline that gives it a sense of urgency.

Based on this, below will be stated each specific communication objectives for each innovation product:

- **Hermeneus's product - Green logistics integration in an e-commerce platform**
 - Create awareness: Generate awareness among government entities, private companies and the local commerce about this product innovation in Barcelona. Promote the product as white-label marketplace solution that incorporates a module for eco-friendly delivery companies.
 - Educate about benefits: Communicate the advantages of choosing this e-commerce platform over others, emphasizing features such as sustainable delivery options, while also highlighting the benefits for local businesses in selling their products online and prioritizing green delivery solutions.

- Position a new green e-commerce platform in the market: Position the Hermeneus's product among government entities, local commerce and operators as a sustainable and innovative e-commerce solution to improve cities logistics.
- **VANaPEDAL's product – Green logistics delivery service**
 - Create awareness: Generate awareness among citizens, the local commerce and e-commerce platforms in Barcelona about VANaPEDAL's sustainable delivery services and its benefits.
 - Educate about benefits: Communicate the benefits of choosing this delivery service, including the increased efficiency and speed of delivery promoted by this product, as well as its main advantage of contributing to the environment and long-term sustainability of cities.
 - Position the green logistics delivery service in the market: Position VANaPEDAL's product as an innovative sustainable delivery solution that promotes liveable cities and contribute to the reduction of pollution and traffic congestion.
- **CLEM's product - E-vans and e-cargo bikes sharing platform**
 - ⇒ Create awareness: Generate awareness among citizens, logistic operators, and the local commerce both in Barcelona and in the Metropole du Grand Paris about CLEM's product and its benefits.
 - Educate about benefits: Communicate the advantages of renting vehicles in this sharing platform, including offer of different vehicle options including e-vans and e-cargo bikes, as well as broader benefits of shared vehicle rentals over vehicle ownership.
 - Position a new sharing platform of e-vans and e-cargo bikes in the market: Position CLEM's product as an innovative sharing vehicle platform for cargo purposes that build green and efficient urban logistics.

3.2. General communication guidelines

All partners should follow a few guidelines applicable for the dissemination of communication messages related to TACTIC. The following will be based on the EIT communication guidelines:

- The EIT Urban Mobility logo & the EU emblem must be used according to the guidelines of EIT brand book;
- TACTIC logo must be used for all external communications of activities carried out during the project;
- In presentations the EIT Urban Mobility/ EU and TACTIC logo should be present on every slide;
- On all videos, EIT Urban Mobility/ EU and TACTIC logo should be clearly present;
- An intro and outro video including the EIT Urban Mobility logo is available in the shared folder;



Figure 5: Portrait example for the EIT logo and EU emblem.

- The PowerPoint/Word template that should be used is available in the TACTIC shared folder. All the templates are created based on the EIT UM templates and the TACTIC Brand book;



Figure 6: First slide of the PPT template.

- EIT Urban Mobility should be tagged in every social media post;

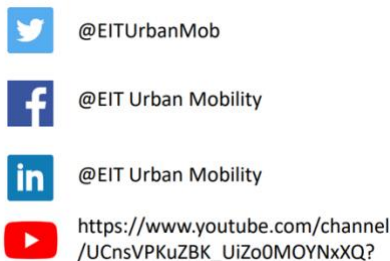


Figure 7: EIT social media.

- The following line “TACTIC project is supported by EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union. EIT Urban Mobility acts to accelerate positive change on mobility to make urban spaces more liveable. Learn more: eiturbanmobility.eu” must be added in every press release, media statements, or other presentations to media within the first or second paragraph of the body content.

4. Stakeholders

When developing a communication plan defining the stakeholders roll is crucial for the success of the project. In this chapter, it's presented the target audience for each commercialisation product, the information requirements, and the target messages.

4.1. Target audience

To properly manage the communication effort during the TACTIC project, the stakeholders have been classified in a matrix according to their level of influence and involvement in the project, as presented in Figure 8.

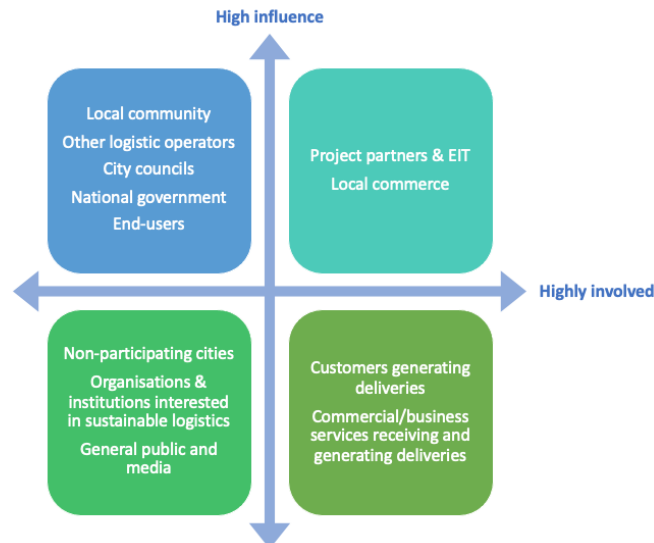


Figure 8: Stakeholders' matrix

Based on the stakeholder matrix, Figure 9 presents and explains the communication purposes for each stakeholder group.

Even though the global stakeholders' matrix from the project is important for communication purposes, a communication plan should address a concrete target audience. In TACTIC, this evaluation will be done by analysing each innovation product, its participating stakeholders and the consequent individuals or groups of people that the communication plan aims to reach.

TOP RIGHT: Highly involved and influential	Communication is used to engage, support and consult the stakeholders in a regular basis aiming to maintain a high level of satisfaction.
TOP LEFT: Highly influential, less involved	Communication is used to comprehensively inform stakeholders, monitor their needs and increase their level of participation and interest
BOTTOM LEFT: Low influence, low involvement	Communication is used to inform the generalities of the project and aim to increase their level of involvement
BOTTOM RIGHT: Low influence, high involvement	Communication is used to anticipate and monitor the needs of the stakeholders, keep them inform and involve them as needed in the project

Figure 9: Communication purposes by stakeholder category

- CLEM’s product - E-vans and e-cargo bikes sharing platform

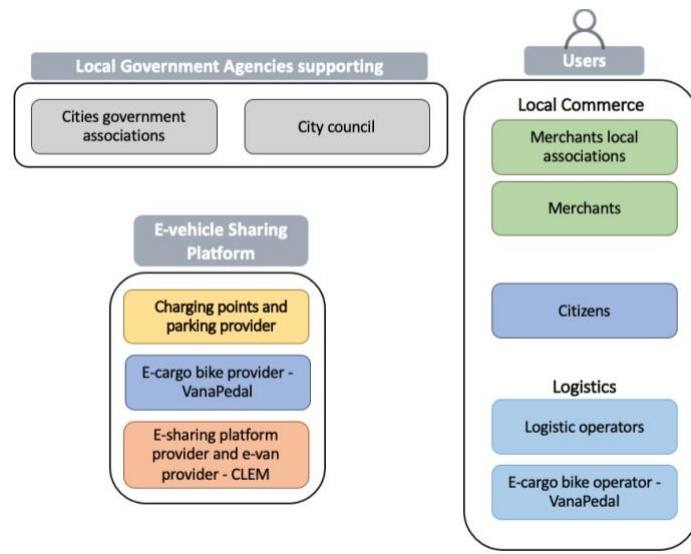


Figure 10: E-vans and e-cargo bikes sharing platform stakeholders.

Considering the stakeholders represented in Figure 10 and the goals and objectives, as well as the situation analysis of TACTIC, for this innovation product is relevant that:

The Local Government Agencies are provided with a comprehensive communication regarding the outcomes, accomplishments, advantages, and future prospects of CLEM’s product. This communication emphasizes the benefits of promoting shared e-vehicle rentals for logistics over carbon-based vehicle ownership for the cities, improving air quality, reducing traffic congestion, and fostering the creation of more liveable cities in the long run.

The **E-vehicle sharing platform providers**, are informed and consulted during all duration of the project. The benefits of partnering with each other should be enhanced: increased visibility, access to a wider customer base and possibly an increased revenue and bigger growth opportunities. Specifically, the communication with VANaPEDAL must be efficient and continuous in order to facilitate the product development and market integration.

Local commerce is fully engaged in the e-vehicle sharing platform. The communication should be effective and spread the benefits and impact that this product can have in their business: increased access to sustainable transportation options, cost/time savings, option to choose to share rather than to own a vehicle for logistic purposes, increased efficiency on the logistic processes, etc.

Citizens are fully engaged with CLEM’s platform and know how easy and convenient this platform is to be used. The communication should spread the benefits of its usage: cost savings, option to choose to share a vehicle rather than to own it, possibility of renting the vehicles in short periods of time, etc.

Logistic/delivery operators know how they can use the platform and the increased efficiency that can benefit if using it. It offers a 24-hour delivery that ensures optimal routes. Promotes cost savings and the possibility of advertising their deliveries as sustainable.

VANaPEDAL’s product - Green logistic delivery service

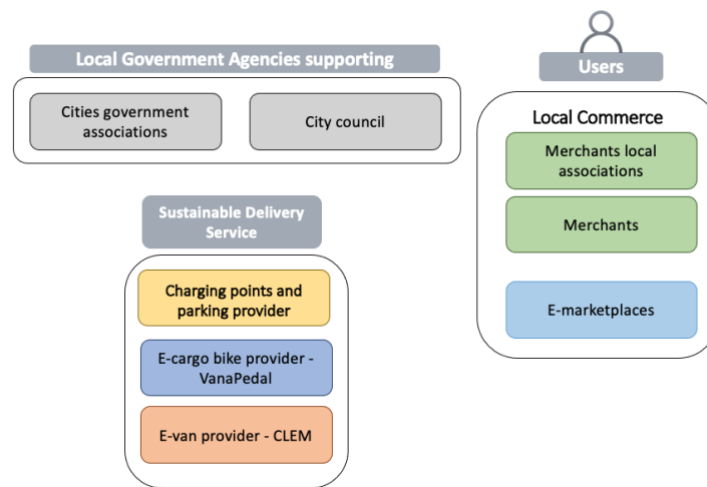


Figure 11: Green logistic delivery service stakeholders.

Considering the stakeholders represented in Figure 11, and the goals and objectives, as well as the situation analysis of TACTIC, for this innovation product is relevant that:

The Local Government Agencies receive a proper communication of results, achievements, benefits and potential of VANaPEDAL’s product, for example, reduction of carbon emissions, promotion of sustainable urban logistics, improvement of traffic, and potential scale of this solution to other parts of the city. But also highlight the positive impact on the overall logistics system in the city and possible knowledge transferability.

Sustainable Delivery Service providers, are informed and consulted during all duration of the project. The benefits of partnering with each other should be enhanced: increased visibility, access to a wider customer base and possibly an increased revenue and bigger growth opportunities. Specifically, effective and ongoing communication is crucial with VANaPEDAL to streamline product development and ensure a smooth market integration.

Local commerce and E-marketplaces are fully engaged in TACTIC’s green logistic delivery service. The communication should be effective and spread the benefits and impact that this product can have in the audience: cost and time savings, access to a greener delivery option, improved efficiency in peak-hours, possibility of advertising their product deliveries as sustainable, more efficient deliveries in peak hours, etc.

- Hermeneus’s product - Green logistics integration in an e-commerce platform

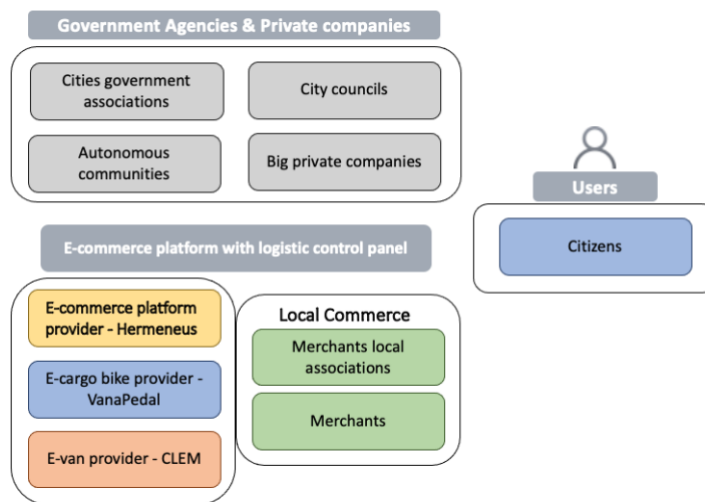


Figure 12: E-commerce platform stakeholders.

Considering the stakeholders represented in Figure 12, and the goals and objectives, as well as the situation analysis of TACTIC, for this innovation product is relevant that:

Government Agencies, Private companies are effectively informed about the outcomes, accomplishments, advantages, future potential and transferability of Hermeneus’s product. This will help to promote the interest of this audience to buy this e-commerce platform. The Hermeneus product encompasses the promotion of sustainable urban logistics and the facilitation of a more environmentally conscious e-commerce market.

Merchants and Merchant local associations are effectively informed about the benefits that can have if using this platform to sell their products – products available to a wider public, increased visibility, etc. This audience can be interested in promoting the digitalization of their commercial ecosystems.

E-commerce platform transport providers, such as CLEM, and VANaPEDAL, are informed and consulted during all the duration of the project. The benefits of partnering with each other should be enhanced:

increased visibility, access to a wider customer base and possibly an increased revenue and bigger growth opportunities. Other operators can be interested on the development of eco-friendly delivery service companies in their respective areas of influence.

Citizens are fully engaged in TACTIC's e-commerce platform. The communication should be effective and spread the benefits and impact that this product can have in this audience: increased access to local products with a better quality/price relation, access to organic and healthier products, efficient and reliable sustainable deliveries, bigger products choice. The ease of use and convenience of the platform, as well as the positive impact on the environment and the community, for example by promoting local producers, are some other relevant benefits that should be communicated. To promote an active participation of this audience it's important that a feedback platform is provided.

4.2. Information requirements

Understanding the specific requirements each stakeholder needs it's crucial for a successful communication. In the table above each stakeholder will be listed with the information needed and respective timeframe for delivering it. This will ensure that the right information reaches the stakeholders at the right time, enhancing their engagement and cooperation throughout the project.

Provider	Information
CLEM; VANaPEDAL; Hermeneus	Data on usage of the solution and level of satisfaction of the users. Feedback surveys, data collected from the app's, etc.
MGP; Barcelona City Council	Information of the pilot: starting date, location, description, etc.
CLEM; VANaPEDAL; Hermeneus	Information regarding the benefits of the products. For example, in the case of Hermeneus, communicate the benefits that the local commerce can have by joining an e-commerce platform
CLEM; VANaPEDAL; Hermeneus; MGP; Barcelona City Council	Information related to TACTIC events: date, location, guests, program, etc.
All partners	News and media to be shared in TACTIC, MGP and/or Barcelona city council website.

Table 1: Information requirements

4.3. Key messages

The key messages of the TACTIC project have to be tailored to the type of stakeholders and their needs, fit the specific living lab of the pilot and take into account the context and timing of the pilot implementation. The following initial key messages can be used as a basis for the general TACTIC communication:

- TACTIC develops a sustainable and efficient delivery system for local commerce.
- TACTIC deploys green, safe, and inclusive mobility solutions for goods and develops innovative products to support sustainable urban logistics.
- TACTIC analyses the business potential of the green logistics solutions developed to ensure their long-term viability and scalability.
- TACTIC promotes end-users travel behavioural changes.
- TACTIC promotes local product consumption.
- TACTIC reduces the number of carbon-based vehicles in circulation and promotes of environmental sustainability.
- TACTIC increases awareness and adoption of sustainable practices among logistics operators and local commerce.
- TACTIC helps local businesses reduce their costs of transport as well as increase profit for operators.
- TACTIC logistics sharing platform responds based on the actual demand.

The following initial key messages can be used as a basis for Hermeneus's product communication:

- Hermeneus World software enables the creation of white-label marketplaces for leading commercial ecosystems incorporating a module for eco-friendly delivery companies.
- Hermeneus World product facilitates the integration of eco-logistics businesses.
- Hermeneus World product reduces the digitalization efforts for businesses while expanding their commercial and logistical options.
- Hermeneus World product gives businesses the possibility to offer their customers eco-friendly and sustainable delivery options.

The following initial key messages can be used as a basis for the CLEM's product communication:

- CLEM provides a multimodal solution with both e-vans and e-cargo bikes;
- CLEM provides cybersecurity management by ensuring data privacy and identity verification.
- CLEM increases efficiency by using sustainable vehicles and offering 24-hour delivery to ensure optimal routes.

- CLEM advocates for a shared mobility approach, encouraging individuals and businesses to embrace vehicle-sharing instead of individual ownership

The following initial key messages can be used as a basis for the VANaPEDAL's product communication:

- VANaPEDAL's is the first public urban micro platform in Barcelona, using a fleet of over a dozen cargo-bikes for parcel deliveries by international shippers in the morning.
- VANaPEDAL's software efficiently assigns cargo-bikes to collect parcels from businesses in Ciutat Vella, ensuring 24-hour delivery anywhere in Barcelona.
- VANaPEDAL's fleet includes various cargo-bike types and models, optimized by the software for Next-Day delivery routes.
- VANaPEDAL's cargo-bikes are ideal for zero-emissions deliveries in city centers with restricted vehicle access.
- VANaPEDAL's focuses on the promotion of green logistics.
- Visit [Vanapp24h](#) to experience their service first-hand!

The key messages of the project will grow and must be adapted to all the cities' needs through the project lifetime. For those messages to be effective is necessary they ensure these principles:

- **Concise:** clear and short messages.
- **Strategic:** aligned with TACTIC value proposition and its benefits.
- **Accessible & understandable:** easy for target audiences to understand, avoiding acronyms or jargon.
- **Actionable:** transmit a sense of urgency that influences action. The messages must be decisive and active rather than passive.
- **Credible:** use data, facts and concrete details.
- **Relevant:** important for the audience, on a rational and emotional level.
- **Tailored:** to be specific to the audience.

5. TACTIC Brand

5.1. Visual Identity

A strong and coherent visual identity of the project was developed through the design of the project logo (Figure 13) to ensure a unique identity of the project. It is possible to see that the logo was inspired by both the electric vehicles (rays) and the e-commerce (two straps of a shopping bag in the upper part of the logo).

All communication materials should use the colour palette presented in Figure 14 and Figure 15. The primary typography font is *Open Sans Bold*.



Figure 13: Project Visual Identity (Logo).



Figure 14: TACTIC primary colours.



Figure 15: TACTIC secondary colours.



5.2. Social media identity - #TACTIClogistics

The cities and all project partners will use social media channels mentioning the hashtag **#TACTIClogistics**, in order to generate project awareness and communicate the small victories, achievements and results of the project. This would need to be done before, during and after launching the pilot.

6. Communication channels

6.1. Official websites and social media of the partners

Publish information about TACTIC and its pilots in the official websites and social media of the partners:

- **CLEM:**

Website: <https://www.clem.mobi/>

Facebook: <https://www.facebook.com/clem.mobilite/>

LinkedIn: <https://www.linkedin.com/company/clemmobi/>

- **Hermeneus:**

Website: <https://www.hermeneusworld.com/>

Facebook: <https://www.facebook.com/HermeneusWorld>

LinkedIn: <https://www.linkedin.com/company/hermeneusworld/>

Instagram: <https://www.instagram.com/hermeneusworld/>

Twitter: <https://twitter.com/HermeneusWorld>

- **VANaPEDAL:**

Website: <http://www.vanapp24h/>

- **Barcelona City Council:**

Website: <https://ajuntament.barcelona.cat/en/>

- **Metropole du Grand Paris:**

Facebook: <https://www.facebook.com/MetropoleGrandParis>

LinkedIn: <https://www.linkedin.com/company/m%C3%A9tropoledugrandparis/mycompany/>

Twitter : <https://twitter.com/GrandParisMGP>

6.2. Website

The project website - <https://tacticlogistics.eu> - is a dynamic channel of communication and dissemination of TACTIC project. This website plays a crucial role in disseminating information, engaging stakeholders, showcasing project results, and promoting TACTIC's goals to a wider audience.

The following sections are present in this website:

- **Section “About”** provides information about TACTIC, including the vision and objectives, the scope and benefits (Figure 17), and the consortium partners. This section helps visitors gain a comprehensive understanding of the project.
- **Section “Living Labs”** describes each Living Lab by presenting the city characteristics (Figure 18), the solutions and the innovation products (Figure 20). It is a dynamic section that will present results during the pilots (Figure 19). This section emphasizes the project's collaborative and real-world testing nature.
- **Section “News”** features the latest news of the project. It shares news related to important project milestones, events, pilot results, etc (Figure 21). This section keeps stakeholders, the public, and the media informed about the TACTIC's progress.
- **Section “Insights”** presents the project deliverables and media content. This section serves as a valuable resource for anyone that is interested in a deeper understanding of the TACTIC's goals, methodologies, and outcomes.

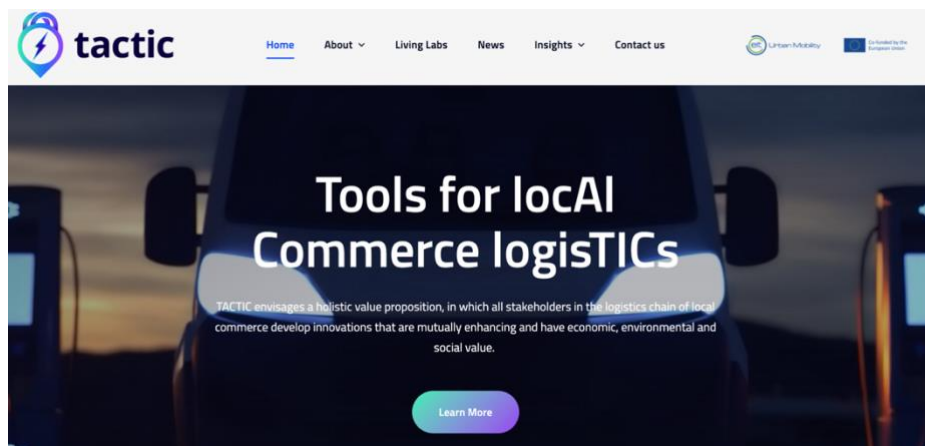
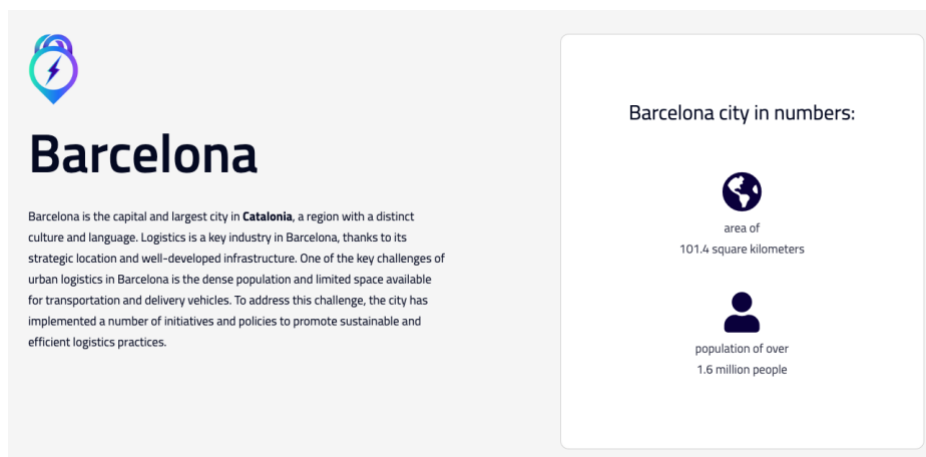


Figure 16: Website homepage.



Figure 17: “What we do” page.



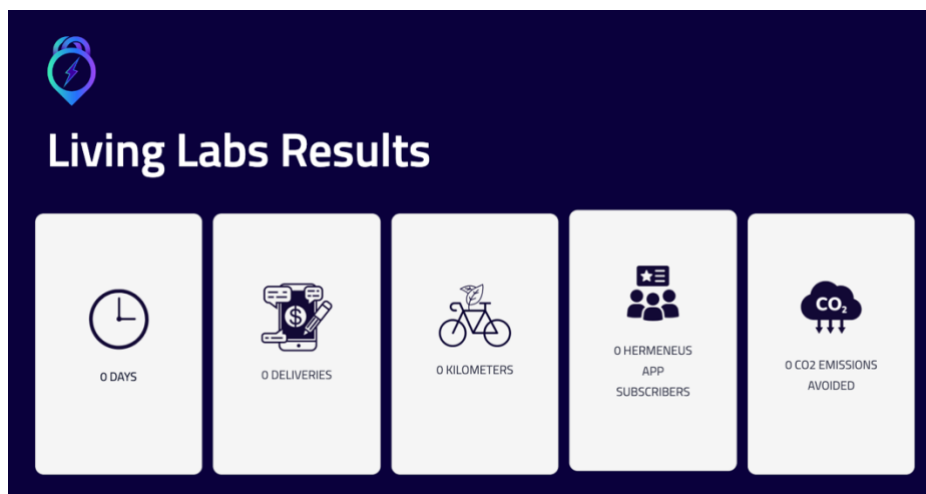
Barcelona

Barcelona is the capital and largest city in **Catalonia**, a region with a distinct culture and language. Logistics is a key industry in Barcelona, thanks to its strategic location and well-developed infrastructure. One of the key challenges of urban logistics in Barcelona is the dense population and limited space available for transportation and delivery vehicles. To address this challenge, the city has implemented a number of initiatives and policies to promote sustainable and efficient logistics practices.

Barcelona city in numbers:

- area of 101.4 square kilometers
- population of over 1.6 million people


Figure 18: Website Barcelona Living Lab page – general information.




Living Labs Results

- 0 DAYS
- 0 DELIVERIES
- 0 KILOMETERS
- 0 HERMENEUS APP SUBSCRIBERS
- 0 CO2 EMISSIONS AVOIDED

Figure 19: Website Barcelona Living Lab page – results




Logistic Innovations




e-Vans and e-cargo bikes sharing platform

E-vans placed in stations that are accessible to logistics professionals, merchants, and inhabitants wishing to carry bigger sized goods (ex: furniture); and e-cargo bike for the same targets that wish to carry smaller goods. Both e-vehicles will be accessible through all in hand application: clem-mobi.



Digital market integrated with ECO-logistics services

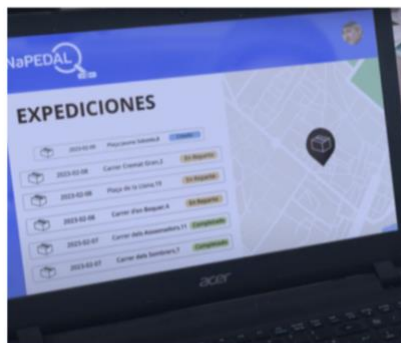
The e-commerce platform will now incorporate a green delivery company membership module that facilitates the integration of small and medium-sized ECO-logistics companies and offers them a growing universe of businesses that require their services and of sustainability-aware customers. The service will be accessible from the local e-commerce platform created by Hermeneus World.



Green Logistics operation

Using electric cargo bikes of different sizes to suit the specific needs of each load, and shared electric vans, a new 100% eco-friendly logistics service is deployed to respond to e-commerce demand. This service is provided by Vanapedal with the aim of transforming the city's logistics into a more sustainable and environmentally friendly operation.

Figure 20: Website Barcelona Living Lab page - logistic innovations.



[News](#)

Meet Vanapedal, the new green delivery service in Barcelona

[Read more](#)



[News](#)

Catalyzing Sustainable Innovation: Barcelona Living Lab Leverages Co-Creation to Define Vision for the Future

[Read more](#)

Figure 21: Website News page.

6.3. Delivery Channels

Delivery channels provide the mechanism for disseminating information to the project stakeholders. Therefore, using the right channel is as important as drafting the right communications message for the right stakeholders. Below it is presented a table with a resume of all the general delivery channels that will be used during TACTIC's project.

Channel	Responsible partner	Description
TACTIC Website	FACTUAL	Website with dynamic features to share project news, media, etc.
Partners Website	MGP, Barcelona City council, Hermeneus, VANaPEDAL, CLEM	Dissemination of the project/pilots/products on the partners websites.
Newsletters	FACTUAL	Digital material created bi-monthly to communicate the preparation, implementation and evaluation of the pilots - starting in June.
Promotional videos and digital material	FACTUAL, VANaPEDAL, CLEM and Hermeneus	<ol style="list-style-type: none"> Promotional videos of each commercialization product in the local language of each city to create awareness and inspire key stakeholders. Promotional digital material for marketing purposes.
Press Release	MGP and Barcelona City Council	One Press Release per pilot in the local language to promote the project among the local community and key stakeholders.
Conferences	MGP and Barcelona City Council	Presentation of the pilots and the project in conferences. For now, TACTC will be present in POLIS conference.
Demonstration & innovation event	MGP and Barcelona City Council	Launch demonstration & innovation event including a product demonstration to create awareness among key stakeholders of the local community.
Lab Testing	FACTUAL	Remote testing or Lab Testing of the three innovations products in order to identify and address any potential issues or challenges that may arise.
Flyers/Leaflets/Banners	All	Printed material of the project explaining TACTIC and its pilots to be distributed among the local commerce, logistic operators and citizens.
Workshops	FACTUAL, MGP, Barcelona Living Lab	Workshops to engage each pilot city's local ecosystem according to the Living Lab Model Plan. After each workshop, surveys will be conducted to gather feedback and evaluate the effectiveness of the workshop sessions.

Social Media (LinkedIn, Twitter, Facebook, ...)	All	Dissemination of the project/pilots on social media channels. A feedback track of the end-users will be done using these channels.
Search engine (Google, Bing, ...)	FACTUAL	Promotion of the project website and its pilots through search engine optimization.
Face-to-face meetings	All	<ol style="list-style-type: none"> 1. Promotion of their products with potential clients through face-to-face meetings. 2. Face-to-face meetings among partner cities to ensure knowledge transferability.

Table 2: Delivery channels

7. Communication plan

Below it is presented the scheduling of the communication events that will be conducted to disseminate the communication messages to TACTIC’s stakeholders. The communication events include a range of activities, such as press releases, workshops, conferences, etc.

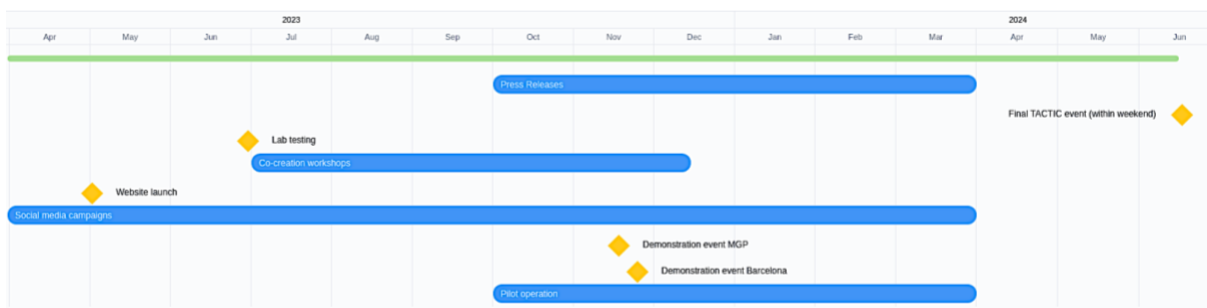


Figure 22: Communication events timeline.

The following table presents the communication events listed in the schedule above.

ID	Event	Description
1	Press Release	Press releases in the local languages of each pilot (2 minimum).
2	Final TACTIC event	Presentational final TACTIC event with results presentation.
3	Demonstration & innovation event	Launch demonstration & innovation event: including product demonstrations. One event per pilot (MGP and Barcelona)
4	Lab Testing	Remote testing/Lab testing of the three products. Will be organized in Barcelona.
5	Workshops	Workshops to engage each pilot city’s local ecosystem.
6	Website launch	Launch of the website integrating the visual entity of TACTIC, news, and media from the project.
7	Social media campaigns	Promotional actions on social media using the partners accounts.

Table 3: Communication events

8. Success criteria

To follow up the communication plan and guarantee a successful communication during the project implementation, the next indicators will be measure (Table 4).

Communication indicator	Target value	Evaluation
Number of visits TACTIC website	100	Monthly
Number of news created in the Website	15	Bi-Monthly
Number of appearances of #TACTIClogistics hashtag in social media	20	Monthly
Number of press Releases /City	2	Every three months
Number of video views	150	Bi-Monthly since release of the videos
Number views of the TACTIC newsletters	50	Monthly
Number of internal/external events to create awareness of TACTIC	10	Bi-Monthly

Table 4: Indicators - success criteria.

9. Conclusions

The main objective of this deliverable is to provide a concrete plan to promote an effective communication and dissemination of TACTIC.

By identifying the target audiences and key messages a tailored communication strategy will enable the engagement of the project stakeholders effectively. The input and collaboration of all consortium partners will strengthen the overall communication strategy. And the establishment of a visual identity of TACTIC, will enhance the recognition and the promotion of a uniform project image.

Difficulties encountered during the development of this deliverable were mostly related to the gathering of input from the project partners. However, throughout the development of the document these challenges were effectively addressed.

In terms of good practices to promote the effectiveness of this plan, the following are the ones we plan to follow:

- **Early Engagement:** Ensure early engagement and involvement of all stakeholders in the communication planning process.
- **Regular Coordination:** Have regular meetings with the consortium partners enabling effective information sharing and the clarification of objectives.
- **Continuous Evaluation:** Implement a continuous evaluation process to help monitoring the effectiveness of the communication activities and make necessary adjustments.

In conclusion, this deliverable serves as a valuable guide providing a set of tools that promote an effective communication strategy. By embracing the lessons learned and implementing the good practices highlighted, TACTIC can maximize its impact and achieve the goals in the field of sustainable urban logistics.

10. References

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Annex I

- Brand book of TACTIC.
- Template survey developed to collect the partners' input.