

## PROJECT LIFE SNEAK

***“OPTIMIZED SURFACES AGAINST NOISE AND VIBRATIONS PRODUCED  
BY TRAMWAY TRACK AND ROAD TRAFFIC”***



## **ACTION D1: PUBLIC AWARENESS & RESULTS DISSEMINATION**

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# SNEAK PROJECT



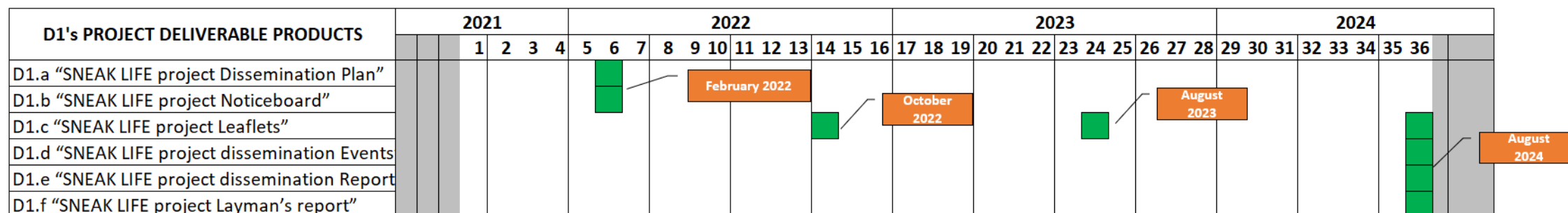
**ACTION D1:**  
public awareness  
& results dissemination



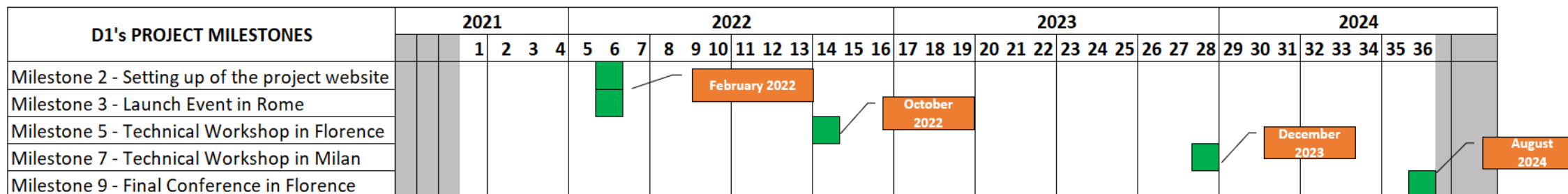
**RESPONSIBLE FOR IMPLEMENTATION**

# TIMELINE OF THE COMMUNICATION AND DISSEMINATION ACTIVITIES

## Deliverables



## Milestones





# THE DELIVERABLES

The deliverables of ACTION D.1, are:

- **D1.a** - “SNEAK LIFE project Dissemination Plan”: it will contain the planning of the dissemination activities in order to ensure that they will be in a satisfactory and timely manner [28/02/2022]
- **D1.b** - “SNEAK LIFE project Noticeboard”: one Noticeboard will describe the project and it will be erect and maintain at strategic places accessible and visible to the public [28/02/2022]
- **D1.c** - “SNEAK LIFE project Leaflets”: three leaflets will describe the project pilot demonstration and the work in progress [within 14, 24, 36 months of the start of the project] [31/10/2022- 31/08/2023-31/08/2024]
- **D1.d** - “SNEAK LIFE project dissemination Events”. This report will describe all activities performed through the events organized by SNEAK LIFE project [31/08/2024]
- **D1.e** - “SNEAK LIFE project dissemination Report”: it will collect dissemination, communication activities performed by SNEAK LIFE project, and will collect the reference of all papers about project [31/08/2024]
- **D1.f** - “SNEAK LIFE project Layman’s report”: It will present the project, its objectives, its actions and its results to the general public. It will be aimed at a non-technical audience [31/08/2024]





## THE MILESTONES

The milestones of ACTION D.1, described in the proposal, are:

- **Milestone 2** - Setting up of the project website by ASSTRA with the support of Vienrose, in cooperation with an external company [28/02/2022] At least 7.000 visits are expected during the project.
- **Milestone 3** - Launch Event in Rome - organized by ASSTRA with the support of Vienrose [28/02/2022]  
Duration: Half day - Visitors expected: 100/150
- **Milestone 5** - Technical Workshop in Florence - organized by ASSTRA with the support of Vienrose [31/10/2022] Duration: One day - Visitors expected: 50/80
- **Milestone 7** - Technical Workshop in Milan organized by Ecopneus under the coordination of Asstra and Vienrose [31/12/2023] Duration: One day - Visitors expected: 50/80
- **Milestone 9** - Final Conference in Florence - organized by ASSTRA with the support of Vienrose [31/08/2024] Duration: One day - Visitors expected: 100/150





## OBJECTIVE

The objective of Action D1 is to spread information about LIFE SNEAK project using the most efficient ways to **guarantee the maximum visibility, an optimal exploitation and deployment of the project results** coming from Project's pilot/demonstration character

# MAIN



**Define and implement a common strategy for effective and integrated communication and dissemination of the project's activities and results.**

**Develop the necessary tools for appropriate dissemination.**

**Inspiring and raise local interest and improve local understanding about the potential of improve the SNEAK LIFE project solution for strengthening the role of sustainable transport.**

**Support the development of the project dissemination material by contributing with local Project pilot site**

**Transfer the results and lesson learnt to stakeholders that could usefully benefit from the project's experience.**

**Organize Conference and local events (technical workshop) and used other main relevant meetings (e.g. synergy with Partner's Political Bodies and Asstra WG) in order to maximize synergies**

**Disseminate the results and lesson learnt to stakeholders that could usefully benefit from the project's experience**

**Dissemination and networking activities will contribute to the large scale communication of the project**

# SUB ACTIONS

Action D1 is composed by **several subactions**, that respond to the need for a very diversified and targeted communication.

## D1.1 Dissemination Plan



## D1.2 Dissemination Papers



## D1.3 Dissemination in scientific and public events and networking





# D1.1 DISSEMINATION PLAN

## Communication channels

- **WEBSITE INFORMATION**
- **SOCIAL**
- **LEAFLETS**
- **NOTICE BOARD**
- **ARTICLES ON THEMATIC MAGAZINE**
- **E-NEWSLETTERS AND SIMILAR**
- **EVENTS**



## D1.1 DISSEMINATION PLAN: SNEAK WEBSITE

The dedicated website will be further developed by **ASSTRA with the support of Vienrose**, in cooperation with an external company, and will serve as a **download point for project related information and deliverables**.

At least 7.000 visits are expected during the project

Done 

STEP 1 - ASSTRA organized an internal meeting with partner Vienrose in order to share ideas and previous experiences for the LIFE SNEAK website's protocol drafting.

STEP 2 - ASSTRA worked to organize a procedure in order to choose an external company to create the dedicated website.

### TIMING

The website must be completed by 30/01/2022 with the following intermediate phases:

- ✓ 30/11/2021 – conclusion of the Home Page
- ✓ 31/12/2021 – conclusion second pages
- ✓ 30/01/2022 – Website publication and staff training on the back end

## D1.1 DISSEMINATION PLAN: SOCIAL MEDIA ACTIVITIES

LIFE SNEAK project news will be presented on specific social media such as **Twitter** and **LinkedIn** which offer a great opportunity for wider dissemination and interaction.

As part of the dissemination activities, in order to improve and make social communication more widespread, **we propose to create a first list of # (hashtags) and @ (mentions) to use when we will publish news on the project**. The list will aim to be a practical tool, for the definition of social communications.



### EXAMPLE:

@LIFEprogramme  
@comunefi  
@UNI\_FIRENZE  
@vienrose.it  
@Ecopneus  
@UniRC\_Medi  
@AssTrasporti  
.....

#sneak  
#lifeprogramme  
#rumore  
.....

## D1.1 DISSEMINATION PLAN: LEAFLETS AND NOTICE BOARD

General presentation information about LIFE SNEAK pilot demonstration will also be developed in this task, published as a general presentation **LEAFLET** which will be updated once a year.

A **NOTICE BOARD** will be prepared to anchor the project identity and its key elements, and it will be erect and maintain at strategic places accessible and visible to the public.



Printed versions of these documents will also be widely distributed together with customized **gadget**.

## D1.1 DISSEMINATION PLAN: SNEAK E-NEWSLETTER

A dedicated digital **e-newsletter** will be sent out. It will be an important channel for the communication.

### WHAT DO WE DO NOW?

- Partners create a Mailing list to send Newsletters
- Decide how often to send the newsletter
- Who send news to publish



### DO YOU AGREE?

## D1.2 DISSEMINATION PAPERS

It is led by UNIRC with the collaboration of ASSTRA.

UNIRC is going to:

1. Provide the partners with an array of conferences and journals for possible publications of Life Sneak-related results and discussions
2. Suggest methods to improve the readability and the impact of the papers
3. Set up the final timetable in terms of papers and articles. The following tentative timetable is scheduled:
  - 3.1 Academic partners: at least two papers per year.
  - 3.2 Non-academic partners: at least one paper per year.



## D1.2 DISSEMINATION PAPERS

In addition, general articles on **thematic magazine** prepared by all partners will aim to raise the general and technical spreading of the experiences and of the lesson learnt.

Collected articles about the project and dissemination activities will be referenced in the website.





# D1.3 DISSEMINATION IN SCIENTIFIC AND PUBLIC EVENTS AND NETWORKING



**GENERAL DISSEMINATION**



**TECHNICAL WORKSHOPS**



**NETWORKING ACTIVITIES WILL BE SCHEDULED WITH PROJECT LIFE**





# D1.3 DISSEMINATION IN SCIENTIFIC AND PUBLIC EVENTS AND NETWORKING



## GENERAL DISSEMINATION: THE EVENTS



### Launch event

Site: Italy, Lazio, Rome

Action timetable: February 2022  
(postponed to March 2022 )

Duration: Half day

Visitors expected: 100/150



### Final Conference

Site: Italy, Tuscany, Florence

Action timetable: August 2024

Duration: One day

Visitors expected: 100/150

# D1.3 DISSEMINATION IN SCIENTIFIC AND PUBLIC EVENTS AND NETWORKING



## TECHNICAL WORKSHOPS



**First technical workshop**  
**Site: Italy, Tuscany, Florence**  
**Action timetable: October 2022**  
**Duration: One day**  
**Visitors expected: 50/80**



**Second technical workshop**  
**Site: Italy, Lombardy, Milan**  
**Action timetable: December 2023**  
**Duration: One day**  
**Visitors expected: 50/80**

## D1.3 DISSEMINATION IN SCIENTIFIC AND PUBLIC EVENTS AND NETWORKING



### PARTNERS' MEETINGS



Will be set-up to follow the evolution of the project, contributing to the project development and to the validation of the project results. **The partners' meetings will be organized with conference calls or with other project's meetings .**



# Two calls per year

## D1.3 DISSEMINATION IN SCIENTIFIC AND PUBLIC EVENTS AND NETWORKING

**Kick Off Meeting Conference call 18<sup>th</sup> October 2021 to agree on:**



- Excel work tool to collect dissemination activities carried out by partners (to be filled each trimester with info on: type of activity/communication channel, date, reached audience, remarks, annexes etc).
- A project description available in EN, IT to be uploaded in each partner website. **Do you agree ?**



## D1.3 DISSEMINATION IN SCIENTIFIC AND PUBLIC EVENTS AND NETWORKING



### NETWORKING ACTIVITIES



Networking Activities will be scheduled with **other LIFE projects**, dealing with environmental issues.

Knowhow and experience will be widely shared - fostering replication and sustainability of project results.

Networking activities can include: project visits, meetings; participation in events related to the project objectives.



## D1.3 DISSEMINATION IN SCIENTIFIC AND PUBLIC EVENTS AND NETWORKING

We propose to use a tool to collect data about dissemination: “Dissemination and communication activities tool” .

Type of dissemination activity/ communication channel (chose the type)	Date (years/month/day)	Place (indicate the Nation and city, if available)	Reached audience ( n. persons who attend the dissemination activity or n. persons reached by the communication channel)	Topic and more details (indicate the title, if available, and the contents)	Contact (specify the name of the I-Share Life partner providing the source of information)	Remarks (add important information about the topic, if available)	Web link (if available)	Annex (attach the documents naming it with this format: date-name of partner. Example:2018-07-18-ASSTRA)
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All partners will fill in the tool in order to record activities and partners participation in events where SNEAK activities could be spread out.

Asstra will remember partners periodically to update the file in order to track all the operation, the date, the channel, audience size reached, description of the activity, etc.



# ACTION D1: RISK MANAGEMENT



Risk 1	Mitigation strategy 1
<b><u>Weak cooperation with stakeholders</u></b>	<p>Sector events and Asstra decision making bodies meetings will be used to spread about the activities progress and increase attention towards the project. The close link between the consortium partners and relevant stakeholders will be used to reduce significantly this risk and assure involvement. Extra Conf. Calls can be planned if needed.</p>

## ACTION D1: RISK MANAGEMENT



Risk 2	Mitigation strategy
<b>Ineffective use of the newsletter</b>	A strong “assistance and cooperation” between the consortium partners will allow a good newsletter’s management. All partners have to create and update own mailing list periodically in order to facilitate dissemination activities.



Do you have  
any  
questions?



# Thank you for your attention!

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