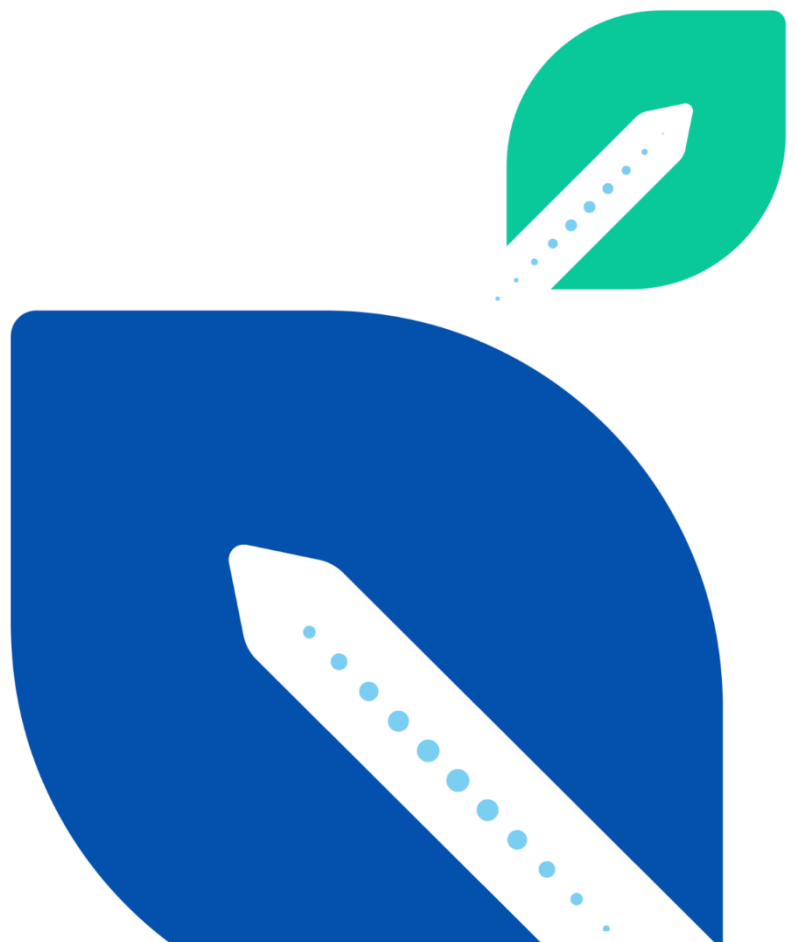




## D8.12 Dissemination Material

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<b>Deliverable</b>	<b>D8.12 – SPROUT Dissemination Material</b>
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Work package	WP8
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Work package title	Project outcomes' validation, transfer and exploitation
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Date	27.01.2021
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Authors	Maria José Rojo, Piero Valmassoi, Balázs Németh
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Status	Final
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Dissemination level	Public
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# 1 Executive Summary

This document aims to present the dissemination material package that has been developed in the context of the project SPROUT, in order to support the communication of the project's mission, approach and key objectives during the lifetime of the project.

It includes:

- The SPROUT leaflet, which includes mission, key objectives, and contact details of the project, to be distributed through the project partner's networks, and translated as necessary by partners for local use.
- The SPROUT roll-up banner, to be used during project and wider community event

The third item belonging to the package of project's dissemination tools is the SPROUT electronic newsletter, which will be issued regularly over the course of the project and will be sourced from the regularly updated news section of the project website.

Its structure is currently being developed in conjunction with the development of the SPROUT website. It will therefore be presented together with the D8.10 Project Website.

## 2 SPROUT leaflet

A project leaflet was produced. It is the project's business card towards the outside world, presenting SPROUT mission, methodological approach, activities, key objectives and expected outcomes, as well as the members of the project consortium.

It will be used for promotion of the project's activities distributed through the project partner's networks and translated as necessary by partners for local use.

It is in English and it will be printed in 500 copies. The leaflet will also be available in PDF Format on the project website.

### Key objectives

The SPROUT Project has five main objectives

- 

Understand the transition in urban mobility by quantifying the current status and defining the main drivers of the transition
- 

Foresee and identify the impact of the drivers of urban mobility transition on cities' policies and measures for urban mobility
- 

Formulate a city-led innovative policy response, which can be applied widely to cities in Europe and beyond
- 

Provide tools to contribute to evidence-based policy-making and enhance local policy making capacity
- 

Navigate future policy by channelling project results into future EU policy initiatives

### Partnership



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# Sprout

## Sustainable Policy Response to Urban mobility Transition



The rapidly changing urban mobility environment – characterised by emerging business models, new technologies, and disruptive innovations – represents a considerable challenge for urban mobility policy making.

Previously tested urban mobility policy responses are not adequate to address the transition underway and to address today's societal challenges and issues related to citizens' everyday lives and businesses' requirements.



## Mission

It is in this complex scenario that the SPROUT project comes into action. Its main objective is to put cities at the centre of the urban mobility transition.

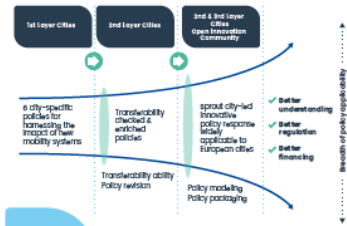
### Six pilot cities

Valencia	Budapest
Padua	Tel Aviv
Kalisz	Ningbo

The work of the project will focus on producing new and practice-based knowledge and tools, with relation to urban mobility challenges experienced by the pilot cities in both passenger transport and urban freight logistics. Such knowledge and tools will contribute to an evidence-based and innovative policy response to disruptive innovations in mobility.

## Approach

In order to ensure the wide applicability of a city-led policy response, the project will engage with nine validation cities and regions (Hertongenbosch, Ioannina, Gothenburg, Arad, Mechelen, Ile-de-France, West Midlands, Almada and Minneapolis), which will contribute to the revision and testing of the solutions developed in pilot cities. A third layer of cities will also be engaged, by training on the project tools and contributing to the project's dissemination activities.



## Open Innovation Community

SPROUT will also benefit from its Open Innovation Community on Urban Mobility Policy, where a diverse range of mobility organisations and cities will be engaged in discussion and debate, thus enabling further validation of the conclusions and the lessons learned throughout the project.

### 3 SPROUT roll-up banner

A project roll-up banner (85x200 cm) was also produced. It includes project's key messages and objectives, the logos of all partners and the link to the project website and the project's social media channels.

It will be used to enhance the project's visibility at project's and wider communication events.

