



LIFE MOONSET

SUSTAINABLE NIGHTTIME MOBILITY

Life Moonset: Communication Plan

WP6 – Communication and Dissemination

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1. LIFE MOONSET Project

“LIFE MOONSET”¹ is an innovative and sustainable transportation solution designed for night shift workers and those with demanding work schedules. The project aims to reduce greenhouse gas emissions, enhance mobility accessibility, and promote sustainable transportation behaviors across Europe. With a focus on creating positive impacts for both workers and the environment, LIFE MOONSET provides a practical solution for cities striving to achieve climate neutrality.

Project Main Purposes

- 1 SUSTAINABILITY:** to reduce the carbon footprint of transportation by promoting ridesharing and limiting the need for car ownership.
- 2 SOCIAL INCLUSION:** to facilitate access to transportation for socioeconomically disadvantaged workers, improving their mobility and quality of life.
- 3 EFFICIENT MOBILITY:** to optimize algorithm ensures effective transport, balancing costs, travel time, waiting time, and coverage of operational areas.
- 4 MEASURED IMPACTS:** The project includes a measurement methodology to assess environmental impacts and simulate potential expansions.

The development of a detailed communication plan based on the STP framework (Segment, Target, Positioning) is defined specifically for this project.

2. STP Analysis: Segmentation, Targeting & Positioning

2.1. Segmentation

LIFE MOONSET adopts a multidimensional segmentation strategy based on the following key criteria:

- **Demographic segmentation:** nighttime workers, especially those who often do not have access to efficient public transportation outside of peak hours.
- **Geographic segmentation:** urban and peri-urban areas in European cities where pilot actions are being implemented, with a focus on regions with significant

¹ Acronym of the project “LIFE MOONSET - **IM**plementing a **NO**cturnal, **EcO**-**FrieNd**ly and **I**ntegrated **SharEd** Transportation Concept”.
LIFE Subprogramme Climate Action (LIFE-2023-SAP-CLIMA).



numbers of nighttime workers; furthermore, the geographic scope can be extended to rural areas, where a big employer attracts people from various influx trajectories.

- **Behavioral segmentation:** workers with atypical mobility patterns, employers seeking sustainable mobility solutions, public authorities and transport operators involved in zero-emission mobility transitions.

2.2. Target

The project operates on three main target levels:

- **B2C (End Users):** Night-shift workers who need reliable, accessible, and affordable transportation at night. The aim is to inform, attract, and retain users for the DRT service:
- **B2B (Employers & Operators):** Companies, transport authorities, and mobility service providers interested in replicable, cost-effective solutions for their employees or regions.
- **B2G (Institutional - EU & Policy):** European institutions, public bodies, and networks focused on climate action, mobility innovation, and social inclusion.

2.3. Positioning

LIFE MOONSET positions itself as **‘A European initiative delivering on-demand, sustainable nighttime mobility that meets the needs of workers and cities alike.’**

Its value proposition centers on:

- **Environmental impact:** reducing emissions through shared, efficient rides.
- **Social value:** enhancing accessibility and inclusion for underrepresented commuters.
- **Innovation:** showcasing flexible, replicable mobility models for future urban development.
- **Alignment with EU climate neutrality goals** and the broader green transition.



3. Communication Objectives

Establishing a clear communication plan is essential for the success of LIFE MOONSET project, since it will ensure that all stakeholders — partners, funders, target audiences, and the wider public — are informed, engaged, and aligned with the project's objectives and progress. A well-structured communication plan helps to build trust, increases transparency, and enhances the visibility and impact of the project's pilot results at both local and European levels. It also facilitates the timely dissemination of information, fosters collaboration, and supports the long-term sustainability of project outcomes.

The main Communication Objectives in LIFE MOONSET project are:

B2B (Employers & Operators)

- Ensure information sharing and alignment between project partners.
- Engage stakeholders, including employers, local authorities, and communities, to support and promote the use of the new DRT service.
- Increase awareness of the project and its environmental and social benefits.

B2C (End Users):

- Inform night-shift workers about available sustainable transport options.
- Ensure that the target audience obtains the necessary information about the service and wants to use it.
- Ensure easy use of the service thanks to the communication carried out.

B2G (Institutional -EU & Policy)

- Ensure LoS (Letters of Support) to companies and institutions that may join this project with an express expression of support (municipalities, authorities, companies with workers nearby, among others).
- Promote LIFE MOONSET as an inspiration for public bodies financing transport authorities or associations, and as a powerful measure for managing corporate mobility as a strategic objective.
- Promote the sharing and exchange of experiences with other European projects.
- Promote the actual implementation of the service after the pilot period, extending it to other regions in metropolitan areas that have transport supply deficits at certain times.

3.1. Communication Activities

There are **two levels of the LIFE Moonset communication activities**, internal and external communication:

- **Internal communication activities**



The main purpose of the internal communication activities is to promote the shuttle at the pilot actions premises and to maximize the number of employees using the pilots. These activities will be carried out locally by the project partners.

Internal communication, together with the results of the work of project partner UIBK (Innsbruck University – Center for Mobility Change), is particularly important to prepare for the replication efforts by analyzing mobility behavior of participants. Communication with the drivers, the commuters, with users, and the project teams is of utmost importance for the success of the project and therefore needs special communication efforts.

Internal communication is main responsibility of pilot action partners Wiener Linien, ANA - Aeroportos de Portugal and Municipal Transport Ruse, supported with consistent material by TML - Transportes Metropolitanos de Lisboa. The actual implementation of internal communication measures and actions will be done by the implementing organizations of pilot actions in accordance with their established communication channels.

- **External communication activities**

With external communication, the main purpose is to promote the project results and to clarify how other cities, companies, Public Transport Operators (PTO) and Public Transport Authorities (PTA) can use the results as part of their own contribution to the shift towards zero-emission mobility in Europe.

TML is responsible for the coordination of external communication activities as described in WP 6 by activating the consortium occasion related.

The **communication main activities** will include:

Main Communication Activities	Project responsible
Guidelines, handbooks and policy briefs	TML
Dedicated project website	TML
Subpages of PP websites development, structure and content	All project partners
Strategy for Engaging LoS-Providers	All project partners
Internal capacity-building workshops	WL, ANA and MTR
Social media Moonset profiles creation (LinkedIn and Instagram) and continuous posting of Moonset measures and activities related news	TML with the support of all project partners



Main Communication Activities	Project responsible
Promotional/explanatory video	TML with the support of all project partners
Brochures, Digital leaflets (project info)	Project partners with TML revision and support TML
Presentations at national and international conferences	All project partners

3.2. Communication responsibilities within the project

The main responsibility for all communication, dissemination and exploitation tasks is allocated to task leaders and partners involved in work package 6 (WP6). The whole consortium is expected to provide full support to WP6 to ensure high reach and impact of the project's communication and dissemination activities. The other way around, WP6 will provide coordination, advice, assistance, and inspiration to the project partners when required on dissemination and communication activities, both at local and European level. WP6 will ensure consistent and complete documentation of all Communication and Dissemination activities by regularly retrieving information from the consortium partners. The individual responsibilities are listed in more detail below:

- All WP leaders and the Task leader in WP6 will ensure the successful implementation of the Communication and Dissemination Plan. The partners involved in Communication and Dissemination activities will actively participate in the creation of online content, preparation of communication campaigns and organization of dissemination events.
- All WP leaders will be responsible for communicating all updates regarding the development within their respective work packages. The WP leaders are responsible for stating their needs for communication and dissemination activities to the WP6 leader. The WP leaders will actively cooperate on the organization of the communication and dissemination activities for their WP's results.
- All Local cluster leaders will be responsible for providing WP6 leader with updates regarding the development of the implementation on their project pilots and will inform WP6 leader on any opportunities for communication activities on local level and will be responsible for translation of any communication materials into the local languages. They will also identify any potential events on the local level for dissemination of the project's results and if possible, will attend those events as LIFE MOONSET representatives, contributing to the organization of local communication campaigns and dissemination events.



3.3. Communication Matrix

Communication Level	Target audience	Objectives	Primary communication channels
Internal	Project implementation partners	<ul style="list-style-type: none"> Keep partners informed about the project's progress Facilitate and strengthen collaboration and coordination among project partners Encourage active participation and engagement of project partners Ensure all partners are aware of their roles and responsibilities Capacity building workshop 	<ul style="list-style-type: none"> Regular meetings Conference calls Internal project newsletters Project website
Internal and External	Employees (Shuttle users)	<ul style="list-style-type: none"> Inform potential users (employees and employers) about the project and its potential impact on their mobility behavior (on their lives and on the community) Encourage the uptake and implementation of the project results by potential users Build relationships and partnerships with potential users Seek support for the project among potential users 	<ul style="list-style-type: none"> Targeted email campaigns Personal meetings Materials to be distributed
External	PTO/PTA	<ul style="list-style-type: none"> Disseminate the project's findings and outcomes to the community Regional information events (low-key) Encourage replication based on the project's results Facilitate collaborations and partnerships with experts in the field Seek support for the project among experts in the field 	<ul style="list-style-type: none"> Events, conferences Targeted email campaigns Project website Workshops Site visits
	Other employers facing similar challenges	<ul style="list-style-type: none"> Disseminate the project's findings and outcomes to the community Encourage replication based on the pilot studies' results Facilitate collaborations and partnerships with experts in the field Seek support for the project among experts in the field Encourage to participate 	<ul style="list-style-type: none"> Events, Conferences Targeted email campaigns Project website Workshops Site visits
	Associations where the project partners are involved in	<ul style="list-style-type: none"> Inform organizations and advocacy groups about the project and its potential impact on the environment Seek support for the project Facilitate collaborations and partnerships for replication 	<ul style="list-style-type: none"> Personal meetings Targeted email campaigns Press releases Social media Events, conferences
	Media and journalists	<ul style="list-style-type: none"> Inform media and journalists about the project and its potential impact on the environment, society, etc. 	<ul style="list-style-type: none"> Press releases Personal meetings Project website



Communication Level	Target audience	Objectives	Primary communication channels
		<ul style="list-style-type: none"> Gain media coverage and visibility for the project Address any concerns or questions from media and journalists 	<ul style="list-style-type: none"> Social media
External	Policy Makers	<ul style="list-style-type: none"> Inform policy makers about the project, its progress, expected outcomes, and potential impact on public policy Increase acceptance of the project by providing relevant data and evidence to decision-makers <p>Encourage policy makers to take action based on the project's results Seek support for the project among policy makers</p>	<ul style="list-style-type: none"> Personal meetings Targeted email campaigns

4. Activity Timeline

Launch Phase (First 6 months)²:

- Develop a project brand.
- Develop and launch the official project website.
- Social media presence to introduce the project.

Implementation Phase (6-34 months):

B2B: Communication actions with stakeholders

- Initial information workshop session internal or with companies operating in the same or nearby areas whose employees could benefit from this solution.
- Information sessions with local authorities (*to evaluate*).
- Surveys launched among workers.
- Participation in local events to promote the service.

B2C: Awareness and information for DRT users

- Design the service communication for each pilot with a common image of Life Moonset (information about the service, rules of use and conduct, reservation system — through the app and alternative means for those who do not have a smartphone — integration with other transport operators).
- Official internet landing pages of the new pilot services aimed at workers with useful information about what the service is, who can use it, how to use it, and available timelines.
- Workshops and training sessions for potential DRT users.
- Promotional videos for stakeholders and end users.

² The project launch phase has already taken place and is documented in chapter 6. Communication Channels.



Institutional/EU

- Disseminate service pages with internal communication campaigns carried out by different stakeholders aimed at their employees who will be potential users.
- Disseminate service pages with internal communication campaigns on social media to disseminate the implemented solutions to an external target.

Ongoing project communication

- Regular website and social media updates on project progress.
- Periodic communication meetings are to be held as part of the project. These meetings ensure unified information sharing across the various entities involved, maximizing the leverage effect of the communication strategy.

Evaluation and Closing Phase (24-36 months):

- Dissemination of project results and impact assessments.
- Reports and case studies shared with stakeholders.
- Closing events to celebrate achievements and discuss future sustainability.

5. Key Messages

Aligned with its vision of *Sustainable Nighttime Mobility*, the LIFE MOONSET project focuses on promoting innovative and inclusive transport solutions that respond to the evolving needs of urban life. Through targeted communication, the project will highlight the following key messages:

- **LIFE Moonset provides sustainable night-time transport solutions**, reducing reliance on private cars and contributing to more livable, low emission cities;
- **On-demand shared rides for the city of tomorrow**: the project's DRT (Demand-Responsive Transport) service represents a flexible, efficient, and user-oriented approach to urban mobility.
- **Using the DRT service helps lower carbon emissions and improve air quality**, directly supporting EU climate goals and the transition to greener cities.
- **The project enhances social inclusion** by offering accessible transport options for workers with atypical or off-peak schedules, ensuring mobility for all.

These messages will be woven throughout all communication activities — online and offline — to ensure coherence, impact, and engagement with stakeholders, users, and the public.



6. Communication channels and materials

In the kickoff meeting of the project that took place in September 2024, an interactive workshop session was held with all project partners to discuss the basis of the Communication Plan. Communication and dissemination requirements within the framework of the LIFE program were one of the themes approached LIFE program beneficiaries that are subject to several obligatory and recommended communication standards aimed at ensuring transparency, broad outreach, and effective sharing of project results.

One of the key topics addressed was the importance of following the rules for creating a project website. Beneficiaries must incorporate the LIFE logo and funding statement prominently on the website, along with an acknowledgement of EU support. The statement "Co-funded by the European Union" must also be displayed, translated into local languages where necessary, ensuring that the EU's contribution is clear to all visitors.

Additionally, the workshop emphasized that projects are obliged to network with other LIFE projects, as well as non-LIFE projects. Networking activities can take various forms, including visits, meetings, information exchanges, and other relevant collaborative activities. These initiatives foster connections with other ongoing or completed LIFE projects, and in some cases, also with non-LIFE projects. Networking can extend to participating in international platforms or events that align with the project's objectives, further increasing the project's visibility and fostering cross-border collaborations.

Another important point raised was the sharing of project stories through CINEA's media channels. This allows for the dissemination of results and project impacts to a wider audience, amplifying the visibility of LIFE projects.

In addition to these communication obligations, the workshop also presented the foundational concept for creating a project's visual identity. This included an overview of the project's main objectives, an introduction to the project logo, and the brand signature. Furthermore, a comprehensive structure for the creation of the project website was discussed, ensuring that it aligns with LIFE's communication guidelines while providing an effective online presence for the project's stakeholders.

This workshop was an important step in guiding beneficiaries to ensure compliance with the LIFE program's communication requirements while also providing them with the tools to effectively present and share their project's achievements.

We will have communication channels and materials available for both online and offline use. These resources will include digital platforms, such as the project website and social media channels, as well as printed materials like brochures, flyers, and posters, if needed to reach important target groups. The goal is to ensure that the project's messages and outcomes reach a wide and diverse audience, both in digital space and through traditional, in-person channels – but always following a digital-first, resource-efficient approach.





Online:

- Official website to provide updates, resources, and detailed project information.
- Social media (LinkedIn and Instagram) for continuous engagement and project updates.
- Official websites service pages with specific content for users.
- Existing email newsletters available to consortium members targeted at specific audiences.

Offline:

- Workshops and information sessions for workers and employers.
- Printed materials (flyers, posters) distributed in strategic locations (e.g., companies, community centers, municipal equipment).
- Partnerships with local organizations for community events and awareness campaigns.

As part of the communication strategy for the WP6, several key actions were undertaken to ensure the project's identity and messaging are effectively conveyed.

6.1. Logo and branding

A project logo and corresponding graphical identity was designed to be used as basis for all communication activities. The project acronym "MOONSET" has been deliberately chosen to underline the fact that this project is the first to address employees working nighttime. Project Partners will integrate information about the project on their organization's web presence to ensure sustainability of the project results after it ends.

6.1.1. Logo Design

Different ideas were created for the identity of the Life Moonset project and three were put to a vote by the partners. The chosen proposal received an almost unanimous vote among the project members and came to give shape to the brand.

Closed Circuit and Sustainability

The choice of typography and forms evokes dynamism and fluidity of mobility. The symbol within the "O"s in "MOONSET" refers to a closed circuit, illustrating the idea of a circular route – traveling from work to home and back, through a dynamic connection. This visual element also reinforces the concept of a sustainable and efficient cycle, where each journey contributes to emission reductions and greener mobility.



The dark colors evoke the nighttime setting, while the bright orange gradient represents innovation and accessibility. The logo is versatile, functioning well on both light and dark backgrounds, emphasizing the adaptability of the service to the urban and nocturnal context.



6.1.2. Brand Signature

A brand signature was developed to complement the project's branding, strengthening its visual identity — and focusing on sustainable solutions of mobility at night — ‘Sustainable nighttime mobility’.

6.1.3. Brand Book

A branding and identity guidelines manual have been developed for the LIFE MOONSET project. This document defines the visual identity of the project, including logo usage, color palette, typography, and other design elements, ensuring consistency and coherence across all communication materials and stakeholder interactions.

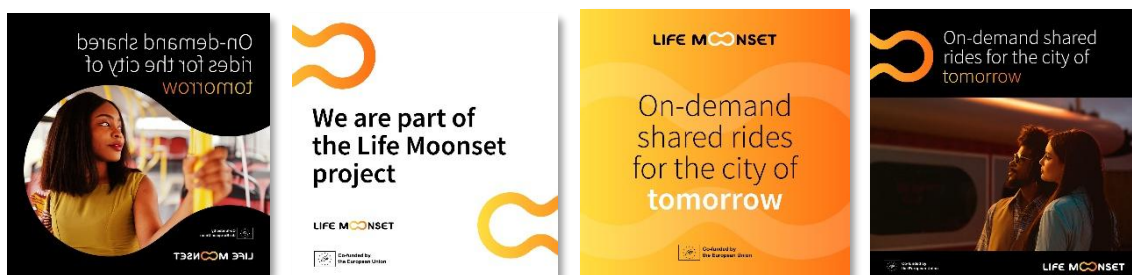
6.1.4. Templates

PowerPoint and Word templates developed for use by all partners, ensuring graphical consistency across the project.

6.1.5. Graphic Design

The entire visual identity and graphic assets for the project were designed, ensuring a cohesive and professional representation.

With defined graphic design and style, partners are able to use it for various purposes. This cohesive visual identity can be applied across different materials, including marketing collateral, presentations, social media, and more. By utilizing the established style, partners can ensure consistency and strengthen the overall branding of the project, while tailoring the visuals to their specific needs and communication channels.



6.1.6. Promotional digital brochures

Digital brochures will be produced to avoid waste of resources (see Green Procurement). A first brochure (in English) will be created at an early stage with generic information about the project. Digital versions of the brochures, including information designated for a broader spectrum of target groups, will be available for download on the project partners' websites.

For local and regional stakeholders, a communication plan will be drawn up with appropriate forms of dialogue towards the potential users (e.g., low-key information events) and already in preparation of replication and extension onwards, after the end of LIFE MOONSET.

Participation in local, regional, national and EU organized events and clusters, Expert Forums, and meetings will increase awareness on the project and spread its results to decision makers and officials. To save as many resources as possible, consortium meetings will be arranged, every time this is possible, in the vicinity of relevant mobility conferences, just prior or after them. Project partners will also capitalize on activities of their organizations already in place.

6.2. Letters of Support (LoS)

Strategy for Engaging LoS-Providers

We will launch a dedicated LinkedIn series that highlights the perspectives of our LoS-Providers. This content will take the form of short, 1-minute interviews or brief articles published on the websites of project partners and shared via direct links on the project's LinkedIn page.

These posts will showcase how each partner envisions a service like ours within their local mobility context, what they expect from a nighttime shuttle, and the specific mobility challenges they aim to address.

This initiative will not only demonstrate the practical relevance of our solution but also strengthen our relationship with these early supporters—positioning them as pioneers and thought leaders within the project.



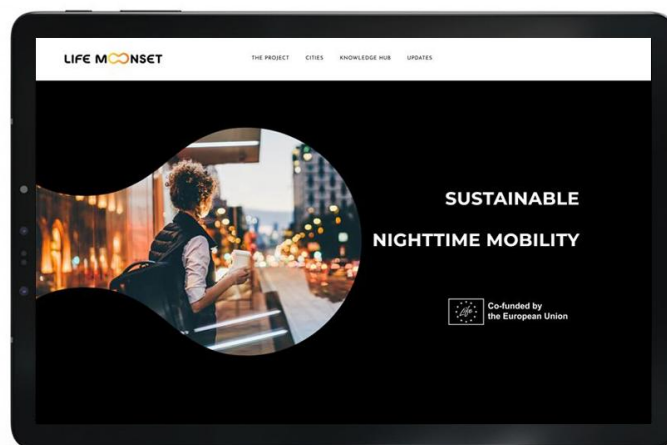
By sharing their insights, we will generate valuable, authentic content that enriches our communication strategy, increases visibility, and drives engagement from a broader audience, including potential future stakeholders.

6.3. Project Website

The special integration of the project in the partner's websites will be the main channel of communicating relevant project information to the broad public. It will be continuously updated and maintained throughout the entire project's duration and afterwards.

The project's website (<https://www.lifemoonset.com/>) was designed and launched, featuring all relevant information and a clear connection to the LIFE program.

A brand signature was developed to complement the project's branding, strengthening its visual identity.



6.4. Social media

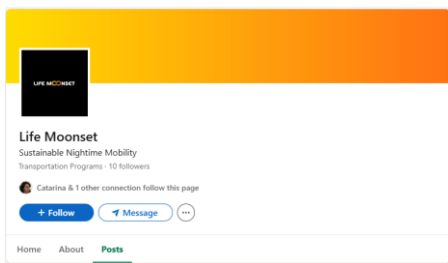
Social media³ is especially of interest to reach users. LIFE MOONSET will use social media channels mainly towards mobility planning professionals, administrations and employers being interested in replication. Corresponding to the website use, the project team will use already well-established social media channels of their own organization, if possible. The following channels and networks are foreseen LinkedIn and Instagram.

³ In Appendix A you will find an example of a social media plan used.



6.4.1. LinkedIn Showcase Page

A dedicated LinkedIn showcase page was created at the beginning of the project to serve as a repository for information and updates, leveraging the platform as a key communication channel.



LinkedIn Showcase Page Management

The LinkedIn showcase page of the project should be regularly updated to reflect ongoing communication activities. During communication meetings, partners align on the content and timing of posts that can be shared publicly.

These communications are first published on the project's LinkedIn page. Partners are then encouraged to share these posts through their own institutional LinkedIn pages. After being shared by the partners, the original posts are reposted on the project's LinkedIn page.

This approach ensures that the LinkedIn page serves not only as a central communication channel but also as a visible repository of all communication efforts and interactions related to the project on this social network.

6.5. Video

Production of a project video to effectively convey the project's goals and achievements.

A short promotional video with a maximum duration of 2 minutes will be created in English and translated into project partner's languages. It is intended to serve mainly for internal purposes in preparation of the actual pilot actions to show the significance of transport mode choice and how a DRT shuttle solution can support a shift in mode choice. In addition, the videos can be shown at communication and dissemination events to generate awareness of commuting during nighttime.

Partners should collect video footage of the implemented pilots, following the format specifications provided by TML, to be compiled into an integrated video. Interviews will be recorded either during the meeting in Lisbon or on-site and then shared with TML for strategic image alignment and final video compilation."



6.6. Collaboration and Unified Communication

In addition, periodic communication meetings will be held as part of the project. These meetings will aim to ensure unified information sharing across the various entities involved, maximizing the leverage effect of the communication strategy.

Communication efforts will continue to be disseminated whenever there are updates or project deliverables to share, ensuring stakeholders remain informed and engaged.

LIFE MOONSET will enhance the collaboration between relevant projects (e.g. H2020 BusUp project) but especially within the LIFE Programme. The cooperation can be realized through the following means:

- Participation together in workshops and other initiatives.
- Participation together at closed and open doors events of the LIFE Program.
- Cross referencing other projects' websites and social media.
- Exchange of best practices and project results.
- Participating in other projects' events and invitation to LIFE MOONSET events.
- Exploitation of potential synergies.

7. Communication, dissemination and visibility

7.1. Strategy Overview

The LIFE MOONSET communication strategy is built on inclusivity, clarity, and impact. It supports the visibility of the project at local, national, and European levels while ensuring stakeholders are informed, engaged, and empowered to act. The approach emphasizes continuous dialogue, evidence-based messaging, and cross-sector collaboration.

7.2. Core Pillars

1. Unified Messaging Across Channels

- Embedded key project slogans — “*Sustainable Nighttime Mobility*” — across all communication materials.
- Integrated key messages emphasizing environmental, social, and economic benefits consistently.

2. Multi-layered Dissemination

- Tailored content for different stakeholders: users, employers, public bodies, and EU networks.



- We will use both high-impact digital tools and offline formats to ensure inclusiveness.

3. Visibility through Partnerships

- Leverage partner organizations' communication channels and networks.
- Ensure active participation in local, national, and EU-level mobility forums and events.

4. Digital-First, Resource-Efficient Approach

- Prioritize online visibility via a dedicated website, active social media presence, and digital brochures.
- Ensure accessibility of materials for multilingual and digitally diverse audiences.
- Paper and other material-based means of communication will only be pursued for target groups, which cannot be reached by digital means.

5. Cross-Promotion and Synergies

- We will work to establish synergies with other European projects (e.g., H2020, LIFE) through joint events, content co-creation, and cross-promotion.
- Facilitate replication by clearly documenting and showcasing the project's outcomes and tools.

7.3. Key Actions Resume

1. Internal Communication

- Monthly meetings for coordination and feedback among partners.
- Capacity-building workshops and regular updates via newsletters and the project website.
- Dedicated materials and campaigns targeting shuttle users within pilot companies.

2. External Communication

- Development and dissemination of brochures, handbooks, and policy briefs.
- Active LinkedIn and Instagram profiles with curated content.
- Targeted email campaigns for Public Transport Users, Public Transport Operators, Public Transport Authority's employers, and decision-makers. Participation in conferences, expert forums, and replication workshops, namely replication ones.
- A short promotional video (with partner-language subtitles) for awareness and engagement.



3. Visibility Tools

- A well-branded visual identity (logo, templates, and materials);
- Strategic presence at EU mobility events.
- Dedicated service pages for each pilot action.
- Local low-key events and media outreach campaigns to reach underrepresented groups.

7.4. Communication Timeline

The communication schedule is aligned with the project phases: **launch**, **pilot implementation**, **mid-term evaluation**, and **final dissemination**.

Project Phase	Key Communication Activities
Month 1-6	Visual identity, website launch, stakeholder mapping, social media activation.
Month 6-12	DRT onboarding communication, workshops and inquiry promotion.
Month 12-24	Launch of pilot actions, video production, event participation, initial press release, awareness campaigns in pilot areas.
Month 24-30	Case studies, success stories, user feedback integration.
Month 30-36	Final conference, publication of project results, EU-level dissemination push.

8. Monitoring and analysis of results

Periodic reports to assess the reach and effectiveness of communication activities will be taken. The activities will be assessed with the following indicators:

Communication and Dissemination Activities	Quantitative Indicators
LIFE MOONSET website	Analytics metrics (number of unique visitors, pageviews, Avg. pages Per Unique Visit).
Subpages on PPs Websites	Total number of visitors, Average duration per visit, Bounce rate, Number of page views.
Social media	Social media engagement metrics (followers, likes, shares, comments).
Digital Brochures	Number of brochures/flyers open.
Meetings & Events	Number of events attended representing LIFE MOONSET, number of participants at such events, participation in activities organized jointly with other EU projects).
Stakeholders' engagement	Number of stakeholders engaged (mailing list, meetings, workshops).
Surveys	Feedback collection through user satisfaction surveys.
Publications	Number of published press releases and non-scientific articles, number of scientific and peer-reviewed publications.



Communication and Dissemination Activities	Qualitative Indicators
Stakeholders' engagement	Feedback from stakeholders (surveys, interviews).
Stakeholders	Perceived usefulness and clarity of materials.

Monitoring Tools

- Google Analytics (website performance);
- Social media insights (LinkedIn, Instagram);
- Post-event feedback forms.

Reporting

Communication performance will be reported:

- Monthly: internal progress reports;
- Annually: project reviews and evaluation meetings.
- At the end of the project: report with a dedicated communication and dissemination chapter.

9. Additional information

9.1. Required Resources

- A **dedicated communication team** for content management and media relations (a nominated member from each partner and the coordinator of this work package, who then provide feedback on the evolution of communication to the project leader). Communication meetings should be held monthly.
- **Graphic designer** to create engaging visual materials.
- **Social media specialist** to manage online platforms.
- **Budget for suppliers** (for material production such as flyers, posters and other communication pieces; website and domain hosting, videos and advertising) – which will be continuously monitored throughout the runtime of LIFE Moonset and aligned with the overall project budget.



Annex A

Communication Guidelines for Project Partners

Visual Identity and Branding

- **Always use the official project logo** on communication materials (presentations, documents, banners, social media, noticeboards, etc.).
- Respect the defined **brand colors, fonts, and graphic elements** as outlined in the identity manual.
- Include the **EU and LIFE Programme logos** when relevant, along with the mandatory disclaimer:

" Co-funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them."

Key Messages to Communicate

All partners should align with these core messages:

- **LIFE MOONSET delivers sustainable nighttime mobility solutions**, contributing to cleaner and more accessible cities.
- **On-demand shared transport (DRT)** reduces car dependency, promotes social inclusion, and helps lower emissions.
- **Mobility for all, even at demanding non-standard schedules** – with a focus on workers with non-standard schedules.

Use the slogans:

"Sustainable Nighttime Mobility";

"On-demand Shared Rides for the City of Tomorrow".

Language and Tone

- Use **clear, inclusive, and positive language**. Avoid excessive technical jargon when addressing potential users.
- Adapt tone according to the audience: more formal and technical for institutional stakeholders, more direct and visual for social media and citizens.



Social Media

When posting about the project:

- **Tag the official project account:** @lifemoonset.
- **Use hashtags like:** #SustainableMobility, #NightMobility, #DRT, #LIFEMOONSET #OnDemandMobility, #LIFEprogramme, #LIFEproject #LIFEprojects #ClimateNeutralEU, #CleanEnergyEU, #EU2050, #EnergyTransition.
- When sharing at LinkedIn social network also use @LIFE Programme + CINEA – European Climate, Infrastructure and Environment Executive Agency hashtags.
- When sharing at Instagram social network also use lifeprogramme hashtag.
- **Share other partners content** to increase reach and show communication unity.
- **Suggested frequency:** 1 post per week.

Social Media Editorial Plan (base model example)

Week/Date	Channel	Type of Content	Tópico	Format	Call-to-Action	Link
1	Linkedin	Institutional	Project launch	Post image	LIFE MOONSET project kick off meeting	...
2	Linkedin	Awareness	European Project	Post image	We are part of LIFE MOONSET project	...
3	Portuguese TV	Impact	Project for Flexible Night Transport Solution	Announcement in the evening news	A Project is being carried out for a DRT solution	...
4	Linkedin and LIFE MOONSET WEBSITE	Institutional	Website launch	Post image	The Official LIFE MOONSET website is on	...





Events and Public Appearances

When attending external events where the project is mentioned:

- Notify the coordination team in advance (for alignment and visibility).
- Take photos, gather feedback, and share key insights.
- Include project branding and key messages in your presentation.

Content Production

- Submit any press releases, brochures, or key publications for review before publication (to ensure consistency);
- Provide content in English + local language whenever possible.
- Contribute with local updates for the project website and social media.

Monitoring and Reporting

- Keep track of your communication activities (e.g., posts, events, campaigns) with date, type of action, and audience reached.
- Share results with the communication lead biweekly or as agreed.

Partnership Attitude

- Promote the project proudly — it's yours too!
- Highlight the work of other partners and share best practices.
- Support and participate in joint actions whenever possible.