

PEACOX – Persuasive Advisor for CO2-reducing cross-modal trip planning

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FP7-ICT 2011: 6.6 Low carbon multi-modal mobility and freight transport

Project Duration: 1 Oct 2011 – 31 March 2015



D.8.2.3

Periodical Dissemination Report

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Executive Summary

The PEACOX project has the purpose to reduce CO₂ emissions by providing personalised multi-modal navigation tools for the travellers that allow, help and persuade them to travel and drive ecological friendlier. The PEACOX application were piloted in 2014 in the cities Vienna (AT) and Dublin (IRL).

This deliverable documents work performed within WP8 Dissemination covering the last period of the project duration, what is 18 months actually due project period prolongation.

The main goal of dissemination is to raise awareness of the project final results, promote its adoption and gain publicity to PEACOX project purpose and results.

The PEACOX dissemination process was split into three subsequent phases: first PEACOX's activity targets mostly the R&D community, then project partners take a step further by extending promotion, building on available project results; finally PEACOX project should go on to introduction of project benefits together with activities using project results within endusers community.

The last dissemination phase of the PEACOX project allowed promoting final working system of PEACOX system in Vienna and Dublin.

This issue of Dissemination Report covers last time period in PEACOX project dissemination activities, reaching a group of interested communities and individuals, and gaining feedbacks to performed work.

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1. Introduction

1.1 Background

Work package WP8 encapsulates all the dissemination and exploitation activities that are conducted in the course of the project, including the definition of guidelines for the management of intellectual property rights.

Dissemination of the project results to wide public, industrial stakeholders and scientific audience will be accomplished through different channels, supported by means like posters, white papers, multimedia material or scientific papers. One important pillar is the project web site, serving at the same time as a means for internal communication purposes. Both the web site and all material are based on a uniform graphic layout.

The main goal of dissemination was to raise awareness of the PEACOX project, from the concept to the final results. A properly carried out dissemination promotes the PEACOX system and its adoption.

As the PEACOX project starts delivering its final results, dissemination focus moves over to exploitability in the third phase. The consortium put efforts to let the widest audience benefit from PEACOX results for sustainable use of PEACOX project results.

The third phase was mainly achieved due second field testing together with promoting PEACOX ideas at conferences and other events.

In the next chapters, the third dissemination phase results and other dissemination activities are reported.

1.2 Scope of the deliverable, main stakeholders addressed

This deliverable covers results from task 8.2 DoW Public and Scientific Dissemination Activities.

The dissemination report is delivered every year, providing an overview of the current status. This dissemination report includes a section about exploitation which will highlight particular activities undertaken towards the enduser community and further uptake of the PEACOX project results.

1.2.1 Scientific community, industrial stakeholders

These two parts of dissemination activities will be addressed by submitting papers to conferences and journals, accomplished mainly by academic partners, while fairs and other industrial networking events will be used to reach stakeholders and identify exploitation prospects.

1.2.2 Enduser community, wider public

Awareness of the wider public regarding the technology were raised through media like popular journals, magazines and well known web portals (e.g. YouTube, Facebook and other PEACOX project partner websites).

2. The Third Dissemination Report

2.1 Objectives of the last time period

There were set the following goals for the third year of the work:

- Project-relevant opportunities (e.g. conferences, press visibility) should be monitored and exploited

As we show in the following sections, the project consortium achieved the above goals with good results. PEACOX project was visible in multiple online and offline channels: press, forums, websites as well as conferences and workshops.

2.2 Dissemination activities during last time period of PEACOX project

2.2.1 Prices

Consortium members are happy to announce that the PEACOX application won the gold medal at the IIID (International Institute for Information Design) competition within the category sustainability.

For more details please visit the homepage <http://www.iidaward.net/index.php> and <http://www.iid.eu>.

2.2.2 Conferences, workshops

The table below lists the significant event where the consortium either introduced the project as a dedicated part of the event (e.g. gave a presentation) or saw an opportunity for future exploitability of project results.

Dissemination event	Date, place	Dissemination actions	Partners	Specific focus
ACM SIGCHI Conference on Human Factors in Computing Systems	26/04/14-01/05/13 Toronto	Conference	AIT	Sustainable HCI & political activism, Personalized Persuasion
Persuasive Conference 2014	21/05 - 23/5/2014 Paris	Poster	ICCS	Persuasive Strategies and Choice Architecture for Sustainable Decisions in Urban Mobility
93rd Annual Meeting of the Transportation Research Board	January 2014 Washington D.C.	Presentation	ETHZ	Trip Purpose Identification from GPS Tracks
Transportation Research Record	2014	Journal Paper	ETHZ	Trip Purpose Identification from GPS Tracks
14 th Swiss Transport Research Conference	May 2014	Presentation/ Paper	ETHZ	Personalisation in multi-day GPS and accelerometer data processing
10 th International Conference on Transport	November 2014	Presentation/ Paper	ETHZ /AIT	Comparison of Travel Diaries Generated from Smartphone Data and Dedicated GPS Devices

Survey Methods (ISCTSC)				
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Table 1 PEACOX's attendance at conferences and workshops

2.2.3 Scientific publications

During the whole project duration, the consortium handed in the following publications:

- Alam, M.S. & McNabola, A., Exploring the modelling of Spatio-temporal variations in ambient air pollution within the land use regression framework: Estimation of PM10 concentrations on a daily basis, *Journal of the Air and Waste Management Association*, 2015
- Alam, S & McNabola A., A Critical Review and Assessment of Eco-driving policy & Technology: Benefits & Limitations, *Transport Policy*, 35, 2014, p42 – 49
- Alam, S., McNabola, A., Eco-Driving Policy & Technology: A Review of Benefits & Limitations in CO2 Emissions Reduction, 9th ITS European Congress, Dublin, 4th-7th June, 2013
- Bothos, E, Apostolou, D, Mentzas, G. An Ecologically-aware Approach for Mobile Travel Recommender Systems. *eChallenges Conference*. Lisbon, Portugal, 2012.
- Bothos, E., Prost, S., Schrammel, J., Röderer, K. and Mentzas, G. Watch your Emissions: Persuasive Strategies and Choice Architecture for Sustainable Decisions in Urban Mobility. *Poster at Persuasive 2014*.
- Bothos, E., Prost, S., Schrammel, J., Röderer, K. and Mentzas, G. Watch your Emissions: Persuasive Strategies and Choice Architecture for Sustainable Decisions in Urban Mobility. *PsychNology Journal*, 12(3), 2014, 107 – 126.
- Brazil, W., Caulfield, B, Rieser-Schüssler, N, Understanding user requirements from a real-time transport Smartphone application, *ITRN 2012*, University of Ulster, Belfast, 2012
- Brazil, W., Caulfield, B., Impact of emissions information on mode choices in Dublin, *ITRN, TCD*, 2013
- Brazil, W., Caulfield, B., Transport Smartphone Applications Survey, *ITRN*, University of Ulster, 2012, 2012

- Brazil, W., Caulfield., B. , Factors affecting the use of transport related smartphone applications, 9th ITS European Congress, Dublin, 2013
- Brazil, W., Caulfield., B., Rieser-Schüssler, N. , Presentation of Carbon Dioxide Emissions Information for Smartphone Application, 92nd Annual Meeting of the Transportation Research Board, Washington D.C. , 2013
- Brazil, W., Caulfield., B., Rieser-Schüssler, N., Understanding Carbon: Making Emissions Information Relevant, Transportation Research Part D: Transport and Environment, 19, 2013, p28 - 33
- Brazil, W., Caulfield., B., Testing individuals' ability to compare emissions from public transport and driving trips, Journal of Public Transportation, 17, (2), 2014
- Brazil, W., Caulfield., B., The potential role of smart phone technology in transport behaviour, Transportation Research Part C: Emerging Technologies, 37, 2013, p93 – 101
- Busch, Marc, Schrammel, Johann and Tscheligi, Manfred. Personalized Persuasive Technology – Development and Validation of Scales for Measuring Persuadability. 8th International Conference on Persuasive Technology, Sydney, Australia, 2013.
- Caulfield, B., Brazil, W., Fitzgerald, K., Morton, C., Measuring the success of reducing emissions using an on-board eco-driving feedback tool, Transportation Research Part D: Transport and Environment, 32, 2014, p253 – 262
- Efthimios Bothos, Dimitris Apostolou, and Gregoris Mentzas. 2013. Choice architecture for environmentally sustainable urban mobility. In CHI '13 Extended Abstracts on Human Factors in Computing Systems (CHI EA '13). ACM, New York, NY, USA, 1503-1508.
- Efthimios, B., Dimitris, A., Gregoris, M. Recommender systems for nudging commuters towards eco-friendly decisions. Intelligent Decision Technologies (IDT), special issue on Advances in Recommender Systems. 2015.
- Ludwig, B., Ricci, F. and Yumak, Z.. 2012. 1st workshop on recommendation technologies for lifestyle change 2012. In Proceedings of the sixth ACM conference on Recommender systems (RecSys '12). ACM, New York, NY, USA, 357-358.

- Montini, L., N. Rieser-Schüssler und K.W. Axhausen (2014) Personalisation in multi-day GPS and accelerometer data processing, 14th Swiss Transport Research Conference, Ascona, Mai 2014.
- Montini, L., Prost, S., Schrammel, J., Rieser-Schüssler, N., Axhausen, K. W. Comparison of Travel Diaries Generated from Smartphone Data and Dedicated GPS Devices. 10th International Conference on Survey Methods in Transport. 2014
- Montini, L., Rieser-Schüssler, N., Horni, A., Ahausen, K. Trip Purpose Identification from GPS Tracks. Journal of the Transportation Research Board. Volume 2405. 2014
- Prost, S., Schrammel, J., and Tscheligi, M. Sometimes it's the Weather's Fault' – Sustainable HCI & Political Activism. Extended Abstracts CHI 2014.
- Prost, Sebastian, Schrammel, Johann, Röderer, Kathrin and Tscheligi, Manfred. Contextualise! Personalise! Persuade! A mobile HCI framework for behaviour change support systems. Proceedings of the 15th international conference on Human-computer interaction with mobile devices and services (MobileHCI), 2013.
- Rieser-Schüssler, N. und K.W. Axhausen (2013) Identifying chosen public transport connections from GPS observations, 92nd Annual Meeting of the Transportation Research Board, Washington, D.C., Januar 2013.
- Rieser-Schüssler, N., L. Montini, M. Rieser und K.W. Axhausen (2012) Preparations for estimating public transport connection choice from GPS observations, 13th International Conference on Travel Behaviour Research, Toronto, Juli 2012.
- Röderer, K., Schrammel, J., Busch, M., & Tscheligi, M. Smart and sustainable travel mode choices –implications for sustainable technology development. 10th Biennial Conference in Environmental Psychology. 2013.
- Schrammel, J., Prost, S., Mattheiss, E., Bothos, E. and Tscheligi, M. Using individual and collaborative challenges in behavior change support systems: Findings from a two month field trial of a trip planner application. Persuasive Technology 2015.
- Schrammel, Johann, Busch, Marc and Tscheligi, Manfred. Peacox – Persuasive Advisor for CO2-Reducing Cross-modal Trip Planning. 1st International Workshop on Behavior Change Support Systems (BCSS), 2013.]

2.2.4 Online dissemination

All project activities and news are continuously published on the PEACOX website www.project-peacox.eu. Interested persons can subscribe on the website for the PEACOX newsletter which is sent out regularly via email and additionally put on the website.

Furthermore the project is disseminated through the websites of the consortium partners and some related projects:

- Website article on Fluidtime homepage about trial II
(http://fluidtime.com/newsreader-en/items/peacox_research_project.html)
(15.09.14)
- Website article on Fluidtime homepage about secondary user trial
(<http://fluidtime.com/newsreader-en/items/peacox-ecological-route-planner-now-at-Google-Play.html>) - (03.12.14)
- Promo Video of the PACOX journey planner application
(<https://www.youtube.com/watch?v=BUB-zSAzD7s&feature=youtu.be>)
- Multimodal journey planner at journeyplanner.dynavix.cz

2.3 Individual dissemination of partners

2.3.1 Economic forum in Dublin

Michael Kieslinger (Fluidtime) presented PEACOX project and the PEACOX journey planner application within economic forum in Dublin (cooperation between Austrian and Irish cooperation organized by The Austrian Federal Economic Chamber – Urban Technologies from Austria).



Figure 2.1: Michael Kieslinger (Fluidtime) with the Federal President Mr. Heinz Fischer

The dissemination activities of each consortium member are concluded in following overview:

2.3.2 PEACOX project press release in Greek Media:

PEACOX project press release was featured in Greek Media:

- <http://www.newspile.gr/25951/2014-02/peacox-gia-oikologikes-metakiniseis.html>
- <http://www.inewsgr.com/101/peacox-gia-oikologikes-metakiniseis.htm>
- <http://www.econews.gr/2014/04/01/peacox-oikologiki-metakinisi-113770/>

2.3.3 Publication in AIT's Tomorrow Today:

PEACOX was prominently featured in AITs costumer magazine Tomorrow Today (Issue 03/2014):

- <http://www.ait.ac.at/presse/tomorrow-today/>

- Planned dissemination activities

The dissemination strategy after end of PEACOX project duration will be based on:

- commercial using of PEACOX project results
- end-user awareness about new journey planner and navigation functionality
- common FP7 project dissemination practices

Independently from the dissemination planning, partners also will regularly attend certain conferences, clustering events and workshops, which provide further opportunities for spreading the word of PEACOX. Some of these foreseen events are enlisted below:

Period: After March 2015

Dissemination event	Date, place,	Dissemination actions	Partners	Reason for dissemination activity	Specific focus
Transport Ingeneering days	June 2015, Mikulov	Presentation	TMX	Project results dissemination	New approach to information systems for public transport
Persuasive Technology	June 2015, Chicago	Conference	AIT	Presentation of Paper	Individual and collaborative Challenges

Table 2: Individual dissemination activities of PEACOX consortium partners planned after end of project duration

3. Summary and outlook

The third dissemination report described activities of PEACOX consortium within last period of project duration, but project consortium can see further using and operating project results as a key activity for next time period.

The goal of the PEACOX dissemination strategy is to ensure that the PEACOX achievements and take-up experiences can and will be used in the near future to plan, develop and implement new approach for mobile application within public transport area not only in the EU countries but also in another countries worldwide, with further development of the services and systems demonstrated in PEACOX. There are many cities, towns and

municipalities together with software developers across all EU and the rest of the Europe to disseminate the PEACOX results.

The dissemination activities to be carried out after the project duration will be targeted firstly at the local government or regional policy and funding agents, national or local associations of transport (also operators) and community association operators in the PEACOX consortium members countries. In addition, dissemination activities will also be extended to the rest of Europe, always addressing the main reference agents and associations of the public transport sector.

The PEACOX consortium will also establish close connections to relevant initiatives that support public transport-centred mobility project on each country of the project.

The PEACOX partners are members of national and international organisations, which will be used as channels for the dissemination of the results of the project.

The PEACOX Internet home page (<http://www.project-peacox.eu>) has already been established on the Internet to communicate information about the project, report project progress and publish relevant documents and information as it become available.

AIT, as leading partner is responsible for the selection, introduction and maintenance of all kind of material related to the project that may be relevant to disseminate through the website.

This part of the project is an important tool to disseminate the results of the project as it can spread over a large number of Internet users, information about the work developed during the project.

3.1 Media relations

As in any public relations programme, the PEACOX project contact with the media is essential. It is essential to speak to journalists in order to generate press coverage about the work developed during PEACOX project.

The PEACOX project target audience is essentially composed by local government or regional policy and funding agents, national associations of transport and community association operators in the PEACOX countries, as well as other European countries authorities. These audiences require the dissemination of messages through the following media channels:

- Regional Media – the target audience of this particular channel are local politicians and local authorities
- National Media – this channel's target audience are politicians, policy-makers, regulators and general public
- International Media – with this channel it is possible to get the attention from analysts, policy-makers, regulators and individual governments.
- Internet – a release list should be organised (by all partners) in order to disseminate the most important news about the project

Consortium members consider as very important to maintain periodic contacts with these channels and to promote the work that is being done for the project. This can be done through newsletters and through the announcement of a specific event related with the project.

Each partner of PEACOX should participate in conferences or congresses and other events that are relevant to the subject of the project.

There are used a few different communication channels for promotion of GSP system:

3.2 PEACOX on-line marketing

The principle of on-line and email marketing focused on further development of potential customers database is not to “spam” all people we met in last decade, but to use website, where will be explained multimodal navigation, its advantages compare to other technologies for public transport and where will be detailed description of PEACOX approach to increasing of public transport efficiency.

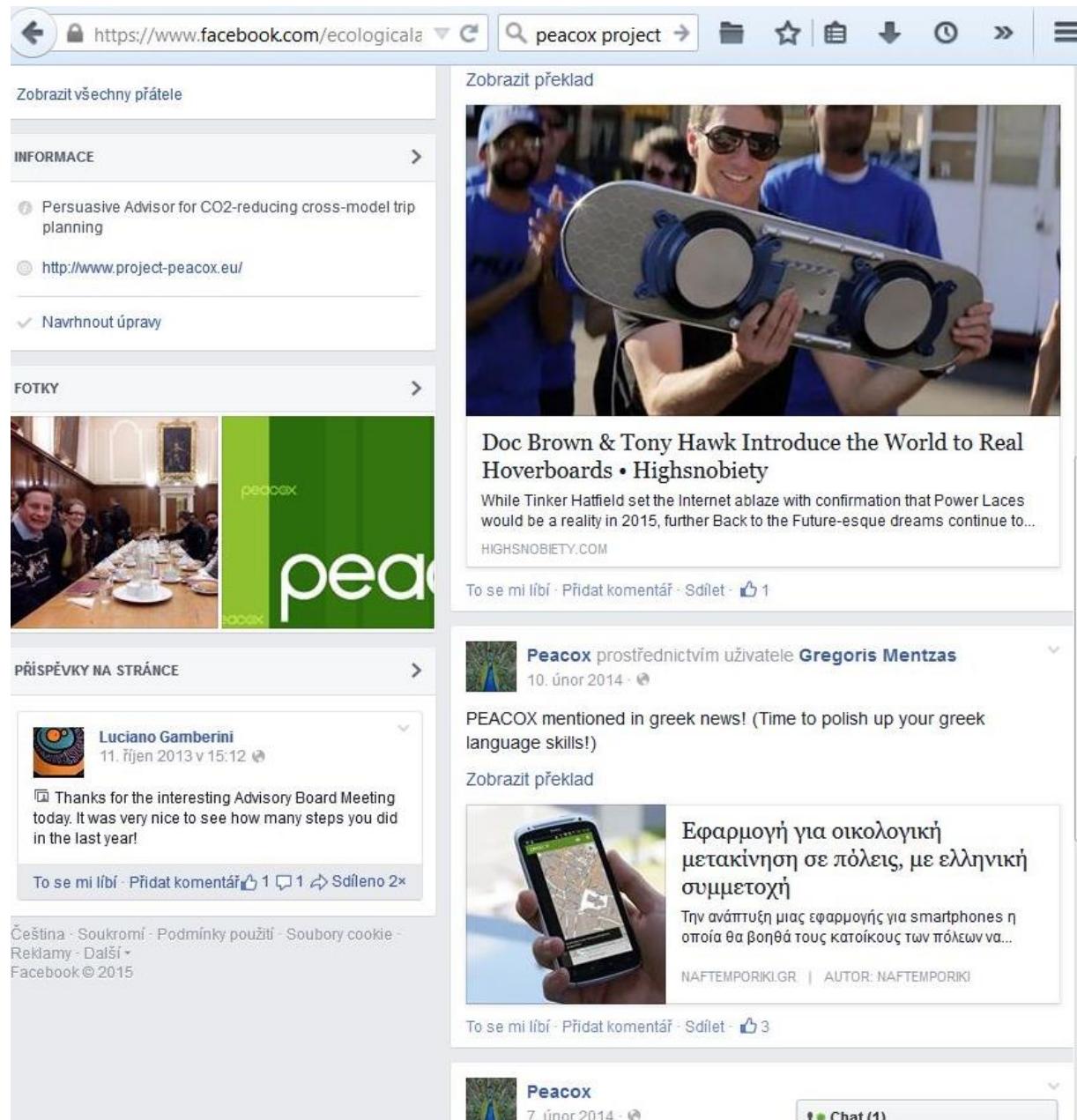
The key for successful gaining contacts to potential customer is to prepare part of this “educational” website, where the visitor get more information, but only when he fulfill contact form. Then he can download maximum amount of information related to PEACOX technology.

Certainly website is only one of a few channels where PEACOX consortium wants to communicate with customer(s). Consortium partners still suppose contacts with each group of customers on personal basis, where these activities should be done at conferences or other special technical events.

Database of emails and contacts will be used for regular newsletter sent probably once in six months, where we would like to inform potential customers about PEACOX consortium members activities and concrete (economical) results.

4. Appendices

4.1 Appendix 1 – PEACOX Facebook presentation



The screenshot shows a Facebook page for the 'peacox' project. The page includes sections for 'INFORMACE' (Information) and 'FOTKY' (Photos). A post by 'Peacock' from January 10, 2014, is highlighted, featuring a photo of Doc Brown and Tony Hawk holding a hoverboard. The post is titled 'Doc Brown & Tony Hawk Introduce the World to Real Hoverboards • Highsnobiety' and discusses the introduction of real hoverboards. Another post by 'Luciano Gamberini' from October 11, 2013, expresses gratitude for an advisory board meeting. The page also includes links to the project's website and a 'Příspěvky na stránce' (Posts on the page) section.

INFORMACE

- Persuasive Advisor for CO2-reducing cross-model trip planning
- <http://www.project-peacox.eu/>

FOTKY

PŘÍSPĚVKY NA STRÁNCE

Peacock prostořednictvím uživatele **Gregoris Mentzas**
10. únor 2014 ·

PEACOX mentioned in greek news! (Time to polish up your greek language skills!)

Peacock 7. únor 2014 ·

Chat (1)