



2020  
CIVITAS  
Cleaner and better transport in cities

HANDSHAKE



## Communication materials

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Richard Adams, Reggie Tricker	
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Cleaner and better transport in cities  
HANDSHAKE



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## Project Partners

Organisation	Country	Abbreviation
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City of Copenhagen	Denmark	CPH
City of Amsterdam	Netherlands	AMS
City of Munich, Department of Public Order	Germany	KVR
Bordeaux Metropole	France	BM
City of Bruges	Belgium	BRUG
Dublin City Council	Ireland	DUB
Municipality of Kraków	Poland	GMK
City of Helsinki	Finland	HEL
Transport for Greater Manchester	United Kingdom	TfGM
Riga City Council - Traffic Department	Latvia	RCC TD
Roma Servizi per la Mobilità	Italy	RSM
City of Turin	Italy	MS TO
Amsterdam University - Urban Cycling Institute	Netherlands	UVA-UCI
Mobiel 21	Belgium	M21
Velo Mondial	Netherlands	Velo Mondial
DECISIO	Netherlands	DECISIO
ICLEI European Secretariat	Germany	ICLEI
Cadiz	Spain	CAD

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# 1 About this document

Promotional materials are key to generating interest in a project. They raise awareness about what it is trying to achieve, whilst encouraging the audience to get involved in specific activities. By doing so, they gain a deeper understanding of the project. Visually engaging materials also prompt an audience to engage with a project's visual identity elements.

However, these materials are of limited effectiveness if not supported by an effective digital promotion strategy. A website is now an essential communications channel for all projects, whilst social media has become an established communication, promotion and dissemination channel, whose already significant importance continues to increase.

Whilst the website acts as the digital face of the project and main hub of information, social media and a clear visual identity through graphics enable projects to interact and share information directly with their networks. Doing so helps direct users to the project website and raise awareness about the project and related topics. Social media also gives access to the networks and communities of similar projects, thereby expanding project reach.

This document outlines the portfolio of promotional materials produced by the CIVITAS Handshake project so far and an overview of its website and social media channels. Prior to this, there will also be a give a quick introduction to the visual identity that CIVITAS Handshake has developed, as this sits at the heart of all communication products and digital channels.

## 2 About Handshake

CIVITAS Handshake supports the transfer and take-up of successful cycling measures developed by three pioneering and world-class Cycling Capitals (CCs) - Amsterdam (the Netherlands), Copenhagen (Denmark), and Munich (Germany) - to ten future Future Cycling Capitals (FCCs).

Areas of focus include: cycling policy and planning, infrastructure design, modelling and assessment, and awareness and education. Many cities have partial knowledge in some of these areas, but only a few - such as the Cycling Capitals - have already developed an holistic approach.

Under Handshake, cycling knowledge and expertise will be shared through transfer processes and mentoring programmes that will themselves help shape best practice. Innovation has not always reached the cities who would stand to gain the most from it – the Handshake methods are seeking to change this.

The ten FCCs that will immediately benefit from working with Handshake's Cycling Capitals and project experts cover the breadth of Europe. They are Bordeaux (France), Bruges (Belgium), Cadiz (Spain), Dublin (Ireland), Greater Manchester (UK), Helsinki (Finland), Krakow (Poland), Riga (Latvia), Rome (Italy) and Turin (Italy).

These cities are drawn from diverse geographical, socioeconomic and planning contexts that will help maximise learning beyond Handshake as the project matures.

### 3 Visual identity

To ensure resonance with the CIVITAS Initiative, Handshake employs a colour palette and visual identity drawing on those outlined in the CIVITAS 2020 Corporate Design Handbook.

However, certain design and style elements differentiate from those within the main CIVITAS Initiative and are original creations for the Handshake project. This enables the project to forge an identity that is both unique but still clearly linked to CIVITAS.

Whilst the elements draw on the CIVITAS colour palette, a distinct and deliberate cut-out graphic style is used for the images used in both Handshake's digital and physical communication products. These images are also sometimes combined to form collages. In order to achieve a convincing graphic identity across all communications products, a professional graphic design agency was commissioned with experience in visual identity and websites (<http://www.katphilips.net/category/web/>).

In the selection of images, a conscious effort was made to ensure that the diversity of the depicted subjects, both in terms of people and locations/landscapes, reflected the broad variety found in the Handshake consortium and its ambitions for inclusive and everyday cycling.

**Image 1: CIVITAS Handshake collage example**



**Image 2: People cut-out examples**



**Image 3: City cut-out examples**



## 4 Promotional materials

Different products have been created to promote the project at external events, and their design is based on the visual identity set out above. More information on those that have been created and are planned in the near future can be found below.

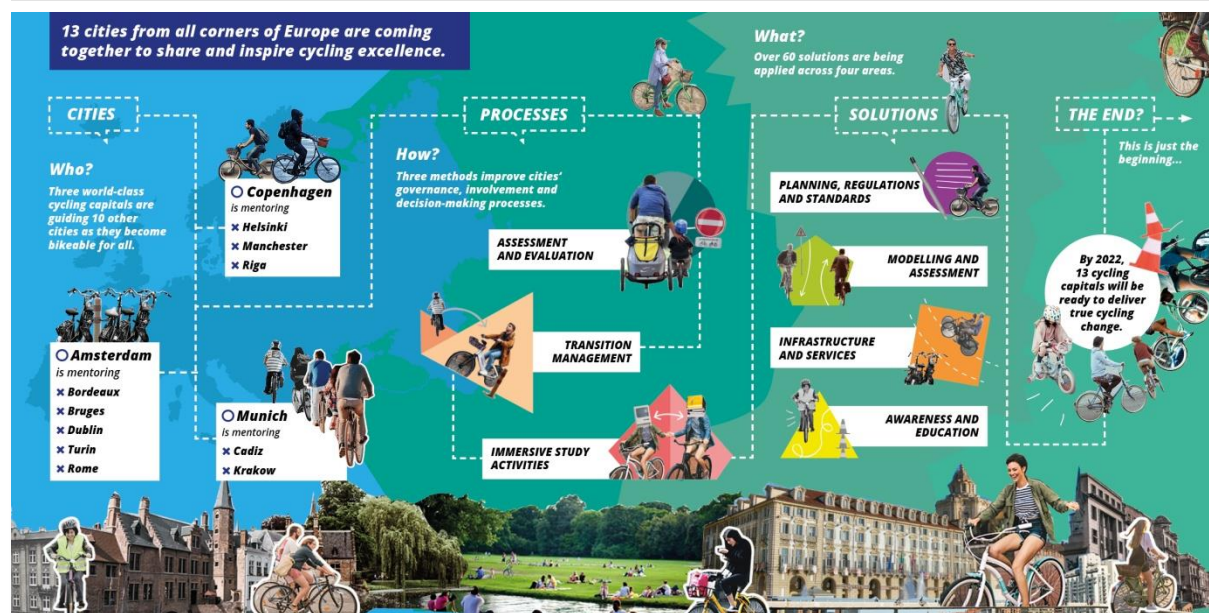
### 4.1 Project infographic

A project infographic has been created that depicts the most important facts about the project in a visually appealing manner. It can also be found [here](#) on the project website.

The infographic, in common with other channels such as the website and roll-up, depicts the most essential project information: the Cycling and Future Cycling Capital city locations, the project's key processes, and the thematic areas of the solutions being implemented. Specific icons have been devised for these aspects of the project, and these will be reused and emphasised across all channels and products (including the website, social media and presentations) to emphasise the structure of the project.

**Image 5: CIVITAS Handshake infographic**





## 4.2 Project booklet

This booklet sets out key information in relation to the project, including its objectives (i.e. what it aims to achieve and foreseen impact), project partners, and details on how to engage with the project. The project infographic mentioned above is also included in the booklet.

The first print run will see a total of 400 leaflets produced, which will be distributed among the project consortium. 100 of these will be distributed at the Velo-city 2019 conference.

In the future, the booklet will be translated into all languages in the consortium for which partners express a need. Aside from English, the languages in the consortium are Danish, German, Spanish, French, Finnish, Italian, Latvian, Dutch and Polish.

Image 6 : Booklet inside pages

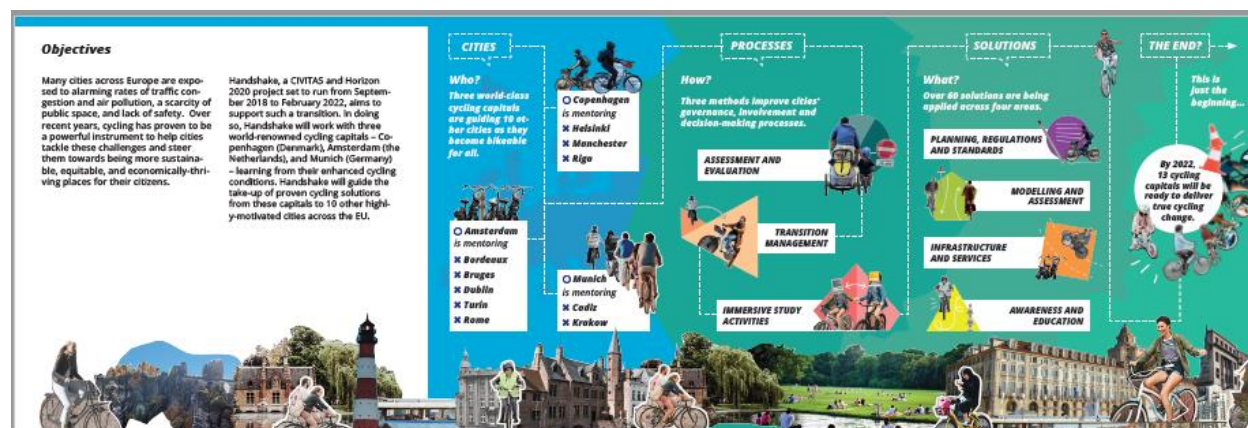


Image 7 : Handshake booklet back-side design





### 4.3 Roll-up

An initial design for a roll-up has been produced, which will be printed in advance of its first use. How to engage with key project communication channels will be added.

As with the leaflets, the roll-ups will be translated into the Handshake consortium languages where a need is expressed or becomes apparent.

Image 8: CIVITAS Handshake project roll-up (proposed design)



## 5 Digital communications

The main digital channels for the Handshake project are its website, social media channels, (Twitter, LinkedIn, Facebook and Instagram), and e-newsletter.

The website hosts all content related to the project designed for public consumption. Social media is used to disseminate this information and attract users to the website.

It is also used to communicate news related to other CIVITAS H2020 and European Commission sustainable mobility projects and major cycling news from across Europe.

### 5.1 Website

The Handshake website had its 'soft launch' on 24 May and is hosted on [handshakecycling.eu](http://handshakecycling.eu). It has been developed using Drupal, an open-source content management system, and is presented solely in English.

As with the communication products, the website draws on the CIVITAS Initiative branding outlined in the CIVITAS 2020 Corporate Design Handbook. Whilst this informs the design, Handshake has also created a unique visual style that distinguishes the project from its peers.

The website serves as the hub and main public source for information related to the project. The site tree below shows how content has been organised on the website (note this may have changed slightly by the time of the hard launch on 12 June).

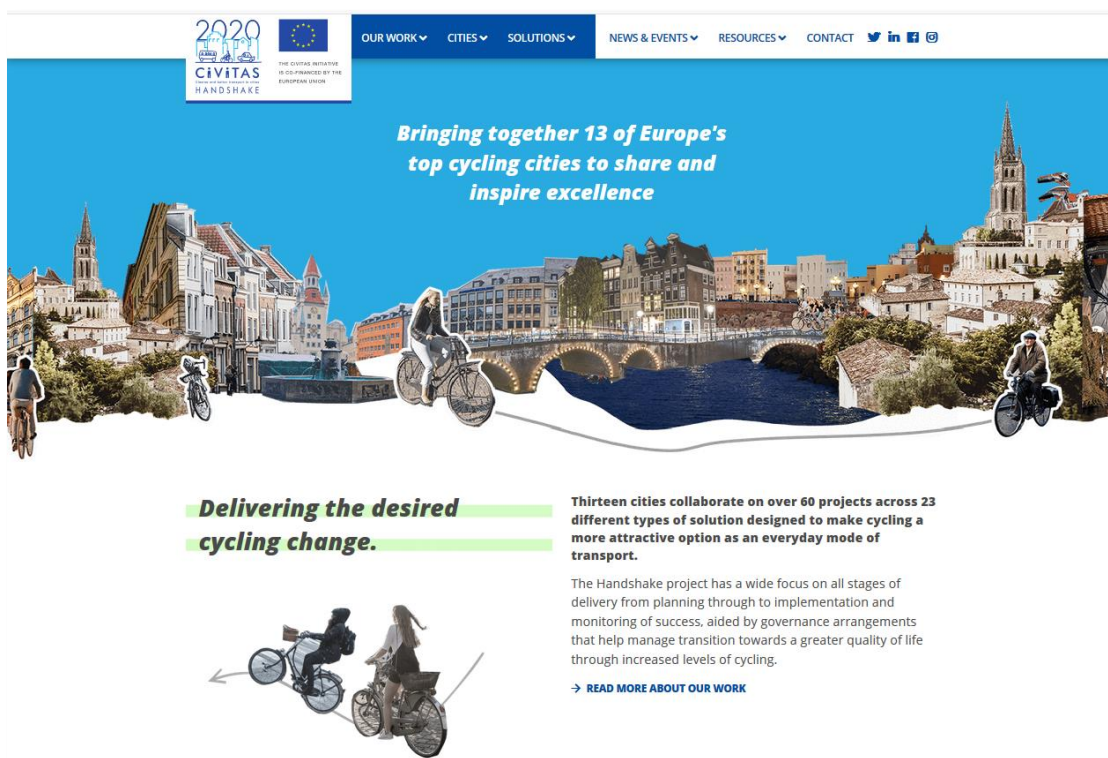
**Table 1: Handshake website site map**

Our Work	Cities	Solutions	Other
<ul style="list-style-type: none"> <li>• <a href="#">About Our Project</a></li> <li>• <a href="#">Project Timeline</a></li> <li>• <a href="#">Transition Management</a></li> <li>• <a href="#">Immersive Study Exchanges</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Cities Index</a></li> <li>• <a href="#">Amsterdam</a></li> <li>• <a href="#">Bordeaux</a></li> <li>• <a href="#">Bruges</a></li> <li>• <a href="#">Cadiz</a></li> <li>• <a href="#">Copenhagen</a></li> <li>• <a href="#">Dublin</a></li> <li>• <a href="#">Helsinki</a></li> <li>• <a href="#">Krakow</a></li> <li>• <a href="#">Manchester</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Solutions Index</a></li> <li>• <a href="#">Planning, Regulation s and Standards</a></li> <li>• <a href="#">Infrastructure and Services</a></li> <li>• <a href="#">Modelling and Assessments</a></li> </ul>	<ul style="list-style-type: none"> <li>• News &amp; Events               <ul style="list-style-type: none"> <li>◦ <a href="#">News</a></li> <li>◦ <a href="#">Events</a></li> </ul> </li> <li>• Resources               <ul style="list-style-type: none"> <li>◦ <a href="#">Resources</a></li> <li>◦ <a href="#">Media</a></li> </ul> </li> <li>• <a href="#">Contact</a></li> <li>• <a href="#">Sitemap</a></li> <li>• <a href="#">Legal</a></li> <li>• <a href="#">Data Protection</a></li> </ul>

<ul style="list-style-type: none"> <li>• <a href="#">Assessment and Evaluation</a></li> <li>• <a href="#">Infographic</a></li> <li>• <a href="#">Partners</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Munich</a></li> <li>• <a href="#">Riga</a></li> <li>• <a href="#">Rome</a></li> <li>• <a href="#">Turin</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Awareness and Education</a></li> </ul>	
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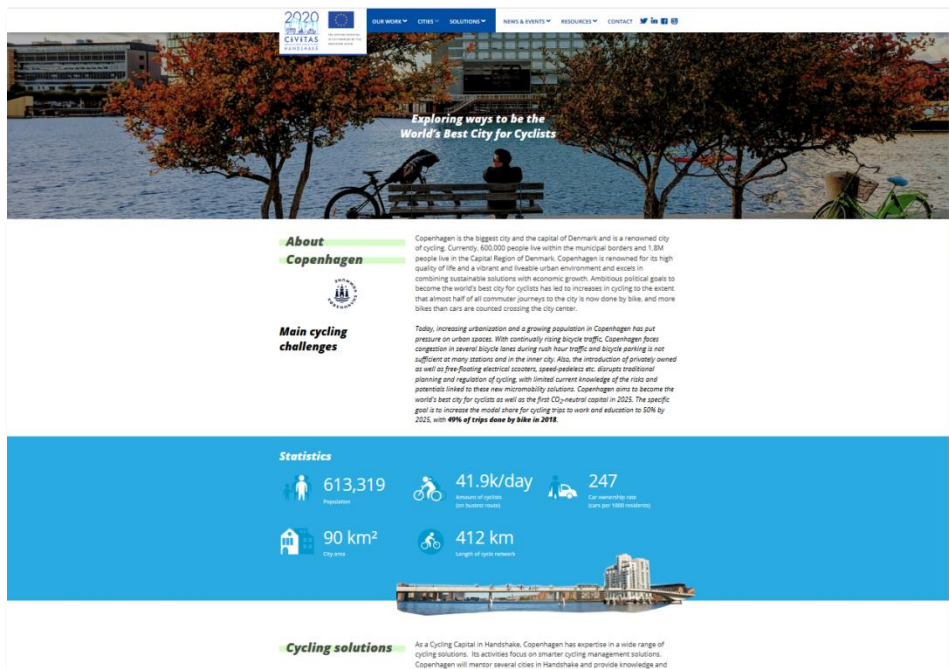
The front page contains key information on the project, giving teasers of the latest news items and upcoming events, whilst also allowing users to navigate to city and solution pages.

Image 9: [Handshake homepage](#) image

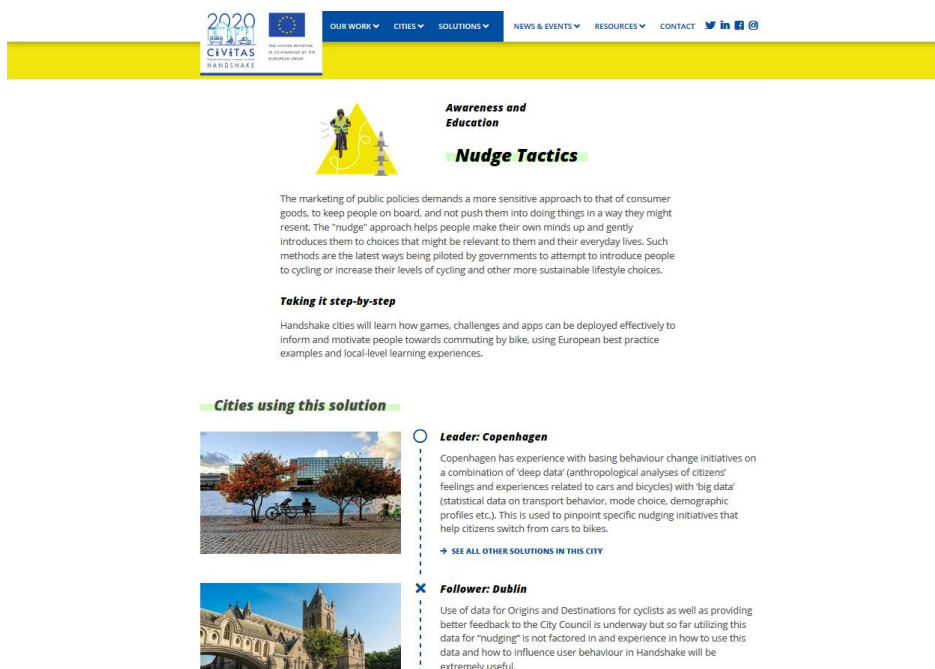


Each of the 13 cities involved in Handshake, i.e. both the Cycling Capitals and Future Cycling Capitals, have their own dedicated page. This is headed with a striking banner image and 'mission statement' before it proceeds to introduce the cycling situation in each city (including key statistics), and links to more detailed descriptions of the measures city is involved in.

The bottom of each page also brings users to filtered searches of content found in other website areas (e.g. news and resources), whilst also linking to related city communication channels.

Image 10: [Copenhagen city page](#) header

For each of the Handshake solutions being implemented, a page has also been created. This lists the leader and follower cities, whilst describing measure implementation in each location.

Image 11: Individual solution page ([Nudge tactics](#))



## 5.2 Social media

The project currently has four dedicated social media accounts, namely Twitter, LinkedIn, Facebook and Instagram.

### Twitter

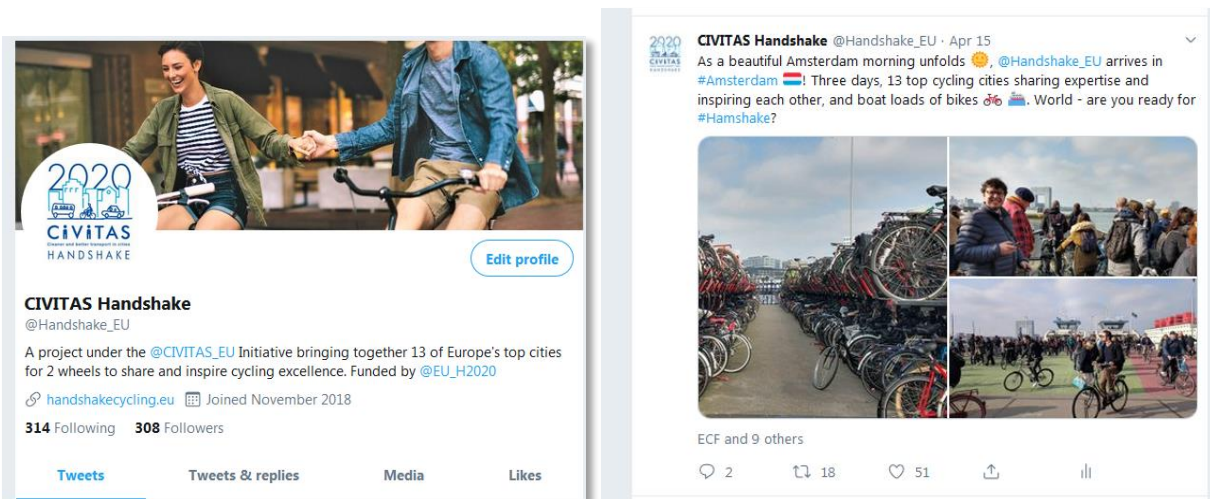
This account uses the handle @Handshake\_EU and is utilised to disseminate project news and news on cycling in Handshake and other European cities - [twitter.com/Handshake\\_EU](https://twitter.com/Handshake_EU).

Significant news from fellow CIVITAS H2020 and European Commission sustainable mobility projects is also posted about and retweeted. Doing this reciprocally with other projects helps to increase Handshake's profile within their respective networks.

Statuses relating to more general interesting cycling (and sustainable mobility) stories are also sometimes posted. Significant interaction with cycling voices in Europe already occurs, including Handshake's Advisory Panel.

In addition, a mapping has been done of [Handshake partner Twitter accounts](#) to ensure that relevant stakeholders can be targeted when posts are city- or topic-specific.

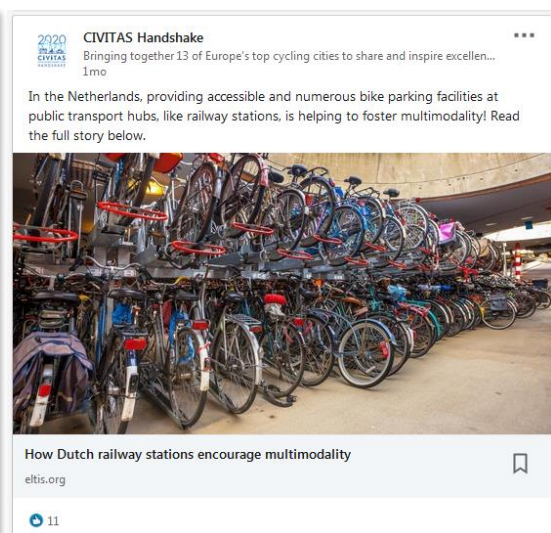
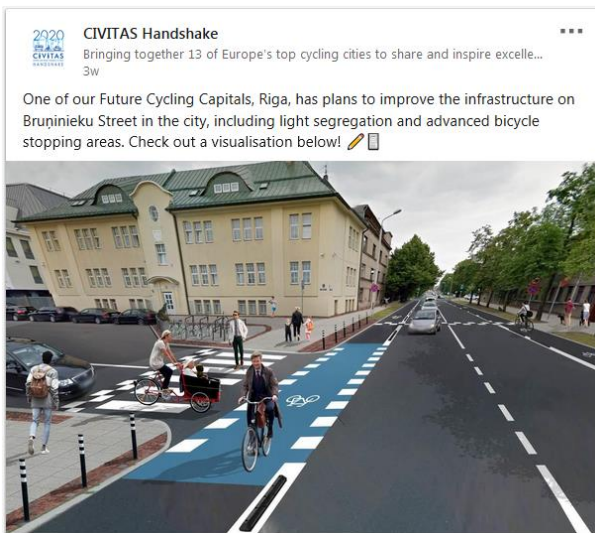
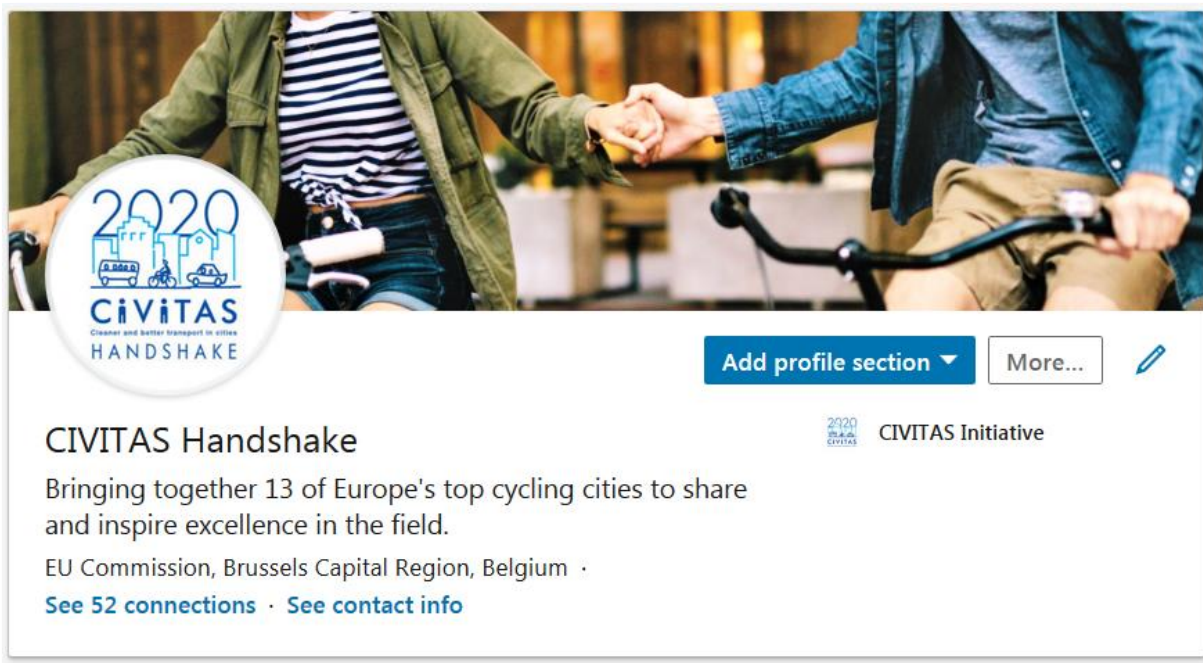
### Images 12-13: Twitter profile header and a Twitter status



### LinkedIn

The project has a dedicated [LinkedIn page](#). This is used in a similar manner to Twitter, although items are more focused on Handshake project news and other related CIVITAS or European Commission projects, as opposed to incorporating other more general cycling news. The possibility of posting blogs on the LinkedIn publishing platform will also be explored in future.

## Images 14-16: Handshake LinkedIn header and two statuses



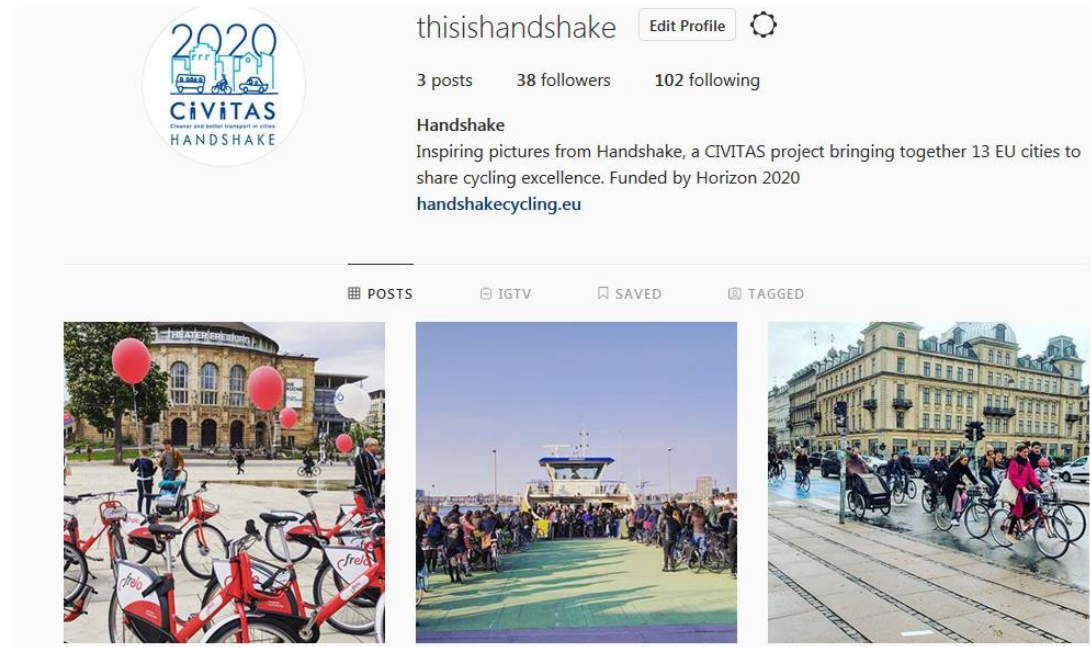
## Instagram

Handshake's [Instagram account](#) allows for a more visual approach to communications. A different type of channel to Twitter, in some countries it is more popular and trusted. It allows Handshake to immerse itself in a community of interest less focused on professional boundaries and roles by interacting with interested citizens and organisations. Instagram has a particularly youthful user base, enabling interaction with future decision-makers and influencers. Hash tags are crucial to effective Instagram outreach: Handshake has carried out a mapping exercise to identify the most



appropriate and regularly used project-relevant ones and set itself apart from sports and other more recreational cycling.

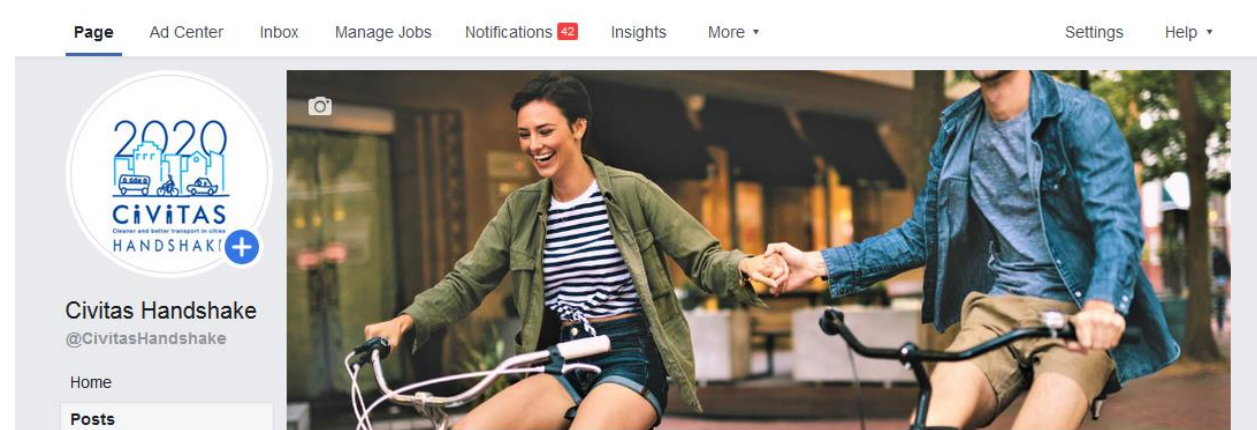
### Image 17: Handshake Instagram profile

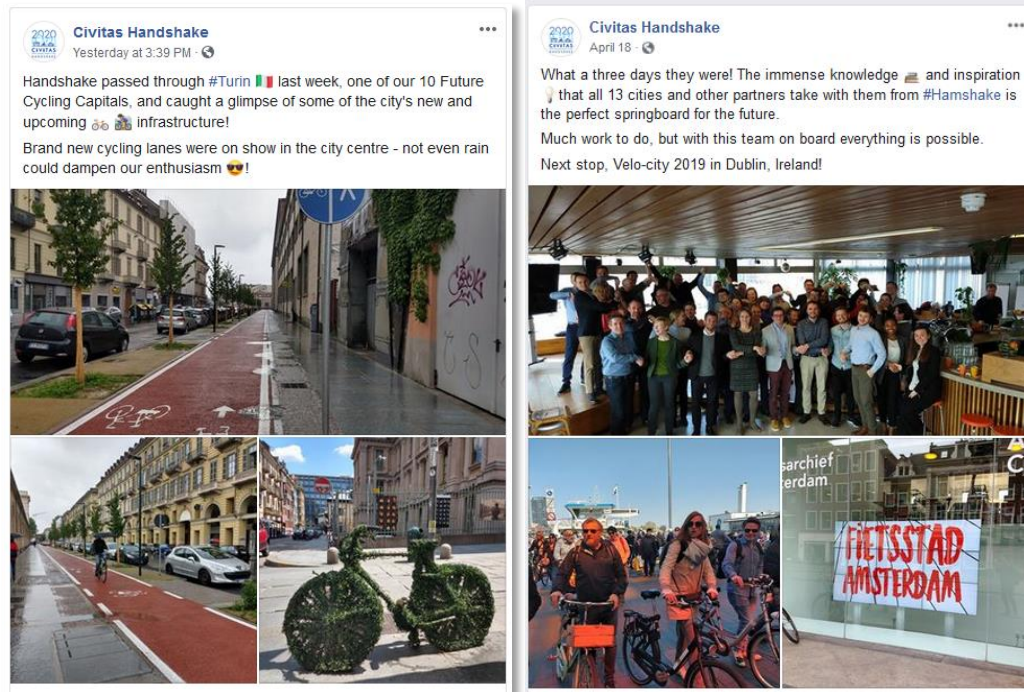


### Facebook

Facebook will be used to reach an audience somewhere between Twitter and Instagram, with practitioners and civil society particularly active on the platform. Facebook allows for a mixture of visual content and information to be posted together. The ability to create events easily also make it ideal for marketing Handshake events that have open registration. The Facebook video premiere function will also be used to instigate a countdown before any videos produced by Handshake are launched.

### Image 19-21: Handshake Facebook profile header and statuses



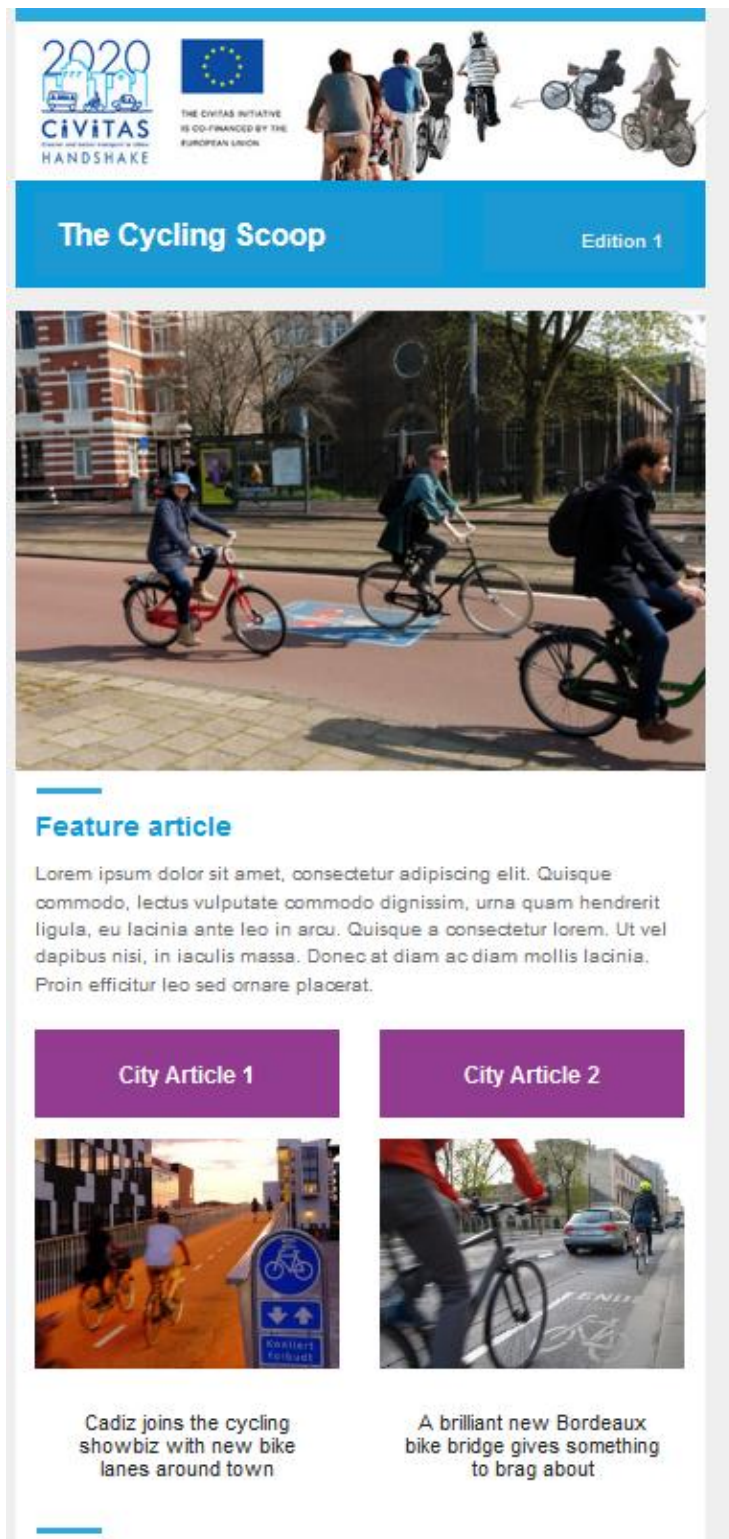


### 5.3 E-newsletter

Handshake's biannual e-newsletter will be sent out six times over the course of the project and update stakeholders on project activities, events and results. The template has been created using MailChimp, instead of the marketing tool Vertical Response originally stated in the Description of Action. MailChimp has proved itself both easier to use and better equipped for creating an attractive final product, and is used on a range of other EU-supported projects. The first newsletter is in production will be sent out in the period following the public launch of the Handshake website around 12 June 2019, so as to be able to reflect the Velo-city conference and promote the new Handshake website and content found on it.

Subscriptions for the e-newsletter are being collected via the Handshake website, where an embedded subscription form can be found on the bottom of the homepage and other key content pages. Users can also subscribe via an icon in the corner of the sticky menu.

#### Image 23: CIVITAS Handshake newsletter subscription

**Image 24: E-newsletter template - first section**



The name of the newsletter will be 'The Cycling Scoop'. A different feature article will be chosen each issue, with an editorial calendar setting out the topics. The first feature article will explore the three Cycling Capitals and their approach to mentoring. Generally, these will have a more thematic as opposed to city focus.

Each issue after the first one will see two of the 10 Future Cycling Capitals featured (city articles shown), meaning that by the end of the project all of the 13 cities will have been in a spotlight article. As with the feature articles, the order of topics and cities to cover will be mapped out in the editorial calendar.

Beyond the sections shown here in the image (kept shorter due to size), there will also be the following sections:

- **Two-wheeled trends** - a section detailing external content from the world of cycling that will interest Handshake stakeholders. This will be a mix of good reads and multimedia.
- **Handshake round-up** - this will include other miscellaneous news from the project.
- **Events** - a mixture of important events in the cycling policy calendar and those being organised by Handshake that are open to all.
- **Follow us** - links will be provided to the Handshake social media accounts and website, allowing readers to instantly access other Handshake content.