

ELE.C.TRA FINAL CO_n.FREE.NCE(*)

TO "E" OR NOT TO "E"THAT IS THE QUESTION OF (E)MOBILITY

Lisbon, 25/11/2015

Ele.C.Tra Communication Strategy

***Dr. Andreas Vassilopoulos,
AVMap GIS S.A, Greece***

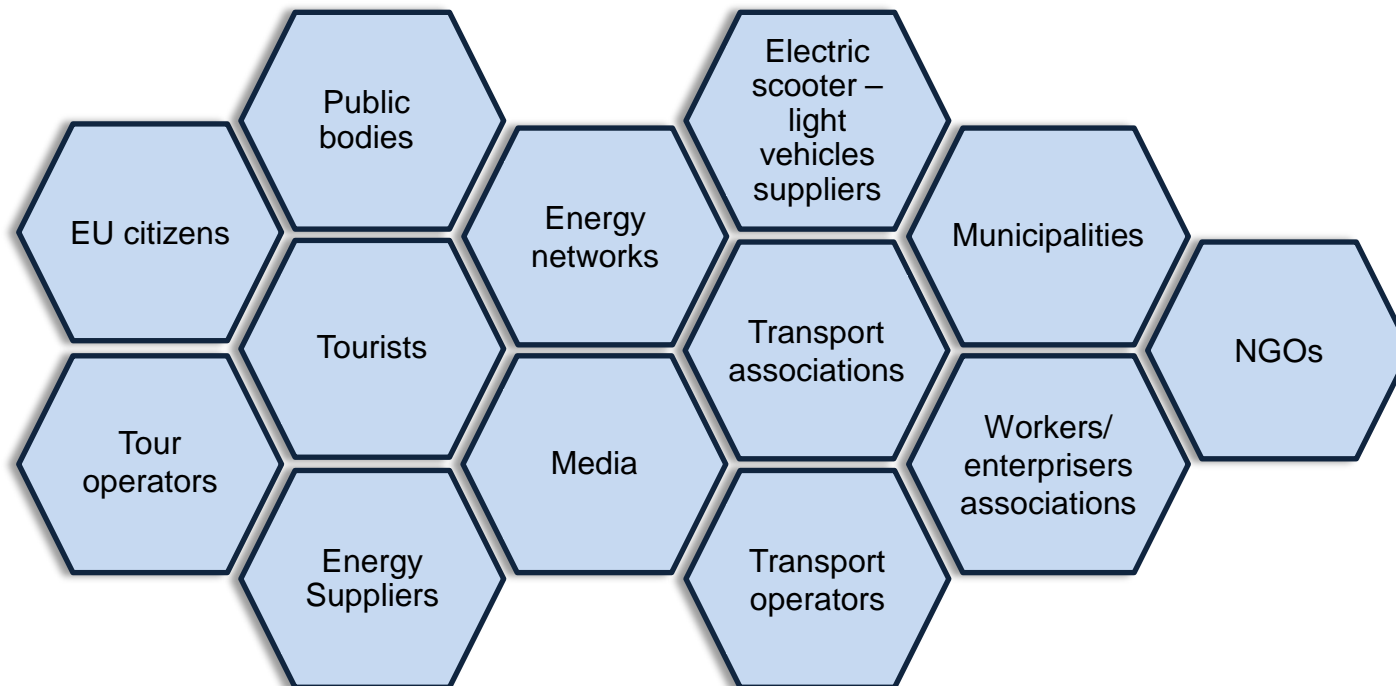
Communication

... we mean the concerted effort to reach our target audience, sending them a specific message through using the best available and most effective tools.

(Communication – Visibility Manual for EU funded projects)



Ele.C.Tra target audience



Communication tools in numbers

Print

- Brochure,
- Poster,
- Banners,
- Advertisements in newspapers

Digital

- Website,
- Social media (FB – LinkedIn),
- Newsletters to focused mailing lists,
- e-articles,
- Press releases

Events

- Workshops,
- NSG meetings,
- Exhibitions,
- Launching event,
- Press conferences,
- Final conference

Multimedia

- Spot,
- Mobile app

- Almost 70 events in 3 years in 8 countries:
- 1 brochure & 1 poster in 10 languages
- 19 advertisements in local newspapers in 10 countries
- 1 website (8,624 sessions)
- 1 FB page (527 friends)
- 1 LinkedIn group (166 members)
- 140 newsletters
- 2 multimedia spots
- 1 mobile application
- Total Budget: 142.434,00 €

Communication results in numbers

Websites 250 websites linked to official Ele.C.Tra website

Applications 51 applications and websites linked with Ele.C.Tra GIS platform

Networking 1980 persons involved in the mobility networking

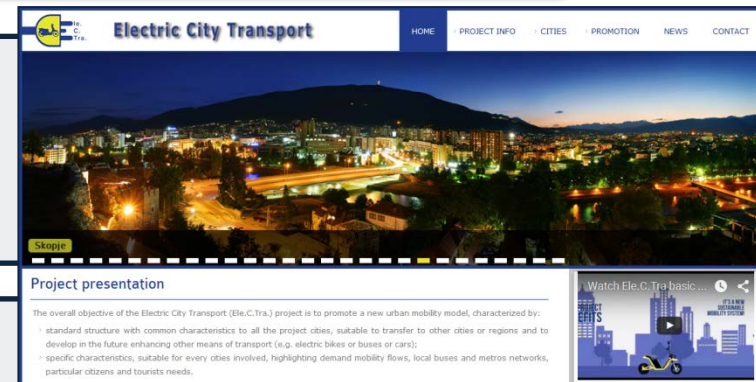
NSG 408 persons involved in National Support Groups



Difficulties

Website

- Costly and high maintenance
- Constant updates with news



Social media

- This is the tendency after 2010. Facebook pages, LinkedIn, Twitter, etc
- Demanding and immediate tool – you can not remain idle for days.

But

- Very popular to the general public and also among private and public sector, EU officials and other EU/ national/ regional projects.

Newsletter

It may appear old-fashioned but for people over 45 – 50 years old, this might be a good short archive of their interests. So, we produced newsletters in national languages and sent them to different mailing list/ country.

So, was Ele.C.Tra communication strategy α value for money strategy?



We **achieved** to go beyond the initial targets



We **introduced** electric mobility and sustainable patterns of mobility in cities and in countries that are now facing economic – social crisis and in candidate EU countries



We – along with the rest outcomes of Ele.C.Tra – have **set** the basis to apply Ele.C.Tra model at least in 7 more countries (Greece, Romania, Malta, Macedonia, Croatia, Portugal) other than Italy and Spain.



We **set** the basis for National Electric Mobility Support Groups to keep cooperating after the end of Ele.C.Tra in pursuit of additional funds



We **promoted** public – private partnerships



Wmap GIS
AVMAP GIS S.A.

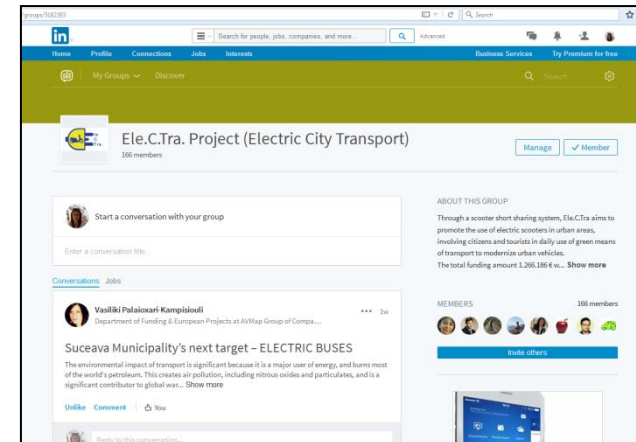
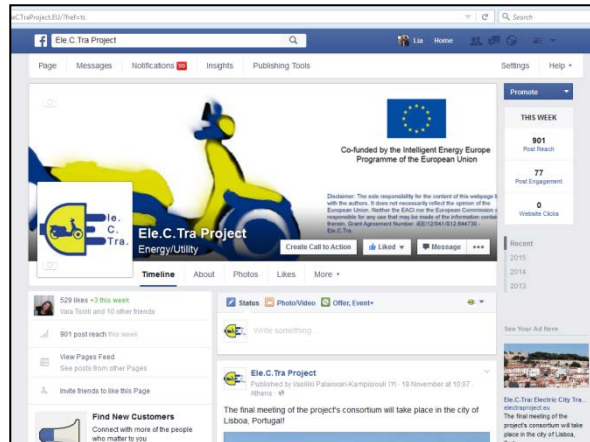
Athens, Greece

www.avmap.gr

+30 210 8056321

+30 210 8056327

Stay tuned in www.electraproject.eu



Thank you for your attention!