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Travel information portal in Montpellier

Pierre Couturier

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Program Interreg III-B
West Mediterranean

MATAARI

*Improvement of Accessibility to Transport and Logistic Services among
Urban Areas and Intermodal Centres.*

*Amélioration de l'accessibilité des services de transport et logistiques dans
les secteurs urbains et les centres d'Intermodalité*

*Miglioramento dell'Accessibilità ai servizi di Trasporto e di logistica tra
Aree uRbane e centri Intermodali.*

European Transfer or Results

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MATAARI

IMPROVEMENT OF ACCESSIBILITY TO TRANSPORT AND LOGISTIC SERVICES AMONG URBAN AREAS AND INTERMODAL CENTRES



mataari

European Transfer of Results - Task 3.2

MATAARI COMMUNICATION PLANS

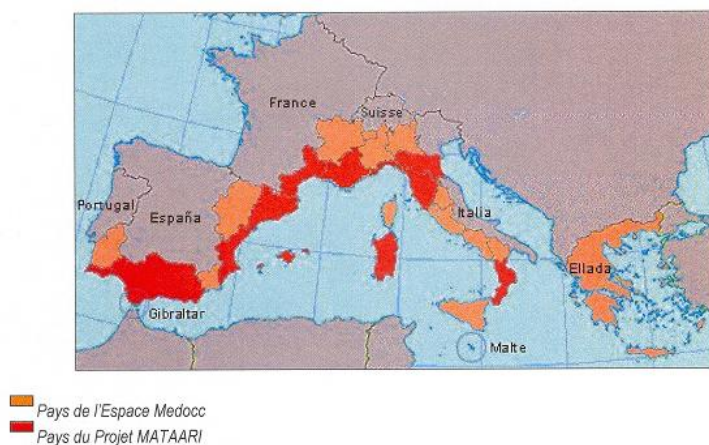
1 - INTRODUCTION

European Transfer of Results - Task 3.2

As responsible for task 3.2 European Transfer of Results, AREAL ask all the partenrs for their Communication Plans.

All the partenrs sent their Communication in order to compile the information in one unique document.

Project's Partenrs:



- Regione Emilia Romagna;
- Regione Toscana;
- Regione Calabria;
- Regione Autonoma della Sardegna;
- Liguria Ricerche;
- Fundacion Valencia Port;
- Universitá Politecnica de Catalunya;
- Asociacion de Investigacion y Cooperacion Industrial de Andalucia;
- Direccion Generale D'obres Publiques I Transpors-Conselleria D'obres Públiques Habitage I Transports de les Illes Balears;
- Armines-LGI2P;
- AREAL – Agência Regional de Energia e Ambiente do Algarve;
- C.E.T.E.

This compilation was made with the Contribution of all these partners.

The activities mentioned in this document which are out of the project eligibility period will not be carried out with the project budget.

2 - REGIONE EMILIA-ROMAGNA

Regione Emilia-Romagna carried out several communication and dissemination activities with reference to the MATAARI project (Interreg IIIB MEDOCC). The local dissemination and technical meetings were listed within the action 2.2. This document reports about the national and international dissemination and communication activities which:

- also involve national and international bodies which are not formally engaged within the project development as project partners.
- contributed to the **EU transfer of the project results**.

WORKSHOPS AND CONFERENCES

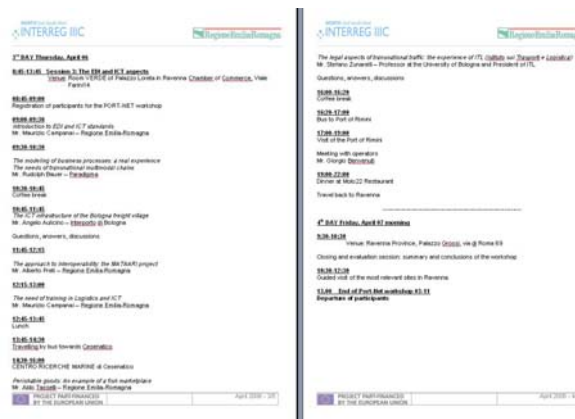
- **Conference “Competences and training needs in the logistics chain”, held in Livorno (Italy), on the 19th January 2006.**

Regione Emilia-Romagna managed the conference preparation in cooperation with Regione Toscana. The conference involved high level experts of regional and local public administrations, consultancy companies, Chambers of Commerce, Associations of Enterprises, Trade Unions, and it faced the training needs to improve transport and logistics accessibility.

 <p>LIVORNO 19 Gennaio 2006 Sala convegni L-E-M</p> <p>CONVEGNO NAZIONALE COMPETENZE E FABBISOGNI FORMATIVI NELLA CATENA LOGISTICA</p> <p>Programme Interreg IIIB MEDOCC Pour la coaction des territoires de l'Europe du Sud</p> <p>PROJECT PARTNERS BY THE EUROPEAN UNION</p> <p>Nord-Est Sud-Ovest INTERREG IIIB ENL-CC</p> <p>Organizzazione ITIN A. CAPPELLINI - Livorno</p>	<p>WORKSHOP</p> <p>9,30</p> <p><i>Benvenuto autorità: Provincia di Livorno - Vicepresidente della Provincia Chintini - Assessore Canovaro</i></p> <p><i>Piano della Logistica della Regione Toscana - U. Bianconi, Regione Toscana</i></p> <p><i>Governo della Mobilità e Progetto MATAARI - G. Ambrosino, GA Consultancy</i></p> <p><i>Analisi dei Fabbisogni formativi nella catena logistica - R. Fosini, Regione Emilia</i></p> <p>12,00</p> <p><i>Dibattito con intervento di operatori: CdC, Unione Industriali, Associazioni Artigianati, Associazioni Spedizionieri, Sindacati, ecc</i></p> <p>12,45</p> <p><i>Interruzione per pranzo a buffet</i></p>	<p>14,30</p> <p><i>Competenze e Fabbisogni formativi nei porti ed interporti - G. Guiducci, MemEx, Livorno</i></p> <p><i>Il ruolo delle Tecnologie dell'Informazione e della Comunicazione (ICT) per la Logistica e relativi profili di competenza - Progetto MATAARI - M. Campanai, Exttech</i></p> <p><i>Esperienze e proposte nella formazione del settore trasporti - Gianfranco Conti - Segreteria Regionale FILT-CGIL</i></p> <p><i>Competenza nella Progettazione e gestione dei progetti europei - P. Frosini, S. Sorbi, Regione Toscana</i></p> <p>16,30</p> <p><i>Dibattito con intervento di operatori: CdC, Unione Industriali, Associazioni Artigianati, Associazioni Spedizionieri, Sindacati, ecc</i></p> <p>17,30</p> <p><i>Discussione e conclusioni - G. Colombini, Comune di Livorno</i></p>
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- **Project presentation within the PORT-NET (Interreg IIC North) workshop “EDI and cargo transport flows”, held in Ravenna (Italy), 4th – 7th April 2006.**

Regione Emilia-Romagna presented “The approach to transport and logistics accessibility: the MATAARI project”. The project was presented to a wide audience of bodies dealing with transport and logistics issues, such as seaports, public administrations and Universities. The presentation also allowed an exchange of experiences among different EU projects.



- **Project presentation within the MATAARI workshop “Transport and Logistics accessibility”, held in Valencia (Spain), on the 20th June 2006.**

Regione Emilia-Romagna performed two MATAARI presentations within the workshop organised by Valenciaport in cooperation with the project partners: “Creation of logistic clusters to improve accessibility and mobility in industrial areas” and “Strategies and actions to improve the accessibility of the Mediterranean regions”. Regione Emilia-Romagna also cooperated in the event preparation.



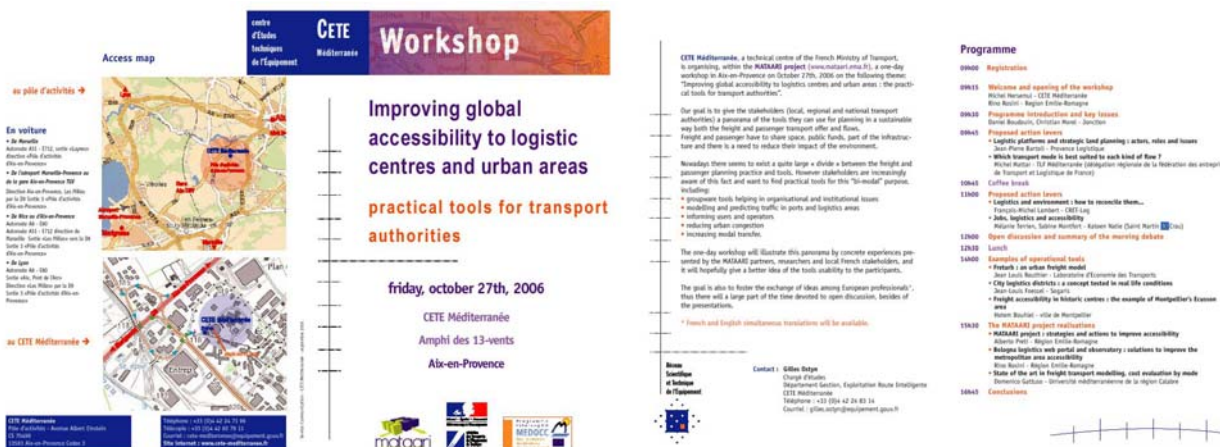
- **Workshop “Transport accessibility and logistics in urban, seaport and industrial areas: technologies, organisational issues and training needs”, held in Carrara (Italy), on the 22nd September 2006, within the Mobility Show.**

Regione Emilia-Romagna and Regione Toscana jointly organised this MATAARI workshop. The workshop represented a forum of presentation and discussion among experts, local bodies, companies and institutions on concrete cases, solutions and innovative actions targeted at the promotion of SMEs’ competitiveness, at the reduction of transport environmental negative effects and at the use of ICT as strategic leverages for transport and logistics in urban, seaport and industrial areas.



- **Project presentation within the MATAARI workshop “Improving Global Accessibility to Logistics Centres and Urban Areas”, held in Aix-en-Provence (France), on the 27th October 2006.**

Regione Emilia-Romagna cooperated with CETE Méditerranée in the workshop organisation and it performed two presentations: “MATAARI project: strategies and actions to improve accessibility” and “Bologna logistics web portal and observatory: solutions to improve the metropolitan area accessibility”.



- **Presentation “A position paper on ICT and Innovation” within the PORT-NET (Interreg IIIB North) meeting held in Alessandria on the 12th October 2006.**

The presentation focussed on ICT instrument and on technological innovation for improving transport and logistics accessibility. It allowed a transfer of the MATAARI results and proposals to another EU project, the PORT-NET project.

- **Speeches and papers at the “Conference on Agro-Industrial Logistics in the Mediterranean Area”, held in Reggio Calabria (Italy), on the 12th & 13th December 2006.**

Regione Emilia-Romagna opened the conference, organised within the MATAARI project, on the 12th December with a speech on the MATAARI project approach. Two papers were prepared and presented: “Il progetto europeo MATAARI: strategie e azioni per migliorare l’accessibilità ai servizi di trasporto e logistica” and “L’esperienza del progetto MATAARI e della Regione Emilia-Romagna: logistica per la competitività delle imprese e del territorio”.

- **Presentation “Introduction to the MATAARI project”, within the workshop “Improvement of Accessibility to Transport and Logistics Services among Urban Areas and Intermodal Centres”, held in Palma de Mallorca (Spain), on the 25th January 2007.**

Regione Emilia-Romagna introduced the project within the workshop organised by the Balearic Islands.



- *Conference "Tools and Modelling for the Governance of the Urban Distribution", held in Padova (Italy), on the 20th April 2007, within the "City Logistics Expo".*

Regione Emilia-Romagna organised this conference. The project approach to solve logistics problems in urban and vast areas was presented. The presentations concerned both research experiences and practical solutions. Some project partners were invited to present their experiences.

Regione Emilia-Romagna
 City Logistics
Tools and modelling for the governance of the urban distribution
 20 April 2007
 City Logistics Expo
 Padova Exhibition Center
 Convention hall Kyoto (pav. 15)
 FREE ENTRANCE
City Logistics Expo
 FIERA DI PADOVA
 18-21 APRIL 2007
 Hours: 9.00 - 18.00
 Saturday 9.00 - 14.00
 THE ENTRANCE TO THE FAIR IS FREE

Regione Emilia-Romagna
 City Logistics
TOOLS AND MODELLING FOR THE GOVERNANCE OF THE URBAN DISTRIBUTION
 20 April 2007 - City Logistics Expo - Padova Exhibition Center - Convention hall Kyoto, 15.
 Morning - Convention hall Kyoto, 15
 Access Free - Regional Minister of Transport Regione Emilia-Romagna
 10.40-11.05 Tools for knowledge and planning of urban freight transport in the experience of Regione Emilia-Romagna - From the CITY LOGISTICS project to the CITEGOODS programme. Ben Ross - Regione Emilia-Romagna; Gianni Gualco - University "La Sapienza" of Rome; Daniele Vito - University of Bologna.
 11.05-11.25 Tools for knowledge and planning of urban freight transport in the experience of French northern cities - The FREIGHT approach. Juvénès Rouillon - University of Lyon.
 11.25-11.45 A simulation based decision support system for city logistics applications. Joana Bastião - University of Catalonia.
 11.45-12.05 Traffic Simulation of city network and port area: the Unimet's Lane study in MATAARI project. Giovanni Basciani - Regione Emilia Romagna; Giovanni Antonucci - Ancona.
 12.05-12.25 Sustainable solutions for city logistics - The SMART project. Joana Bastião - City of Gdansk.
 12.25-12.45 Benchmarking of ICT tools for the management of city logistics activities in the CITY LOGISTICS approach. Joana Bastião - University of Modena and Reggio Emilia; Paulo Moura - 3PT.
 13.40-13.55 The LOGISTICS WEB SITE of Bologna Province. Ben Ross - Istituto per il Trasporto e la Logistica (ITL); Alessio Cazzulani - 3PT.
 13.55-14.20 Calculation. Paolo Mura - Council for Industry and Commerce Province of Bologna.
 Afternoon - Emilia-Romagna Region Stand
 14.30-14.35 Technical presentation of the CITEGOODS programme and the LOGISTICS WEB SITE of Bologna Province. Joana Bastião - University of Catalonia; Alessio Cazzulani - 3PT.
 14.35-14.45 Presentation of the Bologna Municipality Freight Plan. Giovanni Cacciari - Municipality of Bologna.
 14.45-15.00 Cocktail hosted by 3PT.

OTHER ACTIVITIES AND PRODUCTS

- **MATAARI project form for the FIMIP project (INTERACT)**

The form was supplied to project Lead Partner (Provincia di Catania) on the 16th February 2006 and it diffused the MATAARI project management procedures, as useful inputs to other EU projects.

- **MATAARI brochure**

A MATAARI brochure was developed by the project partners and it was distributed to the project events and to other events managed by the project partners.



- **Region-Enterprises Forum on Logistics – National excellence award of the FORUM PA and of the Italian National Government.**

The Forum was developed in cooperation between the MATAARI and CORELOG (Interreg IIIB CADSES) projects as instrument for the identification of manufacturing and logistics companies' needs and for the development of pilot projects, as basis for policy making. The Forum won the above mentioned award in June 2006, thus allowing a wide dissemination of the MATAARI project approach and practices. The Forum was inserted as best practices within the web site: www.buoniesempi.it.



- **Region-Enterprises Forum on Logistics – Flyer (Italian and English versions)**

Two flyers on the Forum were produced in cooperation among the MATAARI and CORELOG (Interreg IIIB CADSES) projects. The project and MEDOCC logos are reported on the back of the flyers.



- **Web sites**

The MATAARI project was disseminated within the web sites:

- http://www.regione.emilia-romagna.it/wcm/ERMES/Canali/trasporti/logistica_merci/pro_mataari.htm
- http://www.fondazioneitl.org/mataari_sc_58.htm
- <http://www.logplat.net/index.php?id=510>

- ***Software for transport and logistics accessibility***

Regione Emilia-Romagna developed within the MATAARI web site (www.mataari.ema.fr) a session in which private companies can upload information concerning transport and logistics software. This session creates a European interface and information transfer point on a core topic of the MATAARI project “ICT for improving transport and logistics accessibility”.

3 - REGIONE TOSCANA

Regione Toscana carried out several communication and dissemination activities with reference to the MATAARI project (Interreg IIIB MEDOCC) which are summarised in this document.

WORKSHOPS AND CONFERENCES ORGANISATION

- ***Conference “Competences and training needs in the logistics chain”***, held in Livorno (Italy), on the 19th January 2006.

Regione Toscana organised in collaboration with Regione Emilia-Romagna the conference “Competences and training needs in the logistics chain”. The conference focused on the education and training needs as well as identifying the different competences requested in the field of transport and logistics accessibility.

The conference saw the participation of experts of regional and local public administrations, consultancy companies, Chambers of Commerce, Associations of Enterprises, Trade Unions.

- ***Workshop “Transport accessibility and logistics in urban, seaport and industrial areas: technologies, organisational issues and training needs”***, held in Carrara (Italy), on the 22nd September 2006, within the Mobility Show.

Regione Toscana organised the workshop together with Regione Emilia-Romagna. The workshop mainly focused on the logistic management in industrial areas, the improvement of transport and logistic services to SMEs and the development of simulation instruments for monitoring urban and metropolitan traffic flows. Regione Toscana also presented the local project developed within MATAARI, with the title “Analysis and impact evaluation tools used in Livorno for the MATAARI Project”.

- **Final project conference** to be held in Florence in October 2007-06-25 Regione Toscana will organise the final project conference with the collaboration of the project leader and the partners. The final conference will focus on the local studies and pilot projects results as well as highlighting the identified best practices, recommendations and main problems faced during the project life.

However, the workshop venue, dates and main topics will be discussed during the sixth project meeting in Bologna.

PROJECT PRESENTATION/PARTICIPATION AT CONFERENCES AND WORKSHOPS

- **Project presentation** "Technological and Operational Solutions Leading Towards a Sustainable Mobility" within the MATAARI workshop "Transport and Logistics accessibility", held in Valencia (Spain), on the 20th June 2006.
Regione Toscana participated at the workshop organised by the partner Valenciaport Foundation with a presentation focused on the role of ITS and the different ITC tools that can be used to improve the mobility of people and goods.
- **Project presentation** within the Medocc Conference "Transnational Partner Conference", held in Sestri Levante, 5th- 6th October 2006.

Regione Toscana participated on behalf of Regione Emilia Romagna at the second conference organised by JTS Medocc aimed at demonstrating the programme results of the period 2000-2006, at highlighting the reached added value of transnational cooperation in the Medocc territory and at discussing the future programming period 2007/2013. Regione Toscana, in particular led and reported the discussion of the Atelier 2 focused on Accessibility and Logistics in Urban and Port Areas and presented the local pilot developed in MATAARI project.

- **Participation at the workshop** “Improvement of Accessibility to Transport and Logistics Services among Urban Areas and Intermodal Centres”, held in Palma de Mallorca (Spain) on the 25th January 2007.
- **Project presentation** “Traffic Simulation between Urban Road Network and Port Area: Livorno case-study for MATAARI Project” at the conference “Tools and Modelling for the Governance of the Urban Distribution”, held in Padova (Italy), on the 20th April 2007, within the “City Logistics Expo”.

Regione Toscana presented the local pilot project and the status of the activities developed.

OTHER ACTIVITIES AND PRODUCTS

- **MATAARI BROCHURE**

Regione Toscana participated at the realisation of the MATAARI brochure which was then distributed to the project events and to other events managed by the project partners.

- **FINAL CONFERENCE DEPLIANT AND CD**

Regione Toscana will realise a brochure for advertising the final conference which will be distributed to all possible interested companies, entities and organisations at participating to the conference. Regione Toscana will also produce a CD with all the speakers presentations to be distributed for further promotion.

4 - REGIONE CALABRIA

Communication carried out from *Regione Calabria* since the beginning of the project.

TABLE OF LOCAL WORKING GROUPS MEETING		MATAARI PARTNER REGIONE CALABRIA	
PLACE	DATE	PARTECIPANTS	AIM OF MEETING
Lamezia Terme	13-11-2006	CAL; Involved enterprises; Involved municipalities	Local meeting on pilot project
Lamezia Terme	14-11-2006	CAL; Involved enterprises	Survey at local enterprises
Lamezia Terme	15-11-2006	CAL; Involved enterprises	Survey at local enterprises
Falerna - Pizzo - Cortale	16-11-2006	CAL; Involved enterprises	Survey at local enterprises
Lamezia Terme	11-12-2006	CAL; Involved enterprises; Involved municipalities	Local meeting on pilot project
Reggio Calabria	12-13/12/2006	CAL; Other Mataari partners; Involved enterprises; Involved municipalities; Others	
Rosarno	23-02-2007	CAL, road haulage enterprise	Installation of technical equipment on vehicles board
Rosarno	03-03-2007	CAL, road haulage enterprise	Installation of technical equipment on vehicles board
Taurianova	08-03-2007	CAL; Involved enterprises	Meeting with companies
San Ferdinando	29-03-2007	CAL; Involved enterprises	Meeting with companies
San Ferdinando	23-04-2007	CAL; Involved enterprises	Meeting with companies
Polistena	02-05-2007	CAL; Involved enterprises	Meeting with companies
Polistena - Taurianova	07-05-2007	CAL; Involved enterprises	Meeting with companies

Future Communication Plans from *Regione Calabria*;

COMMUNICATION PLAN	MATAARI PARTNER
	REGIONE CALABRIA
Activity of dissemination	PLACE, DATE
Conference on Agro-Industrial Logistics in Mediterranean Area (and relative newspaper advertisings)	Reggio Calabria, 12-13/12/2007
Conference Proceedings titled: "PROGETTO MATAARI: Logistica Agro-alimentare nell'area del Mediterraneo". Ed. Franco Angeli	(to be published at the end of June)
Conference: "Nuove iniziative per lo sviluppo della ricerca e dell'innovazione nel comparto agro-alimentare calabrese"	Reggio Calabria, 06/06/2007
2th Conference on Agro-Industrial Logistics in Mediterranean Area	Next December 2007

5 - REGIONE AUTONOMA DELLA SARDEGNA

The only communication activity that Regione Autónoma della Sardegna planned is a meeting to present the results of the project and have it validated by the main operators representatives. It is scheduled for July although we don't have a precise date yet. Stakeholders involved will be:

- Municipality of Cagliari;
- CTM S.p.a.;
- ERSAT;
- CNA.

Besides that, part of the results of the project have been inserted in the updating of the Regional Transport Plan that will be going for approval in the next weeks. The Mataari project is mentioned as the activity that brought to those results.

6 - LIGURIA RECERCHE

Goal of MATAARI PROJECT

At a local level, the MATAARI project aims to reduce conflicts between different traffic components, catalyse shifts to intermodal and combined transport and further integrate transport networks.

The partners have developed specific local/regional projects concerning real accessibility, virtual accessibility and accessibility to industrial districts.

Liguria Ricerche S.p.A. develops a wide range of studies and projects specifically concerning harbours, maritime logistics and transports, and also the international co-ordination of various Interreg IIC/IIIB Medocc projects carried out on behalf of Regione Liguria since 1999.

In the framework of MATAARI and with the support of Regione Liguria, Liguria Ricerche S.p.A. is implementing a pilot project on industrial areas, concerning the «Accesses to intermodal operation areas within the City of Genoa, its Port and its surrounding».

The accesses are evaluated following two approaches. Firstly, a general overview of the overall accesses. Secondly, the research focuses on the sea-road inter-connections and the traffic congestion caused by heavy trucks.

The aim is to make a proposal in order to improve the current situation, taking into account the results of a specific survey.

In this context obviously the communication issues play an important role in maximizing the possibility that all the components of the European transport community have to access to the best information about the aims, the developments and the mains results of the MATAARI project activities.

Dissemination methods of MATAARI project results

Liguria Ricerche suggests to adopt the following action line as a work method for achieving the best dissemination of the MATAARI project activities:

- a) Diffusion of final results at a local level by transfer of the local study results of the to the referents at local level of the survey. Within this action we expect to ensure the maximum visibility to all materials developed to promote the project and its activities. The list of local subjects is shown by the following table:

TABLE OF LOCAL WORKING GROUPS MEETINGS		MATAARI PARTNER	
		LIGURIA RICERCHE	
PLACE	DATE	PARTECIPANTS	AIM OF MEETING
Carrara	29/09/2006	Lead Partner, Memex – Regione Toscana, Liguria Ricerche S.p.A.	Presentation of the project at the Mobility Show event in Carrara
Genova	07/03/2007	Liguria Ricerche S.p.A., Hub Telematica - I.T. service provider E-Port Project	Presentation of MATAARI project and local project activity. Survey
Genoa	06/04/2007	Liguria Ricerche S.p.A., Genoa Port Authority	Presentation of MATAARI project and local project activity. Survey
Genoa	11/04/2007	Liguria Ricerche S.p.A., Compartimento Doganale di Genova - Customs Agency	Presentation of MATAARI project and local project activity. Survey
Genova	12/04/2007	Liguria Ricerche S.p.A., CNA - FITA Liguria - Transport sector organization of the National Confederation of handicraft	Presentation of MATAARI project and local project activity. Survey
Telephone conference - Genoa/Rome	16/04/2007	Liguria Ricerche S.p.A., Società Autostrade S.p.A. - Italian Motorways	Presentation of MATAARI project and local project activity. Survey
Genoa	17/04/2007	Liguria Ricerche S.p.A., Genoa Municipality	Presentation of MATAARI project and local project activity. Survey
Genova	18/04/2007	Liguria Ricerche S.p.A., AMI Azienda Mobilità e Infrastrutture di Genova S.p.A. - Mobility Projects	Presentation of MATAARI project and local project activity. Survey
Genova	04/05/2007	Liguria Ricerche S.p.A., RFI - Italian Railways	Presentation of MATAARI project and local project activity. Survey
Genova	31/05/2007	Liguria Ricerche S.p.A., Liguria Region	Presentation of MATAARI project and local project activity. Final survey in view of final report delivery

- b) Diffusion of final results at a regional level in cooperation with the Dipartimento Infrastrutture e Trasporti and Assessorato ai Trasporti of Regione Liguria, in accord with the communication channels of the regional structure.
- c) Diffusion of final results at a national level through a press release.
- d) Diffusion of final results at a European level through dissemination activities in the framework of planned workshops and conferences involving Regione Liguria ad

Liguria Ricerche in the next months, where it will be possible to dedicate specific spaces for presenting the MATAARI project. Regarding this point Liguria Ricerche has also involved Casa Liguria, the representative Institution of Regione Liguria in Brussels, in order to reinforce this activity.

TABLE OF MEETINGS		MATAARI PARTNER
		LIGURIA RICERCHE
PLACE	DATE	Project activities
Rome	09/07/2007	SECUR MED Project Steering Committee
Marseille	12-13/07/2006	AEM MED Project Steering Committee
Montpellier	02/07/2007	ARCOMED Project Steering Committee
Genoa	October 2007	SECUR MED Project Final conference
Genoa/Nice	September	LI RI CA Project Steering Committee
Athens	October 2007	AEM MED Project Steering Committee
Montpellier	October 2007	ARCOMED Project political meeting
Nice/Genoa/Cuneo	September/October 2007	Calipso Project Meeting

- e) Liguria Ricerche plans to publish a book in the framework of the Interreg IIIB Medocc SECUR MED Project concerning the Regione Liguria and Liguria Ricerche experiences in the interregional cooperation during the 2000-2006 period. A adequate space of this book will be dedicated to the MATAARI project. This publication will be distributed through the entire European area.

Some specific communication

In order to realise the communication of the MATAARI project the Lead partner and the others partners involved in such communication activities have already adopted some graphic and editorial specifics. Those are aimed at helping to promote and identify, as an organic whole and in agreement, all the project activities and products:

1. **Project Name:** The project name is **MATAARI - IMPROVEMENT OF ACCESSIBILITY TO TRANSPORT AND LOGISTIC SERVICES AMONG URBAN AND INTERMODAL CENTRES.** This name appears on every internal or external communication ;
2. **The Project brand:** the Lead Partner has created a layout for identifying the official brand and this shall appear in every internal or external communication;



3. Equally, following the Programme rules, the **Interreg IIIB Programme name** must also be present on all MATAARI project communications, both internal and external, as well as on covers and it must be accompanied by the **official Programme logo** which is shown here below.



4. **Lead Partner logos:** Any promotional material concerning the MATAARI project should contain the Lead Partner name and its logo - the publishing of the logo will anyway be required to Regione Emilia-Romagna for the single times it has to be used and it cannot be used without an official, preventive and explicit authorisation of Regione Emilia-Romagna



Targets

The main specific project communication targets can be summarised as follows:

- ***Institutional targets:*** all those Institutions – European Union, Nations, Regions, other Local Administrations, or any other Institution which can be interested to the project developments and activities.
- ***Scientific community targets:*** all those contacts relating to research and study in the fields of transport and logistics which can be interested to the project activities developments and results.
- ***Business targets:*** all stakeholders providing services and products which are more or less related to transport and which can be interested to the project activities developments and results.

Each of the mentioned communication activities is tailored on the characteristics and needs of its targets, following the principle that any target obviously requires a different communication level approach.

7 - FUNDACION DE LA COMUNIDAD VALENCIANA PARA LA INVESTIGACION, PROMOCION E ESTUDIOS COMERCIALES DE VALENCIAPORT (FUNDACION VALENCIAPORT)

Valenciaport Foundation has organised a public workshop of MATAARI project in Valencia and has participated in several communication and dissemination activities with reference to the MATAARI project (Interreg IIB MEDOCC). The local dissemination and technical meetings were listed within the action 2.2. This document reports about the national and international dissemination and communication activities which:

- also involve national and international bodies which are not formally engaged within the project development as project partners.
- contributed to the **EU transfer of the project results and international dissemination of the experience acquired in the project.**

WORKSHOPS AND CONFERENCES

- *Conference “The opportunity of RFID in logistics”, held in Valencia (Spain), on the 10th May 2006.*

Valenciaport Foundation presented the “Application of RFID technologies in container transport” in the conference “The opportunity of RFID in logistics” organised by IDTrack. IDTrack is the European Association for Sure & Secure Identification, headquartered in Barcelona, Spain. Its mission is to communicate, guide and coordinate activities for the reliable and secure implementation of new technologies of identification and traceability. The event was organised on a national level, its duration was one day. Around one hundred of professionals assisted to the seminar. More information about this event can be found in www.eventos.idtrack.org/rfid06/index.html.



- *MATAARI Workshop “Transport and Logistics accessibility”, held in Valencia (Spain), on the 20th June 2006.*

Valenciaport Foundation organised the first public workshop of MATAARI with the title “Transport and Logistics accessibility”. In this workshop participated several partners of the project as well as subject matter experts and decision makers in transport and logistics accessibility, among others, the regional secretary for the industry of the Valencia regional government (*Secretario autonómico de la empresa de la Generalitat Valenciana*), the director of infrastructures and territory integration of the Port Authority of Valencia and the transport and traffic manager of the Municipality of

Valencia. Several press releases were published before and after this event and a CD has been published and distributed with the speeches/presentations of the event.



- **Project presentation within the PORT-NET (Interreg IIIC North) workshop “Multimodality: results and recommendations”, held in Bologna (Italy), 8th – 11th May 2007.**

Valenciaport Foundation presented “Actions towards enhancing the control of operations in ports” as well as a paper with the same title for its publication in the proceedings of the workshop. This conference presented the actions taken in MATAARI regarding the enhancement of the control of import containers by the customs and the cross border police in the port of Valencia to allow a more effective paperless customs clearance that allows for a better mobility of trucks in the port area and reduces congestion problems at the departure gates.



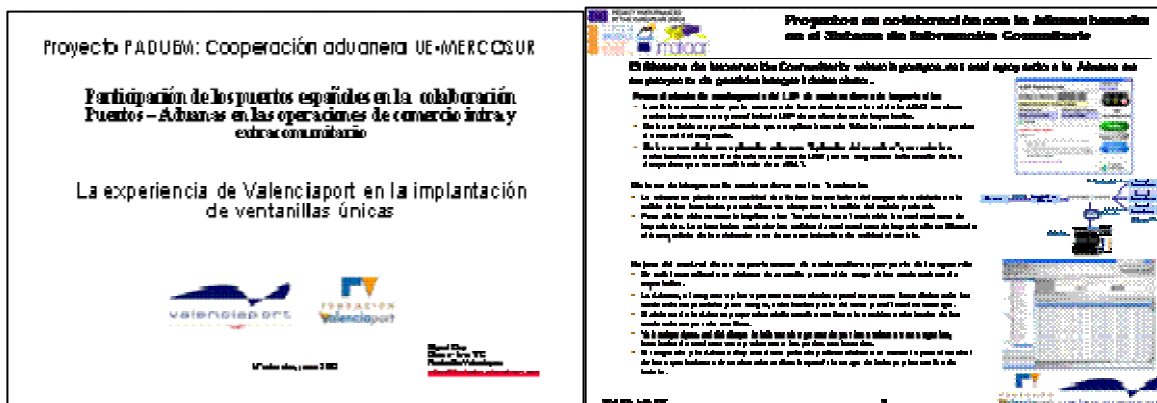
- **Presentation of new services in the port community system of Valenciaport to the Valencian Shipping Association (ANV – Asociación Naviera Valenciana), held in Valencia (Spain), 31th May 2007.**

Valenciaport Foundation presented among other new services of the valenciaportpcs.net platform, the port community system of Valenciaport, the new services developed in MATAARI for the enhancement of the control of import containers by the customs and the cross border police in the port of Valencia to allow a more effective paperless customs clearance that allows for a better mobility of trucks in the port area and reduces congestion problems at the departure gates. More than 61 professionals from 35 companies assisted to this event. The presentation was made by representatives of Valenciaport Foundation, Port Authority of Valencia, Customs and Infoport Valencia.



- **Closing activities of the customs cooperation project EU-MERCOSUR “Free movement of goods in MERCOSUR” (PADUEM), held in Montevideo (Uruguay), from 14th to 15th June 2007.**

Valenciaport Foundation was invited as an EU expert in the conference about “Free movement of goods” during the closing activities of this collaboration project. The speech explained the cooperation maintained by the Port Authority of Valencia and Customs. The cooperation maintained by the Port Authority of Valencia, Customs and Valenciaport Foundation in the MATAARI project was also explained.



OTHER ACTIVITIES AND PRODUCTS

- MATAARI brochure**

A MATAARI brochure was developed by the project partners and it was distributed to the project events and to other events managed by the project partners.



- MATAARI press releases**

Several press releases have been published to local news papers and specialised publications presenting the project, the workshop and the results.



- Information of MATAARI project in the Valenciaport Foundation Bulletin.**

The MATAARI project has been disseminated through the Bulletin of Valenciaport Foundation. This bulletin is published in a monthly basis to a wide audience of professionals and research centres.



- **Web sites**

Valenciaport Foundation has contributed as the rest of the partners in the content of the MATAARI web site and has published this project in its corporative web site:

<http://www.fundacion.valenciaport.com/fundacion/FundacionValenciaport/Proyectos/Mataari.htm>

http://www.fundacion.valenciaport.com/fundacion/FundacionValenciaport_en/Fi_elds/Mataari.htm

8 - UNIVERSITAT POLITECNICA DE CATALUNYA

UPC dissemination plans heavily depend on the completion of the local projects of Livorno and Valencia therefore the communications have been so far restricted to the internal proposals on methodologies, and two communications in Workshops and Conferences.

WORKSHOPS AND CONFERENCES

- The Workshop on City Logistics held in Padova on 18-20 April 2007 where was presented a paper on Decision Support Systems for City Logistics
- The World Conference on Transportation Research held in Berkeley 25-29 June 2007 where a paper has been presented on: “ A methodological approach combining macro, meso and micro simulation models for transportation analysis”
- This paper extends the methodological proposal in the internal report on “Methodological Notes” prepared by UPC on 24.02.07

FUTURE PLANS

- Submit papers on the Livorno and Valencia results to:
 - TRB 2008 (Washington, January 2008);
 - ITS Europe (Geneve, June 2008);
 - ITS World Conference (New York, October 2008).
- Organize a Workshop in Barcelona at the end of the project.

9 - AICIA ASOCIACION DE INVESTIGACION Y COOPERACION INDUSTRIAL DE ANDALUCIA

These are the main communication activities carried out by AICIA regarding the Mataari project:

-Exposition of the results in a series of seminars in Andalusia organised by the CEA (Federation of Andalusian Enterprises) in october 2006

(http://io.us.es/Seminarios/CEA_06-09-19/CEA_Jaen.htm);

-Interview in the logistic journal "Acción Repsol" in december 2006;

-Press Release in the local newspaper "Sevilla Independiente";

-Press Release in the Transport Journal "TyLog";

-Press Release in the Transport Journal "Portualia";

-Paper presented in the international conference IESM2007 in Beijing;

-Abstract accepted in the national conference CIO2007 in Madrid (to be presented in september 2007).

10 - DIRECCIO GENERAL D'OBRES PÚBLIQUES I TRANSPORTES- CONSELLERIA D'OBRES PÚBLIQUES HABITAGES I TRANSPORTS-GOVERN DE LES ILLES BALEARS

MATAARI COMMUNICATION PLAN

The Government of the Balearic Islands decided to participate in project MATAARI with the local project GENERAL PORTAL (Web site) OF the PUBLIC TRANSPORT. This project adjudged previous licitation to the company of new technologies S.D.ASSESSORS. The competent Regional Authority designed a communication plan to give the greater diffusion him before all the regional actors and fulfilling the European directives of the

project. Thus at the beginning of year a transnational day was made to present the PORTAL. Periodically they have come making a series of contacts with the more implied sectors: authorities at different levels, operators, associations of citizens, other partners of the Mataari project, etc. with the purpose of giving the maximum knowledge of the Portal and acquiring the maximum of suggestions on this one before its official inauguration. However, and although the Portal is finalized, the competent Authority has not been pronounced as far as its official inauguration. Once it happens, the diffusion of he himself will be still greater.

WORKSHOPS AND CONFERENCES

- **Conference “Improvement of Accessibility to Transport and Logistic Services among Urban Areas and Intermodal Centers”**

Balearic Islands, on 25th January 2007. In the conference, The regional ministry of transport of Balearic Islands presented the “Transport web side”. The event was organised on a regional level and its duration was one day. The partners, the stakeholders and The public authorities assisted to the conference.

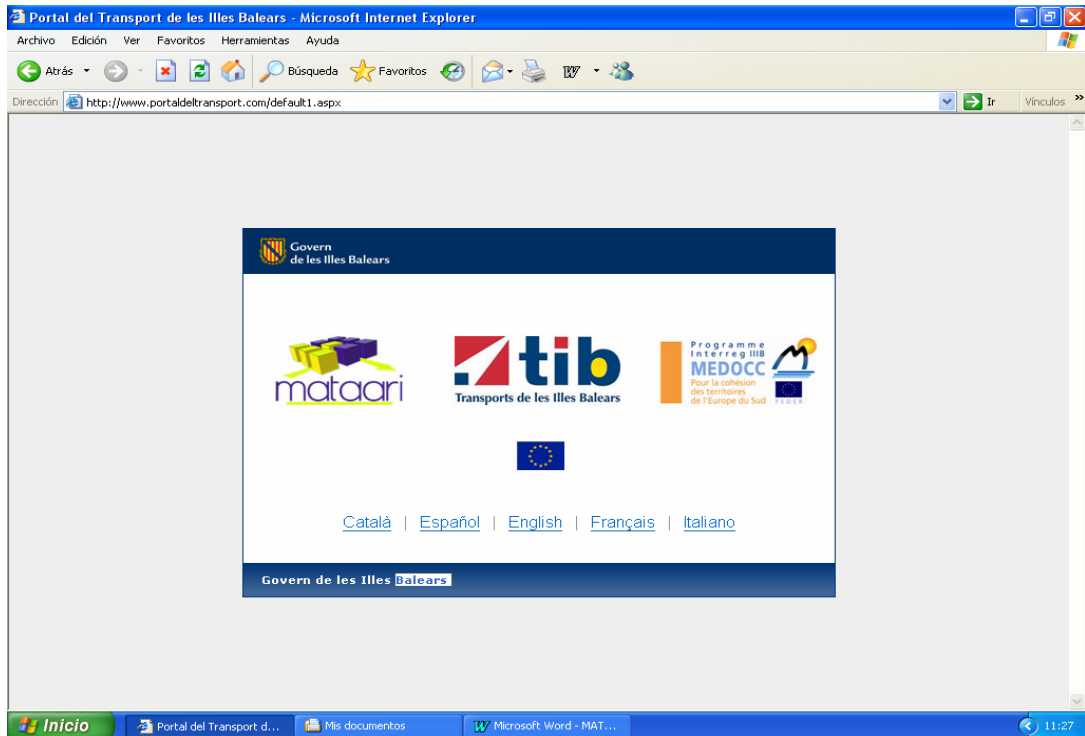


OTHER ACTIVITIES AND PRODUCTS

- **MATAARI brochure**

A MATAARI and a Local Project brochure was developed and distributed to all the local actors involved on the Regional Public Transport.

Web site



www.portaldeltransport.com

www.portaldeltransport.com/default.aspx

11 - ARMINES LGI2P

1 - TIP local project

The general and operational aim of the local project developed by Armines-LGI2P in collaboration with CETE is the design of a web portal as a generic frame that can be used so as to integrate various source of information facilitating the virtual access to the transport resources in an urban area.

The Transport Information Portal (TIP) is built around an open source web content management system which enables easy content creation, update and validation by each partner or dedicated operator, links to the existing web content (thus serving as a local travel info directory); the content is organised into generic items that are expected to facilitate navigation and access to the right pieces of information, and transferability to other sites as well. The relevant information can be accessed by information type, by travel modes or by keywords. The GEMDAM, a group of transport authorities and operators in Montpellier, has agreed on this proposition and has contributed to the prototype TIP project thanks to remarks feedbacks and interviews with CETE and LG2IP.

The proposed communication plan is composed of the following actions:

Communication in workshops and conferences

Couturier P., 'Presentation of the Montpellier TIP prototype', Workshop on Logistics and transport accessibility, Valencia, 20 June, 2006.

Gendre P., Danflous D., Ostyn G., Coutureier P., Faure S., Mallot N., 'Mise en place d'un portail d'information déplacements : propositions de contenu, d'architecture et de fonctionnement issues d'un prototype réalisé sur l'agglomération de Montpellier', Congrès International ATEC-ITS, France, Issy les Moulineaux, 30-31 janvier 2007.

Promotion actions

Couturier P., Faure S., Presentation of the Montpellier TIP prototype to the transport authority in Perpignan, 5 décembre 2006.

A brochure is going to be designed in order to describe the concept and approach we have followed in designing the TIP prototype.

A poster is going to be designed in order to present the objectives and functionalities of the TIP in the context of Mataari project.

Demonstration

The TIP prototype can be consulted on line at the following address:

<http://www.pid-mataari.ema.fr/>

2 - Mataari results

We suggest that we use the Mataari web site to present the main issues and public results of the Mataari project according to the following main applications:

Real accessibility: improvement of accessibility to the road transport network in 'wide' areas with urban/suburban and port/interport traffic, by using ICT infrastructures, tools, systems and services;

Industrial districts: improvement of accessibility to the road network of industrial and commercial areas with a large number of small/medium sized companies.

Virtual accessibility: improvement of accessibility to the mobility network of metropolitan areas by using Web information and management services;

Workshops presentations and Database may also become accessible on the web for public depending on the agreement of the partners.

12 - AREAL - AGÊNCIA REGIONAL DE ENERGIA E AMBIENTE DO ALGARVE

The communication plan that AREAL carried on from the beginning of the project were the one that is presented on the next table.

TABLE OF LOCAL WORKING GROUPS MEETING		MATAARI PARTNER AREAL	
PLACE	DATE	PARTECIPANTS	AIM OF MEETING
AREAL	23-06-2005	AREAL, IST	Initial project action planning
MARF	04-07-2005	IST, MARF	Local meeting on pilot project
IST	19-10-2005	IST, consultant on Logistics	Technical methodology analysis
DocaPesca	28-11-2005	IST, DGPA, DocaPesca	Local meeting on pilot project
IST	07-03-2006	IST, consultant on Logistics	Technical methodology analysis
IST	20-03-2006	IST, consultant on Logistics	Technical methodology analysis
IST	04-04-2006	AREAL, IST	Methodology analysis
IST	17-07-2006	IST, consultant on Logistics	Technical methodology analysis
AREAL	24-07-2006	AREAL, IST	Methodology analysis
AREAL	06-02-2007	AREAL, IST	Survey methodology analysis
Algarve	26-02-2007	AREAL, IST, Markets, Restaurants	Survey to markets and restaurants
Algarve	27-02-2007	AREAL, IST, Markets, Restaurants	Survey to markets and restaurants
Algarve	28-02-2007	AREAL, IST, Markets, Restaurants	Survey to markets and restaurants
IST	06-07-2007	AREAL, IST	Next steps planning

Several meetings were held with AREAL to define methods and the best approach in order to produce a feasibility study that can help the Algarve Region to improve the way they organize and distribute on the fish markets.



AREAL was present in Bologna, Sevilla, Aix en Provence and Valencia Project Meetings.

AREAL was present in the one-to-one meeting in Bologna in order to clarify doubts concerning the project.



In the future AREAL will organize a conference for all the interested, public and privates, to demonstrate the results and the conclusions of the project.

AREAL will produce a small book with the feasibility study.

13 - CETE MEDITERRANÉE D'ETUDES TECHNIQUES DE L'EQUIPEMENT

Horizontal tasks and global communication :

CETE Méditerranée organised a one day workshop in Aix-en-Provence on October 27th, 2006 on the following theme: "Improving global accessibility to logistics centres and urban areas: the practical tools for transport authorities".

The goal was to propose to the stakeholders (local, regional and national transport authorities) a panorama of the tools they can use for planning in a sustainable way both the freight and passenger transport offer and flows.

The goal was also to foster the exchange of ideas among European professionals; thus, a large part of the time was devoted to open discussion, in addition to the presentations.

More than 80 persons participated in this event (national and transeuropean participants). The presentations and a synthesis of the seminar are available on the mataari website.

Promotion and communication of the web portal of Montpellier :

Various supports allowed the communication and the promotion of the Webportal.

1. Web site

- Local pilot site : Prototype Travel Information Portal for Montpellier Agglomeration published on the Internet;
- Communication about the portal on the National multimodal travel information programme web site <http://predim.application.i2/actus.jsp?ID=358>.

2. Promotion actions

- Presentation of the portal in Perpignan cities in December 2006;
- Description of the portal sent to Nimes Metropole in December 2006.

3. Article

Article: Ville & Transport Magazine dated July 7th 2006.

4. Conference

- ATEC-ITS France Seminar on November 21st 2006;
- ATEC-ITS France International Congress on January 30th & 31st 2007.

5. Workshop

Communication on the web portal at the ' Logistics and Transport Accessibility' Workshop organised by Valenciaport on June the 20th, 2006.

6. Reports

The portal concept is at the heart of two report written by CETE to be published in Spring 2007 by CERTU, the national technical of the French ministry of transport:

- Recommendations concerning multimodal information system and services;
- And a panorama of freight information services.