



STARS

Shared mobility opportunities And
challenges for European cities

Research and Innovation action
H2020-MG-2016-2017

Public website

Deliverable D7.2

Version n° 1

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EXECUTIVE SUMMARY

The STARS public website was designed and developed to serve as a dynamic information and communication tool, as well as a platform for the project team. It acts as the main channel for news and updates with the aim to address the key questions that external visitors are expected to have, such as:

- ★ what the project is about
- ★ what the project is delivering, and why
- ★ who the partners of the project are
- ★ what the latest news and events of the project are
- ★ where to find more information on the topic or related topics

Google analytics is being installed as the tool to monitor the statistics of the website, and make changes to the content architecture if necessary.

The STARS public website was officially launched in December 2017. It will be continuously updated and will evolve with the lifecycle of the project, according to the detailed communication, dissemination and exploitation plan (D7.1) of the project.

KEY WORDS

STARS, carsharing, shared mobility, social and technological innovations, European transports, car industry, congestion, greenhouse gases, communication, dissemination.

INTRODUCTION

The key objectives of STARS in terms of public communication are to:

- ★ communicate and disseminate the project's activities and objectives, and contribute to the uptake of its results.
- ★ centralise and make available all possible relevant public reports and results of the project.
- ★ inform the general public and policymakers (at local, national and European level) about STARS and carsharing services.
- ★ boost engagement of the existing European carsharing community.
- ★ promote and ensure European and international visibility for STARS and its associated activities.
- ★ support the implementation of new carsharing strategies through an "Innovation Camp", organised during the last six months of the project.

The public website for STARS will contribute to achieving these objectives by serving as the main channel for news and updates, as well as a repository for all the project's public deliverables, reports, and communication and promotional materials (flyers, posters, brochures...).

It also provides access to a restricted area for STARS partners. This platform allows partners to share documents and work in a collaborative way.

This document outlines the main sections and technical characteristics of the website.

1 Context

The STARS public website will promote the European and international visibility of the project, communicate on the progress achieved and disseminate the results stemming from the project.

To make useful and relevant information available to the general public, it was decided that the website should address the needs and the questions that would most likely interest external stakeholders, or visitors, such as:

- ★ what the project is about
- ★ what the project is delivering, and why
- ★ who the partners of the project are
- ★ what the latest news and events of the project are
- ★ where to find more information on the topic or related topics

2 Homepage

All of the important information on the project can be directly accessed from the homepage and highlights of each section, or topic displayed.

It represents the central point of information and aims to provide general information about the project and its expected results and impacts, which are to explore carsharing services in Europe (its diffusion, connections with new technological and social innovations, and its effects on other travel modes).

Therefore, visitors have direct access to information on:

- ★ the project and its context
- ★ the partners of the consortium
- ★ the activities carried out
- ★ the expected results, impacts and objectives
- ★ the latest news and upcoming events
- ★ all published reports, newsletters, and promotional materials
- ★ the link to the partner area



The screenshot shows the homepage of the STARS project website. The header includes the STARS logo and navigation links: THE PROJECT, NEWS & EVENTS, DOWNLOADS, and PARTNER AREA. The main banner features the text "Share. Drive. Enjoy." and "STARS explores new pathways for carsharing in Europe." with a "LEARN MORE" button.

Below the banner, there is a section titled "Not familiar with carsharing? Watch this video!" with a video player showing "Udo and Car Sharing - English". A caption below the video reads: "Video released by the City of Bremen, a STARS partner".

The next section is titled "What is carsharing and how does it work?". It includes a list of bullet points and a diagram showing a car being shared between multiple users.

- Based on a simple principle: individuals gain the benefits of private car use without all the costs and responsibilities of ownership.
- Operating in 33 countries (Europe being the largest carsharing region measured by membership), with more than 4.8 million members sharing over 104,000 vehicles (2016 Innovative Mobility Carsharing Outlook).
- Roundtrip / Return carsharing: users pick up and return their shared vehicles at the same station location.
- One-way carsharing: users can pick up a shared vehicle at one location and drop it off at another.

The "LATEST NEWS" section features a photo of the STARS project team and the headline "STARS project kicks off" dated 23 October 2017. The text below reads: "Today, carsharing is not only a mobility concept, but a genuine service that is spreading throughout the world ...".

The "UPCOMING EVENTS" section lists four events:

- JAN 07**: Transportation Research Board (TRB) Annual Meeting, 7 January 2018 - 11 January 2018
- APR 16**: Transport Research Arena (TRA) 2018, 16 April 2018 - 19 April 2018
- JUL 15**: IATBR Conference, 15 July 2018 - 20 July 2018
- MAY 26**: World Conference on Transport Research (WCTR), 26 May 2019 - 31 May 2019

The "STARS Partners" section lists the following partners:

- AUTO/DELEN.NET
- bcs
- CARDIFF UNIVERSITY
- Freie Hansestadt Bremen

The footer includes social media links (FOLLOW US ON TWITTER!), a "LATEST NEWS" section with the "STARS project kicks off" headline, a "CONTACT" section with contact information for Marco Diana, and a "EU HORIZON 2020 PROJECT" section with the STARS logo and funding information.

Figure 1: Screenshot of the homepage

3 The project

3.1 About STARS

The 'About STARS' page describes the project in general, its approach, characteristics, different partners and the team present at the kick-off meeting.

Visitors can also access all of the pages on the website directly from the header and/or the right sidebar under *More information*, which includes links to key sections of the website. In the footer, users can find the latest news and upcoming events, as well as the project Twitter feed (this is the case on all pages), name of the coordinator, and project's email.



The screenshot displays the STARS public website. At the top, there is a navigation bar with links for 'THE PROJECT', 'NEWS & EVENTS', 'DOWNLOADS', and 'PARTNER AREA'. The main header features the STARS logo and the tagline 'The key to European carsharing'. Below this, the website is divided into several sections:

- Launched in October 2017 and standing for Shared mobility opportunities And challenges for European cities:** A paragraph explaining the project's goals and its focus on exploring the diffusion of carsharing in Europe.
- A unique co-modality approach:** A section detailing the project's approach to studying the implications and impacts of carsharing, emphasizing a co-modality approach that considers the optimal combination between carsharing and other transport modes.
- Providing a policy toolkit:** A section describing the development of a policy toolkit to help European mobility stakeholders and policymakers make informed decisions.
- A European carsharing community:** A section mentioning the 'Carsharing Innovation Camp' and the goal of building a strong carsharing community in Europe.
- High speed for innovative technology:** A section discussing the emergence of new technological and social innovations and their impact on transport models and management.

On the right side of the website, there is a 'MORE INFORMATION' section with links to 'Objectives', 'Impacts', and 'Project organisation'. Below this is a 'FOLLOW US ON TWITTER!' section featuring a tweet from @StarsH2020 dated Dec 12, 2017.

The bottom section of the website is titled 'A carsharing expert consortium' and features a group photo of the consortium members. Below the photo, there is a paragraph about the consortium's expertise and a list of partners, including General Motors (MAVEN) and the city of Turin (SocialCar).

At the bottom of the page, there are logos for 'momo' (More options for energy efficient mobility through CarSharing), 'UbiGo', and 'MAVEN'. The footer contains a 'FOLLOW US ON TWITTER!' section, a 'LATEST NEWS' section, a 'CONTACT' section with contact information for Marco Diana, and an 'EU HORIZON 2020 PROJECT' section.

Figure 2: Screenshot of the About STARS page

3.2 Objectives

The 'Objectives' page presents the 10 objectives of the STARS project, using icons for a more visual appearance and a quick understanding of them:

- ★ the market
- ★ customer profiles
- ★ user behaviour
- ★ innovation
- ★ mobility demand
- ★ synergies
- ★ mobility scenarios
- ★ environmental impacts
- ★ car industry impacts
- ★ policy toolkit



STARS THE PROJECT - NEWS & EVENTS - DOWNLOADS - PARTNER AREA

A project driven by objectives

STARS aims to....

- The market**

... build a knowledge base through mapping the existing carsharing services and solutions in Europe.
- Customer profiles**

... shape the typical profile of carsharing users, based on socio-demographic factors (gender, age, lifestyle...) and from a social psychology perspective.
- User behaviour**

... understand why people shift from car ownership to carsharing, as well as the new mobility attitudes and practices.
- Innovation**

... connect the diffusion of carsharing services with emerging technological and social innovation patterns (including mobile applications and electric vehicles).
- Mobility demand**

... quantify the mobility demand and match the different carsharing services offered with mobility styles, cultures and practices in different European cities.
- Synergies**

... assess how different forms of carsharing and other travel modes (private car, bike, walk, taxi, public transport...) can be used in a modality perspective.
- Mobility scenarios**

... study how other travel modes can be affected by the growth of carsharing, with the aim to integrate the project's results into the Sustainable Urban Mobility Plans (SUMP), and define 2 mobility scenarios ("business as usual" and "rupture").
- Environmental impacts**

... quantify carsharing impacts in terms of congestion, greenhouse gases, noise, accessibility and social cohesion.
- Car industry**

... evaluate the direct and indirect industrial impacts of carsharing, and foresee how the European car industry can be an active player in the diffusion of carsharing solutions, while strengthening its competitiveness.
- Policy toolkit**

... provide stakeholders and European policymakers with a support tool based on the project's results, which will promote tailored carsharing services and solutions to be implemented in Europe. This will give them the necessary knowledge to make the best decisions on how they can deal with future innovations, developments and shared mobility.

FOLLOW US ON TWITTER !

Tweets by @StarsH2020

Stars-H2020 Refueled

OpenFleet @OpenFleet

Prix de l'Innovation pour #Cargo Drive H24 - Institut T3GMA

LATEST NEWS

STARS project kicks off

23 October 2017

CONTACT

Marco Diana
STARS Project Coordinator & Associate Professor at Politecnico di Torino, Italy
h2020stars@gmail.com

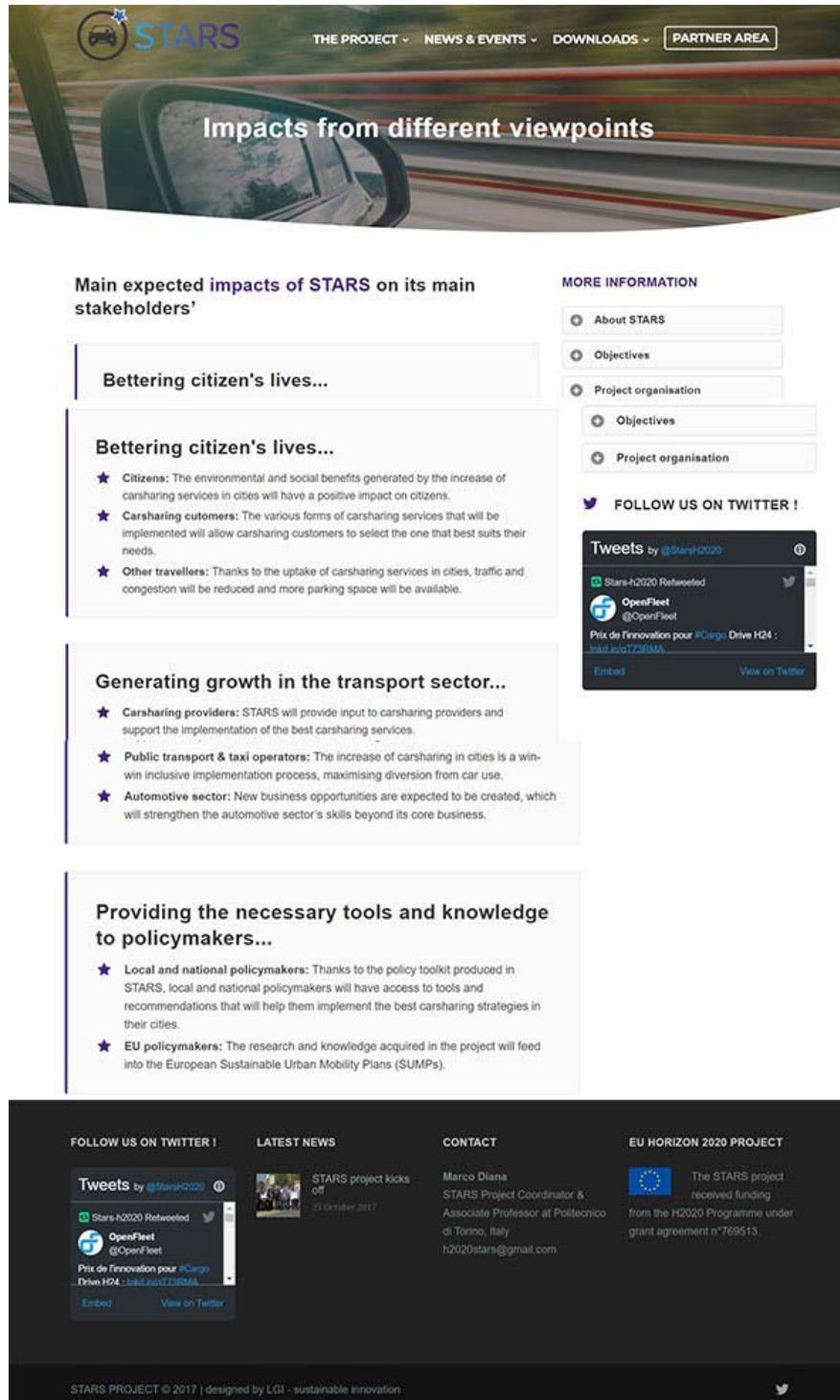
EU HORIZON 2020 PROJECT

The STARS project received funding from the H2020 Programme under grant agreement n°769513.

Figure 3: Screenshot of the Objectives page

3.3 Impacts

The 'Impacts' page is dedicated to the main impacts of the project, depending of the different STARS stakeholders' viewpoints.



The screenshot shows the 'Impacts from different viewpoints' page of the STARS project website. The page features a header with the STARS logo and navigation links: THE PROJECT, NEWS & EVENTS, DOWNLOADS, and PARTNER AREA. The main content area is titled 'Impacts from different viewpoints' and lists three main expected impacts of STARS on its main stakeholders:

- Bettering citizen's lives...**
 - Citizens:** The environmental and social benefits generated by the increase of carsharing services in cities will have a positive impact on citizens.
 - Carsharing customers:** The various forms of carsharing services that will be implemented will allow carsharing customers to select the one that best suits their needs.
 - Other travellers:** Thanks to the uptake of carsharing services in cities, traffic and congestion will be reduced and more parking space will be available.
- Generating growth in the transport sector...**
 - Carsharing providers:** STARS will provide input to carsharing providers and support the implementation of the best carsharing services.
 - Public transport & taxi operators:** The increase of carsharing in cities is a win-win inclusive implementation process, maximising diversion from car use.
 - Automotive sector:** New business opportunities are expected to be created, which will strengthen the automotive sector's skills beyond its core business.
- Providing the necessary tools and knowledge to policymakers...**
 - Local and national policymakers:** Thanks to the policy toolkit produced in STARS, local and national policymakers will have access to tools and recommendations that will help them implement the best carsharing strategies in their cities.
 - EU policymakers:** The research and knowledge acquired in the project will feed into the European Sustainable Urban Mobility Plans (SUMP).


On the right side, there is a 'MORE INFORMATION' section with links to 'About STARS', 'Objectives', and 'Project organisation'. Below this is a 'FOLLOW US ON TWITTER!' section featuring a tweet from @StarsH2020 about the 'Prix de l'innovation pour #Cargo Drive H24'.

The footer contains four sections: 'FOLLOW US ON TWITTER!' (repeating the tweet), 'LATEST NEWS' (with a link to 'STARS project kicks off'), 'CONTACT' (with contact details for Marco Diana), and 'EU HORIZON 2020 PROJECT' (stating the project received funding from the H2020 Programme under grant agreement n°769513). The footer also includes the text 'STARS PROJECT © 2017 | designed by LGI - sustainable innovation' and a Twitter icon.

Figure 4: Screenshot of the Impacts page

3.4 Project organisation

The 'Project organisation' page gives an overview of the project organisation, presenting the key tasks of each Work Package involved in the project, through a visual presentation in form of a road. This design refers to carsharing as the main topic of STARS.



The screenshot displays the 'Project organisation' page of the STARS project website. The page features a purple header with the STARS logo and navigation links: 'THE PROJECT', 'NEWS & EVENTS', 'DOWNLOADS', and 'PARTNER AREA'. The main title 'Project organisation' is prominently displayed.

Below the header, the page is divided into two main sections. On the left, a large graphic titled 'WP ORGANISATION' illustrates the project's structure using a winding road metaphor. The road is divided into seven segments, each representing a Work Package (WP) with a corresponding icon and description:

- WP1: Project management & coordination**: Overall project management and coordination, including administrative, scientific and
- WP2: Car sharing in European cities**: Providing a map and classification scheme of the current carsharing services in European cities.
- WP3: Car sharing business models**: Establishing an inventory of existing business models for carsharing services and practices, with a particular focus on the automotive industry and market.
- WP4: Behavioural change determinants**: Analysing information collected in WP2, in order to define individual, social, political, environmental and economic factors in driving behavioural change towards shared mobility.
- WP5: Benefits assessment through co-modality**: Defining the benefits of carsharing for tomorrow's sustainable urban mobility through 2 scenarios ('Culture' and 'Business as usual'), and a toolkit for policy-makers.
- WP6: Future industrial impacts**: Evaluating the industrial impacts of carsharing services for the automotive and other related sectors.
- WP7: Dissemination, stakeholder engagement & awareness raising**: Raising public awareness on the STARS results through a series of public communication and dissemination activities, and the organisation of a carsharing innovation Camp.

On the right side of the page, there is a 'MORE INFORMATION' section with links to 'About STARS', 'Objectives', and 'Impacts'. Below this is a 'FOLLOW US ON TWITTER!' section featuring a tweet from @StarsQ020 about a solution based on technology and carsharing.

The footer of the page contains four columns of information:

- FOLLOW US ON TWITTER!**: A tweet from @StarsQ020 mentioning 'Stars-h2020 Retweeted' and 'OpenFleet'.
- LATEST NEWS**: A news item titled 'STARS project kicks off' dated 23 October 2017.
- CONTACT**: Contact information for Marco Diana, STARS Project Coordinator & Associate Professor at Politecnico di Torino, Italy, with email h2020stars@gmail.com.
- EU HORIZON 2020 PROJECT**: A statement that 'The STARS project received funding from the H2020 Programme under grant agreement n°769513'.

Figure 5: Screenshot of the Project organisation page

4 News and events

4.1 Newsroom

The 'Newsroom' section reports on the news and events relating to STARS, as well as related projects, or news and events of interest to the project's key stakeholders.

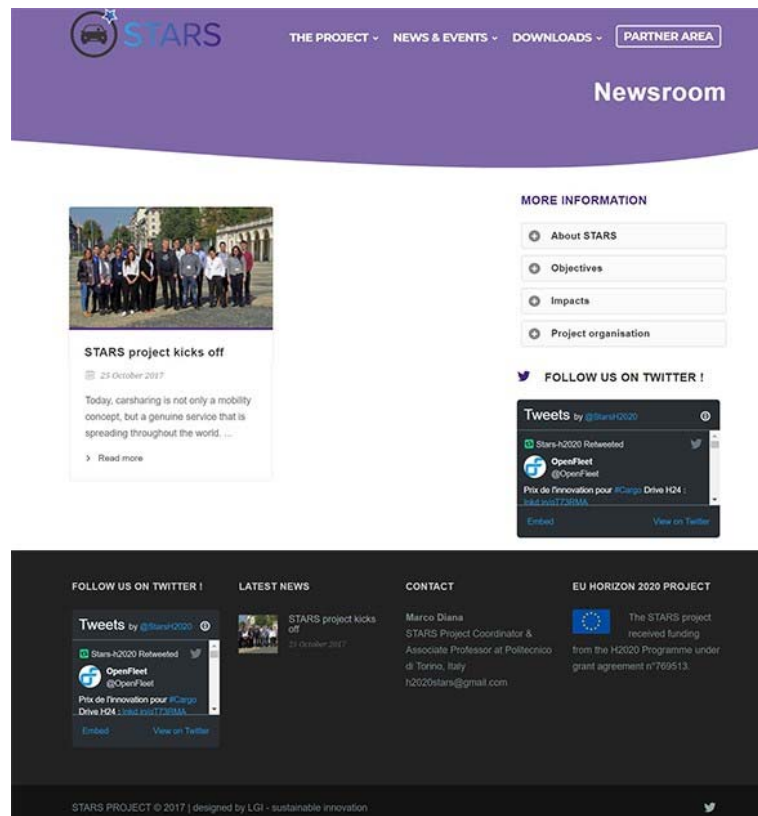
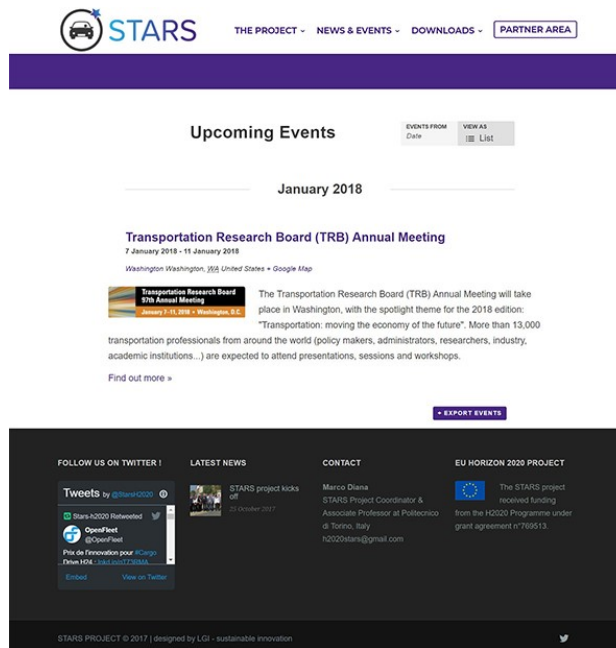


Figure 6: Screenshot of the Newsroom

4.2 Events calendar

The 'Events calendar' is a useful tool, presenting by month, or by list, all the past and upcoming events relating to STARS.



Upcoming Events

EVENTS FROM: VIEW AS:

January 2018

Transportation Research Board (TRB) Annual Meeting
7 January 2018 - 11 January 2018
Washington Washington, US United States - Google Map

The Transportation Research Board (TRB) Annual Meeting will take place in Washington, with the spotlight theme for the 2018 edition: "Transportation: moving the economy of the future". More than 13,000 transportation professionals from around the world (policy makers, administrators, researchers, industry, academic institutions...) are expected to attend presentations, sessions and workshops.

Find out more »

EXPORT EVENTS

FOLLOW US ON TWITTER!

Tweets by @stars2020

LATEST NEWS

STARS project kicks off

CONTACT

Marco Diana
STARS Project Coordinator &
Associate Professor at Politecnico
di Torino, Italy
h2020stars@gmail.com

EU HORIZON 2020 PROJECT

The STARS project received funding from the H2020 Programme under grant agreement n°769513.

STARS PROJECT © 2017 | designed by LGI - sustainable innovation

Figure 7: Screenshot of the Events calendar

5 Downloads

The 'Downloads' section gives access to the results of the project and public reports/deliverables, the upcoming policy toolkit, the bi-annual electronic newsletters, and all of the communication and promotional materials produced during the project (press releases, flyers, posters, photos, and videos).

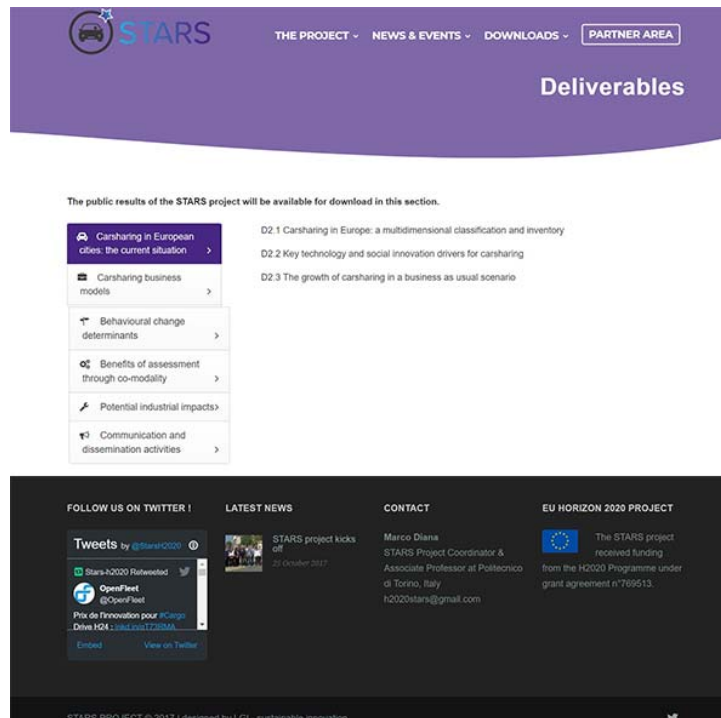


Figure 8: Screenshot of the Deliverables page

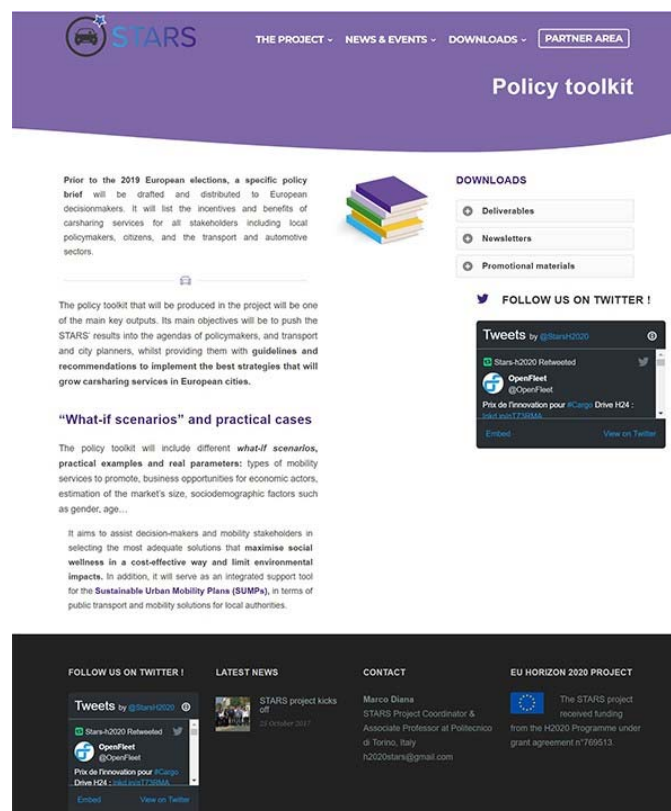




Figure 9: Screenshot of the Policy toolkit page




[THE PROJECT](#)
[NEWS & EVENTS](#)
[DOWNLOADS](#)
[PARTNER AREA](#)

Newsletters


The bi-annual newsletters of the STARS project will be available in this section.




STARS newsletter 1
Coming soon



STARS newsletter 2
Coming soon



STARS newsletter 3
Coming soon



STARS Newsletter 4
Coming soon

DOWNLOADS

- Deliverables
- Newsletters
- Promotional materials

FOLLOW US ON TWITTER !

Tweets by @StarsH2020

Stars-H2020 Retweeted
@Openfleet
Prix de l'innovation pour #Cargo Drive H24 : [voir sur Twitter](#)

[Embed](#) [View on Twitter](#)

FOLLOW US ON TWITTER !

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LATEST NEWS

STARS project kicks off
23 October 2017

CONTACT

Marco Diana
STARS Project Coordinator &
Associate Professor at Politecnico
di Torino, Italy
h2020stars@gmail.com

EU HORIZON 2020 PROJECT

The STARS project
received funding
from the H2020 Programme under
grant agreement n°769513.

Figure 10: Screenshot of the Newsletters page

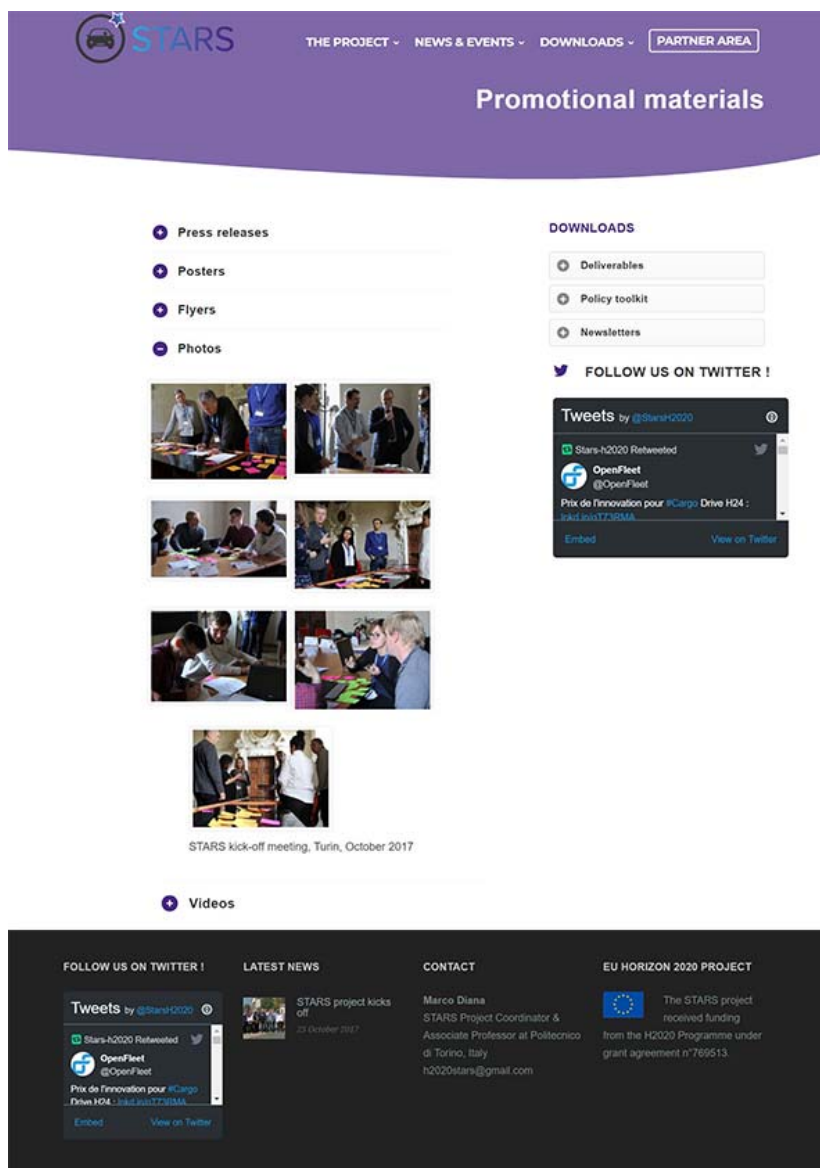


Figure 11: Screenshot of the Promotional materials page

6 Partner area

The 'Partner area' is dedicated to the STARS partners. This platform allows them to share documents and work in a collaborative way. It provides an online repository for information about the management of the project, contacts, results from the meetings, as well as internal work documents related to the different WPs, that are required to be shared. All documents and files are saved and organised in one place, and can be shared at any time, and from any location or device.

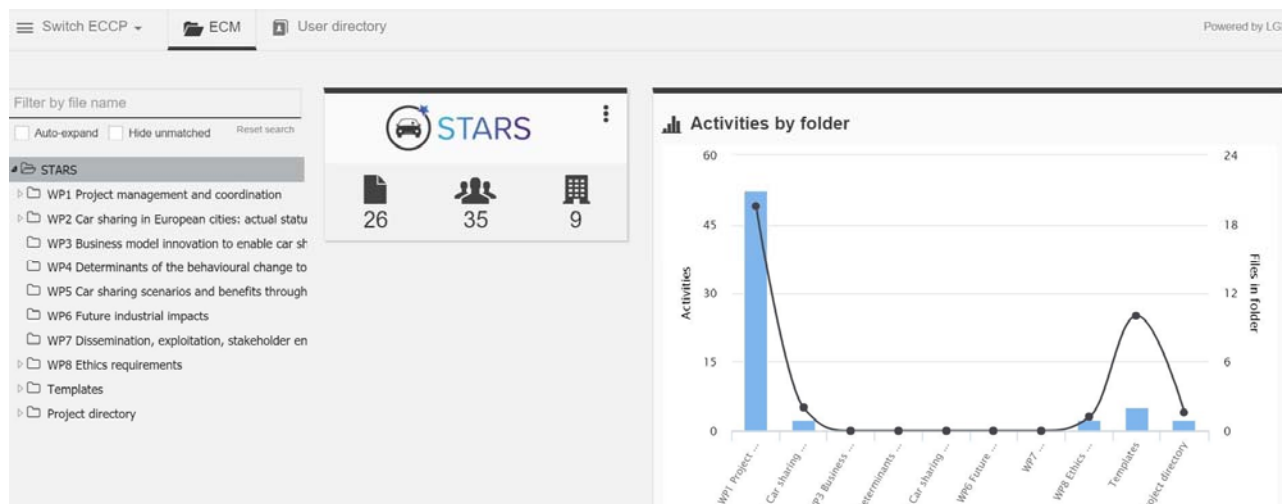


Figure 12: Screenshot of the Partner area section

7 Other considerations

Browser compatibility: the website is compatible with the common web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website is also responsive: its adjusts the design display based on the screen size of the device it is viewed on, regardless of whether it is viewed on a desktop, tablet or mobile phone.

Google analytics: to understand how the website is used by visitors, a Google Analytics account has been registered for STARS. The upcoming reports will give a clear idea on:

- ★ how many users are visiting the website
- ★ which pages are the most viewed
- ★ the geographic location of online visitors

Update of the webpage: updates will be made on a regular basis with news, communication support materials, events, announcements... Some sections may also be updated to ensure the website remains a dynamic and useful tool to spread the knowledge acquired during the project.

CONCLUSION

The STARS website has been prepared during the first stage of the project, and was launched on December 2017, according to specific needs and aims to maximise the impact of the project. It also aims to boost the awareness on the results and milestones to be accomplished during the project. The STARS website will be regularly updated, remaining a flexible tool with content and structure that may evolve if necessary.