



Local Framework Document – Bohuslän

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Annex I: Local Evaluation Plan – Output Impact Indicators

1 ABOUT THE SEEMORE PROJECT

1.1 Project Summary

The **SEEMORE** project focuses on introducing energy-efficient transport solutions for visitors in eight coastal tourist regions of Europe.

Its main objectives are:

- Increase the awareness about sustainable mobility options among tourists.
- Increase the co-operation between the tourism and mobility sectors, thereby creating new energy efficient mobility options for leisure travel.
- Realise a shift of travel behaviour of visitors towards more sustainable modes of transport.

To achieve these goals a wide range of measures are implemented through the project grouped in the following main categories:

- Sustainable mobility information, marketing and awareness.
- Incentives for enhancing usage.
- Sustainable mobility options.

Measures are implemented in the participating demonstrator regions: Balearic Islands (ES), Bohuslän (SE), Forlì-Cesena (IT), Dobrich (BG), Pomerania (PL), Madeira (PT), Limassol (CY) and Malta (MT).

1.2 The SEEMORE consortium

Project Partner	Country
CINESI Transport Consultancy (Coordinator)	Spain
Mallorca Transports Consortium	Spain
Trivector Traffic AB	Sweden
Association of Local Authorities Fyrbodal	Sweden
FGM-AMOR Austrian Mobility Research	Austria
Common Europe Pomeranian Association	Poland
Municipality of Choczewo	Poland
Club Sustainable Development of Civil Society	Bulgaria
Province of Forli-Cesena	Italy
Central European Initiative	Italy
Limassol Tourist Development and Promotion Co Ltd	Cyprus
Stratagem Energy Ltd	Cyprus
Horários do Funchal Public Transport	Portugal
Local Councils' Association	Malta

2 DESCRIPTION OF THE DOCUMENT

This document is the Local Framework Document for the region of Bohuslän. It contains the concrete Action Plan for the implementation activities in the region, the communication plan and the vision of how to reach more sustainable and energy efficient mobility in Bohuslän.

The Action plan has been developed based on the Local Framework Workshop (see D2.4 for regional reports from the workshops) held in Autumn 2012 and serve as a starting point for the implementation activities in WP3. The communication plan is derived from the Integrated SEEMORE Communication Plan, and will serve as a guide for local communication activities.

This document is part of deliverable D2.5 Local Framework Documents for each participating region in SEEMORE; Bohuslän, Dobrich Forlì-Cesena, Limassol, Madeira, Malta, Mallorca and Pomerania.

The deliverable is part of the framework analysis which aims at collecting and synthesising knowhow in the field of tourism and mobility in order to support the regions in setting up local framework documents and action plans which will form the basis for implementation. Other deliverables in the framework analysis are:

- D2.1 Documentation of external inspiration workshop
- D2.2 State of the art, collection of best practices and success factors for implementation
- D2.3 Description of the regions
- D2.4 Documentation of Local Framework Workshops

3 DOCUMENT REVISION HISTORY

Version Number	Date	Comments
1.0	2013-01-15	First draft, without Local evaluation plan, sent for peer-review
1.1	2013-01-24	First draft peer-reviewed by CINESI
1.2	2013-01-25	Deliverable D2.5.1
1.3	2013-03-08	Updated action plan
1.4	2013-11-14	Final deliverable including Local Evaluation Plan

Table 1 – Document revision history

4 GLOSSARY

Abbreviations provided in this report

Abbreviation	Full name
AP	Action Plan
DoA	Description of the Action (Annex I for the SEEMORE project)
LCP	Local Communication Plan
LFD	Local Framework Document
LFW	Local Framework Workshop
LMEP	Local Monitoring and Evaluation Plan
LWG	Local Working Group

Table 2 - Abbreviations used

5 VISIONS AND GOALS

The vision of the region of Västra Götaland has been adopted.

The Good life in Västra Götaland

Good health and work are important elements in a good life. As are access to education, good communications and culture. The seas and lakes must be healthy and the air that we breathe must be clean

In addition, there are two national visions that support sustainable mobility in Bohuslän:

- Doubling the market share of public transport on long term and doubling the volume of travel in public transport by 2020.
- Doubling the tourism between 2010 and 2020, where Bohuslän is one of five national target areas.

Bohuslän aims at working towards the fulfilment of the above mentioned visions within the SEEMORE project.

6 ACTION PLAN

This is the first version of the action plan for Bohuslän. The actions have been agreed by the participants in the LWG. Further discussions are planned in order to concretise the actions regarding detailed planning, responsibility and timeplan.

Table 3 – Example of Action Plan

Measure	Action	Brief description	Status before implementation	Responsibility, participating organisation	Timing	Financing (to be decided)	Quantified target
Information material, sustainable travelling	1. Elaboration of sustainable mobility information	- make sure that hotels/attractions have up to date information; Web, brochures,	- no coherent information exists	Steering working group, hotels, attractions	M12-20		All hotels/attractions have up to date information about sustainable options on their websites
	2. Translation mobility information (English, German) E.g. travel planner	-Translation of basic public transport information into German -Improvement of tourist information in English	Travel planner is available in English	Steering working group	M12-30		-Basic information about travel options translated into German -Improved tourist information overall.
	3. Forum to exchange ideas between PT, tourism and municipalities	- several local groups to be established	- fist local group established - needs to be developed	Steering working group	Established 2012 – continue developing		- actors in tourism and transport sectors knows where to and how to discuss mobility issues
Improved distribution channels targeting visitors	4. Link travelling options information at destinations' webpages	- destinations' web pages include up to date links to travelling options web pages	- poor information, some hotels got links to other web pages	Steering working group, "five attractions" destinations	M12-24		-75 % of hotels/attractions got web links

	5. Improved information at hotels' webpages and in their general info to tourists	- poor information about sustainable options, too much focus on private cars	poor information, some hotels got links to other web pages	Hotels	M12-24		-75 % of hotels/attractions got information on web sites
	6. Increase of information places, training for local entrepreneurs	- - organize seminar/training for local entrepreneurs	- unknown status of information places - lack of knowledge about sustainable mobility options among entrepreneurs	Steering working group	M 12-30		- information (maps, brochures) about transport options at tourist offices - one seminar organized
PT intelligent information for tourists	7. PT real-time information at hotels and larger attractions	- unknown status		Hotels, attractions, Västtrafik	M 12-30		- 50 % of hotels/attractions got PT real-time screens
Promotional and awareness campaigns	8. Local dissemination	- information about the seemore project - information about mobility options through seminars, brochures, etc.	- poor knowledge of the project -	Steering working group, Local networks	ongoing		

Measure	Action	Brief description	Status before implementation	Responsibility, participating organisation	Timing	Financing (to be decided)	Quantified target
Public transport, ticketing	1. Special tickets for visitors	- investigate possibilities	- some tourist tickets available	Västtrafik, commercial bus operators	2014 Contacting Jan-Mar 2013		- input delivered to Västtrafik about tourist needs - improvement in tourist offer
	2. "Busplus" – taxi connections from motorway bus stops, stations, etc.	- perform discussion with bus and taxi companies	- no taxi connection exist to/from motorway bus stops	Taxiförbundet, Västtrafik, commercial bus operators	M 12-30		- one taxi connection tested
	3. Increased PT selling points, SMS, internet	- establish seasonal selling points - investigate possibilities to get ticket delivered as SMS tickets for tourists	- A few selling points exist - SMS ticket exists, although not for tourists	Municipalities, Västtrafik, Region Västra Götaland	M12-30		- one seasonal selling point - test with ticket delivered as SMS

Integrating transport + leisure packages	4. Combined tickets PT + entrance fees - Develop package together with "five attractions", Västtrafik	- develop a combined ticket that might attract visitors to choose sustainable mobility options	-no combined ticket exist in the area	Steering working group, "five attractions" destinations, Västtrafik	2013 First meeting		- a combined ticket developed and tested in the area between at least three attractions
Awareness raising products	5. Emission calculation tool		-no tool exists	SEEMORE project	2013		Awareness raising
Market incentives sustainable mobility	6. Parking policies	- raise the awareness of parking policies impact on travel choices	- parking policies exist in the municipalities but can be improved	Municipalities	M20-30		-one seminar with municipalities organized

Measure	Action	Brief description	Status before implementation	Responsibility, participating organisation	Timing	Financing (to be decided)	Quantified target
	7. Incentives to promote E-mobility	- promote e-mobility as electric charge stations are installed in the region	- there are electric charge options in some municipalities	Municipalities, private partners, County Administrative Board	M 18-30		- electric charges options in all municipalities.
Collective transport for tourists	1. Better PT to tourist destinations and rural areas	- investigate the needs and lacks of good connections to destinations/attractions	- quite good PT but not necessarily too the main attractions/hotels	Attractions, municipalities, Västtrafik	M 12-30		- 75 % of the lines reviewed
	2. Extended high season traffic	- look into the possibilities to extend the high season	- PT increase in the summer already but need for extended high season	Västrafik, private operators	M24-30		- extended high season for one or two lines
Intermodal solutions	3. Possibility to bring bike on bus/train	- perform a pilot test for bikes on buses - improve possibility to bring bike on train	- not possible to bring bike on bus - possibility to bring bike on train but not user friendly	Region Västra Götaland, Västtrafik, commercial operators	M 14-30		-Pilot on buses performed - user friendly system/rules implemented for bikes on train
	4. Possibility to transport luggage for hikers, bikers, kayakers, etc.	- investigate possibility among actors	- no such transportation exists	Local tourist organisations	M 12-30		- one transport route examined

Bicycle/walking services	5. Increased bike rental at hotels	- hotels offer bike rental -hotels improve their existing services	- some hotels offer bike rental	Hotels/Trivector	M 12-30	-5 hotels offer rental bikes or improved rental bike services
	9. Bike lanes/routes; What is needed in signing, missing links,	- make a need and gaps study of the bike lanes - involve the municipalities in the "bike travel planner"	- bike lanes are in different shape and standards - there is no coherent bike lane net through the area	Swedish Transport Administration, municipalities	M 10-30	- all municipalities are part of the bike travel planner - need and gaps study performed -start of improvements, eg. signing
	10. Better walking paths, hiking routes	- make a study of the existing paths, routes; what are the needs	-	Municipalities, County Administrative Board	Start 2013	- study performed - start of improvements works, eg. signing
Sustainable mobility planning	11. Training local tourism and transport planners	- prepare information addressed to the planners -organize a seminair	- raise of knowledge are needed	Trivector	M12-30	- one seminar undertaken

6.1 Elaboration and translation of sustainable mobility information

TASK in Annex I: 3.1.1.A / 3.1.1.B

Responsible:

Steering working group

Partners involved:

Hotels, attractions, municipalities

Budget:

None

Aim of the action:

Create up-to-date information about sustainable options

Basic information translated into German

Improved information for tourist overall

State of the Art of the action:

No coherent information exists

Travel planner is available in English

Some information is available in English

Action to do:

- a) Contact hotels, attractions and tourist information
- b) Select information to elaborate and to translate

Timetable

M12-30

Targets and impact indicators

Output

Information material

6.2 Forum to exchange ideas

TASK in Annex I: 3.1.1.D

Responsible:

Steering working group

Partners involved:

Several local stakeholders, entrepreneurs, municipalities, tourist staff

Budget:

None

Aim of the action:

Form a forum where actors in tourism and transport sectors can discuss mobility and tourism issues.

The actors will know where to and how to discuss mobility issues

State of the Art of the action:

First local group established

Action to do:

- a) Establish local network group with decision makers
- b) With help from municipalities contact stakeholders interested
- c) Form several local groups that run (at least) along the project time

Timetable

Group with decision makers established in 2012

Continue developing continuously

Targets and impact indicators

Form one group with decision makers

Form 2 local groups

Output

Collaboration

6.3 Improved sustainable travelling information in websites

TASK in Annex I: 3.1.2.B/3.1.2.C

Responsible:

Steering working group

Partners involved:

Hotels, “five attractions destinations”

Budget:

None

Aim of the action:

Destinations’ web pages include up to date links to travelling options web pages

State of the Art of the action:

Poor information about sustainable options, too much focus on private cars

Some hotels have links to other web pages

Action to do:

- a) Contact “five attractions” and hotels and invite to information meeting
- b) Support with what kind of information that should be available on their web

Timetable

M12-24

Targets and impact indicators

75 % of hotels/attractions got web links

75 % of hotels/attractions got information on web sites

Output

Sustainable travelling information on websites

Links to travel information

6.4 Increase of information places and training

TASK in Annex I: 3.1.2.G

Responsible:

Steering working group

Partners involved:

Tourist staff, local entrepreneurs, hotel/camping staff

Budget:

None

Aim of the action:

Increase knowledge among local stakeholders about sustainable transports

Increase number of places where tourists can find information

State of the Art of the action:

Unknown status of information places

Lack of knowledge about sustainable mobility options among entrepreneurs

Action to do:

- a) Inventory of information places and what kind of information they have
- b) Through local groups find our interest and form a strategy to increase number of selling points
- c) Through trainings increase knowledge among local stakeholders

Timetable

M12-30

Targets and impact indicators

Make inventory of information places in at least one place per municipality

Increase number of information points: ?

Organize 1 seminar/training

Output

Increased dissemination of information

Increased knowledge among local stakeholders

6.5 Real-time information at hotels and larger attractions

TASK in Annex I: 3.1.3.C

Responsible:

Västtrafik, Steering working group

Partners involved:

Hotels, attraction destinations

Budget:

None

Aim of the action:

Install Västtrafik real-time information displays in hotels and attractions

State of the Art of the action:

Unknown status

Action to do:

- a) Contact “five attractions” and hotels and invite to information meeting
- b) Support stakeholders with the installation

Timetable

M12-30

Targets and impact indicators

50 % of hotels/attractions got PT real-time screens

Output

Increased information about public transport to tourists

6.6 Dissemination of SEEMORE

TASK in Annex I: 3.1.4.A/3.1.4.C

Responsible:

Steering working group

Partners involved:

Local network

Budget:

None

Aim of the action:

Disseminate information about the SEEMORE-project and sustainable mobility options, through seminars, network groups and brochures

State of the Art of the action:

Local stakeholders have poor knowledge of the project

Action to do:

- a) Use the communication plan to form a dissemination strategy
- b) Continuous contact with local network groups

Timetable

M12-36

Targets and impact indicators

Output

Dissemination of SEEMORE products

Increased knowledge among local stakeholders and tourists of travelling options

6.7 Increased availability to public transport

TASK in Annex I: 3.2.1.A/3.2.1.C

Responsible:

Västtrafik, Taxiförbundet, Steering working group

Partners involved:

Commercial bus operators, municipalities, Region Västra Götaland

Budget:

None

Aim of the action:

Investigate possibilities for special tickets for visitors

Bussplus: Establish taxi-connections from motorway bus stops and railway stations to holiday destinations

Establish seasonal PT selling points

Investigate possibilities for tourists to use SMS as a ticket option

State of the Art of the action:

Some tourist tickets available - input delivered to Västtrafik about tourist needs

No taxi connection exist to/from motorway bus stops

A few selling points exists

SMS ticket exists, although not for tourists

Action to do:

- a) Investigate possibilities for special tickets for visitors
- b) Contact taxi and commercial bus operators to find out their interest
- c) Discuss strategy with Västtrafik for selling points and selling options

Timetable

Tickets for tourists: 2014 (discussions during 2013)

Bussplus: M12-30

Ticket selling points: M12-30

Targets and impact indicators

Improvement in tourist offer
One taxi connection tested
One seasonal selling point established
Test with ticket delivered as SMS

Output

Increased options for tourists to travel with public transport to/from Bohuslän and within the region.

6.8 Combined tickets PT and entrance fees

TASK in Annex I: 3.2.2.B

Responsible:

Västtrafik, Steering working group

Partners involved:

“Five attractions destinations”

Budget:

None

Aim of the action:

Attract visitors to public transport by offering combined tickets

State of the Art of the action:

No combined ticket exist in the area

Action to do:

- a) Invite Västtrafik and local stakeholders to discuss the options
- b) Look at best practises to get inspiration
- c) Test a combined ticket

Timetable

First meeting 2013

Targets and impact indicators

A combined ticket developed and tested in the area between at least three attractions

Output

Combined PT-ticket and entrance fee

6.9 Emission calculation tool

TASK in Annex I: 3.2.3.A

Responsible:

SEEMORE project

Partners involved:

Steering working group

Budget:

None

Aim of the action:

Raise awareness among tourists about their ecological footprint

State of the Art of the action:

No emission tool available

Action to do:

- a) SEEMORE project must agree on a tool
- b) Tool is disseminated among regional stakeholder, preferably put on websites

Timetable

Targets and impact indicators

Output

Emission calculation tool

6.10 Parking policies

TASK in Annex I: 3.2.4.B

Responsible:

Steering working group, Trivector

Partners involved:

Municipalities

Budget:

None

Aim of the action:

raise the awareness of parking policies impact on travel choices

State of the Art of the action:

parking policies exist in the municipalities but can be improved

Action to do:

- a) Organize a seminar on parking policies

Timetable

M20-30

Targets and impact indicators

One seminar with municipalities organized

Output

Seminar about parking policies

6.11 Incentives to promote E-mobility

TASK in Annex I: 3.2.4.A

Responsible:

Steering working group

Partners involved:

Municipalities, private partners, County administrative board

Budget:

None

Aim of the action:

Promote e-mobility as electric charge stations are installed in the region

State of the Art of the action:

there are electric charge options in some municipalities

Action to do:

- a) Disseminate news and information about electric charge stations

Timetable

M18-30

Targets and impact indicators

Output

Information about e-mobility options

6.12 Better collective transport for tourists in the region

TASK in Annex I: 3.3.1.A

Responsible:

Västtrafik, Steering working group

Partners involved:

Municipalities, attractions, private PT-operators

Budget:

None

Aim of the action:

Improve PT to tourist destinations and rural areas

Extend season of PT/collective traffic

State of the Art of the action:

Quite good PT but not necessarily too the main attractions/hotel

PT increase in the summer already, but need for extended high season

Action to do:

- a) Investigate the needs and lacks of good connections to destinations/attractions
- b) Start discussions with Västtrafik and private operators
- c) Look into the possibilities to extend the high season

Timetable

M12-30

Targets and impact indicators

75 % of the lines reviewed

Extended high season for one or two lines

Output

Better collective transport

6.13 Bring bikes on bus/train

TASK in Annex I: 3.3.2.A

Responsible:

Region Västra Götaland, Steering working group

Partners involved:

Västtrafik, commercial operators

Budget:

None

Aim of the action:

Improve possibility to bring bike on train/bus

State of the Art of the action:

Not possible to bring bike on bus

Possible to bring bike on train but not user friendly

Action to do:

- a) Lobbying towards Region Västra Götaland, PT-operators and commercial operators to allow bikes on bus/train
- b) perform a pilot test for bikes on buses

Timetable

M14-30

Targets and impact indicators

Pilot on buses performed

user friendly strategy/rules implemented for bikes on train

Output

Possible to bring bike on train/bus

6.14 Luggage transport

TASK in Annex I: 3.3.1.E

Responsible:

Steering working group

Partners involved:

Local tourist organisations, hotels/campings, local entrepreneurs

Budget:

None

Aim of the action:

Make it possible for tourists (hikers, bikers, kayakers, etc.) to have their luggage transported between accommodation

State of the Art of the action:

No such transportation exists

Action to do:

- a) Investigate and discuss possibilities among actors
- b) Look at best cases from other places
- c) Create a transport route

Timetable

M12-30

Targets and impact indicators

One transport route examined

Output

Luggage service

6.15 Bike rental at hotels

TASK in Annex I: 3.3.3.A

Responsible:

Steering working group, Trivector

Partners involved:

Hotels/campings, local entrepreneurs

Budget:

None

Aim of the action:

Increase the availability of bikes for rent

Increase the standard of the service and user friendliness

State of the Art of the action:

some hotels offer bike rental

Action to do:

- a) Investigate and discuss interest among actors
- b) Present it together with other actions so that it forms a package

Timetable

M12-30

Targets and impact indicators

5 hotels offer rental bikes or improved rental bike services

Output

Bike service

6.16 Better biking and walking infrastructure

TASK in Annex I: 3.3.3.D

Responsible:

Steering working group

Partners involved:

Swedish Transport Administration, Region Västra Götaland, municipalities, County Administrative Board

Budget:

None

Aim of the action:

Improve the standard, safety and availability for cyclists and pedestrians

State of the Art of the action:

Bike lanes are in different shape and standards

There is no coherent bike lane net through the area

Pedestrian infrastructure have different standard

Action to do:

- a) Make an inventory of needs and gaps of the bike lanes
- b) Make a study of the existing walking paths, routes and what the needs are
- c) Make the municipalities enter data on bike roads in the Swedish database of road infrastructure (NVDB).
- d) Involve municipalities in the “bike travel planner”

Timetable

M10-36

Targets and impact indicators

Need and gaps study performed

Start of improvements, e.g. Signing

All municipalities have entered data on bike infrastructure in the NVDB

Output

Improved cycle and walking paths

6.17 Training local tourism and travel planners

TASK in Annex I: 3.3.4.D/3.3.4.E

Responsible:

Trivector

Partners involved:

Municipalities, tourist organisations

Budget:

None

Aim of the action:

Raise knowledge about sustainable mobility and about transport and tourist planners needs

State of the Art of the action:

Increased raise of knowledge is needed

Action to do:

- a) Prepare information addressed to the planners
- b) organize a seminar

Timetable

M12-30

Targets and impact indicators

One seminar undertaken

Output

Improved awareness among planners

7 LOCAL MONITORING AND EVALUATION PLAN

7.1 SEEMORE in Bohuslän

Bohuslän is a coastal area in the west of Sweden. The target area includes seven municipalities between the Norwegian border in the north and Gothenburg the second biggest city in Sweden in the south. The total area is around 3,414 km² and the residential population 134,000 people. All the municipalities except Uddevalla are small (9,000-15,000 inhabitants) and have a disperse population which affect the possibilities of good public transport. The average number of tourists during high season (June, July and August) is around 3,800 overnight stays and 6,650 day visitors. During July and August the number of persons staying in the area is almost the double compared to during the low season. In Bohuslän it is estimated that there are 25,000 private summer homes contributing to the season top and a very large number of sailing boats arrive to the ports and harbours from the sea. Car is the most common mode of transport among tourists. Approximately 80% of the tourists (probably more) arrive by car to the target area and all attractions, hotels and towns have large parking areas. An estimation of 80% of the trips is done by car, the rest being done by ferry, public transport and other modes. Many accommodations are very isolated and only accessible by private/rental car.

Other existing problems in the field of tourism and sustainable mobility include car parking and traffic problems, which rise due to tourism pressure during the summer in the small villages along the coastline. The high traffic intensity hampers safe walking and cycling in existing routes, making it necessary to investigate mobility management solutions to reverse ongoing tendencies.

7.2 Objectives

Within SEEMORE, Bohuslän plans to develop measures within the following fields:

- improved information materials regarding sustainable travel options (elaboration of sustainable mobility information, translation of basic public transport information into German and English, and establishing of local groups to exchange ideas between public transport, tourism, and municipalities)
- improved information channels targeting visitors (link travel information to destinations-, hotels- and general tourist information websites, and train local entrepreneurs regarding sustainable mobility options, public transport real-time information for tourists at hotels and larger attractions)

- public transport ticketing improvements for tourists (special tickets for tourists, special taxi connections, seasonal public transport ticket selling points, SMS tickets)
- integrated transport + leisure packages
- awareness raising (promotional campaigns, emission calculation tool, seminar for tourism and transport planners)
- collective transport for tourists, intermodal solutions, and bicycle/walking services (better public transport to tourist destinations, possibility to bring bicycles on bus/train, luggage transport for cyclists, hikers, and kayakers, bike rental at hotels, improved signage of cycling/walking routes,...)

7.3 Impact monitoring and evaluation in Bohuslän

In order to realize the objectives within SEEMORE Bohuslän forees the implementation of a range of activities resulting in various outputs. Their timely delivery will be monitored in the frame of WP3 monitoring activities, namely the PIT (Periodic Implementation Timetable).

Additionally, on SEEMORE-project level, several impact indicators were defined that are envisaged to be reached either during project duration or beyond (until 2020).

To visualize the cause-and-effect chain (i.e. impact chain) an overview is given on which output foreseen within SEEMORE in Limassol will contribute to the achievement of the respective impact indicators and how impacts' achievement shall be monitored and evaluated.

Explanation:

- *Impact indicators (within project duration) show the quantification of the direct result of the use of an output, e.g. 500 bikes actually transported on buses providing this opportunity*
 - *Impact indicators on behavioural change then are the further result on the travel behaviour of visitors, e.g. the possibility of transporting bikes on bus can lead to increased use of public collective transport and to a reduction of private car trip by 8 %.*
- The target values stated for the impact indicators on behavioural change are defined for the whole demonstrator region and NOT for specific actions therein – i.e. several actions (e.g. bike on bus, parking measures etc.) will contribute to reach a reduction of private car trips by 8 % in the demonstrator region.*

This overview on output and impact indicators in Limassol is given in Annex I (xls.-file)

Templates and instructions for the collection of this data will be set up/introduced in April/Mai 2013.

7.3.1 Regional baseline data of importance to check the achievement of impact indicators within project duration

Following table shows the regional baseline data against which the achievement of the impact indicators will be measured.

Explanation of source acronym in table below

Acronym	Explanation Source/Collection method
Nr.X, Nr.XY	Online survey on regional characteristics
Q X..	Seemore Questionnaire for Baseline Data towards tourists
BR X..	Online survey Bike Rental
CR X..	Online Survey Car Rental
HR X..	Online Survey Hotels Region

Region	Missing Baseline Data/Comments	Sample size surveys/questionnaire			
		Questionnaire tourists	Car Rental	Bike Rental	Hotels
Bohuslän	<ul style="list-style-type: none"> Car Rentals (none available 2012) Bike Rental (only 4 available 2012) 	81	-	4	26

Impact indicators of specific objectives	Baseline Data	Data Value (2012)
60% of the targeted visitors to SEEMORE regions are aware of the sustainable mobility options that are promoted by the project	Q11: Have you received/seen information about travel options in the region?	25% yes, 52% no
	HR10: Do you recommend your guests to use these types of transport in the town/city/region you work in?	PT: 36.8% yes I always recommend 10.5% 15.8% 21.1% 15.8% no I never recommend Bike service: 21.1% yes I always recommend 31.6% 10.5% 21.1% 15,8% no I never recommend

		<p>Walking paths: 42.1% yes I always recommend 15.8% 36.8% 5.3% 0.0% no I never recommend</p>
	<p>HR12: If your company provides transportation/mobility information, do you give/pass on this information to your guests?</p>	<p>25% yes to all guests 12.5% yes to some guests 56.2% yes to those who ask about it 6,2% not to any guests</p>
	<p>Nr. 55. Number of companies/stakeholders providing mobility information in the target area</p>	<p>25 hotels 1 PT office 3 port 7 tourist offices</p>
	<p>Nr. 58. Is there online mobility information and online route planners for transport available (at for example public transport website)?</p>	<p>100% yes http://www.vasttrafik.se/?gclid=CPbW4LC7mbICFYWXcAodggYAjw</p>
<p>80% of the trainees state that their knowledge on sustainable mobility options and service skills have increased</p>	<p>HR9: Do you know about the transportation services in the town/city/region you work in?</p>	<p>PT: 31.6% yes I know everything 47.4% 15.8% 5.3% 0.0% no I don't know anything</p> <p>Bike service: 31.6% yes I know everything 42.1% 15.8% 5.3% 5.3% no I don't know anything</p> <p>Walking paths: 42.1% yes, I know everything 36.8% 15.8% 0.0% 5.3% no I don't know anything</p>
	<p>HR10: Do you recommend your guests to use these types of transport in the town/city/region you work in?</p>	<p>PT: 36.8% yes I always recommend 10.5% 15.8% 21.1% 15.8% no I never recommend</p> <p>Bike service:</p>

		<p>21.1% yes I always recommend 31.6% 10.5% 21.1% 15.8% no I never recommend Walking paths: 42.1% yes I always recommend 15.8% 36.8% 5.3% 0.0% no I never recommend</p>
Contributions to existing/possible SUMPs by 8 demonstrator regions	Nr. 67: Does the region have a transport strategy and/or SUMPS	<p>50% yes, 50% no http://www.vgregion.se/sv/Vastra-Gotalandsregionen/startsidea/Kollektivtrafik/</p>
Decrease of free 5.000 parking spaces (on project level) in city/centres and at leisure attractions	Nr. 49: Number of parking spaces in the target area: Number of parking spaces in total; Number of parking spaces to be paid for	<p>All target area - attractions and hotels have big parking areas 2 to be paid for</p>
	Q10: When travelling by car did you experience parking problems?	<p>10 (out of 12) See. Document: <ul style="list-style-type: none"> • Parking ticket too expensive (2) • Difficult to find parking without fees (1) • Problems in parking outside hotel (1) • Not enough places to park (4) • Parking spots crowded with mobile homes (1) </p>
Reduction of private car (rented car) use among targeted visitors 5 %	Q4: How did you travel here?	<p>74 own car 0 rental car 0 taxi 4 public bus 3 train 0 coach 2 bicycle 0 motorbike 0 boat 2 airplane</p>
	Q5: Which attractions did you visit during your stay and how did you get there?	<p>Could not be analyzed as there were not 5-6 main attractions pre-defined for the tourist survey.</p>

	<p>Nr. 33: Modal split for day trips, i.e. percentage of day trips by different modes of transport among tourists in target area.</p>	<p>Walking 0% Cycling 1% PT 5 % Car 80% Ship/ferry 8% Other 6%</p>
	<p>Nr. 46. Cars and car rental: Number of cars</p>	<p>507 cars</p>
	<p>Nr. 46. Cars and car rental: Number of car rental per 1000 tourists</p>	<p>There are few car rentals companies in region and very few of them are located in the target area. There are tree totally</p>
	<p>CR4: Number of cars available for rent at your company during 2011: How many cars in total were available for rent at your company?</p>	<p>-</p>
	<p>CR9: Average distance driven per rental vehicle during 2011: On average, how many days was a vehicle rented during 2011? (maximum 365 days); What average distance (kilometres) was driven per rental vehicle during 2011?</p>	<p>-</p>
<p>Increase of regional yearly public transport demand: 40,000</p>	<p>Nr. 33: Modal split for day trips, i.e. percentage of day trips by different modes of transport among tourists in target area.</p>	<p>Walking 0% Cycling 1% PT 5 % Car 80% Ship/ferry 8% Other 6%</p>
	<p>Nr. 39: Public transport demand in the target area</p>	<p>Only number of trips during June-August 960 000</p>
	<p>Nr. 61: Are there activities targeted at citizens and/or tourists in terms of sustainable mobility that are not included in the SEEMORE-project?</p>	<p>37.5% yes, 62.5% no</p>

<p>Nr. 63: Are there special campaigns targeted at citizens and/or tourists in terms of sustainable mobility that are not included in the SEEMORE-project?</p>	<p>37.5% yes, 62.5% no</p>
<p>HR10: Do you recommend your guests to use these types of transport in the town/city/region you work in?</p>	<p>PT: 36.8% yes I always recommend 10.5% 15.8% 21.1% 15.8% no I never recommend Bike service: 21.1% yes I always recommend 31.6% 10.5% 21.1% 15.8% no I never recommend Walking paths: 42.1% yes I always recommend 15.8% 36.8% 5.3% 0.0% no I never recommend</p>
<p>HR11: Available transportation/mobility information</p>	<p>73.7% yes 26.3% no</p>
<p>HR12: If your company provides transportation/mobility information, do you give/pass on this information to your guests?</p>	<p>25% yes to all guests 12.5% yes to some guests 56.2% yes to thos who ask about it 6.2% not to any guests</p>
<p>Q8: Public transport trips</p>	<p>See. Document: SEEMORE_Results baseline data_Bohuslän.doc → p. 16 et seqq.</p>

Overall increase 5% of non-motorized trips (walking, cycling) among target group	Q4: How did you travel here?	74 own car 0 rental car 0 taxi 4 public bus 3 train 0 coach 2 bicycle 0 motorbike 0 boat 2 airplane
	Nr. 47: Number of tourists arriving by car in the target area	80%
	Q5: Which attractions did you visit during your stay and how did you get there?	Could not be analysed as there were not 5-6 main attractions pre-defined for the tourist survey.
	Q6: Bike trips	See. Document: SEEMORE_Results baseline data_Bohuslän.doc → p. 10 et seqq.
	Q7: Walking Trips	See. Document: SEEMORE_Results baseline data_Bohuslän.doc → p. 13 et seqq.
	Nr. 34: Cycling trips: Number of cycling trips per tourist and year in the target area	No trips
	Nr. 33: Modal split for day trips, i.e. percentage of day trips by different modes of transport among tourists in target area.	Walking 0% Cycling 1% PT 5 % Car 80% Ship/ferry 8% Other 6%
	Nr. 28: Bicycles: Number of bicycles for rent in target area	No bikes
	BR4: How many bikes were available for rent at your company?	3 responses: 14 5 8

	BR5: On average, how many days was a bike rented during 2011 (maximum 365 days) ?	14 20 40
	HR7: Bicycles available for rent/to borrow, at your hotel/hostel/camp site	42,1% yes, 57,9% no
	HR8: Rented bikes: On average, how many days was a bike rented/borrowed during 2011 (maximum 365 days)?	8 responses: 1 12 12 2 20 3 30 50
	BR4: How many bikes were available for rent at your company? How many of these were electric bikes?	3 responses: 14 - 0 5 - 0 8 - 0
	BR6: How many scooters/motorcycles were available for rent at your company? How many of these were electric	0
	CR4: Number of cars available for rent at your company during 2011: How many of the total number of cars were electric cars? How many of the total number of cars, were classified as green/environmentally friendly cars?	n/a
	CR5: Number of scooters/motorcycles available for rent at your company during 2011: How many scooters/motorcycles were available for rent at your company? How many of these were electric?	n/a
	CR6: Number of four-wheelers available for rent at your company during 2011 How many four-wheelers were available for rent at your company? How many of these were electric?	n/a

Templates and instructions for the collection and reporting of data will be set up and introduced to demonstrator regions in April/May 2013. Both for:

- Collection of missing baseline data in June 2013;
- Collection of data to measure progress towards achievement of indicators after the first implementation season (templates for which will also contain elements of MaxSumo)

Templates and instructions for the evaluation after two implementation seasons will be set up and introduced in April/May 2014.

7.4 Regional context indicators for context evaluation

(in bold letters the number of the question in the online survey on regional characteristics is stated)

No.	Indicator	Unit of Measure	Year	Data/Value
	Nr. 8: Fuel availability and price	€/l	Summer 2012	Petrol 1.78EUR Diesel 1.75EUR Ethanol 1.25EUR Biogas/CNG 1.8EUR
	Nr. 9: Number of charging stations for e-mobility	No.	Summer 2012	5
	Nr. 10: Number of tourist arrivals in the target area in the previous year ,i.e. 2012 the amount of 2011 were provided.	No./ month + Total	2011	Total: 701 934 Jan: 21 244 Feb: 25 335 Mar: 31 679 Apr: 45 134 May: 66 087 Jun: 80 952 Jul: 156 791 Aug: 104 268 Sep: 57 568 Oct: 47 963 Nov: 38 576 Dec: 26 337
	Nr. 11: Average daily number of tourists during high season;plus weekend peaks if applicable	No.	2011	3800 bed nights,day trips 6650 No weekend peaks
	Nr. 14: Number of overnight stays in target area in the resp. year	No.	2011	2 millions
	Nr. 21: Travel time between main city and 5 main attractions (by car, PT, bike, walking)	Minutes (min)	2012	By PT: Kosterhavet: 230 Vitlycke Museum: 180 Nordens Ark: 120 House of the Sea: 120

				Coast: 80-240
	Nr. 45: Cost of PT ticket/ Cost to make a 10-km trip by public transport (average/ estimation)	€	2012	4 EUR
	Nr. 22: Walking distance from the 5 main attractions to nearest PT- stops/stations	Meters (m)	2012	<p>Bus:</p> <p>Kosterhavet: 400 Vitlycke Museum: 50 Nordens Ark: 50 House of the Sea: 400 Coast: -</p> <p>Train:</p> <p>Kosterhavet: 400 Vitlycke Museum: 3000 Nordens Ark: 20 000 House of the Sea: 30 000 Coast: differs</p> <p>Boat:</p> <p>Kosterhavet: 200 Vitlycke Museum: - Nordens Ark: 500 House of the Sea: 50 Coast: 0</p>
	Nr. 23: Frequency of bus lines to 5 main attractions	Minutes (min)	2012	<p>Bus:</p> <p>Kosterhavet: - Vitlycke Museum: - Nordens Ark: - House of the Sea: - Coast: -</p>
	Nr. 24: Number of transport arrivals to the specified main attractions/day	No.	2012	<p>PT:</p> <p>Kosterhavet: 4 boat tours per day Vitlycke Museum: 14 bustours in the week and 4 in the weekend Nordens Ark: 14 bus tours in the week and 6 during the weekend House of the Sea: - Coast: no information available</p>
	Nr. 25: Number of e- vehicles for rent in the target area	No.	2012	n/a
	Nr. 26: Length of existing transport networks in target area (road	Km	2012	12 127 road nw 89 Bike nw - sidewalks

	network, bicycle network, sidewalks)			
	Nr. 36/37: Data on PT and private collective transport: Number of lines (number of operators)	No.	2012	<u>PT:</u> Bus: 76 lines Tram: 1 Train Boat: 5 lines <u>Private:</u> Bus: 2 lines 2 operators Boat: 3 lines 3 operators
	Nr. 38: Collective transport to/from airport, port (no. of tourists)	Y/N (No.)	2012	75% yes, 25 no
	Nr. 46: Car ownership	No. of cars per 1000 people	2012	623/1000

Templates and instructions for the collection and reporting of context data and information will be set up and introduced to demonstrator regions in April/May 2013. Both for:

- The collection of missing baseline data for context evaluation;
- The establishment of focus group meetings to discuss the development of the regional context and how it affects project implementation after the first and the second implementation season. These focus groups are to be carried out in conjunction with the discussions in the frame of process evaluation (for which templates will also be provided).

7.5 Timescale for evaluation activities in demonstrator regions

	05/ 2013	06/ 2013	08-10/ 2013	05/06 2014	08-11/ 2014	10/2014 01/2015
Introduction to evaluation/ data collection templates						
Collection of missing regional baseline/context data						
Regional Monitoring/ Evaluation activities						
Focus Groups (Context and process evaluation)						
Joint discussion of results at consortium meeting						
Reporting/Contribution to (intermediate) evaluation report						
Elaboration of long-term strategy						

7.6 Data collection in different evaluation stages and levels

The following table shows the different stages and levels of evaluation in demonstrator regions in relation to the data collection methodology:

	Method of collection	Additional Info/Requirements
Collection of missing regional baseline data and <u>missing/enlarging</u> data from surveys to hotels, bike and car rentals	Counting/quantifications from/of different sources	<ul style="list-style-type: none"> • To be collected before the first SEEMORE implementation season (best June 2013) • Same procedure as for collection of baseline data in 2012 • No additional template provided – take overview from LEP • For surveys to hotels car/bike rentals – online surveys will be available in coordination with Trivector • If possible try to get to an overall sample of 5 bike/car rentals and 10 hotels
Output Quantication	Counting/quantification from different sources	See table under 1.3. and PIT

<p>Questionnaire to tourists on impacts</p>	<p>Interviews with tourists</p>	<ul style="list-style-type: none"> • Interview minimum of 120 tourists • Collection after every implementation season (i.e. 08-10/2013 resp. 08-11/14) • Template questionnaire will be provided • Some questions in templates have to be adapted to demonstrator regions' situation/progress of work there. Pls. check/adapt carefully before using! • On-line tool for entering data from interviews will be provided
<p>Evaluation of trainings, SUMPS and improvements of Information /Infrastructure on impacts</p>	<ul style="list-style-type: none"> • Interviews with hotel staff • Feedbacks from training participants • Information from PT-operators, planners and different service providers 	<ul style="list-style-type: none"> • Collection after every implementation season (i.e. 08-10/2013 resp. 08-11/14) • Template questionnaires will be provided (incl. EPOMM training quality label questionnaire) • Some questions in templates have to be adapted to demonstrator regions' situation/progress of work there. Pls. check/adapt carefully before using! • On-line tool for entering data from interviews will be provided
<p>Focus Groups (context and process evaluation)</p>	<ul style="list-style-type: none"> • Counting/quantifications from different sources of context data • Collection of qualitative data by discussing key question in focus groups organized in demonstrator regions (in conjunction with LWG-meetings) 	<ul style="list-style-type: none"> • Collection after every implementation season (i.e. 08-10/2013 resp. 08-11/14) • Guiding questions will be provided • On-line tool for entering quantitative and qualitative will be provided
<p>Joint discussion of evaluation results/experiences at consortium meeting</p>	<p>Common reflection in the course of consortium meeting</p>	<p>Moderated discussions along key questions provided</p>

8 LOCAL COMMUNICATION PLAN

8.1 Introduction

Based on the overall SEEMORE Integrated Communication Plan (D6.3), which includes the main guidelines and instructions for all dissemination and communication activities, regions are expected to develop their own local communication plan.

In this document, all communication actions are specified by partners, identifying particular target groups and expected deadlines. Thus, the local communication plan supports partners as a roadmap when introducing their awareness and dissemination strategies in their regions.

8.2 Contents and structure of Local Communication Plans

The Local Communication Plans (LCP) of all SEEMORE regions are the basis for further communication activities carried out locally by each partner. The plans contain a clear description of the objectives, target groups, the local dissemination strategy as well as the local dissemination and communication activities.

Thus, the strategy on how to best reach the target groups and how to serve their needs is considered from the very beginning.

Particularly, the LCP support the local partners to organise their activities in a structured and tailor-made way, mainly by providing information on the following key questions:

- What do you plan to communicate and disseminate?
- Where do you plan to communicate and disseminate the SEEMORE outputs?
- Who is the audience, the target groups?
- How and with which methods and tools are you working?
- When are you planning to undertake these activities?

To ensure a good fulfilment of these questions, the LCP aim at:

- To describe and define local communication activities to be performed.
- To specify communication means and communication channels on the local level.

8.3 Target groups

The main SEEMORE target groups categories on the project level are:

- Target group 1: Visitors of tourist regions.
- Target group 2: Residents in the tourist regions.

- Target group 3: Local and regional authorities.
- Target group 4: Mobility providers (both public and private operators).
- Target group 5: Local business and entrepreneurs: accommodation and leisure activities.

The local target groups are:

- Visitors
- Local residents

The local key stakeholders are:

- Fyrbodal Association of Local Authorities
- Region of Västra Götaland and County Administrative Board
- West Swedish Tourist board
- Swedish Transport Administration
- Municipalities of Strömstad, Tanum, Sotenäs, Lysekil, Uddevalla, Orust and Munkedal
- Västtrafik (PT authority)
- Taxiförbundet (Taxi association)
- Hotel Associations and local accommodation proprietors
- Private bus and boat operators
- Local tourist organisations
- Local businesses, leisure destinations, other

Local target group name: Visitors	
Target group category: 1	
General description :	Visitors coming for holiday to the target area. Both over day and longer stays and most of them during the summer. They come to the area by car and a smaller group by public transports or bicycle. See D2.3 for more information
Role in the project:	Main target group
Relevant facts and data:	See D2.3 for more information

Local target group name: Local residents	
Target group category: 2	
General description :	All measures will benefit local residents as well
Role in the project:	Secondary target group, especially summer residents
Relevant facts and data:	Additionally to the residents, there are around 25.000 private summer homes in the area with residents staying for long periods and often out of high season. This summer population is not taken into account when planning e.g. PT services.

Local target group name: Fyrbodals Association of Local Authorities, Municipalities	
Target group category: 3	
General description :	Fyrbodals Association of Local Authorities is a collaborative organization of 14 municipalities with the task to promote a coherent, simple and more efficient handling of inter-municipal issues. Focus Areas are business, culture, health, education and infrastructure. The municipalities included in the target area are: Strömstad, Tanum, Sotenäs, Munkedal Lysekil, Uddevalla and Orust
Role in the project:	Fyrbodals has two roles: <ol style="list-style-type: none"> 1. Leader of the implementation of SEEMORE actions 2. Main organ where the municipalities meet to discuss e.g. infrastructure and public transport investments Municipalities are be partners in several actions, sometimes responsible for implementation
Relevant facts and data:	

Local target group name: Region of Västra Götaland, County Administrative Board, West Swedish Tourist board, Swedish Transport Administration	
Target group category: 3	
General description :	<p>Region of Västra Götaland constitutes of 49 municipalities and is the public authority responsible for healthcare and medical treatment and growth and development matters. Since 2012 it is the sole owner of the public transport authority Västtrafik. Bohuslän lies within the borders of the region.</p> <p>County Administrative Board of Västra Götaland is the link between people and the municipalities on the one hand, and the government, Parliament and national authorities on the other. Their issues and competences cover i.e. lawyers, biologists, architects, foresters, engineers, public relations officers, archaeologists</p> <p>West Swedish Tourist Board is the region's company for tourism. The aim is to contribute to the development and marketing of the region as a destination.</p> <p>The Swedish Transport Administration is responsible for the construction, operation and maintenance of all state owned roads and railways. They also develop long-term plans for the transport system on road, railway, sea and flight.</p>
Role in the project:	Regional stakeholders whose support is necessary for implementing actions.
Relevant facts and data:	

Local target group name: Västtrafik (PT authority), Taxiförbundet (Taxi association), Private bus and boat operators	
Target group category: 4	
General description :	<p>Västtrafik is the second largest public transport company in Sweden. They are responsible for planning PT in the target area, operators are contracted.</p> <p>Taxiförbundet represents the taxi companies in Sweden. They are actively working towards the national vision of doubling the volume of travels in PT by 2020.</p> <p>Additional private bus and boat operators will be identified.</p>
Role in the project:	<p>Västtrafik is the regional PT authority and is an essential partner for several actions</p> <p>The role of Taxiförbundet and private operators is to implement initiatives to broaden the offer of services</p>
Relevant facts and data:	

Local target group name: Hotel Associations, local accommodation proprietors, local tourist organisations, local businesses, leisure destinations, other	
Target group category: 5	
General description :	<p>In a first stage contacts will be made with the Five attractions destinations identified: House of the Sea, Vitlycke museum and rock carvings, Nordens Ark Zoo, Kosterhavet marine national park and the coastal area.</p> <p>Other local businesses and associations will be identified with the help of stakeholders in target group 3.</p>
Role in the project:	<p>The role of local stakeholders is to implement initiatives to broaden the offer of services</p>
Relevant facts and data:	

8.4 Local communication activities

As described in the SEEMORE Integrated Communication Plan, the dissemination products are:

- Project brochures: introductory and final publishable brochure
- Teaser postcards
- Posters
- Roll ups
- Electronic newsletters
- General SEEMORE promotional video
- Media releases for launched local actions
- Local Framework Workshops
- National Transfer Seminars
- Participation or organisation additional conferences/meetings and/or similar events.

The following table shows the list of dissemination products and networking activities:

Nº	Dissemination product	Type of product	Size/form and amount	Target group	Dissemination level (local, regional or national)	Month of completion
1	Brochures	publication	4 pages, 350 units	1, 2, 3, 4, 5	Local, regional	M3, M35
2	Teaser postcard	Publication	10x15cm, 50.000 units	1, 2	Local	M4
3	Poster	Publication	70x100cm, 300 units	1, 2, 3, 4, 5	Local, regional	M4
4	Roll up	Publication	200x85cm, 1 unit	1, 2, 3, 4, 5	Regional, (national)	M5
5	Electronic newsletter	Publication	8 pages, 6 units	1, 2, 3, 4, 5	Local, regional, national	M6, 12, 18, 24, 30
6	General SEEMORE Promotional video	Video break	Long: 2-5 min.	3, 4, 5	Regional, national	M12
7	Media releases	Publication	1-2 pages, 1 per action	1, 2, 3, 4, 5	Local, (regional)	M12, M24, M30
8	Local Framework Workshop	Presentation	1-2-day/s event	3, 4, 5	Local	M7, M11, M30
9	National Transfer Seminar	Presentation	1-day event	3, 4, 5	National	M18, M23, M33
10	Conferences, other events	Presentation	30 minutes	3,	National	M24

8.5 Local Communication Schedule

Nº	Diss. product	Month of completion																																				
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
1	Brochures			■																																		
2	Teaser postcard			■																																		
3	Poster			■																																		
4	Roll up				■																																	
5	Electronic newsletter					■						■							■					■														
6	Promotional videos											■																										
7	Media releases											■												■														
8	Local Framework Workshop							■				■																										
9	National Transfer Seminar																			■				■													■	
10	Conferences, other events																								■													

