



Title:	Document Version:
D9.5.1 Press release 1	1.0

Project Number:	Project Acronym:	Project Title:
621041	SIMON	aSsisted Mobility for Older aNd impaired users

Contractual Delivery Date:	Actual Delivery Date:	Deliverable Nature-Dissemination level:
M18	M25	R (Report) – PU (Public)

Responsible:	Organisation:	Contributing WP:
MAD	MAD	WP9

Authors (organisation):

Álvaro de la Vega (MAD)

Alberto Ferreras (IBV)

Eva Muñoz (ETRA I+D)

Nuno Sardinha (EMEL)

Eugenia capone (PAR)

Abstract:

This deliverable includes the press releases to local and national media at important project milestones such as the beginning of the project and at the launch of the pilot phase

Keywords:

Dissemination, pilot sites, press release



Revision History

Revision	Date	Description	Author (Organisation)
0.1	01-02-2014	Document Template	Alberto Ferreras (IBV)
0.2	01-06-2014	Results of initial press release	Alberto Ferreras (IBV)
0.3	01-06-2015	Pilot press release	Alberto Ferreras (IBV)
1.0	30-01-2016	Document ready for submission	Eva Muñoz (ETRA I+D)





TABLE OF CONTENTS

1. INTRODUCTION.....	4
2. First press release	5
2.1. Text sent to the media	5
2.2. IMPACTS.....	6
3. Second press release.....	8
3.1. Text sent to the media	8
3.2. IMPACTS.....	10
4. Third press release	13
4.1. Text sent to the media	13
4.2. IMPACTS.....	14
5. Additional impacts in media.....	17
6. Conclusions.....	18

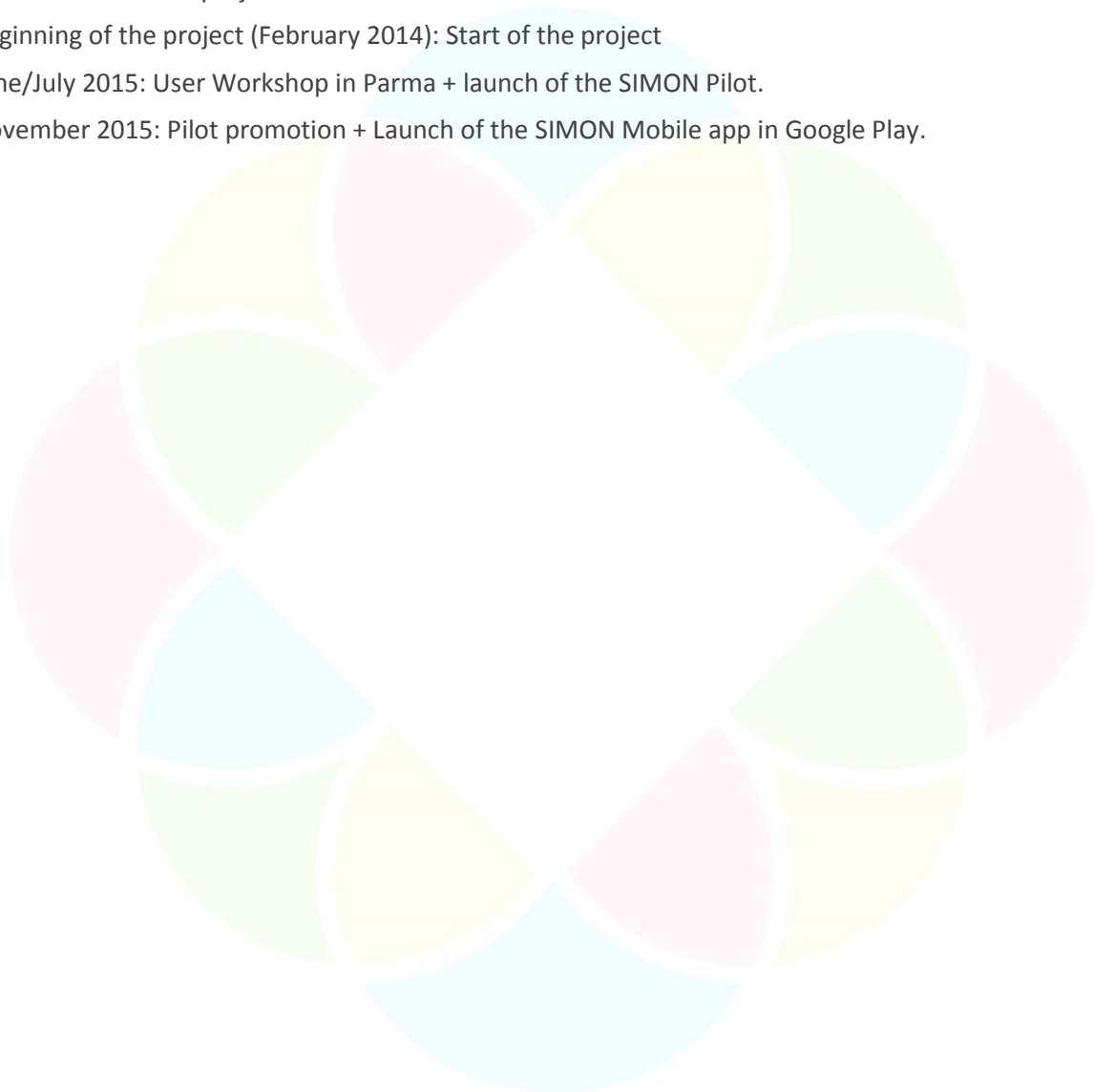


1. INTRODUCTION

A press release is a written communication directed at members of the news media for the purpose of announcing relevant events or project milestones. In this case journalistic-style texts have been prepared and send to local, national and European media (newspapers, magazines and online media).

Three press releases have been launched (instead of one initially foreseen). The reason was to enhance several milestones of the project:

- Beginning of the project (February 2014): Start of the project
- June/July 2015: User Workshop in Parma + launch of the SIMON Pilot.
- November 2015: Pilot promotion + Launch of the SIMON Mobile app in Google Play.





2. First press release

2.1. TEXT SENT TO THE MEDIA

(English version)

SIMON Project

The project aims to improve the mobility of disabled and elderly people.

SIMON is a demonstration oriented project, with three large scale pilots in Madrid, Lisbon and Parma aiming at promoting the independent living and societal participation of mobility impaired people in the context of public parking areas and multiple transport modes, through the adoption of specific navigation information and access-rights management solutions.

SIMON will propose a mobile application to support impaired citizens in the use of public and private transport modes. This application will not only include specific information and navigation functionalities, but will also make use of e-payment and e-id mechanisms to propose coordinated tariff policies and reduce fraud. In this same context, SIMON will enhance the European parking card for disabled people with contactless technologies and will integrate mobile solutions to support user unique identification in existing park meters whilst preserving privacy.

The project has been funded by the European Commission through the Competitiveness and Innovation Framework Programme (CIP). The consortium is led by ETRA Investigación y Desarrollo, S.A. (Spain) and the partners are the Institute of Biomechanics of Valencia (Spain), Locoslab GmbH (Germany), Empresa Pública Municipal de Mobilidade e Estacionamento de Lisboa (Portugal), the Madrid City Council (Spain), Consorcio Regional de Transportes de Madrid (Spain) and Infomobility SpA (Italy)



2.2. IMPACTS

Date	Description	Media / event	Media type	Media source	Language	Scope/impact
03/01/2014	EMEL anuncia testes para modernizar dísticos para pessoas com deficiência	lonline.pt	Newspaper	Internet / paper	Portuguese	National (Portugal)
04/01/2014	EMEL quer modernizar dísticos para pessoas com deficiência	Diario Digital	Newspaper	Internet / paper	Portuguese	National (Portugal)
07/04/2014	Trabajan en un sistema para facilitar la movilidad a personas con discapacidad	La información	Newspaper	Internet / paper	Spanish	Regional (Valencian Community, Spain)
08/04/2014	Trabajan en un sistema para facilitar la movilidad a las personas con discapacidad.	Discapnet	Disability web portal	Internet	Spanish	National (Spain)
08/04/2014	Trabajan en un sistema para facilitar la movilidad a las personas con discapacidad	El Economista	Newspaper	Internet / paper	Spanish	National (Spain)
08/04/2014	Trabajan en un sistema para facilitar la movilidad a las personas con discapacidad.	Te interesa.es	Digital Newspaper	Internet	Spanish	National (Spain)
08/04/2014	Movilidad y aparcamiento, más fácil para minusválidos	Autoocasión	Digital Newspaper	Internet	Spanish	National (Spain)
08/04/2014	El IBV participa en un proyecto para evitar el fraude con tarjetas de parking de discapacitados	Valencia Plaza	Digital Newspaper	Internet	Spanish	Regional (Valencian Community, Spain)
08/04/2014	Un sistema ayuda a discapacitados a localizar plazas de aparcamiento reservadas para ellos	Levante EMV	Newspaper	Internet / paper	Spanish	Regional (Valencian Community, Spain)
21/05/2014	Un lector de tarjetas contra el fraude de la plaza de discapacitados	El Mundo	Newspaper	Internet / paper	Spanish	National (Spain)
27/06/2014	Proyecto SIMON – 1º Workshop de Utilizadores – 1 de Julho no CIUL	Lisboa E-Nova	NGO Web portal	Internet	Portuguese	Regional (Lisboa-Portugal)



Date	Description	Media / event	Media type	Media source	Language	Scope/impact
30/06/2014	<u>SIMON chooses GAMBAS</u>	Gambas project	EU Project web page	Internet	English	International (Europe)
02/07/2014	<u>Projecto Simon. Lisboa prepara dísticos anti-fraude para pessoas com deficiência</u>	Jornal-i	Newspaper	Internet / paper	Portuguese	National (Portugal)
04/07/2014	<u>Projeto "SIMON – asSisted Moblility for Older aNd impaired users"</u>	IMT	NGO Web portal	Internet	Portuguese	National (Portugal)
17/08/2014	<u>La región colabora en un programa para mejorar la movilidad de personas con discapacidad</u>	EuropaPress	Press agency	Internet	Spanish	National (Spain)
17/08/2014	<u>La región colabora en un programa para mejorar la movilidad de personas con discapacidad</u>	Diario de Madrid	Digital Newspaper	Internet	Spanish	Regional (Madrid, Spain)
17/08/2014	<u>Madrid, Lisboa y Parma participan en un programa piloto de la UE para mejorar la movilidad de personas con discapacidad</u>	Tele Cinco	TV Channel	Internet	Spanish	National (Spain)
18/08/2014	<u>La Comunidad participa en un proyecto europeo para facilitar la movilidad de personas con discapacidad</u>	La Quincena	Digital Newspaper	Internet	Spanish	Regional (Madrid, Spain)
18/08/2014	<u>asSisted Moblility for Older aNd impaired users</u>	CORDIS Network	Institutional web page	Internet	English	International (Europe)
22/08/2014	<u>Madrid colabora en un programa para mejorar la movilidad de discapacitados. Gracias a un proyecto europeo</u>	Solidaridad Digital	Disability web portal	Internet	Spanish	National (Spain)
04/09/2014	<u>El Consorcio Regional de Transportes de Madrid ensayará el proyecto de accesibilidad "Simon"</u>	Via Libre	Disability web portal	Internet	Spanish	National (Spain)
15/09/2014	<u>The Urban Mobility Observatory - Madrid works to improve accessibility to transport</u>	ELTIS-The Urban Mobility Observatory	Institutional web page	Internet	English	International (Europe)



3. Second press release

3.1. TEXT SENT TO THE MEDIA

(English version)

A big scale pilot in Madrid, Lisbon and Parma will test a new system to ease mobility and parking to disabled and elderly people and to avoid fraud and misues of the European Parking Card.

- SIMON project is funded by the European Commission under the Competitiveness and Innovation Framework Programme (CIP).
- The consortium is led by ETRA Investigación y Desarrollo, S.A. (Spain) and formed by different institutions and entities from Spain, Portugal, Italy and Germany.

Valencia, - July 20th 2015 -

SIMON project Consortium has announced the beginning of the large scale pilot that will take place in the cities of Madrid, Lisbon and Parma to demonstrate the solutions proposed by the project. During the second workshop of the project User Group, held in the Italian city of Parma last June, the main technological solutions implemented were presented. These solutions are designed to encourage the mobility of disabled users. Attendees were able to discover at first hand the different applications and services that have been developed so far in the SIMON project.

SIMON – asSisted Mobililty for Older aNd impaired users - is a demonstration oriented project, started in January 2014, with three large scale pilots in Madrid, Lisbon and Parma. SIMON aims at promoting the independent living and societal participation of mobility impaired people in the context of public parking areas and multiple transport modes, through the adoption of specific navigation information and access-rights management solutions. To do so is integrating different ICT solutions that enable users to significantly improve their mobility, promoting their access to the available information, providing new tools and ensuring management of their access rights safely.

The project "is addressing two major milestones: the reduction of fraud in the use of the European parking card, through ICT solutions (smart cards and mobile devices); and multimodal navigation-specific solutions for the elderly and disabled: routes, accessibility information, incidents, etc." has commented Eva Maria Muñoz from ETRA I+D, the company coordinating the project.

One of the applications that have been developed is SIMON LEADS: a mobile app that will provide people with disabilities different mobility, parking and transportation services. "The idea is that through this application users can find accessible routes, and actuate validation mechanisms to access to restricted areas of the city or park in spaces reserved for the disabled with all the guarantees. All these applications can both improve the mobility of users and facilitate the management and control by transport companies and municipalities".

SIMON system also features specific applications for parking controllers, so that they can clearly identify users who commit fraud and provide information on available parking spaces for people with reduced mobility.

Finally, SIMON will have a management and administration system aimed at mobility service providers (transport companies, municipalities) to enable real-time information to improve and optimize the services offered to citizens.

The modernization of the European Parking Card and the provision of several services to assist mobility are therefore the main pillars of this project in which seven partners are actively involved: the company ETRA I+D (Spain), the Institute of Biomechanics of Valencia (Spain), Locoslab GmbH (Germany), Empresa Pública Municipal de Mobilidade e Estacionamento de Lisboa (Portugal), the Madrid



City Council (Spain), Consorcio Regional de Transportes de Madrid (Spain) and Infomobility SpA (Italy). To complement and reinforce the role of the partners, a large User Group was defined to be actively involved in the system development and pilot testing, involving different bodies at national (CERMI, UDP, ACAPO, ANMIC, Lisboa city council,...) and European level (AGE, POLIS, EPA,...).

The participation of all these entities will be crucial in the coming months as the pilot phase which now begins in Madrid, Lisbon and Parma aims to involve up to 5,000 users among people with disabilities, seniors, relatives, workers and public services managers. This ambitious goal will enable to deploy all the services covered by the project so as to demonstrate the utility of SIMON in real contexts and enable its implementation in Europe.

More information about the SIMON project can be obtained at: <http://simon-project.eu>



3.2. IMPACTS

Date	Description	Media / event	Media type	Media source	Language	Scope/impact
11/06/2015	<u>Un workshop sull'accessibilità urbana per persone con disabilità, al Centro Congressi Paganini, martedì 16 giugno.</u>	Parma city council website	Institutional web page	Internet	Italian	Regional (Parma, Italy)
11/06/2015	<u>Disabili, il 16 giugno workshop sull'accessibilità urbana</u>	Parma Today	Digital Newspaper	Internet	Italian	Regional (Parma, Italy)
12/06/2015	<u>Workshop progetto Simon</u>	Gazzetta di Parma	Newspaper	Internet / paper	Italian	Regional (Parma, Italy)
12/06/2015	<u>Al via il progetto per i condomini sostenibili</u>	Parma daily	Digital Newspaper	Internet	Italian	Regional (Parma, Italy)
15/06/2015	<u>Workshop del Progetto Simon</u>	Parma report	Digital Newspaper	Internet	Italian	Regional (Parma, Italy)
16/06/2015	<u>Workshop progetto Europeo Simon</u>	Parma city council website	Institutional web page	Internet	Italian	Regional (Parma, Italy)
17/06/2015	<u>Progetto Europeo Simon</u>	Abili allo sport	Disability web portal	Internet	Italian	Regional (Parma, Italy)
27/07/2015	<u>Un nuevo sistema facilita la movilidad a las personas con discapacidad</u>	HOY.es	Digital Newspaper	Internet	Spanish	National (Spain)
27/07/2015	<u>Un nuevo sistema facilita la movilidad a las personas con discapacidad</u>	LA VERDAD	Newspaper	Internet / paper	Spanish	National (Spain)



Date	Description	Media / event	Media type	Media source	Language	Scope/impact
27/07/2015	<u>Madrid, Lisboa y Parma prueban un nuevo sistema para facilitar la movilidad y el aparcamiento de personas con discapacidad</u>	euroXpress	Digital Newspaper	Internet	Spanish	International (Europe)
27/07/2015	<u>MADRID PROBARÁ UN SISTEMA PARA FACILITAR LA MOVILIDAD DE PERSONAS CON DISCAPACIDAD</u>	teinteresa.es	Digital Newspaper	Internet	Spanish	National (Spain)
27/07/2015	<u>MADRID PROBARÁ UN SISTEMA PARA FACILITAR LA MOVILIDAD DE PERSONAS CON DISCAPACIDAD</u>	elEconomista	Digital Newspaper	Internet	Spanish	National (Spain)
27/07/2015	<u>Madrid probará un sistema para facilitar la movilidad de personas con discapacidad</u>	Servimedia	Press agency	Internet	Spanish	National (Spain)
27/07/2015	<u>LARGE SCALE PILOTS TEST A NEW SYSTEM TO SUPPORT MOBILITY IMPAIRED PEOPLE</u>	R&I World	R&D web portal	internet	English	International (Europe)
27/07/2015	<u>Un nuevo sistema facilita la movilidad a las personas con discapacidad</u>	El diario Vasco	Newspaper	Internet / paper	Spanish	National (Spain)
27/07/2015	<u>Un nuevo sistema facilita la movilidad a las personas con discapacidad</u>	Las provincias	Newspaper	Internet / paper	Spanish	National (Spain)
27/07/2015	<u>Un nuevo sistema facilita la movilidad a las personas con discapacidad</u>	El diario Montañés	Newspaper	Internet / paper	Spanish	National (Spain)
27/07/2015	<u>Un nuevo sistema facilita la movilidad a las personas con discapacidad</u>	La Rioja. Com	Institutional web page	Internet	Spanish	National (Spain)
27/07/2015	<u>Un nuevo sistema facilita la movilidad a las personas con discapacidad</u>	El norte de Castilla	Newspaper	Internet / paper	Spanish	National (Spain)



Date	Description	Media / event	Media type	Media source	Language	Scope/impact
27/07/2015	<u>Un nuevo sistema facilita la movilidad a las personas con discapacidad</u>	El comercio.es	Digital Newspaper	Internet	Spanish	National (Spain)
27/07/2015	<u>Un nuevo sistema facilita la movilidad a las personas con discapacidad</u>	Ideal.es	Digital Newspaper	Internet	Spanish	National (Spain)
27/07/2015	<u>Un nuevo sistema facilita la movilidad a las personas con discapacidad</u>	Diario Sur	Digital Newspaper	Internet	Spanish	National (Spain)
27/07/2015	<u>Un nuevo sistema facilita la movilidad a las personas con discapacidad</u>	El Correo	Newspaper	Internet / paper	Spanish	National (Spain)
27/07/2015	<u>Large scale pilots test a new system to support mobility impaired people</u>	AlphaGalileo	Institutional web page	Internet	English	International (Europe)
28/07/2015	<u>España lidera un proyecto para mejorar la movilidad de las personas con discapacidad</u>	innovaspain	R&D web portal	Internet	Spanish	National (Spain)
28/07/2015	<u>Large scale pilots test a new system to support mobility impaired people</u>	CORDIS Network	Institutional web page	Internet	English	International (Europe)



4. Third press release

4.1. TEXT SENT TO THE MEDIA

(English version)

New app for travellers with reduced mobility released

A free smartphone application that helps people with reduced mobility with navigation over multiple modes of transport, orientation and parking, has been launched.

The app, designed by the EU-funded SIMON project ([link is external](#)), and aids users within the SIMON test sites of Lisbon (Portugal), Madrid (Spain), Parma (Italy) and Reading (United Kingdom).

Called SIMON Mobile ([link is external](#)), the app gives access to important information such as the location of parking spaces for disabled people and lifts and ramps at public transport stations.

Integration with the new EU smart parking card for disabled drivers (also known as 'Blue Badge') means that SIMON Mobile users will be able to quickly validate parking and view their parking history with the app.

This will help to reduce illegal parking in these spaces and keep them free for drivers who need them.

SIMON Mobile users in the test cities can also apply to participate in further testing of the app to improve the functions for parking validation.

The app is available on Google Play ([link is external](#)). For more information, visit simon-project.eu



4.2. IMPACTS

Date	Description	Media / event	Media type	Media source	Language	Scope/impact
11/11/2015	Parma fa da cavia a «Simon», app per disabili e anziani	Gazzetta di Parma	Newspaper	Internet / paper	Italian	Regional (Parma, Italy)
23/11/2015	New app for travellers with reduced mobility released	ELTIS-The Urban Mobility Observatory	Institutional web page	Internet	English	International (Europe)
23/11/2015	New app for travellers with reduced mobility released	ERTICO Network	Mobility web portal	Internet	English	International (Europe)
24/11/2015	El IBV crea una aplicación para facilitar la movilidad y el aparcamiento	Las provincias	Newspaper	Internet / paper	Spanish	Regional (Valencian Community, Spain)
24/11/2015	Desarrollan una "app" para favorecer la movilidad de personas con movilidad reducida	Te interesa.es	Digital Newspaper	Internet	Spanish	National (Spain)
24/11/2015	Desarrollan una "app" para favorecer la movilidad de personas con movilidad reducida	Servimedia	Disability web portal	Internet	Spanish	National (Spain)
24/11/2015	Desarrollan una "app" para favorecer la movilidad de personas con movilidad reducida	Discapnet	Disability web portal	Internet	Spanish	National (Spain)
24/11/2015	"Buscaparcamientos para los discapacitados"	Levante EMV	Newspaper	Paper	Spanish	Regional (Valencian Community, Spain)
24/11/2015	Nueva aplicación para facilitar la orientación a personas con movilidad reducida	EuropaPress	Press agency	Internet	Spanish	National (Spain)



Date	Description	Media / event	Media type	Media source	Language	Scope/impact
24/11/2015	Desarrollan una nueva aplicación para favorecer la movilidad y el aparcamiento de personas con movilidad reducida	20 minutos	Newspaper	Internet / paper	Spanish	National (Spain)
24/11/2015	Desarrollan una nueva aplicación para favorecer la movilidad y el aparcamiento de personas con movilidad reducida	elEconomista	Digital Newspaper	Internet / paper	Spanish	National (Spain)
24/11/2015	Nueva aplicación para facilitar el aparcamiento a las personas con movilidad reducida	ruvid	R&D web portal	Internet	Spanish	National (Spain)
24/11/2015	EU project SIMON launches app to support travelers with reduced mobility	Traffic Technology Today	Digital Newspaper	Internet	English	International (Europe)
25/11/2015	SIMON Mobile, la nueva aplicación que facilita la movilidad reducida	innovaspain	Digital Newspaper	Internet	Spanish	National (Spain)
25/11/2015	App improves navigation for disabled travellers	ITS Review	Digital newspaper	Internet	English	International (Europe)
25/11/2015	SIMON Mobile una novedosa app para personas con movilidad reducida	INNOVAticias	Digital Newspaper	Internet	Spanish	National (Spain)
26/11/2015	EU project SIMON launches app to support travelers with reduced mobility	Roadtraffic-technology	Digital Newspaper	Internet	English	International (Europe)
27/11/2015	New app improves navigation for disabled travellers	ITS International	Digital Newspaper	Internet	English	International (Europe)
27/11/2015	Una nueva aplicación facilita la movilidad y el aparcamiento a las personas con movilidad reducida	ABC	Newspaper	Internet / paper	Spanish	National (Spain)
27/11/2015	NEW APPLICATION FOR PERSONS WITH REDUCED MOBILITY: AVAILABLE FROM SIMON PROJECT	FoT.cp	Mobility web portal	Internet	English	International (Europe)



Date	Description	Media / event	Media type	Media source	Language	Scope/impact
30/11/2015	<u>UNA APP PARA AYUDAR A PERSONAS CON MOVILIDAD REDUCIDA</u>	SOYAPPS	Digital Newspaper	Internet	Spanish	National (Spain)
01/12/2015	<u>Buscar aparcamiento en Madrid, más fácil con SIMON Mobile</u>	Fundación Montemadrid	NGO Web portal	Internet	Spanish	National (Spain)
01/12/2015	<u>New app to locate disabled parking spaces and ramps</u>	AlphaGalileo	Institutional web page	Internet	English	International (Europe)
02/12/2015	<u>New App Locates Disabled Parking Spaces And Ramps</u>	Eurasia Review	Digital Newspaper	Internet	English	International (Europe)
02/12/2015	<u>The European Commission supports research and innovation on technologies to break down barriers for people with disabilities</u>	Digital Agenda for Europe	Institutional web page	Internet	English	International (Europe)



5. Additional impacts in media

Date	Description	Media / event	Media type	Media source	Language	Scope/impact
04/09/2013	Progetto europeo Simon, in arrivo fondi per promuovere la mobilità sostenibile dei diversamente abili	Parma city council website	Institutional web page	Internet	Italian	Regional (Parma, Italy)
05/09/2013	Mobilità sostenibile per persone disabili e anziani: l'Unione europea sostiene 4 città	Superabile.it	Disability web portal	Internet	Italian	National (Italy)
30/06/2014	SIMON chooses GAMBAS	Gambas project	EU Project web page	Internet	English	International (Europe)
04/09/2014	El Consorcio Regional de Transportes de Madrid ensayará el proyecto de accesibilidad "Simon"	Via Libre	Disability web portal	Internet	Spanish	National (Spain)
15/09/2014	The Urban Mobility Observatory - Madrid works to improve accessibility to transport	ELTIS-The Urban Mobility Observatory	Institutional web page	Internet	English	International (Europe)
03/10/2014	Madrid lidera el proyecto europeo 'SIMON' para facilitar la movilidad de personas con discapacidad	ATUC	Mobility web portal	Internet	Spanish	National (Spain)
01/12/2014	Proyecto SIMON	Equipamiento y seguridad vial	Newspaper	Internet / paper	Spanish	National (Spain)
27/01/2015	Gabriele Folli in Spagna con Infomobility	Parma city council website	Institutional web page	Internet	Italian	Regional (Parma, Italy)
04/01/2016	Salamanca, ¿ciudad inteligente? II y SIMON Mobile	Salamanca accesible	Disability web portal	Internet	Spanish	National (Spain)



6. Conclusions

Dissemination activities are of high relevance for the SIMON project. General dissemination ensures that a wide audience is aware of the activities and results of the project, thus promoting the future impact and sensitizing all the interested in a possible wide deployment.

Press releases are a good way to inform the general public about the project (especially at local and national level). This is why the consortium has produced additional releases as those that were originally planned. This deliverable has shown the impacts of those press releases.