

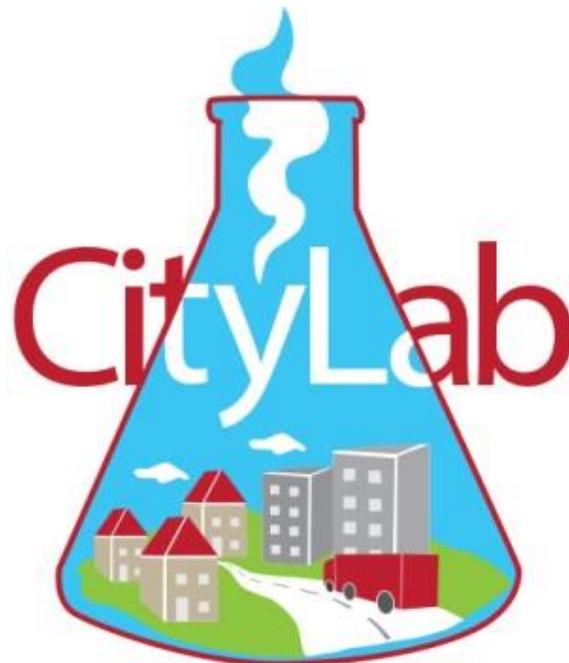
EUROPEAN COMMISSION

INNOVATION and NETWORKS EXECUTIVE AGENCY

HORIZON 2020 PROGRAMME for RESEARCH and INNOVATION

Reducing impacts and costs of freight and service trips in urban areas (Topic: MG-5.2-2014)

Grant agreement no: 635898



Deliverable 7.6

Videos, animations and cartoons



Document Control Sheet

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CITYLAB consortium by Living Lab			
Living lab	Municipal partner(s)	Industry partner(s)	Research partner(s)
Brussels	Brussels Mobility	Procter & Gamble Services	Vrije Universiteit Brussel
London	Transport for London	TNT Gnewt Cargo	University of Westminster University of Gothenburg
Oslo	Oslo kommune	Steen & Strøm	Transportøkonomisk institutt
Paris	Ville de Paris		IFSTTAR DLR
Rotterdam	Gemeente Rotterdam	PostNL	TNO
Rome	Roma Capitale	Poste Italiane MeWare SRL	Università degli studi Roma Tre
Southampton	Southampton City Council	Meachers Global Logistics	University of Southampton
Networking and outreach partner			
POLIS			

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Executive summary

This deliverable briefly describes the videos, animations and cartoons that have been produced by the Citylab project to present its concepts in a visual, user-friendly way. They comprise:

- A video describing the Rome implementation, available at: <http://www.citylab-project.eu/Rome.php>
- A webcast of the local workshop hosted at the University of Southampton on 27 January 2017 (<http://www.citylab-project.eu/presentations.php#Soton>)
- Some video footage from the Amsterdam local workshop
- An animation of the living lab concept (<http://www.citylab-project.eu/>)
- An animation of the Oslo implementation action (<http://www.citylab-project.eu/>)
- A set of cartoons produced for each city

A webcast and video interviews from the CIVITAS Urban Freight Conference (23-24 April 2018, Brussels), jointly organised by Citylab and the three other UF projects (Novelog, Success and U-Turn), are currently being prepared and will be made available when ready, with links given from the Citylab website.

1 Introduction

Videos, animations and cartoons were produced to illustrate the living lab concept and implementations in each city.

1.1 Videos and webcasts

Citylab partner Poste Italiane produced a video describing the Rome implementation, available to view at: <http://www.citylab-project.eu/Rome.php>. This 3-minute video presents the story of how plastic bottle caps dropped off by students and staff at the University of Roma Tre are collected by Poste Italiane as part of their daily routine and subsequently recycled.

Presentations from the Southampton local workshop held on 27 January 2017 were recorded on video and later presented as a webcast (i.e. alongside presentation slides), available to view at: <http://www.citylab-project.eu/presentations.php#Soton>.

Some video footage of the site visit hosted by PostNL at the Amsterdam local workshop held on 18 March 2018 was captured and can be viewed within the online workshop report at: http://www.citylab-project.eu/180308_Amsterdam.php. The footage comprises a short welcome to the site visit by Nanette Wielenga (PostNL) and of Citylab partners trying out the stints and bicycles used by PostNL for deliveries in Amsterdam.

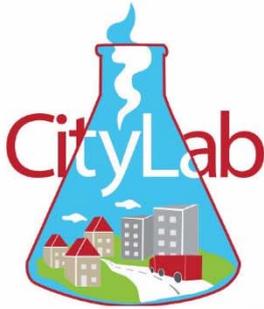
1.2 Animations

Two short (between 2 and 3 minutes in length) animated videos were produced, one illustrating the living lab concept and one describing the Oslo implementation. They both can be viewed from the project website homepage (www.citylab-project.eu). The animation of the living lab concept was produced in November 2017 and has been viewed around 750 times at the time of writing. The Oslo animation was produced in April 2018 and has yet to be advertised outside the project so viewing figures are negligible to date. Citylab partner Steen & Strøm plan to extensively use this animation for dissemination and marketing purposes, for example, when giving presentations to the City of Oslo and real estate developers; when marketing their ambitious CO₂ reduction goals; and when communicating with the 155 tenants expected to be present at the Økern shopping centre in Oslo.

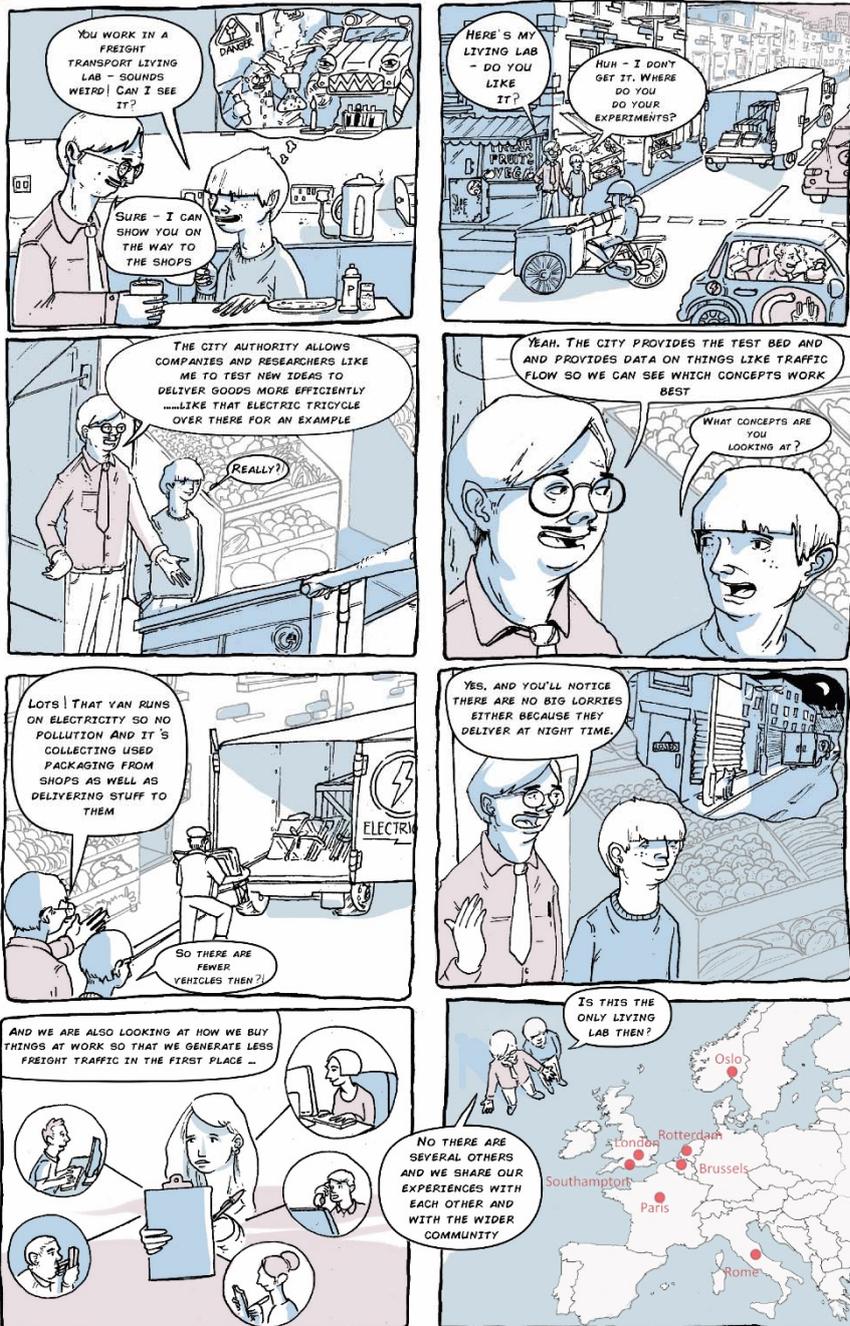
1.3 Cartoons

A set of 8 cartoons were commissioned near the start of the project to illustrate the living lab concept and the original implementation concepts (Appendix A). The storyboards were designed by the relevant Citylab partners and the cartoons drawn by illustrator Matt Sloe (samples of his other work are shown at <https://www.instagram.com/matt.sloe/?hl=en>). The cartoons were printed as A0 posters and used at selected events such as our first meeting with the living lab advisory group and the 2015 Civitas Forum held in Ljubljana. At the request of Dutch partners, Dutch versions of the cartoons were produced for the London, Oslo and Southampton implementations and were used locally.

Appendix A – Cartoons

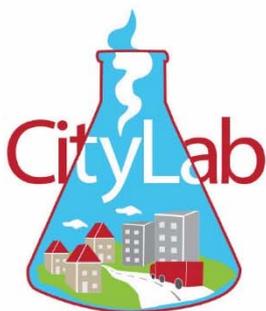


THE LIVING LAB CONCEPT

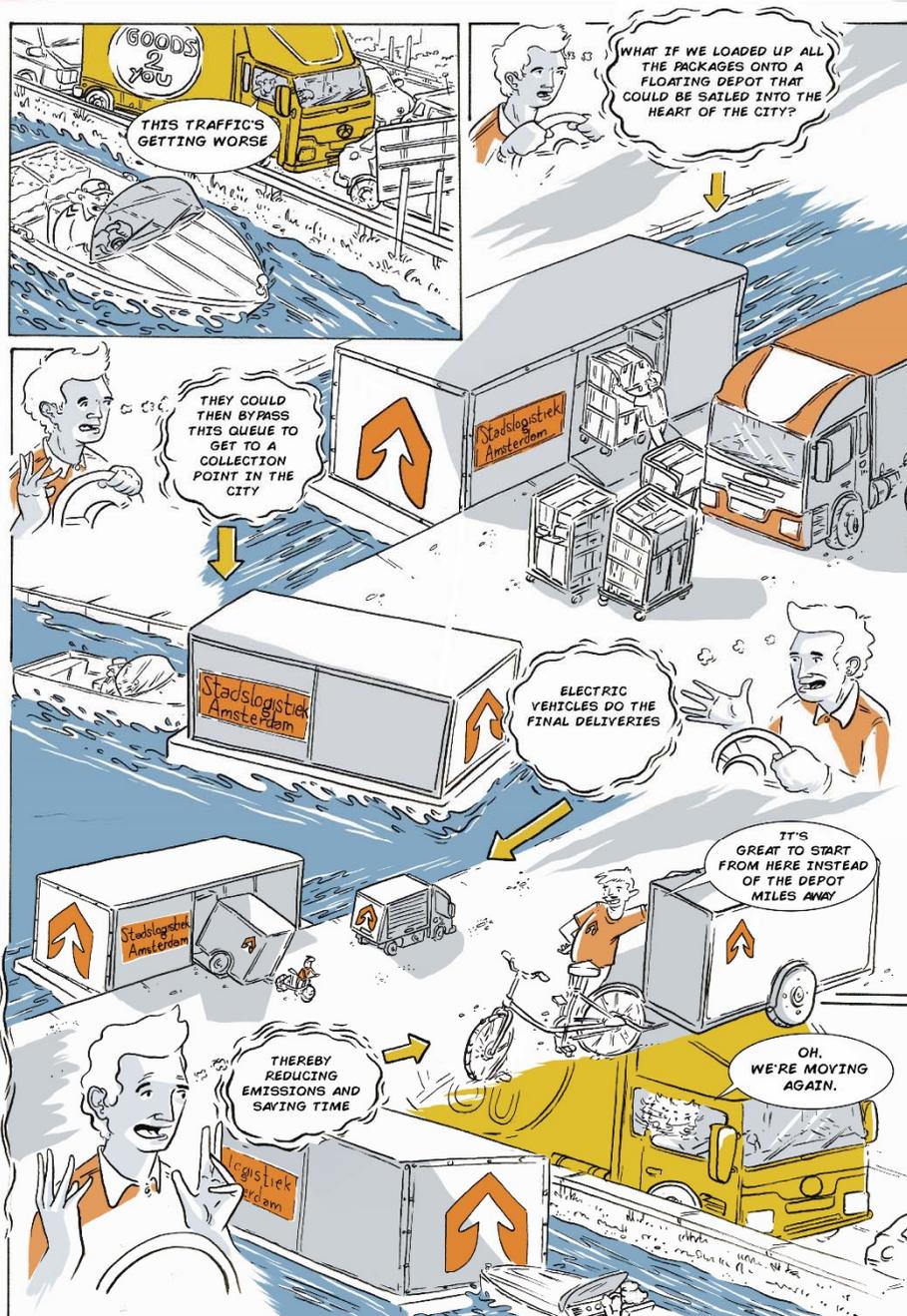


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Artwork by Matt Sloe
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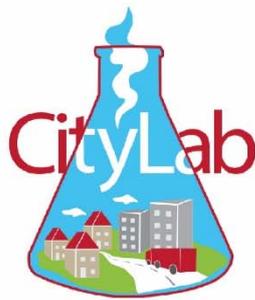


AMSTERDAM IMPLEMENTATION

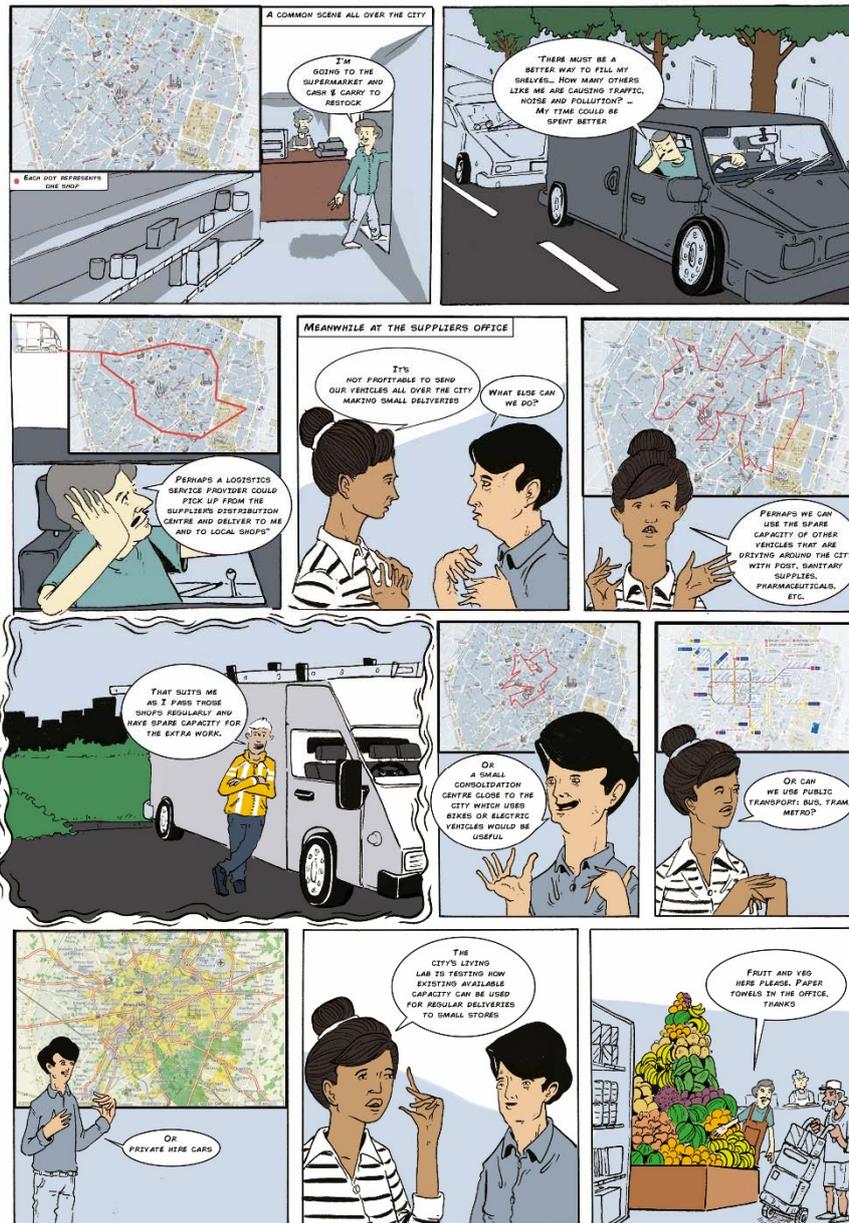


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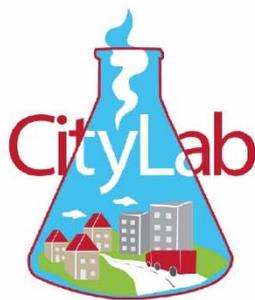


BRUSSELS LIVING LAB

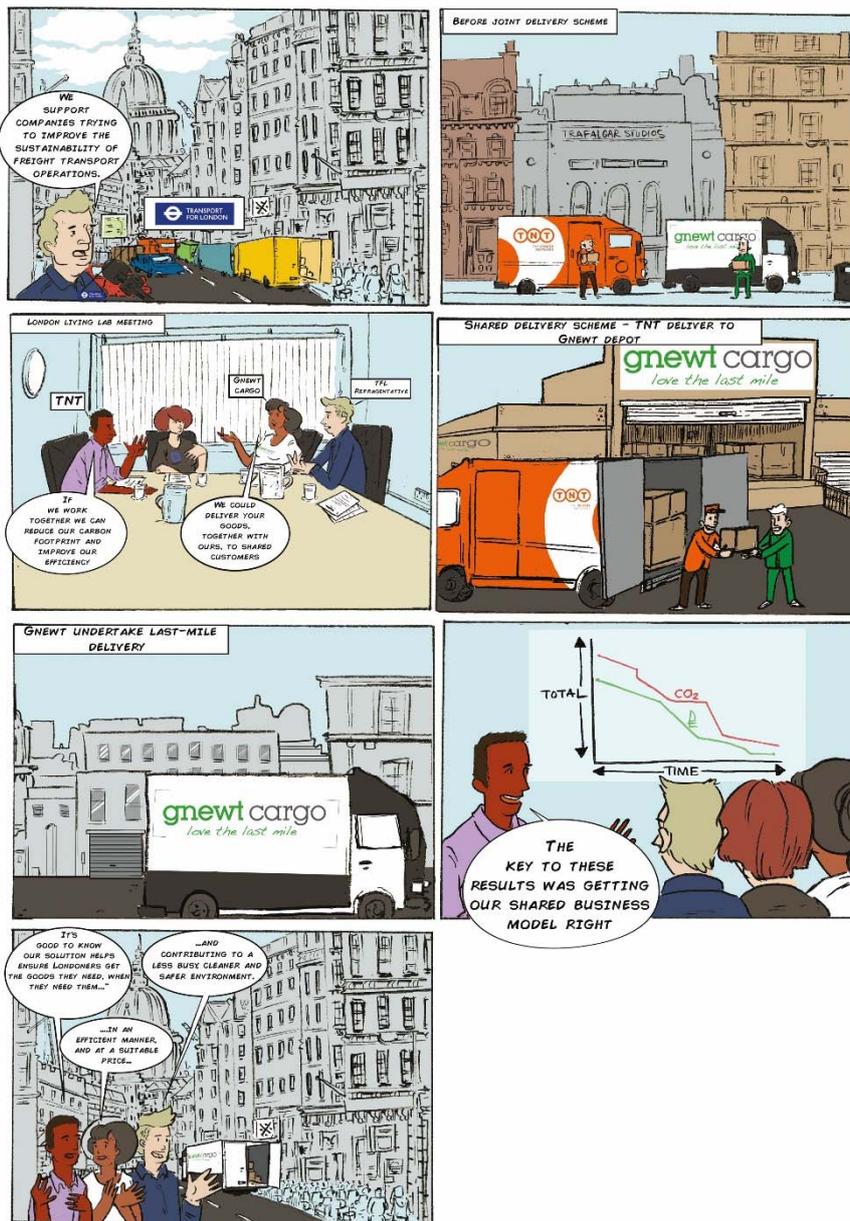


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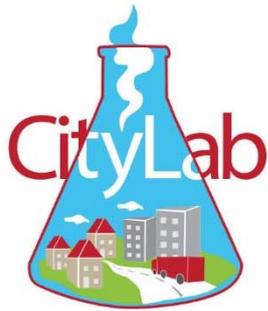


LONDON LIVING LAB

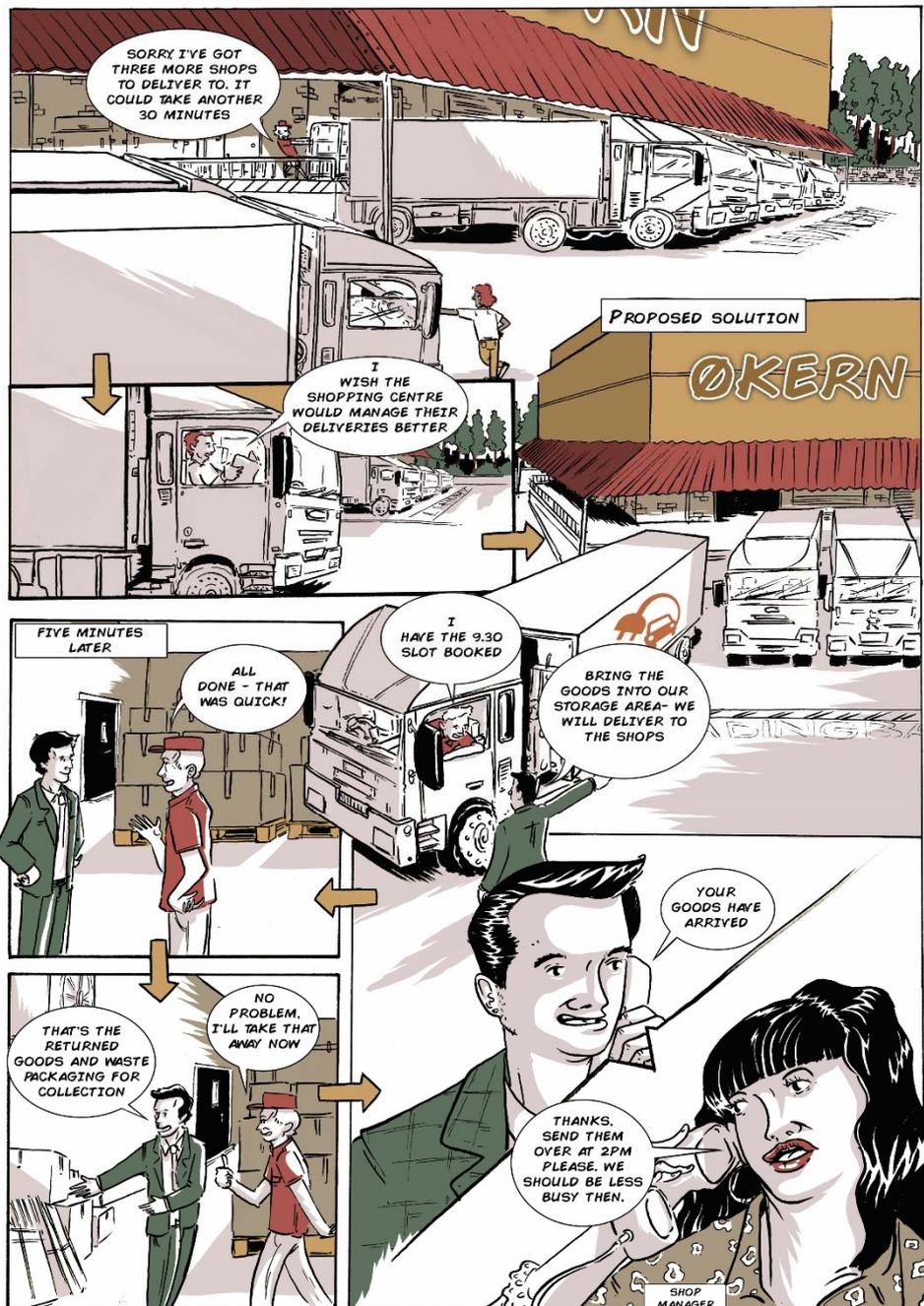


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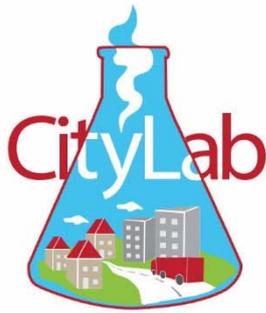


OSLO LIVING LAB

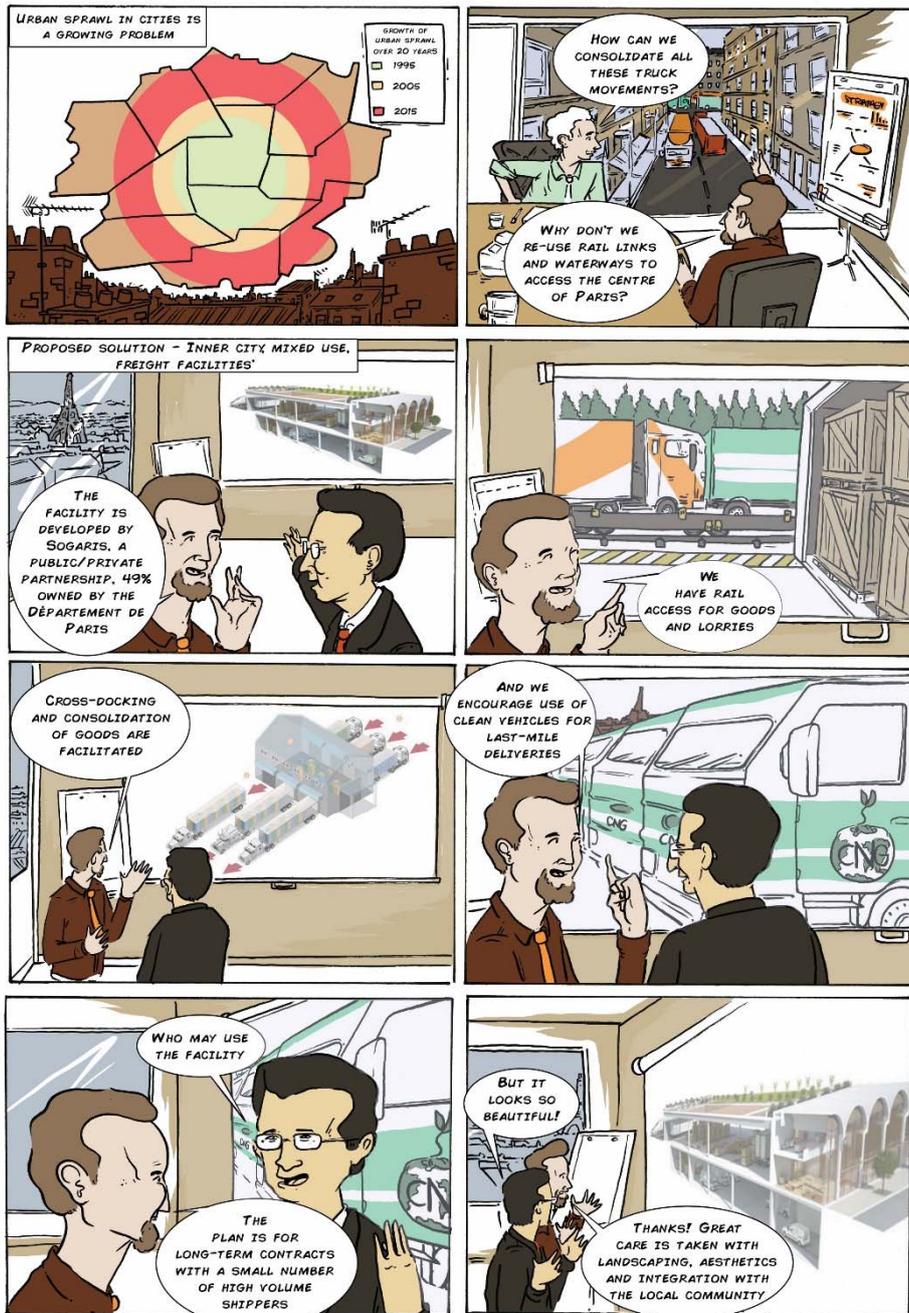


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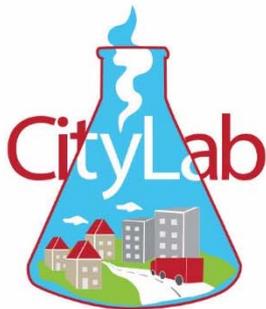


PARIS LIVING LAB



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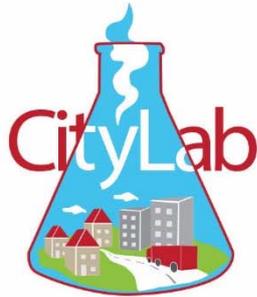


ROME LIVING LAB



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SOUTHAMPTON LIVING LAB



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