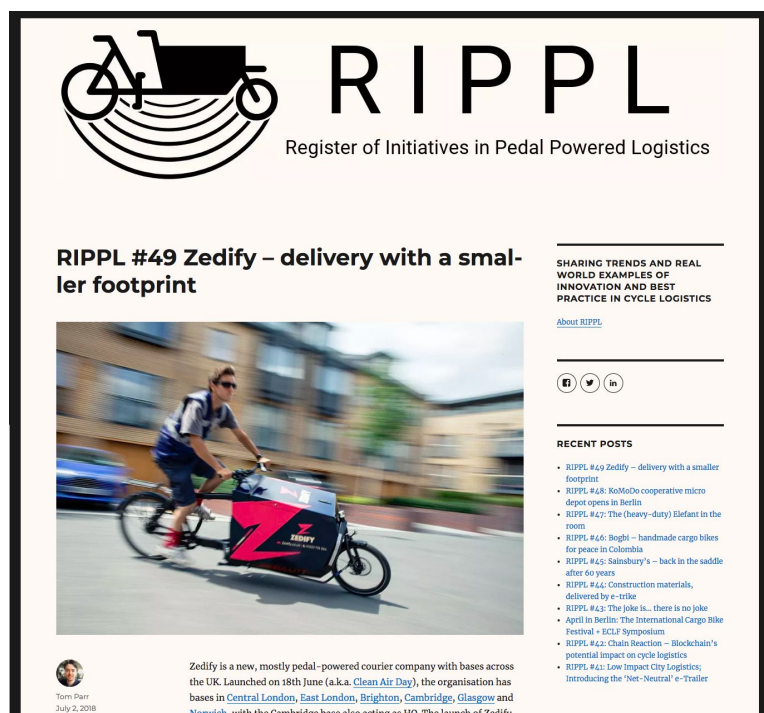
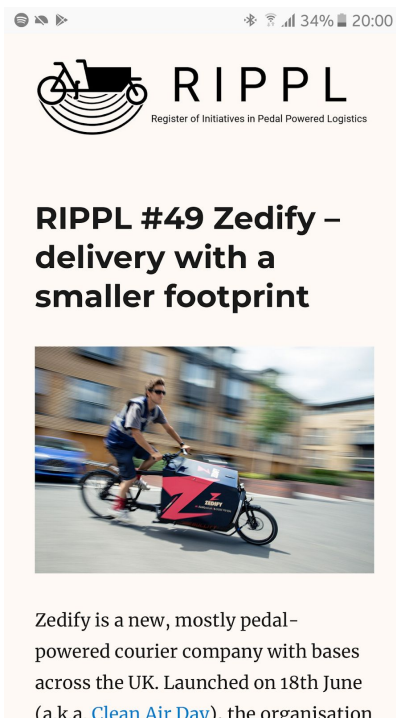


## Website

We created a new website from scratch to host RIPPL articles. The website has a clean and welcoming design and memorable URL: [www.ripppl.bike](http://www.ripppl.bike). The intention was to create a website with a simple, aesthetically pleasing design to ensure that viewers enjoy reading RIPPL articles and therefore take the opportunity to take in the ideas on offer. Someone who has viewed a RIPPL article should go away having been inspired, informed, challenged or all of the above.

The website was created with Wordpress, which automatically adjusts the website design so that it looks just as good on a smartphone (below, left) as on a tablet or computer screen (below, right).



Articles are written in an accessible yet informative style, with neutral, simple language allowing accessibility for readers whose mother-tongue is not English. A RIPPL article can typically be read in 5 minutes or less - perfect for lunch-time reading. To further improve readability, short paragraphs are used and the text is broken up at regular intervals with images.

RIPPL is also intended as a resource that people can use to find out more about cycle logistics. Sources of information are provided at the bottom of each RIPPL article, not only for transparency, but also as a "further reading" list for readers who want to dig deeper. Furthermore, the whole website is designed to be easily navigable; tags allow readers to easily filter by topic or location. The last few posts are visible, along with a search field in a sidebar.

In Appendix 1, we've included charts which show the performance of [www.rippi.bike](http://www.rippi.bike) from the past few months. There is a general upward trend in readership, with a spike in April around the International Cargo Bike Festival.

## **Social Media**

Our audience would not read RIPPL articles unless they were told about them - by us. This is why we used social media to inform readers when new articles were released. Again, photos were used to attract attention. On Twitter, relevant parties were also tagged in the tweets to make them aware of released articles and so that they could Retweet and therefore help to promote the articles. These relevant parties included the initiatives themselves, manufacturers, partners, NGO's and government organisations, as well as media outlets.

Social media also allowed us (and the initiatives who were subjects of the articles) to engage with readers; in healthy debate, to answer questions, or to receive feedback.

We chose to develop the audience organically, by naturally attracting those who were interested in the subject by word of mouth, by tagging popular accounts or being retweeted by them, and by "following" those who might be interested, so that they would follow @RIPPL\_\_ back.

There are also prominent social media links on every page of [www.rippl.bike](http://www.rippl.bike).

In Appendix 2, we've included charts which show the performance of our social media from the past few months. Similar to the website, there is a general upward trend shown in the figures which is consistent with the organic growth in numbers of Followers/Readers. Like the website, social media also experienced a spike in April around the International Cargo Bike Festival.

Figures for June saw a raise in the number of new Twitter Followers and Impressions despite a reduction in the number of tweets. This is likely to be caused by

- Growth in RIPPL's "organic" reach
- Tweets which are written in a better way, sent at times of the day which suit readers
- The fact that RIPPL is now a well known project with a more influential voice than in previous months

## **Events**

In addition to writing articles and promoting them on social media, we also disseminated the lessons learnt at various events - either by presenting or through networking. Much of the research behind the articles was undertaken or initiated at these events. Events attended to promote RIPPL included the following:

<b>Date</b>	<b>Event</b>	<b>Location</b>	<b>Type of Participation</b>	<b>Audience</b>
20-21st March 2017	European Cycle Logistics Federation Symposium	Vienna	Presentation / General Research / Networking	Cycle Logistics Professionals
19-20th September 2017	International Cycling Conference	Mannheim	Poster Presentation / General Research / Networking	Cycling and Sustainable Mobility Professionals
22nd November 2017	LEVS Conference	Rotterdam	Presentation / General Research / Networking	Professionals and civil servants involved in electric mobility
11th April 2018	European Cycle Logistics Federation Symposium	Berlin	General Research / Networking / Workshop Participation	Those with an interest in cargo bikes
12-13th April 2018	International Cargo Bike Festival	Berlin	General Research / Networking / Workshop Participation	Those with an interest in cargo bikes
13th May 2018		Palermo	Presentation / Q&A Session	Mayor and Officials from the Municipality of Palermo
13th June 2018	Border Sessions	Den Haag	Presentation / Workshop Participation	Students and those interested in innovation
27th June 2018	Dutch Cycling Embassy Symposium	Delft	Presentation / Workshop Participation	Dutch Cycling Embassy Members

## Appendix 1 - Website statistics for [www.ripppl.bike](http://www.ripppl.bike)

### A1.01 Table - [www.ripppl.bike](http://www.ripppl.bike) Statistics - All Time

☰	Posts	50
👁	Views	4,429
👤	Visitors	2,515
🏆	<b>Best Views Ever</b>	April 27, 2018

### A1.02 Table - [www.ripppl.bike](http://www.ripppl.bike) Total Page Views by Month

Showing how many articles were viewed by readers per day in total for each month

MAR	APR	MAY	JUN
351	1.7K	961	1.2K

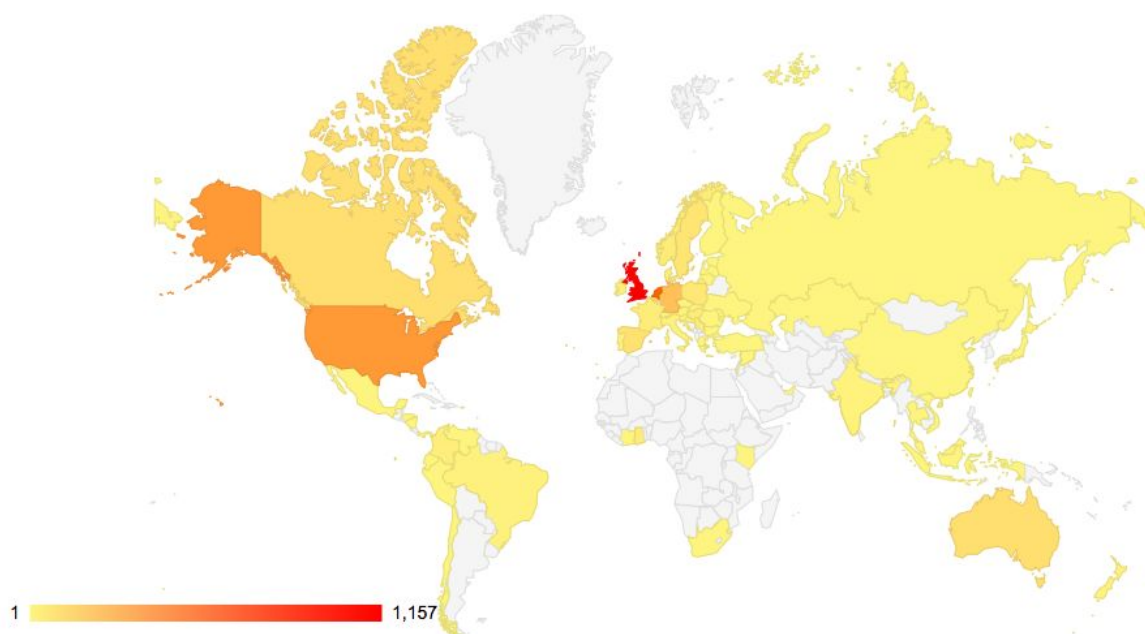
### A1.03 Table - [www.ripppl.bike](http://www.ripppl.bike) Average Page Views per Day, by Month

Showing how many articles were viewed by readers per day on average for each month

MAR	APR	MAY	JUN
11	56	31	40

































### A1.04 Heat Map - [www.ripppl.bike](http://www.ripppl.bike) Visitors Country of Origin

Heat map showing which countries visitors to [www.ripppl.bike](http://www.ripppl.bike) are from



## A1.05 Table - [www.ripppl.bike](http://www.ripppl.bike) Visitors Country of Origin

Table showing which countries visitors to [www.ripppl.bike](http://www.ripppl.bike) are from

 United Kingdom	1,157
 Netherlands	825
 United States	544
 Germany	319
 Belgium	184
 Canada	137
 Australia	134
 Spain	119
 European Union	100
 Sweden	97
 Poland	85
 Serbia	55
 Norway	55
 Ghana	54
 France	47
 Hungary	46
 Denmark	43
 Colombia	40
 Italy	30
 Brazil	29
 Portugal	27
 Ireland	26
 India	24
 Switzerland	23
 Austria	23
 New Zealand	20
 Czech Republic	18
 Croatia	15
 Japan	15
 Malaysia	13
 China	11
 Slovakia	10

## A1.06 Table - [www.rippl.bike](http://www.rippl.bike) Top Referrers

Shows how people found RIPPL

Referrer	Views
Twitter	627
Facebook	440
Search Engines	352
Google Search	344
live.com	2
myway.com	2
Bing	2
Baidu	1
Yahoo Search	1
mail01.tinyletterapp.com	... 141
fietsdiensten.nl	... 90
android-app	76
linkedin.com	... 62
cargobikefestival.com	... 37
Reddit	30

## A1.07 Table - [www.rippl.bike](http://www.rippl.bike) Most Viewed Posts

Showing which RIPPL articles were the most popular

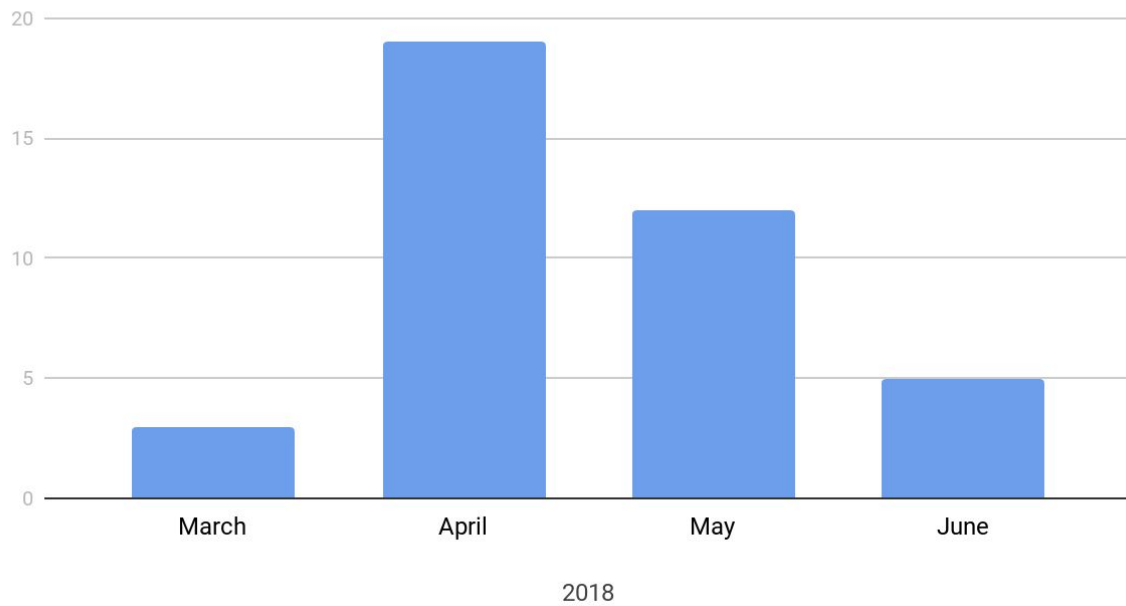
Title	Views
RIPPL #45: Sainsbury's - back in the saddle after 60 years	View 1,146
Home page / Archives	View 1,095
RIPPL #48: KoMoDo cooperative micro depot opens in Berlin	View 498
RIPPL #47: The (heavy-duty) Elefant in the room	View 259
RIPPL #46: Bogbi - handmade cargo bikes for peace in Colombia	View 149
RIPPL #43: The joke is... there is no joke	View 111
RIPPL #42: Chain Reaction - Blockchain's potential impact on cycle logistics	View 110
RIPPL #44: Construction materials, delivered by e-trike	View 109
About	View 84
RIPPL #40: Our Top-5 Trends and What's Next	View 69
RIPPL #41: Low Impact City Logistics; Introducing the 'Net-Neutral' e-Trailer	View 65
RIPPL #17: Pedal Me - MaaS by bike on the streets of London	View 55
RIPPL #39: PostNL - 60 vans for 60 bikes, trikes or LEVS	View 55
RIPPL #49 Zedify - delivery with a smaller footprint	View 48
RIPPL #33: Velove and Radkutsche: Towards Container Standardisation	View 40
RIPPL #37: Vert Chez Vous - Lessons from a Parisian Boat-Bike Initiative	View 36

## Appendix 2 Social Media Statistics for RIPPL

### **A2.01 Graph - @RIPPL\_\_ Tweets per Month**

Shows the number of tweets by RIPPL

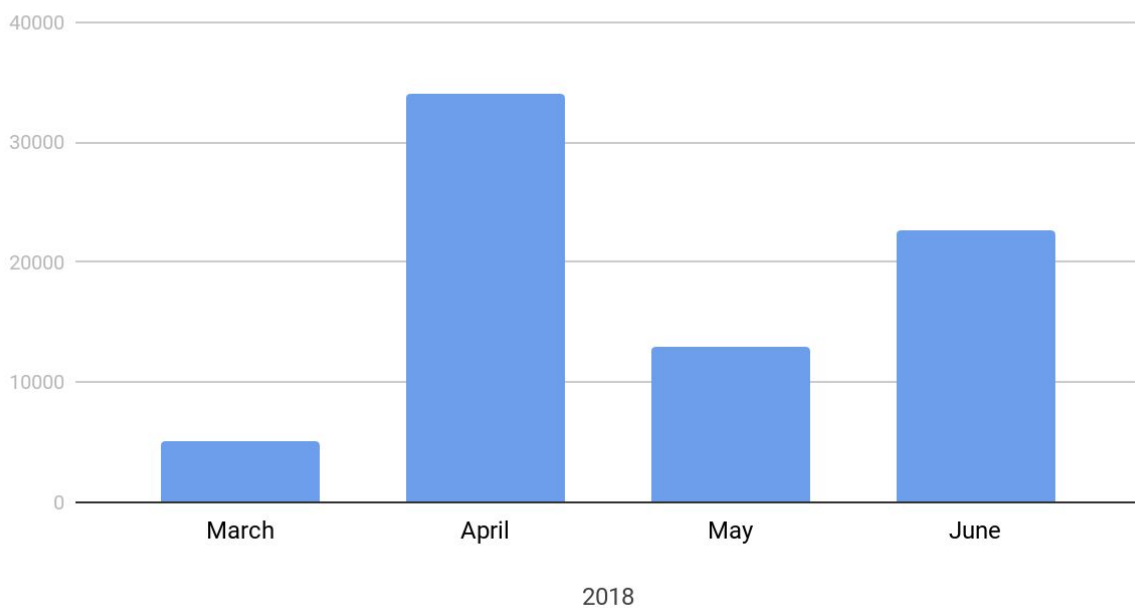
#### @RIPPL\_\_ Tweets



### **A2.02 Graph - @RIPPL\_\_ Tweet Impressions per Month**

Shows the number of times RIPPL tweets appeared to Twitter users

#### @RIPPL\_\_ Tweet Impressions

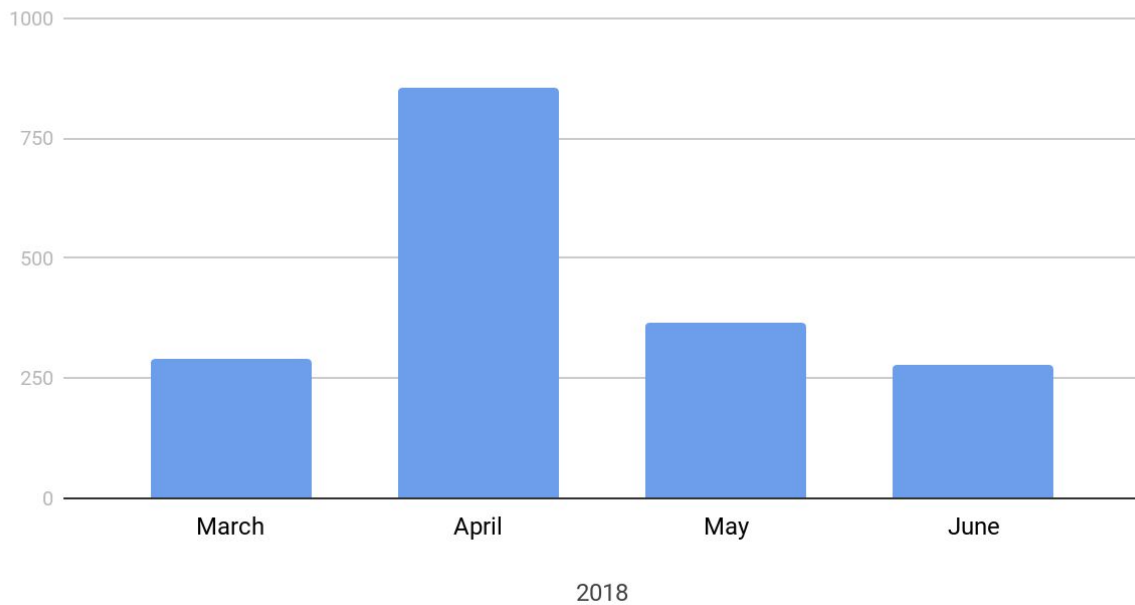




### A2.03 Graph - @RIPPL\_\_ Profile Visits per Month

Shows the number of visits to the RIPPL profile by Twitter users

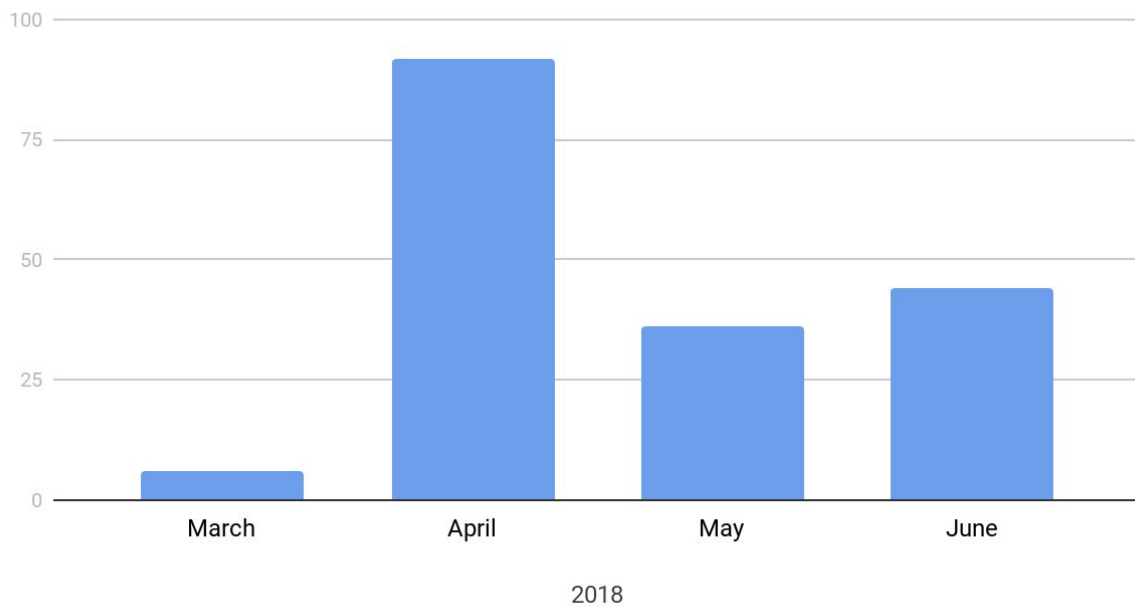
#### @RIPPL\_\_ Profile Visits



### A2.04 Graph - @RIPPL\_\_ Profile Visits per Month

Shows the number of times RIPPL was mentioned by others on Twitter

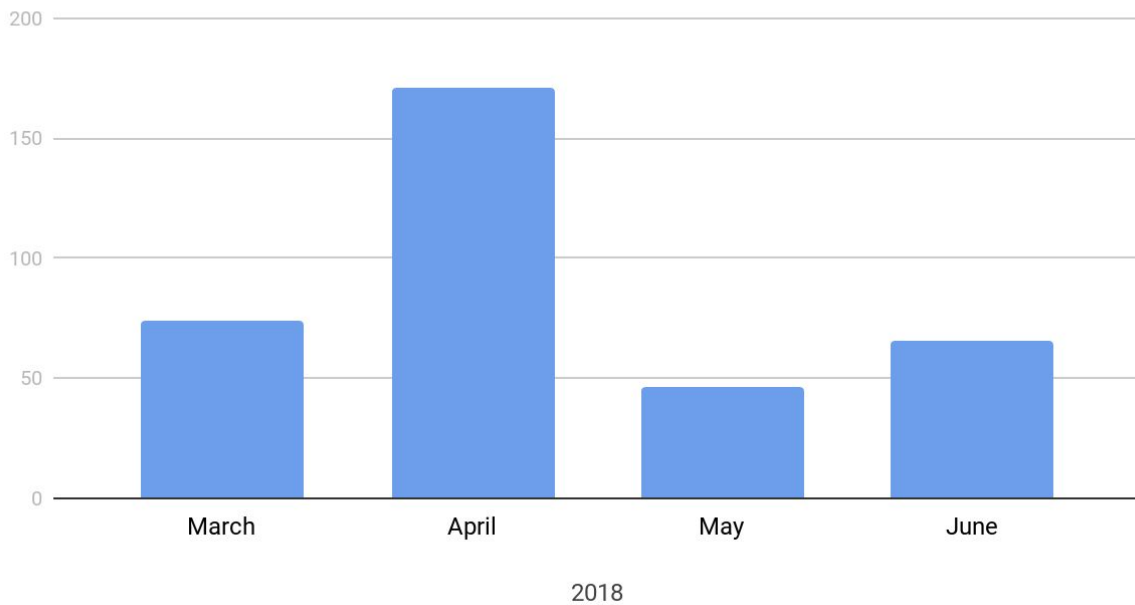
#### @RIPPL\_\_ Mentions



### A2.05 Graph - @RIPPL\_\_ New Followers per Month

Shows the number of new Twitter followers of RIPPL, by month

@RIPPL\_\_ New Followers

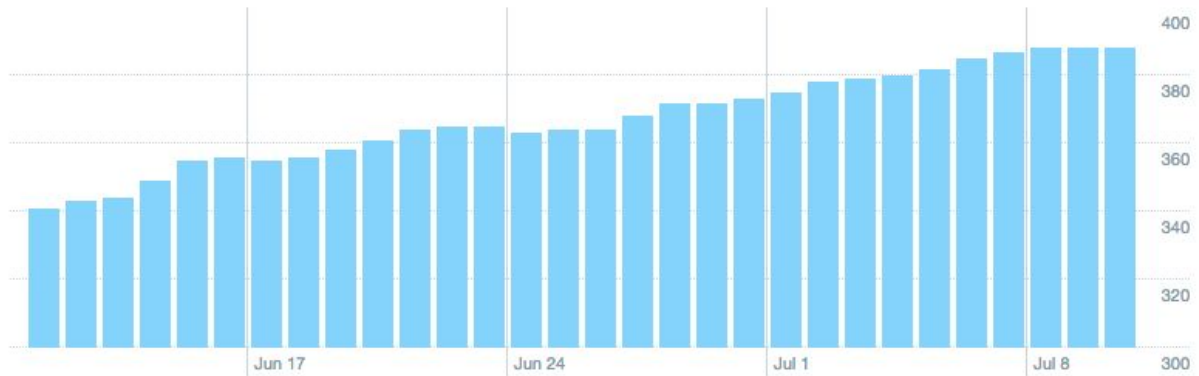


### A2.06 Master Table - @RIPPL\_\_ Twitter Statistics by Month

@RIPPL__ Twitter	March '18	April '18	May '18	June '18
Tweets	3	19	12	5
Tweet Impressions	5.044	34.000	12.900	22.600
Profile Visits	292	854	364	276
Mentions	6	92	36	44
New Followers	74	171	46	66

### A2.07 Graph - @RIPPL\_\_ Number of Followers (Twitter)

Shows the number of Twitter followers RIPPL has



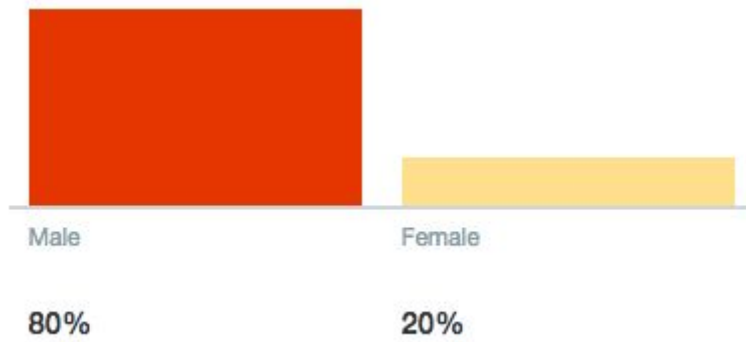
### A2.08 Table - @RIPPL\_\_ Followers Interests

Shows what RIPPL followers interested, according to Twitter

Interest name	% of audience
Cycling	66%
Tech news	55%
Science news	52%
Politics	51%
Business and news	48%
Comedy (Movies and television)	43%
Business news and general info	39%
Books news and general info	38%
Mountain biking	36%
Government	32%

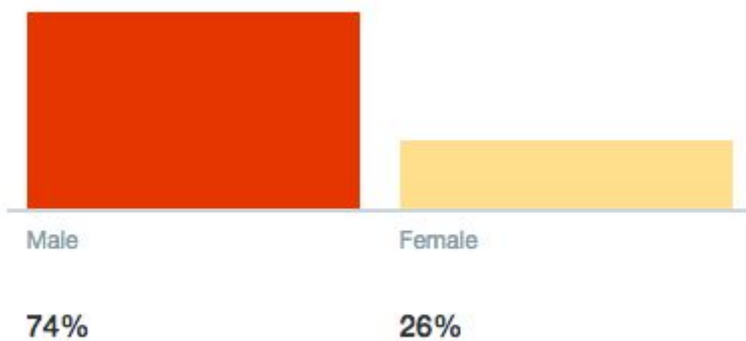
### A2.09 Graph - @RIPPL\_\_ Followers Gender Split

Shows the gender split of RIPPL followers on Twitter



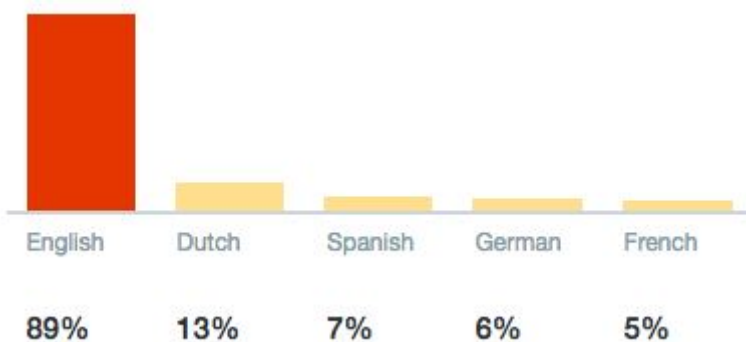
### A2.10 Graph - @RIPPL\_\_ Audience Reached Gender Split

Shows the gender split of Twitter users reached by RIPPL (not necessarily followers)



### A2.11 Graph - @RIPPL\_\_ Followers Language Used

Shows the primary languages used by RIPPL followers



### A2.12 Table - @RIPPL\_\_ Twitter Followers Country of Origin

Showing where RIPPL's Twitter followers are from

Country name	% of audience
United Kingdom	33%
United States	12%
Netherlands	10%
France	6%
Canada	6%
Germany	5%
Belgium	2%
Australia	2%
Spain	2%
Sweden	2%

### A2.13 Table - @RIPPL\_\_ Audience Reached Country of Origin

Shows where Twitter users reached by RIPPL (not necessarily followers) are from

Country name	% of audience
United Kingdom	24%
Netherlands	14%
United States	13%
Canada	12%
Germany	5%
Belgium	3%
Guernsey	3%
France	3%
Australia	2%
Spain	2%