

AVENUE

Autonomous Vehicles to Evolve to a New Urban Experience

D10.7 First Version of the Communication and dissemination Plan

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Executive Summary

The aim of Deliverable D10.1 “First Communication and Dissemination Plan” is to promote the dissemination of the project results via different lines of communication, namely (1) internal communication amongst the partners, (2) dissemination towards the stakeholders of the public transportation and mobility sector, (3) dissemination towards users of public transportation and (4) dissemination towards other related groups, initiatives and projects in the EU and internationally. For each group a different approach will be taken, with messages and information adapted to the audience, their expectations and needs, and most important of the message the AVENUE project wants to pass.

The present document lists the dissemination plan and actions in detail. It will be continually supplemented with new information about dissemination activities that have already realised and new targets set, based on the evolution of the public transportation mobility domain.

1 Introduction

The target of the AVENUE project is to demonstrate and pilot the adaptability and efficiency of the deployment of small and medium autonomous vehicles (AV's) in Lyon, Luxembourg, Geneva, Copenhagen and 2-3 replicator cities as of the 3d year of the project. The AVENUE vision for future public transport in urban and suburban areas, is that autonomous vehicles will ensure safe, rapid, economic, sustainable¹ and personalised transport of passengers, while minimising vehicle changes. The goal is to provide door to door autonomous transport allowing commuters to benefit from autonomous vehicles.

At the end of the AVENUE project - 4 year period - the mission is to have demonstrated that autonomous vehicles will become the future solution for public transport. The AVENUE project will demonstrate the economic, environmental and social potential of autonomous vehicles - for both companies and public commuters - while assessing the vehicle's road behaviour safety.

Workpackage's 10 targets are to coordinate the dissemination, and to organise and implement a well-focused dissemination & communication plan covering various dissemination channels, with the objective of creating high levels of awareness and sustained engagement of the AVENUE activities and solutions.

The purpose of this document is to define the objectives for the dissemination activities of the AVENUE project. It presents the overall project dissemination strategy, explains the instruments, tools and activities used to facilitate the dissemination, and presents a planning for the dissemination activities during the project period. Further, this deliverable also identifies the key audience for the project results and supporting efforts, and the content that should be communicated to the targeted audience.

To reach the awareness level intended, dissemination will be supported by communication materials, such as a web site, a blog, a wiki, newsletters, leaflets and posters. A graphical identity will be created, with logo and templates for text documents and presentations. Important are also good, long-term relations to national and local media (described in deliverable D10.7).

The report is targeted at consortium partners and commission services, but also at European and International stakeholders to exchange experiences and ideas about the activities of the project. This document has to be used as guide reference by each partner in driving the AVENUE communication and dissemination activities.

¹ Within urban transportation sustainable most often refers to electric vehicles.

2 General communication and dissemination strategy

A central goal of communication and dissemination is to maximise opportunities to promote, communicate and disseminate research results throughout the lifetime of AVENUE, and beyond. This will ensure that key stakeholders can contribute to, and act on the findings in a timely fashion. Dissemination, communication and exploitation activities in AVENUE pursue four main objectives, namely to:

- 1) raise interest and awareness around the usage of autonomous vehicles for public transportation
- 2) encourage citizens in Europe to adopt and use the autonomous vehicles for their mobility needs,
- 3) identify expectations among stakeholders and policy-makers,
- 4) disseminate results in strategic and targeted ways.

A coherent, multi-layered strategy to effectively publicise and exploit AVENUE's results will bundle input from the whole team across the entire lifespan of the project.

Effective dissemination, communication and exploitation of results are central to successful high-impact creation, in particular whenever the project involves multiple groups of academic, industrial, and regulatory partners and audiences. WP10 is a cross-cutting work package that will coordinate communication activities with all work packages. Its main aims are to 1) build a community around the project including all relevant stakeholders, ensuring long-term impact and use of outcomes, 2) establish an easily recognisable project identity, and 3) raise awareness of AVENUE at national and international levels. Based on experience gained in previous projects and with various stakeholders, WP10 will thus use a variety of communication channels and tools to:

- disseminate the results and outcomes of the AVENUE project,
- effectively communicate throughout the project to involve and actively engage relevant stakeholders as necessary,
- facilitate the full exploitation of results and outcomes by diverse groups and audiences.
- Be prepared to effectively communicate in the case of exceptional critical events.

WP10 will strategically utilise existing local, national and European networks that AVENUE consortium members are involved in, complementing links and input provided by the advisory board and organisations who have expressed their support and interest for AVENUE. These include public and regulatory authorities, municipalities, vehicle manufacturers, industrial technology companies, and government bodies and their related networks from different parts of Europe and internationally.

Recognising the importance of building a significant and responsive community around the AVENUE project, its communication and dissemination strategy involves the collation of an extensive



D10.1 First version of the Communication and dissemination plan

stakeholder map (see below) and publication strategy guidance document aimed at reaching diverse audiences. Efficient and effective publicity and communication will ensure wide- ranging exploitation of AVENUE’s results and facilitate their extended use in other contexts and projects. Key messages from the project will directly address the challenges of advancing the Autonomous Mobility adoption in Europe.

Table 1: Main target groups for AVENUE and plans to reach these groups:

	DISSEMINATION AND USE OF RESULTS FOR DIFFERENT TARGET GROUPS					
	Policy makers at different levels	Experts, academics, researchers	Users and passengers	Transport operators	Industry and SMEs	Media
Aims	<p>Involve in discussion</p> <p>Disseminate results to</p> <p>Use and build on AVENUE results for future policy making</p>	<p>Involve in AVENUE project content discussion</p> <p>Disseminate results to</p> <p>Use and build on AVENUE results in future research</p>	<p>Involve in AVENUE project content discussion</p> <p>Disseminate results to</p> <p>Use examples for AVENUE development</p> <p>Involve in AVENUE Services’ implementation and evaluation</p>	<p>Involve in AVENUE project content discussion</p> <p>Disseminate results to</p> <p>Comment on AVENUE methodology planning</p> <p>Use and build on AVENUE results</p>	<p>Involve in AVENUE project content discussion</p> <p>Disseminate results to</p> <p>Propose new services and technology</p>	<p>Partner with the media to disseminate and communicate</p> <p>Influence media content: include sustainability, environmental protection lifestyles, energy, etc. in the media discussion</p> <p>Inform the general public about advantages of autonomous vehicles for public transportation</p>
Measures and channels:	<p>Stakeholder workshops</p> <p>Policy briefs</p> <p>Policy papers</p> <p>Recommendations papers</p>	<p>Stakeholder workshops</p> <p>Academic/expert conference presentations</p> <p>Academic/e</p>	<p>Open days</p> <p>Materials developed for AVENUE trials</p> <p>Publications aiming general public: project summary</p>	<p>Stakeholder workshops</p> <p>Publications aimed at expert audience: project summary brochures,</p>	<p>Stakeholder workshops</p> <p>Publications aimed at expert audience: project summary brochures,</p>	<p>Regular press releases</p> <p>Events open to the press</p> <p>Interviews</p>

		expert publications	brochures, information in the media	information in the media	information in the media	
		For all: <ul style="list-style-type: none"> • Website - in English and in local languages • Newsletter • Public deliverables published on website • Social media: Twitter, Facebook etc. • Local service inauguration events 				

3 Detailed communication and dissemination plan

Due to the diverse nature of the AVENUE project community, different communication activities and channels, both electronic/online and face-to-face, will be utilised. Communication in and around AVENUE will happen at four distinct levels:

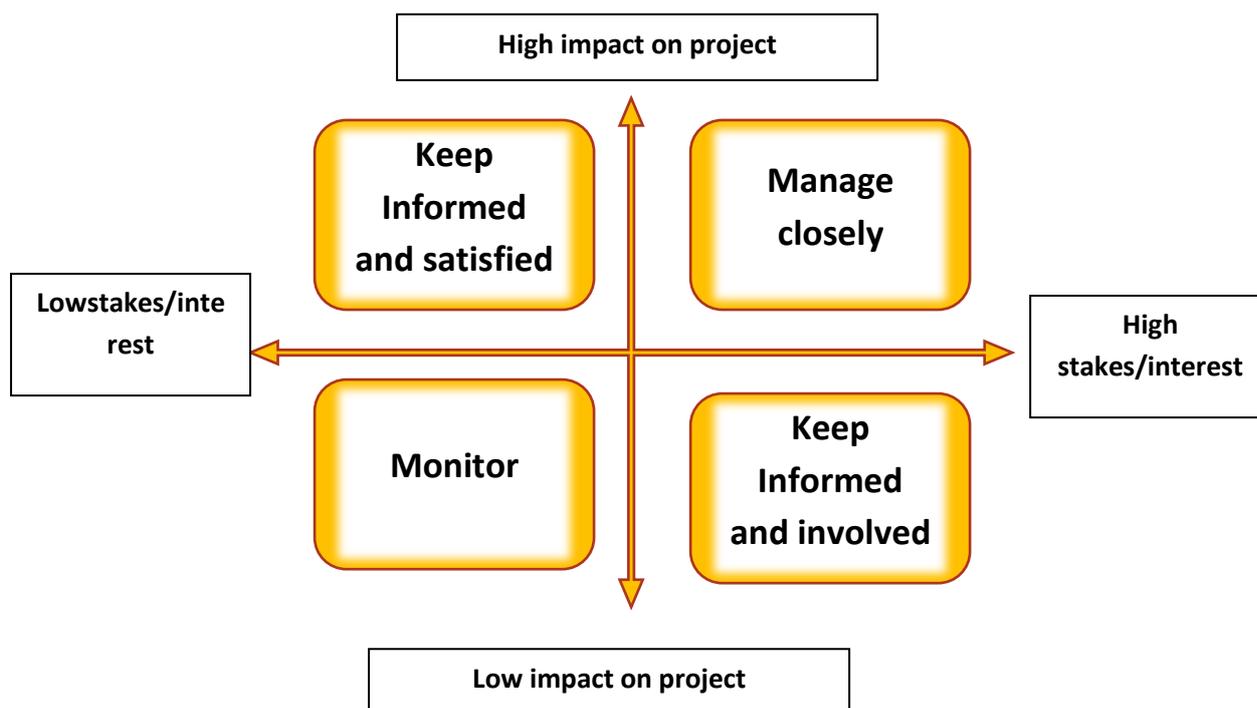
1. between partners, e.g. regular skype calls, emails, face-to-face project meetings and workshops
2. with stakeholders closely involved with the project, e.g. advisory board, International partners and entities having expressed interest, workshop participants
3. general public, scientific community, decision and policy-makers, business and transport service provider community
4. specific communication activities towards the EU Commission Services, e.g. email and phone calls with project officer, regular reports, deliverables, etc.

A stakeholder map and a regularly updated list of events relevant to Consortium members will also be prepared and shared among the AVENUE team.

3.1 Stakeholder Mapping

Stakeholder mapping is an essential and basic step complementing the Communication activities of the AVENUE project. In the process we identify the individuals and groups that are likely to affect or be affected by our proposed actions and results. Then, we group them based on their impact and interest factors on the actions as well as the impact the actions may have on them. By assessing this information, the consortium gets a clearer vision on how the interests of those stakeholders should be addressed in the project communication and dissemination plan and relevant activities.

The following project stakeholders are identified and categorized in connection to the AVENUE project based on the figure below:



Group 1 “*Keep informed and satisfied*”: relevant national policy makers, the users and passengers

Group 2 ‘*Manage closely*’: Project Partners,

Group 3 ‘*Monitor*’: business and vehicle manufacturers, related projects and initiatives, media

Group 4 ‘*Keep informed and involved*’: advisory board, scientific community, workshop participants, decision and policy-makers

The stakeholder analysis will be conducted in deliverable 2.7-9 and the different stakeholders will be identified and approached as and when required.

3.2 Communication activities

Dissemination and communication activities in the AVENUE project will focus on innovative and engaging ways to share results with diverse audiences. Interviews and newspaper articles, social media, e-newsletters and work-shops are some of the tools to be used.

Table 3: Detailed plan of communication activities

Target Group	Communication channel	Frequency	Responsibility
General professional audience	Newsletter	At least Biannually	Editor: <to define> All Partners contribute to the content All partners define the recipients
	Scientific and	At least 2 per year,	

	<p>professional publications</p> <p>Participation in exhibitions</p>	<p>based on the project results</p> <p>Presence in at least 4 events/exhibitions per years</p>	<p>All partners</p> <p>All partners with special responsibility from operators and manufacturers (NAVYA)</p>
Policy makers	<p>Policy briefs, information papers</p> <p>Project workshops with invitation of key stakeholders to present project results</p>	<p>At least Biannually, in addition to special occasions (policy meetings etc)</p> <p>3 international expert panel/Policy and Decision Forum (PDF) workshops throughout the project</p>	<p>Coordination :<to define></p> <p>All partners contribute Specific responsibilities with the operators.</p> <p>Coordination <to be defined></p>
General public	<p>Press releases</p> <p>Media publications</p> <p>Social media</p> <p>Website</p> <p>Open days and events</p>	<p>In relation with significant events (new lines, new services)</p> <p>Regular articles in local media at the trial sites (at least biannually per site)</p> <p>Regular posts</p> <p>Updates, keep alive at least 5 years after the project</p> <p>Inaugurations, visits to the vehicles.</p>	<p>UniGe prepares basic content, all partners adapt to local media and language</p> <p>UniGe prepares basic content, all partners adapt to local media and language</p> <p>All partners contribute, <to be defined> manages the feeds.</p> <p>Managed by UniGe and CERTH, All partners contribute material Operators.</p>

3.3 Communication channels

In the following communication channels to be utilized in the AVENUE project are briefly described.



3.3.1 Newsletter

There will be a regular AVENUE e-newsletter to help communication and dissemination with stakeholders and the AVENUE community. The newsletter will be published at least every 6 months, beginning in M6. The newsletter will be in English, and it will be sent to identified experts and interested people subscribing to it through the project website, members/representatives of the media, etc. All partners will contribute with content and will disseminate in their own countries with a possible translation and adaptation to the local language and specific interests and issues.

3.3.2 Policy briefs and reports

A number of policy briefs and reports will be published throughout the project. Policy recommendations will be the final results of the project and will be distributed to European institutions, national governments, industry and public transport operators

3.3.3 Press releases

Regular press releases (at least one per year) will be issued at European and national levels, coinciding with important project events and milestones. Press releases will be translated into national languages.

3.3.4 Media reports and coverage

Media reports (articles, interviews, online reports, etc.) are based on press releases in each country. The overall objective is to achieve at least 30 media appearances (printed, online, radio, TV, etc.) per trial partner country and at least 15 at international level. Partners are expected to provide proof of publications (news clippings, print screen of online presence, voice recordings, etc), and links will be included in the project web site.

3.3.5 Social media (Twitter/Facebook)

Use of social media contributes to establishing and maintaining public engagement with the project. CERTH and UniGe will manage the English accounts of the project, but other partners are also welcome to contribute to the Social media content.

If needed local social media sites will also be established and maintained for shorter periods of time.

3.3.6 Website

The website of the project will be maintained for at least five years following the end of the project. Regular updates will be available, with reciprocal links to the partners' websites to maximise coverage. There will be a central general project website in English with information on the project, project partners and the research activities and outcomes.

3.3.7 Project brochures

AVENUE will provide a range of materials for non-academic audiences, including a project brochure in the Different languages of the project partners which will detail AVENUE's objectives, methodology, etc. In addition to this, two summary project documents will be published in English including the key results (one of them focusing on the Living Lab methodology, the other on the project and its outcomes). All brochures will be available electronically and in print.

3.3.8 Presentations and participation in industrial and academic conferences and events

The AVENUE Consortium will target high-profile industrial events, academic conferences and workshops organised by national, European and international organisations that involve and/or represent transportation and mobility communities. Collaboration with other industrial or academic partners or laboratories of excellence will be also actively pursued.

3.3.9 Project workshops

To involve stakeholders more actively in discussion, theory and methodology development and application, the AVENUE Consortium will organise a series of workshops in different countries. All workshop and event proceedings will be made available on the AVENUE website.

3.4 Visual identity of the project

An easily recognisable (visual) identity of the project is essential to achieve best communication results. A Visual Identity Guide was created by CERTH and made available to project partners to apply during communication and dissemination activities. It is of high importance to use these visual tools coherently.

Visual tools:

- project logo
- templates (ppt, project newsletter, press release, scientific conference presentation, policy brief, paper, H2020 reporting/deliverable, etc.)
- general flyer/project brochure (in English and in national languages)
- project poster (in English and in national languages)
- general project website (in English)
- national partner project websites (in national languages)
- Grant Agreement number – partners are requested to use the project GA number in all of their external communication and dissemination materials, together with EU emblem and accompanying text

Project Partners are required to use the logos, colours of the Visual Identity Guide and the templates – some of which are listed above – developed in the framework of WP10 in all times. Please find more information in D10.7.

3.5 Data security and management of intellectual property

For project management purposes, the AVENUE Consortium will collaborate and share data through the University of Geneva cloud services, that provide a secure online platform to allow all Consortium partners to access files securely from anywhere, including from mobile devices. This ensures that data sets, (draft) publications or reports are accessible for the entire team at any stage.

To facilitate dissemination and engagement across Europe, a website will display key project outputs with key results in the different European languages represented by the AVENUE Consortium partners.

The AVENUE website, if necessary, can also function as a portal to a secured area requiring personal log-in, where AVENUE participants will be able to access the project internal files. The project will address data protection issues comprehensively and details are included in D1.4-5

3.5.1 Knowledge management and open access

The AVENUE project does not raise issues of IPR and copyright. Instead, AVENUE intends not to 'protect' results and deliverables and to publicize them widely via open access channels. All relevant deliverables will be freely available (at least electronically) to anyone via the project web site. Furthermore, all user generated data created by the public will remain the copyright and intellectual property of the data providers (the organisations involved in the AVENUE project) or data creators (the users) in compliance with the data providers' own terms and conditions.

The AVENUE Consortium will comply with the agreed Programme Board rules on open access publications (Green or Gold). All academic publications (final articles or manuscripts accepted for publication) will be deposited into the institutional repository of the research institution with which they are affiliated, or in an appropriate subject based/thematic repository.

3.5.2 Personal photographs of people

Protection of personal rights are very important to the AVENUE consortium thus all consortium members are required to ask for the consent of people they wish to take photographs of all the time at all events during the course of the project.

A Consent Form template will be provided for project partners to use during events and other occasions.



4 Dissemination Planning

In this section summarising tables are used to present a list of events where AVENUE participation is planned, and to show what are the next steps regarding the dissemination of the project. The planning below is not static and will be updated with new events and actions throughout the life of the project and in the next versions of this report.

The following table list an overview of the AVENUE foreseen major dissemination activities for the next 9 months. The table contains some events already identified by the consortium as opportunities to disseminate AVENUE project's results.

TABLE 1 EVENTS PLAN TABLE

Name of Event	Type of Event	Date	Link
Entretiens Jacques Cartier 2018 Lyon	Table-ronde : « Quels marchés pour les véhicules autonomes et électriques ? »	November 12 2018	https://www.centrejacquescartier.com/les-entretiens/details/entretien/les-transportes-publics-face-a-la-transition-energetique/
International Conference on Mobility Challenges Paris Saclay University	International Conference	December 6-7 2018	
Geneva 2019 Motor Show - GIMS	International fair and exhibition	March 7-17, 2019	https://www.gims.swiss/
EVS 32 Symposium Lyon	International Electric Vehicle Symposium	May 19-22 2019	WWW. EVS32.org
25th International Conference on Urban Transport and the Environment.	International Benchmark for Autonomous Shuttles.	Aveiro, Portugal June 25- 27, 2019.	www.witsconference.com/transport 2019