

AVENUE

Autonomous Vehicles to Evolve to a New Urban Experience

D10.3 First version of website and key social media channels online

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Abbreviations

ORM: Online Reputation Management **IoT:** Internet of Things

CEO: Chief Executive Officer **CIO:** Chief Information Officer

CISO: Chief Information Security Officer **EEN:** European Enterprise Network

NCPs: National Contact Points **EU:** European Union

Executive Summary

The purpose of this document is to present the first version of the first version of the web site and key social media channels.

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 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.

To reach the awareness level intended, dissemination will be supported by communication materials, such as a web site, a and social communication channels.

The dissemination strategy and plan is described in deliverable D10.1.

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

2 The Project Website

The first version of the AVENUE website was set up at the first day of the project and has been one of the main sources of public dissemination for the objectives, activities and publications of the consortium.

The website address is <https://h2020-avenue.eu/> . The consortium reserved the domain names h2020-avenue.eu and h2020avenue.eu. The second domain name is reserved in order reaching the site even if the “-” is missed and also to avoid a high jacking of the name.

The initial site, although simple, presented an overview of the project, its targets and organisation.

The information presented in the AVENUE website is:

Home: This section gives an introduction of the project and the main navigation of the website.

About: Information related with the AVENUE project – Description, Motivation and Objectives, consortium.

Sites: A description of the demonstrator sites

Consortium: A list of the project partners

Contact us: The contact info of the project coordinator is given for contact purposes.

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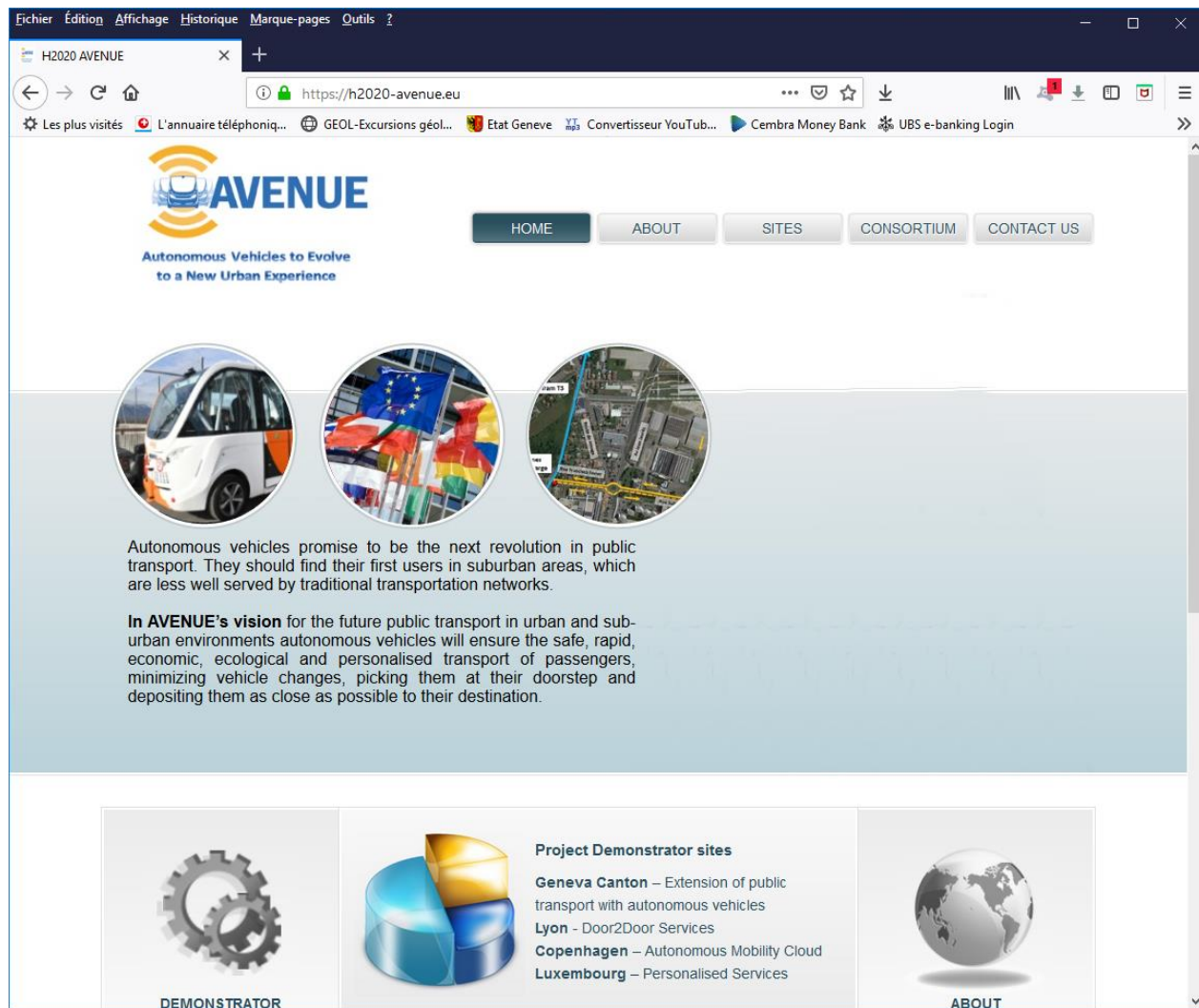


FIGURE 1 FIRST AVENUE PROJECT WEBSITE MAIN PAGE

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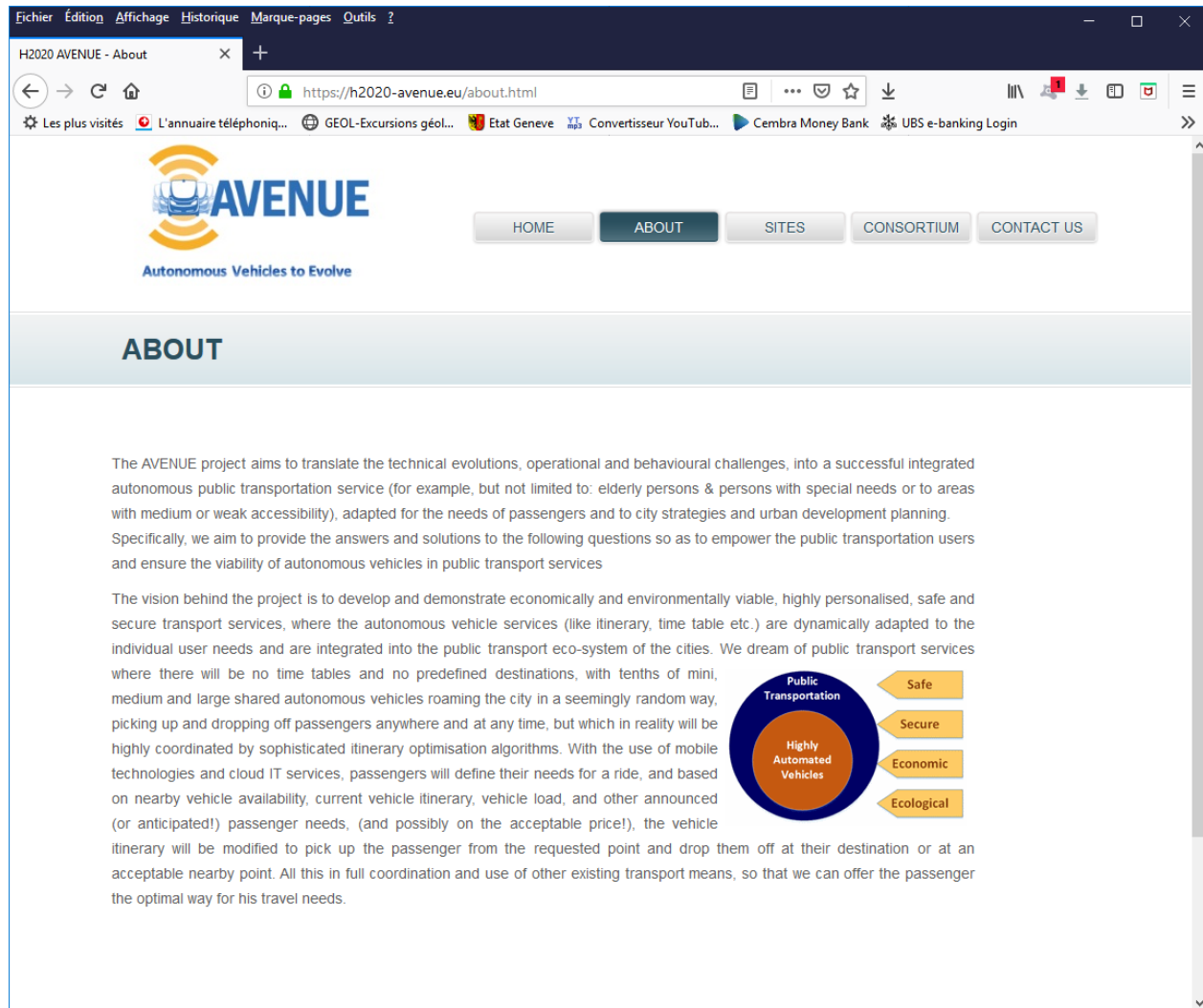


FIGURE 2 OVERVIEW OF THE PROJECT

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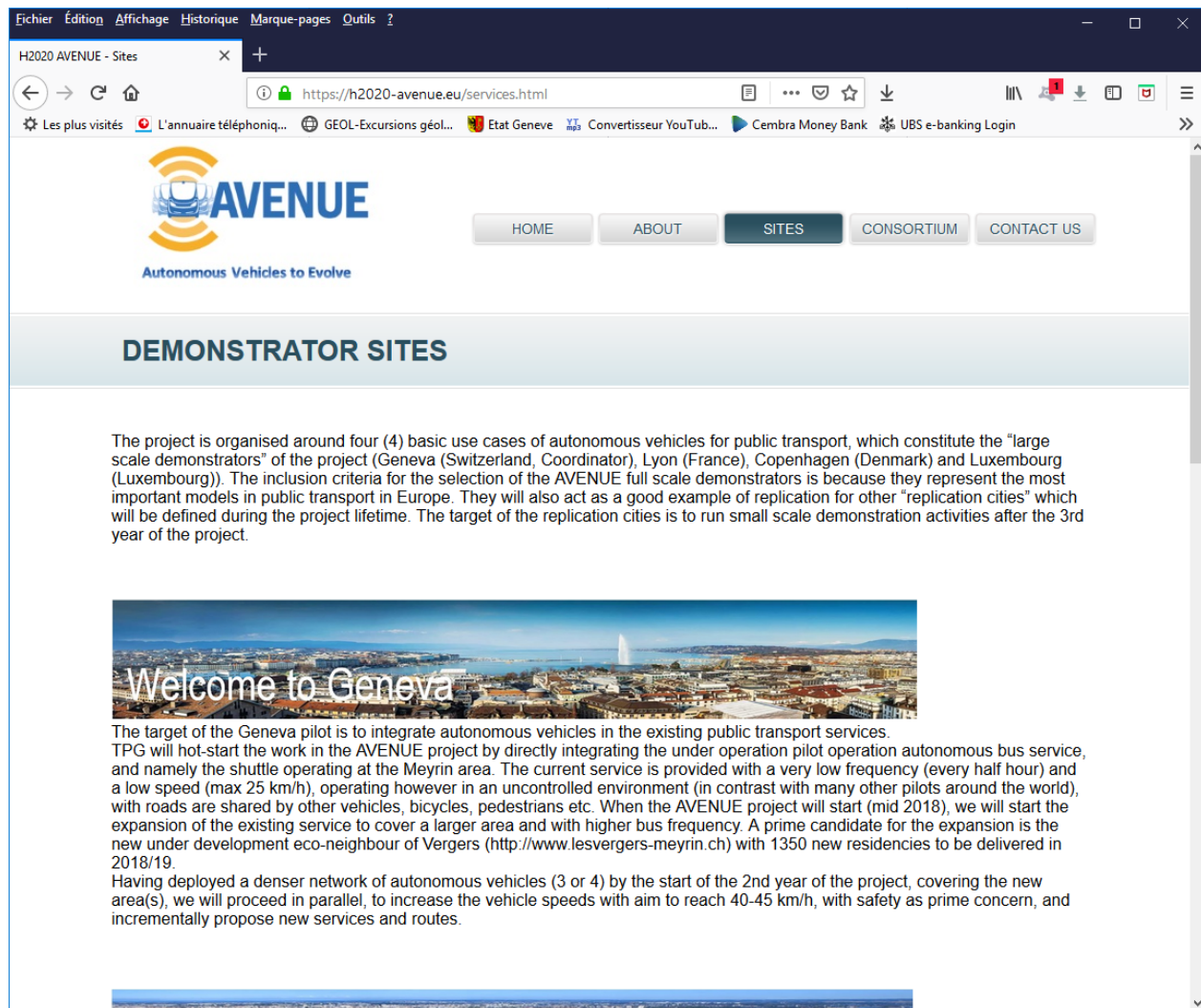


FIGURE 3 DESCRIPTION OF THE DEMONSTRATOR SITES

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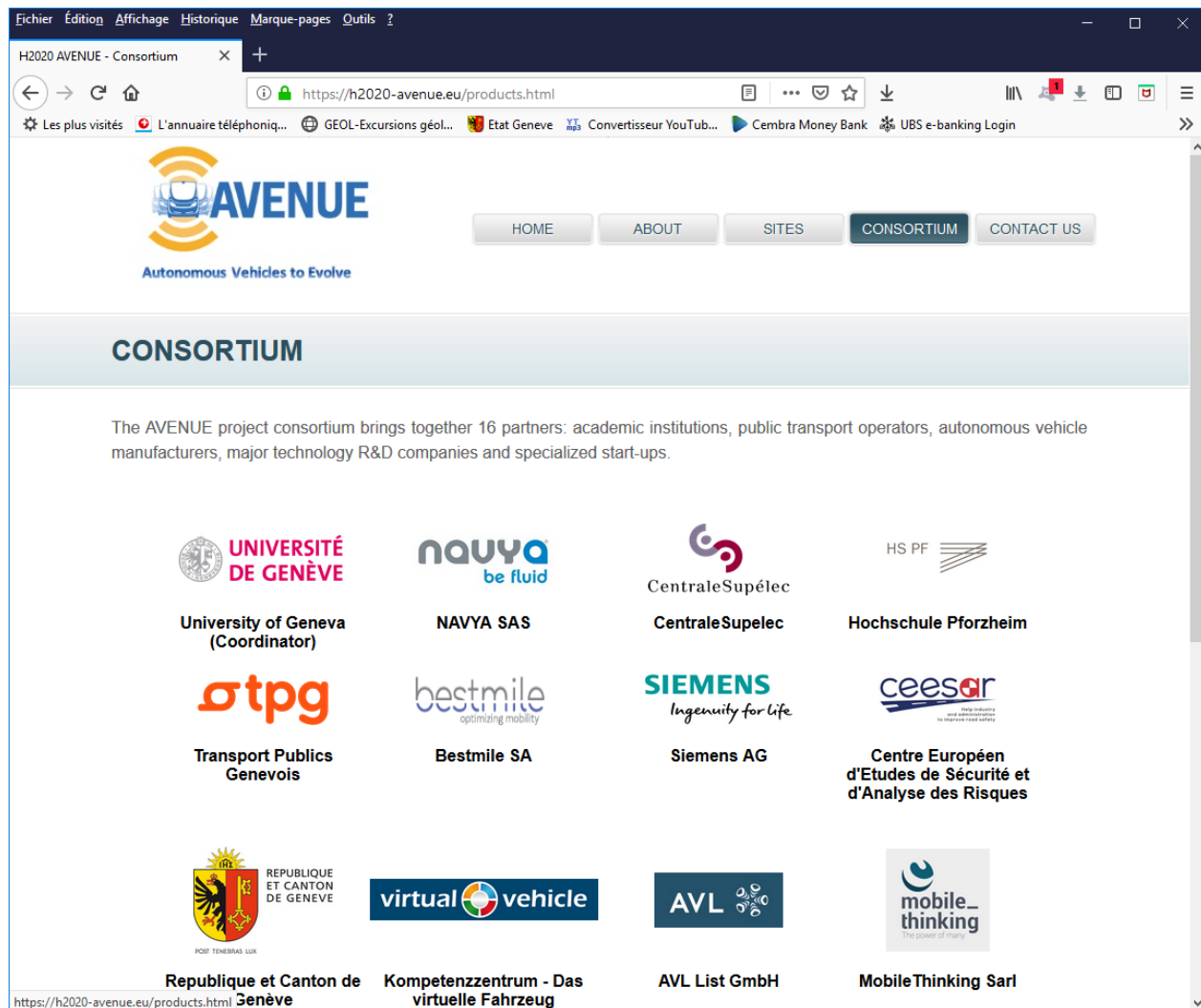


FIGURE 4 PRESENTATION OF THE CONSORTIUM

A second version, more elaborated, will be put on line on the 6th month of the project, providing more detailed information, and direct links to social media. The idea is to keep all the sections of the website updated and to “animate” all the online activities, to be sure users return to the website at regular intervals.

2.1 Social Media

The AVENUE partners plan to disseminate the project result via major social media channels, and namely Twitter, LinkedIn, Facebook.

Strong social media presence will ensure project exposure to the largest possible audience. Social media will be utilised as a channel to promote other project channels and materials, but also to enable engagement with wider audiences. AVENUE owns a dedicated account in the following social media channels:

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- **Facebook page:** AVENUE Facebook profile will be employed in order to engage with a wider and diverse audience of individuals and receive their opinion as immediate feedback. A dedicated Facebook page will make the project more discoverable and accessible to non-scientific readers. The content of the page will include AVENUE findings, activities and other project related news, as well as images and visual material to engage the audience. It will be managed by UniGe and updated *on a monthly basis*.

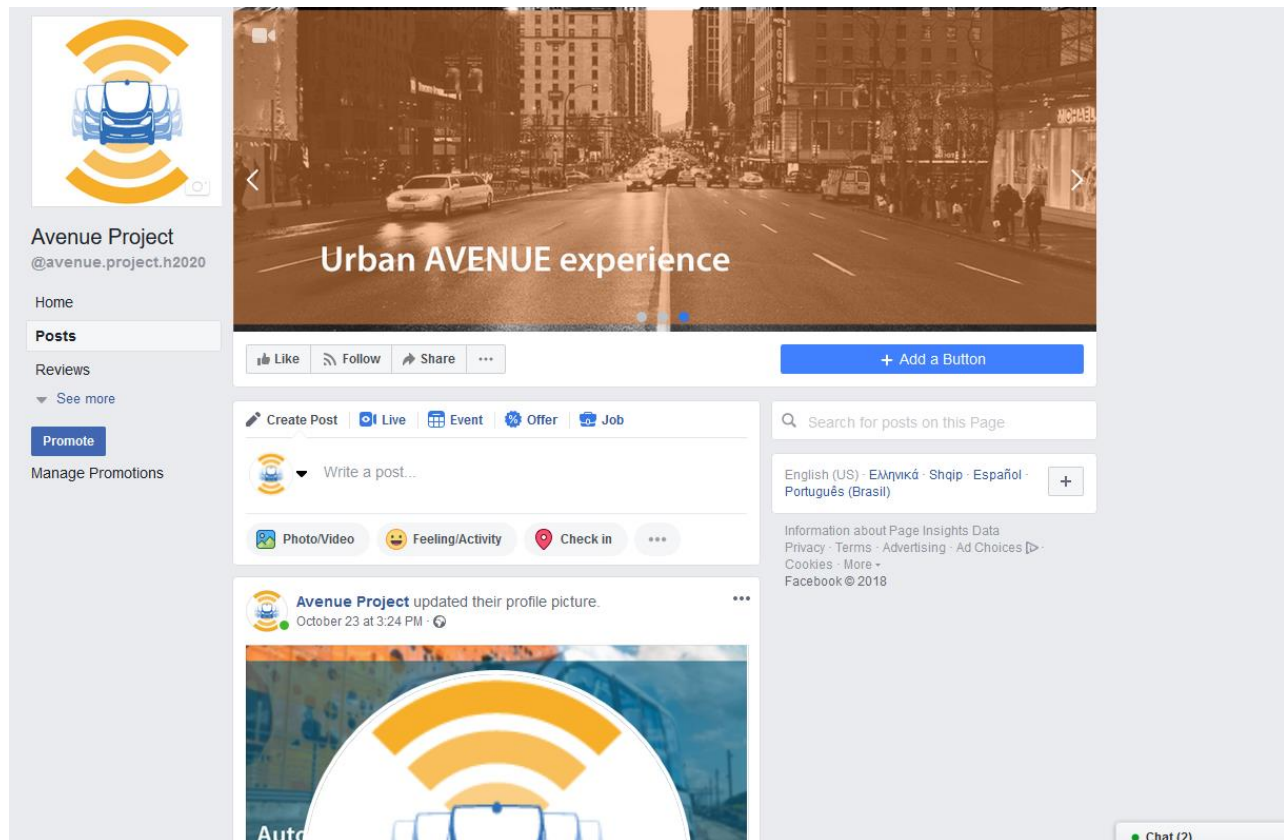


FIGURE 5 A SCREENSHOT OF THE AVENUE FACEBOOK COMMUNITY

- **Twitter handle:** a Twitter account will be utilised to ensure rapid dissemination of AVENUE project news and to communicate in real time about external events where AVENUE is represented and/or promoted. The readers of the AVENUE website are enabled to tweet updates and news immediately by using the tweet link, which is displayed on the website. Through Twitter, AVENUE findings will feed the public debate and will be presented to policy-makers in a direct way. AVENUE Twitter will be managed by UniGe *on a weekly basis*.

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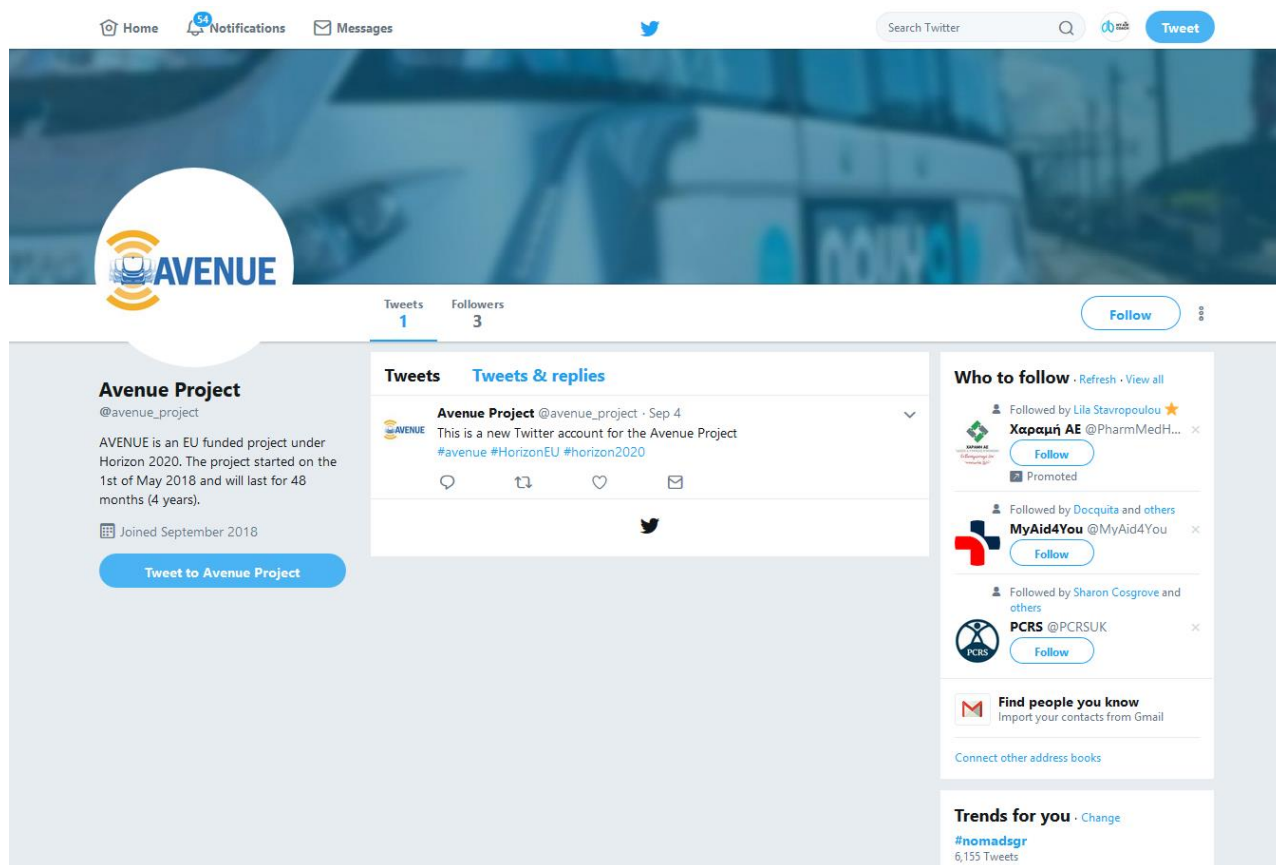


FIGURE 6 A SCREENSHOT OF THE AVENUE TWITTER HANDLE

- LinkedIn profile:** AVENUE partners will be able to share news relevant to AVENUE through the LinkedIn profile. The profile is also intended to address a broader professional community of stakeholders (as identified in the target audiences) to promote project findings and ensure AVENUE sustainability upon project completion. The AVENUE consortium will gather direct feedback from the audience through the sharing of news and promoting of the upcoming events. The LinkedIn profile will be updated at least ***every two months by UniGe.***

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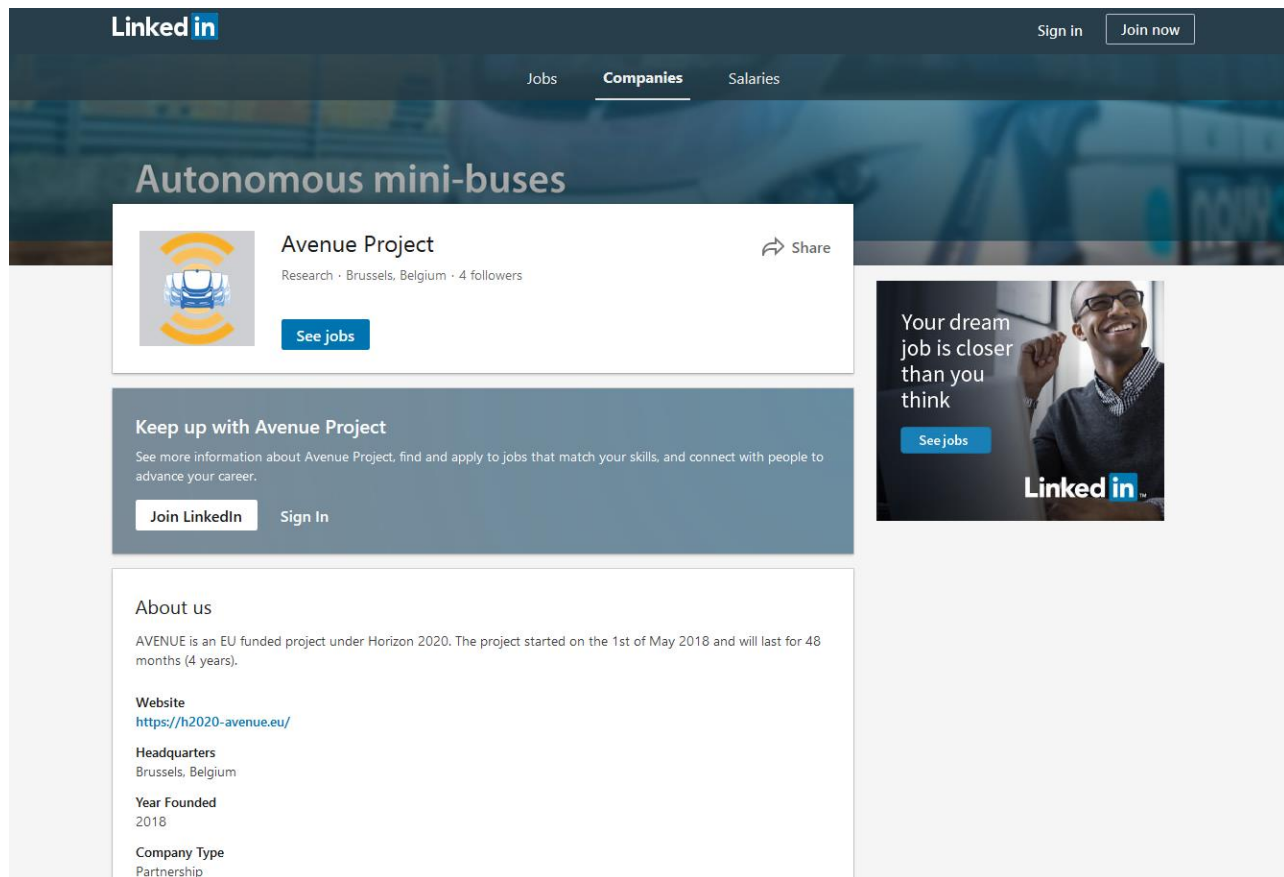


FIGURE 7 A SCREENSHOT OF THE AVENUE LINKEDIN PROFILE

- **YouTube account:** The short video clips are capable of explaining in an accessible way how autonomous vehicle technologies work and what the benefits for end-users can be. AVENUE YouTube account will serve as a channel for the publication of any project-related videos and presentations, thus maximizing dissemination of the project outcomes. It will be updated **every six months by UniGe**.