automated vehicles to Evolve to a New Urban Experience

DELIVERABLE

D10.5 Second iteration Dissemination activities report

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 769033

Disclaimer

This document reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.

Document Information

Grant Agreement Number	769033
Full Title	automated vehicles to Evolve to a New Urban Experience
Acronym	AVENUE
Deliverable	D10.5 Second iteration Dissemination activities report
Due Date	30.05.2021
Work Package	WP10
Lead Partner	Autonomous Mobility
Leading Author	Christian Zinckernagel, MIchael Skibsted, Anna Larsen
Dissemination Level	Public, restricted

Document History

Version	Date	Author	Description of change
0.1	01.04.2020	Christian Zinckernagel, Michael Skibsted, Anna Larsen	First draft
2.0	15.04.2020	AVENUE operators	Input for individual sections
2.1	20.04.2020	Christian Zinckernagel, Holo	Update of appendices (except appendix C)
3.0	28.04.2020	Christian Zinckerangel, Holo	Final

Table of Contents

Introduction 1
On-demand Mobility 2
automated vehicles 3
automated vehicle operation overview **Erreur ! Signet non défini.**
Preamble **Erreur ! Signet non défini.**

Dissemination activities, Copenhagen **Erreur ! Signet non défini.**
PR activities **Erreur ! Signet non défini.**
Event activities **Erreur ! Signet non défini.**
Social media activities **Erreur ! Signet non défini.**
Other activities **Erreur ! Signet non défini.**
Website **Erreur ! Signet non défini.**
Public affairs activities **Erreur ! Signet non défini.**

Dissemination activities, Luxembourg **Erreur ! Signet non défini.**
PR activities **Erreur ! Signet non défini.**
Event activities **Erreur ! Signet non défini.**
Social media activities **Erreur ! Signet non défini.**
Other activities **Erreur ! Signet non défini.**

Dissemination activities, Lyon **Erreur ! Signet non défini.**
PR activities **Erreur ! Signet non défini.**
Event activities **Erreur ! Signet non défini.**
Social media activities **Erreur ! Signet non défini.**
Other activities **Erreur ! Signet non défini.**

Dissemination activities, Geneva **Erreur ! Signet non défini.**
PR activities **Erreur ! Signet non défini.**
Event activities **Erreur ! Signet non défini.**
Social media activities **Erreur ! Signet non défini.**
Other activities **Erreur ! Signet non défini.**

Dissemination activities, AVENUE 12
PR activities **Erreur ! Signet non défini.**
Event activities 13
Social media activities 14
Other activities 16
Publications 17

Status of project objectives 19

Conclusions 20

Appendix A: Event participation 22

Appendix B: Press coverage 26

List of Figures

Figure 1: Screenshots of Autonomous Mobility social media posts 4
Figure 2: Picture from UITP Stockholm 10
Figure 3: Screenshot of AVENUE social media channels 11
Figure 4: Screenshot of AVENUE YouTube channel 11
Figure 5: Screenshot of AVENUE website 12
Figure 6: Picture of awardwinning presentation 14

Table 1: AVENUE social media channels and followers 10

Acronyms

ADS	Automated Driving Systems
AI	Artificial Intelligence
AM	Automated Mobility
API	Application Protocol Interface
AV	Automated Vehicle
BM	Bestmile
BMM	Business Modelling Manager
CAV	Connected and Automated Vehicles
CB	Consortium Body
CERN	European Organization for Nuclear Research
D7.1	Deliverable 7.1
DC	Demonstration Coordinator
DI	The department of infrastructure (Swiss Canton of Geneva)
DMP	Data Management Plan
DSES	Department of Security and Economy - Traffic Police (Swiss Canton of Geneva)
DTU test track	Technical University of Denmark test track
EAB	External Advisory Board
EC	European Commission
ECSEL	Electronic Components and Systems for European Leadership
EM	Exploitation Manager
EU	European Union
EUCAD	European Conference on Connected and Automated Driving
F2F	Face to face meeting
FEDRO	(Swiss) Federal Roads Office
FOT	(Swiss) Federal Office of Transport
GDPR	General Data Protection Regulation
GIMS	Geneva International Motor Show
GNSS	Global Navigation Satellite System
HARA	Hazard Analysis and Risk Assessment
IPR	Intellectual Property Rights
IT	Information Technology
ITU	International Telecommunications Union
LA	Leading Author
LIDAR	Light Detection And Ranging
MEM	Monitoring and Evaluation Manager
MT	MobileThinking
OCT	General Transport Directorate of the Canton of Geneva
ODD	Operational Domain Design
OEDR	Object And Event Detection And Response
OFCOM	(Swiss) Federal Office of Communications
PC	Project Coordinator
PEB	Project Executive Board
PGA	Project General Assembly
PRM	Persons with Reduced Mobility
PSA	Group PSA (PSA Peugeot Citroën)
PTO	Public Transportation Operator
PTS	Public Transportation Services
QRM	Quality and Risk Manager
QRMB	Quality and Risk Management Board
RN	Risk Number
SA	Scientific Advisor
SAE Level	Society of Automotive Engineers Level (Vehicle Autonomy Level)
SAN	(Swiss) Cantonal Vehicle Service
SDK	Software Development Kit
SLA	Sales Lentz Autocars
SMB	Site Management Board
SoA	State of the Art
SOTIF	Safety Of The Intended Functionality
SWOT	Strengths, Weaknesses, Opportunities, and Threats.
T7.1	Task 7.1
TM	Technical Manager
TPG	Transport Publics Genevois
UITP	Union Internationale des Transports Publics (International Transport Union)
V2I	Vehicle to Infrastructure communication
WP	Work Package
WPL	Work Package Leader

Executive Summary

In this deliverable, we look at the dissemination activities conducted in the project from May 2018 to March 2021 and evaluate the efforts and results so far. After summarizing the dissemination activities per site, a conclusion is suggested with recommendations about future work in terms of the work package, regarding the AVENUE project in general.

The dissemination activities included in this report are primarily the activities documented by project partners along the way. Other activities may have gone unnoticed if they have not been included in the ongoing dissemination documentation sheet. Numerous ”small” events (like talks to small local events, informal meetings with decision makers, etc.) are not included in this report.

The main contributors of the dissemination, at this stage of the project, were the four demonstrator sites, and the major industrial partners (NAVYA, Bestmile), as well as the project coordinator.

The small industrial and academic partners, working on domains where important results are not yet available, had a reduced dissemination activity - if any results so far, they are included in the appendices.

It must be noted that the project strategy was to start the large-scale campaign and dissemination, after the end of the first year of the project. The reason was that during the first year very small innovation advancement would have been made, and many obstacles were expected, which were not possible to identify at the start of the project.

As from the end of the first year, the first results started to become available and we started a more intensive dissemination campaign. The social media were activated, the website was updated, and the innovation targeted by the project was communicated.

Unfortunately for all, the COVID-19 pandemic started in March 2020, and has since had a huge effect on the world and therefore also the public transport industry. The pandemic has caused shutdown of the sites until now (March 2021) and for some still ongoing. If operation has been possible during the pandemic it has been under specific circumstances only allowing few customers and no interaction between passengers and PTOs. The pandemic has had a huge impact on the dissemination activities in the project - all conferences have been cancelled and most of the attention of the world has been targeted at the pandemic and the development of it.

1 Introduction

AVENUE aims to design and carry out full-scale demonstrations of urban transport automation by deploying, for the first time worldwide, fleets of Automated minibuses in low to medium demand areas of 4 European demonstrator cities (Geneva, Lyon, Copenhagen and Luxembourg) and 2 to 3 replicator cities. The AVENUE vision for future public transport in urban and suburban areas, is that Automated vehicles will ensure safe, rapid, economic, sustainable and personalised transport of passengers. AVENUE introduces disruptive public transportation paradigms on the basis of on-demand, door-to-door services, aiming to set up a new model of public transportation, by revisiting the offered public transportation services, and aiming to suppress prescheduled fixed bus itineraries.

Vehicle services that substantially enhance the passenger experience as well as the overall quality and value of the service will be introduced, also targeting elderly people, people with disabilities and vulnerable users. Road behaviour, security of the Automated vehicles and passengers' safety are central points of the AVENUE project.

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

1.1 On-demand Mobility

Public transportation is a key element of a region's economic development and the quality of life of its citizens.
Governments around the world are defining strategies for the development of efficient public transport based on different criteria of importance to their regions, such as topography, citizens' needs, social and economic barriers, environmental concerns and historical development. However, new technologies, modes of transport and services are appearing, which seem very promising to the support of regional strategies for the development of public transport.
On-demand transport is a public transport service that only works when a reservation has been recorded and will be a relevant solution where the demand for transport is diffuse and regular transport is inefficient.
On-demand transport differs from other public transport services in that vehicles do not follow a fixed route and do not use a predefined timetable. Unlike taxis, on-demand public transport is usually also not individual. An operator or an automated system takes care of the booking, planning and organization.
It is recognized that the use and integration of on-demand Automated vehicles has the potential to significantly improve services and provide solutions to many of the problems encountered today in the development of sustainable and efficient public transport.

1.2 Fully Automated Vehicles

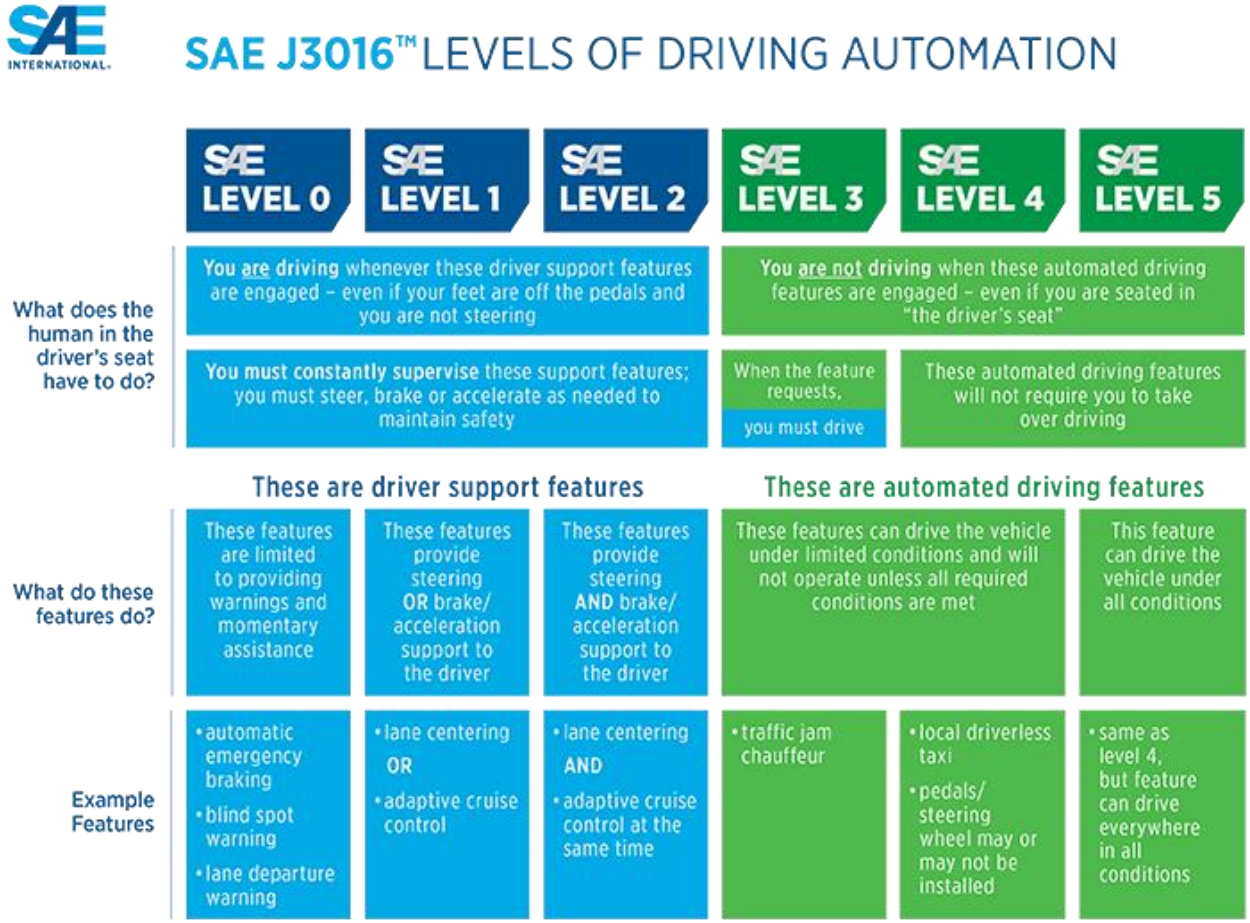
A self-driving car, referred in the AVENUE project as **an Fully Automated Vehicle** (**AV**), also referred as autonomous vehicle, is a vehicle that is capable of sensing its environment and moving safely with no human input.

The terms *automated vehicles* and *autonomous vehicles* are often used together. The Regulation 2019/2144 of the European Parliament and of the Council of 27 November 2019 on type-approval requirements for motor vehicles defines "automated vehicle" and "fully automated vehicle" based on their autonomous capacity:

- An "automated vehicle" means a motor vehicle designed and constructed to move autonomously for certain periods of time without continuous driver supervision but in respect of which driver intervention is still expected or required
- "fully automated vehicle" means a motor vehicle that has been designed and constructed to move autonomously without any driver supervision

In AVENUE we operate ***Fully Automated minibuses for public transport***, (previously referred as Autonomous shuttles, or Autonomous buses), and we refer to them as simply *Automated minibuses* or *the AVENUE minibuses.*

In relation to the SAE levels, the AVENUE project will operate SAE Level 4 vehicles.



1.2.1 Automated vehicle operation overview

We distinguish in AVENUE two levels of control of the AV: micro-navigation and macro-navigation. Micro navigation is fully integrated in the vehicle and implements the road behaviour of the vehicle, while macro-navigation is controlled by the operator running the vehicle and defines the destination and path of the vehicle, as defined the higher view of the overall fleet management.

For micro-navigation Automated Vehicles combine a variety of sensors to perceive their surroundings, such as 3D video, LIDAR , sonar, GNSS, odometry and other types sensors. Control software and systems, integrated in the vehicle, fusion and interpret the sensor information to identify the current position of the vehicle, detecting obstacles in the surround environment, and choosing the most appropriate reaction of the vehicle, ranging from stopping to bypassing the obstacle, reducing its speed, making a turn etc.

For the Macro-navigation, that is the destination to reach, the Automated Vehicle receives the information from either the in-vehicle operator (in the current configuration with a fixed path route), or from the remote control service via a dedicated 4/5G communication channel, for a fleet-managed operation. The fleet management system takes into account all available vehicles in the services area, the passenger request, the operator policies, the street conditions (closed streets) and send route and stop information to the vehicle (route to follow and destination to reach).

1.2.2 Automated vehicle capabilities in AVENUE

The Automated vehicles employed in AVENUE fully and automatically manage the above defined, micro-navigation and road behaviour, in an open street environment. The vehicles are Automatically capable to recognise obstacles (and identify some of them), identify moving and stationary objects, and Automatically decide to bypass them or wait behind them, based on the defined policies. For example with small changes in its route the AVENUE shuttle is able to bypass a parked car, while it will slow down and follow behind a slowly moving car. The AVENUE vehicles are able to handle different complex road situations, like entering and exiting round-about in the presence of other fast running cars, stop in zebra crossings, communicate with infrastructure via V2I interfaces (ex. red light control).

The shuttles used in the AVENUE project technically can achieve speeds of more than 60Km/h. However this speed cannot be used in the project demonstrators for several reasons, ranging from regulatory to safety. Under current regulations the maximum authorised speed is 25 or 30 Km/h (depending on the site). In the current demonstrators the speed does not exceed 23 Km/h, with an operational speed of 14 to 18 Km/h. Another, more important reason for limiting the vehicle speed is safety for passengers and pedestrians. Due to the fact that the current LIDAR has a range of 100m and the obstacle identification is done for objects no further than 40 meters, and considering that the vehicle must safely stop in case of an obstacle on the road (which will be “seen” at less than 40 meters distance) we cannot guarantee a safe braking if the speed is more than 25 Km/h. Note that technically the vehicle can make harsh break and stop with 40 meters in high speeds (40 -50 Km/h) but then the break would too harsh putting in risk the vehicle passengers. The project is working in finding an optimal point between passenger and pedestrian safety.

Due to legal requirements a **Safety Operator** must always be present in the vehicle, able to take control any moment. Additionally, at the control room, a **Supervisor** is present controlling the fleet operations. An **Intervention Team** is present in the deployment area ready to intervene in case of incident to any of the mini-busses.

1.3 Preamble

Work package 10 organises, runs and evaluates the large scale demonstrators of the automated vehicle services for public transport, targeting different user groups, and transport models. The goal is to validate and promote a high quality, safe service, which will enhance the acceptance and adoption of automated vehicles for public transport.

The overall aim of T10.3 is to coordinate the dissemination activities of project results to potential adopters of the AVENUE solution, but also to the international scientific and technical community, the general public and other related stakeholders. This will be achieved through the promotion of the project during national and international events and conferences for cooperation and exchange with other networks. The goal of participating in these meetings is the communication between partners in the project, the dissemination of results, and the transfer of knowledge through plenary presentations, poster sessions, and participation in workshops. Furthermore, AVENUE will develop impressive levels of awareness and sustained engagement in AVENUE activities and solutions.

The Deliverable 10.5 covers social media and content distribution, national and international conferences, publications and local news desks programs.

2 Dissemination activities, Copenhagen

This section covers all dissemination activities related to the site in Copenhagen, Nordhavn.

2.1 PR activities

The PR activities regarding the site in Copenhagen have before launch in august 2020, been limited to a push about Autonomous Mobility's participation in the AVENUE project and the approval process leading up to the launch in Nordhavn, Copenhagen.

In the beginning of April 2019, Autonomous Mobility sent out the press release "Self-driving buses in Nordhavn are now one step closer" to announce that their application for approval of the test had been sent to the authorities. This led to a decent amount of news items in both national and local media as well as in niche media (i.e. Ingeniøren, ing.dk).

In total, 23 articles and news clips have been produced in the period May 2018 - Marts 2021 (see appendix B) in relation to the demonstrator site in Copenhagen.

On the 3th of August the project launched and especially in the week before, articles and news clips were published. On launch day, multiple media were coming by the route to see the autonomous bus in operations in Copenhagen. Since the launch, the route has been running smoothly through the streets of Nordhavn. PR activities have been limited and WP10 activities are primarily done by Autonomous Mobility on social media.

In the end of February Autonomous Mobility announced that the route was closing in just one week on LinkedIn. This created some PR activities from newspapers who were writing about the sad announcement.

From the period after October 2019, Autonomous Mobility and the project in Nordhavn, have therefore been in the press multiple times. There have been stories written and spoken more than 16 times. The project in Nordhavn was mentioned most around launch, and after the decision of closing the route was made public.

2.2 Event activities

Event-wise, Autonomous Mobility has been engaged in the following event promoting AVENUE to this date:

- Sustainable Weekend in Nordhavn, May 2019: Autonomous Mobility participated with a stationary display of one of the buses that will operate on the route. This was an outreach to the local stakeholders and citizens to inform them about the upcoming project and present the bus and the operator behind.

Due to circumstances there has been limited activity on the event site. Even though, Autonomous Mobility, have throughout this year been attending online events, where the AVENUE project and the Nordhavn route has been promoted. Especially our CEO has been attending conferences and been participating in webinars.

- Webinar regarding autonomous vehicles on the road, and the status in Denmark. On the 25th of November 2020, the CEO of Autonomous Mobility participated in a webinar where Avenue and the Nordhavn route was included in the presentation.

- Online event on the future of mobility x autonomous driving. The CEO of Autonomous Mobility participated in a conference where discussion about the journey and the challenges in implementing autonomous projects in Denmark.

- The 27th of October, the CEO of Autonomous Mobility Participated in an Danish event called (translated) “Road political networking”, where discussion points where the infrastructure of the future. This is relevant for the AVENUE route in Nordhavn, where the closedown where related to infrastructural issues.

2.3 Social media activities

Autonomous Mobility is active on a range of different social media, where we promote and visualize Avenue our route in Nordhavn. Below is an overview of the channels available with a number of followers. After you find a number of examples of content produced, with smaller descriptions explaining some of the examples. Our social media activity during the last period has shown a growth in followers. Especially on LinkedIn. Autonomous Mobility is known on social media as Holo.

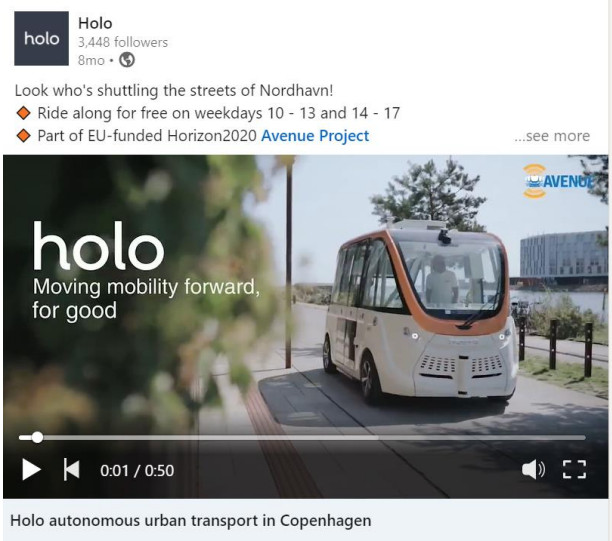
Channels

Our channels consist of:

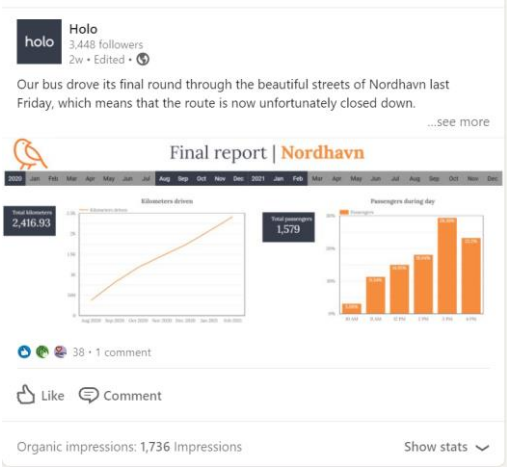
- Twitter @lets_holo:
  Followers: 897
- Facebook @holothere:
  Followers: 1207
- LinkedIn Holo:
  Followers: 3467
- Instagram @lets_holo:
  Followers: 437

Content

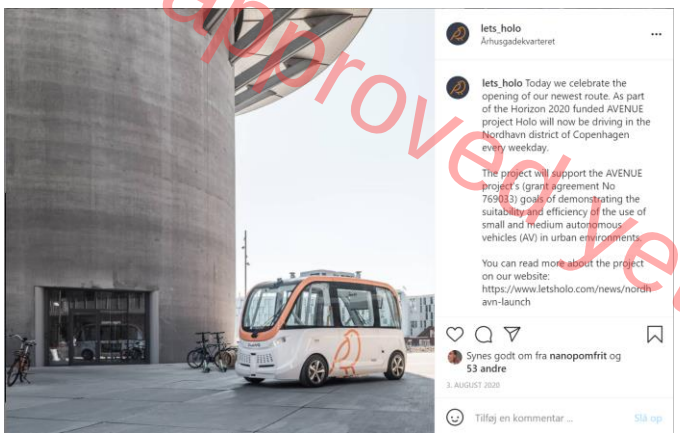
Since our route started in August 2020, we used our channels to promote the route. In the beginning of August we posted a video, showing the nice route in Nordhavn. This video was both shared on LinkedIn and Facebook.



We have also used our collected data to visualize interesting learning from the route. We did this in connection with the closedown of the route.



Instagram was used to visualize the route. During launch day we used stories to show exactly where to find the bus, and how to use it.



2.4 Other activities

Website

Autonomous Mobility has a website where we can keep all relevant parties informed on our activities, projects and other relevant abilities that we can do. WE therefore use our website a lot and update it regularly.

Autonomous Mobility has made a subsite on their webpage dedicated to the AVENUE project in Nordhavn, Copenhagen: https://www.letsholo.com/nordhavn. The subsite was during the operations regularly updated to communicate new developments. This could be updated restrictions, and other information that made sure all information was up to date. After closing the route, we use the Nordhavn subsite to communicate final data and learnings from this project.

App

Autonomous has created an App called Letsholo. With this app our users can always follow the buses from their accurate location. At the AVENUE project in Nordhavn, drivers can open the app to see important messages about the route, where the precise location of the bus is and operational hours.

Public affairs activities

Going live with operations in Copenhagen was challenging. The national regulations delayed the approval of the pilot project in Nordhavn. Autonomous Mobility finally got the approval in 2020 and has spent a decent amount of resources on activities to speed up the political process both before the approval and after getting the approval to try influence the way getting in approval in the future.

- February 28, 2021 Opinion piece about the future mobility solutions in Mobility Tech together with the Danish Asphalt association and the industry association Dansk Industri TransportJanuary 10, 2021 Letter to the mayor of Copenhagen Lars Wiess
- February 20, 2020: Replied to public herring from The Danish Road Directorate
- Oct. 2, 2019: Participated in Road Political Debate in Parliament with the Transport Committee.
- Sept. 13, 2019: Invited the Transport Committee to a study trip to an operational site with self-driving vehicles on the road.

- Sept. 12, 2019: Replied to the public hearing of approval of the first Danish autonomous pilot project.
- Sept. 9, 2019: Invited Leader of Conservative Party, Søren Pape, on a company tour at Autonomous Mobility.
- Sept. 4, 2019: Planned a summit together with the Innovation Fund in Denmark with important decision makers and experts on autonomous technology.
- Aug. 19, 2019: Letter to the Minister of Transportation, Benny Engelbrecht.
- Aug. 9, 2019: Set up and attended a meeting with Dansk Erhverv, business organisation.
- Aug. 6, 2019: Meeting with Danish MEP Linea Søgaard Lidell.
- April 3, 2019: Letter to the Chair of the Transport Committee, Kim Christiansen.
- March - June 2019: Prepared for the biggest political festival in Denmark, Folkemødet.

3 Dissemination activities, Luxembourg

This section covers all dissemination activities related to the site in Luxembourg.

3.1 PR activities

An impressive quantity of 85 articles is the result of SLA's proactive PR work on the project. The local site has been given good publicity due to the historic event as the first autonomous bus in Luxembourg, and the "mobility on demand"-angle has caught media attention as well.

See appendix B for the full list of articles.

3.2 Event activities

No less than 11 events have been conducted in relation to the Luxembourg site during the period (see appendix A for details):

- Semaine de la mobilité 2018
- 60 anniversary of engineering students' association
- Journée de la mobilité 2018
- Meeting with management of CHEM
- Meeting with Luxembourg minister of tourism
- Link2fleeet Awards
- Luxembourg Spring Break 2019
- Museum in Brussels Eucad 2019

- Demo with Avenue Autonom shuttle at the Commission HQ (European Commission B) 2019
- Presentation of the Avenue Project to Jean-Claude Juncker (President of the European Commission) 2019
- Presentation of the Avenue Project to the Royal Highness the Grand Duke Henri of Luxembourg 2019

3.3 Social media activities

Salez-Lentz are active on the following channels.

- Twitter @saleslentz: 260 followers.
- LinkedIn Salez-Lentz Group: 140 followers.
- Facebook @saleslentz: 11,801 followers.

3.4 Other activities

Since Covid no other activities related to the Luxembourg sites have been done.

4 Dissemination activities, Lyon

This section covers all dissemination activities related to the site in Lyon.

4.1 PR activities

The test site in Lyon is still in the process of being developed and approved. Hence, the press activity in Lyon has been limited to 3 articles in the period:

- 27 March 2019: "Métropole de Lyon : des navettes autonomes pour desservir le Groupama Stadium"
- 27 March 2019: Le JT tv slot.
- 26 June 2019, Hôtel de Région, D. Attias, « Mobilités Durables »
- 15 Novembre 2019 : JT lyon le mag
- 2 décembre 2019 : JE BFM TV

4.2 Event activities

One event regarding the Lyon site has been held:

- F. Bouzerda, Présidente du SYTRAL and D. Attias, CentraleSupélec "Mobilités et Avenue Programme », 27 sept 2019.

4.3 Social media activities

Keolis Lyon appears to be active only at Twitter - the main organisation Keolis is, however, active on several platforms.

- Twitter @klarrys: 1,113 followers. Tweet with video of shuttle bus etc.
- It is important to note on this point that Keolis Lyon is not free of its activity on social networks. Communication must be carried out in the name of the TCL network, and validated by SYTRAL (mobility organising authority)

4.4 Other activities

No other activities related to the Lyon site have been documented yet, but are expected to take place during the 4th year.

5 Dissemination activities, Geneva

This section covers all dissemination activities related to the site in Geneva.

5.1 PR activities

In September 2019, TPG had a smaller push in the press with the articles (including video footage) documented in appendix C. Examples:

- "Un bus autonome à Meyrin" from lémanbleu.
- Femmes de Science, Anne Mellano, CEO Bestmile
- 20 minutes, L'Agefi, Tribune de Genève - Véhicule autonome des tpg, 18.09.2018

New: 10.2019-02.2021 :

- Léman Bleu Télévision : http://www.lemanbleu.ch/fr/News/Des-navettes-sans-chauffeur-d-ici-quelques-semaines.html

- Léman Bleu Télévision (facebook): https://m.facebook.com/lemanbleutv/videos/3530808717003452/?refsrc=https%3A%2F%2Fm.facebook.com%2Fstory.php&__rdr

- Tribune de Genève : https://www.tdg.ch/des-navettes-autonomes-pour-se-deplacer-sur-le-site-de-belle-idee-694640526461

- 20 minutes : https://www.20min.ch/fr/story/des-navettes-autonomes-pour-se-deplacer-sur-le-site-de-belle-idee-694640526461

- Le Courrier : https://lecourrier.ch/2020/12/28/des-navettes-autonomes-a-la-demande-pour-se-deplacer-a-belle-idee/

- 24 heures : https://www.24heures.ch/des-navettes-autonomes-pour-se-deplacer-sur-le-site-de-belle-idee-694640526461

- lematin.ch : https://www.lematin.ch/story/des-navettes-autonomes-pour-se-deplacer-sur-le-site-de-belle-idee-694640526461

- Radio Lac : https://www.radiolac.ch/actualite/des-navettes-autonomes-a-la-demande-pour-se-deplacer-a-belle-idee/

Above Articles also on:
https://isiprojects.unige.ch/index.php/apps/files/?dir=/H2020_AVENUE/WPs/WP7/WP7_Articles/TPG&fileid=19106

5.2 Event activities

Four events have been documented in Geneva, per appendix A.

- Inauguration Xa Line Meyrin, September 2018.
- Cité des Métiers (For youngsters to choose a profession), November 2018.
- CERN Open Days, September 2019.
- Conference Hotel Alpha Palmiers Lausanne.

5.3 Social media activities

TPG is active on a range of different social media. Below is an overview of the available channels and number of followers.

- Twitter @TPGeneva: 5,731 followers.
- Facebook @tpgeneva: 9,571 followers.
- LinkedIn “tpg transports”: 4,345 followers.

As of 02.2021

- Twitter @TPGeneva: 6,405 followers.
- Facebook @tpgeneva: 13,999 followers.
- LinkedIn “tpg transports”: 7,247 followers.
- Instagram 1,066 followers

5.4 Other activities

Two flyers have been produced by TPG:

- Projet AVENUE, Reflets 279

- Véhicule autonome, Reflets 280

6 Dissemination activities, AVENUE

This section covers dissemination activities on the AVENUE project channels (the website and social media channels) as well as project partners' contributions that are not related to a specific demonstrator site.

6.1 Covid-19 dissemination effect

The Covid-19 pandemic has had a huge impact on the dissemination - and operational activities of the AVENUE project.

The COVID-19 pandemic, also known as the coronavirus pandemic, is an ongoing global pandemic of coronavirus disease 2019 (COVID-19) caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The coronavirus COVID-19 pandemic is the defining global health crisis of our time and the greatest challenge we have faced since World War Two. Since its emergence in Asia in 2019, the virus has spread to every continent except Antarctica. We have now reached the tragic milestone of more than two million deaths, and the human family is suffering under an almost intolerable burden of loss. As of 28 April 2021, more than 148 million cases have been confirmed, with more than 3.13 million deaths attributed to COVID-19, making it one of the deadliest pandemics in history.[1]

The COVID-19 pandemic forced the operational activities of the AVENUE project to stop operating for a long period of time. Private companies were forced to scale down and some people were sent home from work. Operational activities were stopped and many of the research and development activities were slowed down (some stopped).

This has had a negative impact on the dissemination activities in the project and less than expected has been done. The promotion work has not been as originally expected. Industry conferences, workshops and meetings have been cancelled.

The effect of the COVID-19 pandemic is that the results of this report is not very changed from the previous deliverable. The operators have not been able to do much during the period of lockdown across the European countries. Is it expected that the next deliverable (D10.6) will contain much more as the society is slowly opening up again as the vaccination of the citizens has started.

[1] https://www.undp.org/content/undp/en/home/coronavirus.html

6.2 PR activities

In the first few months of the project several PR activities were launched by many partners, to define and discuss the project targets. The project coordinator, Prof. D. Konstantas was interviewed by different international newspapers and was invited to present the project to different events.

- Professor Dimitri Konstantas participated in an interview about cybersecurity, the 9th of May 2018, mentioning the AVENUE Project.
- An interview was presented in the Suisse television the 29.5.2018, announcing the project targets and the Geneva site targets.

The AVENUE project as a research project has been covered in the article "Mobil in die Zukunft" 5th of August 2018 with participation from HS-Pforzheim.

Both events, publications and press appearances have been used to promote the project, see appendices.

6.3 Event activities

The AVENUE project gained publicity in several conferences and events. Navya has been one of the most active partners, as documented in appendix B. Some of the activities conducted to disseminate results from the AVENUE project are:

- International Conference on Mobility Challenges December 2018 in Paris, HS Pforzheim.
- EUCAD Conference in Belgium, April 2019, SLA and Navya
- Youtube live interview with VP EU commission, April 2019, SLA and Navya.
- UITP Summit in Stockholm, June 2019: Autonomous Mobility and Navya had a shuttle service with AVENUE buses on site in relation to the conference.
- Ökobilanzwerkstatt September 2019, Hs Pforzheim.
- Life Cycle Management Conference, Poland, September 2019, HS Pforzheim.
- Congrès In Out, 28-31 mars 2019, Rennes, France, D. Attias, CentraleSupélec, « La cybersécurité : un enjeu majeur pour le développement de nouveaux services »,
- Séminaire du Gerpisa, ENS Cachan, April 2019, Paris, D. Attias, CentraleSupélec « le véhicule autonome, un business model en rupture ? »
- IAE, Conférence Coe-Rexecode, Paris, September 2018, D. Attias, CentraleSupélec « Le véhicule autonome, quel modèle économique ? »
- 31° Entretiens Jacques Cartier, November 2018, Lyon, D. Attias, CentraleSupélec « Quels marchés pour les véhicules autonomes et électriques ? » Atec ITS, September 2018, Paris, Accélérer la mobilité électrique, D. Attias, CentraleSupélec « Evolution technologique et évolution des usages : enjeux et perspectives de la mobilité électrique connectée ».
- 15th Biannual nectar Conference, June 5th to 7th 2019, University of Helsinki Finland, F. Antonelli, CentraleSupélec, Presentation of academic work and extended abstract published in the conference proceedings.

- Fondation France-Japon EHESS – Workshop on the Future of automated vehicles: Public Policy, Business, and Technology, June 20th 2019 – PSL University (Paris – France). Antonelli, Centralesupélec, "Business platforms for automated vehicles within urban mobility";
- D. Attias, CentraleSupélec, member of the Atelier de la Vie Robomobile, Ministère de l'Ecologie et de la Transition Energétique, La Défense, Paris, Sept. 2018, Feb. 2019, Oct.2019.
- Attendance to the conference "Mobilité de demain : prochaine station, le numérique." at the University of Lausanne and networking and flyer distribution with the different actors and participants involved, 21.03.19, Mobilethinking.
- Promoting of Copenhagen route, Launching AVENUE route in Nordhavn, 03/08/2020.
- Conference, Presentation, Auton[nom]mobil, The AVENUE project - Deploying automated shuttles in the public transport of 4 European cities, Würzburg, Germany , 01/09/2020 - 03/09/2020.
- Conference, Presentation, Camp IO, Future of Mobility x Autonomous Driving The Future of Mobility, Online, Denmark, 23/10/2020.
- Anthropolis Colloquium, Presentation, Anthropolis Colloquium, How to shape a mobility of the future which serves general interest? Potential emerging mobility services with automated vehicles and their related ecosystems in cities, Paris, Online, 25/03/2021 - 26/03/2021

Figure 2. Picture from UITP shuttle service, Stockholm.

6.4 Social media activities

The AVENUE has a range of social media accounts. Below is an overview of the channels available, number of followers, and screenshots of the accounts.

Page	Posts (M18)	Followers (M18)	Posts (M36)	Followers (M36)
Facebook	14	46	50+	104
Twitter	59	119	200+	532
LinkedIn	4	28	50+	359

YouTube	2	1 (46 views)	10+	37 (2000+ views)

Table 1: Followers and posts in AVENUE social media.

AVENUE project on Twitter	AVENUE project on LinkedIn	AVENUE project on Facebook

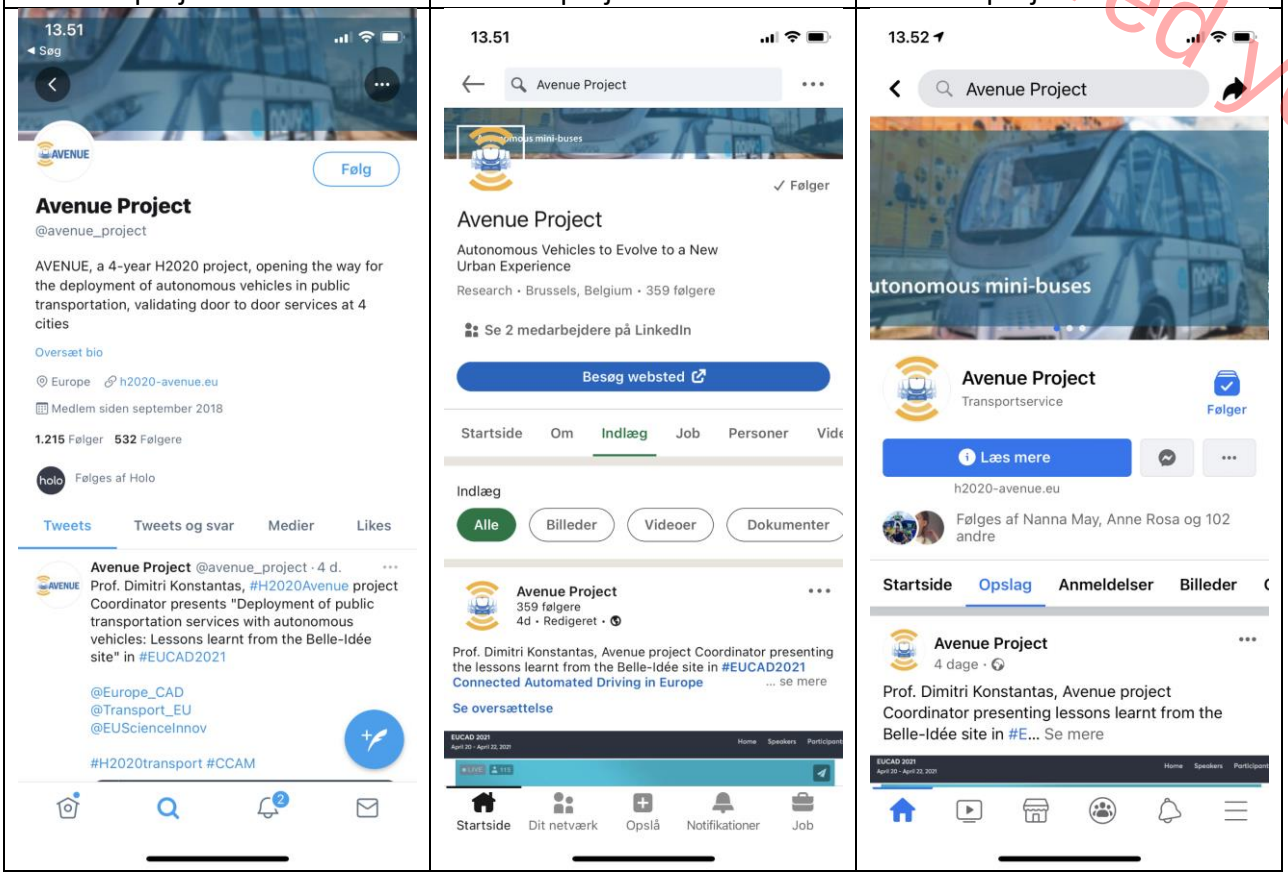


Figure 3: Screenshots of AVENUE accounts in social media.

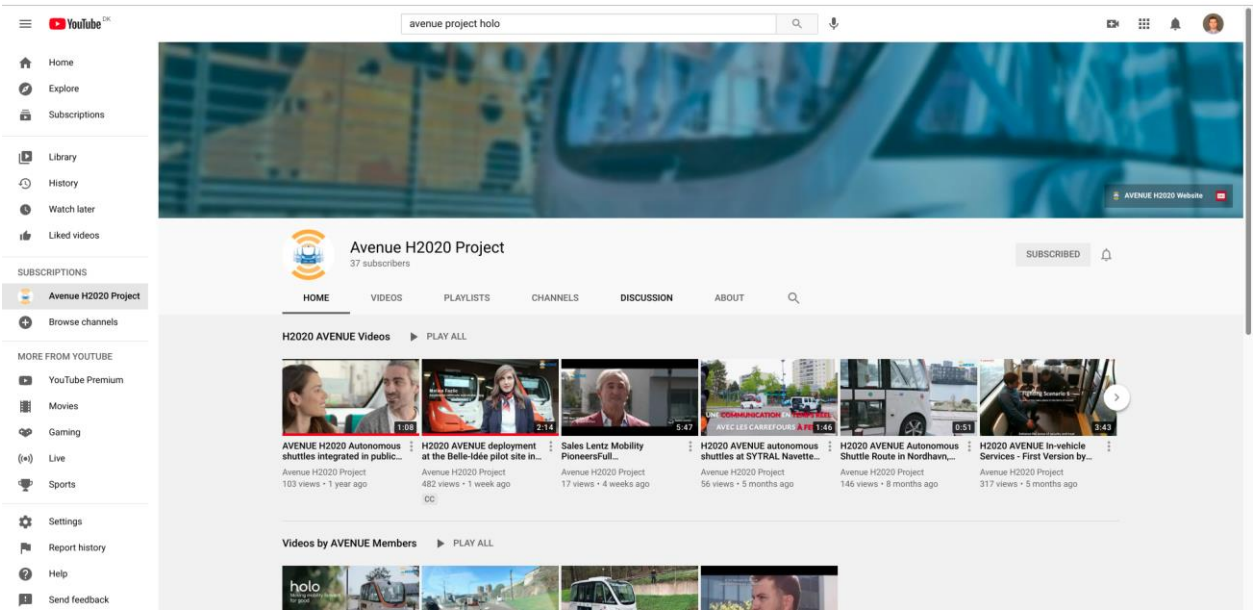


Figure 4: YouTube channel of AVENUE.

Other consortium partners on social media:

- HS-Pforzheim
  - Twitter @hs_pforzheim 3,009 followers.
- BestMile
  - Twitter @Bestmile 2,226 followers.
  - LinkedIn @bestmile: 5,104 followers.
- Navya
  - Twitter @navya_group 8,986 followers.
- UniGe
  - Twitter @unigenews 31,282 followers.
  - Twitter @unige_en 5,201 followers.
- Centrale Supélec
  - Twitter @centralesupelec 9,840 followers.
- Siemens AG
  - Twitter @Siemens 195,002 followers.
- CERTH
  - Twitter @CERTHellas 2,125 followers.
- Mobile Thinking SARL: Total posts per social network ~ 20 posts
  - facebook @mobilethinkingsarl 300 followers
  - LinkedIn @mobilethinking-sarl 1,002 followers
  - Instagram @mobilethinkingsarl 140 followers

6.5 Other activities

The AVENUE Project has an up-to-date website at www.h20202-avenue.eu which stores all relevant information about the project. The number of visitors and other visibility markers, unfortunately, has not been documented in the dissemination sheet and therefore it is not possible to determine the extent to which the website is being used.

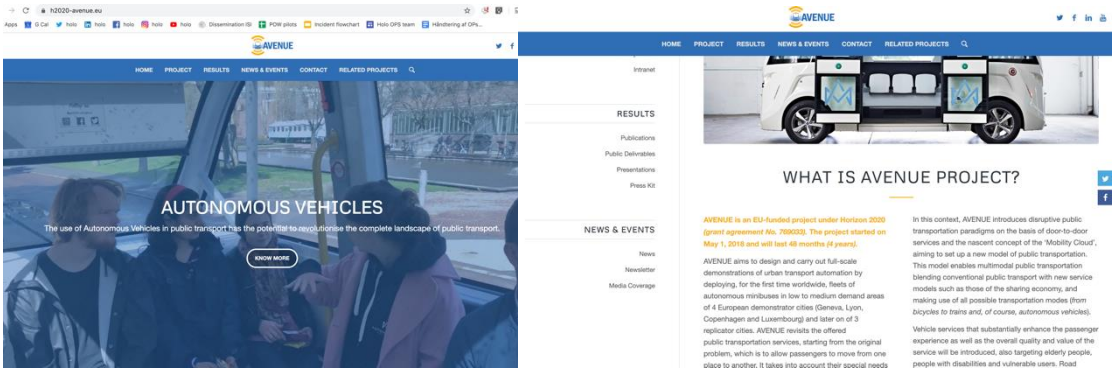


Figure 5: Screenshots from the AVENUE website, frontpage and summary.

Mobilethinking has a website with more than 2700 pageviews on pages/blog/news related to H2020 on mobilethinking.ch website since the beginning of the project. In this channel, they have also published the following:

- Blog posts - series of posts describing AVENUE as a use case for design sprints, 7 items
- Project page in corporate website - project page describing AVENUE project and listing all the media appearances and other specifics of the project.
- Corporate website news/blog - news about AVENUE meetings and activities, 16 items 29.05.18 / 06.07.18 / 21.08.18 / 09.11.18 / 21.05.19 / 07/08/09.10.2019 / 15.11.2019 / 03.02.2020 / 15.05.2020 / 18.06.2020 / 13.07.2020 / 24.09.2020 / 11.11.2020 / 25.03.2021

6.5.1 Publications

The following publications have been produced to disseminate results from the AVENUE project:

- Danielle Attias, Sylvie Mira-Bonnardel: "The autonomous vehicle for urban collective transport: disrupting business models embedded in the smart city revolution", 26th Gerpisa International Colloquium: "Who drives the change? New and traditional players in the global automotive sector", June 2018.
- Danielle Attias: "Voiture autonome, un business model en rupture?", Revue TEC : "La revue des ITS et de la mobilité intelligente", July 2018.
- Fabio Antonialli, Danielle Attias: "Social and economic impacts of Autonomous Shuttles for Collective Transport: an in-depth benchmark study", Paper development Workshop - Review of Business Management, May 2019.
- Hezam Akram Abdulghani, Niels Alexander Nijdam, Anastasija Collen, Dimitri Konstantas: "A Study on Security and Privacy Guidelines, Countermeasures, Threats: IoT Data at Rest Perspective", Symmetry, June 2019.
- Danielle Attias, Sylvie Mira-Bonnardel: "Autonomous vehicle for flexible public transportation systems: towards a shared on demand mobility", 27th International Colloquium of Gerpisa: The Automotive Industry in Transition, June 2019.
- Fabio Antonialli: "International benchmark on experimentations with Autonomous Shuttles for Collective Transport", 27th International Colloquium of Gerpisa: The Automotive Industry in Transition, June 2019.
- Dominik Huber, Eliane Horschutz-Nemoto, Dorien Korbee, Tobias Viere, Guy Fournier: "Environmental life cycle impacts of autonomous e-shuttle busses and consequences for assessing future mobility systems", The 9th International Conference on Life Cycle Management (LCM 2019), September 2019.
- Eliane Horschutz-Nemoto: "The AVENUE Stakeholder analysis - perceptions and attitudes of different actors towards autonomous driving", Mobility Week Paris, September 2019.
- Dimitri Konstantas: "AVENUE: Designing future public transportation services with autonomous vehicles", Open Access Government, October 2019.
- Athanasios Papadakis, Antonios Lalas, Konstantinos Votis, Dimitrios Tzovaras: "Cybersecurity Aspects of 5G Connectivity in Smart Cities Ecosystem via Connected and Autonomous Vehicles

Use Cases", 43rd Wireless World Research Forum (WWRF43), October 2019.

- Maria Panou, Miranda Maglavera: "Needs and expectations of older passengers in using autonomous public transport", 9th International Congress on Transportation Research - Transport 4.0: The Smart Evolution (ICTR 2019), October 2019.
- Danielle Attias: "La electromovilidad: un cambio revolucionario", Commercio Exterior Bancomext, April 2020.
- Eliane Horschutz Nemoto, Ines Jaroudi, Guy Fournier: "Introducing Automated Shuttles in the Public Transport of European Cities: The Case of the AVENUE Project", 5th Conference on Sustainable Urban Mobility, Virtual CSUM2020, June 2020.
- Dimitris Tsiktsiris, Nikolaos Dimitriou, Antonios Lalas, Minas Dasygenis, Konstantinos Votis, Dimitrios Tzovaras: "Real-Time Abnormal Event Detection for Enhanced Security in Autonomous Shuttles Mobility Infrastructures", Sensors, September 2020.
- Sylvie Mira Bonnardel, Fabio Antonialli, Danielle Attias: "Autonomous Vehicles toward a Revolution in Collective Transport", Autonomous Vehicle and Smart Traffic, September 2020.
- Ioannis Papadimitriou, Anastasios Vafeiadis, Antonios Lalas, Konstantinos Votis, Dimitrios Tzovaras: "Audio-Based Event Detection at Different SNR Settings Using Two-Dimensional Spectrogram Magnitude Representations", Electronics, September 2020.
- Fabio Antonialli: "Autonomous shuttles for collective transport: a worldwide benchmark", International Journal of Automotive Technology and Management, February 2021.
- Sylvie Mira Bonnardel: "Robomobility for collective transport: a prospective user centric view", International Journal of Automotive Technology and Management, February 2021.
- Eliane Horschutz Nemoto, Roukaya Issaoui, Dorien Korbee, Ines Jaroudi, Guy Fournier: "How to measure the impacts of shared automated electric vehicles on urban mobility", Transportation Research Part D: Transport and Environment, March 2021.

Figure 6: Award winning of AVENUE presentation.

7 Status of project objectives

In this section, we evaluate the progress of reaching the communication objectives in the AVENUE project's dissemination plan. The concrete communication objectives in T10.3 are:

- 4 interviews per year and a total of 12 will be produced.
- A series of 10 original medium-form articles will profile the project in more detail.
- Blog posts and 2-4 news items a month and at least 50 publications during the project with key developments in AVENUE.
- A series of 4 infographics demonstrating key concepts, interoperability issues, best practices and results.
- A short video with animation will transmit AVENUE key messages quickly and easily.
- Vox-Pop video interviews at AVENUE project meetings to give a range of opinions.

In the table below is a status on each of the objectives.

Red = not accomplished
Yellow = partly accomplished
Green = accomplished

Objective	Status	Note
4 interviews per year (12 in total)	8/12	Interview with Dimitri Konstantas, UniGe. Interview with Pernille Lytzen, Autonomous Mobility. Interview D. Attias Radio France Culture, Paris 2018. All operators have been interviewed about the launch and ongoing learnings about the operations.
10 original medium-form articles	10/10	200+ articles are collected in AVENUEs press coverage section. This selection includes also shorter articles. In the press collection (see appendix B) assembled by AVENUE partners, 142 pieces of press coverage are listed, but this includes also radio and tv appearances. Some articles were stored in WP7 > Articles.

2-4 news entries/blog posts per month (50 in total)	50/50	50+ AVENUE news collection. Blog post and press release from HS-Pforzheim.
4 infographics	4/4	Poster produced by HS-Pforzheim. Brochure about demosites, UniGe. Demosite infographic from Amobility in Nordhavn and Slagelse. Demosite infographic Geneva. Navya infographic of vehicles with technical descriptions. Infographic by HS-PF about Maas system.
1 short animated video	0/1	
Vox-pop videos at project meetings	0	

8 Conclusions

For the first 18 months of the project the variation in the dissemination effort and results among partners/pilot sites were due to the following reasons:

- Dissemination activities followed closely the operational activity of a pilot site. If a site were going into operation or running, there were stories to tell and interest from the media. Sites that have been delayed due to a long approval process - e.g. Copenhagen - or other unforeseen factors obviously did not have a lot to communicate about, at least not from a local point of view.
- Not all partners were involved in activities, based on which results could be published and communicated, or the timing of activities were different and project results were expected to be available mainly after the first year of the project.

To improve future dissemination scope and reach the communicative objects stated in T10.3, the following initiatives were recommended for the next 18 months (towards this 36 months report):

1. Appointment of a working group consisting of Navya and Autonomous Mobility to boost dissemination activities.
2. A weekly suggestion about articles/content/results to redistribute from partners' SoMe channels from the working group.
3. Further appeals among partners to always use the project hashtag #avenueh2020 in SoMe content about AVENUE.
4. Some articles were stored in WP7 on the ISI platform, while others were stored in the 'Press coverage – articles' folder in WP10. A guideline must be made to maintain stringency.
5. Revised communication objectives:
    a. Instead of focusing only on the products, it would be relevant to look at the number of viewers/readers (traditional media) and reach/engagement (social media).
    b. An objective about social media activity could be relevant.
    c. An objective about event activity could be relevant.
6. A revised dissemination activity documentation sheet:

a. A worksheet for social media posts and channels should be added, so partners can document their activities in these media. Autonomous Mobility will include this in their monthly reminders sent out to the consortium partners and will forward it also to CERTH who sends out bi-weekly reminders for the social media.
b. A worksheet for blogposts/web content should be added.
c. A worksheet for public affairs activities should be added as well.

Based on these recommendations the dissemination activities of the AVENUE project has excelled. The amount of followers has in general increased by 100 percent and the amount of publications and overall presse coverage has increased as well.

This has happened even after taking the COVID-19 pandemic into account and the AVENUE project is positive that the dissemination activities will continue to increase and the awareness of the AVENUE project will continue to grow.

Furthermore the current situation technically means that the operators soon (with the newest development from Navya, Bestmile and Mobile Thinking) will be able to deploy on-demand driving on the different sites - allowing for much more press coverage and attention from around the world.

Also other partners from the project are finalising important learning and recommendation,. both academically and within technical developments, that will be shared and promoted by the partners in the last period of the project.

This does not mean that the recommendations from the first 18 months will not be pursued and continuously tried achieved. The WP10 partners will continue to push the consortium partners to share and promote the work that is being conducted to ensure a constant increase in awareness about the AVENUE project.

With COVID-19 vacancies coming up, and the pandemic easing a bit, it's time for the AVENUE project to continue the developments and work.

Appendix A: Event participation

Event Type	Participation Type	Begin Date	End Date	Venue	(City,) Country	Title of Talk/Desc. of activity	Partner(s) involved
Conference	Presentation	01/10/2010	01/10/2010	Euresearch - smart mobility	Geneva, switserland	smart mobility challenges in EU project participation	UNIGE-TPG
Networking event	Static shuttle display + technical&AVENUE explanations	22/09/2018	22/09/2018	Luxembourg City-Limpertsberg Tramsschapp	Luxembourg	60 anniversary of engineering students association	SLA
Promoting mobility event	Static shuttle display + technical&AVENUE explanations	23/09/2018	23/09/2018	Luxembourg-city centre	Luxembourg	Journée de la mobilité 2018	SLA
Demonstration	Shuttle autonomous driving on a small showcase route	30/09/2018	30/09/2018	Bascharage Dribbel	Luxembourg	Semaine de la mobilité 2018	SLA
Workshop	Presentation of AVENUE	15/11/2018	15/11/2018	Engineering tomorrow - Mobility Community	Laussane, Switzerland	Presentation of AVENUE project -mobility solutions	UNIGE
Demonstration	Dynamic shuttle demonstration + technical&AVENUE explanaitons	16/11/2018	16/11/2018	Bascharage depot SLA	Luxembourg	Meeting with Managament of CHEM (biggest hospital in Luxembourg)	SLA
conference	Presentation of AVENUE	22/11/2018	22/11/2018	Jeudi d'environment	Geneva, Switzerland	Presentation of the Avenue project	unige
6th conference on Electromobilty	Presentation	06/12/2018	07/12/2018	INTERNATIONAL CONFERENCE ON MOBILITY CHALLENGES	Paris, France	Individual Mobility by shared autonomous Electric Vehicle fleets	HS Pforzheim
Award ceremony	Autonomous parking	11/12/2018	11/12/2018	Mondorf-les-bains	Luxembourg	Link2fleet Awards	SLA

	service (guests could take autonomous shuttle to get to the parking) + SLA reveived an award for the autonomous shuttles						
workshop	Presentation	12/02/2019	12/02/2019	Firmenich - Geneva	Geneva, Switzeralnd	Presenstation of AVENUE project	UNIGE
Exhibition	presentation	06/03/2019	17/03/2019	Geneva International Motor Show	Geneva, SwitzerlandPresentation of Cybersecurity challenges in autonomous vehicles		UNIGE
Fair	Automous shuttle service inside a building/indoor shuttle	14/03/2019	17/03/2019	Luxembourg-Kirchberg	Luxembourg	Luxembourg Spring Break 2019	SLA
Demonstration	Dynamic shuttle demonstration + technical&AVENUE explanaitons	22/03/2019	22/03/2019	Bascharage depot SLA	Luxembourg	Meeting with Luxembourgish minister of tourism Lex Delles	SLA
Hackathon	Organisation & presentation	23/03/2019	24/03/2019	CERN-Geneva - Hackthon on autonomous future	Geneva, Switzerland	Presentation of the Avenue project	UNIGE
Conference at Euopean commission	Side Event of EuCAD Conference in Brussels, dynamic shuttle demonstration in front of Berlaymont Building	02/04/2019	03/04/2019	EUCAD Conference Brussels, Berlaymont Building	Belgium	EUCAD Conference	SLA, NAVYA
Conference	Presentation	02/04/2019	03/04/2019	EUCAD Conference Brussels, side event	Brussells	Presentation of the Avenue project	UNIGE
Conference	Presentation	08/04/2019	12/04/2019	ITU WSIS	Geneva,	Presentation of the AVENUE	UNIE

				forum 2019	Switzerland	project - panel discussion	
Workshop	Presentation	10/04/2019	10/04/2019	Workshop Chaire Armand Peugeout - 7th edition	Paris, France	International Benchmark on Experimentations with Autonomous Shuttles for Collective Transport	ECP
Youtube Live Interview at European Commission Brussels	Youtube Life interview with the vice-president of the european commission	23/04/2019	23/04/2019	in front of Berlaymont Building Brussels	Belgium	Youtube life interview with VP Eu commission	SLA, NAVYA
Open house	Show the shuttle, give a presentation	26/05/2019	26/05/2019	The Nordhavn (Copenhagen, Denmark) garage	Copenhagen, Denmark	Presentation: Fremtidens transport og alt hvad det indebærer	AM
Conference	presentation	03/06/2019	06/06/2019	ITS European Congress 2019	Eindhoven, Netherlands	Presentation of the AVENUE project	UNIGE
Demonstration	Shuttle service from trainstation to Congress hall	09/06/2019	12/06/2019	The UITP Global Public Transport Summit 2019	Stockholm, Sweden		AM, Navya
hachathon	end-note presentation	13/06/2019	14/06/2019	AKKAdemy Sustainable Mobility Hackathon	Geneva, Switzerland	presentation of the avenue state and mobility solutions	UNIGE
Life Cycle Management Conference	Presentation of AVENUE	02/09/2019	03/09/2019	Conference	Poznan, Poland	Presentation of AVENUE project - environmental impact assessment	HS Pforzheim
Mobility Week	Presentation	16/09/2019	04/10/2019	Interdisciplinary research program on Urban Mobility	Paris, France	The AVENUE Stakeholder analysis - perceptions and attitudes of different actors towards autonomous driving	HS Pforzheim
Mobility Week	Presentation	16/09/2019	04/10/2019	Interdisciplinary research program on Urban Mobility	Paris, France	Stakeholder of the future mobility paradigm in cities: the potential influence of internet economy and autonomous vehicles	HS Pforzheim
Mobility Week	Presentation	16/09/2019	04/10/2019	Interdisciplinary research program on Urban Mobility	Paris, France	International Benchmark on Experimentations with Autonomous Shuttles for Collective Transport	ECP
Life Cycle Assessment Workshop	Presentation	17/09/2019	18-09-209	Ökobilanzwerkstatt 2019	Stuttgart, Germany	ENVIRONMENTAL LIFE CYCLE IMPACTS OF AUTONOMOUS MINIBUSES AND CONSEQUENCES FOR ASSESSING FUTURE MOBILITY SYSTEMS	HS Pforzheim

Conference	Presentation	05/12/2019	06/12/2019	International Conference on Mobility Challenges	Paris, France	Potential influence of internet economy on urban mobility - The example of Autonomous vehicles	HS Pforzheim
Conference	Presentation	05/12/2019	06/12/2019	International Conference on Mobility Challenges	Paris, France	AVENUE Stakeholder Analysis on the integration of autonomous vehicles in cities	HS Pforzheim
Conference	Presentation	07/12/2019	14/07/2019	27th International Colloquium of Gerpisa	Paris, France	International Benchmark on Experimentations with Autonomous Shuttles for Collective Transport	ECP
Conference	Presentation	07/12/2019	14/07/2019	27th International Colloquium of Gerpisa	Paris, France	Autonomous vehicle for flexible public transportation systems: towards a shared on demand mobility	ECP
Conference	Presentation	17/06/2020	19/06/2020	5th Conference on Sustainable Mobility (CSUM 2020)	Online, Greece	Introducing Automated Shuttles in the Public Transport of European Cities: The Case of the AVENUE Project.	HSPF
Promoting route	Launch	03/08/2020	03/08/2020	Holo	Copenhagen, Denmark	Launching AVENUE route in Nordhavn	AM
Conference	Presentation	01/09/2020	03/09/2020	Auton[nom] mobil .	Würzburg, Germany	The AVENUE project - Deploying automated shuttles in the public transport of 4 European cities.	HSPF
Conference	Presentation	23/10/2020	23/10/2020	Camp IO, Future of Mobility x Autonomous Driving	Online, Denmark	The Future of Mobility	AM
Webinar	Presentation	25/11/2020	25/11/2020	Digital Lead	Online, Denmark	Autonomous Robot Vehicles on the Road : Current State in Denmark	AM
Anthropolis Colloquium	Presentation	25/03/2021	26/03/2021	Anthropolis Colloquium	Paris, Online	How to shape a mobility of the future which serves general interest? Potential emerging mobility services with automated vehicles and their related ecosystems in cities.	HSPF

Appendix B: Press coverage

Country	Date	Partner	Title
Denmark	23.05.2018	Autonomous Mobility	København bliver legeplads for selvkørende busser
Luxembourg	14.9.2018	SLA	Contern to host Luxembourg's first driverless bus
Luxembourg	1.10.2018	SLA	Auf der virtuellen Schiene
Luxembourg	14.09.2018	SLA	Contern testbed for driverless bus
Luxembourg	19.09.2018	SLA	Le Luxembourg inaugure trois lignes de navettes autonomes
Luxembourg	8.6.2018	SLA	Premier minibus sans chauffeur au Luxembourg
Luxembourg	4.6.2018	SLA	Erster fahrerloser Bus startet in Luxemburg
Luxembourg	13.09.2018	SLA	Erster autonomer Bus soll in Contern fahren
Luxembourg	7.6.2018	SLA	A bord de la navette autonome de Sales-Lentz
Luxembourg	21.09.2018	SLA	Du Pfaffenthal au funiculaire en navette autonome
Luxembourg	19.9.2018	SLA	Bitte einsteigen
Luxembourg	19.9.2018	SLA	Inauguration de la premiere navette autonome
Luxembourg	26.10.2018	SLA	Une mobilité zero emission automatisée et centrée sur l'usager
Luxembourg	11.06.2018	SLA	Navettes autonomes au Luxembourg
Luxembourg	19.09.2018	SLA	Navette autonome et charte de mobilité, un grand jour pour Contern
Luxembourg	19.9.2018	SLA	Contern signe la charte de mobilité
Luxembourg	20.09.2018	SLA	First autonomous shuttle introduced between Luxembourg and Contern
Luxembourg	29.09.2018	SLA	City shuttle: der selbsfahrende elektrische Shuttle-Bus wird in Luxemburg-Stadt tatsächlich Wirklichkeit
Luxembourg	20.09.2018	SLA	City shuttle la navette électrique autonome devient une réalité en Luxembourg ville
Luxembourg	8.10.2018	SLA	Bus ohne Fahrer in Luxemburg unterwegs
Geneva	17.09.2018	TPG	Un véhicule électrique autonome des TPG sillonne les rues de Meyrin (GE)
Geneva	17.09.2018	TPG	Un bus autonome à Meyrin
Geneva	18.09.2018	TPG	Premier véhicule autonome 100 % électrique
Geneva	17.09.2018	TPG	Un minibus autonome des TPG circule à Meyrin
Germany	08.05.2018	HS-Pforzheim	Mobil in die Zukunft
France	27/03/2019	Keolis Lyon	Métropole de Lyon : des navettes autonomes pour desservir le Groupama Stadium
France	27/03/2019	Keolis Lyon	Television news
Luxembourg	21.09.2018	SLA	La navette autonome électrique devient une réalité à Luxembourg-Ville
Luxembourg	19.09.2018	SLA	Driverless bus service comes to Luxembourg City
Luxembourg	05.10.2018	SLA	Der Pionier-Bus
Luxembourg	19.09.2018	SLA	Premier tours de roues pour la navette autonome
Luxembourg	07.01.2019	SLA	Les navettes encore dans une phase d'adaptation
Luxembourg	19.02.2019	SLA	Les deux navettes autonomes vandalisées
Luxembourg	07.01.2019	SLA	Autonome Busse kämpfen mit Kinderkrankheiten
Luxembourg	27.03.2019	SLA	City shuttle: Projekt wird fortgesetzt
Luxembourg	27.3.2019	SLA	Neuer Fahrplan für autonome Shuttlebusse
Luxembourg	01.04.2019	SLA	Autos der Zukunft fahren im Dreiländereck
Luxembourg	14.04.2019	SLA	De 5G-Reseau wäert an Zukunft zu Lëtzebuerg ëmmer méi eng grouss Roll spillen
Luxembourg	20.04.2019	SLA	Wi-Fi fir autonom Autoen amplaz vu 5G

Luxembourg	15.03.2019	SLA	Le Springbreak joue la carte du développement durable
Luxembourg	29.09.2018	SLA	Zu Käerjéng konnt een déi nei autonom Navett entdecken
Luxembourg	19.09.2018	SLA	De Magazin vum 19ten September 2018
Luxembourg	19.09.2018	SLA	Nationalen Noriichteniwwerbléck vum 19. September
Luxembourg	19.09.2018	SLA	éischten autonomen Elektrobus ageweit
Luxembourg	11.04.2019	SLA	Mobilitéit on-demand fir d'Zukunft
Luxembourg	11.04.2018	SLA	Et wëll een ëmmer méi an d'Richtung vu Mobilitéit On-Demand goen
Luxembourg	20.09.2018	SLA	Minibusser vun autonomer Navett sinn ukomm
Luxembourg	24.09.2018	SLA	Les navettes autonomes sont entrées en service au Luxembourg
Luxembourg	11.06.2018	SLA	Des navettes autonomes pour Sales-Lentz
Luxembourg	12.01.2018	SLA	Autonomous driving in 2018 : the road so far
Denmark	05.04.2019	Autonomous Mobility	Selvkørende busser i Nordhavn er rykket et skridt nærmere
Denmark	05.04.2019	Autonomous Mobility	Firma ansøger om selvkørende busser i Nordhavn
Denmark	05.04.2019	Autonomous Mobility	Nu kommer der selvkørende busser i København
Denmark	05.04.2019	Autonomous Mobility	Selvkørende busser er på trapperne i Nordhavn
Denmark	05.04.2019	Autonomous Mobility	Selvkørende busser på vej til Københavns Nordhavn
Denmark	08.05.2019	Autonomous Mobility	Selvkørende busser i Nordhavn et skridt tættere på virkeligheden
Denmark	17.04.2019	Autonomous Mobility	Selvkørende Busser i ny bydel i København tæt på en realitet
Denmark	19.04.2019	Autonomous Mobility	Selvkørende busser på vej i Nordhavn
Denmark	20.04.2019	Autonomous Mobility	Selvkørende busser på vej til København
Denmark	20.04.2019	Autonomous Mobility	Dropper chaufføren: Selvkørende busser på vej
Denmark	21.04.209	Autonomous Mobility	Førerløse minibusser bliver måske snart sluppet løs i Nordhavn
Denmark	22.04.2019	Autonomous Mobility	Ugen i tech: Førerløs bus er klar til at trille i København
Denmark	23.04.2019	Autonomous Mobility	Selvkørende busser kan være på vej i København
Denmark	23.04.2019	Autonomous Mobility	Selvkørende busser kan være på vej til københavnsk bydel
Denmark	23.04.2019	Autonomous Mobility	Selvkørende busser kan være på vej i københavnsk bydel
Denmark	24.04.2019	Autonomous Mobility	Autonomous Mobility arbejder for selvkørende busser i København
Denmark	27.04.2019	Autonomous Mobility	Tættere på selvkørende og miljøvenlige busser i København
Denmark	08.04.2019	Autonomous Mobility	Selvkørende busser i Nordhavn et skridt tættere på virkeligheden
Luxembourg	23.04.2019	SLA	Des City Shuttle en circulation le weekend
Luxembourg	16.05.2019	SLA	Le bus de demian roule déjà chez Sales-Lentz
Luxembourg	16.05.2019	SLA	Sales-Lentz: La démonstration de la conduite autonome complète, de niveau 5
Luxembourg	15.05.2019	SLA	La navette fonctionne comme un ascenseur
Luxembourg	16.05.2019	SLA	Navette autonome: le futur c'est maintenant
Luxembourg	13.05.2019	SLA	Sales-Lentz fait descendre le chauffeur
Denmark	14.05.2019	Autonomous Mobility	Teknikken driller i Nordhavn: Blind vinkel tvinger Autonomous Mobility til at have en operatør til at overvåge kørslen
Denmark	15.05.2019	Autonomous Mobility	Bøvl med teknikken: Nordhavns selvkørende busser kan ikke køre selv

Denmark	20.05.2019	Autonomous Mobility	BÆREDYGTIG WEEKEND: Nordhavn viser sig frem
Denmark	23.05.2019	Autonomous Mobility	Bæredygtig weekend i Nordhavn
Luxembourg	20.09.2018	SLA	Written Newspaper "Le Quotidien": Contern a sa navette autonome
Luxembourg	20.09.2018	SLA	Written Newspaper "Luxemburger Wort": Bitte einsteigen
Luxembourg	14.09.2018	SLA	Written Newspaper "L'essentiel" :Le bus autonome à Contern
Luxembourg	19.09.2018	SLA	Written Newspaper "L'essentiel": Deux bus autonomes dans la capitale
Luxembourg	19.09.2018	SLA	Written Newspaper "Le Quotidien": En route vers le futur
Luxembourg	19.09.2018	SLA	Written Newspaper "L'essentiel": Les bus autonomes sont en circulation
Luxembourg	20.09.2018	SLA	Written Newspaper "Journal" : 4 roues, 0 chauffeur
Luxembourg	20.09.2018	SLA	Written Newspaper "Tageblatt" Wie von Geisterhand gesteuert
Luxembourg	20.09.2018	SLA	Written Newspaper "Le Quotidien" Navettes autonomes au Pfaffenthal
Luxembourg	01.10.2018	SLA	Written Newspaper "De Gemengebuet Contern" Europäesch Mobilitéitswoch-Döi 1. autonom Navette zu Lëtzebuerg fennt hiere Start zu Contern
Luxembourg	6.10.2018	SLA	Written Newspaper "Luxemburger Wort":Répondre aux besoins de la mobilité de demain
Luxembourg	12.10.2018	SLA	Written Newspaper "L'essentiel": Les bus autonomes sont à l'arrêt forcé
Luxembourg	01.10.2018	SLA	Written Newspaper " Link2fleet" : Trois navettes autonomes à Luxembourg
Luxembourg	01.10.2018	SLA	Written Newspaper "ECHO": La première navette autonome de Luxembourg à Contern
Luxembourg	01.11.2018	SLA	Written Newspaper "Luxembourg city Mag" City shuttle: Destination Innovation
Luxembourg	17.11.2018	SLA	Written Newspaper "Luxemburger Wort" : Vorführeffekt
Luxembourg	01.12.2018	SLA	Written Newspaper "Link2fleet": Un mode de transport totalement disruptif
Luxembourg	01.12.2018	SLA	Written Newspaper "Lëtzebuerger Gemengen" Premiers minibus autonomes au Luxembourg
Luxembourg	07.01.2019	SLA	Written Newspaper "Luxemburger Wort": Überall elektronische Helfer
Luxembourg	20.02.2019	SLA	Written Newspaper " L'essentiel" Les navettes autonomes vandalisées dans la capitale
Luxembourg	01.10.2018	SLA	Written Newspaper "ECHO": Entretien avec Georges Hilbert
Luxembourg	16.05.2019	SLA	Written Newspaper "Journal" : Sensor am Steuer
Luxembourg	16.05.2019	SLA	Written Newspaper "Le Quotidien" A bord d'une navette autonome
Luxembourg	16.05.2019	SLA	Written Newspaper "L'essentiel" Les navettes autonomes fonctionneront seules, comme un ascenseur
Luxembourg	29.09.2018	SLA	Television News: Zu Käerjeng konnt een déi nei autonom Navett entdecken
Luxembourg	19.09.2018	SLA	Television News: De Magazin vum 19. September 2018-autonom Busser
Luxembourg	19.09.2018	SLA	Television News: Nationalen Noriichteniwwerbléck vum 19. September
Luxembourg	19.09.2018	SLA	Television News: éischten autonomen Elektrobus ageweit
Luxembourg	11.04.2019	SLA	Television News: Mobilitéit on-demand fir d'Zukunft
Luxembourg	11.04.2019	SLA	Television News: Et wëll een ëmmer méi an d'Richtung vu Mobilitéit on-demand goen
Luxembourg	20.09.2018	SLA	Radio News: Minibusser vun autonomer Navett sinn ukomm
Luxembourg	24.09.2018	SLA	Radio News: Les navettes autonomes sont entrées en service au Luxembourg
Luxembourg	12.03.2019	SLA	Radio News : Selbstfahrende Busse in Luxemburg
Germany	11.05.2018	HS-Pforzheim	Hochschule Pforzheim: Europäische Union finanziert Feldversuch autonomer Minibusse
Germany	01.02.2019	HS-Pforzheim	Autonomes Fahren: Europäische Union finanziert größten Feldversuch autonomer Minibusse unter Beteiligung der Hochschule Pforzheim
Germany		HS-Pforzheim	Nachhaltige Mobilität
Luxembourg	20.08.2019	SLA	L'arrêt de Navya ne touche pas Sales-Lentz
Luxembourg	01.07.2019	SLA	Quel avenir pour les véhicules autonomes
Geneva	18.09.2018	TPG	20 minutes: "Véhicule autonome des tpg"

Geneva	18.09.2018	TPG	L'Agefi: "Véhicule autonome des tpg"
Geneva	18.09.2018	TPG	Tribune de Genève: "Véhicule autonome des tpg"
Geneva	04.09.2018	TPG, Bestmile	Video (from 01:18): "Femmes de science: Anne Mellano, CEO, Bestmile"
Geneva	09.05.2018	UNIGE	Interview TSR – Security of automated vehicles (the UBER accident)
Geneva	28.05.2018	UNIGE, TPG	Interview TSR - automated vehicles in Geneva
Geneva	05.07.2019	UNIGE	Interview - Revue Automobile - Geneve en route pour l'autonomie
Geneva	15.03.2019	UNIGE	Interview - Heidi News - Geneva automated vehicles
Geneva	03.05.2019	UNIGE	Interview - revue Automobile - Les nouveaux pirates de la route

Appendix C: Advertising Activities

Type	Date	Description	Partner(s) involved
Presentation to NOMADS foundation	6/6/2018	NOMADS foundation is a Suisse-romand foundation targeting the development of sustainanle mobility. AVENUE (UniGe) joined as actor in the development of mobility solutions.The targets of the project were presented and the link to the regional sustainable mobility	UniGe- TPG
Presentation to the Canadian Embassy in Switzerland, Trade Commissioner	8/20/2018	Presentation of the Geneva Pilot, and the Geneva actors in view of a collaboration with Canada	UniGe- TPG
Presentation of the project and its targets to Toyota Europe and Toyota Japan	10/16/2019	Targets of the project, technologies and issues.	UniGe
Presentation to Qatar Transportation and Traffic Safety Center	28/10/2019	Project targets, major findings, possibility to make a 6 month demonstrator	UniGe