Needs, wants and behaviour of “Drivers” and automated vehicles users today and into the future

Contract No: 815001

D8.1: Project Dissemination Material

Version 1.0

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<td>AV</td>
<td>Automated/Autonomous Vehicles</td>
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<tr>
<td>CEA</td>
<td>Cost-Effectiveness Analysis</td>
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<td>EC</td>
<td>European Commission</td>
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<td>GDPR</td>
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<td>HMI</td>
<td>Human Machine Interface</td>
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<td>IT</td>
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<td>OEM</td>
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<td>SEO</td>
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<td>TEDx</td>
<td>Technology Entertainment Design</td>
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<td>TMC</td>
<td>Traffic Management Center</td>
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<td>WP</td>
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Executive Summary

Drive2theFuture is a project that aims to prepare “drivers”, travellers and vehicle operators of the future to accept and use connected, cooperative and automated transport modes and the industry of these technologies to understand and meet their needs and wants.

To achieve this, the project models the behaviour of different automated vehicle “drivers” & prognoses acceptance for several automated driving scenarios, develops specialized training tools, content, optimized HMI for “driver”-vehicle handovers, CEA and MCA studies for selection of most favourable automated functions realisation and demonstrate them in 12 Pilots across Europe. Pilots will cover all automated transportation modes (Automated car, PTW, truck, bus, minibus, rail, workboat and drones) and involve driving/riding/rail simulators, VR/AR simulation toolkits, test tracks and real-world environments, in which over 1000 AV drivers/passengers, 200 AV operators and 20,000 involved citizens experience automation.

The communication strategy of the project will follow a 6W approach to ensure that every communication opportunity is adequately exploited. The 6W strategy aims at identifying clearly:

1. Why disseminate: for an efficient communication, the first point to be identified is the objectives of the communication.
2. To Whom: different communication objectives will have to target different stakeholders, and these have to be clearly identified.
3. What to disseminate: the identified stakeholders have various profiles, and therefore will have to be approached with different types of messages addressing their fields and levels of expertise, specific interests and needs for information.
4. How to disseminate: different stakeholders have to be reached through different channels, using various tools and strategies. To be efficient, the communication has also to be well coordinated (both internally, and externally), and monitored (e.g. impact measured, estimated audience reached, etc.).
5. Where to disseminate: to fully reach its objectives, the project has to disseminate to a broad audience all over Europe and beyond.
6. When to disseminate: the project communication must both run throughout the whole duration of the project, and in some cases beyond, with long lasting and scheduled actions, and take advantage of opportunities that may arise.

This document starts by identifying and describing the dissemination and communication objectives of the Drive2theFuture project, tackling the “Why” aspect in Chapter 2 “Objectives and target stakeholders” under Section 2.1 “Overall objectives”, while targeted audiences/stakeholders and associated messages are defined in Section 2.3 “A targeted approach”, addressing the “to Whom” and “What” aspects. In order to efficiently implement this targeted strategy, the document starts to answer the “how” and “where” questions in Chapter 3 “Coordination and implementation of a dissemination strategy” where guidelines for the project partners’ dissemination roles and responsibilities, internal organization, reporting, monitoring and key activities are provided, and international cooperation strategy are covered. Section 3.3 “Communication and promotion tools and channels” keeps addressing the “What” and “how” to disseminate by defining the tools serving a continuous and transversal dissemination strategy. This is complemented and extended in Chapter 4 “Dissemination Activities Monitoring” by identifying and listing the events (both organized by the Drive2theFuture consortium, or third-party events), opportunities for project presentations, call for papers, and networking activities in which Drive2theFuture partners have participated, further answering to the “Where” and “When” to disseminate questions.

The updates of the Dissemination material as well as the overall Dissemination Strategy of Drive2theFuture shall be included in the subsequent D8.2 “Dissemination Plans, User Forum and events” and its revisions (D8.7 and D8.8).
1. Introduction

1.1. Purpose of the document

The purpose of this deliverable is to provide a formal planning and methodology that all Drive2theFuture project partners shall apply for creating, using, sharing and disseminating knowledge, their activities and research results throughout and beyond the Project’s lifetime.

This document makes use of the EC projects communication best practices\(^1\) to reach strategic communication, following the 6W approach: What, Why, When, hoW, Where and to Whom.

This approach implies that project communication activities must focus on target audience and message before thinking on media. In this concept, the objectives of each communication and dissemination activities must be clearly defined. In addition, the EC Guidance\(^2\) regarding Social Media, that is a 2018 guide that shows how to use Social Media in Horizon 2020 projects is followed.

The key target audiences of the project are listed and described in detail, together with the related dissemination tools and channels (both offline and online) to be used to reach them in the most efficient and cost-effective way.

With the objective of maximizing the impact of the Project, the general strategy is to adapt the type of communication (target audience and messages) to each stage of the project. Of course, the communication will also be adapted to each type of audience.

D8.1 includes the definition of the different groups of target audience, along with a detailed explanation of the Project branding and all the communication tools that Drive2theFuture will have available to achieve maximum impact. Each of these tools have a different objective and the combined use of all of them will allow the optimum dissemination of the project.

International cooperation is very important for the success of the project, in both achieving the best results and influencing through the dissemination of the project’s outcomes. Therefore, an important part of communication will be focused on the cooperation. The members of the project will prepare or/and participate in a series of events that are aligned with objectives of Drive2theFuture.

1.2. Intended audience

This is a public Deliverable, thus addresses all interested readers.

Due to its scope and contents, its primary recipients are the project partners, in order to get accustomed with the tools and procedures to be used throughout the duration of the project of its optimal and well organised dissemination.

1.3. Interrelations

This Deliverable mainly comes from WP8 and A8.1 in specific. However, it affects all Drive2theFuture WPs as its contents are related to the broad dissemination of all project work and outcomes.

After its formal release, updated versions of this document will be issued in the framework of the Dissemination Plan Deliverables (D8.2, D8.7, D8.8).


2. Objectives and Target Stakeholders

In order to produce a coherent and efficient communication strategy, the first point to be identified and addressed is: “Why” we should communicate? What are the communication objectives of the project? Next to these, are the questions: “Whom” do we want to target? Which are the stakeholders and audiences the project intends to approach?

A concrete dissemination plan will be presented in detail within Deliverable D8.2, along with a communication plan including specific communication activities, regarding the events to be attended, dates, objectives, etc.; both based on the logos, images and material defined and approved in the present Deliverable and their subsequent updates.

2.1. Overall Project Objectives

Drive2theFuture main objectives are to:

1. Identify and cluster the categories of “drivers”, travellers and stakeholders involved in or affected by autonomous vehicles, recognise their needs and wants and define relevant use cases, taking into account issues of transferability of solutions between different transport modes.
2. Model the behaviour of the automated vehicle “driver”/pilot and forecast development of acceptance for different scenarios of introducing automation.
3. Define the optimal HMI for the different clusters of users, transport modes and levels of automation to set the ground for raising acceptance by defining data privacy and applying a user-oriented migration path for the introduction of automation in the European transportation systems.
4. Identify the training needs of all user categories and define relevant training tools and material, along with training and certification schemes.
5. Perform Demonstration Pilots using appropriate tools and different testbeds, i.e. Virtual/Augmented Reality simulations, moving-base driving simulators, test-tracks and real-life environments for all modes, to assess the impact of the proposed tools and concepts to user and stakeholder acceptance.
6. Assess the impact of proposed solutions on safety, driver/traveller behaviour, workforce employability and raising acceptance (from the “drivers”, the operators/stakeholders’ and the general public’s point of view).
7. Investigate legal and ethical issues through a comparative assessment of vehicle vs. human decisions in different scenarios.
8. Investigate the application and future prospects of the correlation between automation and MaaS, for both passenger and freight transport.
9. Create business models suitable for market uptake of connected, shared and automated transport.
10. Issue guidelines, policy recommendations and a roadmap on a user acceptance creation path for automated transport deployment in Europe.

2.2. Dissemination Objectives

Drive2theFuture dissemination objectives are to disseminate key project developments to external actors and key stakeholders. These include:

1. To implement and update an appropriate online presence (website, social media) and other relevant dissemination material to ensure continuous outreach of the project results, as well as knowledge transfer.
2. To organise project key events and demonstrations and ensure cooperation with the most important international forums, as well as liaise with related projects and initiatives.
A clear communication strategy will be defined early in the project and will be part of the dissemination plans that will be worked out and issued within D8.2. It will constitute the common Consortium strategy towards efficient and measurable communication actions generated by the project.

The project communication strategy will identify the main principles Drive2theFuture promotion and diffusion should follow during its lifespan as well as its main objectives. It will crystallize the following aspects:

a. **Target Audience and Stakeholders**: authorities, industry, research community and end users (drivers, infrastructure operators, etc.)

b. **Key Messages**: focus on the achievements and benefits of Drive2theFuture, engage institutions that can provide new data for the innovative solutions and engage new users.

c. **Dissemination Measures and Means/Channels**: include a balanced mix of traditional (scientific publications, conferences and demonstrations, stakeholder workshops, industry fairs and exhibitions) and innovative ones (social media, specialised websites and forums, workshops with companies specific audiences, strategic talks, i.e. in TEDx events) to secure the most effective outreach to each target audience group, upon the open access publishing principle (see more in Section Σφάλμα! Το αρχείο προέλευσης της αναφοράς δεν βρέθηκε.).

d. **Monitoring**: The Dissemination and Communication Manager will be in charge of the overall monitoring of the communication and dissemination activities.

Communication activities will also include:

- The creation of a coherent and consistent identity for Drive2theFuture project, supported with e.g. logo, leaflets/flyers, brochures, banners, posters, and roll-ups. In addition, preparation and update of a brief project presentation in English that can be used for any dissemination purpose and issue of newsletters for public updating on project progress and activities.
- The creation and maintenance of a constantly updated modern website, where knowledge as an enabler of social change has positive effect in everyday life and is relevant to the target audience, and creation of a social media presence in LinkedIn and Twitter, in connection with all public events where Drive2theFuture is organizing or participating in.

### 2.3. A targeted approach

In order to reach the dissemination objectives of Drive2theFuture, a targeted approach is necessary as different target audiences need or expect different (levels of) information and require diverse ways and channels to receive and have information presented.

Drive2theFuture will target (at least) the following stakeholder groups, as its relevant target audiences, and focus mostly on tailored messages that fit the needs of each group:

1. **Research & Development**
   - Research Centres
   - Universities
   - European Associations
   - International Associations

2. **Industry**
   - Automotive OEMs
   - Tier 1 Suppliers
   - Service Providers
   - Network / Road Operators
   - Automated PT Fleet operators
3. Small and Medium-Sized Enterprises (SMEs)
   - Developers
   - Service Providers

4. European platforms
   - R&D
   - Industrial
   - Policy making

5. Authorities / Policy makers
   - At National level
   - At European level
   - At International level

6. From the insurance sector
   - Companies
   - European associations
   - International associations

7. End Users, Users associations and Ambassadors
   - At National level, at European level and international level
   - Approached through FIA club associated Clubs
   - Approached through events including demos and training directly involving users.
   - Approached through relevant promotional video, social media, campaigns, TV presentations etc.
   - Through AV Ambassadors (i.e. key opinion setters, such as famous scientists, artists, writers, athletes, bloggers and influencers that will be attracted, to convey the positive image and benefits of AVs, draw interest on project’s demonstrations and become multipliers of its training and other AV support initiatives)

From a much more simplified perspective, the above-mentioned stakeholders can be regarded in two clearly distinct groups:

- **The end users**: in the end, the adoption of the Drive2theFuture novel HMI to a great extent boils down to the acceptance and confidence raised among the end-users (drivers / riders) who will be driving vehicles that incorporate automated technologies. AVs will affect all traffic participants of all modes; as well as all travellers; both those that will “drive” them or be transferred within them and the ones that travel in non-automated vehicles (surrounding traffic) in mixed flows. The various user clusters of AVs will be systematically defined, to guarantee that they are not “forgotten” by relevant HMI (WP3), training and incentives (WP4), evaluation (WP5) and any other project activities.

- **The compendium of user clustering and terminology** (to be developed within A1.1) covers both professional (automated bus, taxi, truck, drone, ship, rail driver/pilot, rail signaller, TMC operator, etc.) and private (automated vehicle “driver”, passengers, other vehicle driver/passengers, VRUs, etc.) users and will be used as reference by all project Activities for common understanding.

- **The specialist audience**: the Drive2theFuture specialist audience does not constitute a homogeneous group. It includes professionals working for private companies (service providers, automotive OEMs, Tier1’s, IT companies, etc.), public authorities (local, national, international), researchers at institutes and universities, etc. However, Drive2theFuture assumes that the stakeholders among the specialist audience have in common their interest for similar Drive2theFuture messages: cooperative and automated transport modes and the industry of these technologies.

The clustering of target audiences into two simple groups and the definition of core messages are meant as a guidance to simplify and render Drive2theFuture communications more tailored and manageable. The
D8.1: Project Dissemination Material

dissemination tools and channels in Drive2theFuture will be further tailored to the different audiences within the project (e.g. the development of specialist discussion topics for the LinkedIn group, with more generic topics and news being disseminated through the Twitter account).
3. Coordination and Dissemination General Strategy

In order to achieve the communication objectives, set above in Section 2.2, a concrete plan for coordinating and implementing the project’s dissemination strategy is presented. This chapter addresses the “how to disseminate” aspect from an internal organizational perspective, clearly defining the partners’ roles and responsibilities, and the communication workflows and procedures within the project, coordinated by WP9 leader.

Results of different nature will be made available at different stages in the project according to the project plan. Timing for the release of dissemination contents will be naturally linked to the accomplishment of key project milestones, and therefore dissemination activities will adapt to these achievements.

The main guidelines, best practices and internal rules for coordinating the dissemination activities across the Drive2theFuture consortium are provided in this chapter, and all partners are invited to follow this common strategy, by aligning with their own communication departments’ strategies in order to maximise the reach and impact of dissemination. For this reason, to ensure and to cross-check the performance of the dissemination activities against the strategic goals, it is necessary to nominate the responsible persons at each partner, to follow up the implementations of activities and to control the overall process. At the content level, key messages for each target group must be clearly drawn, informational vectors defined and events planning developed.

To carry out this strategy it is necessary to:

1. Define a Project Branding
2. Select our Target Audience
3. Use External Communication Tools
4. Plan a Scheduled and opportunistic communication

The previous points are described in detail in the following sections.

3.1. Project Branding

3.1.1. Logotype

Articulation of the project corporate identity (branding): a project logo has been developed and a general design outline and visual aesthetics were created at the very start of the project, which are to be used in all the public material and dissemination tools throughout the project.
The logos have chosen black and red as central colours, very powerful and strong ones. The brand Drive2TheFuture consists of various elements, a logo with the name of the project plus several symbols / icons, and corporate colours. The symbols represent all the transport means the project is focusing on, are separated as follows:

- Road transport (Bus, car and motorcycle)
- Rail transport (Train)
- Maritime transport (Boat)
- Airborne transport (Drone)

A common web-based project exchange platform has been set-up at Dropbox to which all Drive2theFuture partners are granted access and where, among other features, partners will find all relevant WP8 image material uploaded and ready to be used.

### 3.1.2. Templates

A Word template for official project deliverables has also been produced, along with a template for internal project documentation needs (such as meeting minutes, reporting on intermediate milestones, etc.), and both have been made available on Dropbox, offering a common format for all reports produced by the consortium.

The availability of templates has 2 main objectives:

1. Facilitate communication between the different members of the Drive2theFuture consortium.
2. Allow the project to have a coherence in all the generated documentation

Project consortium has detected the need to have 6 different types of templates available. If new needs will be detected during the project lifetime, new templates will be defined.

The 6 templates that are already available at the Drive2theFuture dropbox are listed below:

1. Drive2theFuture-DELIVERABLE TEMPLATE: Word document to generate all the deliverable documents of the project.
2. Drive2theFuture -AGENDA of MEETING TEMPLATE: Word document to send the agenda of meetings to distribution list.
3. Drive2theFuture -MINUTES of MEETING TEMPLATE: Word document to share the minutes of meetings.
4. Drive2theFuture -TEMPLATE-16-9-EN: General PowerPoint document to make presentations in 16:9 screen format.
5. Drive2theFuture – TEMPLATE of LIST OF PAPERS: an excel document to list all the papers presented in events by all partners as part of their dissemination tasks
6. Drive2theFuture – GENERAL PROJECT PRESENTATION: a ppt presentation to be used by all the partners when needed.

Some screenshots of the templates are available in the Annexes section.
3.1.3. Project Pictures

In communication, the use of images is very important. A good use of pictures or infographics can significantly improve the looks of the communication and dissemination material and thus, make it more attractive in order to communicate the content in a more direct and pleasant way for its recipients.

With the aim of ensuring certain coherence in all the communication actions of the project, the Communication and Dissemination Work Package will coordinate the management of the images that may be used. These images (pictures, graphics, etc.) will be available in high resolution in the Drive2theFuture project internal information repository (in dropbox) so that all project partners have access and can use them.

We have two different origins of pictures: some are photos with rights conveniently acquired and others are images facilitated by members of the project.

Regarding pictures, it has been agreed that they have to show all the transport means the project is considering. It would be also convenient that some of the photos could include people in them. As a general criterion, we will try to avoid that the images include brand names in a very visible way.

This images/pictures repository is aimed to be continuously enriched throughout the duration of the project and by all partners.

Figure 3: Examples of Drive2theFuture rights acquired pictures
3.2. A Targeted Audience

To reach the dissemination objectives of Drive2theFuture a targeted approach is necessary as different target audiences need or expect different (levels of) information and require diverse ways and channels to receive and have information presented

- **Identification of the stakeholders** relevant for Drive2theFuture and adaptation of dissemination contents and key messages to these.
- **Specification of dissemination tools and channels** for connecting with the target audiences:
  - Digital platforms (project presentation, project website, social media channels, newsletter), and offline tools (leaflet, brochure, poster), as described in Section 3.3 “Communication and promotion tools and channels”
  - Events (international conferences, seminars, workshops), technical and scientific papers published in conference proceedings and peer-reviewed scientific journals, as described in Chapter 4 “Dissemination activities monitoring”.

Cross-integration of dissemination output (print, electronic and face-to-face), and combined use of dissemination tools and channels when approaching the different project target audiences (e.g. whenever news will be published on the Drive2theFuture project website, systematically a “tweet” will be published using the @drive2thefuture project Twitter account linking to the news on the website).

- **Definition of internal reporting tools and guidelines** for keeping track and coordinating the partners’ dissemination activities and consolidating under a common Drive2theFuture approach. This is described in detail under Section 8.1 “Internal coordination tools”.
- **Maintenance of an agenda of international events, conferences and congresses** addressing Drive2theFuture topics, discussing connected, cooperative and automated transport modes and the industry of these technologies where Drive2theFuture partners will participate with either public presentations, submission of technical and scientific articles, moderation of technical sessions, or participating in networking activities. The Drive2theFuture Dissemination Manager will be in charge of keeping a shared internal repository of such events constantly updated (that is described under Section 8.1 “Internal coordination tools”), and all partners are asked to share news on relevant events and/or their intention to participate in any of them.
3.3. Communication and promotion tools and channels

3.3.1.  Drive2theFuture presentation

A template Powerpoint presentation has been created, to be used as the basis for all Drive2theFuture presentations in the partners public conferences or events (available to the project partners at the Dropbox under the folder Project Presentation). The presentation briefly summarizes the Drive2theFuture vision and concept, it provides a short fact sheet (administrative information) about the project, it presents the consortium composition, work package structure and overall objectives.

![Drive2theFuture presentation](image.png)

**Figure 5: Drive2theFuture generic .ppt Presentation**

3.3.2.  Drive2theFuture website

The Drive2theFuture Website is [www.drive2thefuture.eu](http://www.drive2thefuture.eu) and it will be the main repository of public contents of the Project. Therefore, it will be the most prominent tool for the communication and dissemination of Drive2theFuture Project.

It has been developed using “Wordpress”, a well-known and widely used Content Management System, allowing for great flexibility in order to keep it up-to-date, while fully compatible with mobile devices (responsive). It incorporates “plugins” for SEO (Search Engine Optimization) and enhanced security.

The first version of the website was launched in August 2019 and it will be continuously updated throughout the project’s lifespan. It is meant to expose information that can be publicly disclosed, serving as a clearinghouse and interaction arena for project relevant data and information tailored mostly to a general audience, while providing access to more technical content aimed at professional stakeholders as well as project documents, such as deliverables, scientific papers or public presentations. It is foreseen to integrate the website to social media networks during the project (i.e. Twitter and LinkedIn), and have a subscription form to the project newsletter, therefore promoting active participation and attracting contributors to all the project dissemination channels, helping spread Drive2theFuture achievements. The online dissemination material will remain accessible after the end of the project and will continue to be available at least for a three more years’ period.
The main functions of the Website are:

- To provide generic information about the project vision and overall objectives.
- To introduce the methodology and the working plan of the Project.
- To present the Drive2theFuture consortium.
- To disseminate results to the Drive2theFuture target audiences.
- To communicate the latest news on achievements, meetings, events directly related or that are somewhat relevant to the work being carried out by the Drive2theFuture consortium.
- To store all Drive2theFuture communication material (in PDF format), including public deliverables, technical and scientific papers, public presentations, leaflet, brochure, poster, etc.
- Include external links to other relevant activities, fellow EC-funded and other international projects, seminars, webinars, public presentations, etc. that are linked or of interest to the Drive2theFuture audience.
- Provide links to partners, external companies, stakeholders and other EC funded projects related to increase the dissemination impact of Drive2theFuture.

The responsible for managing the website will be RACC (ACASA) as a leader of WP8. The contents will be agreed among the members of the consortium, at least with the approval of the other leaders of the Work Packages.

### 3.3.2.1. Website look and feel

The appearance of the website includes identity patterns. For example, the colours of the logo are used in all the pages and the font is Calibri.

To support the content and to make the web more attractive it has been decided to use illustrations in every page. Of course, the type of photographs or images that will be included in the web must meet the criteria explained in the previous point 4.3 Project Pictures.
The Drive2theFuture Website presents a slight and clean interface, with a main top navigation menu leading to the different sections and sub-pages of the website. The main navigation menu is on the top. The Drive2theFuture Logo acts as a shortcut to the Homepage, wherever the user might be at a given moment, and the website also uses “breadcrumbs” as an additional navigation feature. The general footer (available in all pages) includes acknowledgement of EC funds and features a widget to ask for subscription to the projects’ newsletter and other links to social media.

### 3.3.2.2. Website content

The project website will include the following type of content:

- General information of the project: Objectives, partners, methodology
- Information about events and activities, both future ones and those made.
- Public deliverables documents
- Contact information

The following figure shows the content map of the Drive2theFuture Project Website.
The different sections of the website are:

- **Home page**: In this page the aim is explained and a very brief description of the project Drive2theFuture was added.
- **Vision**: This page includes a general vision of the Project and the global results expected.
- **Objectives**: This section incorporates the list of the 10 objectives of the Drive2theFuture project. The ones identified in Section 2.1 above and also included in the Drive2TheFuture PPT General presentation.
- **Methodology**: In this page the methodology used to implement the project is presented, where the most important is to put the user at the centre. The relationships and information flows among these Work Packages are also described in this section.
- **Working Plan**: This page contains a short description of each of the 10 Work Packages that compose the Drive2theFuture project.
- **Partners**: The objective of this page is to present all the partners of the Drive2theFuture Consortium. Clicking on every logo leads to a general description of each partner and includes a direct access to its main webpage.
- **Public deliverables**: In this page all the public deliverables generated by the Project will be available.
- **Presentations, publications and papers**: This page will act as a repository of different documents (of various types) so that they can be read and downloaded by the website visitors. Presentations, press releases and other type of papers will be included.
- **News & Events**: This page will be the repository of all the news related to the Drive2theFuture project. The visitor will be enabled to easily disseminate this News through their own social media channels in order to amplify the Drive2theFuture news and reach a wider audience. There is also a space here where you can subscribe to the Project’s Newsletter.
- **Contact**: In this space, visitors can have information about the main contact persons of the project as well as get in touch with the Drive2theFuture project through a general-purpose contact form. All contacts will be managed first by RACC (ACASA) and will be forwarded to the most appropriate member(s) of the Consortium.
- **Newsletter**: This page will be the repository of the Newsletter of the project.
All Drive2theFuture partners are expected to contribute with contents ready to be disseminated through the website, and to add a link in their respective corporate websites to the Drive2theFuture website. The contents of the website will periodically be updated by the dissemination manager, with contributions by all project partners.

### 3.3.3. Drive2theFuture Newsletter

The Newsletter addresses the specialist audience target group. The aim of the newsletter is to ensure a regular flow of information about the Project to all interested stakeholders in order to maintain awareness about all news, achievements, meetings and events related to Drive2theFuture.

The newsletter will be issued at least three times during the project, with the first issue due by December 2019. WP8 partners, together with the Project Management Team, will decide upon the structure and contents. The newsletters will mainly contain the following features:

- An “Editorial” as first item.
- Three main news and information about the pilots results or developments, if necessary
- A “News” section featuring all latest news, achievements, meetings, events related to Drive2theFuture since the last issue.

The dissemination manager will distribute the newsletter electronically via “Mail Chimp” to the Drive2theFuture contacts database. This database will be composed of professional contacts and the adaptation to the GDPR and to the instructions defined by the project coordinator on July 2019 and detailed on WP10, D10.2. To maximise our communication and dissemination, all consortium members must collaborate as much as possible to create this database. In order to increase the database every partner will be asked to send project information to their business partners, including the link to the newsletter database subscription list.

This approach will also allow the dissemination manager to keep track of the number of readers. Partners will be asked to act as multiplier and disseminate the newsletter further themselves and communicate to the dissemination manager the number of recipients they sent the newsletters to. The database will also include individuals who subscribe via the website, and other fellow projects will be asked to help disseminate, too. Recipients will be able to opt out from receiving the newsletters at any time. The newsletters will also be available for downloading from the website. The website will also include a section where interested people will be able to subscribe to the project newsletter.

### 3.3.4. Drive2theFuture Press releases

The success of the dissemination objectives will depend on the visibility given to Drive2theFuture in the press. At key moments in the project the consortium will issue and distribute press releases to attract media attention.

The project coordinator and WP8 partners will propose to the Project Management Team when press releases are needed and inform and liaise with ACASA, as WP8 leader, who will prepare the draft press releases. The dissemination manager, the coordinator or any other partner involved per occasion, will prepare draft press releases in English and circulate it to WP8 partners in advance of planned distribution dates for partners to translate in their own languages (when relevant) in order to attract also local press. Apart from the dissemination manager, each partner will also be responsible for sending the press releases to its media contacts database, making sure the impact is maximised, and following up on the generated impact, i.e. gather all offline and online press channels, and websites/blogs, where the sent press release has been used to produce an article (send press clipping to the dissemination manager using the “Internal Dissemination Report Template”).

September 2019
Press releases will also be available for download on the Drive2theFuture website. To keep track of partners activities partners are to contact and inform the dissemination manager and the Project Management Team every time they wish to issue a press release locally.

3.3.5. Drive2theFuture Social Media

Social media network is the best communication channel for real-time dissemination. Therefore, Drive2theFuture have launched a Twitter account and a LinkedIn profile and a LinkedIn Group to spread the knowledge generated by the project, increase the interaction with contacts and receive positive inputs from other stakeholders.

The WP8 leader will be responsible for managing these accounts

3.3.5.1. Twitter

https://twitter.com/Drive2future

The strategy on Twitter will be to achieve maximum diffusion through the frequent generation of tweets (both project’s own activities and related activities). The objective is to maintain a continuous activity in the Twitter network.

General advice for Tweets:

- Tweets should be kept between 100 and 120 characters
- Proper sentences should be written
- The use of pictures encourages retweets
- Conversations should be encouraging (by posing questions, thanking others that mentioned the project etc.)
- 1/3 of the tweets should be about the project, 1/3 should be about sharing content, 1/3 should be interactions with others
- Tweets from others should be shared (e.g. similar projects etc.): This creates co-references
- Shortened web links should be inserted

It is foreseen the use of hashtags and links regularly. These links may be sent to the Drive2theFuture website (to generate traffic to our content) or to external content that may be of interest. Hashtags (#) are used to reach specific target groups and identify key concepts. They should be as specific as possible. A maximum of two hashtags per tweet is recommended. The main hashtags to be used (depending always of the content of the the tweet) should be: #Drive2theFuture_project #FutureofEurope, #EUTransportResearch, #H2020Transport, @inea_eu, @EU_Commission, etc.

To achieve maximum diffusion, depending on the objective of each tweet, we will seek specific support from the corporate accounts of the different members of the project.
3.3.5.2. LinkedIn

LinkedIn is the most important professional network and it is a suitable environment to reach several identified groups of stakeholders and target audience of Drive2theFuture project.

The Drive2theFuture project will use LinkedIn through 2 tools. On the one hand, we will have a LinkedIn profile to promote the project activities or to get contact of professionals from the sectors related to the project. A LinkedIn Group is also necessary to set discussions to stimulate an active and fruitful with other interested contacts.

The following content will be published on the LinkedIn community established by ACASA (RACC):

- News on the project, e.g. news from the infra4Dfuture network, project developments or project meetings etc.
- News from others, e.g. related projects or project partners etc.

Content will be managed by ACASA (RACC). Partners are encouraged to:

- Provide input regarding news that should be promoted
- Link and interact: Partners can launch discussions and write their own contributions via their personal profiles.
3.3.5.3. Social Media Statistics

It is necessary to track the activity on the Social Media. Some objective KPIs have been defined to measure the success of this communication channel. These are presented in the following table.

<table>
<thead>
<tr>
<th>Social Media activity and criteria (KPI's)</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter – total number of engagement using dedicated hashtag and linking to the website</td>
<td>20</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>LinkedIn – New members of Drive2theFuture group</td>
<td>30</td>
<td>50</td>
<td>50</td>
</tr>
</tbody>
</table>

3.3.6. Drive2theFuture Flyer, Brochure, leaflet and poster

A promotional flyer about the project will be distributed (in print and electronic forms) to a broad range of related stakeholders.

This Project flyer will be directed mostly to professional public (universities, administrations, manufacturers, members of the European Commission, automobile clubs, etc.), but on special occasions it can also be used to communicate to the non-professional public. This material will be distributed at events, trade shows, congresses, and in any event where any member of the project may attend, thus fostering the communication and dissemination of the Drive2theFuture project.

The flyer will be followed up by a project brochure describing the Drive2theFuture activities and goals in more detail. The aim is to disseminate general aspects of the Drive2theFuture project (objectives, applications and
benefits) as well as the contents on the progress of the project. It is planned to produce certain updates of this material as the project progresses. The brochure will explain the pilots developed in Drive2theFuture in details. The precise aim, content and structure will be defined by the Project Management Team and WP8 partners. The brochure will be available as printed copies and electronically to be downloaded from the Drive2theFuture website. Printed copies will be handed out at Drive2theFuture events.

Leaflets are foreseen at key moments in the project’s lifespan. The first one is foreseen to be issued by M6. There will be updates of the leaflet in different intervals during the lifetime of the project, following its progress and key achievements.

A Drive2theFuture poster will be designed, seeking to communicate quickly and visually the general aspects of the project. The Project Poster will be directed mostly to professional public universities, administrations, manufacturers, members of the European Commission, automobile clubs, etc., but also can be directed to the general public (for example, in Conferences and other events where project partners participate).

This material will be exposed at events, trade shows, congresses, and in any event where any member of the project may attend, and it may be interesting to help the communication and dissemination of the Drive2theFuture project. The format of the poster will be 85x200, applicable in a roll-up device.

It will also be available in electronic format (with the appropriate resolution to be printed with high quality) to be distributed to all the project partners, so that they can use it when needed with maximum flexibility.

It will contain basic information on the project, in an illustrative way, in order to optimize its communication capacity.

3.3.7. Partners dissemination Channels

In addition to all the tools listed above, partners are expected to make use of their existing dissemination channels to increase Drive2theFuture visibility. These are: corporate website, social media channels (Twitter, LinkedIn, Facebook, Instagram, etc.), newsletters, etc.

Of major significance will be the support of FIA (partner of Drive2theFuture project) in using their dissemination channels as well as those of their partner automobile clubs throughout Europe, representing the interests of end-users. FIA will help in getting automobile clubs to publish Drive2theFuture-related articles in their club magazines. European automobile clubs represent a total membership of about 36 million individuals.

3.3.8. Articles in National / International Publications

Scientific papers submitted and accepted are a proper tool to spread the knowledge generated to a technical and research audience. Partners publishing in academic and technical journals will ensure that Open Access to these papers is provided.

The dissemination of own Results by one or several Parties including but not restricted to publications, shall be governed by the procedure of Article 29.1 of the Grant Agreement subject to the following provisions:

Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

An objection is justified if:

1. the protection of the objecting Party's Results or Background would be adversely affected
2. the objecting Party's legitimate interests in relation to the Results or Background would be significantly harmed as sufficiently proven by the objecting Party.
3. the proposed publication includes Confidential Information of the objecting Party.

If an objection has been raised the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication) and whereby the scientific quality of the publication is maintained. The objecting Party shall not unreasonably continue the opposition if appropriate measures are taken following the discussion.
4. Dissemination Activities Monitoring

The leader of WP8 is responsible for the communication and dissemination of the Drive2theFuture project, but it is very important that all the members of the consortium collaborate in this work.

To act in a coordinated manner and have a global vision, all the partners that carry out any activity that may be considered as communication, dissemination or collaboration with stakeholders should be reported in advance to the WP8 leader. To do so, the person responsible for WP8 will make a very simple template available to all project members.

The objectives of this procedure are 2:

- Have a global vision that allows to maintain a coherence in all the activity of the Project
- Perform a monitoring of all planned or spontaneous dissemination activities carried out by the partners of the consortium.

On a recurring basis, for example every 3 months, this information will be shared with the Partners of the Consortium and will be published in the project information repository so that all partners can know all the activity carried out.

A list of all performed dissemination activities will be periodically reported (in D8.2, D8.7 and D8.8 as well as in the project Periodic Reports).

4.1. Internal coordination Tool

As mentioned above, each partner who performs or intervenes in a work that can be considered as communication or dissemination must notify (if possible in advance) the person responsible for the WP8 through a simple template, probably will be just an Excel file. The template should be filled in with:

- Brief description of the dissemination activity.
- Type of activity classification. This includes: publications, articles (published in scientific journals, or in regular press), conferences attended, workshops attended, web contents generated, press releases issued, leaflets/flyers/posters, videos, media briefings, presentations made, exhibitions performed, interviews, TV clips, other.
- Date, so to have an overview, over time, of the dissemination efforts accomplished across the consortium.
- Location (City – Country), so to have an overview of the geographical reach of the project dissemination actions.
- Type of audience, so to monitor if we are impacting all types of stakeholders initially identified as of interest for Drive2theFuture. These include: scientific community (higher education, research), industry, general public (end users), policy makers, media (TV, newspapers, radio, web-based media).
- Number of participants, so to have a numeric estimation of the impact achieved with the dissemination activity. This could be number of attendants to a technical session at a congress, or number of visits to an article published on the project website.
- Supporting documents (electronic copy of published articles, agenda of events featuring Drive2theFuture presentations, etc.).

Below is what the Activity Template would look like:
Figure 11: Activity Template
5. Conclusions

The Deliverable 8.1 “Project Dissemination Material” for Drive2theFuture, produced within Work Package 8 “Dissemination, Exploitation and Roadmap to the Future”, presents the tools and material to be used in the Drive2theFuture project, for the optimal internal and external communication and the broad dissemination of the project results to the potential end-users, relevant stakeholder groups and the general public.

The Communication and Dissemination strategy of Drive2theFuture (to be defined in detail within D8.2) follows the 6W approach and applies to all relevant user and stakeholder groups, and the Dissemination material presented herein, aim exactly at reaching these groups with a direct, tailored and, thus, effective manner. Any updates of the Dissemination material and new released tools throughout the project duration, as well as the overall Dissemination Strategy of Drive2theFuture, shall be included in the subsequent D8.2 “Dissemination Plans, User Forum and events” and its revisions (D8.7 and D8.8).
Annexes

Annex I: Branding Guide

*Corporate brand*

A typographic logo and several symbols / icons, with their corporate colours make-up the identifier of the brand commonly used in all applications.

A simplified brand has been created for very specific uses.

*Security and reducibility*

To ensure the optimal application and perception on all supports and formats of the brand with its symbols and logo, a security area has been establish in order to mark the minimum distance with respect to texts and graphic elements.

The minimum brand size to which the basic logo can be reduced is 20 mm in width. Should a smaller reduction be necessary, the simplified logo is the one to be used, at a minimum reduction of 10 mm.
Corporate Colours
Corporate Typography

The main corporate typography is the Gotham family in its Light, Book, Medium, Bold and Black versions. The secondary corporate typography is the Calibri family in its versions Regular, Regular Italic, Bold and Bold Italic.

Rules for the good use of the brand

To avoid unwanted results in the implementation of the Drive2theFuture brand you have to follow a series of generic rules.
The value of a brand depends to a large extent on the discipline in its application. The correct order and application of the logo is a guarantee that it will transmit perfectly the hierarchy within the corporate image set.

The brand will be applied, as a general rule, on a white background with the corporate colours. Black and white options are also considered, as well as on corporate colour backgrounds.
Annex II: General project presentation template

Description

NEEDS, WANTS AND BEHAVIOUR OF "DRIVERS" AND AUTOMATED VEHICLE USERS TODAY AND INTO THE FUTURE

- Detailed analysis of project "Drivers of automated vehicles" with specific needs and wants of vehicle users.
- Survey conducted among different user groups to understand their requirements and preferences for automated vehicles.
- Analysis of existing technologies and their expected impact on user behavior.
- Case studies from other countries with implemented automated vehicle technologies will be reviewed and analyzed.
- User feedback will be collected through surveys, interviews, and focus groups to ensure accurate representation of user needs.

Test sites

- 12 sites are planned within DRIVE2future, to be implemented in different countries including:
  - (Country 1)
  - (Country 2)
  - (Country 3)
  - (Country 4)
  - (Country 5)
  - (Country 6)
- The sites will be equipped with necessary infrastructure and technology to facilitate the testing of automated vehicles.
- Data collection will be performed through various methods including video surveillance, telematics, and behavioral analysis.
- Results will be analyzed to identify key factors affecting user behavior and preferences.

Objectives

- To analyze and understand the needs, wants, and behavior of "drivers" and automated vehicle users.
- To design and implement user-friendly automated vehicle technologies that meet user expectations.
- To evaluate the impact of automated vehicles on user behavior and societal outcomes.
- To foster collaboration between industry, academia, and government to drive innovation in automated vehicle technologies.
- To contribute to the development of safety standards and regulations for automated vehicles.

Annex II: General project presentation template
Annex III: Screenshots of templates

In the next figures are shown different screenshot of the Drive2thefuture project templates.
D8.1: Project Dissemination Material

Needs, wants and behaviour of "Drivers" and automated vehicles users today and into the future

Contract No: 815001

DX.Y: TITLE

Version 1.0

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