SAFE STRIP

SAFE and green Sensor Technologies for self-explaining and forgiving Road Interactive Applications

Grant Agreement Number: 723211

D7.3: Updated dissemination plan and dissemination activities

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<tr>
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<th>WP7: Dissemination, exploitation &amp; standardisation</th>
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<td>Activity 7.1: Dissemination plan and actions</td>
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<td>Deliverable</td>
<td>D7.3: Updated dissemination plan and dissemination activities</td>
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<td>This project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under grant agreement no 723211.</td>
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## Abbreviation List

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<tr>
<td>WP</td>
<td>Work package</td>
</tr>
<tr>
<td>D1</td>
<td>Deliverable number</td>
</tr>
<tr>
<td>A1</td>
<td>Activity number</td>
</tr>
<tr>
<td>OA</td>
<td>Open Access</td>
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Executive Summary

This document outlines the updated dissemination and communication strategy for the SAFE STRIP project, provides instructions and guidelines for all dissemination and communication activities to be held in the lifespan in the project and reports all dissemination activities held so far in the project (by M18 – October 2018).

It also outlines the target audiences, key messages, channels and monitoring tools for dissemination activities and will serve as the project’s dissemination guide.

The document begins with an introduction to the project, explaining the purpose of the document, its interrelations with other activities and its intended audience (chapter 1). This is followed by a description of the dissemination strategy including objectives, key messages, target audiences, approach, tools, channels and management (chapter 2).

The dissemination procedure is also outlined including best practices, and a description of the visual identity and how it is used along with the appropriate funding information (chapter 3). To support this strategy, the tools and techniques for the various communication platforms are described such as the website, printed materials, events, articles and media guidelines (chapter 4).

Completed actions include the development of the project website and social media accounts, creation of a project poster and leaflet as well as the conduct of the first project workshop. In addition, the SmartSheet monitoring tool has been put in place, the project’s general presentation has been developed, logo and branding materials have been completed, internal communications are set up and guidelines for all communication and dissemination activities are covered.

So far in the project, there have been 17 presentations of the project, 7 publications, 76 followers on Twitter and 72 on Facebook social media, 30 participants in the User Forum and 21 news articles published on the website.
1 Introduction

1.1 Purpose of the Document

The purpose of the SAFE STRIP Updated Dissemination Plan is to clearly set-out the project’s revised dissemination and communication strategy and guidelines and report on the dissemination activities held till the current date. The Dissemination Plan is updated annually while the dissemination actions are included in the project’s annual reporting. Dissemination actions include the following elements:

- Organisation of project specific events and demonstrations at national and European level.
- Participation in key international and European conferences and industry exhibition fairs.
- Collaboration with major public and private stakeholders at round tables, concertation events and working groups (e.g. ERTRAC Working Group on Connected and Automated Driving) organised by the European Commission or the project Consortium.
- Collaboration and cluster meetings with clustering projects SAFER-LC and SAFE-T-10.
- Submission of articles relevant for scientists or practitioners from the industry to relevant journals, conference proceedings and press.
- Two Interoperability Consultation Workgroup meetings organised by ERTICO-ITS Europe and attended by SAFE STRIP partners

Online dissemination material will remain accessible after the project’s conclusion for at least three years. SAFE STRIP plans to organise demonstration events and participate in other key events to disseminate the project’s results.

This document also aims to map all communication activities for the SAFE STRIP project and describe how to reach specific target audiences. It will serve as the comprehensive and central listing for all communication activities and events over the course of the project.

It identifies the following aspects:

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

b. **Key Messages:** focus on the achievements and benefits of SAFE STRIP, 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.

d. **Monitoring:** The Dissemination and Communication Manager is in charge of the overall monitoring of the communication and dissemination activities.
Over the course of the project, the following dissemination and communication activities have been or will be carried out:

- The creation of a coherent and consistent identity for the SAFE STRIP project, supported by, e.g., a logo, leaflets/flyers, brochures, banners, posters, roll-ups, and – finally – project videos. In addition, the preparation and update of a brief project presentation in English that can be used for any dissemination purpose.
- The creation and maintenance of a constantly updated modern website (http://safestrip.eu/), where knowledge as an enabler of social change has a positive effect on everyday life and is relevant to the target audience, and the creation of social media presences on LinkedIn, Facebook and Twitter, in connection with all public events in which SAFE STRIP is organising or participating.
- The creation of a User Forum including representatives from all key target groups of SAFE STRIP.

The Dissemination Plan will be reported on and updated once a year based on an evaluation of the strategy’s effectiveness, with changes made accordingly and communicated to the consortium. A summary will be also included in the periodic reports submitted to the European Commission. The next official version of this document is the D7.4: “Final report on dissemination activities” for M30 which will include once more the updated project communication and dissemination strategy, the by that time attended and organised events and the planned activities for the remainder and after the closure of the project.

1.2 Intended audience

The dissemination level of D7.3 is public.

1.3 Interrelations

The updated dissemination plan (current document) outlines the project’s dissemination strategies and guidelines. This deliverable is a crosscutting document relevant to all project activities.
2 Dissemination strategy – General overview

2.1 Objectives

The objective of this document is to establish an effective and efficient dissemination strategy and communication plan for the SAFE STRIP project. Key elements include: articulation of the project identity (branding); identification of target audiences; specification of channels for connecting with audiences (events and media platforms); cross-integration of dissemination output (print, electronic and face-to-face).

All dissemination activities will follow the dissemination strategy plan (current updated version and its future versions). In addition, dissemination activities will also include the publication of project results in conference proceedings and peer-reviewed scientific journals throughout various phases of the project, in compliance with the updated open research and access strategy (see more in section 3.2).

The main objectives of the project dissemination are:

- To comprehensively disseminate the technical and scientific advancements developed in SAFE STRIP.
- To disseminate key project developments to external actors and key stakeholders.
- 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.
- To organise and attend key project events and demonstrations and ensure cooperation with the most important international forums, as well as liaise with related projects and initiatives.

2.2 Key actions

The key actions include the following:

- Raising awareness of the potential benefits of SAFE STRIP technology.
- Engaging with target audiences to collect feedback for development.
- Dissemination of project results.
- Engaging with institutions so they can provide the necessary regulatory framework.
- Engaging new users.

2.3 Target audiences and stakeholders

Our target audiences encompass all stakeholders involved in the value chain. It should be highlighted that communication, defined as dual channel of information exchange, will on the one hand provide information to the target audiences, and on the other hand, seek direct feedback to be used for process development and product improvements.
2.3.1 Industry & SME’s

Table 1: Industry & SMEs matrix.

<table>
<thead>
<tr>
<th>Cluster categories</th>
<th>Why them?</th>
<th>Why SAFE STRIP?</th>
</tr>
</thead>
<tbody>
<tr>
<td>OEM’s (represented by PIAGGIO and CRF in the Consortium)</td>
<td>Their vehicles are the actual “recipients” of the SAFE STRIP technology; compliance with their roadmaps is key for project market penetration.</td>
<td>They will get add-ons for their vehicles (either equipped or non-equipped).</td>
</tr>
<tr>
<td>Tier 1 suppliers (represented by CONTI &amp; VALEO in the Consortium)</td>
<td>Their components are embedded in SAFE STRIP – they need to provide their insights into restrictions and potential for innovative applications.</td>
<td>SAFE STRIP is a key market for them, as it embeds a series of Tier 1 components in the context of innovative applications.</td>
</tr>
<tr>
<td>Road side and infrastructure elements manufacturers and system integrators (represented by SWM in the Consortium)</td>
<td>They are needed to identify the most cost efficient methods for SAFE STRIP integration.</td>
<td>SAFE STRIP is a means to enhance the functionality of existing roadside and infrastructure elements (i.e. intelligent road pavement tapes/markers). It is also a new product family.</td>
</tr>
<tr>
<td>SMEs (RELAB, CIDAUT)</td>
<td>They are needed to provide optimal driver/rider info &amp; applications.</td>
<td>Ability to develop and sell interfaces and added value services.</td>
</tr>
</tbody>
</table>

2.3.2 Research

Table 2: Research matrix.

<table>
<thead>
<tr>
<th>Cluster categories</th>
<th>Why them?</th>
<th>Why SAFE STRIP?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sensor providers/developers (CEA, CNR)</td>
<td>They provide the key technologies and innovative research which constitute the intelligence of the system.</td>
<td>SAFE STRIP constitutes an open, modular and extendable test-bed for research &amp; innovation and the creation of relevant services to the industry.</td>
</tr>
<tr>
<td>Research/developing institutes (CERTH, CTU, UNITN, FhG, UPAT, CTI)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2.3.3 End-users

Table 3: End-users matrix.

<table>
<thead>
<tr>
<th>Cluster categories</th>
<th>Why them?</th>
<th>Why SAFE STRIP?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure operators</td>
<td>They will integrate the</td>
<td>An innovative, cost-</td>
</tr>
</tbody>
</table>
efficient solution is provided to deal with road safety, predictive road maintenance and user information issues, at a very low cost.

2.3.4 Public sector & authorities

Table 4: Public sector & authorities’ matrix.

<table>
<thead>
<tr>
<th>Cluster categories</th>
<th>Why them?</th>
<th>Why SAFE STRIP?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government</td>
<td>They develop regulatory frameworks around infrastructure investments.</td>
<td>1. Inspires incentive schemes aimed at SMEs and industries.</td>
</tr>
</tbody>
</table>
| European Commission                 | 1. Provides funding incentives for road safety enhancements.  
|                                    | 2. Promotes autonomous vehicles in the C-ITS market.                      | 2. Project outcomes will enhance road safety.                                   |
|                                    |                                                                          | 3. Independent C-ITS and autonomous vehicles implementation tool/carrier.      |

2.3.5 Multi-actor associations

Table 5: Multi-actor associations.

<table>
<thead>
<tr>
<th>Cluster category</th>
<th>Why them?</th>
<th>Why SAFE STRIP?</th>
</tr>
</thead>
<tbody>
<tr>
<td>All developers, users and authorities committees (ERTICO)</td>
<td>Need for wider awareness creation, acceptance and standardisation.</td>
<td>1. Key enabling technology member, developers and service/application carriers for members/users.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Safety enhancement for members/users.</td>
</tr>
</tbody>
</table>

2.4 Key messages matrix

Table 6: Key messages matrix.

<table>
<thead>
<tr>
<th>SAFE STRIP Target Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Target audience categories</strong></td>
</tr>
</tbody>
</table>
| Industry & SMEs             | Website, media, events | Website, media, industry events, printed communication materials, videos | • Raising awareness of the potential benefits of SAFE STRIP technology.  
|                            |                       |                      | • Engaging with target audiences to collect feedback for development.  
|                            |                       |                      | • Dissemination of project results |
SAFE STRIP Target Audience

<table>
<thead>
<tr>
<th>Target audience categories</th>
<th>Channels</th>
<th>Tools</th>
<th>Key messages</th>
</tr>
</thead>
</table>
| Research                   | Website, media, journals and papers, technical workshops and events | Website, media, technical workshops, printed communication materials, videos | • Raising awareness of the potential benefits of SAFE STRIP technology.  
• Engaging with target audiences to collect feedback for development.  
• Dissemination of project results |

| End-users                   | Website, media, events, videos | Website, media, events, printed communication materials, videos | • Raising awareness of the potential benefits of SAFE STRIP technology.  
• Engaging with target audiences to collect feedback for development.  
• Engage new users. |

| Public sector & authorities | Website, media, events | Website, media, public events, printed communication materials, media | • To engage with institutions so that can provide the necessary regulatory framework.  
• Raising awareness of the potential benefits of SAFE STRIP technology. |

| Multi-actor associations    | Website, media, workshops and events | Website, media, public events, printed communication materials, media | • Raising awareness of the potential benefits of SAFE STRIP technology.  
• Engaging with target audiences to collect feedback for development. |

2.5 Approach

Firstly, a website was launched as the main portal for project dissemination and communication. The website integrates social tools (e.g. LinkedIn, Twitter, Facebook) to provide active participation and support to the project’s community.

A promotional flyer about the project has been produced and distributed (in print and electronic forms) to a broad range of stakeholders, including those who participated in the 1st project workshop, held on September 2017 in Thessaloniki, Greece. In parallel with the flyer, a project brochure describing the SAFE STRIP activities and goals in greater detail has been developed.

All the dissemination material of the project (poster and brochure and their updated versions) are available on the SAFE STRIP website (in the section “Library”). Therein, all Consortium publications are also provided following the Open Access principles.
Finally, a User Forum has been created including representatives from all key target groups of the project.

2.6 Dissemination activities

The dissemination plan will be updated annually and the dissemination actions will be included in the annual reporting. In particular, the dissemination actions will include the following elements:

- Organisation of project specific events and demonstrations at national and European level, seeking attendance by all relevant stakeholders’ groups.
- Active participation in key relevant international and European conferences and industry exhibition fairs.
- Individual presentations/discussions with major public and private stakeholders, and round tables, and participation in Concertation Events and Working Groups (i.e. ERTRAC Working Group on Connective and Automated Driving) organised by the Commission or the Consortium.
- Scientific and industry publications and presentations in relevant journals/press.

The online dissemination material will remain accessible after the end of the project and it will continue to be updated after the end of the project; at least for a three years’ period. SAFE STRIP will organise its own demonstration events but will also participate in other key relevant events, to diffuse its results.

2.7 Communication activities

Communication activities include:

- The creation of a coherent and consistent identity for the SAFE STRIP project, supported by e.g. logo, leaflets/flyers, brochures, banners, posters, roll-ups, and project videos. In addition, preparation and updates of a brief project presentation in English that can be used for any dissemination purpose and publishing of news articles for updating the project’s audiences on project progress and activities. The project presentation is published on the web site (“Library”).
- A project specific “Media Pack” until the end of the project. This encompasses a digital one and a physical one. The digital one consists of all dissemination material mentioned above in their digital format and as they will be updated during the project and that can be downloadable by the project web site and/or the SAFE STRIP charging bank (give-away planned in SAFE STRIP), while the physical one is the physical version of them as well as a demo setting of the system that will serve for demonstrations and exhibitions in fairs, conferences and other events.
- The creation and maintenance of a constantly updated modern website relevant to the target audiences, and the creation of a social media presence in Facebook, LinkedIn and Twitter, in connection with all public events where SAFE STRIP is organising or participating in.
2.8 Channels and tools

A project website has been created with relevant features (for example dynamic maps, news and events, special filtering for pages and information, library and more). The website is updated regularly to present the core activities, main benefits and results of SAFE STRIP. It furthermore features news and events that are external to the project but relevant to its overall scope. Its objective is also to host all public project deliverables, dissemination information, a publications index, and a link to the benchmarking database.

The section “Latest news”, including information on workshops, demonstrations, and how to get involved (via mailing list), is a prominent part of the website. A draft editorial calendar with topics, dates, and contributors has been prepared and published in the initial dissemination plan in order to ensure a continuous flow of information and the availability of recent news on the website. The updated dissemination plan contains some revisions of the editorial calendar. So far, news have mostly included reports on external events, since the 1st round of technical validation was still underway. During the period of months 18-30, news will include interviews with partners and associated partners, a release of project results and advancements, as well as reports on events. This will be done in order to inform but also to engage visitors to return to the website. Statistics are collected and presented to the Consortium at least once a year during plenary meetings and include the number of views, as well as more detailed information on demographics, referrals and pages views. A detailed explanation of statistics will further encourage the project partners to adhere to the editorial calendar and contribute to the news on project website.

In addition, a series of deliverables and tools will be used to maximise the project outreach. The visual identity, logo, project brochures and posters (print and online) have been produced for use by the project consortium. An update to the poster and brochure has been done in months 17 and 18, since some of the information had become outdated. The project brochure presents SAFE STRIP, its goals, its applications and its benefits. The brochure has been updated with new logos and information on project coordinator while the content has been simplified to make the brochure more attractive and easy to read. The project poster has also been updated in month 17 to include latest practical information and social media links which were not included in the previous version. The poster is used to inform target audiences of the project and contains basic information aimed at directing them to project website. Other promotional materials have already been and will be produced including giveaways (phone charging banks and tire pressure measurers), events and signature banners. A project video will be produced to communicate the project’s findings when available. It will be published on the project website and ERTICO’s YouTube account as a minimum.

Diverse media, including social media are regularly used to expand the outreach of the project in a more modern and immediate way, with a special focus on Twitter as the main social media tool for project dissemination. Articles and editorials will be published in scientific journals and in relevant media including general project information, as well as more specific issues. During the course of the project, press releases will be issued when key milestones are reached, such as the start of the demonstration phase. Press briefings and conferences may be organised for example
at large-scale events, though press publications have been already held on national level from the Technical and Innovation Manager of the project (CERTH/HIT)

SAFE STRIP has also and will continue participating in conferences and demonstrations, stakeholder workshops, industry fairs and exhibitions, forums, workshops with companies’ specific audiences and strategic talks, i.e. in TEDx events. These events are primarily used to disseminate the project’s technical findings, developments and technologies. SAFE STRIP will also organise project specific events and demonstrations at national and European level, seeking attendance by all relevant stakeholders’ groups. The project’s 1st Pan-European stakeholders’ workshop has already taken place, on 27 September 2017, in Thessaloniki, Greece attracting 23 external participants (a full description of the event and the outcomes have been provided in D1.2: SAFE STRIP Use Cases submitted).

2.9 Management

Communication groups within the consortium, led by the Project Coordinator and the Dissemination and Communication Manager, have been created, gathering experienced professionals in dissemination activities for projects, as well as PR departments from the cities and marketing executives form large companies. According to the activity and its scope, several of these professionals will be involved during the project’s lifespan and asked to contribute. This will be detailed in an internal work plan.

2.9.1 Roles and responsibilities

ERTICO is leading the overall communication and dissemination activities as the Communication and Dissemination Manager; however SWARCO, as the Work Package leader will oversee the activities, while Activity leaders CERTH/HIT and RELAB will assist in the management of the relevant Work Package’s activities.

More specifically, CERTH/HIT is leading Activity 7.2: User Forum and events, while RELAB is leading Activity 7.3: Market Analysis and Business models.

Still, almost all consortium members have budget allocated (person-months) for dissemination and communication and are therefore required to contribute with the drafting of articles for the website, provision of useful and relevant website content such as infographics, studies and reports, co-organisation of workshops and press events, translations, acting as a media contact and monitoring the news in their respective countries.

2.9.1.1 Dissemination manager

The Dissemination Manager at ERTICO will oversee all dissemination and communication activities of the project.

The Dissemination manager will report on the dissemination strategy and its achievements to the consortium in relation to the defined KPI’s (including website statistics, events, printed materials, etc.) every 6 months.
2.9.1.2 Dissemination and communication groups

At the beginning of the project, a WP7 group was established on ProjectPlace to coordinate relevant activities.

2.9.1.3 All partners

Partners are required to contribute with news articles for the website, event information for the event calendar, and other dissemination and communication tools. An editorial calendar has been created and shared with partners via Projectplace including an overall plan of news content for the website (more information in section 5.4).

All partners must report their project-related dissemination and communication activities on the SmartSheet created for monitoring and reporting, including information on the event they attended and those they are planning to attend. A reminder will be sent on a monthly basis to partners to contribute to the SmartSheet.

Partners are required to notify the Dissemination Manager in case of any planned scientific publications in journals or as part of conference proceedings. These publications will be made publicly available on the website as part of the Open Access strategy (more information in section 3.2).

Partners will also forward project related press clippings and web or video material that is published in their countries/companies. Furthermore, they are reminded to promote the project to their peers, such as neighbouring city authorities, users and providers or ITS/C-ITS related companies.

2.10 Partner participation

Table 7: Partner participation.

<table>
<thead>
<tr>
<th>Partner</th>
<th>WP7 effort in person months</th>
</tr>
</thead>
<tbody>
<tr>
<td>ERTICO</td>
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</tr>
<tr>
<td>CERTH</td>
<td>8.00</td>
</tr>
<tr>
<td>UNITN</td>
<td>1.00</td>
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<tr>
<td>RELAB</td>
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<tr>
<td>CNR</td>
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<tr>
<td>FHG</td>
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</tr>
<tr>
<td>CEA</td>
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</tr>
<tr>
<td>PIAGGIO</td>
<td>3.50</td>
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<tr>
<td>UPAT</td>
<td>1.00</td>
</tr>
<tr>
<td>VCDATA</td>
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<td>SWARCO</td>
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<td>ICCS</td>
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<tr>
<td>CONTI</td>
<td>1.50</td>
</tr>
</tbody>
</table>
### 3 Dissemination and communication procedure

#### 3.1 General procedure

Unless it goes against their legitimate interests, each consortium member must — as soon as possible — ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium). Appropriate means included the project’s tools and channels (website, social media and events) and external channels (journals, scientific publications, external events and congresses).

Consortium members intending to disseminate project results must give advance notice to the rest of the consortium, especially to the Dissemination Manager, the Technical Manager and the Coordinator, unless agreed otherwise.

Any other consortium member may object if they can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.

When using printed materials, participating in or organising events, or when drafting or publishing project relevant material notification must be given to the Dissemination Manager along with the relevant content and information regarding the activity for approval by the Dissemination Manager.

Before publishing dissemination content such as printed materials, specific website content, press releases and articles or participating at events, the relevant content must circulated for comments and approval within the project consortium (or relevant work package) on ProjectPlace.

#### 3.2 Open Access strategy

The project has also agreed to participate in the pilot of the Open Research Data in Horizon 2020, and as such will adhere to the Horizon 2020 guidelines associated with ‘open’ access to ensure that the project results provide the greatest impact possible. The first version of the Open Access Strategy is described in D2.2: “SAFE STRIP
"Open Access" (OA) stands for the practice of providing online access to scientific information that is publicly accessible, free of charge and reusable.

With regard to research and innovation, "scientific information" include:

1. peer-reviewed scientific research articles (published in academic journals), as well as
2. research data (data underlying publications, curated data, raw data).

In practice, the transition to OA as standard of publication comprises two steps: storing of publications in repositories/online archives and providing free access to these data. OA can be provided via two strategies:

- **'Gold' open access** (Open Access publishing): first publication of articles, monographs, anthologies, etc. in an OA journal or by an OA publisher. Usually, publication fees incur for gold open access publications.
- **'Green' open access** (self-archiving): simultaneous or subsequent archiving of the published article or the final peer-reviewed manuscript in an (institutional or subject-specific) online repository. Usually, there are no direct costs for the author.

OA publishing involves two stages: first, the publication will be stored in a repository. Second, open access to the publication will be granted. In case of 'Green' open access, access can be granted after an embargo period.

To identify appropriate repositories, the European Commission recommends the EU-funded Open Access Infrastructure for Research in Europe (OpenAIRE) as well as the Registry of Open Access Repositories (ROAR) and the Directory of Open Access Repositories (OpenDOAR).

The project will also target **Open Access journals**, when applicable, Gold OA publications and Green OA publications, when Gold OA is not possible. The target is to maximize the impact of the project’s results by publishing in open access journals SAFE STRIP will begin implementing the Open Access Strategy by applying the depositories OPenAIRE and Zenodo, as recommended by the EC.

For SAFE STRIP, an index of the scientific publications, together with the project dissemination material (poster, brochure) and Public Deliverables will also be maintained and publicly accessible on the project web site (under “Library-Publications” section).
When referencing Open access data, the project will include the following statement demonstrating EU support (with relevant information included in the repository metadata):
- “This project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under Grant Agreement No. 723211”.

### 3.3 Visual identity and guidelines

It is important that the project has a distinct identity and branding that can be clearly recognised as SAFE STRIP. This is why a set of graphics, including fonts, colours and guidelines (use of the logo) have been developed.

The graphics can be used freely by all consortium members. All external bodies, except for the European Commission, must ask for permission before using them.

#### 3.3.1 Guidelines for the SAFE STRIP brand, logo and fonts

##### 3.3.1.1 Brand

Our brand is often the first thing people see when encountering SAFE STRIP. It represents our project, our personality and our appearance. It is important we ensure our brand integrity is always maintained.

The golden rule when using the SAFE STRIP brand is: it must be used consistently and in-line with our guidelines (inconsistency leads to confusion and weakens the branding). Applying these guidelines correctly ensures that our messages are always clear, they reinforce each other and they always express the true character of the SAFE STRIP brand.

##### 3.3.1.2 Logo

The project logo was designed and introduced during the project proposal phase. The design sets the tone for the project’s visual identity and will be followed when developing the project website, leaflet and poster. The red detail represents signalling, while the black detail on top of the logo text represents infrastructure; providing an overall representation of intelligent infrastructure – the core concept of the SAFE STRIP project.

Figure 1: SAFE STRIP logo.
During the project’s first months, a negative white version of the logo to be used for backgrounds, was developed primarily thanks to the updated design of the poster.

![SAFE STRIP logo](image)

Figure 2: SAFE STRIP negative logo in white.

### 3.3.1.3 Logo size and use

The master logo should always appear fully intact. The text should never be amended or removed. At the minimum size, always use the logo in full. Each element and its position in relation to each other have been carefully designed and must never be stretched, altered or distorted. Logos for all applications are available for use upon request from the Dissemination Manager. Always follow these guidelines to ensure consistent use.

### 3.3.1.4 Fonts

Our logo font is **Tahoma bold** and should always be used in the logo and for headings in communication and dissemination materials.

Times New Roman will be used the default font for all other uses e.g. deliverable documents, body text for documents.

### 3.3.2 PowerPoint presentation

A general presentation of the SAFE STRIP project including its concept, approach and objectives has been created and is available on SAFE STRIP website (“Library-media”).

### 3.4 Map of the project

The SAFE STRIP map is an overview of the project test site locations. It is used on the website, leaflets, posters, etc. It can also be used by all partners in their publications. The map has been updated in M18 for the update of the flyer. A second location pin has been added for the Valeo autonomous testing location in Versailles,
France and the Balocco Proving Ground and Orbassano FCA Safety Track FCA test sites have been merged as one.

Figure 3: SAFE STRIP map.

Figure 4: Updated SAFE STRIP map with test sites descriptions.

3.5 Acknowledgement of EU funding

As mentioned above, as the project is co-funded by the European Union, dissemination, communication and publication materials must clearly acknowledge the receipt of EU funding through the display of the EU flag and following text referring to Horizon 2020: "This project is co-funded by the European Union under the Horizon 2020 (H2020) Research and Innovation Programme (grant agreement No 723311)".

A disclaimer is also inserted on the website, stating:
4 Tools and techniques

The objective of the dissemination strategy is to ensure the project’s key messages are effectively communicated to the target audiences and to support the project’s overall objectives. This strategy will be supported by a range of dissemination and communication tools, channels and techniques, and by capitalising on the network of consortium partners.

To achieve an effective dissemination of the project’s findings and communication of the core messages, SAFE STRIP will use a number of different tools for internal and external communication.

4.1 User Forum

The User Forum will serve as major dissemination action where all project developments and concepts will be analysed and discussed. It is, in reality, a virtual User Forum that has been built upon specific invitations to project partners’ network contacts and encompasses representatives of all key stakeholders: OEM’s (manufacturers and suppliers); road infrastructure developers; road infrastructure monitoring and maintenance; research institutes (via ERTICO and their cooperation with other organisations such as ECTRI, FIA, POLIS, etc.); national and local authorities (ministries of transport / research); and European Commission representatives. The User Forum currently has around 30 members (the contact list is available upon request). The contact details, position and organisation have been recorded and invitations were sent from early on in the project. These also focused on the surveys of WP1 and invitation for the 1st stakeholders’ workshop, etc.

The User Forum continues to be promoted at external events locally and in Europe. An email signature call-out to User Forum has also been created to promote the User Forum to relevant stakeholders. All SAFE STRIP partners are encouraged to use the email signature in their email and to provide a list of potential User Forum stakeholders.

Figure 5 User forum email signature
4.2 Website and social media

The SAFE STRIP website was published on behalf of the SAFE STRIP consortium in order to disseminate the project activities and to serve as an interaction platform for project relevant data and information.

The website presents the work of the SAFE STRIP project Partners and stakeholders as well as latest news and events.

The project website went live in June 2017, and can be found here: http://safestrip.eu/

The homepage:

![SAFE STRIP homepage](image)

Figure 6: SAFE STRIP homepage.
4.2.1 Website content

The website is running on the WordPress Content Management System software to enable easier uploading, publishing and management of content. It is regularly updated throughout the projects’ duration with public information about the status of
activities, events, news, additional of online training courses and any other relevant information.

The visual concept for the website has been defined by the relevant Work Package, which will also be responsible for website content and design, maintenance and management with approval by the project consortium. The website creation and design were outsourced to an external service provider.

All partners, especially WP leaders and the Project Management Team, contribute content with material that is needed or that they consider useful to disseminate the progress of the project, and general ITS information and news. All content is sent to ERTICO (Dissemination Manager), SWARCO (WP7 leader) and CERTH/HIT (Technical & Innovation Manager). Project partners are involved in dynamic content development and sharing on social media. Static, project specific content is being drafted and published by relevant Activity leaders.

The website has integrated social button (e.g. Twitter, Facebook, and LinkedIn) for project community participation and support and sharing content via various platforms.

4.2.2 Structure

The website contains the following sections:

- **Homepage** – gives a glance of what the project is about with links to its sections, including three about pages:
  - **Our mission** – an explanation of the project’s main aims and objectives.
  - **What we are doing** – an explanation of what we are doing on the project.
  - **How it works** – an explanation of how the SAFE STRIP technology works.
  - **Latest News**
  - **Mailing list call out**
  - **Twitter feed**

- **About**:
  - **SAFE STRIP** – “in brief” provides a more in-depth explanation of the project, its objectives and facts and figures.
  - **Value for stakeholders** – Provides relevant information for the concerned stakeholder clusters and lists the expected benefits for each cluster.

- **Consortium** – Description of the project consortium and links to relevant pages:
  - **Beneficiaries** – Displays the logos of the project partners linked to their relevant websites.
  - **Scientific Advisory Board** – Contains the profiles of the board members.
• **Test sites** – Provides a detailed overview of the test sites, their characteristics and specific roles within the project. When clicking on each test site pin location, a new page opens with more information on that specific test site.

• **News** – Consists of three columns and three rows of news articles per page for relevant project news and accompanying images.

• **Events** – Consists of a searchable events calendar with links to events pages with further information.

• **Benchmarking database** – Launch page for the public benchmarking database of A1.2.

• **Library** – page consisting of project deliverable documents and other useful documents and files (publications, etc.). Three main types of documents:
  1. Media Pack (media pack)
  2. Public deliverables
  3. Publications index

• **Contact** – Contact details of the key project personnel and social media buttons.

• **Search tool** – in top right corner to enable quick and efficient search by keyword.

4.2.3 **Website guidelines**

The contents of the information and news on the website will be on the following subjects:

• News directly generated by the project.

• News that mention the project.

• News of interest to the project.

• Events organised by the project.

• Events where project is participating directly.

• Events related to the topics addressed by the project.

The contents of the information and news on the website should respect the following rules:

• Content should overall reflect technology neutrality.

• Specific reference to brands should be justified.

All dynamic news content should consist of the following:

• **Heading:** A short description of the contents. This will be written in the heading section in the backend of the website.

The following content will be added to the dynamic news content body if applicable:

• **Picture:** Preferably displayed at the top of the page, relevant to the content and tagged appropriately.

• **Stand first:** A short sentence, in bold, summarising the key message of the content to be displayed immediately below the picture.

• **Body:** The content of the article. Should be relevant to the project and related topics and explain the following: what, who, where, when, why and how.

• **Authorship:** At the bottom of the page, there should be a note explaining who the author and/or source was. For example, if it is a personal contributor – “Written by Joe Blogs, CEO of SAFE STRIP Communication”. Alternatively,
if the content is provided by a project partner – “Source: PROJECT PARTNER NAME”.

- **Links:** 2-3 relevant links to existing content on the website should be included in each post in order to provide further directly linked reading material. This also improves Search Engine Optimisation. The links should consist of related article headlines hyperlinked to the associated webpage and listed in bullet point form 1/3 of the way down the page.

All dynamic event content should consist of the following:

- **Event poster and/or logo:** To be displayed at the top of the page, however, a logo could be positioned to the right of the text.
- **Stand first:** A short sentence, in bold, summarising the event’s key details, to be displayed immediately below the picture.
- **Body:** The content of the article. Should be relevant to the project and related topics, explaining what the event is, when and where it will take place, who the intended audience is, what will be discussed and why it is taking place.
- **Dates/Location:** To be filled in the relevant sections in the backend of the website.
- **Attachments:** Relevant documents such as agenda, flyers, brochures, registration forms should be written into the body text and hyper linked to their associated media URL.
- **Links:** To relevant information. Example, if the event is external then a link should be provided to the relevant external website. The links should be written hyperlinked statements at the bottom of the body text.

The news should be updated regularly but not as often as the content posted on the Twitter account. At least one article or news item per month will be published to keep the website relevant. The tweets by the project can then link those news items or articles to draw more public to the website.

### 4.2.4 Social media, posts and content

Project specific [Twitter](#), [LinkedIn](#) and [Facebook](#) accounts have been created to raise awareness and maximise exposure. Social media plays an important role in the development of the SAFE STRIP community. The social media accounts should be maintained and populated by all consortium partners, whereas administrators are the Project Management Team and the Dissemination Manager.

The SAFE STRIP website includes social media buttons/icons for SAFE STRIP social media accounts and for sharing content via various platforms such as Twitter, LinkedIn and Facebook.

All social media posts should contain the following criteria:

- A bit.ly link or regular hyperlink to the content they are promoting from the project website when content is published on project website.
- Explain the relation to the project when news are not published on project website, such as relevant external technology news of interest to SAFE STRIP followers.
- Relevant hashtags to make it easier for our audience to find our content.
• Picture attachments when possible or appropriate.
• Tagging of relevant project Partners’ Twitter accounts.

All social media interactions with externally produced content should be subjective and relevant to the projects’ aims.

Each account’s design includes the project logo, background images relevant to the project’s topics i.e. ITS, along with a short biography explaining the project’s purpose and clearly stating our policy of neutrality.

The content of the social media posts will be on the following subjects:
• News directly generated by the project
• News that mention the project
• News of interest to the project
• Events organised by the project
• Events related to the topics addressed by the project

The contents should further respect the following rules:
• Specific reference to brands should be justified
• Tweets should be strictly objective

4.2.5 Monitoring

Key website statistics such as page views and average time spent on a page are recorded using a Google Analytics dashboard displaying visitor demographic information (such as countries links, devices and gender etc.). In addition, social media accounts/pages statistics are being monitored periodically using the relevant social media analytics tools. All of them are reported in the subsequent versions of the dissemination plans deliverables and the periodic reports (D7.2, D7.3 and D7.4).

4.2.5.1 Website

SAFE STRIP website traffic is currently evolving as planned and satisfying the established KPIs of 100 unique visitors per month. The following Figure 9 shows the active users during a busy dissemination period (in this case September 2018 where SAFE STRIP participated and several communication actions (Twitter) have been executed.
4.2.5.2 Social media

4.2.5.2.1 Twitter

Currently, the SAFE STRIP Twitter account has 68 followers. SAFE STRIP Twitter use has significantly increased in the second half of 2018 thanks to the promotion of events such as ITS World Congress as well as the feature in the Intelligent Transport magazine. More traffic is expected in the upcoming months due to events where SAFE STRIP is participating and website content generated by partners as per
editorial calendar. Below are statistics covering busier months (September) as well as calmer months (July) to provide a clear overview of the Twitter traffic flows.

Figure 11: Twitter analytics for July 2018.

Figure 12: Twitter analytics for September 2019.

4.2.5.2.2 Facebook

The SAFE STRIP Facebook page currently counts 72 followers and the growth is taking considerably longer time. Several types of boosting promotion posts have taken place and will be reported in the next update of the dissemination plan and activities. The outcomes of promotion via Facebook will be reported in the next dissemination plan update.
4.2.5.2.3 LinkedIn

The SAFE STRIP Project group on LinkedIn currently counts 47 members. News from the website is posted on LinkedIn by the dissemination manager but all partners are encouraged to do the same as well as to generally promote the group by inviting their contacts to join as members. Guidelines for partners on reviving the SAFE STRIP LinkedIn group will be made available on ProjectPlace.
4.3 Newsletter

4.3.1 Mailing list

SAFE STRIP has established a mailing list on Mailchimp to be used for the dissemination of the electronic newsletter and relevant project announcements. This list comprises of all SAFE STRIP contact lists and relevant partners contacts. With the introduction of the General Data Protection Regulation (GDPR) coming into force on 25 May 2018, the SAFE STRIP mailing list had to be revised in the way that all contacts the list included had to opt-in during the sent GDPR campaign to continue receiving project news and information. The mailing list continues to be promoted on the website homepage and mentions that the subscribers now have to clearly opt-in to continue receiving information.

Figure 15: SAFE STRIP mailing list call out on the website.

4.3.2 Newsletter
SAFE STRIP will send newsletters to the mailing list subscribers when major project achievements occur during the project life. The first SAFE STRIP newsletter has been sent out on 19 December 2017 and it included a short article about SAFE STRIP and report on the 1st SAFE STRIP Pan-European workshop. The next SAFE STRIP newsletter is planned for November 2018 and will include information on latest events SAFE STRIP participated in as well as the latest update of the 1st round of technical validation.

Figure 16: SAFE STRIP Newsletter Issue #1.
4.4 Printed materials

In the first year of the project, it was foreseen that a leaflet and poster would be delivered as part of D7.1 in month 2. These have been produced and are available for use by the consortium at the request of the Dissemination and Communication Manager. Due to management changes and logo updates a request for an updated leaflet and poster has been addressed in month 17.

4.4.1 Leaflet

One of the key dissemination tools of SAFE STRIP is the promotional flyer/leaflet of the project. It will be disseminated in both electronic and printed formats at all dissemination events organised and attended by the SAFE STRIP Consortium (e.g. conferences, workshops).

Though it is an undoubtedly traditional dissemination tool, it is essential in the sense that it informs readers of the project’s key goals and intended outcomes in a simple and efficient way.

There has been an update to the original project leaflet in terms of contact details, logos as well as minor updates to the design and content. The main reason for this
update has been the change of the project coordinator and the update of some logos. The dissemination manager has used this opportunity for a refreshed look of the leaflet and significant decrease in the text that is currently in the leaflet. The main objective of a project leaflet is to outline the most important information about a project in a catchy and concise manner and link to a website for further and more detailed information. More information on the SAFE STRIP test site and a location map have also been added to the new version (Figure 21).

The project leaflet contains a front cover page with the project’s key information, a back page with the consortium logos and information relating project social media. The interior contains sections on the project’s aims & objectives, on its concept & approach, on test sites and on innovation & expected impacts. A motto has also been selected as part of the project identity and appears on the front cover page, it reads: “Safety all around you”. The graphics were made by the project consortium and are as such its property.

The leaflet is tri-fold and measures 42x28cm² (≈A3). The size of the updated leaflet has also been updated and it now corresponds to a B4 format which is a size between A4 and A3 making the leaflet smaller and more practical. Until month 18, six hundred copies of the old version of the leaflet have been distributed to partners and external parties at various events. The new updated version will be printed with 500 copies and distributed to partners in November 2018.

The leaflet in its initial form is presented Figure 18 and Figure 19, while the new updated leaflet can be seen in Figures 20 and 21.

Figure 18: SAFE STRIP leaflet – exterior.
Figure 19: SAFE STRIP leaflet – interior.

Figure 20: Updated leaflet – exterior.
4.4.2  Poster

Following the same concept as the leaflet, the SAFE STRIP poster gives a snapshot of the project and aims to be self-explanatory. As can be seen at Figure 22, it includes:

- The SAFE STRIP logo;
- The logo of the EC and the communication disclaimer;
- The Consortium and their logos;
- The Management team and their contact details;
- The mission statement of the project (in short): “...to deploy rapidly C-ITS and intelligent services everywhere through low-cost, integrated strips on the road...”
- Pictures and graphics associated to SAFE STRIP context

The same motto that appears on the leaflet (“Safety all around you”) is used here as well. Similar graphics to the ones used in the leaflet are included.

Same as the updated leaflet, the poster has been updated and refreshed with a new dynamic look, updated contact details and updated logos (Figure 23). Additionally, references to social media accounts have been added as well (Figure 24).
Figure 22: SAFE STRIP poster – old version.
The poster is A2 size and 30 copies of the new poster have been printed in September 2018 in glossy colored paper and distributed to partners during the 5th Plenary meeting.
4.4.3 Roll up

A roll up will be created in November 2018 and will be used at internal project meetings, such as the Scientific Advisory Board meeting, and the project review. The roll-up will also be used at external events when applicable (in case of stands and exhibition). The design of the roll up will be based on the poster design and it will include extra call out messages in the body.

4.4.4 Scheduled updates and next steps

The current project poster and leaflet content is based on the current understanding of the project. Some of these items, i.e. the technical approach, may slightly change but the goals will remain the same. Nevertheless, as the project progresses, more accurate information will emerge regarding the technical objectives, the approach, along with the evaluation activities and the expected impacts of the project, all of which can prompt updates to the printed material’s content.

In order to reflect the progress of the project, at least one update of the leaflet and the poster will be carried out before the end of the year two (M24) (whereas other changes may be carried out as well). This has been the case with the October 2018 update.

The project leaflet and poster in their current updated form, along with all future updated versions, have been made available to the public (in digital form) on the project web site (www.safestrip.eu) and can be found in the Library section. The first print-outs of the old version project leaflet and poster were distributed in September 2017 (M5 of the project) ahead of the project’s first Pan-European project workshop. The second print-out of the project poster has been used for promotional purposes at the ITS World Congress 2018 in Copenhagen and has been distributed at the project plenary meeting in Rhodes, Greece in October 2018. Several copies of the updated leaflet have been brought comments to the plenary meeting for face to face feedback, while the final approved version will be printed and distributed to the consortium via mail.

4.4.5 Project video

A project video featuring demonstrations and dissemination activities will be developed to provide insight into the SAFE STRIP project, its innovations and outcomes to target audiences.

The idea is to have a 2-tier video meaning that there would be two versions of the video with the mid-term video showing interviews with SAB which will be available for January 2019 mid-term review and used for ITS Brainport in June 2019.

The more developed scenario is planned for the second and final update of the video (M30) with a following draft script:

- Intro on project and test sites (animation).
- Simulation of the SAFE STRIP solution (animation).
- Real life operation of the system.
- Results and impacts.
4.4.6 Give aways

Two kinds of SAFE STRIP give aways have been developed and produced with aim to share and promote the User Forum to potential stakeholders and to use as promotional material at conferences and relevant events. The goodies consist of a power bank branded with SAFE STRIP logo and a tire gauge tool, both branded with SAFE STRIP logo. The goodies stock is currently shared between ERTICO and CERTH. Partners are welcome to request the goodies when participating at events and meeting potential stakeholders for the User Forum.

5 Media, press relations and articles

5.1 Media

Media was not originally seen as a target group for the project but as the project progressed several contacts have been established with magazines and two articles have been written in collaboration with the Intelligent Transport magazine. One article has already been published in the Intelligent Transport magazine in August 2018 and a second one is due next month (M19). For this reason, an initial list of relevant magazines, blogs, and specialised websites has been drawn up below to give an overview of potential and interesting magazine and media outputs for SAFE STRIP dissemination.

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Website</th>
<th>Frequency of publication</th>
<th>Outreach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intelligent Transport</td>
<td><a href="https://www.intelligenttransport.com/">https://www.intelligenttransport.com/</a></td>
<td>quarterly</td>
<td>11,327 copies (European decision-makers, e.g. Transport Ministers, CEOs)</td>
</tr>
<tr>
<td>ITS International</td>
<td><a href="http://www.itsinternational.com/">http://www.itsinternational.com/</a></td>
<td>6 per year (printed v), fortnightly eNewsletter</td>
<td>22,550 copies / 25,000 email contacts (governments, transport consultants, urban planners, researchers, etc)</td>
</tr>
<tr>
<td>Thinking Highways</td>
<td><a href="https://h3bconnected.com/thinkinghighways/">https://h3bconnected.com/thinkinghighways/</a></td>
<td>4 per year</td>
<td>20,000 copies (departments of transport, road operators, universities, etc.)</td>
</tr>
</tbody>
</table>
5.2 Press relations

The Dissemination and Communication Manager (ERTICO) will lead press activities and the drafting of press releases. Press releases will be issued when key milestones are reached such as the start of the demonstration phase. The press releases will be drafted in English and presented to the consortium before publication. Partners will have five working days to comment.

The press releases can then be translated and adapted to local audiences and distributed to national media contacts by consortium partners. The press release will also be distributed to the ERTICO press list (about 1200 contacts), while other consortium members are obliged to help spread the press release using their own press networks.

Press announcements and invitations can be used to invite the media to participate in SAFE STRIP events, or to inform them about those events, as well as to provide them with an overview of the project’s objectives in the cities and regions. These can be drafted by the Dissemination and Communication Manager with support from the consortium and the relevant local press office and sent to the media at least one week before an event. The content should be short, clear and presenting the SAFE STRIP project, the event, the benefits of the project and the pilot city/region. The press
announcement will be in English, but local press offices should translate it into their language.

The press announcement will be followed by a press release, sent to the same media/journalists.

There are already some press releases done (and planned) by the Technical & Innovation Manager in the national language (Greek).

**5.3 Articles**

SAFE STRIP partners, led by the Dissemination and Communication Manager, will write articles and participate in interviews for inclusion on the website, in scientific journals and other publications. Some longer features will be prepared for possible inclusion in external media and magazines. This has been the case with the cluster projects’ SAFER-LC and SAFE-10-T article written for the Intelligent Transport magazine which will be published in November 2018.

Every partner who writes an article, especially if planned for external media, will inform the Dissemination and Communication Manager of articles that will be, or are published, in the media. Each partner should check the content of the article with the Dissemination and Communication Manager and the Project Coordinator before publication, if it includes direct references to other SAFE STRIP partners or information which might be sensitive for the project.

**5.4 Editorial calendar**

An editorial calendar has originally been created with dates, topics and contributors of the project in order to ensure there is a regular flow of content on the website during the first half of 2018. So far, the website has been populated mainly with new events information and short project updates. Given the recent outcomes of the first round of testing, the partners have been urged to contribute more and stick to the editorial calendar starting from month 18. The previous editorial calendar has therefore been updated to reflect the months starting from November 2018 while the allowed time frame extensions are up to 2 weeks after originally planned publishing date. Content should include interviews with partners and associated partners, release of project results and advancements, reports on events, and should be provided as agreed between the Dissemination and Communication Manager and the relevant contributor. The updated editorial calendar will be made available on ProjectPlace and partners will be regularly reminded of it, especially ahead of the relevant article deadlines.

<table>
<thead>
<tr>
<th>Publishing date</th>
<th>Topic</th>
<th>Contributor</th>
</tr>
</thead>
<tbody>
<tr>
<td>15/11/2018</td>
<td>To be agreed with the Dissemination and communication manager</td>
<td>ERTICO</td>
</tr>
<tr>
<td>29/11/2018</td>
<td>To be agreed with the Dissemination and communication manager</td>
<td>CERTH</td>
</tr>
<tr>
<td>13/12/2018</td>
<td>To be agreed with the</td>
<td>UNITN</td>
</tr>
<tr>
<td>Publishing date</td>
<td>Topic</td>
<td>Contributor</td>
</tr>
<tr>
<td>-----------------</td>
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</tr>
<tr>
<td>10/01/2019</td>
<td>To be agreed with the Dissemination and communication manager</td>
<td>RELAB</td>
</tr>
<tr>
<td>24/01/2019</td>
<td>To be agreed with the Dissemination and communication manager</td>
<td>CNR</td>
</tr>
<tr>
<td>07/02/2019</td>
<td>To be agreed with the Dissemination and communication manager</td>
<td>FHG</td>
</tr>
<tr>
<td>21/02/2019</td>
<td>To be agreed with the Dissemination and communication manager</td>
<td>CEA</td>
</tr>
<tr>
<td>07/03/2019</td>
<td>To be agreed with the Dissemination and communication manager</td>
<td>PIAGGIO</td>
</tr>
<tr>
<td>21/03/2019</td>
<td>To be agreed with the Dissemination and communication manager</td>
<td>UPAT</td>
</tr>
<tr>
<td>04/04/2019</td>
<td>To be agreed with the Dissemination and communication manager</td>
<td>VCDA</td>
</tr>
<tr>
<td>18/04/2019</td>
<td>To be agreed with the Dissemination and communication manager</td>
<td>SWARCO</td>
</tr>
<tr>
<td>02/05/2019</td>
<td>To be agreed with the Dissemination and communication manager</td>
<td>CRF</td>
</tr>
<tr>
<td>16/05/2019</td>
<td>To be agreed with the Dissemination and communication manager</td>
<td>ATTD</td>
</tr>
<tr>
<td>30/05/2019</td>
<td>To be agreed with the Dissemination and communication manager</td>
<td>CIDAUT</td>
</tr>
<tr>
<td>13/06/2019</td>
<td>To be agreed with the Dissemination and communication manager</td>
<td>CTI</td>
</tr>
<tr>
<td>27/06/2019</td>
<td>To be agreed with the Dissemination and communication manager</td>
<td>ICCS</td>
</tr>
<tr>
<td>11/07/2019</td>
<td>To be agreed with the Dissemination and communication manager</td>
<td>CONTI</td>
</tr>
<tr>
<td>25/07/2019</td>
<td>To be agreed with the Dissemination and communication manager</td>
<td>A22</td>
</tr>
</tbody>
</table>
6 Events

Meetings and workshops can be used to present the project to and to collect feedback from our target audiences, namely the industry, the research community, the infrastructure operators, the authorities/municipalities, the drivers/riders, and the public sector. The following pages provide an overview of events SAFE STRIP has participated in until month 18 including photos and short reports. A preliminary list with examples of targeted events where the project could be promoted in the future has also been developed and is available.

6.1 SAFE STRIP’s 1st Pan-European Workshop – 27 September 2017, Thessaloniki, Greece

SAFE STRIP held its first Pan-European workshop on September 27 in Thessaloniki, Greece with around 40 participants (23 external). The workshop, which was hosted by CERTH/HIT, provided an opportunity for various stakeholders representing SAFE STRIP’s target clusters to discuss goals and priorities of the project in the context of EU priorities and roadmaps in the field of C-ITS and beyond. Experts from the field presented the latest advancements and recognised priorities focusing on the project’s targeted use cases and applications. Full reporting of the event is included in the (submitted) D1.2: SAFE STRIP Use Cases.
6.2 SAFE STRIP, SAFER-LC and SAFE-10-T clustering meeting – 20 February 2018, Brussels, Belgium

The projects SAFER-LC, SAFE-10-T and SAFE STRIP organised their first clustering meeting on Tuesday, 20th of February. The three projects supported by INEA in the framework of Horizon 2020 convened at the ERTICO-ITS Europe premises in Brussels to discuss complementary activities and project results and look into common communication and exploitation possibilities.

6.3 ITS World Congress 2018 – 17-21 September 2018, Copenhagen, Denmark

SAFE STRIP participated at the ITS World Congress which took place from 17-21 September in Copenhagen, Denmark with the topic “Quality of Life”. The 25th World Congress was an exceptional event with more than 10 000 participants from over 100 countries showcasing and discussing the latest innovation in the field of transport and mobility.

Erwin Vermassen, SAFE STRIP project coordinator and senior manager at ERTICO – ITS Europe presented the SAFE STRIP project in two occasions, during a technical paper session and at the ERTICO-ITS Europe booth in the exhibition area. Silvia Capato, from SWARCO Mizar also filled a room with participants with her technical presentation of a paper titled Intelligent Road Marking Systems enabling future connected mobility in session Traffic Management and Connected Infrastructure 1.
Figure 28: Erwin Vermassen presenting SAFE STRIP at ERTICO booth.

Figure 29: Silvia Capato (SWARCO) presenting SAFE STRIP paper in a technical session.
6.4 Future mobility week – 1-5 October 2018, Turin, Italy

SWARCO participated in the Future Mobility Week, which took place in Turin, Italy over the course of one week. SWARCO had a stand and we took this opportunity to disseminate the SAFE STRIP project.
6.5 SAFER-LC Mid-term conference – 10 October 2018, Madrid Spain

Erwin Vermassen, SAFE STRIP project coordinator and senior manager at ERTICO – ITS Europe presented the SAFE STRIP H2020 project on safe and ecological sensor technologies for interactive road applications at the mid-term SAFER-LC conference in Madrid, Spain, where more than 80 experts from 18 countries shared experiences about the human factors issues and the new technologies applied in railway level crossings.

![Erwin Vermassen presenting SAFE STRIP at SAFER-LC mid-term conference.](image)

6.6 SAFE STRIP participation to interoperability meetings

On 23 May 2018 the SAFE STRIP Technical Manager Maria Gkemou and Dionisis Kehagias participated in the first Interoperability Consultation Workgroup. The workgroup was initiated by ERTICO – ITS Europe and brought 9 projects and platforms around the table. Next to SAFE STRIP representatives of other European projects such as NeMo, C-Mobile, MaaS Alliance, AEOLIX, InterCor, MOBiNET, eMI3 discussed the cross-project need for a standardized C-ITS Services Application Program Interface. The second workshops has been organised on 18 September 2018 during the ITS World Congress 2018 in Copenhagen, Denmark.
6.7 List of dissemination activities

All dissemination activities and events SAFE STRIP organised or participated in from M1-M18.

Table 9: List of dissemination activities M1-M18.

<table>
<thead>
<tr>
<th>Title of event, publication or website</th>
<th>Date</th>
<th>City and Country</th>
<th>Activity Type</th>
<th>Who</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAFE STRIP’s 1st Pan-European Workshop</td>
<td>27/09/17</td>
<td>Thessaloniki, Greece</td>
<td>Presentations</td>
<td>CERTH/HIT, UNITN, VALEO presented (all partners participated)</td>
</tr>
<tr>
<td>8th International Congress on Transportation Research Thessaloniki</td>
<td>27/09/17</td>
<td>Thessaloniki, Greece</td>
<td>Presentation and publication</td>
<td>CERTH/HIT</td>
</tr>
<tr>
<td><strong>Title of publication:</strong> Low-cost innovative implementation towards self-explaining and forgiving C-ITS</td>
<td></td>
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</tr>
<tr>
<td>21st Pan-Hellenic Conference on Informatics (PCI)</td>
<td>28/09/17</td>
<td>Larissa, Greece</td>
<td>Keynote speech</td>
<td>CTI</td>
</tr>
<tr>
<td><strong>Title of presentation:</strong> Models and Algorithms for Wireless Power Transfer</td>
<td></td>
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<td></td>
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<tr>
<td><strong>Title of event, publication or website</strong></td>
<td><strong>Date</strong></td>
<td><strong>City and Country</strong></td>
<td><strong>Activity Type</strong></td>
<td><strong>Who</strong></td>
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<tr>
<td>------------------------------------------</td>
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</tr>
<tr>
<td>International Seminar on Roads, Bridges and Tunnels</td>
<td>06/11/17</td>
<td>Thessaloniki, Greece</td>
<td>Presentation and stand</td>
<td>CERTH/HIT</td>
</tr>
<tr>
<td><strong>Title of presentation:</strong> Shifting intelligence from vehicle to infrastructure: the SAFE STRIP approach</td>
<td></td>
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</tr>
<tr>
<td>20th ACM International Conference on Modelling, Analysis and Simulation of Wireless and Mobile Systems (MSWIM)</td>
<td>21/11/17</td>
<td>Miami, USA</td>
<td>Keynote speech</td>
<td>CTI</td>
</tr>
<tr>
<td><strong>Title of presentation:</strong> Concepts and Methods for Wireless Power Transfer</td>
<td></td>
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</tr>
<tr>
<td>96th Transport Research Board (TRB) Annual Meeting, January</td>
<td>8-12/01/2018</td>
<td>DC, US</td>
<td>Presentation</td>
<td>CERTH/HIT</td>
</tr>
<tr>
<td><strong>Title of presentation:</strong> Infrastructure Strip to Vehicle Communication for the Deployment of Autonomous Vehicles</td>
<td></td>
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</tr>
<tr>
<td>SAFE STRIP, SAFER-LC and SAFE-10-T cluster meeting</td>
<td>20/02/18</td>
<td>Brussels, Belgium</td>
<td>Meeting</td>
<td>ERTICO &amp; CERTH/HIT participated</td>
</tr>
<tr>
<td>CODECS City Pool Workshop #4</td>
<td>22/03/18</td>
<td>Dublin, Ireland</td>
<td>Workshops</td>
<td>RE-LAB</td>
</tr>
<tr>
<td>Transport Research Arena</td>
<td>16/04/18</td>
<td>Vienna, Austria</td>
<td>Stand and promotion</td>
<td>CERTH/HIT</td>
</tr>
<tr>
<td>1st Interoperability Consultation Workshop</td>
<td>23/05/18</td>
<td>Brussels, Belgium</td>
<td>Workshop</td>
<td>ERTICO &amp; CERTH/HIT</td>
</tr>
<tr>
<td>Article in Intelligent Transport</td>
<td>08/06/18</td>
<td>Online</td>
<td>Article featured in magazine</td>
<td>ERTICO, CERTH/HIT</td>
</tr>
<tr>
<td><strong>Title of article:</strong> SAFE STRIP: Connecting the vehicle with the road</td>
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</tr>
<tr>
<td>Article in Greek newspaper: “ΕΘΝΟΣ ΤΗΣ ΚΥΡΙΑΚΗΣ”</td>
<td>01/07/18</td>
<td>Greece</td>
<td>Article in press</td>
<td>CERTH/HIT</td>
</tr>
<tr>
<td><strong>Title of article:</strong> SAFE STRIP:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Title of event, publication or website</td>
<td>Date</td>
<td>City and Country</td>
<td>Activity Type</td>
<td>Who</td>
</tr>
<tr>
<td>--------------------------------------</td>
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</tr>
<tr>
<td>The invisible collaborator of the driver</td>
<td></td>
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</tr>
<tr>
<td>ITS 2018, Copenhagen</td>
<td>17/09/18</td>
<td>Copenhagen, Denmark</td>
<td>Paper and presentation</td>
<td>SWARCO, CERTH/HIT</td>
</tr>
<tr>
<td><strong>Title of paper:</strong> Intelligent Road Marking Systems enabling future connected mobility</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ITS 2018, Copenhagen</td>
<td>17/09/18</td>
<td>Copenhagen, Denmark</td>
<td>Paper and presentation</td>
<td>CERTH/HIT</td>
</tr>
<tr>
<td><strong>Title of paper:</strong> User – centred approach for C-ITS solution proof of concept</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ITS 2018, Copenhagen</td>
<td>17/09/18</td>
<td>Copenhagen, Denmark</td>
<td>Presentation</td>
<td>ERTICO</td>
</tr>
<tr>
<td><strong>Title of presentation:</strong> Messages from the road</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>ITS 2018, Copenhagen</td>
<td>18/09/18</td>
<td>Copenhagen, Denmark</td>
<td>Workshop</td>
<td>ERTICO</td>
</tr>
<tr>
<td>2\textsuperscript{nd} Interoperability Consultation Workshop</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Thirteenth International Conference on Organization and Traffic Safety Management in Large Cities (SPbOTSIC 2018)</td>
<td>27/09/18</td>
<td>Saint Petersburg, Russia</td>
<td>Research article in proceedings</td>
<td>CERTH</td>
</tr>
<tr>
<td><strong>Title of paper:</strong> Needs, restrictions and priorities for the development and installation of a multifunctional C-ITS solution on existing road pavement</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>International workshop on the injury prevention capabilities of existing road barriers and testing methods</td>
<td>29/09/18</td>
<td>Alcaniz, Spain</td>
<td>Presentation</td>
<td>CERTH/HIT</td>
</tr>
<tr>
<td><strong>Title of presentation:</strong> Low-cost innovative implementation towards self-explaining and forgiving C-ITS.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Future Mobility Week</td>
<td>01/10/18</td>
<td>Turin, Italy</td>
<td>Stand</td>
<td>SWARCO</td>
</tr>
<tr>
<td>SAFER-LC Mid-Term Conference (please give the exact name)</td>
<td>10/10/18</td>
<td>Madrid, Spain</td>
<td>Presentation</td>
<td>ERTICO</td>
</tr>
<tr>
<td><strong>Title of presentation:</strong> SAFE STRIP: An introduction</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EPoSS Annual Forum 2018 &amp; MNBS 2018</td>
<td>16/10/18</td>
<td>Thessaloniki, Greece</td>
<td>Presentation</td>
<td>CERTH/HIT</td>
</tr>
<tr>
<td><strong>Title of presentation:</strong> CERTH/HIT Sector A ‘Driver &amp; Vehicle’ Research Competence on Smart Systems for Safe Mobility with Focus on.</td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
### Table 10: Events calendar for upcoming period (confirmed and of interested).

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
<th>Action</th>
<th>Who</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Seminar On Roads, Bridges, and Tunnels: Challenges And Innovation (ISRBT2018)</td>
<td>09/11/2018</td>
<td>Thessaloniki, Greece</td>
<td>Presentation and stand</td>
<td>CERTH</td>
</tr>
<tr>
<td>Go Mobility!</td>
<td>27/11/18</td>
<td>Irun, Spain</td>
<td>Poster</td>
<td>CIDAUT</td>
</tr>
</tbody>
</table>

The key events identified for upcoming months:
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
<th>Action</th>
<th>Who</th>
</tr>
</thead>
<tbody>
<tr>
<td>#H2020RTR18 European Conference: Results from Road Transport Research in H2020 projects</td>
<td>28/11/19</td>
<td>Brussels, Belgium</td>
<td>Presentation</td>
<td>CERTH</td>
</tr>
<tr>
<td>Smartsystems Integration</td>
<td>10-11 Apr 2019</td>
<td>Barcelona, Spain</td>
<td>TBC</td>
<td></td>
</tr>
<tr>
<td>ITS European Congress 2019</td>
<td>3-6 June 2019</td>
<td>Brainport, the Netherlands</td>
<td>Stand and presentations (TBC)</td>
<td></td>
</tr>
<tr>
<td>World Road Congress</td>
<td>6-9 October 2019</td>
<td>Abu Dhabi</td>
<td>Abstract submitted, presentation TBC</td>
<td></td>
</tr>
<tr>
<td>ITS World Congress Singapore</td>
<td>21-25 Oct 2019</td>
<td>Singapore</td>
<td>TBC Call for Contributions open – to submit Mention at ERTICO stand with other projects</td>
<td></td>
</tr>
<tr>
<td>IEEE SENSORS</td>
<td>October 2019</td>
<td>New Delhi, India</td>
<td>TBC</td>
<td></td>
</tr>
<tr>
<td>Fourth International Conference on Sensors and Electronic Instrumentation Advances SEIA' 2019</td>
<td>2019</td>
<td>TBC</td>
<td>TBC</td>
<td></td>
</tr>
<tr>
<td>Transport Research Arena</td>
<td>26-30 April 2020</td>
<td>Helsinki, Finland</td>
<td>TBC</td>
<td></td>
</tr>
</tbody>
</table>
Additional events will be identified in the course of the project and added to this list. Contacts with stakeholders will be maintained through the User Forum, the website, LinkedIn, Twitter, Facebook and newsletters.

All relevant stakeholder groups will be invited to attend key project events and demonstrations, discussing SAFE STRIP activities and results from their specific perspectives and gathering their feedback. Furthermore, the project will link to other successful relevant projects (running and new) through Concertation meetings and joint events where feasible. In addition, the project will link to key Working Groups (i.e. ERTRAC Working Group on Connective and Automated Driving). Project demonstrations are also foreseen in key European and International Congresses and Events, in order to broadcast project developments to a wide expert audience, with the support and guidance of the EC and the project Advisory Board.

Two European events and workshops will be organised (not including the local focus groups to be organised in the pilot sites) and serve as major dissemination activities. The first Workshop has been already organised at the beginning of the project, in month 5, in combination with WP1 and the first User Forum meeting, to discuss and debate the project concept and initial project findings and suggested Use Cases. Whereas the second Workshop will be held towards the project end, in month 35, most probably in CRF premises (to be confirmed in the next version of the dissemination plan), encompassing real-life demonstrations of SAFE STRIP implementations, to disseminate and demonstrate project results widely. The first project clustering meeting was held in February 2018 while the second one is provisionally scheduled for 31 January 2018.

7 Internal communication

In order to ensure effective cooperation among the project partners it is necessary to have efficient internal communication with easy access to all necessary project information. Therefore ProjectPlace Intranet (hosted on the website, facilitates file sharing among partners) has been selected as the project’s online collaboration tool to support the project’s coordination, virtual meetings and to serve as a document archive for shared documents.

Communication between consortium partners will be predominantly led by the bi-weekly management telephone conference calls, while reviews and the addressing of key issues will be reserved for the General Assembly or to coincide with significant events such as Congresses. Ad hoc face-to-face and telephone conference meetings can be scheduled at the request of consortium members and in coordination with the coordinator.

8 Monitoring and reporting

8.1 SmartSheet

To record all activities past, present and future, an online monitoring and reporting tool has been established (SmartSheet) and is accessible and editable for all partners.
All consortium partners are encouraged to use this tool as the primary means of monitoring and reporting. All activities should be reported on this sheet, while the Coordinator and Dissemination and Communication Manager should both be notified of any and all activities.

Below is a screenshot of the SmartSheet.

**Figure 34: Smartsheet**

The sheet is simple, easy to use and adapted to the project’s needs. It can be exported into various formats including excel spreadsheets and will serve as the primary tool for collecting feedback and for evaluating communication activities. It includes the following columns for collecting as much information and feedback as possible:

- **Date**
  - Month, day, year
- **Title of event, publication, website**
- **Title of content**
- **Internal/External Activity**
  - Internal
  - External
- **Open access**
- **Activity Type**
  - Event
  - Meeting
  - Article
  - Presentation
  - Paper
  - Other (please specify in the Note box)
- **Speaker/Presenter**
- **Partner Organisation**
  - ERTICO
  - CERTH
  - UNITN
  - RELAB
  - CNR
To access the sheet, users must click on the access link shared by the Dissemination and Communication Manager. It is also possible to attach files such as PDFs of presentations, papers, conferences agendas and attendees list, media article, etc. as well as comments. Partners are obliged to fill in as much information as possible. This file is designed to make it easier to monitor dissemination and communication activities and events in a collaborative manner. The file is being shared only among the project partners while a simplified extract will be used for European Commission reviews. Once a partner has updated the SmartSheet, they must notify the Dissemination and Communications Manager. The consortium will be notified and reminder by the Dissemination and Communication Manager once a month to report the activities in the Smartsheet.
8.2 **Key performance indicators**

The project performance upon the dissemination Key Performance Indicators has been updated in line with the actual results during the first 18 months and is as follows:

Table 11: Key performance indicators.

<table>
<thead>
<tr>
<th>Activity and criteria (KPI)</th>
<th>Expected performance</th>
<th>Performance (by M18)</th>
<th>Mitigation/Correction measures (if needed)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Year 1</td>
<td>Year 2</td>
<td>Year 3</td>
</tr>
<tr>
<td>All WP7 deliverables and milestones</td>
<td>&lt;1 month delay for delivery</td>
<td>&lt;1 month delay for delivery</td>
<td>All deliverables submitted on time or less than 1 month delay</td>
</tr>
<tr>
<td>Annual project review</td>
<td>Positive</td>
<td>Positive (update)</td>
<td>Positive (update)</td>
</tr>
<tr>
<td>Website – unique visitors</td>
<td>50/month</td>
<td>100/month</td>
<td>150/month</td>
</tr>
<tr>
<td>Website – number of returning visitors</td>
<td>20/month</td>
<td>50/month</td>
<td>80/month</td>
</tr>
<tr>
<td>No of deliverables downloads</td>
<td>10</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>Twitter – number of followers</td>
<td>50</td>
<td>100</td>
<td>150</td>
</tr>
<tr>
<td>LinkedIn – number of members</td>
<td>20</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Facebook – likes</td>
<td>10</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>Number of publications (articles, scientific papers, presentations) concerned audience, quality level of publication</td>
<td>&gt;5</td>
<td>&gt;7</td>
<td>&gt;10</td>
</tr>
</tbody>
</table>
### User forum – number of members

<table>
<thead>
<tr>
<th></th>
<th>20</th>
<th>30</th>
<th>40</th>
<th>30</th>
<th>/</th>
</tr>
</thead>
</table>

### No of stakeholders attending technical workshops/demonstration events (if applicable)

<table>
<thead>
<tr>
<th></th>
<th>&gt;25</th>
<th>&gt;35</th>
<th>&gt;40</th>
<th>At least 50 attended</th>
<th>/</th>
</tr>
</thead>
</table>

### No of attendees at key project events

<table>
<thead>
<tr>
<th></th>
<th>At least 20</th>
<th>At least 50</th>
<th>At least 60 attended the technical paper presentation during ITS World Congress 2018</th>
<th>/</th>
</tr>
</thead>
</table>

Frequent reporting based on these KPI’s will be included in the project’s periodic reports as well as in the upcoming updates of dissemination deliverables.

### 9 Conclusions

This document clearly sets-out the project’s updated dissemination strategy, guidelines, activities and plans. This is the first update of the Dissemination Plan, while a second and last update is foreseen in month 30. The full list of dissemination actions will be also included in the project’s annual reporting.

Completed actions include the development of the project website and social media accounts, creation of a project poster and leaflet, update and reprint of the project poster and leaflet, and the first project workshop. Further actions include, the establishment of the SmartSheet monitoring tool, the development of the project’s general presentation, the constant updates of the website with news and the social media with posts, publication of the 1st project newsletter, completion of the logo and branding materials, monitoring and reporting of the set KPI’s, set up and guidelines for internal communications and all communication and dissemination activities (to be) covered.

So far, all the project’s defined KPIs have been achieved with the exception of returning visitors to the website which will be focused on in the upcoming period. This number is expected to rise in line with the publication index launch in the Library section of the website. In regards to social media and the User Forum, these figures will continue to be addressed by the Dissemination Manager and the SAFE STRIP project partners in the next period. The upcoming mid-term review which also the first review of the project, will take place in January 2019. The KPIs for third year
will be addressed in the final update of the Dissemination plan and dissemination activities foreseen in month 30.

**References**