

# C-MobILE

**Accelerating C-ITS Mobility Innovation and deployment in Europe**

## D7.1: Dissemination and communication plan

Status	Draft
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Work Package	WP7 – Dissemination and communication
Task	T7.1 – Dissemination and communication strategy
Dissemination level	Public
Issue date	18/09/2017



*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723311*

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## Revision and history sheet

Version	Date	Authors	Summary of changes	Status
1.0	18/09/2017	Jonathan Benton (ERTICO-ITS Europe)	First draft	Prepared
1.1	25/09/2017	Jonathan Benton (ERTICO-ITS Europe)	Updated draft	Prepared

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# Abbreviations

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# Executive Summary

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This document defines the overall strategy including identification of target groups and how they are going to be addressed, with which messages and which tools and channels will be employed.

It is a plan for all communication activities for the dissemination and communication of the C-MobILE project results to specific target audiences and with key messages. It will serve as the comprehensive and central listing for all communication activities and events over the course of the project and outlines the strategies and measures to be employed by the C-MobILE project consortium in order to achieve its objectives.

In addition, this document will describe communication procedures to be followed by all C-MobILE partners. The Communication Plan will be updated once a year based on an evaluation of the strategy's effectiveness, with changes made accordingly and communicated to the consortium.

# 1. Introduction

## 1.1. C-MoBILE at a glance

The C-MoBILE (Accelerating C-ITS Mobility Innovation and depLoymenT in Europe) vision is a fully safe & efficient road transport without casualties and serious injuries on European roads, in particular in complex urban areas and for Vulnerable Road Users. We envision a congestion-free, sustainable and economically viable mobility, minimizing the environmental impact of road transport. C-MoBILE will set the basis for large scale deployment in Europe, elevating research pilot sites to deployment locations of sustainable services that are supported by local authorities, using a common approach that ensures interoperability and seamless availability of services towards acceptable end user cost and positive business case for parties in the supply chain.

## 2. Dissemination and communication strategy – General overview

### 2.1. Objectives

The dissemination and communication strategy's main objective is to ensure that the project results, outcomes and benefits are communicated to all target audiences, through a variety of communication channels and media, during and after the project. Dissemination and communication activities will influence the scope, timing and budget of the project, therefore careful planning of these activities is needed to help maximise the impact of the project. A combination of proven and innovative communication tools, products and channels will be used at different levels, from European to national and local levels. This plan aims to outline the project's dissemination and communication strategy and to define concrete and innovative activities that will create awareness and increase visibility, encourage participation and attract strong media coverage.

This plan aims to outline the dissemination and communication strategy of the project, focusing on:

- / Dissemination activities, which mainly target technical and scientific communities;
- / Communication activities (website, PR, events, printed materials.), which aim to raise awareness of the project in the general public, media, industry players and other key stakeholders not directly specialised in C-ITS or its technical aspects (such as marketing, PR, legal, business development departments and professionals).

Both of these activities will support the other work packages to disseminate and communicate C-MoBILE project results beyond the project's own community and duration.

The main sub-tasks and deliverables include:

- / Definition of the branding (project logo, font, word and PowerPoint templates, graphic files, visual identity and guidelines, acknowledgement of EU funding) as defined in D7.1.
- / Development of a series of tools to evaluate the overall strategy through quantitative (objective) and qualitative (subjective) monitoring of the different activities and channels (website statistics, social media engagement, media presence, workshops/webinars attendance, and events partners evaluation).
- / Report of the activities (once a year), included in D7.1; inputs from partners on workshops, meetings, events and relevant dissemination activities will be provided through a dissemination activities report form (included in the quality plan). A final report (D7.5) on all the activities carried out will be made available in M42.

Other subtasks and deliverables include:

- / A project website, which will be the main promotional channel of the project, an editorial calendar which will guarantee that all partners contribute news, events, and status of the project reporting content.
- / Development of printed materials to facilitate the information flow and promotion of the project to a wider audience and at events. This includes the project brochures (D7.3, D7.4, and D7.5) created in M12 and updated in M24 (enriched with preliminary results and the status of the activities) and M36 (more information on results and plans for after-life).
- / Production of stakeholder flyers (D7.6 D7.12) including benefits for each target group to be distributed at face-to-face meetings, technical workshops and industry events. Translations for these flyers will be foreseen.
- / A Hackathon will be organised in conjunction with the Mobile World Congress and driven by IDIADA together with academic partners.
- / Two professional project videos, an animation (D7.2) and a promotional video (D7.7) are foreseen; some in-house videos including footage from the cities will be also produced to highlight the project progress.
- / Media and social media will also play a consistent part in the external outreach; a list of possible industry and general publications and blogs will be indicated in Task 7.1.
- / External outreach amplified by making available of all key deliverables and scientific results also into the ITS library of the ERTICO Network guaranteeing open access for years following the completion of the project. External newsletters will also be targeted.

The overall project objectives foresee to:

1. Define a C-ITS framework in partnership with all key stakeholders for proposing robust deployment enabling solutions, including business cases, for the pilot sites as well as other cities and regions.
2. Create a Strategic Research Agenda addressing key research and innovation areas to promote sustainable C-ITS deployments and lead towards automated transport in Europe
3. Assess the cumulative, real-life benefits of bundling C-ITS applications and integrating multiple transport modes in the C-ITS ecosystem.
4. Demonstrate an open and secure large-scale deployment of C-ITS applications in complex urban environments interoperable across countries involving large groups of end-users.

5. Provide an open deployment platform towards C-ITS sources by creating open access, secure software libraries and development platforms to support deployment of applications on commodity devices.
6. Define an operational process for large-scale deployment of sustainable C-ITS services in Europe.
7. Release testing methodologies to evaluate C-ITS architectures and the effectiveness of applications.
8. Demonstrate the added value and economic viability by means of a comprehensive Cost-Benefit Analysis and impact assessment.

These eight project objectives form the basis of the key messages for specific target audiences.

## 2.2. Key messages

The key messages for the C-MobILE Project have been identified as the following:

- / The benefits of C-ITS services and bundles being deployed by the project, to raise awareness, acceptance and increase usability. E.g. in complex urban areas and for vulnerable road users.
- / Availability of robust and sustainable C-ITS deployment enabling solutions, testing methodologies, architecture and business cases for other cities and regions to take advantage of.
- / Project results and outcomes from testing and deployment evaluation and analysis.
- / Opportunities for business exploitation

## 2.3. Target audiences

The C-MobILE project has identified four main target audiences for its dissemination and communication activities:

### Technical and scientific communication activities

#### 1. Research (for cross-fertilisation and transfer of results to follow-up initiatives)

Examples include, though not limited to: other pilot projects, other initiatives covering relevant subject matters; wider research community; operators of pilot sites and living labs to integrate C-ITS in future mobility applications, etc.

### Communication activities

#### 2. Users (for acceptance, usability and impact assessment as well as uptake aspects)

Examples include, though not limited to: sector or geographical organisations of industrial end-users, e.g. clusters, associations (e.g. freight) as well as fleet operators (passengers and freight); relevant user groups e.g. public transports, cyclists; end-user associations, e.g. citizen association interested in security/privacy issues.

### Both

#### 3. Institutions (for implementation and follow-up/take-up aspects)

Examples include, though not limited to: policymakers at European, national or regional level; local, regional or national public authorities; standardisation and certification bodies; national authorities for privacy and security; national or regional funding bodies; road operators and traffic management centres, etc.

#### 4. Industries (for business exploitation)

Examples include, though not limited to: vehicle manufacturers and automotive suppliers; ICT & software suppliers; infrastructure suppliers; insurance companies; telecommunication; logistics (e.g. last mile delivery); parking operators; taxi companies, etc.

Media will not be considered a target group as such, but more as a communication channel to address the different audiences.

## 2.4. Approach

The focus of these activities will evolve during the course of the project, with an evaluation of the messages, audiences and channels to be carried out every year and preceding the annual review in order to identify areas of the Plan to update. This will also include reporting on these activities using relevant statistics (social media interactions, website traffic, contacts made at events, success of media outreach, etc.).

The first step of the plan will be to develop and establish the dissemination and communication tools outlined in the grant agreement and needed by the project to effectively achieve its goals. This will also involve planning and carrying out dissemination and communication activities in cooperation with the partners, identifying relevant events for the project to participate in, organising technical workshops to promote the project, collecting feedback and any additional requirements. As the project progresses and the tools and activities are well established, dissemination and communication activities will focus more on promoting commercial development opportunities.

### 2.4.1. Dissemination and communication activities

While the dissemination activities will seek more for feedback about the project activities and progresses, the communication activities will focus more on promoting the project as a whole, raising awareness towards cooperative ITS and the work of the European Commission in the field. Accordingly, communication activities will be directed more towards the general public and media, and to industry players not necessary involved in the technical activities (policy, marketing and sales, legal departments) using specific communication tools. A strong and distinctive branding will be applied to all the material and deliverables produced by the project.

The impact of the communication activities will be amplified thanks to a set of communication tools specifically designed by ERTICO, in order to guarantee a repetitive, wide penetration in the ITS community at large. All partners will actively participate in dissemination activities, coordinated by ERTICO or carried out independently.

### 2.4.2. Channels and tools

A project website has been created with relevant features (for example dynamic maps, partners only section, special filtering for pages and information). The website will be regularly updated to present the core activities, main benefits and results of C-MobILE but also with news and events external to the project but relevant to the overall scope of it.

Information on workshops, demonstration and how to be involved will be a prominent part of the website. A draft editorial calendar with topics, dates, and contributors has been prepared in order to ensure there is a continuous flow of information and that the website always has recent news. News will include interview with partners and associated partners, release of project results and advancements, reports on events. This will be done in order to inform but also to engage visitors to return to the website. Statistics will be collected and presented to the Consortium at least once a year and will include number of views but also more detailed information on demographics, referrals and pages views.

In addition, a series of deliverables and tools will be used to maximise the project outreach. Following the visual identity of the project brochures and flyers (print and/or online) will be produced with various scopes. The project brochure will present C-MobILE, its goals, its applications and its benefits. The brochure will be enriched with content on the progresses of the project once per year, in relation to large industry events and exhibitions. Flyers will focus more on specific messages and could target one or more audiences. Some of the materials could be translated in the different languages and to be distributed by local partners at face-to-face meetings with local authorities or other stakeholders. Other promotional materials which will be produced include posters, giveaways, events and signature banners. A video animation and a project video will be produced as immediate way to explain the project in a more appealing way.

Media and social media will be used to expand the outreach of the project in a more modern and immediate way. A list of well-established industry magazines, blogs and other media will be included in the Dissemination and communication plan; this list will include not only European and International media (such as Traffic Technology International, ITS International, Thinking Highways, Vision Zero International, Hanser automotive, etc.), but also national publications in the areas of automotive, technology, and mobility. Articles and editorials published will cover general presentation of the project as well as more specific issues (such as standards). Social media will be used, especially Twitter and LinkedIn for different messaging. The project will not create their own accounts which would give a disadvantage as they would start from scratch, but well established account of previous activities (e.g., Compass4D) and partners (e.g. ERTICO, FIA, IRU). A press release will be issued on the launch of the project. During the course of the project, press releases will be issued when key milestones will be reached like the start of the demonstration phase. Press briefings and conferences might be organised for example at large events.

In order to accelerate the creation of new services and applications solving mobility challenges based C-MobILE, a Hackathon will be organised together with industrial partners in the framework of the Mobile World Congress in Barcelona. The event could be organised in two sessions: (i) training session explaining the C-MobILE objective, the architecture and the rules of the event and (ii) a creative session where the participants will be divided in small groups to share different perspective on the main mobility challenges. The views of the users, policy makers and industry will drive this session. The final structure of the event will be defined during the project time span according to the main project outcomes; the participants will be selected with academic partners in Europe and making use of the attracting potential of the Mobile World Congress. The event will be driven by IDIADA with the objective of generating interest amongst the community with higher potential to create services around the C-MobILE concept.

A final event organised as exploitation workshop (as described in WP4 and as part of technical dissemination) presenting the project outcomes and a demonstration of the most prominent applications bundles will be held around the end of the project. The final event will focus on end-user uptake (both professional and private), business cases and market roll-out. The final event will target not only the partner organisations and companies, national / international institutions, the ITS community at large, but also a larger community of users, stakeholders with technical and non-technical background, public authorities, and media. A final demonstration of the services will also be organised.

### 2.4.3. 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, but also PR departments from the cities and marketing executives from large companies. According to the activity and its scope, several of these professionals will be involved during the project life and asked to contribute. This will be detailed in an internal work plan.

Regular conference calls for Work Packages and Task Leaders have been established throughout the project in order to coordinate the workflow. These are generally on a bi-weekly status, with the online ProjectPlace platform serving as the main repository for managing project content and discussion.

### **2.4.3.1. Roles and responsibilities**

ERTICO will lead overall communication and dissemination activities as Work Package leader; however task leaders for technical dissemination (TU/e) and liaison activities (FIA) will lead in these respective activities and tasks. Almost all consortium members have budget allocated (person-month) 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.

#### **2.4.3.1.1. Dissemination and communication manager**

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

The Communication manager will report on the communication strategy and its achievements to the consortium (including website statistics, events, printed materials etc.) every 6 months.

#### **2.4.3.1.2. C-MoBILE Dissemination and communication groups**

At the beginning of the project, WP7 task leader and wider work package groups were established to coordinate relevant activities. The Dissemination and communication manager coordinates the conference calls and activities of these two groups.

#### **2.4.3.1.3. All partners**

All partners will contribute with news articles for the website, event information for the event calendar and printed material when required. All partners must report their project-related communication activities on the SmartSheet created for reporting, including information on the event they attended and those they are planning to attend.

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

## **2.5. Stakeholder matrix**

Based on the target audiences and key messages, the following matrix has been developed to map our strategy, see next page:

<b>Target audience</b>	<b>Channels</b>	<b>Tools</b>	<b>Key messages</b>
<b>Industry</b>	<b>Website, media, events</b>	<b>Website, media, industry events, printed communication materials, videos</b>	<ul style="list-style-type: none"> <li>/ The benefits of C-ITS services and bundles being deployed by the project. E.g. in complex urban areas and for vulnerable road users.</li> <li>/ Availability of robust C-ITS deployment enabling solutions, testing methodologies, architecture and business cases for other cities and regions to take advantage of.</li> <li>/ Project results and outcomes from testing and deployment evaluation and analysis.</li> <li>/ Opportunities for business exploitation</li> </ul>
<b>Institutions</b>	<b>Website, media, events</b>	<b>Website, media, public events, printed communication materials, media</b>	<ul style="list-style-type: none"> <li>/ The benefits of C-ITS services and bundles being deployed by the project. E.g. in complex urban areas and for vulnerable road users.</li> <li>/ Availability of robust C-ITS deployment enabling solutions, testing methodologies, architecture and business cases for other cities and regions to take advantage of.</li> <li>/ Opportunities for business exploitation</li> </ul>
<b>Research</b>	<b>Website, media, journals and papers, technical workshops and events</b>	<b>Website, media, technical workshops, printed communication materials, videos</b>	<ul style="list-style-type: none"> <li>/ Project results and outcomes from testing and deployment evaluation and analysis.</li> </ul>
<b>Users</b>	<b>Website, media, events, videos</b>	<b>Website, media, events, printed communication materials, videos</b>	<ul style="list-style-type: none"> <li>/ The benefits of C-ITS services and bundles being deployed by the project. E.g. in complex urban areas and for vulnerable road users.</li> <li>/ Availability of robust C-ITS deployment enabling solutions, testing methodologies, architecture and business cases for other cities and regions to take advantage of.</li> </ul>

Table 1: Key messages matrix

An update on the focus and the messages will be done during the project, to access that all the needed players have been addressed.

## 2.6. Partner participation

See next page.



<b>Partner number and short name</b>	<b>WP7 effort</b>
<b>1 – IDIADA</b>	<b>10.00</b>
<b>2 – BCN IMI</b>	<b>1.00 0.50</b>
<b>3 – BLB</b>	<b>1.00</b>
<b>4 – CPH</b>	<b>5.50</b>
<b>5 – EIN</b>	<b>5.50</b>
<b>6 – HLM</b>	<b>6.50</b>
<b>7 – NCC</b>	<b>2.50</b>
<b>8 – RCM</b>	<b>2.50</b>
<b>9 – VGO</b>	<b>2.50</b>
<b>10 – ERTICO</b>	<b>31.00</b>
<b>11 – FIA</b>	<b>10.00</b>
<b>12 – GT</b>	<b>5.50</b>

<b>Partner number and short name</b>	<b>WP7 effort</b>
<b>13 – IRU</b>	<b>5.50</b>
<b>14 – MLC</b>	<b>6.00</b>
<b>15 – RACC</b>	<b>3.50</b>
<b>16 – TXW</b>	<b>2.00</b>
<b>17 – DYN-NL</b>	<b>2.00</b>
<b>DYN-PEEK</b>	<b>1.50</b>
<b>DYN-UK</b>	<b>3.00</b>
<b>18 – DYN-DK</b>	<b>0.50</b>
<b>19 – GTK</b>	<b>1.00</b>
<b>20 – MACQ</b>	<b>2.50</b>
<b>21 – MAPTM</b>	<b>2.50</b>
<b>22 – TCN</b>	<b>2.50</b>
<b>23 – KAPSCH</b>	<b>1.00</b>
<b>24 – TRAF</b>	<b>1.00</b>
<b>25 – PIA</b>	<b>1.50</b>
<b>26 – GLS</b>	<b>6.00</b>
<b>27 – INF</b>	<b>1.50</b>
<b>28 – PTV</b>	<b>3.00</b>
<b>29 – CEIT</b>	<b>5.50</b>
<b>30 – CERTH</b>	<b>7.50</b>
<b>31 – CTAG</b>	<b>4.50</b>
<b>32 – DLR</b>	<b>3.00</b>
<b>33 – HTW</b>	<b>2.50</b>
<b>34 – TNO</b>	<b>5.50</b>

<b>Partner number and short name</b>	<b>WP7 effort</b>
<b>35 – TU/e</b>	<b>9.50</b>
<b>36 – UNEW</b>	<b>5.00</b>
<b>37 – TOM</b>	<b>2.00</b>
<b>TOTAL</b>	<b>172.50</b>

Table 2: Partner participation table

## 3. Communications procedure

### 3.1. Visual identity and guidelines

It is important that the project has a distinct identity and branding that can be clearly recognised as C-MobILE. 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, however all external bodies, except for the European Commission, must ask for permission before using them.

#### 3.1.1. Brand, logo and fonts

##### 3.1.1.1. Our brand

Our brand is often the first thing people see when encountering C-MobILE. 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 C-MobILE brand is: It must be used consistently and in-line with our guidelines which can be found in [ProjectPlace here](#). (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 C-MobILE brand.

##### 3.1.1.2. Our logo



Figure 1: C-MobILE logo

We have created a bold, versatile logo for the C-MobILE. The icon represents a vibrant mix of mobility services pointed directly at the individual user. The shape is dynamic and the colour range is exciting and energetic. The typography is simple, direct and bold. It is an engaging device which encompasses the C-MobILE project.

##### 3.1.1.3. 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 master 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. Master logos for all applications are available for use from the marketing department. Always follow these guidelines to ensure consistent use.

### 3.1.1.4. Colours



Figure 2: C-MobILE alternative logos

Colour is a powerful means of identification. Consistent use of our new logo colours will help us build visibility and recognition for C-MobILE and will set us apart from our competitors.

The colour logo is made up of a range of colours: You should always try to use the full colour logo on a white background as shown here.

In situations where the logo must be reproduced in black and white, the one-colour logo should be used. In situations where the logo must appear on a dark coloured background, then the one-colour reversed logo should be used.

#### Core colours



C-MobILE Gradient

#### Master Mix

The C-MobILE Master Gradient is made up of 3 blues, mixed horizontally and evenly across the space. The gradient goes from dark on the left to light on the right. The 3 blues are listed across.

#### CMYK / RGB /



Grad Left

#### Dark Blue

C 100%  
M 90%  
Y 10%  
K 0%

R 37  
G 64  
B 143



Grad Centre

#### Mid-Blue

C 100%  
M 50%  
Y 0%  
K 0%

R 0  
G 114  
B 188



Grad Right

#### Light Blue

C 80%  
M 10%  
Y 0%  
K 0%

R 0  
G 171  
B 230

Figure 3: C-MobILE colours

**Our colours:** Colour is a primary means of visual communication. The use of a limited colour palette will help build a strong external recognition of C-MobILE.

**Core colours:** Strong colours are used within the master logo. They can be used carefully as highlight or background colours in documents also.

**Secondary colours:** Any secondary colours should be chosen to neutrally compliment the Core colours and should be used sensitively with these colours. Always ensure that White, and our Core colours are more dominant.

### 3.1.1.5. Incorrect use



Never reproduce the full colour logo on a coloured or textured background



Never place the elements in a different position from the original logo



Never alter the colours of the logo or reproduce the colours as tints



Never distort or stretch the logo



Never enclose the logo in any kind of shape



Never recreate the logo using a different typeface

Figure 4: C-MobILE incorrect uses

### 3.1.1.6. Fonts

Our primary identity typeface is Big John. It is a bold font in uppercase only. This typeface should be used in headings only. It should NEVER be used for body text. For smaller titles and body text, please use the secondary typeface only.

## Big John

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890,./=+&\_!(%)\$?":

Our secondary typeface is Gotham. There are multiple cuts of this typeface making it extremely versatile for use in body text, titles etc. However Goth light should be used for text bodies.

## Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890,./=+&\_£@!(%)\$|?>":

## Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

1234567890,./=+&\_£@!(%)\$|?>”:

## Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,./=+&\_£@!(%)\$|?>”:

### 3.1.2. PowerPoint Presentation

A PowerPoint (PPT) presentation template of the project has been developed. All partners will use this template when presenting the project internally, as well as externally to third parties.

Project partners can add their logo to the original PPT but should check with ERTICO before presenting. Furthermore, partners should inform ERTICO of where and when presentations will be given.

Two templates have already been created and are available at the following locations on the ProjectPlace platform:

1. [4x3](#)
2. [16x9](#)

A standard presentation will be developed based on the template with input received by all work package leaders, taking responsibility for their respective work packages and led by ERTICO.

## 3.2 Map of the project

The C-MobILE map is an overview of the project locations. It will be used on the website, leaflets and posters etc. It can also be used by all partners in their publications. An update of the map, including information on each pilot site (number of vehicles, services implemented etc.), will be done for the publication of the first leaflet.

The screenshot shows the C-MobILE website's 'Test cities' page. At the top, there is a navigation menu with links for ABOUT, ARCHITECTURE & BUNDLES, TEST CITIES (highlighted), NEWS, EVENTS, LIBRARY, and FORUM & CONTACTS. Below the navigation, the heading 'Test cities' is followed by a paragraph explaining that C-ITS equipment and services are currently in operation at various pilot sites. A list of test cities is provided, each with a location pin icon and the city name followed by the country in parentheses:

- Barcelona (Spain)
- Bilbao (Spain)
- Bordeaux (France)
- Copenhagen (Denmark)
- Newcastle (United Kingdom)
- North Brabant Region (Netherlands)
- Thessaloniki (Greece)
- Vigo (Spain)

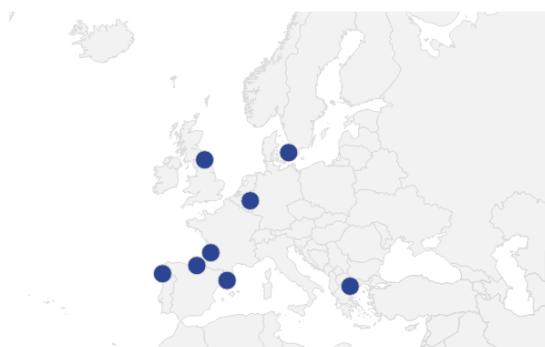


Figure 5: C-MobILE map

## 3.3 Acknowledgement of EU funding

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 will also be inserted on the website, stating:

*"C-MoBILE is co-funded by the EU under the Horizon2020 (H2020) Research and Innovation Programme (grant agreement No 723311). The content of this website reflects solely the views of its authors. The European Commission is not liable for any use that may be made of the information contained therein. The C-MoBILE consortium members shall have no liability for damages of any kind that may result from the use of these materials"*.



## 4. Tools and techniques

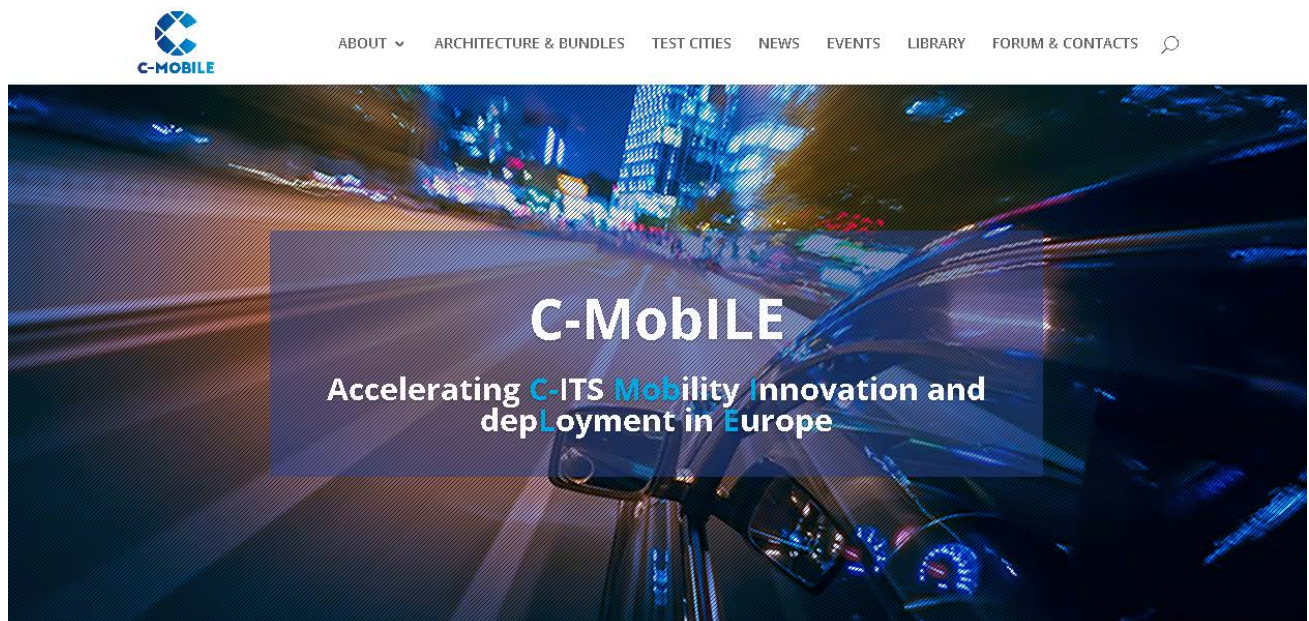
The objective of the dissemination and communication strategy is to ensure the project's key messages are effectively communicated to the target audiences and to support the project's overall objectives. This strategy will be supported by a range of communication tools, channels and techniques, and by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

To achieve an effective communication of the core messages, C-Mobile will use a number of different tools for internal and external communication.

### 4.1. Website and social media

The project website went live on September 11th 2017, and can be found here: <http://c-mobile-project.eu/>

The homepage:



C-Mobile (Accelerating C-ITS Mobility Innovation and deployment in Europe) is deploying C-ITS services designed to deal with specific mobility challenges across Europe. The project also aims to help local authorities deploy the C-ITS services they need and to raise awareness of the potential benefits for all road users.

A total of eight C-ITS equipped cities and regions are involved in the project, all of which have been research pilot sites for large-scale deployment of sustainable services in the past. This common approach ensures that interoperability and seamless service availability are prioritised and at an

acceptable cost for end-users.

C-MobILE is engaging with public and private stakeholders, including end-users, to enhance C-ITS services and to establish functioning partnerships beyond the project. It is also carrying out cost-benefit analyses and developing business models, particularly from the end-user's perspective, to make sure C-ITS services do their job correctly.

**GOALS**

- IMPROVING ROAD TRANSPORT**  
Improving road transport, making it safer, more efficient and more sustainable
- TECHNOLOGIES**  
Demonstrating fully integrated C-ITS technologies in real-world conditions
- ECONOMICS**  
Demonstrating the added-value and economic viability of C-ITS services for users
- SAFETY & SECURITY**  
Assessing and evaluating impacts on user acceptance, safety and security

## OUR SCOPE



### CONNECTIVITY

Enabling C-ITS services to support in-vehicle applications and two-way infrastructure communication, based on appropriate data access and sharing.



### INTEROPERABILITY

Enabling interoperability across systems by testing and validating standards.



### DEVELOPMENT

Demonstrating, assessing and evaluating the benefits of C-ITS integration.

**FOLLOW US**

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 Project Coordinator,  
 Applus+ IDIADA  
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 Dissemination Manager,  
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This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement number 723311.

Figure 6: C-MobILE website homepage

The website is the main interface for the C-MobILE project, serves as the backbone for all communication activities and gathers all project information together, including facts and figures, news, press releases, events and consortium data.

The website runs on the WordPress content management platform to enable simpler uploading, publishing and management of content. It will be updated throughout the project's duration with public information about the status of activities, events, news, test sites and any other relevant information. The website is designed to be user friendly and will be regularly updated. To ensure the website is supported by new content regularly, an editorial calendar will be developed.

The website consists of a homepage with a navigation menu at the top, with sections for static content containing project information. Links to relevant project content pages and dynamic linked content encompassing general news and events sections, accompanied by relevant article images, will be added later in the project as they are developed.

The website currently contains the following sections:

- / About: Providing basic information about the project
  - > Concepts: Outlines the vision and challenge of the project, the concepts and objectives
  - > Approach: Explains the approach and methodology
  - > Impacts: Covers the intended impacts of the project
  - > Consortium: Contains logos and links to the project consortium partners and associated partners
- / Architecture and bundles: Explains the architecture used by the project and the bundles of C-ITS services being provided
- / Test cities: Contains a map identifying the test cities, each of which is clickable and links to relevant pages for each city/region
- / News: Contains project news content and other relevant articles
- / Events: Contains searchable information on internal and external events
- / Library: Will host public project deliverables
- / Forum and contacts: Dedicated to collecting feedback and input from C-ITS stakeholders interested in the C-Mobile project and providing contact information

The visual concept for the website was defined by ERTICO, also responsible for website creation, hosting, design maintenance and management. The website creation and design was outsourced to an external service provider.

The “About” pages content were developed by ERTICO with the support of FIA and defined into the following categories: “Concepts”, “Approach”, “Impacts” and “Consortium”, as well as a main “About page” containing key project facts. These pages contain purely static content explaining the different aspects of the C-Mobile project. These pages will ultimately remain static but may be updated as the project progresses and new information becomes available. Similarly the “Architecture and bundles”, “Test cities”, “Library” and “Forum and contacts” pages will be subject to similar changes.

The “News” and “Events” pages will be driven by dynamic content and displayed chronologically. The “News” page will include relevant news stories, project articles, interviews with partners and associated partners, project result updates and advancements, as well as reports on events. The “Events” page will contain information on upcoming events with content to be gathered by relevant WP7 partners and lead by WP7 leader ERTICO.

All partners are required to contribute content and material needed for the website as well as content they consider useful to support the dissemination and communication of the project, its progress, and general ITS information and news. All content should be sent to ERTICO or uploaded onto the ProjectPlace platform provided by the project coordinator. ERTICO will be responsible for dynamic content coordination, approval and publication on the website and sharing through social media, with support provided by WP7 partners in particular as well as the rest of the consortium. Static, project specific content shall be drafted by the relevant project experts. To ensure this steady flow of content, a periodic reminder may be sent in addition to the editorial calendar.

The C-Mobile website includes social media buttons for following C-Mobile social media accounts – Twitter and a LinkedIn group – and for sharing content via various platforms such as Twitter, LinkedIn and RSS feeds.

A tagging and categorisation system for content such as news, events, infographics, video etc. will be used later in the project in order to simplify navigation of the website.

Key website statistics such as page views and average time spent on a page will be recorded using a Google Analytics dashboard to be set up by ERTICO. The dashboard, which will display visitor demographic information (such as countries links, devices and gender etc.), will be presented to the consortium every 6 months, while the annual update of the Dissemination and Communication Plan will include a yearly overview. Statistics will be collected and presented to the Consortium at least once a year and will include page-view data and more detailed information on demographics and referrals etc.

#### 4.1.1. Website guidelines

The contents of the information and news on the website can cover the following subjects:

- / News directly generated by the project
- / News that mention the project
- / News of interest to the projects
- / Events organised by the project
- / 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 and 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:

- / Picture: Preferably displayed at the top of the page, relevant to the content and tagged appropriately. This picture should also be attached to social media posts (tweets, LinkedIn) in order to make the content more visible to audiences.
- / Standfirst: 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 C-MobILE 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.
- / Standfirst: 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 on the joint platform domain.
- / 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 regular but not as often as the content posted on the Twitter account. At least one article or news item every two weeks will be published to keep the website relevant. The tweets by the project can then link those news items or articles to draw more traffic to the website.

#### 4.1.2. Social media, posts and content

Project specific Twitter and LinkedIn accounts will be used to raise awareness and maximise exposure. The C-MobILE project will use the social media accounts previously used by the Compass4D project now that this project has ended. This is being done to maintain the continuity of the audience and to amplify the reach of the C-MobILE project rather than starting from scratch.

The project’s social media presence will play an important role in the development of the C-ITS community. The social media accounts will be maintained by the ERTICO and relevant WP7 partners.

The C-MobILE website will also include social media buttons for following the project’s social media accounts and for sharing content via various platforms such as Twitter, LinkedIn and RSS feeds.

All social media posts should contain the following criteria:

- / A bit.ly link to the content they are promoting from the project website
- / 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 objective and relevant to the projects’ aims.

The account design should display the logo of the C-MobILE project, with background images relevant to the projects’ topics i.e. C-ITS. The biography of the account should explain the project’s purpose and clearly state our policy of neutrality.

The content of the social media posts can be on the following subjects:

- / News directly generated by the project
- / News that mentions the project
- / News of interest to the project
- / Events organised by the projects
- / Events related to the topics addressed by the projects

The contents should further respect the following rules:

- / Specific reference to brands should be justified
- / Tweets should be strictly objective

## 4.2. Videos & animation

Two professional project videos, an animation (D7.2) and a promotional video (D7.11) are foreseen; some in-house videos including footage from the cities will be also produced to highlight the project progress. The video animation and project video are intended to communicate and explain the project in a more appealing way.

### 4.2.1. Video animation (D7.2)

A professional video animation presenting the project concept and objectives will be developed to help communicate to a wide audience. FIA will lead the development and production of the animation with the support of relevant consortium partners.

The video animation will be used for dissemination and communication activities such as events, in the media and will be made available on the project website, as well as on social networks such as YouTube and the European Commission online channels (if deemed appropriate by the European Commission). (Due in month 9).

### 4.2.2. Project video (D7.11)

A professional project video presenting the pilot achievements, interviews with partners and relevant stakeholders and project results. ERTICO will lead the development and production of the animation with the support of relevant consortium partners.

The project video will be used for dissemination and communication activities such as events, in the media and will be made available on the project website, as well as on social networks such as YouTube and the European Commission online channels (if deemed appropriate by the European Commission). (Due in month 40)

## 4.3. Printed materials

During the course of the project, the consortium will produce a number of printed materials. These include the following:

- / Three project brochures (ERTICO to design and produce)
  - > D7.3 Initial - To facilitate the information flow and promotion of the project to a wider audience and at events. Due by month 12.
  - > D7.4 Update - Enriched with preliminary results and the status of the activities. Due by month 24.
  - > D7.5 Final - To contain more information on results and plans for project after-life. Due by month 36.
- / Two flyers (FIA to design and produce)
  - > Initial - Includes benefits for each target group to be distributed at face-to-face meetings, technical workshops and industry events. Translations for these flyers will be foreseen (M12)
  - > Update - Updated version. Due by month 30.
- / A standard presentation (ERTICO to design and produce)
- / Posters and roll-ups – to be led by the Dissemination and Communication WP task leaders.
- / Giveaways – to be led by the Dissemination and Communication WP task leaders.
- / Signature banners – to be led by the Dissemination and Communication WP task leaders.
- / Images and photographs – to be led by the Dissemination and Communication WP task leaders.

### 4.3.1. Project brochures

The brochures shall be developed for use at events by project partners to advertise the C-Mobile project. Three brochures shall be produced during the project (M12 - Initial, M24 - Update, M36 – Final). ERTICO will lead the production and design of the brochures, incorporating the project's visual identity, and developed with the support of relevant consortium partners.

### 4.3.2. Standard presentation

A standard public presentation will be prepared by ERTICO with input provided by all WP leaders, using PowerPoint, for use by all partners participating in events where they are presenting C-Mobile information. The presentation will be updated regularly with latest results and developments.

### 4.3.3. Posters and roll-ups

Roll-ups shall be developed for use at events by project partners to advertise the C-Mobile project. This shall be led by the Dissemination and Communication manager and supported by WP7 partners, incorporating the project's visual identity. Once produced, the posters roll-ups shall be available to all consortium members upon request.

### 4.3.4. Giveaways

Giveaways and gadgets can be purchased to help promote the project at events e.g. pens, mouse pads, electronic gadgets and more.

### 4.3.5. Images and photographs

Some professional photographs may be purchased for use in the design and development of communication tools and materials. At important events and milestones, a professional photographer can be hired to take pictures of events and demos.

The images will be used for internal and external dissemination and communication materials, such as presentations, brochures, articles etc. If the images are copyrighted, the source has to be mentioned.

## 5. Media, press relations and articles

### 5.1. Media

Media is not considered as target group for the project but more as a communication channel to address the different audiences. For this reason an initial list of relevant magazines, blogs, and specialised websites has been drawn up below, while others in different languages will be compiled and included as the project progresses.

This list will include European and International media, such as:

- / Traffic Technology International
- / ITS International
- / Thinking Highways
- / Vision Zero International
- / Hanser automotive
- / National publications in the areas of automotive, technology, and mobility will also be targeted.

### 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 briefings and conferences may be organised, for example at large events, and should be organised with the involvement of local authorities and relevant representatives of the industry. These activities will be organised mainly at local/national level with the support of the pilot site leaders.

Press announcements and invitations can be used to invite the media to participate in C-MobILE 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 C-MobILE 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 in different languages.

Local media will also play a fundamental role in the dissemination of the project and its services. The pilot site leaders will support the translations, promotion of events and distribution of press materials especially when a meeting is organised in their cities. Targeted interviews and articles should focus on the local deployment and communicate the benefits of C-ITS technologies, especially in urban areas and for vulnerable road users.

### 5.3. Articles

C-MobILE partners, led by the Dissemination and Communication Manager, will write articles and participate in interviews for inclusion on the website. Some longer features will be prepared for possible inclusion in external media and magazines.

Each 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 C-MobILE partners or information which might be sensitive for the project.

### 5.4. Editorial calendar

An editorial calendar has been created with dates, topics and contributors of the project in order to ensure there is a regular flow of content on the website. Content includes interview with Partners and associated partners, release of project results and advancements, reports on events, and should be provided every two weeks by the beginning of the week (Monday) before publishing on the Wednesday of that week.

<b>Publishing date</b>	<b>Topic</b>	<b>Contributor</b>
04/10/2017	To be agreed with the Dissemination and communication manager	1 – IDIADA
18/10/2017	To be agreed with the Dissemination and communication manager	2 – BCN IMI
01/11/2017	To be agreed with the Dissemination and communication manager	3 – BLB
15/11/2017	To be agreed with the Dissemination and communication manager	4 – CPH
29/11/2017	To be agreed with the Dissemination and communication manager	5 – EIN
13/12/2017	To be agreed with the Dissemination and communication manager	6 – HLM
10/01/2018	To be agreed with the Dissemination and communication manager	7 – NCC
24/01/2018	To be agreed with the Dissemination and communication manager	8 – RCM
07/02/2018	To be agreed with the Dissemination and communication manager	9 – VGO
21/02/2018	To be agreed with the Dissemination and communication manager	10 – ERTICO
07/03/2018	To be agreed with the Dissemination and communication manager	11 – FIA
21/03/2018	To be agreed with the Dissemination and communication manager	12 – GT
04/04/2018	To be agreed with the Dissemination and communication manager	13 – IRU
18/04/2018	To be agreed with the Dissemination and communication manager	14 – MLC
02/05/2018	To be agreed with the Dissemination and communication manager	15 – RACC
16/05/2018	To be agreed with the Dissemination and communication manager	16 – TXW
30/05/2018	To be agreed with the Dissemination and communication manager	17 – DYN-NL DYN-PEEK DYN-UK
13/06/2018	To be agreed with the Dissemination and communication manager	18 – DYN-DK
27/06/2018	To be agreed with the Dissemination and communication manager	19 – GTK
11/07/2018	To be agreed with the Dissemination and communication manager	20 – MACQ
25/07/2018	To be agreed with the Dissemination and communication manager	21 – MAPTM
08/08/2018	To be agreed with the Dissemination and communication manager	22 – TCN
22/08/2018	To be agreed with the Dissemination and communication manager	23 – KAPSCH
05/09/2018	To be agreed with the Dissemination and communication manager	24 – TRAF



19/09/2018	To be agreed with the Dissemination and communication manager	25 – PIA
03/10/2018	To be agreed with the Dissemination and communication manager	26 – GLS
17/10/2018	To be agreed with the Dissemination and communication manager	27 – INF
31/10/2018	To be agreed with the Dissemination and communication manager	28 – PTV
14/11/2018	To be agreed with the Dissemination and communication manager	29 – CEIT
28/11/2018	To be agreed with the Dissemination and communication manager	30 – CERTH
12/12/2018	To be agreed with the Dissemination and communication manager	31 – CTAG
09/01/2019	To be agreed with the Dissemination and communication manager	32 – DLR
23/01/2019	To be agreed with the Dissemination and communication manager	33 – HTW
06/02/2019	To be agreed with the Dissemination and communication manager	34 – TNO
20/02/2019	To be agreed with the Dissemination and communication manager	35 – TU/e
06/03/2019	To be agreed with the Dissemination and communication manager	36 – UNEW
20/03/2019	To be agreed with the Dissemination and communication manager	37 – TOM

Table 3: Editorial calendar

Once this period has been completed the order will restart from the beginning on the same basis until the project's conclusion.

## 6. Events

Meetings, workshops and congresses can be used to present the project to industry experts and to collect their feedback. A preliminary list with examples of targeted events where the project could be promoted has been developed (SEE ANNEX 1). Additional events will be identified in the course of the project and added to this list.

Consortium members are encouraged to exploit dissemination and communication opportunities available in other projects. This cross-promotion can further enhance the project's outreach to grow the private-public communities. WP7 members will coordinate the submission of applications for thematic sessions and workshops at congresses and events, with the support of the consortium. A standard project presentation will be prepared to support the partners in this context.

Throughout the duration of the project, C-MobILE will be presented at different levels (direct participation, stand, promotional materials, session, paper etc.) at events. Each partner is required to indicate in the SmartSheet (only relevant for C-MobILE or where they presented the project) where and what they participated in or to which they are planning to attend.

### 6.1. Local events

One workshop or event should be organised locally. Most of the events will be half day events and should coincide with consortium meetings or around a major project milestone to facilitate other C-MobILE partners' participation.

The workshops will enable the consortium, public authorities, users, local media and other relevant target groups to experience and discuss the progress and the results of the project.

Where possible, the workshop will be followed by a press conference or media event. Local partners should cooperate with ERTICO in the organisation of such events and make the first contact with the local media.

### 6.2. Technical workshops and demonstration events

The C-MobILE project will engage with key stakeholders and promote exchanges of ideas and follow-up actions, ensuring that a functioning partnership is established in each city during and beyond the project life. To achieve this, four project workshops are foreseen under the different Work Packages with close cooperation and support provided by the Pilot Sites with the following:

1. Requirements and specifications validation;
2. Reference architecture definition and use cases demonstration;
3. Use cases evaluation and services benefits;
4. Prospective opportunities for up-scaling and replication in cities / regions and business cases for commercial exploitation.

All of these events will be organised at pilot site locations to present the project progress in demonstrations and encourage local stakeholder participation. Additional local stakeholder events will likely to be organised at pilot sites e.g. in conjunction with consortium meetings or relevant C-ITS/transport-related events. Common events might be foreseen in conjunction with other C-ITS pilots and automated transport initiatives.

Technical and scientific conferences are excellent platforms to present the project findings and engage with the audience. C-MobILE partners will apply for speaking slots at important conferences in relevant technology areas. The Consortium is also aware of the importance of showing the progress made in fairs and exhibitions around Europe to obtain future customers' attention and promote community building. Where possible, the project will take advantage of partners' or European Commission presence at international or regional events. A set of presentation slides, relevant graphics and posters will be prepared as necessary to support consortium partners in such activities.

Examples of targeted events include but are not limited to: ITS European and World Congresses (ITS industry and research); Mobile World Congresses, Barcelona, Spain (Internet-of-Things); IEEE Intelligent Vehicles Symposia (vehicle technologies); IEEE International Conferences on Intelligent Transportation Systems (vehicle technologies); IEEE International Conferences on Vehicular Electronics and Safety; Transportation Research Board Annual Meeting, etc.

### 6.3. Hackathon

A Hackathon will be organised for month 24, in conjunction with the Mobile World Congress and driven by IDIADA together with academic partners together with industrial partners. The event can be organised in two sessions:

Training session explaining the C-MobILE objective, the architecture and the rules of the event and

A creative session where the participants will be divided in small groups to share different perspective on the main mobility challenges. The views of the users, policymakers and industry will drive this session.

The final structure of the event will be defined during the project time span according to the main project outcomes; the participants will be selected with academic partners in Europe and making use of the attracting potential of the Mobile World Congress. The event will be driven by IDIADA with the objective of generating interest in the ITS and C-ITS communities therefore increasing the potential to create services based around the C-MobILE concept.

## 6.4. Final workshop and demo event

A final event organised as an exploitation workshop (as described in WP4 and as part of technical dissemination) presenting the project outcomes and a demonstration of the most prominent applications bundles will be held around the end of the project (month 40) and be led by TU/e. The final event will focus on end-user uptake (both professional and private), business cases and market roll-out. The final event will target not only the partner organisations and companies, national / international institutions, the ITS community at large, but also a larger community of users, stakeholders with technical and non-technical background, public authorities, and media. A final demonstration of the services will also be organised.

## 6.5. Calendar

A calendar with interesting events where C-Mobile is participating, or will be presented, will be compiled. WP7 task leaders will be responsible for collecting information on events with input provided by all consortium members. The full list of events attended will be added to this deliverable at every yearly update in ANNEX I.

The website will also include a calendar page with upcoming and past events. White papers, reports and presentations will be uploaded for public consultation.

## 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 online collaboration tools will be implemented supporting project coordination, virtual meetings and a document archive for shared documents.

The C-MobILE consortium has three main channels for internal communication:

Bi-weekly telephone conference calls for WP leaders

Every 6 months General Assembly

[ProjectPlace](#) Intranet (hosted on the website, facilitates file sharing among partners)

Communication between consortium partners will be predominantly led by the bi-weekly telephone conference calls while reviews and 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. Reporting

### 8.1. Reporting of dissemination and communication activities

To record all activities past, present and future, an online reporting tool has been established ([SmartSheet](#)). All consortium partners are encouraged to use this tool as the primary means of 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.

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

Activity Type

/ Event

/ Meeting

/ Article

/ Presentation

/ Paper

/ Other (please specify in the Note box)

Partner Name

Partner Organisation

/ IDIADA

/ BCN

/ BLB

/ CPH

/ EIN

/ HLM

/ NCC

/ RCM

/ VGO

/ ERTICO

/ FIA

/ GT

/ IRU

/ MLC

/ RACC

/ TXW

/ DYN-NL

/ DYN-DK

/ GTK

/ MACQ

/ MAPTM

- / TCN
- / KAPSCH
- / TRAF
- / PIA
- / GLS
- / INF
- / PTV
- / CEIT
- / CERTH
- / CTAG
- / DLR
- / HTW
- / TNO
- / TU/e
- / UNEW
- / TOM

City and Country

Organised by

Website

- / URL link

Target audience

- / Industry
- / Institutions
- / Research
- / Users
- / All
- / Other

Number of participants / Readership

Contact(s) made

Relevance to the project and WP

Communication materials needed?

## 8.2. Web and social analytics

Website traffic will be monitored using Google Analytics and a specialised dashboard which highlights the key indicators for the project. Social media accounts (Twitter, LinkedIn) analytics will be recorded and collected using the platforms own analytics tools.

## 8.3. Dissemination and communication activities final report

Final activity report building on D7.1 and reporting on communications and dissemination activities, lessons learnt and qualitative and quantitative results of the overall strategy.

## 8.4. Success criteria

In the proposal stage, a set of KPIs has been pre-defined in order to closely monitor and assess the dissemination and communication activities and presented in the following table:

Activity and criteria (KPI)		Expected performance			
		Year 1	Year 2	Year 3	Year 4
<b>All WP7 deliverables and milestones</b>		<1 month delay for delivery	<1 month delay for delivery	<1 month delay for delivery	<1 month delay for delivery
<b>Annual project review</b>		Positive	Positive (update)	Positive (update)	Final review positive
<b>Dissemination and communication plan (Task 7.1)</b>	<b>Deliverables</b>	<1 month delay for delivery			
	<b>Website – unique visitors</b>	200/month	300/month	500/month	1000/month
	<b>Website – number of returning visitors</b>	50/month	100/month	200/month	400/month
	<b>No of deliverables downloads</b>	10	20	30	50
	<b>Twitter – total number of engagement using dedicated hashtag and linking to the website</b>	50	100	150	200
	<b>LinkedIn – New members of a group</b>	40	10	10	20
	<b>No of press clippings resulting from final event</b>				
<b>Technical Dissemination (Task 7.3)</b>	<b>Number of publications (articles, scientific papers, presentations) concerned audience, quality level of publication</b>	>5 presentations in conferences >2 articles in ITS magazines/blogs	>7 presentations in conferences >2 articles in ITS magazines/blogs 1 article/paper in scientific journals	>10 presentations in conferences >3 articles in ITS magazines/blogs 1 article/paper in scientific journals	>10 presentations in conferences >3 articles in ITS magazines/blogs >2 articles/papers in scientific journals
<b>Stakeholder engagement and events (Task 7.4)</b>	<b>No of stakeholders attending technical workshops/demonstration events</b>	>25	>35	>40	(See Final Event)
	<b>No of attendees final event</b>				>120
	<b>No of Associated Partners</b>	3	5	5	5

Table 4: KPIs

Communication activities will be reviewed annually to see if the project is meeting its targets.





## 9. Timing of Communication Activities

### 9.1. Relevant milestones

Schedule of relevant Milestones, see next page.

<b>Milestone number</b>	<b>Milestone title</b>	<b>Lead beneficiary</b>	<b>Due date (in months)</b>	<b>Means of verification</b>
<b>MS1</b>	<b>Project successfully kicked-off</b>	<b>1-IDIADA</b>	<b>1</b>	<b>Project successfully kicked-off</b>
<b>MS2</b>	<b>First periodic review passed</b>	<b>1-IDIADA</b>	<b>19</b>	<b>First periodic review passed</b>
<b>M3</b>	<b>Second periodic review passed</b>	<b>1-IDIADA</b>	<b>37</b>	<b>Second periodic review passed</b>
<b>M4</b>	<b>Final periodic review passed</b>	<b>1-IDIADA</b>	<b>42</b>	<b>Final periodic review passed</b>
<b>M26</b>	<b>Website ready</b>	<b>10-ERTICO</b>	<b>4</b>	<b>Website ready</b>
<b>M27</b>	<b>Hackathon</b>	<b>1-IDIADA</b>	<b>24</b>	<b>Hackathon</b>
<b>MS28</b>	<b>Final workshop and demo</b>	<b>35-TU/e</b>	<b>40</b>	<b>Final workshop and demo</b>

Table 5: Milestones

## 9.2. Relevant deliverables

Schedule of relevant Deliverables, see next page.

Deliverable Number	Deliverable Title	Lead	Type	Dissemination level	Due date (in months)
D7.1	Dissemination and communication plan	ERTICO	Report	Public	4 (September 2017)
D7.2	Video animation	FIA	Websites, patents filling, etc.	Public	9 (February 2018)
D7.3	Project brochures (initial)	ERTICO	Websites, patents filling, etc.	Public	12 (May 2018)
D7.4	Project brochures (update)	ERTICO	Websites, patents filling, etc.	Public	24 (May 2019)
D7.5	Project brochures (final)	ERTICO	Websites, patents filling, etc.	Public	36 (May 2020)
D7.6	Stakeholder flyers (initial)	FIA	Websites, patents filling, etc.	Public	12 (May 2018)
D7.7	Dissemination and communication activities final report	ERTICO	Report	Public	42 (November 2020)
D7.8	Liaison plan (initial)	FIA	Report	Public	6 (November 2017)
D7.9	Liaison plan (update)	FIA	Report	Public	24 (May 2019)
D7.10	Liaison plan (final)	FIA	Report	Public	38 (July 2020)
D7.11	Project video	ERTICO	Websites, patents filling, etc.	Public	40 (September 2020)
D7.12	Stakeholder flyers (update)	FIA	Websites, patents filling, etc.	Public	30 (November 2019)

Table 6: Deliverables

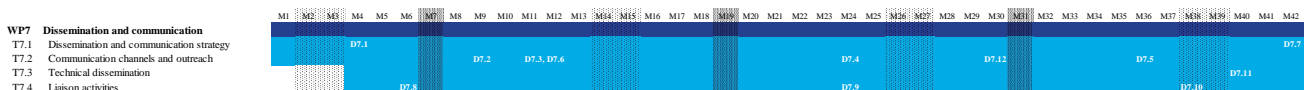


Table 7: Deliverables timeline

### 9.3. Disclaimer

All deliverables will include a strong disclaimer:

This project is co-funded by the European Union under the Horizon 2020 Research and Innovation Programme. The content of this document reflects solely the views of its authors. The European Commission is not liable for any use that may be made of the information contained therein.

The members of the C-MOBILE Consortium shall have no liability for damages of any kind including, without limitation, direct, special, indirect, or consequential damages that may result from the use of these materials.

If the deliverable has not yet been approved by the EC, it will include the following mention:

This deliverable is a draft document subject to revision until formal approval by the European Commission.

# References

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# Annex 1

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Calendar of events

<b>What</b>	<b>Where</b>	<b>When</b>
<b>20th International IEEE Conference on Intelligent Transport Systems</b>	<b>Yokohama (Japan)</b>	<b>16-19 October 2017</b>
<b>Bus World</b>	<b>Kortrijk (Belgium)</b>	<b>20-25 October 2017</b>
<b>Transportation Research Board Annual Meeting</b>	<b>Washington DC (USA)</b>	<b>7-11 January 2018</b>
<b>Mobile World Congress</b>	<b>Barcelona (Spain)</b>	<b>26 February – 1 March 2018</b>
<b>Transport Research Arena</b>	<b>Vienna (Austria)</b>	<b>16-19 April 2018</b>
<b>ITS World Congress</b>	<b>Copenhagen (Denmark)</b>	<b>17-21 September 2018</b>