



D7.1

# Dissemination and Communication Plan – first update

Project title: **Enhancing Integration and Interoperability of  
CCAM eco-system**

Project acronym: **IN2CCAM**

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## ABBREVIATIONS AND ACRONYMS

Abbreviation	Meaning
AI	Artificial Intelligence
AV	Automated Vehicle
CCAM	Connected, Cooperative and Automated Mobility
DT	Digital Twin
HE	Horizon Europe
ITS	Intelligent Transport System
KPI	Key Performance Indicator
LL	Living Lab
OEM	Original Equipment Manufacturer
TMT	Technical Management Team
WP	Work Package

# 1 EXECUTIVE SUMMARY / STATEMENT OF PURPOSE

Deliverable 7.1 outlines the communication and dissemination guidelines that aim to ensure the project has an outstanding impact towards the audience, guaranteeing coordination among consortium members to present a cohesive message and maximise the effectiveness of the different channels described.

The first section of the plan defines the project's mission of enhancing research and innovation through six Living Labs to accelerate the integration of novel Connected, Cooperative and Automated Mobility (CCAM) services and technologies and their integration in traffic management. A SWOT analysis follows this brief presentation of the project, collecting strong communication and dissemination qualities like its geographical coverage, the consortium expertise and the existence of a quality management team. External opportunities focus on the recovery from the covid-19 pandemic and a greater willingness for in-person meetings and events, positive for engagement and networking. On the other hand, the analysis anticipates potential weaknesses and threats that may affect the achievement of the objectives, like overuse of technical terms on channels like the website, which will create a barrier towards the general audience, or struggles to settle IN2CCAM as a benchmark project in light of the increasing number of CCAM-related initiatives.

Following this SWOT analysis, D7.1 defines the communication and dissemination approach towards IN2CCAM strategic objectives defined in the Grant Agreement regarding Physical, Digital and Operational infrastructure. A set of high-level communication and dissemination goals and concrete objectives responding to the different WP activities, like creating a solid IN2CCAM brand and boosting user acceptance and networking with stakeholders. The deliverable details concrete objectives and measurable KPIs, such as visual materials (brochure, leaflet, roll-up banner) or social media campaigns to achieve the numbered goals.

The second section describes the target audiences (industry, institutions, scientific and research community, society and policymakers, standardisation and homologation bodies and other projects and initiatives) and key messages tailored to each of them. To ensure effective communication of these messages, the document details an extensive list of internal and external communication channels, including the project website and social media, newsletter, papers and visual materials (concept image, roll-up banner, leaflet, brochure, leaflet and videos), external media and congresses.

Lastly, the document includes a dedicated section with annual communication and dissemination KPIs per channel, followed by a list of potential hurdles to the implementation of the plan achievement of expected results according to their degree of severity, such as the lack of cooperation between partners, unbalanced promotion and communication of the different Living Labs, or missed opportunities and congresses and other events. Mitigation solutions are addressed to overcome those obstacles.



D7.1 will be revised annually, including an update of the KPIs monitoring in D7.2 (M18) and D7.3 (M36) to be kept pertinent and accurate. The deliverable will be complemented by deliverable 7.4 - Exploitation plans - first update, which will seek to maximise the results of the exploitation strategy, and D7.5 - Liaison plan, which will detail the methodologies to facilitate a close relationship with other actors for the project's implementation.

Additionally, the Communication and Dissemination Plan is complemented by the Brand Identity document (Annex I), available for the consortium on SharePoint. The file details how to properly use the project logo, the correct way to use the EU acknowledgement according to the Horizon Europe guidelines, and the project's font and colour palette. The internal document '[IN2CCAM dissemination procedures guidelines](#)' (Annex II), which references all relevant documents concerning the communication and dissemination of the project, and the steps for coordinated and structured communication by all project partners are stipulated. The [Dissemination Tracker](#) (Annex III) file enables monitoring of all communication activities carried out by partners: events, scientific-technical papers, press releases, online articles and social media.

## 2 CONTEXT

### 2.1 Project intro

Vehicles generate a great amount of data. This tendency will exponentially increase with the progressive inclusion of AVs. CCAM seeks to connect the information produced by these vehicles, the road infrastructure and users to create a seamless network that makes transport and mobility more efficient, reducing congestion and enhancing safety. IN2CCAM (Enhancing Integration and Interoperability of CCAM eco-system) emerges from the need to boost research and innovation in the field to speed up the implementation of its services and technologies.

Within the framework of the Horizon Innovation Actions, IN2CCAM carries out real-life demonstrations and digital simulations in six Living Labs (Tampere, Trikala, Turin, Vigo, Bari and Quadrilatero) to examine and implement CCAM services, ensuring successful results.

The project runs for 36 months, with a start date of 1 November 2022 and an end date of 31 October 2025, with a consortium of 21 partners. IN2CCAM develops and tests innovative services to accelerate the implementation of innovative CCAM technologies and systems for passengers and goods, integrating them into the transport system.

### 2.2 Purpose of the deliverable

Deliverable D7.1 - Dissemination and Communication Plan – the first update collects the communication and dissemination of the results strategy. Throughout the project, all consortium members will follow the guidelines defined in this document. The goal is to reach maximum success, keeping the audience updated on IN2CCAM progress and achievements. To this end, it describes the key messages, target audience and channels. Key Performance Indicators (KPIs) are also specified to maintain a monitored and measurable control of the results, which will allow for evaluating their success.

This deliverable will be followed by two updates: D7.2 (M18) and D7.3 (M36). The periodic updates will allow the revision, modification or improvement of those elements of the strategy that are not proving successful.

### 2.3 Intended audience

Deliverable 7.1 is a public document that can be consulted not only by the consortium members and the European Commission. It is also available for external stakeholders.

## 3 SWOT ANALYSIS

The SWOT analysis provides a thorough picture of the project's status in terms of strengths, weaknesses, opportunities, and threats, considering internal and external factors. This analysis allows the creation of a strategy based on realistic, factual certitudes. The analysis contains short and medium-term predictions. Future threats and opportunities will be reviewed as the process progresses.

*Table 1: IN2CCAM SWOT Analysis*

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>IN2CCAM consists of a team of experts, including organisations such as research centres, local authorities and service providers.</li> <li>The project has a dedicated team in charge of quality assurance to guarantee the project's success.</li> <li>The project can leverage the ERTICO Partnership, composed of more than 100 entities related to the sector across Europe, expanding the communications reach. The organisation is a founding member of the CCAM Partnership, which can bring further dissemination opportunities.</li> <li>With six Living Labs in the project, communication of their activities is expected to be frequent.</li> </ul>	<ul style="list-style-type: none"> <li>Considering the technicality of the project, the communication must be approached in an easy-to-understand way to be understood by the general public, especially on the IN2CCAM website as the main communication channel.</li> <li>The initial stage of the project focuses on performing tests and simulations in the different LLs. Engaging ways of communicating the status and progress of IN2CCAM will need to be explored, avoiding repetition of content.</li> </ul>

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• As the restrictions from the COVID19 pandemic have mostly been lifted, congress and conference opportunities have returned to normal.</li> <li>• The project benefits from extensive geographic coverage, thanks to the presence of multiple local leaders, which can amplify media exposure, particularly in local and regional media outlets.</li> </ul>	<ul style="list-style-type: none"> <li>• The current uncertain state of the Twitter platform may imply a need to look for alternative channels to communicate IN2CCAM's progress.</li> <li>• The growing number of CCAM initiatives may affect the ultimate objective of positioning IN2CCAM as a reference project in the integration of CCAM services.</li> </ul>

## 4 STRATEGIC OBJECTIVES

IN2CCAM aims to contribute to the transport sector by making roads more sustainable, inclusive and safe by deploying innovative technologies and services and enhancing the digitalization of transport. To accomplish this goal, the project focuses on the implementation and integration of enhanced Physical, Digital and Operational Infrastructures.

*Table 2: Communication and Dissemination activities for Strategic Objectives*

SPECIFIC NEEDS	COMMUNICATION & DISSEMINATION STRATEGY
<p><b>Specific need 1, Physical Infrastructure:</b> The optimal integration of autonomous vehicles in the traffic system requires physical infrastructure refurbishment, adapting and incorporating new lanes, intelligent traffic lights and road signs.</p>	<p>The communication activities regarding the strategic objectives, as with any other communication and dissemination activity, will be tailored depending on the target audience: CCAM stakeholders, public institutions (particularly those where the Living Labs are, but not exclusively), OEMs, research organisations, media and the general public.</p> <p>Dedicated social media campaigns and articles will be carried out to share these needs. The activities will focus, in the first place, on raising awareness about the relevance of each of the mentioned specific needs and, secondly, on showing the results achieved by the consortium in this respect, linking them to the overall objective of generating a positive impact on the environment, safety and inclusion.</p> <p>High-level, technical results will be published in specialised papers or journals and presented at relevant events, congresses and conferences.</p>
<p><b>Specific need 2, Digital Infrastructure:</b> Seamless traffic management supported by automated driving demands a solid digital infrastructure.</p>	
<p><b>Specific need 3, Operational Infrastructure:</b> IN2CCAM promotes stakeholder collaboration and governance models to comply with legislation.</p>	

The main purpose of this plan is to promote the project's mission and vision, to show transparency in the different stages of the project and to disseminate the results obtained to favour their transferability.

## 5 COMMUNICATIONS GOALS & OBJECTIVES

The definition of clear communication and dissemination goals is crucial to a project's success and impact. These goals facilitate building a strategy that aligns project partners and other stakeholders around a shared vision of IN2CCAM. It also enables the identification of the most effective messages and actions to perform towards each target audience.

To achieve these broader, long-term results, this deliverable outlines a set of specific, measurable objectives. All communication and dissemination efforts throughout the project will be guided by SMART objectives: Specific, Measurable, Attainable, and Time-bound, and will respond to the different project's WPs to reflect the various stages and activities of the project. The objectives outlined below are arranged in the order they will be achieved, starting with the initial stages of the project and ending with the final outcomes.

*Table 3: Communication goals and objectives*

COMMUNICATIONS GOALS & OBJECTIVES
<p><b>Goal 1. Establish harmonized communication and dissemination strategies:</b> Ensure consistency and efficiency in the project's communication.</p>
<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Prepare an internal document for communication and dissemination guidelines to be followed by all consortium members.</li> <li>• Develop a brand identity document with the information to be applied by the project partners when communicating and disseminating IN2CCAM.</li> </ul>
<p><b>Goal 2. Establish IN2CCAM as a brand:</b> Introduce IN2CCAM as a leading project for CCAM in Europe among stakeholders.</p>
<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Build a solid project website that presents the IN2CCAM mission and vision, as well as relevant information regarding the LLs, objectives and impact.</li> <li>• Create a solid visual identity, applied to other materials such as roll-up banners and leaflets that offer a harmonised vision of the IN2CCAM brand.</li> </ul>
<p><b>Goal 3. Raise awareness:</b> Promote understanding of the beneficial effects of fully integrating CCAM services in traffic management.</p>
<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Facilitate understanding of the key services offered by connected, cooperative, and automated mobility, and the advantages they bring to society.</li> </ul>

- Write articles that describe some of the existing tools and the progress of technologies developed within the project.

**Goal 4. Promote the work of Living Labs:** Maintain regular and open communication on the progress of the six Living Labs

**Objectives:**

- Develop a campaign to support their activities, especially locally and regionally.
- Maintain the LLs page and the news feed updated with relevant information on the IN2CCAM webpage.
- Examine dissemination opportunities, such as specialized journals and magazines, to publish the project's results and services developed.

**Goal 5. Encourage user's acceptance:** Ensure that the project's research and development is informed by real-world needs and concerns.

**Objectives:**

- Support the living labs in the development of user-acceptance surveys, by promoting them through the project's communication channels.
- Carry out communication campaigns that stress the environmental, safety and inclusion impact of the project.

**Goal 6. Ensure stakeholders' engagement:** Enhance the cooperation of public and private sector actors with the project.

**Objectives:**

- Foster the participation of different stakeholders in events, congresses, etc.
- Cooperate with stakeholders in the publication of technical publications.

**Goal 7. Boost synergies:** build solid relations with other projects and initiatives to increase the project's impact and reach

**Objectives:**

- Identify and pursue opportunities for joint initiatives, such as specialised webinars or collaboration in technical papers

The Communication and Dissemination Plan responds to the transmission of knowledge of the work developed by the different WPs. The project requires cross-WP involvement to provide WP7 with a deep understanding and detailed and updated information on the project's progress. The figure below lists the correlation between WPs and the communication and dissemination strategies attributed to them from WP7. The WPs listed are those directly linked to each objective. However, as set out in this deliverable, the plan aims to convey the overall project mission in its communications.

Table 4: Correlation between communication strategic goals and WPs

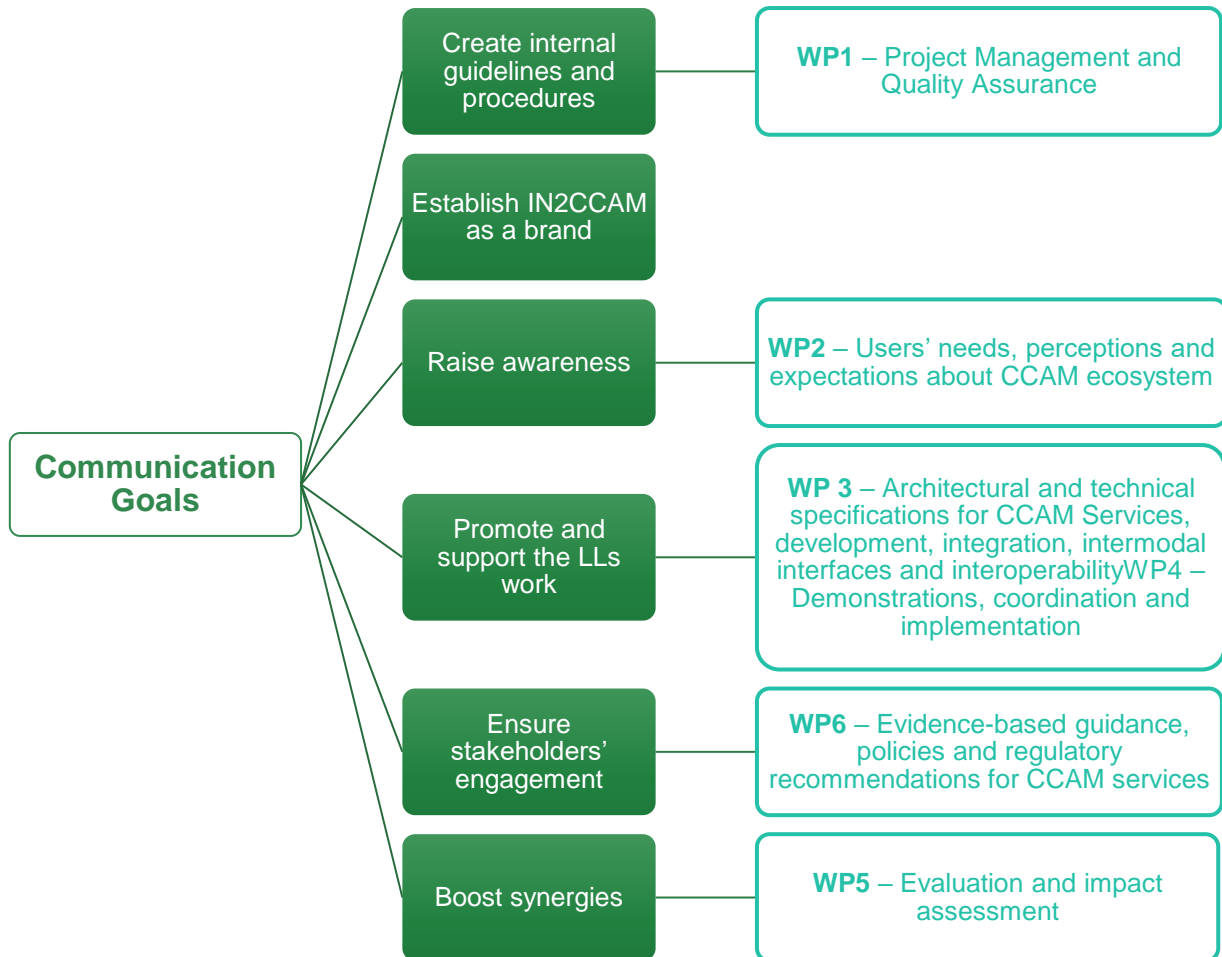




Table 5: Communication goals

	Communication Objective	KPI	Timeline
GOAL 1	Establish solid internal communication guidelines to be followed by all consortium members	Internal dissemination and communication procedures document	M1 - Done
	Creating an identifiable IN2CCAM brand identity	Brand identity document	M1 – Done
GOAL 2	Build a solid website that represents the project’s main information	Monthly website revisions to ensure that is it updated	M6 – M36
	Build promotional materials to enhance IN2CCAM reach	1 brochure, 1 roll-up banner	M6 – M36
GOAL 3	Facilitate understanding of the key CCAM services and technologies applied during the project	Publish monthly articles in the project’s website, including partner’s testimonials to provide a deeper understanding of the main CCAM concepts	M6 – M36
GOAL 4	Inform about the activities carried out in the LLs by performing a media campaign with local and regional media	1 press release per LL	M13 – M36
	Raise awareness on the environmental, safety and inclusion impact of the project	10 LinkedIn and Twitter posts showing IN2CCAM impacts	M6 – M12
GOAL 5	Support LLs in the attainment of user acceptance, promoting surveys and their results	5 articles and 10 posts on social media focused on user-acceptance	M16 – M24
	Ensure that the project is well represented in congresses and conferences	Participation in at least 10 events/year	M1 – M36

<b>GOAL</b> 6	Foster a more specialized presence of IN2CCAM	2-3 annual publications	M13 – M36
<b>GOAL</b> 7	Identify and pursue opportunities for joint initiatives with sister projects and initiatives	1 collaborative webinar a year	M1 – M36

## 6 AUDIENCE

*Table 6: IN2CCAM Target Audience*

Target audience	Description
<p><b>Industries</b></p> <p>Including fleet and traffic management, intermodal transport operators, OEMs, service providers, automotive industry, CCAM developers and manufacturers.</p>	<p>The listed stakeholders are core actors in the deployment of IN2CCAM innovations and the effective integration of its services into traffic management. The ambitious objective of the project requires the active participation of all these actors within the eco-system.</p>
<p><b>Institutions</b></p> <p>Including but not limited to: policy and decision makers at European, national or regional level; local, regional and national public authorities; standardisation bodies; national or regional funding bodies.</p>	<p>The public authorities' involvement is crucial for the fruitful application of CCAM. A relevant target audience for the project is local and regional public institutions of the different Living Labs of the project, road authorities and other related national public bodies.</p>
<p><b>Scientific and research community</b></p> <p>Including but not limited to: Academic and research institutions</p>	<p>Engaging with the target audience and collaborating with them can help the project advance its technologies and establish connections with relevant public authorities.</p>
<p><b>Society and Policy makers</b></p> <p>Including but not limited to: entities devoted to the field of environmental protection, Transport and Logistics, future mobility, scientists and engineers in the fields of process digitalisation, automation, control, robotics, user groups and end-user associations.</p>	<p>This target audience is essential in driving the integration and application of CCAM services through effective business models and policy recommendations. Furthermore, IN2CCAM strongly focuses on user acceptance, understanding their needs and emphasizing the project's meaningful societal impact.</p>

<b>Standardisation and homologation bodies</b>	IN2CCAM encourages the revision or creation of new standards to facilitate the integration of its services, particularly in terms of security, interoperability and reliability of CCAM.
<b>Other projects and initiatives</b>	The collaborative approach of IN2CCAM will be applied in the communication and dissemination of the project, engaging sister projects and other related projects, programmes and initiatives. Within this audience, priority will be given to Horizon Europe projects that are part of the same call, such as the FAME project.

Table 7: Communication channels per target audience

Target Group	Project website	Social Media: Twitter LinkedIn	Non-scientific articles	Scientific articles	News letters	Project roll-up banner	Project brochure
Industries	X	X	X	X	X	X	X
Institutions	X	X	X	X		X	
Scientific and research community	X	X		X	X		X
Society and Policymakers	X	X	X				X
Standardisation and homologation bodies	X	X		X			X
Other projects and initiatives	X	X	X	X	X	X	X

## 7 KEY MESSAGES/METHODS

Establishing a set of messages allows the consortium, particularly partners involved in WP7, to effectively communicate and disseminate the project to the different target audiences. The messages listed below aim to transmit the project's mission and vision, the progress of the different Living Labs and other relevant activities and the societal, technological, environmental and economic impact.

The following are the generic elements that will be conveyed throughout the project. They will be reiterated and rephrased across different channels:

- Deployment of CCAM services and technologies in six Living Labs
- Focus on environmental, safety, and inclusion impact
- User-centred design approach
- Positive impact on road efficiency and traffic management
- Business model and policy recommendations for widespread adoption
- Maximizing the potential for exploitation and sustainability of CCAM

### 7.1 Specific technical messages

*Table 8: Technical messages per target audience*

Target Audience	Key Technical Message
Industries	IN2CCAM will implement and test innovative CCAM services and tools to be adopted by industry leaders to enhance traffic management. By fostering collaboration between stakeholders, the project will significantly accelerate the progress of the CCAM.
Institutions	The in-depth testing of the technologies and tools developed by the project has a high capacity for replication in other regions.
Scientific and research community	The IN2CCAM project explores novel concepts related to the field of CCAM through digital twin (DT) technology, artificial intelligence, simulation models, and real-world demonstrations. By analysing data from various case studies and their outcomes, the research and scientific community can use the insights gained to further develop these concepts.

<p>Society and Policy Makers</p>	<p>IN2CCAM LLs will carry out real-life demonstrations and digital simulations adapted to different geographical and cultural settings to ensure optimal implementation of its services.</p> <p>The project seeks to enhance safety and contribute to more environmentally friendly and inclusive mobility.</p>
<p>Standardisation and homologation bodies</p>	<p>The IN2CCAM project aims to identify and evaluate the main gaps and opportunities in the implementation of CCAM. Based on this analysis, it will propose a set of policy recommendations to improve the adoption of CCAM at local, regional, and national levels.</p>
<p>Other projects and initiatives</p>	<p>Building synergies with sister projects or other related initiatives allows IN2CCAM to increase awareness raising about the potential of automated mobility to enhance traffic efficiency through connectivity and interoperability and communicate the EU's efforts to accelerate the application of CCAM solutions.</p>

## 8 MEANS & CHANNELS

This deliverable outlines the communication channels that will be used throughout the project. The variety of channels enables the targeting of specific messages to different audiences. These channels will primarily be digital to minimize costs and paper usage and allow online monitoring.

As part of the strategy, a link will be established between the different channels to drive user traffic from one to the other.

### 8.1 IN2CCAM website

The IN2CCAM website (annex IV) is the primary communication and dissemination channel of the project. Under the domain in2ccam.eu, the site is a repository of the most relevant information and the latest developments. As a go-to reference channel for the project, the structure is user-friendly, and the language is simple and jargon-free to be understandable for all audiences.

The content includes a description of the project and the consortium members, the main objectives and the impact on the environment, safety and inclusion. There is a page dedicated to the activities of the LLs, showing the partners involved, main goals and information on each use case. The events and news page will be updated periodically.

In addition, the website includes a mention of the EU funding of the project following the guidelines established by the European Commission for Horizon Europe projects.

The Grant Agreement sets M8 as the deadline for the website publication. However, in consensus with the consortium members, considering the importance of this channel, it is currently under construction.

### 8.2 IN2CCAM social networks

Social media is a very effective source of communication that allows fluid creation of content fluidly. These channels allow a direct communication line with the target audience, fostering a more interactive and engaged community. The content will be updated on a minimum bi-weekly basis. Consortium partners are committed to interacting with the shared information. As the project has an easily identifiable name, #IN2CCAM will be the main hashtag.

Other useful hashtags for the dissemination of the project:

#CCAM  
#SmartMobility  
#TalkingITS  
#AVs

#TrafficManagement  
#Automation  
#Interoperability  
#AcceleratingCCAM

#Mobility4all  
#Mobilitynetworkmanagement

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### **8.2.1 IN2CCAM LinkedIn account**

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LinkedIn is a very effective network for creating synergies with stakeholders and projects, sharing newsworthy content and promoting events.

As a more professionally focused channel, the content will be more specialised to provide a deeper understanding of the project.

IN2CCAM LinkedIn page: <https://www.linkedin.com/company/91484218/>

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### **8.2.2 IN2CCAM Twitter account**

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Twitter boasts a vast audience, ranging from industry experts to everyday users. Considering the limit in the number of characters, the strategy for this network is prioritising visual content such as images and short videos.

The main purpose of this channel will be to promote the activities and updates of our project partners. However, as the platform's future is uncertain, it is foreseeing the switch to more effective alternative networks.

IN2CCAM Twitter account: <https://twitter.com/in2ccam>

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### **8.2.3 IN2CCAM newsletter**

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Considering the significant amount of content that will be produced within the project, including participation in events, congresses, and conferences, as well as activities to collaborate with other projects and progress updates on the development of the LLs Use Cases. A newsletter will be sent on a quarterly basis to inform stakeholders of the achievements.

The project partners will be involved in the production of this newsletter, sharing their vision, expectations or acquired knowledge.

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### **8.2.4 Media and publications**

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Writing articles is another main pillar of communicating and disseminating information about a project, as they provide an opportunity to expand upon the details and convey a deeper understanding of the information. These articles are the central content that will maintain the IN2CCAM updated, in contrast with the more static information regarding the project's objectives, partners or the LLs. Therefore, a minimum of one article per month will be published to showcase milestones achieved by the LLs, participation in events or conferences, test results or interviews with partners. The content shared in articles will be disseminated through the project's social networks.



All partners within the consortium, especially those involved in WP 7 and the partners of each LL, will collaborate in the production of these articles.

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### 8.2.4.1 External media

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Additionally, the creation of more elaborated written pieces and press releases is expected to be published externally. The project will leverage the partners' contacts with local and regional media and media at the EU level.

A list of renowned industry magazines and other media are provided below:

*Table 9: Preliminary list of online magazines*

Name of magazine/media/other	Link	Keywords
ITS International	<a href="https://www.itsinternational.com/">https://www.itsinternational.com/</a>	Data collection, MaaS, monitoring, mapping
Mobile Magazine	<a href="https://mobile-magazine.com/">https://mobile-magazine.com/</a>	Telco, 5G
Intelligent Transport	<a href="https://www.intelligenttransport.com/">https://www.intelligenttransport.com/</a>	ITS, connectivity, safety
Combined Transport Magazine	<a href="https://combined-transport.eu/">https://combined-transport.eu/</a>	Mobility trends, intermodality, digitalisation
Urban Transport Magazine	<a href="https://www.urban-transport-magazine.com/en/">https://www.urban-transport-magazine.com/en/</a>	Public Transport
Metro Magazine	<a href="https://www.metro-magazine.com/">https://www.metro-magazine.com/</a>	New mobility, management, zero emissions, technology

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### 8.2.5 Brand-related materials

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A set of materials are created within the project framework to enhance its promotion and strengthen the IN2CCAM brand. All the materials will follow the project guidelines detailed in the 'IN2CCAM Branding Identity' document, complying with the HE funding acknowledgement.

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#### 8.2.5.1 IN2CCAM concept image

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Upon agreement with the consortium, a concept image will be produced for the project promotion under agreement by the consortium. The purpose of this material is to showcase IN2CCAM main features in a glimpse. This image will be included in the website and leveraged on the creation of further documents such as PowerPoint presentations. It might contain words to reinforce the information, but it will prioritize the visual content.

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#### 8.2.5.2 Roll-up banner

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An IN2CCAM dedicated roll-up banner will be created following the project's branding identity for cohesion. The purpose of this banner is to favour identification in congresses and conferences and enhance the promotion of internal meetings and events. It will provide a generic overview of the project's mission and including a direct link to the website and social networks for access to further information.

As agreed by the consortium, the roll-up banner will be ready by M7 to use at the ITS European Congress in Lisbon. This deadline might be brought forward if requested for another relevant event.

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#### 8.2.5.3 Brochure

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The brochure is a more detailed document that combines visual and written content regarding the main aspects of the project. This file will be created collaboratively with consortium members. It will include more technical information, as it is not targeted at the general public but to enhance networking with stakeholders.

The brochure will be revised annually since its creation to ensure the information is updated. However, no more than two versions shall be printed to minimise paper waste.

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#### 8.2.5.4 Leaflet

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IN2CCAM will produce a leaflet with figures, added value, and schematics for the general public. A digital version of the document will be available on the website.

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#### 8.2.5.5 Video

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A short video will be created for the second half of the project to showcase the progress, including footage of real-life demonstrations, simulations, and partners' participation at relevant events like the ITS congress. The LL partners will be requested to provide this high-quality material, and the 7.1. task leader will draft the script and produce the final video.

The short videos can be leveraged in social media communication, as the algorithm favours the reach of audio-visual content.

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### ***8.2.6 Papers and reports***

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IN2CCAM will carry out a high-level technical dissemination of the technologies and services applied, producing scientific papers to be published on relevant journals and specialized magazines.

The following table includes a preliminary list of targeted journals:

Name of the journal	Main topics	Link
IEEE Transaction on Intelligent Transportation Systems	Networking, Computing, Processing, Robotics, Control Systems, Transportation	<a href="https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=6979">https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=6979</a>
IEEE Transaction on Automation Science and Engineering	Components, Circuits, Devices and Systems, Industry Applications, Robotics, Control Systems	<a href="https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=8856">https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=8856</a>
IEEE Access	Vehicular Technology Society, Intelligent Transportation Systems	<a href="https://ieeaccess.ieee.org/">https://ieeaccess.ieee.org/</a>
IEEE Transaction on Vehicular Technology	Transportation	<a href="https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=25">https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=25</a>
IEEE Transaction on Industrial Informatics	Communication, Networking, Computing and Processing, Industry Applications, Signal Processing and Analysis	<a href="https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=9424">https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=9424</a>
Control Engineering in Practice	Automotive, Intelligent Transportation Systems, Traffic Control, Autonomous Vehicles, Robotics, Simulation, AI Techniques, Machine Learning	<a href="https://www.sciencedirect.com/journal/control-engineering-practice">https://www.sciencedirect.com/journal/control-engineering-practice</a>
Automatica	Systems, Control	<a href="https://www.sciencedirect.com/journal/automatica">https://www.sciencedirect.com/journal/automatica</a>
Economics of Transportation	Urban Economics, Industrial Organization, Policy	<a href="https://www.sciencedirect.com/journal/economics-of-transportation">https://www.sciencedirect.com/journal/economics-of-transportation</a>
International Journal of Sustainable Transportation	Sustainability, Transportation System, ITS Infrastructure, Vehicle, Operation, Maintenance, Case Studies, Surveys	<a href="https://www.tandfonline.com/journals/ujst20">https://www.tandfonline.com/journals/ujst20</a>
Journal of Transport Economics and Policy	Social Sciences, Transportation Studies, Sustainability	<a href="https://www.jstor.org/journal/jtranseconpoli">https://www.jstor.org/journal/jtranseconpoli</a>

Research in Transportation Economics	Applied Economic Methodologies, Transportations, Transport Policy, Industry Decision Making	<a href="https://www.sciencedirect.com/journal/research-in-transportation-economics">https://www.sciencedirect.com/journal/research-in-transportation-economics</a>
Transport Reviews	Social, Environment, Methodological Approaches, Modelling	<a href="https://www.tandfonline.com/action/journalInformation?show=aimsScope&amp;journalCode=ttrv20">https://www.tandfonline.com/action/journalInformation?show=aimsScope&amp;journalCode=ttrv20</a>
Transportation Research Part E: Logistics and Transportation Review	Transport Economics, Transport Infrastructure, Public Policies, Analytical Studies, Logistics and Operations Models, Logistics and Supply-chain Management	<a href="https://www.sciencedirect.com/journal/transportation-research-part-e-logistics-and-transportation-review">https://www.sciencedirect.com/journal/transportation-research-part-e-logistics-and-transportation-review</a>
Technological Forecasting and Social Change	Social, Environmental, Technology	<a href="https://www.sciencedirect.com/journal/technological-forecasting-and-social-change">https://www.sciencedirect.com/journal/technological-forecasting-and-social-change</a>

## 8.2.7 Conferences, Workshops and other events

Congresses, conferences and other events enable the communication and dissemination of project-related information towards specific targeted audiences. Participation in these events may include attendance and networking, involvement in sessions as a speaker or moderator, stand presence, paper presentation, etcetera. All the consortium is involved in identifying opportunities. The events may be at international, European, national and regional levels.

*Table 10: Preliminary list of targeted conferences and events*

Name of the event	Date
EUCAD	3 - 4 May 2023
ITS European Congress 2023	22 - 24 May 2023
IEEE ICRA	May 29 - 2 June 2023
ECC 2023	13 - 16 June 2023
CODIT 2023	3 - 6 July 2023
ITS WC Dubai 2024	Sept 2024

## 9 MONITORING AND EVALUATION

Measuring and monitoring the communication and dissemination activities is essential to evaluate the impact. A timely planning set for the project duration enables to assess whether the goals are reached and if the actions carried out achieved the expected results. The table below lists annual quantitative KPIs that will be regularly monitored to ensure they are achieved.

For media monitoring, IN2CCAM will use the [Prowly](#) tool, an AI software for tracking project mentions on external media outlets.

*Table 11: IN2CCAM KPIs*

Activity and criteria (KPI)		Expected performance		
		Year 1	Year 2	Year 3
Communication / dissemination strategy, plan and procedures (T7.1)	Deliverables	≤ 1 month delay for delivery		
Communication tools and amplification of outreach (Task 7.1)	<b>Website</b> - unique visitors	> 200/month	> 300/month	> 500/month
	<b>Website</b> - number of returning visitors	> 50/month	> 100/month	> 200/month
	<b>Website</b> - Number of news published	> 10-15	> 10-15	> 10-15
	<b>Twitter</b> - total number of followers	> 100	> 150	> 200
	<b>LinkedIn</b> - members of a group	> 80	> 40	> 40
Scientific Dissemination (Task 7.2)	Number of publications, concerned audience, quality level of publication	≥ 2 presentations in conferences 1 article in scientific journals	≥ 3 presentations in conferences ≥ 1 article in magazines	≥ 5 presentations in conferences ≥ 2 articles in magazines

			≥ 2 papers in scientific journals.	≥ 2 papers in scientific journals
Engage with stakeholders and events (Task 7.2)	Number of stakeholders attending Forum meetings	≥ 25	≥ 35	(see Final Event)
	No of physical attendees at final event; No of press stories resulting from final event			≥ 60; ≥ 5



## 10 RISK MANAGEMENT

The project anticipates potential risks in the success of the communication and dissemination plan. The table below outlines potential risks, their likelihood and mitigation measures to minimise their possible impact. It will be regularly reviewed and updated as necessary to ensure that it remains current and relevant.

*Table 12: Risk management*

Risk	Severity (Low, Medium, High)	Mitigation
Miscommunication among consortium members about the project's progress.	Medium	Reminders at the bi-weekly TMT for the project partners to inform about the project's activities subject to be communicated.
Lack of reporting on the activities carried out by the partners.	Medium	Regular reminder e-mails to fill in the Dissemination Tracker.
Uneven communication of the activities of the different LLs.	Medium	Create an internal file of the main communication activities to be carried out per LL. Keep quantitative track of the actions taken and inform LL partners
Missed opportunities to participate in relevant events	Low	Periodically update the internal events file, including deadlines for submission of sessions, papers, etcetera.

## 11 CONCLUSIONS

The IN2CCAM Communication and Dissemination plan plays a critical role in ensuring a consistent, effective and impactful communication approach throughout the project. By defining the key concepts, targeted audiences, content, and engagement plan, the consortium members will be equipped with the necessary tools and techniques to effectively communicate the project's objectives, outcomes, and impact. The foreseen online and offline communication activities will ensure that the project's messages are disseminated to a wide range of target audiences, including the general public, policymakers, industry leaders, and researchers. By following this communication strategy and plan, the IN2CCAM project will maximize its identity and impact, which will be crucial in promoting the adoption and implementation of Connected, Cooperative, and Automated Mobility (CCAM) in Europe.

# ANNEX I: IN2CCAM BRANDING IDENTITY

The full document is available at IN2CCAM SharePoint: [IN2CCAM - BRANDING IDENTITY.pdf](#)



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# ANNEX II: IN2CCAM DISEMINATION PROCEDURES GUIDELINES

The full document is available at IN2CCAM SharePoint: [IN2CCAM dissemination procedures guidelines.docx](#)

## Communication & Dissemination guidelines for IN2CCAM

### 1 CONTACTS

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### 2 DOCUMENT PURPOSE

This document is meant to serve as a guide for members of the IN2CCAM consortium while carrying out communication and dissemination activities under the terms of the Grant Agreement.

### 3 COMMUNICATION & DISSEMINATION UNDER THE GRANT AGREEMENT

#### ARTICLE 17 — COMMUNICATION, DISSEMINATION AND VISIBILITY

##### 17.1 Communication — Dissemination — Promoting the action

*Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner.*

*Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.*

##### 17.2 Visibility — European flag and funding statement

*Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):*



Funded by the European Union



Co-funded by the European Union



Funded by the European Union



Co-funded by the European Union

## ANNEX III: DISEMINATION TRACKER



Dissemination Monitoring: 01/11/22 – 31/10/25

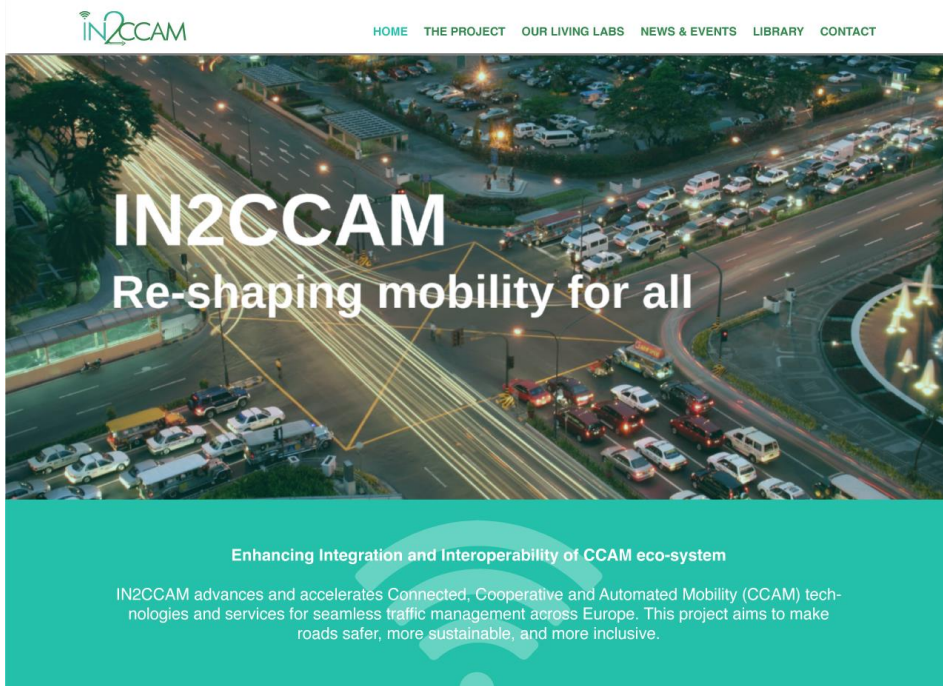
\*\*To be completed by all consortium partners

Reporting Table						
Partner's name	Date	Title	Language	Author(s)	Magazine (press article) / Website/ external newsletter	Link (if public)
ERTICO	22/11/2022	IN2CCAM TO INTEGRATE CCAM SERVICES IN THE TRANSPORT SYSTEM: NEW PROJECT KICKS OFF!	EN	ERTICO	ERTICO website and newsletter	<a href="https://erticonetwork.com/in2ccam-to-integrate-cam-services-in-the-transport-system-new-project-kicks-off/">https://erticonetwork.com/in2ccam-to-integrate-cam-services-in-the-transport-system-new-project-kicks-off/</a>
VIGO	01/12/2022	Dos vehículos sin conductor analizarán el tráfico en Vigo con un proyecto europeo	ES	VIGO, ESYCSA	FARO DE VIGO (Paper and web)	<a href="https://www.farodevigo.es/bran-vigo/2022/12/01/vehiculos-conductor-analizaran-trafico-vigo-79415302.html">https://www.farodevigo.es/bran-vigo/2022/12/01/vehiculos-conductor-analizaran-trafico-vigo-79415302.html</a>
VIGO	02/12/2022	Vigo será ciudad piloto para las pruebas de un proyecto europeo que recoge experiencias de tráfico	ES	VIGO, ESYCSA	VIGOE (local on line news site)	<a href="https://www.vigoe.es/vigo/local/vigo-sera-ciudad-piloto-para-las-pruebas-de-un-proyecto-europeo-que-recoge-experiencias-de-trafico/">https://www.vigoe.es/vigo/local/vigo-sera-ciudad-piloto-para-las-pruebas-de-un-proyecto-europeo-que-recoge-experiencias-de-trafico/</a>
VIGO	01/12/2022	Vigo será ciudad piloto de un proyecto europeo para recoger experiencias de tráfico	ES	VIGO, ESYCSA	EL ESPAÑOL (National online press site)	<a href="https://www.elspanol.com/treinavseis/articulos/actualidad/vigo-sera-ciudad-piloto-de-un-proyecto-europeo-para-recoger-experiencias-de-trafico">https://www.elspanol.com/treinavseis/articulos/actualidad/vigo-sera-ciudad-piloto-de-un-proyecto-europeo-para-recoger-experiencias-de-trafico</a>

\*WP7 leader is studying alternatives for the presentation of the information uploaded on the Dissemination Tracker to enhance monitoring and result presentation.

# ANNEX IV: IN2CCAM WEBSITE

IN2CCAM home page draft. Currently under construction.



## FACTS & FIGURES

