PAsCAL
Enhance driver behaviour and Public Acceptance of Connected and Autonomous vehicLes

Plan for Promotion of Results

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

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Executive summary

This document outlines the outreach strategy for the PAsCAL project. Starting from roles and responsibilities, it describes the dissemination and communication strategy: objectives, key target audiences for the project and the specific dissemination and communication focus for each of them. It explains the key project communication and dissemination messages that must be tailored to one, more or all target audiences.

The document presents an overview of the tools and communication channels that have been selected to best reach the communication and dissemination objectives. The planned activities relate to printed material (posters, flyers, etc.), a project website, an app, use of social media, press/media initiatives, articles, open access journal publications, videos production, the use of partners' communication channels, events, webinars and e-newsletters. The Dissemination Manager (ACI) will initiate the necessary amplification actions to maximise the outreach of the dissemination and communication actions. Messages and strategies will be updated and adapted to the progress of PAsCAL, concentrating on its main features.

The project will develop a multidimensional map of public acceptance of higher levels of CAV, apply these results in simulated environments, investigate the new "driver" needs considering different modes and mobility services to enhance her/his behaviour and create the Guide2Autonomy, a set of guidelines and recommendations to allow all interested stakeholders an improved understanding of the public awareness and requirements of different types of users in relation to CAV. The Dissemination Manager also will actively look for cooperation and clusters with related projects and adapt dissemination activities to common needs.

The Plan for promotion of results includes an outline for measuring the efforts and effectiveness of the dissemination initiatives, as well as a reporting tool for the communication and dissemination initiatives by the project's partners.

This deliverable will be updated during the lifetime of the project.

1. Introduction

The purpose of this document is to plan outreach activities that will help to communicate and disseminate the PAsCAL project results as widely as possible, with a view also to promoting their exploitation. The aim is to create a comprehensive and holistic approach of all outreach activities over the course of the project which will include communication and dissemination activities promoting the outcomes of the project and progressively enclosing also their scalability and replicability. This document sets forth the strategies and measures to be employed by the PAsCAL project consortium in order to achieve the three main objectives of the project outreach activity, namely:

- Effectively communicate and disseminate the project results to all related stakeholders and beyond, involving different communication media to reach the largest possible audience.

- Establish and foster effective communication and liaison with other relevant EU- and national-founded projects and initiatives within Europe and beyond

- Develop consensus-building on key project results between related private and public stakeholders

In addition, this document will describe outreach procedures to be followed by all PAsCAL partners during their activities to fulfill the above objectives.

This deliverable is a living document and will be periodically updated, following the planned progresses of the project and the contingent opportunities that may arise during its 36 months duration. In its updates, the Plan for promotion of results will include a list of activities the Pascal project consortium took part in and a report on the efficiency of the different communication channels.

1.1. Plan for promotion of results: General Overview

The Plan for promotion of results is a reference document that has to be used by all the members of the consortium as a guide for their outreach in relation to the project, both internally within their

organisations and externally with organisations and stakeholders linked with/interested in it.

A close cooperation between partners - coordinated by the Dissemination Manager, will be essential for the creation of high quality documents, news, articles and videos. In general, the Task leader ACI will initiate dissemination and communication initiatives and will request input from partners, when and where appropriate, in order to guarantee high quality dissemination and communication materials.

1.2. Intended audience of this document

This Plan for promotion of results is aimed at the following audiences and respectively at the fulfilment of the following objectives:

- INEA: to communicate the project outreach strategy and planned communication and dissemination activities;

- Consortium partners: to coordinate and harmonise their individual dissemination activities and align these with those of the project.

2. Roles and responsibilities

2.1. Outreach Activities

The PAsCAL project has established outreach activities and a dissemination leader, here called Dissemination Manager (DM). Automobile Club d'Italia (ACI) will act as leader of the dissemination task 9.1. The Dissemination Manager will work in close cooperation with the Project Coordinator, the WP Leaders and other relevant members of the consortium in organising outreach activities.

The Dissemination Manager will act, together with the Project Coordinator, as the spokesperson of the project. She/he will be the main contact point for the media and external stakeholders responsible for communicating at European level. Together they will initiate and develop communication activities and keep an overview of the dissemination work done.

Mr Ludovico Fois, ACI, is the PAsCAL Dissemination Manager (DM).

The Dissemination Manager is also responsible for:

- defining and monitoring the communication and dissemination work plan and efforts of the partners;

- keeping track and reporting back to the Coordinator and INEA on outreach activities;

- ensuring proper use of public dissemination materials and respect of partners' IPRs and confidentiality rules;

- ensuring consistency of published content;

- securing optimum use of the project outreach resources

2.2. All partners

All PAsCAL partners are requested to actively contribute by:

- Identifying and informing the consortium about communication and dissemination opportunities (e.g. events, press articles, etc.);

- Contributing content to e.g. publications, websites, newsletters, etc.

- Submitting scientific/technical/policy papers and presenting the project results at relevant conferences and congresses which they are visiting;

- Ensuring liaison with related initiatives;

- Helping to promote and organise PAsCAL sessions at international events;

- Contribute with inputs to news and stories for the website and the other tools provided;

- Promote the project within their own stakeholder community.

Moreover, the consortium partners will report their project-related outreach activities to ACI by including the information on:

- Type of activity

- Title of activity

- Channels/tools used

- Date of activity / event

- Location

- Audience / target group

- Number of participants

- Countries/regions/cities addressed

- Questions during the activity / event

- Contacts made

- Follow up actions

They will also forward project related press clippings and web or video material that is published in their organisations and countries. This will serve as a report, to assess the effectiveness of the message and the extent of its distribution and to verify the need for adjustments and / or changes, and as a flow of items to be posted on the website and eventually be re-used by other partners through their own channels.

3.   Outreach Strategy

The important attributes of an effective outreach strategy are:

- definition of communication and dissemination objectives

- identification of the target audience (stakeholder groups)

- communication of the appropriate or key messages

- use of appropriate communication methods and tools

In this vision, the following sections address:

- the key communication and dissemination objectives

- the key stakeholders that the outreach strategy should address

- the key messages for reaching out to the key stakeholders

- the method by which the key messages are communicated to key stakeholders.

3.1. Communication and Dissemination objectives

The aims of the PAsCAL communication and dissemination activities are to:

- Create awareness and understanding about the project and its results;

- Promote the project results and convey the societal impact and benefits to the different target groups;

- Spreading rationale on road safety and good practices;

- Encourage the birth of communities interested in and favourable to CAVs;

- Create and maintain direct links with PAsCAL's similar initiatives to share relevant project findings;

- Facilitate the exchange of information, optimise the impact and liaise with similar initiatives to increase the visibility of the project;

- Share major findings with stakeholders directly supporting PAsCAL to maximize the impact of the project;

- Raise awareness about and promote the Guide2Autonomy and its concept;

- Communicate an integrated and consistent image of PAsCAL both externally and internally by providing and promoting the use of a PAsCAL "brand" identity by all partners;

- Encourage collaboration and participation of partners in external communication and dissemination throughout the lifetime of the project and beyond;

- Communicate how the project results can be exploited by stakeholders not participating to PAsCAL.

3.2. Target audiences and key messages

Outreach activities will focus on the main outcomes of the project: assessment of CAVs acceptance, training and education developed solutions and Guide2Autonomy recommendations. The targeted stakeholders will have to be addressed in a dedicated manner,

therefore different messages and communication channels and tools will be set up. The target audiences consist of interlocutors to whom the project provides benefits/added value. These stakeholders should become either important "consumers" searching for information and contacts but also active providers of information/validation to the PAsCAL project. The project will actively engage with these stakeholders on the features and benefits of the PAsCAL project. The outreach plan used in PAsCAL identifies the target groups and overall strategies and objectives to be taken into account for the communication and dissemination activities.

Target	Who	Outreach Focus
General "users" public	Citizens, drivers, non-drivers, cyclists, shared mobility users…	Information on what CAV are, how they "work", how they will impact on everyday life, G2A
Vulnerable users	Elderly, pedestrians, disabled	Information on what CAVs are, how they "work", how they will impact on everyday life, if and how they take care of specific needs, how to take advantage of them, G2A
Stakeholder associations	All stakeholder associations related to or interested in CAV evolution and implementation. May be part of other target groups, the message will be adapted to a wider audience	The message will be customized coherently with the group the associations belongs to, the outreach will be multiplied, G2A
Policy makers	National/local decision makers who influence	Information on CAV acceptance, knowledge, recommendations and

	the legislative and regulatory framework	guidelines on needs, parameters, policy papers, G2A
Public Authorities	National and local authorities managing parts or the whole transport system	Information on CAV acceptance, needs, technical parameters, recommendations and guidelines, policy papers, G2A
Public transport operators	Fleet operators who will be influenced by CAV implementation	Information on CAV acceptance, impacts on business model, jobs, G2A
CAV related industry	Car makers, sw designer, infrastructures, ITS and data managers, insurance companies, driving schools	Information on acceptance of CAV and new embedded HMI, guidelines for users experience, enhanced simulators, training modules, G2A
Scientific community	University and Research	Research reports and papers to further develop (integrated) IT, technical, economic and psychological approaches for advancing the subject of CAV user acceptance, G2A, synergies across EU and national projects (clustering)

Table 1: PAsCAL Target groups and key messages

3.3. Outreach methods, channels and tools

The following communication methods, channels and tools have been identified to successfully convey key messages.

3.3.1 Methods

Creating a clear and persuasive message

Messages should be communicated in a clear, concise and understandable way, using a terminology, a language and a style which match with the target audience. The DM will provide a list of keywords which should be used in written and oral communications to help the message to be homogeneous and effective at the same time. The list of keywords will be eventually modified and updated. The messages should also be formulated using mainly a persuasive style.

Sending a consistent message

The DM provides general guidelines to promote the use of a harmonised style and appearance for PAsCAL activities and provides communication and dissemination template material (press releases, memos, letterhead, newsletters, presentations, etc.) to be used by all partners, ensuring that messages and images are clear and consistent.

Keeping people regularly informed

Several communication tools will be identified and adopted for each target group. It is important to use these tools regularly and update the information on a regular basis to keep momentum and give continuity to the dissemination tasks.

3.3.2. The PAsCAL message: critical issues and strategic guidelines

Initial analysis of the outreach requirements of PAsCAL led to the elaboration of the following guidelines that will be applied in the first period of the project and progressively confirmed / adapted as the first results emerge.

SWOT Analysis:

- Strength: topic is transversal, touches everyone's life, requires to modify habits

- Weakness: modify consolidated habits, poor attention

- Opportunity: make life sustainable with little effort, adhere to new and more profitable lifestyles

- Threat: refusal of "new", involve only elite targets

Strategic guidelines:

- make interest and participation in CAVs up to date

- transform innovations and "correct" behaviours in immediate advantages

- make it viral: create small, diffuse, socially transversal communities

- keywords: equality, accessible, vital, development, quality, public/social engagement.

3.3.3. Channels

The PAsCAL project consortium will use several communication channels to reach the targeted audience and promote the project activities and results, as outlined in the proposal.

Channel	Content	Contributing partners	Main features and/or indicative example	KPI
Website	Description of project, objectives, partners, results, news and event, publications	RDGFI, ACI, All	Regularly updated, interactive, links to partners' and other relevant websites/blogs	at least 1 post/news per month
Social networks	News/events	All	Partners' accounts	100 followers x SN, at least 2

				posts/ month
Brochure and posters	Description of project, objectives, partners, results,	All	Initial brochure + initial poster + updates Translation in partners' language. Distributed at events, meetings, workshops...	Distri buted in at least 20 event s
Videos	Description of project, objectives, real demo experiences	RDGFI, ACI, Pilots' partners, all	1 initial explanatory video 1 video x pilot	at least 6
Press releases/ conferen ces	Targeted, in relation to events, pilots, research findings,	All	All partners will release an initial press release, dedicated press releases will be issued by the relevant partner/s at key project developments	24

Press articles	Description of project, objectives, problems faced, impacts, advancement and results, interviews	All	In newspapers and magazines to which partners have direct or indirect access i.e. ACI's OndaVerde bimonthly magazine, TTS Italia newsletter, Luxembourg's General press in the different Member States among other where the PAsCAL consortium is present, magazines specialising in EU research, automotive press	18
Scientific publications	Targeted, articles, papers and posters in peer-reviewed conferences and journals	LIST, UBFC, UNIVLEEDS, LIV, UMA, E-Bus, Examotive S.A., LUX	ICTTP, IEE Transactions on ITS, Transportation Research Parts A-F, Computers in Human Behavior, Human Factors, International Journal of Human -Computer Interaction, Transport Policy, TRB, Accident Analysis & Prevention, Journal of Transport Geography, Journal	18

			of Consumer Psychology, Global environmental change	
Policy papers	Description of project, results, guidelines and recommendations	ACI, LIST, LUX, UMA, EBU	Submitted to EC representatives/national/local governments, at high level round tables, political/institutional conferences, ETSC	6
Organisation of events	Conferences, workshops, webinars, seminars, lessons..	All	Examples: ACI's "Conference on Traffic", "Try the Autonomous Drive" at Safe Driving Centres, Luxembourg Automotive Day, European Mobility Week, Pilot sites	1 x pilot + 4 + 1 final event

Participation to events	Conferences, workshops, webinars, seminars, lessons	All	Transport Research Arena, TRB, Intelligent Transport Conference, EUCAR Conference, ITS World and European Congresses, ATEC-ITS …	10 targeted to general public or institutions + 8 to scientific industry
Liaison activities	Establish and develop synergies with associations, initiatives, projects, clusters at EU/national level	All	Clustering with other EU- and nationally-funded projects in the field (i.e. ARCADE, AUTOPILOT) FIA/European automobile clubs, Driver training bodies, ERTICO Network, UK Department of Transport, Driving Instructors Association of America, Madrid Region Disabled Association, Madrid Traffic Control Centre, UITP; EBU's 41 national members.	at least 3 per partner

University education	Research findings and projects results at lecture and seminar units, B.Sc, M.Sc and PhD theses, lectures and academic events	LIST, UBFC, UNIVLEEDS, LIV, UMA,	UNIVLEEDS's Open and Distance Learning (ODL) Programme offering "the soft side of CAV", UMA's M.Sc. Psychology: Work, Economy and Society, LIST/UNI LU seminars	at least 4 per partner

Table 2: PAsCAL Channels and indicative KPI

3.3.4. Overview tools and channels for different target stakeholders

A full visual identity will be developed and is the subject of D9.2 "Communication material and Website" due on M4 (30 September 2019). However, this section describes the different tools and techniques that will be used to implement the outreach strategy, achieve the communication and dissemination objectives and get the correct message to each of the stakeholder groups. All tools will be updated whenever necessary or appropriate. Special attention will be devoted to making all tools accessible to blind and partially-sighted readers. To this end, EBU's guidelines "Making information accessible for all" will be applied whenever possible and advisable.

Poster

The project will make a poster that will convey in some key words the essence of the project (logo, banner device and tagline, URL, social media addresses, logos partners consortium, EU flag and standard message). It will be used to promote the project at various events.

Flyer

A flyer will be developed to be distributed at external meetings and events and to influential readers, e.g. European policy-makers, national

and local authorities, stakeholders, general public, media representatives, etc. The brochure shall explain and illustrate the key concepts and foreseen results of the project, making use of illustrations to present them in a simple and visual way; emphasizing the added value for the different stakeholders and expected positive impacts, as well as the strengths of the consortium, the logos of the consortium partners, etc.

The flyer will be used to promote the project and call upon stakeholders to participate in the project either in terms of producers or users of content.

Standard presentation

A standard public presentation will be prepared for use by all partners participating in events where they are presenting PAsCAL information. The presentation will be updated regularly with latest results and developments. A Power Point template will be developed accordingly to PAsCAL's visual identity to be used by each partner during project internal and external meetings and for presentations at events.

Website

The website www.pascalproject.eu (tbc) will be the backbone of all communication and dissemination initiatives. A general information website is an essential primary tool of communication. It should be end-user orientated, written in an accessible language for non-expert readers and kept constantly up-to-date. Although the project shall also make use of a number of other materials (as illustrated in this chapter), the principal channel for raising awareness will be the public website, which should become the main gateway for up-to-date information about PAsCAL's progress, results and events. The website will be regularly updated with new items in terms of project progress and events. In particular, in due time dedicated pages will be created to follow the WP6 pilots and link to the Guide2Autonomy. The PAsCAL website will be multilingual, including one page for every participating pilot where the project is described in the local language. Its objectives, structure and content will be outlined in D9.2 "Communication material and Website".

App

The app will complement the website and, later on, the Guide2Autonomy. It will be based on the Augmented Reality app: a tool that works together with printed material, such as flyers or posters. The AR technology shows digital content on screen device when a target image is detected. For example, by scanning the flyer, a video will pop up in the screen device.

Social media

Social media are a fundamental part of the communication tools. They will cater for a continuous exchange of information between the project and the different stakeholders. PAsCAL will concentrate on social networking also through the social networks of the consortium partners, therefore basing on an already existing followers basis. Social media will be primarily used to communicate significant results, events, meetings and pilots' activities, ensuring that all news items are part of the social media and will actively pursue stakeholders to participate in the social media. The DM will provide timing, guidelines and keywords tailored on specific stakeholders, topics and issues.

Press / media kit

The press will be an important stakeholder in the project, in particular in their traditional role as media outlets/channels to reach out to third parties and stakeholders. The actions towards the press will be two-fold:

- Press releases will be issued at key moments in the project (i.e. at the start of the project, at pilots start and end and at the end of the project) to pitch the interest of the press for the major milestones of the project.

- Once per year, a "media kit" will be produced for the press that explains what PAsCAL is, how it works, who the parties involved are, etc. It will contain specific facts and figures on the projects, latest results, solid documents, policy papers etc. This media kit will also become available in the "media corner" section of the website.

Press conferences

Press conferences will be organised at key milestones at national level by every consortium partner. Journalists will be invited to see and experience the project results at first hand. Interview opportunities shall be arranged with personalities or spokespersons from the consortium partners. Press kits shall be distributed including the related press release, copies of the presentation slides, all relevant background material, e.g. brochures, fact sheets, standard presentation, as well as suitable illustrations and graphics. The PAsCAL's DM and Coordinator will work together with press officers from partner organisations to distribute this information to their network of relevant local press contacts and provide journalists follow-up in their own languages.

Press releases

At key project developments or in conjunction with important PAsCAL or other European events that can focus the attention of the media, PAsCAL DM will disseminate press releases to a selected list of journalists from various sectors: the technical trade press, science and research magazines and daily newspapers. All partners are encouraged to distribute this information to their network of relevant local press contacts, providing translations when necessary. A press release template will be provided by the DM in D9.2.

Press Articles

The DM will ensure that a regular flow of articles will be added to the PAsCAL website and other news channels. All partners will play an important role in providing content for and articles to share in the available PAsCAL communication channels and to specific stakeholder groups.

Q&A

A Q&A section will be added to the website. Stakeholders are invited to ask questions via a Chatbot Q&A link. Answers to these questions will become available in the relevant section either in written form or via videos where specific questions will be answered by relevant experts.

Open Access journal publication

Articles will be published in Open Access Journal Publications by the Research institutions in the project. UMA will made data available via data storage services such as ZENODO.

Scientific publications / Policy papers

PAsCAL consortium partners will elaborate, each according to their own competences, scientific and/or policy recommendations that will be submitted through the most suitable channels to the appropriate stakeholders and finally gathered in the G2A.

Videos for different target audiences

Videos are an essential part of a communication mix. The project will ensure that at least 6 videos will be made with information about PAsCAL and interviews of key representatives of the different stakeholders. The interviews will focus on the benefits/added value of the project with regard to the specific stakeholder groups. In particular, there will be an initial video and one video for each of the pilots foreseen in WP6. The timing of the pilots will be carefully considered in order to maximize the effects of outreach. The videos will be added to the website and to the partners' media channels and be actively promoted via the different communication channels and tools available. PAsCAL's DM will provide guidelines about message and content to privilege with reference to each specific occasion. A transcript of the video text will also be made available for accessibility purposes.

Events, Webinars, workshops, local training session

Presentations at specialised meetings, workshops and congresses are among the best ways to disseminate PAsCAL to experts and to collect their feedback. Demonstrations, local events, pilots and / or local training sessions are among the best ways to disseminate PAsCAL to the wider public. Suitable events and occasions will be identified in the course of the project with specific reference to the results which may be disseminated. For each of the events, a plan with promotional initiatives will be prepared. All these events and relevant project initiatives will be promoted on the project website and through all suitable channels.

Where possible, PAsCAL aims at cooperating with other related EU- or nationally-funded projects (see Liaison).

Liaison

Task 9.1 will generate maximum synergies between PAsCAL and other related EU- or nationally-funded projects . This task will seek to identify the relevant projects and reach out to them to engage a discussion and knowledge exchange on the results. In addition, this task will seek mutual communication channels for the maximum outreach of the project. Special attention will be dedicated to liaison activities with the other projects funded under the MG-3.3-2018 topic (DriveToTheFuture, SUaaVE and Trustonomy).

3.3.5. Partners' communication channels

Partners are required to publicise the project through their local channels (such as newsletters, websites, printed materials, bulletins). Partners are also required to contact local media and other interest groups to raise awareness of the project.

Moreover, the PAsCAL partners will make specific dissemination efforts as specified below.

LIST

LIST will use the following communication channels:

- Corporate website (www.list.lu) will include a PAsCAL project page in the "Home/Research/Projects" section as well as dedicated news and activities related to PAsCAL;

- The different corporate social network pages (facebook, twitter, linkedin) will relay the main day-to-days PAsCAL news ;

- Participation and organisation of events (conferences and workshops in Psychology and HCI);

- Showcasing demos in the LIST corporate showroom and Cognitive Environment Lab;

- Luxembourgish magazines and media will publish articles about the project.

ACI

ACI will use the following corporate communication channels to promote the project:

- corporate website www.aci.it (with more than 17 million contacts per year) will include project news and updates, and links to the project website;

- the ACI Social Club Facebook page, and the ACI Twitter account (@PresidenteACI);

- bimonthly magazine "Onda Verde" will contain a series of articles on PAsCAL. The magazine targets the public authorities and operators of the mobility and transport sector. NB The PAsCAL's DM will propose to the DMs of the other projects funded under the MG-3.3-2018 topic (DriveToTheFuture, SUaaVE and Trustonomy) to cooperate in a common dossier to be attached to the magazine to form a common newsletter that highlights the progress of the projects, parallels, convergences and / or dissonances which may need to be enquired further. This newsletter may be published in the projects' websites and will be sent to a common list of identified stakeholders and be promoted in all available communication channels;

- articles on the house organ "L'Automobile";

- articles on the on-line "Legal Review on Traffic";

- media relations;

- national press office;

- participation and organisation of events (conferences, educational tour, meetings) Among them: a) towards the end of the project its yearly "Conference on Traffic" (targeted at EU and Italian policy-makers) b) "Try the Autonomous Drive Day" in connection with the WP6 Pilot;

- at international level, the FIA newsletter will contain news on PAsCAL;

- meetings and events with FIA to present the project and raise awareness among the other foreign (European or outside EU) Automobile Clubs;

- Liaison activities with national/international Organisations or Associations (i.e. ETSC, ERTICO)

- The project will be promoted among Italian Public Authorities (Regions and cities) also through collaboration with TTS Italia and the "Trustonomy" project;

- the Italian Automobile Clubs (members of ACI Federation) have their own contacts with local authorities and media and their own website. The Automobile Clubs in the main cities and or the once most active with regard to PAsCAL related topics will be involved in the PasCAL project for dissemination purposes.

ACI will also ensure that relevant communication materials will be translated in Italian (specific articles, posters, leaflets).

LuxMobility

LuxMobility will use the following communication channels to promote the project:

- 3 scientific contributions to targeted conferences in Europe (TRA, EWGT or the heart conference) and beyond (TRB in Washington DC or WCTR). The Guide2Autonomy will be presented and disseminated throughout the IMS network, the Luxembourg Mobility Summit and Infogreen. The main findings will also be generalized and synthesized in order to be included in the Mobility Management training course in Luxembourg. This training is in conjoint collaboration between ACL (Automobile Club Luxembourg) and the University of Luxembourg. LuxMobility is associated to this training as an "innovative content provider". Furthermore LuxMobility will use its usual communication channels to communicate on the project (LinkedIn, newspapers, dedicated magazines) and participation to EU and regional conferences.

RDS Driving

RDS Driving will use the following corporate communication channels to promote the project:

- corporate website www.reddrivingschool.com.

- Two Facebook pages: one is a consumer page and open to all; the second is a closed group and only accessible by RED Instructors.

- Two Twitter accounts: one directed at consumers and the other at the driving instructor community

- RDS will endeavour to use its PR agency to generate opportunities to discuss the project and its progress. RDS is regularly in the general media (print and online) on 'driving' related topics.

- RDS is a regular contributor to the UK driving tuition industry's media publication and may have the opportunity to write of PAsCAL.

- The CEO is typically invited to several speaking engagements during the year on motoring, technology and business-related topics. CAV's and PAsCAL may feature in these presentations.

- RDS will endeavour to use its corporate contacts to generate opportunities to discuss the project with the wider UK driving school industry and the government regulatory body, the DVSA.

ETELÄTÄR INNOVATION

ETELÄTÄR INNOVATION will use the following corporate communication channels to promote the project:

- corporate (www.etelatar.com), and

- its Twitter account (@Etelatar_world).

- As a member of the Smart Transportation Alliance, STA (www.smart-transportation.org), a not-for-profit global collaborative platform for transportation infrastructure innovation across modes and the Smart City headquartered in Brussels

(Belgium), Etelätär Innovation will secure the inclusion of at least 4 news entries into the association's bi-monthly journal 'STA in Action', distributed to 8,000+ expert practitioners across the world.

- PAsCAL will also be introduced in the format of an oral communication on the occasion of the 2020 and/or 2021 STA Annual Conference (usually held in Brussels in Q4 every year).

- One technical publication on PAsCAL will be released under the form of a STA Technical Report or a STA Discussion Paper (to be confirmed, depending on the theme chosen).

- A regular contributor to leading specialised magazines Thinking Highways (www.h3bconnected.com/thinkinghighways) and Thinking Cities (www.h3bconnected.com/thinkingcities), Etelätär Innovation commits to have at least 2 journalistic articles published during PAsCAL's project cycle.

- On the occasion of the implementation of PAsCAL's pilots 3 (SMEV – Smart Emergency Response) and 5 (APERTUM - Experience of vulnerable travellers with connected transport environment), Etelätär Innovation will reach out to stakeholders such as (non-exhaustive list):

  - Spain: City of Madrid (Traffic & Mobility and Emergencies Departments), Madrid Disabled Association (FAMMA), Universidad Politécnica de Madrid, CIDAUT, Universidad Alfonso X El Sabio, IECA, Aleatica

  - Germany: City of Dusseldorf, City of Munich, City of Frankfurt (Oder), Heintzmann Group, SMEV AG

  - Italy: CSI

  - Belgium: University of Antwerp, GD Tech Engineering

  - France: City of Paris (Emergencies Department), Transpolis

  - UK: University of Nottingham

  - Ukraine: National Transport University

- EU: European Association of Service Providers for Persons with Disabilities (EASPD), Smart Transportation Alliance (STA)

UNIVLEEDS

The University of Leeds will promote the projects' results via conferences (TRB,ITS Congresses, ICTTP), targeted seminars, teaching activities, technical and academic publications (eg. IEEE Transactions on ITS, Transportation Research Series, Human Factors, Transport Policies, etc.).

LIV

The University of Liverpool will promote the project results through a number of channels:

- The University has a number of social media channels (https://www.liverpool.ac.uk/contacts/social-media/) and these will be utilised as appropriate. The key University, University News and School of Engineering social media channels will the target outlets.

- The University Press Office (https://news.liverpool.ac.uk/contacts/) will be a key liaison point through which key project outputs can be disseminated. The University has recently formed a partnership with GlobeLynx who have contact with global broadcast organisations. Where appropriate, this network will be utilised for the PAsCAL project.

- Each year, a small number of public lectures are put on by the University. Once the PAsCAL project results begin to mature, on of these public engagement events will be targeted as an outlet.

UBFC

UBFC will promote project results in the scientific community through publication of articles and participation to conferences (e.g. International Ergonomics Association congress). In particular, Pr Jean-Claude Sago will promote the project to several scientific societies (occupational medicine, gerontology and innovation cluster, French-speaking society of ergonomics, etc.)

ExaMotive S.A.

Examotive will promote project results by

- organizing events at the pilot sites,

- local marketing channels;

- peer reviewed publications.

UMA

The University of Mannheim will promote project results through a number of channels:

- press releases on UMA webpage;

- Information on Dept. Homepage;

- Social Science Faculty newsletter;

- Basis for content of MSC seminars in consumer psychology.

E-Bus

E-Bus will promote project results among public transport authorities and operators to whom it is connected. Additional promotion will be carried out via UITP events (including Global Public Transport Summit) and the ITS Congresses. Promotion in the scientific community will be carried out via the ITSC conference and academic network of UITP.

EBU

EBU will use the following corporate communication channels to promote the project:

- website;

- monthly newsletter (in English);

- quarterly publication "Focus" (available in English, French, German, Polish, Spanish, Serbian and Turkish),

- podcast on Accessible Technologies (EBU Access Cast),

- Social media (Facebook and Twitter accounts)

- Events (e.g. EBU 2019 General Assembly, Rome, late October 2019).

EBU will also encourage its 41 national members (in 41 countries across continental Europe) to replicate, translate or adapt the information broaden the dissemination perspectives, thus reaching out a higher number of blind and partially-sighted persons.

RDGFI

RDGFI will use the following corporate communication channels to promote the project:

- corporate website www.realdolmen.com will include project news and updates, and links to the project website;

- the Realdolmen Social media : Facebook page, and Twitter account (@Realdolmen). LinkedIn account, You Tube channel;

- magazine "Gazet" will include articles on PAsCAL.

- participation and organisation of events (job fairs, conferences, educational tour, meetings, hackathons, monthly innovation meetings 'Innovation Thursday's',)

Realdolmen will also ensure that relevant communication materials will be translated in Dutch, French or English (specific articles, roll-up banner, leaflet).

Also, Realdolmen is part of Gfi Group, with international presence in 21 countries (9 European countries),(www.gfi.world), RDGFI will use the Gfi international corporate communication channels to promote the project.

Amplification

To guarantee a continuously wide and repetitive penetration with the different target audiences and to increase the impact, the outreach activities will be amplified by the use of the partners database of relevant contacts.

4. Conditions for Outreach

4.1. Disclaimer

A disclaimer will be inserted on the website. It will state:

"PAsCAL is co-funded by the European Union's Horizon 2020 research and innovation programme under grant agreement No [815098]. 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 PAsCAL consortium members shall have no liability for damages of any kind that may result from the use of these materials".

4.2. Acknowledgement of EU funds

As the project is co-funded by the European Union, communication and publication materials should clearly acknowledge receipt of EU funding through the display of the EU flag and/or the mention "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No [815098].

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

4.3. Logos use policy

Any publication or any other material (e.g. invitation) prepared by consortium members, on behalf of PAsCAL and in the framework of their assigned tasks in the project, shall at least display the project logo and EU flag. In addition, the legal entity logo can be displayed provided it is clearly mentioned that it is a member of the PAsCAL consortium, a project coordinated by LIST Luxembourg Institute of Science and Technology.

4.4. Metrics to evaluate the outreach activities

This section will define how the project will measure the impact of our outreach activities. It will enable the consortium to see the number of people targeted, the number of conferences organised, newsletters sent, pages visited, etc. A number of metrics have been defined in order to test and evaluate the results of the ongoing and future outreach activities. Different indicators (quantitative and non-quantitative ones) have been identified:

Channel and Tools	Items
Press	Number of times the project has been covered in TV and radio
Press	Number of times the project has been covered in newspapers or magazines
Press	Number of press releases issued
Press	Coverage of the press releases in media (TV, radio, newspapers, magazines, online)
Press	Number of interviews
Newsletter	Number of newsletter reads in the website
Newsletter	Number of people that were notified by email for the newsletter
Website statistics	Number of unique visitors
Website statistics	Number of visits
Website statistics	Number of returning visitors
Website statistics	Average duration of stay on the website
Website statistics	Number of downloads per public deliverable
Events	Number of presentations and talks given
Events	Indication of high profile conferences or events attended
Events	Number of participants in events that were organised by the project
Events	Feedback from the project specific events

Others	An important non-quantitative indicator is the feedback received from all disseminations activities and how this feedback drove or affected the development of the project results. This needs a textual description of some examples of feedback received and how the feedback was addressed.

Table 3: PAsCAL Indicators to evaluate outreach activities

Each partner will report on the basis on these indicators for the items within its competence as previously highlighted (see 2.2).

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