



Fleet and traffic management systems  
for conducting future cooperative mobility

## D6.1 Initial plan for dissemination and communication of results

<b>Document Type</b>	Deliverable
<b>Document Number</b>	D6.1
<b>Primary Author(s)</b>	Vida Vukašinović, Gregor Papa   JSI
<b>Document Version / Status</b>	1.0   Final
<b>Distribution Level</b>	PU (public)
<b>Project Acronym</b>	CONDUCTOR
<b>Project Title</b>	Fleet and traffic management system for conducting cooperative mobility
<b>Project Website</b>	<a href="https://conductor-project.eu/">https://conductor-project.eu/</a>
<b>Project Coordinator</b>	Netcompany-Intrasoft SA   <a href="http://www.netcompany-intrasoft.com">www.netcompany-intrasoft.com</a>
<b>Grant Agreement Number</b>	101077049



## CONTRIBUTORS

Name	Organization	Name	Organization
Vida Vukašinić	JSI		
Gregor Papa	JSI		
Fynn Wolf	TUM		
Roman Engelhardt	TUM		

## FORMAL REVIEWERS

Name	Organization	Date
Oliva García Cantú Ros	Nommon Solutions and Technologies S.L.	2023-01-19
Flavien Massi	Netcompany-Intrasoft SA	2023-01-26

## DOCUMENT HISTORY

Revision	Date	Author / Organization	Description
0.1	2022-12-06	Fynn Wolf (TUM) Roman Engelhardt (TUM)	ToC
0.2	2022-12-15	Vida Vukašinić (JSI)	Updated ToC
0.3	2023-01-13	Vida Vukašinić Gregor Papa (JSI)	First Draft
0.4	2023-01-17	Fynn Wolf Roman Engelhardt	Updated Draft
0.5	2023-01-18	Vida Vukašinić Gregor Papa	Review-ready version
0.6	2023-01-24	Vida Vukašinić Gregor Papa	Review updates
0.7	2023-01-26	Vida Vukašinić Flavien Massi (INTRA)	Review updates
1.0	2023-01-31	Flavien Massi	Final check before submission

# TABLE OF CONTENTS

<b>1</b>	<b>EXECUTIVE SUMMARY</b>	<b>6</b>
<b>2</b>	<b>INTRODUCTION</b>	<b>7</b>
<b>3</b>	<b>CONDUCTOR CONTEXT</b>	<b>8</b>
3.1	Project Data	8
3.2	Communication and Dissemination Objectives	9
3.2.1	Communication Objectives	9
3.2.2	Dissemination Objectives	9
3.3	Target audiences	10
<b>4</b>	<b>COMMUNICATION STRATEGY AND ACTIVITIES</b>	<b>12</b>
4.1	Focus areas and Messages	12
4.2	List of targeted activities	13
4.3	Acknowledgement and project identity	14
4.3.1	European flag and funding statement	14
4.3.2	CONDUCTOR logo	15
4.3.3	Graphic charter	16
4.4	Communication Channels	17
4.4.1	Website	17
4.4.2	Newsletter	21
4.4.3	Social media	21
4.4.4	Leaflets and posters	23
<b>5</b>	<b>DISSEMINATION ACTIVITIES</b>	<b>24</b>
5.1	List of targeted activities	24
5.2	Scientific publications	25
5.3	Open access	26
5.4	Events	26
5.5	Other activities	27
<b>6</b>	<b>MONITORING AND KEY PERFORMANCE INDICATORS</b>	<b>28</b>
6.1	Key Performance Indicators	30
<b>7</b>	<b>RELATED INITIATIVES AND PROJECTS</b>	<b>31</b>
<b>8</b>	<b>CONCLUSIONS</b>	<b>33</b>

## LIST OF FIGURES

Figure 1: Dissemination and communication structure .....	9
Figure 2 Horizontal CONDUCTOR logo .....	15
Figure 3 Vertical CONDUCTOR logo .....	15
Figure 4 Simplified CONDUCTOR logo.....	15
Figure 5: PowerPoint template .....	16
Figure 6: Deliverable Template .....	17
Figure 7: Minutes of Meeting Template .....	17
Figure 8 CONDUCTOR home page.....	18
Figure 9 Header and Footer of the CONDUCTOR website .....	19
Figure 10 Consortium section at the CONDUCTOR project website .....	20
Figure 11 CONDUCTOR website section About and a drop-down menu of Promotion .....	20
Figure 12 Twitter account.....	22
Figure 13 LinkedIn account.....	22
Figure 14 Green and blue versions of the poster .....	23
Figure 15 Screenshot of the “Events” section of the Plan&Track tool .....	29
Figure 16 Screenshots of the “Social media rotation” and “News posts rotation” sections.....	29
Figure 17 Screenshot of the “Other Communication Activities” section .....	30

## LIST OF TABLES

Table 1: CONDUCTOR key data .....	8
Table 2: CONDUCTOR consortium.....	8
Table 3: Target audiences and main channels.....	11
Table 4: Communication activities plan .....	14
Table 5: Dissemination activities plan .....	24
Table 6 List of scientific journals of interest.....	25
Table 7 List of scientific conferences of interest .....	26
Table 8 List of events of interest .....	26
Table 9 List of magazines of interests .....	27
Table 10 Key performance indicators.....	30
Table 11 List of relevant projects .....	32

# 1 EXECUTIVE SUMMARY

This deliverable aims to describe the initial dissemination, communication and promotion plan of the CONDUCTOR project. This document is the direct outcome of Task 6.1 documenting the plans for the dissemination and communication activities, while also delivering the initial versions of the communications channels (project website and social media) and dissemination materials (leaflet, poster, project templates).

The strategy here defined will lead the communicative dissemination of the project's presence and its results. The plan defined to achieve the strategy goals will focus on how to raise awareness through the different target groups, the communication and dissemination goals, how to achieve them, the expected results, impact of the project and disseminating the results generated within the project.

The promotion of results is of great importance for CONDUCTOR. In this regard interesting opportunities for dissemination are identified, i.e., conferences, exhibitions, and other relevant events. CONDUCTOR will cooperate and collaborate with relevant initiatives in the field of CAD, CCAM and urban mobility as well as with relevant H2020 and Horizon Europe projects. The innovative research results will be published in leading international journals. The open science practices will be intrinsically integrated into the CONDUCTOR project.

To be noted that this plan is dynamic and will be updated through the CONDUCTOR project. The communication and dissemination activities will then be analysed and if needed adapted according to the developments of the project, securing the achievement of the before mentioned goals.

## 2 INTRODUCTION

This deliverable describes the initial communication and dissemination plan of the CONDUCTOR project. The plan includes a range of different activities aiming to spread a well-defined set of messages addressing the project's results as well as the traffic and fleet management sectors that will allow for efficient and globally optimal transport of passengers and goods. The plan is considered as a guide for the consortium partners.

The dissemination and communication plan provides an overview of dissemination and communication objectives, target audiences, activities, tools as well as its planning and monitoring processes.

Communication channels will contribute to supporting communication and dissemination objectives while targeting different stakeholders, including the general public. Various communication activities have started at the beginning of the project with the aim of raising awareness among the stakeholders. As soon as the first project's outcomes are available, the dissemination activities will be enhanced. The dissemination activities are planned at different levels throughout the project duration. The dissemination plan will be regularly reviewed and updated based on the evolving project results and the newly acquired knowledge. Any updates and corrective actions will be taken in consultation with the project partners.

The principal CONDUCTOR communication platform is the project website as it will represent the main portal to the project. It contains crucial information about the project's objectives and activities, consortium, use cases, results and news. The project website is regularly updated and written in a way that is oriented towards the general public. Additionally, the external project communication is supported by the social media channels, like LinkedIn, Twitter and ResearchGate, which represent an effective way for the dissemination of the CONDUCTOR project.

All confidential data and internal communication within the project consortium are provided internally. For internal communication, the project Coordinator set up a document repository on SharePoint using the Microsoft Teams work environment. Only the consortium members have access to the CONDUCTOR SharePoint site and the specificities of the CONDUCTOR Teams/SharePoint space are detailed in the deliverable D7.1 "Project management Handbook".

Based on the defined target audiences and described objectives, the dissemination strategy aims at maximizing the distribution of the project results wherever applicable and spreading relevant news through a wide and diverse scope of channels, thus encouraging dialogue and information exchange with all target audiences.

The partner JSI has been appointed Dissemination Manager due to its responsibilities and role as the WP6 Leader and the Task 6.1 Leader. However, all project partners are involved at some level in the dissemination and communication activities of the project and have their obligation to promote the project in diverse channels.

### 3 CONDUCTOR CONTEXT

#### 3.1 Project Data

The key facts of the project and the project consortium are presented in the following Table 1 and Table 2.

Full name of the project	Fleet and traffic management systems for conducting future cooperative mobility
Work Programme	HORIZON-CL5-2022-D6-01-04 "Integrate CCAM services in fleet and traffic management systems"
Coordinator	Netcompany-Intrasoft SA
Grant Agreement number	101077049
Project start	01 November 2022
Project end	31 October 2025
Duration	36 months
Number of partners	15
MS represented	Luxembourg, Slovenia, Spain, Netherlands, Germany, Greece, Italy

**Table 1: CONDUCTOR key data**

Number	Legal Name	Short Name
1	NETCOMPANY-INTRASOFT SA	INTRA
2	INSTITUT JOZEF STEFAN	JSI
3	LIT TRANZIT DOO	LIT
4	GOOPTI INTELIGENTNE TRANSPORTNE RESITVE DOO	GoOpti
5	BAX INNOVATION CONSULTING SL	BAX
6	AIMSUN SLU	AIMSUN
7	FRONTIER INNOVATIONS EE	FRONTIER
8	UNIVERSITEIT TWENTE	UTwente
9	UNIVERSIDAD DE LA IGLESIA DE DEUSTO ENTIDAD RELIGIOSA	UDeusto
10	TECHNISCHE UNIVERSITAET MUENCHEN	TUM
11	ETHNICON METSOVION POLYTECHNION	NTUA
12	NOMMON SOLUTIONS AND TECHNOLOGIES SL	NOMMON
13	ORGANISMOS ASTIKON SYGKOINONION ATHINON AE	OASA
14	DEEP BLUE SRL	DeepBlue
15	GEMEENTE ALMELO	Almelo

**Table 2: CONDUCTOR consortium**



## 3.2 Communication and Dissemination Objectives

The communication and dissemination activities represent a critical element to maximise the project's impact. Dedicated tools and materials are available in the project to support dissemination and communication tasks to reach target audiences, while these tasks will be constantly monitored.

The CONDUCTOR toolsets and structure are summarized in the Figure 1 below.



**Figure 1: Dissemination and communication structure**

This CONDUCTOR structure will follow the main objectives of the project for Communication and Dissemination.

### 3.2.1 Communication Objectives

The communication activities are driven through the following objectives, which are directly linked with the different phases of the project and the corresponding targeted audiences:

- To create awareness of the project among the full range of potential adopters/users in the general public.
- To provide a clear view of the project's concept, goals and results by formulating adapted key messages, and preparing communication materials.
- To create an active community of potential users and collect feedback to be considered by the project's activities.
- To prepare the ground for the exploitation of the project's results.
- To support targeted dissemination of the project's results.

### 3.2.2 Dissemination Objectives

Dissemination activities are oriented to inform about the scientific and technological knowledge generated in the context of the project, aiming to ensure a mid- to long-term impact by informing the European target audiences (Section 3.3 describes the different target audiences).

The dissemination strategy is aligned with the following objectives:

- Maximize CONDUCTOR outreach in the target audiences via appropriate tailored messages.
- Diffuse the scientific and technological knowledge generated in the project within and beyond the project's consortium.

- Liaise with other relevant projects and initiatives for knowledge and innovation transfer.
- Engage the targeted audiences to get feedback, validate and ensure broad applicability of the project's results.
- Attract potential users/clients, foster the acceptance of the project's outcomes by new and current users and stimulate the appropriate market segments to support the project's exploitation strategy.
- Encourage the development of further outcomes in new initiatives.

### 3.3 Target audiences

An important aspect of the CONDUCTOR dissemination and communication tasks is the identification of the relevant target audiences and their common interests. Communicate and disseminate different messages through previously selected groups, maximizes the outreach of the project results and the knowledge generated in its lifetime. Therefore, this plan includes a division of the different target audiences, their specific motivation and the adequate dissemination and communication channels to disseminate these messages in an efficient manner (see Table 3).

Target audience	Motivation of engagement	Main channels
<b>Public Institutions</b> (public administration, policy-makers)	<ul style="list-style-type: none"> <li>• Accelerate effective integration of novel tools for traffic management.</li> <li>• Engagement with local ecosystem of stakeholders for better governance models.</li> <li>• Cross-fertilisation with other use cases/locations</li> <li>• Definition of future research and innovation directions for the EC initiatives, considering the project's acquired knowledge and experience</li> </ul>	National and international conferences and workshops Participation in project's events (stakeholders' workshop in WP1) Social Media (LinkedIn, Twitter) Newsletters Project's website National and local media Partners' websites and networks Mailing lists Personal conversations
<b>Industry</b> (including associations & technology clusters)	<ul style="list-style-type: none"> <li>• Co-development and testing of novel solutions</li> <li>• Business exploitation and definition of route-to-market strategies</li> <li>• Raise awareness &amp; adoption of novel tools</li> <li>• Inclusion of project's results to collaborative research activities (roadmap, white papers, position papers)</li> </ul>	Participation in project's events (stakeholders' workshop in WP1) National and international conferences, workshops, fairs and exhibitions Social Media (LinkedIn, Twitter) Newsletters Project's website National and local media Partners' websites and networks Mailing lists Scientific journals Research gate Personal conversations Liaise with relevant EU initiatives and projects

<b>Research &amp; Academia</b>	<ul style="list-style-type: none"> <li>• Cross-fertilisation of R&amp;D results, transferring SotA insights to other initiatives</li> <li>• Educational (academic courses) for universities and RTOs</li> <li>• Inspiration for future research initiatives based on the project's concept and results</li> <li>• Participation in the project's events</li> </ul>	National and international conferences and workshops Social Media (LinkedIn, Twitter) Project's website Newsletters National and local media Partners' websites and networks Mailing lists Scientific journals Research gate Personal conversations Liaise with relevant EU initiatives and projects
<b>Stakeholders</b>	<ul style="list-style-type: none"> <li>• Raise awareness &amp; adoption of novel tools</li> <li>• Engagement with local ecosystem of stakeholders for better governance models.</li> <li>• Cross-fertilisation with other use cases/locations</li> <li>• Definition of future research and innovation directions for the EC initiatives, considering the project's acquired knowledge and experience</li> </ul>	Participation in project's events (stakeholders' workshop in WP1) National and international conferences and workshops Social Media (LinkedIn, Twitter) Newsletters Project's website National and local media Partners' websites and networks Mailing lists Personal conversations Liaise with relevant EU initiatives and projects
<b>Relevant Horizon 2020, Horizon Europe projects</b>	<ul style="list-style-type: none"> <li>• Create a strong group of relevant projects and actors</li> <li>• Synergies and collaborations for results promotion</li> <li>• Organise joint events and increase the impact and reach of the projects</li> <li>• Cross-fertilisation with other use cases/locations</li> <li>• Definition of future research and innovation directions for the EC initiatives, considering the project's acquired knowledge and experience</li> </ul>	National and international conferences and workshops Joint activities under EU initiatives (CCAM Partnership, CAD initiative) Social Media (LinkedIn, Twitter) Newsletters Project's website National and local media Partners' websites and networks Mailing lists Personal conversations
<b>General Public</b>	<ul style="list-style-type: none"> <li>• Raise their awareness on new traffic management solutions and their benefits for citizens and end-users.</li> </ul>	Social Media (LinkedIn, Twitter) Newsletters Project's website National and local media Partner' websites and networks

Table 3: Target audiences and main channels

## 4 COMMUNICATION STRATEGY AND ACTIVITIES

### 4.1 Focus areas and Messages

The central message that the CONDUCTOR project wants to convey is that the development and validation of novel tools and models will help to tackle multiple negative impacts in the European society, including increasing pressure on existing traffic infrastructure, accelerating air pollution and traffic jams, caused by increasing level of Europe's urbanisation. The novel tools and models will be applied in three use cases, considering the transport of people and goods, and tested in multiple EU locations (Madrid, Athens, Almelo, Slovenia/Italy).

The CONDUCTOR focus messages will be oriented towards the project results which expect to demonstrate a decreased time delays at traffic lights, door-to-door travel times and an improved passenger experience in public transit. Moreover, current transport services are expected to improve the quality of their solutions, while traffic queue length reduction is expected. Finally, it is expected an increase of the average space mean speed, decrease of spatio-temporal variation of traffic intensity and a reduction of 'empty-kilometre' travelled by vehicles.

The main message will be adapted to the targeted audience using specific communication channels selected amongst the variety of tools we developed to properly address the various targeted audiences.

CONDUCTOR communication will be adapted within key messages, according to the audience that the activity/information wants to reach:

- General public, end-users and stakeholders Key Messages:
  - CONDUCTOR will work in a multidisciplinary approach.
  - CONDUCTOR will closely work with stakeholders to develop new viable solutions accepted by end-users.
  - CONDUCTOR will reduce the traffic congestion, leading to decrease of air and noise pollution.
  - CONDUCTOR will contribute to the adoption of CCAM using AI and related advanced technologies.
  - CONDUCTOR will provide dedicated training for transport stakeholders and user associations to raise awareness and adoption of new tools.
- Research and Academia Key Messages:
  - CONDUCTOR will work in a multidisciplinary approach.
  - CONDUCTOR will closely work with stakeholders to develop new viable solutions accepted by end-users.
  - CONDUCTOR will provide the access to new methodologies and decision-support tools for better transport planning and management.
  - CONDUCTOR will raise awareness and contribute to the adoption of new tools.
  - CONDUCTOR will optimize a mobility network load balancing of routes.
  - CONDUCTOR solutions and innovation will be demonstrated within three (3) Uses Cases at four (4) different test sites in Europe.
- Business Key Messages:

- CONDUCTOR will work in a multidisciplinary approach.
- CONDUCTOR will provide the access to new methodologies and decision-support tools for better transport planning and management.
- CONDUCTOR solutions and innovation will be demonstrated within three (3) Uses Cases at four (4) different test sites in Europe.
- CONDUCTOR will develop feasible business cases and IPR plans for dedicated route-to-market strategies.
- CONDUCTOR will increase the reliability of arrival times of goods delivery or shared mobility services.

## 4.2 List of targeted activities

The following Table 4 presents the major dissemination and communication activities scheduled for the project course (this plan will be updated if needed during the project).

Name	Frequency	Target audience	Description
CONDUCTOR logo	N/A	all audiences	The CONDUCTOR logo was designed and will be used in all documents and publications of the project.
CONDUCTOR PowerPoint presentation	N/A	all audiences	Standardized PowerPoint presentation with key information about the project to be used for the project presentations at various events.
CONDUCTOR PowerPoint Template	N/A	all audiences	Template to be used by the partners for the project presentations at various events.
CONDUCTOR Website	Frequent update	all audiences	The online presence of CONDUCTOR.
Newsletters	Once per year	all audiences	Updates on project progress, opportunities to interact with the consortium and announcement of events.
LinkedIn	Once per month	Research, Industry (including mobility service providers) and Stakeholders	LinkedIn page for engaging various stakeholders and disseminating projects news and developments to professional public. <ul style="list-style-type: none"> <li>• Create interest to interact with project members</li> <li>• Updates on project developments and dissemination actions</li> <li>• Links to published papers</li> <li>• Important CONDUCTOR events and meetings</li> <li>• Announcement of events</li> </ul>
Twitter	Every two weeks	all audiences	Twitter Account for disseminating project news and developments. <ul style="list-style-type: none"> <li>• Create interest to interact with project members</li> <li>• Instant updates on project developments and dissemination actions</li> <li>• Links to published papers,</li> <li>• Important CONDUCTOR events and meetings</li> <li>• Re-tweets from related twitter accounts of initiatives, partners and projects</li> <li>• Announcement of events</li> </ul>

CONDUCTOR Leaflet	N/A	all audiences	Designing of a brochure for promoting the project in various local and EU/International events.
CONDUCTOR poster/roll-up	N/A	all audiences	Designing of a poster for promoting the project in various events. A poster template can also serve as a basis for creation of new posters with updated content depending on the needs of an event.
Press Releases	Once per year	All audiences	Articles reporting the results of CONDUCTOR published in magazines, newspapers, etc. Creation of press releases during important moments (milestones) of the project focusing on the project outcomes.
Publications	Approx. 3 per year	Researchers and Industry	A significant number of publications in peer-reviewed journals and papers in conference proceedings are expected both in conferences and in journals.
ResearchGate	Approx. 3 per year	Researchers and Industry	Open Access dissemination of project knowledge and outcomes, focusing on scientific publications and papers.
CONDUCTOR Workshop	One workshop	Research, Industry and Stakeholders	Stakeholders workshop will collect requirements and knowledge from different stakeholders to build a common view of how future CCAM systems may affect the mobility of passengers and goods.
Liaise with other projects /initiatives	Frequently	Research, Industry and Stakeholders	Collaboration for mutual dissemination and knowledge exchange with other relevant projects & initiatives.

Table 4: Communication activities plan

## 4.3 Acknowledgement and project identity

### 4.3.1 European flag and funding statement

An important part of the project promotion and communication consists in the acknowledgement of EU support and display of the European flag (emblem) and funding statement, as described in the Article 17.2 of the Grant Agreement.

To comply with these obligations, any communication activity of the CONDUCTOR project, will contemplate the European Union emblem and it will include the following text:

- for communication activities.

*CONDUCTOR project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101077049.*



- for infrastructure, equipment and major results


*This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union's 101077049 research and innovation programme under grant agreement No 101077049"*



### 4.3.2 CONDUCTOR logo

At the heart of the CONDUCTOR logo are three directional arrows representing different possible route choices. CONDUCTOR directs us to the choice that allows smooth driving without congestion, which is indicated by the green arrow. At the same time, the route symbolized by the green arrow enables traffic with reduced pollution, and therefore is nicely symbolized by the green colour of the chosen route. The blue colour of the letters in the logo suggests that CONDUCTOR will lead us to reliable and credible advanced, high-level traffic and fleet management solutions.

Several variations of the CONDUCTOR logo have been made to ease its introduction into the project documents and materials as shown below in Figure 2, Figure 3 and Figure 4. Each logo variation is also available in full colour, in black and white and in different file format (e.g., .PNG, .SVG)

The CONDUCTOR logo is available to all the project partners via our internal document repository SharePoint at the following link  [Logo](#) and presented below:



**Figure 2 Horizontal CONDUCTOR logo**

The most appropriate variation of the CONDUCTOR logo to be used is the horizontal one depicted in Figure 2. Nevertheless, if the format of medium does not allow it, it is possible to use it in its vertical variation depicted in Figure 3. It is also advice to respect the protection area around the logo which will guarantee its readability.



**Figure 3 Vertical CONDUCTOR logo**

In addition, a simplified logo consisting of only three arrows was developed, which will be used for social network profiles and in other communication materials, if it fits better.



**Figure 4 Simplified CONDUCTOR logo**



### 4.3.3 Graphic charter

CONDUCTOR graphic charter and templates were designed to ensure the communication coming from and within CONDUCTOR is homogeneous and express the visual identity of the project.

Graphic charter includes basic rules to use the logo, its variations, recommended fonts, colours and basic graphic elements for the project communication and dissemination. It serves as a guideline for project partners in order to give them clear directions as well as to provide 'the look and feel' of the project. The graphic charter has been communicated to all CONDUCTOR partners as part of the communication materials, the template for official deliverables (see Figure 6), the template for minutes of meetings (see Figure 7), working documents and the PowerPoint template (see Figure 5).

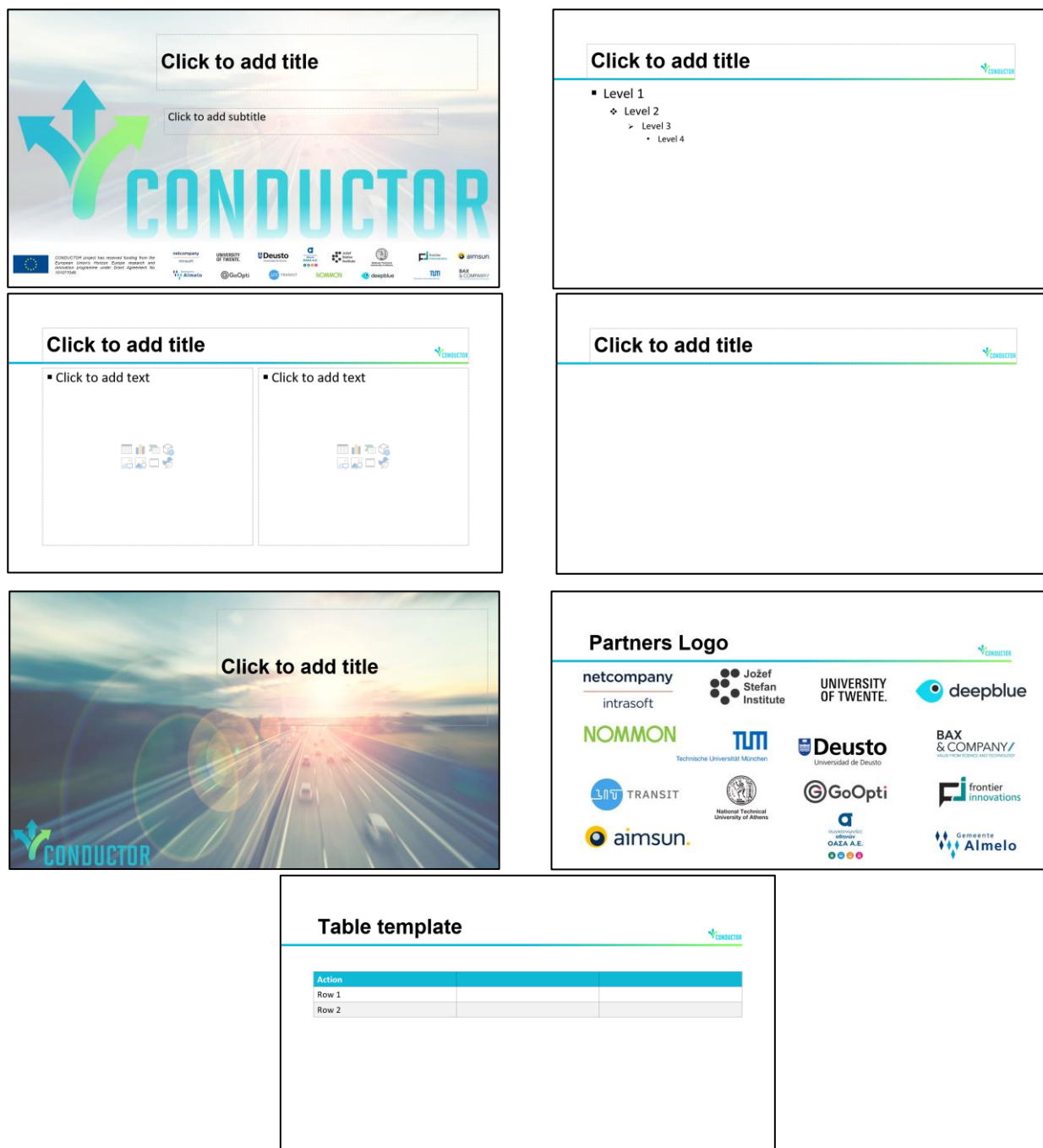
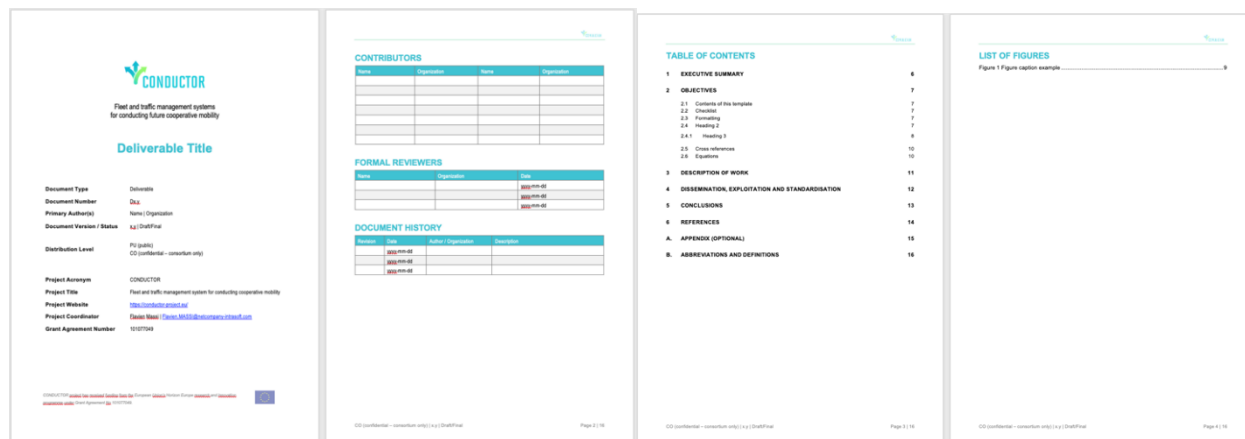


Figure 5: PowerPoint template



The templates (MS Word DOC, and MS Power point PPT) are created for both internal and external use. They are used for project presentation, deliverables, meetings and events agendas, minutes of meetings, etc. and are available to the project partners via CONDUCTOR SharePoint server at [Templates \(.doc, .ppt\)](#)



**CONDUCTOR**  
Fleet and traffic management systems  
for conducting future cooperative mobility

**Deliverable Title**

Document Type: Deliverable  
Document Number: Del-  
Priority Authority: Name (Organization)  
Document Version / Status: 1.0 (Draft/Rev)  
Distribution Level: P2 (Public)  
CO (Confidential - consultation only)

Project Acronym: CONDUCTOR  
Project Title: Fleet and traffic management system for conducting cooperative mobility  
Project Website: [http://conductor-project.eu](#)  
Project Coordinator: [Daniel.Neale@transport-conductor.eu](mailto:Daniel.Neale@transport-conductor.eu)  
Grant Agreement Number: 10107106

**CONTRIBUTORS**

Name	Organization	Name	Organization

**FORMAL REVIEWS**

Name	Organization	Date

**DOCUMENT HISTORY**

Revision	Date	Author / Organization	Description
1.0	2020-01-01		
1.1	2020-01-01		

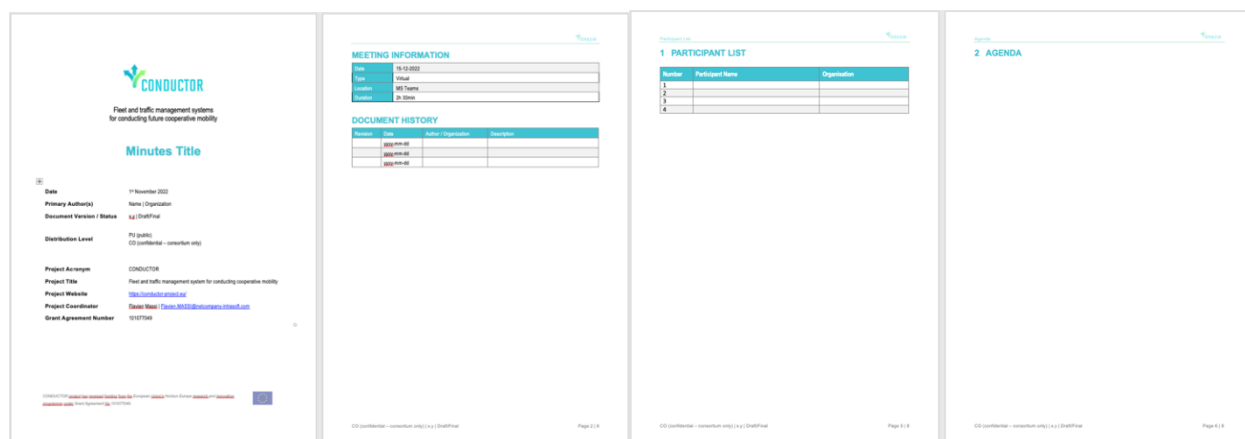
**TABLE OF CONTENTS**

1. EXECUTIVE SUMMARY	6
2. OBJECTIVES	7
2.1. Outline of the template	7
2.2. Objectives	7
2.3. Planning	7
2.4. Meeting 2	7
2.4.1. Meeting 3	8
2.5. Cross-reference	10
2.6. Equations	10
3. DESCRIPTION OF WORK	11
4. DEMONSTRATION, EXPLOITATION AND STANDARDIZATION	12
5. CONCLUSIONS	13
6. REFERENCES	14
A. APPENDIX (OPTIONAL)	15
B. ABBREVIATIONS AND DEFINITIONS	16

**LIST OF FIGURES**

Figure 1: Figure caption example

Figure 6: Deliverable Template



**CONDUCTOR**  
Fleet and traffic management systems  
for conducting future cooperative mobility

**Minutes Title**

Date: 11 November 2020  
Priority Authority: Name (Organization)  
Document Version / Status: 1.0 (Draft/Rev)  
Distribution Level: P2 (Public)  
CO (Confidential - consultation only)

Project Acronym: CONDUCTOR  
Project Title: Fleet and traffic management system for conducting cooperative mobility  
Project Website: [http://conductor-project.eu](#)  
Project Coordinator: [Daniel.Neale@transport-conductor.eu](mailto:Daniel.Neale@transport-conductor.eu)  
Grant Agreement Number: 10107106

**MEETING INFORMATION**

Date	Time	Location	Topic
11-11-2020	15:00		

**DOCUMENT HISTORY**

Revision	Date	Author / Organization	Description
1.0	2020-01-01		
1.1	2020-01-01		

**1 PARTICIPANT LIST**

Number	Participant Name	Organization
1		
2		
3		
4		

**2 AGENDA**

Figure 7: Minutes of Meeting Template

## 4.4 Communication Channels

General information about the CONDUCTOR project and its outcomes will be distributed through various channels (website, social media and newsletters) to all target groups of the project. Communication activities planned at the selected channels are as follow:

### 4.4.1 Website

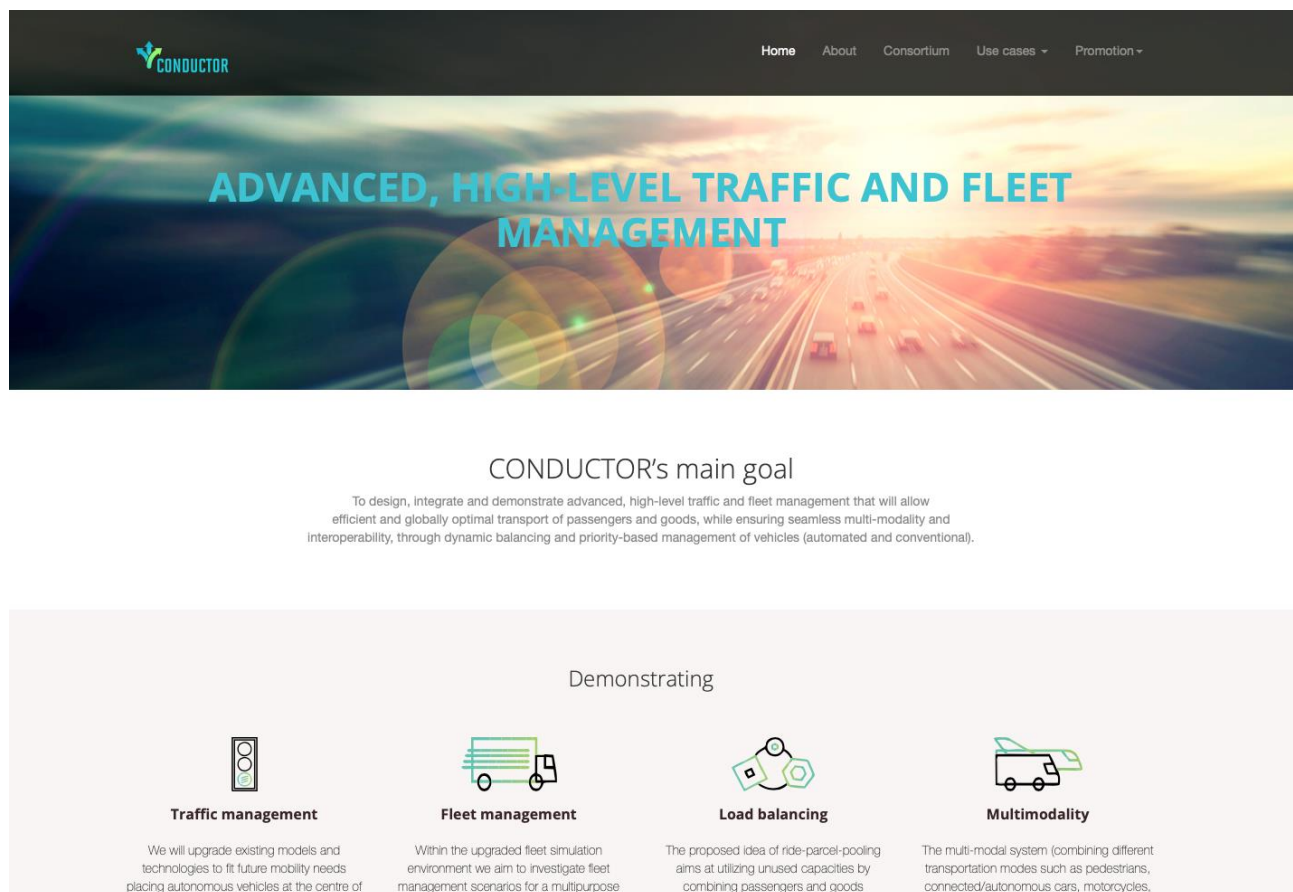
The project website is one of the main tools for public communication and dissemination. Overall, the project's website aims to disseminate the project's vision, mission, objectives and results, increasing the project's outreach within all target audiences.

The CONDUCTOR website URL link is: <https://conductor-project.eu>.

The website will allow CONDUCTOR to:

- Raise the public's knowledge about the project.
- Enable all users to have equal access to information and functionalities on the web (i.e., accessibility).
- Raise more interest in the overall project.
- Contribute to disseminate the scientific results generated within the project.
- Store concise and relevant information.
- Monitor project activities and its progress.
- Promote the consortium partners and their involvement.

All project partners are encouraged to use their own websites and social media to promote the CONDUCTOR project where applicable. Some of the partners have already published information about the project on their websites providing basic information about the project and its goals. The website will also inform about current (project-related) news and activities and of course act as repository for (public) deliverables.



**Figure 8 CONDUCTOR home page**

CONDUCTOR website is regularly monitored by Google Analytics to gain all relevant information about the website traffic including number of website visits, new and returning visitors, average time of the visit, geographical range of the audience. Statistics will be reported to the project partners and the EC during the General Assembly meetings and included within the deliverables D6.3 “Updated plan for dissemination and communication of results” and D6.5. “Final list of dissemination and communication activities”.

All the CONDUCTOR webpages respond to the corporate image of the project and consistently feature the same Header and Footer (Figure 9) as follow:

- **Header:** consists in a black banner including the project logo on the left-hand side with a hyperlink to the Home page. Then, the users have access to the website Menu consisting in the following sections: Home, About, Consortium, Use cases and Promotion.
- **Footer:** consists in the acknowledgement of EU support and EU flag as described in Section 4.3.1. The footer also displays direct links to the project social media accounts on LinkedIn and Twitter and to the project general email. A special feature was added on the left-hand side and display the latest Twitter post published.

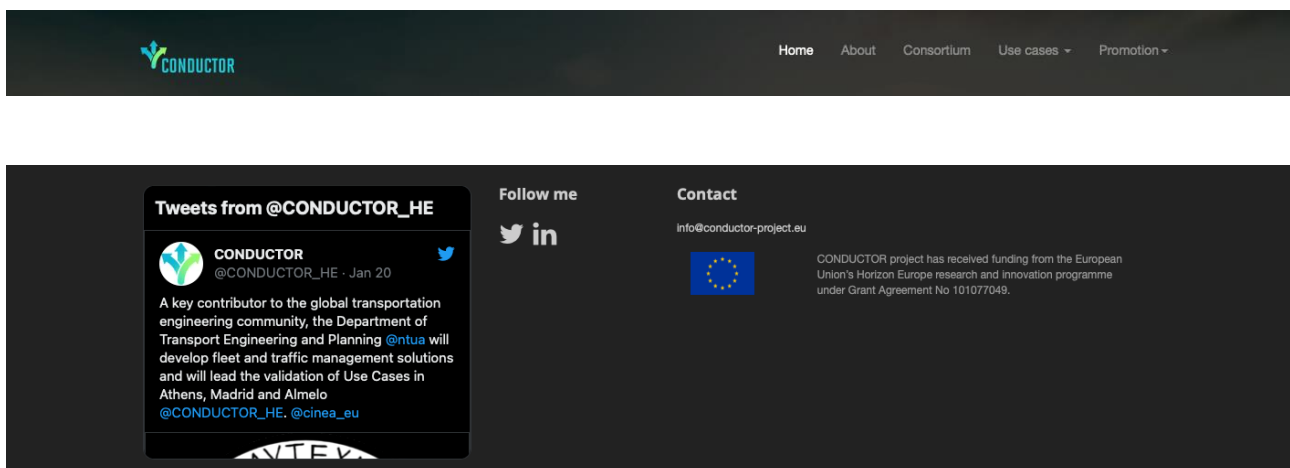


Figure 9 Header and Footer of the CONDUCTOR website

The CONDUCTOR website is currently designed based on the following structure but the Dissemination team will frequently analyse the possibility to create news section(s) and improve the website overall structure. The CONDUCTOR website menu is currently as follow:

- Home (Figure 8)
- About (Figure 11)
- Consortium (Figure 10)
- Use Cases
  - Use Case 1
  - Use Case 2
  - Use Case 3
- Promotion (Figure 11)
  - News
  - Data
  - Publications
  - Promotional Materials
  - Deliverables

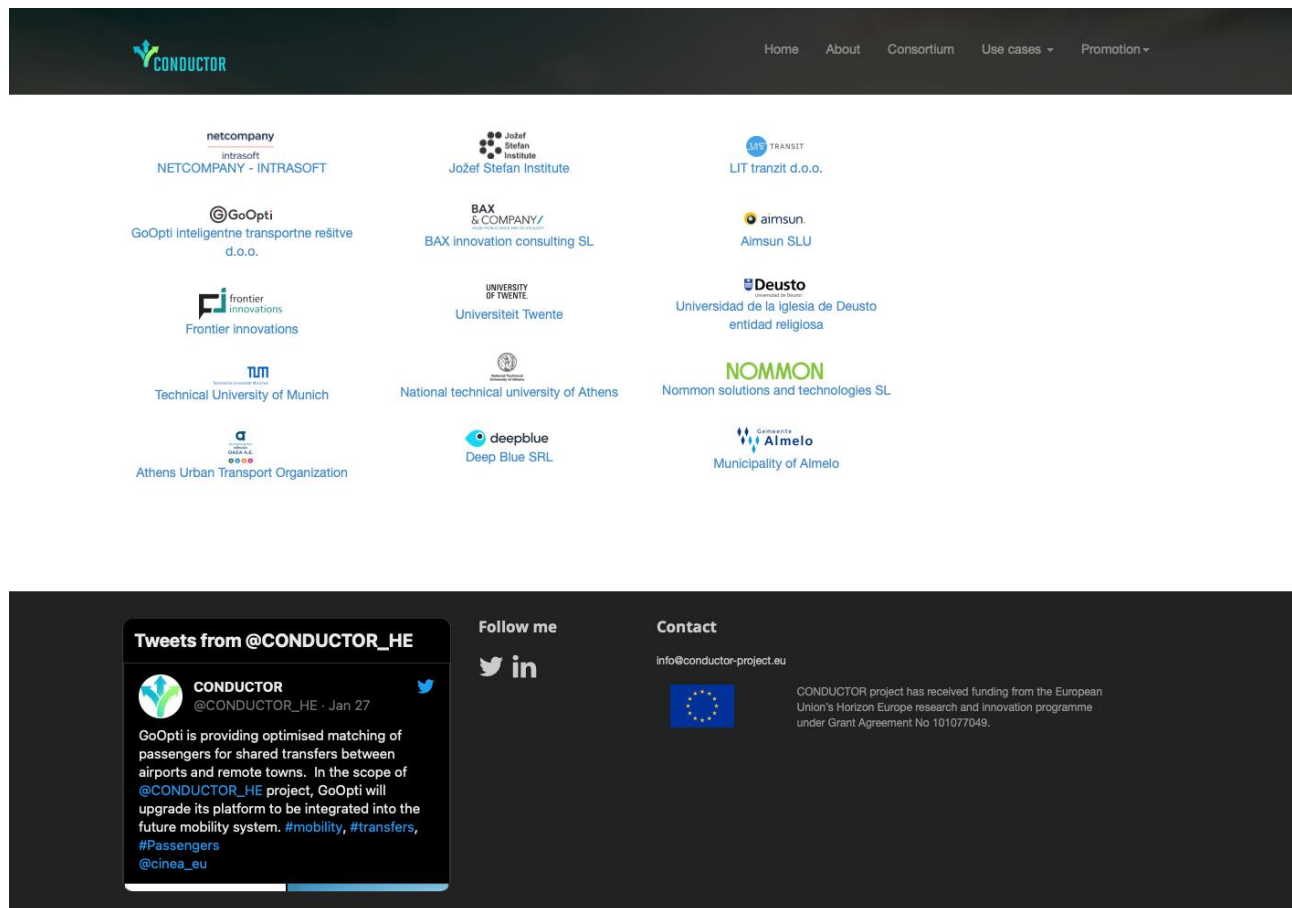


Figure 10 Consortium section at the CONDUCTOR project website

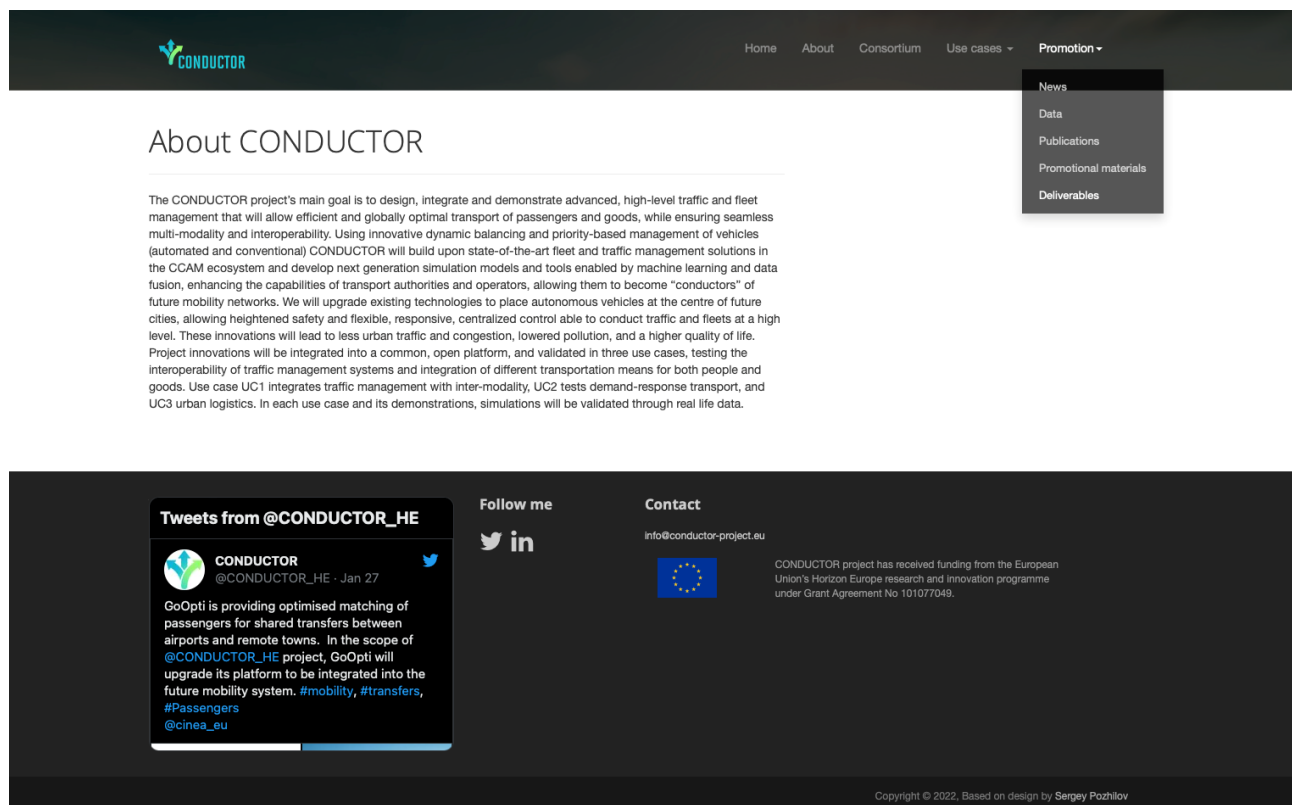


Figure 11 CONDUCTOR website section About and a drop-down menu of Promotion

## 4.4.2 Newsletter

The CONDUCTOR Newsletters aim at informing the stakeholders about the project's progress, events, publications, results, major achievements, and cooperation opportunities. The newsletters are circulated periodically based on the project activities, news and important milestones and shared via the social media accounts of both the project and the partners' networks. All project partners contribute by providing information and ensuring that the content is accurate.

Links to the project website and the social media channels are provided (all clickable leading directly to the requested page) in order to make it easier for the reader to look for more information on the website and to follow the project's social media accounts.

The CONDUCTOR project is targeting the publication of one newsletter per year, but additional issues of the newsletter will be published at important milestones and/or achievements of the project. All the newsletters will be publicly available for download via the CONDUCTOR website in the dedicated section. Information about their releases will be shared through the project social media channels and communicated to our partners' networks of contact and social media accounts.

## 4.4.3 Social media

CONDUCTOR will use also social media channels to communicate the project results. The social media include [Twitter \(@CONDUCTOR\\_HE\)](#), [LinkedIn \(CONDUCTOR HE\)](#) and [ResearchGate \(CONDUCTOR\)](#). The purpose of the social media tools is to proactively promote the project in general, its progress towards the project goals as well as its final results allowing for a two-way exchange. Finally, social media will raise interest of the general public on the project topic and its impact on everyday life.

Via social media, updates on new publications, newsletters and events that might be of interest for the broader public, but also other industrial or scientific communities will be reported, in this way, it may also help collect feedback on the project impact.

We have identified the minimal frequency of publishing posts on LinkedIn (Figure 13) and Twitter (Figure 12) with the aim of maximising the visibility of our work at the project level. Despite the defined minimum of publication frequency, we will strive to publish posts even more frequently on both social media channels. Initially, the schedule was set for all partners, to allow for regular bi-weekly publication of Twitter feeds and regular monthly LinkedIn posts.



In addition, a social media rotation has been planned to involve every partner in the Communication and Promotion activities. The social media rotation is available on CONDUCTOR SharePoint server as part of our  [CONDUCTOR Plan&Track.xlsx](#) tool described in the Chapter 6 of this document. As part of the overall social media rotation strategy, a document with guidelines has been created to facilitate the collection of the partner's inputs:  [Social media posts template.docx](#)



Figure 12 Twitter account

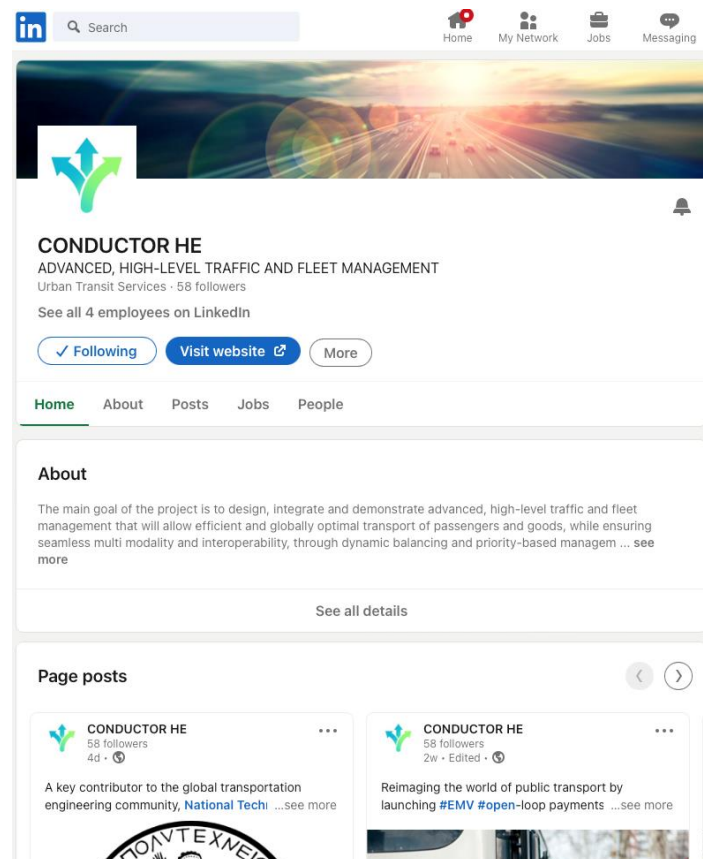


Figure 13 LinkedIn account



#### 4.4.4 Leaflets and posters

Leaflets, posters and roll-up banners will be used to promote and exhibit the main objectives of the project. We expect that the promotional materials will help to raise project awareness and to ensure that the communication and dissemination are professional and homogeneous.

Leaflets, posters and roll-up banners are intended for project partners to easily spread information about the project. The leaflet will mostly be used in PDF format and distributed online. Occasionally, it will also be printed in A5 format and physically distributed at events. Posters and roll-up banners will be mostly used in printed version, poster preferably in A0 format, while roll-up banners in their appropriate format.

The leaflets (see Figure 14), posters and roll-up banners are available for project partners via CONDUCTOR SharePoint.



Figure 14 Green and blue versions of the poster

## 5 DISSEMINATION ACTIVITIES

### 5.1 List of targeted activities

The promotion of results is of great importance for CONDUCTOR. In this regard interesting opportunities for dissemination are identified (see Table 5), i.e., conferences, exhibitions, and other relevant events. Besides an active presence in social media, CONDUCTOR project and its results will be presented at different events and published in high-impact international research journals.

Name	Frequency	Target audience	Description
Scientific publications	3 per project year on average	Scientific audience	Open dissemination of scientific part of the gathered knowledge and outcomes.
Events	1-2 per year	Researchers, Industry and Stakeholders	Open dissemination of project knowledge and outcomes; engage with project members for knowledge exchange and new collaborations.
Trade Press	Attendance at 1-2 events yearly and/or 50 articles with CONDUCTOR mentions	Readers of trade magazines, Standardization bodies	Open dissemination of project knowledge and outcomes; foster new collaborations.
Connected, cooperative, and automated mobility Partnership (CCAM)	Regularly, based on upcoming opportunities	Members of the partnership	Raising awareness and visibility of CONDUCTOR project within the partnership Identification of mutual interests and achievement of common goals Participation at CCAM events
Connected Automated Driving initiative (CAD)	Regularly, based on upcoming opportunities	Members of the initiative	Raising awareness and visibility of CONDUCTOR project within the partnership Identification of mutual interests and achievement of common goals Participation at CAD events
Relevant H2020 and Horizon Europe projects	Regularly, based on upcoming opportunities	Members of the project consortia	Sharing relevant knowledge and organisation of joint events on topics of mutual interest
IN2CCAM	Regularly, based on upcoming opportunities	Members of the project consortium	IN2CCAM is the sister project of CONDUCTOR funded under the same call. Twinning activities will consist in sharing knowledge, organise joint event, etc.

**Table 5: Dissemination activities plan**

The detailed plan consists of at least 3 scientific publications in high-impact journals and high-ranked conferences per year on average, taking into account that most of publications will be available in the second half of the project.



In 2023, CONDUCTOR members plan to attend at to EUCAD2023 and ITS European Congress as requested by the EC CINEA. Other important events the CONDUCTOR partners will consider attending in 2024 are include TRA – Transport Research Arena Conference and UITP IT Trans.

## 5.2 Scientific publications

The CONDUCTOR consortium will publish and present the project progress, technologies and results outside, through scientific and research publications (in renowned international conferences and journals). The CONDUCTOR academic partners, comprising of well-recognised organisations in the field, are all publishing research results, participating in wider associations and have well-established networks. They will support the successful dissemination of CONDUCTOR scientific outcomes. The Table 6 below presents a summary of the most relevant scientific journals to disseminate the project's results.

Name	Link
Elsevier Information Sciences	<a href="https://www.sciencedirect.com/journal/information-sciences">https://www.sciencedirect.com/journal/information-sciences</a>
IEEE Transactions on Neural Networks and Learning Systems	<a href="https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=5962385">https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=5962385</a>
Transportation Research Record: Journal of the Transportation Research Board	<a href="https://journals.sagepub.com/home/trr">https://journals.sagepub.com/home/trr</a>
Elsevier Transportation Research Part B	<a href="https://www.sciencedirect.com/journal/transportation-research-part-b-methodological">https://www.sciencedirect.com/journal/transportation-research-part-b-methodological</a>
Elsevier Transportation Research Part C	<a href="https://www.sciencedirect.com/journal/transportation-research-part-c-emerging-technologies">https://www.sciencedirect.com/journal/transportation-research-part-c-emerging-technologies</a>
IEEE Transaction on Intelligent Transportation Systems	<a href="https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=6979">https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=6979</a>
Elsevier Applied Soft Computing	<a href="https://www.sciencedirect.com/journal/applied-soft-computing">https://www.sciencedirect.com/journal/applied-soft-computing</a>
Elsevier Neurocomputing	<a href="https://www.sciencedirect.com/journal/neurocomputing">https://www.sciencedirect.com/journal/neurocomputing</a>
IEEE Transactions on Evolutionary Computation	<a href="https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=4235">https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=4235</a>
MDPI Sensors	<a href="https://www.mdpi.com/journal/sensors">https://www.mdpi.com/journal/sensors</a>

**Table 6 List of scientific journals of interest**

Apart from the scientific publications peer-reviewed journals, CONDUCTOR partners also tend to publish scientific papers in conference proceedings, book chapters and/or PhD thesis. To present the project scientific results, leading international conferences in the field will be addressed. The Table 7 below presents some relevant scientific events already identified and this list will be periodically revisited to include new relevant events.

Name	Frequency	Target audience
IEEE World Congress on Computational Intelligence	Annual	Scientific
IEEE Intelligent Transportation Systems Conference	Annual	Scientific
HEART- Symposium of the European Association for Research in Transportation	Annual	Scientific

GECCO - Genetic and Evolutionary Computation Conference	Annual	Scientific
---	--------	------------

**Table 7 List of scientific conferences of interest**

### 5.3 Open access

The open sciences practices will be intrinsically integrated into the CONDUCTOR project. All scientific results will be available through open access. The publications and main project results will be deposited in trusted repositories, while CONDUCTOR newsletters, publications and other dissemination materials will be openly accessible via our project website.

Open science approaches and data management will be detailed in the forthcoming deliverables D7.2 “First version of Data Management Plan” (due at M6) and D7.3 “Data Management Plan - Final version” (due at M36).

### 5.4 Events

Consortium partners will represent the project at international, regional and local events. The CONDUCTOR partners are planning to attend different congresses, seminars, conferences, workshops, and fairs such as the ones listed in the Table 8. The participation of the CONDUCTOR partners at relevant events will ensure the visibility of the project’s results to stakeholders, since such events aims to raise key stakeholders’ awareness and facilitate knowledge sharing, thus increasing the project impact.

In order to promote and exhibit the main results of the project, a collection of posters and leaflets (Figure 14) is available to the partners on the project SharePoint. The events are carefully selected to cover the area of traffic and fleet management. The promotion, including the organisation of workshops and special sessions is foreseen also at the dedicated scientific conferences presented in the previous section.

Name	Frequency	Target audience
UITP IT Trans	Biennial	Transport IT professionals
UITP Global Public Transport Summit	Biennial	Transport IT professionals
ITS Spain Congress	Annual	Companies and scientific community
XXII Spanish Congress on Intelligent Transport Systems	Annual	Companies and scientific community
TRB – Transportation Research Board Annual Meeting	Annual	Scientific, industrial (including transport authorities, policy-makers, and operators)
TRA – Transport Research Arena Conference	Biennial	Companies and scientific community of all transport sectors, authorities
ITS European Congress by ERTICO	Annual	Companies and scientific community
European Conference on Connected and Automated Driving	Biennial	Scientific, Industrial, including road Authorities, Policy-makers and Operators
INFROMS Annual Meeting	Annual	Scientific, industrial (operational research)

**Table 8 List of events of interest**

## 5.5 Other activities

Other activities include mostly non-scientific dissemination. Engaging the general public will ensure that the project's activities and results are communicated to the wider society in a way that even non-experts can understand. This will be done mainly through the communication channels, e.g., the project website and newsletters, social media (Twitter and LinkedIn) and mass media (news and magazines) or presentations at general public events (like “nights of science”). For a list of magazines of interests, see Table 9.


Name	Type	Frequency	Target audience
Intelligent Transport	Magazine	Quarterly	Industry, policy-makers
Research EU - Cordis	Magazine	Monthly	All

**Table 9 List of magazines of interests**

## 6 MONITORING AND KEY PERFORMANCE INDICATORS

The CONDUCTOR team developed a monitoring template listing all the communication, promotion and dissemination activities (e.g., publications, events, blog posts schedule, social media rotation, etc.). The monitoring tool has been created for the project consortium to be able to keep track on the partners' activities while planning future Communication, Promotion and Dissemination activities.

This online document has been created in order to measure the impact of the conducted communication and dissemination activities and to be able to adjust the strategy for achieving the expected outcomes. Such metrics allow the consortium to have a constant view of the amount and the effectiveness of the conducted dissemination and communication activities

The so-called "CONDUCTOR Plan&Track" Excel spreadsheet is a living document, and it serves as the main reporting file for the consortium. Some screenshots of the document are presented in Figure 17 . All the partners can interact with the document which is available and modifiable on the project SharePoint server at:  [CONDUCTOR\\_Plan&Track.xlsx](#).

The monitoring tool structure consist in the following sections:

- **Contacts:** list of contact person(s) at each partnering organisation who can be contacted for the purpose of Communication and Dissemination activities.
- **Events:** This section is summarizing all the events the partners are planning to attend and the ones they have attended. For each entry into the table, the partners are requested to provide a full set of information describing the type of event, the type of activities performed, the type and size of the audience reached, etc.
- **Publications:** Full list of scientific publications in peer-reviewed journals and scientific papers in conference proceedings. In order to facilitate the integration of CONDUCTOR publications in the "EC Continuous Reporting", we are requesting the partners to provide a full set of information and data going from the DOI and repository link to the length of the embargo (if any) and the processing charges for Gold Open Access.
- **Social Media Rotation:** as described in the section 4.4.3, different partners regularly provide content for the CONDUCTOR LinkedIn and Twitter. In the Plan&Track Excel spreadsheet, the partners can check which month they must provide content and the Dissemination Manager is keeping track of the overall status of the contributions.
- **News Article Rotation:** On the same principle, all the partners are invited to contribute to the publication of News articles on the project website. We will then track the contribution of all the partners.
- **Other Dissemination Activities:** In this section the partners can provide information on other activities not listed in the previous sections, such as press release, TV campaign, website, Flyer/Poster/Factsheet, radio campaign, broadcasting, video/film, interview, etc.
- **Synergies:** section summarizing the interactions CONDUCTOR project will have with EU initiatives, industry or research associations and relevant EU-funded projects.
- **KPI:** List of Key Performances Indicators as described in the section 6.1, to constantly have a reminder on the project metrics and targets.

**Figure 15 Screenshot of the “Events” section of the Plan&Track tool**

Partner	News post title	Deadline	Status
DeepBlue		Mar-23	Pending
OASA		Apr-23	
NOMMON		May-23	
NTUA		Jun-23	
TUM		Jul-23	
UDeusto		Aug-23	
UTwente		Sep-23	
FRONTIER		Oct-23	
AIMSUN		Nov-23	
BAX		Dec-23	
GoOpti		Jan-24	
LIT		Feb-24	
JSI		Mar-24	
INTRA		Apr-24	
DeepBlue		May-24	
OASA		Jun-24	
NOMMON		Jul-24	
NTUA		Aug-24	
TUM		Sep-24	
UDeusto		Oct-24	
UTwente		Nov-24	
FRONTIER		Dec-24	
AIMSUN		Jan-25	
BAX		Feb-25	
GoOpti		Mar-25	
LIT		Apr-25	
JSI		May-25	
INTRA		Jun-25	
DeepBlue		Jul-25	
OASA		Aug-25	
NOMMON		Sep-25	
NTUA		Oct-25	

**PU (public) | 1.0 | Final**

OTHER COMMUNICATION ACTIVITIES								
No.	Partner	Type of diss. activity	URL	Date of publication	Authors	Details on the dissemination activity	Estimated number of persons reached	
							Type of audience	Size of audience
1	INTRA	Article			Flavien Massi (INTRA)	Project promotion in CINEA Brochure (13/01/2023)	Industry, academia, higher education, stakeholders	
2		TV campaign						
3		Radio campaign						
4		Broadcasting						
5		Video/Film						
6		Interview						
7		Newsletter						
8		Article						
9		Blog post						
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								
21								
22								
23								
24								
25								
26								
27								
28								
29								
30								
31								
32								
33								
34								
35								
36								
37								
38								

Figure 17 Screenshot of the “Other Communication Activities” section

## 6.1 Key Performance Indicators

We will use different activities and metrics to monitor and evaluate the project effectiveness. In addition, quality KPIs will be identified – including important events and publications to target, see Table 10.

Channel	Metrics	Quality Target
Website	Volume of content available 3,000 unique visitors 50 content downloads 100 inbound links	N/A
Newsletter	300 readers 300 opens/downloads per newsletter	Email addresses – official EU ones, businesses and organizations identified in the stakeholder engagement map
LinkedIn	300 CONDUCTOR page followers Increasing # of posts	Key criteria: Seniority – Senior, Manager, Director; Sector – Public policy, cycle logistics; Location - Europe
Twitter	400 followers Increasing # of interactions Use of hashtag	400 followers Increasing # of interactions Use of hashtag
ResearchGate	50 followers 100 downloads	N/A
Scientific publications	9 publications (at least 4 of them are journal papers)	High-impact journals and high-ranked conferences
Events	CONDUCTOR partners participated in 25 events 800 visitors to CONDUCTOR exhibits	From list of identified events of interest
Trade Press	50 articles with CONDUCTOR mentions Size of exposed audience	From list of identified journals of interest

Table 10 Key performance indicators

## 7 RELATED INITIATIVES AND PROJECTS

CONDUCTOR will cooperate and collaborate with relevant initiatives in the field of CAD, CCAM and urban mobility as well as with relevant H2020 and Horizon Europe projects. The objective is to maximize the creation of synergies and the impacts achieved. CONDUCTOR will also promote liaising with other relevant projects and initiatives in the European context.

We have identified a list of projects (see Table 11) that should be considered to identify further common research and dissemination interests.

Name	Description	Dates
5G-IANA	Open 5G experimentation platform to develop, deploy and test 5G-based Connected and Automated Mobility applications	02/06/2021 - 30/11/2024
5G-LOGINNOV	5G technologies to enable ports and the logistic supply chain to cope with future capacity, traffic congestion and environmental challenges	01/09/2020 - 31/08/2024
5G-ROUTES	CAM applications to demonstrate seamless functionality across a prominent 5G cross-border corridor (Via Baltica-North)	01/09/2020 - 31/08/2023
5GMETA	Open platform for monetising vehicle data using 5G technologies to stimulate innovative autonomous mobility services while ensuring data privacy, security, interoperability and ownership	01/09/2020 - 31/08/2023
AI4CCAM	Trustworthy AI for CCAM	01/01/2023 - 31/12/2025
AI4CSM	Automotive Intelligence for Connected Shared Mobility	01/05/2021 - 01/05/2025
Althena	AI-based CCAM: Trustworthy, Explainable, and Accountable	01/11/2022 - 31/10/2025
AUGMENTED CCAM	Augmenting and Evaluating the Physical and Digital Infrastructure for CCAM deployment	01/09/2022 - 31/12/2025
AWARE2ALL	Safety systems and human-machine interfaces oriented to diverse population towards future scenarios with increasing share of highly automated vehicles	01/11/2022 - 31/10/2025
DigiTrans	Future Mobility - Automated driving with a focus on digitization and logistic aspects	01/03/2018 - 29/02/2024
DIT4TraM	Distributed Intelligence and Technology for Traffic and Mobility Management.	01/09/2021 - 30/09/2024
ESRIUM	EGNSS-based digital map of road damages and safety risks for smarter, safer and greener road infrastructure usage	01/12/2020 - 30/11/2023
EVENTS	Reliable in-Vehicle pErception and decision-making in complex environmental conditionS	01/09/2022 - 31/08/2025
FAME	Framework for coordination of Automated Mobility in Europe	01/07/2022 - 30/06/2025
FRONTIER	Next-generation traffic management for empowering CAVs integration	01/05/2021 - 30/04/2024

Hi-Drive	Addressing challenges toward deployment of higher, robust and reliable automation, decreasing ODD fragmentations, interoperable across countries and brands	01/07/2021 - 30/06/2025
I4Driving	Integrated 4D driver modelling under uncertainty	01/10/2022 - 30/09/2025
IN2CCAM	Enhancing Integration and Interoperability of CCAM eco-system	01/11/2022 - 31/10/2025
KI Data Tooling	Methods and tools for the generation and preparation of training, validation and safeguarding data for AI functions in autonomous vehicles	01/04/2020 - 31/03/2023
KI WISSEN	Development of methods for integrating knowledge into the data-driven AI functions of autonomous vehicles	01/01/2021 - 31/12/2023
MEDIATOR	MEdiating between Driver and Intelligent Automated Transport systems on Our Roads	01/05/2019 - 30/04/2023
MODI	A leap towards SAE L4 automated driving features	01/10/2022 - 31/03/2026
Move2CCAM	MethOds and tools for comprehensive impact Assessment of the CCAM solutions for passengers and goods	01/09/2022 - 28/02/2025
ORCHESTRA	Coordinating and synchronising multimodal transport improving road, rail, water and air transport through increased automation and user involvement	01/09/2022 - 28/02/2025
PoDIUM	PDI connectivity and cooperation enablers building trust and sustainability for CCAM	05/2021 - 05/2024
Roadview	Robust Automated Driving in Extreme Weather	01/09/2022 - 31/08/2026
RTI	Resilience of intelligent transport control systems vis-a-vis cyber threats	01/06/2021 - 31/05/2024
SHOW	SHared automation Operating models for Worldwide adoption. Supports the deployment of shared connected and electrified automation in urban transport chains through demonstration of real-life scenarios to promote seamless and safe sustainable mobility.	01/01/2020 - 31/12/2023
SINFONICA	Social INnovation to FOster iNclusve Cooperative, connected and Automated mobility	01/09/2022 - 31/08/2025
Sunrise	Safety assUraNce fRamework for connected, automated mobility SystEms	01/09/2022 - 31/08/2025
TANGENT	New tools for a dynamic management of multimodal traffic operations	01/09/2021 - 31/08/2024
ULTIMO	Advancing Sustainable User-centric Mobility with Automated Vehicles	01/10/2022 - 30/09/2026

Table 11 List of relevant projects

Particularly, the plan is to start with meetings to discuss possible common research and dissemination activities together with projects that belong to the same “integrated vehicles in the transport system” cluster of the CCAM Partnership. These specific projects are AUGMENTED CCAM, IN2CCAM and PoDIUM.



## 8 CONCLUSIONS

In this document, an initial plan for communication and dissemination activities is presented. During the first months of the CONDUCTOR project, the WP6 activities are focused on the preparation of communication and dissemination material, web presence, social media, videos and press releases. The list of planned and performed dissemination and communication activities will be updated on a regular basis during the project lifetime.

The “Initial Plan for Dissemination and Communication of Results” delivers a structure for the CONDUCTOR project communication and dissemination activities. With this plan, the consortium has the guidelines for the implementation of the communication and dissemination activities within the project’s lifetime. With this plan, that will be periodically reviewed and updated, the strategy defined to accomplish CONDUCTOR objectives will be achieved.

All partners from CONDUCTOR consortium are involved in the overall strategy, in order to guarantee that the project objectives, mission, vision and its results are widely spread. The dissemination strategy focuses in disseminating CONDUCTOR results, which will involve the publication of the project results in Open Access and the cooperation with other relevant projects and initiatives. Whilst the communication strategy will focus on the most appropriate channels to inform about the CONDUCTOR project within and beyond the consortium.