



Fleet and traffic management systems  
for conducting future cooperative mobility

## D6.3 Updated plan for dissemination and communication of results

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## 1 EXECUTIVE SUMMARY

Deliverable D6.3 contains an updated communication and dissemination plan for the CONDUCTOR project. It describes the complete set of activities and tools deployed to communicate the key messages of the project, and disseminate the project results, focussing on traffic and fleet management in order to improve the efficiency of passenger and goods. As an extension of the existing D6.1 “Initial Plan for dissemination and communication of results”, this deliverable outlines a set of activities and metrics to monitor the implementation and evaluate the effectiveness of communication and dissemination efforts.

While the deliverable D6.1 outlines the communication and dissemination objectives, this deliverable D6.3 emphasises the joint efforts made by all partners through various channels, including the project website, social media platforms, and scientific publications. The project website serves as the primary communication tool, providing key information, news updates and access to publications.

Leaflets, posters and roll-up banners are used to increase the visibility of the project, with materials accessible via the project platforms. The CONDUCTOR logo and graphic charter ensure visual consistency in the communication materials.

Various events and high-ranking international research journals serve as a mean for presenting the project results to a wider audience. The dissemination strategy emphasises open access and ensures compliance with EU requirements.

A comprehensive monitoring template, the  [CONDUCTOR Plan&Track.xlsx](#), facilitates the tracking and evaluation of the communication activities and their impact and ensures strategic adjustments where necessary. The current KPI statistics are listed in Table 14.

The project collaborated with relevant H2020 and Horizon Europe projects to facilitate knowledge exchange and synergy creation. The key outcomes are the collaboration with the ORCHESTRA, TANGENT and IN2CCAM projects, where joint workshops, sessions and dissemination activities have been organised.

Further collaborations and joint activities with existing and potential projects are planned for the future in order to maximise the impact and effectiveness of dissemination within the transport system integration cluster.

## 2 INTRODUCTION

This deliverable describes the updated communication and dissemination plan of the CONDUCTOR project. The plan includes a range of activities which aim to convey a well-defined set of messages addressing different target audiences, in order to efficiently disseminate the project's results related to traffic and fleet management allowing efficient and globally optimal transport of passengers and goods. The updated plan is an extension of the existing deliverable D6.1 "Initial Plan for Dissemination and Communication of Results" together with the monitoring of all the planned activities (e.g. monitoring data and statistics) achieved during the period span from M1 to M17 (1<sup>st</sup> of November 2022 to the 31<sup>st</sup> of March 2024) of the project implementation.

The communication and dissemination objectives remained unchanged and are duly described within the deliverable D6.1. Although JSI has a leading role in the dissemination and communication activities, all the partners are contributing and promoting the project through the different channels. All confidential data and internal communication within the consortium are handled internally via Microsoft Teams, which is connected to the project SharePoint server, as described in the deliverable D7.1 "Project Management Handbook".

Dissemination activities are planned and regularly updated throughout the project, with adjustments made in consultation with the partners, on the basis of the evolving results and findings. The project website serves as the main communication platform for all the targeted audiences including the general public, providing essential project information and updates in an accessible format. Social media channels such as LinkedIn and X provide additional support for external communication. The scientific research results are published in leading international journals and conferences proceedings. The dissemination strategy aims to maximise the dissemination of project results through various channels, thus promoting dialogue and information exchange with the target groups.

The key facts and data about the CONDUCTOR project have been detailed in the deliverable D6.1. Nevertheless, we are listing the project partners within \*LIT Tranzit d.o.o. changed its name to Ridango SI d.o.o.

Table 1:

Number	Legal Name	Short Name
1	NETCOMPANY-INTRASOFT SA (coordinator)	INTRA
2	INSTITUT JOZEF STEFAN	JSI
3	* RIDANGO SL D.O.O.	Ridango
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

\*LIT Tranzit d.o.o. changed its name to Ridango SI d.o.o.

**Table 1: List of CONDUCTOR partners.**

### 3 TARGET AUDIENCES

A key element in the definition of CONDUCTOR's dissemination and communication efforts is the identification of relevant target audiences and shared interests. By tailoring messages to these groups and using selected channels, we maximise the visibility of the project and the dissemination of knowledge. This plan outlines target audiences, communication channels, customised content and strategies for efficient message dissemination. Table 2 provides a summary of CONDUCTOR main outcomes according to each target audience, with a more comprehensive analysis to follow later in the deliverable.

Target audience	Motivation of engagement	Main outcomes (M1 - M17)
<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 (refer to <b>Error! Reference source not found.</b> , Table 12), Organisation of one (1) Stakeholders' workshop within WP1 Social Media posts on LinkedIn and X Publication of one (1) Newsletter Project's website National and local media (JSI TV) Partners' websites and networks Networking and match-making session (RTR conference, UMD, etc.) Presentation of the CONDUCTOR project to policy makers at Slovenian Ministry of the Environment, Climate and Energy
<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 (Table 11 <b>Error! Reference source not found.</b> ), fairs and exhibitions (Table 12) Social Media posts on LinkedIn and X Publication of one (1) Newsletter Project's website National and local media (JSI TV) Partners' websites and networks 1 journal paper and 8 conference papers Networking and match-making session Liaise with relevant EU projects (IN2CCAM, Orchestra, TANGENT, Althena)
<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, workshops (Table 11, <b>Error! Reference source not found.</b> ), Social Media posts on LinkedIn and X Publication of one (1) Newsletter National and local media (JSI TV) Partners' websites and networks 1 journal paper and 8 conference papers Personal accounts at Research gate Networking and match-making session (ECCOMAS 2023, Polis Conference 2023, RTR conference, UMD) Liaise with relevant EU projects (IN2CCAM, Orchestra, TANGENT, Althena)



Target audience	Motivation of engagement	Main outcomes (M1 - M17)
<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>	<p>Participation in project's events (stakeholders' workshop in WP1)</p> <p>National and international conferences, workshops (Table 11, <b>Error! Reference source not found.</b>), Social Media posts on LinkedIn and X</p> <p>Publication of one (1) Newsletter</p> <p>Project's website</p> <p>National and local media (JSI TV)</p> <p>Partners' websites and networks</p> <p>Networking and match-making session</p> <p>Liaise with relevant EU projects (IN2CCAM, Orchestra, TANGENT, Althena)</p>
<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>	<p>Special session organised at ITSC 2023 with the TANGENT project.</p> <p>Workshop led by Orchestra project and organised by and for the CONDUCTOR consortium.</p> <p>Active participation in the Althena workshop</p> <p>Successfully submitted SIS session at ITC 2024 with the IN2CCAM project.</p> <p>Cross-promotion and dissemination on LinkedIn and X with relevant projects (IN2CCAM, Orchestra, TANGENT).</p> <p>"Liaisons" section on the CONDUCTOR website.</p> <p>Promotion of the CONDUCTOR project on the websites of the liaison projects.</p> <p>Networking and match-making session</p>
<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>	<p>Social Media posts on LinkedIn and X</p> <p>Publication of one (1) Newsletter</p> <p>Project's website</p> <p>National and local media (JSI TV)</p> <p>Partner' websites and networks</p>

Table 2: Target audiences and main outcomes at M17.

## 4 COMMUNICATION ACTIVITIES

CONDUCTOR's communication will be tailored to the key messages conveying that the development and validation of innovative tools and models is essential to address various challenges in European society. These challenges include the strain on existing traffic infrastructure, increasing air pollution and growing congestion due to increasing urbanisation in Europe. The novel tools and models will be applied in three use cases considering the transportation of people and goods, and tested in different locations in Europe (Madrid, Athens, Almelo, Slovenia/Italy).

The key messages are tailored to specific target groups and emphasise multidisciplinary cooperation, stakeholder involvement and the adoption of new solutions. For the general public, end-users and stakeholders, the focus is on reducing congestion and pollution, while for the research and scientific community, the emphasis is placed on access to new methods and tools. The business community is interested in feasible business models and improved reliability in the delivery of goods or shared mobility services. Further information on the focus area and the messages of the communication activities can be found in D6.1.

Table 3 presents the planned communication activities scheduled during the project and their main outcomes at M17.

Name	Frequency	Target audience	Main Outcomes (M1 – M17)
CONDUCTOR logo	N/A	All audiences	The CONDUCTOR logo was designed at M1 and is used in all documents and publications of the project. The CONDUCTOR logo serves as a key visual representation of the project and is usually displayed on every website where the CONDUCTOR project is promoted (e.g. on the CONDUCTOR partners' websites and liaison projects' websites). It is usually displayed together with a short description of the CONDUCTOR project.
CONDUCTOR PowerPoint presentation	N/A	All audiences	A PowerPoint presentation with the most important information about the project and the use cases is available on the CONDUCTOR SharePoint and is used for project presentation at various events.
CONDUCTOR PowerPoint Template	N/A	All audiences	The template is available on the CONDUCTOR SharePoint and provides an harmonized visualization. The partners can use the template to present specific information at various events but also internal meetings.
CONDUCTOR Website	Frequent update	All audiences	The CONDUCTOR website ( <a href="https://conductor-project.eu/">https://conductor-project.eu/</a> ) is regularly updated with news and latest information about the project. For more information, see section 4.2.1.
Newsletters	Once per year	All audiences	Updates on project progress, participation in various events and event announcements. The 1 <sup>st</sup> issue of the Newsletter was published in October 2023. For more information, see section 4.2.2.
LinkedIn	Once per month	Research, Industry (including mobility service providers) and Stakeholders	The CONDUCTOR LinkedIn account has reached 238 followers at M17. We are posting more regularly than originally planned (usually once per week). For more information, see section 4.2.3.
Twitter (X)	Every two weeks	All audiences	The CONDUCTOR X account has reached 145 followers at M17. We are posting more regularly than originally planned (usually once per week). For more information, see section 4.2.3.

Name	Frequency	Target audience	Main Outcomes (M1 – M17)
CONDUCTOR Leaflet	N/A	All audiences	A leaflet is available for download on the project <a href="#">website</a> in various EU languages (i.e. EN, FR, EL, SL and ES) to promote the project at various local and EU/international events. For more information, see section 4.2.4.
CONDUCTOR poster/roll-up	N/A	All audiences	A poster and a roll-up are available on the project <a href="#">website</a> . They can be used to promote the project at various events. A poster template can also serve as a basis for creating new posters with updated content depending on the needs of specific events. For more information, see section 4.2.4.
Press Releases	Once per year	All audiences	National and local media (JSI TV) Article in Environmental, Social, Governance Journal, <a href="#">link</a> .
Publications	Approx. 3 per year	Researchers and Industry	8 publications in conference proceedings and 1 peer-reviewed journal paper were accepted. For more information, see section 5.2.
ResearchGate	Approx. 3 per year	Researchers and Industry	Open Access dissemination of project knowledge and outcomes, focusing on scientific publications and papers. Since the 31 March 2023, ResearchGate officially removed the Project feature, i.e., we implicitly use this channel via the personal accounts of researchers involved in the CONDUCTOR project to promote the project's publications.
CONDUCTOR Workshop	One workshop	Research, Industry and Stakeholders	One (1) stakeholder workshop was held to gather the requirements and knowledge from different stakeholders to develop 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	We started collaboration for mutual dissemination and knowledge exchange with four relevant projects. For more information, see section 7.

**Table 3: Communication activities plan and the main outcomes at M17**

A number of other communication activities have been conducted by the CONDUCTOR partners and listed in Table 4. These activities include efforts that go beyond the planned activities carried out through CONDUCTOR's official communication channels.

Partners	Type of activity	Details of communication activity	Location	Target audience	Date
INTRA	Project Promotion	Article - Project Promotion in CINEA Brochure on CCAM	<a href="https://cinea.ec.europa.eu/publications/towards-cooperative-connected-and-automated-mobility_en">https://cinea.ec.europa.eu/publications/towards-cooperative-connected-and-automated-mobility_en</a>	Industry, Research Community, Stakeholders	13/01/2023
JSI	TV Campaign, Project Promotion	Project promotion at JSI TV	Slovenia	JSI employee	22/02/2023

JSI	Website, Project Promotion	Project promotion at JSI website (news)	Online	General public	22/02/2023
NOMMON, UDeusto, AIMSUN	Project Promotion	Workshop with stakeholders from Spain.  Presentation of the project and the Madrid UCs to the stakeholders involved.	Spain	Local authorities, service providers, logistic operators, industry	03/03/2023
OASA	Website, Project Promotion	Project promotion at OASA website under Research & Development	Online	General Public (Passenger of the Athens Public Transport System)	07/09/2023
INTRA, JSI	Interview	Survey conducted by the CCAM Partnership initiative.	<a href="https://ec.europa.eu/eusurvey/runner/CCAM_KPI_Questionnaire#page1">https://ec.europa.eu/eusurvey/runner/CCAM_KPI_Questionnaire#page1</a>		22/11/2023
GoOpti	Interview, Project Promotion	Presentation of the project to policy makers at the Slovenian Ministry of Environment, Climate and Energy	Slovenia	Policy Makers	22/11/2023 – 23/11/2023
GoOpti	Interview, Project Promotion	Interview - A green conversation with founders of GoOpti, about their contribution to reducing the number of vehicles on Slovenian roads, reducing transport emissions and innovations in the field of co-driving.	Slovenia	General Public, Industry	30/01/2024

**Table 4 Other related communication activities.**

## 4.1 Acknowledgement and project identity

In order to fulfil the EU's obligations under Article 17.2 of the Grant Agreement, all communication activities of the CONDUCTOR project clearly display the emblem of the European Union, include the indicated funding statement and comply with Horizon Europe's open access requirements for publications. The funding statement and the flag can be found in D6.1.

The CONDUCTOR logo shows three arrows representing route options, where green stands for congestion-free, environmentally friendly driving and blue for the reliability of advanced traffic management solutions. Variations are available for different uses and can be accessed by project partners via our internal Share Point repository. For more details about the logo, see D6.1.



**Figure 1 The CONDUCTOR logo.**

CONDUCTOR's graphic charter and templates ensure visual consistency and identity in all project communication. They contain rules for the use of logo, fonts, colours and graphic elements and help the partners to ensure a uniform appearance. Templates for official deliverables, meeting minutes, working documents and PowerPoint presentations are provided for both internal and external use and are accessible via the CONDUCTOR SharePoint.

## 4.2 Statistics of Communication Channels

Since the start of the project, general information about CONDUCTOR project and its results have been disseminated through various channels to all target groups. The following subsections provide statistics for each of these communication channels.

### 4.2.1 Website

The CONDUCTOR project website serves as an important public communication and dissemination tool to disseminate the vision, mission, objectives and results of the project to all target audiences. The website, which is accessible at <https://conductor-project.eu>, enables CONDUCTOR to:

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

The website contains basic information about the project, the consortium but also the use cases (see Figure 2) and informs the audience about the latest news and activities. The CONDUCTOR website also acts as a repository for (public) deliverables and publications, see Figure 3 and Figure 4, respectively.



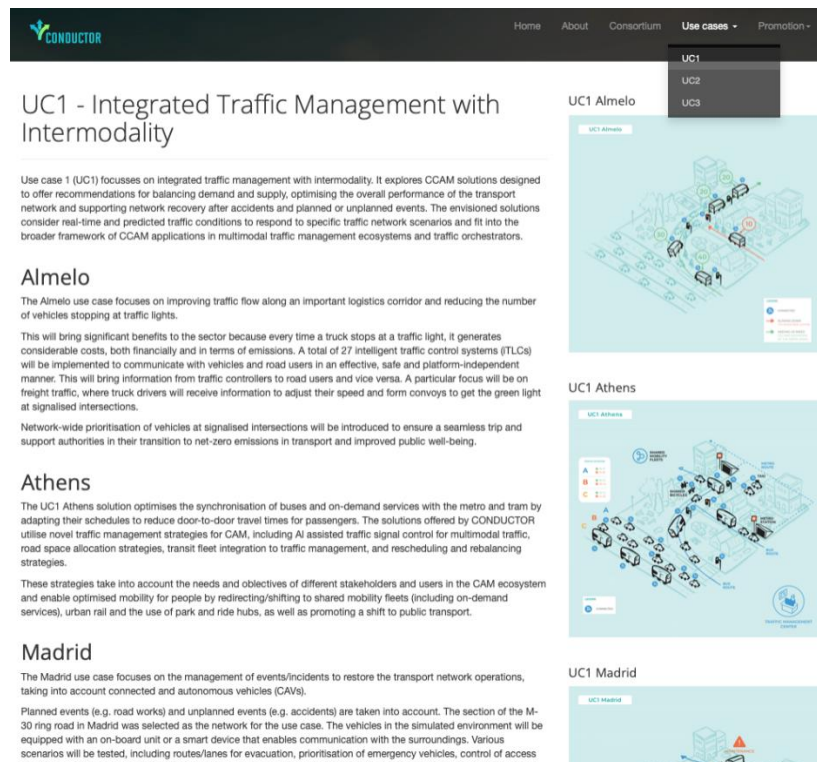


Figure 2 Presentation of the CONDUCTOR use cases on the website.

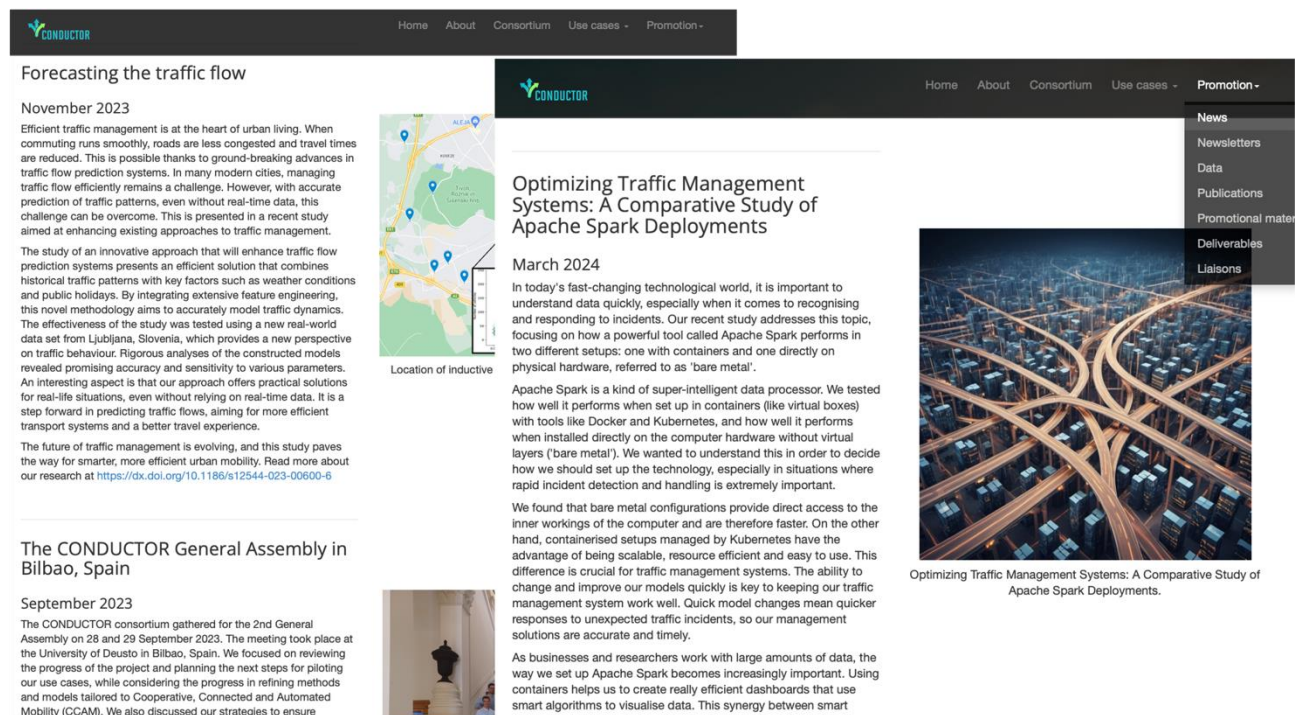
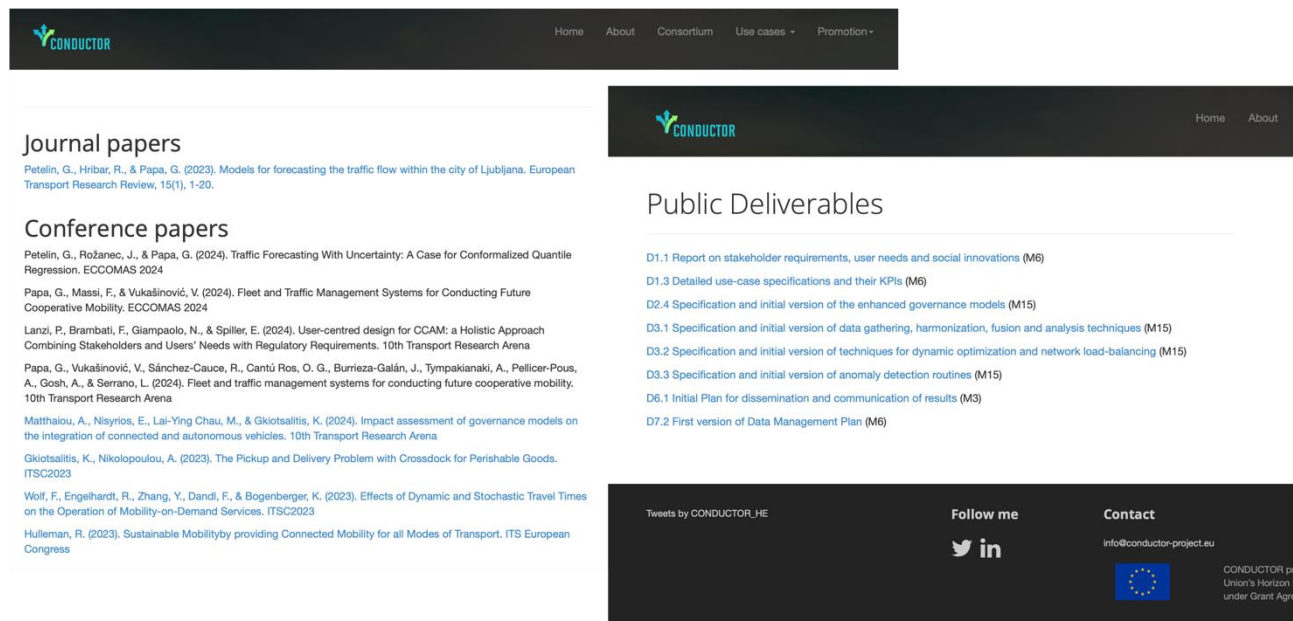
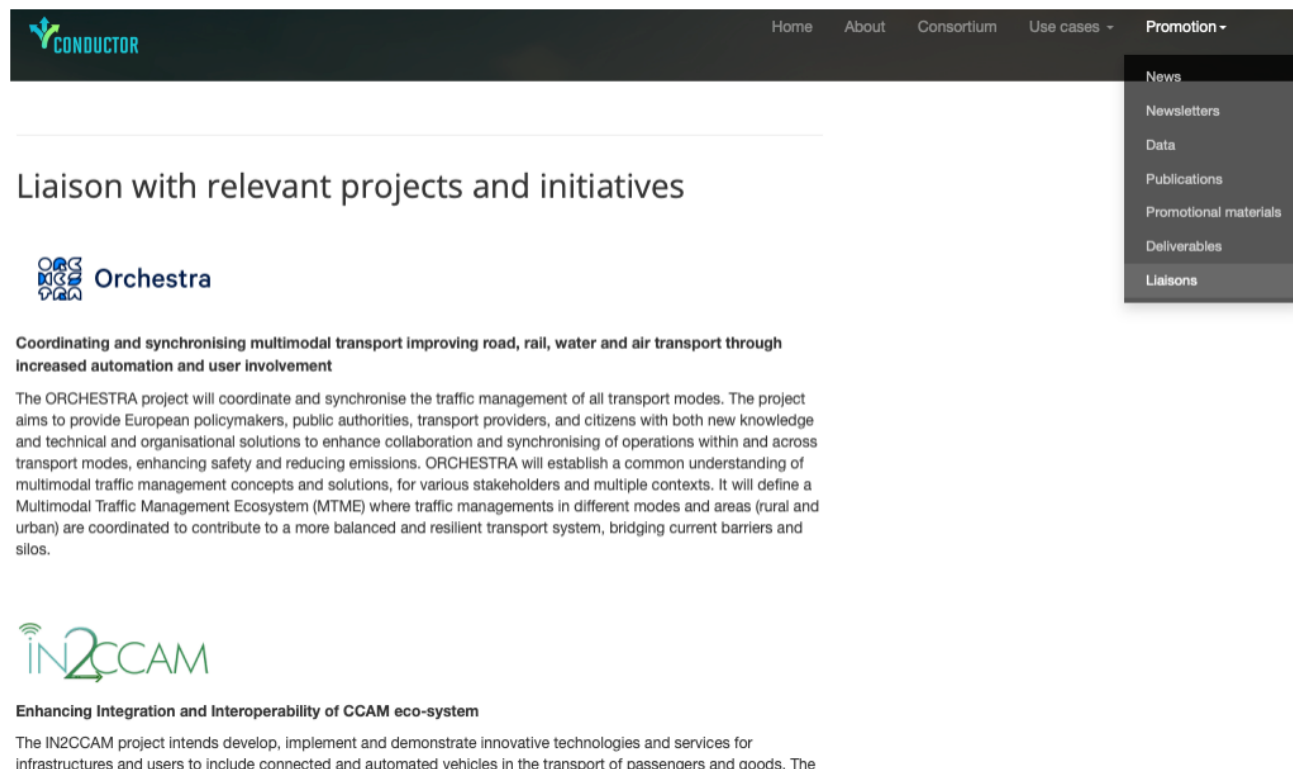


Figure 3 News section on the CONDUCTOR website.



**Figure 4 Deliverables and Publications sections on the CONDUCTOR website.**

Amongst other sections, the CONDUCTOR website features a special page dedicated to on-going cooperations with relevant EU-funded projects by publishing basic statements about these projects alongside the logos, see Figure 5.



**Figure 5 Liaisons section on the CONDUCTOR website.**

All project partners used their own websites and social media to promote the CONDUCTOR project while most of the partners have published information about the project on their websites, providing basic information about the project and its goals, see **Error! Reference source not found.**

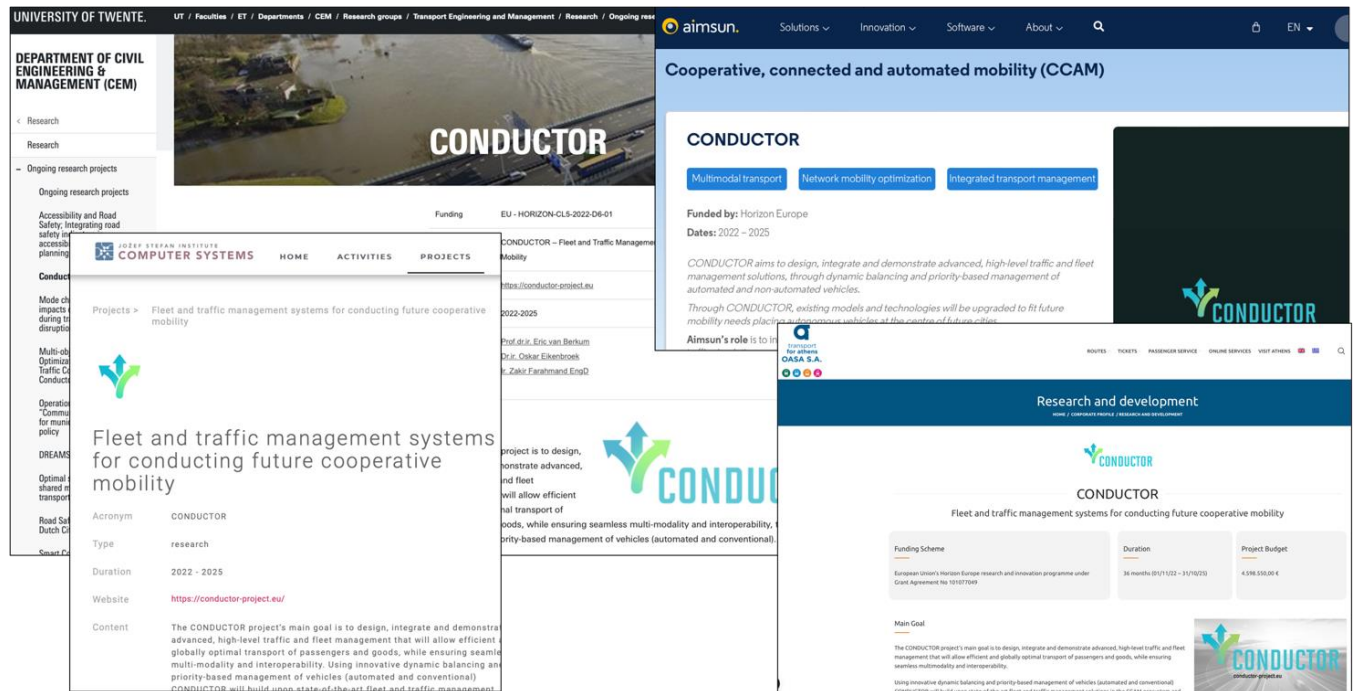


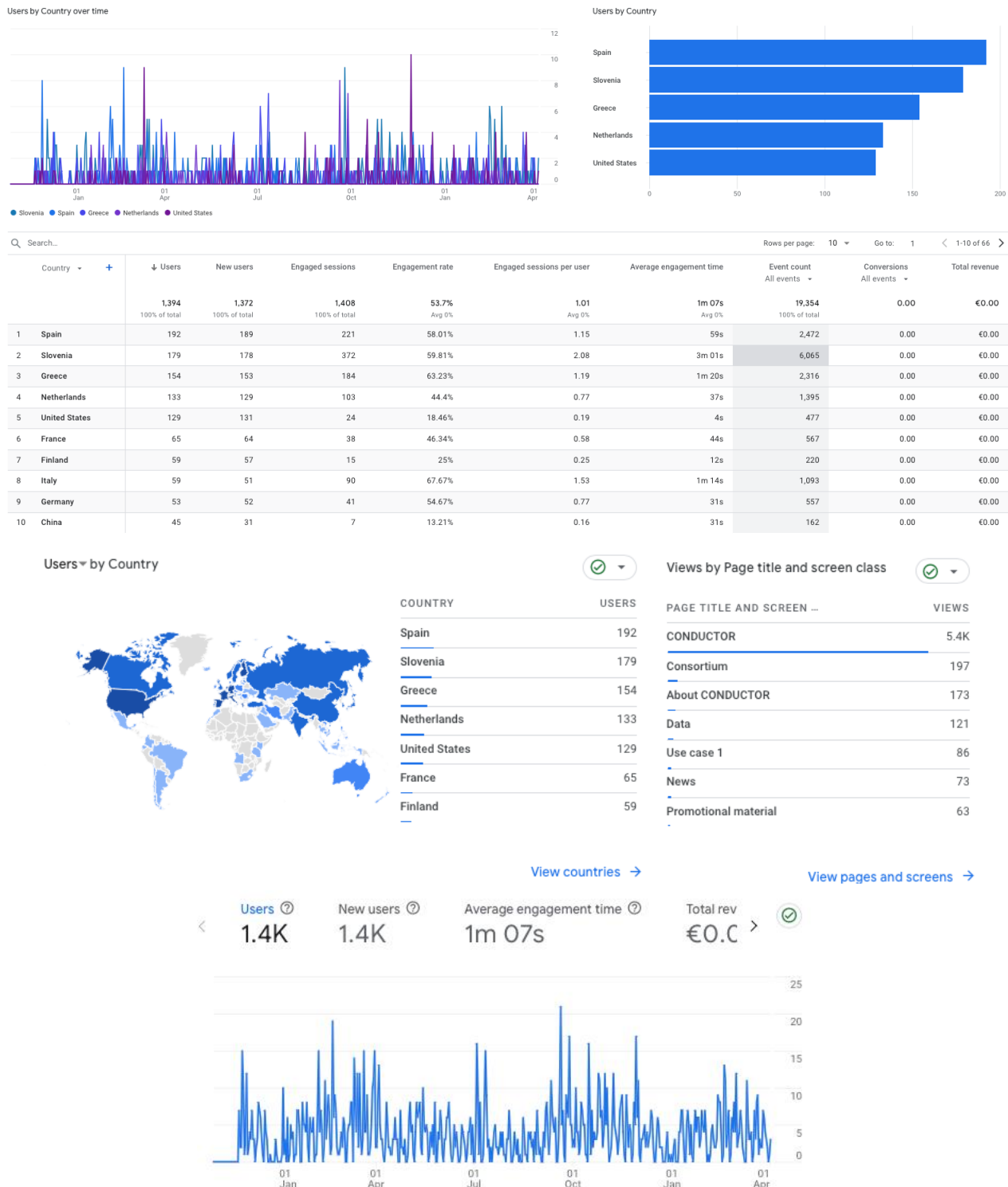
Figure 6 Promotion of the CONDUCTOR project on the partners' websites.

#### 4.2.1.1 Statistics from Google Analytics

The CONDUCTOR website has reached 1372 unique visitors, which is 46% of the targeted Key Performance Indicator (KPI) for this metric. Spain, Slovenia, Greece and the Netherlands are the countries with the highest number of unique users, which is consistent with the presence of CONDUCTOR partners in these countries and the targeting promotion we conducted (e.g. Leaflet translated in different EU languages).

The most frequently visited pages on the website include Home, About, Data, Use Case 1 and News. The analysis of the users traffic, as depicted in the Figure 7, shows a steady influx of users throughout the duration of the project, with a greater traffic of new users during certain periods which coincide with increased efforts to promote the CONDUCTOR project and website, such as promoting the project at conferences and events organised by CONDUCTOR partners and through social media campaigns. Further insights and detailed statistics can be found in Figure 7.





**Figure 7 Website statistics collected from Google Analytics.**

Moreover, the CONDUCTOR website has reached 310 inbound links according to Google Analytics Session Source / Medium, which represents 310% of the targeted KPI (100 inbound links), see Figure 8.

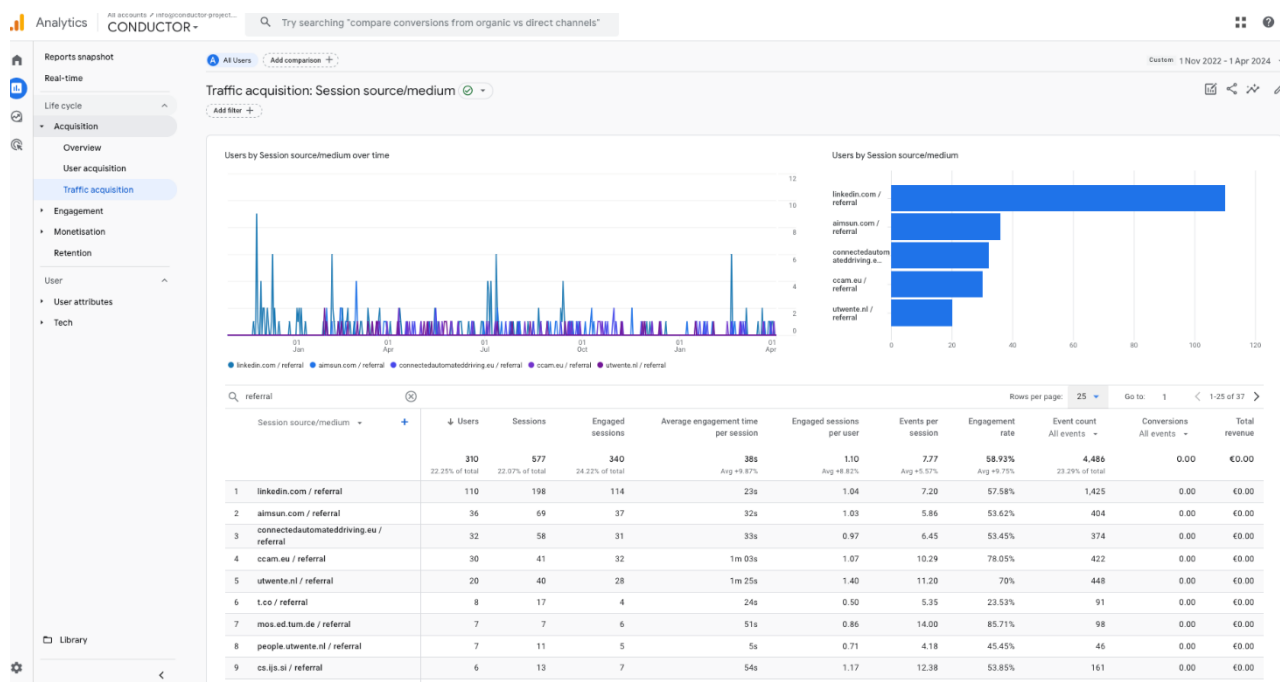


Figure 8 Analysis of CONDUCTOR's inbound links to the website.

## 4.2.2 Newsletter

With the CONDUCTOR newsletters we aim to inform the readers about the project progress, the planned events, the scientific publications, the results and achievements, and other relevant information. The newsletter is available in PDF format so it can be used interactively with links to the project website, events and social media for further information. The newsletters are available in the dedicated section [Newsletters](#) of the CONDUCTOR website.

The project plans to publish one newsletter per year with additional issues at key milestones. The newsletters are promoted via the project's social media as well as via the partners' contact networks. The first newsletter was published on 31 October 2023 while the second is planned early May 2024.

The first newsletter was very well received by the audience and has reached 392 hits from 232 visitors according to the website log statistics created with the WebLog Expert software. In addition, the LinkedIn post about the first newsletter received 788 organic impressions.

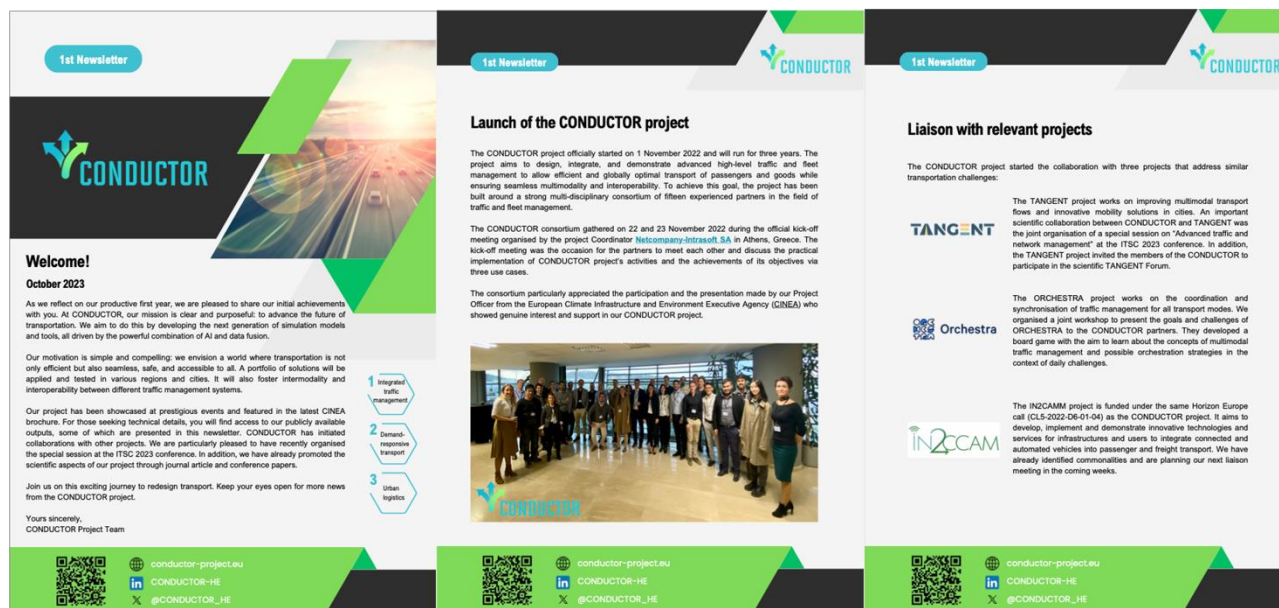


Figure 9 Images of the 1<sup>st</sup> issue of the CONDUCTOR Newsletter.

### 4.2.3 Social media

The CONDUCTOR project created accounts on key social media platforms, namely, [X \(@CONDUCTOR\\_HE\)](#), [LinkedIn \(CONDUCTOR HE\)](#) and [ResearchGate \(CONDUCTOR\)](#). The aim of the social media accounts is to communicate the project updates, progress and results, foster two-way engagement with stakeholders and generate societal impact of the project.

Regular posts on new publications, newsletters and events are designed to reach a wide audience and gather feedback. This is achieved by tracking metrics such as the number of likes, reposts, organic impressions and replies to posts. A minimum frequency of posting has been set for LinkedIn and X to ensure consistent visibility, with partners adhering to a rotation schedule for communication activities. Detailed guidelines and templates have been developed to optimise partners' contributions to social media content. To ensure equal participation in communication and promotion activities, a social media rotation plan was created and is accessible for the partners on the CONDUCTOR SharePoint server in the CONDUCTOR\_Plan&Track tool (Excel file). A guide entitled Social Media Posts Template (Word format) was also created to facilitate the collection of posts from partners.

The social media rotation assigns different partners the task of regularly providing content for CONDUCTOR's LinkedIn and X platforms. In the Plan&Track Excel spreadsheet, partners can monitor the content provided, the pending posts and the overall status, which is managed by the Dissemination Manager. Similarly, all partners are encouraged to contribute to the publication of News articles on the project website, with contributions monitored to ensure full participation.

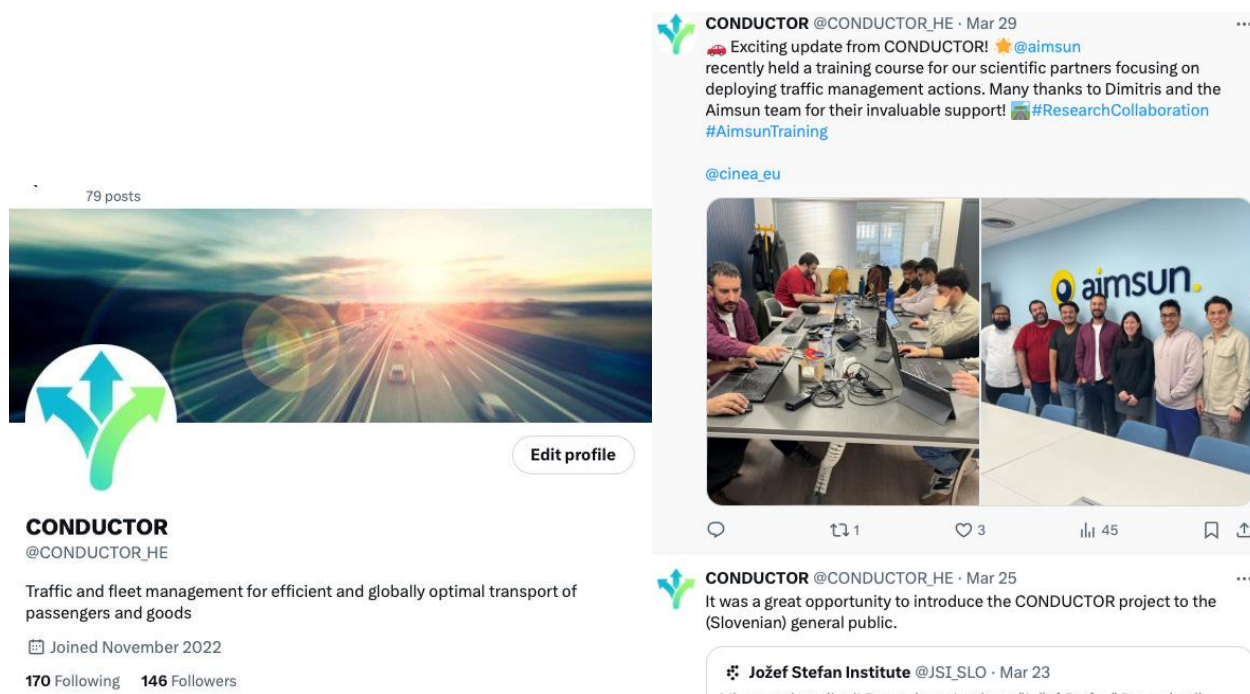
#### Twitter / X account

By the end of M17, we have reached a total number of 145 followers on our CONDUCTOR X account, which represent 36% of our target KPI for this metric (i.e. 400 followers). After the official launch of the X account, we conducted two rounds of promotion and relied on the frequency and quality of our posts to increase the overall number followers. Nevertheless, we did not reach our expectation for this KPI and we will continue our effort to increase the number of followers. This deviation can be mostly explained by the transition from Twitter to X and all the inherent issues and questions raised by the users such as paying subscription, fake accounts, change of CEO, change of name, etc.

However, we have gained important followers such as CAD, CCAM, CINEA, Smart Cities Connect, IoT Automotive News, etc. We are actively adapting our strategies, mainly by increasing the number of accounts we follow, to overcome these challenges and achieve our project KPIs. Detailed X statistics can be found in Table 5. During the period, we published a total of 78 posts on X social media and our publications have been reposted 52 times which prove that we delivered good quality posts with high interest from our followers. The detailed statistics in Table 5 are based solely on the 61 original CONDUCTOR posts.

Followers	Posts	Reposts	Likes	Views	Impressions	Engagements
145	78	52	199	5,091	5,782	701

**Table 5 Statistics of the CONDUCTOR account on X social media at M17.**



**Figure 10 Two screenshots of the X account.**

### **LinkedIn account**

Similarly to our X account, we started with a wide launch campaign to get a critical mass of followers and attract the interest of relevant audiences, including H2020 and HE projects that will become adopters of our solution. Our strategy was to publish on regular basis (e.g. weekly posts) and asked all the partners to contribute by creating a social media rotation plan. Our CONDUCTOR LinkedIn account has reached a total number of 238 followers by the end of M17, which corresponds to 79% of our target KPI (e.g. 300 followers). The detailed statistics are presented in the following Table 6 and Table 7.

Followers	Page views	Unique visitors	Reactions
238	1,378	543	944

**Table 6 CONDUCTOR LinkedIn statistics for the last 17 months.**

Posts	Reposts	Likes	Clicks	Impressions
46	31	627	1,298	18,377

**Table 7 CONDUCTOR LinkedIn statistics for the last 12 months.**

We will continue to implement proactive strategies to improve our LinkedIn presence with the goal of not only maintaining but also growing our current follower base. We will focus on engaging with our audience through compelling content, encouraging meaningful posting interactions and showcasing the added value of our project. By continuously providing valuable insights, updates and relevant information, we aim to attract more followers who share our interest in the advancement of transportation management and analytics.

#### **ResearchGate account**

Since the creation of our CONDUCTOR ResearchGate account, ResearchGate has changed its policy and discontinued projects as of 31 March 2023 (<https://www.researchgate.net/researchgate-updates/retiring-projects>). Therefore, we are now implicitly using this social media platform to promote CONDUCTOR research through the accounts of the researchers involved in the project.

#### **4.2.4 Leaflets and posters**

Leaflets, posters and roll-up banners are currently being used to promote and present the project to increase visibility and ensure consistent communication. Since preparing a leaflet in different languages ensures inclusion and accessibility and allows us to effectively reach different target groups in the European Union, the leaflet have been translated into Spanish, Greek, French and Slovenian. By providing information in multiple languages, we adapt to the language preferences of the participants in different events, improving their understanding of the objectives, activities, and outcomes of our project. This approach demonstrates our commitment to broader participation and ensures that all third-parties, regardless of their language proficiency, have access to the relevant project materials and information.

By the end of M17, we have printed 500 leaflets in different languages and circulated them to the CONDUCTOR partners. The leaflets were then distributed at various events related to the CONDUCTOR project such as ITSC, Urban Mobility Days, TRA, etc. The roll-up banners are mainly used in printed form while all materials are accessible to project partners via our CONDUCTOR SharePoint and to all third-parties via the CONDUCTOR website.





Figure 11 Image of the project roll up (left) and the English version of the leaflet (right).



Figure 12 CONDUCTOR leaflets distributed at the Urban Mobility Days 2023 in Seville, Spain.

## 5 DISSEMINATION ACTIVITIES

In this section, we address the comprehensive scope of our dissemination activities, which are strategically designed to increase the impact of our research findings to the public. To maximise the reach and relevance of our project results, our dissemination activities are carefully tailored to appeal to a wide range of stakeholders. Our target audience comprises a broad spectrum of potential users of our project results, including the scientific community, industrial actors, policy makers and civil society. With this approach, we aim to stimulate dialogue, share knowledge, and inspire action by all those who can benefit from our research efforts.

Over the last 17 months of project, the CONDUCTOR partners contributed to the dissemination of the results and the promotion of the project by participating to several relevant scientific and technical events at international, national and local levels. The CONDUCTOR partners have attended and/or organised several seminars, conferences, workshops, and fairs. The comprehensive list of participation to events is detailed in Table 8 and includes a total of 53 individual participations in various dissemination events.

Partners	Description of contribution	Event / Details of dissemination activity	Location	Target audience	Date
JSI, NTUA, DeepBlue, INTRA	oral communication	ITS European Congress Webinar 1	online	Research Community	26/01/2023
NOMMON	oral communication	Spanish ITS Congress 2023	Seville, Spain	Industry	29/03/2023
INTRA, BAX, DeepBlue	Stand	EUCAD 2023 conference	Brussels, Belgium	Research Community, Industry, Road Authorities	03/05/2023
Almelo	paper presentation	ITS European Congress	Lisbon, Portugal	Research Community	22/05/2023
OASA	oral communication at OASA/ Growthfund Stand	87th Thessaloniki International Fair (TIF)	Thessaloniki, Greece	Industry	09/09/23-17/09/23
NTUA, JSI, UDeusto	project presentation	ITSC 2023	Bilbao, Spain	Research Community	24/09/2023
NOMMON	oral communication	POLIS Conference 2023	Leuven, Belgium	Policy Makers	29/11/2023
JSI, FRONTIER, UDeusto, BAX, AIMSUN, DeepBlue, NTUA	paper presentation and poster presentation	10th Transport Research Arena 2024	Dublin, Ireland	Research Community, Industry, Policy Makers	15/04/2024 - 18/04/2024

Partners	Description of contribution	Event / Details of dissemination activity	Location	Target audience	Date
Ridango	oral communication	UITP Global Public Transport Summit	Barcelona, Spain	Industry	04/06/2023-07/06/2023
NTUA	poster presentation	TRB 2024	Washington DC, US	Research Community	06/01/2024 - 11/01/2024
INTRA	oral communication	RTR Conference	Brussels, Belgium	Policy Makers	05/2/2024 - 07/02/2024
FRONTIER	oral communication	Urban Mobility Days 2023	Seville, Spain	Policy Makers, Local Authorities, Research Community, Industry, NGOs, etc.	04/10/2023 - 06/10/2023
UTwente	project presentation	Trail Congress 2023	Utrecht, Netherlands	Research Community	31/10/2023
NTUA, JSI	project presentation	Althena project internal workshop	online	Research Community	16/11/2023
GoOpti	oral communication	8th Slovenian National Conference on Integrated Transport Planning	Laško, Slovenia	Local Authorities	20/03/2024
GoOpti	oral communication, flyer presentation	ITB 2024	Berlin, Germany	Industry	05/03/2024 - 07/03/2024
GoOpti	oral communication, flyer presentation	2. public consultation on the project An integrated approach to development along transport corridors and nodes	Ljubljana, Slovenia	Policy Makers, Local Authorities, Research Community, NGOs, Industry, etc.	07/02/2024
INTRA	project presentation	4Front cluster meeting	Brussels, Belgium	Research Community	08/02/2024
JSI	project presentation	Jožef Stefan days	Ljubljana, Slovenia	General Public	23/03/2024
GoOpti	oral communication	How to alleviate transport poverty in Slovenia	Ljubljana, Slovenia	Policy Makers, NGOs, Bussiness, Local Authorities	05/12/2023



Partners	Description of contribution	Event / Details of dissemination activity	Location	Target audience	Date
AIMSUN	Project presentation	ETH, Zurich. Introduction to the CONDUCTOR project, focusing on the simulation of CAVs and presentation of the use cases	Zurich, Switzerland	Research Community (students)	30/11/2023
JSI	project presentation	EUCAD Symposium 2024	Dublin, Ireland	Research Community, Industry, Local Authorities	18/04/2024 - 19/04/2024
DeepBlue	oral communication	Inidoneità alla guida per gli autisti professionisti: cause e contromisure	Rome, Italy	Research Community	20/02/2024
INTRA, JSI, Ridango, GoOpti, AIMSUN, FRONTIER, UTwente, UDeusto, TUM, NTUA, NOMMON	oral communication	ORCHESTRA Workshop	Bilbao, Spain	ORCHESTRA Consortium	29/09/2023
AIMSUN, UTwente, NTUA, TUM, UDeusto	oral communication	Workshop on Aimsun API	Barcelona, Spain	CONDUCTOR Consortium	22/02/2024 – 23/02/2024

**Table 8 CONDUCTOR participation in dissemination events**

Participation in the events ensures the involvement of relevant stakeholders, as such events aim to raise awareness among key stakeholders and facilitate the exchange of knowledge, thus increasing the impact of the project. More relevant and visible events have been carefully selected to cover the area of traffic and fleet management and are listed separately to highlight our involvement in these key events.

Name	Frequency	Target audience	Partners attending
UITP Global Public Transport Summit	Biennial	Transport IT professionals	1
ITS Spain Congress	Annual	Companies and scientific community	1
TRB – Transportation Research Board Annual Meeting	Annual	Scientific, industrial (including transport authorities, policy-makers, and operators)	1

Name	Frequency	Target audience	Partners attending
TRA – Transport Research Arena Conference	Biennial	Companies and scientific community of all transport sectors, authorities	7
ITS European Congress Webinar 1	Annual	Research community	4
ITS European Congress by ERTICO	Annual	Companies and scientific community	1
European Conference on Connected and Automated Driving	Biennial	Scientific, Industrial, including road Authorities, Policy-makers and Operators	3
RTR Conference	Annual	Industry	3
Polis Conference	Annual	Policy-makers	1
Urban Mobility Days	Annual	Policy-makers, representatives from the European Commission, local authorities, scientific, industry, urban transport practitioners	1
Trail Congress 2023	Annual	Research Community	1
Inidoneità alla guida per gli autisti professionisti: cause e contromisure	/	Research community	1

**Table 9 List of selected events highly relevant to the field of traffic and fleet management.**



**Figure 13 Partners presenting the CONDUCTOR results at different dissemination events.**

## 5.1 Events organised by CONDUCTOR

### *The "Stakeholders' inputs and use cases" workshop*

Our partner DeepBlue organised the workshop on 22 March 2023 in Rome during the second day of the project General Assembly meeting. The aim of the "Stakeholders' inputs and use cases" workshop was to discuss the collected needs and requirements and to translate them into associated performance indicators to be allocated to the CONDUCTOR use cases.

The data collected during the workshop allowed a realistic reading of the results of the top-down and bottom-up analysis as presented in [D1.1 Report on stakeholders' requirements, user needs and social innovations](#). The users' journey maps enabled a better contextualisation of user and stakeholder needs and requirements, including categories of actors that were previously not clearly identifiable.

Furthermore, the mapping of these needs to the respective social and regulatory priorities led to assessment of the general principles and requirements and highlighted the key compliance issues for a better adoption of CCAM in CONDUCTOR.



**Figure 14 Exploring the user journey in the Use Case 1 Madrid pilot during the "Stakeholders' inputs and use cases" workshop.**

### ***The "System Architecture and Data Sources" workshop***

A second workshop was organised by INTRA on 22 March 2023 in Rome to provide insights on the architecture components, their interactions and the data specificities for each use case. First, INTRA introduced the concept of the CONDUCTOR system and gave a general overview of the initially identified components, consisting of the models, tools and services provided by the consortium partners. The components were then mapped to the various functionality frameworks that will constitute the overall CONDUCTOR architecture. The mapping of the components to the different work packages and tasks was also discussed in order to gain a better understanding of the upcoming development activities. The discussion then focussed on the interactions between the different components. To this end, INTRA presented the component diagrams for the different Use Cases and pilots showing the interactions between the components, and the involved partners commented on the role of their component and the intended functionality. Next, FRONTIER introduced the initial design of the Data Space to be developed and described the various technologies it will include. Finally, JSI carried out a thorough presentation of the data sources landscape where the available data were grouped per pilot site. During this session, the involved partners provided further details regarding the required data and the respective access policies needed to achieve the use case objectives.



**Figure 15** Picture of the "System Architecture and Data Sources" workshop.

### ***ITSC Special session "Advanced Traffic and Network Management"***

We co-organised (together with the TANGENT project) a special session entitled "Advanced Traffic and Network Management" on 25 September 2023 during the 26th IEEE International Conference on Intelligent Transportation Systems (ITSC 2023) taking place on the 24-28 September 2023 in Bilbao, Spain.

The objective of the special session was aligned with the emergence of novel information and communication technologies and computer-based tools to create new opportunities to reconsider existing transportation problems and propose innovative solutions to tackle the challenges. From a traffic and network management perspective, this special session focused on presenting operational concepts for an efficient, resilient and adaptable multimodal network and traffic management systems that use innovative techniques for data collection and fusion and take advantage of state-of-the-art technologies (e.g., artificial intelligence, high-performance computing). More specifically, the following papers were presented:

- Integrated Signal and Bus Lane Control: An Intersection-Level Approach by Emmanouil Kampitakis, Konstantinos Katzilieris and Eleni Vlahogianni.
- A Taxonomy of Signal Vehicle Coupled Control from a Mathematical Programming Perspective by Arka Ghosh, Juan Angarita-Zapata, Antonio David Masegosa and Ander Arriandiaga.
- AI Assisted Dynamic Bus Lane Control in Connected Urban Environments: The Case of Intermittent Dynamic Bus Lanes by Konstantinos Katzilieris, Emmanouil Kampitakis and Eleni Vlahogianni.
- The Pickup and Delivery Problem with Crossdock for Perishable Goods by Konstantinos Gkiotsalitis and Nikolopoulou Amalia.





Figure 16 Special session on "Advanced traffic and network management" at ITSC 2023.

### **CONDUCTOR – ORCHESTRA workshop**

During our 2<sup>nd</sup> General Assembly meeting on 29 September 2023, we co-organised a CONDUCTOR - ORCHESTRA workshop on “Multimodal Traffic Management (MTM) and the strategies developed by the ORCHESTRA project”. Following the theoretical presentations, the CONDUCTOR partners took part in an interactive board game developed by ORCHESTRA, where they were able to put the concepts into practise. This workshop was the occasion for the CONDUCTOR project to reconsider a possible integration of the MTM concept into our planned activities.



Figure 17 Image of the ORCHESTRA workshop – board game session.

## 5.2 Scientific publications

Innovative research results are published in leading international journals by CONDUCTOR partners who have recognised expertise in the academic field. This expertise plays a significant role in the effective dissemination of the scientific results of the CONDUCTOR project.

The CONDUCTOR project and its results are presented at various events and published in high-impact international research journals. The detailed plan foresees an average of at least 3 scientific publications in high-ranking journals and at high-ranking conferences per year, taking into account that most publications will appear in the second half of the project. In the first 17 months of the project, we have already exceeded the established plan, as 8 conference papers and 1 journal paper have been accepted. The list of accepted conference and journal papers is provided in Table 10.

Type	Details
Journal	Petelin, G., Hribar, R., & Papa, G. (2023). Models for forecasting the traffic flow within the city of Ljubljana. <i>European Transport Research Review</i> , 15(1), 1-20.
Conference	Petelin, G., Rožanec, J., & Papa, G. (2024). Traffic Forecasting With Uncertainty: A Case for Conformalized Quantile Regression. <i>ECCOMAS 2024</i>
Conference	Papa, G., Massi, F., & Vukašinović, V. (2024). Fleet and Traffic Management Systems for Conducting Future Cooperative Mobility. <i>ECCOMAS 2024</i>
Conference	Lanzi, P., Brambati, F., Giampaolo, N., & Spiller, E. (2024). User-centred design for CCAM: a Holistic Approach Combining Stakeholders and Users' Needs with Regulatory Requirements. <i>10th Transport Research Arena</i>
Conference	Papa, G., Vukašinović, V., Sánchez-Cauce, R., Cantú Ros, O. G., Burrieza-Galán, J., Tympakianaki, A., Pellicer-Pous, A., Gosh, A., & Serrano, L. (2024). Fleet and traffic management systems for conducting future cooperative mobility. <i>10th Transport Research Arena</i>
Conference	Matthaiou, A., Nisyrlos, E., Lai-Ying Chau, M., & Gkiotsalitis, K. (2024). Impact assessment of governance models on the integration of connected and autonomous vehicles. <i>10th Transport Research Arena</i>
Conference	Gkiotsalitis, K., Nikolopoulou, A. (2023). The Pickup and Delivery Problem with Crossdock for Perishable Goods. <i>ITSC2023</i>
Conference	Wolf, F., Engelhardt, R., Zhang, Y., Dandl, F., & Bogenberger, K. (2023). Effects of Dynamic and Stochastic Travel Times on the Operation of Mobility-on-Demand Services. <i>ITSC2023</i>
Conference	Hulleman, R. (2023). Sustainable Mobility by providing Connected Mobility for all Modes of Transport. <i>ITS European Congress</i>

**Table 10 List of accepted papers within scientific journals and conferences.**

The journal paper was published in the European Transport Research under the following [DOI 10.1186/s12544-023-00600-6](https://doi.org/10.1186/s12544-023-00600-6).

Original Paper | [Open access](#) | Published: 07 September 2023

## Models for forecasting the traffic flow within the city of Ljubljana

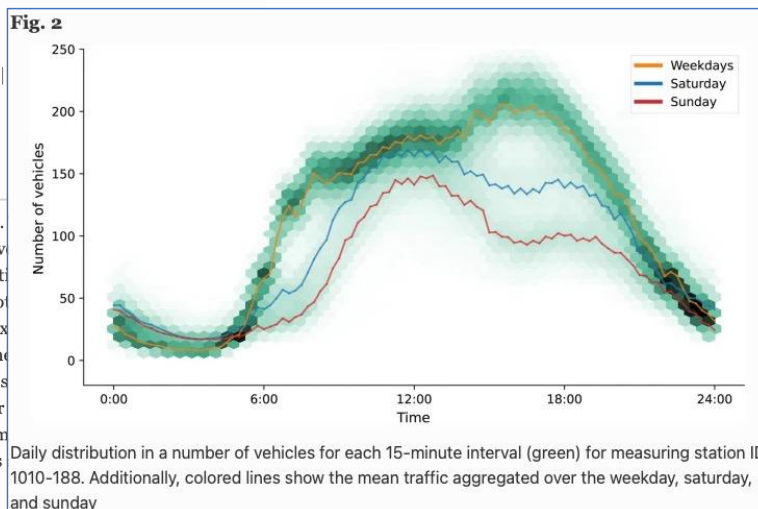
Gašper Petelin , Rok Hribar & Gregor Papa

*European Transport Research Review* 15, Article number: 30 (2023) |

1407 Accesses | 1 Citations | 2 Altmetric | [Metrics](#)

### Abstract

Efficient traffic management is essential in modern urban areas. intelligent traffic flow prediction systems can help to reduce travel capacity utilization. However, accurately modeling complex spatial patterns is a difficult task, especially when real-time data collection is not available. We tackle this challenge by proposing a solution that incorporates external data. The proposed approach is assessed using a new real-world data set in Ljubljana, Slovenia. The constructed models are evaluated for hyperparameter sensitivity, providing insights into their performance. For real-world scenarios, the proposed approach offers traffic flow prediction without relying on real-time data.



**Figure 18 Journal paper published in the European Transport Research.**

Apart from publications in peer-reviewed journals, CONDUCTOR partners also contributed to the publication of scientific papers in conference proceedings, book chapters and/or PhD thesis. The Table 11 lists the targeted conferences, where at least one CONDUCTOR paper or poster has been accepted.

Name	Frequency	N°
ECCOMAS - European Congress on Computational Methods in Applied Sciences and Engineering	Biennial	2
IEEE Intelligent Transportation Systems Conference	Annual	2
Transport Research Arena (TRA)	Biennial	3
ITS European Congress	Annual	1

**Table 11 List of scientific conferences, where at least one CONDUCTOR paper or poster was accepted.**

## 5.3 Open access

The principles of open science are intrinsically integrated into the CONDUCTOR project. All scientific results are available via open access, with publications and important project results being deposited in trustworthy repositories immediately after publication. In addition, all CONDUCTOR newsletters, publications and other dissemination materials are freely available via our project [website](#).

We adhere to the open access rule for publications, with our papers currently stored in ArXiv or in national open repositories. In our field, we are facing mostly IEEE conferences and journals, where IEEE offers three open access options, including fully open access under the Creative Commons Attribution licence (CC BY). When storing project data, we adhere to the principle of "as open as possible, as closed as necessary". However, as most of the CONDUCTOR components are under development, CONDUCTOR data is not yet available. If access to certain research data needs to be restricted, this will be indicated in the data management plan (DMP).

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

## 5.4 Other dissemination activities

Other dissemination activities mostly include dissemination through non-scientific channels. To this regard public engagement ensures wider dissemination of the project's activities and results in a simple, yet comprehensive manner. This is done mainly through the project website, newsletters, social media (X and LinkedIn), mass media (news and magazines) and events dedicated to the general public (e.g. Open Days and "Nights of Science"). The list of trade press events attended by the CONDUCTOR partners is presented in the Table 12 below:

Name	Target audience	Description of contribution	Partner
Thessaloniki International Fair (TIF)	Industry	oral communication at OASA/ Growthfund Stand	OASA
8th Slovenian National Conference on Integrated Transport Planning	Policy makers, local authorities, academics, NGOs, industry, urban transport practitioners and more	oral communication at OASA/ Growthfund Stand	GoOpti
ITB 2024	Industry	oral communication, flyer presentation	GoOpti
2. public consultation on the project An integrated approach to development along transport corridors and nodes	Policy makers, local authorities, academics, NGOs, industry, urban transport practitioners and more	oral communication, flyer presentation	GoOpti
How to alleviate transport poverty in Slovenia	Policy makers, NGOs, business, local authorities, ministries	oral communication	GoOpti

**Table 12 Trade Press events attended by CONDUCTOR members.**



## 6 MONITORING AND KEY PERFORMANCE INDICATORS

### 6.1 Internal monitoring tool

In order to monitor the communication, promotion and dissemination activities of the project, the CONDUCTOR team has developed a shared monitoring Excel document called "CONDUCTOR Plan&Track". With this tool, partners are requested to track their planned and performed activities while measuring their impact in line with the Communication and Dissemination strategy. The document is available on the project's SharePoint server and includes sections for contacts, events, publications, social media rotation, news article rotation, other dissemination activities, synergies with external initiatives and key performance indicators (KPIs). This living document serves as the main reporting file for the consortium, facilitating collaboration and ensuring effective communication strategies. More information on its detailed structure is explained in D6.1.

### 6.2 List of targeted activities and their current status

Promotion of results is of great importance for the success of the CONDUCTOR project. The Table 13 below presents status of activities up to M17.

Name	Frequency	Target audience	Description	Status at M17
Scientific publications	3 per project year on average	Scientific audience	Open dissemination of scientific part of the gathered knowledge and outcomes.	1 journal paper 8 conference papers (see Table 10) <b>Error! Reference source not found.</b>
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.	Participation at 25 events (see Table 8)
Trade Press	Attendance at 1-2 events yearly and/or 50 articles with CONDUCTOR mentions	Readers of trade magazines, Standardizati on bodies	Open dissemination of project knowledge and outcomes; foster new collaborations.	5 events (see Table 12) Article in Environmental, Social, Governance Journal ( <a href="https://www.zelenaslovenija.si/esg/z-dinamicnimi-goopti-prevozi-do-bolj-zelene-mobilnosti-esg-187">https://www.zelenaslovenija.si/esg/z-dinamicnimi-goopti-prevozi-do-bolj-zelene-mobilnosti-esg-187</a> )
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 and mutual creation and realization of common goals  Participation at CCAM events	Participation at: EUCAD 2023 RTR Conference 2024 EUCAD Symposium 2024

Name	Frequency	Target audience	Description	Status at M17
Connected Automated Driving initiative (CAD)	Regularly, based on upcoming opportunities	Members of the initiative	Raising awareness and visibility of CONDUCTOR project within the initiative and mutual creation and realization of common goals  Participation at CAD events	Participation at: EUCAD 2023 EUCAD Symposium 2024
Relevant H2020 and Horizon Europe projects	Regularly, based on upcoming opportunities	Members of the project consortia	Sharing relevant knowledge and possible organisation of joint events	ORCHESTRA Workshop Special Session at ITSC 2023, organised by CONDUCTOR and TANGENT
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.	CONDUCTOR and IN2CCAM submitted a joint application for a special session at ITS World Congress 2024

**Table 13: Status of dissemination and communication activities at M17.**

### 6.3 KPI statistics

In this deliverable, we provide an overview of the project's outreach based on various activities and metrics, including the key performance indicators (KPIs) identified in the DoA Part B. The Table 14 below presents the status of the KPI at different time periods allowing us to efficiently monitor the progress of the dissemination and communication efforts and ensure the achievement of the targets by the end of the project.

Channel	Targets	Status at M6	Status at M12	Status at M17
Website	Volume of content available	434 unique visitors	999	1,372
	3,000 unique visitors			
	50 content downloads	108 inbound links	259	310
Newsletter	100 inbound links			
	300 readers / visitors	/	6	234
	300 opens/downloads per newsletter / hits		11	394

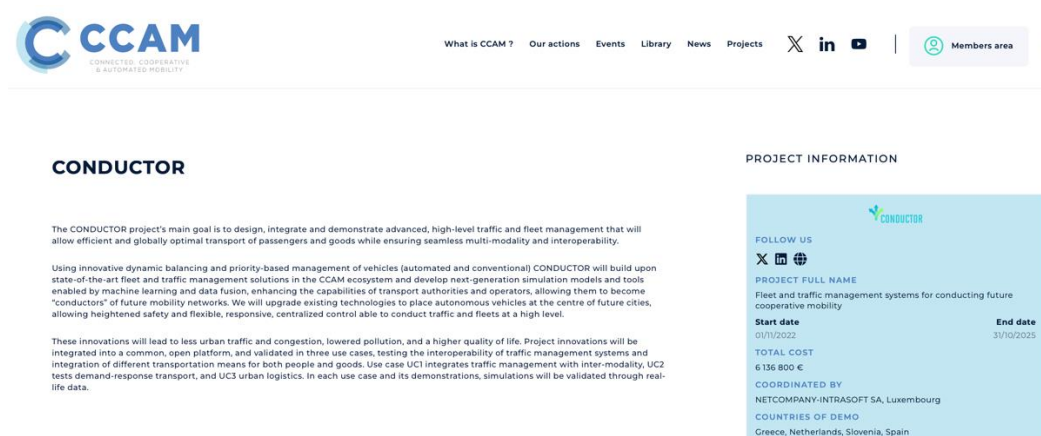
LinkedIn	300 CONDUCTOR page followers Increasing # of posts	113	165	225
Twitter	400 followers Increasing # of interactions Use of hashtag	46	68	145
ResearchGate	50 followers 100 downloads	N/A	N/A	N/A
Scientific publications	9 publications (at least 4 of them are journal papers)	/	1 journal paper 3 conference papers	1 journal paper 8 conference papers
Events	CONDUCTOR partners participated in 25 events 800 visitors to CONDUCTOR exhibits	5	14	53
Trade Press	50 articles with CONDUCTOR mentions Size of exposed audience	3	3	5 trade press events

**Table 14 Key performance indicators and status at M6, M12 and M17.**

## 7 RELATED PROJECTS AND INITIATIVES

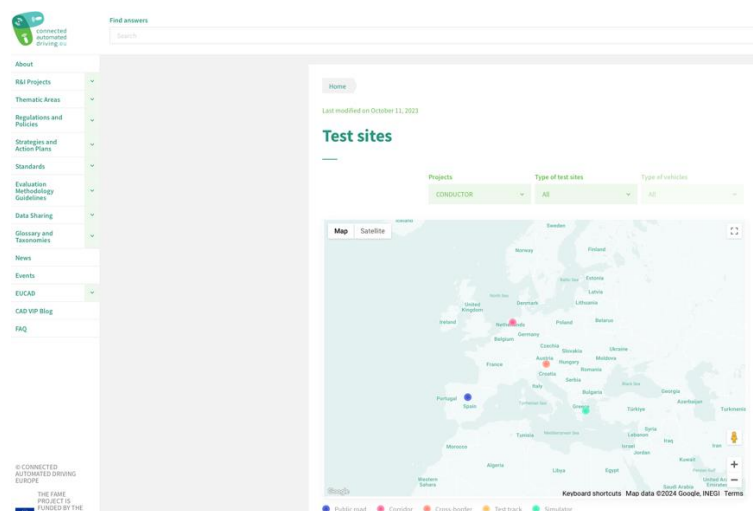
As part of its Communication and Dissemination strategy, the CONDUCTOR project is constantly seeking for cooperating with relevant EU-funded projects and EU initiatives in the field of CAD, CCAM and urban mobility. The objective is to maximize the synergies in the mobility and CCAM ecosystem while increasing the impact of the CONDUCTOR project.

The CONDUCTOR project has been officially listed on the CCAM initiative [website](#), along with 16 other projects selected following the publication of the 2021 and 2022 calls within the Connected, Cooperative and Automated Mobility (2021-2027 Horizon Europe). This inclusion provides a valuable platform to showcase our project's contributions to advancing mobility solutions in Europe. Via the project page, stakeholders can conveniently access a curated list of projects categorised by cluster and type of call. Each project entry contains comprehensive details, including its full name, duration, description, budget, website, social media accounts (where applicable), coordinator and partner organisations.



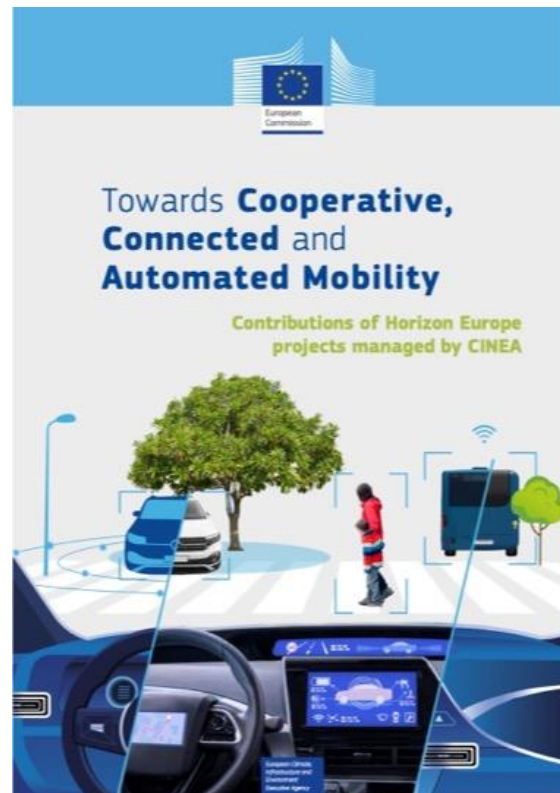
**Figure 19 The CONDUCTOR project page on the CCAM website.**

Similarly, the CONDUCTOR project is listed on the [CAD website](#) under R&I projects. This platform offers visitors access to a short project description and an additional page mapping the [CONDUCTOR test sites](#).



**Figure 20 Mapping of the CONDUCTOR test sites on the CAD website.**

On 3 May 2023 the European Climate, Environment and Infrastructure Executive Agency (CINEA) published a brochure on Cooperative, Connected and Automated Mobility (CCAM). The document "[Towards Cooperative, Connected and Automated Mobility](#)" provides a comprehensive overview of the CCAM projects funded under the Horizon Europe Programme. The projects are listed according to different thematic areas, i.e. data ecosystems, infrastructure support, demonstration, socio-economic and environmental aspects, vehicle technologies, validation methodologies and coordination activities. CONDUCTOR is among the projects that provide infrastructure support to enable the integration of CCAM vehicles into the transportation system. The CONDUCTOR project is presented on page 21 of the CINEA brochure.



**Figure 21 The CINEA brochure.**

The CONDUCTOR project was invited to join the 4<sup>th</sup> European Conference on Connected and Automated Driving (EUCAD 2023) organised by the European Commission in Brussels, Belgium on 3-4 May 2023. The organisation team recognised the importance of CONDUCTOR project for bridging the gap between the development and deployment of Cooperative, Connected and Automated Mobility (CCAM) technologies. Our CONDUCTOR team, consisting in representatives from the partners INTRA, BAX and DeepBlue, participated to the high-level policy plenary sessions and the thematic technical breakout sessions. In addition, CONDUCTOR was offered the opportunity to promote the project's activities, objectives and expected results during the Exhibition session organised on the 3 May 2023 at the Autoworld Museum. The CONDUCTOR booth was perfectly located, and we received positive feedback from all the participants who stopped by our stand.



**Figure 22 Our coordinator is presenting the CONDUCTOR project at EUCAD 2023.**

We took part in the EUCAD Symposium 2024 in Dublin on 18-19 April 2024. The Symposium was organised by the FAME initiative and supported by the European Commission Directorate General for Research and Innovation (RTD) and the CCAM Partnership. The event brought together researchers, autonomous vehicle providers, infrastructure providers and many others to exchange information on current activities and discuss future cooperation opportunities. The event took an in-depth look at specific key topics and challenges for CCAM Research & Innovation and testing in Europe and beyond. The CONDUCTOR partner JSI presented the activities, objectives and expected results of the project during the poster exhibition, which took place on 18 April 2024.



**Figure 23 Dr. Gregor Papa (JSI) presenting the CONDUCTOR project at the EUCAD Symposium 2024.**



At M17, CONDUCTOR project has initiated concrete collaborations with four H2020/HE projects and conducted the following joint activities:

The [ORCHESTRA](#) project is a Horizon 2020 project that established a common understanding of multimodal traffic management concepts and solutions across various modes and contexts for multiple stakeholders. During our 2<sup>nd</sup> General Assembly meeting in September 2023, we invited the ORCHESTRA project to conduct a workshop on “Multimodal Traffic Management (MTM) and the strategies developed by the ORCHESTRA project”.

The [TANGENT](#) project is coordinated by the University of Deusto and focuses on the development of new tools to optimise traffic operations from a multimodal perspective, considering both automated and non-automated vehicles, passengers and freight transport. The TANGENT project has invited CONDUCTOR members to join the TANGENT forum, a platform that provides additional information on the activities of the TANGENT project and facilitates interaction with the stakeholders involved in the TANGENT project. In addition, as part of the collaboration, the CONDUCTOR and TANGENT projects jointly organised a special session entitled "Advanced Traffic and Network Management" on 25 September 2023 during the 26th IEEE International Conference on Intelligent Transportation Systems (ITSC 2023), which took place from 24 to 28 September 2023 in Bilbao, Spain.

The EU-funded [Althena](#) project focuses on establishing trustworthy AI while realising its full potential for the benefit of the society. It contributes to the development of explainable AI (XAI) and proposes a human-centric methodology and key performance indicators for XAI. During an internal workshop of the Althena project, our partner NTUA presented the key results and findings from a survey on the barriers to the acceptance of Connected and Autonomous Vehicles (CAVs). More details about the event can be found on the [Althena website](#).

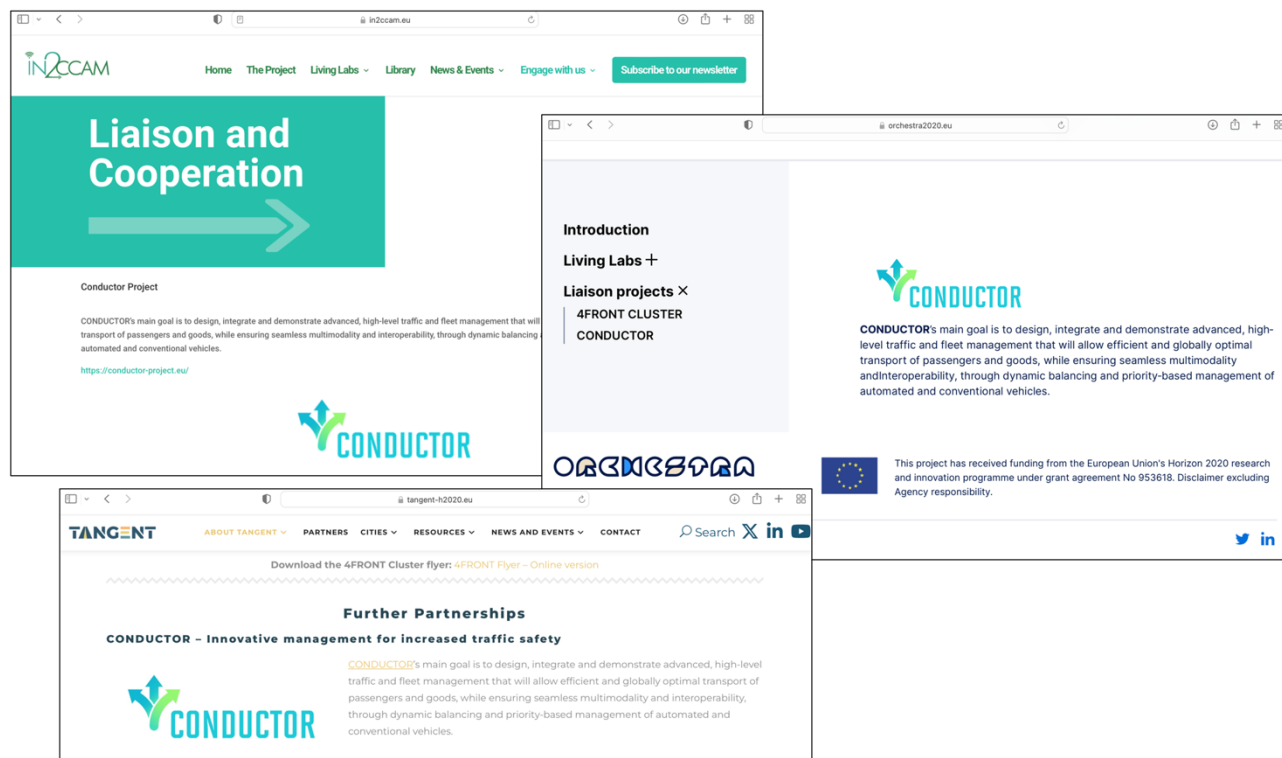
<b>Time</b>	<b>Session name</b>	<b>Description</b>
11:00-11:05	Intro	Welcome word and introduction of the workshop agenda
11:05-11:20	The Aithena User Survey – aim, overview, first results of analyses	Presentation of the aim, method, and findings of the User survey conducted this summer.  Speaker: Sinziana Rasca (Rupprecht Consult)
11:20-11:30	The “Drive 2 the FUTURE” User survey – key findings	Presentation of key findings and lessons learned from EU project “Drive 2 the FUTURE” that conducted a similar survey  Speaker: Matina Loukea (CERTH)
11:30-11:40	The “CONDUCTOR” User survey – key findings	Presentation of key findings and lessons learned from EU project “CONDUCTOR” that conducted a similar survey.  Speaker: Dr. Konstantinos Gkiotsalitis (National Technical University of Athens)
11:40-11:55	Questions and discussions about user needs, challenges, and expectations in relation to AI and CCAM	Discuss the synergies and important elements identified in the earlier presentations in relation to the development of the four UCs in Althena

**Figure 24 Agenda of the Althena project survey workshop.**

The [IN2CAMP](#) project is funded under the same Horizon Europe call (CL5-2022-D6-01-04) as the CONDUCTOR project. It aims to develop, implement and demonstrate innovative technologies and services for infrastructures and users to integrate connected and automated vehicles into passenger and freight transport. The CONDUCTOR and IN2CCAM projects have jointly proposed a special

interest session that will focus on the integration of CCAM into Traffic Management in the upcoming ITS World Congress. The ITS World Congress 2024 will be organised by ERTICO in Dubai in September 2024. We are pleased that the session has been accepted and we look forward to its realisation. This session will explore opportunities, methodologies, architectures and case studies related to the integration of automated actors into the traffic management system. It will feature presentations from various stakeholders and regions, followed by a panel discussion to further explore the topic and engage the audience.

With the previously mentioned projects we developed a Twinning relationship starting by following each other on social media channels and publicise the collaboration on our respective websites and related communication and dissemination plan.



**Figure 25 The CONDUCTOR project acknowledgement on other EU projects' websites.**

Other projects have been identified for potential future collaborations and joint research and dissemination activities as listed in the former deliverable D6.1.

In the future, we will hold further meetings to discuss possible joint research and dissemination activities with projects with which we have already collaborated. We will also discuss possible common research and dissemination activities with projects part of our cluster "Integrated vehicles in the transport system" namely IN2CCAM but also AUGMENTED CCAM and PoDIUM projects.



## 8 CONCLUSIONS

The deliverable D6.3 “Updated plan for dissemination and communication of results” provides the results of the CONDUCTOR communication, dissemination, and related activities during the period span from M1 to M17 (1<sup>st</sup> of November 2022 to the 31<sup>st</sup> of March 2024) of the project implementation.

This document reports the promotion and dissemination activities, giving an overview of the work carried out in the CONDUCTOR project, which include communication material produced, communication channels developed, events attended and scientific publications in peer-reviewed journals and conference proceedings. Furthermore, it provides a clear vision of the current status on the key performance indicators (KPIs) allowing the partners and the European Commission to track the advancements and plan corrective actions in view of achieving the expectations of the project.

All the CONDUCTOR partners contributed to the promotion of the project through various channels, and notably the project website and the social media platforms serving as the main communication tool. The plan is aimed at specific target audiences and emphasises multidisciplinary collaboration, stakeholder involvement and the introduction of new solutions.

This plan serves as a guide for the implementation of communication and dissemination activities throughout the duration of the project. All consortium partners are actively involved in disseminating the project's mission, vision and results. The dissemination strategy emphasises on open access publication of the results as well as on collaboration with relevant projects and initiatives. The communication strategy focusses on the use of appropriate channels for information within and outside the consortium.

CONDUCTOR project is in line with its expected outcomes regarding networking, dissemination and communication activities and the project will continue to capitalize on its efforts to achieve its KPIs during the next period.