AVENUE

Autonomous Vehicles to Evolve to a New Urban Experience

DELIVERABLE

D10.2 Final Communication and dissemination plan

Co-funded by the Horizon 2020 programme
of the European Union

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 769033

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Document Information

Grant Agreement Number	**769033**
Full Title	Autonomous Vehicles to Evolve to a New Urban Experience
Acronym	AVENUE
Deliverable	D10.2 Final Communication and dissemination plan
Due Date	30.04.2020
Work Package	WP10
Lead Partner	University of Geneva
Leading Author	Dimitri Konstantas
Dissemination Level	Public

Document History

Version	**Date**	**Author**	**Description of change**
0.5	11.10.2018	Dimitri Konstantas (UniGe)	First version
0.6	19.10.2018	David Beni (Unige)	Revision and content adaptation
0.7	23.10.2018	Carlos Balester (MobileThinking)	Review
0.8	28.10.2018	Daniel Attias (CentraleSupélec)	Review
0.9	30.10.2018	Lisa Labrica (Bestmile)	Review – adding material
1.0	31.10.2018	Dimitri Konstantas (UniGe)	Final Review
1.5	10.05.2021	Maher Ben Moussa (UniGe)	New version
1.6	14.05.2021	Laurent Helfer (UniGe)	Adding added
1.7	11.06.2021	Maher Ben Moussa (UniGe)	Review – adding material
2.0	14.06.2021	Dimitri Konstantas (UniGe)	Final Review

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Acronyms

ADS	Automated Driving Systems
AI	Artificial Intelligence
AM	Automated Mobility
API	Application Protocol Interface
AV	Automated Vehicle
BM	Bestmile
BMM	Business Modelling Manager
CAV	Connected and Automated Vehicles
CB	Consortium Body
CERN	European Organization for Nuclear Research
D7.1	Deliverable 7.1
DC	Demonstration Coordinator
DI	The department of infrastructure (Swiss Canton of Geneva)
DMP	Data Management Plan
DSES	Department of Security and Economy - Traffic Police (Swiss Canton of Geneva)
DTU test track	Technical University of Denmark test track
EAB	External Advisory Board
EC	European Commission
ECSEL	Electronic Components and Systems for European Leadership
EM	Exploitation Manager
EU	European Union
EUCAD	European Conference on Connected and Automated Driving
F2F	Face to face meeting
FEDRO	(Swiss) Federal Roads Office
FOT	(Swiss) Federal Office of Transport
GDPR	General Data Protection Regulation
GIMS	Geneva International Motor Show
GNSS	Global Navigation Satellite System
HARA	Hazard Analysis and Risk Assessment
IPR	Intellectual Property Rights
IT	Information Technology
ITU	International Telecommunications Union
LA	Leading Author
LIDAR	Light Detection And Ranging
MEM	Monitoring and Evaluation Manager
MT	MobileThinking
OCT	General Transport Directorate of the Canton of Geneva
ODD	Operational Domain Design
OEDR	Object And Event Detection And Response
OFCOM	(Swiss) Federal Office of Communications
PC	Project Coordinator
PEB	Project Executive Board
PGA	Project General Assembly
PRM	Persons with Reduced Mobility
PSA	Group PSA (PSA Peugeot Citroën)
PTO	Public Transportation Operator
PTS	Public Transportation Services
QRM	Quality and Risk Manager
QRMB	Quality and Risk Management Board
RN	Risk Number
SA	Scientific Advisor
SAE Level	Society of Automotive Engineers Level (Vehicle Autonomy Level)
SAN	(Swiss) Cantonal Vehicle Service
SDK	Software Development Kit
SLA	Sales Lentz Autocars
SMB	Site Management Board
SoA	State of the Art
SOTIF	Safety Of The Intended Functionality
SWOT	Strengths, Weaknesses, Opportunities, and Threats.
T7.1	Task 7.1
TM	Technical Manager
TPG	Transport Publics Genevois
UITP	Union Internationale des Transports Publics (International Transport Union)
V2I	Vehicle to Infrastructure communication

WP	Work Package
WPL	Work Package Leader

Executive Summary

The aim of Deliverable D10.2 “Final Communication and Dissemination Plan” is to promote the dissemination of the project results via different lines of communication, namely (1) internal communication amongst the partners, (2) dissemination towards the stakeholders of the public transportation and mobility sector, (3) dissemination towards users of public transportation and (4) dissemination towards other related groups, initiatives, and projects in the EU and internationally. For each group, a different approach will be taken, with messages and information adapted to the audience, their expectations and needs, and most important of the message the AVENUE project wants to pass.

The present document lists the dissemination plan and actions in detail. It will be continually supplemented with new information about dissemination activities that have already realised, and new targets set, based on the evolution of the public transportation mobility domain.

Due to the COVID-19 situation, communication and dissemination activities had to be adapted to fulfill the new rules imposed by various European governments. Most activities have moved from the real world to internet-based online communication platforms. On the other hand, even in these complex times, the AVENUE project sees advantages of the move to online communication tools and exploits the larger audience that such tools offer. Due to more people having to work and communicate online, the outreach scope became larger. Furthermore, events and conferences organised online attract larger audience than when organised in a physical venue with limited hosting capacity.

1 Introduction

AVENUE aims to design and carry out full-scale demonstrations of urban transport automation by deploying, for the first time worldwide, fleets of Automated minibuses in low to medium demand areas of 4 European demonstrator cities (Geneva, Lyon, Copenhagen and Luxembourg) and 2 to 3 replicator cities. The AVENUE vision for future public transport in urban and suburban areas, is that Automated vehicles will ensure safe, rapid, economic, sustainable, and personalised transport of passengers. AVENUE introduces disruptive public transportation paradigms on the basis of on-demand, door-to-door services, aiming to set up a new model of public transportation, by revisiting the offered public transportation services, and aiming to suppress prescheduled fixed bus itineraries.

Vehicle services that substantially enhance the passenger experience as well as the overall quality and value of the service will be introduced, also targeting elderly people, people with disabilities and vulnerable users. Road behaviour, security of the Automated vehicles and passengers' safety are central points of the AVENUE project.

At the end of the AVENUE project four-year period the mission is to have demonstrated that Automated vehicles will become the future solution for public transport. The AVENUE project will demonstrate the economic, environmental, and social potential of Automated vehicles for both companies and public commuters while assessing the vehicle road behaviour safety.

1.1 On-demand Mobility

Public transportation is a key element of a region's economic development and the quality of life of its citizens.
Governments around the world are defining strategies for the development of efficient public transport based on different criteria of importance to their regions, such as topography, citizens' needs, social and economic barriers, environmental concerns and historical development. However, new technologies, modes of transport and services are appearing, which seem very promising to the support of regional strategies for the development of public transport.
On-demand transport is a public transport service that only works when a reservation has been recorded and will be a relevant solution where the demand for transport is diffuse and regular transport is inefficient.
On-demand transport differs from other public transport services in that vehicles do not follow a fixed route and do not use a predefined timetable. Unlike taxis, on-demand public transport is usually also not individual. An operator or an automated system takes care of the booking, planning and organization.
It is recognized that the use and integration of on-demand Automated vehicles has the potential to significantly improve services and provide solutions to many of the problems encountered today in the development of sustainable and efficient public transport.

1.2 Fully Automated Vehicles

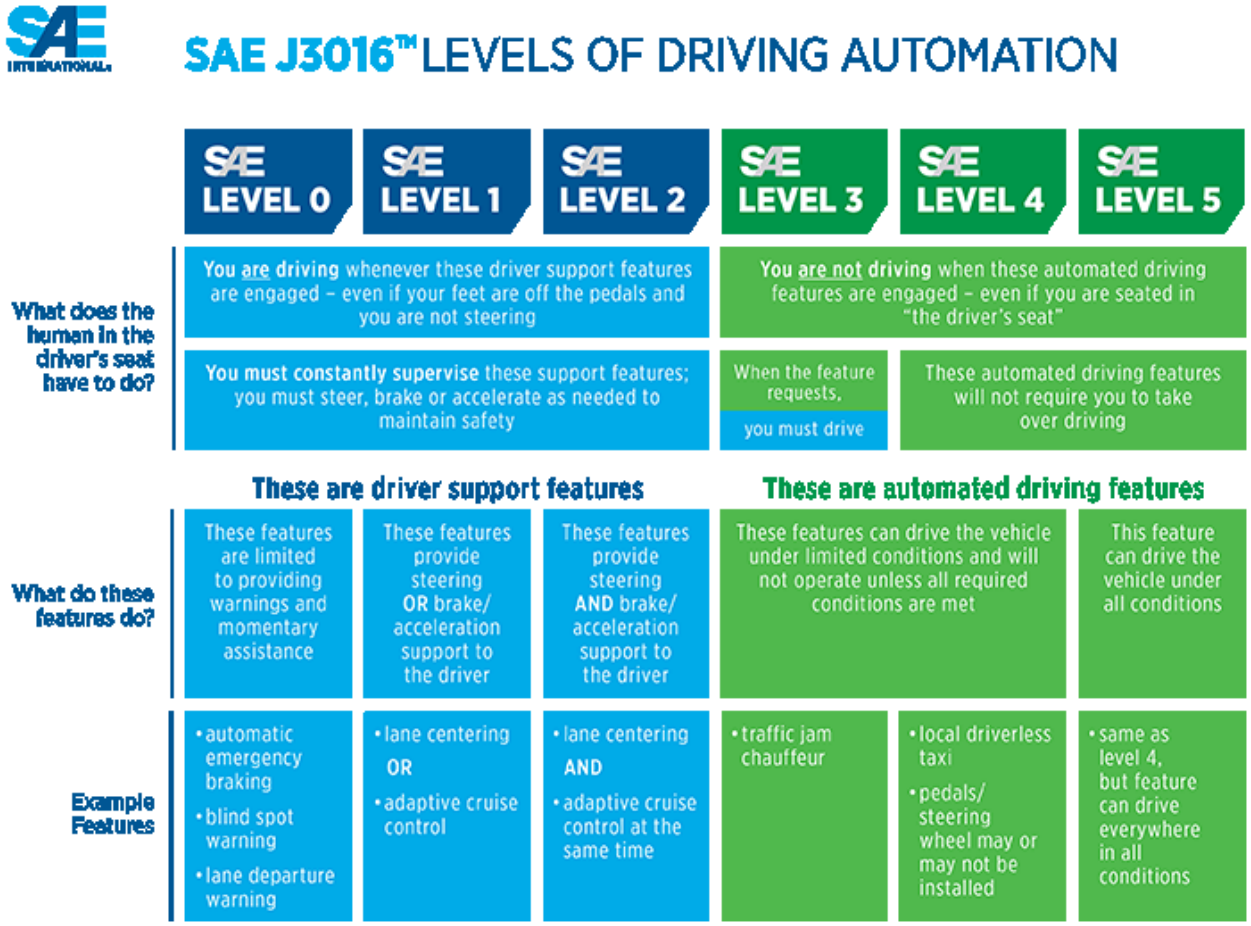
A self-driving car, referred in the AVENUE project as **a Fully Automated Vehicle** (**AV**), also referred as Autonomous Vehicle, is a vehicle that is capable of sensing its environment and moving safely with no human input.

The terms *automated vehicles* and *autonomous vehicles* are often used together. The Regulation 2019/2144 of the European Parliament and of the Council of 27 November 2019 on type-approval requirements for motor vehicles defines "automated vehicle" and "fully automated vehicle" based on their autonomous capacity:

- An "automated vehicle" means a motor vehicle designed and constructed to move autonomously for certain periods of time without continuous driver supervision but in respect of which driver intervention is still expected or required.
- "fully automated vehicle" means a motor vehicle that has been designed and constructed to move autonomously without any driver supervision

In AVENUE we operate ***Fully Automated minibuses for public transport***, (previously referred as Autonomous shuttles, or Autonomous buses), and we refer to them as simply *Automated minibuses* or *the AVENUE minibuses.*

In relation to the SAE levels, the AVENUE project will operate SAE Level 4 vehicles.



1.2.1 Automated vehicle operation overview

We distinguish in AVENUE two levels of control of the AV: micro-navigation and macro-navigation. Micro navigation is fully integrated in the vehicle and implements the road behaviour of the vehicle, while macro-navigation is controlled by the operator running the vehicle and defines the destination and path of the vehicle, as defined the higher view of the overall fleet management.

For micro-navigation Automated Vehicles combine a variety of sensors to perceive their surroundings, such as 3D video, LIDAR, sonar, GNSS, odometry and other types of sensors. Control software and systems, integrated in the vehicle, fusion and interpret the sensor information to identify the current position of the vehicle, detecting obstacles in the surround environment, and choosing the most appropriate reaction of the vehicle, ranging from stopping to bypassing the obstacle, reducing its speed, making a turn etc.

For the Macro-navigation, that is the destination to reach, the Automated Vehicle receives the information from either the in-vehicle operator (in the current configuration with a fixed path route), or from the remote-control service via a dedicated 4/5G communication channel, for a fleet-managed operation. The fleet management system takes into account all available vehicles in the services area, the passenger request, the operator policies, the street conditions (closed streets) and send route and stop information to the vehicle (route to follow and destination to reach).

1.2.2 Automated vehicle capabilities in AVENUE

The Automated vehicles employed in AVENUE fully and automatically manage the above defined, micro-navigation and road behaviour, in an open street environment. The vehicles are Automatically capable to recognise obstacles (and identify some of them), identify moving and stationary objects, and automatically decide to bypass them or wait behind them, based on the defined policies. For example, with small changes in its route the AVENUE mini-bus is able to bypass a parked car, while it will slow down and follow behind a slowly moving car. The AVENUE mini-buses are able to handle different complex road situations, like entering and exiting round-about in the presence of other fast running cars, stop in zebra crossings, communicate with infrastructure via V2I interfaces (ex. red light control).

The mini-buses used in the AVENUE project technically can achieve speeds of more than 60Km/h. However, this speed cannot be used in the project demonstrators for several reasons, ranging from regulatory to safety. Under current regulations the maximum authorised speed is 25 or 30 Km/h (depending on the site). In the current demonstrators the speed does not exceed 23 Km/h, with an operational speed of 14 to 18 Km/h. Another, more important reason for limiting the vehicle speed is safety for passengers and pedestrians. Due to the fact that the current LIDAR has a range of 100m and the obstacle identification is done for objects no further than 40 meters, and considering that the vehicle must safely stop in case of an obstacle on the road (which will be “seen” at less than 40 meters distance) we cannot guarantee a safe braking if the speed is more than 25 Km/h. Note that technically the vehicle can make harsh break and stop with 40 meters in high speeds (40 -50 Km/h) but then the break would too harsh putting in risk the vehicle passengers. The project is working in finding an optimal point between passenger and pedestrian safety.

Due to legal requirements a **Safety Operator** must always be present in the vehicle, able to take control any moment. Additionally, at the control room, a **Supervisor** is present controlling the fleet operations. An **Intervention Team** is present in the deployment area ready to intervene in case of incident to any of the mini-busses.

1.3 Preamble

Work Package 10 targets are to coordinate the dissemination, and to organise and implement a well-focused dissemination & communication plan covering various dissemination channels, with the objective of creating high levels of awareness and sustained engagement of the AVENUE activities and solutions.

The purpose of this document is to define the objectives for the dissemination activities of the AVENUE project. It presents the overall project dissemination strategy, explains the instruments, tools and activities used to facilitate the dissemination, and presents a planning for the dissemination activities during the project period. Further, this deliverable also identifies the key audience for the project results and supporting efforts, and the content that should be communicated to the targeted audience.

To reach the awareness level intended, dissemination will be supported by communication materials, such as a web site, a blog, a wiki, leaflets, and posters. A graphical identity will be created, with logo and templates for text documents and presentations. Important are also good, long-term relations to national and local media (described in deliverables D10.7 and D10.8).

The report is targeted at consortium partners and commission services, but also at European and International stakeholders to exchange experiences and ideas about the activities of the project. This document has to be used as guide reference by each partner in driving the AVENUE communication and dissemination activities.

2 General communication and dissemination strategy

A central goal of communication and dissemination is to maximise opportunities to promote, communicate and disseminate research results throughout the lifetime of AVENUE, and beyond. This will ensure that key stakeholders can contribute to, and act on the findings in a timely fashion. Dissemination, communication, and exploitation activities in AVENUE pursue four main objectives, namely to:

1) raise interest and awareness around the usage of automated minibuses for public transportation,
2) encourage citizens in Europe to adopt and use the automated minibuses for their mobility needs,
3) identify expectations among stakeholders and policymakers,
4) disseminate results in strategic and targeted ways.

A coherent, multi-layered strategy to effectively publicise and exploit AVENUE's results will bundle input from the whole team across the entire lifespan of the project.

Effective dissemination, communication and exploitation of results are central to successful high-impact creation, in particular whenever the project involves multiple groups of academic, industrial, and regulatory partners and audiences. WP10 is a cross-cutting work package that will coordinate communication activities with all work packages. Its main aims are to 1) build a community around the project including all relevant stakeholders, ensuring long-term impact and use of outcomes, 2) establish an easily recognisable project identity, and 3) raise awareness of AVENUE at national and international levels. Based on experience gained in previous projects and with various stakeholders, WP10 will thus use a variety of communication channels and tools to:

- disseminate the results and outcomes of the AVENUE project,
- effectively communicate throughout the project to involve and actively engage relevant stakeholders as necessary,
- facilitate the full exploitation of results and outcomes by diverse groups and audiences.
- be prepared to effectively communicate in the case of exceptional critical events.

WP10 will strategically utilise existing local, national, and European networks that AVENUE consortium members are involved in, complementing links and input provided by the advisory board and organisations who have expressed their support and interest for AVENUE. These include public and regulatory authorities, municipalities, vehicle manufacturers, industrial technology companies, and government bodies and their related networks from different parts of Europe and internationally.

Recognising the importance of building a significant and responsive community around the AVENUE project, its communication and dissemination strategy involves the collation of an extensive stakeholder map (see below) and publication strategy guidance document aimed at reaching diverse audiences.

Efficient and effective publicity and communication will ensure wide- ranging exploitation of AVENUE's results and facilitate their extended use in other contexts and projects. Key messages from the project will directly address the challenges of advancing the Autonomous Mobility adoption in Europe.

Table 1: Main target groups for AVENUE and plans to reach these groups:

	DISSEMINATION AND USE OF RESULTS FOR DIFFERENT TARGET GROUPS					
	Policy makers at different levels	**Experts, academics, researchers**	**Users and passengers**	**Transport operators**	**Industry and SMEs**	**Media**
Aims	Involve in discussion Disseminate results to Use and build on AVENUE results for future policymaking	Involve in AVENUE project content discussion Disseminate results to Use and build on AVENUE results in future research	Involve in AVENUE project content discussion Disseminate results to Use examples for AVENUE development Involve in AVENUE Services' implementation and evaluation	Involve in AVENUE project content discussion Disseminate results to Comment on AVENUE methodology planning Use and build on AVENUE results	Involve in AVENUE project content discussion Disseminate results to Propose new services and technology	Partner with the media to disseminate and communicate Influence media content: include sustainability, environmental protection lifestyles, energy, etc. in the media discussion Inform the general public about advantages of automated minibuses for public transportation
Measures and channels:	Stakeholder workshops Policy briefs Policy papers Recommendations papers	Stakeholder workshops Academic/expert conference presentations Academic/expert publications	Open days Materials developed for AVENUE trials Publications aiming general public: project summary brochures, information in the media	Stakeholder workshops Publications aimed at expert audience: project summary brochures, information in the media	Stakeholder workshops Publications aimed at expert audience: project summary brochures, information in the media	Regular press releases Events open to the press Interviews
		For all:				

		• Website - in English and in local languages. • Public deliverables published on website. • Social media: Twitter, Facebook, LinkedIn and Youtube. • Local service inauguration events

3 Detailed communication and dissemination plan

Due to the diverse nature of the AVENUE project community, different communication activities and channels, both electronic/online and face-to-face, will be utilised. Communication in and around AVENUE will happen at four distinct levels:

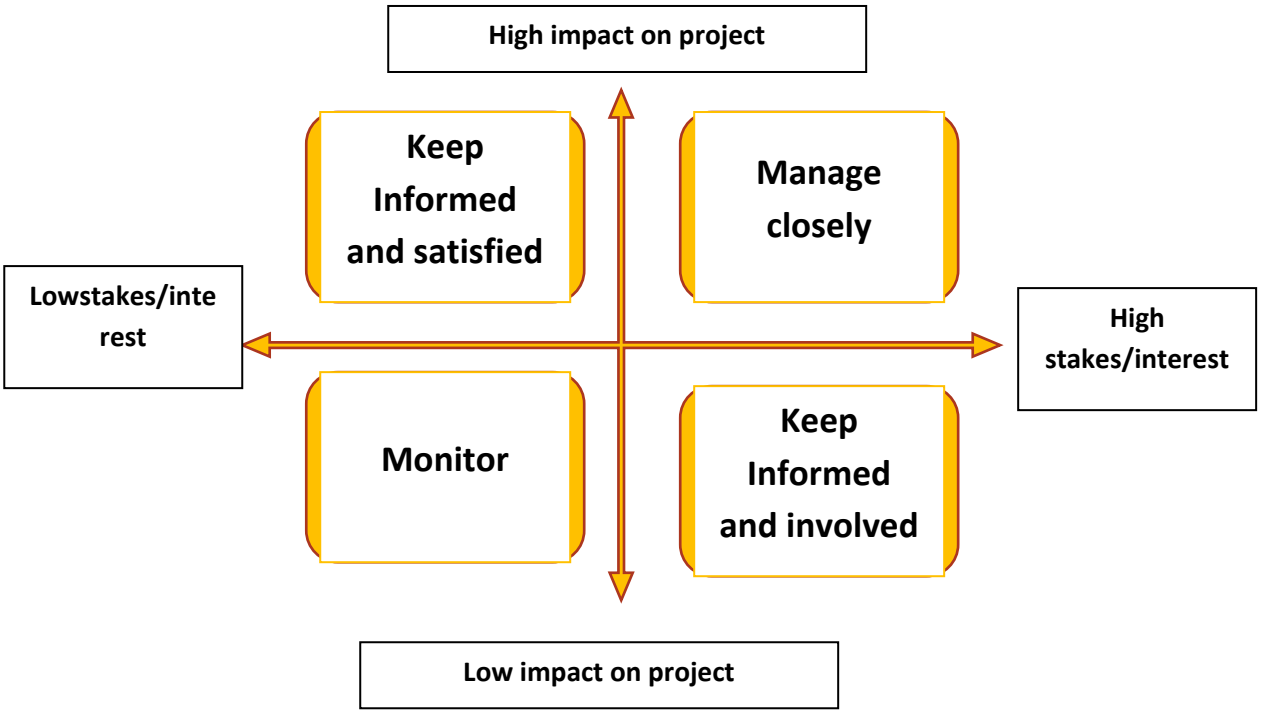
1. between partners, e.g. regular skype calls, emails, face-to-face project meetings and workshops
2. with stakeholders closely involved with the project, e.g. advisory board, International partners and entities having expressed interest, workshop participants
3. general public, scientific community, decision and policymakers, business and transport service provider community
4. specific communication activities towards the EU Commission Services, e.g. email and phone calls with project officer, regular reports, deliverables, etc.

A stakeholder map and a regularly updated list of events relevant to Consortium members will also be prepared and shared among the AVENUE team.
The COVID-19 situation has put some limitations on the face-to-face activities. As stated above, many activities and especially the ones that require air-travel have been moved to internet-based online platforms. However, on local level some activities are still performed in the physical world with when sufficient safety precautions are taken.

3.1 Stakeholder Mapping

Stakeholder mapping is an essential and basic step complementing the Communication activities of the AVENUE project. In the process we identify the individuals and groups that are likely to affect or be affected by our proposed actions and results. Then, we group them based on their impact and interest factors on the actions as well as the impact the actions may have on them. By assessing this information, the consortium gets a clearer vision on how the interests of those stakeholders should be addressed in the project communication and dissemination plan and relevant activities.

The following project stakeholders are identified and categorized in connection to the AVENUE project based on the figure below:



Group 1 "*Keep informed and satisfied*": relevant national policy makers, the users and passengers.
Group 2 '*Manage closely*': Project Partners.
Group 3 '*Monitor* ': business and vehicle manufacturers, related projects and initiatives, media
Group 4 '*Keep informed and involved*': advisory board, scientific community, workshop participants, and decision- and policymakers.

The stakeholder analysis will be conducted in deliverable D2.7-9 and the different stakeholders will be identified and approached as and when required.

3.2 Communication activities

Dissemination and communication activities in the AVENUE project will focus on innovative and engaging ways to share results with diverse audiences. Interviews and newspaper articles, social media, and workshops are some of the tools to be used.

Table 3: Detailed plan of communication activities

Target Group	Communication channel	Frequency	Responsibility
General professional audience	Website newsfeed	Updates, keep alive at least 5 years after the project	Managed by UniGe, All partners contribute material Operators.
	Social media (LinkedIn, Twitter)	Regular posts	All partners contribute, CERTH manages the feeds
	Scientific and professional publications	At least 2 per year, based on the project results	All partners

	Participation in exhibitions	Presence in at least 4 events/exhibitions per years	All partners with special responsibility from operators and manufacturers (NAVYA)
Policy makers	Policy briefs, information papers	At least Biannually, in addition to special occasions (policy meetings etc)	Coordination: <to define> All partners contribute. Specific responsibilities with the operators.
	Project workshops with invitation of key stakeholders to present project results	3 international expert panel/Policy and Decision Forum (PDF) workshops throughout the project	Coordination <to be defined>
General public	Press releases	In relation with significant events (new lines, new services)	UniGe prepares basic content, all partners adapt to local media and language
	Media publications	Regular articles in local media at the trial sites (at least biannually per site)	UniGe prepares basic content, all partners adapt to local media and language.
	Social media (Facebook, Twitter, Linkedin, YouTube)	Regular posts	All partners contribute, CERTH and UNIGE manages the feeds
	Website	Updates, keep alive at least 5 years after the project	Managed by UniGe, All partners contribute material
	Open days and events	Inaugurations, visits to the vehicles.	Operators

3.3 Communication channels

In the following communication channels to be utilized in the AVENUE project are briefly described.

3.3.1 Policy briefs and reports

A number of policy briefs and reports will be published throughout the project. Policy recommendations will be the final results of the project and will be distributed to European institutions, national governments, industry and public transport operators.

3.3.2 Press releases

Regular press releases (at least one per year) will be issued at European and national levels, coinciding with important project events and milestones. Press releases will be translated into national languages.

3.3.3 Media reports and coverage

Media reports (articles, interviews, online reports, etc.) are based on press releases in each country. The overall objective is to achieve at least 30 media appearances (printed, online, radio, TV, etc.) per trial partner country and at least 15 at international level. Partners are expected to provide proof of publications (news clippings, print screen of online presence, voice recordings, etc), and links will be included on the project web site.

3.3.4 Social media

Use of social media contributes to establishing and maintaining public engagement with the project. CERTH and UniGe manage the English accounts of the project, but other partners are also welcome to contribute to the Social media content.

AVENUE has selected three most relevant social media platform based on their user base demographics and their purpose[1]: Twitter[2], LinkedIn[3] and Facebook[4].

Twitter is the perfect platform for quick sharing of AVENUE news and through the platform's reliance on hashtags relevant users are easily reached. AVENUE's posts on Twitter always define the proper hashtags to attract public with interest in topics related to autonomous and automated vehicles with the goal of having relevant users engage in discussions worldwide concerning AVENUE's posts. Users can easily comment on or repost tweets and with that they also help spread the AVENUE messages through the relevant communities and hopefully also making AVENUE tweets viral. Furthermore, as the largest users' group on Twitter are between the ages of 30 and 49, a large number of professional and scientific users in the relevant domains can be reached.

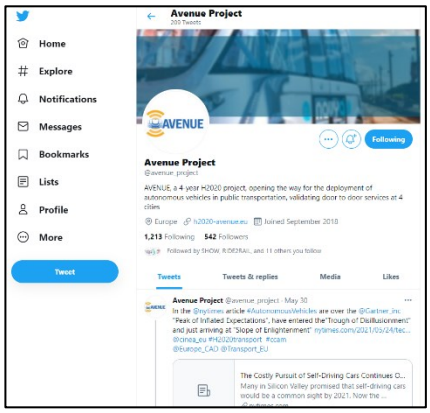


Figure 1 AVENUE Twitter Page

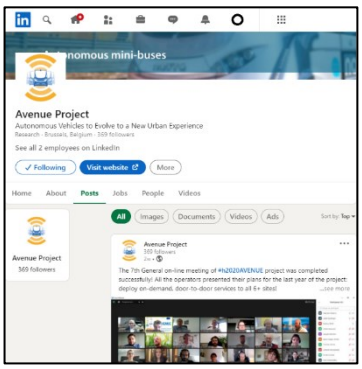


Figure 2 AVENUE LinkedIn Page

LinkedIn is the perfect platform for business and professional communication and dissemination of AVENUE. With its largest users' group between the ages of 46 and 55 and majority of higher-educated higher-earning users this platform gives AVENUE the potential to reach audience in managerial positions in relevant industries as well as audience in policy making positions. With its user base of 163 million users in Europe and 738 million globally, the platform has an outreach to a large number of relevant users. AVENUE posts are often shared via the

[1] Social media demographics to inform your brand's strategy in 2021: https://sproutsocial.com/insights/new-social-media-demographics/

[2] AVENUE Twitter page: https://twitter.com/avenue_project

[3] AVENUE Linked page: https://www.linkedin.com/company/avenue-project/

[4] AVENUE Facebook page: https://www.facebook.com/avenue.project.h2020

LinkedIn platform invoking user engage and direct contact with the AVENUE project.

Facebook is the largest social media platform on the internet and with its 2.7 billion monthly active users worldwide it provides AVENUE with access to the largest audience. Facebook user base is more diverse in comparison with Twitter and LinkedIn with age groups ranging from millennials to boomers and users with various social and educational backgrounds. This diversity gives AVENUE the opportunity to engage with the general public with topics and news related to every type of user. Facebook strength is mainly its community based approach with simulate the traditional word of mouth communication scenario.

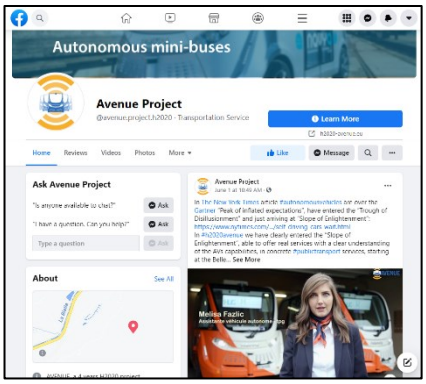


Figure 3 AVENUE Facebook Page

3.3.5 Website

A modern central general project website in English has been designed with information on the project, project partners, the demonstrator and replicator sites. Project results including downloadable deliverables, presentations, open access research papers and other project and research outcomes are also shared through the website. Regular updates are continuously shared through the sections of project news, media coverage and future events, with reciprocal links to the partners' websites to maximise coverage. The website of the project will be maintained for at least five years following the end of the project.

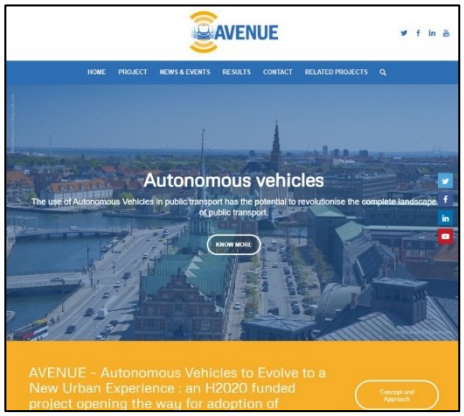


Figure 4 AVENUE Website

3.3.6 Project brochures

AVENUE provide a range of materials for non-academic audiences, including a project brochure in the different languages of the project partners which will detail AVENUE's objectives, methodology, etc. In addition to this, two summary project documents will be published in English including the key results (one of them focusing on the Living Lab methodology, the other on the project and its outcomes). All brochures will be available electronically and in print.

3.3.7 Project Videos

Videos are the best way to present the project results to a larger audience and AVENUE's consortium is putting a lot of efforts in creating various professionally recorded videos presenting various demonstrator and replicator sites as well as the project's scientific and technological advancements. All AVENUE videos are shared via the AVENUE YouTube page[5].

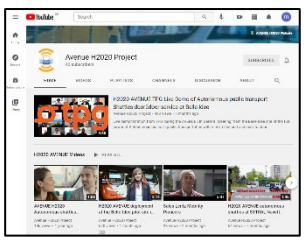


Figure 5 AVENUE YouTube Page

[5] AVENUE YouTube Page: https://www.youtube.com/channel/UCbJkeigrQ-L7tSucSgpQWFQ

3.3.8 Presentations and participation in industrial and academic conferences and events

The AVENUE Consortium aim is to keep targeting high-profile industrial events, academic conferences and workshops organised by national, European and international organisations that involve and/or represent transportation and mobility communities. Collaboration with other industrial or academic partners or laboratories of excellence will be also actively pursued.
However, participation to major events with the organisation of a demonstrator, that is showing the AVENUE achievements (that is, on-demand, door-to-door, fully automated operation of AVs), seems to not be possible. Our initial target to organise a life demo at ITS Hamburg 2021, faced many problems. First the offered sites are not possible for the AVENUE achievements: the offer is either for a test track in the city (where the AVENUE vehicles cannot operate due to their low speed), a track the harbour with fixed itinerary and bus stops, (which does not allow the real demonstration of on-demand, door-to-door, dynamic routing), or the sharing of large parking area, (where however it is not possible to really demonstrate on-demand, since we need exclusive space of more than 4.000 m2 to set up a city layout).
As result we are opting for live, remote demos in major events.

3.3.9 Project workshops and presentations

To involve stakeholders more actively in discussion, theory and methodology development and application, the AVENUE Consortium will organise and participate in workshops in different countries.

3.3.10 Online live demonstrations

In the present time, organising live demonstrations showing the current progress in AVENUE with fully automated mini-busses performing on-demand door-to-door capabilities became very difficult if not impossible due to the COVID-19 restrictions. As a solution, UNIGE and TPG have implemented a live video-steaming setup with cameras and internet connections installed in various automated mini-bases and in the control-room. The video-streaming is integrated with YouTube and can be activated any time a demonstration is needed in any dissemination event or on the request of AVENUE stakeholders.

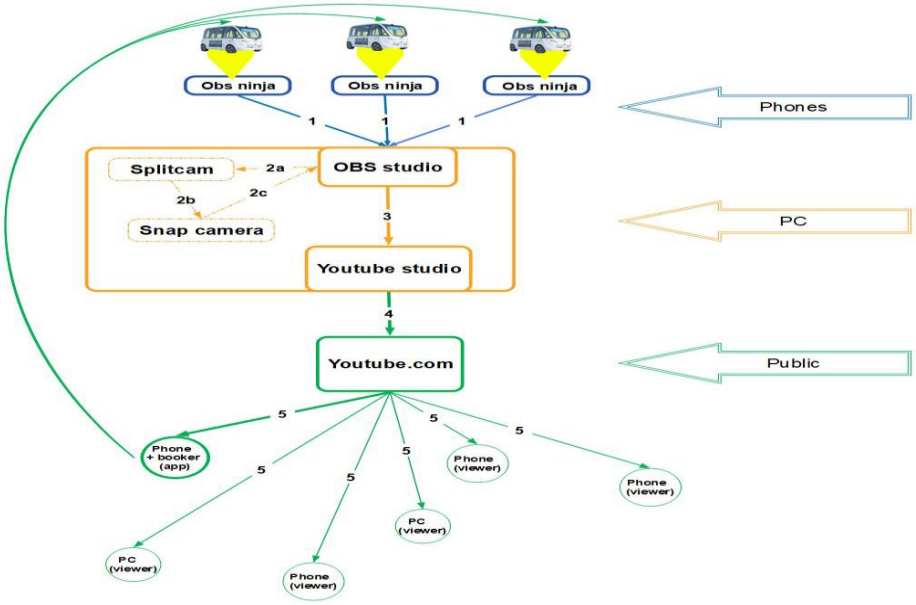


Figure 6 AVENUE Online live demonstration setup

3.3.11 Social Media Influencers

The media field has experienced a lot of changes in the last decade. The rise of internet has reduced the importance of traditional printing press as well as traditional TV and radio. As a consequence, most professional media organisations have shifted their activities to the internet and we also saw the rise of "citizen-journalists" and "social media influencers" who took over a large chunk of the media field.
Next to the famous social media influencers focusing on lifestyle, travel and gaming, this new media field also contains many influencers and citizen journalists in various technical and scientific domains.
AVENUE aims to utilize this new type of media to promote AVENUE and European research in the domain and to disseminate the AVENUE results. We have identified several influences/citizen journalists focusing on the domains of mobility, ecology or technology who have a large following online. Initial contact has been made with these influencers and discussion have been made abouts the financial aspects and the procedures. In the following period, AVENUE aims to launch some dissemination and communication activities through this new channel.

3.4 Visual identity of the project

An easily recognisable (visual) identity of the project is essential to achieve best communication results. A Visual Identity Guide was created by CERTH and made available to project partners to apply during communication and dissemination activities. It is of high importance to use these visual tools coherently.
Visual tools:

- project logo
- templates (ppt, press release, scientific conference presentation, policy brief, paper, H2020 reporting/deliverable, etc.)
- general flyer/project brochure (in English and in national languages)
- project poster (in English and in national languages)
- general project website (in English)
- national partner project websites (in national languages)

- Grant Agreement number – partners are requested to use the project GA number in all of their external communication and dissemination materials, together with EU emblem and accompanying text.

Project Partners are required to use the logos, colours of the Visual Identity Guide and the templates – some of which are listed above – developed in the framework of WP10 in all times. Please find more information in D10.7 and D10.8.

3.5 Data security and management of intellectual property

For project management purposes, the AVENUE Consortium will collaborate and share data through the University of Geneva cloud services, that provide a secure online platform to allow all Consortium partners to access files securely from anywhere, including from mobile devices. This ensures that data sets, (draft) publications or reports are accessible for the entire team at any stage.

To facilitate dissemination and engagement across Europe, a website will display key project outputs with key results in the different European languages represented by the AVENUE Consortium partners.

The AVENUE website, if necessary, can also function as a portal to a secured area requiring personal log-in, where AVENUE participants will be able to access the project internal files. The project will address data protection issues comprehensively and details are included in D1.4-5.

3.5.1 Knowledge management and open access

The AVENUE project does not raise issues of IPR and copyright. Instead, AVENUE intends not to 'protect' results and deliverables and to publicize them widely via open access channels. All relevant deliverables will be freely available (at least electronically) to anyone via the project web site. Furthermore, all user generated data created by the public will remain the copyright and intellectual property of the data providers (the organisations involved in the AVENUE project) or data creators (the users) in compliance with the data providers' own terms and conditions.

The AVENUE Consortium will comply with the agreed Programme Board rules on open access publications (Green or Gold). All academic publications (final articles or manuscripts accepted for publication) will be deposited into the institutional repository of the research institution with which they are affiliated, or in an appropriate subject based/thematic repository.

3.5.2 Personal photographs of people

Protection of personal rights are very important to the AVENUE consortium thus all consortium members are required to ask for the consent of people they wish to take photographs of all the time at all events during the course of the project.

A Consent Form template will be provided for project partners to use during events and other occasions.

4 Dissemination Planning

In this section summarising tables are used to present a list of events where AVENUE participation is planned, and to show what are the next steps regarding the dissemination of the project. The planning below is not static and will be updated with new events and actions throughout the life of the project and in the next versions of this report.

The following table list an overview of the AVENUE foreseen major dissemination activities for the previous and following period. The table contains some events already identified by the consortium as opportunities to disseminate AVENUE project's results.

Table 1 Events Plan Table

Name of Event	Type of Event	Date	Link
Entretiens Jacques Cartier 2018 Lyon	Table-ronde: « Quels marchés pour les véhicules autonomes et électriques ? »	November 12 2018	https://www.centrejacquescartier.com/les-entretiens/details/entretien/les-transports-publics-face-a-la-transition-energetique/
International Conference on Mobility Challenges Paris Saclay University	International Conference	December 6-7 2018	
Geneva 2019 Motor Show - GIMS	International fair and exhibition	March 7-17, 2019	https://www.gims.swiss/
EVS 32 Symposium Lyon	International Electric Vehicle Symposium	May 19-22 2019	https://www.EVS32.org/
25th International Conference on Urban Transport and the Environment.	International Benchmark for Autonomous Shuttles.	Aveiro, Portugal June 25- 27, 2019.	https://www.witsconference.com/transport
5th Conference on Sustainable Urban Mobility (CSUM 2020)	International conference	Greece, June 17-19, 2020	http://csum.civ.uth.gr

European Commission's Urban Mobility Days 2020	EU Conference	Virtual Event Sep 29-Oct 2, 2020	https://www.eltis.org/participate/events/urban-mobility-days
Second Annual Conference on Autonomous Vehicles and Public Transport in Europe	International Conference	Virtual Event November 11-12, 2020	https://tinyurl.com/cpc2ams3
3rd European Conference on Connected and Automated Driving (EUCAD 2021)	International Conference	Virtual Event April 20-22, 2021	https://www.connectedautomateddriving.eu/eucad2021/
ITS World Congress 2021	International congress on smart mobility	Hamburg, Germany October 11-15, 2021	https://itsworldcongress.com
Geneva 2022 Motor Show - GIMS	International fair and exhibition	Geneva, Switzerland February 19-27, 2022	https://www.gims.swiss