



# **BRAVE**

**BRidging gaps for the adoption of Automated VEHicles**

**No 723021**

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## **D7.1 Communication Action Plan**

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Deliverable nature:	Report (R)
Dissemination level: (Confidentiality)	Public (PU)
Contractual delivery date:	31 <sup>st</sup> August 2017 (Month 3)
Actual delivery date:	25 <sup>th</sup> August 2017 (Month 3)
Version:	V1.0
Total number of pages:	21
Keywords:	Communication, Dissemination, Action Plan

*Abstract*

BRAVE project aim at bridging gaps for the adoption of automated vehicles. Multi-sectoral research activities must be accompanied by a detailed and specific action plan regarding communication and dissemination of the project objectives and outcomes. This document presents the tools and methods that the project consortium must use to achieve this objective. Communication and dissemination activities are mainly oriented to both scientific and industry audiences, with two dedicated channels and messages. A monitoring plan is deployed to ensure a sound implementation of this Action Plan.

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## Executive summary

BRAVE's approach assumes that the launch of automated vehicles on public roads will only be successful if a user centric approach is used where the technical aspects go hand in hand in compliance with societal values, user acceptance, behavioural intentions, road, safety, social, economic, legal and ethical considerations. Thus, many stakeholders will be part of the project, with direct or indirect interactions concerning BRAVE activities. The inclusion of those stakeholders is a key aspect of the project, and communication will be the mean used to reach them.

Communication activities require both financial and time resources from project partners. Setting up a clear and concise plan to manage these activities is therefore essential, with goals and budget well defined. This communication Action Plan contains details regarding dissemination methods to be used during the whole project to ensure that targeted audiences are reached with an efficient use of resources. This deliverable D7.1 is produced to outline the overall project approach to dissemination and communication, with a strategy made up of three consecutive phases: awareness-oriented, then result oriented, and finally exploitation-oriented.

MOV'EO will coordinate this activity at a European level, with the cooperation of the other project partners. Consortium members will especially have an active role to play in the dissemination activities at a National level. Specifically, regarding international cooperation, The University of California (Berkeley) and the University of Sydney will try to find synergies with other international projects, and will help disseminate the project objectives, results and exploitation plan at a global scale. A dedicated corporate identity has been created to ease the dissemination process, as well as a dedicated website ([www.brave-project.eu](http://www.brave-project.eu)), and social medias accounts (Twitter, LinkedIn page, etc.) has been set up. The project consortium also plans on publishing a newsletter (electronic version), at least every six months, to promote the project activities and its results. It will be also a mean of announcing upcoming events. The newsletter will report to key stakeholders the news of BRAVE but also of related topics and projects. It will help keeping stakeholders aware of the project objectives and outcomes. Moreover, to establish a two ways communication with key stakeholders (public and private), BRAVE will set up a Mirror Group, the advisory board of the project.

BRAVE partners aim at providing a minimum of 10 publications in conferences and sectorial events during the project duration, as well as 4 peer-reviewed articles in scientific journals. Furthermore, BRAVE partners will together take part in at least 10 events dedicated to the scientific community, and 10 industry-oriented events. An event management plan is set up to follow the participation of BRAVE partners to autonomous vehicles related exhibitions, conferences and round tables. They will also organize tutorials, sessions and workshops at the above-mentioned conferences.

Communication and dissemination will be undertaken during the 36 months of the project, and resources will be provided to ensure that the project results will still be available after the project closing. The dissemination plan will be regularly assessed during the project runtime. The project consortium has agreed on minimum thresholds for each dissemination activity, and evaluation will take place on an annual basis where real figures will be compared with the minimum thresholds. A day-to-day follow up will be managed to ensure that the project communication activities remain in line with the expectations. Updates will be made when necessary to ensure that tools and actions are always aligned with the project requirements.

## Document Information

<b>IST Project Number</b>	723021	<b>Acronym</b>	BRAVE
<b>Full Title</b>	BRidging gaps for the adoption of Automated VEHicles		
<b>Project URL</b>	<a href="http://www.brave-project.eu">www.brave-project.eu</a>		
<b>EU Project Officer</b>	Georgios CHARALAMPOUS		

<b>Deliverable</b>	<b>Number</b>	D7.1	<b>Title</b>	Communication Action Plan
<b>Work Package</b>	<b>Number</b>	WP7	<b>Title</b>	Dissemination, exploitation and communication activities, and International Cooperation

<b>Date of Delivery</b>	<b>Contractual</b>	M03	<b>Actual</b>	M03
<b>Status</b>	version 1.0		<b>final</b>	<input checked="" type="checkbox"/>
<b>Nature</b>	report <input checked="" type="checkbox"/> demonstrator <input type="checkbox"/> other <input type="checkbox"/>			
<b>Dissemination level</b>	public <input checked="" type="checkbox"/> restricted <input type="checkbox"/>			

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<b>Abstract (for dissemination)</b>	BRAVE project aim at bridging gaps for the adoption of automated vehicles. Multi-sectoral research activities must be accompanied by a detailed and specific action plan regarding communication and dissemination of the project objectives and outcomes. This document presents the tools and methods that the project consortium must use to achieve this objective. Communication and dissemination activities are mainly oriented to both scientific and industry audiences, with two dedicated channels and messages. A monitoring plan is deployed to ensure a sound implementation of this Action Plan.
<b>Keywords</b>	Communication, Dissemination, Action Plan

<b>Version Log</b>			
<b>Issue Date</b>	<b>Rev. No.</b>	<b>Author</b>	<b>Change</b>
28 July 2017	V0.1	Florent Anon	First draft of the document
1 August 2017	V0.2	David P. Pancho	Revision of the document
4 August 2017	V0.3	Florent Anon	Revision of the document
24 August 2017	V1.0	Florent Anon	Final release

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# 1 Introduction and context

BRAVE's approach assumes that the launch of automated vehicles on public roads will only be successful if a user centric approach is used where the technical aspects go hand in hand in compliance with societal values, user acceptance, behavioural intentions, road, safety, social, economic, legal and ethical considerations.

New technologies in transports enable systems with the capacity to improve safety, efficiency, sustainability and comfort. Advances in vehicle automation allow the circulation of vehicles with a minimal human intervention in the near future. However, this irruption brings new technical and non-technical challenges that are to be addressed to ensure safe adoption of level 3 automated vehicles. Based on existing prototypes of automated vehicles, the project will perform multidisciplinary research to make certain that the needs of the users (drivers), other road users (other drivers and Vulnerable Road Users (VRUs)), and the perspectives of stakeholders (driving instructors, insurance companies, authorities, certifiers, policy makers and regulators) are met, as a key for obtaining viable and market-ready products.

Thus, many stakeholders will be part of the project, with direct or indirect interactions concerning BRAVE activities. The inclusion of those stakeholders is a key aspect of the consortium activities. BRAVE Work Package 7 (Dissemination, exploitation and communication activities, and International Cooperation) is devoted to dissemination, communication and exploitation of the project activities and outcomes. This communication Action Plan contains details regarding dissemination methods to be used during the whole project to ensure that targeted audiences are reached. This deliverable D7.1 is produced to outline the overall project approach to dissemination and communication. It builds on D7.2 (Communication toolkit, including project logo & public website) produced by TREELOGIC.

The content of this deliverable includes in particular: Ways to raise awareness about BRAVE project's objectives, how to generate an effective flow of information about the results obtained during the project and the contribution made to European cooperation, methods used to stimulate the interaction between all stakeholders. All those aspects are further detailed in this Communication Action Plan.



## 2 Objectives

This communication and dissemination action plan is produced to define the necessary guidelines to meet the following requirements:

- Get a wide range of stakeholders involved in the project activities;
- Make the project results a renowned reference across Europe;
- Give access to the project results and open possibilities for industries to further exploit the outcomes of BRAVE;
- Reach target groups (scientific community, industries, end users, policy makers, general public) at global, European, national and regional levels. Disseminate the project objectives, activities and results to those target groups.

The communication and dissemination strategy exposed in this report will require a real commitment from all partners, for theory to be translated into concrete actions. The project will benefit from the already existing networks of each partner involved in the project. This will help multiply the outreach of BRAVE dissemination and awareness-raising activities. The dissemination activities will be reviewed during the project to follow the evolution of available tools and dissemination actions will be included in annual reporting. The overall objectives will remain identical at all time.

### 3 Communication and dissemination strategy

Communication activities require both financial and time resources from project partners. Setting up a clear and concise plan to manage these activities is therefore essential, with goals and budget well defined. Consequently, a structured Communication Action Plan must be defined in the early stages of the project, and must be closely followed during the whole duration of BRAVE activities. The Communication Action Plan might possibly be updated to take advantages of new trends and newly available communication tools. Thus, the first step of communication activities is the definition of the strategy to be followed, describing a cost-efficient way to reach each specific communication target group, with appropriate channels, using the most efficient and cost saving tools.

The communication process is divided into four consecutive phases (see Figure 1). In particular, the Communication Action Plan must focus on the following elements:

- Dissemination and communication objectives;
- Clarification of target groups and key messages;
- Display of partners' cooperation in the dissemination process;
- Presentation of dissemination tools to be used;
- Highlight monitoring and evaluation procedures regarding the dissemination.



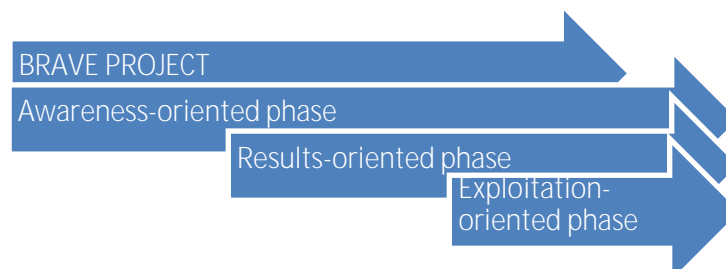
**Figure 1 Communication process**

The dissemination strategy of BRAVE is made up of three consecutive phases (see Figure 2). The three phases of dissemination require different methods and activities to be undertaken in order to achieve their goals. The details of the phases are as follow:

Awareness-oriented phase: At the start of the project, the aim of this phase is to raise public, industry and research community awareness about the project and the issues that it objects to tackle. During this first phase of the dissemination process, the tasks involve the setting up of basic marketing materials and awareness-raising presentation at different related events;

Result-oriented phase: The aim of this phase is to promote results of the project. During this second dissemination phase, results of BRAVE will be published to key stakeholders, including research centres, industries and users, whilst also paying attention to SMEs and small research teams;

Exploitation-oriented phase: Finally, during the exploitation-oriented phase, specific activities will be undertaken in order to disseminate BRAVE guidelines and recommendations. This dissemination phase is specially targeted at potential users of the project conclusions. The exploitation plan will be further detailed in Deliverables 7.6 and 7.7. (respectively due in M18 and M36).



**Figure 2 Dissemination strategy**

## 4 Targeted audiences

The following table (see Table 1) shows the identified categories of stakeholders and the type of message to be specifically broadcast to each of them.

**Table 1 Messages to broadcast to stakeholders**

<b>Stakeholder</b>	<b>Function</b>	<b>Type of organisations</b>	<b>Type of information to be broadcast</b>	<b>Tools to be used</b>
<b>Scientific community</b>	Work on related topics or interested in these topics. Might share information and provide a feedback about the project outcomes	R&D centres Universities Small research teams	Project objectives Results achieved	Peer reviewed articles Publications in conferences and sectoral events Mirror Group Newsletter
<b>Industrial companies</b>	Can possibly exploit project results Provide vehicles already available on the market for test activities Might provide a feedback about the project outcomes	SMEs Large industries	Project objectives Results achieved Exploitation plan / Guidelines	Participation in events, conferences and workshops Mirror Group Newsletter Website Social Medias
<b>End users</b>	Provide feedback about existing products and prototypes Test new HMI solutions Express needs and feelings regarding autonomous vehicles	Road users Vulnerable road users Autonomous car owners Consumers associations and representatives	Project objectives Tests sessions Results achieved	Social medias Website Newsletter Press releases
<b>Policy and regulators</b>	Adapt policies and regulations to the evolution of the automotive industry and autonomous cars stakes	Policy makers Regulators	Project objectives Results achieved Exploitation plan / Guidelines	Participation in events, conferences and workshops Mirror Group
<b>Insurance companies</b>	Adapt their business model to the new issues of the autonomous car sector	Private companies Mutual funds and cooperatives	Project objectives Results achieved Exploitation plan / Guidelines	Participation in events, conferences and workshops Mirror Group

From these categories of stakeholders, BRAVE has established a pool of user representatives, policymakers, industrial representatives, scientific experts and other relevant experts at national, regional, European and global level, who are interested or have an expertise in this field. This pool forms the so-called ‘Mirror Group’ that will work as an Advisory Board for the project (see section 7.2.2).

## 5 Partners' role

All partners of BRAVE will actively participate in the communication and dissemination process. MOV'EO will coordinate communication and dissemination activities at European level, with the cooperation of the other project partners. Consortium members will especially have an active role to play in the dissemination activities at a National level. Each partner will specify its activities and provide a feedback by filling the Google sheet created for this purpose. MOV'EO will ensure the reporting of those activities to the European Commission.

Thereby, all partners will especially:

- Participate in the trans-national communication.
- Provide contents and inputs for communication purposes (news, social medias posts, newsletter, tests videos, etc.).
- Relay BRAVE corporate communication on their medias accounts and tools.
- Manage communication in their country of origin, including translating contents in their national language.

Specifically, regarding international cooperation, The University of California (Berkeley), USA, and the University of Sydney, Australia, will try to find synergies with other international project, and will help disseminate the project objectives, results and exploitation plan at a global scale.

Moreover, a budget dedicated to publication and conferences fees have been allocated to each partner (5,000 euros), providing resources for them to participate in events, conferences and workshops, as well as publishing peer reviewed articles.

## 6 Dissemination tools

### 6.1. General dissemination tools

#### 6.1.1. PowerPoint template and presentation

A dedicated PowerPoint presentation has been created by TREELOGIC (see Figure 5 hereafter). It gives a specific template to be followed for all presentation regarding BRAVE on any occasion (both internal and external meetings). The template has been made available to all Partner since the first month of the project (prior to Kick Off meeting). This template is based on the use of the colours of BRAVE corporate identity and style guide.

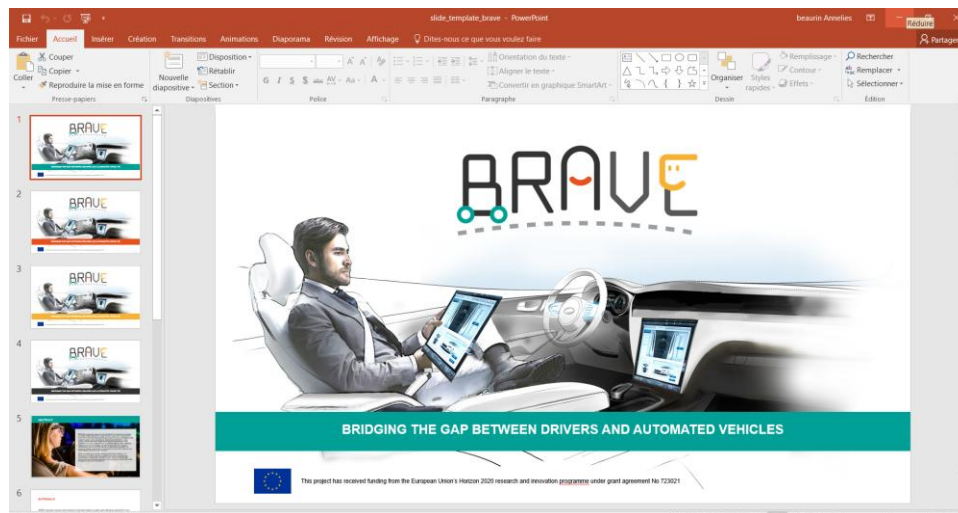


Figure 3 PowerPoint template

#### 6.1.2. Magnetic boards

Magnetic boards have been developed to be installed on cars used for BRAVE activities. Two boards will be installed on each car (right and left sides, see Figure 6). Those boards will include:

- The project logo
- BRAVE website URL address
- The project acronym and title
- The European Commission logo



Figure 4 Magnetic board

### 6.1.3. Newsletter

The project consortium plans on publishing a newsletter (electronic version), at least every 6 months, starting at month 6 (November 2017), to promote the project activities and its results. It will be also a mean of announcing upcoming events. The newsletter will report to key stakeholders the news of BRAVE but also of related topics and projects. It will help keeping stakeholders aware of the project objectives and outcomes.

The newsletter will be accessible through the BRAVE website and will also be sent by email to target groups. The list of contacts receiving the newsletter will be based on stakeholders involved in the project at some point (road users testing the prototypes, etc.). The list of contacts will grow during the project. The contact form included on the website will act as a registration form to the project's newsletter mailing list. This document will also be forwarded by partner's communication medias (websites, social medias, etc.).

The content of the newsletters will include:

- Key milestones reached, key actions taken and outcomes achieved by BRAVE;
- Key workshops, events, conferences and exhibitions where the project has been displayed;
- Participation of the project at a conference or a specific workshop
- Coverage of the project in magazines or specialized medias
- News about other related projects when relevant
- Possible applications of the project results at a national or regional level
- Other news about major event related to BRAVE activities (new legislation, major studies published, outstanding innovation, etc.)

At least one newsletter will be published every 6 months, following project milestones and meetings schedule. The editorial list is presented on the table below (Table 2).

**Table 2 Newsletters editorial list**

Issue	Topics	Publication date
First newsletter	Overview of the project Kick off activities and outcomes of the first six months of the project	November 2017
Second newsletter	Outcome of first year of the project	May 2018
Third newsletter	Outcome of first 18 months of the project	November 2018
Fourth newsletter	Outcomes after 24 months of project – topics to be confirmed	May 2019
Fifth newsletter	Outcomes after 30 months of project – topics to be confirmed	November 2019
Sixth newsletter	Results of the project Exploitation of results and next steps Overview of final event	May 2020

### 6.1.4. Website and social medias

A dedicated website ([www.brave-project.eu](http://www.brave-project.eu)) and social medias accounts (Twitter, LinkedIn page, etc.) has been set up. The detailed description of those elements is included in a separate report (D7.2: Communication toolkit), to be issued on August 31<sup>th</sup> 2017.

### 6.1.5. Press and traditional medias

The project will seek the help of both online and offline medias to disseminate BRAVE activities and outcomes. Journalists will be invited to specific BRAVE activities open to public (tests, etc.) and press releases will be sent to medias when the project will achieve specific results. For instance, journalists have been invited to the showcase of the vehicle developed by the university of Alcalá during the kick-off meeting, and an article has been published in *La Nueva España* to cover the official launching of BRAVE.

Each member of the consortium will seek relay in local media when specific actions will be held. A Google Sheet (see Figure 7) is proposed to list the dissemination activities in a single table.

BRAVE - Dissemination follow up											
Partner / Event				General information							
Partner name	Publication title	Type of publication / event	Publishing statut	Name of media or event	Date of release	Link to content	National or Global release	Language	Type of audience	Audience provenance	Reach (quantity)
TREE	Siglo XXI Sunday supplement	Press release	Published	La Nueva Espana	18/06/2017		National	Spanish	Specialized	Spain	
ACASA	Signing ceremony	Participation to	Published	ITS Strasbourg	20/06/2017	<a href="https://twitter.com/ITS_Strasbourg">https://twitter.com/ITS_Strasbourg</a>	Global	English	Specialized	Regional	
MOV'EO	BRAVE - Combler le fossé entre véhicules autonome	Website	Published	Mov'eo website	19/06/2017	<a href="http://pole-mov'eo.com">http://pole-mov'eo.com</a>	National	French	All types	France	
IteS	BRAVE - Start of project process	Social Media	Published	LinkedIn website	11/07/2017	<a href="https://www.linkedin.com/company/ite-s/">https://www.linkedin.com/company/ite-s/</a>	Global	English	All types	Global	

Figure 5 Google Sheet for dissemination follow up

The project will also make a great use of the EU’s Transport Research & Innovation Portal TRIP, as well as of the Research\*EU magazine from DG Research ([http://cordis.europa.u/research-eu/home\\_en.html](http://cordis.europa.u/research-eu/home_en.html)). The Innovation and Networks Executive Agency (INEA) is also preparing Project Fiches for all Horizon 2020 Transport Projects.

## 6.2. Specific dissemination tools

### 6.2.1. Peer-reviewed publications

BRAVE partners aim at publishing the projet’s results in conferences and sectorial events during the project duration. At least 10 papers are expected to be published in conference proceedings, as well as 4 peer-reviewed articles published in scientific journals. Project partners will therefore provide a major effort toward publishing peer reviewed scientific and technical papers conference proceedings to high impact factor journals. At the end of the project, the guidelines will be published in 6 professional medias at least.

As requested by the European commission, the consortium will grant open access to publications. Depending on the situation and results, partners will choose between self-archiving (also referred to as 'green' open access), or open access publishing (also referred to as 'gold' open access).

As stated by the European Commission, green open access means that a published article or the final peer-reviewed manuscript is archived (deposited) in an online repository before, alongside or after its publication. If this possibility is chosen, beneficiaries must ensure open access to the publication within a maximum of six months. Gold open access means that an article is immediately placed in open access mode (on the publisher or journal website).

BRAVE partners will especially seek publications in high Impact Factor journals dedicated to automotive and emerging technologies applied to the automotive sector. Some of them are listed hereafter:

- Transportation Research, Part C: Emerging Technologies
- Vehicle System Dynamics
- IEEE Transactions on Intelligent Transportation Systems
- Vehicular Communications
- Journal of Intelligent Transportation Systems

A Google Sheet (see Figure 8) is provided to the project members to list the publications and the relevant information about this work. It will ease the follow up during the project and will help ensuring that the KPIs are respected, both regarding quantity and quality.

BRAVE - Dissemination follow up												
* : mandatory					PUBLICATIONS							
DOI	Type of publication	Repository Link *	Link to the publication	Title *	Authors *	Title of the Journal/Proceedings/Book series/Book (for book chapters)	Number, date or frequency of the Journal/Proceedings/Book	Relevant Pages	ISBN	Publisher *	Place of publication *	Year of publication

**Figure 6 Google Sheet for publication follow up**

### 6.2.2. Mirror Group

Throughout the project, the BRAVE consortium will establish a two ways communication with key stakeholders (public and private), with the creation of a Mirror Group, the advisory board of the project. The group is designated to ensure that the project's delivered results will reach their expected impacts. Mirror Group members will learn from the project's findings and contribute to the project orientations by providing their feedback. They will also be representatives of the project by attending national events (conferences, round tables, workshops) to raise awareness about the project objectives, results and ensure sound uptake of the main deliverables.

There will be 6 meetings of the Mirror Group on a regular basis from month 6 (November 2017) to month 36 (May 2020), including 3 main meetings of the mirror group with physical attendance, at alternate locations in Europe. The recommendations of the Mirror Group will be formalized in reports. MOV'EO will be responsible of this task, reviewed by the project coordinator (TREELOGIC).

Participating in this Mirror Group is proposed on a voluntary basis, and the level of involvement will be adapted to members' availability. However, members involved in the group agrees on actively participating in the activities or try to provide a proxy if they cannot attend a meeting or event. Expenses induced by the



activities of the Mirror Group are handled by the BRAVE project. It includes travel, accommodation and food expenses. However, the participation to the Mirror Group activities is unpaid. Members Mirror Group are expected to act in the best interests of the BRAVE project.

The terms of reference of this Mirror Group are further detailed in a dedicated deliverable (D7.4) to be issued by August 31<sup>th</sup> 2017.

**6.2.3. Attendance to events**

An event management plan is set up to follow the participation of BRAVE partners to autonomous vehicles related exhibitions, conferences and round tables. This attendance to events is aimed at reaching two targets: scientific community in the field of the autonomous vehicles, and industrial companies as potential users of the solutions developed by the project. This will help raise awareness about the project objectives and results achieved, but also maximize the sustainability by presenting the results and their potential exploitation.

BRAVE partners will together take part in at least 10 events dedicated to the scientific community, and 10 industry-oriented events. Numerous events occurring in 2017 and 2018 have already been identified, and the list will be frequently updated to follow the announcement of new high-level events occurring until June 2020 at a minimum.

BRAVE partners will position themselves on events occurring in the specific areas where they are based, and on the events that are the most relevant regarding their work in the project.

Similar to communication activities, a Google Sheet (see Figure 9) has been set up to follow the attendance of partners to events, and also to quantify and qualify the audience reached by each action.

BRAVE - Dissemination follow up													
PARTNER'S PRESENCE IN EVENTS													
Partner / Event				General information				Reach				BRAVE p	
Partner name	Event name	Type	Presence statut	Start Date	End Date	Organized by	Event Website	City	Country	Type of audience	Audience provenance	Expected number of attendees	Action(s) undertaken in the event
	Transport Research Arena 2018 (TRA)	Scientific	Pending	4/16/2018	4/19/2018	Third party	<a href="http://www.tra.com">http://www.tra.com</a>	Vienna	Austria				TBC
	European Transport Conference (ETC)	Scientific	Pending	10/4/2017	10/6/2017	Third party	<a href="https://etc2017.com">https://etc2017.com</a>	Barcelona	Spain				TBC
	World Congress on Transport Research (WCTR)	Scientific	Pending	5/26/2019	5/31/2019	Third party	<a href="http://www.wctr.org">http://www.wctr.org</a>	Mumbai	India				TBC
	International Association for Travel Behaviour Research (IATBR)	Scientific	Pending	juil.-18	juil.-18	Third party	<a href="http://www.iatbr.org">http://www.iatbr.org</a>	Santa Barbara	USA				TBC
	European Urban Mobility conference	Scientific	Pending			Third party							TBC
	2017 Annual Polis Conference	Scientific	Pending	12/6/2017	12/7/2017	Third party	<a href="http://www.polis.be">http://www.polis.be</a>	Brussels	Belgium				TBC
	ITS world Congress 2018	Scientific/Indus	Pending	9/17/2018	9/21/2018	Third party	<a href="http://itsworldcongress.com">http://itsworldcongress.com</a>	Copenhagen	Denmark				TBC
	IEEE Intelligent Vehicles Symposium (IV)	Scientific	Pending	6/11/2017	6/14/2017	Third party	<a href="http://iv2017.ieee.org">http://iv2017.ieee.org</a>	Redondo Be	USA				TBC
	IEEE Intelligent Transportation Systems Conference	Scientific	Pending	10/16/2017	10/19/2017	Third party	<a href="http://itsc2017.ieee.org">http://itsc2017.ieee.org</a>	Yokohama	Japan				TBC
	International Conference of Transport and Traffic Psychology (ICTTP)	Scientific	Pending	2018	2018	Third party	<a href="https://www.icttp.org">https://www.icttp.org</a>	Prague	Czech Republic				TBC
	Transport & Logistics Conference (ERRIN)	Scientific	Pending			Third party							TBC
	Automotive user Interfaces and Interactive Vehicle (AUIV)	Scientific	Pending	9/24/2017	9/27/2017	Third party	<a href="http://www.auiv.com">http://www.auiv.com</a>	Oldenburg	Germany				TBC
	Transportation Research Board Annual meeting	Industry-orient	Pending	12/7/2018	12/11/2018	Third party	<a href="http://www.trb.org">http://www.trb.org</a>	Washington	USA				TBC
	Mobile World Congress	Industry-orient	Pending	2/26/2018	3/1/2018	Third party	<a href="https://www.mwc.com">https://www.mwc.com</a>	Barcelona	Spain				TBC
	International Safe and Sustainable Mobility Exhibitions (ISSME)	Industry-orient	Pending	10/24/2017	10/27/2017	Third party		Madrid	Spain				TBC

**Figure 7 Google Sheet for events attendance**

**6.2.4. Organisation of workshops**

The project consortium members will organize tutorials, sessions and workshops at the above-mentioned conferences. For instance, VTI is the organiser of the RS5C conference which is held every two years, the next issue to take place in Korea in 2018 with one focus area on automated driving. BRAVE will organise special sessions in such framework, at least 3 during the project duration. The Mirror Group members will be involved in these dissemination activities.

## 7 Monitoring of dissemination activities

The dissemination plan will be regularly assessed during the project runtime. The project consortium has agreed on minimum thresholds for each dissemination activity. Evaluation will take place on an annual basis where real figures will be compared with the minimum thresholds. A day-to-day follow up will be managed to ensure that the project communication activities remain in line with the expectations. Table 3 below describes the quantitative targets for each dissemination tool described above.

**Table 3 Quantitative targets for dissemination tools**

Dissemination tool	Methodology	Indicator
Website	Number of users clicking on the website Number of news published	Average of 50 visits per month 8 news published per year
Social medias (LinkedIn, Twitter)	Number of posts	2 to 5 posts per month
Newsletter	Number of published newsletters per year Number of contacts receiving the newsletter per edition	2 newsletters per year Average of 2000 contacts receiving each edition
Peer reviewed articles	Number of articles published	4 articles
Publications in conferences and sectorial events	Number of publications	10 publications
Press releases	Press releases per year	2 per year on average
Participation in events, conferences and workshops	Number of external events attended	10 science oriented events 10 industry-oriented events
Presence on other websites	Number of articles	10 articles per year
Mirror Group	Number of stakeholders involved Number of events attended by Mirror Group member	15 stakeholders involved 10 events attended by Mirror Group members

## Conclusions

This Deliverable (D7.1: Communication Action Plan) has been produced by MOV'EO, communication and dissemination manager of the project, within Work Package 7 (Dissemination, exploitation and communication activities, and International Cooperation). It outlines the overall approach of communication and dissemination for BRAVE project. This communication action plan will be followed during the whole duration of the project and reviewed annually. Updates will be made when necessary to ensure that tools and actions are always aligned with the project requirement.

Communication and dissemination will be undertaken during the 36 months of the project, and resources will be provided to ensure that the project results will still be available after the project closing. Each partner must and will be involved in the dissemination process to ensure a high level of awareness of the project objectives, outcomes and possible exploitations.

## References

- [1] [http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf)  
*EU research and innovation guidance for project participants*
- [2] [http://ec.europa.eu/dgs/communication/services/visual\\_identity/pdf/use-emblem\\_en.pdf](http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf) *Use of the EU emblem in the context of EU programs. Guidelines for beneficiaries and other third parties*
- [3] <https://www.iprhelpdesk.eu> *European IPR Helpdesk*
- [4] <http://www.brave-project.eu> *BRAVE project website*
- [5] [http://ec.europa.eu/research/participants/data/ref/h2020/other/comm/170406\\_open-access\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/other/comm/170406_open-access_en.pdf)  
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