



Autonomous self-adaptive services for TRansformational personalized inclUsivenesS and resilience in mobiliTy

D6.1 Communication and Dissemination Plan.v1

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List of acronyms and abbreviations

Abbreviation	Description
AI	Artificial Intelligence
ASAM	Association for Standardization of Automation and Measuring Systems
CCAM	Connected, Cooperative & Automated Mobility
CENELEC	European Committee for Electrotechnical Standardization
D&C	Dissemination and Communication
EC	European Commission
EFFRA	European Factories of the Future Research Association
ETSI	European Telecommunications Standards Institute
EU	European Union
FEDRO	Federal Roads Office
GDPR	General Data Protection Regulation
HE	Horizon Europe
ICT	Information and Communication Technology
IEEE	Institute of Electrical and Electronics Engineers
ISO	International Organization for Standardization
ITS	Intelligent Transportation Systems
KER	Key Exploitable Results
KIAT	Korea Institute for Advancement of Technology
LE	Large enterprises
OEM	Original equipment manufacturer
PRM	Persons with reduced mobility
PTA	Public transport authority
PTO	Public transport operator
RIA	Research Innovation Action
SAAM	Swiss Association for Automated Mobility
SEFRI	The State Secretariat for Education, Research and Innovation (Swiss)
SME	Small & medium enterprise
SNV	Schweizerische Normen-Vereinigung (Swiss Association for Standardisation)
SSH	Social Sciences and Humanities
WCAG	Web Content Accessibility Guidelines

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Executive summary

This document defines the dissemination and communication plan and framework for the knowledge generated by the project and includes a communication policy, identification of the key target groups and appropriate dissemination channels, resources, and responsibilities. It also describes the dissemination activities and materials that have been and will be produced.

This report is structured in five pillars each with its own section. The first section defines the dissemination and communication strategy of the project and identifies the core objectives of the consortium. The second section identifies the target communication and dissemination audiences. The third section describes the AutoTRUST communication and dissemination channels to ensure project promotion, including conferences, exhibitions, scientific publications, liaison with relevant EU initiatives, collaboration with relevant projects and digital platforms. The fourth section outlines the dissemination plan which includes three phases: Raising awareness/interest among key stakeholders, increasing acceptance of Key Exploitable Results (KERs) and Promoting uptake and replication of KERs. Finally, to measure the success and effectiveness of the communication and dissemination strategy applied throughout the project, the fifth section focuses on monitoring and evaluation of communication and dissemination.

1. Introduction

AutoTRUST (Autonomous self-adaptive services for TRansformational personalised inclUsiveness and resilience in mobiliTy) is a European project with the objective aims to develop and demonstrate a novel AI-leveraged self-adaptive framework of advanced vehicle technologies and solutions which optimise usability, accessibility, perception, and experience on-board, and when boarding/off-boarding, in terms of security, privacy, well-being, health and assistance.

AutoTRUST will provide enhanced inclusiveness and trust in the interaction between users and new automated modes of road transport and mobility services in the transition from human-driven to automated vehicles. Considering the challenge of enabling wider user acceptability and contributing to the creation or amendment of standards and influence on EU regulation, AutoTRUST will be in the position to make a significant contribution to the EU's agenda on inclusive and resilient mobility.

To reach this objective, effective dissemination and making sure that AutoTRUST results will reach the right target group is integral to its success. The communication and dissemination activities are carried out throughout the entire project regarding all relevant tasks. A transversal collaboration across work packages will be pursued.

1.1. Purpose and structure of the document

This document presents the different dissemination and communication activities and timelines, to become a reference resource to be used and updated over the whole project's duration.

Following the Introduction, which sets the stage for the document's purpose, audience, and its interconnections within the project's framework, the structure continues as follows:

Sections:

- Section 2. Communication and dissemination strategy
- Section 3. Target communication and dissemination groups
- Section 4. Communication and dissemination channels
- Section 5. Dissemination planning
- Section 6. Communication and dissemination monitoring and evaluation

1.2. Intended Audience

The AutoTRUST D6.1 Communication and Dissemination Plan is devised for the internal use of the AutoTRUST consortium, comprising members, project partners, and affiliated stakeholders.

This document mainly focuses on the communication and dissemination of the project, thereby serving as a referential tool throughout the project's lifespan.

This document is public.

1.3. Interrelations

The AutoTRUST consortium integrates a multidisciplinary spectrum of competencies and resources from academia, industry, and research sectors, focusing on novel AI-leveraged self-adaptive framework for transformational personalised inclusiveness and resilience in connected, cooperative & automated mobility (CCAM). The project integrates a collaboration of sixteen partners from ten EU member states and associated countries (Switzerland, United States, Korea and Japan), ensuring a broad representation for addressing security, privacy, well-being, health, and assistance, leading to enhanced inclusiveness, trust, and safety in the interaction between users and automated vehicles.

AutoTRUST is categorised as a “Research Innovation Action – RIA” project and is methodically segmented into 6 WPs, further subdivided into tasks. With partners contributing to multiple activities across various WPs, the structure ensures clarity in responsibilities and optimises communication amongst the consortium's partners, boards, and committees. The interrelation framework within AutoTRUST offers smooth operation and collaborative innovation across the consortium, ensuring the interconnection of the diverse expertise from the various entities (i.e., Research Institutes, Universities, small & medium enterprises (SMEs), and large enterprises (LE)). The D6.1 Communication and Dissemination Plan addresses all activities of the AutoTRUST project related to the communication and dissemination activities.

2. Communication and dissemination strategy

The AutoTRUST dissemination and communication (D&C) strategy will ensure that the project outcomes (concepts, scientific results, tools, methodologies, results of validation and evaluation work, contribution to European standardisation activities, etc.) are widely disseminated to the appropriate target communities at appropriate times and via appropriate methods, and external stakeholder who can contribute additional value to the development, evaluation, uptake and exploitation of these outcomes can be identified and encouraged to participate.

The goal is to engage with targeted audiences and organisations with a recognisable, clear and effective message that can communicate the project vision and achievements and stimulate interest in the project technologies and objectives. The dissemination plan includes the key actions, materials and timing of activities to be carried out by partners throughout the project. Based on the dissemination plan (Section Dissemination planning), each partner, in line with their own competencies, will promote results in its specific areas, and the whole consortium will promote the project results as a unique solution that crosses the boundaries of each partner's competence.

The consortium will follow the following eight core objectives, ensuring the success of D&C activities:

1. **Increase Awareness** of the research project among the target group and stakeholder groups. To achieve this goal, the consortium partners will address relevant working groups of national and European standardisation Organisation using their established personal participation in standardisation work. Existing contribution to standardisation work of project partners is provided in *D6.2 – Exploitation, innovation and standardisation activities.v1*.
2. **Knowledge Sharing** and research synergies will be established with relevant entities (e.g., research networks of partners, external researchers interested in collaborations, sister projects etc.) through publishing articles in scientific journals, presenting the results at conferences and exhibitions, and creating target communication materials, especially for manufacturing and supply chain companies.
3. **Stakeholder Engagement** in the research project will ensure that the stakeholder perspectives are incorporated into the research and to facilitate the adoption of the research outcomes. Dissemination activities and co-creation approach in AutoTRUST will help towards effective stakeholder engagement.

4. **Active Dissemination of Results** aiming at a broad audience, including the general public, policymakers, and other stakeholders, to demonstrate the impact and value of the AutoTRUST outcomes.
5. **Collaboration and Networking** to establish and maintain alliances and joint efforts with other academic and industrial entities to create new partnerships and novel innovation avenues.
6. **Social Media Engagement** to leverage the social platforms for the outreach of the project's activities, engage with the relevant audience, and build a community around the AutoTRUST research and impact.
7. **Capacity Building** among the target group to promote the adoption and implementation of the outcomes on research and technology levels. Dissemination through Open Source and Open Access will also make technology solutions, research findings and data openly accessible to the public, enabling broader dissemination and encouraging further research and collaboration. It should be noted that project results subject to patents must be patented before they are communicated to the outside. Otherwise they cannot be protected by patents because the knowledge is publicly available. Project partners need to take this into consideration when communicating project results.
8. **Evaluation and Feedback** to continually evaluate the effectiveness of dissemination and communication strategies and incorporate feedback from stakeholders to improve and refine strategy over time and based on the progress and project timeline.

3. Target communication and dissemination groups

The communication of AutoTRUST begins in the first months of the project and continues throughout its lifetime. AutoTRUST identifies eight target groups, namely the Automotive Industry, Transport Community, Public Actors, Research & Technical Experts, Citizens (e.g., passengers), Social Sciences and Humanities (SSH) experts, Standardisation Bodies and Policy Makers and (Cyber)Security and Safety Management Companies.

Tailoring the communication to these different identified stakeholders, allows the development of a wide-reaching dissemination plan that will ensure maximal impact of the project findings.

1. Target Group 1: Automotive Industry (autonomous vehicles manufacturers/providers, original equipment manufacturers (OEMs), etc.). This group includes the main beneficiaries of the AutoTRUST solution. Reaching them is critical for the project's success. Consequently, the approach to communication will be tailored to their needs and

expectations to take advantage of their specificities for maximum effect and engage them for future collaboration.

2. Target Group 2: Transport Community (e.g., Transport authorities, transport service providers, smart mobility integrators, authorities, fleet operators, etc.). Key messages should focus on the success cases of the demonstration of AutoTRUST digital tools tailored towards vehicle owners (transport operators) as well as the benefits of the utilisation of the AI-leveraged tools for facilitating passengers experience in CCAM.
3. Target Group 3: Public Actors (e.g., Smart City Authorities and Governments). This Target Group consists of residential and commercial users, including smart city authorities, who can benefit from the AutoTRUST results. AutoTRUST will showcase its benefits for enhanced travel safety, improving smart mobility and reducing CO2 emissions.
4. Target Group 4: Research & Technical Experts (e.g., information and communications technology (ICT)-related experts, Research Community). AutoTRUST will open new markets to relevant technology and service providers, as well as foster innovative approaches on their technologies, being a key target group. The messages to transmit are how AutoTRUST will optimise the on-board experience and ensure inclusiveness in automotive and transport domains, as well as conclusions on the market analysis and roadmap. In addition, the scientific community and technical experts are also key audience to enlarge replication and dissemination of results.
5. Target Group 5: Citizens (e.g., regular citizens, Persons with reduced mobility (PRMs)). Citizens represent a diverse and broad audience crucial to the dissemination and communication strategy of AutoTRUST. This group encompasses individuals who are end-users of automotive technologies and transport systems, including regular citizens and those with specific needs such as PRMs.
6. Target Group 6: Social Sciences and Humanities (SSH) Experts (e.g., researchers, academics, and professionals in fields such as sociology, psychology, economics, and ethics). They provide valuable insights into the societal impacts, ethical considerations, and human factors related to automotive technologies.
7. Target Group 7: Standardisation Bodies and Policy Makers (e.g., International Organization for Standardization (ISO), European Telecommunications Standards Institute (ETSI), European Commission (EC), Ministries of Transportation). Developing and implementing standards to ensure the safety, accessibility, reliability, and interoperability of automotive technologies supported by the policy makers is necessary to influence the regulatory framework related to the adoption of novel automotive technologies in transportation systems. The key messages related to them are the market evaluation, successful use cases, regulatory aspects, lessons learnt, socioeconomic analysis, contributing to EU policies and directives.

8. Target Group 8: (Cyber)Security and Safety Management Companies (e.g., SME and LE, public transport operator (PTO), public transport authority (PTA)). This group specialises in providing and utilising security solutions and safety management services as part of their service operations to protect automotive systems from cyber threats and ensure operational safety.

4. Communication and dissemination channels

A multi-channel strategy supports the implementation of the communication and dissemination plan to the wide variety of target groups and stakeholders. The following communication means/channels will be used to support the dissemination strategy.

4.1. Logo and visual identity

The AutoTRUST logo, Figure 1, and visual identity was created in September 2023 by the project coordinator CERTH. It communicates the core values of the Autonomous self-adaptive services for TRansformational personalised inclUsiveness and resilience in mobiliTy project.



Figure 1: AutoTRUST logo

The central design features a bus, symbolising mobility and transportation. Inside the bus, three figures represent inclusiveness and community, highlighted with plus signs and a star, suggesting positivity, personalisation, and excellence. The person standing beside the bus symbolises assistance and service adaptability, while the cone adds a touch of safety and resilience. The use of teal colour conveys trust, reliability, and innovation.

To ensure consistent use of the AutoTRUST logo and colours, a range of templates has been developed, including a PowerPoint and a document templates. The use of these templates is encouraged among all consortium partners when the AutoTRUST project is presented in both internal and external meetings.

4.1.1. Supporting visual material

To further strengthen the project identity, additional materials are foreseen to be developed, including banners and a roll-up. The roll-up is anticipated to be designed in accordance with the project's colours and fonts and will be displayed at events where AutoTRUST is organising or presenting.

4.1.2. Accessibility of project material

To support partners in using the project logo and other material correctly and consistently, an explicit guideline was provided, including rules and recommendations on how to communicate about the AutoTRUST project, how to use the project logo, and how to correctly include the acknowledgements of all relevant fundings. Additionally, it is envisioned to provide guidelines on how to ensure accessibility of documents and (web) material to all, including to people with disabilities, like sufficient colour contrast, or font size. These tips will ensure that all materials developed in the project will follow the Web Content Accessibility Guidelines (WCAG). Also, when developing the website, many efforts were undertaken to ensure the entire website is accessible.

4.2. AutoTRUST website

The AutoTRUST website will be available at <https://autotrusted-he.eu/>. Currently it is still under internal revision to ensure WCAG compliance and will be publicly launched in September 2024. The purpose is to grant public access to relevant non-IPR-sensitive results, downloadable activity reports and other publishable documents. The project web site will comply to the web accessibility standards.

4.2.1. General

The AutoTRUST website is a crucial tool for achieving the dissemination and communication goals. It will serve as the primary platform for engaging with external stakeholders, including policymakers, industry professionals, service providers, drivers and passengers, and citizens in general. The website's content will be continuously updated, showcasing project progress and activities at pilot sites. The website will remain available for up to four years after the project's conclusion, serving as a repository and reference point for project-related information and deliverables, thus supporting ongoing dissemination and exploitation efforts.

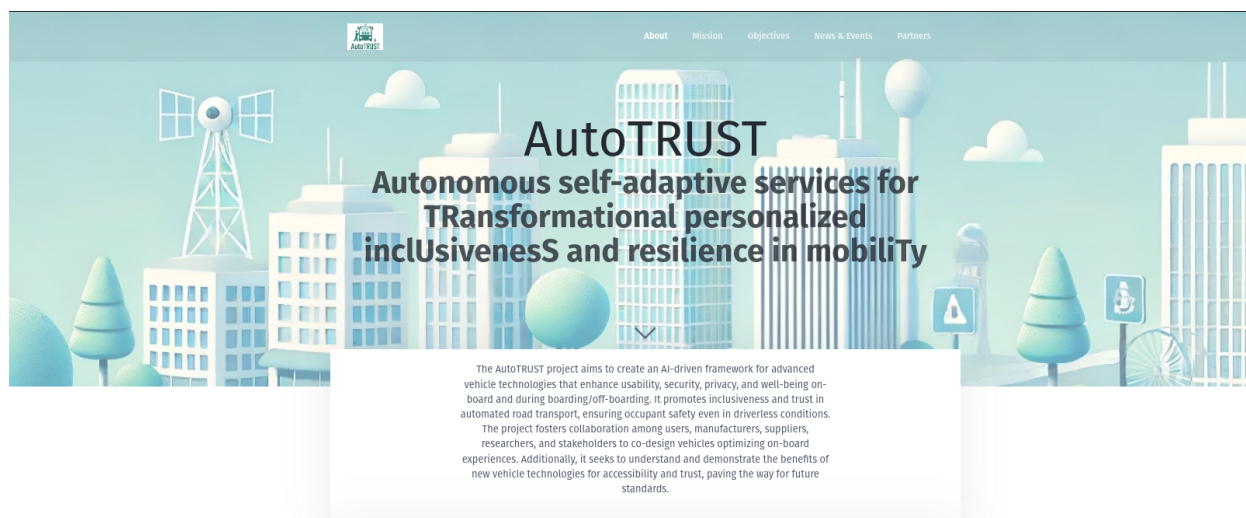


Figure 2: AutoTRUST website

4.2.2. Structure

- **ABOUT:** provides an overview of the project and links to other sections and pages within the website. Furthermore, it contains basic information about the project (budget, duration, coordination, consortium).
- **MISSION:** highlights objectives, work packages and pilot sites. It also elaborates on how AutoTRUST fits into the wider CCAM community, provides details on the deployment sites with involved partners and services.
- **PARTNERS:** includes all the logos of the project partners, key personnel as well as links to the respective websites.
- **NEWSROOM:** to keep visitors up to date with project developments, activities, announcements and regular news items will be posted on this page.
- **PUBLICATIONS:** this page will comprise of all documents developed in the project, including deliverables, blogs, newsletters, and publications.
- **CONTACT:** this page includes the contact details of the Project Coordinator and the Communicate and Dissemination Manager.
- **FOOTER:** displays the EU, The State Secretariat for Education, Research and Innovation (SEFRI) and Korea Institute for Advancement of Technology (KIAT) co-funding authorities.

Table 1 outlines the initial schedule of blogs posting by consortium partners, starting from September 2024 until the end of the project.

Table 1 Blog post plan

Month	Partner	Month	Partner	Month	Partner	Month	Partner
M5	CERTH	M13	HOLO	M21	CERTH	M29	HOLO

M6	AviSense.AI	M14	CARITAS	M22	AviSense.AI	M30	CARITAS
M7	SIEMENS	M15	UNIGE	M23	SIEMENS	M31	UNIGE
M8	ALKE	M16	TPG	M24	ALKE	M32	TPG
M9	UIA	M17	Waveye	M25	UIA	M33	KATECH
M10	UCY	M18	KATECH	M26	UCY	M34	sdtech Inc.
M11	Waveye	M19	sdtech Inc.	M27	Waveye	M35	MORAI
M12	NPT	M20	MORAI	M28	NPT	M36	CERTH

4.2.3. Social media

Alongside the website, social media will be one of the major tools utilised to communicate with all stakeholders. At the start of the project, both an X account and LinkedIn page have been set up. A social presence will be established, also exploiting the partners channels (e.g.: CERTH 23k+ followers, UNIGE 170k+, Siemens 7m+, CARITAS 18k+, UCY 31k+). Press releases will be regularly produced, and promotional material created.

4.2.4. X

X is a globally renowned social media platform, utilised in the AutoTRUST project to maximise audience reach. By tapping into X's extensive user base, we engage a diverse audience, including policymakers, industry leaders, passengers, and the public. Strategic posts and updates on X disseminate key project information, fostering real-time communication and feedback. This approach ensures our messages are amplified and accessible, raising awareness and support for AutoTRUST's objectives.

URI: https://x.com/AutoTRUST_EU



Figure 3 AutoTRUST X page

4.2.5. LinkedIn

LinkedIn, a top professional networking platform, is used for targeted posts and updates in which we share project developments and research findings. LinkedIn facilitates professional discussions and collaborations, ensuring our messages reach an influential audience, promoting engagement with AutoTRUST's goals.

URI: <https://www.linkedin.com/company/autotrust-project>

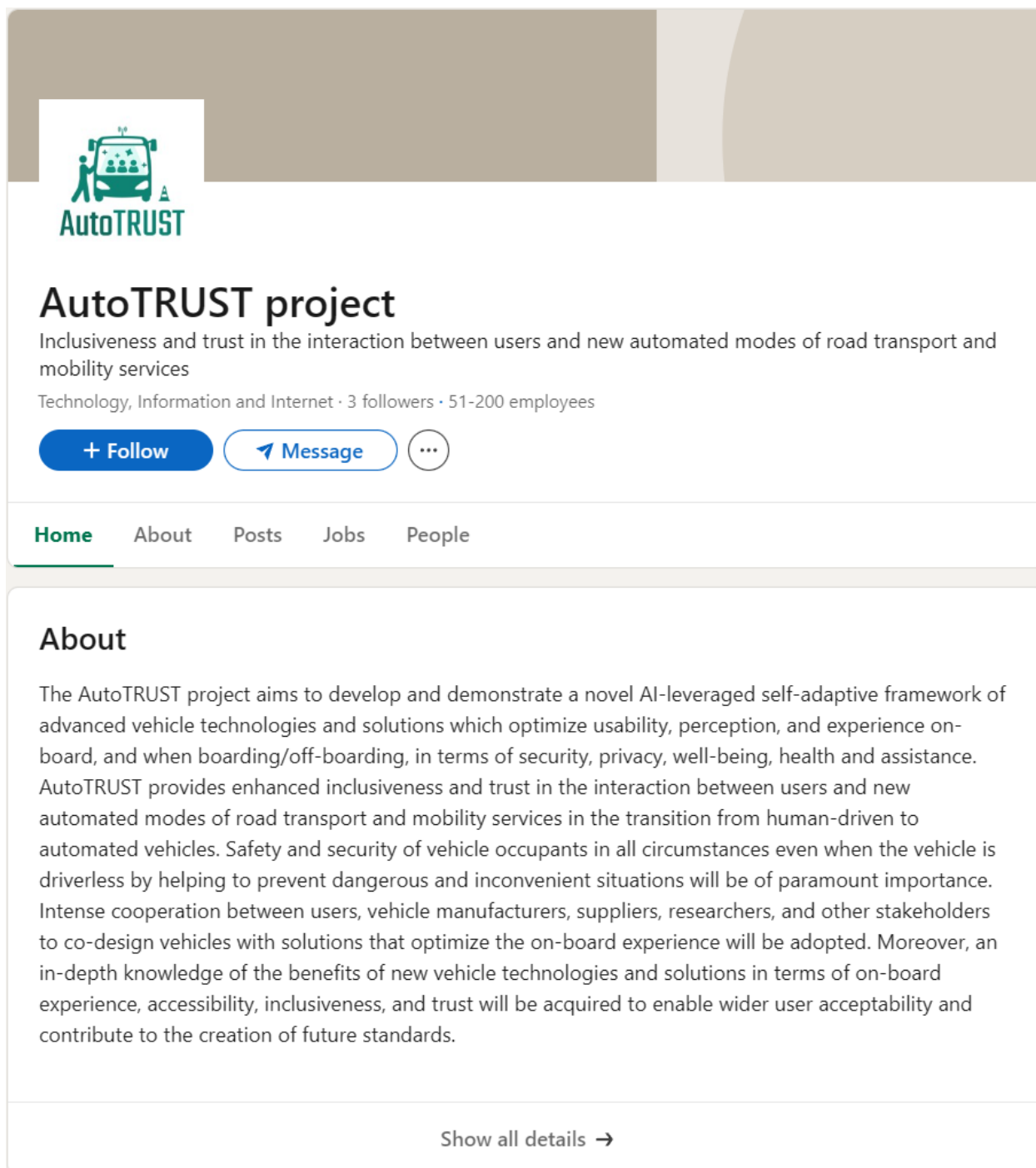


Figure 4 AutoTRUST LinkedIn page

4.2.6. Youtube

YouTube is a key video-sharing platform for the AutoTRUST project, enabling us to reach a wide audience with visual content.

URI: <https://www.youtube.com/@AutoTRUSTproject>

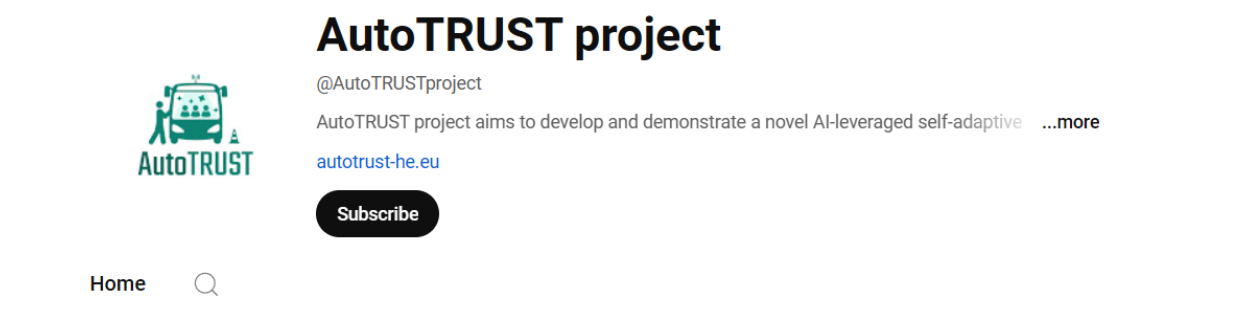


Figure 5 AutoTRUST YouTube channel

4.2.7. Zenodo Community

Zenodo is an open-access repository, through which we ensure that project findings, datasets, and reports are accessible.

URI: <https://zenodo.org/communities/autotrust>

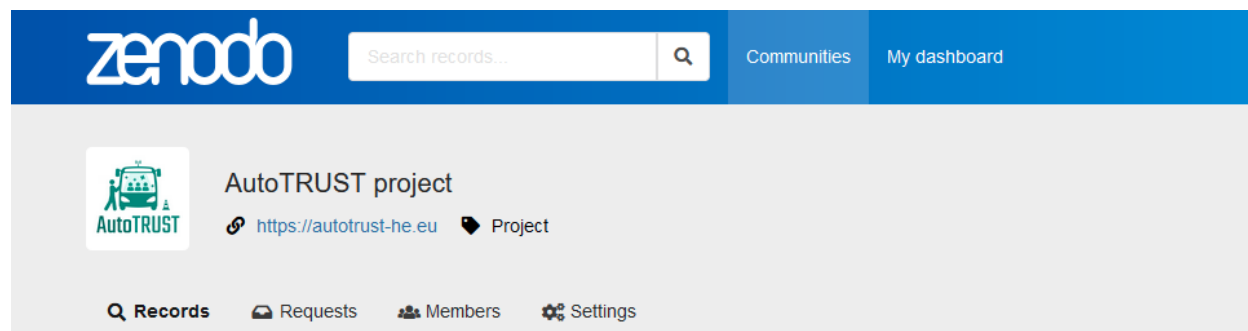


Figure 6 AutoTRUST Zenodo community group

4.2.8. Other social media platforms

During the project's lifetime other platforms will be investigated and evaluated if such platforms are appropriate for engagement with a wider audience. Potential platforms such as Mastodon, Tik Tok, Threads, Instagram, Facebook and Reddit.

4.3. Videos

According to the dissemination planning, during the first phase, one general project video will be developed to highlight the AutoTRUST vision, objectives and partners. Its main purpose is to create general public awareness about the project.

In the second phase focus will be given to the services development progress and the user engagement and involvement throughout the project.

In the final phase of AutoTRUST, each pilot site will create a video showcasing the integrated solution into their eco-system. Finally, a video recapping the achieved results will be released by the end of the project.

4.4. Publications

4.4.1. Open Access Knowledge Repository

During the project, public access deliverables, reports, presentations, and other media will be made available on the AutoTRUST website, as well as on recommended open initiatives (e.g., Zenodo, OpenAIR).

4.4.2. E-Newsletter

AutoTRUST will create an e-newsletter to share project updates and announce relevant news for stakeholders, including information from related communities. The release schedule will be flexible, typically every six months, based on project activities and events. The newsletter will comply with GDPR regulations, ensuring only those who have given explicit consent receive it.

4.4.3. Scientific publications and data

The project's results will be published in the international scientific/technical literature. The Table 2 is outlining relevant publishing venues considered by the AutoTRUST consortium.

Table 3 is detailing targeted conferences and events.

Table 2 Journals

Name of the journal	Main topic
IEEE Transactions on Intelligent Vehicles	Intelligent transportation systems
Journal of Intelligent Transportation Systems	Intelligent transportation systems
International Journal of Intelligent Transportation Systems Research	Intelligent transportation systems
IEEE Intelligent Transportation Systems Society	Intelligent transportation systems
Machine Vision and Applications	Computer Vision
IET Computer Vision	Computer Vision
Transactions on Information Forensics and Security	Cybersecurity and forensics
Computers and Security	Cybersecurity
Journal of Information Security and Applications	Information security
IEEE Access	Various

International Journal of Information Security	Information security
Transactions on Privacy and Security	Cybersecurity and privacy
Information Security Journal	Cybersecurity
Security and Privacy	Cybersecurity and privacy

Table 3 Conferences and events

Name of the conference and events	Main topic
European Mobility Week	ITS
ITS Congress	ITS
IEEE International Conference on Intelligent Transport Systems	ITS
International Conference on Vehicle Technology and Intelligent Transport Systems	ITS
European Road Safety Charter,	ITS
Fair Transport Europe	ITS
European Conference on Computer Vision	Computer vision
IEEE/CVF Winter Conference on Applications of Computer Vision (WACV)	Computer vision
International Conference on Pattern Recognition	Computer vision
IEEE European Symposium on Security and Privacy (EuroS&P)	Cybersecurity and privacy
IEEE Symposium on Security and Privacy	Cybersecurity and privacy
USENIX Security Symposium	Cybersecurity
Privacy Enhancing Technologies Symposium (PETS)	Privacy
IEEE Computer Security Foundations Symposium (CSF)	Cybersecurity and privacy
ACM Conference on Computer and Communications Security (CCS)	Cybersecurity and privacy
International Conference on Trust, Security and Privacy in Computing and Communications (TrustCom)	Cybersecurity and privacy
European Symposium on Research in Computer Security (ESORICS)	Cybersecurity and privacy
ACM Conference on Security and Privacy in Wireless and Mobile Networks (WiSec)	Cybersecurity and privacy
International Conference on Availability, Reliability and Security (ARES)	Cybersecurity and privacy
European Symposium on Usable Security (EuroUSEC)	Usability
European Transport Conference 2024	ITS
European Conference on Connected and Automated Driving (EUCAD)	ITS
European Conference on Antennas and Propagation (EuCAP)	ITS
Mediterranean Conference on Control and Automation (MED)	Cybersecurity and privacy

All partners will promote the project among their industrial, research and community networks. Additionally, the Zenodo community will be leveraged for dissemination as well, where all post-prints will be made available as open access.

4.5. Liaison with relevant EU initiatives

The consortium will seek liaison with the most relevant EU communities involving potentially interested stakeholders, including the relevant smart manufacturing, logistics, data spaces and data modelling & digital twins communities, such as EFFRA, EIT Digital, IDSA, GAIA-X, Data Space Support Center (DSSC), Digital Factory Alliance(DFA) & Data Space 4.0, EU Team Dataspaces, EU Open Data Portal, AIOTI, AI4Europe, FIWARE, NESSI, BDVA.

4.6. Collaboration with relevant projects

The consortium will seek liaison and collaboration with relevant initiatives and other Horizon Europe projects (e.g. AVENUE, ULTIMO, OPEVA, Trustonomy) and other Horizon Europe (HE) projects to complement project activities with synergies and disseminate results to a specialised audience. Priority will be given to the other projects funded under CL5-2023-D6-01-01.

5. Dissemination planning

AutoTRUST will apply an impact-driven dissemination, exploitation and communication (D&E&C) strategy consisting of three major phases with a view to reach, engage and synergise key target groups and stakeholders, maximizing the potential short-term outcomes and long-term impacts of the project and the wide scale roll-out of Key Exploitable Results (KERs).

5.1. Phase I – Raise awareness/interest among key stakeholder (Year 1)

During this phase, AutoTRUST will establish a common project identity, raising awareness and interest regarding the project's expected results e.g., by promoting the project's website and distributing tailored D&C material. Moreover, T2.5 will involve relevant stakeholders in the co-creation of AutoTRUST solutions, also helping in raising the awareness and interest in project activities and outcomes.

5.2. Phase II – Enhance acceptance of KERs (Year 2 – Year 3):

During this phase, AutoTRUST will focus on disseminating its KERs with a view to clearly demonstrate the benefits of the novel solutions through demonstrations and presentations,

supporting future exploitation of results. Key activities to be conducted during Phase II include publications about project results, presentations and demonstrations at conferences, events, workshops and participatory activities (e.g., clustering, networking) to promote knowledge exchange.

5.3. Phase III – Foster uptake and replication of KERs (Year 3 and beyond):

During this phase, AutoTRUST will focus on promoting the final KERs and BMs development, creating the preconditions for stimulating broader scalability/replication of project outcomes and engagement of new end-users and wider audiences. The end-goal of Phase III is to facilitate the market uptake of its KERs and ensure that project’s results will continue to be disseminated after project’s end.

5.4. Detailed planning

5.4.1. Internal communications

Table 4 details strategies and tools to ensure effective, timely, and transparent communication among project team members and stakeholders within the organisation.

Table 4 Internal communications

Tool	Description/Contents	Timing	Responsible partner
Internal project documents	Meeting minutes, reports, budget tables, guidance, activity outlines, conference documentation	Continuous throughout the project life and beyond	Leading partner
Communication & Dissemination Plan	Aims, targets, messages, tools, indicators	End of M3 (July 2024)	UNIGE, CERTH
Conference documentation and minutes	Summarised information and links to presentations, discussions, outcomes	Published 2 weeks after each partner meeting or conference	Leading partner in collaboration with the hosting entity
Internal section of the AutoTRUST	Repository for internal project	Continuously throughout the project	CERTH

via Microsoft Teams	documents		
Logo	Different variations (colour, full, acronym)	End of M4 (July 2024)	ALKE
Press kit	Kick-off press release including project summary, aims, objectives, logo, AutoTRUST publicity material	End of M3 (July 2024)	CERTH
Templates	Word and PowerPoint templates to be used for internal and external correspondence, documents and presentations	End of M3 (July 2024)	CERTH
Poster	Project poster to be displayed in partner's premises	End of M4 (July 2024)	UNIGE

5.4.2. External communications

Table 5 outlines approaches and channels to effectively communicate project progress, goals, and outcomes to external stakeholders and the broader community.

Table 5 External communications

Tool	Description/Contents	Timing	Target group	Responsible partner
Website	Project details, objectives, pilots, partners, news etc	End of M3 (July 2024)	All	UNIGE
Social Media	Social media accounts created, and project updates posted	Continuously throughout the project	All	UNIGE with all partners' support
Newsletters	Targeted newsletters produced to disseminate project news	Throughout the project with regular intervals	TG#1, TG#2, TG#3, TG#4, TG#6, TG#8	CERTH with all partners' support

Publications	Scientific results and implementation advancements	Continuously throughout the project	TG#4, TG#7	TG#6,	All partners
Videos	Promotional tool to advertise the scope and objective of the project and describe project results	On a regular basis throughout the project	All		UNIGE with all partners' support
Blogs	Relevant development within the project in link with entity's internal expertise	On a regular basis throughout the project, as per calendar schedule in Table 1.	All		All partners

5.5. Planned participation in events

Table 6 describes the opportunities for engaging in relevant events to promote the project and foster collaboration with external stakeholders. The table will be further elaborated in the consecutive versions of this deliverable.

Table 6 Planned events

Date	Location	Event name	Contribution	Target group	Responsible partner
13-15 th May 2025	Ispra, Italy	EUCAD25	TBD	TG#1, TG#2, TG#3, TG#4, TG#7, TG8	CERTH

6. Communication and dissemination monitoring and evaluation

Monitoring of dissemination and communication activities is a continuous process in AutoTRUST, with formative and summative evaluation by month 18 of the project and at the end of the project, the final Communication and Dissemination report, will summarise the overall impact of the activities carried out over the project life course.

6.1. Methodology

To ensure that there is a record of all dissemination actions undertaken during the project, a dissemination MS Excel tracker has been created to list all dissemination and communication activities. The purpose of this tracker is to list all events AutoTRUST partners are involved in, as well as press releases, media articles, blogs, highlighting or mentioning AutoTRUST. Furthermore, a template for announcing any communication and dissemination event was created to ensure homologised format on the reporting of communication and dissemination events participation.

6.2. Communication and dissemination KPIs

Table 7 provides an overview of the defined KPIs and the actions to successfully achieve each KPI.

Table 7 KPI Actions

KPI	Action
Website visits (3500+ visits)	Project updates, news, public deliverables, linking from socials platforms
Social Media posts (300+)	Post updates and progress, foster collaboration with other projects. Actively engage with stakeholders and wider population.
Social Media followers (800+)	Actively promote the available channels through other media (e.g. posters).
Brochures (6+)	Aggregate updates and progress, formalise coherent story for publication.
Videos (5+)	Create a script for the video execution aligned with the current phase of the project.
Blog posts (32+)	Per month a consortium partner provides an insight of their activities/interests within the project.
Press releases (12+)	Per partner outreach to the press. (Launch, ongoing progress/milestones, and/or final outcomes)
Posters, banners (2+)	Design and provide the graphical outlook of the project and physical prints for use in events.
Scientific publications (15+)	Outreach scientific community through collaborative and individual publications in recognised journals and conferences.
Book	An opportunity for publishing a book at the end of the project (also involving other sister projects) will be explored.
Project collaboration >4	Collaboration with relevant EU and other relevant projects through creating of joint workshops and webinars, inclusion of the partnership mentioning on corresponding projects' website and social media.
1 meeting per year and 1 joint activity	Organise plenary meetings and workshops.

7. Individual dissemination plans

7.1. CERTH

Major objectives:

CERTH, a leading European Research Institute in the ICT field, will leverage its expertise to enhance the dissemination strategy for the AutoTRUST project. This strategy will employ a multi-faceted approach, targeting key sectors such as academia, research, and industry, to maximise the impact and visibility of the project's advancements and results.

Target Stakeholder Groups:

- Academia: Researchers and institutions focused on AVs, intelligent transport systems, and urban mobility.
- Industry: Companies and organisations in transport, and smart city technologies.
- Public Sector: Government agencies, municipalities, and urban planners.
- General Public: Users and potential adopters of AV technologies and public transportation solutions.

Means of Dissemination:

a) CERTH will focus on presenting AutoTRUST project results at major European and international conferences to reach a wide audience of researchers, industry professionals, and policy-makers. Key conferences include:

- European Transport Conference 2024
- European Conference on Connected and Automated Driving (EUCAD)
- European Conference on Antennas and Propagation (EuCAP)
- Mediterranean Conference on Control and Automation (MED)

b) CERTH also aims to engage in significant European and international events that offer excellent opportunities for networking and broader dissemination of the AutoTRUST project results. Key events include:

- IAA TRANSPORTATION
- InnoTrans 2024
- European Mobility Expo
- Motion 2024
- The International Mobility Summit
- TOMORROW.MOBILITY WORLD CONGRESS

- Global Mobility Call
 - ADAS & Autonomous Vehicle Technology Expo 2025
 - 16TH ITS EUROPEAN CONGRESS
 - UITP Summit 2025
- c) Publishing AutoTRUST project findings in high-impact scientific journals will ensure wide dissemination and recognition within the academic and professional communities. Target journals include:
- IEEE Access
 - IEEE Communications Magazine
 - IEEE Transactions on Antennas and Propagation
 - IEEE Systems
 - Journal of Urban Mobility
 - European Transport Research Review
 - EURASIP Journal on Audio, Speech, and Music Processing
 - Transportation research procedia
- d) For the AutoTRUST project, CERTH will organise and participate in various events to further promote the project's objectives. These include:
- Dedicated Workshops: Creating platforms for engagement with researchers and industry professionals to discuss AutoTRUST solutions and innovations.
 - Special Sessions in Conferences: Leveraging acquired knowledge to organise focused sessions within larger conferences, highlighting AutoTRUST-related topics.
 - Community Outreach: Conducting events aimed at disseminating AutoTRUST's outcomes to local and diverse communities, engaging a wide range of stakeholders and fostering broader public understanding.
- e) CERTH will actively engage with significant European and international organisations to foster collaboration in the CCAM and AV technology domains:
- CCAM Partnership
Focus Areas: Collaboration on automated mobility solutions, synergy between projects and stakeholders.
 - ERTICO – ITS Europe
Focus Areas: Development and deployment of intelligent transport systems and services.
 - European Association of Automotive Suppliers (CLEPA)
Focus Areas: Advocacy and representation of the European automotive supply industry.
 - International Transport Forum (ITF)
Focus Areas: Global transport policy and economic research.

- European Automobile Manufacturers Association (ACEA)
Focus Areas: Advocacy for the European automobile industry.

Key organisations for the development and promotion of standards for automated and connected mobility:

- International Organization for Standardization (ISO)
- British Standards Institution (BSI)
- European Committee for Electrotechnical Standardization (CENELEC)
- European Telecommunications Standards Institute (ETSI)
- Institute of Electrical and Electronics Engineers (IEEE)
- International Telecommunications Union (ITU)
- Automated Vehicle Safety Consortium™ (AVSC)
- Society of Automotive Engineers (SAE)
- Association for Standardization of Automation and Measuring Systems (ASAM)

f) Social Media and Website Engagement:

For the AutoTRUST project, CERTH will actively utilise social media platforms (LinkedIn, X, YouTube) and the project website to enhance visibility and engagement. The strategy includes:

- Consistent Social Media Updates: Posting frequent updates on social media platforms to share dissemination activities, upcoming events, and project milestones.
- Website Content Updates: Regularly updating the project website with the latest progress reports, detailed case studies, and insights from industry experts.

7.2. AviSense.AI

The primary objective of AviSense, regarding the individual dissemination plan, is to effectively communicate the innovative aspects and benefits of AviSense’s technologies and solutions to relevant stakeholders, including industry professionals, academic researchers, potential customers, and investors. This plan aims to build awareness, foster collaborations, and drive adoption of AviSense’s solutions in the market. More specifically, the target audience include automotive industry professionals (such as Original Equipment Manufacturers (OEMs), Tier 1 suppliers, autonomous vehicle developers), academic and research institutions, potential customers, and investors and venture capitalists (e.g., technology investors focused on automotive innovations, funding bodies supporting AI and sensor technology advancements). By executing this dissemination plan, AviSense aims to establish itself as a leader in the field of semi-autonomous vehicles solutions and ensure the widespread adoption of its innovative solutions.

Specific dissemination activities of AviSense include i) publication of research papers in high-impact journals and present at leading conferences such as IEEE, CVPR, and AVS, ii) submission

of case studies and technical articles to industry magazines and online platforms, iii) organisation of workshops and webinars to demonstrate the technology and its applications, iv) collaboration with academic institutions to conduct joint webinars and knowledge-sharing sessions, and the v) engagement in strategic partnerships with automotive OEMs and technology providers to validate and integrate the solution.

AviSense will have an active online presence on social media platforms (LinkedIn, Twitter) to share updates, success stories, and insights and we regularly update the AviSense's website with blogs, news articles, and technical documentation. AviSense will also have an on-site presence in exhibitions and trade shows, participating in industry exhibitions and trade shows such as CES, AutoSens, and smart cities expo to showcase the technology and setting up demonstration booths and distribute promotional materials. AviSense will keep a close relation with investors, partners and potential customers, conducting presentations and pitch events to secure funding and strategic investments and providing detailed reports and progress updates.

7.3. SIEMENS

Siemens plans for the following dissemination activities:

- Presentation of the AutoTRUST project at Siemens internal events, especially at the Siemens Mobility unit.
- Presentation of the AutoTRUST project at events of German national organisations of persons with disability specially the "Mobility and Environment Committee" of the organisation of blind and visually impaired persons in Germany.
- First contact and meetings with the shuttle manufacturer HOLON.
- First contact and meetings with the local mobility project NeMo (see <https://nemo-paderborn.de/>).
- Regular exchange with local PTOs.
- Active participation in the revision of the German Standard DIN 32974 (2000) "Acoustic signals in public traffic areas – Requirements". Siemens will promote this document later as a European norm.
- Active participation in the revision of the German Standard DIN 13278:2020 "Smart mobility for persons with reduced mobility – Functional approaches". Siemens is currently promoting this document for a European norm.
- Siemens plans to visit international exhibitions like "InnoTrans Berlin" to identify interested parties for information and knowledge exchange with AutoTRUST.
- Regular exchange with representatives of the German Federal Competence Centre on Accessibility and of German federal ministries (e. g. Federal Ministry of Labour and Social Affairs) on the implementation of the European Accessibility Act including legal obligations for the accessibility of public transport.

- Siemens will take care of the accessibility of the AutoTRUST websites and the AutoTRUST communications including newsletters, templates for presentations, and documents.

7.4. ALKE

ALKE's individual dissemination plan includes the synergistic use of major corporate communication channels that have a wide global audience thanks to:

- ALKE company mailing list (more than 15.000 recipients including small/medium and large size international companies and institutions at worldwide level, most of them already Alkè customers)
- ALKE web site (30.000 visits per month from worldwide)
- ALKE Social networks: LinkedIn (more than 3.000 professionally qualified followers), Facebook (more than 37.500 followers), X (formerly Twitter) (more than 4.000 follower), YouTube (channels in 6 different languages with more than 800.000 total views / 45.000 average views per Month)

7.5. UIA

UIA dissemination plan include channels such as academic publications and conferences to ensure effective dissemination of project outcomes to various stakeholders. We plan publishing high-quality scientific journal papers and participating in conferences to share the project's findings on UCD methodology used during the project extracting user requirements and specifying/quantifying the project methodology. Examples of possible venues includes ACM AutomotiveUI: Automotive User Interfaces and Interactive Vehicular Applications, and ACM Conference on Designing Interactive Systems 2024.

7.6. UCY

The structure of the UCY individual dissemination plan encompasses the use of diverse communication channels, from academic publications and conferences to social media and press releases, ensuring that the project outcomes will be disseminated effectively to different stakeholders. The UCY individual dissemination plan includes:

- Publication of high-quality scientific journal papers and participation in conferences, to disseminate the project outcomes on computer vision for passengers' behaviour detection and monitoring in-vehicle environmental quality (thermal comfort and air quality). Examples of possible journals are Elsevier's Environmental Research, Springer's Journal of Reliable Intelligent Environments, and Elsevier's Science of the Total Environment.

- Dissemination of the project outcomes and activities through the KIOS Center of Excellence (KIOS CoE) [website](#) and [newsletter](#). The project is already [posted](#) on the KIOS CoE website.
- Featuring project related events and project outcomes by posting on KIOS CoE social media accounts (e.g. [LinkedIn](#), [Facebook](#), [X](#)). Dissemination and communication of the project to different stakeholders and academic audience through KIOS CoE social media accounts will be very important as KIOS CoE has over 3.1K followers on Facebook, over 7K followers on LinkedIn, and over 1.1K followers on X platform.
- Dissemination of project results to relevant stakeholders through the KIOS Innovation Hub (e.g., Ministry of Transport).
- Dissemination to local stakeholders through the [IEEE ITSS branch](#) that KIOS CoE is leading, leveraging various events, similar to those in the past such as the [2023 IEEE ITSS Cyprus Chapter Workshop, that](#) will be organised during the lifetime of the project.

7.7. Waveye GmbH

Waveye's individual dissemination plan is focused on effectively communicating the innovative aspects and benefits of Waveye's technologies developed in AutoTRUST to relevant stakeholders, including industry professionals, potential customers, and investors. The goal is to build awareness, foster collaborations, and drive the technology adoption.

Specific Dissemination Activities:

- **Publications and Conferences:**
 - Publication of research papers and giving invited talks at leading conferences such as IEEE ICASSP.
- **Industry Workshops:**
 - Co-Organization of workshops and webinars to demonstrate Waveye's technology and its applications.
 - Collaboration with academic institutions to conduct joint webinars and knowledge-sharing sessions.
- **Strategic Partnerships:**
 - Engagement in strategic partnerships with automotive OEMs and technology providers to validate and integrate Waveye's solutions.
 - Active participation in collaborative projects and research initiatives to drive innovation and practical applications.
- **Online Presence and Social Media:**

- Maintaining an active online presence on social media platforms (LinkedIn, Twitter) to share updates, success stories, and insights into Waveye's advancements.
- Regularly updating Waveye's website with blogs, news articles.
- **Trade Fairs and Exhibitions:**
 - On-site presence at exhibitions and trade shows such as CES, Embedded Vision Summit, Automate, etc.
 - Setting up demonstration booths and distributing promotional materials to engage with industry professionals and potential customers directly.

7.8. NPT

Activities to promote the project and make the public aware of the project will be made as follows:

- Bus wrap: a large scale outdoor mobile ad running through various routes in the city gaining maximum visibility. This action will offer the most visibility as it is at eye level and many unique individuals will view the ad.
- Video advert on the Video Monitor (75-inch screen) in Solomos square the most central location in Nicosia with thousands of visitors daily as it is the central hub for local and intercity bus travel.
- Video advert on our vending machines in the most central locations in Nicosia and Larnaca including the airport.
- Video and links within our WIFI network which is heavily utilised by all bus commuters. A usage ranging within terabytes per day.
- A dedicated section in our website with a short description and links to the project page as well as downloadable information.
- Dissemination via our social media channels to our followers on Facebook and Instagram channels.
- Posters at our bus stations outlining the project and providing a QR code leading to the project page.
- The content will be published in the CPT employee newsletter which has a distribution of 600 copies in print and digital format.
- Content will be presented in company press release to our local contact in the media which includes most of the major news outlets of the country

7.9. CARITAS

The Dissemination Plan that Cáritas Coimbra will implement throughout the life cycle of the AutoTRUST project will have the following objectives:

- Promote the project and its results to relevant stakeholders and the general public;
- Raise awareness of the project's specific objectives and how they will be achieved;
- Disseminate the project's results to relevant stakeholders and decision-makers to ensure the project's sustainability.

The Dissemination Plan defines the use of different channels, including more traditional ones (face-to-face meetings and events, distribution of paper versions of the results and promotional materials) and digital ones (website, social networks, emails where target groups are invited to find out more about the project - through digital news or versions of the promotional materials - and to take part in its activities). These channels will be a crucial tool for communicating and disseminating the project, they will make it possible to convey clear and effective messages through a continuous and incisive approach, keeping the target groups up to date throughout the duration of the project and involved or informed about the achievements or activities at specific times.

The indicators defined for dissemination activities are listed below:

- Website visitors: ≥ 240 visitors, ≥ 360 views
- Media clips: ≥ 24 in total, including media channels at all levels (local/regional, national, European/international)
- Press releases sent out: ≥ 3 (local/regional, national)

7.10. UNIGE

UniGe's primary dissemination activities will focus on promoting the project's concepts, approach, and results to academia, industry, decision-makers, and the general public. Our efforts will aim to create awareness and lay the foundations for exploitation through high-impact conferences and symposiums, such as the ACM Conference on Computer and Communications Security, the IEEE Symposium on Security and Privacy, the Privacy Enhancing Technologies Symposium, and the Annual Computer Security Applications Conference.

- Publications and Conferences:

We aim to publish at least three high-quality papers and participate in four major conferences. These activities will ensure the broad dissemination of our project findings and foster collaboration and knowledge exchange with the wider research community.

- Leadership and Impact Creation:

UniGe will lead Task 6.1, within work package 6, dedicated to creating impact by shaping the opinions of the public, decision-makers, and industry stakeholders. Additionally, we will

spearhead efforts to cooperate with other international projects, institutions, and other stakeholders, ensuring maximum value creation and synergy.

- Digital and Physical Promotion:

To maximise the project's visibility, we will leverage our university's social networks and those of our collaborators. We will feature project advancements on the UniGe website and relevant faculty webpages. Our teams will also distribute AutoTRUST communication materials—such as flyers, brochures, and posters—within university facilities to inform other researchers and students about the project.

7.11. TPG

TPG's primary dissemination activities will center on showcasing the project's advancements and their practical implications for urban public transportation systems. TPG aims to highlight how AI-leveraged self-adaptive frameworks can enhance the usability, accessibility, and overall passenger experience, particularly focusing on security, privacy, well-being, health, and assistance. The dissemination plan will emphasize the real-world application and benefits derived from the project's innovations, aligning with TPG's goal to integrate these advancements into their core operations.

- Demonstrations and Pilot Programs:

As a lead on pilot implementation, TPG will organize demonstrations of the project's results within the Geneva public transport network. These demonstrations will include organising public showcases for a broad audience. (Open days/events) and targeted demonstrations for stakeholders such as (local) government officials, urban planners, and industry representatives.

- Industry Conferences:

TPG plans to participate in at least three major transport and technology conferences, such as the International Association of Public Transport (UITP) Global Public Transport Summit, the European Transport Conference (ETC), and the Transport Research Arena (TRA), will be prioritized to share insights and foster collaboration.

- Community and Stakeholder Engagement:

TPG will engage with the local community and key stakeholders through collaboration with local media to feature articles, interviews, and press releases about the project's impact on public transport in Geneva. Further, partnership with universities (eg UNIGE) and research institutions to support educational endeavors will be explored.

7.12. Waveye

Waveye Inc. Will individual dissemination plan include the following components.

- **Online Presence and Social Media:**
 - Maintaining an active online presence on social media platforms (LinkedIn, Twitter) to share updates, success stories, and insights into Waveye's advancements.
 - Regularly updating Waveye's website with blogs, news articles.
- **Trade Fairs and Exhibitions:**
 - On-site presence at exhibitions and trade shows such as CES, Embedded Vision Summit, Automate, etc.
 - Setting up demonstration booths and distributing promotional materials to engage with industry professionals and potential customers directly.
- **Investor Relations:**
 - Maintaining close relationships with investors, partners, and potential customers by conducting presentations, pitch events and live technology demos.
 - Providing regular progress reports to stakeholders.

7.13. KATECH and MORAI

- **Trade Fairs and Exhibitions:**
 - On-site presence at exhibition shows such as CES and ITS World Congress, etc.
 - Setting up demonstration booths and distributing promotional materials to potential stakeholders as well as customers directly.
- **Workshops and Conferences:**
 - Invited talks at leading conferences or workshops such as Special Interested Session (SIS) in ITS World Congress
- **Media:**
 - Promote the project and its results to Korean medias such as online newspapers

7.14. sdtech Inc.

Sdtech, as a Japanese B2B company with extensive collaborations in the Japanese and foreign automotive industry, as well as various other fields, is planning to promote and provide information about the AutoTRUST project in Japan. The company aims to highlight the collaboration of the EU-based project with a Japanese company.

Target Stakeholder Groups

- Industry
 - Japanese and non-Japanese automotive companies collaborating with Sdtech.
 - Companies from other industries that have partnerships with Sdtech.
- General Public
 - Individuals utilizing or considering AV technologies.
 - Individuals interested in public transportation options.

Means of Dissemination

- Promotional Activities
 - Creation and distribution of a press release promoting the AutoTRUST project and the participation of a Japanese company.
- Targeted Platforms
 - Sdtech's website.
 - Japanese blogs and pages related to automotive and technology.

Benefits

- Increased Awareness
 - Showcasing the AutoTRUST project to the Japanese market and interested stakeholders.
- Visibility and Recognition
 - Utilizing press releases to enhance visibility and recognition of the project.

8. Conclusion

The communication and dissemination activities of the AutoTRUST Project aim to exert an impact on various levels, including regional, national, European, and international levels. The execution of the dissemination and communication plan aims to establish solid communication connections, produce efficient, effective, and sophisticated dissemination materials, and establish a strong visual identity that aligns with the relevant research and innovation activities of Horizon Europe and other EU, national, and international programmes relevant to its priorities.

This document outlines the strategy and tools that will be employed to propel these priorities within the dissemination and communication initiatives of the AutoTRUST project. It has defined the goals of the dissemination and communication strategy and identified multiple stakeholder groups, the target end user, and how and where to deliver them. An action plan has been developed to communicate the activities within the Work Package through the appropriate channels, tools, and media, considering the work that has already been initiated. The project's dissemination and communication activities will be assessed and monitored through KPIs to ensure a widespread adoption of the project and evidence-based innovations.