



Deliverable 6.1

Communication & Dissemination Plan



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Legal disclaimer

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Executive Summary

The vision of SINFONICA is to develop functional, efficient, and innovative strategies, methods and tools to engage Cooperative, Connected and Automated Mobility (CCAM) users, providers and other stakeholders (i.e. citizens, including vulnerable user groups, transport operators, public administrations, service providers, researchers, vehicle, and technology suppliers) to collect, understand and structure in a manageable and exploitable way their needs, desires, and concerns related to CCAM. SINFONICA will use this knowledge to co-create final decision support tools for designers and decision makers with the scope to enhance its seamless and sustainable deployment, to be inclusive and equitable for all citizens. Testing and verification of all the SINFONICA activities with a wide community of actors across Europe will be at the core of the project, so all outcomes provide foundations for reuse and empowerment at local level. To ensure the correct and effective development of innovative solutions and services, the governance of the innovation management is highly important.

This deliverable provides a detailed overview of the Communication and Dissemination Strategy that will be planned, defined, and implemented throughout the entire duration of the SINFONICA project by the Consortium.

The document includes all the activities, objectives, guidelines, and methodologies agreed and defined upon the Partners in order to disseminate the project results and outcomes as widely as possible among the identified stakeholders and target groups. In addition, the deliverable illustrates the set of tools and channels that will be adopted by the Consortium to implement the planned strategy and the Key Performance Indicators (KPIs) that will be used to measure the effectiveness of the Communication and Dissemination activities of SINFONICA.

The contents of the deliverable are articulated to illustrate the overall strategy of the Communication and Dissemination Plan, broken down by objectives, target groups and key messages. This is followed by a description of the tools and channels that the Consortium will adopt to implement the communication and dissemination actions. A part of the document illustrates how SINFONICA will be promoted through the organisation and participation in relevant mobility and CCAM events. The management set-up of the communication and dissemination activities are described and, finally, a list of Key Performance Indicators (KPIs) is included.

The Communication and Dissemination Plan is intended to be a living document that will evolve and be enriched during the duration of the project, thanks to the communication and dissemination activities – and their outcomes – that will be carried out in SINFONICA. For this reason, the Plan will be updated mid-term on the basis of the results obtained, in order to optimise the strategy to achieve the expected impacts and effects and raise awareness on users' needs, expectation, desires and concerns regarding CCAM adoption and deployment.

Due to the inherent characteristic of the SINFONICA project, this deliverable is of strategic importance, as it provides guidelines for managing and spreading communication and dissemination means on multiple levels:

- Internally, within the Consortium.

- Among the Groups of Interest and the Groups of Followers that will be involved in the project activities at different stages and extents.
- Externally, to reach target groups, stakeholders and, in general, the civil society.

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Acronyms and abbreviations

Table 1 - Acronyms and abbreviations

Acronym	Description
CAD	Cooperative and Automated Driving
CCAM	Cooperative, Connected and Automated Mobility
CINEA	Climate, Infrastructure and Environment Executive Agency (agency of the EC)
EC	European Commission
EGUM	Expert Group on Urban Mobility
GA	SINFONICA Grant Agreement
Goi	Group of Interest

ITS	Intelligent Transport System
MaaS	Mobility-as-a-Service
MPMF	Multimodal Mobility Passenger Forum
OEM	Original Equipment Manufacturer
PPP	Public-Private Partnership
R&D	Research and Development
SaaS	Software-as-a-Service
SW	Software
VRU	Vulnerable Road User
WP	Work Package

Table 2 - SINFONICA Consortium acronyms

Acronym	Partner full name
UNIMORE	Università degli studi di Modena e Reggio Emilia
ICCS	Institute of Communication and Computer Systems
IRTSX	Institut de Recherche Technologique System X
ISINNOVA	Istituto di Studi per l'Integrazione dei Sistemi (I.S.I.S.) – Società Cooperativa
RELAB	RE:LAB Srl
TUD	Technische Universitaet Dresden
ARRIVA	Arriva Personenvervoer Nederland BV
ERTICO	European Road Transport Telematics Implementation Coordination Organisation – Intelligent Transport System & Service Europe
E-Trikala	Anaptyxiaki Etaireia Dimou Triikkaion Anaptyxiaki Anonymi Etaireia OTA - E-Trikala AE
N-Brabant	Noord-Brabant Provincie
FHH	Freie und Hansestadt Hamburg
ICOOR	Consorzio Interuniversitario per l'Ottimizzazione e la Ricerca Operativa
POLITO	Politecnico di Torino
TfWM	West Midlands Combined Authority (Transport for West Midlands)

1 Introduction

SINFONICA is a project whose ambition is to harness and apply social innovation in the field of Cooperative, Connected and Automated Mobility (CCAM), to foster the deployment of innovative mobility solutions that are effectively user-friendly and accessible for road users – including the category of Vulnerable Road Users (VRUs) – citizens and, in general, anyone involved to some extent in mobility in its broadest sense.

Acceptance is a key factor in facilitating the transition to new mobility solutions, and it is therefore necessary to provide the adequate tools and methodologies needed to design CCAM options that meet users' expectations, needs and desires, that are equitable and inclusive, and that are sufficiently versatile and adaptable to different urban and peri-urban contexts.

To achieve the intended outputs and expected results, the implementation of SINFONICA must necessarily rely on a dedicated methodology of communication and dissemination of results and goals, to engage actors and stakeholders and to amplify the expected impacts among the civil society and to foster as much as possible the acceptance of inclusive, effective, efficient, robust and consistent CCAM solutions.

SINFONICA's communication and dissemination activities fall within the broader scope of WP6, entitled "Communication, exploitation, capacity building and outreach". In addition to the activities described in this deliverable, WP6 will also include the strategy and actions to implement and maximise the exploitation of the SINFONICA results and technical dissemination of the outcomes (T6.3 – "Exploitation and Technical Dissemination", led by TfWM) and a task dedicated to knowledge transfer, networking and capacity building (T6.4 – "Clustering and Networking and Capacity Building", led by ERTICO).

1.1 Purpose of this document

This deliverable contains a description of all the activities planned and to be implemented to maximise the effects of the communication and dissemination of the SINFONICA outputs and, in particular:

- The definition of an overall strategy, including specific objectives, key messages and target groups to be addressed through the activity.
- The description of the tools that will be adopted and deployed to implement the communication and dissemination strategy and the different channels that will be used to reach the target audience, including the identification of the SINFONICA brand identity and the planning of a liaison with other relevant European projects concluded and/or active in the CCAM and ITS fields.
- A set of guidelines and characteristic to describe the events that will be organised and held by the Consortium to give visibility to SINFONICA, together with a list of events, conferences, trades, and conventions where SINFONICA will be introduced and described.
- A collection of key performance indicators to assess the effectiveness of the communication and dissemination strategy throughout the duration of the SINFONICA project.

This document will be updated and revised according to the developments, progress and results of the Communication and Dissemination Strategy and will form the basis for D6.3 “Report on dissemination activities and update of the dissemination and communication plan” and for D6.4 “Final report on dissemination and communication activities”.

1.2 Intended audience

In compliance with what has been stated in the Grant Agreement, the dissemination level of this deliverable is public, and it will be freely available and accessible to anyone interested in understanding how the Consortium has planned the project’s communication and dissemination activities and which actions are included in the Communication and Dissemination Strategy. In addition to the EC, which finances the project and that will refer to this document to monitor the compliance and punctuality of the Consortium’s fulfilments, this document is addressed to the users and stakeholders involved in the CCAM and in the wider domain of transports and mobility (see paragraph 2.2 for a detailed overview of the Target Groups defined by the Consortium in the Communication and Dissemination Strategy).

1.3 Structure of the document

The first chapter of the document introduces the purpose, the scope, the structure of the deliverable, together with other introductory information.

Chapter 2 will illustrate the Communication and Dissemination Strategy, which includes the description of the general objectives of communication and dissemination in SINFONICA, as well as the definition of the target groups selected and to be addressed. Specific objectives and tailored key messages are associated with each target group, to guide the communication activities and make them effective and impactful.

The third chapter will describe the tools and channels chosen to effectively implement the Communication and Dissemination Strategy.

The description of the relevant activities and initiatives concerning the organisation of project events, participation to local and international conferences, fairs, conventions will constitute the content of Chapter 4, together with the introduction of the approach adopted to carry out networking and liaison activities with other relevant actors and projects in the context of CCAM and mobility.

Chapter 5 will be dedicated to the explanation of the organisation arranged to ensure that each Partner contributes effectively to communication activities and that the Communication Manager is kept informed of the content and activities to be given visibility.

Roles and responsibilities within the Communication and Dissemination Strategy will be set in Chapter 6.

In Chapter 7 will be included the list of relevant KPIs chosen during the proposal phase in order to facilitate the monitoring and the management of the communication and dissemination activities, as well as new KPIs that will ensure the high quality of initiatives organised and carried out.

Finally, Chapter 8 will include concluding remarks accompanying the Communication and Dissemination Plan.

2 Communication and Dissemination Strategy

2.1 Objectives

The overall objective of the Communication and Dissemination Strategy is to reach the highest number of stakeholders directly or indirectly involved in mobility and transport, in order to make everyone aware of the project's activities and ambitions, to highlight the goals and the key messages and to give everyone the opportunity to participate – in different forms – in SINFONICA's participatory and creative approaches, as well as to disseminate and ensure take-up of the project's results. In a project such as SINFONICA, which focuses on users and stakeholders' engagement and involvement to improve the accessibility and acceptance of CCAM, is important to spread the messages and the initiatives widely as this will enable the co-creation and co-definition approach to deliver innovative and, at the same time, inclusive and accessible CCAM technologies.

Acceptance comes through trust, and this can be stimulated thanks to the adoption of a clear and transparent approach. For this reason, at SINFONICA the Consortium intends to adopt a transparent approach to engagement and communication activities, keeping track of all initiatives implemented during the project. Through this approach, the ambition is to foster the acceptance and the trust in the mobility solutions of the future.

Furthermore, the Communication and Dissemination Strategy also pursues a long-term objective, aiming to build on the experience accumulated over the lifetime of SINFONICA to support the development and implementation of future projects focusing on social issues within CCAM and for large-scale demonstrators focusing on innovative mobility solutions.

Starting from this general goal, the Strategy described in this deliverable is declined in the following objectives:

- Definition of an unambiguous, effective, impactful, and distinctive brand identity of SINFONICA.
- Identification of tools and target audiences for communication and dissemination activities.
- Selection of tailored key messages, based on the characteristics of the identified target groups.
- Mapping local, European and international events to participate in to present SINFONICA and give visibility to the project.
- Select the most appropriate communication channels to amplify the impact of SINFONICA's outputs.
- Mutual support between the various Consortium Partners in their respective communication activities.
- Keeping track of the implementation, progress and results of the communication activities carried out by the Consortium in order to collect a set of recommendation and best practices and draw up guidelines for the benefit of future projects focusing on social and inclusive aspects in the CCAM sector and transport in general.

The definition of the Communication and Dissemination Strategy is the result of a shared effort by all Consortium Partners. In particular, an interactive Workshop was held on 17 November 2022 on D6.1 Communication & Dissemination Plan

the MIRO platform, aimed at gathering Partners' inputs on the issues related to the Strategy and the communication initiatives. The Workshop was organised by RE:LAB as leader of WP6 and in charge of T6.1 and T6.2 and D6.1 and saw the participation of the project partners involved in this WP, who have helped shape the Strategy and define target groups, specific objectives, key messages and an updated KPIs table, based on the one already drawn up during the proposal phase. The Workshop mentioned was followed by a follow-up session at the Steering Committee on 7 December 2022, where the outcomes were illustrated and discussed with the entire Consortium. Subsequently, the outcomes were uploaded to a dedicated section of the project's internal SharePoint portal, available to each Partner, to allow them to be consulted and give everyone the opportunity to send additional feedback in view of the drafting of this deliverable.

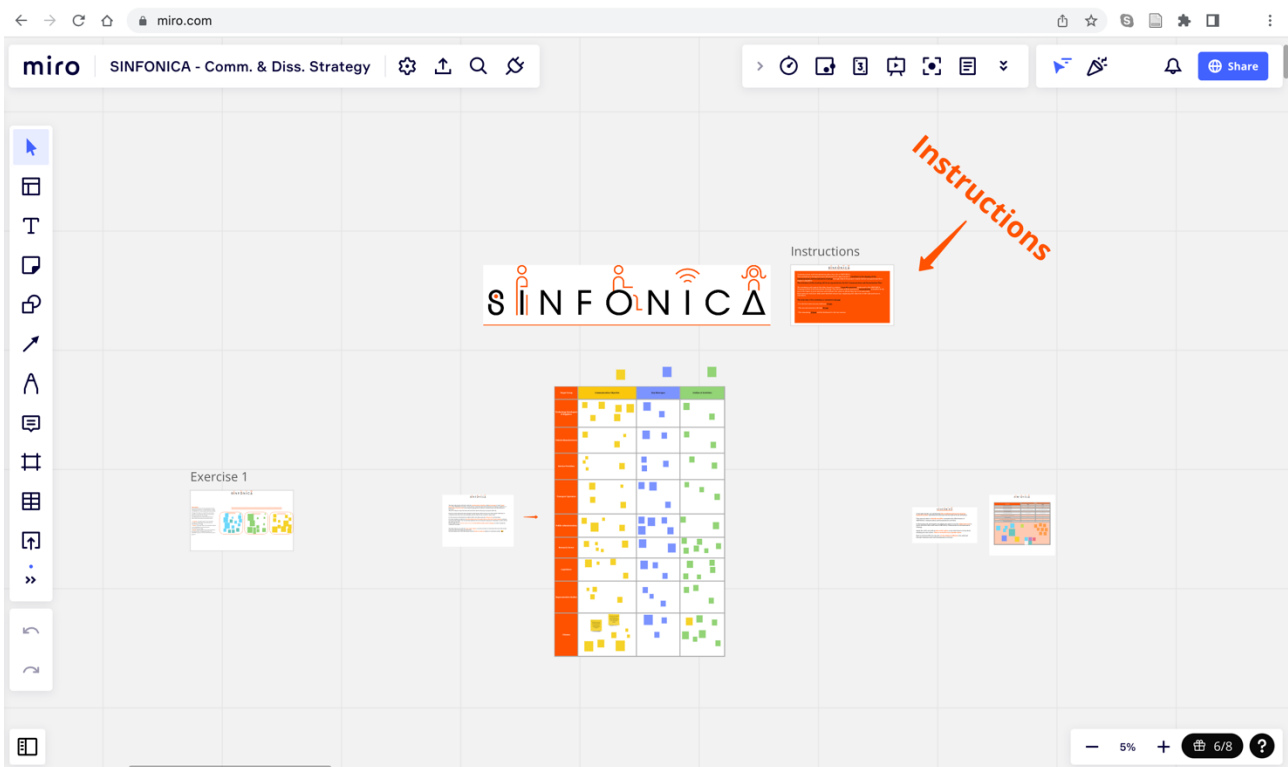


Figure 1 - Overview of the MIRO board for the Communication and Dissemination Strategy Workshop held on 7 December 2022

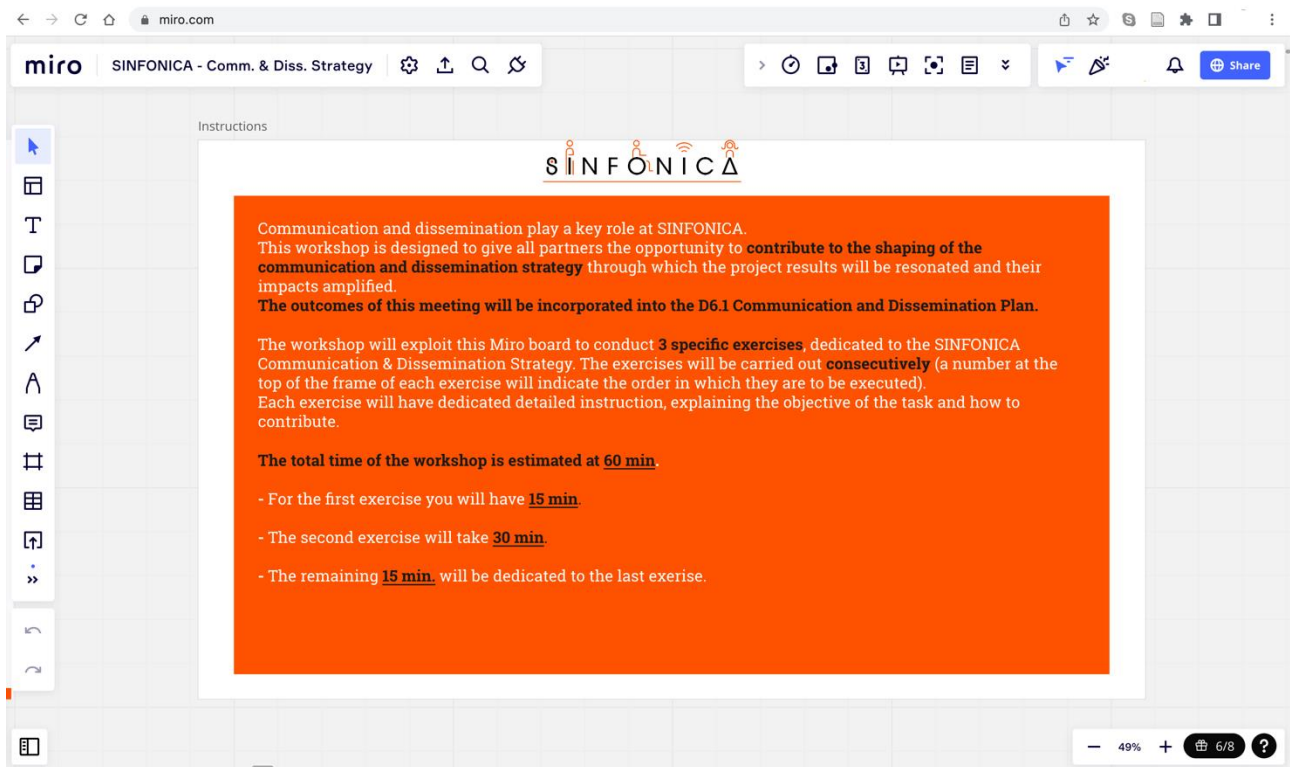


Figure 2 - Zoomed-in detail of the Workshop instructions from the MIRO board of the Communication and Dissemination Strategy Workshop held on 7 December 2022

2.2 Target Groups

SINFONICA is conceived as a project focused on social innovation, inclusion, and engagement. For this reason, through communication and dissemination activities it is crucial to involve all categories of subjects, organisations, individuals that, more or less directly, play a role or are influenced or affected by the CCAM sector and, more generally, by urban and peri-urban mobility, be it public transport, private mobility, Mobility-as-a-Service (MaaS), micromobility, etc.

In this regard, the Consortium's initial work was precisely geared towards defining the framework of subjects and profiles to be included and addressed in the project activities. In fact, the WP1 "Setting the SINFONICA framework" – spanning from M1 (September 2022) to M10 (July 2023) – is oriented towards analysing mobility needs and requirements of CCAM users (T1.1), developing a CCAM vocabulary (T1.2), identifying the gaps to be addressed for a smooth and rapid deployment of CCAM solutions (T1.3) and defining research groups and Gols (T1.4). Taking into consideration the work carried out in the first months under WP1, through discussion and joint efforts, the Consortium came to identify 9 target groups, already in the proposal phase. Furthermore, during the aforementioned Workshop, contributions, suggestions and input were collected thanks to the active involvement of the participating Partners.

In particular, the selected Target Groups are the following:

- **Technology developers and suppliers:** SW developers, data scientists, front-end/back-end developers, IT managers, cloud solutions providers etc.

- **Vehicle Manufacturer:** component producers, automotive companies, OEMs, Tier 1 companies, etc.
- **Service providers:** Software-as-a-Service (SaaS) providers, MaaS providers, logistic services, maintenance operators, etc.
- **Transport operators:** Road authorities, private transport companies, etc.
- **Public administration:** Municipalities, provinces, regions, local transport authorities, etc.
- **Research sector:** Universities, research centres, R&I departments, etc.
- **Legislators:** insurers, policy makers, regulators, etc.
- **Citizens:** road users, commuters, VRUs, citizens from rural or peripheral areas, etc.

For each of the selected groups, specific objectives have been outlined to be pursued through communication and dissemination actions. The following table includes the list of specific Communication and Dissemination Objectives associated to each identified Target Group.

Table 3 - Target Groups and respective Communication and Dissemination specific objectives

Target Group	C&D Objectives
Technology Developers & Suppliers	<ul style="list-style-type: none"> • Share outputs from SINFONICA to make CCAM technologies suitable and adaptable for all users. • Provide useful and tailored information to foster an inclusive and user-centric approach in technology design and development in the field of mobility. • Enhance perception towards users’ needs, concerns and expectation and their current relationship with CCAM. • Advance the state of the art of CCAM solutions through the involvement of representatives from relevant actors in this domain.
Vehicle Manufacturers	<ul style="list-style-type: none"> • Involve OEMs in the debate around user needs for CCAM and generally mobility. • Increase awareness of CCAM development and mobility user’s needs and requirements – including VRUs, social inclusion and acceptance issues. • Provide useful and tailored information to foster an inclusive and user-centric approach in technology design and development in the field of mobility. • Encourage the development of vehicles components compliant with users’ expectations and needs in an inclusive fashion.
Service Providers	<ul style="list-style-type: none"> • Involve Service Providers in the debate about design/re-design mobility services with the highest impact on social needs and inclusion. • Stimulate cooperation and the linking of different CCAM service offerings, to make them more accessible and inclusive.
Transport Operators	<ul style="list-style-type: none"> • Engage them and define Operators’ needs, understanding how the objectives of SINFONICA can feed into their business. • Outline current and future CCAM development. • Renew and adapt transport offers to the CCAM context, taking into account users’ needs, expectations and concerns. • Help to shape innovative CCAM Business Cases.

Target Group	C&D Objectives
Public Administrations	<ul style="list-style-type: none"> • Raise awareness among public administrations of CCAM and social inclusion issues to speed up the deployment of acceptable and inclusive CCAM solutions. • Bring Public Administrations into the discussion as key players for ensuring inclusive CCAM. • Stimulate the contact, interaction and collaboration between key actors involved in CCAM. • Input to update/modify mobility policies and public mobility tenders, based on research findings. •
Research Sector	<ul style="list-style-type: none"> • Bridge technological research and social science research on the topic of CCAM and social inclusion. • Showcase the innovative methodologies used in SINFONICA to encourage their adoption in research. • Map and scout new partners and research opportunities. • Advance the state of the art in research by leveraging synergies among research institutions and organisations.
Legislators	<ul style="list-style-type: none"> • Raise awareness of Legislators of CCAM technology and its development to stimulate the adoption of laws and regulations to promote the adoption and deployment of innovative mobility solutions compliant with high standard of social inclusion and accessibility. • Foster the development of a legal framework dedicated to CCAM that considers issues of inclusiveness as well as acceptance and security, providing communication channels to users to enable the active contribution of legislators and regulators to CCAM deployment. • Identify possible legislative loopholes thanks to the outputs of SINFONICA.
Representative Bodies	<ul style="list-style-type: none"> • Leverage the network and experience of representative bodies and association representing and defending vulnerable groups, using them as multipliers and bearers of project activities and outputs. • Provide communication channels to give them voice and means to collaborate and participate in the debate on CCAM and social inclusion.
Citizens	<ul style="list-style-type: none"> • Make them aware of SINFONICA and its objectives to provide them with the possibilities and means to express their needs, concerns, expectations and doubts about CCAM technologies • Regularly report up-to-date, understandable, transparent and accessible results and outputs of the project through the different communication channels, to foster acceptance and trust in SINFONICA solutions and results. • Highlight the user-centric approach of SINFONICA activities.

The objectives described are intended as a track and a guide to be followed to orient SINFONICA’s communication activities on the basis of the type of audience being addressed.

2.3 Key Messages

At the proposal stage and during the dedicated Workshop (see the figure below), the Consortium also discussed the key messages that need to be delivered to optimise the implementation of SINFONICA through the communication and dissemination of project activities. In this regard, a number of key messages were identified for each Target Group (illustrated in section 2.2).

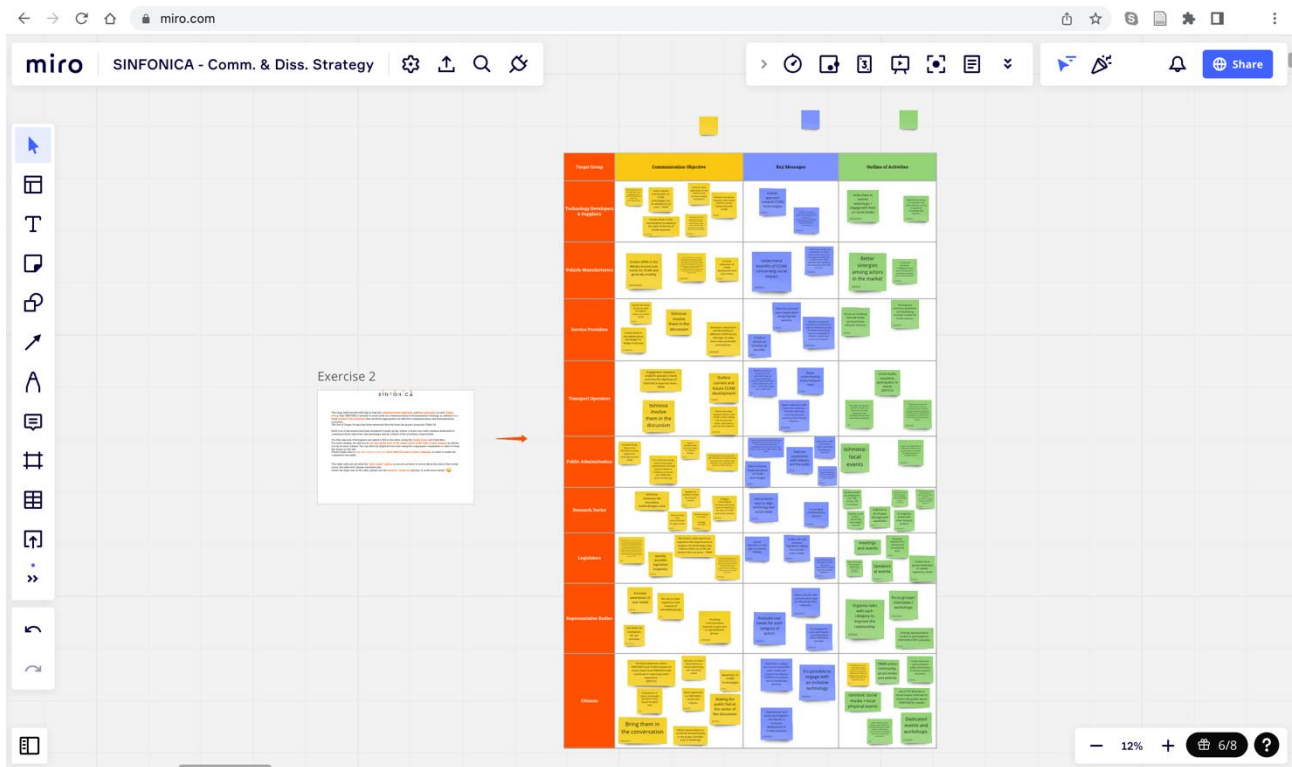


Figure 3 - Screenshot of the Exercise 2 from the MIRO board of the Communication and Dissemination Strategy Workshop held on 7 December 2022

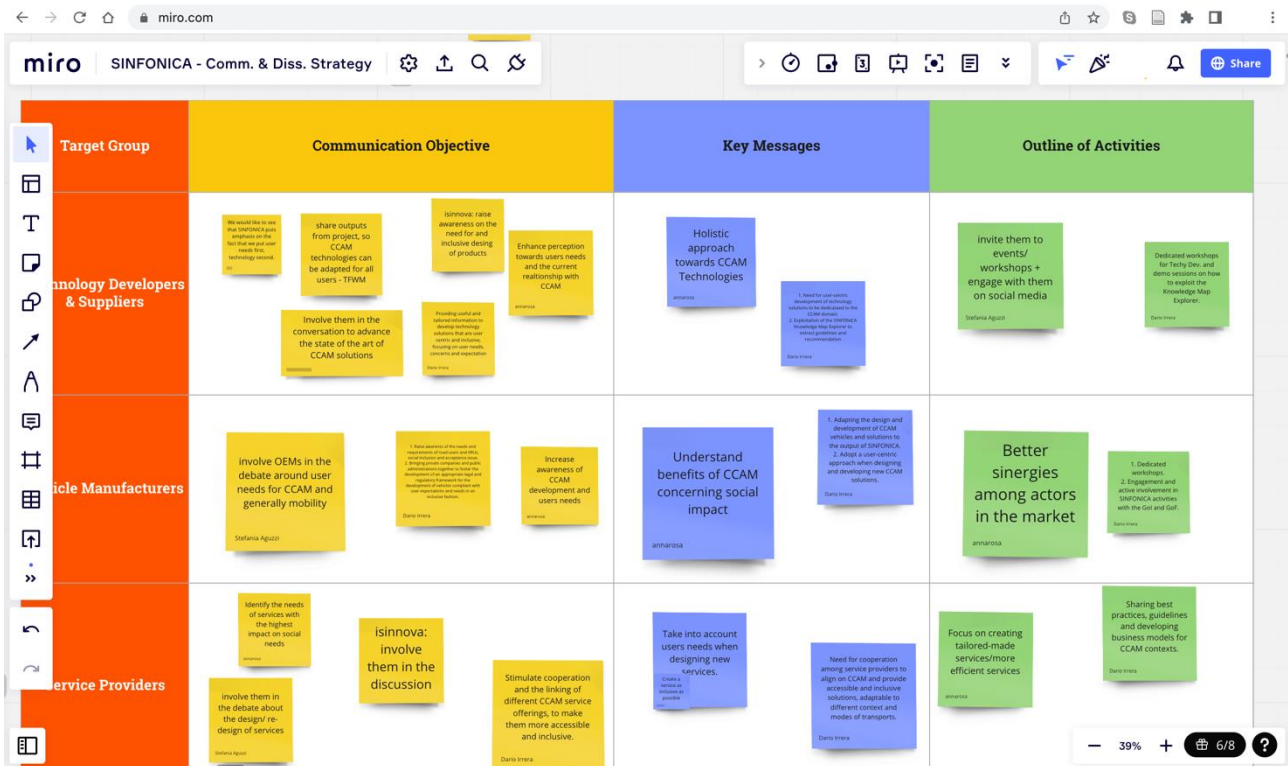


Figure 4 - Zoomed-in detail from the Exercise 2 from the MIRO board of the Communication and Dissemination Strategy Workshop held on 7 December 2022

In general, the key messages build on the ambitions of SINFONICA, and thus on the necessity to discover, meet and address the needs of mobility users when developing, implementing, and deploying CCAM technologies and solutions. The fundamental concepts behind the messages are therefore inclusiveness, accessibility and equity.

The following table will be used to illustrate the specific key messages tailored to each identified target group.

Table 4 - Key messages associated with each target group

Target Group	Key Messages
Technology Developers & Suppliers	<ul style="list-style-type: none"> Need to adopt a holistic approach towards CCAM technologies. Need to exploit a user-centric approach when designing and developing solutions for CCAM domain. Stimulate the exploitation of the SINFONICA Knowledge Map Explorer (see par. 3.6) to extract guidelines and recommendation for the development of inclusive and acceptable CCAM solutions.
Vehicle Manufacturers	<ul style="list-style-type: none"> Evaluate and consider the benefit and the social impact of CCAM. Use the outputs of SINFONICA to design and develop CCAM vehicles.

Target Group	Key Messages
	<ul style="list-style-type: none"> • Need to exploit a user-centric approach when designing and developing solutions for CCAM domain.
<p>Service Providers</p>	<ul style="list-style-type: none"> • Take into account users' needs when launching new services. • Stimulate cooperation among service providers to align on CCAM and provide accessible and inclusive solutions, adaptable to different context and modes of transport. • Create service as inclusive as possible, exploiting the outcomes of SINFONICA.
<p>Transport Operators</p>	<ul style="list-style-type: none"> • Begin as soon as possible to implement the methodologies developed in SINFONICA. • Use the project's findings to analyse and re-evaluate the transport chain, identifying possible loopholes and social barriers. • Improve coordination with Public Administrations, working together to optimize tenders and contracts issued between Public Administration and Operators. • Optimise traffic flows and modernise vehicles, removing social barriers and adopting VRUs friendly solutions.
<p>Public Administrations</p>	<ul style="list-style-type: none"> • Reconsider the organization of policies to facilitate rapid and inclusive deployment of reliable CCAM technologies. • Take into account users' needs and inclusiveness when taking administrative decisions. • Improve the accessibility and the implementation of Public-Private Partnerships (PPPs). • Increase citizens and users' involvement in the development of innovative mobility policies. • Take CCAM needs and requirements into account when (re)designing public spaces.
<p>Research Sector</p>	<ul style="list-style-type: none"> • Demonstrate ways to align technology and social needs. • Encourage multidisciplinary research.
<p>Legislators</p>	<ul style="list-style-type: none"> • Update legislation on CCAM and transport in the light of research findings and SINFONICA outputs. • Create safe and inclusive legal framework taking into account users' needs and expectations. • Need to update existing legal framework to facilitate rapid and inclusive deployment of reliable CCAM technologies.
<p>Representative Bodies</p>	<ul style="list-style-type: none"> • Evaluate real needs for each category of actors. • Help to use the right communication means for the group they represent. • Encourage their active involvement and participation within SINFONICA activities.

Target Group	Key Messages
<p>Citizens</p>	<ul style="list-style-type: none"> • Involvement and active participation are key for the development of an inclusive, accessible, user-friendly CCAM environment. • The debate on new technologies and innovative mobility solutions take into account citizens' needs.

The ambition pursued through the conveyance of these key messages is to maximise engagement, so as to heterogeneously expand the pool of individuals, stakeholders and users who will provide useful insights and contributions to elaborate the methodologies, guidelines and recommendations on more inclusive, reliable, secure solutions in SINFONICA.

3 Tools and Channels

3.1 Brand Identity

To be easily recognisable, a project (especially in the field of social innovation) needs to be characterised by original and fresh distinctive features that enable it to convey its messages and ambitions in a direct and impactful manner.

This is very important especially for SINFONICA, which addresses a heterogeneous set of individuals and categories: from road users to OEMs, from decision makers to technology providers, from Public Authorities to the entire automotive supply chain.

Hence, the Communication and Dissemination Strategy must cover the whole range of tools and distinctive signs that will orient and encompass the activities to reach the target groups and shape the key messages appropriately.

3.1.1 SINFONICA Name

The ambitions and objectives of the project can already be deduced from the logic behind the choice of its name, which is an acronym made up from the broader project title:

“Social INnovation to FOster iNclusive Cooperative, connected and Automated mobility”

The word SINFONICA, in fact, is the Italian for “symphonic”, hence this choice is not accidental or casual, but it stems from the desire to render the aspiration to gather the stakeholders and categories of individuals and companies involved in transport and mobility sector around a concept of CCAM that is inclusive, sustainable, acceptable, synergic, interoperable, accessible... In a word: **symphonic!**

3.1.2 SINFONICA Logo

For the creation of the SINFONICA logo, it was decided to adopt a style that would reflect the project’s ambition of social inclusion and acceptance of CCAM. For this reason, a direct style was chosen, with stylisations to recall the diversity of mobility and road users, all of them, however, grouped around the project’s title, with a view to rendering the basic idea of inclusiveness.



Figure 5 - SINFONICA Logo (white, grey, orange and black background)

A bright orange (#FF672F) was chosen to give a sense of positivity and cheerfulness. To make the logo adaptable and usable in different documents and contexts, alternative versions of the logo –

with more neutral backgrounds – were also designed (Figure 5). In this way, the logo is adaptable to any background, avoiding possible confusion with it, and can be used in several contexts.



Figure 6 - SINFONICA Logo (white background)

3.1.3 SINFONICA Font

The font for the content of SINFONICA is "Calibri", from the app Microsoft Word, with a font size of 12. Headings and details are coloured in orange: the paragraph titles (e.g. 3 "Tools and Channels") have a font size of 16 and is in bold, whereas the sub-paragraph (e.g. 3.1) and the sub-sub-paragraph (e.g. 3.1.1) headings bear a font size respectively of 14 and 12.

3.1.4 Promotional Material

To achieve the right and distinctive visibility, the project needs to be equipped with a series of useful promotional materials that respect and reflect the visual and design characteristics chosen to identify SINFONICA.

To this end, the material is being prepared for its release due in the M6 (February 2023) according to the Milestone n. 2. Once available, the digital contents will be uploaded to the SharePoint accessible to the entire Consortium, and it will be presented on the project website. The material will also be distributed to the various Gols and Partners attending relevant events.

The following material will be prepared and developed:

- A double-format brochure has already been developed in M1 – in a format for digital dissemination and in a print-ready format (see Annex 1).
- A business card with contact details through which people can contact the Consortium and visit SINFONICA's communication channels.
- A flyer to be used at events.
- A roll-up banner to give SINFONICA visibility at fairs and conferences where project activities will be presented.
- Preparation of contents to be included in newsletters/blogs and uploaded on the project website or disseminated through social media channels.
- A short illustrative video (1 or 2 minutes).

3.1.5 Deliverable Template

In order to maintain stylistic coherence between the material used to disseminate the results and the content developed in SINFONICA, the template for the deliverables was set up with the recognisable and distinctive orange colour that characterises the logo and accompanied the SINFONICA concept from the early stages of the project proposal.

3.1.6 PowerPoint Template

The template for PowerPoint presentations echoes the distinctive features of SINFONICA, in particular the colour orange and the font chosen for text content.

As shown in the figure below, the initial slide bears the project logo on the right and on the left the space dedicated for the title, the authors of the presentation and any other content. The bottom of the page is reserved for the disclaimer “Funded by European Union”.

The subsequent slides, reserved for the content to be presented, have a simpler and drier layout, with a neutral background and orange frames and the SINFONICA logo at the bottom of the page. The template is already available on the project SharePoint.

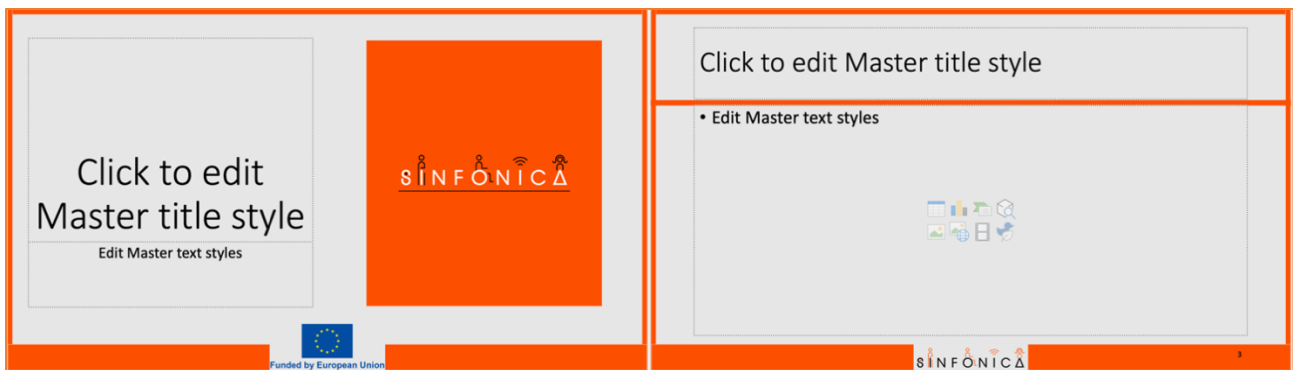


Figure 7 - Some slides from the PowerPoint template

3.2 Social Media Channels

Today, social media presence is a key element of any communication and dissemination strategy, as it enables direct contact with users and fosters a sense of engagement. Through the main social platforms, it is possible to establish flourishing communities and – consequently – to verify the impact and effectiveness of the initiatives implemented. Moreover, constant activity on the social channels also guarantees a sufficient level of transparency, which is essential to achieve the acceptance that SINFONICA aspires to.

For these reasons, the Communication and Dissemination Strategy of SINFONICA also includes an active presence on social networks, particularly on LinkedIn and Twitter, where content related to its activities and relevant information and news from the CCAM world and other projects operating in the sector will be periodically uploaded.

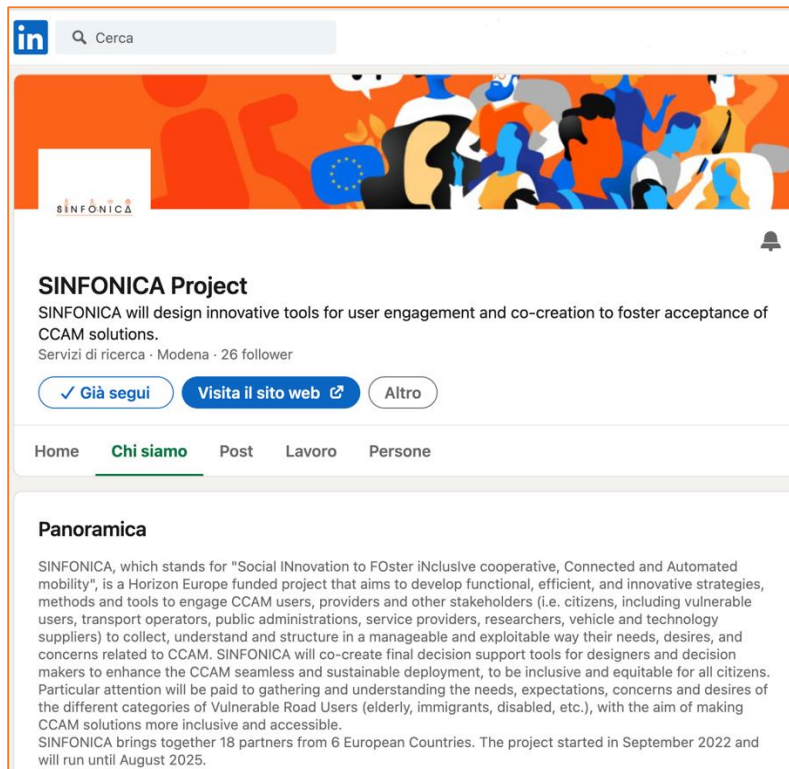


Figure 8 - SINFONICA LinkedIn Profile



Figure 9 - SINFONICA Twitter profile

Additional social media channels such as, for example, Instagram or YouTube will also be evaluated and possibly activated in the course of the project, based on the results and feedback received during the implementation of the actions.

The management of the social channels will be the responsibility of RE:LAB, supported by all participants. In order to better organise the publication of contents, cyclic meetings open to the entire Consortium will be held, to agree on a wide and detailed editorial calendar.

In this regard, a dedicated excel file was uploaded on the SharePoint to collect contributions, insights and inputs to plan a constant presence on social media. Each Partner will be invited and solicited by the Communication Manager RE:LAB to contribute to the drafting and preparation of the contents to be shared. Furthermore, the SharePoint includes another Excel file, where each Participant will indicate and list the relevant events that are suitable for sharing through the SINFONICA social channels.

3.3 Partners' communication channels

Each Partner will play its part in implementing SINFONICA's communication and dissemination activities. In addition to the official project channels and tools described here, the participating entities and organisations will also use their institutional and social channels to give visibility to the initiative implemented during the project.

This will be very important especially for the partners involved in the engagement and co-creation activities to be carried out within the GOIs.

Posts and content shared on SINFONICA's social profile will be shared also by each Partner through official profiles to multiply the reach of the project exposure. Furthermore, a prominent and highly visible space will be reserved on the official websites of the Consortium participants where updates and information on project developments will be published.

3.4 Project Website

The project website will be a very important tool for SINFONICA's communication and dissemination activities. In fact, it is on the website that all updates and links to events, news, scientific articles, deliverables and all results and materials produced during the project will be published and available to visitors.

The website development is the responsibility of RE:LAB as T6.1 and T6.2 leader and the release is scheduled for completion by M4 (December 2022). The website will be online and publicly accessible at <https://sinfonica.eu>.

During the website development phase, a landing page was prepared so that the link could be included in the documents and other dissemination materials already produced in the first months of the project or in the presentation held during the international events and conferences where SINFONICA was presented. In addition, the landing page is intended to inform visitors accessing the website URL that the work is under development.

The following figure illustrates the landing page as it appeared before the official release of the SINFONICA website.



Figure 10 - Landing page of the SINFONICA website

The website is being developed in WordPress and it is designed on the basis of a dry, user-friendly wireframe, with the intention of avoiding an overly heavy and complex layer. The structure includes a home page and a top bar with the SINFONICA logo and several clickable items, each linking to a specific page.

The following images show some features of the wireframe prepared to set up the structure and appearance of the website.

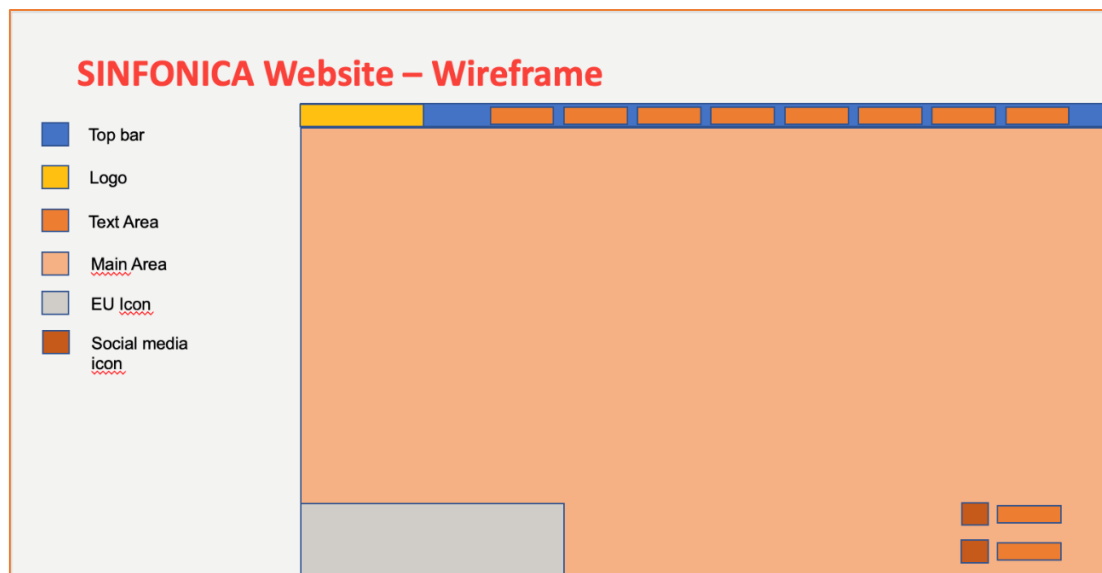


Figure 11 - Detail from the project website wireframe 1/2

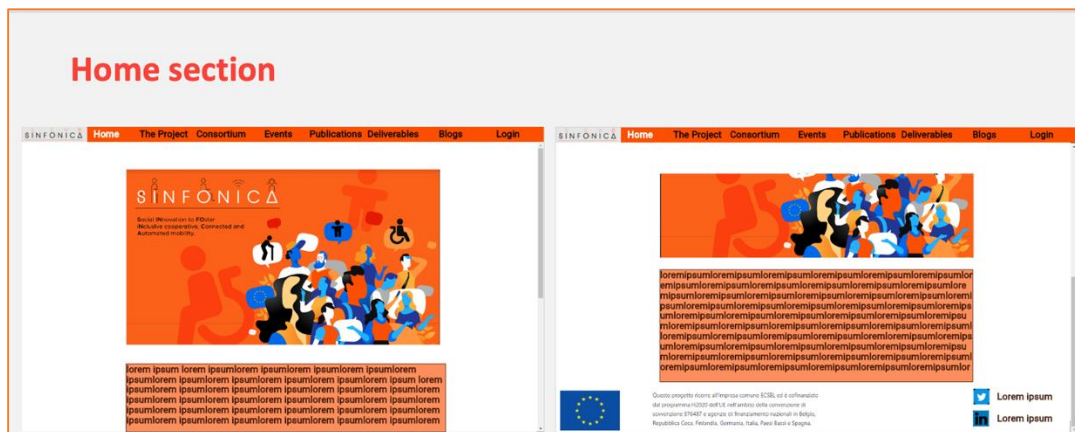


Figure 12 - Detail from the project website wireframe 2/2

The sections of the website will be the following: home, the project, the consortium, events, publications and deliverables, and blogs.

3.4.1 Home

This will be the page appearing when entering the website. Here, a general introduction to the project will be included, with a brief description of SINFONICA and a link to active social channels in the footer.

3.4.2 The project

This section will contain detailed information on SINFONICA. The page will be divided into several paragraphs, and it will describe the concept, objectives, structure, and a timeline to show how the actions will be implemented.

3.4.3 The Consortium

By accessing this section, the list of Partners forming the Consortium will be visible, with their countries of origin and the sector they belong to (research, industry, local authorities, etc.). The page will also contain the logos of each Partner with a link to the official website of each participating Organisation.

3.4.4 Events

This is where a list of events relevant to the project will be included, whether they are organised directly by the Consortium or events at which SINFONICA will be presented or otherwise involved. In addition to a summary list, short descriptions of the most important or upcoming events will also be included.

3.4.5 Publications and deliverables

In this section, all materials related to scientific publications and deliverables produced during the project will be uploaded. Two separate lists will be prepared in which the name of the document and a download link for all publicly available material will be inserted.

3.4.6 Blogs

Finally, the website will include a section dedicated to blogs and brief articles related to specific and thematic issues in the domain of CCAM, ITS and transport sector more generally.

3.5 Knowledge Map Explorer

One of the functional outputs of SINFONICA will be the tool called SINFONICA Knowledge Map Explorer. This will be a very important instrument for conveying and transferring the knowledge acquired during the engagement and co-creation phases carried out during the project with the Gols.

The design, creation and implementation of this tool will have a dedicated Work Package (WP4) spanning from M13 and M35. The SINFONICA Knowledge Map Explorer will consist in an intelligent navigation system – accessible online – to consult the inventory of knowledge formed and collected during the project, in particular during WP3 and in WP5. It will deliver specific user-centric recommendations for implementation and deployment of CCAM solutions and services in different contexts, tailored on the basis of the profile of the requesters (designer, planning authorities, service providers etc.). Given its function, it is undoubtedly an output to be mentioned in the Communication & Dissemination Plan as it will enable also a long-term kind of communication of SINFONICA outputs and results. Once available, the Consortium will use every available channel to promote it and illustrate its use, possibly planning dedicated events or webinars.

The SINFONICA website will eventually include a link directly to the instrument's web page.

4 Events

4.1 Projects events

At the launch date of SINFONICA, there were very few projects related to the world of CCAM and mobility in general that focused on issues related to inclusiveness and social innovation. For this reason, even before the official start of SINFONICA, the project received considerable interest from many stakeholders in the sector thanks to its different viewpoint in considering those topics.

The curiosity revolving around SINFONICA is an important signal not to be underestimated and, consequently, an opportunity to be exploited in order to maximise the visibility and resonance of the project in the different relevant sectors and with the various target groups identified. To do this, it will be important for all partners involved to participate in the various and numerous events (seminars, webinars, conferences, fairs, conventions, etc.) held in Europe and at international level to present SINFONICA and its main features.

Furthermore, the Consortium will leverage its wide network of contacts to carry out networking activities and establish links with other projects and initiatives.

One of the key approaches to connect and liaise with relevant stakeholders and the large audience, as well as to carry out networking activities and disseminate the project's results will be through the organisation of a calendar of events. The initial initiatives will mainly aim to create targeted awareness, then in the later stages of the project the goal will be to gather feedback and validation on results and milestones. Stakeholders will also include representatives from the group of followers and groups of interest.

SINFONICA will organise both project events, like workshops and targeted events, and sessions in the context of major conferences in the field of the project. The events organised in the context of WP6 will be a key opportunity to gather input from participants and to involve them in the co-design and co-definition process, supporting the goals of other WPs (like WP2 and WP3).

Both in-person and digital (webinars) events will be organised.

4.2 European Showcase events, conferences, trades

Partners of the project will also participate in a wide range of national and international external (third parties) events to reach out to different audiences. External events that will be targeted include:

- Scientific conferences and demonstration events to connect with the scientific and technical groups of audience (like academia);
- Exhibitions, fairs and trades to target the industrial stakeholders.

Events considered include – but are not limited to – the European Transport Conference, ITS European and World Congress, and the CCAM Conference.

A calendar of the events will be published and constantly updated on the project website.

Promotional materials will be used by the Consortium Members to promote the project when attending related conferences and events.

The table below provides an overview of the events which already took place, with related information about the connection with the project.

Table 5 - Past events where SINFONICA was presented

Event title	Date and place	Partner participating	Type of participation
TRA 2022 Conference - Invited Session 62: Making CCAM a smart solution for society.	15/11/2022 Lisbon	ICOOR / UNIMORE	Session participation with project presentation
POLIS Conference 2022 – Smart Cities session	1/12/2022 Brussels	Province of Noord-Brabant	Session organiser with project presentation
GIORNATA ARIOSTO Lavori in corso, progetti, esperimenti	14/12/2022 Reggio Emilia	RE:LAB	Event organiser with project presentation
IEEE Smart Cities Futures Summit 2022 – Action Tank: Future Cities 4. Opportunity for everyone – digital equality, connectivity and mobility	15/12/2022 Tel Aviv (Israel)	Province of Noord-Brabant	Session speaker with project presentation

4.3 Liaisons

Within Europe, the project partners will actively engage with European initiatives related to smart mobility. In particular, ERTICO will be the task leader for T6.4 “Clustering and Networking and Capacity Building” and will be a partner of strategic importance in terms of networking and liaison activities. ERTICO – as ICOOR – is a member of the Executive Group of the CCAM Partnership¹, leading Cluster 7 dedicated to the coordination of the whole CCAM association. ERTICO also coordinates the EC-funded FAME project², aimed at coordinating consensus-building across stakeholders for sound and harmonised deployment of Connected and Automated Driving (CAD) in Europe and beyond.

ERTICO also established and is a key member of the MaaS Alliance³. The User Needs research conducted in SINFONICA is expected to be directly relevant to the MaaS Alliance User and Rules working group but could also inform the Governance & Business Models and Technology & Standards working groups.

¹ <https://www.ccam.eu>

² <https://www.connectedautomateddriving.eu/about/fame/>

³ <https://maas-alliance.eu>

Furthermore, ERTICO has working relationships with ITS America and ITS Asia Pacific and is active in the ISO Standards Committee ISO TC204 – Intelligent Transport Systems. Findings from SINFONICA will be promoted to ERTICO as it is also a membership organisation with 120 members in local and national government, technology companies and transport operators.

SINFONICA will work closely with the sister project in the HORIZON-CL5-2021-D6-01-05 call, MOVE2CCAM⁴. The Municipality of Helmond is a partner within MOVE2CCAM and the SINFONICA Partner North Brabant has already established good working relationships and communication channels, being the regional authority for Helmond.

ERTICO is also member of the EC initiatives Multimodal Mobility Passenger Forum (MPMF) and Expert Group on Urban Mobility (EGUM) - both of which direct policy, influence regulations and allow knowledge sharing with nation states.

TfWM will promote learnings to Zenic, which is the UK Government's initiative to promote the adoption of Connected and Automated Mobility. This allows findings to be shared with academia, technology companies, local and national government. It can also influence future UK funding competitions.

⁴ <https://move2ccam.eu>

5 Reporting

In order to facilitate effective and regular management of communication and dissemination activities, the Consortium has set up various systems to keep mutually updated and report information that it is appropriate and necessary to publish through the various SINFONICA channels.

The team of the WP6 leader RE:LAB, as Communication Manager, will meet internally on a weekly basis to monitor activities and progress and to plan next steps and any possible urgent actions. To optimise communication via social networks, an editorial calendar will be drawn up through which to plan content and timing for the publication of posts. When necessary, meetings will be scheduled with relevant Partners to discuss certain topics in depth and collaborate to prepare the content to be disseminated. In fact, a meeting has already been organised to debrief on the management of the project's social channels.

In order to facilitate active participation by all Partners, an excel file has been uploaded to the SharePoint accessible to all Partners, where each participant can indicate and report conferences, fairs and, in general, any event at which SINFONICA will be presented and to which it would be useful to give visibility.

To facilitate smooth and optimal internal Consortium communication, a set of mailing lists was prepared. On the SharePoint there is an Excel file in which each Partner can associate the relevant contacts with each of the mailing list.

The Communication Manager is responsible for checking and, if necessary, updating the mailing list on a bi-weekly basis.

The following mailing list were created:

- **SinfonicaAll:** including the majority of contacts from every Partner.
- **Sinfonica Admin:** reserved for administrative communications.
- **Sinfonica WP1, 2, 3, 4, 5, 6, 7:** a mailing list dedicated to each Work Package, to convey relevant information concerning a specific WP.
- **SinfonicaGol (TfWM, HAM, NB, TRK):** a mailing list dedicated to each Gol within the local entities involved in SINFONICA.

6 Roles and Responsibilities

All the communication, dissemination and exploitation activities of SINFONICA will constitute part of the WP6 titled “Communication, exploitation, capacity building and outreach”.

As engagement is an important element of SINFONICA, each partner will play a role in the communication and dissemination activities of the project, as they will have to convey the key messages and the results achieved, in order to amplify the impact of the outcomes that SINFONICA will achieve, gathering the interest of the widest possible audience of users and stakeholders.

6.1 Communication Manager

Communication is a choral task in a project that, in order to be successful, will involve all consortium partners (as explained in par. 6.3). However, to ensure a proper coordination of the efforts and the achievement of objectives a Communication Manager has been appointed in the proposal phase and confirmed at the start of the project. The partner responsible for the Communication and Dissemination Management is RE:LAB, which has set up a dedicated team of experts to work on this task.

6.2 SINFONICA Communication group

This section presents the group that will supervise the communication, dissemination, exploitation, networking and capacity building operations within WP6 dedicated to the promotion activities of SINFONICA. This group is composed by the WP6 Task Leaders, namely RE:LAB, TfWM, and ERTICO.

RE:LAB is the WP6 leader and the task leader for T6.1 “Communication and Dissemination Plan” and for T6.2 “Communication and Dissemination Implementation”. As WP leader, RE:LAB will supervise and coordinate all WP activities and act as a reference contact for the work of the different tasks. T6.1 is the task associated to the present document D6.1 “Communication & Dissemination Plan”, while T6.2 will address the implementation of the communication and dissemination strategy outlined in the present plan. T6.2 will eventually lead to the drafting of D6.3 “Report on dissemination and communication activities and update of the dissemination and communication plan” and of D6.4 “Final report on dissemination and communication activities”.

TfWM is the leader of T6.3 “Exploitation and Technical Dissemination” and will coordinate the development of the exploitation plan that will deliver the contents for the deliverables D6.2 “Preliminary exploitation plan” and D6.5 “Final exploitation strategy”, for both of which TfWM will be the lead beneficiary.

ERTICO is in charge of T6.4 “Clustering and Networking and Capacity Building” and will address all the activities related to knowledge transfer – by providing guidelines and best practices and contributing to dissemination of results through knowledge bases and existing network – and bringing together actors and stakeholders from different sectors, organizing training sessions for the Gols and liaising with CCAM Partnership and other EU-funded and CCAM demonstration projects.

6.3 All partners

To a greater or a lesser extent, almost every partner has a portion of effort allocated to WP6, hence to communication and dissemination activities.

The activities carried out by the Partners e-Trikala, N-Brabant, TfWM and FHH have special importance. These participants, in fact, will play a key role in SINFONICA implementation, since they will be in charge of the implementation in WP3 of the engagement strategy prepared in WP2 and of ensuring the participatory approach necessary for understanding needs and expectations of CCAM users within the four Gols. These actions will entail an important effort in communicating and disseminating information and details on SINFONICA actions.

The following table shows, in detail, the effort allocation of the different partners involved in WP6 dedicated to the communication, dissemination and exploitation of the SINFONICA outcomes and results.

Table 6 - WP6 Partners involved

Partner	Role in WP6
RE:LAB	RELAB is the WP6 leader, managing all the different activities, assuring that all the tasks are conducted on time and with a complete commitment from all the partners involved. RELAB will also be the leader of the following tasks: <ul style="list-style-type: none"> • T6.1: Communication and Dissemination plan. • T6.2: Communication and Dissemination implementation.
UNIMORE	UNIMORE participates to the WP6 activities assuring that all the tasks are performed to give the best occasion to SINFONICA to stand out and show up.
ERTICO	In WP6, ERTICO is leader of the T6.4: clustering and networking and capacity building.
ARRIVA, ICCS, ISINNOVA, IRTSX, TUD	All the WP leaders and tasks leaders are involved in WP6 in order to assure everyone's best commitment and effort for the communication strategies. These partners will communicate all outputs produced within the previous WPs in order to provide high-quality dissemination results as well as to enable the transfer of knowledge gained through the project.
FHH, Noord Brabant, TfWM, Trikala	All the Gols have a special role in WP6 activities as they are the focus point of SINFONICA: they have to put a strong effort in the communication, dissemination, and exploitation tasks. TfWM will be also the leader of the T6.3: exploitation and technical dissemination.

Table 7 - WP6 staff effort per Partner

Participant	WP6 Effort
UNIMORE	6.00
ICCS	1.50
IRTSX	0.50
ISINNOVA	1.50
RELAB	15.00
TUD	0.50
Arriva	4.50
ERTICO	8.00
E-Trikala	2.00
N-Brabant	2.00
FHH	2.00
ICOOR	n.a.
POLITO	n.a.
TfWM	9.00
Total Person-Months	52.50

7 Key Performance Indicators

Key Performance Indicators specifically dedicated to communication and dissemination activities on SINFONICA had already been identified during the preparation phase. During the Workshop on the Communication and Dissemination Strategy held on 17 November 2022, some new KPIs have been defined.

The indicators will be an important means to monitor and evaluate the progress, effectiveness and impacts of the activities carried out within WP6 and, in general, the visibility of the project. The following table integrates the KPIs indicated in the proposal phase and the new ones defined during the Workshop.

Table 8 - Communication and Dissemination KPIs

Indicators	Targets	
	M18	M36
Project website – number of visitors	150/month	300/month
Project website – number of blog/posts	2/month	4/month
Twitter/LinkedIn Number of followers	120/100	250/200
Groups of Interest participants	≥15/ event (5 vulnerable groups represented)	≥15/ event (5 vulnerable groups represented)
Groups of Follower participants	50 / quarterly meeting	50/ quarterly meeting
Large-scale demonstrator projects/pilots contacted	≥5	≥8
N. of papers/ publications	≥3	≥6
Technology stakeholders engaged in using SINFONICA outputs	n.a.	≥20
Innovation incubators reached	≥4	≥7
N. of downloads of public materials available on the website	n.a.	≥20
Representative from each target groups engaged/involved in CCAM activities	≥5	≥10
Full coverage of European MS via social media & website	≥1	≥5
Leads created outside the EU	≥3	≥8

8 Conclusion

The Communication & Dissemination Plan is a document detailing the strategy, tools, channels, and features that the SINFONICA Consortium will use to implement the communication and dissemination activities necessary to give visibility and promote the project.

As the release date is scheduled in the initial months of the project (M4, December 2022), it is appropriate to consider this deliverable as a living document, which will however be used to monitor and evaluate the progress of communication and dissemination. Hence, this can be referred to as the first version of the Communication & Dissemination Plan, intended to be updated on D6.3 and D6.4 release, when the Plan will be updated (M18) and when a Final Report on communication and dissemination activities will be completed (M36).



For more information

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Appendix I – Brochure

The project Coordinator and the various Consortium Partners started well before the official launch of the project to sponsor SINFONICA and to disseminate and communicate its features and ambition. For this reason, a brochure was designed, created and uploaded on the project SharePoint, to provide each Partner with a concrete mean to present the project and to give it visibility.

This appendix to the Communication & Dissemination Plan contains the reproduction of the brochure, which is part of the different communication and dissemination material that will be created during the implementation of the project.

Digital version of the brochure



Why the SINFONICA Project?

The SINFONICA project stems from the vision of developing innovative and efficient methodologies and strategies to foster the acceptance and deployment of Cooperative, Connected and Automated Mobility (CCAM) solutions through user engagement activities and the various stakeholders involved in the transport sector (public administrations, transport operators, service providers, technology suppliers, etc.).

Particular attention will be paid to gathering and understanding the needs, expectations, concerns and desires of the different categories of Vulnerable Road Users (elderly, immigrants, disabled, etc.), with the aim of making CCAM solutions more inclusive and accessible.



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Our partners.

Italy



Italy



Italy



Italy



Italy



Greece



Greece

France

Belgium

United Kingdom

Germany

Germany



Netherlands

Netherlands



Provincie Noord-Brabant



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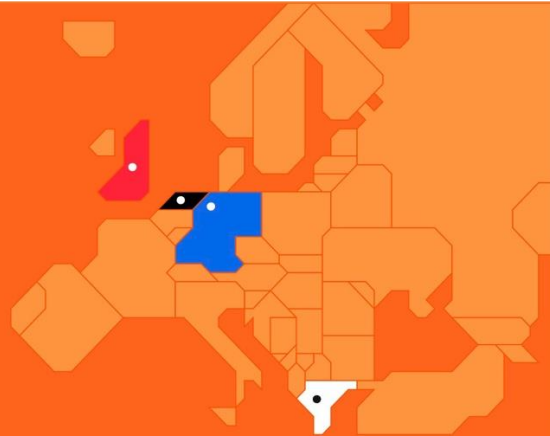
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Involving different stakeholders across Europe.

The project activities will be carried out by means of tailor-made engagement techniques defined specifically for the **SINFONICA project**, to foster the adoption of co-creation and co-definition approaches to develop innovative CCAM solutions.

Actions will be carried out within selected groups of representatives from different stakeholders categories (the Groups of Interest). These Groups of Interest were selected due to their geographical characteristics across Europe:

- TRIKALA (GREECE)
- NOORD-BRABANT PROVINCE (THE NETHERLANDS)
- WEST MIDLANDS (UNITED KINGDOM)
- HAMBURG (GERMANY)

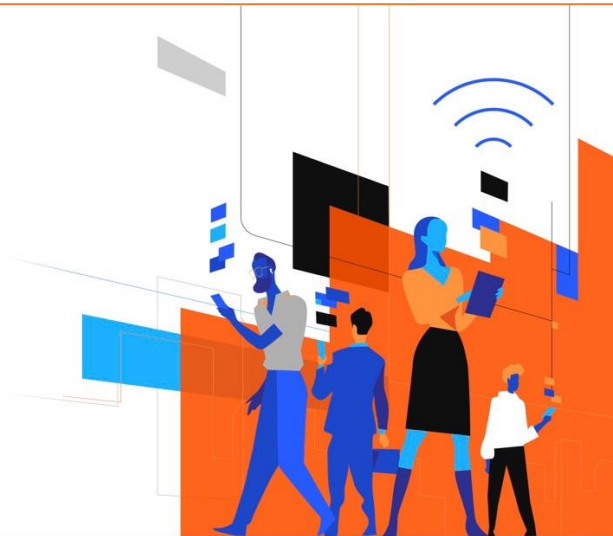


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Not only research: the Knowledge Map Explorer.

The **SINFONICA project** will also result in the creation of a concrete tool, useful for the understanding of the knowledge collected through the activities carried out in the different Groups of Interest.

The **SINFONICA Knowledge Map Explorer** will be an intelligent user-friendly navigation system with access to the knowledge base, which will be able to provide recommendations and guidelines related to CCAM, based on the profile that is consulting it (i.e., public administration, road user, service provider, etc.). This tool will allow the results and solutions developed in **SINFONICA** to be even more impactful, enabling their exploitation in the deployment of CCAM solutions and services.



HORIZON-CL5-2021-D6-01-05 (Area B)

