



Deliverable 6.3

Report on dissemination and communication activities and update of the dissemination and communication plan



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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 the innovative solutions and services, the governance of the innovation management is highly important.

This deliverable 6.3 – submitted at M18 of the SINFONICA Project – represents an update of the D6.1 “Communication and Dissemination Plan”, which provided a detailed overview of the Communication and Dissemination Strategy to be planned, defined, and implemented throughout the entire duration of the SINFONICA project by the Consortium.

The document provides an overview of the activities, objectives, guidelines, and methodologies agreed, defined and implemented upon the Partners in order to communicate and disseminate the project results and outcomes as widely as possible among the identified stakeholders and target groups. In addition, this deliverable illustrates the set of tools and channels set by the Consortium to deploy the planned strategy and meet the Key Performance Indicators (KPIs) established to measure the effectiveness of the Communication and Dissemination activities of SINFONICA. The contents of the deliverable also include an update of the communication and dissemination strategy based on the developments in the first half of the project life cycle.

The structure of D6.3 follows that of the original D6.1. Contents 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 adopted to implement the communication and dissemination actions. A part of the document is devoted to illustrating how SINFONICA has been and will be promoted through the organisation and participation in relevant mobility and CCAM events. The management set-up of the communication and dissemination activities is described and, finally, the 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 entire 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 constantly monitored, 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.



In this respect, 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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1 Introduction

1.1 Purpose of this document

This deliverable builds on the original structure of D6.1 “Communication and Dissemination Plan” (C&D Plan), and contains the description of all the activities and tools set up from the beginning of the Project to implement the communication and dissemination strategy on the basis of the results obtained so far in SINFONICA.

These are the steps followed to define the C&D Plan, with the objective of maximising 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 to be adopted and deployed to implement the communication and dissemination strategy and the different channels selected 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 is introduced and described.
- A collection of Key Performance Indicators (KPIs) to assess the effectiveness of the communication and dissemination strategy throughout the duration of the SINFONICA project.

The C&D Plan is regularly updated and revised according to the developments, progress and results of the Communication and Dissemination Strategy. Reports and updates on the original C&D Plan form the basis for this deliverable D6.3 “Report on dissemination activities and update of the dissemination and communication plan”. Finally, towards the end of the project, the deliverable D6.4 “Final report on dissemination and communication activities” will provide a complete overview of the activities carried out under the C&D Plan, and the results achieved in relation to the originally established KPIs.

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 on the SINFONICA Project website, 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 that finances the project and that will refer to this document to monitor the compliance and punctuality of the Consortium’s fulfilments, this document is also 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

SINFONICA – D6.3: Report on dissemination and communication activities and update of the dissemination and communication plan



D6.3 follows the structure of D6.1, updating the contents based on the progress and achievements of the SINFONICA communication and dissemination activities.

In addition, each chapter contains a concluding paragraph, in which the respective achievements, deviations and next steps are summarised.

Chapter 1 introduces the purpose, the scope, the structure of the Communication and Dissemination Plan, together with other introductory information.

Chapter 2 illustrates 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 describes the tools and channels originally chosen to effectively implement the Communication and Dissemination Strategy. This chapter also includes important updates regarding the set of instruments adopted and deployed to give visibility to SINFONICA.

The description of the relevant activities and initiatives concerning the organisation of Project events and participation to local and international conferences, fairs, and conventions constitute the content of Chapter 4, together with the definition 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 is 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 are set out in Chapter 6.

Chapter 7 includes 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 includes the conclusive remark accompanying the mid-term report and update of the C&D 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 and users, directly or indirectly involved in mobility and transport, in order to make everyone aware of the project's activities, ambitions and achievements, 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. In a project such as SINFONICA, which focuses on users and stakeholders' engagement and involvement to improve the accessibility and acceptance of CCAM, it is important to spread the messages and the initiatives widely, both to experts in the field (CCAM, ITS, public transport) and to citizens (transport users). This will facilitate 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, the SINFONICA 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 acceptance and 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 of local, European and international events to participate in and present SINFONICA, increasing 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 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, 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 Sharepoint, 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 D6.1.

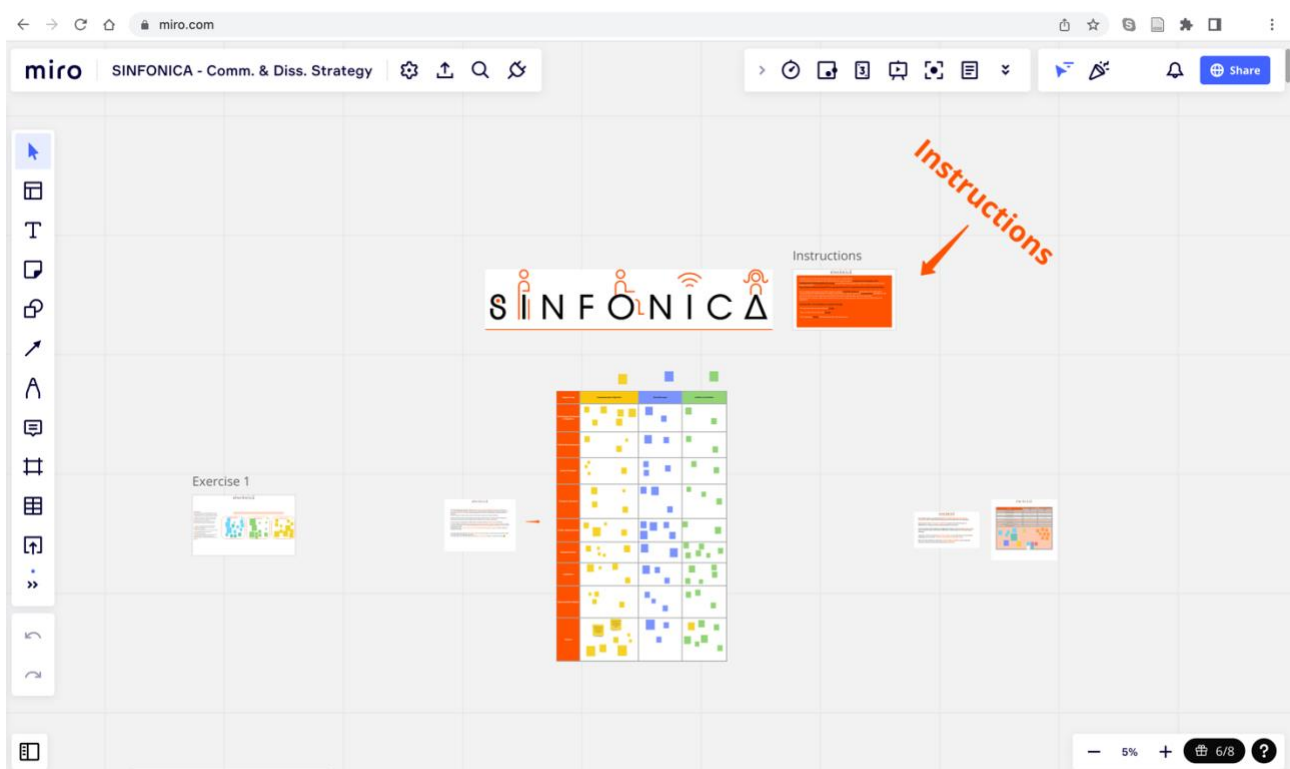


Figure 1 - Overview of the MIRO board for the Communication and Dissemination Strategy Workshop held on 7 December 2022

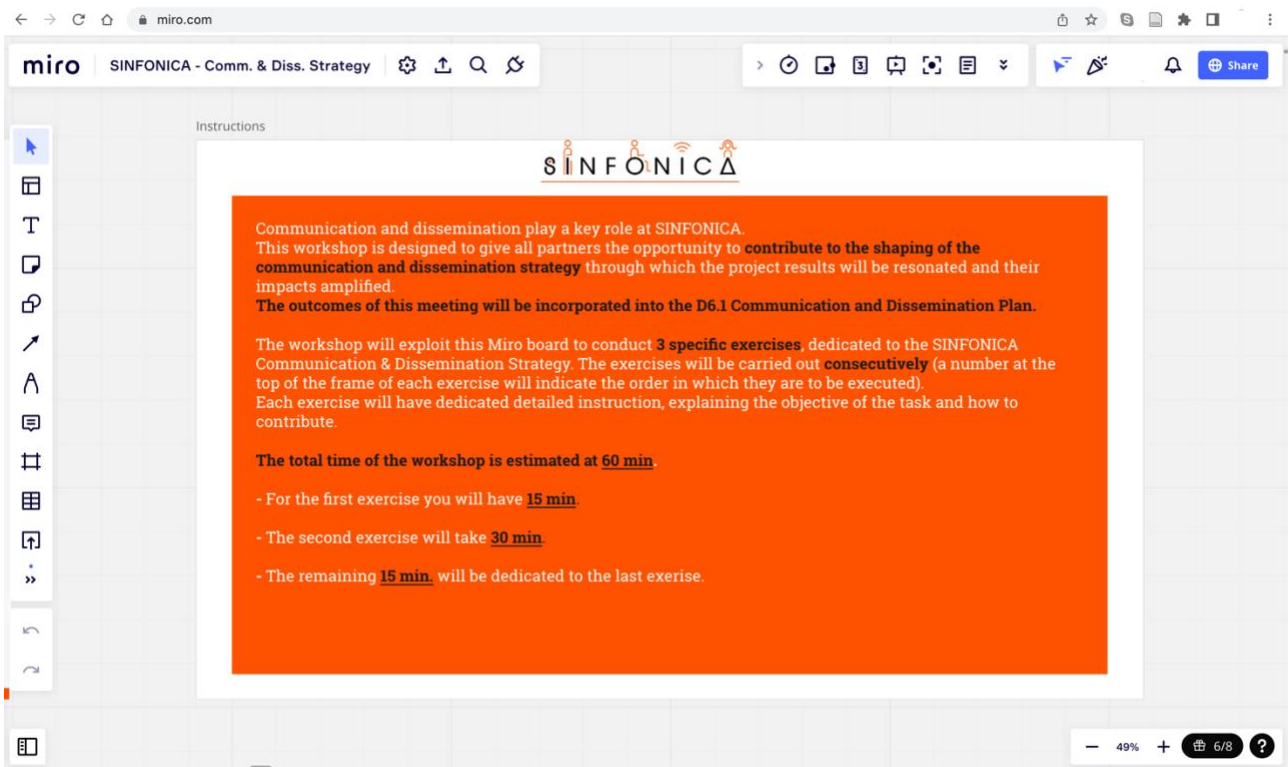


Figure 2 - Zoomed-in detail of the Workshop instructions from the MIRO board of the Communication and Dissemination Strategy Workshop held on 7 December 2022

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, WP1 “Setting the SINFONICA framework” – spanning from M1 (September 2022) to M10 (July 2023) – was 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 Goals (T1.4). Taking into consideration the work carried out 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, 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 manufacturers:** 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 1 - 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
<p>Public Administrations</p>	<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.
<p>Research Sector</p>	<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.
<p>Legislators</p>	<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.
<p>Representative Bodies</p>	<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.
<p>Citizens</p>	<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 guide to be followed to orient SINFONICA’s communication activities based on the type of audience being addressed.

2.3 Key Messages

At the proposal stage and during the dedicated workshop (see Figures 3 and 4 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).

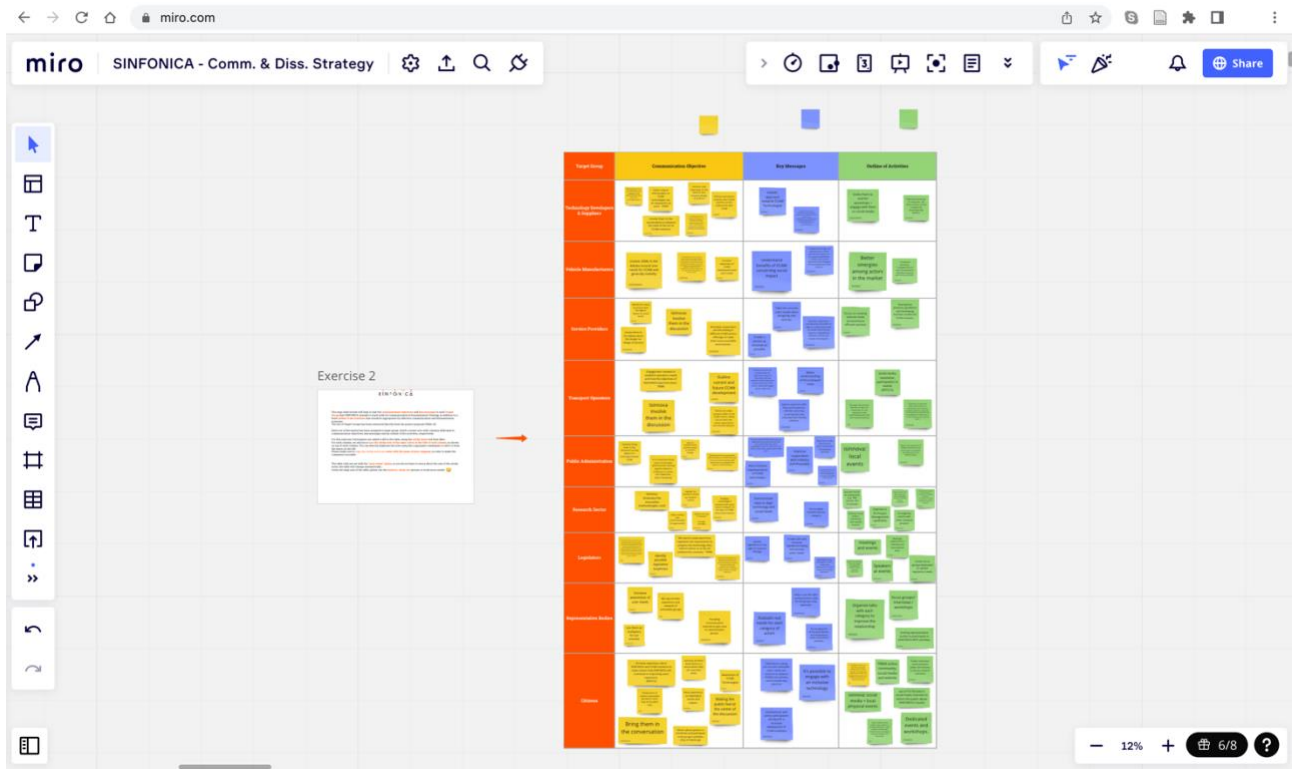


Figure 3 - Screenshot of the Exercise 2 from the MIRO board of the Communication and Dissemination Strategy Workshop held on 7 December 2022

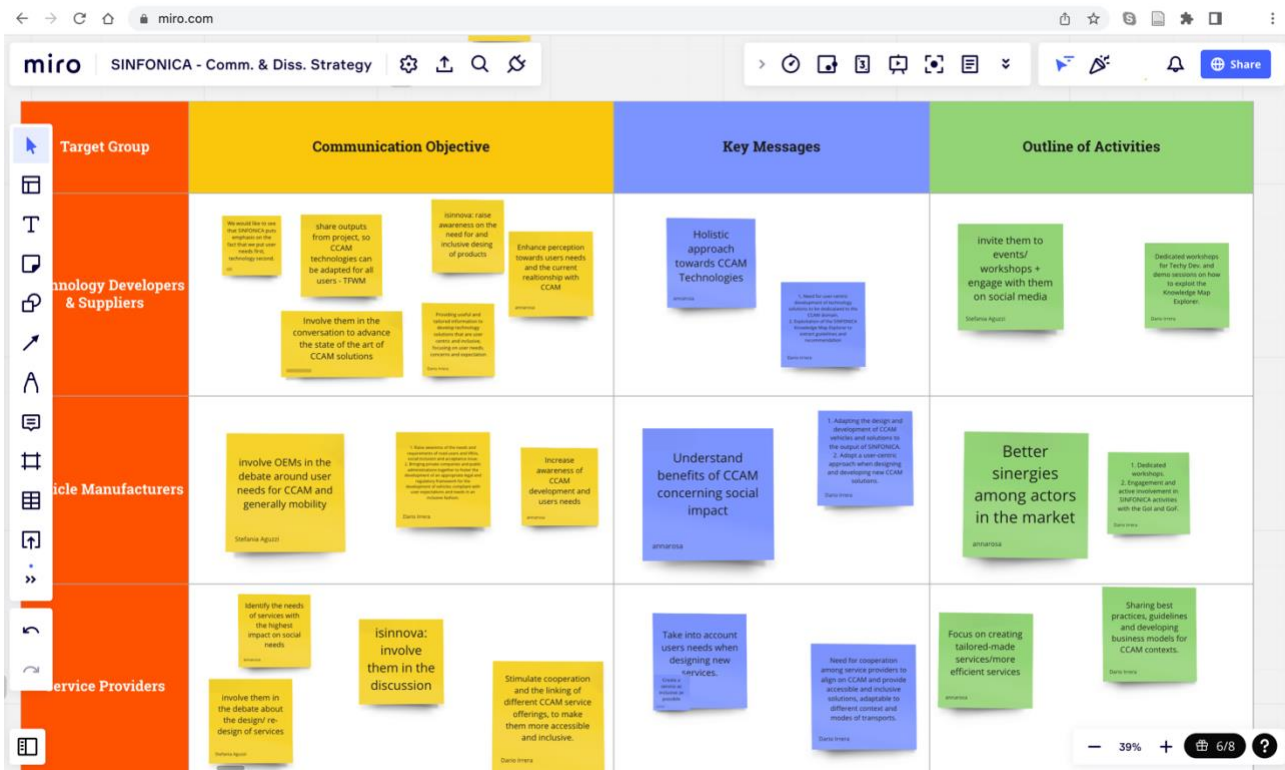


Figure 4 - Zoomed-in detail from the Exercise 2 from the MIRO board of the Communication and Dissemination Strategy Workshop held on 7 December 2022

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 contains the specific key messages tailored to each identified target group.

Table 2 - 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. • Need to exploit a user-centric approach when designing and developing solutions for CCAM domain.

Target Group	Key Messages
<p>Service Providers</p>	<ul style="list-style-type: none"> • Take into account users' needs when launching new services and obtain regular feedback from users of existing 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 services 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 optimise tenders and contracts issued between Public Administration and Operators. • Optimise traffic flows and modernise vehicles, removing social barriers and adopting VRU-friendly solutions.
<p>Public Administrations</p>	<ul style="list-style-type: none"> • Reconsider the organisation 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.
<p>Citizens</p>	<ul style="list-style-type: none"> • Raise awareness of CCAM and its benefits; that it is not only self-driving cars but can also be inclusive public or shared transport services.

Target Group	Key Messages
	<ul style="list-style-type: none"><li data-bbox="587 241 1417 349">• Involvement and active participation are key for the development of an inclusive, accessible, user-friendly CCAM environment.<li data-bbox="587 360 1369 432">• The debate on new technologies and innovative mobility solutions takes 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.

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!**

SINFONICA Logo

The design of the SINFONICA logo evolved during the first months of the project, when the communication and dissemination strategy was being defined. Since the beginning, the aim was 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).



Figure 5 – First version of the SINFONICA logo (white 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 6). In this way, the logo was adaptable to any background, avoiding possible confusion with it, and can be used in several contexts.



Figure 6 – Variations of the first version of the SINFONICA logo (white, grey, orange and black background)

In the immediate aftermath of the release of D6.1 and the first version of the logo and promotional material, it was realised that the logo, as structured at that time, presented some shortcomings. Firstly, the lettering and graphic elements were excessively thin and, once applied to documents or other promotional material, were difficult to read. Beyond that, a more general problem related to the logo’s concept itself was the fact that it did not effectively convey the project’s connection to transport and mobility in general. As the name “SINFONICA” is not self-explanatory, a restyling of the logo was implemented, based on the original version (Figure 7).



Figure 7 - The updated version of the SINFONICA logo

Since SINFONICA focuses primarily on CCAM deployed in public transport in urban and peri-urban areas, the graphic elements that have been added represent:

- The front of a bus: by adding this element to the wording “SINFONICA”, in which some letters represent specific categories of vulnerable road users, the entire logo gives the idea of a bus stop;
- A lower line recalling the route of a public transport service: this additional graphic element, as well as linking to the concept of public transport, has been included in order to also convey the breadth and accessibility of the mobility service (possibly also encompassing peri-urban areas).

Finally, to make the logo more visible within the different contents, the font and graphic details were thickened.

Again, a variety of colour combination options were produced in order to make the logo as versatile as possible, also in the perspective of making it clearly legible even for colour-blind people (Figure 8).



Figure 8 - Colour combination options of the updated version of the SINFONICA Logo

As specified and illustrated in the sections below, the restyling of the logo also involved revising and updating the promotional material developed.

SINFONICA font

Following the graphic restyling of the logo and the consequent adaptation of the various graphic material, the choice of font also underwent a slight change, in order to give a distinctive touch to SINFONICA's communication. For the contents of SINFONICA promotional material, it was decided to retain the font "Calibri", from the app Microsoft Word, with a font size of 12. It is one of the most common and widely used fonts, and is therefore more accessible. For the titles and headings, on the other hand, it was decided to opt for a more appealing font, in line with the "squarer" graphic style of the logo: the font "Gotham" was chosen. Details in documents are coloured in orange: the paragraph titles (ex. 3 "Tools and Channels") have a font size of 16 and is in bold, whereas the sub-paragraph (ex 3.1) and the sub-sub-paragraph (ex. 3.1.1) headings bear a font size respectively of 14 and 12.

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 was prepared in the M6 (February 2023) according to the Milestone n. 2. Once available, the digital contents were uploaded to the Sharepoint and made accessible to the entire Consortium, as well as on the project website. The material was also translated into Greek, Dutch and German to facilitate the circulation within the Gols and to be made available to Partners attending relevant events.

The following material has been prepared and developed (see Annex 1 for further details):

- A double-format brochure developed in M1 – in a format for digital dissemination and in a print-ready format.

- 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, available in English, Greek, Dutch and German.
- A roll-up banner to give SINFONICA visibility at fairs and conferences where project activities are presented.
- Preparation of contents to be included in blogs and uploaded on the project website or disseminated through social media channels.
- A series of video interviews with each Partner entitled “Get to know SINFONICA Partners!”. The short interviews are useful to introduce each Partner and illustrate its role in SINFONICA.

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. The template was coherently updated after the revision of the graphic identity of the project.

PowerPoint Template

The template for PowerPoint presentations also underwent a major redesign, in order to echo the distinctive features of SINFONICA identity, in particular the colour orange, the updated logo and the font chosen for text content.

The original version adopted at the beginning of the project appeared “flat” and simple. As shown in the Figure 9 below, the initial slide displayed the old version of 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 was reserved for the disclaimer “Funded by European Union”.

The subsequent slides, reserved for the content to be presented, had a simpler and drier layout, with a neutral background, orange frames and the SINFONICA logo at the bottom of the page.

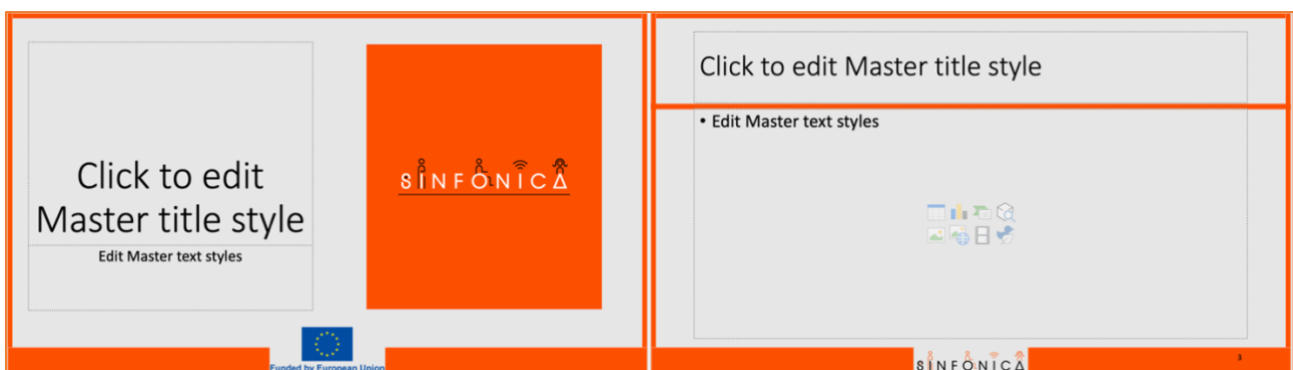


Figure 9 - Some slides from the first version of the PowerPoint template

As anticipated, shortly after starting to adopt the PowerPoint template for the preparation of pitches and presentation to be used to introduce SINFONICA on various occasions, the Consortium

realised that it was necessary to enrich the graphic style of the communication material, including the template.

A new, more eye-catching set of slides was therefore developed, exploiting the graphics that had been designed for the project website release (see below, par. 3.4), to also create continuity and coherence in communication and dissemination activities.

Figure 10 shows some of the slides prepared for the new SINFONICA PowerPoint template.



Figure 10 - Slides from the new SINFONICA PowerPoint template

Brand Identity: Achievements and deviations

As illustrated in the previous paragraphs, the brand identity has undergone a clear evolution and upgrade since the release of the D6.1 communication and dissemination plan.

The update was decided precisely to enhance the visibility of the logo and to give an even more distinctive character to the contents of SINFONICA. Now, the logo and graphics visually render the project's objectives and characteristics in a more effective way.

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 initial Communication and Dissemination Strategy of SINFONICA also included an active presence on social networks, particularly on LinkedIn and X (ex-Twitter), where content related to its activities and relevant information and news from the CCAM world and other projects operating in the sector have been periodically uploaded.

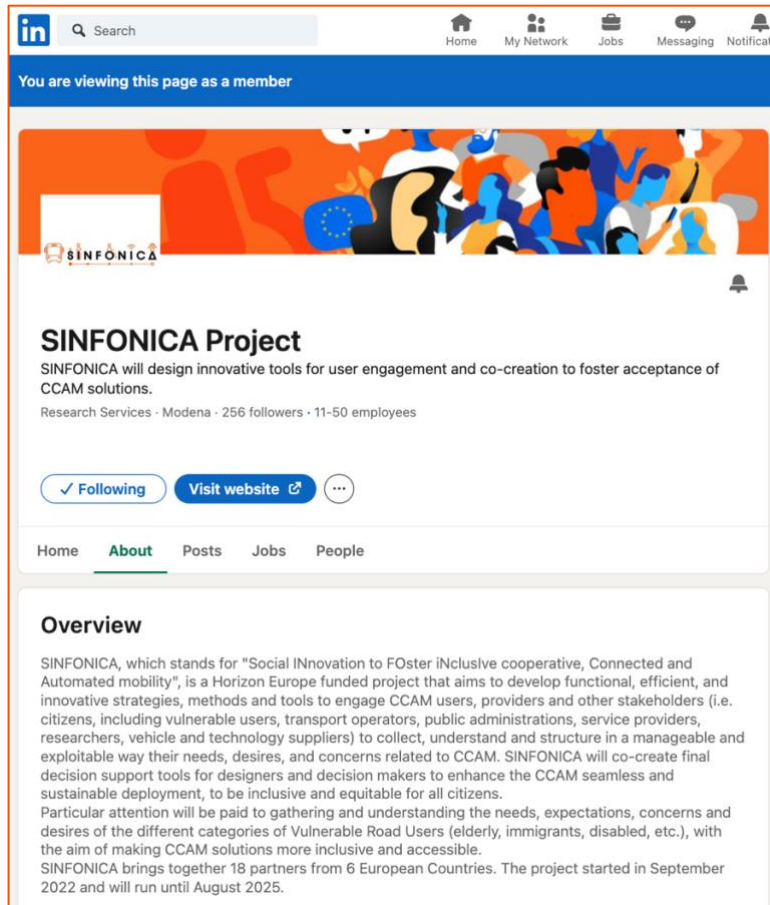


Figure 11 - SINFONICA LinkedIn Profile

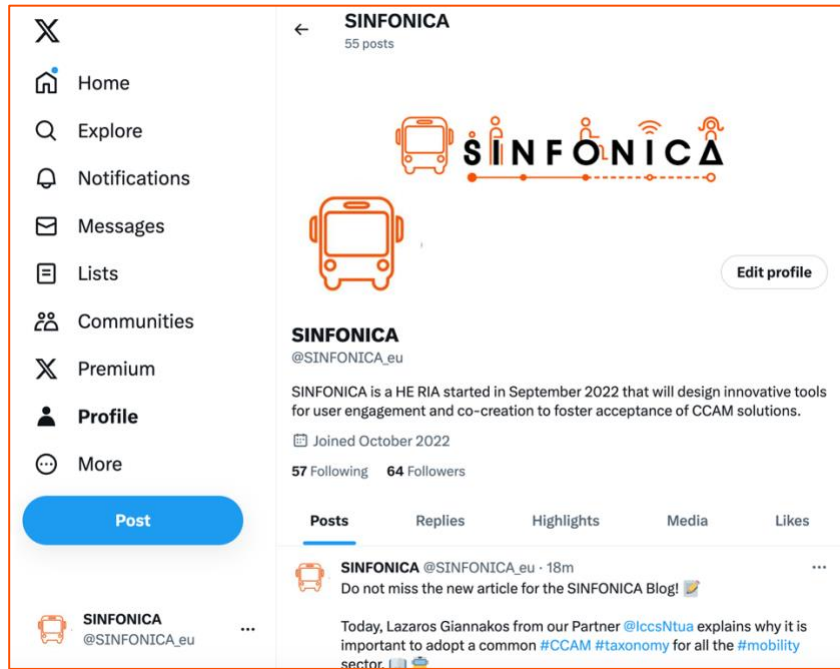


Figure 12 - SINFONICA X profile

During the phases following the release of D6.1, additional social media channels such as, for example, Instagram or YouTube were also considered.

In particular, Instagram was found to be an unsuitable social media for SINFONICA, as it is a social media that requires a lot of visual and fragmented content, with a minimal but constant presence that does not fit with the research activities carried out in the SINFONICA project. Instead, the project's YouTube channel was activated. The channel is used as an upload point for the interview series entitled "Get to know SINFONICA Partners!".

As explained above, each Partner was involved in recording short interviews in which each explained their vision of the project and their contribution to the planned activities. The interviews were then

edited by the communication manager of SINFONICA and are periodically posted on YouTube and included in dedicated content in other social media and on the official project website.

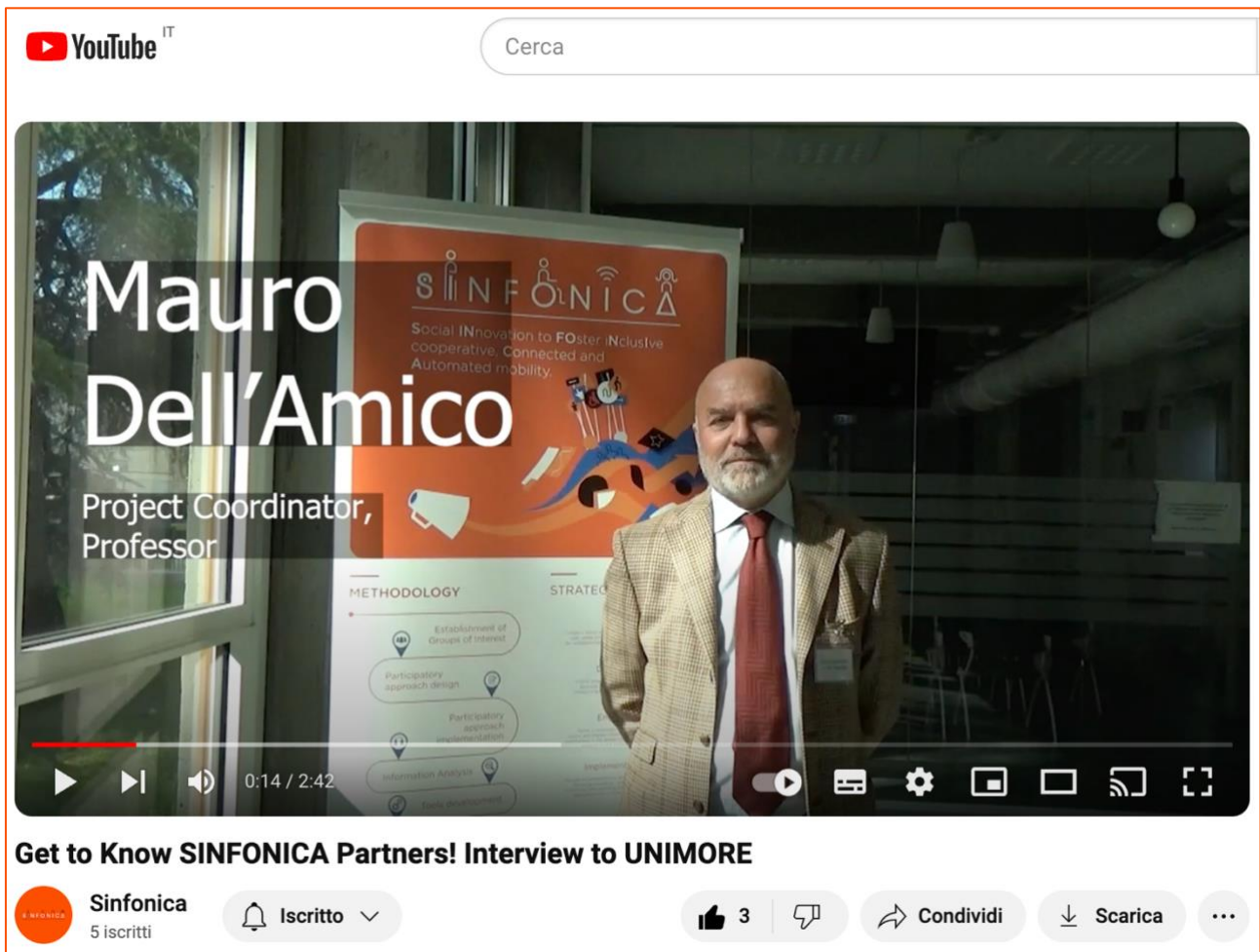


Figure 13 - Screenshot of the interview with the Coordinator UNIMORE for the "Get to know SINFONICA Partners!" interview series.

The management of the social channels is the responsibility of RE:LAB, supported by all participants. Channels are exploited to publish any relevant news, to sponsor participations in events and to give visibility to articles published cyclically on the website and any content produced during the project.

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 two different excel files: one including a list of relevant events that Partners attend and that they would like to share through the SINFONICA social channels; one in which Partner will indicate the publications (i.e. scientific articles, contribution to journals, etc.) issued within the SINFONICA context.

Social Media Channels: Achievements, deviations and next steps

Activities on social media yielded bivalent results.

While the activity on LinkedIn gave a lot of visibility to the SINFONICA project, largely achieving the targeted KPI in terms of followers (at M18 the project page has 260 followers, above the expected SINFONICA – D6.3: Report on dissemination and communication activities and update of the dissemination and communication plan

target of 100 users), on X – which at the time of the project start still bore the name Twitter – the project page is not reaching the expected numbers in terms of followers: there are 65 followers against the expected 120.

During the course of the project, the ownership of the company Twitter was transferred to the well-known Tycoon Elon Musk, resulting in a change of name – today X – and of the algorithms underlying the operation of the social media. Following these changes, the communication manager, the coordinator and the project partners decided to take time out and temporarily suspend activities on the social network X, also in light of the controversy that had arisen between the company and European Institutions¹.

In the months preceding the date of issue of this document, activity on X was restarted, with the aim of regaining followers and visitors on this platform as well and meeting the established KPI.

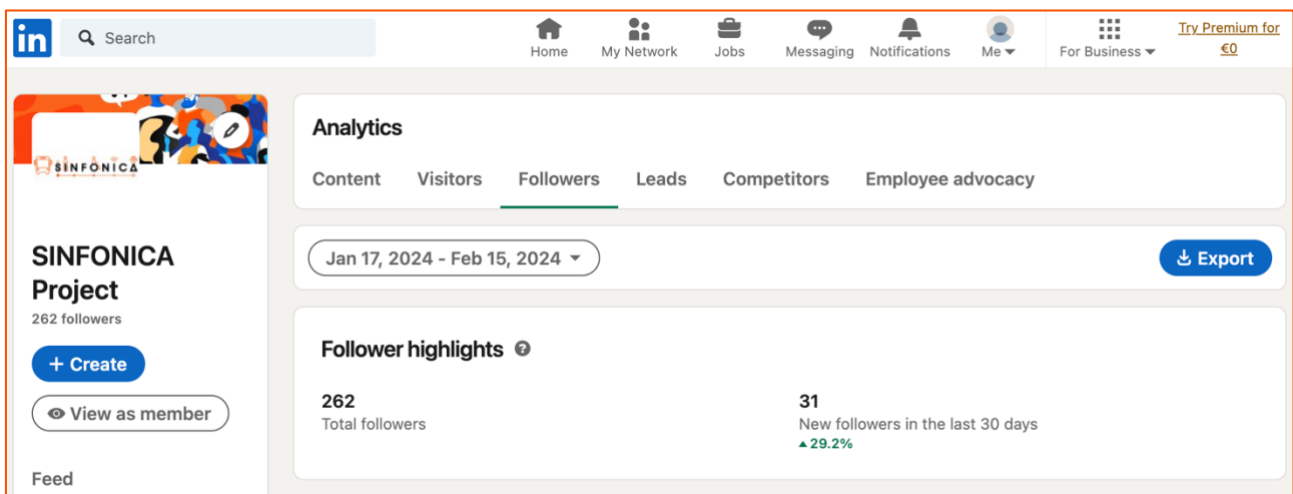


Figure 14 - Screenshot of SINFONICA's LinkedIn analytics showing the number of followers at M18

3.3 Partners' communication channels

Each Partner plays 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 use their institutional and social channels to give visibility to the initiative implemented during the project.

This is 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 are 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.

¹ See: <https://www.euronews.com/my-europe/2023/12/18/brussels-launches-legal-action-against-musks-x-over-illegal-content-disinformation>

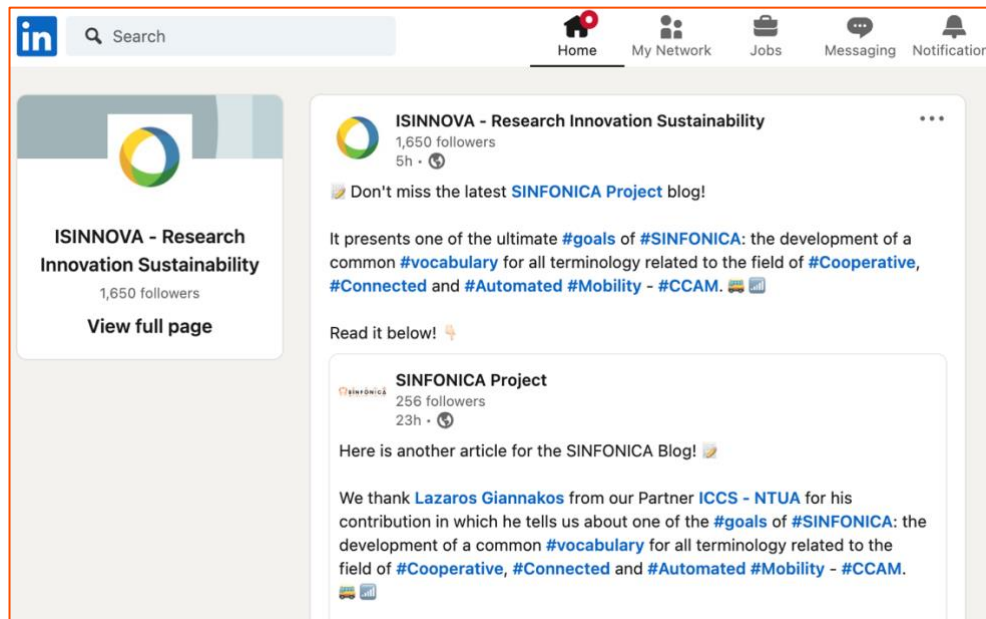


Figure 15 - ISINNOVA repost the content from the SINFONICA Project profile on LinkedIn

3.4 Project website

The project website is 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 are published and available to visitors.

The website development is the responsibility of RE:LAB as T6.1 and T6.2 leader and the release occurred at M4 (December 2022), as per project scheduling. The website is currently 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 informed visitors accessing the website URL that the work was under development.

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



Figure 16 - Landing page of the SINFONICA website

The website has been developed in WordPress and it is designed using a 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.

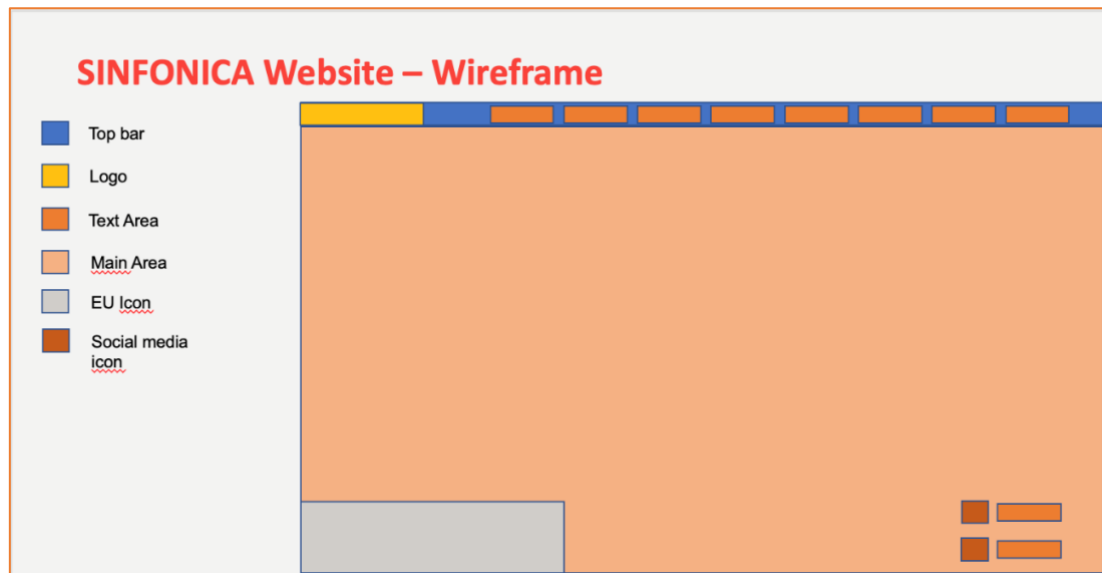


Figure 17 - Detail from the project website wireframe 1/2



Figure 18 - Detail from the project website wireframe 2/2

Initially, the wireframe envisaged that the site would consist of the sections: home, the project, the consortium, events, publications and deliverables, and blogs.

During the development of the website, and also based on the advice of the Partners, the sections were slightly modified as a matter of consistency and usability and are now organised as follows: home, project, consortium, news, blog & events, download.

Home

This is the page appearing when accessing the website. Here, a general introduction to the project is included, with a brief description of SINFONICA and a link to active social channels and the news, blog & events” section.



Figure 19 – Screenshot from the home page of the SINFONICA website

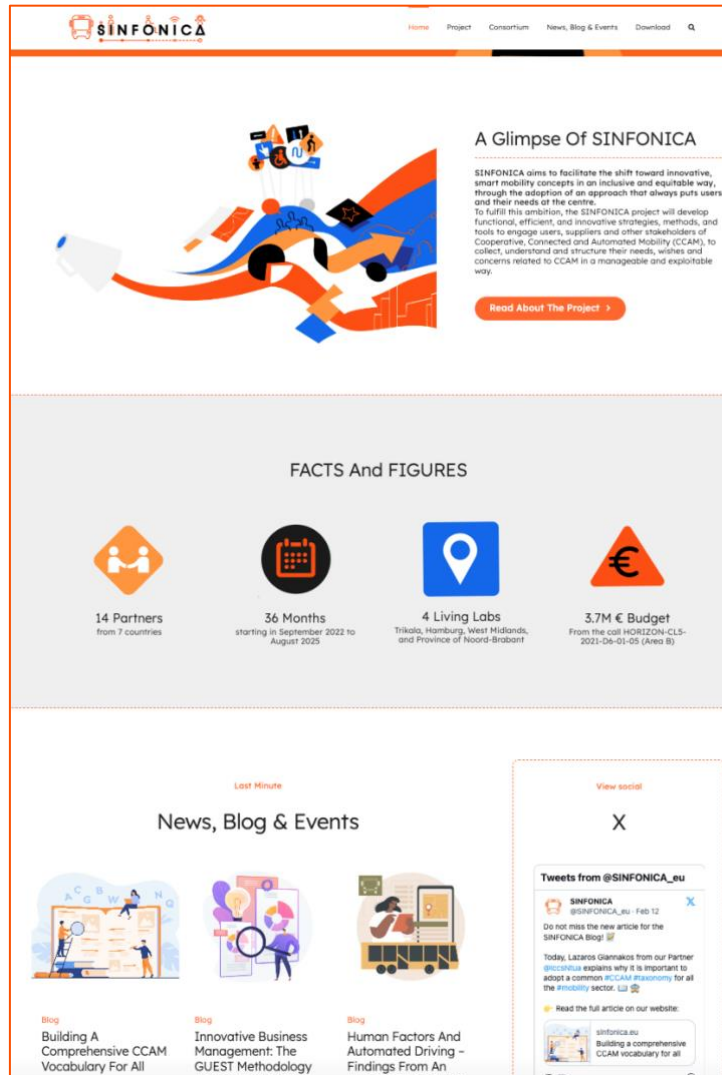


Figure 20 – Overview of the home page of the SINFONICA website

The project

This section contains detailed information on SINFONICA. The page is divided into several paragraphs, and it describes the concept, objectives, activities, and the methodology adopted, to show how the actions are implemented. Each paragraph contains infographics to help visitors better understand the contents.

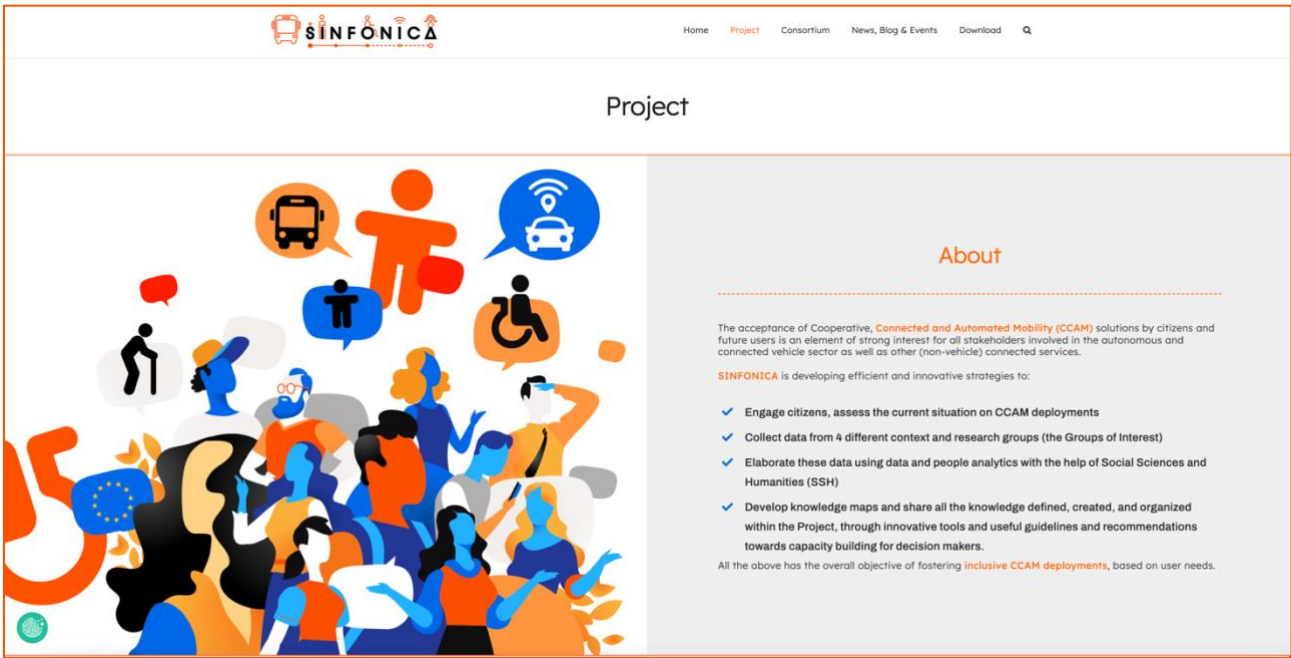


Figure 21 – Screenshot from the “Project” section on the website (1)

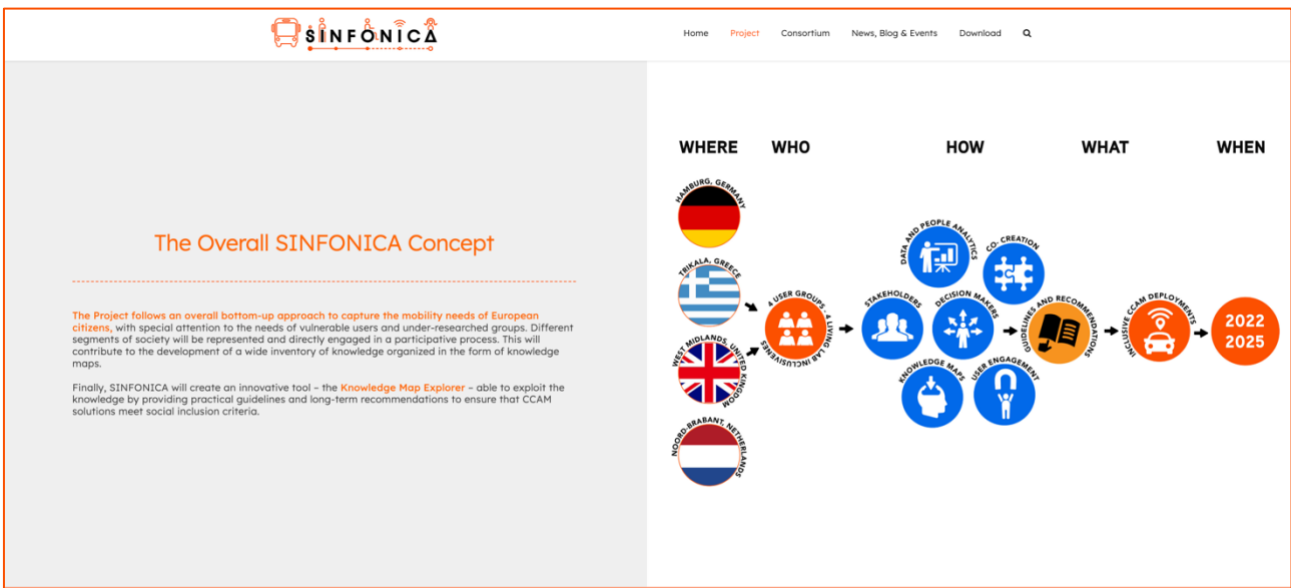


Figure 22 – Screenshot from the “Project” section on the website (2)

The Consortium

By accessing this section, the list of Partners forming the Consortium is visible, with the sector they belong to (research, industry, local authorities, etc.). The page also contains the logos of each Partner, with a link to the official website of each participating organisation.

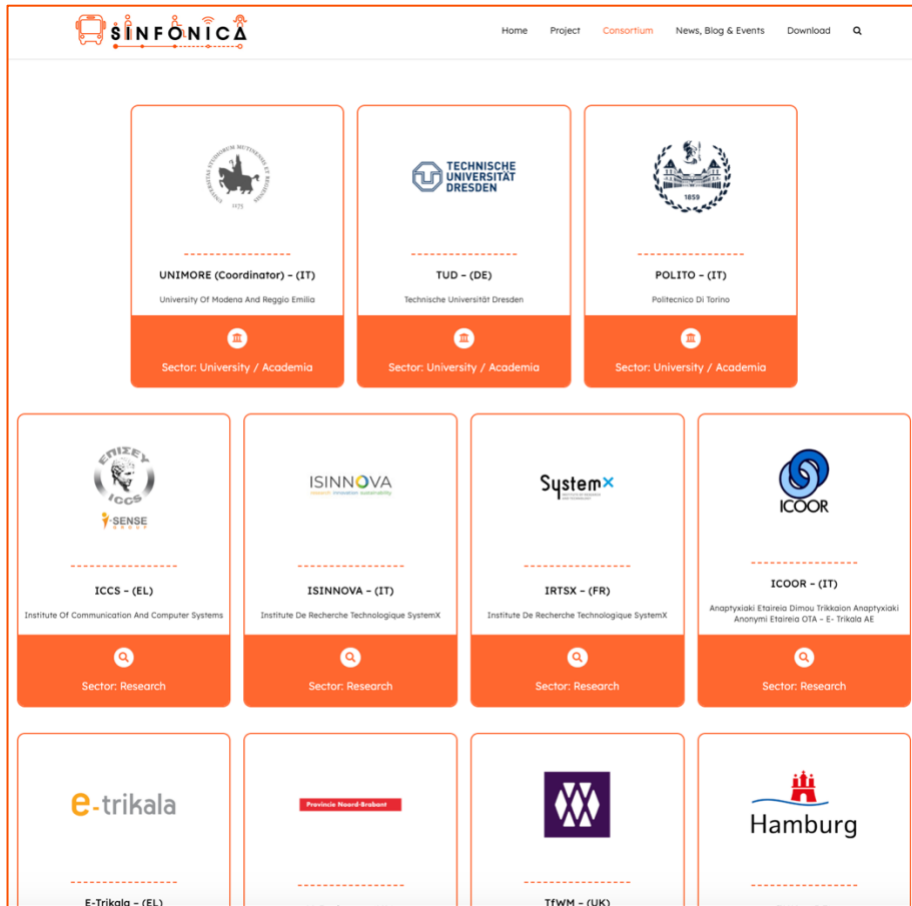


Figure 23 – Detail from the “Consortium” section of the SINFONICA website

News, Blog & Events

This is the most dynamic section of the SINFONICA website.

This page contains content relating to news, events and blog articles and is cyclically updated and promoted. In particular, accessing the section leads to a page where the contents are divided to the categories mentioned in the section title.

Each category is displayed with a grid showing the cover image of the content, the title and the button “view more”. By clicking on the button, visitors are redirected to the specific page of the content.

Download

In this section, all materials related to scientific publications and deliverables produced during the project are uploaded. Two separate lists are present, with the name of the document and a download link for all publicly available material.

Project website: achievements, deviations and next steps

As shown in the previous paragraphs, the developments of the website were a major achievement in the first months of SINFONICA’s lifetime.

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The official project website is considered the fundamental reference point for everything related to SINFONICA. All content produced in the project and publicly available is uploaded on the website, communication and social network activities always have a link back to the website, and the site is the place where blog articles – a fundamental part of the communication and dissemination strategy – are uploaded.

Indeed, the blog proved to be a useful tool from the outset to reach target groups with content produced by the consortium and news about the project, but also to disseminate and raise civil society awareness of CCAM.

All partners contributed to the blog section of the website. The communication manager prepared a document containing guidelines for writing articles and an editorial calendar divided by weeks, according to which each partner, in rotation, is to prepare an article to be shared via communication channels and uploaded on the website. The document is available on the project SharePoint.

EDITORIAL CALENDAR			
Month	Week (of the year)	Partner	Title
SEPTEMBER	36	RE:LAB	Navigating The Future: The evolving policy landscape of Cooperative, Connected, and Automated Mobility (CCAM) in the European Union.
	37	UNIMORE	Curiosities, myths, and legends around CCAM.
	38	ERTICO	The bigger picture: SINFONICA within the European CCAM ecosystem
	39	TUD	Understanding People’s Mobility Needs for Cooperative, Connected, and Automated Mobility (CCAM)
OCTOBER	40	POLITO	Imagining The Future Of Mobility: From Science Fiction To Reality
	41	ICCS	The Role of Knowledge Maps in Advancing CCAM Technologies
	41	ISINNOVA	CCAM: The risk of leaving someone behind
	42	IRTSX	Designing CCAM services with a user-centric perspective
	43	E-TRIKALA	Overview of CCAM services as an enabler of accessibility and inclusivity for car-dependent peri-urban areas in Trikala
NOVEMBER	44	Noord Brabant	Overview of public transport that is withdrawing from rural areas in our region and why CCAM is important
	45	TfWM	Navigating The Future: The Evolution Of Automotive Technology In West Midlands
	45	Hamburg	Overview over ongoing projects in Hamburg related to CCAM/vulnerable groups/public transport.
	46	ARRIVA	MaaS: how to include everyone in

Figure 24 - Screenshot of the SINFONICA Editorial Calendar uploaded on the SharePoint

The deviations from what was established at the beginning of the project for the project website development, as seen, concerned only minor changes, such as the merge of the “News, Blog & Events” section.

The aim is to keep the site as it is at present, continuing to fill it with interesting and relevant content, including a link to the Knowledge Map Explorer once it is up and running.

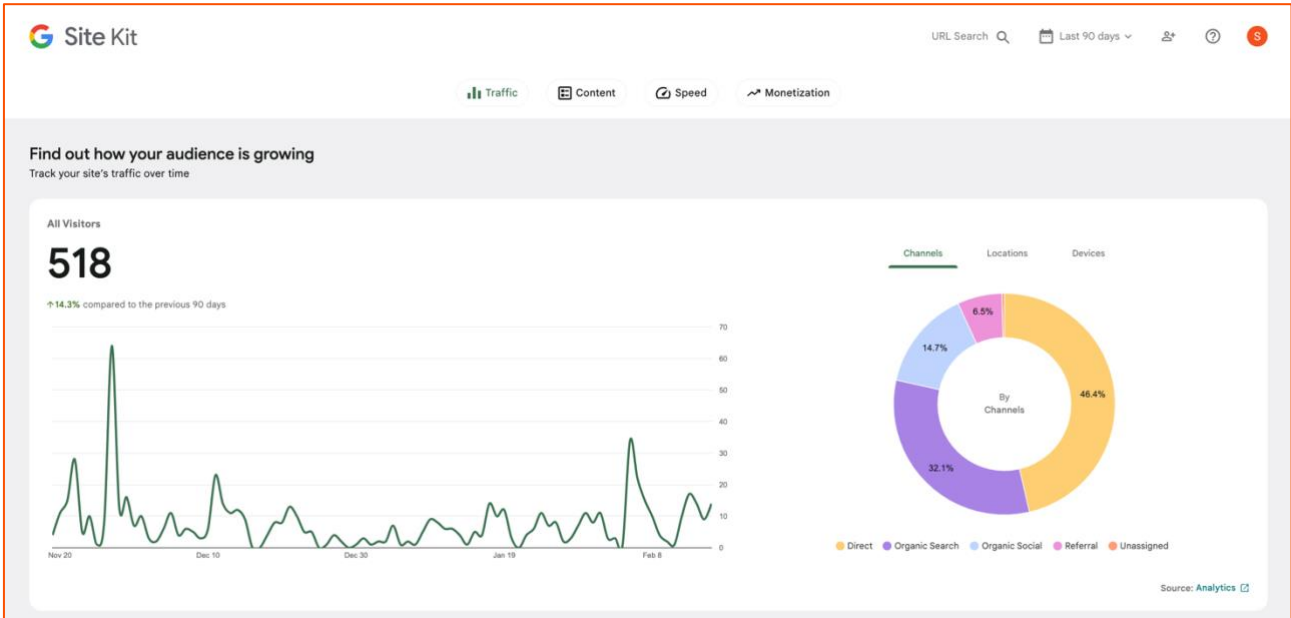


Figure 25 - screenshots of SINFONICA website analytics showing the number of visitors in the 90 days prior to M18

3.5 Publications

A key part of the dissemination activities are scientific publications: scientific papers and articles produced as a result of the research activities carried out in SINFONICA.

Although SINFONICA’s objectives include the widest possible dissemination of awareness and knowledge around the CCAM domain, among users, stakeholders, public authorities, and civil society – in an accessible and comprehensible manner – the Consortium is aware of the importance of scientific dissemination of findings and outputs discovered during the project research activities.

In keeping with SINFONICA’s vocation for an open and transparent approach to research, the Partners immediately began working – independently or in cooperation – to put the knowledge they had collected at the service of research, by starting to produce material, as also set by the KPI when the project proposal was drafted (the number of publications planned at M18 was ≥ 3 , which has been largely exceeded).

The table below lists the publications currently published or pending review that the Partners have produced.

Table 3 - List of publications issued at M18 of the SINFONICA project

Title	Partner	Reference	Event/Conference
Definition of the Research Groups and Creation of the Groups of Interest for CCAM User Needs.	UNIMORE, TUD, ICCS	Renzi, G., Ringhand, M., Anke, J., Giannakos, L. (2024). <i>Definition of the Research Groups and Creation of the Groups of Interest for CCAM User Needs</i> . Transport Research Arena, TRA 2024, Dublin.	Transport Research Arena, TRA 2024, Dublin, Ireland- 15-18 April 2024
Acceptability and Inclusivity of CCAM: What Strategies and Methods Should be Used to Engage Stakeholders?	RE:LAB	Chiesa, S., Irrera, D., Aguzzi, S. (2023). <i>Acceptability and Inclusivity of CCAM: What Strategies and Methods Should be Used to Engage Stakeholders?</i> . In: Duffy, V.G., Krömker, H., A. Streitz, N., Konomi, S. (eds) HCI International 2023 – Late Breaking Papers. HCII 2023. Lecture Notes in Computer Science, vol 14057. Springer, Cham.	25th International Conference on Human-Computer Interaction HCII 2023, Copenhagen, Denmark, July 23–28, 2023
How new forms of autonomous vehicles are forcing society to rethink notions of inclusion, fairness, justice, and equality.	UNIMORE	Renzi, G., Ungureanu, P. (2023). <i>How new forms of autonomous vehicles are forcing society to rethink notions of inclusion, fairness, justice, and equality</i> . Algorithms that make the difference: unpacking how new technologies are reshaping diversity and (in)equality at work, School of Social Sciences, Hasselt University.	Algorithms that make the difference: unpacking how new technologies are reshaping diversity and (in)equality at work, School of Social Sciences, Hasselt University, Belgium, 11-12 May 2023
CCAM Taxonomy: capturing gaps and barriers towards stakeholders' needs and requirements.	UNIMORE	<u>Under review</u> : Giannakos, L., Antonakopoulou, A., Liazos, A., Renzi, G., Amditis, A. (2024). <i>CCAM Taxonomy: capturing gaps and barriers towards stakeholders' needs and requirements</i> . 30th ITS World Congress, Dubai, UAE.	ITS World Congress, Dubai, UAE. 16-20 september 2024.
Understanding Mobility Needs and Designing Inclusive CCAM Solutions: A Literature Review and Framework	TUD	<u>Under review</u> : Ringhand, M. & Anke, J. (2024). <i>Understanding Mobility Needs and Designing Inclusive CCAM Solutions: A Literature Review and Framework</i> . HCI International 2024.	26th International Conference in Human-Computer Interaction (HCI International 2024). Washington, June 29 - July 4, 2024.
Understanding and Addressing Diverse Mobility Needs: A Framework for CCAM Solutions	TUD	<u>Under review</u> : Ringhand, M. & Anke, J. (2024). <i>Understanding and Addressing Diverse Mobility Needs: A Framework for CCAM Solutions</i> . (Poster) HFES Europe Annual Meeting, Lübeck.	HFES Europe Annual Chapter. Lübeck, Germany, April 17-19, 2024
Comparative assessment of fairness in on-demand fleet management algorithms	IRT-SystemX	<u>Under review</u> : Chouaki, T. & Hörl, S. (2024). <i>Comparative assessment of fairness in on-demand fleet management algorithms</i> .	12th Symposium of the European Association for Research in Transportation (hEART)

3.6 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 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 Project 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.

This interest has only grown over the months since the beginning of the project, thanks to the presentation and visibility given to SINFONICA through attendance at various events of European and international relevance.

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 is 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 can be through the organisation of a calendar of events.

The first phase of the SINFONICA project was dedicated to the design and development of the engagement and data collection methodology, so no events were organised, pending concrete results and information on the topics of the research carried out in SINFONICA.

In the second half of the project, once the first round of data collection foreseen in WP4 has been completed, it will be possible to start planning the organisation of targeted and dedicated dissemination events, to give visibility to the project and start providing useful inputs for the development and deployment of a socially sustainable CCAM.

Within SINFONICA, Partners will organise events such as webinars and workshops, where appropriate in conjunction with related projects or activities. These may also be 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).

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 are targeted include:

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- 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.

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

4.3 Liaisons

Within Europe, the project partners are constantly committed to actively engage with European initiatives related to smart mobility. In particular, ERTICO is the task leader for T6.4 “Clustering and Networking and Capacity Building” and represents 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 Partnership², leading Cluster 7 dedicated to the coordination of the whole CCAM association. ERTICO also coordinates the EC-funded FAME project³, 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 Alliance⁴. 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.

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 keeps close contacts with other relevant CCAM EU projects and, in particular, with its sister project in the HORIZON-CL5-2021-D6-01-05 call, MOVE2CCAM⁵. The Municipality of Helmond is a partner within MOVE2CCAM and the SINFONICA Partner Province of Noord 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.

² <https://www.ccam.eu>

³ The FAME project aims to directly support the work of the CCAM Partnership and the European Commission for the identification of gaps and future needs for R&D in CCAM.

⁴ <https://maas-alliance.eu>

⁵ <https://move2ccam.eu>

TfWM promotes learnings to Zenzic, 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.

4.4 Events: Achievements, deviations and next steps

SINFONICA’s presence at the events and conferences was a key lever to give visibility to the project and to forge useful relationships and contacts for dissemination, liaison, and synergies with sister projects or projects otherwise orbiting within the CCAM framework and mobility in general.

Although in its first year of activity SINFONICA did not envisage the development of concrete outcomes and only included preliminary research activities and the definition of research methodology, the partners, and especially UNIMORE as Coordinator, ensured an important presence at the main events dedicated to the sector, generating great interest related to SINFONICA’s research and social innovation themes.

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

Table 4 – Past events where SINFONICA was presented

Event title	Date and place	Partner(s) participating	Type of participation
CCAM Partnership Meeting	15/10/2022 Brussels (BE)	ICOOR / UNIMORE	Project presentation and session
TRA 2022 Conference - Invited Session 62: Making CCAM a smart solution for society.	15/11/2022 Lisbon (PT)	ICOOR / UNIMORE	Session participation with project presentation
POLIS Conference 2022 – Smart Cities session	1/12/2022 Brussels (BE)	Province of Noord-Brabant	Session organiser with project presentation
GIORNATA ARIOSTO Lavori in corso, progetti, esperimenti	14/12/2022 Reggio Emilia (IT)	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 (IL)	Province of Noord-Brabant	Session speaker with project presentation
CATAPULT Final Conference	23/02/2023 Brussels (BE)	ICOOR / UNIMORE	Panel presentation
Road Transport Research (RTR) results Conference 2023	14-16/02/2023 Brussels (BE)	ICOOR / UNIMORE ISINNOVA ERTICO	Project presentation

Transport Reimagined	15-16/02/2023 Coventry (UK)	TfWM	Stand with SINFONICA promotional material
Automotive Week 2023	16-19/04/2023 Helmond (NL)	//	//
4th European Conference on Connected and Automated Driving – EUCAD 2023	3-4/05/2023 Brussels (BE)	ICOOR / UNIMORE	Project stand
Algorithms that make the difference: Unpacking how new technologies are reshaping diversity	11-12/05/2023 Hasselt (NE)	ICOOR / UNIMORE	Abstract presentation
ITS European Congress	22-24/05/2023 Lisbon (PT)	ICOOR / UNIMORE ERTICO Province of Noord-Brabant	SINFONICA dedicated session, presentation at the European Commission stand, display at ERTICO stand
R2B – Research to Business	8-9/06/2023 Bologna (IT)	RE:LAB	Stand with SINFONICA promotional material
COMPSAC 2023	26-30/06/2023 Torino (IT)	Polito	Poster exposed
Automated Road Transport Symposium	10-13/07/2023 San Francisco (US)	ICOOR / UNIMORE	SINFONICA presented during two sessions
Notte dei Ricercatori	29/09/2023 Reggio Emilia (IT)	ICOOR / UNIMORE	Stand with SINFONICA promotional material + gamification activities
Major Cities of Europe Conference	25-27/10/2023 Prato (IT)	E-Trikala	SINFONICA promotional material
ETSI UCAAT 2023	14-16/11/2023 Timisoara (RO)	ICOOR / UNIMORE	Poster + presentation
CCAM Partnership meeting	22/11/2023 Brussels (BE)	ICOOR / UNIMORE	SINFONICA presentation
Road Transport Research (RTR) results Conference 2024	5-7/02/2024	ICOOR / UNIMORE ERTICO	SINFONICA presentation during session

Now that the research in SINFONICA is beginning to produce its first results and the WPs that will deliver publishable and communicable outcomes have been initiated, the aim is to intensify and expand the consortium’s presence at various European and international events.

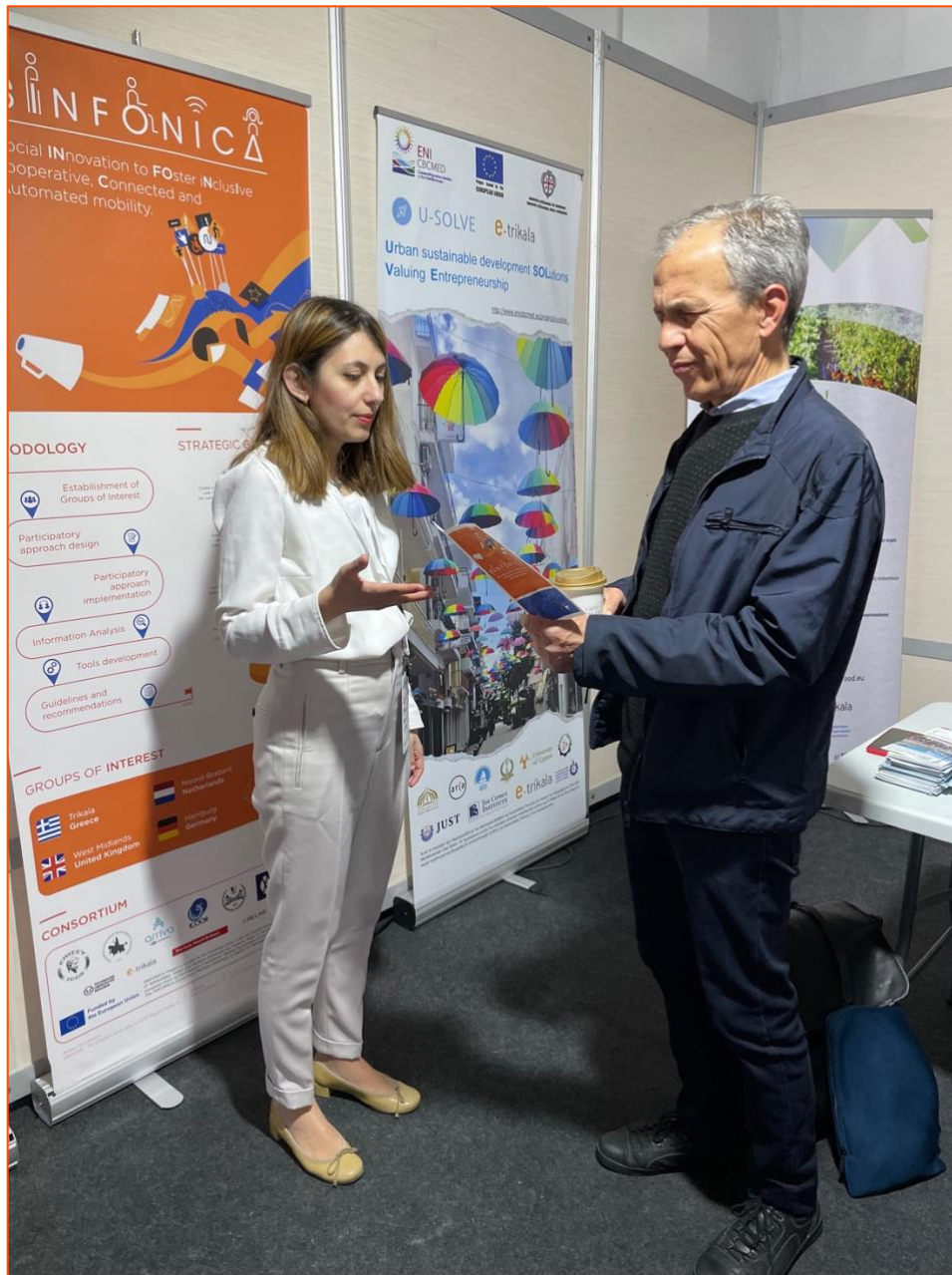


Figure 26 - Some pictures from the conferences where SINFONICA was presented (1/2: Trikala 2030, Trikala)



Figure 27 - Some pictures from the conferences where SINFONICA was presented (2/2: ITS European Congress 2023, Lisbon)

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, meets 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 has been 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 addition, a date is agreed each month between the partners involved in WP6 to organise the WP6 Monthly Meeting, an online meeting where the WP leader, together with the Tasks leaders, updates the consortium on the progress of activities and addresses any issues on the agenda.

In order to facilitate the active participation of all Partners, an excel file has been uploaded to the SharePoint and is accessible to all Partners, in which 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 lists 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 + a mailing list including all the Gols to facilitate general communication.

6 Roles and Responsibilities

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

As engagement is an important element of SINFONICA, each partner plays a role in the communication and dissemination activities of the project, as they have to convey the key messages and the results achieved, in order to amplify the impact of the outcomes and results of SINFONICA, 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, involves 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 supervises 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 supervises and coordinates all WP activities and acts as a reference contact for the work of the different tasks. T6.1 is the task associated to the document D6.1 “Communication & Dissemination Plan”, while T6.2 addresses the implementation of the communication and dissemination strategy outlined in the present plan. The present document D6.3 “Report on dissemination and communication activities and update of the dissemination and communication plan” stems from the activities carried out within T6.2 and, together with D6.1, will constitute the basis for the preparation of D6.4 “Final report on dissemination and communication activities”.

TfWM is the leader of T6.3 “Exploitation and Technical Dissemination” and coordinated the development of the exploitation plan that delivered the contents for the deliverables D6.2 “Preliminary exploitation plan” and will serve as a basis for the completion of D6.5 “Final exploitation strategy”, for both of which TfWM is the lead beneficiary.

ERTICO is in charge of T6.4 “Clustering and Networking and Capacity Building” and addresses 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, 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, play a key role in SINFONICA implementation, since they are 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 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 5 - 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.

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 represent 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 6 - Communication and Dissemination KPIs

Indicators	Targets		
	M18	Current status (February 2024)	M36
Project website – number of visitors	150/month	See below	300/month
Project website – number of blog/posts	2/month	36 published	4/month
Twitter/LinkedIn Number of followers	120/100	73/262	250/200
Groups of Interest participants	≥15/ event (5 vulnerable groups represented)	See below	≥15/ event (5 vulnerable groups represented)
Groups of Follower participants	50 / quarterly meeting	//	50/ quarterly meeting
Large-scale demonstrator projects/pilots contacted	≥5	0	≥8
N. of papers/ publications	≥3	6	≥6
Technology stakeholders engaged in using SINFONICA outputs	n.a.	//	≥20
Innovation incubators reached	≥4	0	≥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	5	≥10
Full coverage of European MS via social media & website	≥1	0	≥5

Leads created outside the EU	≥3		≥8
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With regard to the **number of visitors to the project website**, a graph showing the monthly visit trend since the website’s release is shown below.



Figure 28 - Trend in the number of visitors to the SINFONICA website since its release

The average number of visitors per month is slightly below the established KPI:

- Total visitors: 1822;
- Reference period: 13 months → Jan. 2023 (release date) – Feb. 2024 (M18)
- Average number of visitors per month: $1822 / 13 = 140$

When evaluating the average, however, it is also good to consider the trend, to understand how the number of visitors is still growing in its overall evolution.

Regarding the KPI of **Groups of interest participants**, the Partners involved were very active in recruiting participants in their respective activities (interviews and focus groups).

By January 2024, the following activities were carried out:

Table 7 - Groups of interest data collection activities as of January 2024

Group of interest	Interviews	Focus Groups
Trikala	35/35 interviews completed	4/4 FG completed
West Midlands	33/35 interviews completed (lasts will be performed in the second round)	4/4 FG completed

Hamburg	21/35 interviews completed	¾ FG completed (the 4th to be performed in the second round)
Noord Brabant	21/40 interviews completed	4/4 FG completed

The average number of participants in the focus groups was 12-14 persons and the activities involved users belonging to the categories of vulnerable road users selected in WP1.

At M18, some other of the KPIs were not achieved.

In particular, the KPIs introduced following the Communication and Dissemination Strategy Workshop were complex to meet, mainly due to the nature of activities carried out so far in SINFONICA. In particular, the KPIs not met are as follows:

- Groups of Followers participants;
- Large-scale demonstrator projects/pilots contacted;
- Full coverage of European MS via social media & website;
- Leads created outside the EU;

The reasons for these difficulties lie mainly in the absence of currently exploitable outcomes at this stage of the project. The data collection phase of WP3 is currently running and, so far (M18), only the first round of engagement activities are completed in all the Gols. Furthermore, WP5 – one of the main WPs in which the results of the analysis and synthesis of the research carried out will be developed and packaged – is still at an embryonic stage.

During the second half of the project, efforts will be made to close these gaps in order to meet the targets set for the end of the project. As mentioned, the activities carried out so far in the project are producing concrete results (e.g. D2.3 “Generic simulation framework for CCAM solutions”, D5.1 “Equity practices and social indicators”, etc.). These outcomes will make it possible to plan new and further actions aimed at achieving the figures set for KPIs, such as:

- The creation of the groups of followers;
- The organization of dedicated events to disseminate SINFONICA and its outputs with the various target groups;
- Initiatives and liaisons with CCAM large-scale demonstrator projects;
- Communication of SINFONICA initiatives via communication channels.

8 Conclusion

The Communication & Dissemination Plan set in D6.1 was a document detailing the strategy, tools, channels, and features that the SINFONICA Consortium established to implement the communication and dissemination activities necessary to give visibility and promote the project.

D6.1 was released in the initial months of the project (M4, December 2022), on the assumption that it was to be considered as a living document, to be used to monitor and evaluate the progress of communication and dissemination in SINFONICA.

The present deliverable D6.3 is released to provide an overview of the progress of communication and dissemination activities and, in general, of the progress of the strategy set in D6.1.

As it turned out, almost all of the established activities and strategies were implemented successfully, with considerable results – also considering the particular nature of the SINFONICA project, oriented towards vertical research on social and societal issues related to the CCAM technologies services and deployment.

D6.3 serves as a reference point for the continuation of the communication and dissemination activities of WP6 and will be updated, as established in the Grant Agreement, on D6.4 release, which will contain the Final Report on communication and dissemination activities (M36).

Table 8 - 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



For more information

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Funded by
the European Union

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SINFONICA – D6.3: Report on dissemination and communication activities and update of the dissemination and communication plan

Appendix I – SINFONICA promotional material

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.

As seen in the content of D6.3, the graphic identity of SINFONICA was updated and optimised during the first months of the project, also in view of the circulation of the promotional material planned in accordance with the project milestone n. 2 (due at M6).

This appendix to D6.3 contains the reproduction of the promotional material (brochure, flyer translated into the 4 Gols official languages, rollup banner) produced as part of the communication and dissemination strategy

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 people with mobility challenges (elderly, immigrants, cognitive disabled, etc.), with the aim of making CCAM solutions more inclusive and accessible.



Funded by the European Union

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

Our partners.

Italy



Italy



Italy



Italy



Italy



Greece



Greece



France



Belgium



United Kingdom



Germany



Germany



Netherlands



Netherlands



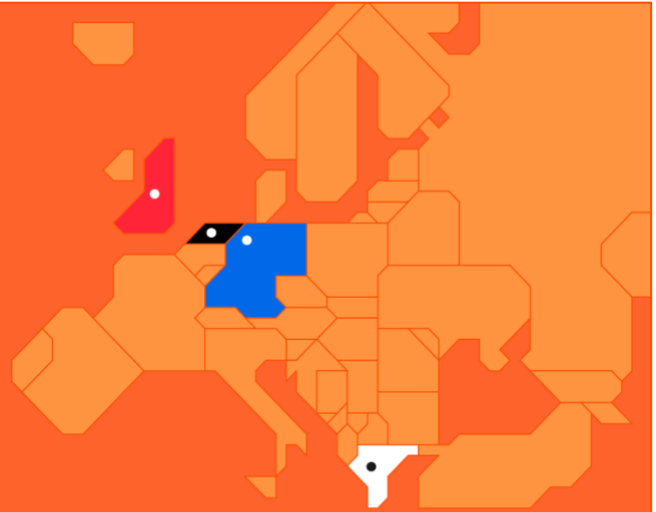
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HORIZON-CL5-2021-D6-01-05 (Area B)

Involving different stakeholders across Europe.

The project activities will be carried out by means of a tailor-made engagement strategy and participatory 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 research groups from different territories (the Groups of Interest). These Groups of Interest were selected due to their geographical characteristics across Europe:

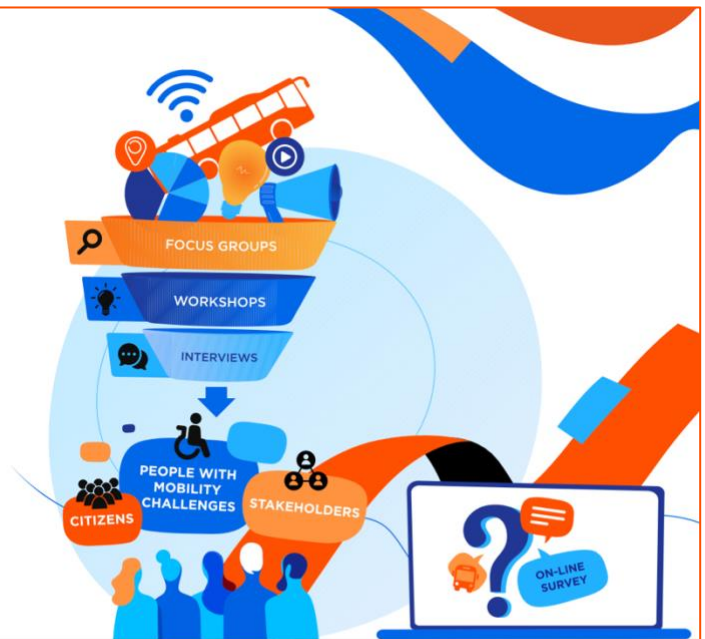
- TRIKALA (GREECE)
- NOORD-BRABANT PROVINCE (THE NETHERLANDS)
- WEST MIDLANDS (UNITED KINGDOM)
- HAMBURG (GERMANY)



Engagement Activities.

User engagement activities will be the core of the project. It is important to give voice to all individuals involved in the **CCAM sector**, and for this reason we have developed a dedicated engagement strategy for data collection to compose a comprehensive and exhaustive Knowledge Map.

Data collection will take place in the territories of the Groups of Interest and will be qualitative and quantitative, consisting of various **engagement activities**. A careful analysis based on the review of existing literature on CCAM led to the selection of different categories of users and stakeholders to be involved. The three categories of **people with mobility challenges, citizens and stakeholders** will be consulted through interviews, focus groups and workshops, respectively. Data collection will be iterative in nature and will take place in 3 consecutive rounds. In addition, an online survey involving 500 individuals will also be conducted. The insights and information gathered will be inferred in the interactive tool named **Knowledge Map Explorer**.





sinfonica.eu



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Flyer (in different languages)

English version

About CCAM

CCAM has the potential to contribute to policy goals like the UN sustainable development goals, vision zero, the European Green deal and the smart and sustainable mobility strategy. CCAM aims to create a more user-centred and inclusive mobility system, increasing road safety while reducing congestion and environmental footprint. More collaborative research, testing and demonstration projects in order to accelerate the pace and implementation of automated mobility. Working together at the European level to help remove barriers and contribute to the acceptance and efficient rollout of automation technologies and services.



Consortium





Social INnovation to FOster
iNclusive cooperative, Connected
and Automated mobility.

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Our project

SINFONICA project will further the understanding of how Cooperative Connected and Automated Mobility (CCAM) could be deployed across Europe.

It involves engagement with citizens, including people with mobility challenges, transport operators, public administrations, service providers, researchers, vehicle and technology suppliers to understand their needs, desires and concerns around future mobility.

Research will be conducted in four countries and the outputs presented in a decision support tool for industry and policymakers.

Groups of Interest's goals

TFWM's goal for the project will be to engage with and learn from the local population. This project gives us an opportunity to raise the profile of the West Midlands throughout Europe and Worldwide.

WEST MIDLANDS UNITED KINGDOM

The West Midlands has big ambitions in the CAM sector with a cutting-edge technology cluster in the region and progressive local authorities.

- We will engage with industry to understand their needs. One focus of our learning is moving from small-scale pilots to sustainable commercial models.
- TFWM will also benefit from working with other European regions, this will allow us to discuss best practice in the CAM sector and public engagement.
- The project will build upon learning from our previous European-funded projects. Our previous work on Gender mobility will be key for this project.

What's in there for you

UK roads could see self-driving vehicles rolled out by 2025 thanks to new government plans. Some vehicles, including cars, coaches and lorries, with self-driving features could be operating on motorways in the next year and 2022's plans set out new legislation which will allow for the safe wider rollout of self-driving vehicles by 2025. TFWM has been involved in the trialling of Autonomous Vehicles through projects such as Midlands Future Mobility, Autoplex and UK-CITE. The projects have been technology focused around automation/connectivity. This means there is limited understanding of how shared, electric automated vehicles can meet the needs of the public and the business models required to operate them. Without further research on the user needs and business case for these vehicles, their potential will be unfulfilled, or uptake will be much slower. The SINFONICA project offers an opportunity to gain a collective understanding across Europe of what is required. This project will require genuine public engagement, have your views heard on Connected and Autonomous vehicles and let us know your hopes, fears, concerns or excitement about the progression of these innovative technologies.

German version

Über CCAM

Die zunehmende Digitalisierung bietet die Möglichkeit, die verschiedenen Verkehrssysteme in Hamburg besser miteinander zu vernetzen und die Mobilität effizienter zu gestalten. CCAM – dies steht im Deutschen für die kooperative, vernetzte und automatisierte Mobilität – hat das Ziel, die Hamburgerinnen und Hamburger zuverlässiger und bequemer von A nach B zu bringen. Weitere Vorteile des automatisierten und vernetzten Fahrens sind die Reduktion von umweltschädlichen Emissionen und störendem Verkehrslärm. Zudem kann, zum Beispiel für Radfahrende, die Sicherheit im Straßenverkehr erhöht werden.

Konsortium

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Social INnovation to FOster
iNclusive cooperative, Connected
and Automated mobility.

Soziale Innovation zur Förderung einer
integrativen, kooperativen, vernetzten
und automatisierten Mobilität

HAMBURG
GERMANY

Das SINFONICA-Projekt wird von der Europäischen Union im Rahmen des Forschungs- und Innovationsprogramms Horizont Europa (Finanzhilfevereinbarung Nr. 101064268) finanziert. Die geäußerten Ansichten und Meinungen sind jedoch ausschließlich die des Autors/der Autoren und spiegeln nicht unbedingt die der Europäischen Union oder der Europäischen Kommission wider. Weder die Europäische Union noch die Bewilligungsbehörde können für sie verantwortlich gemacht werden. Die Mitglieder des SINFONICA-Konsortiums übernehmen keine Haftung für Schäden jeglicher Art, die sich aus der Verwendung dieser Materialien ergeben könnten.

Unser Projekt

Im Projekt SINFONICA erarbeiten wir effiziente und innovative Strategien um eine automatisierte und vernetzte Mobilität zu gestalten. Dazu befragen wir verschiedene Personengruppen in Hamburg, aber auch in anderen europäischen Städten und Regionen. Die Antworten werten wir mit Unterstützung von Forschungseinrichtungen aus und nutzen die gewonnenen Erkenntnisse anschließend, um innovative Methoden zu entwickeln und sie durch nützliche Richtlinien und Empfehlungen zu ergänzen.

Groups of Interest's Ziele

Projektziel ist es Anregungen, Wünsche und Bedürfnisse der Bevölkerung zur Mobilität der Zukunft zu erheben und diese in die weitere Planung von Hamburgs Mobilitäts-Strategie einfließen zu lassen.

HAMBURG GERMANY

Beim ITS-Weltkongress 2021 in Hamburg konnten die Besucherinnen und Besucher die Mobilität von Morgen erleben. Diese möchte Hamburg weiterhin aktiv mitgestalten:

- Der **Hamburg-Takt** soll bis 2030 jeder Hamburgerin und jedem Hamburger von morgens bis Abends binnen fünf Minuten ein öffentliches Mobilitätsangebot machen
- In der **Metropol-Modellregion Mobilität** Hamburg soll bis 2030 für eine große Anzahl autonomer Fahrzeuge ein digitales On-Demand Verkehrssystem geschaffen werden
- In den Jahren 2025 und 2027, wenn in Hamburg der **UITP-Weltkongress** stattfinden wird, werden die neusten Innovationen des öffentlichen Personennahverkehrs vorgestellt

Was bringt Ihnen das?

Hamburg wächst. Hier leben immer mehr Menschen unterschiedlichen Alters, vielfältigster Herkunft und mit individuellen Ansprüchen. In einer Großstadt gibt es daher ganz verschiedene Anforderungen an die Mobilität. Diese nimmt stetig zu, gleichzeitig ist uns aber auch bewusst, dass nicht dem Auto, sondern dem ÖPNV und Radverkehr die Zukunft gehören muss, wenn die Stadt attraktiv bleiben möchte. Leiser, sauberer, sicherer, schneller und überall verfügbar soll die Mobilität sein – mit weniger Lärm- und Schadstoffbelastung, geringerem Kraftstoffverbrauch und einer nachhaltigen Verringerung von Emissionen. Die Thematik ist vielschichtig und nachhaltige Innovationen in allen Verkehrsbereichen sind gefragt. Die Antworten, die wir erhalten, wollen wir nutzen, um Handlungsempfehlungen für Politik und Industrie zu geben, damit möglichst viele Menschen die Mobilitätsangebote zukünftig nutzen können. Denn Mobilität und Erreichbarkeit sind zentrale Voraussetzungen für Freiheit, soziale Teilhabe, wirtschaftlichen Austausch und gesellschaftliche Integration.

Greek version

Για το CCAM

Η συνεργατική, συνδεδεμένη και αυτοματοποιημένη κινητικότητα (CCAM) αφορά τη χρήση συνδεδεμένων και ηλεκτρικών αυτόνομων οχημάτων κοινωφελούς χρήσης τόσο για επιβατικές μεταφορές όσο και για εμπορευματικές μεταφορές. Η CCAM αποτελεί σημαντική εξέλιξη για την κοινωνική ενσωμάτωση, την πράσινη ανάπτυξη, την αποτελεσματικότητα των μεταφορών, την οδική ασφάλεια και την επιχειρηματικότητα. Οι αυτοματοποιημένες μετακινήσεις έχουν εφαρμογή σε μεγάλο αριθμό πιλοτικών εφαρμογών, όπως σε συνεργατικές δημόσιες συγκοινωνίες, σε συστήματα μεταφορών απόκρισης στη ζήτηση (DRT), σε αλυσίδες επιβατικών μεταφορών μέσω της Κινητικότητας ως Υπηρεσία (MaaS) και εμπορευματικών μεταφορών ως υπηρεσία (LaaS).

Consortium

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Με τη χρηματοδότηση της Ευρωπαϊκής Ένωσης

Το έργο SINFONICA χρηματοδοτείται από την Ευρωπαϊκή Ένωση στο πλαίσιο του προγράμματος έρευνας και καινοτομίας "Ορίζοντας Ευρώπη" (δημόσια επιχορήγηση αριθμ. 101064988). Οποιοσδήποτε από τους ιστότοπους που αναφέρονται είναι αποκλειστικά του/των συνυποδείκτων και δεν αποτελούν κατ' ανάγκη τις απόψεις και τις γνώμες της Ευρωπαϊκής Ένωσης ή της Ευρωπαϊκής Επιτροπής. Ούτε η Ευρωπαϊκή Ένωση ούτε η χρηματοδότηση από την Ευρωπαϊκή Ένωση υπεύθυνες είναι αυτές. Τα μέλη της καινοτομίας SINFONICA δεν φέρουν καμία ευθύνη για ζημιές, οποιαδήποτε είδους που ενδέχεται να προκύψουν από τη χρήση του εν λόγω υλικού.

Social INnovation to FOster INclusive cooperative, Connected and Automated mobility.

Κοινωνική καινοτομία για την προώθηση της συνεργατικής, συνδεδεμένης και αυτοματοποιημένης κινητικότητας χωρίς αποκλεισμούς.

TRIKALA GREECE

Λίγα λόγια για το έργο	Στόχοι της Gol	Τι είναι ενδιαφέρον για εσάς
<p>Το Ευρωπαϊκό έργο SINFONICA προωθεί τη μετάβαση προς τις καινοτόμες μορφές της κινητικότητας με ισότιμο και δίκαιο τρόπο μέσω της υιοθέτησης μιας προσέγγισης που βάζει πάντα τους χρήστες και τις ανάγκες τους στο επίκεντρο. Για να εκπληρώσει το αντικείμενο του έργου, το SINFONICA στοχεύει να αναπτύξει λειτουργικές, αποτελεσματικές και καινοτόμες στρατηγικές, μεθόδους και εργαλεία για να εμπλέξει χρήστες, κατοίκους και άλλους εμπλεκόμενους στο θέμα της συνεργατικής, συνδεδεμένης και αυτοματοποιημένης κινητικότητας (CCAM). Η συλλογή, κατανόηση και διερεύνηση των αναγκών, ευκαιριών και προκλήσεων είναι το αντικείμενο του ενδιαφέροντος.</p> 	<p>Η e-Trikala A.E. πραγματοποιεί πιλοτική εφαρμογή στα Τρίκαλα, παράλληλα με άλλες τρεις ευρωπαϊκές πόλεις-πιλότους, που είναι οι εξής: Hamburg (DE), Noord-Brabant Provincie (NL), West Midlands (UK).</p> <p> TRIKALA GREECE</p> <p>Οι στόχοι της Ομάδας Ενδιαφέροντος Τρικάλων:</p> <ul style="list-style-type: none">  ανάπτυξη κοινωνικά προσβάσιμων στρατηγικών με τη συμμετοχή των κατοίκων, των χρηστών αυτόνομων οχημάτων και όλων των ενδιαφερομένων.  σχεδιασμός συμμετοχικών πολιτικών αστικής κινητικότητας με τους πολίτες και, ειδικότερα, με τις πιο ευάλωτες ομάδες του πληθυσμού, όπως ομάδες που αντιμετωπίζουν κοινωνικό αποκλεισμό, άτομα με μειωμένη προσβασιμότητα, ηλικιωμένοι κλπ. με τη διερεύνησή τους μέσω νέων τεχνολογιών και εργαλείων  να αναπτύξει νέα εργαλεία ψηφιοποίησης και καινοτόμες έννοιες κινητικότητας. 	<p>Η κινητικότητα οφείλει να είναι προσβάσιμη σε όλους, και συγκεκριμένα σε όλες ομάδες πληθυσμού που μπορεί να αντιμετωπίζουν προκλήσεις κοινωνικού αποκλεισμού. Το ζήτημα της κινητικότητας είναι ζωτικής σημασίας για την υποστήριξη όλων των πτυχών της καθημερινότητας των πολιτών, της κοινωνικοποίησης και του συνόλου των οικονομικών δραστηριοτήτων. Η συνεργατική, συνδεδεμένη και αυτοματοποιημένη κινητικότητα (CCAM) αποτελεί σημαντικό κεφάλαιο για την οδική ασφάλεια, την ανταγωνιστικότητα και την αποτελεσματικότητα των μεταφορών. Προωθεί την κοινωνική ενσωμάτωση χωρίς αποκλεισμούς και συμβάλει στη μείωση των ατυχημάτων και την περιβαλλοντική αναβάθμιση του αστικού και περιαστικού περιβάλλοντος. Στο έργο αυτό προωθείται η μετάβαση του οικοσυστήματος της κινητικότητας σε αυτοματοποιημένες, πράσινες και προσβάσιμες υπηρεσίες. Οι υπηρεσίες αυτές σχεδιάζονται μέσα από ανθρωποκεντρικές και προσηλωμένες στις ανάγκες του χρήστη μεθόδους. Η έμφαση στο δίνεται στους νέους ορίζοντες που ανοίγουν οι τεχνολογικές εξελίξεις του CCAM με στόχο την καλύτερη ποιότητα ζωής όλων των πολιτών.</p>

Dutch version

Over CCAM

Connected, Cooperatieve & Automated Mobility voor ons betekent de digitalisering en automatisering van het vervoerssysteem. In traditionele voertuigen was de situatie relatief eenvoudig: de bestuurder neemt informatie tot zich van bijvoorbeeld verkeersborden. Onze voertuigen worden steeds 'slimmer' en nemen (delen van) onze rijtaak over. De bestuurder wordt stapsgewijs uit het verkeerssysteem gehaald. CCAM zie je al vandaag de dag terug in het vervoerssysteem. Denk maar eens aan reisapps, actuele reisinformatie en inchecken met de OV-chipkaart. De digitalisering gaat enorm snel. Het is daarom nodig om nú goed na te denken, zodat de toepassing van morgen voor iedereen te gebruiken is.

Consortium

Social INnovation to FOSTer INclusive cooperative, Connected and Automated mobility.

Sociale innovatie ter bevordering van inclusieve coöperatieve, verbonden en geautomatiseerde mobiliteit

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Het SINFONICA-project wordt gefinancierd door de Europese Unie in het kader van het onderzoeks- en innovatieprogramma Horizon Europe (subsidieovereenkomst nr. 101064988). Opvattingen en meningen die worden geuit zijn echter uitsluitend die van de auteur(s) en komen niet noodzakelijk overeen met die van de Europese Unie of de Europese Commissie. Noch de Europese Unie, noch de subsidieverlenende autoriteit kan daarvoor verantwoordelijk worden gesteld. De leden van het SINFONICA-consortium zijn niet aansprakelijk voor schade van welke aard ook die voortvloeit uit het gebruik van dit materiaal.

NOORD-BRABANT NETHERLANDS

Over het project

De uitdagingen die het project aangaat zijn onderdeel van de Europese ambitie om de digitalisering en automatisering van ons vervoerssysteem inclusief te behouden voor iedereen in de samenleving. Binnen het project worden strategieën, methodieken en instrumenten ontwikkeld om gebruikers, providers en andere stakeholders te betrekken om inclusieve CCAM te realiseren. Bij het project staat het testen en valideren centraal om op lokaal en regionaal niveau CCAM in onder meer OV zodanig te implementeren dat deze voor alle reizigers meerwaarde biedt. Tijdens het project zetten we de resultaten al in om te zorgen voor een inclusief vervoerssysteem.

GOI doelen

De 'Groups of Interest' van het project SINFONICA zijn zogeheten living labs. Noord-Brabant is daar één van. Hier organiseren we een proces van co-creatie met echte gebruikers en stakeholders.

NOORD-BRABANT
 NETHERLANDS

De rol van de provincie Noord-Brabant, SmartwayZ.NL en Arriva in het project is primair die van Europese pilot site.

Provincie Noord-Brabant

Noord-Brabant is een provincie in Nederland en heeft als OV-autoriteit een belangrijke rol in het vormgeven van het mobiliteitssysteem van de toekomst.

smartwayz.nl

SmartwayZ.NL is hét innovatieve mobiliteitsprogramma in Zuid-Nederland wat schakels in de verstedelijking en het mobiliteitssysteem van de toekomst realiseert.

arriva

ARRIVA NL is de grootste regionale vervoerder in Nederland, verzorgt bus- en treinvervoer in 11 van de 12 provincies en is onderdeel van de Arriva Group.

Wat levert dit op voor jou?

De provincie Noord-Brabant werkt samen met lokale overheden, bedrijven en maatschappelijke organisaties aan de Brabantse maatschappelijke uitdagingen. Zodat Brabant ook in de toekomst een provincie blijft waar iedereen goed kan wonen, werken en recreëren. We zorgen ervoor dat we de maatschappelijke vraagstukken van de toekomst aanpakken, maar ook de uitdagingen waarmee onze burgers vandaag en morgen worden geconfronteerd. Wij geloven dat CCAM een enorme bijdrage kan leveren aan de vele mobiliteitsuitdagingen waar Brabant voor staat. In onze regionale strategie staat het publieke belang voorop en lossen we problemen op die er voor mensen toe doen, gebruikmakend van de kansen van nieuwe technologie. Het project levert methodieken, praktische instrumenten, aanbevelingen en richtlijnen op voor zowel bedrijven als overheden om innovatieve projecten en diensten inclusiever te ontwikkelen en invoering te vergemakkelijken. Met name voor lokale en regionale overheden geeft het handvatten voor beleid om invoering van toekomstige CCAM inclusiever en eenvoudiger te laten plaatsvinden.



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METHODOLOGY

START

- Establishment of Groups of Interest
- Participatory approach design
- Participatory approach implementation
- Information Analysis
- Tools development
- Guidelines and recommendations

GOAL

STRATEGIC GOALS

- Knowledge**
Create a strong knowledge base, mapping user needs and requirements, especially for vulnerable users, for an inclusive CCAM transport system.
- Development**
Enable stakeholders to take informed decisions for social inclusive CCAM transport systems depending on their specific context.
- Engagement**
Define a participatory framework to involve and engage citizens and relevant stakeholders in the design and creation of inclusive CCAM transport system.
- Implementation**
Provide recommendations and guidelines for social innovative, citizen-oriented CCAM long term planning and large scale demonstrations in cities and regions.

GROUPS OF INTEREST

- Trikala Greece
- Noord-Brabant Netherlands
- West Midlands United Kingdom
- Hamburg Germany

CONSORTIUM

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