D5.1 | Dissemination / Communication Strategy & Kit / Activities Report

Project Information

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[1] Type of deliverable: **R**: Document, report; **DEM**: Demonstrator, pilot, prototype

[2] Dissemination level: **PU**: Public | fully open (it is automatically posted online by the U); **SEN**: Sensitive | limited access under the conditions set out in the project Grant Agreement

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Executive Summary

The deliverable entitled D5.1 | Dissemination / Communication Strategy & Kit / Activities Report outlines the overall communication and dissemination strategy of the SOTERIA project that will be implemented. This strategy presents the main framework in which the different awareness raising, promotion and engagement activities will be conducted.

The purpose of the deliverable is to:

- describe Living Labs and their role on maximising SOTERIA's impact
- identify target audiences, including potential partners, policy stakeholders and Living Lab participants
- exhibit the communication and dissemination strategy of SOTERIA
- depict the methods, tools and promotional material (e.g. project logo, website, social media channels, printable dissemination material, events, publications) that will be used in the project's dissemination and communication plan
- define the rules and procedures that will be applied to implement, monitor and evaluate all the communication and dissemination activities
- provide a complete overview of the planned communication activities, as well as listing other potential dissemination opportunities through synergies and liaisons.

One of the main goals of SOTERIA project is to maximise the impact of its outcomes and results, as well as increase its public awareness. Hence, the dissemination and communication plan is one of the central milestones for the project.

The communication and dissemination strategy will be constantly evaluated and revised during the project duration. These updates will be integrated in deliverable D5.2 | Dissemination / Communication Strategy & Kit / Activities Report version 2 due in month 18 and deliverable D5.3 | Dissemination / Communication Strategy & Kit / Activities Report version 3 due in month 42.

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Abbreviations, Acronyms & Definitions

ACM	Association of Computing Machinery
AI	Artificial Intelligence
APC	Article Processing Charge
BDVA	Big Data Value Association
CC NC	Creative Commons NonCommercial
D	Deliverable
DEXA	Database and Expert Systems Applications
DOAJ	Directory of Open Access Journals
EC	European Commission
ERTICO	European Road Transport Telematics Implementation Coordination
ETSC	European Transport Safety Council
EU	European Union
EuRAP	European Road Assessment Programme
FAIR	Findable, Accessible, Interoperable, and Reusable
FAPS	Fraunhofer IVI Accident Prevention School
GA	Grant Agreement
GNSS	Global navigation satellite system
ICT	Information and Communications Technology
IEEE	Institute of Electrical and Electronics Engineers
IoT	Internet of Things
ITS	Intelligent Transport Systems
KPI	Key Performance Indicator
Mx	Month, where x indicates the number of the month
PESTEL	Political, Economic, Social, Technological, Environmental, and Legal
PR	Periodic Report
PU	Public
T	Task
ToC	Table of Contents
SOTERIA	Systematic and orchestrated deployment of solutions in complex urban
WP	Work Package
WPL	Work Package Leader
VRU	Vulnerable Road User

1 Introduction

1.1 Scope & purpose

This document is prepared in the framework of WP5 | Impact creation, solutions scale-up and exploitation and is associated with **T5.1 | Dissemination and communication activities**.

The main goals of T5.1 are the following:

- to spread knowledge and information about the project research and innovation outcomes and results;
- to define and implement a communication and dissemination strategy and plan for promoting the outputs of the SOTERIA project;
- to develop the necessary and impactful communication materials (visual identity, brochures, factsheets, videos, newsletters), tools and channels (LinkedIn, Twitter, YouTube, Facebook) for targeted promotion to a wide range of stakeholders within the targeted sectors;
- to coordinate the scientific outreach through the development of open access papers and participation in scientific and industrial events;
- to co-organise and moderate micro-level events at the location of the pilots and related supportive material;
- to participate in public conferences in parallel with the efforts to organise research and demonstration-oriented workshops and events;
- to continuously monitor and periodically report on the overall impact achieved by the project, using a wide range of tools and information sources and maintaining a close focus to the expected impacts.

This deliverable, which is produced by M4 of the SOTERIA project, is the first out of three deliverables to be produced within T5.1:

- D5.1 | Dissemination / Communication Strategy & Kit / Activities Report
- D5.2 | Dissemination / Communication Strategy & Kit / Activities Report version 2
- D5.3 | Dissemination / Communication Strategy & Kit / Activities Report version 3.

The purpose of the deliverable **D5.1 | Dissemination/Communication Strategy & Kit / Activities Report** is to lay out a communication and dissemination plan, strategy and methodology, the target audiences and groups and the maximum impact foreseen to be achieved. The expected outcomes and results, assessment metrics and tools listed below are described in detail in dedicated sections of this document.

Specifically, this deliverable will cover the following areas:

- target audiences' definition
- Living Labs' description and their role as an impact creation vehicle
- the SOTERIA communication and dissemination strategy, including guidelines for diffusing the project's activities and output

- planning of promotional activities and material that will evolve in line with the development of the overall project work and activities, in close collaboration with the technical WPs
- a monitoring impact tracker that aims to measure the effectiveness of the dissemination and communication activities according to the KPI defined in the GA.

This communication and dissemination strategy is a living document, able to accommodate any required customisation and will be constantly evaluated and revised during the project. Major updates and reporting of the activities will be included in the Periodic Reports.

1.2 Deliverable structure

The structure of the document is organised as described below:

- **Section 1** introduces the main scope and purposes of the deliverable.
- **Section 2** outlines the communication and dissemination strategy, focusing on the main objectives, Living Labs, target audiences' definition and stakeholders of the SOTERIA project.
- **Section 3** presents the communication activities that will be implemented to largely diffuse the project's results.
- **Section 4** presents the dissemination activities that will be implemented to support the dissemination needs of the project.
- **Section 5** describes the liaisons and synergies of SOTERIA project with other projects and initiatives.
- **Section 6** highlights the respective metrics and tools for monitoring and evaluating the planned communication and dissemination activities.
- **Section 7** concludes the document.

2   Communication & dissemination strategy

2.1   About the SOTERIA project

Urban mobility environments are becoming more and more complex, placing VRUs at increased risk, while interacting with each other, as well as with motorised vehicles. In this context, there is an urgent need for a clear understanding of the road users' behaviours, leading to a fair and optimal use of urban infrastructures.

The SOTERIA project aims to provide a holistic framework of innovative models, tools and services that enable **data-driven urban safety intelligence**, facilitate **safe travelling of VRUs** and **foster the safe integration of micro-mobility services in complex urban environments**.

At the operational level, SOTERIA uncovers unexplored behavioural characteristics of VRUs and engages **Living Lab communities** in social innovation activities for the co-creation of urban safety solutions and infrastructure designs.

2.1.1   Project vision

While the urban mobility landscape is rapidly changing, the number of fatalities and injuries on European roads remains at concerning high levels. Against this backdrop, the EC has set an ambitious goal: **achieve close-to-zero deaths on European roads by 2050**, the so-called **Vision Zero**. Although the EU is already a world leader in reducing road traffic deaths and serious injuries for car drivers and passengers, 70 % of road fatalities are still affecting VRUs, namely those outside the car, such as pedestrians and two-wheelers.

SOTERIA aims to accelerate the attainment of the Vision Zero's goal for VRUs, through a holistic framework of innovative models, tools and services that enable data driven urban safety intelligence, facilitate safe travelling of VRUs and foster the safe integration of micro-mobility services in complex urban environments.

Simulation models and data analytics leveraging explainable AI are developed for supporting policy decisions and informing interconnected services that support VRUs in safe and clean travelling. The approach will be validated in four thematic demonstrations within the Living Labs, addressing different types of VRUs, including ageing and young population groups as well as two-wheeler riders.

SOTERIA reveals the complex environment where different types of VRUs interact with each other and with motorised vehicles. The project will lead to a clearer understanding of user behaviours and vehicle interactions in these emerging conditions allowing fair and optimised use of public spaces as well as age friendly urban safety action plans and assessments. These will capitalise on the benefits that technological innovations and the plethora of available data can offer in advanced accident analysis and can be considered as cornerstones towards building the EU's Vision Zero of zero fatalities in road transport by 2050.

2.1.2   Project objectives

SOTERIA's main objectives are summarised as follows:

- **Assemble interactive Living Labs** across multiple European sites for expediting the co-creation of safety-centric public spaces
- **Develop models and simulations**, supported by advanced accident data analysis using diverse shared data sources, explainable-AI, and wearable devices
- **Facilitate the safe travelling of connected VRUs** by deploying a federated platform of interconnected services enabling risk-free micro-mobility paths
- **Design micromobility situational awareness advisory systems**, as well as novel active safety solutions
- **Deploy and assess the SOTERIA solutions in four representative Living Lab cities** addressing varying urban contexts, social conditions, gather qualitative and quantitative results, and validate their effectiveness
- **Accelerate the uptake of SOTERIA's results** through continuous impact creation, exploitation of the proposed solutions and policy recommendations.

2.1.3 SOTERIA Living Labs
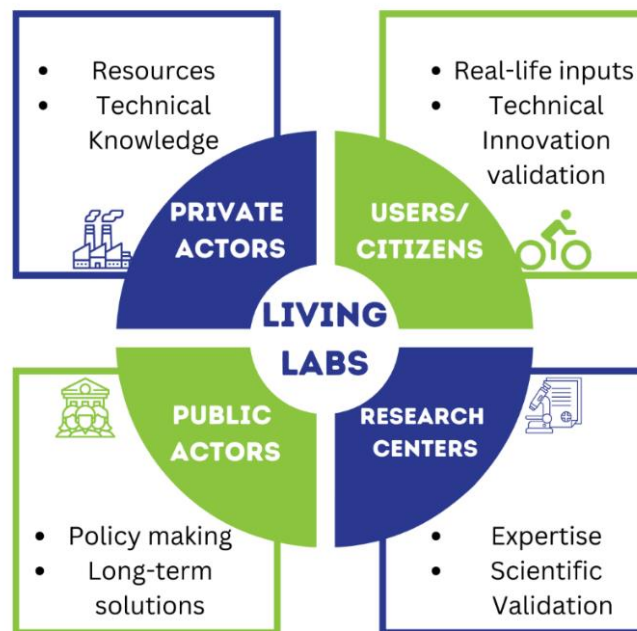
Figure 1. Living Labs' stakeholders and their respective roles and contributions

2.1.3.1   What is a Living Lab?

Living Labs are open innovation processes bringing together public and private users and stakeholders to co-create, validate, and test new services, business ideas, markets, and technologies in real-life contexts [1]. Designing Living Labs requires the involvement of a diversity of local actors, stakeholders, collaborators, and networks. They integrate the voices of citizens, authorities, and institutions, through a participatory activism of shared perspectives and knowledge exchange to develop environmentally, socially, economically, and

culturally robust sustainability-driven outcomes and practices. Living Labs enable the unravelling of unexplored human-environmental-technological solutions, scenarios and overarching co-constructed visions for conceptualising initiatives, encouraging innovative co-operation, improving efficiency, and driving policy for the betterment of towns and cities.

The effectiveness of SOTERIA solutions will be demonstrated and validated within the Living Labs, addressing different types of VRUs, including ageing and young population groups, pedestrians, cyclists, motorcyclists, and two-wheeler riders. Living Labs will serve as real-world testing grounds. In SOTERIA, four Living Labs will be set up, each with a specific demonstration theme, as shown below:

Living Lab #1 in **Oxfordshire, United Kingdom**

Safe and inclusive integration of micro-mobility to current mobility paradigms

Living Lab #2 in **Saxony, Germany**

VRUs safety applications for generation Z

Living Lab #3 in **Madrid, Spain**

Safe and shared mobility services for improving user well-being and clean urban environments

Living Lab #4 in Chania/Igoumenitsa, Greece

Proactivity-based and micro-vehicle centric measures for unprotected VRUs

2.1.3.2 How will Living Labs help in maximising SOTERIA project's impact?

Living Labs are generally known as an approach to manage open innovation processes where users are integrated into processes to co-create, test, and evaluate innovations in open, collaborative, multi-contextual and real-world settings [2].

In the context of SOTERIA, the expected outcomes encompass new solutions and services that would enable safer urban mobility environments. To assess those innovative solutions, SOTERIA needs to identify / recruit VRUs as research participants, putting the end-users at the centre of the solution design. Through co-creation, inclusion and social responsibility SOTERIA plans to organise workshops, in order to prepare the Living Labs' stakeholders participation, ensuring a meaningful experience for all the involved parties.

Through the synergy of tasks T1.2 focused on the Living Labs' set-up, T5.1 focused on dissemination and T5.3, partners will reach end-users with dissemination materials, by organising events for awareness creation, public acceptance, promotion and learning

opportunities. Databases of personal data will be created, and feedback will be collected through workshops and other events that will be curated by SOTERIA's ethical committee.

Through the Living Labs, SOTERIA aims to acquire measurable outcomes validating innovation for urban micromobility, through diverse partnerships and multi-stakeholder involvement of various target audiences. Learning will unfold through a wider community of stakeholders. The SOTERIA project partners expect that Living Labs will reveal new results previously unknown and provide feedback to ongoing work.

2.1.4 Community around SOTERIA

2.1.4.1   Stakeholders and targeted audiences

SOTERIA plans to connect to a broad number of stakeholders with a variety of roles, expertise, location and nationalities, by enacting a well targeted communication and dissemination strategy described in detail in Sections 3 and 4.

Stakeholder analysis and identification is being used during the initial phase of the project and it is a fruitful way to assess the various categories of stakeholders and their level of interest around specific topics. Such analysis is currently being performed to define the target audiences of SOTERIA and it will be updated on a regular basis to track changes over time. Also, through synergies and clustering with other projects and initiatives, we expect to identify potential interested parties, multiplying SOTERIA's impact.

Table 1 lists the target audience categories for the SOTERIA project identified through collaboration between tasks T1.2, T5.1 and T5.3.

Table 1. List of stakeholders' categories following a PESTEL framework analysis

Stakeholders' categories	Targeted audiences
Political	▪ Government agencies ▪ Road safety / regulation organisations ▪ EU policy makers ▪ National policy makers
Economic / business	▪ Transport industry ▪ (Micro)Mobility companies and service providers ▪ Manufacturers of micromobility vehicles ▪ Road operators ▪ Insurance companies ▪ Health industry ▪ Architects / engineers of transportation works

Stakeholders' categories	Targeted audiences
Social	▪ VRU groups ▪ Health and education actors ▪ Community groups ▪ Media ▪ General public
Technological	▪ Universities and research centres ▪ Mobility and smart cities stakeholders ▪ Transport technology companies ▪ Geospatial data managers
Environmental	▪ Environmental organisations ▪ Environmental agencies
Legal	▪ Law enforcement institutions ▪ Legal / regulatory bodies ▪ Standardisation entities

Currently, during M4 of the project, we are working on finding out specific organisations for each identified target audience group, as well as direct contacts for each category through our established respective networks within the consortium.

2.1.4.2 Targeted audiences' definition methodology

To identify SOTERIA's targeted audiences, we developed methodologies and approaches, addressing several stakeholders' categories in terms of roles, interest, expertise and expected impact. The methodologies used for defining targeted audiences within the SOTERIA project are described below:

▪ To identify a list of stakeholders for SOTERIA, we first used the PESTEL analysis approach. PESTEL analysis is a framework used to examine and monitor the macro-environmental factors that may have a profound impact on an organisation's performance. We adopt this framework, frequently used for marketing strategies and apply it to the identification of target audiences relevant to SOTERIA's scope. This tool is especially useful during the initial phase of a project. See Table 1 for the current list of the identified target audiences.

▪ Based on the stakeholders identified through the PESTEL framework, we have classified target audiences according to their expected impact from SOTERIA's results and outputs. Two categories have been devised as follows:

  □ **Primary impact:** Those who are directly affected by SOTERIA's actions.
  □ **Secondary impact:** Those who are indirectly affected by SOTERIA's actions.

See Table 2 for the classification of stakeholders according to the expected impact.

Table 2. Target audiences classified according to expected impact from SOTERIA results

Stakeholders' categories	Primary impact	Secondary impact
Political	- Government agencies - Road safety / regulation organisations - EU policy makers - National policy makers - Local councils	- National parliaments - European Parliament
Economic / business	- Transport industry (Micro)mobility companies and service providers - Manufacturers of micromobility vehicles - Road operators - Architects / engineers of transportation works	- Insurance companies - Automotive industry - Health industry
Societal	- VRUs - General public - Media	- Health and education actors - Community groups
Technological	- Universities & research centres - Mobility & smart cities stakeholders - Geospatial data managers	Transport technology companies
Environmental		- Environmental organisations - Environmental agencies
Legal	- Legal / regulatory bodies - Standardisation entities	Law enforcement institutions

- The third classification methodology used to categorise SOTERIA's target audiences is the inverted pyramid, where stakeholders are grouped with respect to their level of interest and expertise regarding SOTERIA topics. The inverted pyramid view depicts the size of the represented groups by showing larger populations in the upper half and smaller ones in the bottom.

  This type of classification reveals a tailored and more targeted communication strategy for each group of the pyramid. For example, the general public, including the VRUs as well as interested and concerned citizens, are optimally reached via clear information on the positive impact that SOTERIA could have on their everyday lives. Both passive receivers and active seekers of such information should be considered and addressed while designing a communication strategy for the wider public depending on their respective level of interest and knowledge.

  Furthermore, moving towards the bottom half of the pyramid, we largely increase the level of expertise of the target audience groups, reaching the top with researchers and professionals involving the advancements of the scientific field to their daily line of work. In the middle part of pyramid, we classify interested policy makers that are experts in other fields but road safety concerns them.
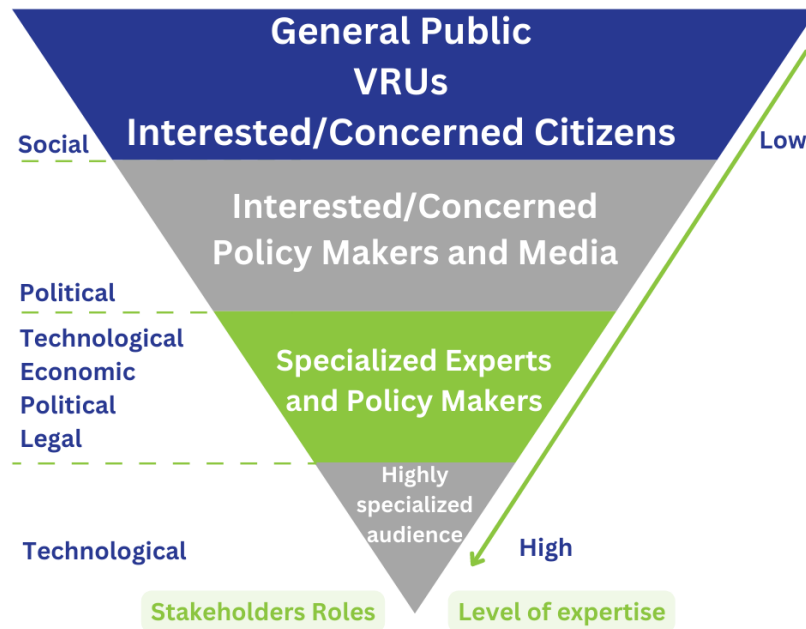

Figure 2. Inverted pyramid classification of SOTERIA project's target audiences according to the level of interest and expertise

- Finally, we classify SOTERIA's target audiences per Living Lab scope. As mentioned in Section 2.1.3, four Living Labs will be set up, each with a specific demonstration theme. Therefore, we have identified groups of stakeholders that could be also

engaged as Living Labs participants. The target audience groups for each Living Lab are listed below:

Living Lab #1 in Oxfordshire, UK

Safe and inclusive integration of micro-mobility to current mobility paradigms

Local organisations with around 5,000 cyclists, including:
- Cyclox
- Wheels for All
- OCN
- Pedal & Post
- Milton Park,
- Joyriders and Condor.

These identified stakeholders will provide access to VRUs that will participate in the pilot.

Living Lab #2 in Saxony, Germany

VRUs safety applications for generation Z

- Teenage pupils and their legal guardians (parents) using the FAPS network already established in Saxony
  - 10 schools in Dresden
  - 90 schools in all over Saxony are integrated into the FAPS network
- City of Dresden
- Accident Prevention Council of Saxony
- City of Munich

Living Lab #3 in Madrid, Spain

Safe and shared mobility services for improving user well-being and clean urban environments

- Madrid City Council
- Public transport network
- Share mobility service providers

Living Lab #4 in Igoumenitsa / Chania, Greece

Proactivity-based and micro-vehicle centric measures for unprotected VRUs

- Local authorities

- □ Local press
- □ Local communities of two-wheelers
- □ Public bike sharing system users' list (approximately 8,500 registered users so far for both Living Labs in Chania and Igoumenitsa)

2.1.4.3 Targeted audiences maximum impact strategy

SOTERIA has a clear engagement strategy through the Living Labs approach and devised a concise communication plan to convey a strong message of the project benefits, especially on the road safety implication.

In fact, our consortium plans **to engage policy makers** because of the increasing number of VRUs in the EU (ageing population, increased use of micromobility and autonomous vehicles) to take actions for introducing innovative safety systems. Particular attention has been placed in identifying and engaging stakeholders who have the capacity, power, willingness, and resources to influence and make policy decisions. Through our communication and dissemination strategy, we aim to engage decision makers to an open dialogue on road safety for VRUs, increasing the priority of urban mobility safety in political discussions, as well as initiatives.

Regarding the **engagement of VRUs** to SOTERIA's outcomes, we plan to use communication tools such as videos, social media campaigns, webinars, and workshops, as well as printed promotional material for Living Labs participation to convey our message. One communication barrier that we aspire to overcome is the language adaptation for non-expert audiences, as well as the engagement of the non-actively interested public to a crucial social matter, such as safe urban mobility. Through our communication plan, we aim to maximise the impact and the adoption of SOTERIA solutions. Despite the big potential of digital technologies such as AI, machine-learning, IoT, smartphone applications, GNSS, simulators etc. in transforming services for VRUs' safety, there are unique barriers and challenges that may prevent some groups from adopting them. Especially, older adults face unique obstacles to the adoption of such innovative technologies, ranging from physical challenges to a lack of comfort and familiarity with technology. SOTERIA will create awareness of the positive effects of ICT-enabled solutions for VRUs' safety through co-creation activities, learning material and personalised nudges, aiming to facilitate the widest possible acceptance of the project results.

With respect to **the scientific and technological community**, through our dissemination plan we aim to maximise SOTERIA's results impact. Our goal is to help researchers in the field of (micro)mobility and transport to go a step forward based on our outcomes. Scientific magazines, journals and targeted conferences will be utilised for our results' publication, ensuring open science practices for maximum outreach within the scientific community. Dissemination actions are planned also towards specialised policy makers, public authorities, road operators and micromobility service providers, through demonstrative workshops, webinars, and participation in industrial expositions.

2.2 Communication & dissemination plan

The following Table 3 presents the major communication and dissemination activities that have been scheduled. The following plan will be updated and adjusted during the SOTERIA project.

Table 3. SOTERIA Communication & dissemination plan

Type of activity	Description	Timeline	Responsible partner	Status
Visual identity				
SOTERIA logo / icons	Logo designed to be used in all documents and publications of the project	M1	INTRA	Completed
SOTERIA presentation / deliverable / minutes template	Templates to be used for the project's internal communication needs	M1	INTRA	Completed
Web-based Activities				
SOTERIA website	Main communication interface of the project	M2	INTRA	Completed
Social media accounts ▪ Twitter ▪ LinkedIn ▪ Facebook ▪ YouTube	Twitter / LinkedIn / Facebook / YouTube channel created for engaging various stakeholders and disseminating projects news and developments	M1	INTRA	Completed
Blog	Blog articles will be published in our blog on our website and diffused via social media	M4-M36	All partners	Ongoing
Newsletter	Newsletters will be released every six months communicating major advances in SOTERIA	M6-M36	All partners	Ongoing
Multimedia	Videos and illustrations will be created in order to support all types of communication / dissemination activities	M1-M36	INTRA	Ongoing
Third parties' non-scientific publications	Diffusion of SOTERIA results to other portals, such as EU channels, industrial magazines, technical blogs	M6-M36	All partners	Ongoing
Promotional Material				
Printed material (brochures, posters)	Various level of communication / dissemination material to support SOTERIA's presentation / presence at events participation	M6-M36	INTRA	Ongoing

Events				
Events participation	▪ Awareness creation ▪ Engagement of target audiences ▪ Networking and collaboration with relevant stakeholders and other initiatives and projects	M1-M36	INTRA	Ongoing
Events organisation	Workshops, webinars, co-creation activities to increase awareness for SOTERIA project and ensure maximum engagement for Living Labs	M6-M36	INTRA	Ongoing
Press Based Communication				
Press releases	Official communication of SOTERIA's news towards the media regarding major advancements	M4-M36	INTRA	Ongoing
Scientific Publications				
Scientific journals, technical reports, magazines (open access)	Knowledge diffusion to the scientific community for maximum uptake of SOTERIA results by researchers	M1-M36	All partners	Ongoing
Synergies/Liaisons				
Joint dissemination activities with SOTERIA's sister projects: PHEOBE & V4SAFETY	Joint webinars, workshops and conferences participation (panel sessions, presentations etc.)	M3-M36	INTRA & UOW	Ongoing
Liaising with clusters and associations	▪ Information and knowledge exchange ▪ Joint dissemination opportunities	M6-M36	All partners	Planned
Liaising with standardisation groups	Maximising the uptake of SOTERIA results impacting standards and regulations on road safety	M12-M36	All partners	Planned
Collaboration with other EU projects in transport mobility	▪ Common events ▪ Web-based joint communications ▪ Exchange of information and knowledge	M6-M36	All partners	Planned

3 Communication actions

3.1 Project visual identity

We have created SOTERIA's visual identity during M1, as it is a powerful tool in making our project instantly recognisable and completely unique. Visual identity is an umbrella term that includes all visual elements of SOTERIA branding. The creation of the visual identity of the project should be done strategically in order to result to a unified communication representation reflecting SOTERIA's mission, vision and objectives. All communication channels and activities will incorporate SOTERIA's visual identity elements such as the logo, the typography, colours, icons and creative graphics and illustrations. We aim to help our target audience identify SOTERIA project and our message through a tailored visual identity resonating with road safety. The visual identity of SOTERIA project has been designed by INTRA, leading WP5 dedicated to communication and dissemination.

3.1.1 SOTERIA logo and icons

At the core of SOTERIA's visual identity is the logo and the colour palette. After proposing to the consortium two options for the logo, partners have voted during M1 for the logo depicted in Figure 3.

Figure 3. SOTERIA's logo shown in two different versions

During the conceptual process of the logo design, we prioritised the inclusion of the SOTERIA thematic pillars: **road safety** and **VRUs.** Specifically, SOTERIA logo includes elements representing a bicycle (letters "O" and "A"), a pedestrian crossing (letter "E"), a scooter (letter "T") and a road itinerary with two connected dots (letter "I"). Also, the chosen colours blue and green are often associated with safety and serenity.
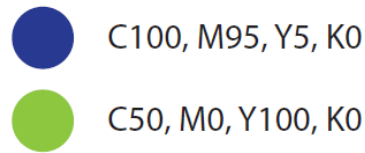
Figure 4. SOTERIA's official colours palette

In addition to the logo and colour palette, we have designed icons to serve as complementary symbols for online communication, especially on social media where the full-scale logo cannot be optimally used. Those icons consist of selected parts of the official logo or a combination of them, as shown in Figure 5.

Icon 1   Icon 2   Icon 3

Figure 5. SOTERIA's icons, serving as symbols, often required for optimal online communication

3.1.2 SOTERIA presentations and deliverables templates

SOTERIA's PowerPoint and Word templates are based on the project's visual identity. The use of templates is mandatory for all the partners, as it ensures a harmonised and professional presence for communicating SOTERIA's activities.
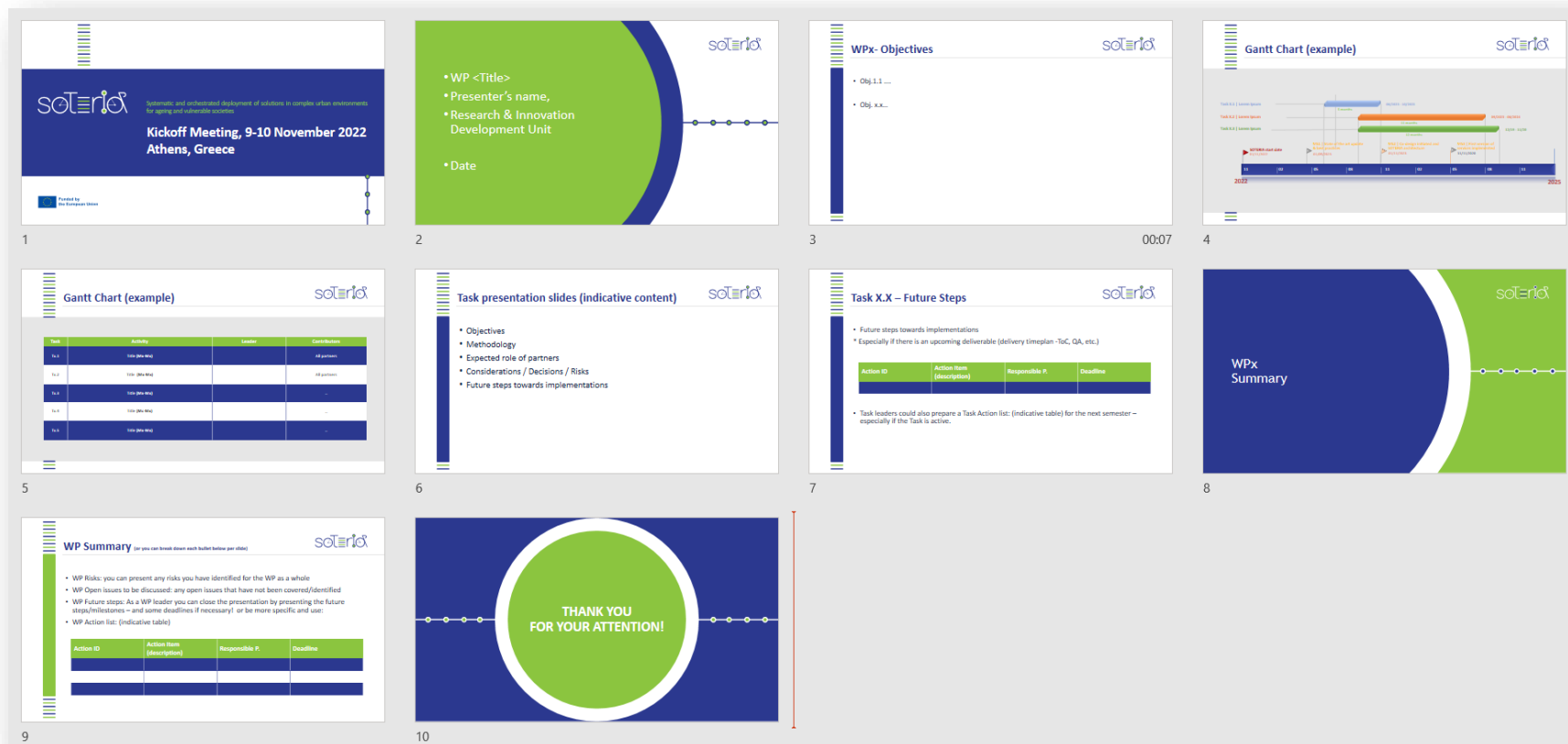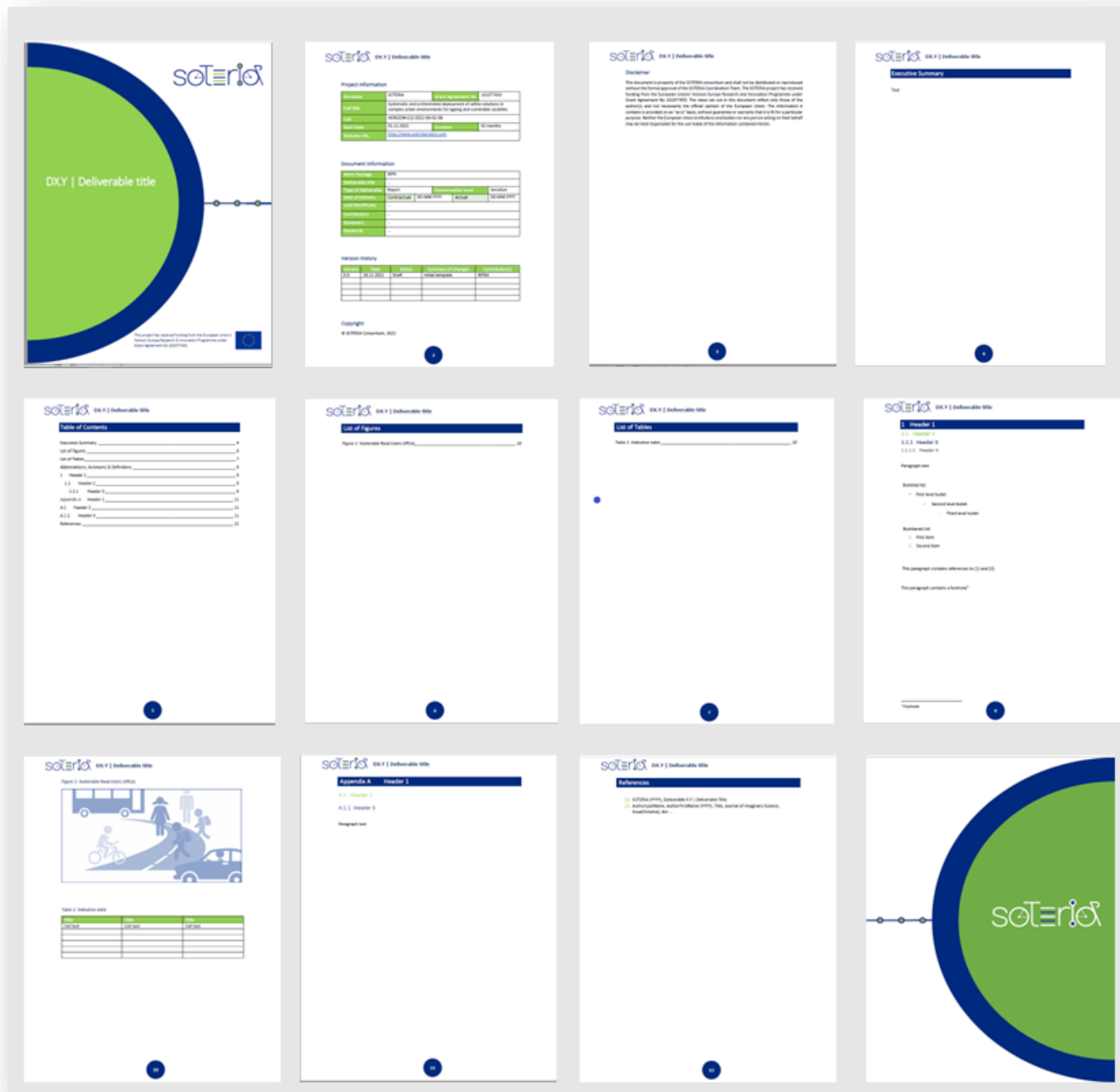
Figure 6. SOTERIA's PowerPoint template

Figure 7. SOTERIA's deliverables template

3.1.3 Use of EU emblem in SOTERIA communications

Figure 8. EU emblem and funding communication

In the framework of the Horizon Europe research and innovation funding programme, all the accepted projects are funded by the EU. Any communication and dissemination activities created by the project's participants must clearly acknowledge EU support and display the European flag (emblem) accompanied by a funding statement.

The EU flag and the following declaration:

This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement No 101077433.

is going to be used in all SOTERIA's communication and dissemination activities.

3.2 Digital communication channels

3.2.1 SOTERIA website

The website of SOTERIA is the official and main communication tool of our project, and it serves as the main interface between SOTERIA's outputs and target audiences.

All partners are responsible for contributing to website updates, while INTRA is in charge of the design, hosting and website maintenance.

The SOTERIA's website can be accessed through this link: https://soteriaproject.eu/

3.2.1.1 Website structure

The basic structure of the project's website includes:

- **Home page:** Website's landing page that introduces the main idea and concept of the SOTERIA project.
- **About:** This section describes an overview of the project and involves three subpages: Vision, Objectives, Partners.

- **Living Labs:** Real use cases that provide distinct application scenarios of the project. Subsections provide the description of Living Labs and provide a dedicated page for the registration of Living Labs participants.
- **News & Events:** This section announces all the upcoming events related to SOTERIA project.
- **Blog:** SOTERIA's blog will host articles contributed by all partners.
- **Results:** This page presents the main outcomes of the project such as deliverables and publications.
- **Library:** It is divided into three subsections: Newsletters, Press releases and Gallery
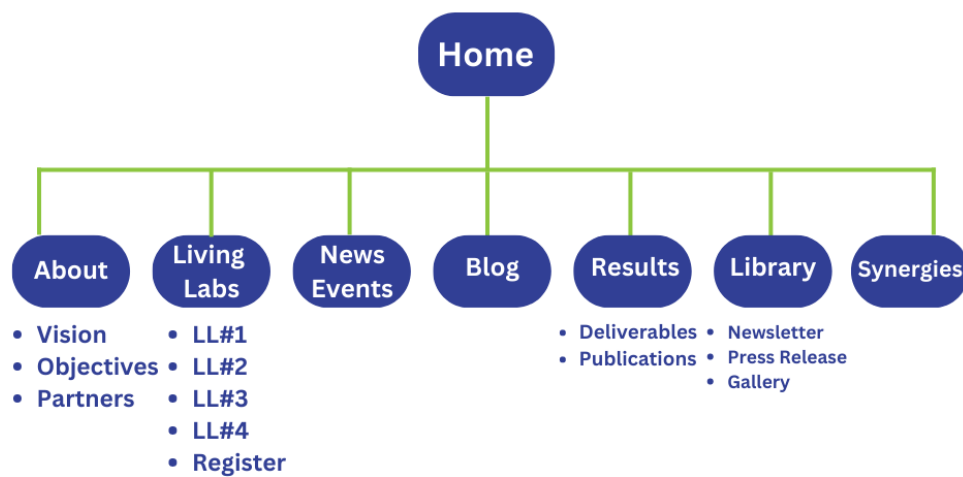
Figure 9. SOTERIA project's website map

3.2.1.2   Home page

The home page of SOTERIA's website is depicted in the following screenshots.

Figure 10. Sliders on SOTERIA's website home page, designed to offer links to the website's inner structure: Discover SOTERIA

Figure 11. Sliders on SOTERIA's website home page, designed to offer links to the website's inner structure: Meet SOTERIA partners

Figure 12. Sliders on SOTERIA's website home page, designed to offer links to the website's inner structure: News & Events

Figure 13. Sliders on SOTERIA's website home page, designed to offer links to the website's inner structure: SOTERIA Blog

Figure 14. Living Labs icons on SOTERIA website's home page, designed as symbols

Figure 15. The SOTERIA consortium as it appears on the SOTERIA website's home page

Figure 16. Footer banner at the bottom of the home page including the coordinator, SOTERIA's Twitter feed and the EU funding acknowledgement
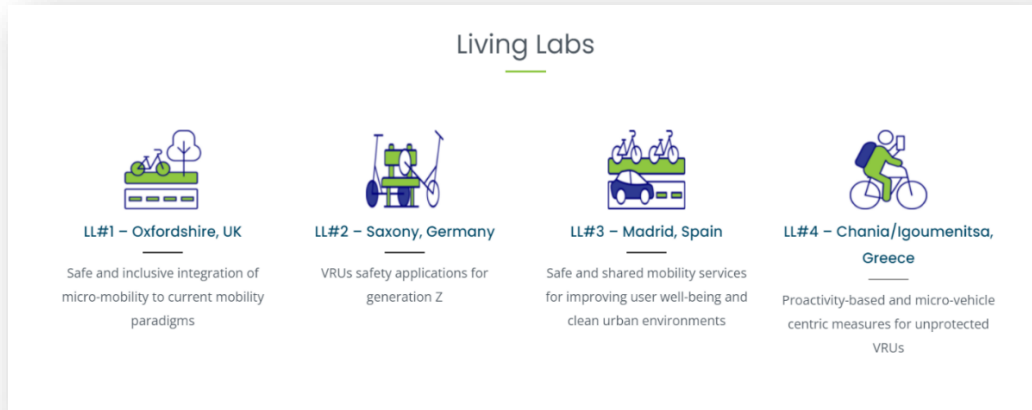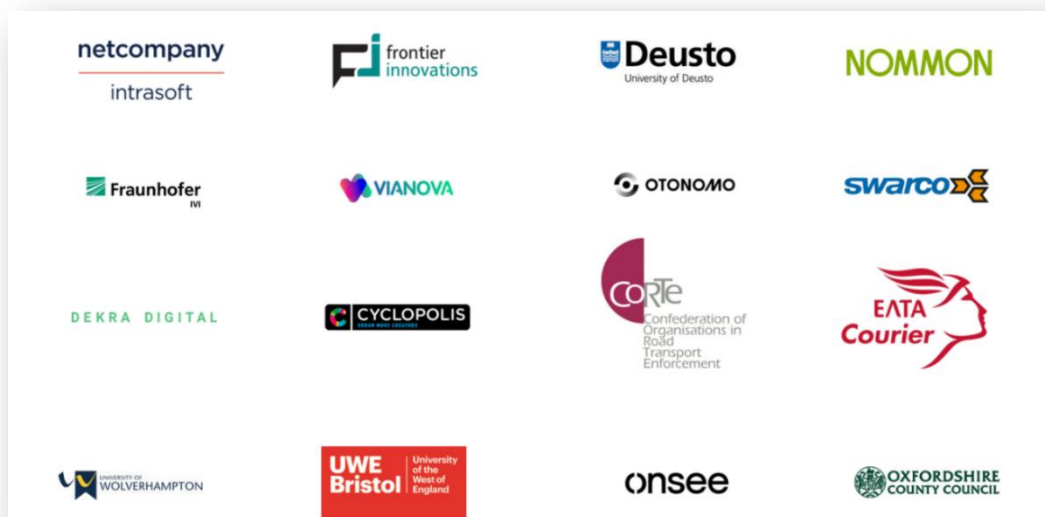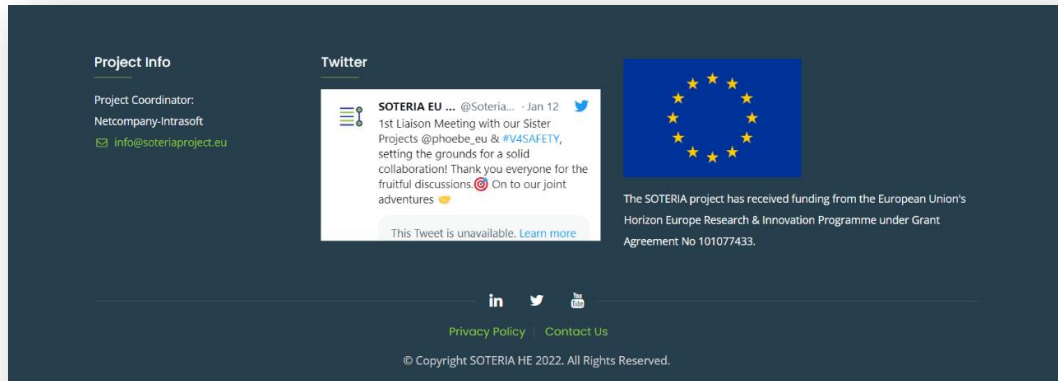
3.2.1.3   Partners

SOTERIA's webpage has a dedicated space to describe the consortium. For each partner, their logo is provided their logos along with a short description of their institution and their role in the SOTERIA project.

The link to the partners' section is: https://soteriaproject.eu/partners-0

3.2.1.4   Living Labs' registration page

In the context of Living Labs set-up, we will provide a dedicated registration page for participants. We aim to also increase the number of visitors as well as help interested visitors find more information on the SOTERIA project. This page is currently under construction.

3.2.2 Social media

Social media channels and networks have been created and will be widely used throughout the lifetime of the SOTERIA project in order to promote its actions, communicate its results and increase the public awareness and general impact.

The Dissemination Manager is responsible for the active maintenance of the social media's account. All partners are encouraged to provide content / information to the WP5 leader that will ensure the largest possible distribution of SOTERIA's results.

Specifically, for SOTERIA, accounts are maintained in LinkedIn, Twitter, Facebook and YouTube. A brief overview of the SOTERIA's social media accounts is presented below.

3.2.2.1   LinkedIn

LinkedIn is a professional online networking platform which targets very specific and professional target groups, such as industrial, academic and policy making contacts. Also, it functions as a source of information and provides the opportunity to connect with other EU projects and initiatives. Hence, an active presence of SOTERIA within LinkedIn is considered necessary.

SOTERIA has a LinkedIn page ([@SOTERIA EU Project](#)) aiming to diffuse the main news, activities and developments of SOTERIA project among experts, relevant to the fields of mobility and road safety.
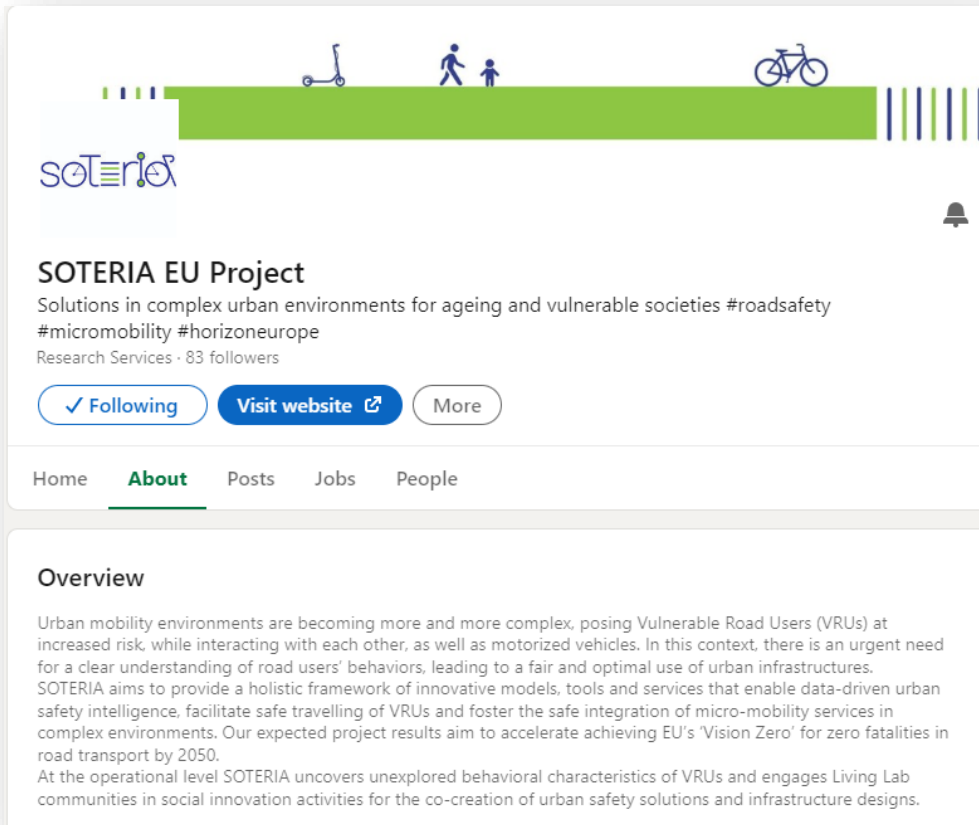
Figure 17. SOTERIA LinkedIn account page

3.2.2.2 Twitter

Twitter is a networking online platform that allows a quick communication with SOTERIA's target audiences, with immediate and real-time interactions by using hashtags, retweets, tags, images and thematic tweets.

SOTERIA maintains a Twitter account ([@Soteria Horizon)](#), aiming to communicate and disseminate all news, events, outcomes, results, milestones and developments related to the project. The use of the following hashtags in SOTERIA's tweets is encouraged:

#SOTERIA, #SOTERIAproject, #roadsafety, #safety, #urban #mobility,
#VRUs, #micromobility, #HE, #HorizonEurope, #HorizonEU

As part of the Horizon Europe community, SOTERIA is following the Horizon Europe programme's official Twitter account (@HorizonEU). And according to the EC's guidelines, it is highly desirable and recommended to utilise both the hashtag *#ResearchImpactEU* and the tag @HorizonEU whenever diffusing information about the SOTERIA project's impacts.

Figure 18. SOTERIA Twitter account page

3.2.2.3   YouTube channel

YouTube is a widely known online communication platform that will be used to communicate the most important milestones achieved during the SOTERIA project through creative and high-quality videos. The SOTERIA YouTube channel (@soteriaeuproject) has already been created for this purpose. Furthermore, the first teaser video providing an overview of the SOTERIA project (e.g. vision, objectives, consortium, Living Labs and expected outcomes) has been already uploaded.

The link to SOTERIA's teaser video is: https://www.youtube.com/watch?v=VMqaJfW9s10
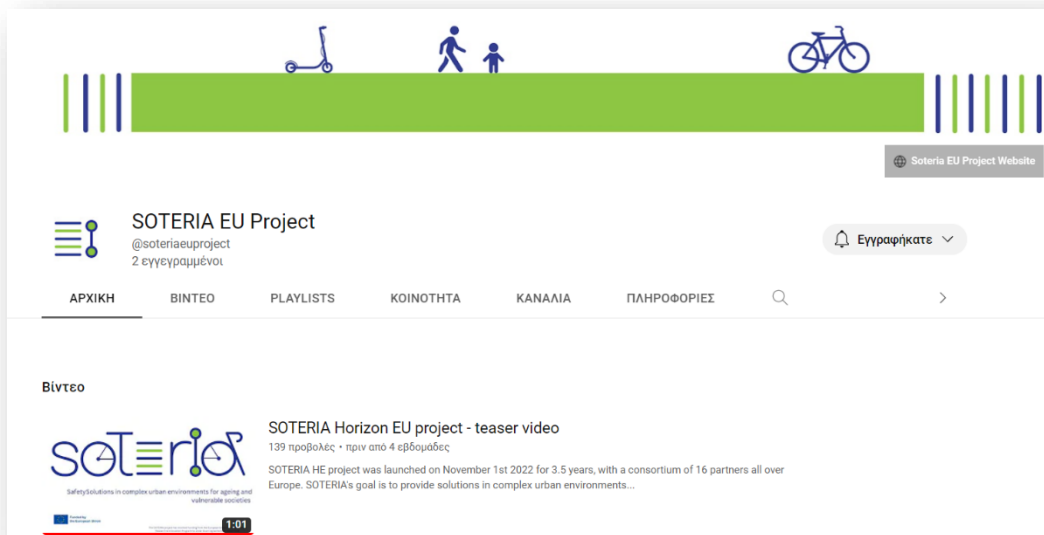
Figure 19. SOTERIA YouTube channel

3.2.2.4 Facebook

A Facebook page (Soteria EU Project) has been created and it is going to be used as a complementary medium to the other social media accounts for SOTERIA. The main goal of SOTERIA's Facebook page is the communication of the project's results to the general public, especially by identifying large Facebook groups / communities dedicated to road safety and mobility and connect with them.
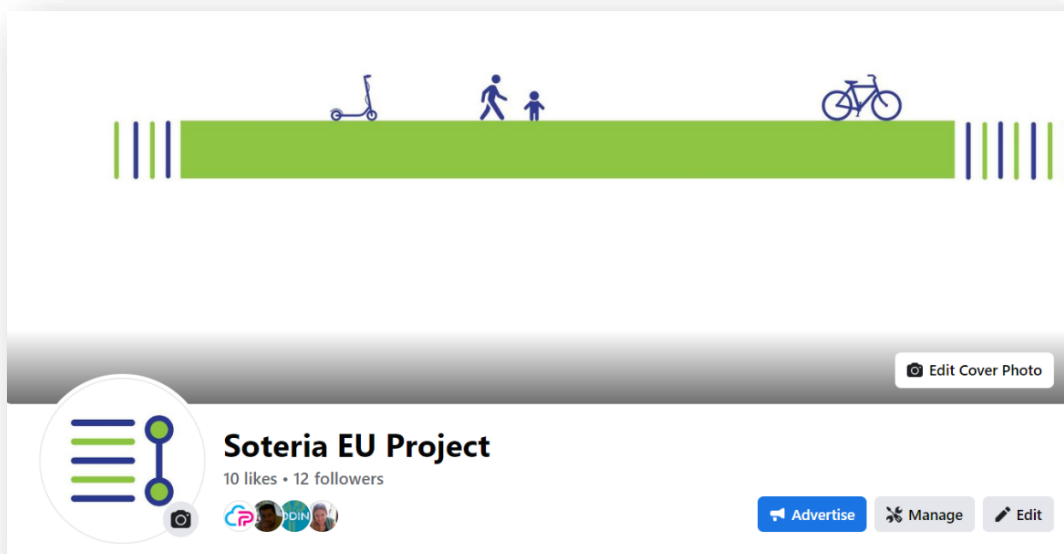
Figure 20. SOTERIA's Facebook page

3.2.3 SOTERIA visuals and videos

During the lifetime of the project, images and videos will be produced and circulated to all involved partners and interested parties. All consortium members are encouraged to use this material for their promotional activities. All the visuals and videos will be uploaded both at SOTERIA's document repository on Microsoft SharePoint and at the section **Gallery** of the project website.

Photos will be taken at SOTERIA's physical events, conferences, workshops etc. and will be used along with images retrieved from authorised online platforms / sources, such as Shutterstock and Canva. All partners may contribute to the SOTERIA's photo gallery with pictures and by using them for their promotional activities.

Regarding videos, we will produce at least four videos until the end of the project. The first video has been already produced and uploaded to SOTERIA YouTube channel. It is a teaser video that presents an overview of SOTERIA project, highlighting its main goals, involved partners, target audience and stakeholders, expected outcomes (see also Section 3.2.2.3).

3.2.4 e-Newsletter

An e-newsletter will be produced with the purpose of highlighting the SOTERIA project's major achievements and distributing the outcomes of research to both target audience and stakeholders as well as interested users. According to the GA, we will release seven issues of the e-newsletter during the lifetime of the SOTERIA project. A typical issue of the e-newsletter will consist of the project's highlights, outcomes, activities, news, announcements, and upcoming events. All consortium partners will contribute with input and information that will ensure a smooth editorial process.

All e-newsletter issues will be uploaded on the SOTERIA website and communicated via posts on the social media accounts that will direct interested readers to our website for more information.

For the distribution of the e-newsletter, a mailing list will be created using Moosend. This application allows the distribution of content to a large audience of subscribed members through their mailing address. Registration will be required to be included in SOTERIA's mailing list.

3.2.5 Blog articles

Keeping a dedicated blog is an important part our communication and dissemination strategy for the SOTERIA project, since blogging is a valuable tool for raising awareness and engaging with the community created around SOTERIA.

On the SOTERIA website, we have a blog space reserved for articles that will be written by project partners. We have agreed on a rotation among partners who will be providing articles during the first year. These articles will cover topics such as technical tools and solutions stemming from the SOTERIA project, partners' profiles and roles, participation / organisation of events and synergies.

The first blog post has been already drafted by SWARCO and will be published by early M5.

Table 4. Rotation sequence among SOTERIA partners assigned to prepare blog posts within the first year of the project.

Partner	When
1. SWARCO	M4 – M5
2. INTRA & UoW	M5 – M6
3. CORTE	M6 – M7
4. FRONT	M7 – M8
5. OCC	M9 – M10
6. CYC	M11 – M12

3.3 Media coverage

3.3.1 Press releases

SOTERIA will produce at least 10 press releases, which will highlight the achievement of important milestones and circulate the main outcomes and activities of the project.

The launching of a press release requires the engagement of the Dissemination Manager. Any material or draft content provided by the consortium is highly appreciated. Especially, Living Labs leaders may be asked to provide relevant content, if necessary. The Project Coordinator will approve the final document and in compliance with the guidelines provided by INTRA's editorial team which will carry out all necessary adjustments before its publication with the aim to ensure that quality standards are met.

Press releases will be distributed both by project partners within their business networks and media contacts as well as by INTRA through the social media channels and website of the SOTERIA project. Additionally, press releases are planned to be circulated for publication by local and international news providers (i.e. journalists, magazines, and e-newspapers) that the consortium will identify.

The first press release was published in M4 and can be found here: 1st SOTERIA press release. It offers an the overview of SOTERIA as well as the project's factsheet. This press release written in English will be translated and made available to the local languages of the Living Labs: German, Greek and Spanish. The translated versions will be also made available on SOTERIA's website and diffused to the respective local press for maximum uptake.

A template has been created for keeping a consistent structure and appearance for SOTERIA's press releases.

Figure 21. SOTERIA's press release template

3.3.2 Newspapers / magazines

As detailed above, it is our desire to spread the word about the SOTERIA project among print media. Through publishing articles in industrial magazines and newspapers, we will circulate the project's most significant developments and increase the visibility of the project.

All partners are currently searching within their professional networks to identify contacts at local print media with the aim to create a database of journalists that will be used as our target audience.

3.4 Promotional material

For promotional purposes, the Dissemination Manager in collaboration with project partners will produce brochures, posters and roll-ups that will be made available in both digital and printable version. All digital versions of the promotional material will be uploaded on the SOTERIA website while printed versions will be distributed hand by hand in physical meetings, events, conferences, and workshops.

According to GA, we will produce four issues of posters / roll-ups that will aim to raise awareness about the SOTERIA project among stakeholders and interested audience. For example, a typical poster will incorporate the project logo, the EU emblem accompanied by the declaration of the Horizon Europe programme and funding agreement, the link to the SOTERIA website, links to the social media accounts, the list with consortium members and a summary of SOTERIA's main goals and vision. Importantly, posters and roll-ups will to be consistent with the visual identity of SOTERIA project.

4   Dissemination actions

4.1   Events

All consortium partners will be involved in a variety of events such as conferences, workshops, co-creation activities, but will also organise events promoting the Living Labs and supporting their acceptance.

4.1.1   Events organisation

To ensure visibility on the SOTERIA's work and results, to foster engagement of target stakeholders in project activities and to grow the overall community around us, all partners will be involved in the organisation of dedicated events where the most important results will be showcased and discussed. Events that will be organised within the scope of WP5 include:

- co-organisation and moderation of **micro-level events at the location of the pilots** and production of supportive material;
- efforts to organise **research and demonstration-oriented workshops and events**;
- micro-level events at the site of each demonstration that will be organised by the demonstration leader and supported by the Dissemination Manager when the project is in more mature stage to present the pilot developments to each relevant community;
- **one-day online event** to be held towards the end of the project where the main results will be presented to the wide public and the media:

  - Different stakeholders will be invited to participate and debate while the participation of related organisations, projects and initiatives will be stimulated;
  - Tutorials and webinars on offerings of the project will be organised. The event will be supported by academic partners who will seek collaborations with other initiatives within the transport and micromobility domain but will be organised by INTRA and UDEUSTO.
  - Liaisons with EU and international initiatives of the urban road safety sector will be sought to explore complementary findings among relevant EU projects. The possibility of cross-fertilisation of ideas, exchange of good practices and networking with involved actors will also be examined.

4.1.2   Participation in events

During the SOTERIA lifetime, all project partners are expected to participate in events, represent SOTERIA and maximise the dissemination of the outcomes of their efforts. Physical presence at events relative to SOTERIA will contribute to strengthening our network and liaison within targeted audiences from predefined categories.

SOTERIA partners will participate in events of different magnitudes, ranging from conferences with presentations and publications in their proceedings, workshops, as well as online webinar presentations, info days and round tables.

For optimally monitoring the effectiveness of our dissemination efforts, all events where there is SOTERIA presence are tracked with a dedicated internal process described in Section 6.2.

Table 5. List of events that SOTERIA partners have participated up to M4.

Partner	Event title	Audience	Date	Location
NOMMON	POLIS Conference 2022	Policy makers	30/11/2022	Brussels
CYC	Genova Smart Week 2022	Policy makers	25/11/2022	Genova
OCC	Oxfordshire Vision Zero - Cycle Safety Working Group	Oxfordshire local councillors, cycling interest groups and OCC officers	19/12/2022	Oxfordshire
OCC	Oxfordshire Active Travel Round Table Forum	Oxfordshire active travel interest groups, local councillors, OCC officers	09/01/2023	Oxfordshire
F-IVI	Working Group Child Safety	Accident researchers and insurers	07/11/2022	Berlin
F-IVI	International Cycling Safety Conference	Accident researchers in the field of cycling safety	8-10/11/2022	Dresden
F-IVI	German Prevention Day	Policy makers	14-15/11/2022	Chenmitz
F-IVI	Traffic Safety Board	Accident researchers, policy makers	Scheduled in 2023	Vienna
CORTE	CORTE-iRAP meeting	iRAP accredited members	29/11/2022	Online

Table 6. List of planned events with SOTERIA participation.

What	Who	How	Suggested events
European events	EU wide politicians, policymakers and civil servants, transport industry, etc.	▪ Networking at events ▪ Organise / attend workshops ▪ Give presentations ▪ Attendance with a stand	▪ DG MOVE events ▪ CIVITAS, ▪ ECOMM ▪ IAA MOBILITY Conference
Micro-level events	Local politicians, local general public – concerned citizens, businesses, local authorities	▪ Organise events at a regional level ▪ Participate in local events with a stand and poster / oral presentation	▪ CIVINET events ▪ European Mobility week
International events	Politicians, policymakers, safety engineers, transport experts	▪ Attend events ▪ Give presentations ▪ Distribute promotional material	▪ ITF ▪ ITS ▪ DEKRA's Safety in Action® conference ▪ DEKRA solutions magazine

4.2 Open access publications

The concept of open access in scientific publications refers to the idea that research being made freely available online to anyone, with no restrictions on use or access. This is beneficial for the advancement of scientific research, since it allows scientists to build on previous research results and avoid unnecessary duplication of effort, while improving quality and achieve greater efficiency. This is also beneficial for the economy, since innovation is sped up and the transfer of results to the market is faster. This is beneficial for the society, since open access to the research results is also available to individual citizens and non-profit organisations also fostering transparency.

All peer-reviewed scientific publications arising from projects funded under the Horizon Europe programme must be made available in open access. In other words, all Horizon Europe beneficiaries must ensure that:

- no later than the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication should have been deposited in a trusted repository for scientific publications;
- immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g. CC BY-NC, CC BY-ND) and
- information is given via the repository about any research output or any other tools and instruments needed to validate the conclusions of the scientific publication.

Authors must retain sufficient intellectual property rights to comply with the open access requirements. Metadata of deposited publications must be open under a Creative Commons public domain dedication (CC 0) or equivalent, in line with the FAIR principles (in particular machine-actionable) and provide information at least about the following:

- publication (author(s), title, date of publication, publication venue)
- funding details
- Horizon Europe grant number, project name and acronym
- licensing terms
- persistent identifiers for the publication, the authors involved in the action and, if possible, for their organisations and the grant.

Where applicable, the metadata must include persistent identifiers for any research output, or any other tools and instruments needed to validate the conclusions of the publication.

In order to make a publication open access, authors must deposit an accepted version of the publication in an institutional or subject repository and meet certain conditions, such as transferring the copyright to the publisher or retaining the copyright and offering the publication themselves in open access. To check publisher policies, authors can consult databases such as Sherpa/Romeo, which provide an overview of copyright and open access policies. It is also important to note that simply listing publications on a project website or personal website is not enough to make them open access.

Some open access journals charge authors a fee, APCs to publish their work in an open access format. It should be noted that there are also a number journals, listed at the DOAJ, that offer qualitative, peer-reviewed open access publications at no cost to the author.

While some journals charge APCs, these costs can only be charged to the project within its period of duration if the journal or platform is fully open access. Hybrid open access journals, which are not fully open access, are not eligible for APCs refunds. Additionally, researchers involved in EU projects can also publish free of charge on the Open Research Europe platform.

4.2.1 Scientific & technical journals / conferences

Within SOTERIA, we consider connecting with scientific community of utmost importance, aiming to share our scientific and technological solutions and results with fellow experts of the transport and mobility field. As soon as publishable results will be achieved, we plan to submit them to open access peer-reviewed publications, ensuring that our outputs are written concisely and can be utilised by any interested party. Our goal is to contribute to the advancement of the scientific community.

Table 7. List of journals considered for SOTERIA publications.

Scientific field	Targeted journals
ICT & ITS	■ Pervasive Computing ■ Intelligent Systems ■ Transactions of Knowledge and Data Engineering ■ Journal of Intelligent Information Systems ■ Journal of Systems and Software ■ Transactions on ITS ■ Journal of Intelligent Transportation Systems
Transportation	■ Journal of Transportation Safety and Security ■ IEEE Transactions on Intelligent Transportation Systems ■ The Journal of Transport Policy ■ Transportation Letters ■ The International Journal of Transportation Research, Accident Analysis and Prevention ■ Safety Review

Table 8. List of conferences considered for SOTERIA publications.

Scientific field	Targeted conferences
ICT & ITS	■ IEEE International Conference on Cloud Computing Technology and Science ■ DEXA Conference ■ ACM Conference on Recommender Systems
Transportation	■ Transportation Research Board Annual Meeting ■ European Transport Conference ■ Annual Meeting of the Transportation Research Board ■ ITS World Congress ■ International IEEE ■ Conference on ITS

5 Liaisons & synergies

5.1 Joint dissemination activities with Sister projects V4SAFETY and PHEOBE

All three projects have been selected for funding under the same call (**HORIZON-CL5-2022-D6-01-06**) to provide innovative solutions that promote urban road safety. Road safety is traditionally often focusing on active mobility users through car-centric traffic policies and restructuring of urban public spaces. The three projects are all assessing a unique perspective of urban road safety:

PHOEBE aims to develop an integrated, dynamic human-centred predictive safety assessment framework in urban areas. This will be achieved by bringing together the inter-disciplinary power of traffic simulation, road safety assessment, human behaviour, mode shift and induced demand modelling and new and emerging mobility data**.**

SOTERIA mainly takes the perspective of VRUs and will develop a framework of tools and services to nudge them towards safer behaviours in dangerous traffic situations while shifting responsibility from the road users to everyone involved in designing and operating a road transport system.

V4SAFETY mainly takes the perspective of the motorised vehicle and will set up a framework for the assessment of in-vehicle safety solutions, regulatory solutions and infrastructure-based solutions.

All three projects help to predict potentially dangerous traffic scenarios for (vulnerable) road users within different situations. Importantly, the three sister projects aim to promote the uptake of new technological solutions by city administrations across Europe.

Figure 22. LinkedIn post on Sister Projects first liaison meeting

In order to maximise our solutions uptake and create a full-scale impact, we have already started liaising with our Sister Projects since M2 through joint meetings in order to be acquainted with each project's scope and vision.

Furthermore, we have already planned two joint dissemination activities, which are described below:

▪ A joint webinar on introducing the innovative technological solutions proposed by the three EU-funded Sister Projects was conducted over Zoom on 27 February 2023.

Figure 23. Webinar on road safety, co-organised by the three Sister Projects

- A joint application at the **ITS European Congress 2023** that will be held in May 2023 in Lisbon, Portugal has been submitted for a plenary session in order to present all three projects focused on road urban safety.

5.2 Contributions to European clusters & associations

To achieve success in disseminating SOTERIA, we need to consider a diverse group of actors and a range of networks. We aim to identify potential synergies with other relevant projects, committees, and initiatives. This approach can prove to be cost-effective and sustainable in promoting SOTERIA and disseminating it through the channels and services of the associated initiatives. The identified opportunities for potential synergies are listed in Table 9 below.

Table 9. European clusters and associations considered for liaison activities.

Identified cluster / organisation	Link to SOTERIA
BDVA	- Liaising with respect to data issues management, risk mitigation and good practices - Participating in BDVA events
CIVITAS	- Connecting to the network of CIVITAS, dedicated to sustainable urban mobility - Using their communication channels as multipliers - Connecting to a large audience interested in urban mobility
CIVINETS	- Liaising with CIVINETs networks of cities and institutions - Using the local and national clusters of CIVINETs to engage local stakeholders to Living Labs especially clusters focused on transport policy, legislation and funding
POLIS	- Co-organising awareness webinars and conference co-participations with POLIS - Serving as multiplier for SOTERIA results, which fully align with POLIS scope, to develop innovative technologies and policies for local transport
ERTICO	- Participating in ERTICO events, such as ITS European Congress - Participating in ERTICO activities, such as innovation platforms, and international cooperation advocacy - Facilitating outreach to the scientific and

Identified cluster / organisation	Link to SOTERIA
	industrial community on transport
EURORAP	▪ Liaising with the EuroRAP with respect to standardisation and policy activities
ETSC	▪ Immediate contact for policy and decision making with respect to road safety
NECTAR – CLUSTER 7	▪ Networking with the academic community on transport

5.3 Liaison with standardisation groups

SOTERIA, through its partners and DEKRA's initiatives, aims to create a safe city for VRUs standard and offer a certification service based on this standard. The standardisation efforts of the project partners will be directed towards:

▪ establishing policies for stakeholders in the shared micromobility ecosystem,
▪ providing city authorities with the necessary framework to effectively manage the shared micromobility industry and improve transportation for all road users, particularly VRUs who face challenges in city transportation.

This initiative supports cities in achieving their Vision Zero target with a focus on VRUs.

Specifically, we aim to enhance DEKRA's micromobility standard, which included an ISO 9001 certification, hardware and software penetration testing, safe e-scooter parking in cities, safe e-scooter charging and maintenance in operators' warehouses, etc., to cater for VRUs and cities' infrastructure as well as potential traffic modifications. The standard serves as a foundation for the deployment of shared micromobility within cities and uses big data to identify the challenges faced by stakeholders such as users, VRUs, operators, city transport authorities, insurance companies, technology development partners, etc. Policy recommendations to address these challenges, including industry standards for micromobility service providers and cities' infrastructure and traffic situations, will be developed.

Data in the form of quantitative and qualitative feedback from anonymous ride data, public engagement surveys, and user feedback loops will be collected and analysed to improve the standard. This data will also benefit original equipment manufacturers in developing better technologies and insurance companies in developing insurance policies for the micromobility industry.

Our standardisation efforts will involve organisations such as regulatory agencies, standardisation organisations (i.e. ETSC), and other city associations that continuously gather feedback through surveys. In addition to industrial partners, feedback from surveys and

analysis, combined with DEKRA's road safety reports and auditing services, will be provided to public and legislative bodies.

We also plan to leverage our communication and dissemination activities and events organised to reach a wider audience and liaise with other Horizon Europe and H2020 projects engaged in standardisation activities.

6 Monitoring communication & dissemination activities

The WP5 leader is responsible for the close monitoring and evaluation of the implementation of all planned communication and dissemination activities. In particular, deliverables D5.1 | Dissemination / Communication Strategy & Kit / Activities Report (due in M4), D5.2 | Dissemination / Communication Strategy & Kit / Activities Report version 2 (due in M18) and D5.3 | Dissemination / Communication Strategy & Kit / Activities Report version 3 (due in M42) will be produced in an effort to track all planned activities, review the effectiveness of the implemented ones and report the progress to the EC.

The evaluation of the communication and dissemination plan concerns both qualitative and quantitative indicators.

6.1 Key performance indicators

The effectiveness of SOTERIA's communication and dissemination plan will be continually evaluated via KPI, listed in below:

Table 10. Communication & dissemination KPIs.

Expected impact	Related KPIs	Target
▪ Increased collaboration with other initiatives	# of workshops organised, including demos	5
▪ Synergies establishment for joint research, information exchange and dissemination Increased awareness	# of multi-stakeholders events	9
▪ Ideas gathering and knowledge exchange with relevant communities and initiatives	# of attended events	30
▪ Information about latest technologies / advantages ▪ Liaisons with other initiatives	# of events with project's presentation	15
▪ Validation of the project's concept, findings and advantages	# of conference papers	16
	# of journal papers	10
▪ Promotion of results to scientific communities ▪ Knowledge exchange with relevant communities and initiatives	# of articles in industry magazines	10
▪ Communication of project news, events & results	# of industry contact points	200
▪ Validation of project's concept, finding and advantages	# of industry communities informed	8
▪ Knowledge exchange	# of projects with synergies	8
▪ Mutual validation of results ▪ Joint dissemination activities ▪ Research collaborations.	# of joint activities	3
▪ Communication of project news, events & results	# of internal partners' events	20

Expected impact	Related KPIs	Target
▪ Validation of project's concept, finding and advantages	# of links to the project's website	30
▪ Ideas' gathering and knowledge exchange ▪ Increased awareness	# of training webinars	4
▪ Communication of project results	# of working groups	3
▪ Validation of project's concept, findings and advantages ▪ Increased awareness	# standardisation meetings	2
▪ Main online information point	# of unique visitors	1000
▪ Communication of project news, events & results ▪ Increased awareness	# of page views	3000
▪ Increasing visibility to stakeholders active in social media	# of accumulative followers	300
	# of accumulative posts	30
▪ Attainment of interest of stakeholders ▪ Viral marketing through the followers ▪ Direct communication mechanism	# of interactions	1000
▪ Communication of main project's concepts and advantages in an easily understandable manner	# of posts	20
	# of interactions	1000
▪ Communication of project news, events & results	# press releases	10
▪ Unique branding and visual identity of the project	# of project's factsheets / brochures / banners	4
▪ Provision of instant information about the project	# of e-newsletters	7
	# of videos	4
▪ Creating a unified experience for the audiences targeted	# of blog posts in EU mechanisms	8

6.2 Monitoring tools – Impact tracker

An Excel spreadsheet has been shared through the SOTERIA SharePoint to keep track of all communication and dissemination activities related to SOTERIA project. We call this shared Excel spreadsheet **Impact tracker** and all partners contribute regularly with their activities.

The impact tracker consists of six tabs dedicated to track:

- publications
- synergies
- events
- blog posts
- articles
- other dissemination activities

All partners are required to report regularly to the impact tracker their individual dissemination activities that are connected to SOTERIA.

7   Conclusions

This document presents a summary of the SOTERIA project's dissemination and communication strategy and plan. It is an internal tool that provides a unified structure for all the activities required to spread information about the concepts, accomplishments, and technical and knowledge outputs generated by the project. Furthermore, it aims to increase the general knowledge and understanding of the project.

Throughout the life cycle of the project, SOTERIA will undertake a range of activities to fulfil its goals. These activities will include promoting the project through online channels and event participation, hosting workshops, publishing scientific papers in journals and conference proceedings, producing high-quality promotional materials, collaborating with other projects and initiatives, and participating in standardisation efforts. These actions will play a key role in achieving the project's objectives.

A monitoring and evaluation framework has been established to assess the progress and impact of the dissemination and communication strategy and plan, with a set of indicators in place. It serves as a guide for each project partner to carry out their respective activities.

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