Deliverable 7.3 Communication Plan

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1. Introduction

The document describes the Communication Plan for the AutoMate project with an overview of the different activities that will be planned and scheduled with the objective of ensuring proper communication of the project initial, intermediate and final results, internally and externally to the public, addressing the full range of potential users and uses.

The communication activities aim to:

- Provide an account for the impact that is generated through partners' collaboration facilitated by the public spending invested in AUTOMATE on:

    o Road safety,

    o Industrial competitiveness,

    o Break- through technological solutions,

    o Development costs,

    o Efficiency as well as traffic flow,

    o Innovation capacity and integration of new knowledge.

- **Reach all expert targets** that deal with topics related to the AutoMate project (i.e. OEMs, Tier 1 and Tier 2, Human factors' experts, ICT-oriented SMEs, Human-Machine interaction and Human-automation experts).

- **Reach a larger portion of stakeholders**, who have an impact on the uptake of the TeamMate car technology (i.e. end users) in terms of safer mobility, new jobs, and trusted technologies.

Our communication activities will provide proof for the added value generated by the TeamMate Car approach for all the target groups (i.e. industrial sectors involved as well as citizens' everyday lives) by

implementing and deploying specific means of communications. We will address all relevant Stakeholders to ensure scientific and commercial success of the AUTOMATE outcomes.

All dissemination and communication activities are bundled in WP7 under the responsibility of the Dissemination and Exploitation leader (i.e. REL).

All activities will be shared among all partners, who will support the Global Dissemination Plan and their Individual Dissemination Plans.

The Communication activities described in the document will be revised at **Month 12** (D7.4 – Initial Dissemination & Communication Plan & Report), **Month 24** (D.7.5 Intermediate Dissemination & Communication Plan & Report), and **Month 36** (D7.7 Final Dissemination & Communication Plan & Report).

2. Dissemination and Communication Plan

Dissemination and communication activities carried out in the project will have the common objective of reaching primary and secondary stakeholders to maximize the impact of the project (consistent with the expected impacts defined in the call) and foster the exploitation of the results. The dissemination will mainly focus on spreading the results achieved during the project, while the aim of the communication will be to enhance the public engagement and create market expectations for the AutoMate car. The success of the dissemination and communication process will be evaluated through an iterative process to continuously tailor it, according to the ongoing feedback received by the target users.

The expected impacts of the AutoMate project are described in Table 1.

Table 1: Expected impacts of the Automate project

ID	Impact category	Impact description
AI1	Road safety	*Direct impact:* deliver a **0-accident car** (i.e. a car that does not cause accidents)
		Indirect impact: "the TeamMate approach will ensure that drivers have a calibrated trust towards the automation, thus accepting and acknowledging advice and intervention by highly automated systems".
AI2	Competitiveness of European industry	**Reinforce position and competitiveness of the industrial consortium partners** (and beyond) in the European and worldwide market.
		Boost the willingness to buy such systems.
AI3	Breakthrough technological solutions	**Optimized HMI:** a new information structure (i.e. Navigation-centred Driving Cluster) presents information perfectly adapted to the measured state, behavior and intention of the driver.
		Modeling the driver behaviors and physiological states implies not only to take into consideration driver state recognition, but also driver intentions anticipations and adaptation to the driver behavior.
		Advice Strategies: Innovative on-line risk assessment techniques, which generates of advice strategies adapted to the preferences and driving style of the driver.

		Robustness/performance of sensor and data analysis systems: extend the horizon for behavior predictions and maneuver planning by integrating on-board sensor data with data on driver/automation state, intention and plans from other TeamMate Cars.
AI4	**Development cost**	It will be achieved by applying reusable driver models for the adaptation of the HMI to the drivers' needs and by providing validated and tested HMI solutions that can be reused by the industry.
AI5	**Efficiency and traffic flow**	Decreased fuel consumption is possible when vehicles can anticipate the behaviors of other cars and communicate these to the driver in order to "explain" e.g. cooperative strategies of speed control.
AI6	**Innovation capacity and integration of new knowledge**	Set up of an infrastructure, i.e. the AutoMate EcoSystem, to continue maturing the TeamMate technologies to create new market relevant know-how and innovative commercial products.

The Dissemination and Communication plan will be developed by considering 8 dimensions:

1. **context** (elements that may affect the communication and dissemination) with a focus on the barriers that may prevent the expected impact;

2. **objectives** of the communication and dissemination;

3. **targets** to be reached to achieve the objectives;

4. **strategy** to overcome the barriers defined in the context and achieve the objectives;

5. **clear message** for each selected target;

6. **activities** to be implemented according to the strategy;

7. **metrics** for success criteria,

8. **how to collect and manage the feedback**s received by the selected targets.

2.1. Context

In order to define the context where the dissemination and communication plan will be applied, it is important to define the exploitable results that AUTOMATE plans to produce:

- **TeamMate Car demonstrators:** The OEMs can use the Teammate Car demonstrators as reference prototypes to design and build their future highly automated vehicles based on the Teammate approach with some or all associated technologies inside.

- **TeamMate technologies:** The demonstrators will integrate a set of technical Enablers. These technologies can also be exploited separately. We foresee to market these in form of software licenses and engineering services to adopt the software to the needs of specific customers:

  - Software for sophisticated driver-automation interaction

  - Software (based on driver models) to infer driver states and intentions,

  - Software (based on situation and vehicle models) to infer the environmental and vehicle state,

  - Software for safe maneuver planning and execution,

  - Software for learning human-like maneuver execution,

  - Software platform for sensor fusion and communication.

- **New knowledge:** The consortium partners will gain valuable knowledge and insight on **how to design and build automated cars that are trusted and accepted by drivers.** This will give them a competitive advantage on the Automotive market and in the human factors research arena on automation. The essence of this know- how will be made available to the public in form of a **conceptual framework for driver automation team- work**. Based on the experiments performed in WP2 new knowledge on driver behavior and cognition in highly dynamic traffic situations will be gained which will be published at conferences and in journals.

- **Innovation platform:** The TeamMate system architecture will include an SDK for supporting the extension and modification of the TeamMate technologies and an open API for allowing access to the data gathered by the TeamMate technologies. The SDK and API will constitute a technological platform for building further innovations for the TeamMate approach in the

future. The platform will be maintained and used in the frame of the AUTOMATE Innovation Ecosystem.

By performing a preliminary SWOT analysis (summarized in Table 2), the strengths and weaknesses of the consortium have been identified, as well as the opportunities and threats of the environment where the consortium is expected to communicate.

Indeed, the SWOT analysis aims to identify the key internal and external factors that can have an impact in achieving the project objectives. The SWOT analysis clusters information into two main categories:

1. Internal factors – the *strengths* and *weaknesses* internal to the organization;
2. External factors – the *opportunities* and *threats* presented by the environment external to the organization.

Table 2: SWOT analysis

	ID S	STRENGHTS	ID W	WEAKNESSES
Characteristics of the Consortium	S1	Strong market position of the industrial partners i.e. OEM and automotive suppliers (FCA, PSA, CAF, VED)	W1	OEMs do not own a specific market share of autonomous vehicles, which is mostly occupied by other OEMs (i.e. Tesla) nowadays.
	S2	Well-known University and R&D excellence in the field of Human factors and V2V communication (ULM, OFF, HMT, REL, BIT)	W2	Tier 1 and Tier 2 already owns automated innovative solutions but they did not penetrate yet the OEM market.
	S3	Expertise on human factors that can increase the development of technological solutions well-trusted and accepted by end users (ULM, REL)		

Characteristics of the environment

ID O	OPPORTUNITIES	ID T	THREATS
O1	Expected increase of vehicles' sellings with partially autonomous features by 2020	T1	Increase of car price due to self-driving technologies included
O2	Expected increase of road safety and reduction of accidents linked with human errors.	T2	Lack of trust of the general public. Difficulty to understand the technology and to trust it. Increase in the learning curve of drivers for new behaviors.
O3	Breakthrough in technological solutions (Demonstrators and Enablers developed in the project) for trusted and accepted automated vehicles thanks to the learning and adaptiveness of the system.	T3	Detachment of the research community from the general public
O4	Efficiency in traffic flow and related impact on the environment	T4	Potential increase of traffic due to circulation of fully automated vehicles without driver
O5	Possibility to fill the gaps between public transportation and individual mobility needs	T5	Potential increase of car sharing with respect to car owning
O6	Acceptance of automated features increase with the familiarity of the user with similar features already on the market (i.e. ACC, Emergency breaking)	T6	Legal issues and Standardization (e.g. insurance, liability issues)
O7	Enlargement of usage of autonomous vehicles with accessibility to e.g. older drivers, drivers with disabilities.	T7	Security and privacy (e.g. data gathering and usage)

With respect to the context described and in order to reach the expected impacts, the communication activities of the AutoMate project will rely on:

1. The **good reputation** of the industrial partners linked with the competences of the Human Factor experts and SMEs (S1, S2, S3) within the Consortium, that can have an impact on the

added value and differentiation of the TeamMate Car with respect to other automated vehicle already on the market (i.e. Tesla Autopilot).

2. The **technological solutions** that will be developed in AutoMate, both in terms of Demonstrators and Enablers (O3), for the design and development of "human-like" automated cars. These solutions are expected to improve driver trust and acceptance by taking into consideration:

    a. The adaptiveness and learning features of the automated system, which aims at learning from the user behaviors, thus realizing a tight cooperation between the driver and the system, by keeping the driver into the loop and making authority clear and understandable;

    b. Legal and standardization issues, since a car driven by a Software on public roads opens the possibility of many insurance and liability issues (T6). There may be instances where a crash is unavoidable and the issue of responsibility must be clarified.

    c. Security and privacy issues (T7) by making clear which kind of measures to protect data gathered in and communicated between automated vehicles are put in place. Computer hackers, disgruntled employees, terrorist organizations, and/ or hostile nations may target automated vehicles and intelligent transportation systems more generally, causing collisions and traffic disruptions, and stealing persona data.

3. **The advantages** brought by the application of the TeamMate concept **in terms of safety** (O2) as well as **traffic efficiency** (O4), including the improved accessibility also for **vulnerable users** (O7) and the introduction of enhanced forms of **multimodal transport** (O5).

Item 2 and 3 should be the key selling of Automate outcomes even though European OEMs do not own a large market share of autonomous vehicles (W1), the relatively low penetration of Tier 1 and Tier 2 automated solutions in the automotive sector (i.e. sensors, driver modelling techniques, adaptive HMI) (W2) as well as the lack of trust of the expected users in such solutions (T2) and the expected increase of price of automated vehicles (T1).

Automated systems in the automotive domain still remains a topic addressed mainly in the research community.

AUTOMATE Innovation Ecosystem will establish a sustainable cooperation between two distinct, but largely separated economies (T3), the "Knowledge Economy", which is driven by fundamental research, and the "Commercial Economy", which is driven by the marketplace, to give access to information on automated systems and their advantages.

Nowadays the general attitude is still greatly shaped by anecdotal publicity on the performance of early vehicles (such as the Google driver-less car) and even by widespread horror stories about accidents involving automated vehicles and their distractive potential on the drivers, which may reduce the public willingness to personally invest in these vehicles.

Making information available and understandable to different target audience can have an impact on the public attitudes towards connected and automated vehicles, as a viable alternative for their personal mobility needs.

2.2. Communication objectives

Taking into consideration the context briefly described in section 2.1, four main objectives of the dissemination and communication activities of AutoMate are:

OBJ.1: Create good expectations from the general public on cars with automated features (Level 3 – 4, SAE J3016). Public engagement ensures that AutoMate research activities will be known to the society at large in such a way that they can be understood by non-specialists. Therefore, it will increase the understanding of the advantages of such features and the general attitude to buy vehicles implementing the TeamMate car concept.

OBJ.2: Create awareness of the AutoMate technological breakthrough solutions for the economic operators, by giving visibility to the ENABLERS developed within the project that constitute the automated car, either SW and HW.

OBJ.3: Promote the application of the TeamMate car concepts within the scientific community, especially the human factors' experts, by stressing the importance of further investigating the implementation of "human-like" automated features.

OBJ.4: Widespread the existence of an innovation ecosystem, which aims to improve the competitiveness of the European economy in the field of autonomous vehicle by generating new knowledge on trusted and well-accepted automation technologies.

2.3. Targets

To achieve the objectives listed above, the following targets have been identified in Table **3**:

Table 3: Objectives and targets

Communication objectives	Targets
OBJ.1 Create good expectations	Early adopters and end-user enthusiasts
	Future users, especially younger generation as well as elderly people
	Press and media
OBJ.2 Create awareness of AUTOMATE Technological solutions	OEMs
	Tier1 and Tier 2
	ICT SMEs, Start-up
OBJ.3 Promote TeamMate within the scientific community	R&D community
	Students at universities
	Policy and decision makers
OBJ.4 Create an innovation ecosystem on autonomous vehicles	OEMs
	Tier 1 and Tier 2
	R&D community
	Policy and decision makers

There are three main targets:

- **TARG1: Industrial Experts** (i.e. European OEMs, Tier 1 and Tier 2, Standardization bodies)

- **TARG2: Research-oriented experts** (i.e. R&D and ICT-focused SMEs, Universities, Research Centers)

- **TARG3: General public** (i.e. early adopters, end-users enthusiasts, younger generations, elderly people, press and media)

2.3.1. Details on activities related to each target group

For each target user, more details are provided on the activities that will be performed within the AutoMate project:

- **End-user enthusiasts and wider public:** We aim to engage with end-users who are enthusiastic about driving automation because these users will be able to provide valuable input on user needs and preferences from the basis of their real experiences, and because some of them might become evangelists for the ideas that AutoMate is looking to advance and implement, which can create some demand from early adopters during and after the project. Dedicated communication means: project web site, social network posts and Facebook live streaming, promotional events, press articles, videos, newsletter campaigns.

- **Students at universities:** Students in the area of Autonomous vehicles, Human Factors, Engineering are the future researchers, developers and promoters of the TeamMate approach. Thus, we will teach them and establish a dialogue with them through a dedicated module for each semester dedicated to this topic.

- **Press and media:** The press is an important target to better reach the general public and thus the end-users of our TeamMate approach. We will establish a close link and interaction with press organizations and will invite them e.g. to our demonstration events and will give interviews. To facilitate press articles, we will prepare a Press Media Package.

- **Policy and decision makers:** We will establish a dialogue with policy makers to keep current on and influence policy measures that are relevant to (partially) autonomous vehicles, including measures that stimulate the take- up of these vehicles. Tom Michael Glaser and (Advisor for German Government) from the Advisory Board will support these activities. Supported by members of the Advisory Board we will meet with standardization bodies to promote the TeamMate Car framework and by defining the concept "Controllability" of a traffic situation (as described in the Code of Practice). We investigate the possibility to organize a dedicated workshop with Response 4 to investigate issues related to autonomous driving.

- **Automotive supply chain: (Tier 1, Tier2)** Though the AutoMate consortium includes partners covering those areas of the supply chain that are directly relevant for the TeamMate, we will engage with the wider Automotive supply chain. We will do this through contacts with a number of industry associations (including ACEA), as well as bilateral contacts with other collaborative research initiatives in fields relevant to Automate. They will be invited to participate in one of the dedicated workshops and in the project final events, they will be invited to join the project newsletter, thus receiving regularly update on the project milestones. In fair trades and trade shows they will receive project material (i.e. flyers, booklets). Dedicated promotional events can be setup to promote the technological solutions developed within the project.

2.4. Strategy

To provide a complete strategy, we want to act on several touch points and channels selected according to the intended target audience. The strategy defines how to overcome the barriers identified in the SWOT in order to achieve the objectives and the identified targets.

The communication activities which are expected to reach the identified targets and to overcome the weaknesses and threats identified in the context analysis are summarized as follows:

- o **Offer more direct and engaging conversations:** Stress the digital and social touch points (i.e. website, newsletter, press and media, social media). Apart from the production of **high quality scientific publications**, we will also use more informal type of content on mass media channels to target and **get feedback from all audiences**.
- o **Real – life conditions demonstrations:** Demonstrate the full potential in real life conditions to effectively show TeamMate Car is a breakthrough technological solution for a completely new human-automation relationship. A final event is planned at the end of the project addressing all target groups (TARG.1, TARG.2, TARG.3).
- o **Road safety:** Stress the safety aspect of the TeamMate Car using data on system reliability (e.g. metrics from tests with users)

- **Trust and acceptance:** Stress the trust and acceptance towards the TeamMate Car using reported data (e.g. metrics from tests with users) and the conceptual framework on cooperation between human drivers and automated systems

- **Take into consideration the impact on legal issues and responsibility**: Since this is a critical factor for the achievement of the expected impact of AUTOMATE, the results of a specific activity defined to address this issue in the project (Task 1.4 in WP1) will be used to calibrate contents and messages.

In order to ensure a coherent project identity, a **Press Media Package** will be prepared and made available to any partner involved in AutoMate at Month 5. It will include:

- Photographs, videos, illustrations, presentation slides and templates etc.

- A number of story lines. The idea would be not to copy-paste these—as stories will need to be adapted to suit the audience and the medium—but to use them as guidance when writing blog posts, conference presentations and other dialogue support material.

- Assets of sufficient quality will be made publicly available under a Creative Commons Attribution (CC BY) license.

Allowing others to use our assets with attribution will increase project exposure.

Media assets will be made available for download from the project website, and through other appropriate channels (Flickr, Vimeo).

In order not to endanger the economic success of the project, information produced in AUTOMATE will be divided in public and confidential information.

Confidential information will not be disseminated.

The dissemination process is therefore made under the responsibility of the owner and in respect of the IPR provisions defined in the Consortium Agreement.

2.5. Message

A clear message will address each identified target, as specified in

Table 4.

Table 4: Objectives, targets, and main messages

Communication objectives	Target	Message
OBJ.1 Create good expectations	TARG3: General public (i.e. early adopters, end-users enthusiasts, younger generations, press and media)	"THE AUTOMATE CAR IS REAL, NOT SCIENCE FICTION": Create expectations from the public on cars with human-like automated features (Level 3 – 4, SAE J3016) by explaining how they work, how they drive, how they communicate within and outside the vehicle, who is driving and when (i.e. who has the authority), and by making public and accessible several information on TeamMate driving performance, including safety, security, privacy and legal issues.
OBJ.2 Create awareness of AUTOMATE Technological solutions	OEMs	"THE AUTOMATE CAR IS MADE OF ENABLERS": Communication must create awareness of the AutoMate project and its results over time by enhancing the visibility of the components/ENABLERS developed within the project that constitute the automated car, either SW and HW, and the added value of TeamMate (i.e. Driver and situation models, HMI, in-vehicle sensors).
	Tier1 and Tier 2	
	ICT SMEs, Start-up	
OBJ.3 Promote TeamMate within the scientific community	R&D community	"AUTOMATE IS YOUR DRIVING TEAMMATE. IT LEARNS FROM YOU": Communication should increase the attention of the scientific community on the focus of the project which is the adaptiveness and the learning features of the AutoMate system that make the automation system "human-like".
	Students at universities	
	Policy and decision makers	
OBJ.4 Promote the innovation ecosystem on autonomous vehicles	OEMs	"AUTOMATE IS AN INNOVATIVE ECOSYSTEM": Promote the establishment of a dialogue between experts, R&D leaders, influencers and industry leaders with end-users to stimulate public opinion and increase knowledge about AutoMate research topics.
	Tier 1 and Tier 2	
	R&D community	

Communication objectives	Target	Message
	Policy and decision makers	

2.6. Activities and success criteria

In line with the dissemination and communication strategy, a set of preliminary dissemination and communication activities, means and tools have been identified, as well as quantitative metrics to assess the achievement of the objectives (summarized Table **3**).

All the activities will start from the first week of January 2017 and they will adapt accordingly to the evolution of the project and its main milestones. The website will be online before December 2016. Table **5** summarizes the channels of communication, the related objectives, tools and targets, as well as the activities performed and the metrics.

Table 5: Channels, activities, and metrics

Channels	Objectives	Tools	Targets	Activities	Metrics
Project website	OBJ.1, OBJ.2	Project website and newsletter	TARG1 + TARG2 + TARG3	• Newsletter campaign and on-boarding strategy which will include direct emailing contacts of every partner and lead generations operations during events, workshops and conferences. • All partners will change their email signature adding the AutoMate project website and link to subscribe to the newsletter. • The dissemination manager will contact with monthly frequency all the other partners to stress the engagement with their contacts and leads. • The website communication strategy will be monitored by providing a survey of end-users later in 2017 to evaluate website performance.	• Website analytics[2]: • # visitors > 300/month • # newsletter subscribers > 1,000 • # newsletters > 6 (every 6 months)

[2] Google Analytics tracks website visitors, page views, main conversions on newsletter subscription.

Channels	Objectives	Tools	Targets	Activities	Metrics
Fairs and trade shows	OBJ.1, OBJ.2, OBJ.4	Videos, leaflets, Demos and presentations	TARG1 + TARG2	• Partners (especially Demo owners) will perform demos and give presentations at industrial conferences and fairs. • Attending to fairs and trade shows (see Table 6) with promotional material about Automate • Attending CES 2017 with promotional material about Automate. • Flyers with main description and contacts during project first phases will be shared with Universities, OEMs, Automotive industries players, and the public, with illustration of the project and contacts to website, email and newsletter.	• # 100 interacting visitors • # of mentions in press and websites > 3 • # 1000 flyers (or booklets) during the whole project life time.
Scientific publications and conferences	OBJ.2 + OBJ.3 + OBJ.4	Open access papers Poster sessions	TARG2	• Scientific partners will establish a dialogue with scientific experts who are on the applied end of the research spectrum in the areas: automation, human factors, HMI, modelling and sensor technology. • The aim is to get valuable feed- back from scientific peers to influence the project research activities	• # presentations, papers > 15 • # participants > 1,000

Channels	Objectives	Tools	Targets	Activities	Metrics
University courses	OBJ.3	Specific lectures	TARG2	• All university-related partners should include a class/module dedicated to Automate for masters or Ph.D. programs.	• # 3 modules for master students and thesis projects.

Social media	OBJ.1	Facebook LinkedIn Twitter YouTube	TARG.3	• **Facebook posts:** 1 post per month on. Aim: to communicate benefits and illustrate the technology.
				• **Facebook live videos**: Once a year. Aim: to engage with the community to target bilateral conversations. Live videos will include one of the partners or a industry leader to discuss relevant topics that have impacts on general public.
				• **LinkedIn group** dedicated to AutoMate project: 1 post per month. Aim: to trigger discussion on related topics.
				• **Twitter**: 1 tweet per month. Aim: to amplify news/events and topic and related content.
				• **Video on YouTube.** Only relevant videos to be uploaded on the channel.
					• **#total posts (on 3 platforms) = 90**
					• **# conversations /Facebook Live > 3**
					• **# Followers:**
					  o 50 followers on AutoMate Interest Group on LinkedIn,
					  o Number of followers through all channels.
					• **Post Engagement counting[3]:**
					  o Clicks
					  o Likes
					  o Shares
					  o Comments
					  o Mentions

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[3] Social Media metrics can be tracked using the analytics tools provided by Facebook (Facebook Insights, Twitter Analytics, For LinkedIn, tracking will be done manually.

Channels	Objectives	Tools	Targets	Activities	Metrics

Workshops	OBJ.2 + OBJ.3 + OBJ.4	Face-to-face meeting	TARG. 1 + TARG.2	• **One workshop every year** visiting key players on autonomous driving to discuss and prepare commercialisation of the project results
				  ○ First Workshop: visit in Silicon Valley to engage with Tesla and Google.
				  ○ Second Workshop: East area
				  ○ Third Workshop: in the EU area with Advisory Board participation.
				• **2 workshops with the other 3 funded MG3.6a projects** to plan complementarity of approaches and exchange of results/requirements
				• **1-2 workshop or parallel sessions or round table** at conferences to disseminate the project (intermediate) results
					• **#3 workshop with key industrial players**
					• **#2 workshop with other EU funded projects**
					• **#1-2 workshop at conferences**
					
					• **# >500 attendees**
					  ○ During our three workshops we expect to collect 500 participants in total.

AutoMate interest group	OBJ.2 + OBJ. 3 +OBJ.4	Face to face meeting	TARG. 1 + TARG.2	• Organize specific meetings with EICOSE partners interested in automation design to exchange the project results, share their experiences and ideas.	• # meetings > 1 • # group members > 50
Innovation Ecosystem Platform	OBJ.2 + OBJ.3 + OBJ.4		TARG.1 + TARG.2	• A web-app aimed at gathering the major innovative topics in the field of autonomous vehicles. Aim: to explore and track value of the technology. • It will be included as a part of the project website	See Website metrics

Channels	Objectives	Tools	Targets	Activities	Metrics

Promotional events	OBJ.1		TARG.3	• Interview on TV channels (TBD) to explain the project status, achievements and results.
				• Partnerships with and attending to public events that can amplify the project.
				• Articles and payed publishing on mass communication magazines or newspapers.
				• Videos:
				  o A video for every workshop and event we will attend or organize. (At least 10 technology-related or event-related videos.)
				  o Filming speeches at conferences.
				  o Videos to highlight milestones and more technical aspects of the project.
				  o Public videos will be uploaded on the AutoMate YouTube Channel and on the project website
					• # videos = 10
					• #3 articles/press releases

Final event	OBJ.1 + OBJ.2 + OBJ.3 + OBJ.4	Video, leaflets, posters and roll-ups (in addition to the pilot)	TARG.1 + TARG.2+ TARG.3	• **Booklet** summarizing projects milestones and results will be provided at the end of the project. • **Final video** describing achievements, results and social impacts of the project.	• # of potential customers participating in the event > 50

2.6.1. Feedback collection from selected targets

Within the entire project framework, we foresee the following tools for feedback collection from the selected targets and channels of communication:

Channels	Means to collect feedback
Project website	• Survey to collect feedbacks on the project website sent to the project mailing list
Fairs and trade shows	• Questionnaire
Scientific publications and conferences	• Analysis of questions collected during paper presentation at conferences
University courses	• Questionnaires submitted at the end of each module to all students/participants
Social media	• Analysis of posts/comments received in all social media platforms as well as Facebook Live events
Workshops	• Analysis of comments/remarks received throughout the workshop
AutoMate interest group workshops	• Analysis of comments/remarks received throughout the workshop
Promotional events	• Questionnaire
Final event	• Questionnaires submitted at the end of each module to all students/participants

2.6.2. Dissemination events participation

Table 6: Dissemination events list

Dissemination events list	Partners interested in the event	Type of event
CES 2017 Las Vegas - January 5-8, 2017	**REL**	**Industry trade fair**
ACM CHI	**REL**	**Conference**
HCI International 2017- Engineering Psychology and Cognitive Ergonomics Vancouver, Canada, 9 - 14 July 2017	**ULM**	**Conference**
2017 IEEE Intelligent Vehicles Symposium (IV'17) June 11-14, 2017, in Crown Plaza Hotel, Redondo Beach, CA	**ULM, REL and CRF**	**Conference**
ITS-C (IEEE Intelligent Transportation System Conference)	**DLR, CRF**	**Conference**
ETSI ITS workshop	**BIT**	**Workshop**
HFES Annual Meeting, Human Factors and Ergonomics Society	**ULM, DLR**	**Conference**
IFAC 2017 World Conrgess 9-14 July 2017 Toulouse, France	**CAF, VED**	**Congress**
FUSION (International Conference on Information Fusion)	**ULM**	**Conference**
TRA 16-19 April 2018 Reed Exhibitions Messe Wien, Messeplatz 1, 1020 Wien	**DLR, VED**	**Conference**
ICCM	**ULM**	**Conference**
AUTONOMOUS VEHICLE - TEST & DEVELOPMENT - SYMPOSIUM 2017 20,21,22 JUNE 2017, STUTTGART, GERMANY http://www.autonomousvehiclesymposium.com/		**Symposium**

Horizon 2020 - ITS & Connected - Vehicles Cooperation	**REL, OFF**	**Workshop**
IJCAI International Joint Conference on Artificial Intelligence	**CRF**	**Conference**
European Conference of Artificial Intelligence (ECAI) 2018	**CRF**	**Conference**
IROS	**VED**	**Conference**
TRB workshop on Vehicle Road Automation	**VED**	**Conference**
International Conference on Informatics in Control, Automation and Robotics (ICINCO)	**CRF**	**Conference**

Optional events

Geneve International Motor Show	**Industry trade fair**
Frankfurt IAA	**Industry trade fair**
Auto Shanghai	**Industry trade fair**
Embedded World	**Industry trade fair**
UM (International Conference on User Modelling)	**Conference**
INTERACT (IFIP Int. Conf. on Human- Computer Interaction)	**Conference**
BRIMS (Conference of Behavior Representation In Modeling and Simulation)	**Conference**

2.6.3. Details on activities related to each communication channel

Target: General public

- **Official Project Website:** The AutoMate project website **(http://www.automate-project.eu/)**, described in D7.1, is the central digital hub for all the digital strategy. The main goal of the website is to illustrate the project, share the most important achievements, promote news and events and of course provide detailed publications and deliverables. We will also set up a regular newsletter campaign and all up-to-date information to interested parties. Website is expected to be responsive and it has to reach daily the full percent of our target on every screen. The site will contain a restricted consortium area and access to the collaboration platform (CMS restrictions with user roles and administrators). A separate section that will be implemented in Year 1 of the project will also be the Innovation EcoSystem platform.

- **Social Media Channels:** There are already numerous public conversations about our subject matter taking place online by autonomous driving enthusiasts, people inspired by the technology and as well more experts profiles. We want to target these conversations covering the main social platforms where they are triggered. We believe that social networks are now the optimal touch point to address users conversations and reach the public. The type of investment and the relevance of the content produced on different social media will adapt to the different phases of the project. A proper content strategy is expected for different social platforms. Social media we expect to cover are: Facebook, LinkedIn, Twitter and YouTube. For each one of them the proper tone of voice and editorial plan will be defined.

- **ATL campaigns** and production of promotional materials for the wider public, e.g. a flyer or booklet, which will describe the project objectives and general information.

- **Shootings and Video production:** Use of video as a powerful means of disseminating research findings and warm up the popular audience communicating trust and understanding of the technology. Different types of videos are expected to communicate the project and they will vary according to the target audience to address. More technology-driven video are expected to populate

channels online on YouTube or on the website. Other types of videos will communicate to the popular audience to share knowledge, results and communicate the trustworthiness of the technology (E.g. test drive with people, contest to win a test drive and then video of the activity). Other key activities on the project will be filmed, including an introduction to the project and it's proposed aims at the outset. At the end of the project a film will be made to describe the work that has been conducted and all key research findings.

• **Direct bilateral conversation/Facebook Live**: we plan to user Facebook live stream as the main tool to engage bilateral discussion on relevant topics. We foresee the participation of one partner of the project or a industry leader during the live to discuss subjects related to the project that are of general interest. Due to the nature of the live itself, users can actively take part to the conversation by commenting, asking questions or reacting to the video. The dissemination manager will promote the live stream one week before though a post on Facebook project page and using also other social networks as amplifier. The live sessions are usually well communicated by Facebook itself though notifications to all page members. The video will always be available on the page also after the live event.

Target: R&D Community

• **Scientific Journals** (open access publishing will be preferred): We will produce peer-reviewed publications in journals including: Ergonomics (*open-access publishing:* 2150 €), Applied Ergonomics and Human Factors (*supports open-access publishing*), Leibniz Transactions on Embedded Systems (*open-access publishing: 100* €), Systems Engineering (*open-access publishing:* $3000), IEEE Transactions on Intelligent Transportation systems (*open-access publishing*; $1750), IEEE Systems Man and Cybernetics (*open-access publishing*: $1750), Cognition, Technology & Work (*open-access publishing*: 2200€), Reliability Engineering & System Safety (*open-access publishing*: $2500), Human Factors (*open-access publishing*: $1500), Cognitive System Research (*open-access publishing*: $2500), International Journal of Human-Computer Studies (*open-access publishing*: $2500), Reliability Engineering & System Safety

(*open-access publishing*: $2500), International Journal of Human-Computer Studies (*open-access publishing*: $2500).

- **Conferences:** We will produce publications and presentations at conferences and workshops like Engineering Psychology and Cognitive Ergonomics at HCI International, DASC (Digital Avionics Systems Conference), Human Factors and Ergonomics Society Conference, SAFECOMP (International Conference on Computer Safety, Reliability and Security), UM (International Conference on User Modelling), CHI (conference on Hu- man-Computer Interaction), ICCM (International Conference on Cognitive Modeling), INTERACT (IFIP Int. Conf. on Human-Computer Interaction), CogSci (Meeting of the Cognitive Science Society) or BRIMS (Conference of Behavior Representation In Modeling and Simulation).

- **Standardization**: a specific workshop with our advisor board and a meeting with Response 3 about legal issues on autonomous vehicles technology.

Target: University

- **Education and Training:** An effective and natural way for academic dissemination is the use of project results in teaching and in the material of courses in universities. This makes available to the students the latest developments, tools and methods used in the development of European industry. The research issues of AutoMate also provide subjects for theses (Ph.D. and M.Sc.) in universities.

Target: OEMs, Tier 1, Tier2.

- **Trade shows, fairs and events:** We will show our demonstrators and technologies.

- **AutoMate Workshops:** In order to disseminate the AutoMate (intermediate) results to industry outside of the consortium, especially to potential customers, we will visit the main players of Silicon Valley and we will invite further frontrunner companies to a dedicated AutoMate dissemination event. We will engage with upstream (i.e., OEMs) and downstream (component

supplier) organizations to present the findings from the project and demonstrate the principles of the new TeamMate Car approach.

• **AutoMate Interest Group:** the consortium will actively contribute to the EICOSE12 Innovation Cluster where Dr. Lüdtke (from OFF) is the leader of Working Group 3 "Human Assistance System Interaction". In EICOSE industrial and research partners from various transportation domains (e.g. automotive, aeronautics, rail- ways) cooperate to harmonize European research on processes and methods for complex safety critical systems. Here AUTOMATE will organize specific meetings with EICOSE partners interested in automation design to exchange the project results, share their experiences and ideas, build alliances and motivate each other.

2.6.4. GANTT of communication activities

An initial version of Gantt that will be revised at Month 12, 24, and 36 has been drafted in the attached **Table 7.**

	Q4 2016 (M1-M3) Sept-Nov 2016	Q1 2017 (M4-M6) Dec-Feb 2017	Q2 2017 (M7-M9) March-May 2017	Q3 2017 (M10-M12) Jun-Aug 2017	Q4 2017 (M13-M15) Sept-Nov 2017	Q1 2018 (M16-M18) Dec-Feb 2018	Q2 2018 (M19-M21) March-May 2018	Q3 2018 (M22-M24) Jun-Aug 2018	Q4 2018 (M25-M27) Sept-Nov 2018	Q1 2019 (M28-M30) Dec-Feb 2019	Q2 2019 (M31-M33) March-May 2019	Q3 2019 (M34-M36) Jun-Aug 2019
Website	Online			Survey + updates after 1° year					Survey + updates after 2° year			
Newsletter		Onboarding + Newsletter 1 (kick-off)	Newsletter 2		Newsletter 3		Newsletter 4		Newsletter 5		Newsletter 6	
Innovation Ecosystem webapp		Innovation Eco System webapp activation	6- months content updates included in Newsletter		6- months content updates included in Newsletter		6- months content updates included in Newsletter		6- months content updates included in Newsletter		6- months content updates included in Newsletter	
Social		Channels startup (i.e. Facebook, Twitter, Linkedin, Youtube)	Editorial plan to illustrate project goals, values and mission. (3 posts)	Editorial plan dedicated to - technology - values/mision (3 posts)	3 posts	3 posts	3 posts	3 posts	3 posts	3 posts	3 posts	3 posts
ATL		Press release and Promotional flyer (1° version)					Promotional flyer (2° version)					Final booklet (summary of project results)
Scientific publications		Horizon 2020 - ITS & Connected - Vehicles Cooperation		AUTONOMOUS VEHICLE - TEST & DEVELOPMENT - SYMPOSIUM 2017; HCI International 2017- Engineering Psychology and Cognitive Ergonomics; IFAC 2017 World Conrgess	Update of paper submission/ conference attendance		TRA 16-19 April 2018					
Trade Shows		CES 2017 with promotional material				CES 2018 with promotional material				CES 2019 with promotional material		
Workshop				Workshop 1				Workshop 2			Workshop 3 with Advisory Board	
Video		HMI Workshop video	Project launch video	Event video	1° year video	Event video	Event video	Event video	2° year video	Event video	Event video	Final Video
Education and training		Actviation of modules and lectures										

Table 7: Communication activities GANTT

3. Conclusions

To sum up, the Communication Plan of the AutoMate project has the objective of reaching two main targets, i.e. the experts in the field of autonomous vehicles as well as the general public.

Within the inner circle of **experts**, a distinction must be drawn between:

o **Industrial and economic operators,** for whom AutoMate communication will aim to create awareness on the technological breakthrough solutions of the TeamMate car (i.e. enablers and demonstrators), as well as widespread the existence of an Innovation Ecosystem, which aims to improve the competitiveness of the European economy in the field of autonomous vehicle.

o **R&D and scientific community**, for whom AutoMate communication will aim to promote the application of the TeamMate car concepts of human-like autonomous vehicles.

Concerning a larger portion of stakeholders, who have an impact on the uptake of the TeamMate car technology (i.e. end users), the communication objective is to create good expectations on cars equipped with trusted and well-accepted automation technologies.

The main claims and messages on which the communication strategy will be focused are:

- *"***THE AUTOMATE CAR IS REAL, NOT SCIENCE FICTION***" (TARG.3),* by making public and accessible several information on TeamMate driving performance.

- "**THE AUTOMATE CAR IS MADE OF ENABLERS** ", which are components developed within the project that constitute the automated car, either SW and HW, and the added value of TeamMate (i.e. Driver and situation models, HMI, in-vehicle sensors).

- *"***AUTOMATE IS YOUR DRIVING TEAMMATE. IT LEARNS FROM YOU***":* Communication should increase the attention of the scientific community on "human-like" automation systems.

- **"AUTOMATE IS AN INNOVATIVE ECOSYSTEM":** Promote the establishment of a dialogue between experts, R&D leaders, influencers and industry leaders with end-users to stimulate

public opinion and increase knowledge about AutoMate research topics.

To spread the messages, formal and more informal communication channels will be implemented, i.e.

- o Dissemination of project main activities and results on project website
- o Fairs and trade shows
- o Scientific publications and conferences
- o University courses
- o Social media (Facebook, Twitter, LinkedIn, YouTube)
- o Workshops
- o Innovation Ecosystem Platform
- o Promotional events
- o Final event