Deliverable 7.4 Initial Dissemination & Communication Plan& Report

Project Number:	690705
Classification **Deliverable No.:**	Confidential D7.4
Work Package(s): **Milestone:** **Document Version:** **Issue Date:** **Document Timescale:** Start of the Document: Final version due:	WP7 M3 Vs.1.2 31.08.2017 Project Start Date: September 1, 2016 Month 10 Month 12
Deliverable Overview:	**Main document:** D7.4 Initial Dissemination & Communication Plan&Report **No Annex**
Compiled by:	Stefania Vacca, REL
Authors:	Roberto Montanari, REL Stefania Vacca, REL
Technical Approval:	Fabio Tango, CRF
Issue Authorisation:	Andreas Lüdtke, OFF

DISTRIBUTION LIST		
Copy type[1]	Company and Location	Recipient
E	AutoMate Consortium	all AutoMate Partners

[1] Copy types: E=Email, C=Controlled copy (paper), D=electronic copy on Disk or other medium, T=Team site (Sharepoint)

RECORD OF REVISION		
Date	Status Description	Author
30.08.2017	Peer review	Elisa Landini

Table of Contents

List of figures

List of Tables

Executive summary

The objective of this document is to summarize the communication and dissemination activities performed in the in the first year of the AutoMate project.

The communication activities are to be considered crucial for this type of project. In fact, it is possible to outline a macro-objective that guides the actions of the communication and dissemination process, that is to increase the awareness about the purposes and the possible improvements deriving from the actions taken in the project's framework.

Within the macro-objective, depending from the type of audience and expected effort, a set of goals has been defined. The activities performed to communicate the project's results are designed to achieve these goals.

Finally, it is important to highlight that the communication activities are expected to grow during the project, in parallel with the advancement of the actions and the finalizing of the activities in other WPs.

The results presented in this document shown that significant improvement have been done reaching a successful level of dissemination and communication of the major channels activated, in accordance with technical annex.

This is an intermediate deliverable, as the results of the here described activities will be further updated in D7.5 and D7.7, expected respectively on month 24 and 36. Of course, as in the incoming years of the project the major results will become concrete, the tasks here presented will take an ever-greater role from now to the end of the project. A further assessment of the communication and dissemination results will be addressed in those future documents.

Introduction

The present deliverable aims to summarize AutoMate communication and dissemination activities realized until month 12 (August 2017).
From the 1st of September 2016 AutoMate has planned and executed several communication and dissemination actions in order to share, spread and discuss both with expert and non-expert public the project challenges, objectives and results reached.
This paper is divided into nine sections that define the parameters and the efforts of our work.

The first chapter described the planned activities, showing with a table the objectives, the target to reach and the channels used in order to improve the communication and dissemination strategy.

The second chapter aims to show the improvement of the AutoMate website, with detailed description of new design and development, and explicative images for each part of the website.

The third chapter is dedicated to social networks and social media strategy for AutoMate, in particular on Twitter, Facebook and LinkedIn; there will be screenshots and reports related to every social profile.

The fourth chapter will describe scientific dissemination by illustrating purposes of the Workshop in Oldenburg, at which AutoMate will participate (§ 3.1), and then papers and University courses realized on the basis of the project (§ 3.2).

The fifth chapter is indicated to the events in which AutoMate have been involved:

- 1st European Congress on Connected and Automated driving (§ 4.1);
- IEEE: Intelligent Vehicles Symposium (IV'17) (§ 4.2);
- 12th ITS European Congress (§ 4.3).

The sixth section regards AutoMate's participation in the *H2020 ITS and connected vehicle Project Cooperation,* where AutoMate is leading the Human Machine Interaction working group and actively participates to the teleconferences.

Moreover, the seventh chapter described the production of videos during Consortium meetings and other types of videos that explain and describe the three AutoMate scenarios.

In the eighth section the communication and dissemination activities, divided in channels, will be compared with the metrics defined in Deliverable 7.3.

Finally, the last chapter delineates the conclusions in the light of explained data and defines the next steps of the project.

1 Planned activities in the dissemination & communication plan

In order to reach a large public, a set of communication and dissemination activities has been planned. The actions have been customized in relation to the expected audience and the objectives to be reached. All the activities described in this document have been realized according to the Communication Plan explained in Deliverable 7.3.

The communication strategy, introduced in advance in the Communication Plan, has been outlined in detail during the first months of the project.

Objective	Target	Channels	Medium
1. Create good expectations	Early adopters, future users, press and media	Social media and website	Website
			Facebook
			Twitter
			LinkedIn
2. Create awareness of AutoMate technological solutions	OEMs, Tier1 and Tier2, ICT SMEs	Fairs, conferences, workshops with OEMs	Conferences (e.g. ITS, IEEE IV)
			Workshop with external partners (e.g. in AutoUI conference, planned for month 13)
3. Promote TeamMate within the scientific community	R&D community, students at universities, policy and decision	Courses, scientific dissemination, participation to international panels on	Conferences
			Scientific journals

Objective	Target	Channels	Medium
	makers	autonomous vehicles	Lessons at universities
			Cooperation with other EU funded projects
4. Create an innovation ecosystem on autonomous vehicles	OEMs, Tier1 and Tier2, R&D community, policy and decision makers	Fairs, conferences, workshops with OEMs	Workshop with external partners
			Conferences

Table 1 Selection of the communication channel according to the communication objective

The activities, summarized in Table 1, will be described in detail in the next paragraphs. Moreover, the current results, both in terms of content quality and number of people will be specified.

2 Website

The project website has been put on line in November 2016 in line with the expected deadline. Moreover, it has been improved with the aim to better communicate the project scope and goals.

An improved design has increase the graphic quality of the HP to better reflect the meaning and effectives AutoMate concept, with two different slides that represent the idea of revolution in automation and the TeamMate approach, which is at the foundation of the project, meaning the strict collaboration between the system and the driver, *where the automation is understood and designed as the driver's companion or TeamMate.*

Figure 1:Website home page - Slide 1

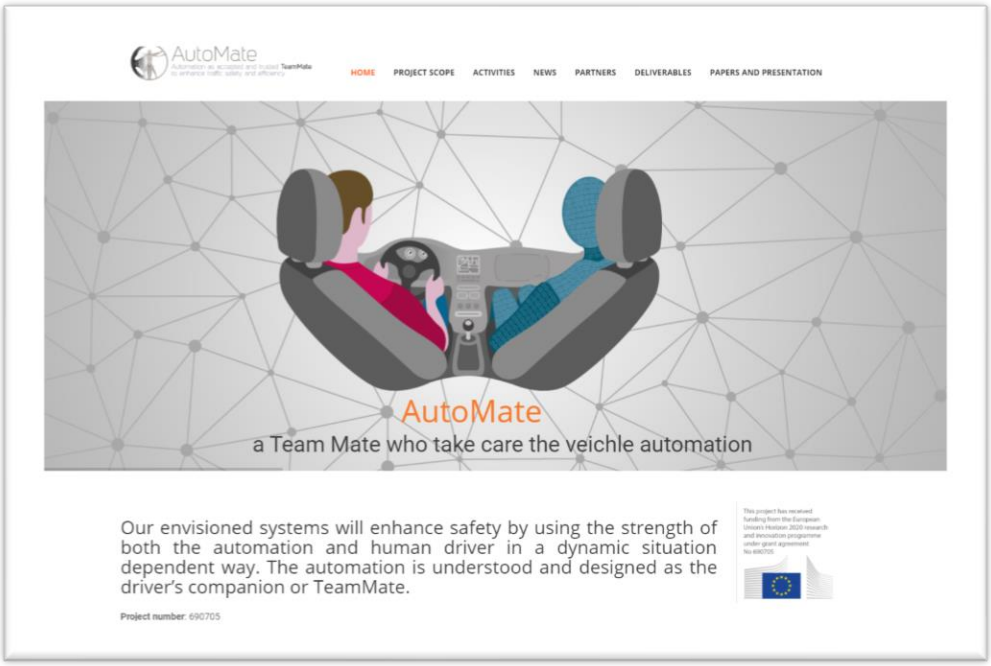

Figure 2: Website home page - Slide 2

Another slide compares in the homepage, which represent the AutoMate newsletter, NewsMate, with the direct link for the subscription.

Figure 3: Website home page - Newsletter

The description of the project, which is contained in the project scope, has been revised in a more user like way, with description that better explain the project to the public.

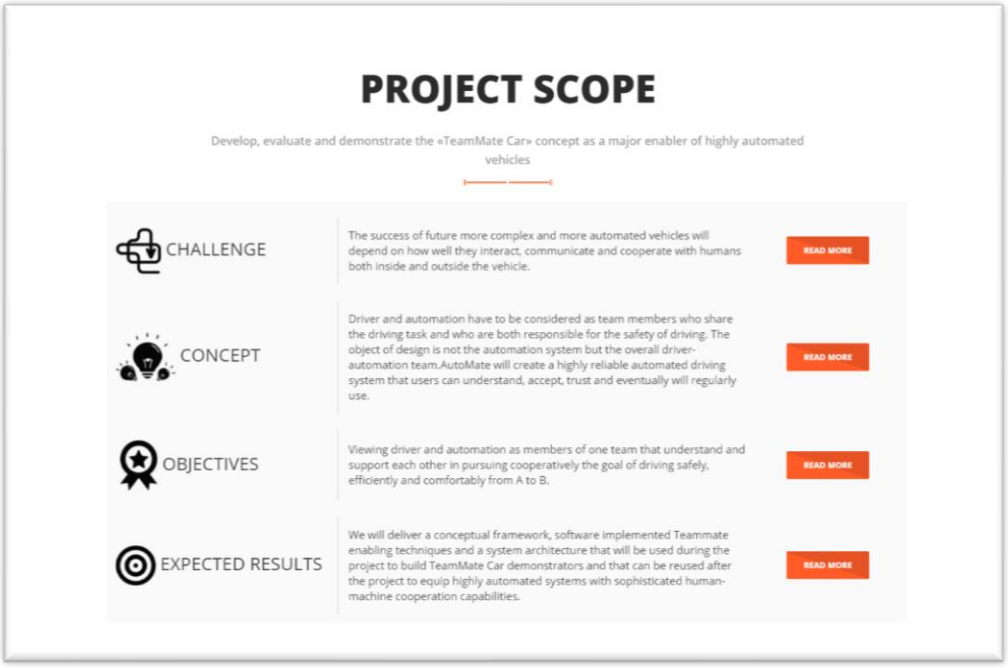

Figure 4 Website - Project scope

Furthermore, the part related to the activities, which contains the description of demonstrators and enablers, is now more coherent and follow the logical consecution of demonstrator and enablers.

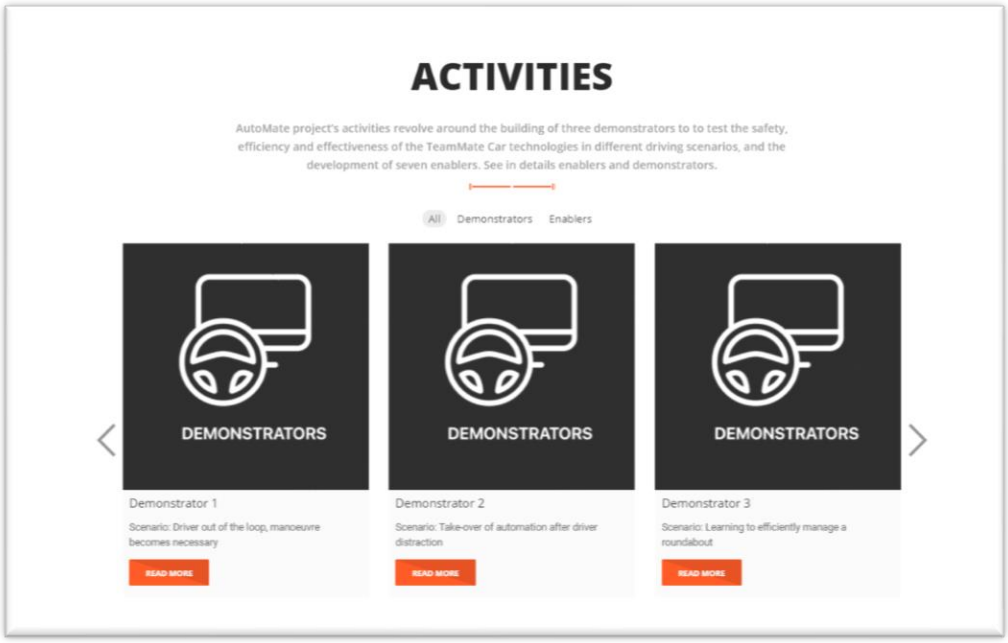

Figure 5: Website – Demonstrators

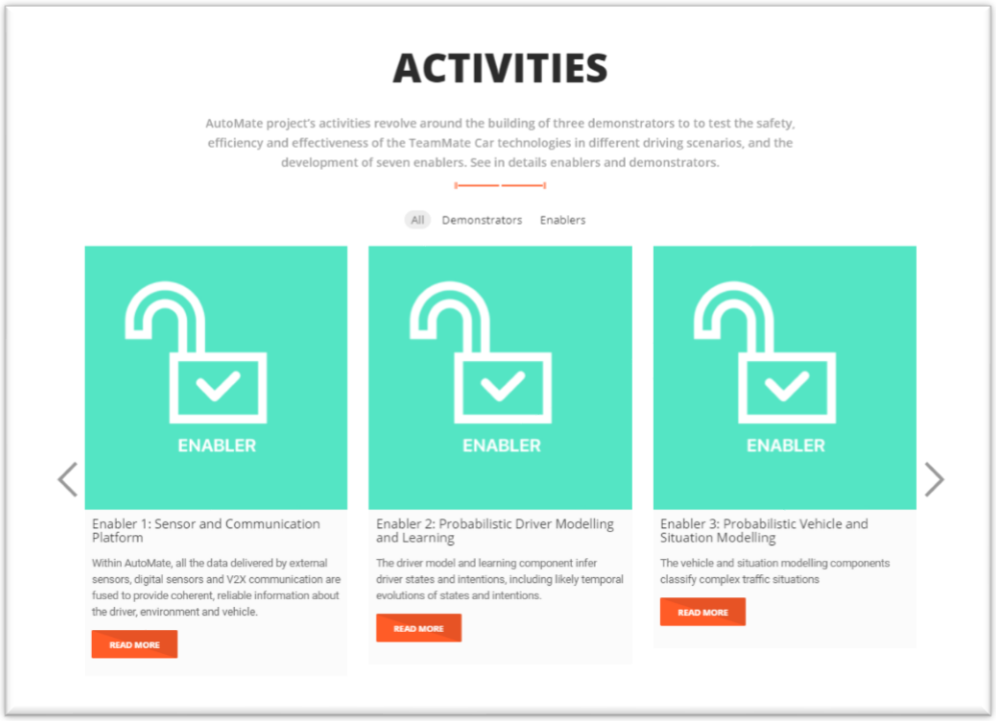

Figure 6: Website – Enablers

The section dedicated to partners has be renewed inserting, in addition to the web site pages of each member of the Consortium, a description of the partners' role in the AutoMate project, accessible by direct link.

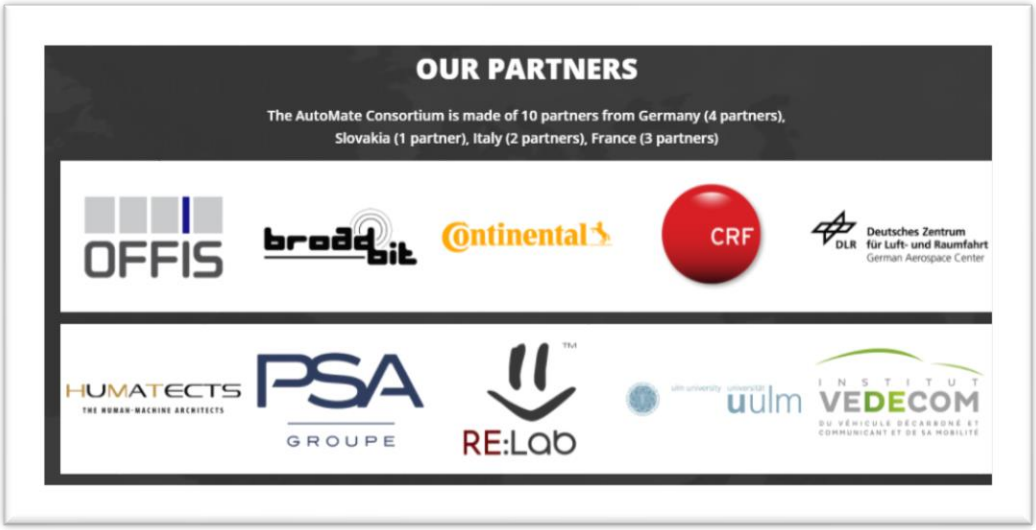

Figure 7: Website - Partners

In the following an example of partners' description reported in the website.

Figure 8: Website - Partners description example

Moreover, the section regarding the deliverables has been activated, as can be seen from the screenshot reported below.

Figure 9: Website - Deliverables

2.1 Website results achieved

The performance and the trends of AutoMate website have been monitored with Google analytics, to assess communication capabilities effectiveness of the overall site.

In the following are reported the data reached on July 2017, which showed that a great number of sessions (210) has been collected, with 681 pages visualized and 110 different users.

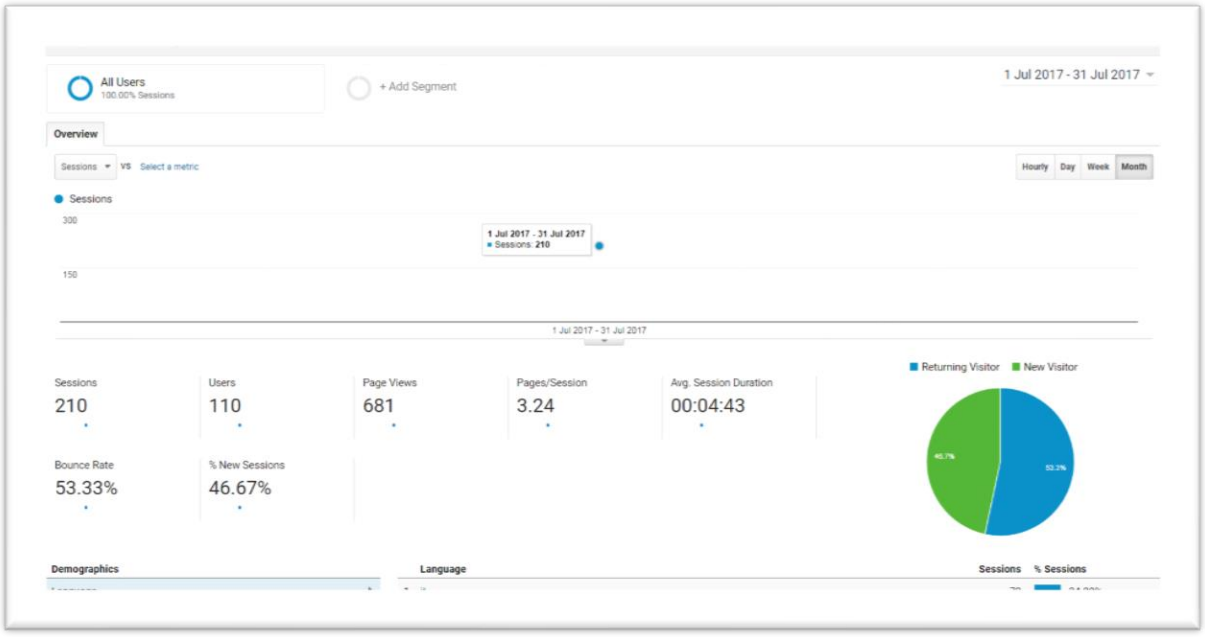

Figure 10: Google analytics – July 2017

Furthermore, in comparison with the past, where there was less content because of the initial phase of the project, the current improvements in visiting and attention is becoming relevant, in coincidence with the results the project is reaching.

According to the here described trend, we estimate that visits and attention will even more grow up in the future, reaching the target planned.

Of course, this trend has been facilitated because of a more effective usability and understandability of the site reached in the latest improvements. Moreover, a key role is played by: (i) the visualizations of the content that will be increased in the incoming months; (ii) the intensification, done in the last months and in course, of the social media campaigns, which has reached relevant results (see paragraph); (iii) and the growing participation of the project in conferences and congresses.

3 Social networks

AutoMate project has given particular attention to the activity on social networks, as they permit to come in touch with a huge number of people, in order to communicate the status of the project, the news and the objectives for the future.

The social networks make us capable to share important information in the sector of automated and autonomous vehicles and, at the same time, to make these contents clearer and easier.

For these reasons, a valid social media strategy is fundamental to reach our communication scope: to spread the innovative concept of TeamMate car among a non-expert public and let the people entrust in automation. The "social approach" could enlighten even the more difficult aspects of this technology through a greater familiarity with automation issues. By this way, the relation between AutoMate project and the big contemporary change regarding automated drive will be evident.

Twitter, Facebook and LinkedIn have been widely used channels for the communication activities, considering their big sharing potentiality and their strong impact on hypothetical users' ideas or tendencies. On Twitter and Facebook, from May 2017, 26 posts on Facebook and 126 twitter and retweets on Twitter have been shared. AutoMate social pages are focused on the activities of the project, showing in particular the events where AutoMate has been or will be presented, with the aim to inform the public about the conferences and invite them to participate.

Furthermore, the social channels are utilised in the project in order to share some news from international press and releases from research centres

about autonomous and automated vehicles. This activity, realized on Facebook and Twitter platforms, intends to increase people's acceptance on autonomous and automated vehicles, because drivers and the overall society should understand the high value of this automation revolution. It will involve different sectors, such as safety, environment, accessibility etc.: automation could deeply enhance human quality of life in many ways.

Figure 11: AutoMate on Twitter

Figure 12: AutoMate on Facebook

In the following, it is provided a table where is explained the results achieved on Twitter and Facebook with the sharing of posts, articles and news. A sensible increasing of followers on Twitter has been obtained in the last period. The number reached in the specific area represent a successful and promising point for the AutoMate social media strategy.

Table 2: Facebook and Twitter results

Channel	Followers	Posts realized	Likes on posts	Page link
Facebook	149	26	64	https://www.facebook.com/automateEUproject/
Twitter	115	126 (with retweets)	30	https://twitter.com/AutomateEu

The LinkedIn group has at the moment 19 participants. In this group will be shared conversations, where group participants' may intervene and will be directly involved in the debate activated. The purpose among the Group is to share various topics related to automation. So, every participant may intervene and is directly involved in the activated debate.

4 Scientific dissemination

Scientific dissemination is addressed to inform the scientific community about the results of the project, establishing a dialogue on the most relevant topics of AutoMate, with the aim to include researchers, scientific authorities etc. on the TeamMate approach debate.
Furthermore, AutoMate has been and will be the subject of academic courses, in which the project goals, approach and ideas will be transmitted to students at universities.

4.1 Workshop in Oldenburg on 24th September 2017 at the AutomotiveUI Conference

On September 24th AutoMate will be present at the 9th International Conference on Automotive User Interfaces and Interactive Vehicular Applications (AutomotiveUI'17), which will take place in Oldenburg. AutoMate will be presented during the workshop entitled "*Human Machine Interaction in Autonomous Vehicles: the perspective of the two current HORIZON 2020 projects ADAS&ME and AutoMate*", with the European project ADAS&ME (http://www.adasandme.com/).

The workshop will promote and discuss the approach used in the HMI design for autonomous vehicles realized from the European projects ADAS&ME and AutoMate. ADAS&ME is dedicated to the creation of new driver state adaptive ADAS that incorporate driver/rider state, the situational and environmental context, as well as the adaptive interaction to automatically transfer control. AutoMate will enhance safety by using the strength of both the automation and driver in a dynamic situation dependent way. In the workshop, the main challenges emerged in the projects will be discussed with the audience, to obtain feedbacks and enhancements, and to highlight themes and strategies not yet emerged.

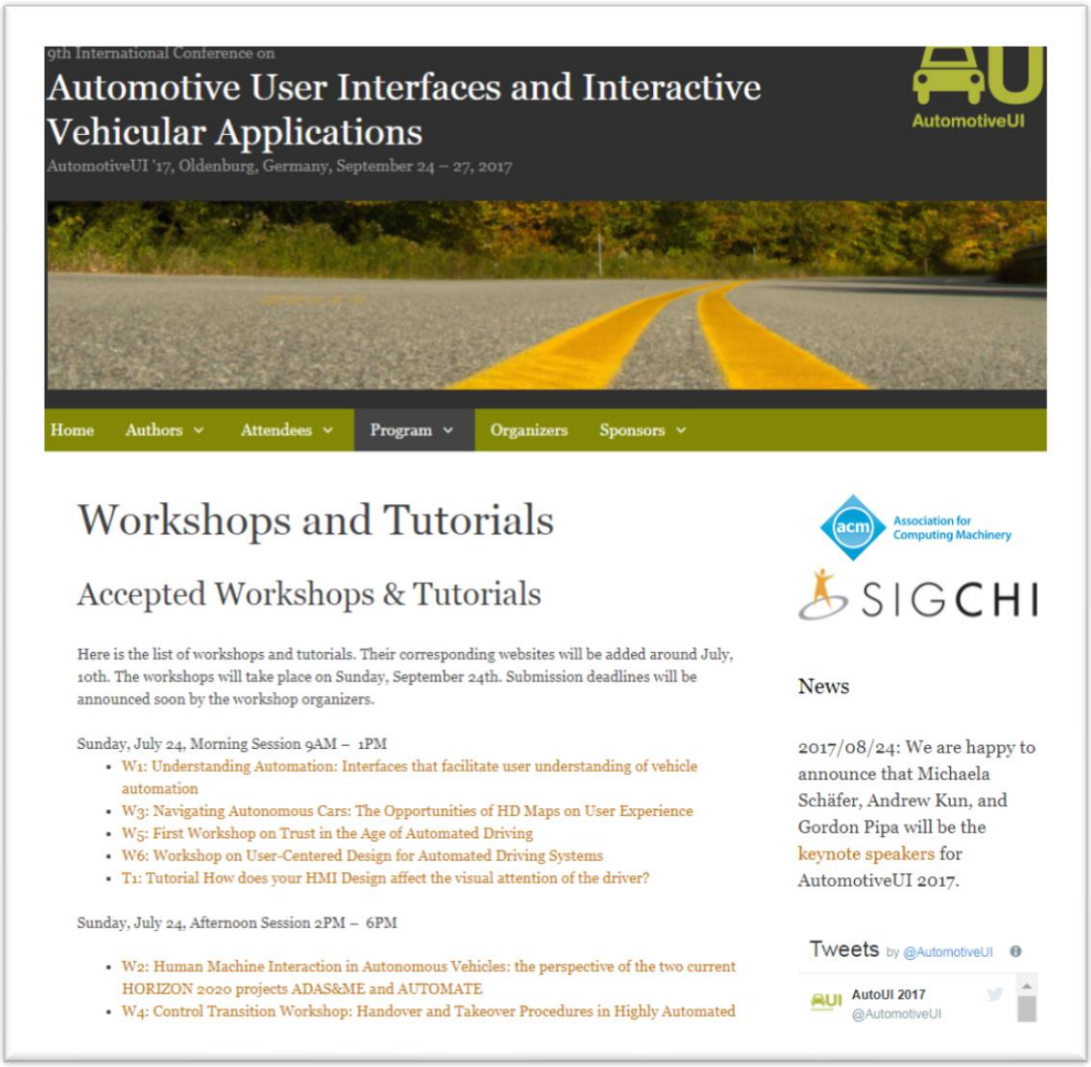

Figure 13: AutomoitveUI'17 workshop website

Currently, the workshop has already achieved the number of participants established in the workshop proposal, and there are 27 persons in the waiting list. For this reason, the workshop's organizers proposed to enlarge the number of participants.

4.2 Papers and University courses realized

For scientific dissemination, AutoMate has produced different activities from the beginning of the project.

Firstly, on regards of scientific papers, two important articles have been published:

1. Käthner, David (from DLR) and Bühring, Julia and Ihme, Kla. Using *GOMS and the Thinking Aloud Technique to infer driver states*. March 2017, Dresden.
2. Feuerstack, Sebastian (from OFFIS) and Wortelen, Bertram. *A model-driven tool for getting insights into car drivers' monitoring behavior.* Intelligent Vehicles Symposium (IV), 2017 IEEE, Los Angeles.
3. B. Wortelen and S. Feuerstack, "Comparing the Input Validity of Model-based Visual Attention Predictions based on presenting Exemplary Situations either as Videos or Static Images," in ICCM – 15th International Conference on Cognitive Modelling, 2017.
4. S. Feuerstack and B. Wortelen, "How does your HMI Design affect the visual attention of the driver?," in Proceedings of the 9th International Conference on Automotive User Interfaces and Interactive Vehicular Applications, 2017.
5. S. Feuerstack and B. Wortelen, "A Tool-based Process for Generating Attention Distribution Predictions," in Proceedings of the 19th European Conference on Eye Movements (also will appear in the Journal of Eye Movement Research, ISSN: 1995-8692), 2017.
6. S. Feuerstack and B. Wortelen, "The Human Efficiency Evaluator – A tool to predict and analyse monitoring behaviour; Kognitive Systeme," Kognitive Systeme, vol. ISSN 2197-0343, iss. 1-2017, 2017.

Furthermore, during the IEEE Intelligent Vehicles Symposium (IV'17) in Redondo Beach on June 2017, Roberto Montanari has participated at the workshop on Cognitively inspired intelligent vehicles, where he made a presentation about the AutoMate project.

Figure 14:Intelligent Vehicles Symposium (IV'17) – Roberto Montanari presents the AutoMate project during workshop 1.

In relation of University courses, the concepts and intermediate results of AutoMate have been integrated in the lecture "*Cognitive Engineering*" at the University of Oldenburg. This concerns prominently the topic of driver modelling. OFFIS contributes to academic lectures and courses of the University of Oldenburg on a regular basis. The project results of AutoMate will become part of the Master course "*Embedded System Design*" which is currently under preparation and which is supported by OFFIS at the University of Oldenburg.

5 Events

AutoMate project has been presented in different International and European Conferences and Congresses, where the results reached and the overall project concept have been shared and explained to the audience present. In the following paragraphs the several events will be described, outlining the role of the project in them.

5.1 1° European Congress on Connected and Automated driving

The event took place from 3rd to 4th April 2017 at the European Commission, Charlemagne Building in Brussels.
This high-level conference was called "Connected and Automated Driving – Together, shaping the future".
Major road transport stakeholders – automotive and telecom industry, users, road operators, public transport operators, regulators, research centers, universities and representatives of both EC and EU Member States – were invited to attend.
The event has been a unique opportunity for all participants to network and to discuss on how to boost the development and deployment of connected and automated driving technologies from a fourfold perspective: transport policy issues; technological challenges; legal and regulatory frame, and digital transformation.

The conference focused on the significant progress made in developing automated road transport technologies, such as advanced vehicle control, vehicle localization systems, data processing, Artificial Intelligence or User Interfaces, fostered by Horizon 2020, the EU research and innovation program.

The AutoMate has been presented during the Conference, where Roberto Montanari, the dissemination manager, and Andreas Lüdtke, the project coordinator, were present at the AutoMate booth.

Figure 15: AutoMate booth at European Conference on Connected and Automated driving

Figure 16: AutoMate booth at European Conference on Connected and Automated driving

5.2 IEEE: Intelligent Vehicles Symposium (IV'17)

This event took place in Redondo Beach, California, from 11 to 14 of June 2017 at the Crown Plaza Hotel.

The Intelligent Vehicles Symposium is a premier forum sponsored by the IEEE Intelligent Transportation Systems Society (ITSS). Researchers, engineers, practitioners, and students, from industry, universities and government agencies were invited to present their latest work and to discuss research and applications for Intelligent Vehicles and Vehicle-Infrastructure Cooperation. Technical sessions, workshops, poster sessions, exhibition, and technical visits were organized.

Among the IEEE 2017, as already mentioned, AutoMate has also participated to the Workshop on Cognitively Inspired Intelligent Vehicles (W1).

The Workshop showed research on intelligent vehicles, that is currently focused on the development of autonomous systems. At the same time, there are other fields interested in autonomous systems that have been in existence for longer. One clear example is research on (cognitive) robotics and artificial cognitive systems.

The purpose of this workshop was to give a forum to researchers who either apply cognitive approaches to intelligent vehicles, or have made major contributions to robotics in this manner.

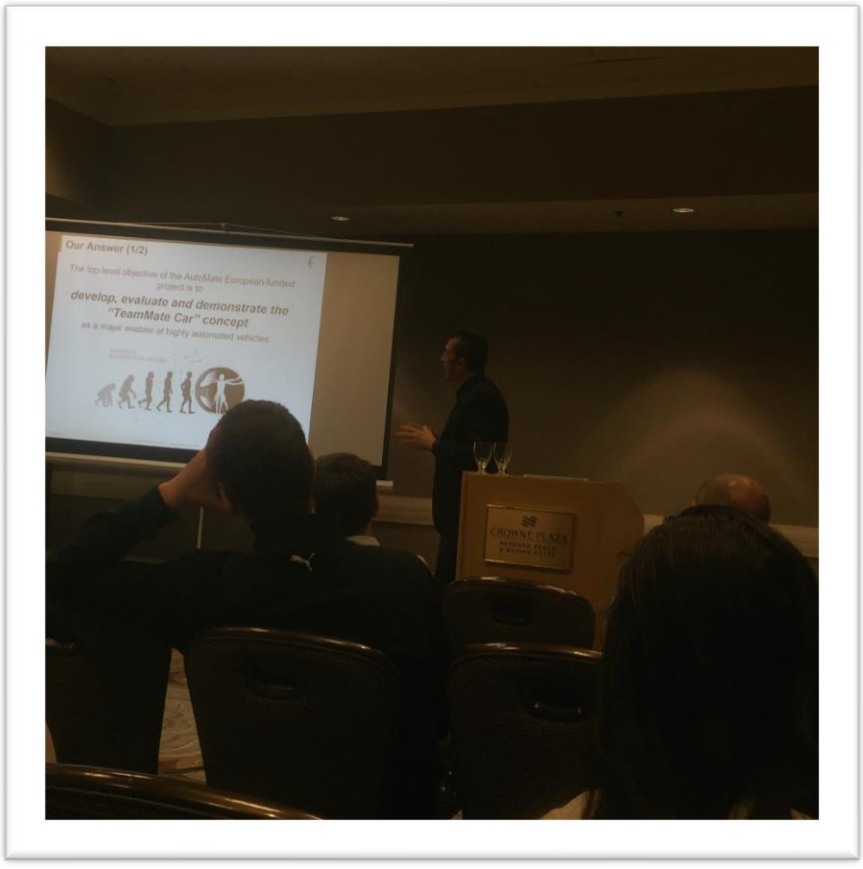

Figure 17: Intelligent Vehicles Symposium (IV'17) – Roberto Montanari presents the AutoMate project during workshop 1.

During the same Conference, Sebastian Feuerstack from OFFIS presented the paper *"A model-driven tool for getting insights into car drivers' monitoring behavior"*

Figure 18: Intelligent Vehicles Symposium (IV'17) – Sebastian Feuerstack presents the paper "*A model-driven tool for getting insights into car drivers' monitoring behavior*".

5.3 12th ITS European Congress

The Congress was in Strasbourg, from 19th to 22th June 2017, organized by ERTICO ITS Europe.

The Congress provides the ideal opportunity for all stakeholders to come together, discuss and make the necessary contacts to move initiatives

forward and to develop their business by exhibiting and demonstrating state of the art ITS solutions. The Congress also showcases the latest ITS achievements from the city and region hosting the Congress, and can help increase awareness of ITS in the Host region itself.

AutoMate has been presented at the European Commission booth during the Panel session on AutoMated driving with the European projects ADAS&ME and VI-DAS.

Figure 19: Panel session on automated driving at ITS European Congress

Figure 20: Panel session on automated driving at ITS European Congress

6 Participation in H2020 ITS and connected vehicle Project Cooperation

AutoMate is participating in the *H2020 ITS and connected vehicle Project Cooperation*, particularly on the Human Machine Interaction (HMI) Working group. Indeed, AutoMate is leading the team that composed this group.

During the Teleconferences of the HMI group, Roberto Montanari from REL coordinated the debate between the participants of other European projects on the sector. The most important topics discussed during the teleconferences are related to the definition and development of the HMI glossary common for all projects and the realization of workshops on HMI during International and European Conferences. The workshop with ADAS&ME during the AutomotiveUI'17 described in the scientific dissemination chapter has been organized and will be realized due to the cooperation and the connections created in these teleconferences.

Another important element that will be the object of future conference calls is the definition of the Guidelines for EPoS EU (Statement of Principles for Human-Machine Interaction). Indeed, a webinar about this argument will take place after September 2017.

7 Videos

Videos are an efficient instrument to explain the status of the project, the concept and the main relevant elements that characterized AutoMate. They are extremely useful because permits to reach a wide audience and to communicate the project ideas.

Currently, several videos have been realized since the start of the project:

1. Three videos described the AutoMate scenarios, meaning Martha, Peter and Eva; these videos intend to communicate the situation represented in each scenario.

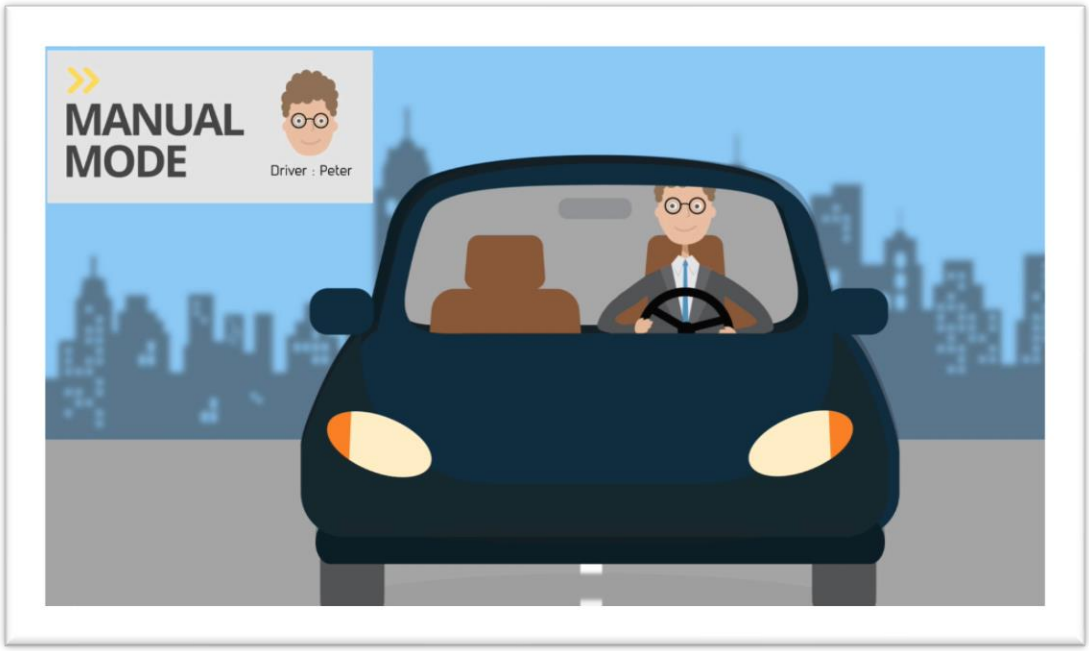

Figure 21: Picture from Peter's video

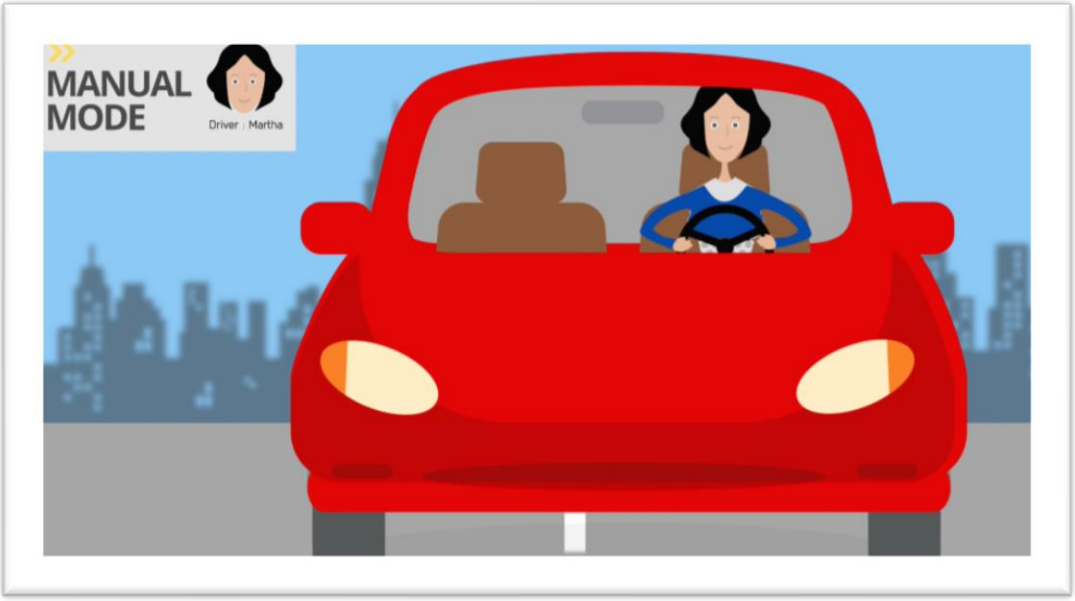

Figure 22: Picture from Martha's video

Figure 23: Picture from Eva's video

2. Two videos produced during the AutoMate meetings, one at the HMI workshop in Reggio Emilia on December 2016, and the other at the Plenary Meeting in Reggio Emilia, which took place from the 26th to

28th of July 2017. The second video is going to be revised and will be ready soon.

The aim of these videos is to share the Consortium experience and our collaboration during the meetings, explaining also the approach and the methodology followed.

Figure 24: Image from the video of the workshop in Reggio Emilia

8 Evaluating the communication & dissemination activities

In the Deliverable 7.3, entitled Communication Plan, has been defined the different metrics for dissemination and communication success criteria for the channels. In the present deliverable are reported the first results currently reached.

Table 3:Channels, metrics and results achieved

Channels	Tools	Metrics defined in Deliverable 7.3	Results reached
Project website	Project website and newsletter	• Website analytics[2]: • # visitors > 300/month • # newsletter subscribers > 1,000 • # newsletters > 6 (every 6 months)	• Website analytics: on July it was registered 210 sessions, 110 different users and 681 page views. • Newsletter subscribers: 83 subscribers • The first newsletter will be realized on September 2017. We plan to introduce two extra numbers when the project will be in an advanced phase and more information could be shared. Furthermore, we estimate to increase the number of subscribers after the first release and thanks to the improvement in the

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

Channels	Tools	Metrics defined in Deliverable 7.3	Results reached
			website page, where it is possible to subscribe the newsletter.
Fairs and trade shows	Videos, leaflets, Demos and presentations	• # 100 interacting visitors • # of mentions in press and websites > 3 • **# 1000 flyers (or booklets)** during the whole project life time.	400 flyers have been already distributed during the events where AutoMate had been present.
Scientific publications and conferences	Open access papers Poster sessions	• # presentations, papers > 15 • # participants > 1,000	• 6 papers published; • 1 paper accepted; • 150 participants to the events.
University courses	Specific lectures	• # 3 modules for master students and thesis projects.	• 1 modules at Oldenburg University.

Channels	Tools	Metrics defined in Deliverable 7.3	Results reached

Social media	Facebook
	Linkedin
	Twitter
	Youtube
		• **#total posts (on 3 platforms) = 90**
		• **# conversations /Facebook Live > 3**
		• **# Followers:** 50 followers on AutoMate interest Group on Linkedin, Number of followers through all channels.
		• **Post-Engagement counting[3]:**
		  ○ Clicks
		  ○ Likes
		  ○ Shares
		  ○ Comments
		  ○ Mentions
			• Post on Facebook: 26;
			• Followers on Facebook: 149;
			• Facebook lives: will be realized from September 2017;
			• Post on Twitter 126 (with retweets);
			• Followers on Twitter: 115;
			• Likes received on Twitter: 30

Workshops	Face-to-face meeting	• **#3 workshop with key industrial players** • **#2 workshop with other EU funded**	• 1 workshop will be realized during the AutommotiveUI'17 Conference with the European project ADAS&ME; we expect to have 20 attendees at the workshop; • AutoMate has been

[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	Tools	Metrics defined in Deliverable 7.3	Results reached
		projects • **#1-2 workshop at conferences** • **# >500 attendees** ○ During our three worksh ops, we expect to collect 500 particip ants in total.	presented during the workshop on Cognitively inspired intelligent vehicles at the IEEE Intelligent Vehicles Symposium (IV'17) where 50 attendees where present.
AutoMate interest group	Face to face meeting	• # meetings > 1 • # group members > 50	AutoMate interest group meeting will be realized after month 18 (February 2018).
Innovation Ecosystem Platform		See Website metrics	The Innovation Ecosystem Platform will be realized after September 2017.
Promotiona l events		• # videos = 10 • #3 articles/press releases	During the ITS European Congress the scenarios' videos have been showed to the audience present at the European Commission booth.
Final event	Video, leaflets, posters and roll-ups (in addition to the real	• # of potential customers participating in the event > 50	The final event will be organized starting from month 18 (February 2018).

Channels	Tools	Metrics defined in Deliverable 7.3	Results reached
	pilot)		

In the following it is reported the table with the activities established in deliverable 7.3 and are indicated the activities realized until now.

Table 4: Activities carried out

Channels	Activities planned in deliverable 7.3	Activities performed at month 12
Project website	• 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 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.	• The first newsletter will be realized on September 2017. We plan to introduce two extra numbers when the project will be in an advanced phase and more information could be shared. Furthermore, we estimate to increase the number of subscribers with the first release and thanks to the improvement in the website page, where it is possible to subscribe the newsletter; • We are constantly encouraging the Consortium in order to increase the number of subscribers; • The survey will be done at the end of 2017.

Channels	Activities planned in deliverable 7.3	Activities performed at month 12
Fairs and trade shows	• Partners (especially Demo owners) will perform demos and give presentations at industrial conferences and fairs. • Attending to fairs and trade shows with promotional material about Automate • Attending as speakers one session of TEDx (EU) • 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 general public with illustration of the project and contacts to website, email and newsletter.	• When the project will be in an advanced phase AutoMate's partners will perform demos during the events. AutoMate has been already presented at three events with promotial materials. • The TEDx session is planned during the last year. • Participation on CES 2017 has been considered too much expensive especially taking the current level of development results in that phase: project on January 2017 was at the beginning of its 5th month. Possibility will be reconsidered on January 2018 or 2019. • 400 flyers have already been distributed during the events.
Scientific publications and conferences	• 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.	• During the events and during the workshops the scientific partners dialogued with scientific experts and this activity will be improved during the project prosecution.

Channels	Activities planned in deliverable 7.3	Activities performed at month 12
	• The aim is to get valuable feed-back from scientific peers to influence the project research activities	
University courses	• All university-related partners should include a class/module dedicated to Automate for masters or Ph.D programs.	• 1 modules at Oldenburg University have been provided.
Social media	• 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.	• Post on Facebook: 26; • Followers on Facebook: 149; • Facebook lives: will be realized from September 2017; • Post on Twitter 126 (with retweets); • Followers on Twitter: 115; • Likes on Twitter: 30; • LinkedIn group: the discussions will start from September 2017.
Workshops	• One workshop every year visiting key players on	• 1 workshop will be done during the

Channels	Activities planned in deliverable 7.3	Activities performed at month 12
	autonomous driving to discuss and prepare commercialization 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 at conferences to disseminate the project (intermediate) results	AutommotiveUI'17 Conference with the European project ADAS&ME; we expect to have 20 attendees at the workshop; • AutoMate has been presented during the workshop on Cognitively inspired intelligent vehicles at the IEEE Intelligent Vehicles Symposium (IV'17) where 50 attendees where present.
AutoMate interest group	• Organize specific meetings with EICOSE partners interested in automation design to exchange the project results, share their experiences and ideas.	• AutoMate interest group meeting will be realized after month 18 (February 2018).
Innovation Ecosystem Platform	• 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	• The Innovation Ecosystem Platform will be realized after September 2017.

Channels	Activities planned in deliverable 7.3	Activities performed at month 12
Promotional events	• 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: ○ A video for every workshop and event we will attend or organize. (At least 10 technology-related or event-related videos.) ○ Filming speeches at conferences. ○ Videos to highlight milestones and more technical aspects of the project. ○ Public videos will be uploaded on the AutoMate YouTube Channel and on the project website •	The Interviews will be done during and advanced status of the project. Currently have been realized 1 video of the workshop in Reggio Emilia and 1 video of the Plenary meeting in Reggio Emilia on July 2017. 3 videos regarding the AutoMate scenarios have been realized. More videos about meetings and technical aspects will be realized in the following months.

Channels	Activities planned in deliverable 7.3	Activities performed at month 12
Final event	• 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.	• All these activities are expected in the last phase of the project.

9 Conclusions and next steps

Currently, most of the expected results about communication and dissemination activities have been reached.

Considering that AutoMate project has started in September 2016 different relevant progresses can be noticed. The website has been visibly improved, the first newsletter will be launched soon, the social media strategy has permitted to achieve some important objectives on Facebook and Twitter and it will be a good start point for the future.

AutoMate LinkedIn Group will be launched as first as possible. At the moment, several important topics have been defined, such as the relation between automation and young people or the possible impact of autonomous vehicles in everyday life, and they will be published at the end of the year.

Beginning from this awareness, a long-term perspective has emerged: the need of communicating AutoMate project to a constantly larger number of people, that will be more well-informed.

Moreover, as regards scientific dissemination field, new research papers will be written and the project will be presented among several next coming international events.

As more we will define new purposes in AutoMate, as more we will orient our work in order to improve the present results. Our aim is to provide through both communication and dissemination a huger, faster and better spread of AutoMate activities.