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Executive summary

The scope of this document is to describe the dissemination and communication activities performed in the M12-M24 period. An intermediate report of the results achieved will be also presented, comparing them with the objectives defined in the D7.3 “Communication Plan”.

The overarching objective of the dissemination and communication activities is to increase the awareness of different categories of public about the activities carried out in the project.

In order to be consistent with the objectives and to ensure an effective dissemination of the results, a continuous reporting of the activities is needed; the intermediate evaluation will allow to refine the strategy and to plan the actions needed to maximize the impact.

Several dissemination activities have carried out in this project’s period, tailored around the type of public to be reached. Both general and scientific audience has been considered during the activities, and the contents, the medium and the tone of the communication have been adapted according to the target.

The document will also introduce the activities that will be performed in the next period in order to meet the success criteria defined in the Communication Plan.



1 Introduction

As stated in the Communication Plan (D7.3), within AutoMate the “Dissemination and Communication” activities aim at:

- Providing an account for the impact that is generated through partners’ collaboration facilitated by the public spending invested in AUTOMATE on:
 - Road safety,
 - Industrial competitiveness, o Break- through technological solutions,
 - Development costs,
 - Efficiency as well as traffic flow,
 - Innovation capacity and integration of new knowledge.
- Reaching 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).
- Reaching 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.

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

This deliverable provides an intermediate report of the activities.

The document is divided into 9 chapters.

1. **Chapter 1** introduces the contents provided in the following chapters;
2. In **Chapter 2** the Communication and Dissemination objectives are listed and describes
3. **Chapter 3** provides a report of the web communication activities (i.e. the website, the social networks and the newsletters)
4. **Chapter 4** describes the videos made and shared in the project’s framework



5. In **Chapter 5** the scientific dissemination (including publications in journals, conference presentations, university lectures and thesis) are described
6. In **Chapter 6** the participation at trade events, meeting audience made of potential customers (i.e. OEMs, Tier1 and Tier2) and popularized scientific events are reported
7. **Chapter 7** describes the liaising activities performed jointly with other EU funded projects (in particular with MG2.1 projects), realized with workshops and presentations, in order to share the experiences of the different projects
8. **Chapter 8** operates an intermediate evaluation of the metrics defined in the Communication Plan
9. In **Chapter 9** are reported the conclusions of the document.



2 Planned activities in the dissemination & communication plan

The objectives of the communication and dissemination in 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.

In order to meet these objectives, several channels have been used in a consistent strategy. The following chapters will describe, for each objectives the activities carried out until M24 (August 2018).

3 Web communication activities

The target of this group of activities is the general public, including the common enthusiastic users. The top-level objective of the web communication activities was to inform the public about the project's activities and to share pictures and news, and to handle the contacts and the interactions with the public.

Moreover, the public deliverables are published on the website.

3.1 Website

The project's website can be considered as the most immediate means to reach the audience. The website is continuously updated with news, description of the activities, pictures and the deliverables.

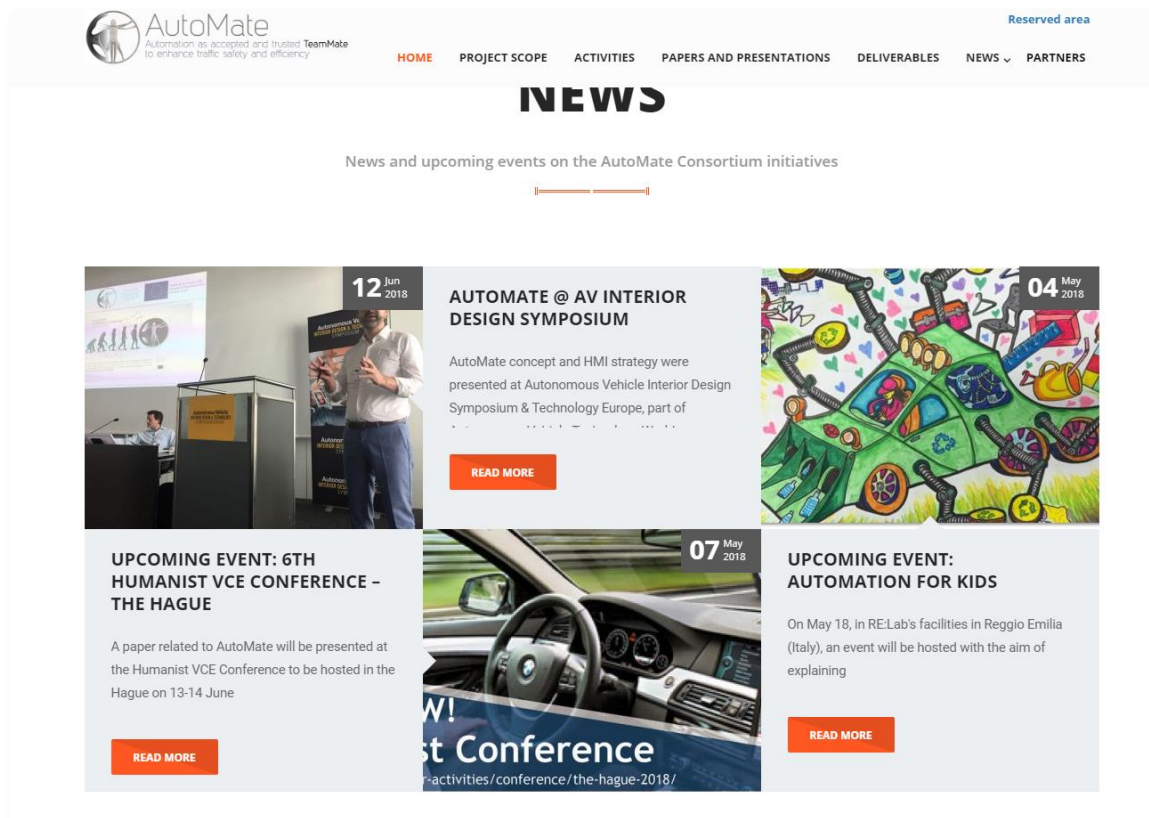


Figure 1: AutoMate website

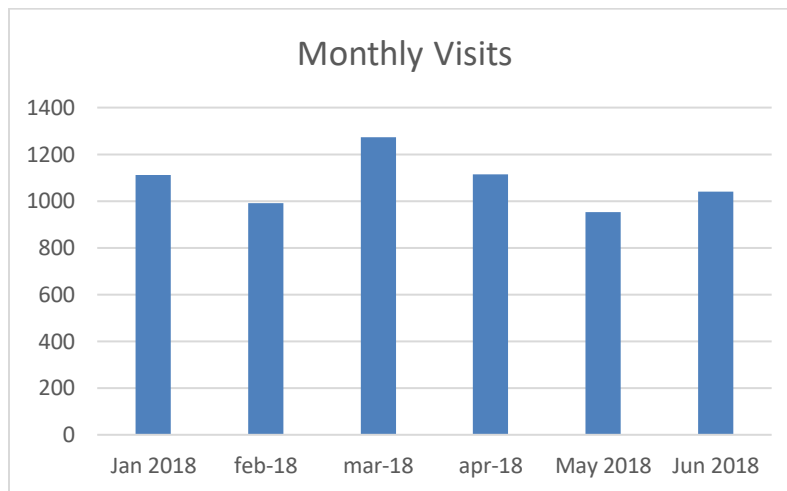


Figure 2: AutoMate website monthly visits (Jan-Jun 2018)

The statistics of the users that are actually visiting the website show, in the last 6 months, an average of more than 1000 users per month. A tendential increase of the number of single visitors can be noted in correspondence of the events in which AutoMate is presented to the public; in particular, due to the increasing number of participations at communication events in the second year of project, the number of visitors has increased significantly compared to the previous year.

3.2 Newsletter

The first issue of the newsletter has been replaced by the Project Press Launch, while the second issue, has been published in April 2018. A flexible template was created for this tool. The newsletter is made of 4 pages; in the first page the technological state of driving automation is described. In the other pages, the project's concept, the structure and the activities are detailed. Moreover, in the newsletter, the links to other communication contents is included. On this way, the newsletter can be considered as a complementary toll of the other dissemination materials.



Figure 3: AutoMate's Newsletter

3.3 Social networks

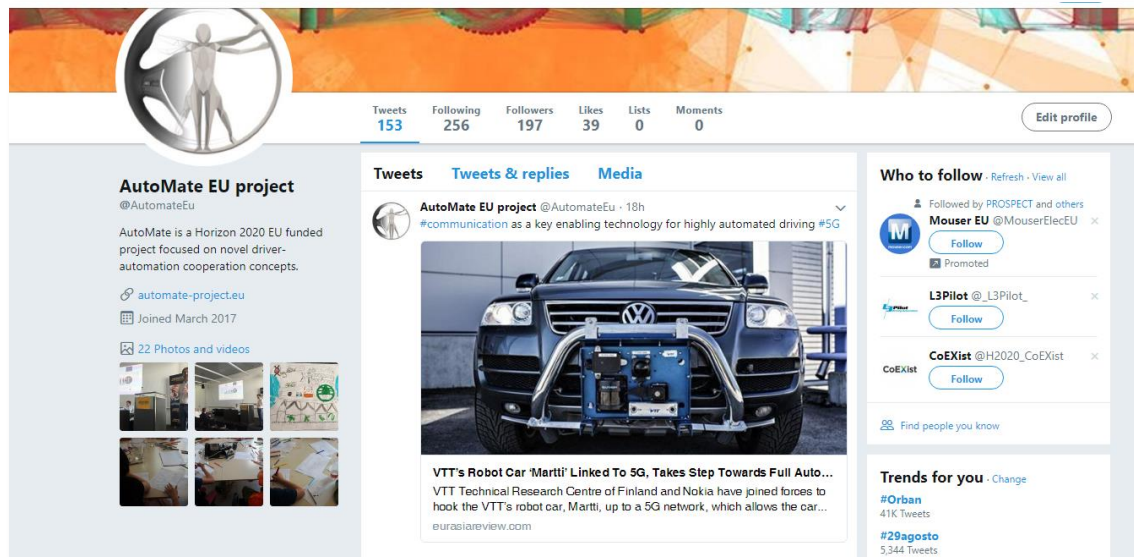


Figure 4: AutoMate Twitter page

Four social networks are currently used to communicate with then general public. Project's social networks pages are constantly updated with news from the projects and also with other news related to the autonomous driving domain. Some of the contents (i.e. the newsletter and multimedia contents such as videos) have been shared among the different mediums, in order to reach more users.

In the following table, the summary of the interactions is shown.

Table 1: Summary of interactions on social networks

Social Network	Users / visualizations
Facebook	167
Twitter	197
Youtube	74
LinkedIn	19
Total	457

According to the metrics defined in D7.3, the activities on LinkedIn and on Youtube should be empowered.

4 Videos

Besides the videos realized in the first year of project, other 3 videos have been realized, showed at conferences and events, and shared through the project website and the social networks.

Also the partners individually contributed to the diffusion of these contents, by sharing them through their channels and their own networks.



Figure 5: HMI workshop video screenshot

The first video describes the execution and the results of the HMI and use cases workshop. This video is useful to describe the first approach, and explain the rationale behind the first design choices.



Figure 6: PMT Video screenshot

The second video describes the PMT that took place in Reggio Emilia in July 2017; moreover, here the challenges and the approach are described by some of the protagonists.

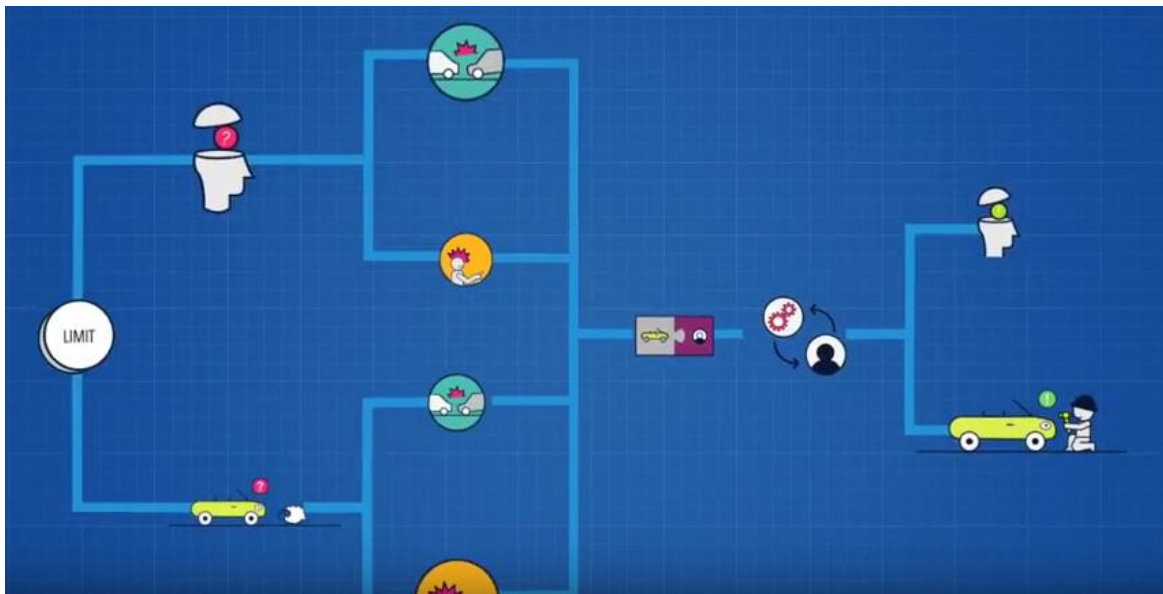


Figure 7: Automate concept video screenshot

The third video describes the concept; it is realized as an animated infographic, to explain also to not expert users how the automation and the humans can combine their strengths to overcome their limits.

5 Scientific Dissemination

The following chapter describes the scientific dissemination activities. As stated in the dissemination plan, in order to reach the objectives and maximize the impact, the scientific dissemination has a relevant role. This objective has been pursued with several activities that will be described in the next paragraphs.

The activities can be divided into two categories, each of them with different scopes: on one hand, AutoMate's concept and results have been presented as part of university lectures to ensure high quality didactics and updated research results; on the other hand, the same results have been published in journals and presented at conferences in order to disseminate the approach and the results.

Since the project is ongoing and the evaluation phase of the integrated components is about to be done, the publication list does not include yet the outcomes of these experiments, that will be published in the next year.

5.1 Thesis, training and other academic activities

An academic course has been realized in the AutoMate's framework at Oldenburg University. Moreover, thanks to the involvement in the project of ULM University and of other partners having relations with academia, AutoMate's concept, background and results have been used in other lectures and described in Master's Degrees thesis.

The most relevant factor related to this activity has been the possibility of sharing the knowledge gained in the project and to disseminate the results with students in Human Factors and HCI domain.

5.2 Publications

The following table describes the publications and the presentations related to AutoMate until M24.

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Table 2 - AutoMate's Publications until M24

Title	Authors	Affiliation	Conference/Journal	Type of publication
Is your request just this? New automation paradigm to reduce the requests of transition without increasing the effort of the driver	Andrea Castellano, Serena Fruttaldo, Elisa Landini, Roberto Montanari, Andreas Luedtke	RE:Lab, Offis	ITS World Congress '18	Conference paper
A driver-more approach to vehicle automation	Andrea Castellano, Serena Fruttaldo, Elisa Landini, Roberto Montanari, Andreas Luedtke	RE: Lab, Offis	Humanist Conference '18	Conference paper
Workshop on human Machine Interaction in autonomous vehicles	F. Tango, A. Luedtke, R. Montanari, M. Baumann, A. Anund, F. Diederichs, A. Castellano, S. Vacca	CRF, RE: Lab, Offis, Ulm	Automotive User Interface '17	Conference paper
Understanding Automation: Interfaces that facilitate user understanding of vehicle automation	Martin Baumann, Dietrich Manstetten, Susanne Boll	Ulm	Automotive User Interface '17	Conference paper
First Workshop on Trust in the Age of Automated Driving	P.Wintersberger A.Mirnig, S.Thakkar, Fei Yan, T.Gable, J.Kraus and R. McCall	Ulm	Automotive User Interface '17	Conference paper
Task distribution in highly automated driving: The car and the driver as a cooperative team partner in the driving task	Jurgen Pichen, Martin Baumann	Ulm	51st Congress of the German Psychological Society 2018 (DGPs)	Conference paper
Investigating the Influences of Time to Collision and Closing Speed on Driver Uncertainty in Lane Change Maneuvers	Fei Yan, Martin Baumann	Ulm	60th Conference of Experimental Psychologists 2018	Conference paper
Predicting Visual Attention is not an easy Task – even for Experts!	Sebastian Feuerstack, Bertram Wortelen	Offis	60h Conference of Experimental Psychologists	Conference paper

A Model-driven Tool for getting Insights into Car Drivers' Monitoring Behavior	Sebastian Feuerstack, Bertram Wortelen	Offis	IEEE Intelligent Vehicles Symposium (IV'17)	Conference paper
The Human Efficiency Evaluator – A tool to predict and analyse monitoring behaviour	Sebastian Feuerstack, Bertram Wortelen	Offis	Kognitive Systeme	Journal paper
A Tool-based Process for Generating Attention Distribution Predictions	Sebastian Feuerstack, Bertram Wortelen	Offis	Journal of Eye Movement Research	Journal paper
Tutorial: How does your HMI Design affect the visual attention of the driver?	Sebastian Feuerstack, Bertram Wortelen	Offis	9th International ACM Conference on Automotive User Interfaces and Interactive Vehicular Applications	Conference paper
Comparing the Input Validity of Model-based Visual Attention Predictions based on presenting Exemplary Situations either as Videos or Static Images	Sebastian Feuerstack, Bertram Wortelen	Offis	15th International Conference on Cognitive Modelling	Conference paper
DriveGOMS – Fahrermodellierung und formale Beschreibung von Fahrerverhalten	David Kathner, Klas Ihme, Uwe Drewitz	DLR	AAET - Automatisiertes und vernetztes Fahren	Presentation

6 Events

This section describes the events in which AutoMate has been presented to a selected audience, made of domain experts. Presentations, popularized events and workshops are included. Finally, the last section includes an overview of the events already planned, that will be accomplished in the next period.

6.1 ART Workshop



Figure 8: ART workshop

During the ART workshop, that took place in December 2017 in Bruxelles, AutoMate has been presented together with the other projects in transport domain. This meeting has been also used as a networking opportunity to share the project's challenges and use cases.

6.2 Automotive HMI & Connectivity

In February 2018, a presentation of AutoMate has been done at Automotive HMI & Connectivity conference in Berlin, an industrial-oriented event aimed at

showing the innovation in the automotive domain to a wide audience coming from the R&D and industrial world. In particular, the presentation was focused on the HMI and the innovative interaction paradigm developed in AutoMate.

6.3 CODECS workshop

In order to explore the market potential of AutoMate solutions, representatives from the consortium joined the CODECS C-ITS final workshop in Dublin in March 2018.

CODECS (www.codecs-project.eu) is a Coordination and Support Action aimed at improving the networking in the C-ITS domain, and in particular at acting towards the standardization and with a business-oriented attitude.

This project “acts as a nodal point pooling stakeholders involved in C-ITS deployment in the consecutive implementation phases. It establishes a stakeholder network for stimulating a transparent information flow and exchange of lessons-learned from initial deployment. (...).

Through interactive discussion, it develops:

- a V2I/I2V standards profile,
- white papers closing gaps in standardization, and
- a blueprint for deployment

This meeting was the opportunity to meet representatives from different categories of stakeholders, e.g. other EU funded projects, public and private authorities, researchers and companies’ representatives.

The discussion focused mostly on the exploitation from public representatives, i.e. cities, municipalities and infrastructure owners. The business models described for C-ITS systems concern only minimally the final users, i.e. the travellers (riders and drivers), that are the beneficiaries of the services

enabled by C-ITS technologies. The target market of these systems, in fact, has been recognized as made of the public authorities, infrastructure operators, tier 1 and tier 2 suppliers (e.g. sensor developers) and vehicle manufacturers.

6.4 TEN-T Days



Figure 9. AutoMate at TEN-T days with INEA head of Department Alan Haig

TEN-T Days is an event organized by the EU Commission that took place in Lubiana in April 2018. The exhibition welcomed about 100 exhibitors showing innovative transport solutions in two halls of the Ljubljana Exhibition and Convention Centre. The EU exhibition area hosted organisations and

programmes funding European transport projects, as well as a large presentation and exchange space.

AutoMate was invited to explain the approach adopted to design interactions in highly automated vehicle. A stand and two speech were hosted in the Exhibition Hall. Several project's flyers were distributed at this event.

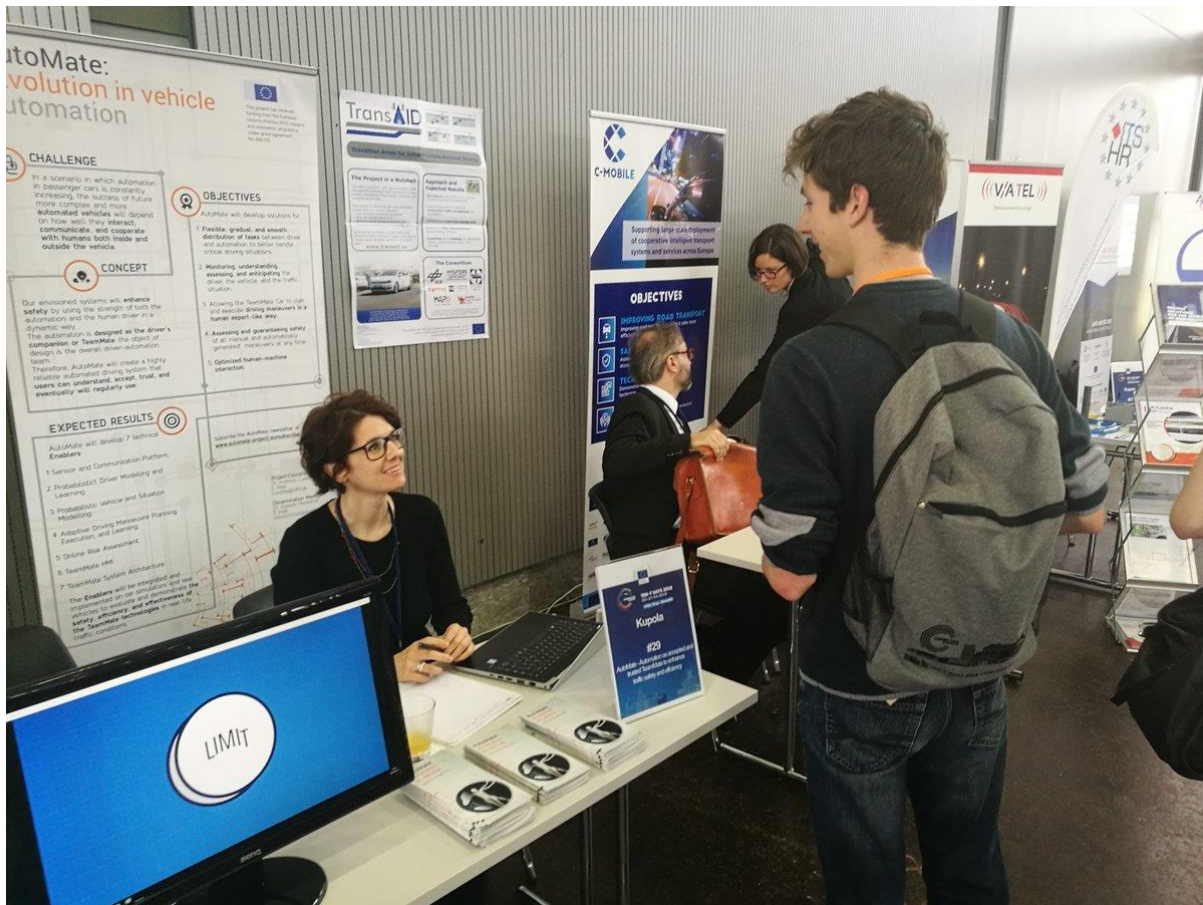


Figure 10: AutoMate at TEN-T Days

6.5 R2B



Figure 11: AutoMate at R2B

The 7th and 8th of June 2018, AutoMate has been presented at “Research to Business (R2B) 2018” (www.rdueb.it), a fair hosted in Bologna (Italy), with more than 6300 visitors. The scope of the fair was to share different experiences from research projects, companies and institutions.

AutoMate’s presentation was focused on the HMI and the extensive research made on the interaction strategies.

6.6 Automation for Kids

Among the scopes of the project, there is not only to improve the awareness of experts and other people directly involved in the automotive domain. The experience called “Automation for Kids” served as a means to communicate

the rapid changes that are happening in the world of vehicle automation. About 40 7-year-old kids were invited in REL partner's facilities to visit the driving simulator, were introduced to the automation domain and were asked to shape the car of the future. Moreover, the results of this activity have been shared through the social networks, to testify the possible contribution given by the out-of-the-scheme, non-technical way of thinking of children



Figure 12: "Automation for Kids" event

In the following, picture an outcome of the “design session” is shown.



Figure 13; "Automation for Kids" event outcome

6.7 Planned upcoming events

Several events have been already planned. For example, in September 2018 an event called MASA will take place in Modena, Italy. The objective is to promote this area, in which several automotive OEMs and Tier1 are located as the smart city of the future. A full day of events, demos and talks featuring: smart mobility in highly-connected cities, V2X technologies and digital infrastructures, with focus on economic, legal, environmental aspects. AutoMate's presentation will be focused on HMI and Driver Monitoring system.

7 Liaising activities with other EU projects

Since liaising activities between different projects are highly encouraged, in order to share the knowledge, the issues and the research results, several actions have been realized and/or are planned.

In particular this cooperation was favoured by the fact that some partners are present in more than one project that is addressing similar issues.

In the following paragraphs these liaising activities will be listed.

7.1 Joint workshop at AutoUI Conference

In September 2017, a joint workshop between MG2.1 projects AutoMate and ADAS&ME took place in Oldenburg at AutoUI conference. 20 participants external to the projects and 6 internal joined the workshop. The workshop started with a keynote speech and the projects descriptions, including the most relevant research questions. The participants were then divided in 4 groups, each of them aimed at discussing different topics (i.e. trust in automation, cognitive models, multimodal interaction, take-over issues).



Figure 14: Workshop at AutoUI Conference - 1

The workshop proposal has been also published in the proceedings of the conference. The participants that joined the workshop gave their feedbacks and insights, and participated to the debate, also referring to their experience and to scientific literature.



Figure 15: Workshop at AutoUI Conference - 2

7.2 Presentation at Autonomous vehicle Interior Design Symposium

During the Autonomous Vehicle Interior Design Symposium, hosted in Stuttgart in June 2018, a special session dedicated to the EU funded projects took place.

Andreas Ludtke (from OFF) and Elisa Landini (from REL) presented the project to a highly specialized audience, coming from research and industrial world. The debate has favoured the confrontation between the projects, including design solutions. Moreover, this can be also considered a good opportunity to collect feedbacks from domain expert, useful to improve the design and development of the enablers developed on the project.



Figure 16: Workshop at Autonomous Vehicle Interior Design Symposium

7.3 Planned events

In order to reinforce the cooperation between the projects, other two activities have been already planned.

A joint workshop with ADAS&ME, VIDAS and BRAVE is planned within 2018. In particular, this workshop will be focused on security, liability and privacy issues. These factors, even if not strictly technical, are of particular relevance for the actual adoption of highly automated vehicles.

Moreover, in order to share with the scientific community the results of these liaising activities, a common publication, describing the approaches and the results of the workshop realized at AutoUI conference is planned. The publication will be submitted to a top-level journal in the design area and will include the contributions from expert coming also from outside of the projects. The paper will be published in Open Access: the process of writing the paper is already started.

8 Evaluating the communication & dissemination activities

In Table 3 is reported the intermediate evaluation of the communication and dissemination activities. As stated before, this activity of monitoring can be considered useful to adjust the strategy adopted in order to meet the metrics defined in the Communication Plan (D7.3).

Table 3: Channels, metrics and results achieved

Channels	Tools	Metrics defined in Deliverable 7.3	Results reached
Project website	Project website and newsletter	<ul style="list-style-type: none"> Website analytics: # visitors > 300/month # newsletters > 6 (every 6 months) 	<ul style="list-style-type: none"> Website analytics: on July it was registered that, in the last 6 months > 1000/month users visited the website. The first newsletter was replaced by the project's website press launch. The second newsletter was delivered in April 2018
Fairs and trade shows	Videos, leaflets, Demos and presentations	<ul style="list-style-type: none"> # 100 interacting visitors # 1000 flyers (or booklets) during the whole project life time. 	<ul style="list-style-type: none"> 450 interactive visitors at fairs and trade shows 600 flyers have been already distributed during the events where AutoMate had been present.



Channels	Tools	Metrics defined in Deliverable 7.3	Results reached
Scientific publications and conferences	Open access papers Poster sessions	<ul style="list-style-type: none"> # of presentations, papers > 15 # participants > 1,000 	<ul style="list-style-type: none"> 13 papers published; 3260 participants to the events.
University courses	Specific lectures	<ul style="list-style-type: none"> # 3 modules for master students and thesis projects. 	<ul style="list-style-type: none"> # 1 module at Oldenburg University. # 2 thesis for master's degrees based on AutoMate (at University of Naples)
Social media	Facebook Linkedin Twitter Youtube	<ul style="list-style-type: none"> #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. <ul style="list-style-type: none"> Mentions 	<ul style="list-style-type: none"> Followers on Facebook: 163 Post on Twitter: 153 (with retweets); Followers on Twitter: 197 Followers on LinkedIn: 19 Visualizations on Youtube: 74
Workshops	Face-to-face meeting	<ul style="list-style-type: none"> #3 workshop with key industrial players 	<ul style="list-style-type: none"> 1 workshop realized during the AutomotiveUI'17 Conference with the European project



Channels	Tools	Metrics defined in Deliverable 7.3	Results reached
		<ul style="list-style-type: none"> • #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. 	<p>ADAS&ME; # 1 presentation realized with ADAS&ME and VIDAS</p> <ul style="list-style-type: none"> • AutoMate presentation at workshop with key automotive players (i.e. Maserati and Ferrari)
Promotional events		<ul style="list-style-type: none"> • < 10 videos • #3 articles/press releases 	<ul style="list-style-type: none"> • # videos = 3 scenario videos + 3 general videos
Final event	Video, leaflets, posters and roll-ups (in addition to the real pilot)	<ul style="list-style-type: none"> • # of potential customers participating in the event > 50 	<ul style="list-style-type: none"> • We started the organization of the final event, that will probably take place in Paris at IEEE – IVS in June 2019

9 Activities planned for the 3rd cycle and conclusions

The document D7.5 has described the dissemination and communication activities performed until M24.

The activities allowed to reach different audience categories, through an integrated strategy finalized at maximizing the results and reach, respectively, the general public, the scientific community and the industrial world.

The intermediate evaluation shows that the visualizations and the interactions through the website and the social network are satisfactory.

The scientific dissemination is producing remarkable results: even if the success criteria (in terms of numbers) has been not already met, in the last year of projects, since there will be two evaluation cycles, other relevant publications are expected. So, in the third project's year, the dissemination and communication focus will be on the scientific dissemination, with the goal of publish the comparative experiment results (on simulators and real vehicles) in relevant journal. Moreover, the communication to general public will be reinforced in order to meet the metrics defined in the dissemination plan. In particular, new versions of the newsletter will be delivered, and new videos will be produced.

Finally, the process to organize the final event is started and will be finalized in the next months. This is particularly relevant since it will be the opportunity to demonstrate the concrete application and the outcomes of the project, and to show to a relevant audience the results achieved.