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## RECORD OF REVISION

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## Executive summary

The objective of this document is to present the Communication and Dissemination activities performed in the in the third year of the AutoMate project, M24-M36 period, and to summarize the three-years activities realized until M36 (August 2019), according to the goals defined in the Communication Plan, Deliverable 7.3.

AutoMate Communication and Dissemination activities are to be considered crucial for this kind of project. There was indeed a macro-objective within the actions taken towards this process, aiming to increase the awareness about the overall project purposes, whilst improving the impact of the results achieved in the project's framework.

Furthermore, we defined a set of specific goals, tailored on the type of audience we wanted to meet within the expected efforts. In this way, the activities carried out to communicate the project's results have been designed accordingly to such goals. It is indeed important to highlight the consistent growth of the Communication and Dissemination activities during the project, consequently with the advancement of the actions in other WPs.

Finally, the activities presented in this document show a significant improvement in terms of results achieved within the Dissemination and Communication framework, towards the major channels activated in accordance with the technical annex. The results presented in this document are named D7.7, Deliverable 7.7, Final Dissemination and Communication Plan Report.

## Introduction

From the 1<sup>st</sup> of September 2016 AutoMate EU Project 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 document is divided into **6 chapters** that define the parameters and the efforts of AutoMate Consortium work.

1. **Chapter 1** outlines the planned Communication and Dissemination activities, showing the objectives set-up at the beginning of the project, the target to reach and the channels used in order to improve the communication and dissemination strategy. In addition, we summarized the overall activities carried out during the three-years project, addressing them accordingly to the different channels used to share the contents;
2. **Chapter 2** aims to describe the Dissemination activities performed during the three years of the project with particular attention to the third years activities, M24-M36 period. The chapter is divided in four paragraphs in order to highlight the impact of such activities, listed as follows:
  - the Scientific Dissemination, presenting all the Partners scientific publications;
  - the Liaising Events attended during M24-M36 period;
  - the Dissemination Materials developed in the M24-M36 period;
  - the Newsletters Issues published during the three years of the project, M1-M36;
3. **Chapter 3** is dedicated to the Communication activities performed through the Website, the Social Media and the videos developed during M24-M36. After an overview to present the website achievements, we



showed all the tasks carried out within this frame that respond to the AutoMate social media strategy planned at the beginning of the project;

4. **Chapter 4** describes AutoMate Final Event;
5. **Chapter 5** is dedicated to the evaluation of the Communications and Dissemination activities, comparing the results reached with the metrics defined in the Communication Plan, Deliverable 7.3;
6. **Chapter 6**, finally, delineates the conclusions in the light of the explained data.

## 1 Dissemination & Communication Plan

In order to reach a large public, a plan of communication and dissemination activities has been outlined at the beginning of the project. The actions have been tailored to meet the expected audience and the set objectives. All the activities presented in this document have been realized according to the Communication Plan described in Deliverable 7.3.

The communication strategy in Table 1 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 makers	Courses, scientific dissemination, participation to international panels on autonomous vehicles	Conferences
			Scientific journals
			Lessons at universities

Objective	Target	Channels	Medium
			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 channels according to the communication objective**

The activities carried out during the three years project, will be summarized in detail in Table 2, where is listed the whole Communication and Dissemination activities performed during the three-years of the AutoMate project.

Such activities have been archived mainly through content and temporal criteria, addressing them towards the channel used for the communication. Moreover, the achieved results, both in terms of content quality and engagement, will be specified in paragraph 3.1.

In the Table 2 the different communication channels are indicated as follows:

- WB: Website;
- LK: LinkedIn;
- TW: Twitter;
- FB: Facebook;
- YT: Youtube;
- NI: Newsletter.

Content	Year	Day/Month	WB	LK	TW	FB	YT	NI
Augmented Reality HMI	2019	16th July	x					
TeamMate Multimodal HMI	2019	16th July	x					
Interaction Modality	2019	16th July	x					
Traffic Prediction	2019	16th July	x					
Online Risk Assessment_Dynamic Objects	2019	16th July	x					
Online Risk Assessment	2019	16th July	x					
Online Learning	2019	16th July	x					
Planning And Execution Of Safe Manoeuvre (CRF)	2019	15th July	x					
Semantic Enrichment	2019	15th July	x					
Driver Intention Recognition	2019	15th July	x					
V2x Vehicle To Everything	2019	15th July	x					
Driver State Modeling DMS	2019	15th July	x					
Upload Home Page Activitied_ ULM Demonstrator	2019	4th July	x					
Upload Home Page Activitied_ VED Demonstrator	2019	4th July	x					
Upload Home Page Activitied_ CRF Demonstrator	2019	4th July	x					
L'USINE Digitale About Automate: the collaboration between the Automated Vehicle and the driver	2019	3rd July	x					
Intelligent Vehicle Symposium IV 2019_Automate Eu Final Event	2019	2nd July	x				x	
CRF Vehicle Demonstrator @Automate Eu Final Event	2019	24th June	x	x	x	x	x	
ULM Vehicle Demonstrator @Automate Eu Final Event	2019	18th June					x	
Automate Technical Innovative Enablers	2019	18th June	x					
VEDECOM Vehicle Demonstrator @Automate Eu Final Event	2019	14th June	x	x	x	x	x	
CRF Demo Video Upload	2019	12th June				x		
Final Event_Photo Album	2019	12th June		x		x		
Repost VEDECOM	2019	14th June			x			
Repost Tom Alkim Eu	2019	14th June			x			
Repost VEDECOM	2019	12th June			x			

Live from Final Event	2019	12th June		x	x	x		
Approaching AutoMate Final Event	2019	11th June	x	x	x	x		
AutoMate at R2B 2019	2019	07th June						
AutoMate HMI presented at ITS European Congress	2019	04th June	x	x	x	x		
AutoMate HMI workshop 2016	2019	11th April					x	
AutoMate presented at EUCAD 2019	2019	27th March	x	x	x	x		
Eva Scenario AutoMate EU project	2019	20th March					x	
Eva Scenario share control AutoMate EU project	2019	20th March					x	
AutoMate contribution to CAD results pack published on CORDIS	2019	14th March	x	x	x	x		
AutoMate at the workshop AI for transportation and smart cities', Ital-IA	2019	13th March	x	x	x	x		
AutoMate EU project HMI	2019	05th March	x	x	x		x	
AutoMate at a Scientific Conference on smart transportation in Hungary	2019	04th March	x	x	x	x		
AutoMate General Assembly in Budapest	2019	25th February	x	x	x			
Save the date: Final Event	2019	11th February	x	x	x	x		
Horizon 2020 repost	2019	28th February			x			
AutoMate concept	2019	7th February		x	x	x		
The protagonists speak	2019	22nd January		x	x	x		
ART workshop in Hamburg	2018	20th November	x		x			
ITS World Congress	2018	September						x
AutoMate at R2B 2018	2018	18th June						
AutoMate @AV interior design symposium	2018	12th June	x		x			x
Automation for kids	2018	18th May	x		x			
AutoMate concept	2018	4th May				x		
AutoMate HMI workshop 2016	2018	4th May				x		
The protagonists speak	2018	5th May				x		
6th Humanist Conference	2018	2nd May	x			x		
Ten-T days 2018	2018	30th April	x		x			
Ten-T days, Lubjiana	2018	25th April	x					x

CODECS final workshop in Dublin	2018	25th March						
AutoMate plenary meeting Versailles	2018	11th March	x					x
Automotive HMI and connectivity – Berlin	2018	6th February	x					x
Art workshop 2017 – Bruxelles	2017	12th December	x					x
AutomotiveUI 2017, workshop on Human-Machine Interaction in autonomous vehicles, Oldenburg	2017	24th September	x					x
Automate plenary meeting, Reggio Emilia	2017	26th-28th July	x					x
A model-driven tool forgetting insights into car driver's monitoring behaviour at IEEE	2017	21st June	x					
12th ITS European Congress, Strasbourg	2017	20th May	x					x
1st European Conference on Connected and Automated driving, Brussels	2017	3rd April	x					x
Consortium & workshop meeting at CRF	2017	16th February	x					
Workshop on HMI for Autonomous vehicles	2016	15th December	x					
H2020 ITS & Connected vehicles cooperation	2016	14th December	x					x
AutoMate project press launch	2016	10th October	x					
Kick-off meeting, Versailles	2016	September	x					x

**Table 2 Dissemination & Communication Activities**

## 2 Dissemination Activities

In this chapter follows a detailed description of the Dissemination and Communication activities carried out during the three-years of AutoMate project.

### 2.1 Scientific dissemination

The Scientific dissemination was addressed to inform the scientific community about the results of the project, establishing a dialogue on the most relevant topics of AutoMate. The aim was to include researchers, scientific authorities etc. on the TeamMate approach debate.

Furthermore, AutoMate has been the subject of Academic courses, in which the project goals, approach and ideas were transmitted to students at Universities.

In Table 3 are listed the Scientific Publications that covered the three-years project duration.

Partner	Paper Title	Type of contribution	Conference/journal	Authors	Other partners involved	Open Access?
BIT	Vehicular Communication – a technical overview	Chapter in a Book	Cooperative Intelligent Transport Systems: Towards High-Level Automated Driving	Zoltan Jakó (lead), Ádám Knapp, Lajos Nagy, András Kovács	No	No
BIT	Relevance of vehicular communication in the TeamMate concept/Járműkommunikáció jelentősége a TeamMate koncepcióban	Presentation/Abstract book	Scientific conference on smart transportation/Okos Közlekedési Tudományos Konferencia	Ádám Knapp	No	Yes - available in Green Open Access
BIT	Relevance of vehicular communication in the TeamMate concept/Járműkommunikáció jelentősége a TeamMate koncepcióban	Journal paper	Acta Periodica	Ádám Knapp (lead), Zoltán Jakó	No	Yes - available in Green Open Access
HMT	Dynamic Bayesian networks for driver-intention recognition based on the traffic situation	Chapter in a book	Cooperative Intelligent Transport Systems: Towards High-Level Automated Driving	Mark Eilers (lead), Elham Fathiazar, Stefan Suck, Daniel Twumasi	OFF	No
ULM	Workshop on Human Machine Interaction in autonomous vehicles	Conference workshop proposal	Automotive User Interface '17	Fabio Tango (lead), Roberto Montanari Andreas Luedtke Martin Baumann Andrea Castellano Stefania Vacca		
ULM	Understanding Automation: Interfaces that facilitate user understanding of vehicle automation	Conference workshop proposal	Automotive User Interface '17	Lewis Chuang (lead), Martin Baumann Dietrich Manstetten Susanne Boll		



Partner	Paper Title	Type of contribution	Conference/journal	Authors	Other partners involved	Open Access?
ULM	First Workshop on Trust in the Age of Automated Driving	Conference workshop proposal	Automotive User Interface '17	Brittany Noah (lead), Philipp Wintersberger, Alexander Mirnig, Shailie Thakkar, Fei Yan, Thomas Gable, Johannes Kraus and Rod McCall		
ULM	Task distribution in highly automated driving: The car and the driver as a cooperative team partner in the driving task	Presentation	51st Congress of the German Psychological Society 2018 (DGPs)	Jürgen Pichen (lead), Martin Baumann		
ULM	Investigating the Influences of Time to Collision and Closing Speed on Driver Uncertainty in Lane Change Maneuvers	Presentation	60 th Conference of Experimental Psychologists 2018	Fei Yan (lead), Martin Baumann		
ULM	Investigating Initial Driver Intention on Overtaking on Rural Roads	Regular conference paper	IEEE Intelligent Transportation Systems Conference - ITSC 2019	Fei Yan (lead), Mark Eilers, Lars Weber, Martin Baumann		
ULM	Trajectory Planning for Automated Vehicles using Driver Models;	Regular conference paper	ITSC 2018	Maximilian Graf (lead), Oliver Speidel, Julius Ziegler, Klaus Dietmayer		
ULM	A Model Based Motion Planning Framework For Automated Vehicles	Workshop paper	IV 2019	Maximilian Graf (lead), Oliver Speidel, Klaus Dietmayer		
ULM	Trajectory Planning for Automated Vehicles in Overtaking Scenarios	Regular conference paper	IV 2019	Maximilian Graf (lead), Oliver Speidel, Klaus Dietmayer		
ULM	Spatial Visualization of Sensor	Work in Progress	Auto UI 2019	Fei Yan (lead),		

Partner	Paper Title	Type of contribution	Conference/journal	Authors	Other partners involved	Open Access?
	Information for Automated Vehicles	Paper		Shyukryan Karaosmanoglu, Aslihan Demir, Martin Baumann		
ULM	Stuck Behind a Truck – A Cooperative Interaction Design Approach to Efficiently Cope with the Limitations of Automated Systems	Work in Progress Paper	Auto UI 2019	Jürgen Pichen (lead), Tanja Stoll, Martin Baumann		
REL	A “Driver-more” approach to vehicle automation		Humanist Conference, den Haag, Netherlands 2018	Castellano, A., Fruttaldo, S., Landini, E., Montanari, R., Luedtke, A..		
REL	Is your request just this? New automation paradigm to reduce the requests of transitions without increasing the effort of the driver		ITS World Congress, Copenhagen, Denmark, 2018	Castellano, A., Fruttaldo, S., Landini, E., Montanari, R., Luedtke, A		
REL	Un nuovo paradigma di interazione per la guida cooperativa: il progetto AutoMate		March 2019 Conference: Ital-IA - Convegno Nazionale CINI sull'Intelligenza Artificiale At: Rome, Italy	A. Castellano, E. Landini, R. Montanari		
REL	Human Machine Interaction in Autonomous Vehicles: the perspective of the AutoMate Project		3rd International Conference on Intelligent Human Systems Integration (IHSI 2020)	F. Tango, A. Castellano, M. Fossanetti, E. Landini, R. Montanari		

**Table 3 List of scientific dissemination contribution**

## 2.2 Liaising Events

In this paragraph we describe the Liaising Events in which AutoMate Consortium took part in the third year of the project, M24-M36 period, as requested in Deliverable 7.5.

### 2.2.1 ART Workshop in Hamburg

On November 21<sup>st</sup> 2018, AutoMate project has organised a joint workshop of the following projects: AutoMate, ADAS&ME, MAVEN, CARTRE, Vi-Das, InterACT and ARCADE.

All projects used the results as inputs for their work. The workshop was on invitation. It took place in Hamburg, Germany.



**Figure 1 AutoMate Consortium at the ART Workshop, Hamburg**

### 2.2.2 Automate HMI Presented at ITS European Congress

On June 4<sup>th</sup> 2019, Andrea Castellano from RE:Lab presented at ITS European Congress the innovative HMI concept developed towards AutoMate EU project. The presentation was included in the Special Interest Session organized by VIDAS and ADAS&ME.

The Congress took place at the Evoluon Congress Centre in Eindhoven, Netherlands, from the 3<sup>rd</sup> until the 6<sup>th</sup> of June 2019.

ITS Congress in Europe is the largest event entirely dedicated to smart mobility and digitalization of transport organized by ERTICO – ITS Europe.

AutoMate HMI presentation was included in the special session 'Driver in the loop: hand over and hand back on L3'. This was a great occasion to anticipate the project three years' achievements before the Final Event at the Intelligent Vehicle Symposium in Paris, the 12<sup>th</sup> June 2019. It was also a chance to invite the conference's audience to join the Final Event and take part to the AutoMate vehicles demonstrations.



Figure 2 13th ITS European Congress Banner

## 2.3 Dissemination Materials

The development of Dissemination Materials has been a crucial activity during the third year of the project, M24-M36 period, in order to reach a vast audience whilst communicating the project's achievements and results, particularly during AutoMate Final Event.

In Table 4 follows a list of the materials produced for the Final Event, the 12<sup>th</sup> June 2019 in Versailles, France, on the occasion of the 2019 IEEE Intelligent Vehicles Symposium (IV'19).

Description of the dissemination material	Quantity
AutoMate roll-up	1
AutoMate branded drop-flag	1
A0 posters	3
AutoMate leaflets	200
Magnetic panels for AutoMate demonstrators	4

**Table 4 AutoMate dissemination materials**

In the next pages follows a gallery pictures, from Figure 3 to Figure 9 showing the materials displayed during AutoMate Final Event.





**Figure 3 AutoMate roll-up**



**Figure 4 AutoMate branded flags**

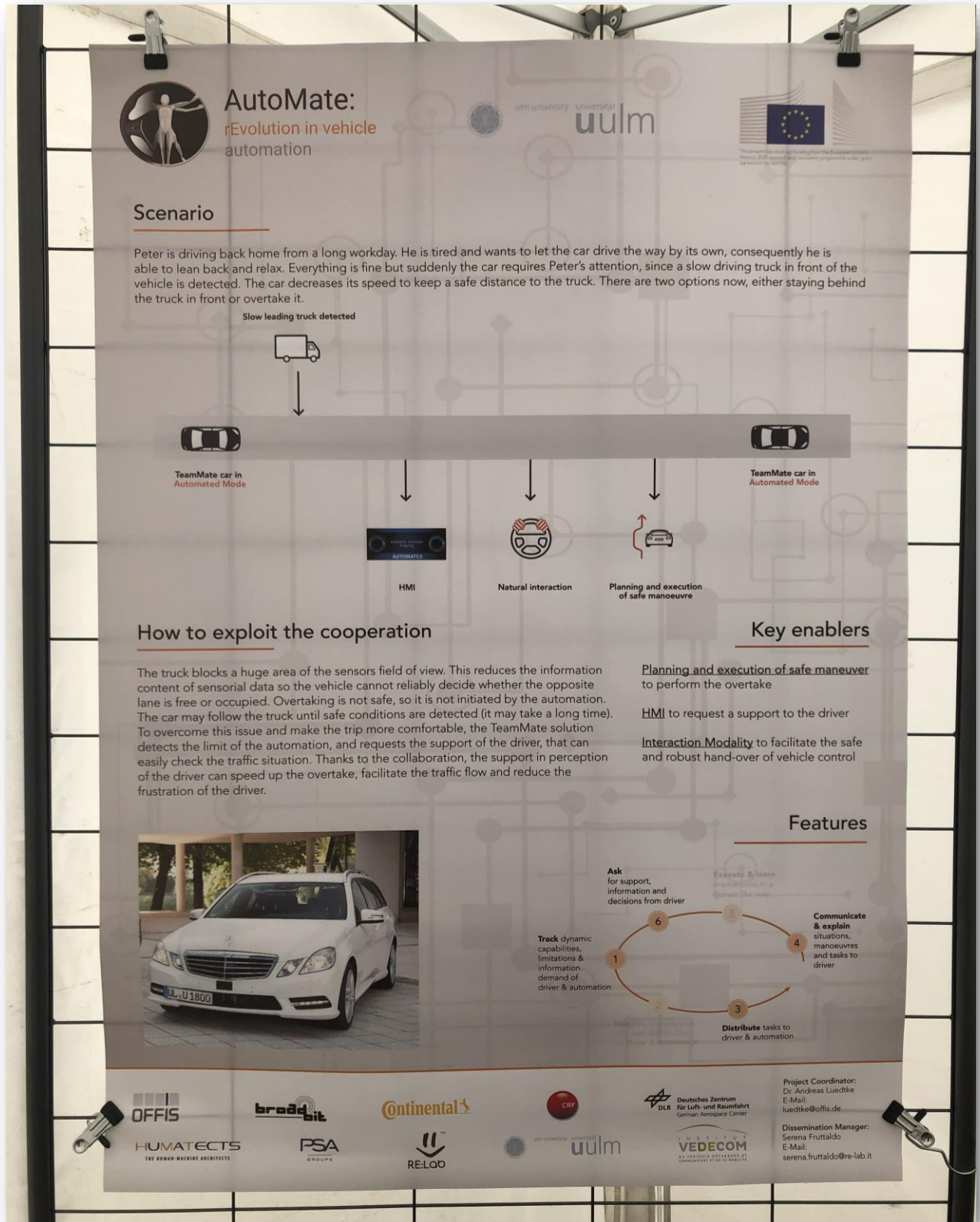
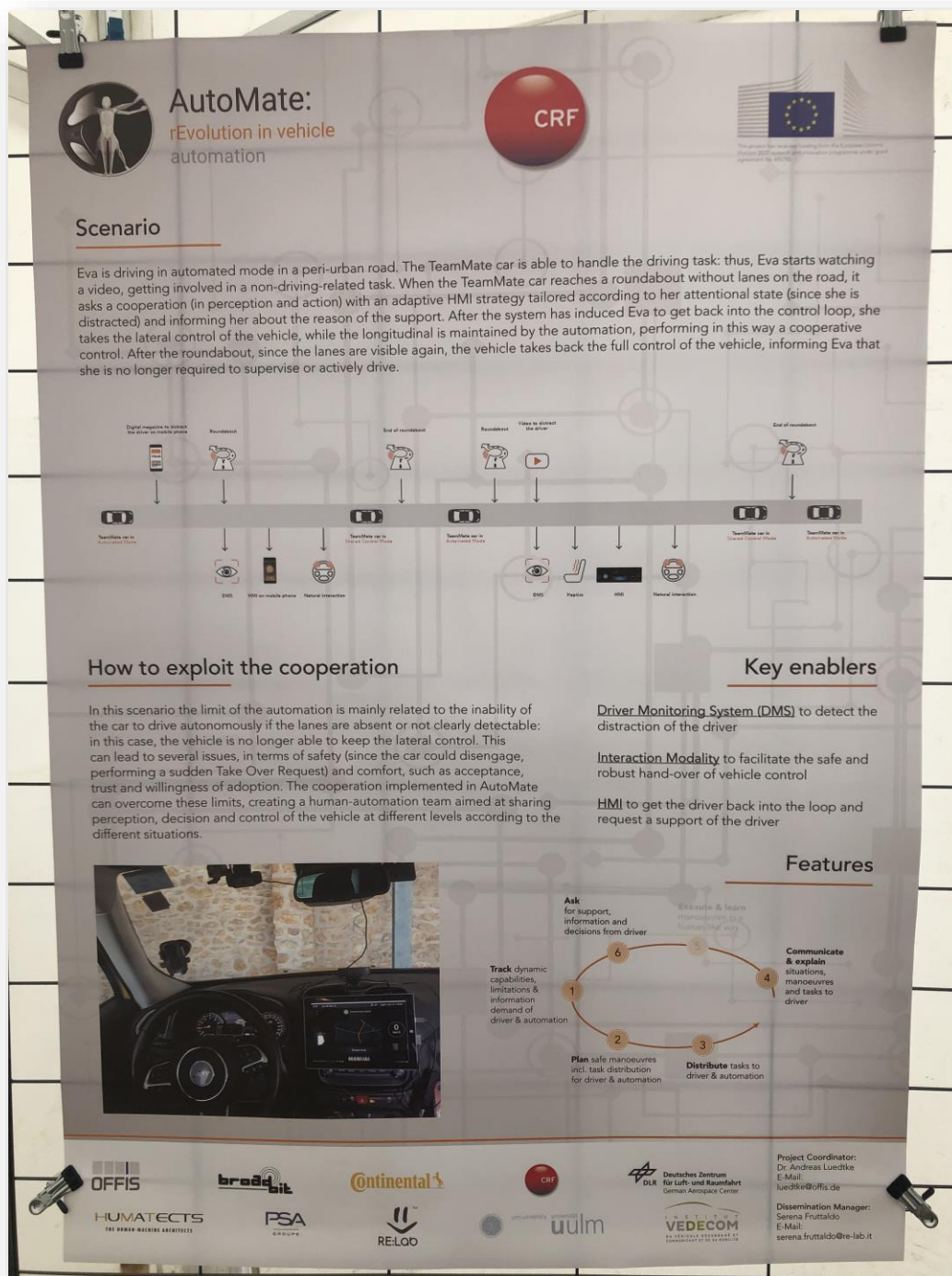


Figure 5 ULM vehicle scenario poster





**Figure 6 VEDECOM vehicle scenario poster**



**Figure 7 CRF vehicle scenario poster**





Figure 8 A fair attendee watching the Demonstrator posters



**Figure 9 AutoMate leaflets**

## 2.4 Newsletters

The Newsletters Issues have been a resourceful instrument to share the project achievements with the Scientific community through the mailing list.

Table 5 shows a list of the Newsletter Issues sent during the three-years project and a photo-gallery, from Figure 10 to Figure 16.

Issue	Year	Month	Content
0	2016	October	AutoMate Project Press Launch
1	2018	April	AutoMate Concept
2	2019	April	Introducing AutoMate Final Event, 12th June2019
3	2019	July	AutoMate Final Event

**Table 5 Newsletter Issues**

10 Oct  
2016

## AUTOMATE PROJECT PRESS LAUNCH

*AutoMate – Automation as accepted and trustful teammate to enhance traffic safety and efficiency*

AutoMate is a Horizon 2020 European Research project, which began on 1 September 2016 and is set to last 36 months, ending in August 2019. The project's research revolves around the theme of Safe and Connected Automation in Road Transport, more specifically **car automation**.

Since human drivers will remain part of the picture for a long time to come, the currently mainstream driver-less approach appears flawed. A shift of paradigm towards a **driver-more approach is needed**, and AutoMate is working towards making it possible.

AutoMate's objective is to develop, evaluate and demonstrate the "**TeamMate Car**" concept: **driver and vehicle mutually** understanding and **supporting each other** in the cooperative pursuit of safe, efficient and comfortable driving.

Through the achievement of this main objective, AutoMate is expected to positively impact several aspects:

1. **Improve road safety**, by reducing both human errors and automation limits;
2. **Boost the competitiveness** of the European Automotive sector for automated vehicles that are accepted and trusted by end-users;
3. Produce **technological innovation** in terms of driver state measurement and HMI strategies;
4. **Enhance efficiency** and traffic flow, while lowering development costs.

AutoMate is the result of a well-balanced European Consortium, made of a total of **10 partners**, coming from Germany, Slovakia, Italy and France. Each partner brings to the project their high-level expertise to ensure that project goals are reached, and expected results achieved.


The AutoMate Consortium intends to develop **7 core technical enablers** which will allow to fully validate the TeamMate Car approach: (1) Sensor and Communication Platform; (2) Probabilistic Driver Modelling and Learning; (3) Probabilistic Vehicle and Situation Modelling; (4) Adaptive Driving Manoeuvre Planning, Execution and Learning; (5) Online Risk Assessment; (6) TeamMate HMI; and (7) TeamMate System Architecture.

The corresponding innovations will be integrated and implemented on several car simulators and real vehicles to evaluate and demonstrate the project's progress and results in real-life traffic conditions.

The partners believe that the full implementation of these enablers in highly automated passenger cars is crucial to **fully exploit the automation's potential**, improve traffic safety and bring these cars to the market while encouraging the **end-user's uptake and acceptance**.

**Figure 10 Issue 0: AutoMate project press launch**





First issue, April 2018

## Editorial

Dear Reader,

Looking at the future of innovation within the automotive sector, one thing is for certain: **automation in passenger cars is bound to constantly increase.**


While many automated functions have been developed for improving driving, humans are still set to remain part of the system for a long time to come. For this reason, the challenge launched by AutoMate Project aspires to the creation of a complex automation system based on advanced interaction between humans and vehicle: they will organically interact, communicate and cooperate.


**AutoMate (Automation as accepted and trusted teamMATE to enhance traffic safety and efficiency)** aims to develop, evaluate and demonstrate the "TeamMate Car" concept as a major enabler of highly automated vehicles.

This concept considers **driver and automation as members of one team**, they understand and support each other in cooperatively pursuing the goal of **driving safely, efficiently and comfortably** from A to B. On the one hand, the driver gives some inputs about his personal features and requirements to the vehicle, on the other hand, the vehicle is enhanced by several automated driving functions.

So, the TeamMate system elaborates the inputs received both from driver and from assistance functions to serve a few significant purposes: tracking dynamic capabilities, limitations and information demand of driver and automation; planning safe manoeuvres, including task distribution for driver and automation; communicating and explaining situations, manoeuvres and tasks to the driver; executing and learning manoeuvres in a human like way; asking for support, information and decisions from the driver.

- Further insight on the AutoMate Concept and its relevance is provided in Page 2.
- The innovation brought about by the Project is outlined in Page 3.
- Several videos to support communication and dissemination of the activities have been produced. See page 3.
- Finally, the AutoMate team has organized numerous meetings and participated in several events. See page 4.






This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 101017035

First issue, April 2018

## CONCEPT

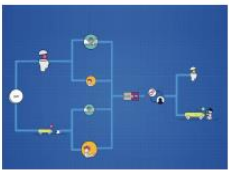


Both the human and the automation have **limits** that can negatively affect the safety as well as the efficiency, the comfort, the trust and the acceptance of the autonomous driving.

For the human, the limits are often related to his/her driving performance: they are likely to affect safety, and cause accidents.

For the automation, the limits, mostly at perception and decision level, may affect the efficiency and the comfort of the trip, and then, in turn, the acceptance of the automation.

The AutoMate approach is based on the mutual **complementarity between the driver and the automation**: this support is achieved through the cooperation between the team members.




While the Automation to Human support (A2H) is used to complement the human limits, the Human to Automation (H2A) is implemented to allow the driver to support the automation to overcome its limits.

The complementarity between the driver and the automation is the conceptual solution to **compensate reciprocal limitations**, while the cooperation is how the complementarity is implemented.

The innovative solution developed in AutoMate is to provide, through the HMI, a support that does not request a transition of control, but only a support in perception to compensate that specific limit.

pag 2



## ENABLERS & DEMONSTRATORS

AutoMate intends to demonstrate the value of a new way of exploiting vehicle automation, based on cooperation. As described in the previous pages, cooperation entails that the driver and the vehicle are seen as two members of a single team, capable of mutually supporting each other. In order to concretely realize this concept, we are developing certain enablers, which serve as building blocks towards cooperation between human agent and technological agent.



Within this framework, we are elaborating 3 categories of enablers: (i) **automation enablers**, to ensure safety and efficiency while in automated driving mode; (ii) **adaptive automation enablers**, which allow to tailor the driving to the style, needs and preferences of the driver, and enable the car to learn from the driver; (iii) **cooperation enablers**, i.e. the tools allowing the driver and the vehicle to jointly complete a task.



Since the beginning of the project we have identified and developed 7 'families' of enablers, each consisting of different components.

To demonstrate the value added brought by AutoMate, we are integrating these building blocks into 5 demonstrators, 3 simulators and 2 real vehicles.

The objective of the use and integration of demonstrators is to perform comparative tests to measure if, and by how much, the innovation brought by AutoMate and its cooperation paradigm can improve the key concepts of the highly automated driving domain, i.e. safety, efficiency, comfort, acceptance, trust.

Below are a few pictures of AutoMate's Demonstrators:



1 CRF/REL Driving Simulator

2 ULM Car Mock-up

3 ULM Demonstrator

4 VEDECOM Driving Simulator

5 VEDECOM Demonstrator

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First issue, April 2018

## EVENTS

- Kick-off Meeting, September 2016 - Versailles
- 12th ITS European Congress, 30 May 2017 - Strasbourg
- AutoMate Plenary Meeting, 26-27-28 July 2017 - Poggio Emilia
- Automobility 2017, Workshop on Human-Machine Interaction in Autonomous Vehicles, 24 September 2017 - Göttingen
- ART Workshop, 12 December 2017 - Brussels
- Plenary meeting, February 2018 - Versailles
- Automotive I4M and Connectivity, February 2018 - Berlin
- TEN-T days, 26 April 2018 - Lugano

## UPCOMING EVENTS

- Autonomous Vehicle Interior Design, June 2018 - Stuttgart
- ITS World Congress, September 2018 - Copenhagen

## VIDEOS



AutoMate: The Protagonists Speak



AutoMate Concept



AutoMate HMI Workshop 2016

To learn more about AUTOMATE please visit the project website:  
[www.automate-project.eu](http://www.automate-project.eu)

### Contacts

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**Figure 11 Issue 1: AutoMate concept**

Second issue, April 2019

**AutoMate**  
Automation as accepted and trusted TeamMate  
to enhance traffic safety and efficiency

**Editorial**

**Introducing AUTOMATE FINAL EVENT, 12th June 2019**

Dear Reader,


On the 12th of June 2019 **AutoMate** will unveil final results on its **Final Event**.

The event is organized in occasion of the 30th IEEE Intelligent Vehicles Symposium in Paris. Participants will get a full overview of the project and will enjoy an exciting hands on experience on **AutoMate's** achievements.

Looking forward to the Final Event, **AutoMate** Consortium proudly shares with you the most recent events, news and conferences that involved the project's Partners.

Enjoy your reading!


The **AutoMate** Team




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 This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 630705

Second issue, April 2019

**AutoMate EU Project Events 2018-2019**

March 2019  
**AutoMate presented at EUCAD 2019 in Brussels**



Ebru Dogan from VEDECOM presents **AutoMate** EU project during EUCAD, the European Conference on Connected and Automated Driving.

[Click here to read the full article](#)

**AutoMate contribution to CAD results pack published on CORDIS**

This CORDIS Results Pack focuses on eight projects that are spearheading CAD (Connected and automated driving) research funded under the EU's FP7 and Horizon 2020 research programmes.

[Click here to read the full article](#)



**AutoMate at the workshop AI for transportation and smart cities', Ital-IA**



**AutoMate** EU project will be presented in the Workshop 'AI for Transportation and Smart Cities', during Ital-IA, an Italian National Conference on Artificial Intelligence.

[Click here to read the full article](#)

**AutoMate EU project HMI**

Here's a video preview of **AutoMate** HMI. This use case shows how the vehicle is capable of asking the support of the driver to speed up the overtake of a big tractor, without disengaging from automated to manual mode.

[Click here to read the full article](#)



February 2019  
**AutoMate presented by BroadBit at a scientific conference on smart transportation in Hungary**



On March 10th 2019 **AutoMate** will be presented by BroadBit at a Scientific conference on smart transportation in Hungary (Kösz Köszkelesei Tudományos Konferencia). The presentation will deal with Relevance of vehicular communication in the TeamMate concept.

[Click here to read the full article](#)

pag 2

**AutoMate General Assembly in Budapest**



On 27th and 28th February 2019 the **AutoMate** Consortium will join in Budapest at BroadBit premises, to make last steps towards an exciting project end! The main goal of the meeting is to plan the final event of the project, that will be in Paris on the 12th of June 2019.

[Click here to read the full article](#)

**November 2018**  
**Automate presented at the 2nd EU conference "Results from road transport research in H2020"**

On November 21, 2018 **AutoMate** project has organised a joint workshop of the following projects: **AutoMate**, **ADAS&ME**, **MAVEN**, **CARTRE**, **Vi Das**, **InterACT** and **ARCADE**. All projects will use the results as input for their work. The workshop is on invitation.

[Click here to read the full article](#)



**Art Workshop in Hamburg**



On November 21, 2018 **AutoMate** project has organised a joint workshop of the following projects: **AutoMate**, **ADAS&ME**, **MAVEN**, **CARTRE**, **Vi Das**, **InterACT** and **ARCADE**. All projects will use the results as input for their work.

[Click here to read the full article](#)

**AutoMate driving simulator showcased at 'MASA'**

On the 27th of September 2018 RE:Lab presented **AutoMate** driving simulator at "Smart Roads: the digital revolution" within Autodromo di Modena. The aim of the event is promoting.

[Click here to read the full article](#)



**AutoMate driving simulator showcased at 'MASA'**

Elisa Landini from RE:Lab at ITS World Congress in Copenhagen presents the HMI concept and implementation developed through **AutoMate** project. The aim of the project is to deliver a more natural and efficient automation, capable of enhancing the trust and reliability from the drivers.

[Click here to read the full article](#)



pag 3

Second issue, April 2019

**AutoMate**  
Automation as accepted and trusted TeamMate  
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To learn more about AUTOMATE please visit the project website:  
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Figure 12 Issue 2: Introducing AutoMate Final Event



Third issue, August 2019



## Editorial

### AUTOMATE FINAL EVENT, 12th June 2019\_Unveiling the project achievements

Dear Reader,

**AutoMate Final Event** took place in Satory, France, on the 12th June 2019, as part of the vast program of the **IEEE Intelligent Vehicles Symposium** at its 30th edition.

This was a great occasion to present the project's achievements to an audience of transportation and automation experts, European funding Officers and Researchers.

In particular, AutoMate Consortium's Partners illustrated attentively the potential of the 10 technical innovative **Enablers** developed through the project. After a tour inside the booth, more than 150 people enjoyed a ride on the **VEDECOM** and **CRF Demonstrators** on the Satory Track.

This was an exceptional way to unveil the value of the ecosystem of Enablers integrated in the vehicles, whilst demonstrating the **safety, efficiency** and **effectiveness** of the TeamMate technologies in realistic traffic conditions.

Finally, we want to thank you for the interest and attention in the AutoMate project.

Enjoy your reading!

The AutoMate Consortium



*This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 690705*

**Figure 13 Issue 3: AutoMate Final Event, 12th June 2019**

Third issue, August 2019

## AutoMate Final Event

12th June 2019 @IEEE, Intelligent Vehicle Symposium, Versailles, FR



Figure 1 CRF Demonstrator.



Figure 2 VEDECOM Demonstrator.



Figure 3 AutoMate booth.



Figure 4 A visitor reading the Demonstator posters.



Figure 5 AutoMate leaflets.



Figure 6 People queuing up for the demo on CRF and VEDECOM vehicles.



Figure 7 Demo with AR glasses within the VEDECOM Demonstrator.

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Figure 14 Issue 3: AutoMate Final Event, 12th June 2019



Figure 8 A live-video from AutoMate Final Event.



Figure 11 A video of CRF Demonstrator performing on Satory Track.



Figure 9 Elisa Landini from RELab talking with Press representatives.



Figure 10 A visitor watching the ULM Demonstrator video.



Figure 12 A video of VEDECOM Demonstrator performing on Satory Track.





Figure 13 AutoMate Consortium with Tom Alkim, European Commission Policy Officer Connected & Automated driving.

In the picture clockwise: Elisa Landini - RE:Lab; Massimiliano Fossanetti and Fabio Tango, Technical Manager - CRF; Andreas Luedtke, Project Coordinator - OFFIS; Tom Alkim, Policy Officer Connected & Automated driving - European Commission; Mohamed Cherif Rahal - VEDECOR.



Figure 14 Tom Alkim's Twitter post about Automate FE.



Figure 15 AutoMate twitter posts.



## Contacts

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## AUTOMATE CONSORTIUM



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 690705

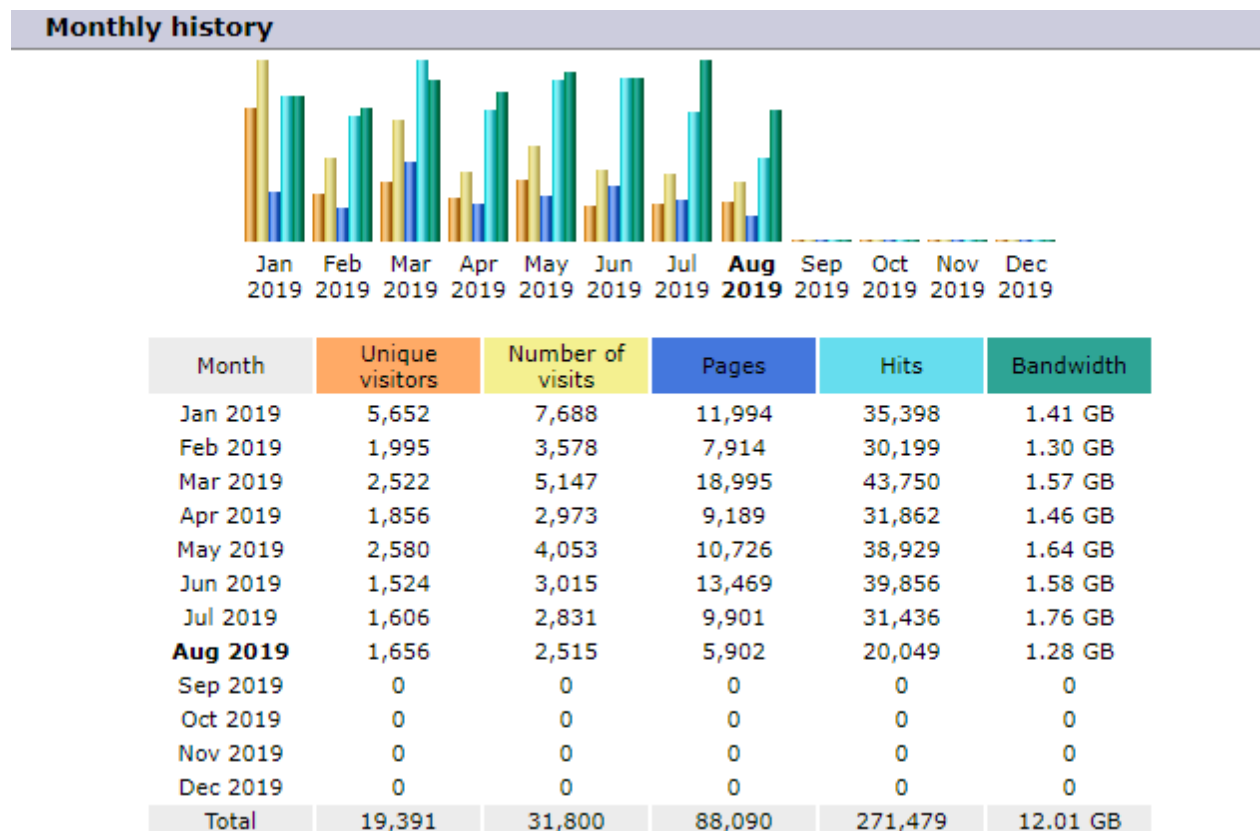
### 3 Communication Activities

The next paragraphs will focus on the Communication activities carried out in the third year of the AutoMate project, specifically from August 2018 until August 2019, M24-M36 period.

#### 3.1 Website results achieved

The performance and the trends of AutoMate website have been monitored with an Analytics tool, to assess communication capabilities and effectiveness.

In Figure 17 are reported several data metrics reached between January and August 2019 on AutoMate website.



**Figure 17 AutoMate website monthly history data**

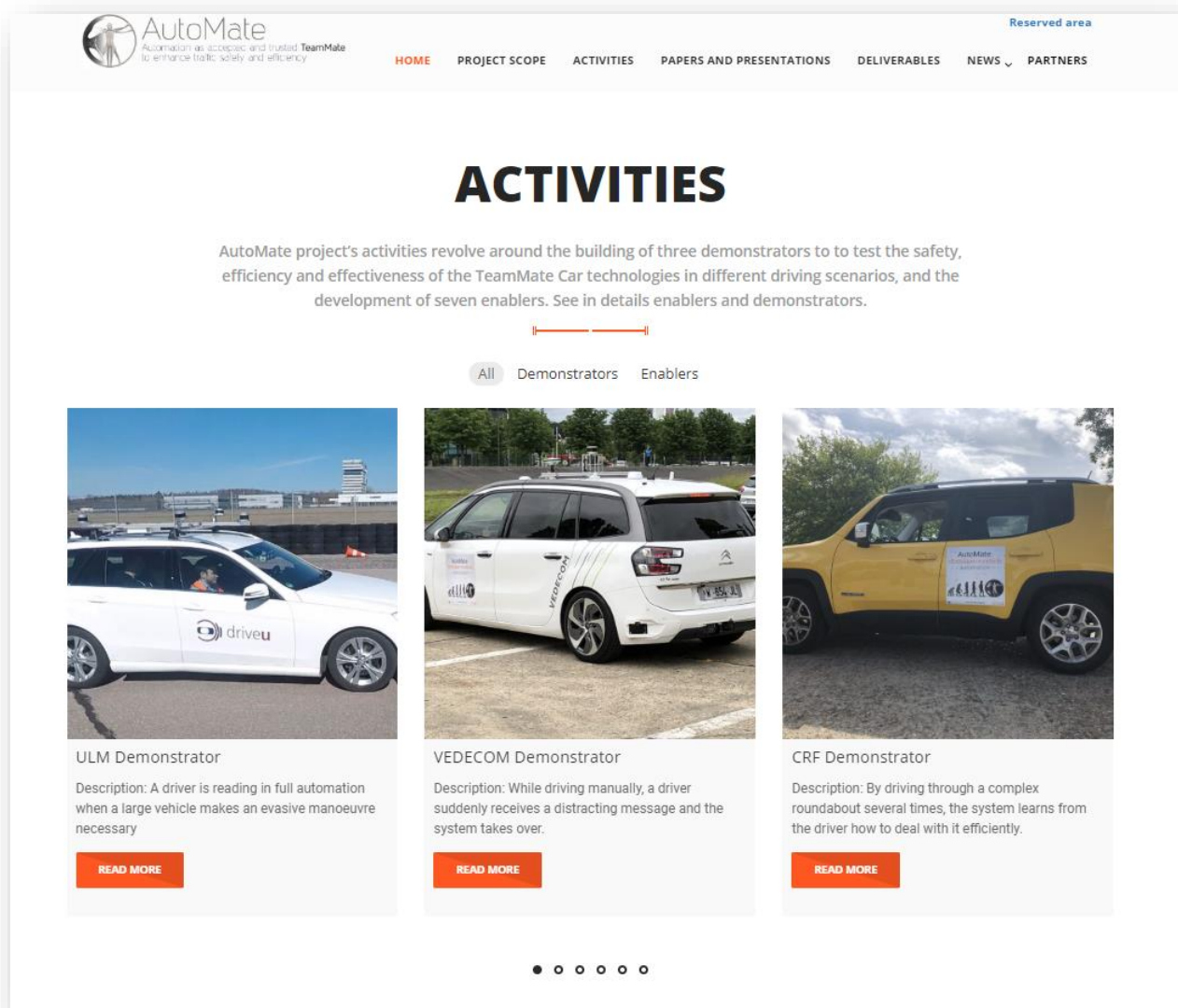
The data selected highlight the unique visitors, the number of visits, the pages, the hits and bandwidth metrics. It is worth to mention the peak of 5.652 unique visitors in January 2019 and 2.580 in May 2019, eventually for the launch of the Final Event and its detailed program presentation. On average, we registered 712 monthly visitors in 2018 versus 2.423 monthly visits in 2019, achieving a remarkable growth rate of 240%.

Another interesting metric is the number of AutoMate documents downloads. In Table 6 a list of the content and the number of downloads reached in August 2019.

Document content	Number of downloads
D 3.2 - Catalogue of basic driving manoeuvres and associated task distributions	30
D 1.1 - Definition of framework, scenarios and requirements	22
D 5.1 - TeamMate System Architecture including open API for 2nd Cycle	21
Newsletter third Issue	20
D 6.2 - Results of Evaluation 2nd Cycle	17
D 2.4 - Sensor Platform and Models including V&V results from 2nd cycle	16
D 2.1 - Metrics and Experiments for V & V of the driver, vehicle and situation models in the 1st cycle	15
D 4.2 - TeamMate HMI design, implementation and V&V results from 1st cycle	15
D 1.3 - Definition of framework, scenarios and requirements incl. KPIs & Baseline for 2nd cycle (Revised)	14
D 1.4 - Security, safety & legal issues and plans for the 2nd cycle	14

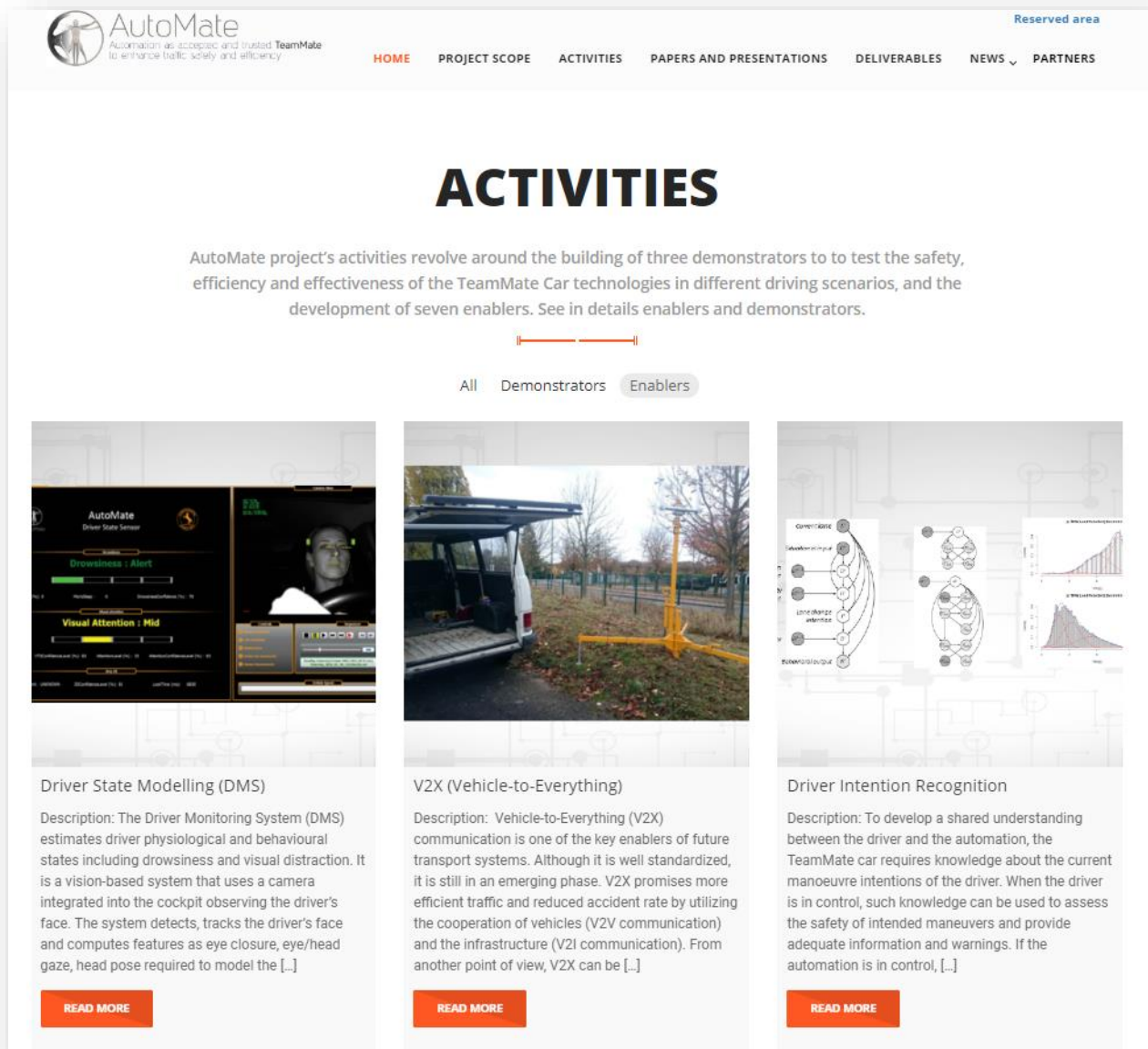
**Table 6 AutoMate downloads on website**

In addition, AutoMate website layout has been renewed, adapting it to the most recent project's achievements. For instance, the Homepage area related to the Activities has been customized, adding the pictures of the Vehicles Demonstrators showcased during the Final Event (Figure 18) and the pictures of all the Enablers developed towards the project (Figure 19).



**Figure 18 New layout on AutoMate website: the Demonstrator**






**Figure 19 New layout on AutoMate website: the Enablers**

Moreover, all the Demonstrators and the Enablers descriptions have been updated accordingly, including a new detailed description of the Demonstrators scenarios (Figure 20) and a link to download the Enablers full description (Figure 21).

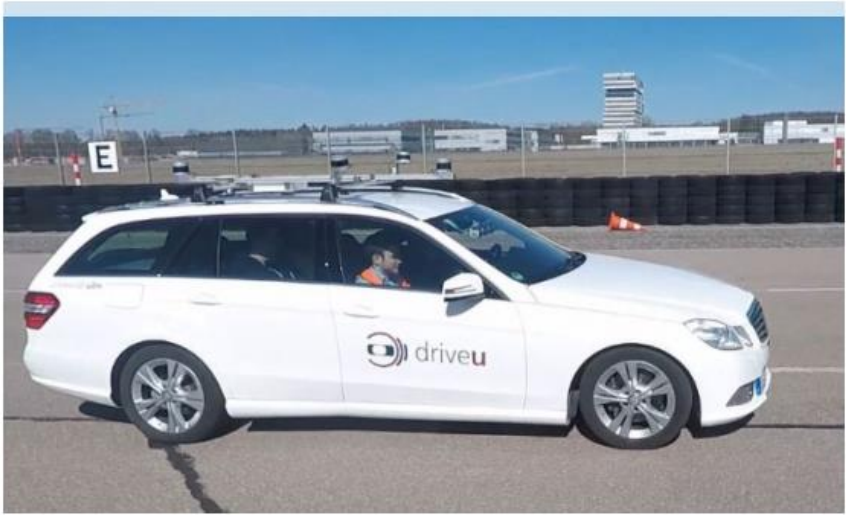




**AutoMate**  
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[ACTIVITIES](#)
[PAPERS AND PRESENTATIONS](#)
[DELIVERABLES](#)
[NEWS](#)
[PARTNERS](#)



## ULM DEMONSTRATOR

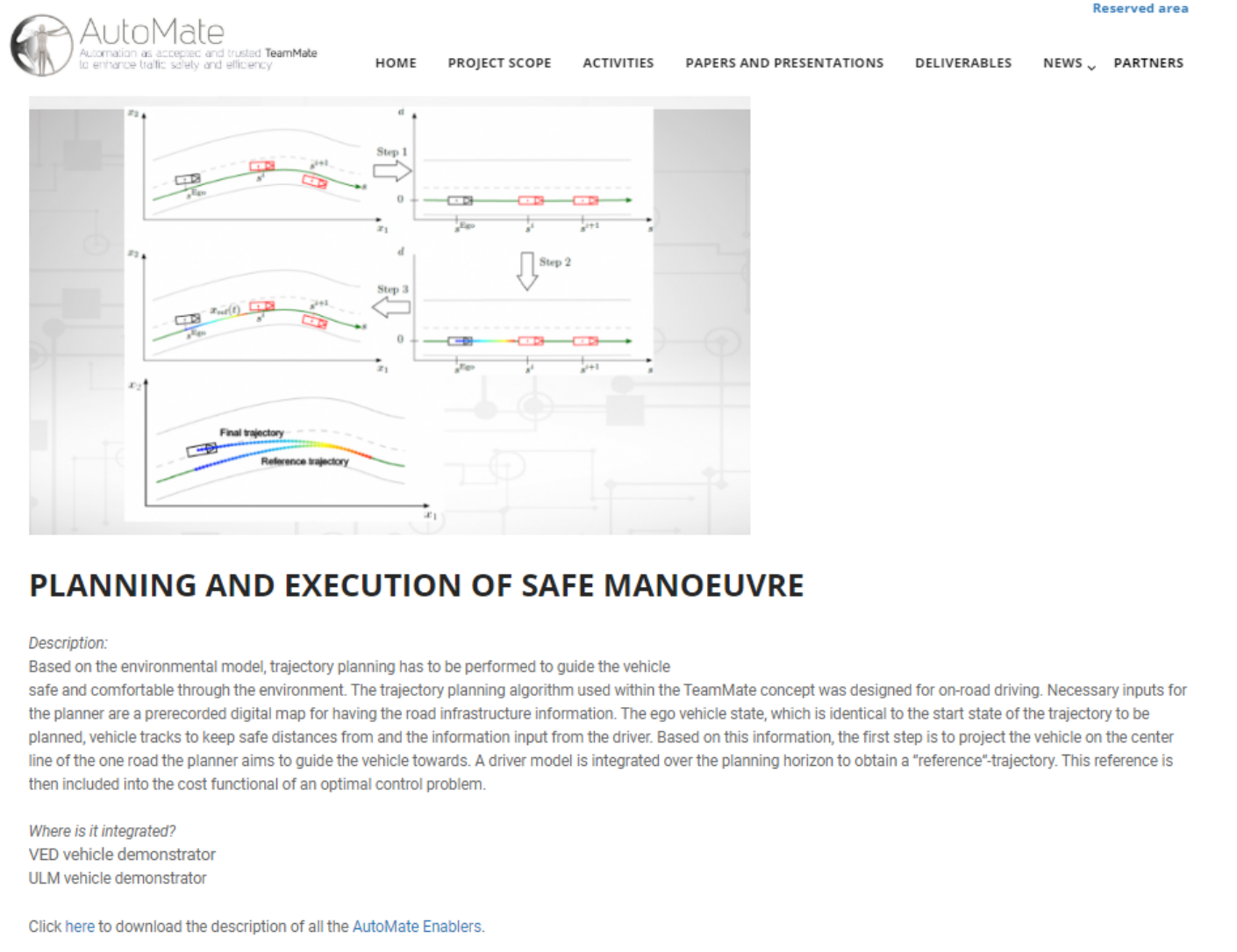
This demonstrator is developed by ULM and is focused on the following scenario:

*Initial state:* Peter **hands over the control to the TeamMate**. During the fully automated drive, the **TeamMate constantly monitors** the route for risks and situations, in which input or a take-over becomes necessary. Peter starts reading and thus is fully **out of the loop**.

*Scenario Evolution:* The TeamMate receives information by V2V about a slowly driving tractor 3 km ahead, which it cannot overtake safely on its own. Via the Teammate HMI the system starts an **escalating strategy to bring Peter back in the loop**. The TeamMate offers him different options how to deal with the occurring situation: (A) slowly drive behind tractor, (B) tell when to initiate an overtaking manoeuvre, (C) overtake manually.

*Scenario Resolution:* Peter selects option B. Thus, the TeamMate approaches the tractor and opens a dialog. Peter carefully checks the traffic and selects the right situation for the manoeuvre and communicates this to the TeamMate. After double-checking with its sensors **the system starts the overtaking manoeuvre** while constantly controlling safety margins.

**Figure 20 Automate website: the new Demonstrators descriptions**



**Figure 21 AutoMate website: the new Enablers descriptions and download link**

## 3.2 Social networks

In Table 7 are listed AutoMate social media channels, the number of posts realized from M1 to M36 and the link to the pages account. From Figure 22 to Figure 24 some pictures of AutoMate posts.

Channel	Followers	Posts realized	Link to the page
Facebook	176	63	<a href="#">Link</a>
Twitter	287	173 (with retweets)	<a href="#">Link</a>
LIinkedin	34	17	<a href="#">Link</a>
YouTube	3	11	<a href="#">Link</a>

**Table 7 AutoMate Social Network channels**



Figure 22 Facebook post on AutoMate Final Event



**Figure 23 LinkedIn post about VEDECOM vehicle demonstrator**





Figure 24 Twitter post: retweet of Tom Alkim, EU officer

### 3.3 Videos

The Videos developed within AutoMate Project are addressed to inform the scientific and online community about the activities carried out during the project and the results achieved on the run and at the end of the project. The aim was to share contents with the online community on the TeamMate approach debate.

In Table 8 are listed the Videos developed during the three-years project, M1-M36 period.

Video Content	Link to the video
Live from AutoMate Final Event	<a href="#">Link</a>
IV 2019 Symposium_ AutoMate EU project	<a href="#">Link</a>
CRF vehicle Demonstrator_ AutoMate EU Final Event	<a href="#">Link</a>
ULM vehicle demonstrator_ AutoMate EU Project	<a href="#">Link</a>
VEDECOM vehicle demonstrator_ AutoMate EU Project_Final Event	<a href="#">Link</a>
AutoMate HMI workshop	<a href="#">Link</a>
EVA Scenario Share Control Automate EU project	<a href="#">Link</a>
EVA Scenario AutoMate EU project	<a href="#">Link</a>
AutoMate EU project HMI	<a href="#">Link</a>
AutoMate Project: the protagonists speak	<a href="#">Link</a>
AutoMate Concept	<a href="#">Link</a>

**Table 8 AutoMate Video**

## 4 AutoMate Final Event

### 4.1 AutoMate demonstrators and booth at IEEE IV'19

AutoMate Final Event took place in Satory, France, on the 12<sup>th</sup> June 2019, as part of the vast program of the IEEE Intelligent Vehicles Symposium at its 30<sup>th</sup> edition.

This was a great occasion to present the project's achievements to an audience of transportation and automation experts, European funding Officers and Researchers.

In particular, AutoMate Consortium's Partners illustrated attentively the potential of the 10 technical innovative Enablers developed through the project. After a tour inside the booth, more than 150 people enjoyed a ride on the VEDECOM and CRF Demonstrators on the Satory Track.

This was an exceptional way to unveil the value of the ecosystem of Enablers integrated in the vehicles, whilst demonstrating the safety, efficiency and effectiveness of the TeamMate technologies in realistic traffic conditions.



Figure 25 IEEE Intelligent Vehicles Symposium 30<sup>th</sup> edition



## 5 Evaluating the communication & dissemination activities

In the Deliverable 7.3, entitled Communication Plan, have been defined the different metrics for dissemination and communication success criteria, addressing them to the different channels. In Table 9 are listed the metrics defined in D 7.3 and the results reached at M36.

Channels	Tools	Metrics defined in Deliverable 7.3	Results reached
Project website	Project website and newsletter	<ul style="list-style-type: none"> <li>Website analytics<sup>2</sup>: # visitors &gt; 300/month</li> <li># newsletter subscribers &gt; 1,000</li> <li># newsletters &gt; 6 (every 6 months)</li> </ul>	<ul style="list-style-type: none"> <li>Website analytics: on average, AutoMate website reached more than 2.423 unique visitors per month in 2019 and 712 in 2018.</li> <li>Newsletter subscribers: 123 subscribers. During the project, AutoMate Consortium decided to focus the Communication effort on the day-by-day news. For this reason we invested on the website and social media channel, in order to reach a broader and more heterogeneous audience.</li> <li>For the reasons mentioned above, AutoMate Consortium decided to focus the attention on the most relevant topic for the Scientific community.</li> </ul>

<sup>2</sup> An Analytic tool tracked the website visitors, page views, main conversions on newsletter subscription.

Channels	Tools	Metrics defined in Deliverable 7.3	Results reached
Fairs and trade shows	Videos, leaflets, Demos and presentations	<ul style="list-style-type: none"> <li># 100 interacting visitors</li> <li># of mentions in press and websites &gt; 3</li> <li># 1000 flyers (or booklets) during the whole project life time.</li> </ul>	<ul style="list-style-type: none"> <li>In different fairs and events (ITS Europe, Ten-T Days, etc) we had more than 2.000 visitors.</li> <li>8 main mentions</li> <li>1000 flyers</li> </ul>
Scientific publications and conferences	Open access papers Poster sessions	<ul style="list-style-type: none"> <li># presentations, papers &gt; 15</li> <li># participants &gt; 1,000</li> </ul>	<ul style="list-style-type: none"> <li>19 papers published (publications related to the evaluations are not included in this list);</li> <li>2000</li> </ul>
University courses	Specific lectures	<ul style="list-style-type: none"> <li># 3 modules for master students and thesis projects.</li> </ul>	<ul style="list-style-type: none"> <li>1 modules at Oldenburg University (one of the Partner collaborates with this Organization), lectures at ULM University and University of Napoli (one of the Partner collaborates with this Organization). 3 thesis in Italian Academic courses plus PhD ongoing works in Germany.</li> </ul>

Channels	Tools	Metrics defined in Deliverable 7.3	Results reached
Social media	Facebook Linkedin Twitter YouTube	<ul style="list-style-type: none"> <li>• #total posts (on 3 platforms) = 90</li> <li>• # conversations /Facebook Live &gt; 3</li> <li>• # Followers: 50 followers on AutoMate interest Group on Linkedin, Number of followers through all channels.</li> </ul>	<ul style="list-style-type: none"> <li>• Total post: 264</li> <li>• 0 Facebook live. At the beginning of the project this was considered as an emerging communication modality; however, during the project, we figured out that this tool was not consistent with the project mood.</li> <li>• 500 followers across the social media channels.</li> </ul>
Workshops	Face-to-face meeting	<ul style="list-style-type: none"> <li>• #3 workshop with key industrial players</li> <li>• #2 workshop with other EU funded projects</li> <li>• #1-2 workshop at conferences</li> <li>• # &gt; 500 attendees</li> </ul> <p>During our three workshops, we expect to collect 500 participants in total</p>	<ul style="list-style-type: none"> <li>• 2 workshops with Ferrari e Maserati</li> <li>• 3 workshop with EU funded projects (two of them at Conferences).</li> <li>• 60 attendees</li> </ul>
Promotional events		<ul style="list-style-type: none"> <li>• # videos = 10</li> </ul>	<ul style="list-style-type: none"> <li>• 11 videos</li> </ul>

Channels	Tools	Metrics defined in Deliverable 7.3	Results reached
Final event	Video, leaflets, posters and roll-ups (in addition to the real pilot)	<ul style="list-style-type: none"> <li># of potential customers participating in the event &gt; 50</li> </ul>	<ul style="list-style-type: none"> <li>Nearly 300 people joined the Final Event hosted by IEEE Intelligent Vehicle Symposium in Versailles, France.</li> </ul>

**Table 9 Channels, metrics and results achieved**

## 6 Conclusions

The Deliverable 7.7 named Final Dissemination & Communication Plan & Report, has described the dissemination and communication activities performed until M36.

The activities carried out during the three years of AutoMate project 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 stakeholders.

Furthermore, the main goals defined in Deliverable 7.3, as shown in Table 9, has been reached successfully, going often beyond the expected results, both on the online and offline channels.

To conclude, AutoMate Final Event has been a great opportunity to demonstrate the concrete application and the outcomes of the project and to show to a relevant audience the results achieved.