

DRIVE



Accelerate cooperative mobility

## Deliverable D52.1

# Updated Dissemination Plan

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## Executive summary

The main DRIVE C2X project result, an evaluated pan-European solution for the implementation of cooperative systems, is expected to have a major impact on the European transport sector. With its dissemination strategy DRIVE C2X contributes actively to this ambitious goal by pushing forward the deployment of C2X technologies.

The task of dissemination in DRIVE C2X is twofold. On the one hand the project aims at reaching all stakeholders relevant for a fast deployment of C2X technologies and infrastructure on European road systems. On the other hand the end user is in the focus of the project communication: it is only by the support of the general public that a comprehensive deployment of C2X technologies will succeed. With the strict deployment orientation the project uses well known dissemination channels such as the website or a project brochure. Yet, DRIVE C2X goes beyond these activities. Road site events with stakeholder workshops were a core part of the project dissemination in the first three project years generating huge interest in the expert community and at user side. During the final event stakeholder perspectives on deployment strategies will be an important part of the event. Besides, special means such as videos that aim at the general public and are distributed through various internet platforms are used.

This document informs about the strategy, plans all activities and clarifies roles and procedures of dissemination. This version contains the update of November 2013 (M35).

Chapter 1 of this document introduces the purpose of the document and the targeted audience. The core part is the communication framework which builds the foundation for organising the communication activities for DRIVE C2X and is described in Chapter 2. According to the goal to go beyond the classical dissemination, the relevant means to address the general public are discussed.

The framework starts out by defining an overview of the strategy underlying all dissemination means: As described above, the activities of DRIVE C2X go beyond the classical means of European research projects and establish a network within the expert community, but also motivate relevant stakeholder groups to support the market introduction of cooperative systems. In parallel, the general public is addressed, because the awareness and acceptance of the general public are crucial to reach a sufficient market penetration. Key measures to achieve those goals are leveraging interactive media and feedback mechanisms.

The second step of the framework defines the three overall objectives of the dissemination:

- contribute to existing activities; create technological knowledge about C2X
- initiate socio-economic ventures and
- gather the stakeholders' commitment.

Step three identifies the target groups to be addressed. The target groups are broken down from the three general categories of public sector, private sector and end user. The goals of each target group are identified. Examples for the respective sectors include the European Union, OEMs and drivers.

The fourth step specifies the contents disseminated by DRIVE C2X. The content areas are: general project information, technology, stakeholder benefits, political economic impact

and business economic impact. By defining concise key messages for each area and by mapping them to the target groups, this step defines a blueprint for messages to be sent in subsequent dissemination activities.

The fifth and last step of the communication framework lists the communication activities of the project and maps them to the targeted groups.

In chapter 3 of this document the communication activities are detailed in greater depth and a timeline is established. Main focus is on the project website, the test site show cases and the final event.

The website functions as central point for information and raising awareness. The website is structured for fast access, written according to the respective knowledge levels and designed in an interactive manner, so all target groups can be reached.

The test site campaign was designed to generate great outreach and to showcase the results of DRIVE C2X. Under the claim "Making cooperative systems cooperate", three events were held at the test sites in Germany, The Netherlands and Sweden. The goal was to demonstrate the benefits of cooperative systems and services as well as to initiate engaging dialogues among participants. The events were targeted towards the expert community, local decision makers and multipliers like the press with the third event in Sweden also offering a public day, which was well received. Each event was a one-day occasion linked in with the activities of a national test site. The last test site event, however, was open to the general public on a second day. Additionally, a demo during the 19<sup>th</sup> ITS World Congress in conjunction with the Car-2-Car Communications Consortium (C2C CC) and the Austrian "Testfeld Telematik" project was set-up.

A larger final DRIVE C2X event will be hosted during summer 2014. In line with the strict deployment focus of the DRIVE C2X dissemination work, business modelling will be a core part of the event. During an interactive workshop participants are expected to look at the various aspects of market introduction of C2X technology from a business perspective.

Chapter 4 outlines the liaison activities of DRIVE C2X. It describes the collaboration with the associated test sites. Additionally, the chapter introduces related projects and organisations, such as other EU projects or standardisation organisations. There are three main activities regarding these projects and organisations: exchange of technical and methodological information and results with related projects; collaboration with platform projects and initiatives for deployment such as EasyWay and its follow-up project "European ITS platform", Car-to-Car Communication Consortium, ETSI or CEN; establish contacts to regional stakeholder clusters of national test sites to increase synergies and to reduce problems of interoperability. Building up from results of PRE-DRIVE C2X the collaboration with EasyWay was continued and intensified, but came to a preliminary halt, when EasyWay ended. A similar collaboration with the EasyWay successor is planned. These activities aid exploring and setting the conditions for a successful deployment with respect to road operators and authorities.

Chapter 5 outlines the administrative dimension of this deliverable. It defines roles, responsibilities and procedures in order to carry out the dissemination activities. Bodies with contacts / organisations are established.

Chapter 6 concludes this document and summarizes the main findings.

To monitor the achievements of the project's dissemination activities, deliverable D52.2 "Report on effectiveness of dissemination channels and means" has been submitted to the European Commission. The data survey builds on the metrics measuring the success of the activities as developed in the initial version of the dissemination plan. The results confirmed the targets and the plan for disseminating DRIVE C2X projects results.