

DRIVE



Accelerate cooperative mobility

Deliverable D52.2

Report on effectiveness of dissemination channels and means

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Executive summary

This deliverable summarizes the measurable impact of the dissemination and promotion efforts of DRIVE C2X up to December 2012. DRIVE C2X actively promotes the benefits of cooperative driving in the expert community and the public at large through a variety of channels, and the dissemination plan (deliverable D52.1) proposes metrics to quantify the impact of these channels as a way to gauge the success of each effort. This report on effectiveness of dissemination channels and means (deliverable D52.2) presents and evaluates the results for each channel in turn. In summary, the strategy to engage various online and offline channels to promote cooperative driving has been successful so far, notably the first two of three test site events, DRIVE C2X @ sim^{TD} in October 2011 and DRIVE C2X @ DITCM in July 2012 attracting 273 visitors combined, and the activities supporting the 19th ITS World Congress in October 2012.

The drive-c2x.eu website has proven to be an important means to communicate project activities with a total of 103,392 page views over 1½ years. The reach of the website is global and many visitors took the opportunity to learn about the project in depth by following through to specific subpages or by downloading the publications. Section 2.1 discusses the access statistics in depth. Further improvements to the website including regular, event-based news updates and Web 2.0 integration amplify this effect and extend the reach of the project beyond an expert audience.

To reach out beyond the core audience of technical experts two short promotional films were created and unveiled at the ITS World Congress in Vienna. Due to the late online release dates (October and December 2012, respectively) only preliminary access statistics are available. It is planned to give these films wider exposure via the partner network.

Beyond these statistics, the results of an internal survey also show that all channels are being used effectively to attract attention to DRIVE C2X and the related national projects in order to demonstrate the viability of cooperative driving as a means to make individual transportation safer, more ecological and more comfortable. Aggregated over all responses, the DRIVE C2X dissemination efforts received an average score of 4.04 out of 5 possible.