

A leap towards SAE L4 automated driving features

D6.2 Communication and Dissemination strategy

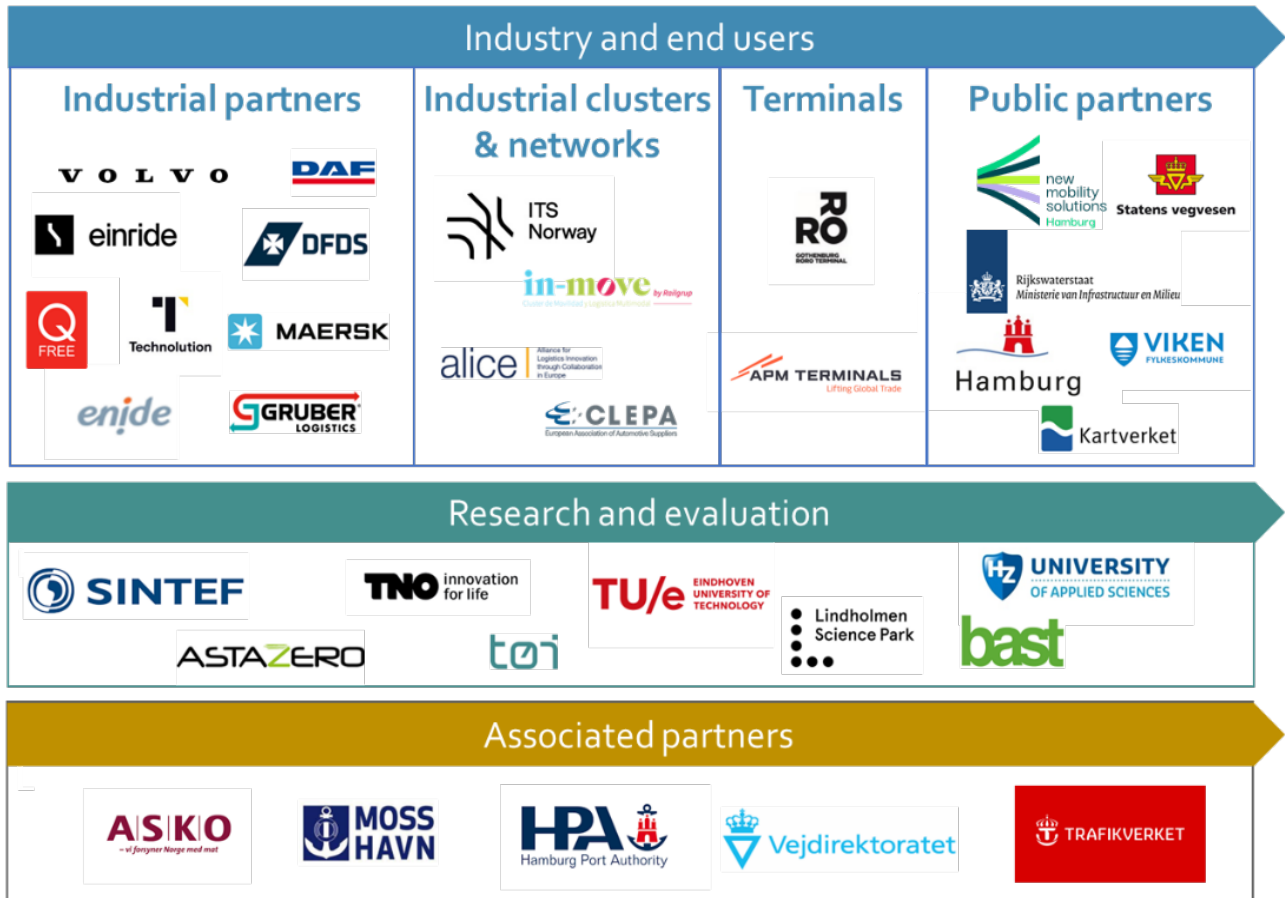
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Glossary of terms and abbreviations used

Abbreviation / Term	Description
ADS	Autonomous Driving System
AIDA	Awareness; Interest; Decision; Action
ALI	Alice
ATS	Autonomous Transportation System
B2B	Business-to-business
CAD	Connected and Automated Driving
C&D	Communication and Dissemination
C&D&E	Communication and Dissemination and Exploitation
CLE	Clepa
DoA	Description of Action
EC	European Commission
EU	European Union
GA	Grant Agreement
HE	Horizon Europe
HDV	Heavy-Duty Vehicles
INM	In-Move
ITSN	ITS Norway
KPI	Key Performance Indicator
M	Month
MOOC	Massive Online Course
MS	Milestone
ODD	Operational Design Domain
OEM	Original Equipment Manufacturer
PDI	Physical Digital Infrastructure
R&D	Research and Development
R&D&I	Research and Development and Innovation
SEO	Search Engine Optimisation
ST	Subtask
UC	Use Case
WS	Workshop



1 Executive Summary

D6.2 - Communication and Dissemination (C&D) Strategy is associated to Task 6.2 – “Dissemination and Communication Activities”. D6.2 comprises the communication and dissemination activities of the project goals, know-how, findings, achievements, and other outputs.

In detail, D6.2 describes the Communication and Dissemination strategy to be used throughout the project, along with the goals, channels and timeline needed to share information effectively and promptly with the identified target users and a wider audience. Additionally, it develops and disseminates printed and electronic C&D materials and collaborates with other pertinent EC and R&D projects with the aim at maximising the impact of CCAM initiatives at EU level.

This Communication and Dissemination Strategy (and its implementation plan) is meant as the guide for the MODI consortium and will therefore be reviewed and updated along the project. Thus, two deliverables will complete the work initiated in D6.2, update it, report on the activities carried out, and broaden its scope across the project’s lifetime: D6.3 – Updated Communication and Dissemination Strategy due in M18 and D6.5 – Report on Dissemination and Communication activities due in M42.

The entire MODI consortium will actively participate in C&D activities under the coordinator of the WP6 leader to highlight the significance of the work and to promote effective communication with the identified target groups within the CCAM realm and the public.

To sum up, this C&D strategy is meant as the guide for all MODI partners, the members of the Stakeholder Board Group and other relevant stakeholders due to its public nature. The – most recent version of the – document will be available for the consortium members (via MODI archive platform). If a new person joins MODI, this document will serve as guide for them to get familiar with the C&D structure and to know where they can find specific information related to MODI’s Communication and Dissemination strategy and plan.



2 Introduction

2.1 Mapping MODI Outputs

The aim of this section is to map MODI’s Grant Agreement commitments, both within the formal Deliverable and Task description, against the project’s respective outputs and work performed.

Table 1: Adherence to MODI's GA Deliverables & Task Descriptions

MODI Task according to Grant Agreement (WP6 Description)	Respective report section (s)	Justification
<i>Subtask 6.2.1 Dissemination and Communication strategy and detailed plan</i>		
<p>Task 6.2 - Dissemination and communication activities [M1-M42]</p>	<p>A detailed Communication and Dissemination (C&D) strategy and plan will be developed at the beginning of the project, being periodically updated. WP6 leader will develop the roadmap to coordinate all the partners’ communication activities. The plan will identify: WHO (target audiences), WHAT (key messages), HOW (communication channels, activities and tools) and WHEN (implementation and schedule) and include: Identification and classification of stakeholders to be targeted, Identification of project values, considering target groups, messages, actions, channels, timing, etc. The impact generated by C&D activities will be measured through an integrated analysis of outreach data, engagement indicators and qualitative feedback based on direct exchange with stakeholders. The plan will be updated in M18. WP6 leader will lead the subtask. All partners will support by providing relevant input.</p>	<p><i>Sec.3</i> <i>Sec.4</i> <i>Sec.5</i> <i>Sec.6</i> <i>Sec.7</i> <i>Sec.8</i> <i>Sec.9</i></p> <p><i>The communication and dissemination strategy and plan for MODI have been defined in D6.2. Further details on the foreseen activities to be implemented will be provided in D6.3 and D6.5 respectively.</i></p> <p><i>Key messages and target audience for the dissemination and communication activities have been identified in D6.2, along with the respective channels and a tentative calendar.</i></p>
<i>Subtask 6.2.2 Dissemination and Communication tools, materials, and digital presence</i>		
	<p>A core set of well-developed online and offline efforts will be carried out to amplify project visibility, including the following elements: A visual identity reflecting the MODI’s values, key messages, and characteristics, establishing the MODI’s “Brand”. A dynamic website that moves away from being a sole repository and is instead a ‘digital anchor’. Digital presentations (including audiovisuals/videos/demos). Social media creation, monitoring and reporting to analyse performance, guide strategy, increase reach and engagement.</p>	<p><i>Sec.5</i> <i>Sec.6</i> <i>Sec.7</i> <i>Sec.8</i></p> <p><i>D6.1 covers most of the materials, tools, and digital presence envisaged in line with MODI C&D strategy: the ones developed so far as well as the envisaged tools to be completed in the near future (i.e., the project website).</i></p> <p><i>D6.1 identifies KPIs and target values to measure the C&D performance of such a</i></p>



			tools, materials, and digital presence. D6.2 and D6.3 will respectively report on the progress made.
<i>Subtask 6.2.3 Dissemination and communication actions and activities:</i>			
Based on the developed Dissemination and Communication plan, a wide array of relevant activities will be organised and deployed, ensuring the MODI message is communicated to all the relevant audiences and stakeholders' groups. INM will support in organising and participating of partners in relevant workshops, seminars, conferences, trade fairs, etc. , and support the dissemination events to be organised in each of the UC sites (WP5) . All partners will use their networks of institutional relations and clients to promote at all levels the results and the opportunities in the most appropriate events and media.		Sec. 5 Sec. 6 Sec. 7 Sec. 8	D6.1 provides details on the envisaged set of C&D actions and activities to be carried out by the consortium. D6.2 and D6.3 will respectively report on the progress made and provide key insights for potential updates of the C&D actions, based on the lessons learnt since the beginning of the project. D6.1 identifies KPIs and target values to measure the performance of the foreseen C&D actions and activities. D6.2 and D6.3 will respectively report on the progress made.
WP6 MODI C&D related deliverables			
D6.2 – Communication and Dissemination strategy <i>Communication and Dissemination strategy and detailed plan, identifying WHO (target audiences), WHAT (key messages), HOW (communication channels, activities, and tools) and WHEN (implementation and schedule). The deliverable is related to Task 6.2 [Initial report]</i>			
D6.3 – Updated Communication and Dissemination strategy <i>Updated Communication and Dissemination strategy. This deliverable is an update of D6.2 and related to Task 6.2 [Interim report]</i>			
D6.5 – Report on Dissemination and Communication activities <i>Report on Dissemination and Communication activities. The deliverable is summing up activities related to Task 6.2 [Final report]</i>			

2.2 Deliverable Overview and Report Structure

The structure of Deliverable 6.2 – Communication and Dissemination strategy is the following:

In section 1, an executive summary is presented. The aim of this section is to provide an overview for the deliverable and inform the recipient on: subject of the deliverable, summary of the work carried out, The main conclusion(s), and the purpose of the deliverable.

Section 2 covers a brief outline of the objectives of the specific MODI Deliverable, how are those aligned and relevant with the overall project and the related work package (WP6), and what was the approach followed to achieve them. D6.2 dissemination level and the linkage to other Project Outputs are also discussed in this section.



In [section 3](#), MODI’s vision is introduced to the reader. The ambitions of the initiative, the pan-European approach within CCAM realm in the logistics sector, and the Communication and Dissemination objectives are broadly described in this chapter.

In [section 4](#), the most relevant target audience for MODI is properly identified and categorized to define tailored communication and dissemination channels and tools to successfully reach and engage them ([section 5](#)).

[Section 6](#) and [section 7](#) provide details about the time plan for the dissemination and communication strategy and a set of internal guidelines for its efficient implementation at consortium level respectively.

[Section 8](#) lists the metrics of interest and the targets values for these foreseen actions as described in the Grant Agreement.

Finally, [Section 9](#) wraps up the report and draws conclusions and further actions for C&D activities in the MODI initiative.

2.3 Dissemination level for D6.2

D6.2 Communication and Dissemination Strategy is a report to be submitted by WP6 leader at M4 and has the status of Public (PU) deliverable. As such D6.2 will be uploaded to a dedicated page on MODI project website, which is currently under construction (further information on the website is available in [section 4](#)). Anybody will be able to download, read and share the report to ensure that a wider audience has free access to the MODI initiative, its ambition, and its goals. It should be noted that the public nature of D6.2 also pursues that other existing R&D&I projects within the CCAM realm, and more precisely those in the logistics sector, can access MODI’s Communication and Dissemination strategy to be informed of the project’s goals and activities and to easily explore potential areas of collaboration and/or joint C&D actions.

2.4 Linkage to other Project Outputs

In this section the interdependencies of deliverable 6.2 with other project deliverables are shown, see [Table 2](#) below.

Table 2: Linkage to other Project Outputs

GA Component Title	Deliverable Chapter(s)	Contribution and Value of linkage
INPUTS from other deliverables utilised in this report		
D7.1 Project handbook (draft version)	Section 5 and section 7	When developing section 5 (C&D channels and tools) and especially Section 7 (C&D internal guidelines), D7.1 was reviewed to ensure that all actions and/ procedures related to C&D where in line with the guidelines establish in the Project handbook.
OUTPUTS from this report utilised by other deliverables		
This deliverable interacts with and will be used by all WPs and Tasks, in that it sets out the rules and procedures on how to communicate and disseminate project activities and results.		



2.5 MODI ambitions: A leap towards SAE L4 automated driving features

The MODI project aims to accelerate the introduction of highly automated freight vehicles through demonstrations and by overcoming barriers to the rollout of automated transport systems and solutions in logistics. The logistics corridor from the Netherlands to Norway has been chosen for demonstration activities as the Netherlands, Germany, Denmark, Sweden, and Norway are expected to be among the first movers to implement fully automated vehicles in Europe.

MODI comprises five use cases, each describing a part of the logistics chain in confined areas and on public roads. It identifies what is already possible on an automated driving level without human interaction and what is yet to be developed. The MODI objectives are to:

- Implement new technology within CCAM spectrum.
- Define recommendations for the design of physical and digital infrastructure.
- Demonstrate viable business models for connected and automated logistics.
- Perform technical and socio-economic impact assessments.

Major challenges include regulatory aspects and standardisation, border crossings, access control, charging, coordination with automated guided vehicles, loading/unloading and handover from the public to confined areas.

Test sites: CCAM test corridor from Rotterdam to Oslo with specific use cases at Rotterdam (The Netherlands), Hamburg (Germany), Gothenburg (Sweden), Moss (Norway)

The **ambition of MODI** is to take automated driving in Europe to the next level by demonstrating complex real life CCAM use cases while:

- Showing the local, national, and international context of freight transport with CCAM vehicles, both in confined areas and on public roads.
- Cooperating and cocreating with logistics companies, road operators, vehicle OEM's, providers of physical and digital infrastructure and other stakeholders to bridge the gap between R&D and market readiness.
- L4 solutions for long-distance operational design domains.
- Creating innovative business models and improved business models across the logistics chain.
- Proving that the technology soon can deliver on promised benefits at relatively high speeds and medium traffic complexity, including a coordinated CCAM system to support smart traffic management.
- Paving the way to enable highly automatic transport on important corridors, connecting main ports across Europe.
- Accelerating CCAM in Europe by setting examples of business-wise CCAM integration in logistics¹.

2.6 A pan-European CCAM approach

MODI encompasses an entire corridor to map out what is already possible in CCAM vehicles in the entire logistics chain. For this corridor, **European countries have been selected that are expected to be the first to implement L4 CCAM vehicles: Netherlands, Germany, Denmark, Sweden, and Norway**. MODI covers this corridor from Rotterdam to Oslo. This involves public roads and confined areas: motorways, local roads, EU member state borders, terminals, gate controls, etc.

Coordination is a critical element of this project: it enables early integration of CCAM vehicles in current logistics vehicle operations, adding more benefits for logistics companies and thus creating the path to deployment. First for confined areas: here, a handover from control in the vehicle to control by a central control tower is needed to ensure that the new CCAM vehicles function properly between the existing automated vehicles at those terminals.

Coordination is also important in the public domain: smart traffic management will ultimately improve the utilisation of the infrastructure and allow traffic and logistics optimisation beyond human-driven vehicles.

Optimisation of infrastructure and priorities for infrastructure developments to accelerate deployment of CCAM for logistics are also considered. This concerns the adaptation of digital infrastructure (with associated hardware) and adaptations of the physical road infrastructure in specific cases.

MODI tackles necessary technical developments, aims to contribute to the harmonisation of regulations in Europe, sets the standards for coordinated automated driving, demonstrates what is possible on the whole corridor and defines what still needs to be developed in the future. It also develops logistics business models so that the profitability of these can be demonstrated and shows new business models in the logistics sector.

This ultimately leads to an optimal design of the overall system of L4 CCAM vehicles for logistics in confined areas and on public roads. Extensive recommendations are made for automated freight transport on the corridor and how to apply this knowledge and recommendations for other European countriesⁱⁱ.



Figure 1: Overview of MODI’s European corridor

3 MODI’s Target Audience

A detailed overview of MODI strategy to communicate, disseminate and exploit the project findings throughout the project length and beyond is presented in figure 2. The target groups will be identified in this section, and a broad range of C&D measures will be described including how to disseminate and approach these target groups with key project results. The exploitation approach is outside the scope of this deliverable. Thus, it will be covered in detail in another set of deliverables linked to Exploitation and Commercialisation (D6.4, D6.6, and D6.7) further on in the project execution.

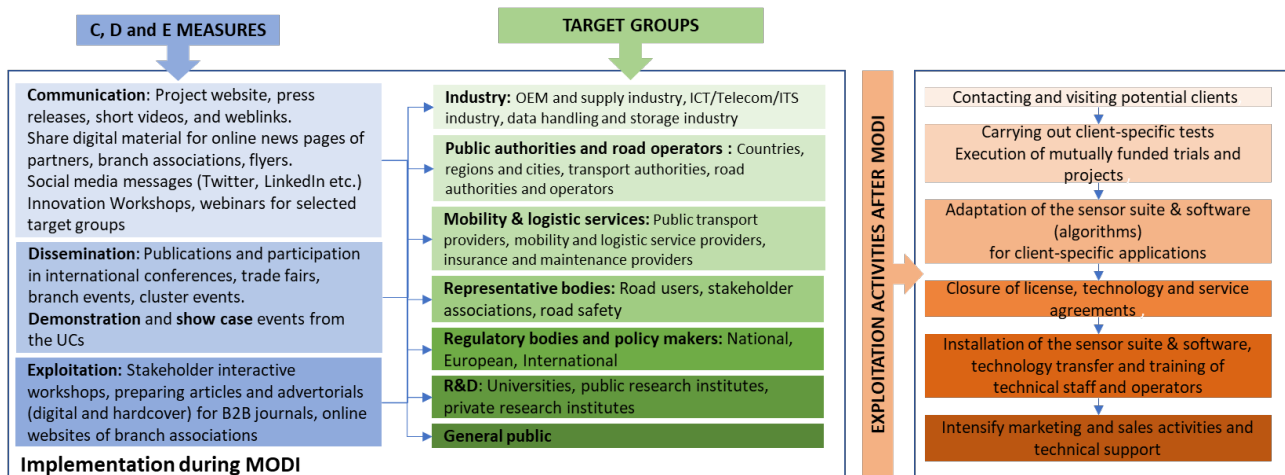


Figure 2: Measures to maximise the impact

The **C&D strategy is designed to share and transfer the knowledge and results emerging from MODI in a tangible set of actions to target key stakeholders** with the aim at maximizing the project impact. The purpose is to enable relevant target audiences to use and take up the project’s findings from a strategic and economic approach. MODI consortium is willing to share, listen and receive useful feedback from the targeted audience that may take an interest in the dissemination and/or exploitation of initiative key findings.

Some general principles are proposed to lead networking and alliance building efforts towards MODI’s target audience, namely:

- Disseminating the overall mission of the CCAM ecosystem and the potential benefits for the logistics sector.
- Supporting new business value chains in their growth strategy and endeavours.
- Capitalizing upon MODI’s best practices and success stories to create a compact network of disruptive stakeholders for adopting MODI technologies and applications.
- Identifying complementarities with local, regional, national, and International driverless and logistics related initiatives and programmes for maximum leverage.

MODI’s target audience is a heterogenous set of stakeholders with influence over CCAM logistics value chain. This group includes (but is not limited to): Freight and logistics service providers, OEMs and technology providers, Public Authorities, Infrastructure administrators, Representatives bodes, and Academia and R&D organisations. Table 3 describes the relevant stakeholder categories for the MODI project and a short description of each one of them.



Table 3: MODI’s main stakeholder groups interest(s) and benefit(s)

Stakeholder category	Description
Freight and logistics service providers	Terminal operators, logistics service providers, and shippers are the end users of CCAM solutions, and MODI results
OEMs and technology providers	OEMs, technology providers, related transportation platforms, and standardisation committees are the technical facilitators
Public authorities	Public authorities are regulatory bodies and policymakers
Infrastructure administrators	Infrastructure administrators provide the required physical and digital infrastructure, including Telecom
Representative bodies	Representative bodies and membership associations represent larger groups of stakeholders or specific industries
Academia and R&D organisations	Academia and R&D organisations develop and provide knowledge and represent the research frontiers
General public	Safe, sustainable, efficient and cheaper transport

3.1 Communication and Dissemination goals

The goal of MODI is to make the results known and available to a broad group of potential users and stakeholders and pave the way for exploiting the project results towards achieving European leadership in innovative CCAM. To reach this ambitious goal, dissemination, communication, and exploitation (DCE) activities (WP6) will be a continuous and iterative process. Thus, in line with AIDA (Awareness; Interest; Decision; Action) methodologyⁱⁱⁱ, MODI communication and dissemination strategy aims at:

- Creating awareness of the project goals, activities, and potential findings.
- Raising interest in MODI’s positive impact on the CCAM logistics ecosystem.
- Increasing the credibility and social acceptance of MODI key results.
- Implementing a comprehensive Communication & Dissemination plan for soundly promoting the progress and outputs of MODI project, streamlining public awareness and take-up of the MODI concepts, tools and results, set within an active and structured network of stakeholders.
- Promoting synergies and ensure stakeholders’ engagement for broadening project’s acceptance/endorsement and participation (learning more, getting in contact, participating to surveys and events, engaging in joint activities, adopting the MODI solutions, etc.)
- Generating synergies with MODI Stakeholder Board group (SBG), consisting out of representatives from authorities, academia, policymakers, logistics of freight and industry, which guides and advice the process of defining the recommendations for implementing the solutions and measures developed within the MODI project.
- Promoting clustering and alliance building with existing initiatives within CCAM logistics area to generate economies of scale, maximise impact, and create the conditions for systemic innovation.
- Communicating efficiently and comprehensibly the MODI innovations, outcomes, and results to EC, CINEA, CCAM Partnership and other relevant policy makers and/or Industrial associations.

Some of MODI’s CCAM solutions will also be used for passenger transport involving **human centred social innovations** based on the paths of MODI’s R&D partners. MODI will have strengthened the collaboration of technological and SSH R&D to ensure these CCAM innovations for passenger transport. As such, there are parallels between the logistics sector and public passenger transport. It is foreseen that knowledge transfer between these is beneficial for the implementation of CCAM for logistics as for public passenger transport. To this end, Communication and Dissemination actions will also take into consideration the wider societal implications of MODI and their relevance to citizens. In line with the guidelines promoted by EC and other related R&D projects on safer and more efficient connected and automated heavy-duty vehicles in real logistics scenarios.

4 Communication and dissemination channels and tools

The goal of the C&D efforts is to engage society and demonstrate MODI's influence and advantages. They will do their best to adequately prepare the stakeholder groups listed in Section 4 to evaluate, accept, implement, and promote the transformation of the MODI knowledge into sustainable innovation(s).

The communication channels and tools outlined in this section are designed to inform and promote the project, its outcomes, and success depending on the aims and desired results of each C&D planned action. In other words, the implementation of MODI Communication and Dissemination strategy combines a mix of the most effective analogic and digital disruptive communication channels and tools.

4.1 Communication materials

4.1.1 Press releases

Press release(s) will explicitly target members of the media and press in a certain industry and/or public domain. They will be made available on a regular basis, particularly to publicise the project's activities and findings. A preview of the first press release that was released upon MODI's Kick-off (1st October 2022) is shown in Figure 3 below.

Each partner is required to help spread the MODI press releases by distributing them to local and national media in their respective locations and areas of influence.

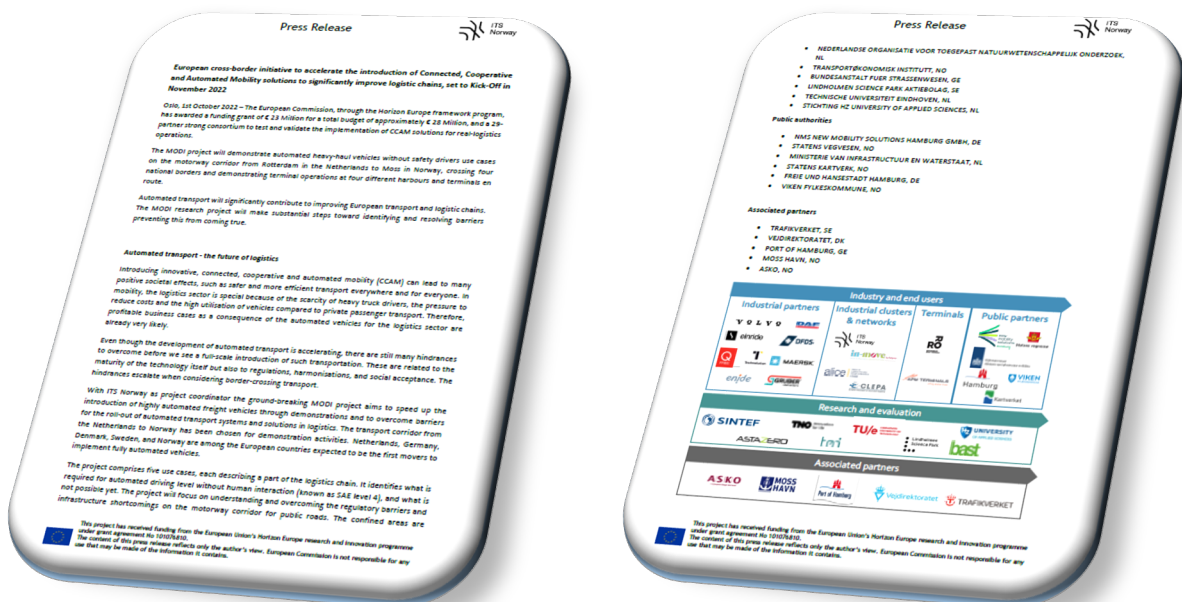


Figure 3: MODI's first press release



4.1.2 MODI logo

The project's corporate brand is established by MODI's main logo in Figure 4. The keywords the graphic designer considered for the creation of the logo were:

- Connected
- Network
- Outreach
- Location
- Mobility (CCAM)

Additionally, the project's goal is summarized in the baseline: "A leap towards SAE L4 Automated Driving features".

The logo is integrated in all MODI C&D materials, thus ensuring that the style and guidelines set in MODI's brandbook (refer to subsection 4.2.1) are met throughout the C&D channels and tools by all partners.



Figure 4: Version 1 and version 2 of MODI's logo

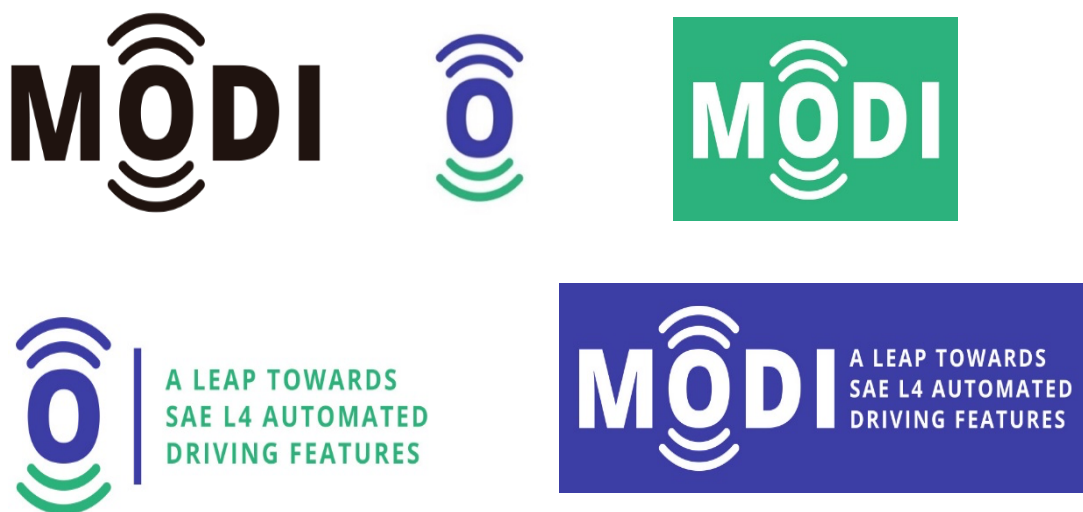


Figure 5: Other versions of MODI's logo

4.1.3 C&D materials

A **basic infographic**, which will feature MODI’s key messages, SAE L4 Automated Driving features in real use cases and expected key results is under development. It also calls the target audience to pay a visit to the website, follow and engage with the MODI initiative on social media.

MODI’s basic infographic aims at supporting partners engaging in C&D actions, especially physical events (i.e., fairs, workshops) where they will meet interested stakeholders F2F. It will be available for all partners before M6. The design will be adapted to three different formats and will be available for the partners to decide whether they want to use the digital format or print any of the available options^{iv}:

- Flyer size
- Poster
- Roll-up

Additionally, a set of word document **templates** for internal (i.e., meeting agenda, deliverable template) and external communication purposes have been created (i.e., PowerPoint presentations). All documents produced follow MODI’s corporate identity guidelines. They are available to all partners on the internal cloud repository (SharePoint). An example of the MODI general presentation is depicted below (figure 6).

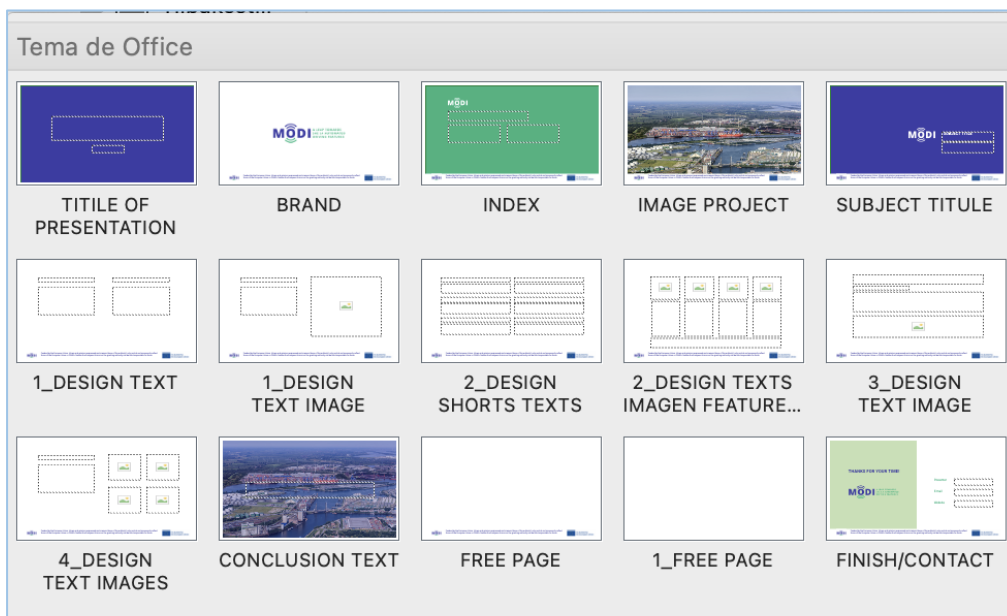


Figure 6: MODI general presentation template



4.1.4 Newsletter

MODI’s consortium plans to distribute seven newsletters throughout the project length to keep interested parties informed of the project progress and results. Main target groups are the general public, Transportation and Logistics industry professionals and other related stakeholders.

Table 4: MODI’s newsletter schedule

Number	Date
Newsletter 1	March 2023
Newsletter 2	September 2023
Newsletter 3	March 2024
Newsletter 4	September 2024
Newsletter 5	March 2025
Newsletter 6	September 2025
Newsletter 7	March 2026

MODI’s website visitors can subscribe to the mailing list, which will act as the newsletter main distribution channel. In addition, all newsletters will be stored online on the project website and will be free to access at any time. Once the newsletters are published, all consortium members are invited to further promote them among their networks.

4.2 Digital presence

4.2.1 MODI’s corporate identity

A basic brandbook has been developed to shape the essential elements that make up **MODI’s corporate identity**. It is meant to turn it into a tool to transmit and reflect the character of the project, a guide that will help partners to create and communicate without losing the very essence of the brand. It establishes the guidelines for communication, material creation, typographic use, and chromatic applications for the correct use of the brand. The main objective is to consolidate MODI’s brand image by adopting a set of basic guidelines that guarantee its correct use when communicating and disseminating the project and its findings.

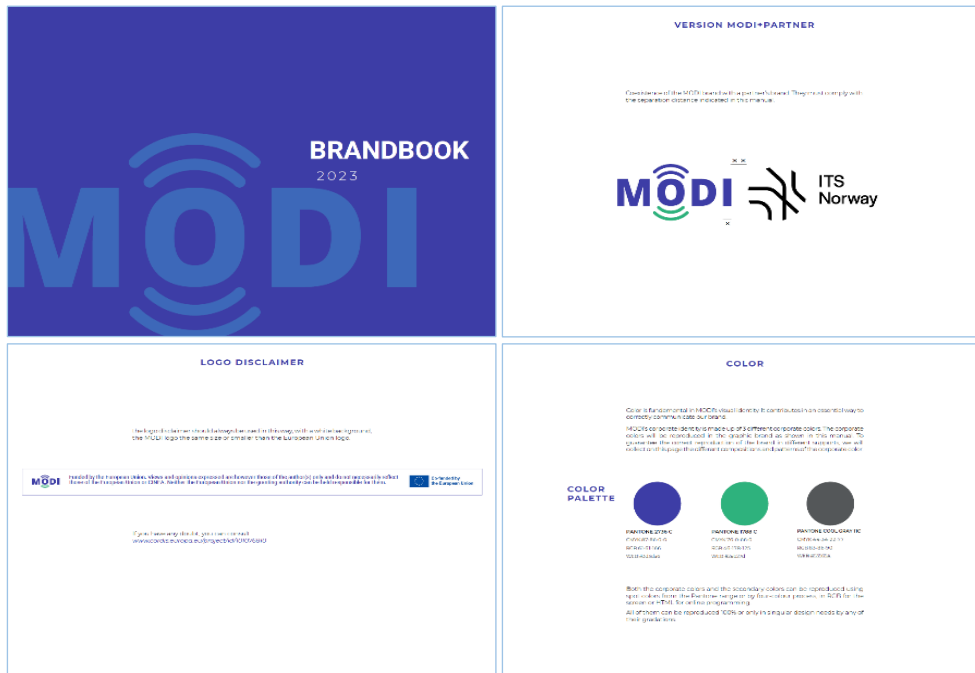


Figure 7: Selection of pages from MODI’s brandbook

A series of multipliers (networks, platforms, initiatives, projects) will be approached to promote MODI through their C&D channels. Therefore, when MODI cooperates with other organisations the brand guidelines must be followed as well.

To conclude, all MODI members are encouraged to sign their email correspondence with MODI signature when dealing with project matters:

Name Surname
Job Title



[WEBSITE](#) · [LINKEDIN](#) · [TWITTER](#) · [YOUTUBE](#)

This project has received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement No 101076810.

Figure 8: MODI’s email signature

4.2.2 Social networks

Social media accounts for three key platforms have been already created: Twitter, LinkedIn, and YouTube. Social networks are a very effective tool as a two-way access between consortium members, and the technical and public audience. Thus, the consortium was very active generating awareness about MODI’s launching and kick-off meeting since M01. Regular updates to the content and consideration of user feedback



will assist to shape the project's future. This activity will be coordinated by WP6 coordinator. The MODI project's social media channels on LinkedIn, Twitter, and YouTube are displayed below:

- <https://www.linkedin.com/company/modi-project/>
- https://twitter.com/MODI_CCAM
- https://www.youtube.com/@modi_project/about

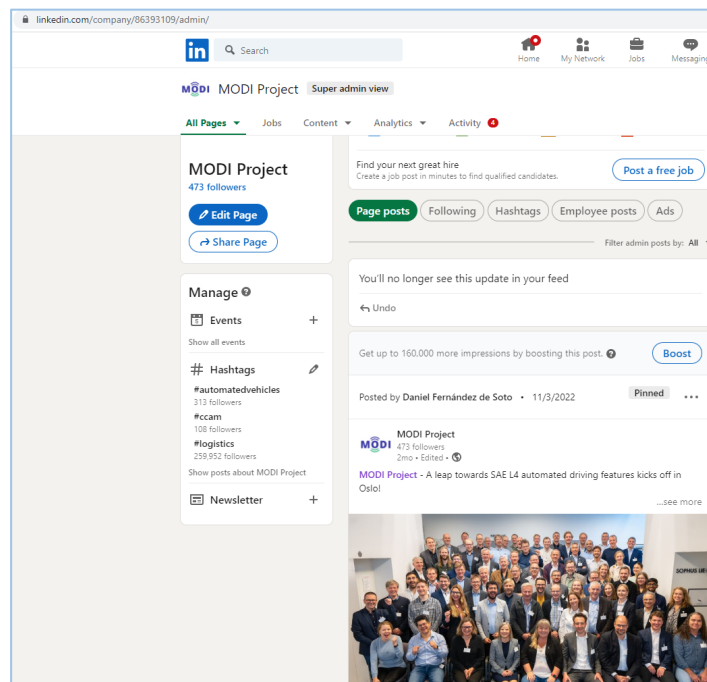


Figure 9: MODI's LinkedIn profile

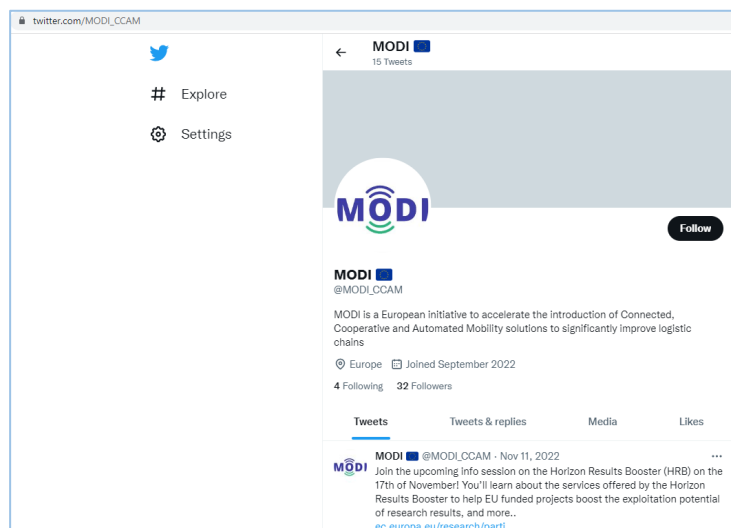


Figure 10: MODI's Twitter profile

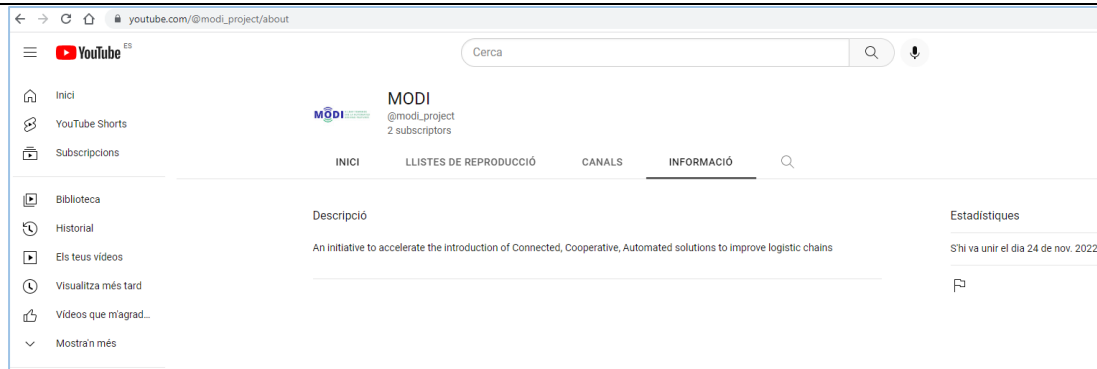


Figure 11: MODI's YouTube account

4.2.3 Video

1 project promotion video will be produced, which will cover the MODI general ideas, use cases and presentations. It will also include non-technical information about the project, targeting a wider non-expert audience. The video will be available at the project's website and social network accounts during the entire project's length. Furthermore, MODI's promotion video will be displayed in physical events whenever possible (i.e, workshops, presentations, fairs). This activity will be coordinated by WP6.

One Podcast/webcast/video per use case will be developed in WP5 by Use case leaders to be promoted and shared on the website and social media as well by WP6 Leader. Each use case leader will decide which media format adapts better to their local reality.

4.2.4 Website

The project website is under development and will be launched in M5. The main goals of the project website are:

- Enhance the project's public image and act as the online reference for the different target groups.
- Act as an information source, highlighting project objectives, activities, outcomes, and breakthroughs.
- Be the project's repository of information. Since the website will be publicly accessible, it will be used as an online repository for public deliverables and publications, that will have free access.

In addition, the partners will use an internal repository to upload and share documents of private nature. This restricted area contains documents and confidential information related to the project's internal activities and reporting. The platform chosen is SharePoint.

4.3 Events

4.3.1 Events organised by MODI partners

4.3.1.1 Workshops

MODI consortium proposes a series of workshops as part of the stakeholder engagement activities to support various project goals, including the gathering and analysis of stakeholder requirements, evaluation, C&D&E, identification of emergent business models, development of regulatory and governance frameworks, etc. The F2F social dynamics that co-creation approaches will provide will greatly enhance the value of the workshop sessions.



At least **eight workshops** will be organized within the framework of WP1, WP2, WP4, WP5, and WP6. The clusters and Industrial networks in MODI (ITSN, ALI, CLE, and INM) will have a crucial role reaching engaging key stakeholders from the 5-helix. Additionally, **three MODI Stakeholder Board Group workshops** will be organized within T6.1 as described in D6.1 *Stakeholder Group Setup and Engagement Plan*. Table 5 below provides a tentative schedule of workshops during the project lifetime:

Table 5: MODI's scheduled workshops

Workshop description	Primary goal		WP	Period
Workshop 1: 'Road safety and challenges with different road users'	Collect safety and security requirements	AZ	WP1 (T1.2)	M1-M7
Workshop 2: 'Communication and Dissemination on MODI's vision and its potential results'	Communicate MODI's vision and its potential findings to the public and disseminate the project target audiences.	INM (Supporting partner: CLE)	WP6 (T6.2)	M1-M42
Workshop 3: 'Project clustering with other related CCAM initiatives'	Share knowledge with other relevant projects in CCAM call(s) to generate synergies when targeting audiences through European networks (CCAM Partnership)	ITSN	WP6 (T6.2.3)	M1-M42
Workshop 4: 'General requirements for physical and digital infrastructure and CCAM-services for SAE4 driving on public roads'	Collect and coordinate knowledge on PDI, ITS and CCAM services, particularly on core technologies and requirements for services.	NMA (Supporting partners: SIN, VIK, NMIW)	WP4 (ST4.2.1)	M6 – M27
Workshop 5: 'UC Norway: Integration of digital and physical infrastructure optimisations, vehicles and technical testing of demonstrators'	Organising and coordinating all involved stakeholders prior UC Norway demonstration .	SIN (Supporting partners: ASKO, EIN, VIK and VOLV)	WP5 (ST5.4.1)	M12- M41
Workshop 6: 'final workshop on demo results'	Showcase demo findings and provide input to develop new business models for logistics operators (T1.3)	SIN	WP5 (ST5.4.3)	M12- M41
Workshop 7: 'Gap Analysis for societal readiness'	Identify prerequisites for significant societal impact	SIN	WP2 (ST2.6.2)	M17-M42
Workshop 8: 'Business models results feedback from logistics operators'	Exploitation (how CCAM technologies affect logistics service providers?)	ALI	WP1 (T1.3)	M18-M40



<ul style="list-style-type: none"> • 1st SBG workshop to align the requirements and assessment the framework (WP1 and WP2). • 2nd SBG workshop to present and discuss the coordinated CCAM Interface, models and use cases. • 3rd SBG workshop to discuss the integration, evaluation, and validation. 	<p>Align requirements; Collect SBG feedback on Interface, models and use cases; Integrate SBG inputs on integration, evaluation, and validation</p>	<p>ITSN Supporting partners: ALI, CLE, TOI, INM)</p>	<p>WP6 (T6.1)</p>	<p>1st SBGW (M10) 2nd SBGW (M20) 3rd SBGW (M36-M42)</p>
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4.3.1.2 Field visits to pilot sites

WP5 - *Market Applications Demonstrated* will be responsible for demonstrating CCAM systems and services in confined areas and public roads in real-traffic conditions, including interfaces and optimised physical and digital infrastructures. The different use case test sites will host potential end-users, customers and/or key stakeholders throughout the demos' length.

4.3.1.3 MODI final public event

A final public event to present MODI's results to a broad public, including the stakeholders will be arranged towards the end of the project. The final event will preferably be at a location where the results in hardware can be demonstrated. The event will be highly promoted through all available communication and dissemination tools and channels.

Target audience: OEM and related transportation platforms, Standardisation committees, freight and logistics service providers, Infrastructure owners and/or operators, public authorities and other regulatory bodies, R&D organisations, and the public.

Aim: expand the results beyond the consortium; leverage the project results within the industry.

Expected attendance: at least 100 attendees.

4.3.1.4 Education and capacity building

MOOC (massive online course) on automated transport and logistics systems that is currently developed in the Horizon 2020 5G Blueprint project will be extended and updated.

Target audience: Logistics and transport practitioners.

Aim: (1) Raise awareness amongst the target group in relation to MODI's progress, opportunities, barriers, and results. (2) Facilitate access to MODI's innovations and breakthroughs to Transport and Logistics community by proposing an affordable, user friendly, and scalable digital approach.

Additionally, relevant Know-how and main finding arising from MODI project on user requirements, business cases, and business models will be analysed and potentially incorporated to existing courses and training modules based on theoretical knowledge by Research and Academia partners.

4.3.2 MODI's partners taking part in external events

In order to raise awareness of the MODI technologies and obtain input from community experts that may eventually help to build a consolidated and complementary vision for the EU CCAM value chain with focus on Logistics, participation in international events and synergies with other projects will be sought as much as possible.

A preliminary list of identified relevant events is presented below:

- A3PS Conference – 2023 and following years
- ACM Automotive'UI 2023 and following years
- EUCAD annual conferences
- IAA Commercial Vehicles 2023, Munich
- IEEE Intelligent Vehicles Symposium 2023
- IEEE International Intelligent transport System Conference 2023
- IPIC annual conferences
- IRU World Congress 2023-2024 (location to be announced)
- ITS World Congress & ITS Europe 2023-2024 and following years
- SIL BARCELONA Expo & Congress 2023 and following years
- POLIS Annual conference
- SOLUTRANS 2023
- The Autonomous Main event 2023
- TRA 2024, Lisbon
- Vehicular Technology Conference (VTC) 2023, Florence
- Zukunftsforum OÖ 2023

4.4 Publications and open access

MODI partners commit to make available the project public results (i.e., non-confidential), which will be uploaded on the project website and other repositories in a free access basis. This commitment refers mainly to scientific publications and deliverables with public dissemination nature.

All partners will be responsible for publishing project results in local and international press, peer-reviewed scientific journals, and conferences. Preprints of all public reports of the project will be shared on Open Research Europe for open peer review. All project publications can be read online, downloaded, and printed on the project website, which has open access, without subscription. Within six months following publication, the published manuscripts are to be deposited in the project website. EC portals and tools (OpenAIRE, Horizon the EU Research and Innovation Magazine, research*EU magazine and research*EU focus) will be exploited to make MODI generated public knowledge available. Since the above-mentioned tools provide free of charge online access to the respective publications for any user, they will ensure open access.

Commercially sensitive data are declared confidential and outlined in the exploitation plan and IPR section. A central aim of this consortium is to provide benefits to the European community. Project partners may use opensource code or contribute to standards, be they open standards or other. Details concerning open-source code use and standard contributions is addressed in the Consortium Agreement.

Many partners have remarkable experience in developing and publishing scientific publications (LSP, SIN, TOI, TNO or HZ for instance) **and dealing with open science practices** (e.g., publishing in gold / green open access, communicating to the public), as they are located in countries that are among the early adopters of open science policies.

4.4.1 Scientific publications

Throughout the project lifetime, the MODI partners envision several scientific papers (refer to related KPI in section 6) to be submitted to renowned conferences (see a current list in sub-section 4.3.2) and journals in



the field of CCAM with focus on Logistics. A preliminary list of target international scientific journals is presented below:

- IEEE Intelligent Transportation System Magazine
- IEEE Transactions on Antennas and Propagation
- IEEE Intelligent Transportation Systems Transactions
- IEEE Transactions on Neural Networks and Learning Systems
- IEEE Transactions on Microwave Theory and Techniques
- International Journal of Automotive Technology
- MPDI Journal of Applied Science
- IEEE Sensors Journal
- Springer Journal of Machine Vision and Applications
- Personal and Ubiquitous Computing Journal
- Transportation Research Part A: Policy and Practice
- Transportation Research Part C: Emerging Technologies
- Transportation Research Part E: Logistics and Transportation Review

Complying with Article 17 - Communication, Dissemination, Open Science and Visibility of Grant Agreement^v:
'Open science: open access to scientific publications.

The beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results. In particular, they must ensure that:

- at the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications.
- immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g. CC BY-NC, CC BY-ND), and
- information is given via the repository about any research output or any other tools and instruments needed to validate the conclusions of the scientific publication.'

By focusing on publishers who offer "gold" open access, the open access principle will be fulfilled by either making the papers immediately available online for free or by having each MODI partner to cover the necessary costs. When the "gold" open access model cannot be used, the "green" approach will be used instead by alternatively publishing the pertinent articles to an online repository, working with the publisher to determine whether an embargo period is necessary. In addition, many publishers may accept the article if it intends to be published for educational reasons, namely, if the version of the publication before the final review and formulation made by the editing office is used.

A preliminary list of platforms where MODI will be sharing scientific papers is proposed as follows:

- The MODI website
- ZENODO^{vi}, a joint open-source repository by OpenAIRE and CERN for academic publications and data
- ALICE Knowledge platform^{vii}
- CAD Knowledge Base^{viii}



The MODI partners strongly believe that by giving open access to scientific publications will aim to accelerate relevant breakthroughs by the EU researchers that will lead to boost knowledge generation and Industry competitiveness in Europe.

4.4.2 Deliverables with public dissemination level

Throughout the project life cycle, a series of deliverables with public nature will be developed because of MODI activities. They will be stored online on an ad-hoc page within MODI website.

As with scientific publications, a preliminary list of platforms where MODI will be sharing its public deliverables is presented here:

- The MODI website.
- ZENODO, a joint open-source repository by OpenAIRE and CERN for academic publications and data.
- ALICE Knowledge platform.
- CAD Knowledge Base.

Table 6 below lists the MODI public deliverables, related work package, type, and due date.

Table 6: MODI’s public deliverables

No.	Title	WP	Type	Due Date
D1.3	Report on border processes	WP1	Report	M12
D1.4	Future business models for connected and automated logistics	WP1	Report	M40
D1.5	Book of recommendations	WP1	Report	M42
D2.2	Report on specifying the common evaluation framework for MODI-demonstrators	WP2	Report	M12
D2.3	Report on database creation for data collection and sharing	WP2	Report	M34
D2.4	Impact analysis report of MODI-CCAM solutions and use cases	WP2	Report	M42
D2.5	Gap analysis report on technology and societal readiness	WP2	Report	M42
D4.1	Optimal design of physical and digital infrastructure for confined areas	WP4	Report	M24
D4.2	Optimal designs of physical and digital	WP4	Report	M27



	infrastructures on public roads			
D4.4	Technical architecture for collaborative CCAM Fleet management and traffic management	WP4	Report	M30
D5.1	Demonstration of CCAM systems and services of goods transport on port sites	WP5	Demonstrator, pilot, prototype	M36
D5.2	Demonstration of CCAM systems and services of goods transport in transition from the motorway to a confined area through an urban area	WP5	Demonstrator, pilot, prototype	M36
D5.3	Demonstration of CCAM systems and services of goods transport in hub-to-hub	WP5	Websites, patent filings, videos, etc	M36
D5.4	Demonstration of CCAM systems and services of goods transport on motorways and border crossings	WP5	Websites, patent filings, videos, etc	M36
D5.5	Assessment of CCAM implementation along MODI-corridor	WP5	Report	M39
D6.1	Report describing stakeholder group setup and engagement plan	WP6	Report	M4
D6.2	Communication and Dissemination strategy	WP6	Report	M4
D6.3	Updated Communication and Dissemination strategy	WP6	Report	M18
D6.5	Report on Dissemination and Communication activities	WP6	Report	M42
D6.6	Final exploitation strategy and plans	WP6	Report	M42
D7.1	Project handbook	WP7	Report	M4
D7.5	Summary of project achievements	WP7	Report	M42



5 Communication and dissemination timeline

The nature and focus of C&D efforts are significantly influenced by the project's current stage of execution. The main goal of the **first planning stage is to raise public awareness** of the project and establish a network of collaborating stakeholders to get the required feedback to guide scientific and technological advancements. **In later stages**, when **demonstrations** involving actual SAE level 4 CCAM vehicles for logistics purposes will take place, the focus will shift towards **accelerating the potential project's impact**. Such a pilot activities will potentially lead to tangible project **results** that will enable presentations and publishing among the stakeholder groups identified during the early stages of MODI. **The final phase** will focus on dissemination and exploitation of the project findings to ensure their sustainability.

With the achievement of the project's milestones, communication and dissemination actions will grow in importance. The project milestones, their respective deadlines, and assigned WP are shown in Table 7 below.

Table 7: MODI's milestones list

No	Due date	Milestone name	Related WP
MS1	M4	Stakeholder Board Group established and defined	WP6
MS2	M7	Requirements defined from WP1 and WP3, UCs defined	WP3, WP1
MS3	M12	Evaluation framework, KPIs per UC	WP2
MS4	M24	Vehicles ready and tested	WP3
MS5	M30	PDI optimisations integrated and implemented at the UC sites	WP4, WP5
MS6	M36	Validation and demonstration of PDI and vehicles within the UCs	WP5
MS7	M40	Future Business models for connected and automated logistics	WP1
MS8	M41	Final demonstration for dissemination and exploitation performed	WP5, WP6
MS9	M42	Book of recommendations, impact and gap analysis, project achievement report ready and published	WP7, WP2, WP1



The four MODI communication and dissemination stages are detailed in Table 8.

Table 8: MODI’s Communication and Dissemination timeline by phases

Communication and dissemination timeline			
Actions	Stakeholders’ category	C&D channels & tools	C&D goals
C&D stage 1 Raising awareness [M1-M12]			
Milestones achieved: MS1, MS2, MS3			
<ul style="list-style-type: none"> • Create and consolidate MODI’s brand • Develop and establish C&D channels and tools • Presentation of MODI’s vision, goals, and expected results. 	<ul style="list-style-type: none"> • Industry, technological, research and academia • Potential end-users • International Stakeholders identified • Public Authorities • Citizens 	<ul style="list-style-type: none"> • MODI corporate brandbook • Website • Social media channels • Conferences, workshops • Physical and digital C&D materials 	<ul style="list-style-type: none"> • General visibility • Raise interest amongst the European public • Attract key stakeholders (i.e., potential customers, investors, and collaborators)
C&D stage 2: Paving the way for impact [M13-M30]			
Milestones achieved: MS4, MS5			
<ul style="list-style-type: none"> • Presentation of MODI use cases • Demonstration of Evaluation framework • Showcase of vehicles and PDI optimisation 	<ul style="list-style-type: none"> • Potential end-users • Specific technological, research and academic communities • Infrastructure owners/operators 	<ul style="list-style-type: none"> • Conferences, workshops • Publications in journals • Special sessions in major congresses/exhibitions • Website and social networks • Field visits and video(s) 	<ul style="list-style-type: none"> • Exposing synergies with other CCAM projects • Providing visibility • Informing EC authorities • Attracting potential collaborators
C&D stage 3: Unlocking key findings [M31-M40]			
Milestones achieved: MS6, MS7			
<ul style="list-style-type: none"> • Presentation and demo. of MODI use cases & their results • Presentation of CCAM Business models for Logistics 	<ul style="list-style-type: none"> • Potential end-users (OEMs, Infrastructure, Service providers, etc.) • Specific technological, research and academic communities 	<ul style="list-style-type: none"> • Conferences, workshops • Publications in journals • Special sessions in major congresses/exhibitions • Website & Social networks • Field visits & video/webcast 	<ul style="list-style-type: none"> • Attracting potential investors • Attracting potential customers
C&D stage 4: Exploitation & MODI sustainability [M41-M42 and beyond]			
Milestones achieved: MS8, MS9			
<ul style="list-style-type: none"> • Showcase MODI final results • User-oriented demonstration • Presentation of CCAM Exploitation plans for Logistics • Put forward policy and standardisation recommendations 	<ul style="list-style-type: none"> • Potential end-users (OEMs, Infrastructure, Service providers, etc.) • Specific technological, research and academic communities. • Public Authorities 	<ul style="list-style-type: none"> • Industry-focused events and workshops • Client demonstrations and demos in major CCAM events • Video/webcast/podcast • Final event • Publications in journals • Website and social networks 	<ul style="list-style-type: none"> • Attracting potential customers • Attracting investors • Providing recommendations to authorities • Demonstrating results to existing customers

6 KPIs and target values

Table 9 lists Communication and Dissemination metrics and their linked target values. Deliverable D6.3 and D6.5 will report on the KPIs performance and the level of achievement of the target values.

Table 9: Communication and Dissemination KPI's and Target Values

Audience	Objectives	Explanation and KPIs
Project website [Communication]		
Policy makers, research community, industry, and general public	Make target groups aware of the progress of MODI, results, and their availability.	<p>MODI website will strongly communicate and promote project developments amongst the industry.</p> <p>Providing downloadable explanatory information, press releases, videos, photographs, project flyer, etc.</p> <p><u>Target value:</u> ≥ 10,000 views/year and ≥ 12 updates/year</p>
Conferences, exhibitions, trade shows, etc. [Communication]		
Automotive and mobility sector professionals, research community	Show results, receive feedback and share know-how,	<p>Key conferences (not limited to): IEEE (journals, symposia and events), TRA, EUCAR annual conference, ITS world and European congress, CES, FISITA and TRB.</p> <p><u>Target value:</u> ≥ 20 presentations</p>
Electronic newsletter [Communication]		
General public, mobility industry professionals and other stakeholders	Keep interested parties informed of the project progress and results.	<p>The newsletter will also allow further extending the project's contact database.</p> <p><u>Target value:</u> ≥ 7 newsletters</p>
Social media (LinkedIn, Twitter) [Communication]		
Automotive and mobility sector professionals, policy makers, research community, and general public	Expand the results beyond the consortium.	<p>Social media will strongly promote project developments amongst the industry.</p> <p><u>Target value:</u> ≥ 24 updates/year through partners</p>



		and ≥ 250 followers
Podcasts/webcasts/videos – [Communication and Dissemination]		
Automotive and mobility sector professionals, policy makers, research community, and general public	Expand the results beyond the consortium.	Podcast(s)/webcast(s)/video(s) will be shared on website and social media <u>Target value:</u> 1 podcast/webcast/video per use case
Scientific publications – [Dissemination]		
Researchers in automotive disciplines	Knowledge dissemination	Key target journals (not limited to): IEEE, SAE, ITS. <u>Target value:</u> 3-5 peer reviewed publications
Final event – [Communication and dissemination]		
Automotive industry, suppliers, research, industry platforms and standardisation committees, policymakers	Expand the results beyond the consortium; leverage the project results within the industry.	A final event will demonstrate and present the project deliverables to participants from the whole value chain <u>Target value:</u> ≥ 100 attendees
Stakeholder engagement workshops – [Communication, Exploitation]		
Policy makers, research community, industry, and general public	Stakeholder engagement activities to support various project goals, including the gathering and analysis of stakeholder requirements, evaluation, C&D&E, identification of emergent business models, development of regulatory and governance frameworks, etc.	Stakeholder engagement within CCAM logistics ecosystem through workshops <u>Target value:</u> 8 workshops with ≥ 15 external attendees
Stakeholder Board Group workshops – [Communication, Exploitation]		
Stakeholder Board Group	Expand the project results beyond the consortium and leverage with industry.	Three moments in time, with dedicated interactive sessions and co-design activities, with complete stakeholder group. <u>Target value:</u> 3 workshops with ≥ 20 external attendees
Online course – [Dissemination]		
Logistics and transport sector	Make target group aware of the progress of MODI, results, and their availability	Extent and update the existing MOOC (massive online course) on automated transport & logistics systems with MODI outcomes.



		<u>Target value:</u> 1 running MOOC updated with MODI outcomes
Business event [Communication and Dissemination]		
Logistics and transport sector	Expand the results beyond the consortium; leverage the project results within the industry	Business oriented event with focus on shippers, carriers, logistics providers, etc.
		<u>Target value:</u> ≥ 30 attendees



7 Conclusions and next steps

Deliverable 6.2 has provided the dissemination and communication strategy and an initial implementation plan for the MODI initiative. In relation to the **dissemination activities**, we have identified the target audience and the main dissemination channels that will be exploited during the project for the dissemination of the project outcome and potential findings. More precisely, it is foreseen that the most important project developments will be disseminated through:

- Online media, such as inputs to specialised websites, webcast/podcast, etc.
- Workshops and demonstrations in conferences, fairs, and CCAM EU events.
- Pilot site visits and demos on site.
- Publications in scientific journals and prestigious conferences.

Concerning **Communication actions**, MODI's vision has been defined as well as the target audience and relevant stakeholders, while the qualitative communication objectives have been defined. Furthermore, the most relevant communication materials and channels (e.g., visual identity and logos, project's website, newsletters, event organization, etc.) have been also created and/or listed.

Beyond the target audience and the tools and channels, a timeline for C&D activities has been provided, which includes 4 phases: the goal of 1st stage (M1-M12) is to raise awareness about the project, while the 2nd stage (M13-M30) is expected to pave the way for the potential impact of MODI. Main results will be unlocked and disseminated and communicated accordingly during the 3rd stage (M31-M40), while the 4th stage (M41-M42 and beyond) will focus on exploitation of results and MODI sustainability. Being in the 1st stage of the C&D strategy, the main goal of MODI in general and WP6 coordination, is to raise awareness about the project's goals and potential findings amongst the CCAM stakeholders operating in the logistics sector, by leveraging the awareness that has already been created around the CCAM partnership and other EU related initiatives.

The commitment of MODI partners to make available the project public results (i.e., non-confidential), which will be uploaded on the project website and other repositories in a free access basis is tackled in this deliverable. Furthermore, guidance for the partners on the publication process and open access is provided in D6.2 for the proper dissemination of non-confidential know-how generated within the project and how to make this knowledge accessible to the European CCAM community.

Lastly, D6.2 has also provided KPIs and target values for the dissemination and communication activities in a 3.5-year horizon that will help WP6 coordination to track the level of achievement of the Communication and Dissemination strategy for the MODI project. In the short term, WP6 coordinator will begin to implement the C&D Strategy by launching the project website, activating the C&D internal procedures, dynamizing MODI social networks among other key foreseen actions. The following deliverable D6.3 will include an interim report on dissemination and communication activities during the first 18 months of MODI and updating the C&D strategy if needed. At the end of the project, D6.5 will provide the final report on dissemination and communications activities executed throughout the MODI initiative.

7.1 Recommendations

No technical, business, security, privacy, policy, or regulatory recommendations on the introduction of CCAM services on European corridors are expected from this deliverable and/or the work carried out developing it.



8 Annex I: Obligation to disseminate results

Annex 5, Specific Rules, Grant Agreement^{ix} covers the obligation to disseminate project results:

‘COMMUNICATION, DISSEMINATION, OPEN SCIENCE AND VISIBILITY (—ARTICLE 17)

Dissemination

Dissemination of results

The beneficiaries must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests.

A beneficiary that intends to disseminate its results must give at least 15 days advance notice to the other beneficiaries (unless agreed otherwise), together with sufficient information on the results it will disseminate.

Any other beneficiary may object within (unless agreed otherwise) 15 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests.

Additional dissemination obligations

Where the call conditions impose additional dissemination obligations, the beneficiaries must also comply with those.’

Please note that the partners have agreed otherwise on the procedure and timing when a partner intends to disseminate results. This agreement prevails in case of conflict and is covered in Art. 8.4 of MODI Consortium agreement and an extract is displayed below for the partners consideration.

‘MODI Consortium Agreement. Article 8.4 Dissemination:

8.4.1 For the avoidance of doubt, the confidentiality obligations set out in Section 10 apply to all dissemination activities described in this Section 8.4 as far as Confidential Information is involved.

8.4.2 Dissemination of own (including jointly owned) Results.

8.4.2.1 During the Project and for a period of 1 year after the end of the Project, the dissemination of own Results by one or several Parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 17.4 of the Grant Agreement and its Annex 5, Section Dissemination, subject to the following provisions.

Prior notice of any planned publication shall be given to the other Parties at least **45 calendar days** before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement by written notice to the Coordinator and to the Party or Parties proposing the dissemination within **30 calendar days** after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted...’



9 Annex II: Dissemination notice template

This annex provides a template e-mail from a partner that intends to disseminate the project results to other consortium members, based on the guidelines included in the Grant Agreement and in the Consortium Agreement:

‘Dear all,

In coordination with WP6, the partners xxx have prepared the article entitled ‘XXX’ (Link here) to be submitted to the ‘XXX’ event /intends to participate in the “XXX” event/conference/round table, etc.

Complying with Article 8.4 of MODI Consortium Agreement, we are giving prior notice of this planned publication 45 calendar days before its occurrence. Furthermore, complying with Article 10 of the Consortium Agreement, we declare that the publication is not disclosing confidential information.

In case any legitimate interest in relation to the results or background could be significantly harmed, objections must be raised within 30 calendar days from the notice, by writing to the Project Coordinator and the beneficiaries involved in the publication. If no objection is made within the time limit stated above, the publication is allowed.

Therefore, we kindly ask you to review **the article/the proposed event** participation and to communicate any objection until **<DATE> EOB.**’

Attachment:

Table 10: Dissemination notice – activity description

TITLE OF ACTIVITY	
Role in the activity	
Description / Short Summary	
Relation to MODI	

10 Annex III : Horizon Europe communication, dissemination guidelines

Article 17 of the Grant Agreement^x states:

‘ARTICLE 17 — COMMUNICATION, DISSEMINATION AND VISIBILITY

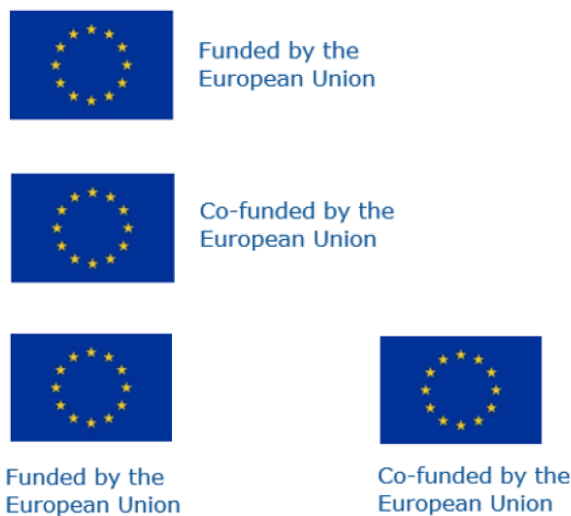
17.1 Communication — Dissemination — Promoting the action

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner.

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

17.2 Visibility — European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

17.3 Quality of information — Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information.



Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

17.4 Specific communication, dissemination and visibility rules

Specific communication, dissemination and visibility rules (if any) are set out in Annex 5.

17.5 Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Art. 28).

Such breaches may also lead to other measures described in Chapter 5.’



11 References

ⁱ MODI (2022), Grant Agreement No. 101076810.

ⁱⁱ KPMG International (2020). Autonomous Vehicles Readiness Index (AVRI). Retrieved from <<https://home.kpmg/xx/en/home/insights/2020/06/autonomous-vehicles-readiness-index.html>>

ⁱⁱⁱ R. Priyanka (2013) "AIDA Marketing Communication Model: Stimulating a Purchase Decision in the Minds of the Consumers through a Linear Progression of Steps," in *International Journal of Multidisciplinary Research in Social Management*, Vol. 1, pp. 37-44.

^{iv} A limited version of the C&D materials will be printed by INM as WP6 leader (1 poster, a few hundred fliers and 1 roll-up) in line with the budget allocated for this purpose. Other partners are free to print the available digital versions of the C&D materials.

^v MODI (2022), Grant Agreement.

^{vi} ZENODO, <<https://zenodo.org/>>

^{vii} ALICE Knowledge platform, <<https://knowledgeplatform.etp-logistics.eu/>>.

^{viii} CAD Knowledge base, <<https://knowledge-base.connectedautomateddriving.eu/>>.

^{ix} MODI (2022), Specific rules, Annex 5, Grant Agreement, pp. 10-11.

^x MODI (2022), Grant Agreement No. 101076810.