MODI
A LEAP TOWARDS SAE L4 AUTOMATED DRIVING FEATURES

A leap towards SAE L4 automated driving features

D6.3 Updated Communication and Dissemination strategy
31st March 2024

Document Summary Information

Grant Agreement No	101076810	**Acronym**	MODI		
Full Title	A leap towards SAE L4 automated driving features				
Start Date	01-10-2022	**Duration**	42months		
Project URL	https://www.modiproject.eu				
Deliverable	D6.3 Communication and Dissemination strategy				
Work Package	WP6				
Contractual due date	31-03-2024	**Actual submission date**	30-03-2024		
Nature	Report	**Dissemination Level**	Public		
Lead Beneficiary	IN-MOVE				
Responsible Author(s)	Ignasi Gómez-Belinchón (IN-MOVE); Daniel Fernández de Soto (IN-MOVE)				
Responsible Co-Author(s)	Clementine Suraud (IN-MOVE)				
WP leader	Daniel Fernández de Soto (IN-MOVE)				
Technical peer reviewer(s)	Jos den Ouden (TUE); Hélène Correale, Victoria Hernandez, David Storer (CLEPA)				
Quality peer reviewer(s)	Lone-Eirin Lervåg (ITS NORWAY)				
Approved	Ragnhild Wahl (ITS Norway)				

Revision history (including peer reviewing & quality control)

Version	Issue Date	% Complete	Changes	Contributor(s)
V0.1	28-02-2024	70%	Draft for technical expert peer review	Daniel Fernández de Soto (IN-MOVE); Ignasi Gómez-Belinchón (IN-MOVE); Clementine Suraud (IN-MOVE)
V0.2	15-03-2024	85%	Updated based on technical expert peer review	Daniel Fernández de Soto (IN-MOVE); Ignasi Gómez-Belinchón (IN-MOVE)
V0.3	25-03-2024	90%	Updated based on feedback from quality review	Daniel Fernández de Soto (IN-MOVE); Ignasi Gómez-Belinchón (IN-MOVE)
V1.0	27-03-2024	100%	Final Version	Daniel Fernández de Soto (IN-MOVE); Ignasi Gómez-Belinchón (IN-MOVE)

Disclaimer

The content of this document reflects only the author's view. Neither the European Commission nor CINEA are responsible for any use that may be made of the information it contains.

While the information contained in the documents is believed to be accurate, the authors(s) or any other participant in the MODI consortium make no warranty of any kind regarding to this material including, but not limited to the implied warranties of merchantability and fitness for a particular purpose.

Neither the MODI Consortium nor any of its members, their officers, employees, or agents shall be responsible or liable in negligence or otherwise howsoever in respect of any inaccuracy or omission herein.

Without derogating from the generality of the foregoing neither the MODI Consortium nor any of its members, their officers, employees, or agents shall be liable for any direct or indirect or consequential loss or damage caused by or arising from any information advice or inaccuracy or omission herein.

Copyright message

Table of Contents

List of Figures

List of Tables

Glossary of terms and abbreviations used

Table 1: 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
CCAL	Connected, Cooperative, Automated Logistics
CCAM	Connected, Cooperative, Automated Mobility
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
F2F	Face to Face
GA	Grant Agreement
HE	Horizon Europe
HDV	Heavy-Duty Vehicles
INM	In-Move
ITSN	ITS Norway
KPI	Key Performance Indicator
M	Month
MOOC	Massive Open 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
SBG	Stakeholder Board Group
SEO	Search Engine Optimisation
SSH	Social Sciences and Humanities
ST	Subtask
UC	Use Case
WS	Workshop

1 Executive Summary

The 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. Two deliverables continue the work initiated in D6.2: *D6.3 – Updated Communication and Dissemination Strategy* due in M18 and *D6.5 – Report on Dissemination and Communication activities* due in M42. Thus, D6.3 and D6.5 update the content of D6.2, report on the activities carried out, and broaden its scope across the project's lifetime when needed.

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.

MODI C&D strategy is meant as the reference document 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.

D6.3 -Updated Communication and Dissemination (C&D) Strategy is associated to Task 6.2 – "Dissemination and Communication Activities". D6.3 presents an updated version of the dissemination and communication strategy for MODI. Initially outlined in D6.2 – Communication and Dissemination Strategy and submitted on M4, this revised strategy outlines the evolution and implementation of the dissemination plan up to M18, detailing adaptations and refinements made during the project's first period.

Compared to D6.2, this updated version includes additional details such as:

- Minor updates in the initial C&D Strategy and plan delivered in M4.
- Comprehensive records of past and planned dissemination activities, encompassing publications, event participations, and more.
- Updates on key performance indicators (KPIs) and target values achieved related to dissemination.
- Brief descriptions of the project's involvement in relevant external events, including clustering with other CCAM related projects.

Furthermore, the document highlights the primary dissemination activities undertaken during the project's initial period, which include:

- Organisation of 4 internal events as foreseen in the Grant Agreement (one workshop scheduled for April 2024)
- Participation in +50 external events such as conferences, workshops, congresses, brochures, etc.
- Publication of 3 MODI newsletters.
- Media presence, interviews, publication in journals and related press actions account for +165 events with an outreach of potentially + 2 billion people thanks to an interview on CNN International.
- Submission of 4 scientific/technical papers (some of them under review).

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 2: Adherence to MODI's GA Deliverables & Task Descriptions

MODI Task according to Grant Agreement (WP6 Description)		Respective report section (s)	Justification
Task 6.2 - Dissemination and communication activities [M1-M42]	**Subtask 6.2.1 Dissemination and Communication strategy and detailed plan**		
	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.	*Sec.3* *Sec.4* *Sec. 5* *Sec. 6* *Sec. 7*	*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.* *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.*
	Subtask 6.2.2 Dissemination and Communication tools, materials, and digital presence		
	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.	Sec. 4 Sec. 5 Sec. 6 Sec. 7	*D6.2 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).* *D6.2 identifies KPIs and target values to measure the C&D performance of such a tools, materials, and digital*

			presence. D6.3 and D6.5 will respectively report on the progress made.

Subtask 6.2.3 Dissemination and communication actions and activities:

	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. **The project will contribute, upon invitation by the CINEA**, to common information and dissemination activities to **increase the visibility and synergies between HE/H2020 supported actions.**	Sec. 4 Sec. 5 Sec. 6	*D6.2 provides details on the envisaged set of C&D actions and activities to be carried out by the consortium. D6.3 and D6.5 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.* *D6.2 identifies KPIs and target values to measure the performance of the foreseen C&D actions and activities. D6.3 and D6.5 will respectively report on the progress made.*

WP6 MODI C&D related deliverables

D6.2 – Communication and Dissemination strategy
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]

D6.3 – Updated Communication and Dissemination strategy
Updated Communication and Dissemination strategy. This deliverable is an update of D6.2 and related to Task 6.2 [Interim report]

D6.5 – Report on Dissemination and Communication activities
Report on Dissemination and Communication activities. The deliverable is summing up activities related to Task 6.2 [Final report]

2.2   Deliverable Overview and Report Structure

The structure of Deliverable 6.3 – Updated 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. Furthermore, **a summary on the main updates with respect to D6.2 are listed on this section**.

Section 2 updates and covers the 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. D6.3 dissemination level and the linkage to other Project Outputs are also discussed in this section. Additionally, 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. No significant updates added in this section in comparison to D6.2.

In section 3, 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 4 has been thoroughly updated to reflect the status of the communication materials, MODI digital presence and the events and publications where MODI participants have been involved.

Section 5 provide details about the time plan for the dissemination and communication strategy and describes the status in each of the planned dissemination phases for the project length. Minor updates have been implemented in this section since the project progresses as planned in terms of communication and dissemination.

Section 6 lists the metrics of interest and the targets values for these foreseen actions as described in the Grant Agreement. An update of the level of achievement of each of the KPIs is provided in this deliverable.

Finally, Section 7 wraps up the report and draws conclusions and further actions for C&D activities in the MODI initiative beyond month-18.

2.3   Dissemination level for D6.3

D6.3 Updated Communication and Dissemination Strategy is a report to be submitted by WP6 leader (In-move) at M18 and has the status of Public (PU) deliverable. As such D6.3 will be uploaded to the Library page on MODI project's website once the review process with the European Commission is completed. 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 D6.3 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 6.3 with other project deliverables are shown, see Table 2 below.

Table 3: Linkage to other Project Outputs

GA Component Title	Deliverable Chapter(s)	Contribution and Value of linkage
INPUTS from other deliverables utilised in this report		
D2.1 Report on UC details	Section 4, 5, and 6	D2.1 provides a comprehensive overview of each of the five MODI use cases (UC) and their sub-use cases (sub-UC) in M12. This deliverable was consulted when updating the dissemination activities related to the use cases to ensure alignment.
D6.1 Stakeholder Group Setup and Engagement Plan	Section 4, 5 and 6	D6.1 was reviewed when updating the MODI internal events, communication timeline, and KPIs.

		The goal was to ensure that the foreseen Stakeholder Board Group workshops where coherent with the updated C&D Strategy in D6.3.
D7.1 Project handbook	Section 5 and section 7	When developing sub-section 2.5 (C&D continuous reporting) and section 4 (C&D channels and tools), 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 <u>utilised by other deliverables</u>		
This deliverable interacts with and will be used by all WPs and tasks, in that it updates the rules and procedures set out in D6.2 on how to communicate and disseminate project activities and results.		

2.5 Communication and dissemination continuous reporting

Effective communication and dissemination are integral components of the MODI project, facilitating the sharing of research and development outcomes and fostering collaboration within the consortium. To ensure consistency and transparency in reporting these activities, MODI partners adhere to established procedures for documenting and communicating their contributions in the MODI handbook. This structured approach not only enhances coordination among partners but also serves as a means of demonstrating compliance with European Commission's C&D reporting standards.

The reporting of communication and dissemination activities is crucial for showcasing the impact and progress of the MODI project. By systematically documenting their engagements, partners provide valuable insights into the reach and effectiveness of their outreach efforts. This information not only informs stakeholders about project developments but also enables the identification of areas for improvement and optimization of future dissemination strategies.

The adherence to agreed dissemination and communication continuous reporting procedures ensures consistency and coherence in the communication and dissemination efforts of MODI consortium partners. By following prescribed guidelines, partners contribute to the maintenance of the project's brand identity and compliance with European Commission regulations. Moreover, standardized reporting facilitates the efficient monitoring and promotion of communication activities, enabling the project to maximize its visibility and impact within the research community and beyond.

Under WP6 leadership, the consortium set up early in the project three main resources available in the MODI online archive where all participants can easily access and report their communication and dissemination actions:

- Communication & Dissemination activities folder (a set of folders where all Communication resources are available)

- Calendar of Events & List of Journals (an Excel shared file where events and journals of interest for MODI are listed)

- Dissemination Activities Register (an Excel shared file to track all MODI C&D activities)
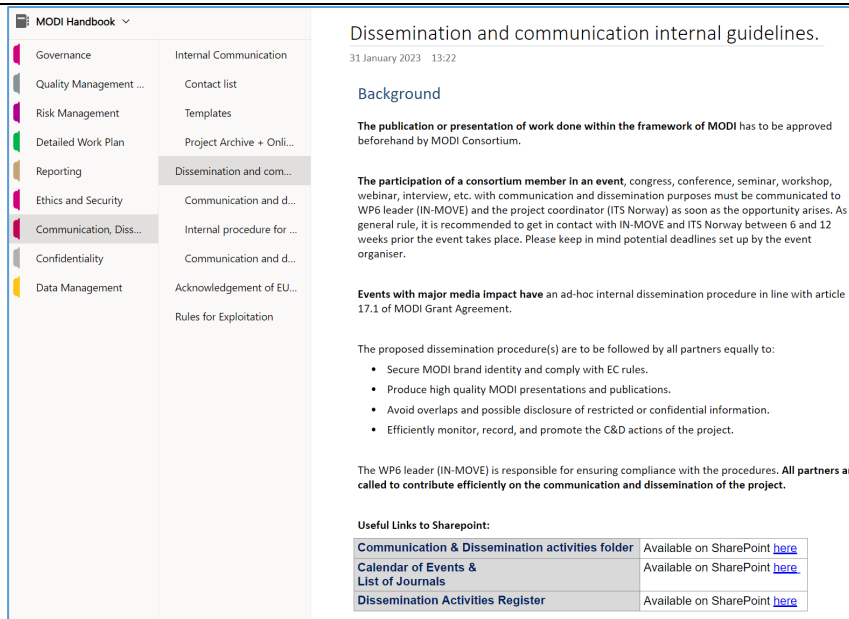
Figure 1: MODI´s handbook background on D&C internal guidelines

2.6   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 logistics[i].

2.7 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, **several European countries have been selected and are expected to be among the first movers to implement fully automated vehicles in Europe**: **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 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 countries[ii].
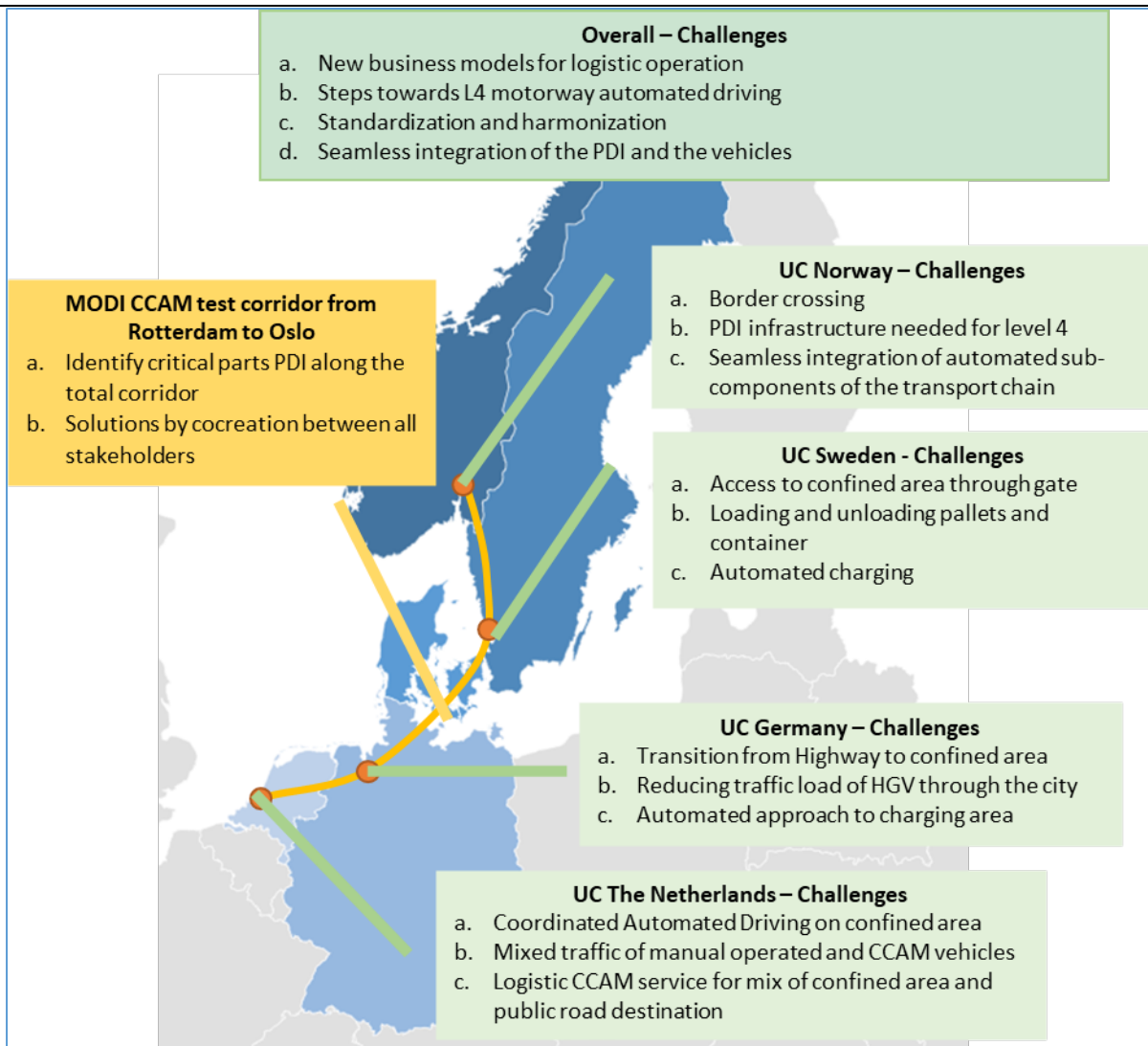
Figure 2: Overview of MODI´s European corridor

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, Commercialisation, and IPR strategy (D6.4, D6.6, and D6.7).
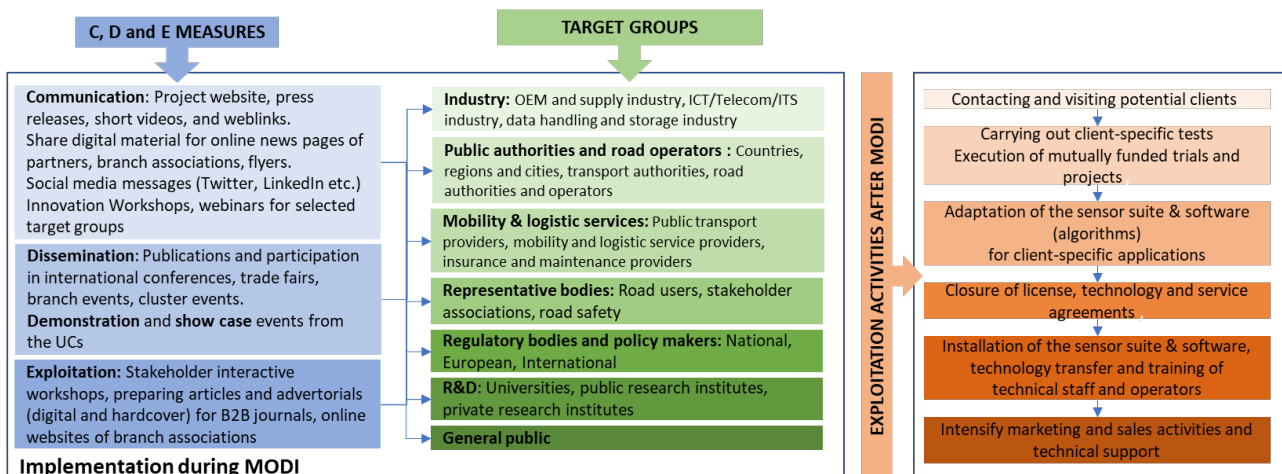

Figure 3: Measures to maximise the impact

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 4 describes the relevant stakeholder categories for the MODI project and a short description of each one of them.

Table 4: 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 users

3.1 Updated 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) methodology[iii], 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.)
- Provide C&D guidance and support to all MODI participants involved in the five use cases (UC) and their sub-use cases (sub-UC) with the aim at disseminating the lessons learned and potential results in each demo area; contributing to the uptake of MODI's findings beyond the project length.
- 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 Updated Communication and dissemination channels and tools

The goal of the C&D efforts is to engage society and demonstrate MODI's influence and advantages. Project participants will do their best to adequately prepare the stakeholder groups listed in Section 3 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 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 slogan: "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
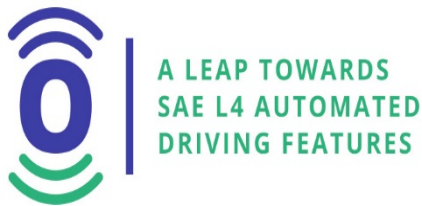
Figure 5: Other versions of MODI´s logo

4.1.2 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 was developed by a graphic designer. The goal is to call 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 is available for all partners before since 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
- Poster
- Roll-up
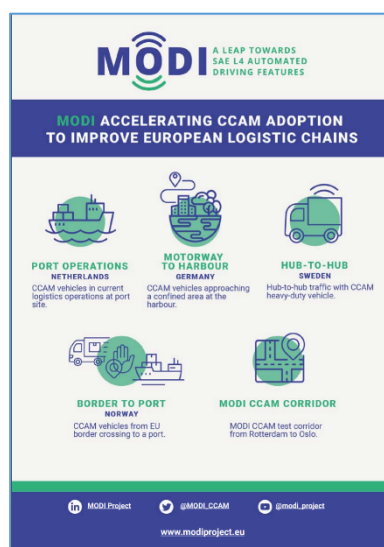
Figure 6: MODI´s flyer (front)
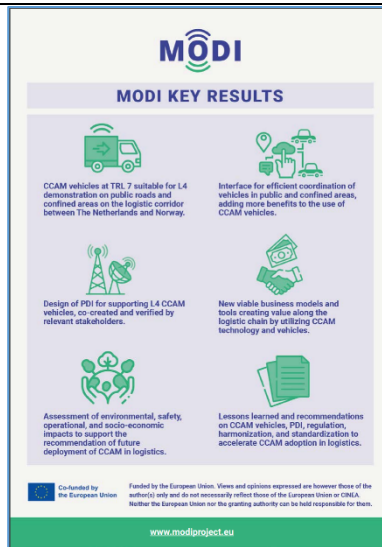
Figure 7: MODI´s flyer (back)

Figure 8: MODI's Poster

Figure 9: MODI´s 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 template is depicted below (figure 8).
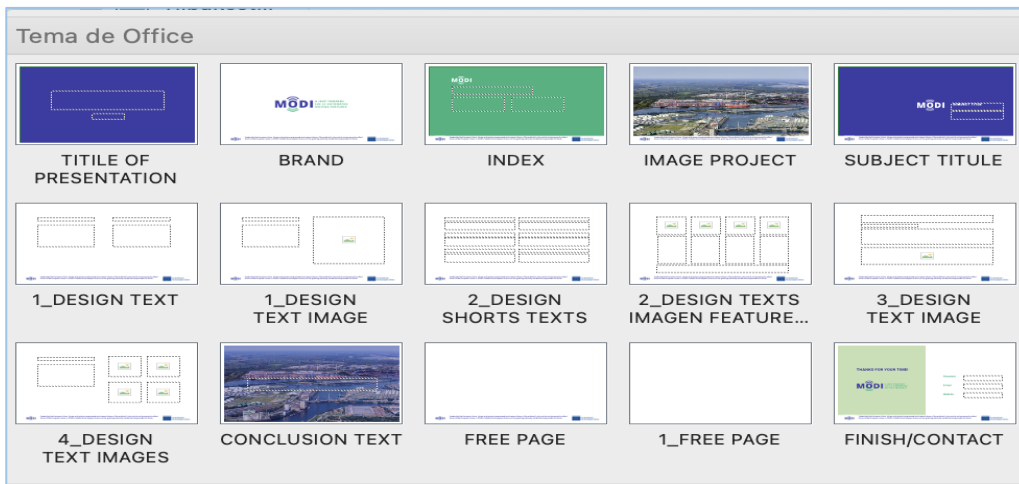
Figure 10: MODI general presentation template

4.1.3 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 public, Transportation and Logistics industry professionals, and other related stakeholders. MODI newsletter has currently more than **200 subscribers** as of March 2024.

Table 5: MODI's newsletter schedule

Number	Date	Status
Newsletter 1	March 2023	Distributed
Newsletter 2	September 2023	Distributed
Newsletter 3	March 2024	To be distributed
Newsletter 4	September 2024	Pending
Newsletter 5	March 2025	Pending
Newsletter 6	September 2025	Pending
Newsletter 7	March 2026	Pending

MODI's website visitors can subscribe to the mailing list, which acts as the newsletter main distribution channel. In addition, all newsletters are being stored online on the project website (i.e., https://modiproject.eu/library/) and are free to access at any time as they are produced. Once the newsletters are published, all consortium members are invited to further promote them among their networks.

Figure 11: MODI's first newsletter

Figure 12: MODI's second newsletter

4.2 Digital presence

4.2.1 MODI's corporate identity

A basic brandbook was 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.
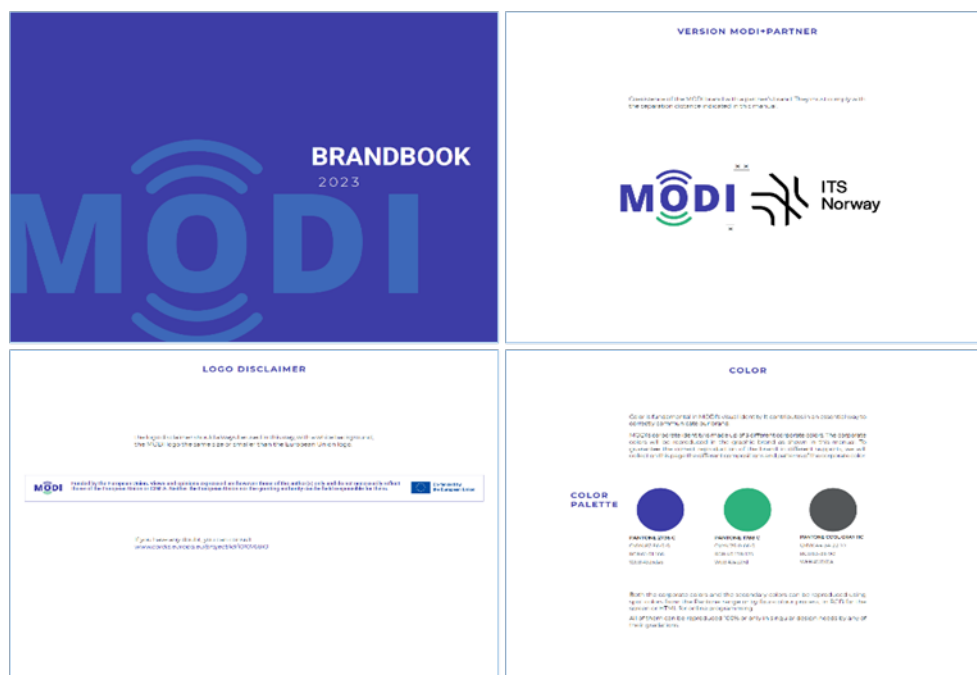
Figure 13: Selection of pages from MODI´s brandbook

A series of multipliers (networks, platforms, initiatives, projects) will be approached to promote MODI though 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 14: MODI´s email signature

4.2.2 Website

The project website was launched on 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 goals, 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.
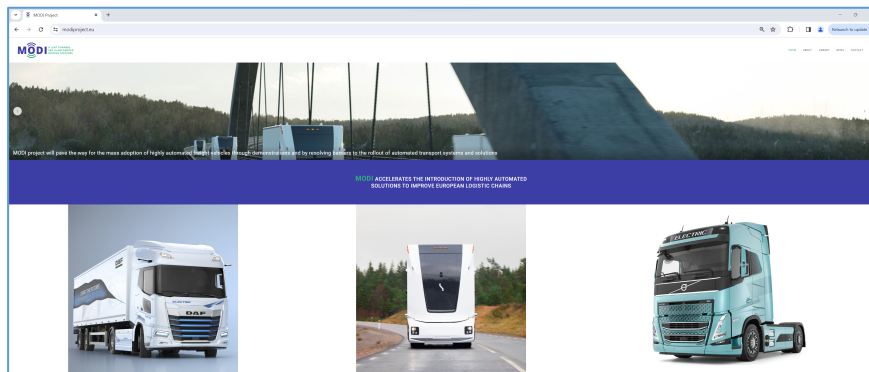
Figure 15: Main pages of MODI's official website I
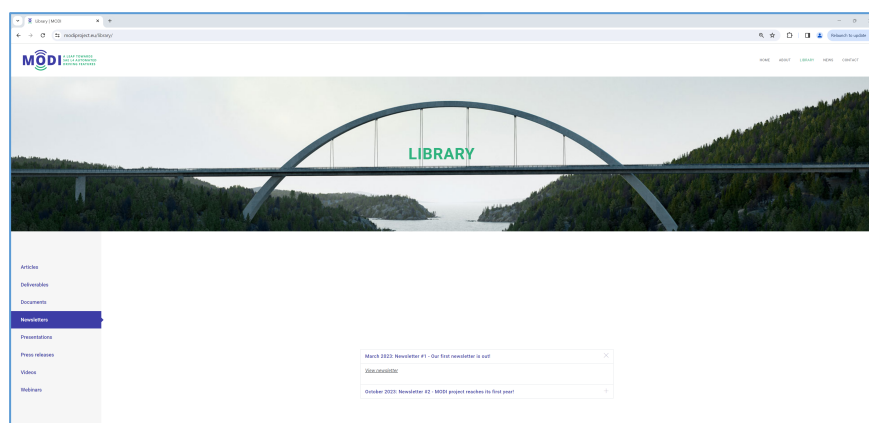
Figure 16: Main pages of MODI's official website II
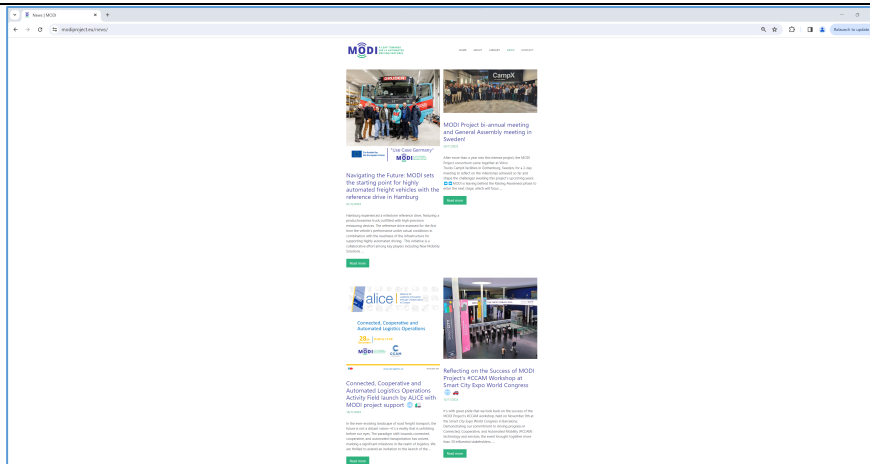
Figure 17: Main pages of MODI's official website III

4.2.3 Social networks

Social media accounts for three key platforms have been already created: X (former 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 is very active generating awareness about MODI's launching and kick-off meeting since M1. Regular updates to the content and consideration of user feedback will assist to shape the project's future. This activity is coordinated by WP6 leader. The MODI project's social media channels on LinkedIn, X, and YouTube are displayed below:

- https://www.linkedin.com/company/modi-project/
- https://twitter.com/MODI_CCAM
- https://www.youtube.com/@modi_project/about
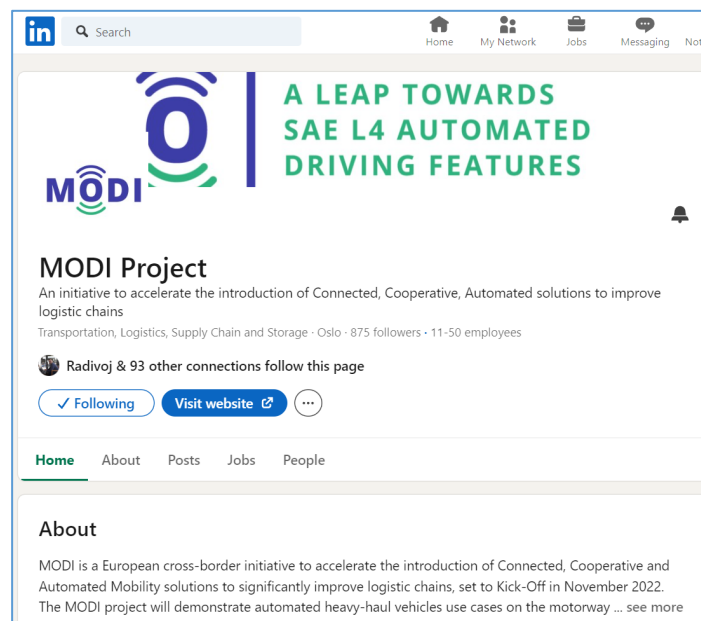
Figure 18:MODI´s LinkedIn profile
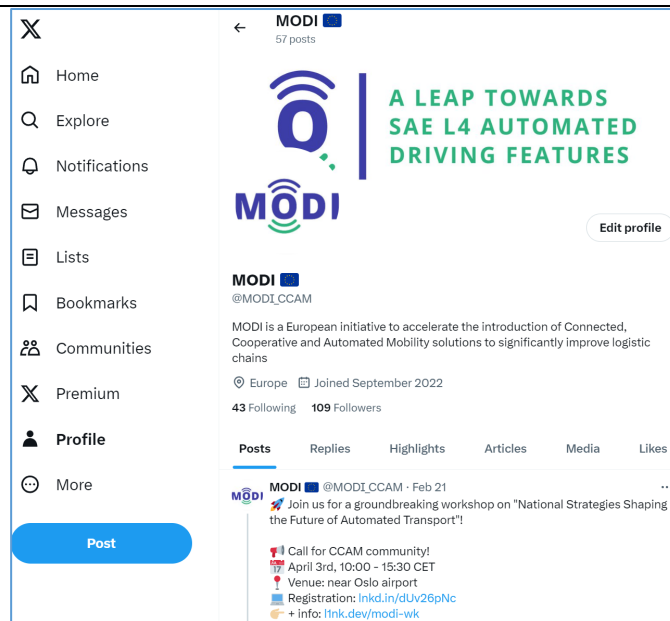
Figure 19: MODI´s X profile
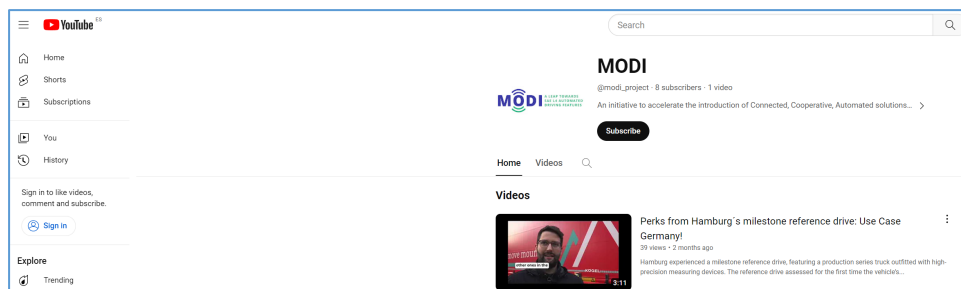
Figure 20: MODI´s YouTube account

The following table presents a snapshot of **the status of the MODI project's social networks**: LinkedIn, X, and YouTube. By examining metrics such as follower counts, and impact made through impressions, this table offers an overview of the project's online presence and the effectiveness of its communication efforts. As the project continues to leverage social media as a key communication channel, this data serves as a valuable tool for assessing performance, identifying areas for improvement, and informing future communication strategies. LinkedIn remains the main social network for MODI, having close to 900 followers and an outreach of a few thousand stakeholders every time a post is published. X (former Twitter) complements LinkedIn: however, its main added value comes in the immediacy it provides to interact with CCAM partitioners when participating in events. YouTube will serve as a video repository to showcase the project activity and its potential findings throughout the action. It will gain protagonism in the 2nd half of the project once concrete learnings will emerge to be disseminated.

Table 6: Highlights of MODI's social networks impact

Social Network	Followers	Impact (highlights)	Rationale
LinkedIn	885	37,696 impressions last year only (23,863 unique ones)	Main social network to communicate MODI's actions and engage with the CCAM community.
X (former Twitter)	119	Tweets with highest impact have reached out between 257 and 323 impressions each.	X is MODI's secondary social network to complement LinkedIn, and effectively engage with MODI and CCAM community in events, fairs, conferences, etc.
YouTube	8	1 video launched in several platforms with 40 views on YouTube, 3,094 Impressions on LinkedIn, plus the outreach of MODI partners sharing the video, and the MODI project website itself.	YouTube is meant to be a repository (together with MODI's website) for all videos and media produced in the frame of the project. It will gather more interest in the second period of the project once lessons learnt are available.
Total followers	**1,012**		

4.2.4 Video

One MODI 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 once it is produced. The goal is to develop it once some learnings and conclusions are available (second half of the project). 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 further later the project within the framework of 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.

4.2.5 Press releases and media presence

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, 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 21 below. Additionally, relevant press releases are uploaded to the project website (i.e., Library page).

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.
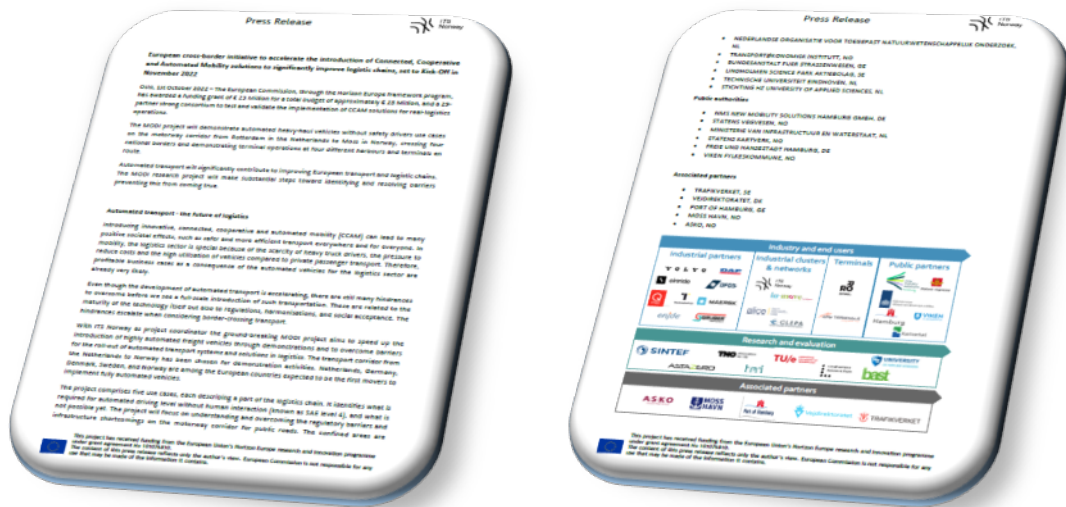
Figure 21: MODI's first press release

The media presence of the MODI project has been robust and far-reaching, showcasing its advancements and contributions within the realm of intelligent transport systems. With **over 165 media presence related events** (including publication in journals, interviews, articles, etc.) reported by MODI participants, ranging from conferences and workshops to interviews and podcasts, the project has demonstrated a strong commitment to engaging with diverse audiences worldwide. These events have not only provided platforms for sharing research findings and insights but have also fostered collaborations and partnerships crucial for advancing the project's objectives.

Furthermore, the MODI project's media outreach has extended to a global scale, with potentially more than 2 billion people reached through a CNN interview featuring Einride, a project partner, where the MODI initiative was presented, and discussions centered around driverless cars and smart factory initiatives took place. This interview, showcased on CNN's Global Connections segment, underscores the project's significance and impact in shaping the future of transportation. By sharing insights into innovative technologies and collaborative efforts within the MODI consortium, such media appearances not only raise awareness but also position the project as a leader in the field, inspiring further dialogue, and exploration in the realm of intelligent transport systems.
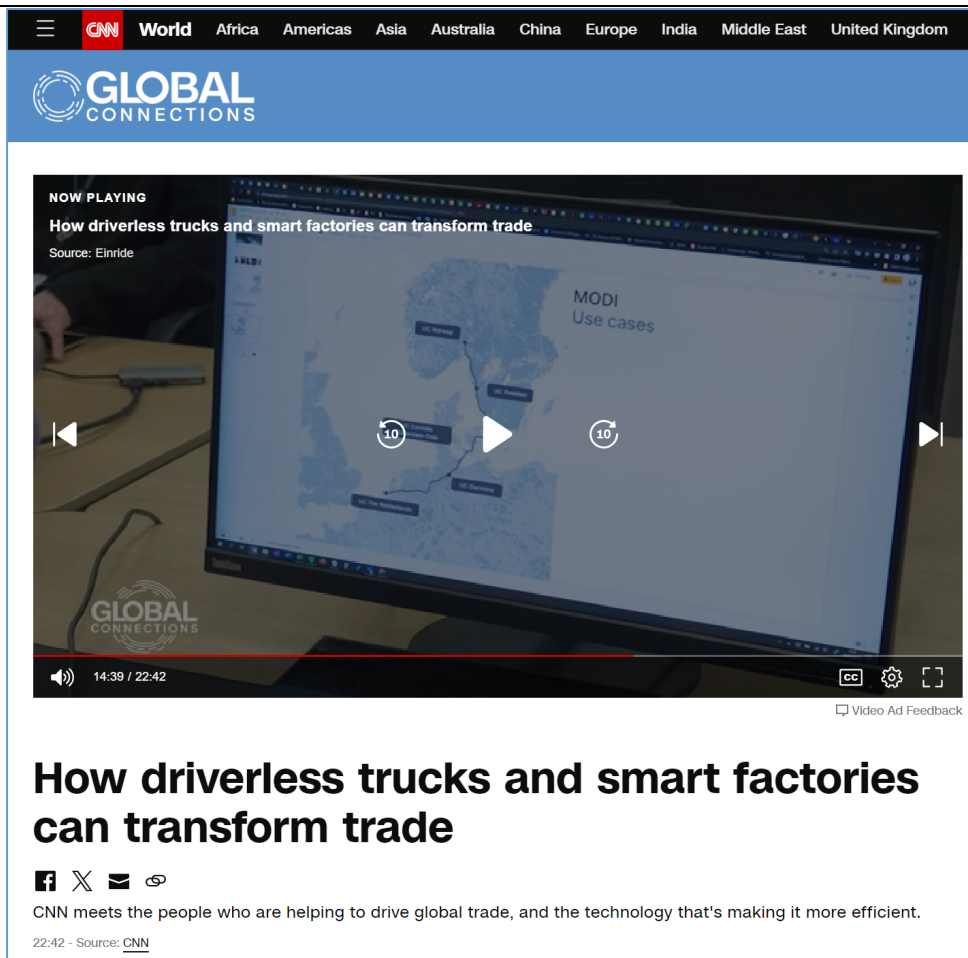
Figure 22: Capture from CCN International interview to Einride and the MODI project

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 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 and the status of execution:

Table 7: MODI's scheduled workshops

Workshop description	Primary goal	Partner(s)	WP	Period	Status (M18)
Workshop 1: 'Road safety and challenges with different road users'	**Collect** safety and security **requirements**	AZ	WP1 (T1.2)	M1-M7	Delivered
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)	M14	Delivered (organised at Smart City Expo 2023 in Barcelona)
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	Pending
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)	M19	Scheduled for April 2024
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	Pending
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	Pending
Workshop 7: 'Gap Analysis for societal readiness'	**Identify prerequisites** for significant **societal impact**	SIN	WP2 (ST2.6.2)	M17-M42	Pending
Workshop 8: 'Business models results feedback from logistics operators'	**Exploitation** (how CCAM technologies affect logistics service providers?)	ALI	WP1 (T1.3)	M18-M40	Pending
• 1st SBG workshop to align the requirements and assessment the framework (WP1 and WP2).	**Align requirements**; **Collect SBG feedback** on Interface, models and use cases; **Integrate SBG inputs** on integration, evaluation, and validation	ITSN Supporting partners: ALI, CLE, INM	WP6 (T6.1)	1st SBGW (M10)	Delivered
				2nd SBGW (M21-M24)	Pending

					3rd SBGW (M36-M42)	Pending
• 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.						

Figure 23: MODI's workshop no. 2 (Smart City Expo Congress, Barcelona, Nov 2023)

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.

Up to date there have already been a series of field visits to pilot sites in the 18-month period under analysis. The attendees of the field visits have been mostly project participants as part of the Co-Creation Arenas activities; however, use case relevant external stakeholders have been involved as well.

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

A MOOC (massive open 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

To raise awareness of the MODI key results 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 has been sought as much as possible. MODI participants have reported to communicate and disseminate the project and its potential findings in more than 50 external events to date (M18). The table below provides an overview of the most relevant ones.

Table 8: MODI's presence in most relevant external events

Date	Event	Location	Description
10/11/2022	Kollektivkonferansen	Oslo, Norway	Present MODI and Panel Debate
16/11/2022	COP27	Online	Present MODI and Panel Debate
6/12/2022	Konferansen for grensekryssende godstransport	Norway	Presentation of Use case Norway and MODI
8/12/2022	SAMS Meeting	Online	MODI Presentation and discussion
19/01/2023	Asfaltdagen	Oslo, Norway	Present MODI at an Industry conference
14/02/2023	Road Transport Research Results Conference 2023	Brussels, Belgium	MODI delegation participation

17/2/2023	Abels Tårn (national radio)	Norway	Radio interview and Podcast
28/2/2023	ITS Teknologidagen - SVV	Norway	Presentation of Use case Norway, Use case CCAM corridor and MODI in general.
08/03/2023	FAME workshop	Brussels, Belgium	MODI coordinator Ragnhild Wahl participated in the panel discussion on needs and gaps for future large-scale demonstrations organised by FAME project
21-23/03/2023	eMobility Expo World Congress	València, Spain	Keynote speaker presentation to introduce the MODI initiative.
23/03/2023	Geomatikkdagene	Trondheim, Norway	Present MODI at an Industry conference
28/3/2023	Mobilitet 2023	Norway	Presentation of Use case Norway, Use case CCAM corridor and MODI in general
20/04/2023	Logistikkdagen	Sarpsborg, Norway	Present MODI at an Industry conference
02/05/2023	Bilateral meeting EC - Japan	Brussels, Belgium	Present MODI at a hybrid meeting with representatives from EC and Japan
04-05/2023 May 2023	EUCAD 2023	Brussels, Belgium	Showcase MODI with its own booth in the networking event along with other CCAM projects.
09-12/05/2023	TL 2023	Munich, Germany	Get exposure of the MODI project to transportation companies, logistics and shippers
16/05/2023	CCAM State representative meeting	Gothenburg, Sweden	Present MODI at CCAM Partnership state representative meeting
22-24/05/2023 May 2023	ITS European Congress	Lisbon, Portugal	MODI partners took part in several Special Interest Sessions amongst other activities. MODI had a joint stand with AWARD H2020 project.
4-7/06/2022	UITP annual summit	Barcelona, Spain	Keynote speaker presentation to introduce the MODI initiative at exhibition booth of Autoritat de Transport Metropolità de Barcelona.
14/06/2023	IPIC23	Athens	ALICE presented and disseminated MODI and its potential results at IPIC

22/6/2023	Smart Forklart - public podcast	Norway	Podcast about automated goods transport
6/07/ 2023	ERTRAC event Brussels	Brussels, Belgium	MODI partners took part in the event to network and generate synergies with other CCAM practitioners
16/8/2023	Arendalsuka	Arendal, Norway	Panel Discussion
28-31/08/2023	ITS Australia Global Summit	Melbourne, Australia	MODI was presented by Q-Free
12/09/2023	FISITA Technology of Mobility Conference & Exhibition	Barcelona, Spain	Presentation of MODI at FISITA together with other EU projects by IN-MOVE.
14/09/2023	Samspillsarena ITS	Online	Webinar presentation of MODI
20/09/2023	Smarte veger	Oslo, Norway	Present MODI, selected partners and related EU projects
6/11/2023	MODI presentation at the transport committee of the Norwegian parliament	Oslo, Norway	Presentation of MODI at the transport committee of the Norwegian parliament.
09/11/2023	Smart City Expo World Congress	Barcelona, Spain	CCAM MODI workshop to disseminate the project organized by IN-MOVE. With FAME CCAM project participation.
09/11/2023	Tomorrow Mobility World Congress	Barcelona, Spain	Round table on Automated Mobility where MODI was presented by IN-MOVE.
22/11/2023	Mobilitetsforum 2023	Gothenburg, Sweden	Presentation of project via booth. Swedish event
21/11/2023	Konferansen for sikkert vegarbeid	Norway	Automated vehicles - safe road work
24/11/2023	"Reindustrializing Catalonia: Qualitative Balance of the National Pact for Industry and Future Challenges" congress	Barcelona, Spain	In-Move presentation of the MODI initiative to the Government of Catalonia.
28/11/2023	ALICE CCAL	Online	Launching of ALICE Connected, Cooperative, Automated Logistics (CCAL) initiative.

08/12/2023	Norwegian research council	Online	Present MODI at board meeting for portfolio Energy, Transport and Low emission.
11/12/23	The "Pan-European Workshop: Charting the Roadmap for AVs in European Logistics"	Online	MODI was presented by Dr. Ragnhild Wahl (Project Coordinator)
31/01/2024	Kennisbijeenkomst ADAS en Infrastructuur	Amersfoort	Presentation of ArcGIS map of MODI-route in the Netherlands.
13-15/02/2024	eMobility Expo World Congress	València, Spain	Interview for a New Mobility Local podcast on Spotify where MODI was explained in detail (IN-MOVE).
20/02/2024	ERTICO Traffic Management 2.0 Innovation Platform Steering body meeting	Brussels, Belgium	Presentation on the MODI project and T4.4 work related to Traffic Management.
27/2/2024	MOVE21 project meeting in Hamburg	Hamburg	Overview of MODI & Discussion about Last-mile logistics.

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, TUE 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.

The scientific publications and papers submitted by MODI partners play a vital role in disseminating the project's research findings, innovations, and advancements within the academic community and beyond. As we introduce the table assessing these publications, it's essential to recognize their significance in contributing to the body of knowledge surrounding intelligent transport systems. These publications not only showcase the expertise and collaborative efforts of MODI partners but also serve as a means of establishing credibility and recognition within the research domain. The table presented below offers an overview of the current status of scientific publications, including the number of papers submitted, accepted, and published, providing stakeholders with valuable insights into the project's scholarly impact and dissemination efforts.

As we delve into the assessment of scientific publications by MODI partners, it becomes apparent that these contributions are integral to achieving the project's objectives and maximizing its impact. The table presented herein offers a comprehensive overview of the status of these publications, including details such as submission dates, acceptance rates, and publication venues. By analysing this data, stakeholders can gain insights into the volume and quality of research output generated by the project, as well as identify any areas for further collaboration or enhancement. Ultimately, this assessment serves as a valuable tool for monitoring progress, evaluating performance, and informing future research directions within the MODI project. It should be noted that more publications are foreseen for the second half of the project once the consortium has gained more knowledge and has the first finding to be shared with the CCAM community.

Table 9: Publications and papers status on M18

Title & Author(s)	Institution / platform	Status
"Border Crossing Connectivity for CCAM vehicles: A Field Test at the Norwegian-Swedish Border" • Ola Martin Lykkja; Q-free Norge AS (Norway) • Petter Arnesen, SINTEF (Norway)	10th Transport Research Arena (TRA), 15-18 April 2024, Dublin, Ireland (https://traconference.eu/)	Accepted
"Advancing Automated Freight Transport: Unveiling the Requirements and Readiness of Physical and Digital Road Infrastructure" • Knut Jetlund; Norwegian Mapping Authority (Norway). • Kristoffer M. Tangrand, Petter Arnesen; SINTEF (Norway).	10th Transport Research Arena (TRA), 15-18 April 2024, Dublin, Ireland (https://traconference.eu/)	Submitted
"ALGM: Adaptive Local-then-Global Token Merging for Efficient Semantic Segmentation with Plain Vision Transformers" • Narges Norouzi, Svetlana Orlova, Daan de Geus, Gijs Dubbelman; Eindhoven University of Technology (The Netherlands).	• IEEE/CvF conference, 18-21 June 2024, Seattle, USA (https://cvpr.thecvf.com/Conferences/2024?trk=public_post_comment-text) • The work is intended to go on Arxiv (open access) as well.	Submitted

| "Traffic Management 2.0 collaboration for large scale CCAM Logistics fleet deployment"

• Jop Spoelstra; Technolution (The Netherlands)
• Peyman Tavakoli; Technolution (Sweden)
• Per-Olof Svenk; Trafikverket (Sweden)
• Ragnhild Wahl; ITS Norway (Norway) | 30th ITS World Congress, 16-20 September 2024, Dubai, UAE (https://itsworldcongress.com/) | Submitted |

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 10: MODI's public deliverables

No.	Title	WP	Type	Due Date
D1.1	User and stakeholder requirements	WP1	Report	M07
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 infrastructures on public roads	WP4	Report	M27
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 WPs are shown in Table 7 below.

Table 11: MODI's milestones list

No	Due date	Milestone name	Related WP	Status (M18)
MS1	M4	Stakeholder Board Group established and defined	WP6	Achieved
MS2	M7	Requirements defined from WP1 and WP3, UCs defined	WP3, WP1	Achieved
MS3	M12	Evaluation framework, KPIs per UC	WP2	Achieved
MS4	M24	Vehicles ready and tested	WP3	Expected
MS5	M30	PDI optimisations integrated and implemented at the UC sites	WP4, WP5	Expected
MS6	M36	Validation and demonstration of PDI and vehicles within the UCs	WP5	Expected
MS7	M40	Future Business models for connected and automated logistics	WP1	Expected
MS8	M41	Final demonstration for dissemination and exploitation performed	WP5, WP6	Expected
MS9	M42	Book of recommendations, impact and gap analysis, project achievement report ready and published	WP7, WP2, WP1	Expected

The four MODI communication and dissemination stages are detailed in Table 12.

Table 12: 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] – [COMPLETED] **Milestones achieved: MS1, MS2, MS3**			
• Create and consolidate MODI's brand • Develop and establish C&D channels and tools • Presentation of MODI's vision, goals, and expected results.	• Industry, technological, research and academia • Potential end-users • International Stakeholders identified • Public Authorities • Citizens	• MODI corporate brandbook • Website • Social media channels • Conferences, workshops • Physical and digital C&D materials	• 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] – [ONGOING] **Milestones achieved: MS4, MS5**			
• Presentation of MODI use cases • Demonstration of Evaluation framework • Showcase of vehicles and PDI optimisation	• Potential end-users • Specific technological, research and academic communities • Infrastructure owners/operators	• Conferences, workshops • Publications in journals • Special sessions in major congresses/exhibitions • Website and social networks • Field visits and video(s)	• 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**			
• Presentation and demo. of MODI use cases & their results • Presentation of CCAM Business models for Logistics	• Potential end-users (OEMs, Infrastructure, Service providers, etc.) • Specific technological, research and academic communities	• Conferences, workshops • Publications in journals • Special sessions in major congresses/exhibitions • Website & Social networks • Field visits & video/webcast	• Attracting potential investors • Attracting potential customers
C&D stage 4: Exploitation & MODI sustainability [M41-M42 and beyond] **Milestones achieved: MS8, MS9**			
• Showcase MODI final results • User-oriented demonstration • Presentation of CCAM Exploitation plans for Logistics • Put forward policy and standardisation recommendations	• Potential end-users (OEMs, Infrastructure, Service providers, etc.) • Specific technological, research and academic communities. • Public Authorities	• 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	• 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 13: 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.	MODI website will strongly communicate and promote project developments amongst the industry. Providing downloadable explanatory information, press releases, videos, photographs, project flyer, etc.
		Target value: $\geq$ 10,000 views/year and $\geq$ 12 updates/year
Conferences, exhibitions, trade shows, etc. [Communication]		
Automotive and mobility sector professionals, research community	Show results, receive feedback, and share know-how.	Key conferences (not limited to): IEEE (journals, symposia and events), TRA, EUCAR annual conference, ITS world and European congress, CES, FISITA and TRB.
		Target value: $\geq$ 20 presentations
Electronic newsletter [Communication]		
General public, mobility industry professionals and other stakeholders	Keep interested parties informed of the project progress and results.	The newsletter will also allow further extending the project's contact database.
		Target value: $\geq$ 7 newsletters
Social media (LinkedIn, X (former Twitter) [Communication]		
Automotive and mobility sector professionals, policy makers, research community, and general public	Expand the results beyond the consortium.	Social media will strongly promote project developments amongst the industry.
		Target value: $\geq$ 24 updates/year through partners

		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.
		Target value: 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.
		Target value: 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.
		Target value: ≥ 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.
		Target value: 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.
		Target value: 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 open online course) on automated transport & logistics systems with MODI outcomes.

		Target value: 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.
		Target value: $\geq$ 30 attendees

6.1 KPIs performance and the level of achievement of the target values

As the MODI project progresses into its 18th month out of a total length of 42 months, it becomes crucial to assess the performance against key performance indicators (KPIs) and evaluate the level of achievement of target values set forth at the project's inception. These KPIs serve as measurable benchmarks to gauge the project's progress and effectiveness in meeting its objectives. The table presented herein outlines the planned KPIs adjusted to the 18-month mark, alongside the corresponding levels of achievement for each KPI. This comprehensive overview allows stakeholders to gain insights into the project's performance trajectory and identify areas of success as well as opportunities for improvement.

As we delve into the analysis of KPI performance at Month 18, it is evident that the MODI project has made significant strides towards realizing its objectives. By comparing the planned KPIs with the achieved values, stakeholders can ascertain the extent to which project activities have aligned with initial projections and goals. This evaluation not only provides a snapshot of current progress but also informs strategic decision-making moving forward, enabling the project to capitalize on successes and address any deviations or challenges encountered along the way.

Table 14: Communication and Dissemination KPI's and Target Values (level of achievement)

Tool	Key Performance Indicators	M18 planned	M18 achieved	M18 achieved (%)
Social media	Social media frequency of updating (≥24 updates/year through partners)	36	159	+ 341%
MODI website	Project website impact (≥10,000 views/year)	15.000	1,494[ix]	- 90.04%
	Project website's frequency of updating (≥12 updates/year)	18	27	+ 50%
Events, conferences, workshops, exhibitions, trade shows, etc.	Conferences: deliver ≥20 presentations	9	+40	+ 344%
	Stakeholder engagement workshops impact (8 workshops with ≥ 15 external attendees)	3 (45 ext. attendees)	3 (60 ext. attendees)	+33% (attendees)

		1	1	- 10%
	Stakeholder Board Group workshops impact (3 workshops with ≥20 external <u>attendees)</u>	(20 ext. attendees)	(+18 ext. attendees)	(ext. attendees)
	MODI final event outreach (≥100 attendees)	-	-	-
	Business event impact (≥30 attendees)	-	-	-
Publications	Scientific Publications (3-5 peer reviewed publications)	0	0	0%
Training & Capacity building	Online training course (target value: 1 running MOOC updated with MODI outcomes)	-	-	-
Other	Podcasts/webcasts/webinar/videos (1 per use case + 1 promotion video)	-	-	-
	MODI electronic newsletter	3	3	100%

7 Conclusions and next steps

Deliverable D6.3 represents a significant advancement in the MODI project's Communication and Dissemination (C&D) Strategy, following the initial framework established in D6.2 and incorporating updates and adaptations up to Month 18. Aligned with Task 6.2 - "Dissemination and Communication Activities," D6.3 presents a refined version of the dissemination and communication strategy, reflecting the project's progress and stakeholder engagement up to date.

This updated C&D strategy serves as an updated comprehensive guide for the entire MODI consortium, offering a roadmap for effective communication and engagement within the CCAM realm and beyond. It underscores the importance of active participation from all consortium members under the leadership of the WP6 coordinator to ensure coherence and impact.

Key enhancements in the updated strategy include minor revisions to the initial plan outlined in D6.2, comprehensive documentation of past and upcoming dissemination activities, updates on key performance indicators (KPIs), and insights into MODI's involvement in relevant clustering activities with other CCAM projects.

During the project's initial phase, significant dissemination efforts have been undertaken, encompassing organisation of internal events, participation in external conferences, publication activities, and media outreach. These endeavours have significantly bolstered awareness about MODI's objectives and potential, reaching diverse audiences and fostering collaboration within the CCAM community.

Looking ahead, the updated C&D strategy will continue to guide MODI's communication endeavours, ensuring transparency, knowledge sharing, and stakeholder involvement throughout the project's duration. The document remains publicly accessible for consortium members and stakeholders alike, serving as an indispensable resource for newcomers seeking to understand MODI's communication and dissemination objectives.

Deliverable D6.3 lays a solid foundation for ongoing progress and collaboration, setting the stage for the final report on dissemination and communication activities in D6.5. This forthcoming report will offer a comprehensive narrative of MODI's impact and contributions to the evolving landscape of CCAM at European level.

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[x] 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 15: 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[xi] 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):
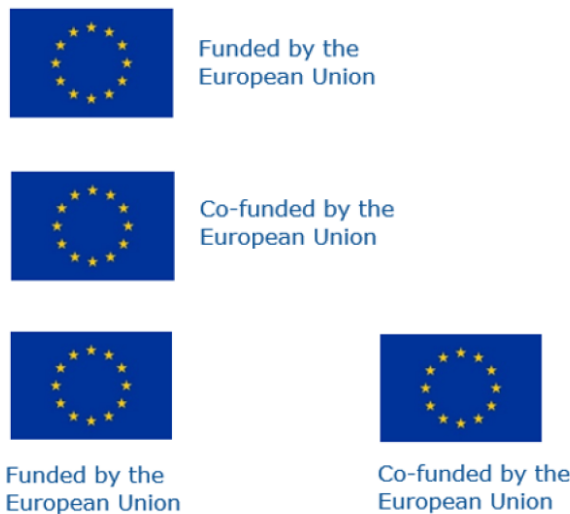
The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

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 5ctu.'

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 no. 101076810.

[vi] ZENODO, <https://zenodo.org/>

[vii] ALICE Knowledge platform, <https://knowledgeplatform.etp-logistics.eu/>.

[viii] CAD Knowledge base, <https://knowledge-base.connectedautomateddriving.eu/>.

[ix] The figure provided is an estimation based on the average organic search traffic of MODI website until month 18 (83 views per month). It should be noted that the project website was launched between M4 and M5. Thus, it has not been online the entire 18-month period, which is under analysis.

[x] MODI (2022), Specific rules, Annex 5, Grant Agreement, pp. 10-11.

[xi] MODI (2022), Grant Agreement No. 101076810.