SHared automation Operating models for Worldwide adoption

SHOW

Grant Agreement Number: 875530

D15.1: Dissemination and Communication Plan

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Executive Summary

This deliverable provides a detailed overview regarding the dissemination strategy and communication activities to be identified, decided and implemented during SHOW project's lifecycle.

The document provides an overview regarding the key messages, target groups and communication and dissemination tools that will be used to raise awareness towards SHOW, maximise the impact of its communication and promotion and widen its audience.

The Dissemination and Communication Plan acts as a reference and a set of guidelines for both SHOW consortium partners and external readers, as it outlines the strategies and measures to be utilised by SHOW consortium in order to achieve its communication objectives. The presented set of processes remains active throughout the lifetime of the project and will be revised, enriched or tailored according to the project's needs. For this reason, this deliverable is to be considered as a living document that will go through two rounds of update and revision, one in M24 and a second and final one in M48.

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Abbreviation List

Abbreviation	Definition
WP	Work Package
A	Activity
EC	European Commission
OEM	Original equipment manufacturer
SME	Small-to-medium enterprise
VEC	Vulnerable to exclusion
WP	Work Package
CCAV	Clean, Connected and Autonomous Vehicles

1 Introduction

1.1 Purpose of the document

In SHOW, WP15 “Dissemination, Training and Multiplication” aims at effectively disseminating project results to all key stakeholders and maximise their transferability and their impact to the society.

As the first deliverable of WP15, the Dissemination and Communication Plan wants to present the communication and dissemination strategy for the SHOW project, developed by the consortium, as a whole.

This document provides a structure to be followed for all communication and dissemination activities to be carried out during SHOW implementation and beyond. It has the main purpose of acting as a set of guidelines for both the consortium partners and the external readers, to raise awareness towards SHOW and ensure the highest level of promotion of its findings and results.

The deliverable clearly identifies SHOW key messages and the respective target groups, outlining the communication and dissemination approach that the partners will apply to ensure an effective, consistent and efficient communication and dissemination around SHOW relevant news, outcomes and results.

Specifically, the Dissemination and Communication Plan defines both strategic approaches and operational procedures adopted by the consortium to promote the project, with the purpose of defining a consistent and efficient method of dissemination and communication, but also monitoring and evaluation of these activities.

1.2 Intended Audience

The dissemination level of D15.1 is public. The intended readership of this document includes any interested reader, and, specifically, aims at providing SHOW consortium members with an extensive set of guidelines to plan and contribute the project’s promotion and diffusion.

1.3 Interrelations

The Dissemination and Communication Plan defines the visual identity, key messages and target audience of the SHOW project. It also provides the readers with the monitoring tool to keep track of the implemented activities and evaluate their impact/success. Moreover, communication and dissemination activities involve all consortium partners and constitute an essential part of the project development and implementation. Related communication actions and dissemination activities have been assigned to each partner, in order to ensure the highest possible visibility, outreach and impact of SHOW. For this reason, this deliverable has a correlation with all project activities and it is also interrelated with Deliverable D15.2 *Dissemination material and mechanisms of the project*.

2 Communication and Dissemination Strategy

2.1 Objectives

The main objectives of SHOW Dissemination and Communication Plan are the following:

- Develop a multi-layered dissemination strategy and communication plan.
- Provide the consortium with a comprehensive reference for all communication tools and activities over the course of the project.
- Define the target audience for each communication activity.
- Identify the key messages for each type of audience.
- Define SHOW visual identity, providing the consortium partners with a set of guidelines to ensure consistent use of the visual elements.
- Establish SHOW dissemination measures and dedicated means and channels for each target group as well as the monitoring mechanisms of dissemination activities and their impact, in order to ensure the fulfilment of the specific KPI's.

SHOW communication and dissemination activities will be implemented with the active involvement of all partners, under the coordination of the Project Coordinator (UITP) and the WP15 Leader (ERTICO).

2.2 Target audience

SHOW consortium has already identified, at proposal stage, several target groups to approach throughout the project implementation, differentiating the communication and dissemination tools and activities to ensure participation and exploitation of the project results. Namely, SHOW target audience can be divided in the following groups:

1. Authorities (Cities, Municipalities, Ministries), policy makers, municipality agency and road operators;
2. OEM's and transport/mobility operators;
3. Tier 1 suppliers, telecom operators, technology providers and services company;
4. Telecom operators and technology providers/SMEs;
5. Research and academia;
6. Passengers and other road users encompassing VEC;
7. Umbrella associations/Non-profit organisations.

2.3 Key messages

To maximise the impact of SHOW dissemination activities, the consortium partners will tailor the communications to ensure that each of the targeted group is conveyed the most suitable message in the most effective and appropriate form, to demonstrate the added value of the project.

SHOW key messages include, but are not limited to:

- Create awareness towards SHOW mission, vision and potential impact.
- Engage appropriate stakeholders in pursuing the project's objective (also through the Stakeholder Forum, as detailed in Section 2.4.3 of this document).
- Share knowledge about its outcomes and findings.
- Create motivation and consulting on the sustainability and multiplication of its results.

By tailoring the messages to each identified target group, the consortium will ensure a significant impact of the diffused information and engage the audience according to their main interests and needs.

2.4 Communication Strategy

2.4.1 Dissemination and Communication

Communication and dissemination are both essential in order to ensure the successful implementation of a project. Often, the difference between these two activities is not very clear, or some of the actions performed in their framework could be defined as both communication and dissemination.

The European Commission has recently provided a thorough clarification and distinction between the two concepts[1], as summarised in the following Table 1.

Table 1: Communication and Dissemination differences

Dissemination	Communication
About the project and its results	About results only
Multiple audience Beyond the project's own community (include the media and the public)	**Audiences that may use the results in their own work** e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers
Inform and reach out to society, show the benefits of research	Enable use and uptake of results
Grant Agreement art. 38.1	Grant Agreement art. 29
Starts at the outset of the project	When results are available

The main difference between communication and dissemination stands in their objectives, their focus and their targeted audience.

Dissemination aims at promoting the project, focusing on its results, challenged and achievements; it is a joint effort, in which the whole consortium is involved using all its available tools. It means to effectively spread the project message to the widest public possible, including the media, using a set of standard communication practices that can be adapted to various settings and needs.

[1] A. Stasiak (June 2018), H2020 Communication Dissemination & Outreach, https://ec.europa.eu/info/sites/info/files/6._sc2_coordinators_day_communication_and_dissemination.pdf

On the other hand, the primary goal of communication is to enhance the impact, visibility and credibility of the project, publicly sharing the results through the most effective and appropriate means (both traditional media channels such as newsletters, publications, news media coverage and digital/social media). Peer reviewed scientific journals publications, scientific conferences presentation and industry related events participation fall under the dissemination actions.

Communication and dissemination of project activities are paramount actions to ensure effectiveness and sustainability of products and results, within and beyond the project lifetime.

A well-structured communication strategy is an effective instrument to maximise the impact of project results and outcomes, optimise their value and allow their active and concrete use in systems and practices at local, regional, national and European levels.

For these purposes, a consistent communication and dissemination strategy allows the consortium to identify, and subsequently measures, the extent to which project results reach the audience and are concretely utilised.

2.4.2 The tools

To ensure an effective and efficient information flow around the SHOW project, create awareness and reach out to the targeted audiences, the consortium will use a balanced mix of digital and offline tools.

The following indicative list of proposed communication channels, identified at proposal stage, will be updated/modified as needed throughout the implementation of SHOW and according to the work plan:

- Project website (see Section 2.5 of Deliverable 15.2);
- Press releases and publications;
- Promotional material (poster, leaflets, roll-up, see details in Section 2.4 of Deliverable 15.2);
- Social media channels (see details in Section 2.5 of this document);
- Participation and organisation of major events and demo events (see Section 2.4.3 of this document);
- Stakeholders' engagement via the Stakeholders forum (see Section 2.4.3 of this document) and other engagement activities (Ideathon, Hacathon); organisation of events/conferences/workshops.

2.4.2.1 Brand identity and guidelines

To set-up the project's online reputation and brand identity, the consortium has elaborated a distinct visual identity and branding that can be clearly recognised and associated to SHOW.

The brand is often the first element that users, readers and stakeholders encounter when browsing for news related to the project.

A set of graphics, including the project's logo, fonts, colours and guidelines for the correct use of all elements has been developed to depict faithfully SHOW mission and vision.

The full SHOW Brand identity and guidelines document is attached as Appendix I of this deliverable.

Figure 1: SHOW logo

2.4.2.2 The website

The domain of the SHOW website is https://show-project.eu/

SHOW website has been created, using the project's brand identity and established visuals, to ensure SHOW online reputation and recognition and to act, for the consortium and the external audience, as an information hub providing the users with all relevant information regarding the project, the partners, the pilot sites and the evolution of SHOW throughout its lifecycle.

SHOW website's content and structure is described and displayed in detail in D15.2 *Dissemination material and mechanisms of the project*, Section 2.5. Promotional material and templates

SHOW leaflet is one of the key dissemination tools, to be used in both digital and printed version, to present the main facts and figures of the project during the relevant events and/or webinars.

Following the same concept and brand identity, SHOW consortium has developed a roll-up banner and a poster to be used during relevant events and conferences to showcase the project and visually communicate SHOW mission and vision through its graphic identity.

Following the above-mentioned visual identity, the consortium has also developed several templates (Word and PowerPoint) to ensure that each piece of content or communication activity implemented by the partners is depicted/supported by visuals in a consistent manner. The templates have been made available for the SHOW consortium on the online cooperation tool.

SHOW promotional material and templates are described and showcased in detail in D15.2 Dissemination material and mechanisms of the project, Section 2.4.

2.4.3 Stakeholders forum, major events & demo events organisation

To achieve liaison with the entire CCAV value chain, a Stakeholders Forum will be built at the start of the project (A15.2). Making use of the large networks of the consortium, the SHOW Stakeholders Forum aims to bring together at least 250 stakeholders and will be set-up according to different clusters. Forum members will be kept in the loop

from the beginning till the end of the project, acquiring in this way a consistent understanding of it and being able to provide credible feedback to it.

For each cluster, the participating stakeholders will be invited to the project events such as workshops and conference sessions, and to targeted events that will be organised in the local demo sites communities (Various pan-European multi-stakeholders' workshops will be organised, to create targeted awareness and get targeted feedback on crucial project milestones (e.g. Use Cases, Business Models, Demonstration Plans, Evaluation and Impact Assessment goals), prepare evaluation activities, engage stakeholders and establish the extension of SHOW in all aspects. Public events, such as the Final Event, will also be organised throughout the project, to further engage relevant stakeholders.

Finally, specific demo targeted events will be held in the demo sites of SHOW (primarily in Mega site and secondarily in Satellite ones). The events will be coupled with demonstration of SHOW solutions in the specific site context aiming to activate and further engage the local communities.

Also, the members of each cluster will receive targeted dissemination materials such as e-newsletters. Furthermore, the members will be consulted by the different tasks of SHOW that need to conduct surveys with external stakeholders.

Various pan-European multi-stakeholders' workshops will be organised, to create targeted awareness and get targeted feedback on crucial project milestones (e.g. Use Cases, Business Models, Demonstration Plans, Evaluation and Impact Assessment goals), prepare evaluation activities, engage stakeholders and establish the extension of SHOW in all aspects. Public events, such as the Final Event, will also be organised throughout the project, to further engage relevant stakeholders.

Finally, specific demo targeted events will be held in the demo sites of SHOW (primarily in Mega site and secondarily in Satellite ones). The events will be coupled with demonstration of SHOW solutions in the specific site context aiming to activate and further engage the local communities.

Table 2 lists the major and demo events planned during the project duration.

Table 2: List of the major and demo events planned.

Event	Date
Launch event – Kick-off meeting	M1
Creation of the Stakeholders Forum and engagement methodology (database of stakeholders)	M7
1st Pan-European workshop of SHOW	M9 (in conjunction with A1.3)
Focus group meetings in the framework of EUROCITIES Mobility Forum and Knowledge Society Forum	Y1
Participation to external events (TRA, UITP Summit, ITS Congresses, etc.)	M9 – M48
2 taskforce meetings in the framework of EUROCITIES Mobility Forum and Knowledge Society Forum	Y2
Workshops and live demos at UITP Summit 2021 and 2023	M18 – M44
Workshops and live demos at ITSWC 2021, 2022 and 2023	M22 – M34 – M46
5 local demo events with stakeholders on project sites	Y3
Workshops and live demos at TRA2022	M28
Workshops and live demos at IT-TRANS2022	M27

Event	Date
Workshops and live demos at ITS EU Congress 2021, 2022 and 2023	M18 – M30 – M42
Live demo at EUCAD2021 and 2023	M16 – M40
6 local demo events with stakeholders in project sites	Y4
Closing Pan-European workshop of SHOW and live demo (in a pilot site)	M46
Final event	M48

2.5 SHOW Social Media

Using social media, SHOW aims to raise awareness about project's progress and findings which can assist in targeting important audiences, triggering discussions and channeling of scientifically and probably commercially significant results within the Transport & Mobility domain. Towards this end, SHOW's social media dissemination objectives, which are aligned with the main dissemination objectives of the project, are to:

- To facilitate the maximisation of the dissemination and the communication of SHOW progress and outcomes to the wider ecosystem;
- To ensure the wider dissemination of the project's results to all potential interested parties and share the best practices of the project;
- To present the project progress, technologies and results outside the scope of the SHOW consortium, ensuring large awareness amongst a broad range of external stakeholders.

Table 3 outlines the awareness tactics that are deployed by the team and displays how these tactics help increase the impact of the project.

Table 3: Awareness tactics

Description	Benefit of the Tactic
Creation of a **LinkedIn** Group fostering interaction with and participation of groups of people that have a special interest in the project as end-users and groups of people that are interested in the specific research outcomes of the project	Social media are fast, low cost channels of reaching interest groups and communities that are normally not present at any event and/or conference in order to show the progress and findings of the project and to keep all stakeholders interest high.
Creation of **Twitter** accounts @show_h2020 and a **Facebook** page @SHOW.H2020, for sharing project news and reach a wide range of communities and stakeholders	
Use of existing consortium's social networking contacts (Twitter, LinkedIn, Facebook) to reach out to a wide range of communities	

2.5.1 Twitter & Facebook

Twitter and Facebook are useful to inform and engage with our target external audience groups and their respective communities. Building a community/being part of an already existing community is crucial for dissemination via these Social Media

platforms. Information about the latest updates on the website, new events, discussions and news will be provided via Twitter and Facebook.

In order to connect to already existing communities and build our own, SHOW is going to use the available hashtags such as #automatedmobility, #sharedautomation, #autonomousvehicles, #transport, #MaaS, #CCAV, #CCAM, etc. Once a notable number of followers is established, the team will try and build project's own hashtag (e.g. #SHOW_H2020). This needs time and the appropriate content to deliver with the hashtag. If successful it can help grow the popularity among the audience groups and make SHOW better known.

Via the SHOW Twitter and Facebook social media channels will be easier for followers to engage with the SHOW project, either by following, mentioning, retweeting/sharing, commenting, or interacting with tweets and posts. The team, apart from the social media analysis tools (A1.2 - User opinion discovery in social media) that will be developed within the project for discovering users' opinion, intends to use Twitter's own analytics-system[2] which gives a very good overview over current conversations and interactions with followers. For more details and insights on SHOW's Twitter account, the team intends to apply Twitonomy[3], a third-party tool, which is available for free (in a basic version) to complete the overview. For Facebook, the team intends to use Facebook's own Insights page that provides information about SHOW page's performance, like demographic data about our audience and how people are responding to our posts.

Table 4 outlines the general engagement tactic for both (Twitter & Facebook) social media channels.

Table 4: Facebook and Twitter engagement tactics

Objective	Twitter account https://twitter.com/show_h2020 and Facebook page https://www.facebook.com/SHOW.H2020 are used to promote the project news and related activities as well as reach a wide range of communities such as establishing connection and communication with the following: • Other related projects • Academia • Governmental Association groups • Policy makers • Advisors • Civil society • Industry, and • Media.
Content and Messages	Project news, next generation Transport & Mobility advancements at Urban and Public transport, related news, discussion topics
Target Audience	All Stakeholders, citizens
Information Required	Project updates, current news, low level detail
Information Provider	Dissemination team and all Partners & users
Activities	Encouraging new members to join, regularly adding new posts and responding to others comments
Schedule	On a daily or weekly basis, or as we have content to add
Monitoring	The dissemination team is monitoring the group as a minimum twice a week.

[2] https://analytics.twitter.com/
[3] https://www.twitonomy.com/

	SHOW Twitter account has currently 3 tweets and 71 followers. SHOW Facebook group will be active as soon as events will take place, anticipated for September 2020
Responsible	Dissemination team

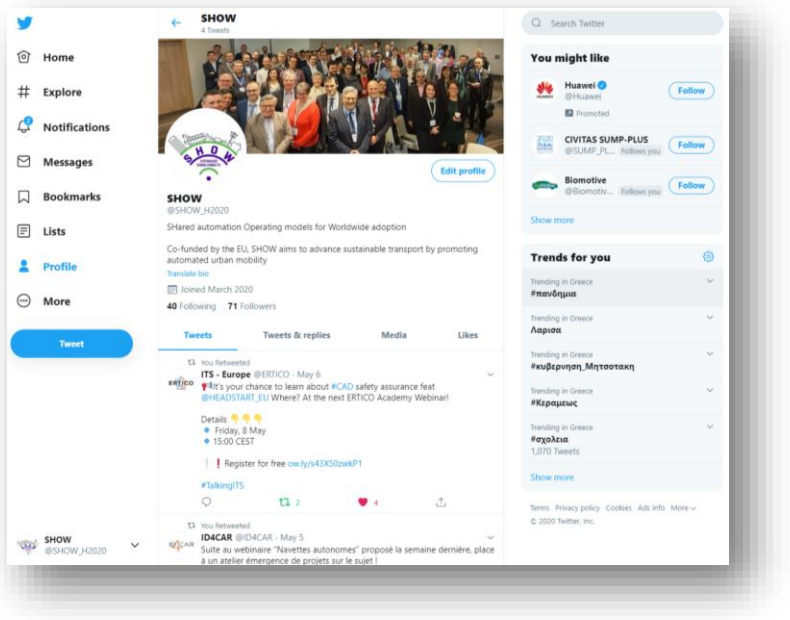


Figure 2: SHOW's Twitter account

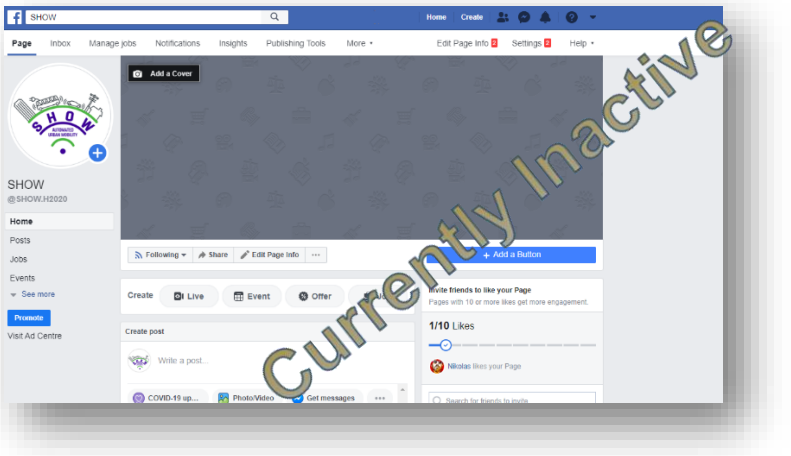


Figure 3: SHOW's Facebook page

2.5.2 LinkedIn

LinkedIn is a Professional Network through which SHOW can address very specific, professional target groups. It is mainly functional for targeted networking and to create a sustainable SHOW network in which the status of the project but also project outcomes can be shared. The SHOW page in LinkedIn has just been set up and currently there are 115 followers. The profile will be filled-in with additional details and

content over the coming months, building more connections with people within the research group and beyond. It will also be used to syndicate the articles/blog posts written for the SHOW website.

In Table 5, we outline the general engagement tactic for LinkedIn channel.

Table 5: LinkedIn engagement tactics

Objective	To announce SHOW achievements to other professionals from relevant fields of action, to raise questions and obtain feedback that can contribute to the project's development. Also to announce events and gather interest from other people that join our community. SHOW LinkedIn group is available in the following link: https://www.linkedin.com/company/showh2020/
Content and Messages	Keep in contact and inform practitioners, researchers and users of Transport & Mobility
Target Audience	All Stakeholders, citizens
Information Required	Project updates, current news, discussions for receiving further feedback and suggestions on cases and contents
Information Provider	Dissemination team and all Partners & users
Activities	Encouraging new users to join, regularly adding new tweets and responding to other comments
Schedule	Updated on an ad hoc basis throughout the project
Monitoring	Dissemination team is monitoring the group as a minimum twice a week. SHOW LinkedIn page has currently115 followers
Responsible	Dissemination team

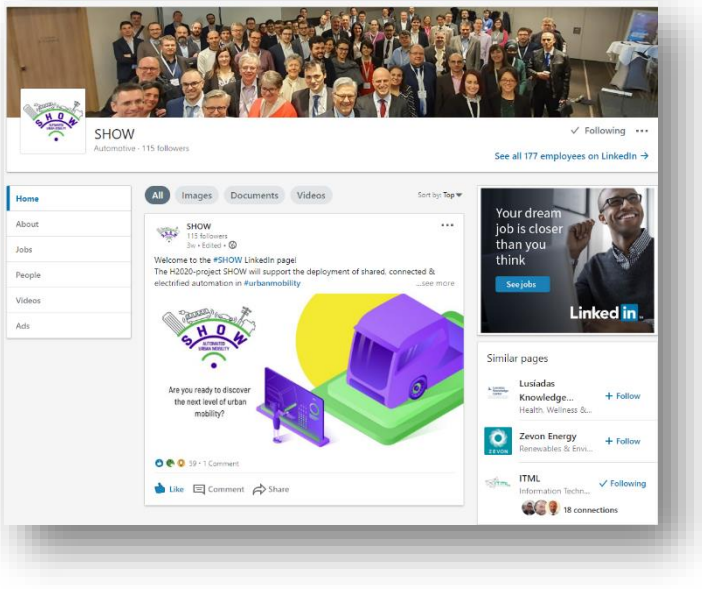


Figure 4: SHOW's LinkedIn page

2.6 Communication and dissemination procedures

2.6.1 Partners' role and efforts

ERTICO is the Leader of WP15 "Dissemination, Training and Multiplication".

ERTICO is also Activity Leader for A15.1 Dissemination and communication (so it is responsible for the definition of SHOW communication and dissemination plan and its updates, together with the development of the communication tools).

As previously said, the effective communication and dissemination of SHOW is a joint effort, so all consortium partners will be proactively engaged in the implementation of WP15 activities.

Detailed roles and responsibilities under WP15, as well as the allocated effort per partner, are described in Table 6 below:

Table 6: Roles and responsibilities

Partner	Role and responsibilities
ERTICO	WP15 Leader Task Leader A15.1 and A15.6
UITP	Project coordinator Task Leader A15.2
ITML	Task Leader A15.3
IRF	Task Leader A15.4
e-Trikala	Task Leader A15.5
All Consortium partners	Supporting/participating into WP15 Dissemination activities.

2.6.2 Dissemination guidelines and monitoring tools

2.6.2.1 Dissemination procedure

The WP Leader, the Project coordinator and the Technical coordinator have provided the consortium with detailed Dissemination procedures to be followed during the implementation of the different activities, with the basic objective of producing high-quality communication materials, avoiding overlaps and disclosure of confidential information.

The participation of any Partner in an event, as well as the performance of every dissemination activity related to SHOW project, has to be communicated beforehand to A15.1 Dissemination & Communication Task Leader (ERTICO).

The "step by step" procedure is the following:

1. When an opportunity is identified, the partner will notify to ERTICO its intention to participate at least 5 working days in advance, specifying the details of the event (date, title, audience) and its role in it related to the SHOW project (presenter, organiser, speaker in a session etc.). The prior notice is needed to update the Upcoming Event section of the SHOW website,
2. The partner will register the activity in the dedicated Dissemination Register, specifying all the details regarding your participation, as indicated in each column of the file (stakeholders, impact etc.);

3. The partner will store all the relevant material (abstract, draft paper, poster, article, presentation, press release etc.) in the dedicated folder. This material will be uploaded in the SHOW Library website too;
4. After its participation, the partners will send to ERTICO a short abstract (content of the session/presentation/discussion, quotes from speakers, highlights, relevant information related to SHOW) to update the website *News* section.

In case of conflict or objection the Task Leader, after consultation with the project coordinator, can reject the proposed activity if they have objections related to overlaps or possible disclosure of restricted or confidential information concern the work performed in the different WPs. In case of conflict, the issue is being discussed among the coordinator, the Task A15.2 Leader and the involved partners.

In case of conflict, or if further material is needed, the Task A15.2 Leader informs the partner that modifications or additions are required. Then the material is proposed again to the Task 15.1 and Task 15.2 Leaders, and if significant changes (that might provoke conflicts among partners' interests) must be made, the previous procedure is followed. The new material is proposed again to WP15 and Task 15.1 and Task 15.2 Leaders and if significant changes must be made, the previous procedure is followed.

2.6.2.2 Dissemination activities report

In addition, to ensure constant monitoring and tracking of the dissemination and communication activities carried out by SHOW consortium, a Dissemination activities report has been set up in Excel format and made available on the Cooperation Tool.

The register is to be filled in within five working days after the realisation of the approved dissemination activity, accompanied by the presented dissemination material (final paper, presentation, poster etc.) to be stored in the dedicated folder.

Both Dissemination procedures and the Dissemination register have been uploaded in the Cooperation Tool.

2.6.2.3 Key Performance Indicators

Measurable annual targets for dissemination activities have been set, in order to ensure that the desired impact is achieved. Table 7 below describes the planned SHOW Communication and Dissemination activities to be performed in the different project phases and KPIs expected from each of them.

Table 7: Annual KPIs for Dissemination activities

KPI	Year 1 target	Year 2 target	Year 3 target	Year 4 target
Communication & dissemination plan & activities	Communication & Dissemination plan & 1st year activities available	Updated plan & 2nd year activities available	Updated plan & 3rd year activities available	Updated plan & 4th year activities available
Stakeholder forum	External forum creation; at least 100 registered stakeholder entities	At least 150 (overall) registered stakeholder entities	At least 200 registered stakeholder entities	At least 250 registered stakeholder entities
Visual identity of the project & Dissemination material	Logo, Web site (500 visits/ year), leaflet, templates created	Project video Web site visits (Web-stats: 1000 visits/ year)	Updated leaflet, Web site visits (Web-stats: 2000 visits/ year)	web site visits (web-stats: 3000 visits/ year)

KPI	Year 1 target	Year 2 target	Year 3 target	Year 4 target
Distribution of leaflets & posters	Leaflet: 500 copies distributed	Leaflet: 1000 copies distributed	Leaflet: 1000 copies distributed	Leaflet: 1000 copies distributed
News feeds	10 articles & project-related news and articles in the project and partners websites. 1 annual newsletter distributed to the Stakeholder Forum	10 project-related news and articles in the project and partners websites. 1 annual newsletter distributed to the Stakeholder Forum	10 project-related news and articles in the project and partners websites. 1 annual newsletter distributed to the Stakeholder Forum	20 project-related news and articles in the project and partners websites. 1 annual newsletter distributed to the Stakeholder Forum
Social media	4 posts/month Twitter and LinkedIn (and multiplication in partners accounts)	4 posts/month Twitter and LinkedIn (and multiplication in partners accounts)	4 posts/month Twitter and LinkedIn (and multiplication in partners accounts)	4 posts/month Twitter and LinkedIn (and multiplication in partners accounts)
Attending events	At least 6	At least 10	At least 15	At least 20
Organisation of own events	1st Advisory Board meeting; 1st Pan-European workshop of SHOW (30 external participants)	2nd Advisory Board meeting	At least 5 local demo events with stakeholders in project sites; 3rd Advisory Board meeting	Local demo events with stakeholders in at least 80% of the sites; 4th Advisory Board meeting; closing pan-European workshop of SHOW and live demo (in a pilot site) (50 external participants)
Engagement activities	1 Ideathon	1 Hackathon & 1 Ideathon	1 Hackathon & 1 Ideathon	1 Hackathon
Scientific publications	At least 3 (including technical and scientific papers)	At least 10 (including technical and scientific papers)	At least 10 (including technical and scientific papers)	At least 20 (including technical and scientific papers)
Press releases	At least 1 (to be distributed through all Partners channels)	At least 4 (including the local pilots ones and to be distributed through all Partners channels)	At least 6 (including the local pilots ones and to be distributed through all Partners channels)	At least 10 (including the local pilots ones and to be distributed through all Partners channels)
Concertation/ Twinning	1st concertation event; Specific twinning plans agreed with the EC and issued; participation in at least 2 EC	2nd concertation event; First exchange upon twinning activities; presence in at least 2 EC	3rd concertation event; exchange with twinning initiatives on impact estimation and draft recommendations;	4th concertation event; joint roadmapping and further twinning plans; participation in at least 2 EC

KPI	Year 1 target	Year 2 target	Year 3 target	Year 4 target
	Working Groups events	Working Groups events	presence in at least 2EC Working Groups events	Working Groups events
Exploitation	-	1st issue of exploitation plans	2nd issue of exploitation plans	Final bankable business & exploitation plans

3 Scheduled updates and next steps

SHOW Dissemination and Communication Plan will be further updated in M24 (D15.4) and M48 (D15.6), to report adjustments (if any) to the strategy according to the project's needs, implemented activities and new identified opportunities. KPIs will be also analysed to ensure the effectiveness of such actions.

Conclusions

This deliverable presented SHOW Dissemination and Communication Plan, which will be used as a guide for the consortium members to ensure a correct and effective implementation of communication and dissemination activities and maximise the project's impact.

Deliverable 15.1 is complementary to D15.2 Project material and mechanisms, which describes in details the promotional material produced to support SHOW dissemination activities and the social media accounts and strategy that have been set and put in place to ensure the widest impact of said actions. The printed media will be produced in accordance with SHOW visual identity and brand guidelines.

References

A. Stasiak (June 2018), H2020 Communication Dissemination & Outreach, https://ec.europa.eu/info/sites/info/files/6._sc2_coordinators_day_communication_and_dissemination.pdf

Appendix I – SHOW Brand identity and guidelines

Visual identity and guidelines

It is important that the project has a distinct identity and branding that can be clearly recognised as SHOW. This is why a set of graphics, including fonts, colours and guidelines (use of the logo) have been developed.

The graphics can be used freely by all consortium members. However, all external bodies, except for the European Commission, must ask for permission before using them.

Brand, logo and fonts

Our brand

Our brand is often the first thing people see when encountering SHOW. It represents our project, our personality and our appearance. It is important we ensure our brand integrity is always maintained.

The golden rule when using the SHOW brand is to use it consistently and in-line with our guidelines and communication procedures. (Inconsistency leads to confusion and weakens the branding). Applying these guidelines correctly ensures that our messages are always clear, they reinforce each other and they always express the true character of the SHOW brand. You can find the general Dissemination procedures to refer to at this link (protected by password, for consortium use).

Our logo

Concept behind the Logo

The starting point for a project bran identity is based around the title of the project: SHared automation Operating models for Worldwide adoption (or shorter, SHOW).

Being the recognisable element of the project visual identity, the logo must be simple and easy to understand, and not too overcrowded with messages.

SHOW logo, as presented in these guidelines, has two key elements: the icons and the written part. The different icons represent the automated vehicles and their integration into the urban public transport infrastructure. All icons are displayed on a bigger symbol (three curved lines and a dot) representing the Wi-Fi network. Green, one of the colours chosen for the project's logo, suggests the idea of "green" and sustainability, one of the core ideas behind SHOW. The written part includes the project's acronym and a tagline summarising the main objective of SHOW: the integration of automated mobility in the urban landscape.

The main colours for the project are Violet and Green.

The logo has several options (positive and negative included) for different uses, as outlined in these guidelines, for different reproduction purposes (presentations, brochures, roll-ups, website etc.).

Figure 5: SHOW logo

We have created a bold, versatile logo for the SHOW. The icon represents a vibrant mix of mobility services pointed directly at the individual user. The shape is dynamic and the colour range is exciting and energetic. The typography is simple, direct and bold. It is an engaging device which encompasses the SHOW project.

Logo size and use

The master logo should always appear fully intact. The text should never be amended or removed. At the minimum size, always use the master logo in full. Each element and its position in relation to each other have been carefully designed and must never be stretched, altered or distorted. Master logos for all applications are available for use from the marketing department. Always follow these guidelines to ensure consistent use.

Colours

Figure 6: SHOW alternative logos

Colour is a powerful means of identification. Consistent use of our new logo colours will help us build visibility and recognition for SHOW and will set us apart from our competitors.

The colour logo is made up of a range of colours: You should always try to use the full colour logo on a white background as shown here.

In situations where the logo must be reproduced in black and white, the one-colour logo should be used. In situations where the logo must appear on a dark coloured background, then the one-colour reversed logo should be used.

PANTONE Violet C	PANTONE 369 C	PANTONE 425 C	PANTONE 3965 C
C = 94 M = 100 Y = 0 K = 0	C = 68 M = 0 Y = 100 K = 0	C = 19 M = 0 Y = 100 K = 0	C = 7 M = 0 Y = 100 K = 0
R = 65 G = 0 B = 153	R = 81 G = 184 B = 72	R = 51 G = 60 B = 66	R = 245 G = 235 B = 0
#5D8F94	# 51B848	#333C42	#F5EB00

Figure 7: SHOW colours

Our colours: Colour is a primary means of visual communication. The use of a limited colour palette will help build a strong external recognition of SHOW.

Core colours: Strong colours are used within the master logo. They can be used carefully as highlight or background colours in documents also.

Secondary colours: Any secondary colours should be chosen to neutrally compliment the Core colours and should be used sensitively with these colours. Always ensure that White, and our Core colours are more dominant.

Incorrect use

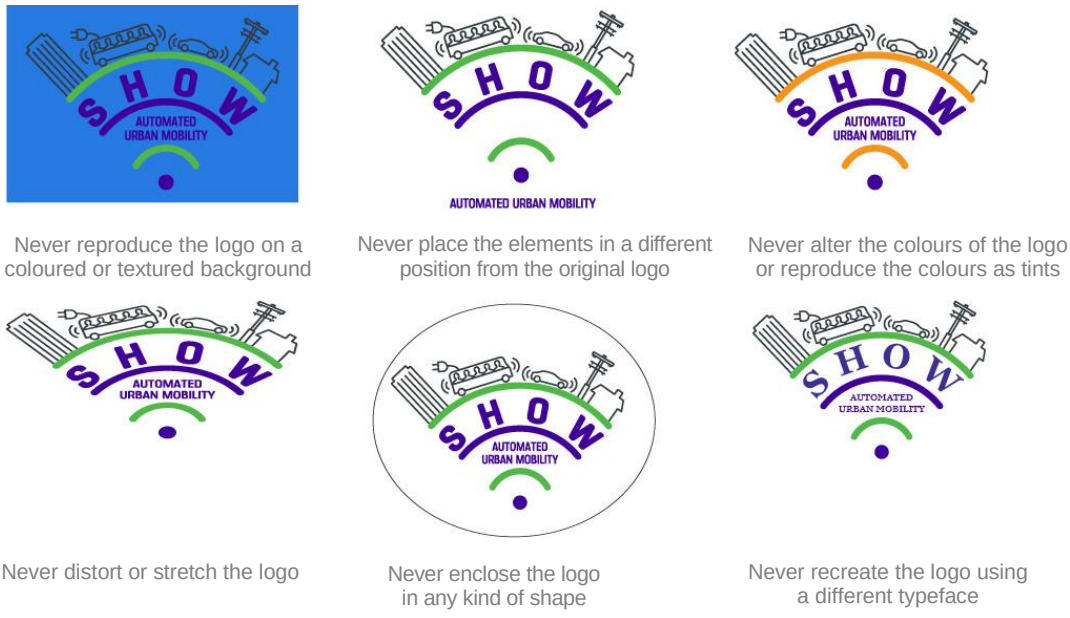


Figure 8: SHOW logo incorrect uses

Fonts

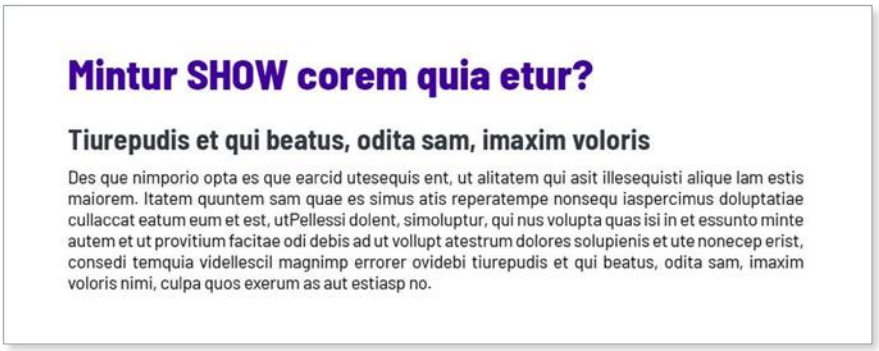
Our primary identity typefaces are Barlow and Barlow Semi-Condensed, to be used in all printed and web materials (PPT presentations, brochures, flyers and other promotional material, etc.). The use of Barlow Semi-Condensed is reserved to headings and subheadings. For all other types of text content, use Barlow.

In the case of Barlow, we suggest using 12 of the 18 styles available, to be chosen according to the specific material and criteria of the designer. As for headings, you may use 6 of the 18 styles available.

As a basic rule for formatting texts, use Barlow Semi-Condensed Extra Bold the main heading. For subheadings, use Barlow Semi-Condensed Bold. For body copy, use Barlow Regular.

Barlow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./=+&_@!(%)$|?>":

Barlow Semi-Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./=+&_@!(%)$|?>":



Barlow

Light
Light Italic
Plain
Plain Italic
SemiBold
SemiBold Italic
Bold
Bold Italic
Extrabold
Extrabold Italic
Black
Black Italic

Barlow Semi-Condensed

Bold
Bold Italic
Extrabold
Extrabold Italic
Black
Black Italic

For office materials (such as the content of official deliverables, press releases and other documents), use Helvetica. Body copy must be set at 11pt.

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890,./=+&_£@!(%)$|?>":

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,./=+&_£@!(%)$|?>":

PowerPoint Presentation

A PowerPoint (PPT) presentation template of the project has been developed. All partners will use this template when presenting the project internally, as well as externally to third parties.

Project partners can add their logo to the original PPT but should check with ERTICO before presenting. Furthermore, partners should inform ERTICO of where and when presentations will be given.

A template has already been created and is available at the following locations on the Cooperation Tool:

16x9 (link)

A standard presentation will be developed based on the template with input received by all work package leaders, taking responsibility for their respective work packages and led by ERTICO.

Notices/Disclaimer

As the project is co-funded by the European Union, dissemination, communication and publication materials must clearly acknowledge the receipt of EU funding through:

- The display of the EU flag
- The following text referring to Horizon2020: "This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No. 875530)".

A disclaimer will also be included on the website, stating:

> “SHOW is co-funded by the EU under the H2020 Research and Innovation Programme (grant agreement No 875530). The content of this website reflects solely the views of its authors. The European Commission is not liable for any use that may be made of the information contained therein. The SHOW consortium members shall have no liability for damages of any kind that may result from the use of these materials.”

Any publication or any other material prepared by the consortium members, even if at national level, on behalf of SHOW and in the framework of their assigned tasks in the project, shall at least display the project logo and EU flag and funding statement.