FOR A SUSTAINABLE SOCIETY WITH INTELLIGENT MOBILITY SOLUTIONS

D7.3 Report 1 on communication and dissemination

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April 10, 2024

Deliverable	D7.3-Report 1 on communication and dissemination
Work Package(s)	WP7 – Standardisation, Exploitation and Stakeholders Relations
Task(s)	T7.2 – Communication and Dissemination
Dissemination Level	Public
Due Date	30-04-2024
Actual Submission Date	30-04-2024
WP Leader	DIS.CO
Task Leader	DIS.CO
Deliverable Leader	DIS.CO
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Document History			
Revision	Date	Author(s)	Description
V0.1	10-04-2024	Vasiliki Chatzidogiannaki, DISCO	Initial Version
V1.0			Final Review

The project has been accepted for funding within the Chips JU, a public-private partnership in collaboration with the Horizon Europe (HORIZON) Framework Programme and National Authorities under grant agreement number **101112306**

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Executive Summary

The EcoMobility project's first year **report 1 on Dissemination and Communication** is the subject of this deliverable.

The Dissemination and Communication Strategy of the EcoMobility project plays a pivotal role in driving the transformation of European transportation. It serves as a guiding framework, meticulously designed to propel our vision of a sustainable and interconnected mobility ecosystem. This strategy encompasses a holistic approach that ensures project partners are equipped with the necessary tools and direction throughout the project lifecycle and beyond.

At the core of this strategy is the comprehensive dissemination of project goals, activities, and outcomes. To achieve this, we have created and already use **diverse communication channels**, including a dedicated website, social media platforms, newsletters, and press releases. These channels enable us to effectively reach our target audiences and create widespread awareness about the project's objectives and progress.

Moreover, the strategy places significant emphasis on engaging with key stakeholders. We actively participate in conferences, events, and workshops, where we present our findings and foster meaningful discussions. This engagement facilitates collaboration and knowledge exchange, enabling us to align our efforts with the needs and expectations of our stakeholders.

A notable innovation within our strategy is the utilization of an **Opinion Mining Service (OMS)** specifically tailored for research and innovation purposes. This powerful tool helps us build the best possible communication and dissemination strategy and helps us to gain valuable insights into market trends and needs, enabling us to also develop the best exploitation strategy (which will be analyzed in D7.9: Initial Exploitation plans in M18), ensuring that our project outcomes are aligned with the evolving demands of the mobility landscape.

Through our united endeavors, EcoMobility strives to inspire **widespread public awareness and active participation from stakeholders**. Our primary objective is to foster a profound comprehension of the project's goals and advancements, propelling individuals, organizations, and communities to embrace sustainable mobility practices wholeheartedly. As a result of our collaborative efforts, we will make significant strides toward materializing a sustainable and interconnected mobility landscape throughout Europe.

1 Introduction

1.1 Introduction - Purpose of this document

This deliverable aims to describe the dissemination and communication actions that took place during the first year of the project.

1.2 Definitions

Definitions, Acronyms, Abbreviations	Meaning
OMS	Opinion Mining Service
AI	Artificial Intelligence
HD	High Definition
ADAS	Advanced Driver Assistance Systems
BMS	Battery Management Systems
TG	Target Group
STEEP	Social-Technological-Economic-Environmental-Political aspects
IoT	Internet of Things
SME	Small- Medium Enterprise
LSE	Large Scale Enterprise
KPIs	Key Performance Indicators
WP	Work Package
PR	Public Relations

Table 1: Definitions, Acronyms, Abbreviations

1.3 Applicable Documents

AD1: EcoMobility Grant Agreement

AD2: EcoMobility Consortium Agreement

1.4 Document Structure

This document is structured as follows:

- *Chapter 1*: Introduction
- *Chapter 2*: Communication Strategy and Target Audience
- *Chapter* 3: Dissemination and Communication Tools and Actions – Year 1
- *Chapter 4*: Project visual identity

- *Chapter 5*: Social Media Strategy
- *Chapter 6*: Social Media Guidelines
- *Chapter 7*: Social Media Calendar
- *Chapter 8*: Conclusions
- *Chapter 9*: *References*

1.5 Project Overview

EcoMobility is dedicated to supporting European industry and cities in transitioning from isolated and static transportation systems to a dynamic, service-oriented, and interconnected mobility ecosystem. We achieve this by facilitating the seamless exchange of data and services among relevant stakeholders. Our project enables collaborative development, deployment, operation, and lifecycle management of adaptive end-to-end mobility solutions in a sustainable manner.

Specifically, EcoMobility will:

- Implement DevOps practices: We will continuously enhance mobility services through cloud-based solutions, ensuring ongoing improvements and customization within the supply chain.
- Support runtime coupling of mobility services: By deploying AI (Artificial Intelligence) solutions, we enable the seamless integration, monitoring, analysis, and coordination of vehicles, transportation infrastructure, and individuals through edge/cloud-based services based on contractual agreements.
- Provide advanced vision and perception systems: We offer reliable HD maps, localization systems, and perception technologies to enhance the safety, connectedness, and automation of vehicles.
- Enhance Advanced Driver Assistance Systems (ADAS): Our project aims to develop customized and fail-operational ADAS solutions that align with the technological capabilities of diverse vehicles and prioritize the safety of vulnerable road users.
- Enable energy-conscious control and scheduling of electric vehicles: We focus on smart Battery Management Systems (BMS) and coordination with other transportation modes to optimize the energy efficiency of electric vehicles.
- Bridge the gap between technological progress and legal regulations: We work towards enhancing public acceptance of electrified autonomous vehicles and ensuring appropriate alignment between technological advancements and legal and regulatory frameworks.

Through demonstrations, EcoMobility showcases the project's capabilities and discoveries in building an end-to-end sustainable mobility ecosystem. Our focus is on enhancing trust, safety, security, efficiency, and environmental impact of mobility solutions, enabling widespread deployment. These innovations leverage the expertise of esteemed partners in the mobility value chain, positioning Europe competitively in the growing market and directly supporting the European objective of achieving zero road fatalities by 2050.

Figure 1: The EcoMobility Project at a glance

The table below illustrates supplementary explanatory details of the EcoMobility project at a glance:

Project's Vision
Achieve a sustainable value chain and enabling technologies for door-to-door mobility of people and goods based on customized autonomous vehicles with agile life cycle management for continuous evolution of services and improved safety, security, efficiency and ecology.
Key Digital Enablers
EcoMobility identified four key digital enablers (AI, safety and trustworthiness of the automotive ecosystem, robust & modular architecture, agility for digital transformation), which will have a fundamental impact on the extent of technology adoption and quality of how intelligent mobility solution will master the challenges of digitalisation and ecological societal development in the future.
Technology Research Challenges
The EcoMobility solutions aim to assist stakeholders in the transportation industry and cities as they shift from individual and fixed transportation methods to a service-oriented, connected mobility ecosystem by facilitating the sharing of data and services among relevant parties. This transition will encounter various challenges, including the development of market and business plans. Key aspects of this transformation include: - Establishing open, interoperable, trustworthy, and robust architectures - Implementing efficient and adaptable engineering processes - Fostering cognitive adaptability - Creating smart connected electric vehicle ecosystems for extended longevity - Promoting multi-modal door-to-door mobility
Digital Needs
The EcoMobility project has identified specific digital needs to drive its objectives forward. These needs include leveraging digitalization as the cornerstone for building robust ecosystems that support sustainable mobility solutions. The project also emphasizes the development of highly automated and autonomous systems to enhance efficiency and safety in urban transportation. Furthermore, platforms for systems-of-systems are crucial to enable seamless integration and interoperability among various mobility components. To address these needs effectively, the project requires advanced engineering methods and tools that can facilitate the design, implementation, and optimization of innovative mobility solutions. By prioritizing these digital requirements, the EcoMobility project aims to revolutionize urban mobility and create a more sustainable and interconnected transportation system for the future. ● Digitalisation as the foundation for ecosystems ● Highly automated and autonomous systems ● Platforms for systems-of-systems ● Engineering methods and tools

Table 2: EcoMobility project Descriptions

1.6 Communication and Dissemination Organization

The Communication Strategy of the project plays a crucial role in guiding project partners towards **effective communication**, ultimately leading to the achievement of the project's core objectives. It serves as a roadmap, enabling partners to **identify the target audience and determine the most suitable content, timing, and channels for communication, thus ensuring the overall success of the project.** It is important to recognize that communication should be viewed as a strategic tool that actively contributes to the attainment of project goals. At the partner organization level, each partner designated a dedicated communication manager who assumes the responsibility of executing the communication plan. The Lead Partner, which in the case of the EcoMobility project is Innovation Dis.Co, takes the lead in coordinating the communication activities at the project level. Working together with the communication managers from individual partners, they form a collaborative project communication group known as the EcoMobility communication group.

2 Communication Strategy and Target Audience

Our communication strategy is built upon the **Quintuple Helix Innovation model**, which provides a framework for achieving optimal communication and dissemination outcomes. This model establishes an ecosystem that serves as the foundation for engaging with our target groups effectively. Our approach within this ecosystem is two-fold:

1. Demand Level: To address the demand side, we utilize a tailored **Opinion Mining Service** (OPS) designed specifically for research and innovation purposes. This powerful toolkit allows us to monitor the opinions and responses of the general audience towards the project's priorities. By leveraging this tool, **we can align our dissemination and communication outputs to better resonate with the target audience, thereby increasing their efficiency and impact.**
2. Supply Level: Our communication strategy is custom-tailored to cater to specific target groups and audiences. We adopt a multi-sectoral and multi-stakeholder approach, targeting **key players and stakeholders involved in the project**. This includes industry representatives, civil society and citizens, researchers and academia, national and EU public sectors, and other relevant parties. In our Dissemination and Communication strategy, we have identified primary target audiences that will receive particular emphasis.

2.1 The Quintuple Helix Innovation Model

The Quintuple Helix model serves as a valuable framework for comprehending the intricate interplay between knowledge, innovation, and sustainable development. It aligns with the objectives of the EcoMobility project, which aims to support European industry and cities in transitioning from isolated and static transportation means towards a service- centric, connected mobility ecosystem by sharing data and services across involved stakeholders.

This model posits that a symbiotic relationship can be established among **ecology, knowledge, and innovation**, fostering synergies across the economy, society, and democracy. It expands upon the Quadruple Helix model by introducing the "**natural environment**" as the fifth helix within the project's research and development timeframe. By incorporating the natural environment, the model emphasizes the long-term advantages that such a project can bring to stakeholders and society at large.

The figure below illustrates the holistic perspective of the Quintuple Helix model, showcasing the interconnectedness and potential outcomes of the EcoMobility project:

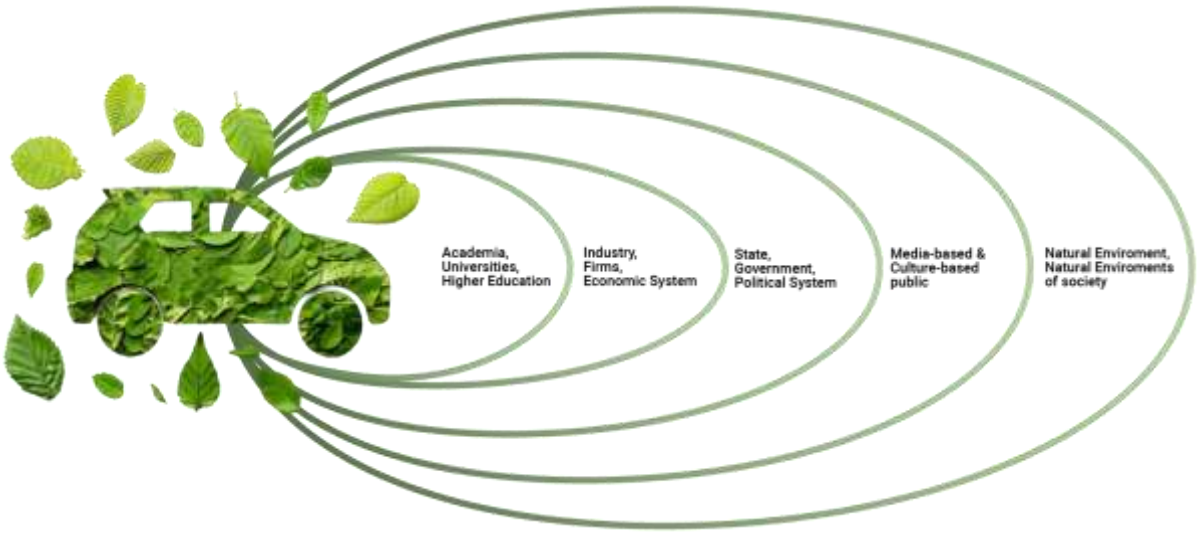

Figure 2: The subsystems of the Quintuple Helix Model

2.2 The tailormade Opinion Mining Service (OMS) for Research and Innovation

The objective of the Opinion Mining Service (OMS) is **to extract knowledge from digital media sources** and actively incorporate it into our dissemination and communication strategy. This barometer facilitates ongoing tracking of the general public's sentiments and reactions (what people say and how they feel towards the project's objectives) to the project's priorities, allowing us to **tailor our communication and dissemination efforts for greater efficiency and impact**. Innovation Dis.Co utilizes cutting-edge communication methods and AI algorithms to effectively pinpoint key avenues for stakeholder engagement and achieve optimal project communication outcomes.

The overall detailed theoretical Background and Methodology behind OMS will be given in D7.6: Initial E-listeling Campaigns and Reports, in M18.

2.2.1 The Methodology

Innovation Dis.Co utilizes advanced big data analysis and AI-powered algorithms to extract and analyze real-time data from electronic media sources. By employing various theories and methodologies, we aim to uncover valuable insights for the EcoMobility project. These insights include understanding the public discourse surrounding the project's main topic, gauging public sentiment towards the topic, identifying key industry players and their interconnections.

Our methodology relies on AI-supported techniques and machine learning algorithms, which are specifically tailored to the industry being investigated. This industry-focused approach enables us to provide context-aware analysis that is highly relevant and aligned with the objectives of the EcoMobility project. Through sentiment analysis, we can identify the primary barriers and opportunities related to the adoption of the project. We also determine the communication channels that people are using to discuss the project's objectives and identify the type of content that should be created to effectively address their needs, concerns, and opportunities. Additionally, we identify the media outlets and influential individuals who can amplify the impact of our dissemination and communication plan.

By continuously measuring people's sentiment throughout the project, we gain a deeper understanding of their evolving needs and receive ongoing feedback on technology requirements and demand. This "demand pull" approach provides us with dynamic and insightful information, allowing us to adapt and enhance the effectiveness of our dissemination and communication plan in a timely manner. This methodology ensures that we consistently receive relevant data that aligns with the needs and preferences of the general audience. It enables us to make informed and user-centric decisions to better address these needs through our dissemination and communication efforts.

2.2.2 Implementation Roadmap

The implementation roadmap for the communication and dissemination strategy of the EcoMobility project is designed to ensure a systematic and effective approach to reaching the project's target audience and maximizing its visibility, engagement, and long-term impact.

The roadmap that will be followed concerning the communication strategy describes all the deliverables for WP7 during the lifetime of the project:

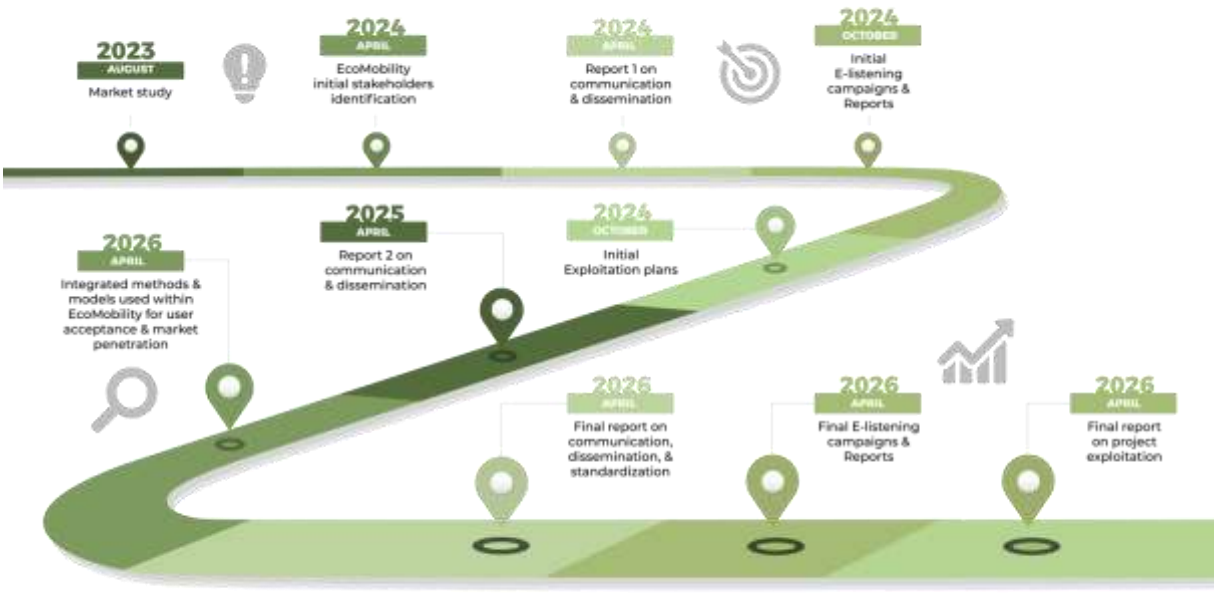

Figure 3: WP7 Implementation Roadmap

2.2.3 Initial Opinion Mining Service Report

The primary focus of the OMS study was to evaluate the extent to which the general audience is acquainted with the topic under consideration. Additionally, the study sought to gauge the sentiment of individuals and gain a comprehensive understanding of the contextual aspects surrounding the ongoing discussions. The keywords that were used in this study are: **Autonomous vehicles, car life cycle management, cloud based mobility services,**

Advanced Driver Assistance Systems (ADAS), Electric car Battery Management Systems (BMS), Electrified Autonomous Vehicles, Sustainable Mobility Ecosystem, Ecomobility. This initial study helped us create our communication and dissemination strategy and also our communication plan. It also helped us creat the proper keywords, hashtags, and target audiences for our Social Media paid Campaigns and the proper texts, keywords and target audiences for our posts and videos.

The detailed analysis will be presented in D7.6: Initial E-listeling Campaigns and Reports, in M18.

2.2.4 Overview

This report draws on publicly available mentions from both online and traditional media, which have been anonymized. Using this data, we have analyzed the prevailing public sentiment, top influencers, and trends in the area of focus of the project (Autonomous Vehicles). Our analysis covers the period from the 7th of May 2023 to the 10th of April 2024 and is based on the most important keywords of the project as mentioned in paragraph 2.2.3. We have collected and examined **32.847** instances from across the globe, including both traditional and new media sources.

Based on the extensive volume of data we have collected and analyzed, it appears that the general public has a positive opinion about Autonomous Vehicles. This topic receives attention in electronic and traditional media, suggesting that there is an opportunity to promote this project and raise awareness among European citizens regarding EcoMobility project efforts.

Demand & General Audience Barometer

Figure 4: Demand & general Audience Barometer

2.2.5 Sentiment Analysis

The following graph reveals that the majority of discussions regarding the topic were positive in terms of sentiment. Specifically, 20.275 mentions (61,72%) fell under this category. On the other hand, the remaining 38,28% were divided among citizens who had a negative predisposition towards the topic, which accounted for 6.625 mentions (20,17%), and those who were indifferent, with 5.947 mentions (18,11%).

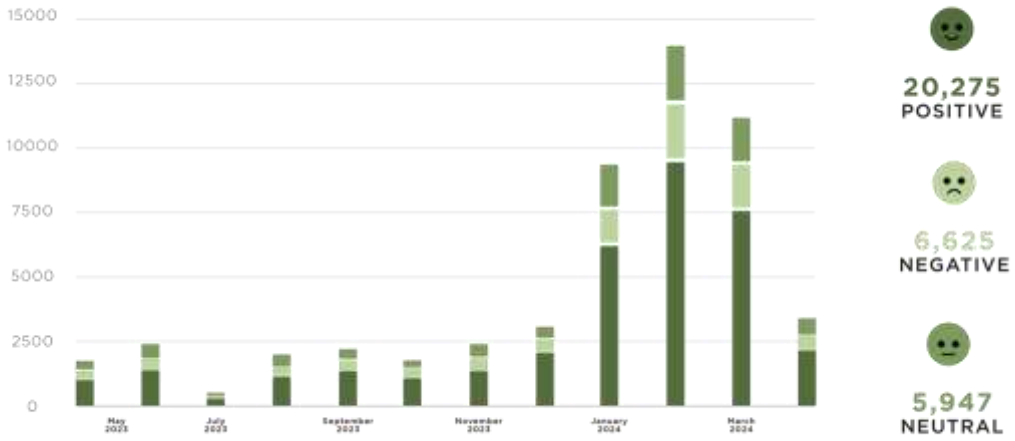

Figure 5: Sentiment towards autonomous driving

2.3 EcoMobility Key Target Audience

In order to enhance its influence, EcoMobility engages with a diverse array of stakeholders who will directly benefit from and utilize EcoMobility's outcomes. The strategy to guarantee the successful integration of the project's findings consists of two components: (i) Thorough and strategic mapping of EcoMobility's stakeholder landscape to pinpoint specific target end-user groups. (ii) Customized outreach initiatives designed for the various identified groups to encourage the adoption of EcoMobility's results and their subsequent promotion within their networks. The primary stakeholders (target groups - TG) identified during the proposal preparation phase are as follows:

TG1 - **Scientific community** (Researchers and innovators) in Autonomous driving, Cloud-edge continuum, IoT, AI, Sensors, and Optimisation. EcoMobility will ensure open access publications, participation/presence in scientific events, exhibitions and workshops, targeted social media and online communication campaigns, science cafes, webinars, and showcasing events.

TG2 - **Innovators/application developers, Open-Source Communities** in these same technological areas. Participation in Eclipse Edge Native Working Group activities, industrial events (IoT and smart factory area). Participation in AI initiatives such as, AI/ML challenges and contribution to OS. Organization of workshops, webinars, hackathons involving experimental infrastructures. Scientific publications.

TG3 - **Vertical industries, SMEs and Start-ups** as early adopters, with a focus on share mobility, smart cities, utilities, etc. Participation and presentations in targeted events, networking sessions, interactive demos and showcasing, social media, website, specialized press.

TG4 - **Policy makers participation and presentations** in selected policy making events, promo materials, networking sessions - liaison with the public, interactive demos, communication especially relevant to road- mapping work.

TG5 - **Standardization bodies**: EcoMobility will strive with special interest to i) Evaluate the project's Social-Technological-Economic- Environmental-Political (STEEP) aspects; ii) define the future research and innovation directions for the EC initiatives, considering the project's acquired knowledge and experience; iii) provide Inputs for standardization activities.

The key target audience represents the backbone of the communication and dissemination strategy and is depicted in the following figure:

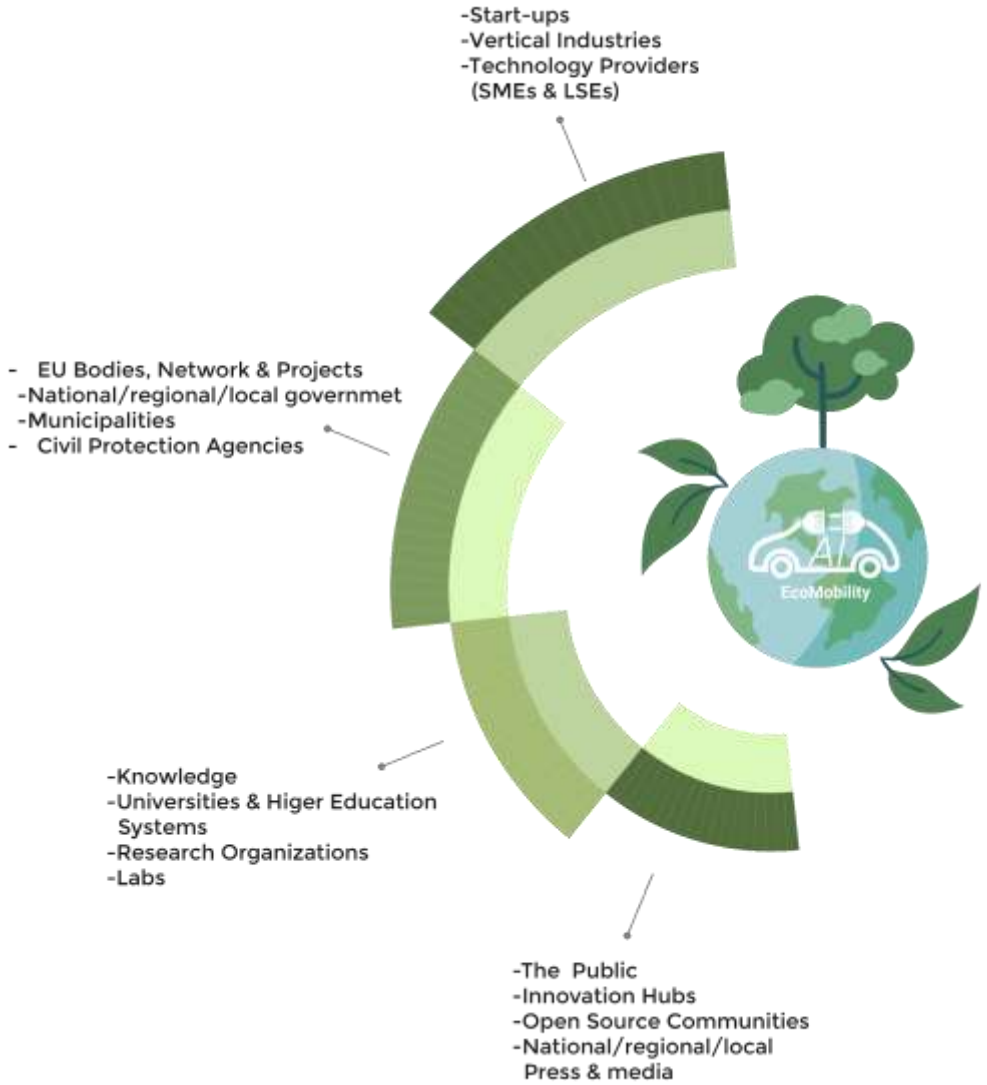

Figure 6: EcoMobility Key Target Audience

3 Dissemination and Communication Tools and Actions – Year 1

To foster effective communication and collaboration among project partners and external stakeholders, the establishment of a common and recognizable "communication language" is of utmost importance. Recognizing this, WP7 has developed a comprehensive communication toolbox that encompasses vital tools to establish the distinctive EcoMobility identity. These elements form the foundation for all subsequent communication materials, both in the online and offline realms, produced for the project. By utilizing this communication toolbox, the project ensures consistency, coherence, and a unified visual and messaging identity, thereby enhancing the clarity and impact of its communication efforts.

3.1 Key Performance Indicators for dissemination and communication

The EcoMobility project has implemented a comprehensive set of **Key Performance Indicators** (KPIs) to actively monitor and evaluate the progress of its dissemination and communication endeavors. These KPIs are integral to the project's overarching approach and play a vital role in ensuring its success. The responsibility of managing and overseeing these KPIs lies with the leader of WP7, who diligently tracks and assesses the consortium's performance against the established objectives.

The KPIs associated with communication activities within the EcoMobility project are diverse and encompass various aspects. Firstly, the **project website** serves as a crucial platform for stakeholder engagement, and its performance is measured through metrics such as monthly website visitors, unique website visitors, average time spent per visit, and the number of project document downloads.

Social media platforms play a pivotal role in expanding the reach of dissemination efforts and fostering engagement with key stakeholders. Hence, KPIs for social media analysis and promotion include the number of followers on platforms like LinkedIn, Twitter, and YouTube, as well as metrics related to likes, comments, and shares. Additionally, reach and engagement indicators such as impressions, clicks, and retweets are closely monitored, along with the acquisition rate of new followers per month.

YouTube videos are recognized as a significant communication tool for the EcoMobility project, and KPIs for these videos focus on the number of views received per video.

Contribution to the scientific community through the publication of peer-reviewed papers and articles is another important aspect of the project. Therefore, KPIs for **scientific papers** include the number of publications per year, the impact factor of the published papers, and the number of citations received.

To maximize communication impact, the project produces various **promotional materials** such as brochures, posters, and roll-up banners. KPIs for these materials encompass the quantity of materials produced and distributed at events and conferences, as well as feedback and response received from stakeholders regarding their effectiveness.

Furthermore, the project develops high-level **materials tailored for policy makers**, including mission statements, slide decks, and brochures. KPIs for these materials include the number of materials created, their usage in meetings and proceedings, and feedback received from policy makers regarding their relevance and usefulness.

By diligently monitoring and managing these KPIs on an ongoing basis, the EcoMobility project ensures that its communication activities remain on track and effectively reach and engage the intended target audience. Any deviations from the established objectives are promptly identified and addressed through corrective measures, enhancing the overall success of the project's dissemination and communication efforts.

Measure	Indicators	Target	Means of Verification	Accomplished
Website	Number of unique visitors	4000	Google official metrics/reports	1300 by M12
Social networks	Number of followers in: Twitter, LinkedIn, YouTube Number of updates/posts	1.000 followers, 300 posts	Official metrics/reports by the relevant social media	334 followers, 100 posts by M12
Workshops	Number of organised workshops and number of participants	3 Workshops 300 participants	Proceedings & Media coverage	1 Workshop by M12
Events	Participating in various events presenting the project	20 internal and external events	List of dissemination activities	6 by M12
Videos	Number of videos created and published on the project's YouTube channel	5 videos	List of dissemination activities Videos & Media coverage	1 video by M12
Newsletters	Number of occurrences in various newsletters	6	List of dissemination activities	2 by M12
Scientific Publications	Number of peer-reviewed papers/articles	20	List of dissemination activities	3 by M12
Brochures	Number of brochures distributed	300	Proceedings and media material of the events	150 by M12
Posters	Number of posters produced	5	The original posters	3 by M12
Materials for policy makers	Number of sets (mission statement, slide-deck, brochure)	2	Meetings – Proceedings and media material	4 by M12

Table 3: KPIs for Dissemination & Communication

3.2 EcoMobility E-Newsletters & Press Releases

The EcoMobility project places great emphasis on ensuring that the project community remains informed and up-to-date on the latest activities and advancements. To fulfill this objective, the project has devised a plan to issue a number of Newsletters and Press Releases throughout the project. These newsletters & Press Releases serve as a valuable source of information for stakeholders and are easily accessible through the project website. Furthermore, the Newsletters and Press Releases are distributed among the project partners.

To maximize the reach and impact of the Newsletters and Press Releases, the project actively encourages its partners to share them with their own audiences via their respective communication channels. This collaborative approach effectively broadens the dissemination of project updates and actively engages a wider range of stakeholders.

The first edition of the Newsletter and the first Press Release are shown in the below picture:

Figure 7: 1st Newsletter & Press Release

3.3 EcoMobility Promotional Material

The communication strategy of the EcoMobility project places significant importance on the development of promotional materials as a key component for showcasing the project's goals and achievements. Currently, the project has created two posters that effectively convey essential information about EcoMobility, serving as valuable tools for communicating key messages. Additionally, two roll-up banners have been produced to be prominently displayed at internal and external events, capturing the attention of attendees.

Moreover, the project has designed nametags for project meetings, an agenda template, poster templates, and two presentation templates. These visual aids have proven to be highly effective in presenting general project information and introducing project members during seminars, conferences, workshops, and similar occasions.

The promotional materials adhere to the project's visual identity style, aligning with the aesthetics of the project's website. This ensures consistency and brand recognition across all communication channels. By utilizing these visually appealing materials, the EcoMobility project successfully engages stakeholders and generates awareness about its objectives and accomplishments.

Figure 8: Project's first trifold

Figure 9: Project Poster

Figure 10: Ecomobility roll-up banners

Figure 12: Nametags

3.4 Project meetings (on-line and in-person)

EcoMobility places great importance on the organization of both online and in-person events as integral components of its strategy. These events serve multiple purposes, including showcasing project activities, disseminating results, and facilitating the exchange of experiences and lessons learned. By hosting these events, EcoMobility creates valuable platforms for engaging stakeholders, fostering relationships, and directly sharing expertise.

In-person meetings hold a special significance within the project, as they provide unparalleled opportunities for building networks and strengthening collaborations. These events enable face-to-face interactions, allowing participants to engage in meaningful discussions and establish connections that can drive the project's success.

Through active event organization and participation, EcoMobility aims to enhance its visibility and create valuable opportunities for collaboration and engagement. These events serve as occasions to present project updates, share research findings, and discuss innovative approaches and best practices.

Furthermore, both online and in-person events provide a platform for stakeholders to learn from one another, gain insights into the project's progress, and contribute to the collective knowledge and expertise. EcoMobility recognizes the significant role that these events play in fostering a collaborative and supportive environment, ultimately leading to meaningful outcomes and sustainable impacts.

Figure 11: Examples of in-person and on-line meetings

3.5 External Events

The EcoMobility project partners actively engage in a diverse range of external events, encompassing summits, international conferences, symposiums, and meetings. These events present valuable opportunities for partners to showcase the project's activities and disseminate the achieved results.

Table 5 provides a comprehensive overview of the external events shared with the partners since the beginning of the project, enabling them to select the most suitable opportunities for presenting the EcoMobility project. It is important to note that the table listing these events is subject to updates, as partner attendance and participation may evolve over time. This flexibility allows the project to adapt and align its presence with the most relevant and impactful events in the field.

By participating in these external events, EcoMobility aims to enhance its visibility, forge new connections, and foster collaborations with organizations and stakeholders. These events serve as dynamic platforms for exchanging knowledge, facilitating networking, and exploring potential synergies with other projects and initiatives that share similar objectives.

Participation in external events enables EcoMobility to contribute to the broader discourse on Autonomous Vehicles, sharing valuable insights and lessons learned. Moreover, it offers an avenue to promote the project's overall objectives and outcomes. Additionally, partners have the opportunity to gain fresh perspectives, learn from industry experts, and stay abreast of the latest trends and advancements in renewable energy.

Below there are some examples of external events where the EcoMobility project has been presented:

Figure 12: 12th Mixed Criticality Workshop in HIPEAC

Figure 13: PCIM2023 exhibition in Nuremberg

Figure 14: Autonomous main event

Figure 15: Going Green Care Innovation 2023

EVENT name	Venue	Date	Description	Link
eMobility World Congress	Feria Valencia, Valencia, Spain	21 - 23 Mar 2023	This is the largest sustainable mobility event in southern Europe, where you will find business gatherings of all the players in the sector, from manufacturers to government agencies, starting with the president of the Spanish government, Pedro Sánchez, who will be the opening speaker at the event.	https://www.emobilityworldcongress.com/
AUTONOMY MOBILITY WORLD EXPO 2023	Paris, France	22-23 March 2023	EVENT DETAILS AUTONOMY MOBILITY WORLD EXPO is the world's largest annual gathering of international policymakers, institutions, NGOs, corporations, companies, and start-ups focused on sustainable urban mobility solutions welcoming 200+ exhibitors, 300+ speakers, and 8,000+ participants every year in March.	https://www.amwe.world/
Tech.AD Europe	Berlin, Germany	26-28, March	Conference is designed for bringing advanced engineers & automotive experts from OEMs, Tier Ones, suppliers & leading research institutes to the next level. If you are working on the future of ADAS, AI/ML/DL, sensor and perception technologies, software architectures, or any other area of autonomous driving, Tech.AD Europe is probably the most interesting and fun way to discuss your challenges with colleagues, network with partners, and return to your desk full of inspiration.	https://www.autonomous-driving-berlin.com/?utm_source=email&utm_medium=text&utm_campaign=womans_day_speakers

International Conference on Advances in Electric Vehicle Engineering	Athens, Greece	April 03-04, 2023	International Conference on Advances in Electric Vehicle Engineering aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Advances in Electric Vehicle Engineering. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Advances in Electric Vehicle Engineering.	https://waset.org/advances-in-electric-vehicle-engineering-conference-in-april-2023-in-athens
E-TECH EUROPE 2023		19-20 APRIL 2023	E-TECH EUROPE takes the stage as the annual international trade show for advanced batteries and the electrification of automotive and entire vehicle industry – bringing together key industry players of the full supply chain (mechanical, electrical, electromechanical, electronics, software, metals, materials, services, etc.).	https://e-tech.show/
ICA Summit 2023	Frankfurt, Germany	15-16 May, 2023	ICA Summit 1st and 2nd Editions were a blast! During the 2 days invite-only events together with our partners and distinguished speakers, we had a diverse programs that covered interesting topics and answered some of the most dominant questions we face in autonomous, connectivity, innovations, and future outlook sectors.	https://ica-summit.com/#
ITS European Congress	Lisbon, Portugal.	22nd to 24th May, 2023	The ITS Congresses represent the ultimate showcase of mobility services deployment and are the means for the ITS Community to keep pace with the incredible evolution of the industry. Over the years, the European Congresses have offered a platform for thought leaders, developers, entrepreneurs and decision makers from the transport, logistics	https://itseuropeancongress.com/

			and IT industries to share ideas and progress smart and sustainable mobility.	
ITF 2023 Summit	Leipzig, Germany	24 to 26 May 2023	Participants at the 2023 Summit will reflect and share perspectives on the role of transport as an enabler of economic growth that also drives environmental and social sustainability. The discussions will also focus on the role of transport in enhancing social welfare, providing benefits to society and promoting inclusion, while minimising externalities, such as traffic congestion, air and maritime pollution, and road crashes. It will also cover how transport stakeholders can promote system resilience through better planning for recurrent shocks to the transport system.	https://www.itf-oecd.org/itf-2023-summit
Autonomous Vehicles Online | 2023	online	24-May-23	Autonomous Vehicles Online 2023 will identify and highlight the future trends that will shape the self-driving car industry. Focusing on metrics that matter the most right now, the event gives you the opportunity to look where we are headed and share practical strategies, novel areas of opportunity and gaps where the industry needs to do course correction.	https://www.automotive-iq.com/events-autonomous-vehicles-online?utm_source=10979.016%20-%20Google%20Ads&utm_medium=Advertising&utm_campaign=40534.006%20-%20Google%20PPC&utm_term=&utm_content=&disc=&extTreatId=7577028&gclid=Cj0KCQiApKagBhC1ARIsAFc7Mc7AQHJk0x7WG1I1RQNLnlgm3_QKbmvVefuYCFwl4n2RzdV9e0

				9gJUIaAgCjEALw_wcB
4th European Electric Vehicle Batteries Summit	London, UK.	6th to 7th June, 2023	Following the success of its previous editions, ACI's 4th European Electric Vehicle Batteries Summit will be taking place in London, in the UK on 6th and 7th of June 2023. The two day event will bring together industry leaders from major EV battery producers, automotive, electric vehicle & off-high road vehicle manufacturers sharing their knowledge and experience with the latest technology developments. Also joining the summit will be policy makers from regulatory bodies, NGO's, market & energy consultants, research institutes and providers of key solutions such as components, materials and charging infrastructure. Don't miss out on this excellent networking opportunity.	https://www.wplgroup.com/aci/ebae4-mkt-agenda/
ADAS & Autonomous Vehicle Technology Expo 2023	Stuttgart, Germany	June 13-15, 2023	ADAS & Autonomous Vehicle Technology Expo returns to Stuttgart, Germany – Europe's most influential hub for automotive innovation, research and development. Exhibitors will showcase the latest technologies to enable and accelerate end-to-end autonomous and ADAS applications, including testing tools, simulation, software, sensing and AI. You can also benefit by networking in one dedicated meeting place with international delegates and speakers from the adjoining Automotive Testing Expo Europe.	https://www.autonomousvehicletechnologyexpo.com/en/index.php
AUTOMOTIVE TESTING EXPO 2023	Stuttgart, Germany	June 13-15, 2023	th over 400 exhibitors displaying their very latest products and services, visitors can expect to see the most up-to-date technologies in ADAS and autonomous vehicle testing, NVH measurement tools, test rigs, simulation packages, durability	https://www.testing-expo.com/europe/en/index.php

			testing technologies, crash testing, dynamometers, emission measurement systems and dynamic assessment tools, as well as countless service providers such as proving grounds and test facilities.	
International Conference EEHE 2023	Essen, Germany	June 13-14, 2023	The strong growth in electromobility and the associated successful market launch of highly electrified vehicles requires a rethink by the entire automotive and supplier industry. At the same time, new trends, such as autonomous driving, are developing through progressive digitalisation and the use of highly automated technologies, to which the on-board network architectures must also be adapted.	https://eehe.de/en/
International Conference on Electric Vehicles and Future Directions	Copenhagen, Denmark	June 15-16, 2023	International Conference on Electric Vehicles and Future Directions aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Electric Vehicles and Future Directions. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Electric Vehicles and Future Directions.	https://waset.org/electric-vehicles-and-future-directions-conference-in-june-2023-in-copenhagen
Vehicle Electrification Expo	Birmingham, UK	28th & 29th June 2023	Vehicle Electrification Expo enables automotive manufacturers to look at the latest powertrain solutions to improve the performance, efficiency, safety and sustainability of vehicles including light electric vehicles, passenger cars, commercial vehicles, buses and off-highway industrial vehicles. The show will bring together the entire supply chain involved in electric and hybrid vehicle manufacture and	https://ve-expo.com/

			development showcasing the very latest technologies for this rapidly growing market.	
Innovation Forum Mobility	Kreuzlingen, Switzerland	29 - 30 June 2023	Meetings with decision-makers from the mobility market Assessment of the most important developments in the Swiss market Project, company and market presentations Exchange of experience on best practice solutions	https://innovationsforum-mobility.ch/
International Conference on Electric Vehicles	Rhodes, Greece	July 17-18, 2023	International Conference on Electric Vehicles aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Electric Vehicles. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Electric Vehicles.	https://waset.org/electric-vehicles-conference-in-july-2023-in-rhodes
Graz Symposium Virtual Vehicle 2023	Graz, Austria	13-14 Sept., 2023	The GSVF 2023 serves as a platform to discuss challenges and strengths of recent advances in virtual-enriched system development and operation. Industry currently moves away from strictly vertical to broadly horizontal vehicle system development approaches. Collaboration, virtualization, and agile-enriched processes are vital to cope with related complexity, uncertainties, quality, costs and timely delivery, to ultimately accelerate system delivery ensuring global competitiveness and market-shares.	https://www.gsvf.at/
The Autonomous Main Event 2023	Vienna, Austria	Thu 14 Sep, 2023	The Autonomous Events aim to facilitate discussion and networking for leading executives and experts from the autonomous mobility ecosystem.	https://www.the-autonomous.com/events/

2023 IEEE Conference on Intelligent Transportation Systems (ITSC 2023)	Bilbao, Spain	24-28 Sept, 2023	The 26th IEEE International Conference on Intelligent Transportation Systems (ITSC 2023) is the annual flagship conference sponsored by the IEEE Intelligent Transportation Systems Society. IEEE ITSC 2023 welcomes articles and presentations in the field of Intelligent Transportation Systems, conveying new developments in theory, analytical and numerical simulation and modeling, experimentation, advanced deployment and case studies. ITSC 2023 particularly invites and encourages prospective authors to share their work, findings, perspectives and developments as related to implementation and deployment of advanced ITS applications.	https://2023.ieee-itsc.org/
The Fourteenth International Conference on Sensor Device Technologies and Applications	Porto, Portugal	25-29 Sept, 2023	SENSORCOMM 2023 conference tracks: TRENDS: Targets and achievements; APASN: Architectures, protocols and algorithms of sensor networks; MECSN: Energy, management and control of sensor networks;RASQOFT: Resource allocation, services, QoS and fault tolerance in sensor networks; PESMOSN: Performance, simulation and modelling of sensor networks; ect..	https://www.iaria.org/conferences2023/SENSORCOMM23.html
Urban Mobility Days	Seville, Spain	4-6 Oct., 2023	Urban Mobility Days will bring together politicians, local authorities, industry, and urban transport practitioners with the European Commission to connect, share and discuss the path forward for a sustainable, innovative, and equitable future for Europe’s urban mobility.	https://erticonetwork.com/save-the-date-urban-mobility-days-2023/
EARPA	Brussels, Belgium	17-18 Oct., 2023	Founded in 2002, EARPA is the association of automotive R&D organisations. It brings together the most prominent independent R&D providers in the automotive sector throughout Europe. Its membership counts at present 56	https://www.earpa.eu/earpa/formforum

			members ranging from large and small commercial organisations to national institutes and universities.	
Autonomous Vehicles Summit	Bratislava, Slovakia	24 Nov., 2023	Autonomous vehicles are reality Summit invites innovators to wide spectrum of automotonomous vehicles industries . Those, who cannot innovate and use adequate partnership will fall Visit Autonomous Vehicles Summit Slovakia to discover that Autonomous cars and all AVs vehicles could redefine our society Opportunity to meet top Slovakian and world speakers within interractive panel discussions on summit Visit Autonomous Vehicles Summit to know in reality latest innovation specialists results	https://www.autonomousvehiclessummit.eu/#contact
Connected Vehicles Europe 2023 Conference	Munich, Germany	27-30.11.2023	Connected vehicles as a segment of the automotive market is just getting started. The true potential of connected car data and connected services is yet to be fully realised, not only by the end customer, but also by the vehicle manufacturer. Connected vehicle data is presenting OEMs with the invaluable opportunity to elevate the customer experience, offer new services and improve vehicle design and performance.	https://www.asdevents.com/event.asp?id=24458
EMOBILITY WORLD CONGRESS 2024	Barcelona, Valencia, Spain? To be confirmed	06-07.02, 2024	The eMobility World Congress offers a perspective in which technologies make sense in order to integrate them in an innovative manner that optimises their processes and boosts their competitiveness. At the congress we will find from the	eMobility World Congress - EME VLC

			concretion of success stories presented by the industries themselves to master sessions that encourage reflection and guide their decisions in the face of the challenges and needs of the market, making it an unmissable event for professionals who want to drive their companies into the future.	
Tech.AD Europe	Berlin, Germany	10.03 – 12.03, 2024	The award-winning AD & ADAS conference is designed for bringing advanced engineers & automotive experts from OEMs, Tier Ones, suppliers & leading research institutes to the next level. If you are working on the future of ADAS, AI/ML/DL, sensor and perception technologies, software architectures, or any other area of autonomous driving, Tech.AD Europe is probably the most interesting and fun way to discuss your challenges with colleagues, network with partners, and return to your desk full of inspiration.	https://www.autonomous-driving-berlin.com/
Autonomy Mobility World Expo 2024	Paris, France	20-21.03.2024	AUTONOMY MOBILITY WORLD EXPO is the world's largest annual gathering of international policymakers, institutions, NGOs, corporations, companies, and start-ups focused on sustainable urban mobility solutions welcoming 200+ exhibitors, 300+ speakers, and 7,000+ participants every year in March.	https://www.amwe.world/en/
MILITARY ROBOTICS AND AUTONOMOUS SYSTEMS	TBA,UK	8-10.04.2024	With a dedicated focus day and 4 separate afternoon streams, covering all aspects of RAS, the MRAS conference is, as ever, the best place to gain essential knowledge and insight from MRAS programs from across the globe, and where the capabilities, challenges and opportunities of these programs lie. Unlike other events, we strive to deliver real insight and learning experiences through the expertly selected participants who run our discussions ensuring the latest developments from	https://www.smgconferences.com/defence/uk/conference/robotic-autonomous-systems

			all parts of the community (industry and military) are covered, in detail.	
Automotive Europe 2024	TBA, Germany	TBA - 05.2024	Whether it be enforced by policy implementation or the demands of the consumer, change is inevitable. Therefore, preparation is required to optimise our transition towards an era of automotive that we have never seen before. Automotive Europe 2023 is Reuters Events' European flagship event that unites CEOs and board members from leading OEMs to take to the stage where they will set the European automotive agenda for years to come.	https://events.reutersevents.com/automotive/automotive-europe
VECS 2024	TBA	14-15.05.2024	Connecting autonomous and electric technology will enable disruptive transportation solutions and reshape the society we live in. Therefore At VECS 2024 we met the most innovative minds in Autonomous, Electrification, Connected Vehicles & Mobility, to get in depth insights, new disruptive knowledge and unmissable networking. We listened to outstanding speakers' cutting edge insights on the topics that are top of mind in the new ecosystem for transportation. We were over 1500 people networking – Senior Executives from leading OEMs, Tier ones, Suppliers, Academia, Start-ups, Transportation Companies, and Cities/Municipalities at the Leading Automotive Event in Northern Europe.	https://insightevents.se/vehicle-electronics-connected-services/
ADAS & Autonomous Vehicle Technology Expo	Stuttgart, Germany	04-06.06.2024	"The ADAS & Autonomous Vehicle Technology Expo in Stuttgart is one of the biggest conferences and exhibitions focusing on ADAS/AD professionals that I am aware of," said Ralph Grewe, perception product manager of the driverless innovation line at Continental. "It's a great event to get an overview of the current trends and products relevant for ADAS/AD development, and a must-have in your calendar."	https://www.autonomousvehicletechnologyexpo.com/en/

30th ITS World Congress	Dubai, UAE	6 – 20.09.2024	The 30th ITS World Congress in Dubai is organised by ERTICO – ITS Europe, in partnership with the European Commission, with the support of RTA Dubai as the host. The mission of ITS Congress is to raise awareness of smart mobility solutions among policymakers, experts and the general public. The ITS Congresses feature dynamic discussions with ITS specialists, across a top-nudge high level programme, over 200 technical sessions, as well as an international exhibition and demonstration area.	https://itsworldcongress.com/
AUTONOMY MOBILITY WORLD EXPO 2023	Paris, France	22-23 March 2023	EVENT DETAILS AUTONOMY MOBILITY WORLD EXPO is the world's largest annual gathering of international policymakers, institutions, NGOs, corporations, companies, and start-ups focused on sustainable urban mobility solutions welcoming 200+ exhibitors, 300+ speakers, and 8,000+ participants every year in March.	https://www.amwe.world/

Table 4: External Events 2023-2024

3.6 PR (Public Relations) Articles published in national / regional / European Press

Disseminating the results of the EcoMobility project through PR articles in national, regional, European, and business press is crucial for raising awareness and reaching a wider audience. These articles serve as a platform to share the project's achievements, innovations, and impact with a broader community.

Notably, the project has been published in the Inside Industry Association (INSIDE-IA) magazine, offering targeted exposure within the industry. These publications provide excellent opportunities to showcase the project's activities and outcomes to a specific audience.

By utilizing press publications, EcoMobility effectively communicates its goals, progress, and contributions to sustainable energy solutions. The articles help create awareness among key stakeholders, policymakers, and the general public, fostering a deeper understanding of the project's importance.

Through these PR articles, EcoMobility aims to generate interest, inspire others, and encourage collaboration and knowledge-sharing within the Autonomous Vehicles sector.

Following the successful reach of our project in INSIDE-IA magazine, EcoMobility will continue to leverage publications for impactful dissemination. Our project information will be featured in both Business and Scientific and Technical journals, maximizing our reach to various target audiences. Business publications will provide a platform to share high-level project advancements and attract commercial interest, while Scientific and Technical publications will ensure in-depth knowledge sharing within the research community.

Figure 16: Ecomobility in INSIDE-IA magazine

3.7 Scientific and Technical Publications

The Consortium has shared three scientific papers with the aim of gathering feedback from academics, researchers, and relevant professionals, as indicated in the table provided. These papers play a crucial role in disseminating the project's findings, methodologies, and technical advancements within the scientific community.

While the responsibility for content creation primarily lies with other work packages, WP7 takes charge of ensuring the proper dissemination of results. This is achieved through the publication of these papers on social media platforms and the project's website. By coordinating the distribution of scientific papers, the project maximizes their visibility and impact.

Through the utilization of scientific and technical publications, EcoMobility strives to make meaningful contributions to the existing knowledge base. Moreover, the project aims to foster collaboration and inspire further research and innovation in the field of sustainable Autonomous Vehicles.

Link	Article	Author	University/ Company
https://ecomobility.teams.uni-siegen.de/_layouts/15/WopiFrame.aspx?sourcedoc=%7B904CCB24-DB16-4161-8F0E-065EE144E0DE%7D&file=A%20Comprehensive%20Model%20for%20Analyzing%20the%20Effect%20and%20Acceptance%20of%20Electric,%20Connected,%20Autonomous,%20and%20Shared%20Mobility%20Technologies%20.pdf&action=default	A Comprehensive Model for Analyzing the Effect and Acceptance of Electric, Connected, Autonomous, and Shared Mobility Technologies	Konstantina Karathanasopoulou Department of Informatics and Telematics Harokopio University, Athens Greece kkarathanasopoulou@hua.gr 0000-0002-3446-6066 George Dimitrakopoulos Department of Informatics and Telematics Harokopio University, Athens Greece gdimitra@hua.gr Despoina Mitsiogianni Department of Informatics and Telematics Harokopio University, Athens Greece it219146@hua.gr Dimitris Georgiadis Department of Informatics and Telematics Harokopio University, Athens Greece dgeorgiadis@hua.gr Eleni Tsaousi Department of Informatics and Telematics Harokopio University, Athens Greece it219104@hua.gr	HUA University
https://ecomobility.teams.uni-siegen.de/_layouts/15/WopiFrame.aspx?sourcedoc=%7B3FCFC016-ACC5-4BB4-88E1-B6456BBF1773%7D&file=Performance_evaluation_of_path_planning_methods_for_Autonomous_Underwater_Vehicles_in_realistic_environments%20(updated).pdf&action=default	Performance evaluation of path planning methods for Autonomous Underwater Vehicles in realistic environments	Elena Polti∗, Antonios Garyfallou ∗, George Dimitrakopoulos∗, and Iraklis Varlamis∗ ∗ Department of Informatics and Telematics, Harokopio University Athens, Greece {politie, gdimitra, varlamis}@hua.gr garyfallouant@gmail.com	HUA University

3.8 Collaboration with other projects (clusters)

In the first year, the EcoMobility project successfully partnered with **ArchitectECA2030** and the **ARCHIMEDES** project to enhance the advancement and advocacy of sustainable transportation solutions. By collaborating with these clusters, our project has effectively utilized their expertise and resources to promote our progress towards our EcoMobility objectives. This partnership has facilitated the exchange of knowledge and best practices among the projects, while also expanding the visibility and outreach of our EcoMobility initiative to a broader audience. Through our collective endeavors, we have been able to demonstrate the advantages and influence of EcoMobility initiatives to the public, promoting increased awareness and endorsement of sustainable transportation practices.

Figure 17: Lifetime Extension and Mobility Cluster

3.9 EcoMobility Website

The EcoMobility website (https://www.ecomobility-project.eu/), developed by Innovation Dis.Co, serves as the primary platform for public communication and undergoes regular updates. It provides comprehensive information regarding the objectives, goals, project partners, proposed activities, videos, news, events, and achieved results of EcoMobility.
Additionally, the website includes links to the EcoMobility social media pages, facilitating further engagement with the project. Innovation Dis.Co is responsible for the regular updates and maintenance of the website.
Furthermore, prior to the final creation of the website, Innovation Dis.Co prepared website mock-ups. These mock-ups were shared with the partners and coordinator to gather feedback and make informed decisions regarding the final outcome of the website.


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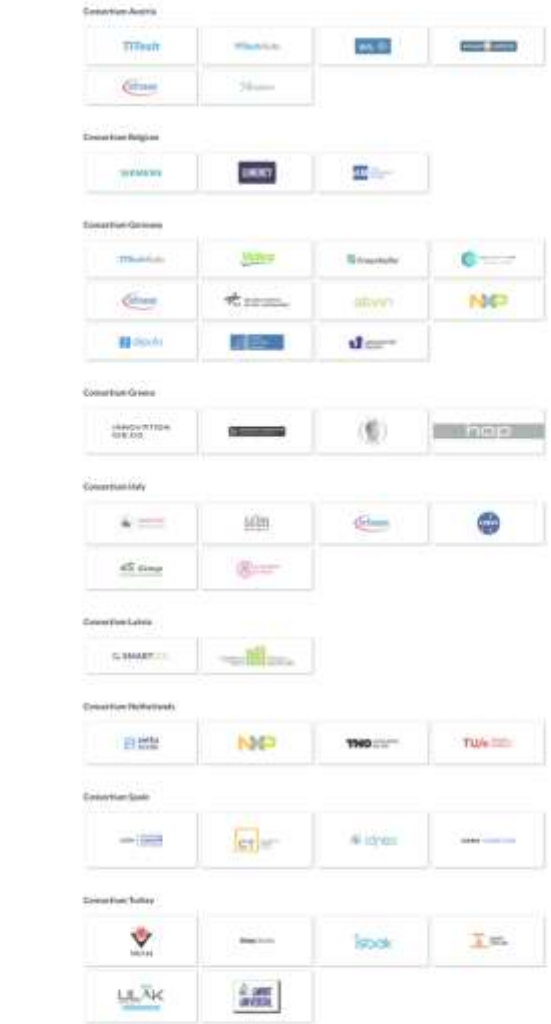
The Force
Behind The Project

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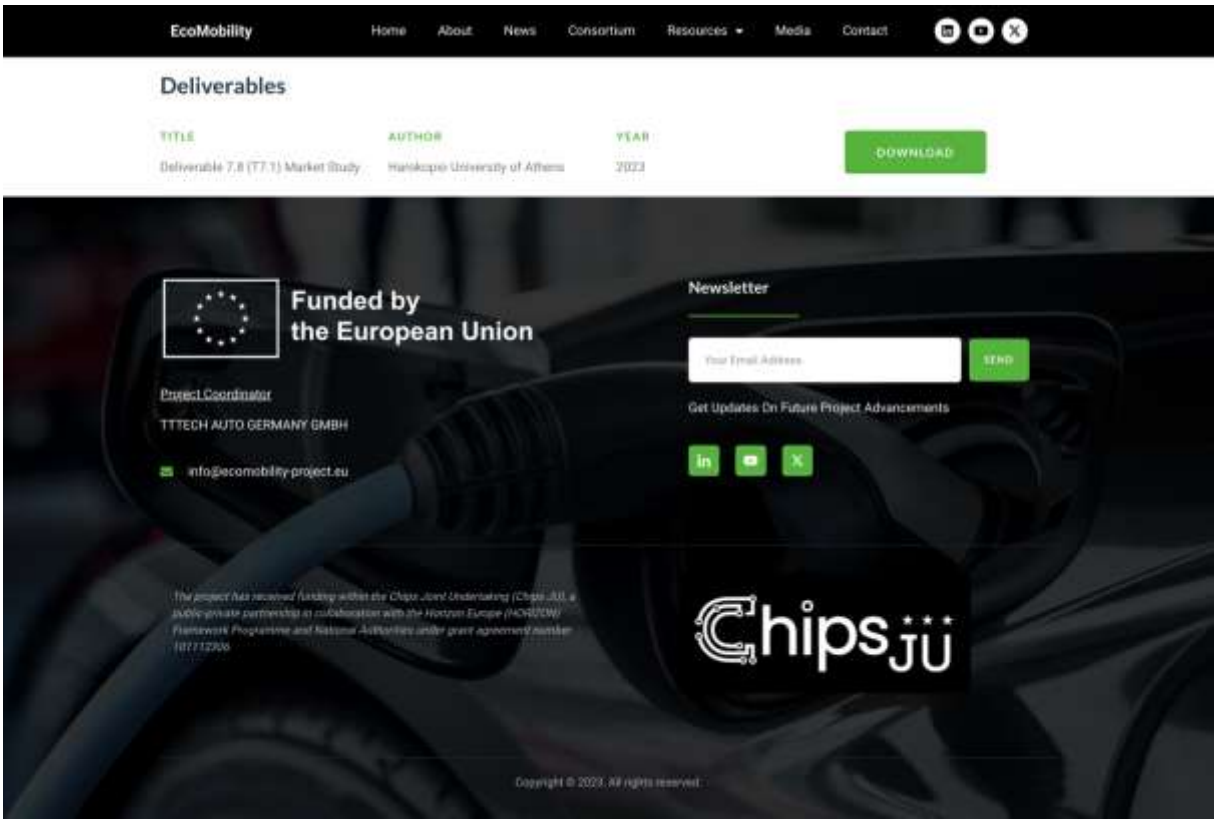
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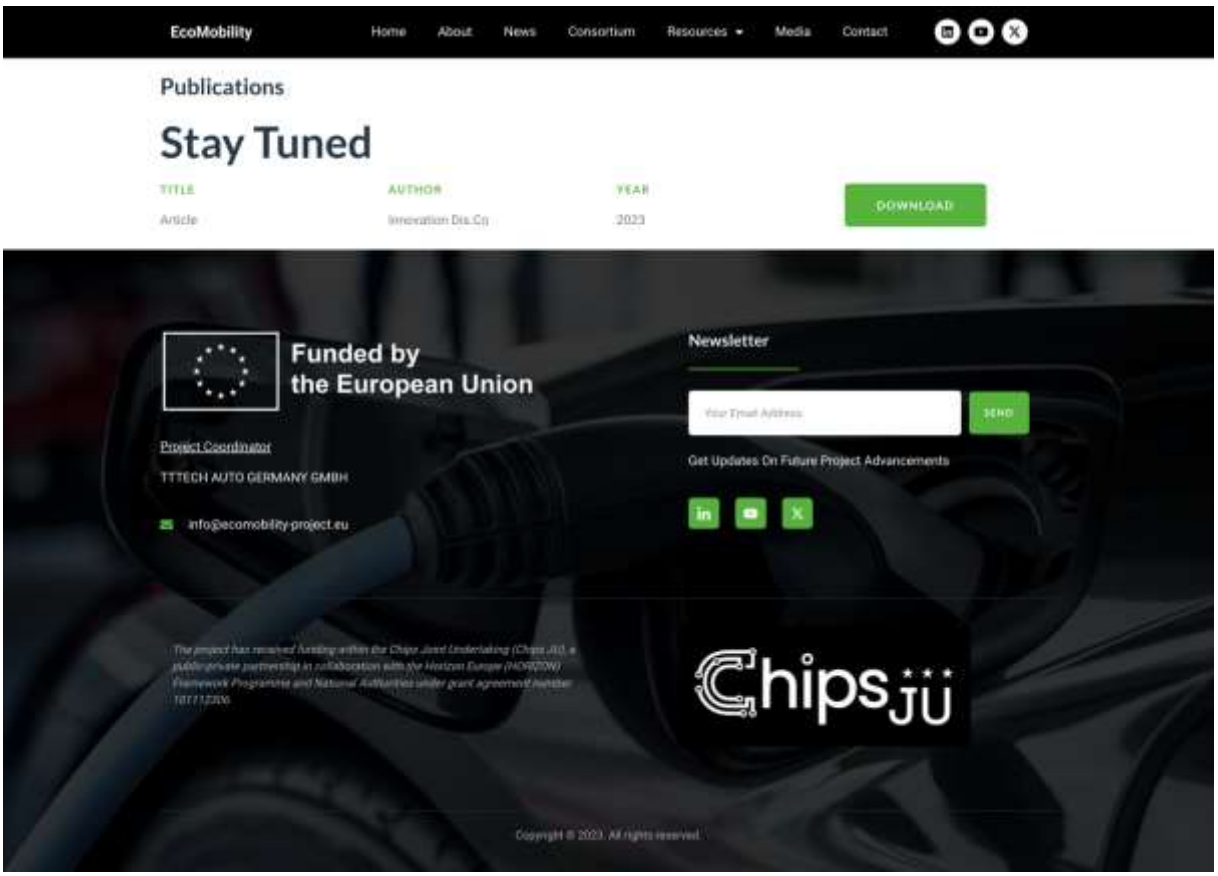
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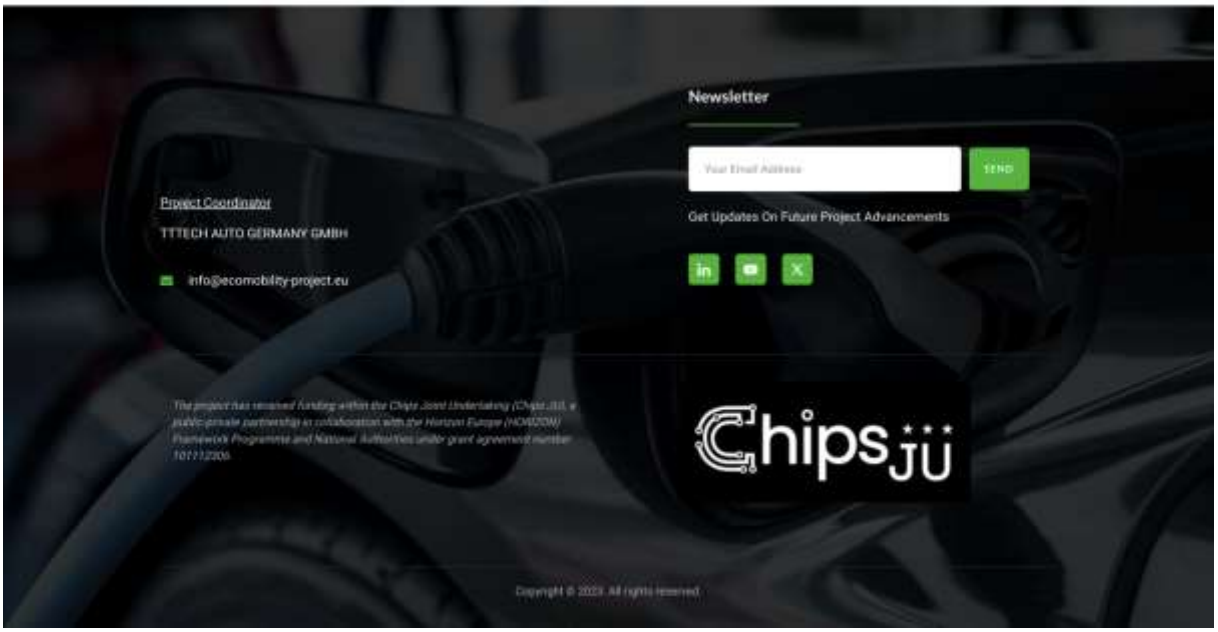
Project Photos

Project Videos



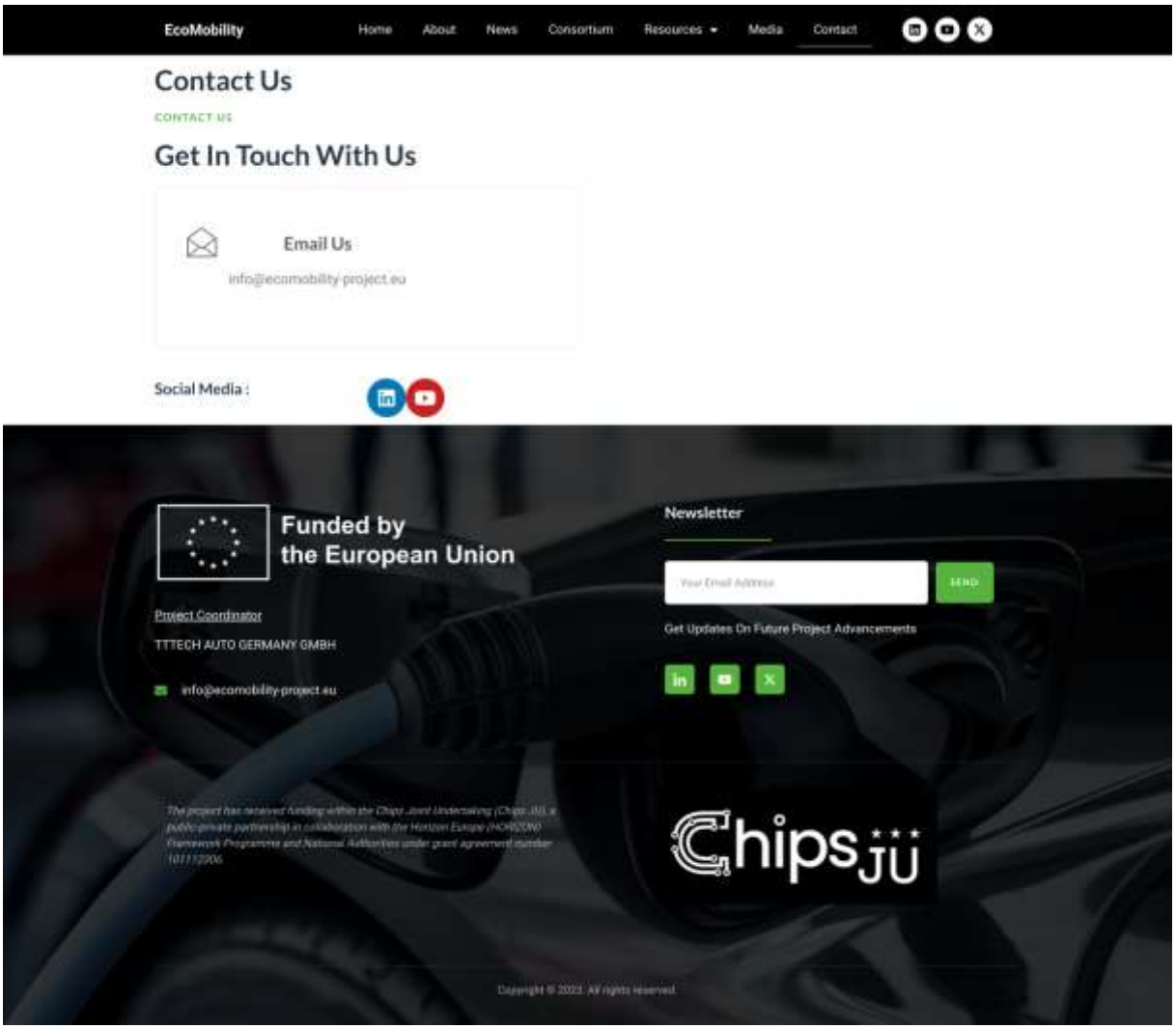


Figure 18: EcoMobility Website

3.10 Social Media

In the EcoMobility project, social media plays an important role in amplifying our message and fostering community engagement. Platforms such as LinkedIn, Twitter, and YouTube serve as dynamic channels for sharing project updates, highlighting success stories, and engaging with stakeholders worldwide. Through strategic use of social media, we can reach a diverse audience, including policymakers, industry leaders, and the general public, effectively raising awareness about the importance of sustainable mobility. Furthermore, social media facilitates dialogue and collaboration, enabling us to gather valuable feedback, solicit input, and foster a sense of ownership among stakeholders. By harnessing the power of social media, we can enhance visibility, drive participation, and ultimately, accelerate the transition towards eco-friendly transportation solutions.

Social Media Channel	Direct link
Linkedin	https://www.linkedin.com/company/ecomobility-project/
Twitter	https://twitter.com/EcomobilityP
YouTube	https://www.youtube.com/@EcoMobilityEUproject

Table 5: EcoMobility Social Media Channels

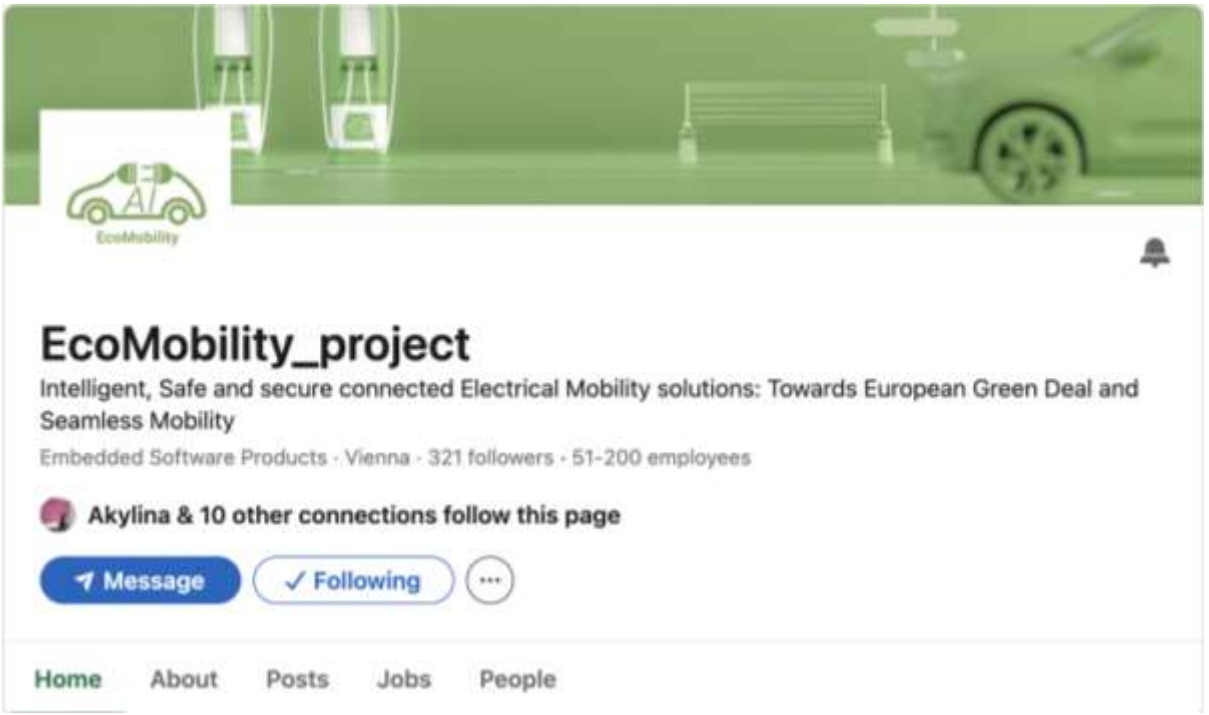


Figure 19: EcoMobility LinkedIn page

Figure 20: EcoMobility X (twitter) page

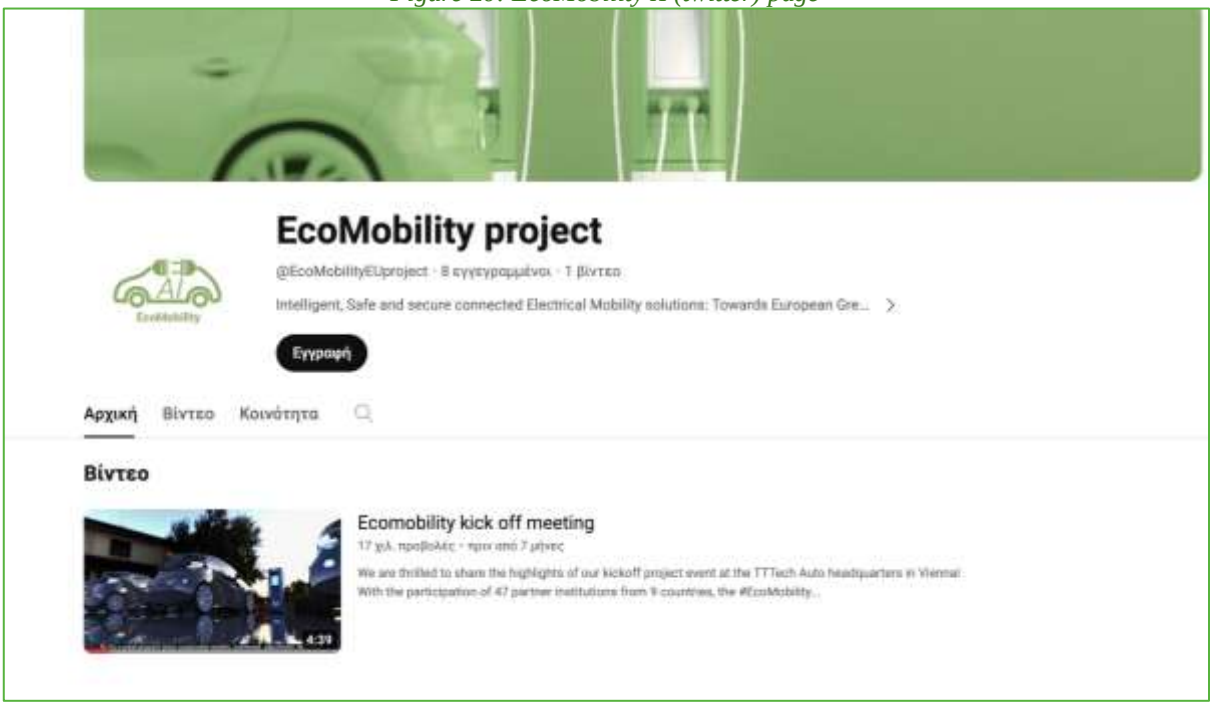


Figure 21: EcoMobility YouTube page

3.11 Promo Videos

The EcoMobility kick-off video

https://www.youtube.com/watch?v=9turakqymLg&t=1s is showing our mission visually, introducing stakeholders to our project's goals. Through compelling visuals and storytelling, it stresses the need for sustainable transportation and highlights our innovative ideas. Going forward, we'll keep making videos to share our project's message widely, showing progress and impacts.

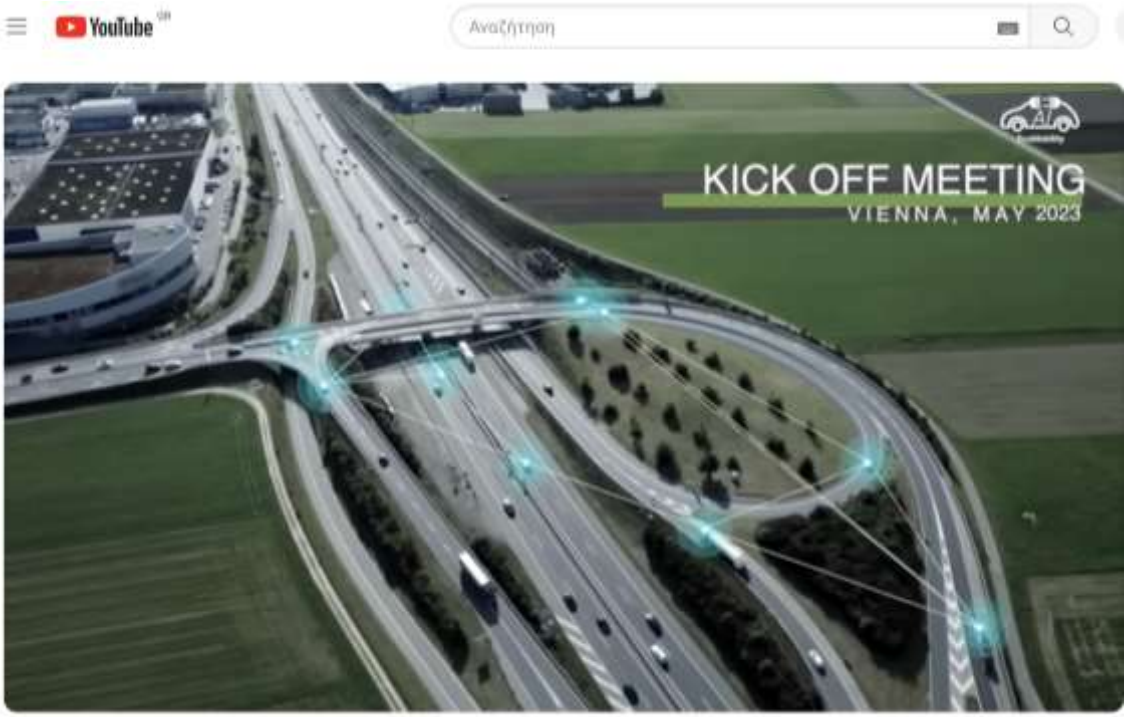


Figure 22: Project kick off meeting video

4 Project Visual Identity

The project's visual identity package includes a range of components, from logo variations to color schemes, visualizations, fonts, branding concepts, and templates for presentations and meeting minutes.

4.1 Project Logo

The logo has been designed in multiple formats to suit different needs, while a green color palette has been selected to align with the environmentally friendly outcomes anticipated from the project. This cohesive visual identity not only ensures consistency across materials but also reinforces the project's commitment to sustainability and innovation.

Figure 23: EcoMobility logo

4.2 Color Palette

A palette based on green color has been chosen and relates to "**green" results** expected from the project. There are also some secondary colors as shows in the below figure.

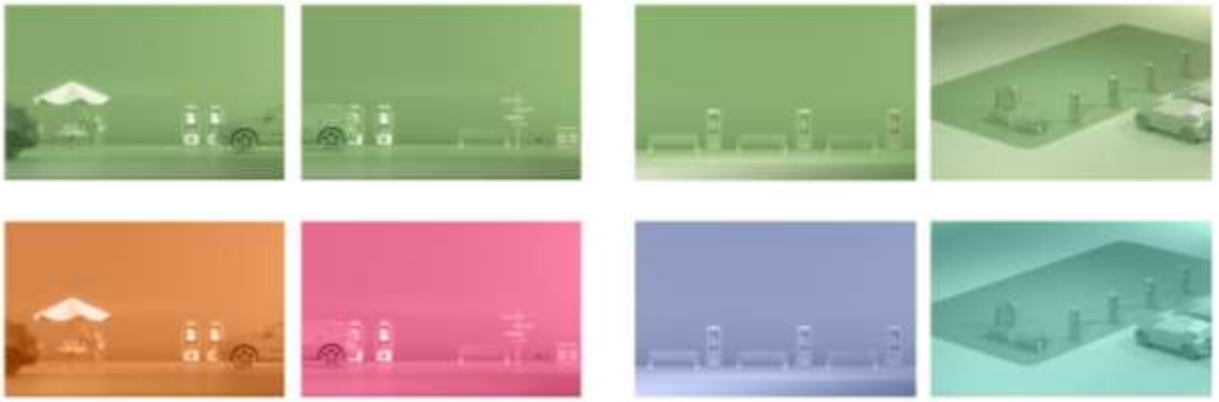


Figure 24: Color Palette

4.3 Visual Examples

Figure 25: Visual Examples

4.4 Typefaces

Figure 26: Typefaces

4.5 Templates

Our visual identity package includes templates for PowerPoint presentations, meeting minutes, agenda and Deliverables. These templates maintain consistency and professionalism across all project-related documents and communications. The PowerPoint templates feature optimized layouts for presenting updates and milestones, while the meeting minutes templates provide a structured format for recording discussions and decisions during project meetings. By utilizing these tailored templates, we streamline our communication efforts and present a unified image of the EcoMobility project to our audience.

Figure 27: Deliverable Template

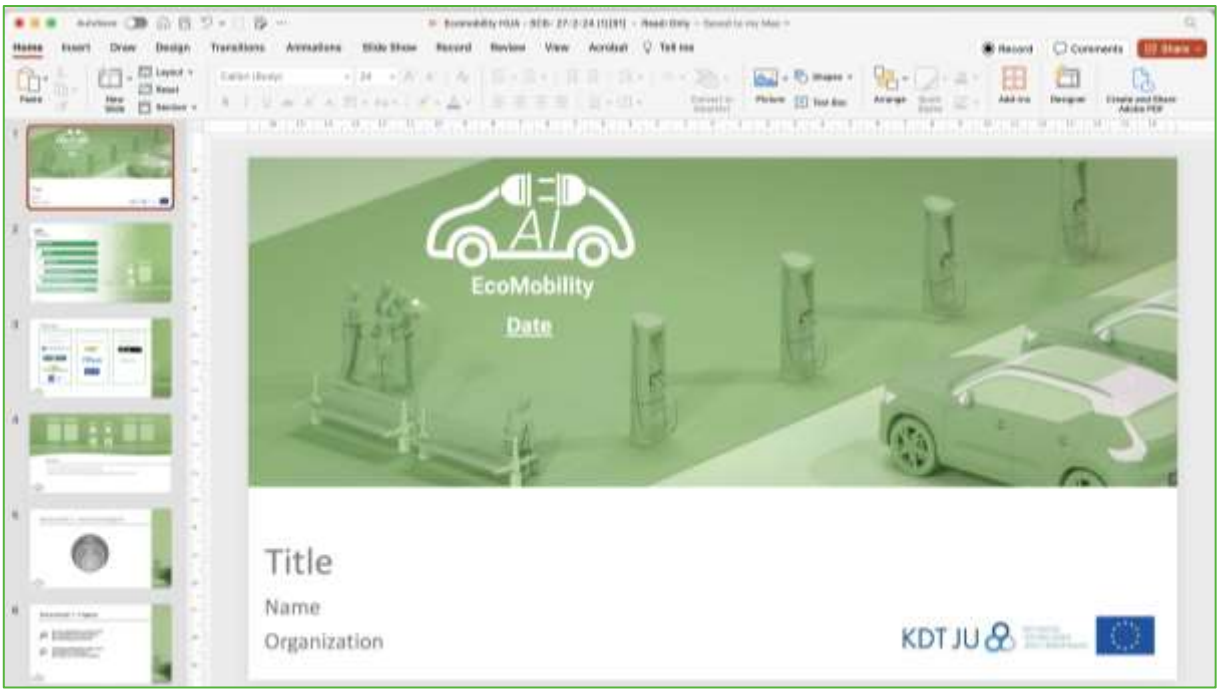


Figure 28: Powerpoint Template

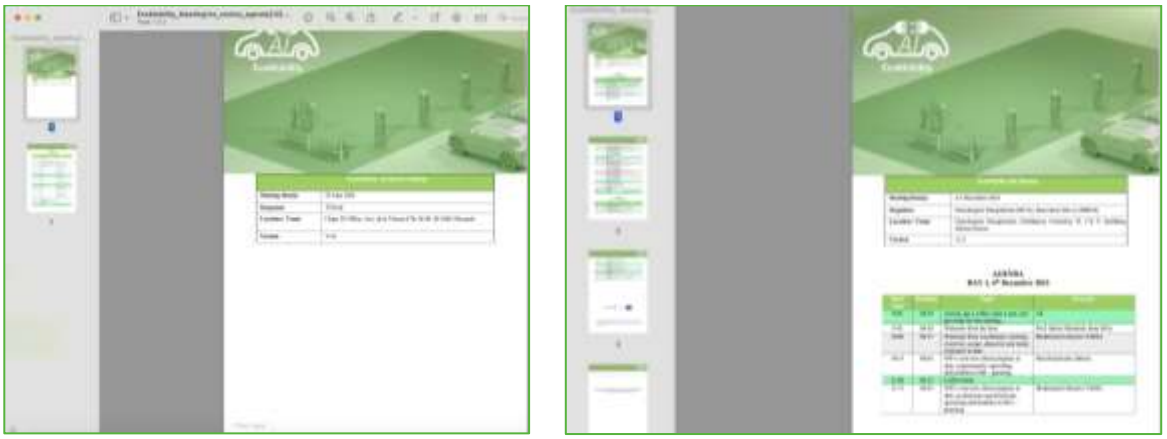


Figure 29: Meeting minutes & Agenda Templates

5 Social Media Strategy

The Ecomobility EU project recognizes the importance of a robust social media strategy to enhance its visibility and engage with a wider audience. The project's deliverable on dissemination and communication is based on a comprehensive plan for leveraging specific platforms: X (Twitter), LinkedIn, and YouTube to disseminate project updates, share achievements, and actively engage with stakeholders. The strategy focuses on **creating compelling and informative content**, utilizing relevant **hashtags**, and leveraging **visual media** to maximize impact. By implementing an effective social media strategy, the Ecomobility EU project aims to foster dialogue, inspire collaboration, and raise awareness about the project's objectives and outcomes in the realm of sustainable mobility.

Our ongoing engagement with our audience includes responding to comments, messages, and mentions, fostering discussions, and seeking feedback. We consistently create and share high-quality content, utilizing visually appealing graphics and multimedia elements to enhance the impact. Collaboration with project partners and staying updated with the latest social media trends and platform changes are integral parts of our strategy.

By regularly evaluating and adapting our approach, we ensure that the EcoMobility project maintains a strong and impactful presence on social media, effectively engaging with stakeholders and achieving our objectives.

6 Social Media Guidelines

The Social Media Guidelines for the EcoMobility Project provide a framework for effective communication and engagement across digital platforms. Emphasizing consistency in branding and clear communication, these guidelines ensure that project updates and achievements are conveyed to the audience in a professional and engaging manner. By monitoring performance metrics, we can maximize the impact of our social media efforts in promoting sustainable mobility and driving positive change.

6.1 LinkedIn

We use LinkedIn as a key platform for the EcoMobility Project due to its professional network and business-oriented environment. LinkedIn provides us with a valuable space to connect with industry experts, policymakers, and stakeholders in the field of sustainable mobility. By leveraging LinkedIn, we can share project updates, highlight achievements, and engage in meaningful discussions within relevant communities. Additionally, the platform offers opportunities for networking, collaboration, and partnership development, furthering our mission to promote eco-friendly transportation solutions and drive positive change.

To mention EcoMobility project in a post, these steps are followed:

1. A post or an article should be written on a LinkedIn personal or company profile. This can be done by:

- starting a new post/article
- reposting/commenting someone else's post/article

2. Typing "@" and then begin typing the name EcoMobility project in the box. Choosing the EcoMobility project profile from the list and continue/finish typing the message.

6.1.1 Use LinkedIn hashtags

Adding hashtags to a LinkedIn posts and articles gives them a higher chance of being discovered by LinkedIn members who follow or search for the hashtag used.

How we add hashtags to a LinkedIn update:

1. Writing a post or article on a LinkedIn personal or company profile.
2. Adding hashtags in front of words to be highlighted for search criteria, using the # symbol

6.2 Twitter

We actively engage on Twitter as a vital component of our EcoMobility Project's communication strategy. Twitter's real-time nature and widespread reach make it an ideal platform for sharing timely updates, news, and insights related to sustainable mobility. By leveraging Twitter, we can effectively connect with a diverse audience, including stakeholders,

enthusiasts, and industry leaders, fostering dialogue and exchange of ideas. Moreover, Twitter's use of hashtags facilitates broader visibility and engagement, allowing us to amplify our message and promote awareness of eco-friendly transportation practices.

6.3 Youtube

In order to effectively promote EcoMobility initiatives and reach a wider audience, it is essential to establish clear guidelines for utilizing the EcoMobility YouTube channel. When creating content for YouTube, it is important to ensure that the messaging aligns with the goals of the EcoMobility project, highlighting the benefits of sustainable transportation options and encouraging viewers to adopt eco-friendly practices. Additionally, leveraging YouTube ads can help target specific demographics and reach individuals who may not be actively seeking information on EcoMobility but are interested in the project's goals and results. By tailoring ad content to resonate with the target audience and utilizing features such as targeting options and call-to-action buttons, the EcoMobility project can maximize the impact of its YouTube campaigns. Ultimately, by following these guidelines and utilizing YouTube effectively, EcoMobility initiatives can raise awareness, educate the public, and inspire positive behavior change towards sustainable transportation solutions.

Up to now, we have successfully completed a targeted campaign on the EcoMobility kick off meeting video, with a result of 17,831 views. This achievement underscores the effectiveness of utilizing YouTube as a platform to promote EcoMobility goals and engage with the targeted audience.

6.4 Relevant Hashtags

#EcoMobility #SustainableMobility #GreenTransportation #UrbanMobility #SmartCities #PublicTransport #RenewableEnergy #LowCarbon #ElectricVehicles #KDT #KDTJU #HorizonEurope #Sustainability #Innovation #project #industrynews #automotivefuture #sustainable #technologies #Green #Energysaving #horizoneurope

7 Social Media Calendar

The below table summarizes all the project's social media posts up to now:

Date	Topic	Linkedin	X	Photo
11/04/23	Coming soon	https://www.linkedin.com/feed/update/urn:li:activity:7051461724989747200		
11/04/23	Essential aspects	https://www.linkedin.com/feed/update/urn:li:activity:7051469908676595712		
08/05	Care innovation	https://www.linkedin.com/feed/update/urn:li:activity:7061394898540744704		
15/05	Coming soon	https://www.linkedin.com/feed/update/urn:li:activity:7063856912143904768		
18/05	Asvin news	https://www.linkedin.com/feed/update/urn:li:activity:7064879826528088065		
23/05	Sneak peak	https://www.linkedin.com/feed/update/urn:li:activity:7066786756209045504		

23/05	Kick off	https://www.linkedin.com/feed/update/urn:li:activity:7066797488141156353		
24/05	Welcome	https://www.linkedin.com/feed/update/urn:li:activity:7067033568656433153		
24/05	Kick off	https://www.linkedin.com/feed/update/urn:li:activity:7067145870223233025		
25/05	Kick off 2nd day	https://www.linkedin.com/feed/update/urn:li:activity:7067514707976282112		
23/06	Vision	https://www.linkedin.com/feed/update/urn:li:activity:7078014781332291585		
03/07	Impact	https://www.linkedin.com/feed/update/urn:li:activity:7081624566946496512	https://x.com/indisco/status/1676154495640694784?s=20	
17/07	Challenges	https://www.linkedin.com/feed/update/urn:li:activity:7086605471482060800		

28/07	Advancements in digital mobility	https://www.linkedin.com/feed/update/urn:li:activity:7090653898998202368		
4/08	Youtube video	https://www.linkedin.com/feed/update/urn:li:activity:7093153665451999235		
25/08	progress in the #Mobility and #Digital Industry	https://www.linkedin.com/feed/update/urn:li:activity:7100735791709982720		
04/09	Focus	https://www.linkedin.com/feed/update/urn:li:activity:7104418594213535744		
08/09	Collaboration	https://www.linkedin.com/feed/update/urn:li:activity:7105864950014705664	https://x.com/indisco/status/1700121663067586809?s=20	
08/09	Autonomus	https://www.linkedin.com/feed/update/urn:li:activity:7105898261458128896		
14/09	Project website launch	https://www.linkedin.com/feed/update/urn:li:activity:7108020046328659969	https://x.com/EcomobilityP/status/1702251439349756414?s=20	

15/09	Main Event	https://www.linkedin.com/feed/update/urn:li:activity:7108448038624374784		
15/09	Mohammed Abuteir presentation	https://www.linkedin.com/feed/update/urn:li:activity:7108453485347545088	https://x.com/EcomobilityP/status/1702690277045968911?s=20	
02/10	EDGE AI	https://www.linkedin.com/feed/update/urn:li:activity:7114607777607487488	https://x.com/EdgeAI_/status/1711702117361102976?s=20	
16/10	Presentation EDGE AI	https://www.linkedin.com/feed/update/urn:li:activity:7119686397711564801		
17/10	EDGE AI kick off	https://www.linkedin.com/feed/update/urn:li:activity:7120002136922308608	https://x.com/EcomobilityP/status/1714252263550582882?s=20	
18/10	EDGE AI 2nd day	https://www.linkedin.com/feed/update/urn:li:activity:7120385927205593088	https://x.com/EdgeAI_/status/1714621853526818921?s=20	
19/10	EDGE AI 3rd day	https://www.linkedin.com/feed/update/urn:li:activity:7120677919072395265	https://x.com/EdgeAI_/status/1714892541936443697?s=20	

31/10	CO2 emmisions	https://www.linkedin.com/feed/update/urn:li:activity:7125103252408348672		
15/11	EcoMobility meeting	https://www.linkedin.com/feed/update/urn:li:activity:7130552871351111680		
24/11	Autonomous systems	https://www.linkedin.com/feed/update/urn:li:activity:7133797214543314944		
24/11	Smart Universal	https://www.linkedin.com/feed/update/urn:li:activity:7133797693193150464		
01/12	EcoMobility meeting	https://www.linkedin.com/feed/update/urn:li:activity:7136380331024154624	https://x.com/EcomobilityP/status/1731637552338075904?s=20	
04/12	Kaspars Ozol post	https://www.linkedin.com/feed/update/urn:li:activity:7137341804466614272		
04/12	Project meet day 1	https://www.linkedin.com/feed/update/urn:li:activity:7137389191100846080	https://x.com/EcomobilityP/status/1731939010111479989?s=20	

05/12	General Assembly team photo	https://www.linkedin.com/feed/update/urn:li:activity:7137773940143194112	https://x.com/EcomobilityP/status/1731939702565994628?s=20 https://x.com/EcomobilityP/status/1731942138114449593?s=20 https://x.com/EcomobilityP/status/1734181724525867502?s=20	
13/12	Ideas & Motion	https://www.linkedin.com/feed/update/urn:li:activity:7140636244488757248		
14/12	General Assembly team photo repost	https://www.linkedin.com/feed/update/urn:li:activity:7141045018940653569	https://x.com/DipoloGmbH/status/1730633747844772346?s=20	
15/12	EDGE AI video	https://www.linkedin.com/feed/update/urn:li:activity:7141440006933434368		
18/12	Merry Xmas	https://www.linkedin.com/feed/update/urn:li:activity:7142443552285929472	https://x.com/EcomobilityP/status/1736702445735018810?s=20	

21/12	EcoLife	https://www.linkedin.com/feed/update/urn:li:activity:7143654313758818305		
01/01/24	HNY!	https://www.linkedin.com/feed/update/urn:li:activity:7147561337886343168		
08/01	Kaspars Ozols EcoMobility event	https://www.linkedin.com/feed/update/urn:li:activity:7150066559015608320		
09/01	HiPEAC	https://www.linkedin.com/feed/update/urn:li:activity:7150406433707134976		
24/01	SAFEXPLAIN	https://www.linkedin.com/feed/update/urn:li:activity:7155836670376919041	https://x.com/SafexplainAI/status/1748284551749611750?s=20	
29/01	DANIEL ONWUCHEKWA, Postdoctoral Researcher at Universität Siegen, shared the EcoMobility_project's Vision and Strategy	https://www.linkedin.com/feed/update/urn:li:activity:7157676126285225984		

07/02	Exploitation Plan	https://www.linkedin.com/feed/update/urn:li:activity:7161009503931400192		
06/03	The impact of AI-based	https://www.linkedin.com/feed/update/urn:li:activity:7171078951807672321	https://x.com/EcomobilityP/status/1767165075326955769?s=20	
28/03	Mobility challenges	https://www.linkedin.com/feed/update/urn:li:activity:7179077798962098177	https://x.com/EcomobilityP/status/1777599228723778047	

8 Conclusions

In summary, this deliverable provides an overview of the initial outcomes from the dissemination and communication efforts carried out during the project's first year, successfully meeting the expected milestones. Various channels were employed for dissemination, including the project's social media platforms, creative materials such as newsletters, roll-up banners, posters, leaflets, nametags, and PowerPoint templates, as well as publications, conference presentations, events, and workshops. Furthermore, a dedicated Opinion Mining Service (OMS) has been incorporated into our communication and dissemination strategy, supporting research and innovation. It is crucial for all partners to actively participate and consistently engage in the implementation of the communication and dissemination plan to accomplish the project's objectives and ensure the widespread distribution of its work and outcomes both during and beyond the project's completion.