



**Adapting driver behaviour
for lower emissions**

MODALES D7.1: Dissemination, Communication and Awareness Plan

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Legal disclaimer

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List of abbreviations and acronyms

Abbreviation	Meaning
CMT	Core Management Team
DALED	Driving Assistance app for Low-Emission Driving
DMP	Data Management Plan
EC	European Commission
EEA	European Economic Area
EFTA	European Free Trade Association
EU	European Union
ICT	Information and Communication Technologies
INEA	Innovation and Networks Executive Agency (agency of the European Commission)
KPI	Key Performance Indicator
URL	Uniform Resource Locator
WP	Work Package

Executive Summary

The Dissemination, Communication and Awareness Plan will clearly identify the overall dissemination strategy to be followed, to achieve maximum impact among the different stakeholder types, not least among the general public.

The D7.1 Dissemination, Communication and Awareness is composed of the following sections:

- **Introduction** of MODALES, purpose of this deliverable and intended audience. (Chapter 1 - Introduction).
- **Dissemination strategy**, including MODALES dissemination objectives target groups and key messages to provide consortium partners with a set of useful guidelines to plan and perform dissemination activities, with the final aim to ensure a correct process dissemination of project results. This chapter also includes a description of partner responsibilities and division of tasks. (Chapter 2 - Dissemination strategy).
- **Communication tools and techniques** chapter explains the visual identity and branding of the project, followed by website as main dissemination tool and other planned materials. (Chapter 3 - Communication tools and techniques).
- **Media, press relations and articles** chapter sets out MODALES' media and press strategy.. (Chapter 4 -Media, press relations and articles).
- **Campaigns** gives a short overview of what is planned to take more focus in the second year of the project when this chapter will be updated in detail (Chapter 5 -Campaigns).
- **Conferences and events** chapter outlines the most important planned events for dissemination of MODALES results. This chapter will be also a report in the following updates of the document.
- KPIs for MODALES dissemination and communication strategy as well as the reporting process are described in the **Monitoring and reporting** chapter
- Chapter Conclusions and implications – summarises the main outcomes of the deliverable.

This plan is a living document and will be updated annually (a total of three issues during the project) and the fourth final dissemination activities report at the end of the project.

1. Introduction

1.1 Purpose of the document

The present deliverable, D7.1 – Dissemination, Communication and Awareness Plan, clearly identifies the overall dissemination and communication strategy to be followed throughout the project duration, to achieve maximum impact among the different stakeholders, not least among the general public. This report will be updated annually (a total of three issues during the project) while the dissemination actions will also be included in the project's annual reporting. The purpose of the document is to define target users and other stakeholder clusters, and the key messages and material per target group. It will also define the types and mix of communication media to be used per target group and a timeline for different activities including events. Finally, key performance indicators will be defined to provide measurable targets and outcomes of the MODALES dissemination and communication strategy.

The present version of the plan provides an initial view, focusing on the first year of the project.

This document also aims to map all communication activities for MODALES and describes how different set of communication tools and techniques will be used to reach specific target audiences. It will serve as the comprehensive and central listing for all communication activities and events over the course of the project.

The dissemination, communication and awareness plan identifies the following aspects:

1. **Dissemination strategy** including specific tools and techniques how to reach:
 - a) **Target Audience and Stakeholders:** authorities, industry, research community, end users (drivers, fleet operators) and general public through
 - b) **Key Messages:** focus on the achievements and benefits of MODALES, engage institutions that can provide new data for the innovative solutions and engage new users.
2. **Communication Tools/Channels:** with a balanced mix of traditional (website, dissemination materials, scientific publications, conferences and demonstrations, stakeholder workshops, industry fairs and exhibitions) and innovative ones (campaigns, social media, specialised forums, workshops with specific audiences, strategic talks, i.e. in TEDx events) to secure the most effective outreach to each target audience group.
3. **Monitoring:** The Dissemination and Communication Manager will be in charge of the overall monitoring of the communication and dissemination activities.

Over the course of the project, the following dissemination and communication activities will be carried out:

- The creation of a coherent and consistent identity for MODALES project, supported with e.g. logo, leaflets/flyers, brochures, banners, posters, and roll-ups. In addition, preparation and update of a brief project presentation/brochure in different languages of the trial sites will be done as well
- The creation and maintenance of a constantly updated modern website (<http://modales-project.eu/>), where knowledge as an enabler of social change has positive effect in everyday life and is relevant to the target audience, and creation of a social media presence on

LinkedIn and Twitter, in connection with all public events where MODALES is organising or participating in.

- The creation of Stakeholder Forums including representatives from all MODALES key target groups.

The Plan will be reported on and updated once a year based on an evaluation of the strategy's effectiveness, with changes made accordingly and communicated to the consortium. A summary will be also included in the periodic reports submitted to the European Commission. The next official version of this document is due in Month 12 of the project (D7.2: "Dissemination, Communication and Awareness Plan and Report (end of Year 1)").

1.2 Intended audience

The dissemination level of D7.1 is public. This deliverable is intended for MODALES partners and will be used as a one-stop-shop for all dissemination and communication related procedures and guidelines for the duration of the project. As this is a public document, the deliverable can also be shared outside the project consortium.

1.3 Interrelations

The Dissemination, Communication and Awareness Plan (current document) outlines the project's dissemination strategy, planned activities and guidelines. This deliverable is a cross-cutting document.

2. Dissemination strategy

2.1. Objectives

The objective of this document is to establish an effective and efficient dissemination strategy and communication plan for the MODALES project. Key elements include: articulation of the project identity (branding); identification of target audiences; specification of channels for connecting with audiences (events and media platforms); cross-integration of dissemination output (print, electronic and face-to-face).

All dissemination activities will follow the dissemination strategy plan (current and its updated versions). In addition, dissemination activities will also include publication of project results in conference proceedings and peer-reviewed scientific journals throughout various phases of the project, in compliance with the open research and access strategy.

The **principal objectives** of the MODALES dissemination strategy are to:

- Disseminate the project's results to the widest audience possible, engage scientific, technical, business, institutional and governmental audiences from the EU and globally and encourage feedback.
- Build relationships, through networking with existing related projects, initiatives and services, to share knowledge and spread good practice through coordination/clustering activities. In particular this will include liaison with entities (projects, platforms, organisations) linked to MODALES partners, such as the ERTICO Partnership, FIA, IRU, university and research networks. This will include identifying influential industry, governance, policy and technology experts and potential customers, based on partners' involvement in other initiatives and associations.
- Create interesting information that can be disseminated through social media networks and results in positive media coverage for the project at national, European, Chinese and global level.

2.2. Target audiences and stakeholders

Table 1: Dissemination target groups

Note: Key target groups are indicated by a solid square ■ and secondary groups by an open square □

Target group	Sub-group	Technical dissemination	Awareness	Comments
Public authorities and agencies (national or local/regional)	Vehicle testing and inspection agencies		■	
	Driver training and testing agencies		■	
	Legislative bodies, including type approval		■	
	Public policy level at regional, national and EU level		■	
	EU bodies including Commission services and the		■	

Target group	Sub-group	Technical dissemination	Awareness	Comments
	European Environment Agency			May include cities planning or operating low emission zones
	Public bodies responsible for air quality and climate change policy		■	
	Traffic control and transport planning bodies		■	
	Enforcement agencies		■	
Fleet operators	Freight/logistics companies (trucks/vans)		■	Key dissemination partner for these stakeholders is IRU
	Passenger transport by road (bus, coach, taxi)		■	
	Vehicle rental and self-service car-sharing services		□	
Industry	Vehicle manufacturers (OEMs)	■		
	Tyre manufacturers	■		
	Brake manufacturers	■		
Driver training	Driving schools		■	Will be done through a mobile application to be developed in WP5 by LIST
	Professional training bodies		■	
Associations	Motoring organisations		■	Key dissemination partners for these stakeholders are FIA and ACASA
	Unions representing professional drivers		□	
	Freight and logistics associations		■	
	Driver training associations		■	
	Environmental associations		□	
Academia/Research	Universities	■		Will include scientific papers from the academic/research partners in MODALES
	Research organisations	■		
Drivers	Professional drivers (car, van, truck, bus, NRMM)		□	MODALES will address these groups directly and via associations and operators (above) and via DALED app. MODALES will implement a
	Private motorists (car)		□	

Target group	Sub-group	Technical dissemination	Awareness	Comments
				mobile app for low-emission driving (DALED), which takes the role of personal assistant to the project's end-users.
General public and media			■	MODALES will raise awareness about the project to local media and general public

2.3. Key messages matrix per target audience and channel

Table 2: Target groups and key messages matrix

MODALES Target Groups / Messages matrix			
Target audience categories	Channels	Tools	Key messages
Industry	Website, media, industry events and technical workshops	Printed communication materials, videos	<i>MODALES is the first major project considering the interaction of powertrain, brakes and tyres together with the driver's behaviour, and in particular it includes brake and tyre manufacturers interested in ways to further improve the environmental performance of their products. OEMs and vehicle component manufacturers in particular can benefit from knowledge generated in this project.</i>
Academia/Research	Website, media, workshops and events, conferences	Journals & scientific papers, technical, posters, printed communication materials, videos	<i>MODALES is the first major project considering the interaction of powertrain, brakes and tyres together with the driver's behaviour, to develop knowledge and guidance for "low-emission driving", together with maintenance and retrofit aspects.</i>

MODALES Target Groups / Messages matrix			
Drivers and fleet operators	Website, media, user group events, campaigns, the DALED app and training	Printed communication materials, videos	<i>Drivers, whether private or professional, of all vehicle types, will be able to receive guidance and support in driving style in order to reduce emissions. This knowledge can also be used by driving schools and in professional driver training courses by fleet operators.</i>
Public authorities and agencies, general public	Website, media, events	Printed communication materials, media	<p><i>MODALES will contribute to reducing air pollution from all types of on-road vehicles by encouraging adoption of low-emission driving behaviour and proper maintenance choice.</i></p> <p><i>MODALES will contribute to a better quality of life in cities through and decreased air pollution including noise. It will also examine legal issues in different countries regarding tampering and retrofits, and provide recommendations on best practice that could be used by national authorities responsible for vehicle testing.</i></p>

2.4. Approach

2.4.1. Dissemination activities

The Dissemination, Communication and Awareness plan will be updated annually and the dissemination actions will be included in annual reporting. In particular, the dissemination actions will include the following elements:

- Organisation of project specific events and demonstrations at national and European level, seeking attendance by all relevant stakeholders' groups.
- Active participation in key relevant international and European conferences and industry exhibition fairs.
- Organisation of public awareness campaigns targeting a wide range of driver types (private and professional, cars, HDVs and NRMM).
- Individual presentations/discussions with major public and private stakeholders, and round tables, and participation in Concertation Events and Working Groups
- Scientific and industry wise publications and presentations in relevant journals/press.

The online dissemination material will remain accessible after the end of the project and it will continue to be updated after the end of the project. MODALES will organise its own demonstration events but will also participate in other key relevant events, to diffuse its results.

2.4.2. Communication activities

Communication activities include:

- The creation of a coherent and consistent identity for MODALES project, supported by e.g. logo, leaflets/flyers, brochures, banners, posters, and roll-ups. In addition, preparation and updates of a brief project presentation in English that can be used for any dissemination purpose and publishing of news articles for updating the project's audiences on project progress and activities.
- The creation and maintenance of a constantly updated modern website relevant to the target audiences, and the creation of a social media presence in LinkedIn and Twitter, in connection with all public events where MODALES is organising or participating in.

2.5. Management

Communication groups within the consortium, led by the Project Coordinator and the Dissemination and Communication Manager as well as the WP7 task leaders, will be created, gathering experienced professionals in dissemination activities for projects, but also PR departments from the cities and marketing executives from large companies. According to the activity and its scope, several of these professionals will be involved during the project life and asked to contribute. This will be detailed in an internal work plan.

Regular conference calls for Work Packages and Activity Leaders have been established throughout the project in order to coordinate the workflow. These are generally on a bi-weekly status, with the online Sharepoint platform (operated by ERTICO as an internal project management tool) serving as the main repository for managing project content and discussion.

2.5.1. Roles and responsibilities

ERTICO will lead overall communication and dissemination activities as Communication and Dissemination Manager. ERTICO will also act as Work Package leader and will oversee activities while Activity partners FIA will assist in the management of the relevant Work Package's activities.

More specifically, FIA will lead T7.3 (awareness campaigns) and involve some of their member organisations in Europe (in particular in Romania which will be a trial site).

ERTICO will lead T7.1, T7.2 and T7.4, as well as participating in T7.3 with respect to joint development of media and other tools for both awareness and general dissemination.

Almost all consortium members have budget allocated (person-months) for dissemination and communication and are therefore required to contribute with the drafting of articles for the website, provision of useful and relevant website content such as infographics, studies and reports, co-organisation of workshops and press events, translations, acting as a media contact and monitoring the news in their respective countries.

ACASA and IRU will contribute all tasks in this WP, on the technical and awareness sides, with IRU additionally involving their partner organisations in the awareness campaigns.

LEEDS, OKAN, CEREMA, VTT and BREMBO will contribute to T7.3 Awareness campaigns and T7.4 Technical dissemination.

CERTH will contribute to T7.1, T7.3 and T7.4, which will directly benefit from the work carried out in WP4, WP5 and WP6.

LIST will support awareness campaigns (T7.3), in particular by organising activities in Luxembourg. LIST will also support T7.2 and T7.4, which are directly connected with the work carried out in WP5. Finally, as WP5 leader, LIST will also be responsible for the implementation of the DALED mobile application. The latter will, as far as possible, be used as a communication tool - for instance by linking to the project website. This will be defined in a second version of the present deliverable, once the application has been fully specified.

MICHELIN will have a small role in T7.4 Technical dissemination only. CHENG, SEU and SICH will conduct awareness campaigns in Nanjing and Chengdu within T7.3 if funded.

2.5.2. All partners

All partners will contribute with news articles for the website, event information for the event calendar and other dissemination and communication tools when required. All partners must report their project-related dissemination and communication activities on the Excel sheet created for monitoring and reporting, including information on the event they attended and those they are planning to attend.

They will also forward project related press clippings and web or video material that is published in their countries/companies. Furthermore, partners are reminded to promote the project to their peers such as neighbouring city authorities, users and providers or ITS related companies.

2.5.3. Partner participation

Table 3: WP7 Participation per partner

Participation per Partner	
Partner number and short name	WP7 effort
1 – ERTICO	12.00
2 – ACASA	5.50
3 – FIA	5.00
4 – IRU	5.00
5 – LEEDS	3.50
6 – OKAN	2.00
7 – CERTH	2.50
8 – CEREMA	2.00
9 – LIST	4.00
10 – VTT	2.00
11 – BREMBO	2.00
13 – MICHELIN	0.50
Total	46.00

2.6. Internal communication

In order to ensure effective cooperation among the project partners it is necessary to have efficient internal communication with easy access to all necessary project information. Therefore [Sharepoint](#) Intranet (hosted on the website, facilitates file sharing among partners) has been selected as the project's online collaboration tool to support the project's coordination, virtual meetings and to serve as a document archive for shared documents.

Communication between consortium partners will be predominantly led by the bi-weekly management telephone conference calls, while reviews and the addressing of key issues will be reserved for the General Assembly or to coincide with significant events such as Congresses. Ad hoc face to face and telephone conference meetings can be scheduled at the request of consortium members and in coordination with the coordinator.

2.7. Timing of dissemination activities

2.7.1. Milestones

Table 4: MODALES Milestones

Milestone number	Milestone title	Partner	Due date (in months)
MS21	Website ready	ERTICO	3
MS22	Project brochure ready	ERTICO	4
MS23	Stakeholder Forum created	ERTICO	5
MS24	First Awareness campaign	ERTICO	18
MS25	Mid-term technical event	ERTICO	19
MS26	Final project brochure ready	ERTICO	35
MS27	MODALES Final Event	ERTICO	36

2.7.2. Deliverables

Table 5: MODALES Deliverables list

Deliverable number	Deliverable title	Lead partner	Due date (in months)
D7.1	Dissemination, Communication and Awareness Plan	ERTICO	3
D7.2	Dissemination, Communication and Awareness Plan (end of Y1)	ERTICO	12
D7.3	Dissemination, Communication and Awareness Plan (end of Y2)	ERTICO	24
D7.4	Dissemination, Communication and Awareness Plan (end of Y3)	ERTICO	36

2.8. Dissemination and communication procedure

Unless it goes against their legitimate interests, each consortium member must — as soon as possible — ‘disseminate’ the project results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific

publications (in any medium). Appropriate means included the project's tools and channels (website, social media and events) and external channels (journals, scientific publications, external events and congresses).

Consortium members intending to disseminate project results must give advanced notice to the rest of the consortium, especially to the Dissemination Manager, the Technical Manager and the Coordinator, unless agreed otherwise.

Any other consortium member may object if they can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.

If a consortium member intends to not protect the project's results, it may, under certain conditions, need to formally notify the Agency before dissemination takes place.

When using printed materials, participating or organising events, drafting or publishing project relevant material notification must be given to the Dissemination Manager along with the relevant content and information regarding the activity for approval by the Dissemination Manager.

Before publishing dissemination content such as printed materials, website content, press releases and articles or participating at events, the relevant content must be submitted for approval by the consortium's management team.

The project has also agreed to participate in the pilot of the Open Research Data in Horizon 2020, and as such will adhere to the Horizon 2020 guidelines associated with 'open' access to ensure that the project results provide the greatest impact possible.

An index of the scientific publications, together with the project dissemination material and Public Deliverables will be maintained and be accessible by the project website.

When referencing Open access data, the project will include the following statement demonstrating EU support (with relevant in-formation included in the repository metadata):

- *"This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No.815189".*

The project will also target **Open Access journals**, when applicable, Gold OA publications and Green OA publications, when Gold OA is not possible. The target is to maximise the impact of the project's results by publishing in open access journals.

2.8.1. Correct use of EC disclaimer

As stated in the Grant Agreement, unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

(a) display the EU emblem and

(b) include the following text:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 815189".

When displayed together with another logo, the EU emblem must have appropriate prominence.

For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Agency.

This does not however give them the right to exclusive use.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

Any dissemination of results must indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains.

2.8.2. Technical dissemination

All activities under the task 7.4 “Technical Dissemination”, such as scientific publications, published materials, demonstration results, mid-term conference and final event proceedings, Stakeholder Forum and cooperation with other project and initiatives must grant open access to their results.

In particular, each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results. They must:

1. As soon as possible, and at the latest upon publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;

Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

2. Ensure open access to the deposited publication — via the repository — at the latest:

- (a) on publication, if an electronic version is available for free via the publisher, or

- (b) within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.

3. Ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

The bibliographic metadata must be in a standard format and must include all of the following:

- The terms “European Union (EU)” and “Horizon 2020”;
- The name of the action, acronym and grant number;
- The publication date, and length of embargo period if applicable, and
- A persistent identifier.

If Open Access cannot be granted for specific results, the Beneficiary must report in writing the reason why to the Coordinator (e.g. confidentiality, IPR related issues, competition, etc.).

2.8.3. Open access to scientific publications

In practice, the transition to Open Access as standard of publication comprises two steps: storing of publications in repositories/online archives and providing free access to these data. OA can be provided via two strategies:

- **'Gold'** open access (Open Access publishing): first publication of articles, monographs, anthologies, etc. in an OA journal or by an OA publisher. Usually, publication fees incur for gold open access publications.
- **'Green'** open access (self-archiving): simultaneous or subsequent archiving of the published article or the final peer-reviewed manuscript in an (institutional or subject-specific) online repository. Usually, there are no direct costs for the author.

OA publishing involves two stages: first, the publication will be stored in a repository. Second, open access to the publication will be granted. In case of 'Green' open access, access can be granted after an embargo period.

To identify appropriate repositories, the European Commission recommends the EU-funded Open Access Infrastructure for Research in Europe (OpenAIRE) as well as the Registry of Open Access Repositories (ROAR) and the Directory of Open Access Repositories (OpenDOAR).

The project will also target Open Access journals, when applicable, Gold OA publications and Green OA publications, when Gold OA is not possible. The target is to maximize the impact of the project's results by publishing in open access journals

MODALES will begin implementing the Open Access Strategy by applying the depositories OPenAIRE and Zenodo, as recommended by the EC.

MODALES results will be published in peer-reviewed scientific journals and specialist magazines. Open access of MODALES publications will be secured to all interested users through the project website. The international peer-reviewed journals that have been shortlisted are, but will not limit to:

- IEEE Transactions on Intelligent Transportation Systems;
- IEEE Intelligent Transportation Systems Magazine;

Academic partners will be asked to provide information about their planned papers in a dedicated excel sheet in the project's Dissemination Register (**Error! Reference source not found.**) to keep track of submitted and published articles and papers. Partners will be asked to provide information about the access to the papers (green/gold access) and the link to the online publication, if applicable.

Partner	Title of the paper	Scientific Journal	Foreseen date of submission	publication date	Access (Green/Gold)	Link

Figure 1: Example of MODALES Open Access reporting

An index of the scientific publications, together with the project dissemination material (poster, brochure) and Public Deliverables will also be maintained and publicly accessible on the project web site (under "Hub-Publications" section).

3. Communication tools and techniques

3.1. Visual identity and branding guidelines

Our brand is often the first thing people see when encountering MODALES. 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 MODALES brand is: it must be used consistently and in-line with our guidelines (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 MODALES brand.

3.1.1. Logo

The project logo was designed before the project kick-off meeting in September 2019. After a few proposals the project core management team has unanimously accepted the proposed design reflecting the vision of the project. The design sets the tone for the project's visual identity and will be followed when developing the project website, leaflet and poster. The "o" with a green leaf around represented the wheel, while the green accent represents the environmental nature of the project. The light blue provides a nice alternative to the usual use of green and represents ERTICO "Clean Mobility" official colour.

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 2: MODALES Logo without tagline



**Adapting driver behaviour
for lower emissions**

Figure 3: MODALES Logo with tagline



**Adapting driver behaviour
for lower emissions**

Figure 4: MODALES black and white logo

3.1.2. Colours

Based on the logo, a set of MODALES official colours has been created to be used in all the dissemination materials and to build the website.





			
CMYK 65 0 39 0	CMYK 70 0 70 0	CMYK 0 0 0 50	CMYK 10 0 0 65
RGB 69 194 177	RGB 73 177 112	RGB 147 149 152	RGB 105 116 122
HEX #45c2b1	HEX #45b97c	HEX #939598	HEX #69747a

Figure 5: MODALES brand colours

3.1.3. Fonts

MODALES primary identity typeface is Gotham, to be used in all printed and web materials.

As a basic rule, use Gotham Bold in the main heading and subheadings. For body copy, use Gotham Book.

Gotham Book

Gotham Bold

A B C D E F G H I K L M N O P Q R S T V X Y Z

A B C D E F G H I K L M N O P Q R S T V X Y Z

a b c d e f g h i k l m n o p q r s t v x y z

a b c d e f g h i k l m n o p q r s t v x y z

1234567890,./=+&_@!9%)i?/>”:

As Gotham is a design font and not available to all partners, Arial should be used as secondary and word documents font.

3.1.4. Presentation template

A PowerPoint template using MODALES branding identity has been developed in time for the project Kick Off meeting in September in Brussels. The template includes the MODALES recognizable colours and graphics as well as the EC disclaimer for the final slide.



Figure 6: MODALES presentation template first slide

[illegible]

Figure 7: MODALES presentation template slide example

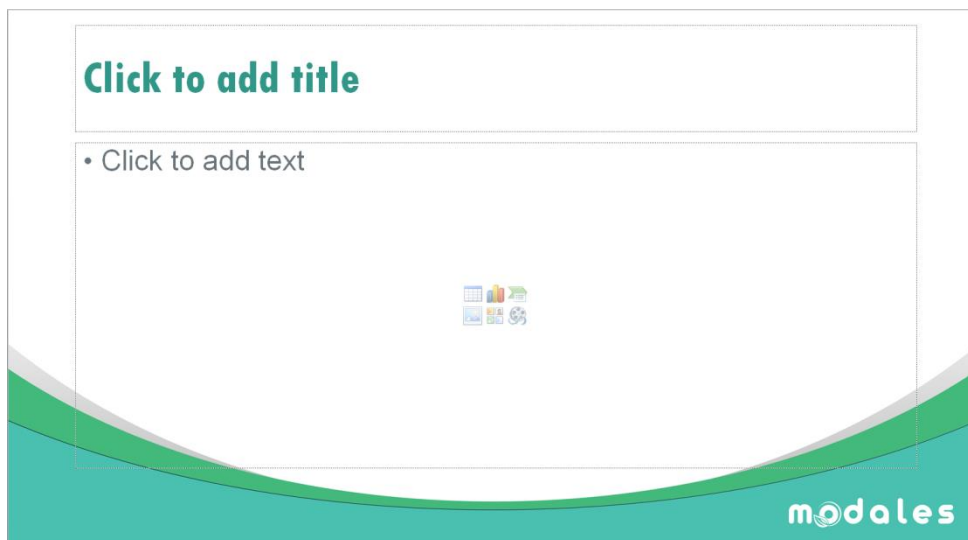


Figure 8: MODALES presentation template slide example 2



Figure 9: MODALES presentation template last slide

3.2. Website

The MODALES website is currently under construction and will be launched before the end of November. The website is published on behalf of the MODALES consortium in order to disseminate the project activities and to serve as an interaction platform for project relevant data and information.

The website presents the work of the MODALES project Partners and stakeholders as well as latest news and events.

The project website can be found here: <http://modales-project.eu/>

3.2.1. Concept

MODALES website has been developed during the M3 of the project and has been officially launched in November 2019.

MODALES website has been developed and created with a team of experts including the MODALES Dissemination and Communication Manager, Project Coordinator and the web design team. The website will be regularly updated by the Communication Manager (ERTICO) throughout the three years of project duration. After the project end, the website will still be available for another year.

The objective of the website is to promote the MODALES project, its objectives and important achievements in a form of news and events updates. The website will also include a “Hub” page which will contain all successful publications, deliverables, media contents and press clippings.

It is also the point of the website to include information relevant to test sites in their local language. Each page containing information relevant to a specific site, will have the option to switch from English to the relevant language. A certain number of news items in pilot site language is also one of the disseminations KPIs included in the 7.2 Monitoring chapter.

The website statistics will be regularly monitored, in order to achieve the KPIs listed in deliverable. The statistics will be reported in the periodic period and actions will be taken if the KPIs are not met.

3.2.2. Hosting and running

MODALES website is hosted on HOME.PL Hosting. The other hosting characteristics of the website are as following:

- Data centre: HOME.PL;
- Server IP: 188.128.238.159;
- Location: POLAND;
- City: Szczecin;
- Name servers:
 - dns.home.pl (46.242.149.10)
 - dns2.home.pl (46.242.149.20)
 - dns3.home.pl (46.242.149.30)

The content management system the website is built on is Wordpress. All updates of the website are done by Communication Manager (ERTICO).

3.2.3. Domain name

The website is available under the following domain: **www.modales-project.eu**.

Several other domains have been purchased to ensure the uniqueness of the MODALES website domain and avoid overlap with other companies or initiatives which would endanger the brand and the visibility of the project.

These include:

- modales-project.eu (active until 3/9/2022) - the current domain;
- modales-project.com (active until 3/9/2022);
- modales.net (active until 3/9/20220);

- modales.eu (active until 3/9/2022).

3.2.4. Website structure

The MODALES website will have the following structure:

- Home page (project figures, introduction, news and footer with partner logos)
- About
 - Consortium (logos and list of partners)
 - Liaison
 - Relevant links (links to similar projects and logos)
 - The DALED Mobile app
- Pilot sites (with subsections for each of 10 test sites – photo, description, partners involved)
- News & Events
- Campaigns (detailed content to be delivered by M18)
- Hub
 - Media (photos, videos)
 - Deliverables (pdfs)
 - Press clippings (MODALES in the media – links with short description)
 - Publications (technical and scientific papers)
- Contact

1.3.1.1 Homepage

The homepage is used as a preview of the rest of the pages and contains the most important information regarding the project. It is developed in an engaging way and aims to strike the user and encourage the user to look for further information about the project in an interactive way.



Figure 10: MODALES draft website homepage graphic

Under the title, the consortium sections show key figures on the project partners, trial sites, participating countries, etc.



Figure 11: MODALES key figures on website homepage

Our Partners



Figure 12: MODALES Partner logos displayed on project homepage

The homepage bottom includes a logo carousel.

The other sections of the website will be described in the next update of the deliverable when the website will be fully up and running.

3.3. Social media

Social media will be used to raise the visibility of MODALES project news and events and engage with a wider audience. Consortium partners will employ Facebook, Twitter, LinkedIn and YouTube, to inform the audience about MODALES' results, successes, events, webinars, workshops, etc.

3.3.1. Twitter

The key social media channel, Twitter will be used as a channel to promote "live" news, especially related to project events and results. The consortium will promote MODALES on LinkedIn and Twitter by using the hashtag "#MODALES", #MODALES4cleanmobility and "#MODALESproject". The partners are encouraged to MODALES among their network and through each partner's social media, encouraging contacts to join and invite further participants, in order to maximise the diffusion and coverage of information.

MODALES related content will be promoted mainly through following Twitter accounts:

1. ERTICO Innovation (@ERTICO);
2. Project partners' Twitter accounts.



Figure 13: Example of Tweet with #MODALESproject

3.3.2. LinkedIn

The MODALES LinkedIn group has been established early in the project by the Project Coordinator. The purpose of the groups is to share project information and news and to establish a community relevant to the project.

The MODALES group currently counts 22 members but these figures will grow as partners start promoting it via their networks.

The group is accessible via this link: <https://www.linkedin.com/groups/12287962/>

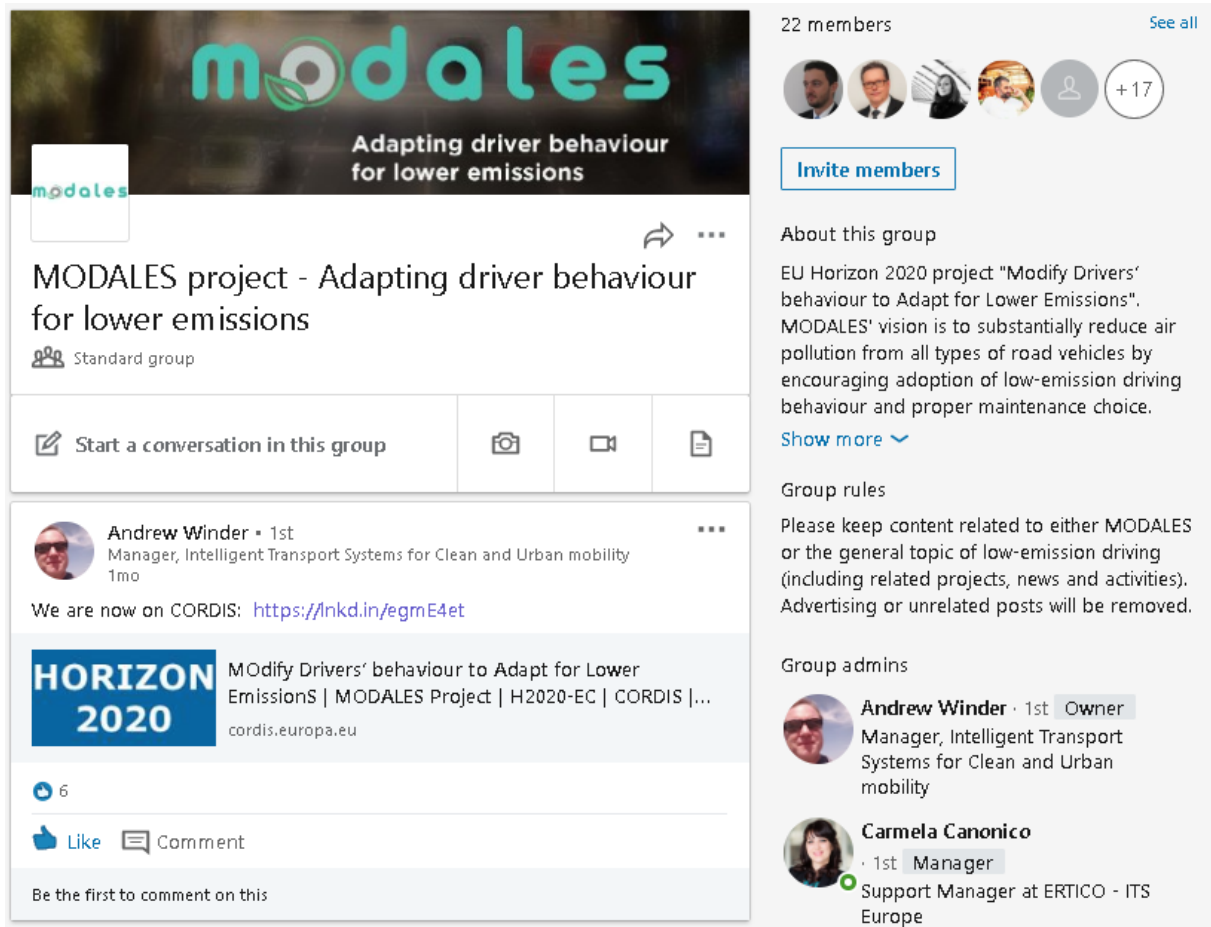


Figure 14: MODALES LinkedIn group page

3.4. Dissemination materials

Different dissemination materials will be produced during the first year of the project life. More details and examples of these materials will be included in the next update of this document. The planned dissemination materials to be developed are for now the following:

- A general project brochure to raise awareness from the early stages of the project (planned in December 2019)
- A brochure summarising the final results at the end of the project
- A roll-up banner to be used at events for project branding
- Posters will be created as needed for more technical dissemination with clear MODALES branding
- Posters or banners in different languages will be created where needed for events aimed at local stakeholders

3.4.1. Brochure

A simple MODALES brochures or a flyer is planned for December 2019 as per the project grant agreement. The brochure will include most important information on the project, pilot sites and contact information.

3.4.2. Roll-up

A roll-up will be created in January 2020 in time for the next project general assembly. The roll-up will be used where possible for internal meeting as well as external events and workshops. The roll-up design will be shared with the partners who will be encouraged to produce more printed copies to be used when attending external events.

3.4.3. Poster

A MODALES poster template has been created in November 2019. The idea of the poster is to provide a simple template for partners to use at technical events and easily insert information and company logo while keeping the MODALES branding consistent.

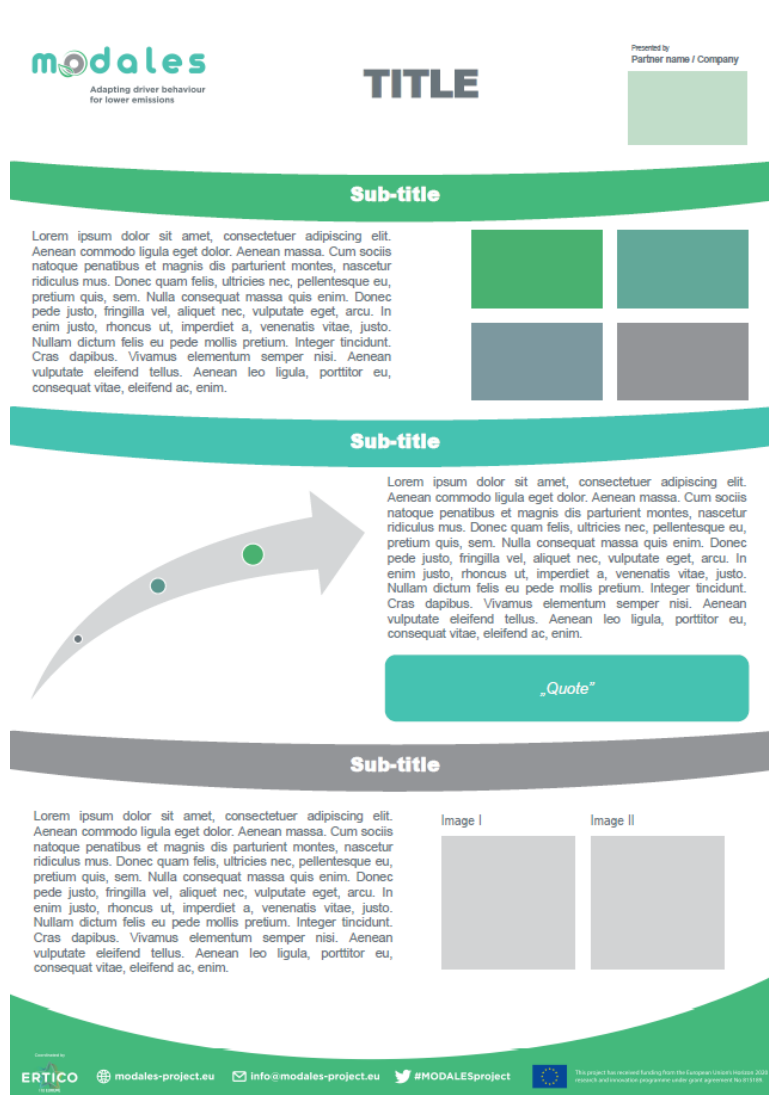


Figure 15: MODALES poster template for technical events

3.4.4. Project video

A project video will be prepared during the second year of the project and in time for the first awareness campaign launch. More information on the project video concept will be included in the next plan update.

3.4.5. DALED mobile application and web platform

MODALES will develop a mobile application for training and experimentation purposes under the name DALED (Driving Assistance app for Low-Emission Driving). The end-users will be the drivers.

The DALED mobile app for low-emission driving takes the role of personal assistant to the project's end-users. This app will contextualise a route in real-time and thereby actively serve as a means of training the user. The recommendation system defined with the DALED app (WP5) will be used as a key enabler in raising public awareness of low emission driving. This app naturally allows a large number of users to be reached easily and at a low cost, thus enabling experimentation and awareness campaigns to be conducted on a wide range of configurations (e.g. car types, engines, geographical areas). The app will be developed natively for Android and iOS.

For each app user, only anonymous indicators will be transmitted to a central collection point hosted by a project partner in Europe to collect usage statistics and performance metrics. The latter will be the subject of an independent web application that allows the authorities and the public to understand the benefits of MODALES, and view impact statistics.

This application can actually be used as a nice tool for communication activities. It's rather easy to add a new tab on a mobile app and create a link to the website for instance. We should definitely insist a bit more on this for the second version of the deliverable (the development will have started at that time)

A web platform will aggregate statistical data (anonymised indicators) from the mobile applications/drivers. This web platform might be accessible by everyone, and will be used as a nice dissemination tool for public authorities. WP5 is the place where all this will be developed and it will start in May 2020.

3.5. Stakeholder forum

A Stakeholder Forum will be set-up and used to present project outcomes on an ongoing basis to the groups identified in the table above and other interested stakeholders. This will allow targeting of news and information on events, as well as offering a feedback channel. The Forum will be free to join and will give stakeholders the choice of simply receiving information (mailing list and/or group on the LinkedIn social network, which allows news stories to be shared and commented upon, as well as notifying users of new content on the project website), or being more actively involved in the project, for example invited to review or comment upon outputs or participate in discussions at workshops or other events. Stakeholders will be invited to MODALES events, which may be organised in conjunction with a related project or activity and/or associated with a larger event such as an ITS Congress.

The means through which ERTICO is planning to involve relevant stakeholders in our forum are:

- Open LinkedIn group
- Mailing lists
- Target the following stakeholders: OEMs: ACEA and EUCAR, ERTRAC – WG on energy and environment (ERTICO is a member), Motoring association (FIA members,) IRU, CLEPA

4. Media, press relations and articles

4.1. Media

Media is not a target group for the project but can be used as a communication and dissemination channel to address the different audiences. For this reason, an initial list of relevant magazines, blogs, and specialised websites will be drawn up below and added to as the project progresses.

4.2. Press relations

The Dissemination and Communication Manager (ERTICO) will lead press activities and the drafting of press releases. Press releases will be issued when key milestones are reached such as the start of the demonstration phase. The press releases will be drafted in English and presented to the consortium before publication. Partners will have five working days to comment.

Regular press releases will be produced and circulated among the consortium in relation to ground-breaking news and results from MODALES. The Meltwater platform and ERTICO's established list of journalists will be used for the publishing of press releases. News, events and results will also be promoted through the official MODALES website, LinkedIn group and ERTICO Twitter, but also via consortium members' corporate and private accounts, to ensure maximum impact.

The press releases can then be translated and adapted to local audiences and distributed to national media contacts by consortium partners. The press release will also be distributed to the ERTICO Network list (about 4000 active contacts), while other consortium members are obliged to help spread the press release using their own press networks.

Press announcements and invitations can be used to invite the media to participate in MODALES events, or to inform them about those events, as well as to provide them with an overview of the project's objectives in the cities and regions. These can be drafted by the Dissemination and Communication Manager with support from the consortium and the relevant local press office and sent to the media at least one week before an event. The content should be short, clear and presenting the MODALES project, the event, the benefits of the project and the pilot city/region. The press announcement will be in English, but local press offices should translate it into their language.

The press announcement will be followed by a press release, sent to the same media/journalists.

4.2.1. Press releases

The first MODALES press release has been published regarding the project kick-off. The press release has been shared with partners who were advised to replicate the press release in their local language. The press release has been sent out through Meltwater platform and the related news to the ERTICO Network website and newsletter.

10 September 2019

PRESS RELEASE

ERTICO - ITS Europe
Avenue Louise 326, 1050 Brussels, Belgium
T +32 2 400 07 00 | info@ertico.com | www.ertico.com



MODALES – ADAPTING DRIVER BEHAVIOR FOR LOWER EMISSIONS

10 September – Brussels Belgium

The impact of road traffic on local air quality is a major policy concern and MODALES* is a new EU research project that will contribute to a reduction in air pollution from all types of motorized vehicles by encouraging the adoption of low-emission oriented driving behaviour and maintenance choice.

The main goal of MODALES is to advance the fundamental understanding of the co-variability of user behaviour and vehicular emissions from powertrain, brakes and tyres, and modify user behaviour via dedicated training, including a driver assistance app and awareness campaigns, in order to support effective air quality plans and enforcement strategies to be developed by local and national authorities.

Funded under the Horizon 2020, the EU framework programme for research and innovation, MODALES will be led by ERTICO – ITS Europe with a consortium of a further 14 European beneficiaries including ERTICO partners ACASA (RACC), CERTH, FIA, University of Leeds, Okan University, LIST, Bridgestone, Michelin and VTT. This is an international cooperation project which will also include input from three academic institutions in China.

‘MODALES will be the first major project considering the interaction of powertrain, brakes and tyres together with the driver’s behaviour, to develop knowledge and guidance for “low-emission driving”, together with maintenance and retrofit aspects. With MODALES, we will build on valuable previous work on eco-driving (which deals with fuel and CO2 reduction) to research the effects of driving behaviour and maintenance on other types of emissions, such as NOx and particle matter,’ said Andrew Winder, an expert on clean mobility at ERTICO and MODALES project coordinator.

Figure 16: MODALES Kick off Press release

4.3. Articles

MODALES partners, led by the Communication Manager and the Technical Dissemination Manager, will write articles and participate in interviews for inclusion on the website, in scientific journals and other publications. Some longer features will be prepared for possible inclusion in external media and magazines.

Each partner who writes an article, especially if planned for external media, will inform the Communication Manager of articles that will be, or are published, in the media. Each partner should check the content of the article with the Communication Manager, Technical Dissemination Manager and the Project Coordinator before publication, if it includes direct references to other MODALES partners or information which might be sensitive for the project.

4.4. Editorial calendar

An editorial calendar will be developed and agreed on during the 2nd General Assembly in January 2020. The editorial calendar will include dates, topics and contributors of the project in order to ensure there is a regular flow of content on the website. Content will include interview with partners, release of project results and advancements, reports on events, and should be provided every two weeks by the beginning of the week (Monday) before publishing on the Wednesday of that week. A preliminary editorial calendar is included in the table below:

Table 6: Editorial calendar draft

Publishing date	Topic	Contributor
15/02/2020	To be agreed with the Dissemination and communication manager	ERTICO
29/02/2020	To be agreed with the Dissemination and communication manager	Uni Leeds
15/03/2020	To be agreed with the Dissemination and communication manager	IRU
30/03/2020	To be agreed with the Dissemination and communication manager	Cerema

5. Campaigns

5.1. Strategy

The awareness campaign, which will be launched in M18 (February 2021), has the following objectives:

- Giving visibility to generated knowledge within the MODALES project
- Organising demonstrations at events, joint exhibitions in at least two stand-alone / existing events
- Inviting users to get hands-on experience and obtain a training in skills to reduce emissions during driving (experiencing the benefits of low emission driving techniques and assessing user feedback before and after a training).

The awareness campaign will become the main platform for the MODALES project communication and information source to users.

5.2. Organisation & tasks

The awareness campaign will be implemented between M18 (February 2021) and M34 (July 2022). A detailed planning and organisation of T7.3 will be provided in the next updated version of the D7.1 Dissemination, Communication and Awareness Plan by M12.

The following issues will be clarified:

- Defining the countries to be targeted, which will include at least the trial sites;
- Defining national MODALES key messages to drivers;
- Establishing target audiences;
- Tailoring information to the intended outlets;
- Maximising the exposure of messages;
- Tapping useful external resources;
- Creating links to national partners and their campaigns

Milestones for Task 7.3 Awareness Campaign foreseen in the Grant Agreement include:

- First awareness campaign starts (MS24)
- Timing: due by month 18
- Means of verification: public release of material targeting external users (private and professional drivers).

The campaign will be led by FIA and other Task 7.3 partners namely: ERT, ACASA, IRU, LEEDS, OKAN, CERTH, CEREM, LIST, VTT, BREMB, CHENG, SICH, SEU will contribute and support.

6. Conferences and events

Meetings and workshops can be used to present the project to our target audiences namely the industry, the research community, the authorities/municipalities, the drivers/riders and the public sector, and to collect their feedback. A preliminary list with examples of targeted events where the project could be promoted has been developed.

The technical results and findings will be primarily disseminated through presentations and demonstrations in conferences and other technical events.

- IEEE ITSC,
- IEEE MT-ITS,
- ACM SenSys,
- IEEE PerCom,
- TRB Annual Meeting,
- ITS World and European Congresses
- Major events in China – to be defined.

The key events identified so far include:

Table 7: Events calendar

Event	Location	Date	Action
SUREAL-23 Final Workshop	Lyon, France	10 December 2019	MODALES Presentation (Andrew Winder, ERTICO)
TRA2020	Helsinki, Finland	27-29 April 2020	Presence in the exhibition as part of ERTICO booth
ITS European Congress	Lisbon, Portugal	18-20 May 2020	To be defined in the next period.
World Transport Convention	Beijing, China	13-16 June 2020	To be defined in the next period.
23rd IEEE International Conference on Intelligent Transportation Systems	Rhodes, Greece	20 – 23 September 2020	To be defined in the next period.
IRU World Congress	Berlin, Germany	19-21 October 2020	To be defined in the next period.
ITS World Congress 2021	Hamburg, Germany	11-15 October 2021	To be defined in the next period.

Additional events will be identified in the course of the project and added to this list. Contacts with stakeholders will be maintained through the Stakeholder Forum, the website, LinkedIn, Twitter, Facebook and occasional newsletters.

All relevant stakeholder groups will be invited to attend key project events and demonstrations, discussing MODALES activities and results from their specific perspectives and gathering their

feedback. Furthermore, the project will link to other successful relevant projects (running and new) through Concertation meetings and joint events where feasible. Project demonstrations are also foreseen in key European and International Congresses and Events, in order to broadcast project developments to a wide expert audience, with the support and guidance of the EC and the project Advisory Board.

Two key MODALES technical dissemination events will be organised (not including the local focus groups to be organised in the pilot sites) and serve as major dissemination activities.

The first one will be the mid-term conference to report on the project current progress and launch the awareness campaigns. The second will be the final event organised towards the end of the project but aiming before the summer break (June 2022).

Both events should be held close to other management/dissemination meetings to optimise traveling (i.e. GAs or Congresses). At least one event should be at a test site.

Table 8: Communication & dissemination Key Performance Indicators

Activity and criteria (KPI)		Expected performance		
		Year 1	Year 2	Year 3
Dissemination plan, procedures and strategies (T7.1)	Deliverable	≤ 1-month delay for delivery		
Communication tools (Task 7.2)	Website - visitors	150/month	200/month	250/month
	Website – Number of news published in English	10	10	15
	Website – Number of news published in other languages	5	5	15
	Twitter – total number of post related to MODALES	100	150	200
	LinkedIn – members of proposed MODALES group	30	60	120
Scientific Dissemination (Task 7.4)	Number of publications, concerned audience, quality level of publication	≥ 2 presentations in conferences 1 articles in scientific/ITS magazines	≥ 3 presentations in conferences ≥ 1 articles in Magazines ≥ 2 articles/papers in scientific mag.	≥ 5 presentations in conferences ≥ 2 articles in magazines ≥ 2 articles/papers in scientific mag
Engage with stakeholders and events (Task T7.4)	No of stakeholders attending MODALES events in Europe (midterm in Year 2 and Final Event in Year 3)	n/a	≥ 45	≥ 70
	No of press clippings (Europe and China)	≥ 10	≥ 10	≥ 20

8. Conclusions and implications

This document clearly sets-out the project's dissemination strategy, initial activities, communication tools and guidelines. The Dissemination, Communication and Awareness Plan will be updated annually (month 12, 24 and 36) while the dissemination actions will be included in the project's annual reporting.

Completed actions include the development of the project website and social media accounts, the Excel sheet monitoring tool has been put in place, the project's general presentation has been developed, logo and branding materials have been completed, internal communications set up and guidelines for communication and dissemination activities covered. A list of preliminary events of interest has been developed. The next version of the document will include updates of the above items as well as reporting part on the executed activities.

9. References

1. MODALES Grant Agreement, 815189, H2020-MG-2018-2019-2020/H2020-MG-2018-TwoStages, Research & Innovation Action, Innovation and Networks Executive Agency, European Commission.
2. Guidelines to the Rules on Open Access to Scientific Publications and Open Access to Research Data in Horizon 2020, European Commission

Annex 1: MODALES Dissemination Activities and Event Report

DISSEMINATION ACTIVITIES AND EVENT REPORT

Work Package	7	Awareness, communication and dissemination
Created by	Name, email, partner name	
Status	Final	
Version No:	1.0	
Issue date		

The dissemination activities report should be filled in by the leading partner of every realized dissemination activity. The purpose of this report is to provide the information needed to the WP7 Leader (a.hrzc@mail.ertico.com) and the Task 7.4 leader (c.canonico@mail.ertico.com) for publishing the activity to the MODALES website and reporting to the European Commission.

<h3>FOR EVENTS</h3> <p><i>(i.e. Conferences, Meetings & other occasions)</i></p>		
Title of event		
Place (city, country)		
Dates of event		
Event organiser / host		
Website of the event (if any)		
In case of a multi-day event, state the date on which the activity or presentation by MODALES was performed		
Type of Event:	Conference, Meeting, Exhibition, Demonstration, etc.	
Title of presentation (if any):		
Type of presentation (if any):	Presentation / Technical paper / Poster / Exhibition / Panel discussion, etc.	
Relevance to MODALES of the event:		
Person(s) from MODALES attending or presenting		
All authors (in case of a paper):		
Other activities (if any)		
Type of audience addressed (event/meeting)	Scientific community (higher education, research)	<input type="checkbox"/>
	Industry	<input type="checkbox"/>
	Civil society	<input type="checkbox"/>

	Policy makers / Public authorities	<input type="checkbox"/>
	Media	<input type="checkbox"/>
	Other: please specify	
Reach of event/meeting	<input type="checkbox"/> LOCAL OR REGIONAL <input type="checkbox"/> NATIONAL <input type="checkbox"/> EUROPEAN <input type="checkbox"/> WOLRDWIDE Language(s) of event: Number of overall attendees (can be estimated): Size of audience addressed by the performed activity (if relevant):	
Liaison with relevant actors (if relevant)	Who? (names, organisations) Opportunities for further involvement with the above actor(s), if any? If any useful feedback received for the project, what?	

FOR ALL DISSEMINATION ACTIVITIES

Presented material (Full paper/article/poster/presentation, etc.)	Attached to this form	<input type="checkbox"/>
	Link to MODALES SharePoint	
Permission to publish the material on the MODALES website:	YES	<input type="checkbox"/>
	NO	<input type="checkbox"/>
Other Comments:		

OTHER EVENT FEEDBACK (NOT DISSEMINATION RELATED)

Presented material from other activities	What? (names of projects, activities, results)	
	Why? (main relevance to MODALES)	
	Where? (link to presentations or reports online, or saved in SharePoint)	Mention if the outcomes are accessible to all or restricted
Summary of main outcomes can be given here, or saved as a separate document		



For more information:

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ERTICO-ITS Europe

Avenue Louise 326

1050 Brussels, Belgium

info@modales-project.eu

www.modales-project.eu



**Adapting driver behaviour
for lower emissions**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 815189.