# MODALES D7.2: Dissemination, Communication and Awareness Plan and Report (end of Year 1)

| WORK PACKAGE | WP7: Awareness, communication and dissemination |
|---|---|
| TASK | T7.2 Dissemination plan, procedures and strategies |
| AUTHORS | Sara Jane Weeks (main author), Carmela Canonico and Andrew Winder – ERTICO |
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# Revision and history chart

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# Legal disclaimer

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# List of abbreviations and acronyms

## MODALES partner abbreviations

| Abbreviation | Meaning |
|---|---|
| ACASA | Automòbil Club Assistència SA  (WP6 leader) |
| BREMBO | Freni Brembo SpA |
| BRIDG | Bridgestone Europe NV/SA |
| CEREMA | Centre d'études et d'expertise sur les risques, l'environnement, la mobilité et l'aménagement |
| CERTH | Centre for Research and Technology Hellas / Ethniko Kentro Erevnas kai Technologikis Anaptyxis |
| ERTICO | ERTICO – ITS Europe (project coordinator) |
| FIA | Fédération Internationale de l'Automobile |
| IRU | International Road Union |
| LEEDS | University of Leeds |
| LIST | Luxembourg Institute of Science and Technology |
| MICH | Manufacture Française des Pneumatiques Michelin |
| OKAN | İstanbul Okan Üniversitesi |
| PROV | Proventia Oy |
| SPARK | Spark Legal Network (EU) BVBA |
| VTT | Technical Research Centre of Finland Ltd / Teknologian Tutkimuskeskus VTT Oy |

## General 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 |
| OEM | Original Equipment Manufacturer |
| PR | Public Relations |
| URL | Uniform Resource Locator |
| WP | Work Package |

# Executive Summary

D7.2 summarises the first year of communication and dissemination activities for MODALES and also updates the original Dissemination, Communication and Awareness Plan (D7.1) which was produced near the beginning of the project with the aim achieving maximum impact among the different stakeholder types.

The Dissemination, Communication and Awareness Plan will be updated annually, in Month 24 (as D7.3) and Month 36 (as D7.4, which will be the Final Dissemination, Communication and Awareness Report). The dissemination actions will also be included in the project's annual reporting.

The main elements of the dissemination process are:

- The 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 for the dissemination of project results.
- Communication tools and techniques, including development of the visual identity and branding of the project, the project website as main dissemination tool and other materials.
- Media, press relations and articles.
- Campaigns, which will focus on the trial sites and take place during the final year of the project.
- Conferences and events.
- Key Performance Indicators (KPIs) for the MODALES dissemination and communication strategy as well as a reporting process.


This document provides an update of the project's Dissemination Strategy, initial activities and communication tools in Year 1. Completed actions include the creation of the MODALES website (https://modales-project.eu) and regular updates including the publication of the project's public deliverables to date and the addition of the press clippings and news, updates on meetings and events where MODALES was presented, the number of paper and publications and the KPIs for social media and the website.

During the end of 2019 and beginning of 2020 MODALES fulfilled its requirements in terms of dissemination and communication. However, as with all projects, there has been a reduction in the dissemination activities as a result of the restrictions imposed across Europe due to the COVID-19 pandemic, principally due to the cancellation of physical events where it had been expected to present or showcase MODALES. This has also reduced the number of news items on the website as well as social media posts. Nevertheless, given that the COVID-19 emergency was during the second half of the first year of the project, after the initial dissemination activities (website, etc.) and the first two physical consortium meetings had already taken place, but before the project had generated major results to disseminate, the impact has not been as severe as it could have been.

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. Project overview

The MODALES project works towards reducing air pollution from all types of on-road vehicles by encouraging adoption of low-emission driving behaviour and proper maintenance choice.

MODALES pursues a user-centric approach to addressing all of the challenges which on the one hand enhance low-emission practices and on the other hand suppress high-emission behaviour by researching, developing and testing a number of innovative and complementary solutions in four key areas (driver, retrofits, EOBD and inspection) in order to reduce vehicle emissions from three main sources: powertrain, brakes and tyres.

MODALES aims to modify user (driver) behaviour via dedicated training including a driver assistance app and awareness campaigns in order to support effective air quality improvement plans and enforcement strategies to be developed by local and national authorities.

To achieve this goal, MODALES will research, develop and test 13 innovation solutions (IS), of which 11 are technical innovations, in order to substantially reduce vehicle emissions from the main sources given above, for passenger cars, light and heavy duty vehicles (buses and trucks) and Non-Road Mobile Machinery (NRMM).

The main activities of MODALES are:

- Measurement of real-world vehicle emissions and driving behaviour to produce accurate correlation between them using advanced mathematical and statistical techniques;
- Exploration of the most advanced technologies for retrofits designed to substantially reduce powertrain emissions from all types of vehicles and to validate their effectiveness under different real-world traffic and environment conditions, and by various drivers;
- Undertaking an in-depth analysis of OBDs, periodic inspection and legal issues on tampering in Europe to help regulatory authorities put in place effective anti-tampering legislation, and to help owners properly maintain their vehicles;
- Conducting one-year long low-emission user trials (with both driving and maintenance practices), supported by awareness campaigns, to enhance public engagement and help drivers better understand the impact of their driving and maintenance behaviours in all situations.

## 1.2. Scope

### 1.2.1. MODALES WP7 on Awareness, Communication and Dissemination

This deliverable is part of Work Package 7 on Awareness, Communication and Dissemination. WP7 is broken down into four tasks:

- T7.1: Dissemination plan, procedures and strategies;
- T7.2: Communication tools;
- T7.3: Awareness campaigns;
- T7.4: Technical dissemination (including events).

## 1.2.2. Scope and intended audience of this deliverable

The present deliverable is an update of D7.1 "Dissemination, Communication and Awareness Plan" which was submitted at the end of Month 3 (November 2019). The purpose of this document is to re-present and update that plan and also to report on the progress of MODALES' dissemination actions and tools from September 2019 to August 2020.

MODALES' Communications Plan is 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 WP8 deliverable, D7.3 due in Month 24 of the project, will supersede this one.

D7.2 provides measurable targets and outcomes of the MODALES dissemination and communication strategy adjusted to the end of the first year of the project.

The dissemination level of D7.2 is public and can therefore be shared outside the project consortium. Nevertheless its principal functions are to guide the MODALES consortium regarding dissemination actions and procedures, and to inform the EC/INEA on activities, progress and plans.

The figure below shows how this deliverable fits in the project and highlights related deliverables which will take into account the content of this one.



**Figure 1: D7.2 context of related MODALES deliverables**

### 1.2.3. Report structure

This deliverable is composed of the following sections:

- A recap of MODALES' Dissemination Strategy, including MODALES dissemination objectives and key messages (Chapter 2).
- Fulfilment of this strategy, with focus on the realisation of the objectives outlined in D7.1 and achievements after Year 1 of the project (Chapter 3). This includes media, press relations and articles as well as events (physical or online) in which MODALES participated.
- Chapter 4 outlines currently known plans for the second year of the project, focusing on the autumn 2020 (the period for which upcoming opportunities are already known).
- Monitoring and reporting (Chapter 6) reports Key Performance Indicators for the MODALES dissemination and communication strategy with achieved KPIs after Year 1, as well as the reporting process.
- Chapter 7 on Conclusions summarises the main outcomes of the deliverable.

## 1.3. Deviations from the Description of Action

There no content deviations in this report compared to the DoA and a one month time delay due to treating peer review comments and also permission-related issues accessing the website analytics tool in order to obtain usage statistics for the MODALES website.

# 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 European Environment | | ■ | |

| Target group | Sub-group | Technical dissemination | Awareness | Comments |
|---|---|---|---|---|
| | Agency | | | |
| | Public bodies responsible for air quality and climate change policy | | ■ | May include cities planning or operating low emission zones |
| | 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 mobile app for low- |
| | Private motorists (car) | | ■ | |

| Target group | Sub-group | Technical dissemination | Awareness | Comments |
|---|---|---|---|---|
| | | | | 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**

| Target audience categories | Channels | Tools | Key messages |
|---|---|---|---|
| **Industry** | Website, media, industry events and technical workshops | Printed communication materials, videos | *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.* |
| **Academia/Research** | Website, media, workshops and events, conferences | Journals & scientific papers, technical, posters, printed communication materials, videos | *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.* |
| **Drivers and fleet operators** | Website, media, user group events, campaigns, the DALED app and training | Printed communication materials, videos | *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.* |
| **Public authorities and agencies, general public** | Website, media, events | Printed communication materials, media | *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.* |

| Target audience categories | Channels | Tools | Key messages |
|---|---|---|---|
| | | | *MODALES will contribute to a better quality of life in cities through descreased air pollution including noise. It will also examine legal issues in different countries regarding tampering and retrofits, and provide recommentaions on best practice that could be used by national authorities responsible for vehicle testing.* |

## 2.4. Approach

### 2.4.1. Dissemination activities

The Dissemination, Communication and Awareness plan is updated annually (this is the first annual update) and the dissemination actions will be included in annual reporting. In particular, the dissemination actions 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 leads overall communication and dissemination activities as Communication and Dissemination Manager. ERTICO also acts as Work Package leader and oversees activities while Activity partners FIA assists in the management of the relevant Work Package's activities.

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

ERTICO leads 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. Specifically:

- ACASA and IRU 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 contribute to T7.3 Awareness campaigns and T7.4 Technical dissemination.
- CERTH contributes 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 starting in 2021 (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 is also 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 further explained in the next update of this Plan (D7.3) once the application has been fully specified.
- MICHELIN has a small role in T7.4 Technical dissemination only.
- The Chinese partners will conduct awareness campaigns in Nanjing (within T7.3) starting in 2021.

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.

**Table 3: WP7 Participation per partner**

| Partner number and short name (EU-funded partners only) | WP7 effort (person-months) |
|---|---|
| 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 person-month effort:** | 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 video-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 video- conference meetings can be scheduled at the request of consortium members and in coordination with the coordinator.

## 2.7. Timing of dissemination activities

MODALES WP7 includes the following milestones and deliverables.

**Table 4: MODALES WP7 Milestones**

| Milestone number | Milestone title | Partner | Due date | Date delivered |
|---|---|---|---|---|
| MS21 | Website ready | ERTICO | Month 3 | Month 3 |
| MS22 | Project brochure ready | ERTICO | Month 4 | Month 5 |

| Milestone number | Milestone title | Partner | Due date | Date delivered |
|---|---|---|---|---|
| MS23 | Stakeholder Forum created | ERTICO | Month 5 | Month 3 |
| MS24 | First Awareness campaign | ERTICO | Month 18 | Pending |
| MS25 | Mid-term technical event | ERTICO | Month 19 | Pending |
| MS26 | Final project brochure ready | ERTICO | Month 35 | Pending |
| MS27 | MODALES Final Event | ERTICO | Month 36 | Pending |

**Table 5: MODALES WP7 Deliverables list**

| Deliverable number | Deliverable title | Lead partner | Due date | Date delivered |
|---|---|---|---|---|
| **D7.1** | Dissemination, Communication and Awareness Plan | ERTICO | Month 3 | Month 3 |
| **D7.2** | Dissemination, Communication and Awareness Plan (end of Y1) | ERTICO | Month 12 | Month 13 (this report) |
| **D7.3** | Dissemination, Communication and Awareness Plan (end of Y2) | ERTICO | Month 24 | Pending |
| **D7.4** | Dissemination, Communication and Awareness Plan (end of Y3) | ERTICO | Month 36 | Pending |

## 2.8. Dissemination and communication procedures

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 in line with the MODALES Consortium Agreement, especially to the Dissemination Manager, the Technical Manager and the Coordinator, unless agreed otherwise with the Coordinator, in specific cases when a rapid approval is needed.

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. A list of recommended Open Access Journals will be made available by Month 24. 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 us 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 maximise 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 have been asked to provide information about their planned papers in a dedicated excel sheet in the project's Dissemination Register (on the project's internal SharePoint project management portal) to keep track of submitted and published articles and papers. Partners should provide information about the access to the papers (green/gold access) and the link to the online publication, if applicable.

**Table 6: MODALES Dissemination Register**

| Partner | Type of scientific publication | Title of the paper | DOI | ISSN or eSSN | Authors | Title of the journal or equivalent | Foreseen date of submission | Submission date | Publication date | Access (Green/ Gold) | Link |
|---|---|---|---|---|---|---|---|---|---|---|---|
| LEEDS | Journal | Fuel economy and exhaust emissions of a diesel vehicle under real traffic conditions | 10.1002/ese3.632 | 2050-0505 | Jianbing Gao; Haibo Chen; Kaushali Dave; Junyan Chen; Dongyao Jia | Energy Science & Engineering | Accepted | 18/11/2019 | 22-Feb-20 | Gold | https://onlinelibrary.wiley.com/doi/epdf/10.1002/ese3.632 |
| LEEDS | Journal | Analysis of driving behaviours of truck drivers using motorway tests | 10.1177/0954407020925568 | 0954-4070 | Jianbing Gao, Haibo Chen, Kaushali Dave, Junyan Chen, Ying Li, Tiezhu Li, Biao Liang | Proceedings of the Institution of Mechanical Engineers, Part D: Journal of Automobile Engineering | Accepted | 19/02/2020 | 07-Jun-20 | Green | https://journals.sagepub.com/doi/pdf/10.1177/0954407020925568 |

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

# 3. Fulfilment of the Dissemination Strategy

The following objectives (from D7.1 and also summarised in the previous chapter) have successfully been achieved during Year 1 of the project:

- 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).

## 3.1. Management of dissemination and communication

During year 1 of the project, MODALES was able to fulfil the following objectives outlined in D7.1:

- **Establishing a communication group within the consortium** via the official LinkedIn group, SharePoint and periodic consortium calls.
- **Collecting news from the project's consortium** for MODALES' website, as shown in the "Press clippings"[1] section and the research article on vehicle tampering[2] in the news section, led by MODALES partner Spark.
- **Collecting input from the consortium for an event calendar and other dissemination and communication tools.** This has been done via the project's Dissemination Register which is regularly updated on the project's internal SharePoint platform. Due to the COVID-19 crisis and related restrictions, the event calendar and conference attendance has been lower than expected.

All partners report their project-related dissemination and communication activities on the Dissemination Register, an Excel sheet created for monitoring and reporting, including information on the event they attended and those they are planning to attend.

## 3.2. Technical dissemination and events

MODALES has worked towards the following goals:

- **Engage with scientific, technical, business, institutional and governmental audiences from the EU and globally, and encouraging feedback. Build relationships through networking with existing related projects, initiatives and services, to share knowledge and spread good practice through coordination/clustering activities.** To continue its work in advancing the understanding of the correlation between user behaviour and vehicle emissions, MODALES launched a survey[3] as part of Task 2.5 (Legal issues on tampering) to collect data from stakeholders in relation to vehicle tampering. This survey, designed by partner SPARK, was addressed to all smart mobility stakeholders, in particular manufacturers, type approval authorities, technical services, inspections and national initiatives. The results of this survey are presented in Deliverable D2.3 and a summary will be published on the MODALES website during September 2020. In addition, MODALES participated and engaged with stakeholders

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[1] https://modales-project.eu/press-clippings/
[2] https://modales-project.eu/have-your-say-on-vehicle-tampering-with-modales/
[3] https://modales-project.eu/have-your-say-on-vehicle-tampering-with-modales

from the European Tyre & Road Wear Platform (TRWP), ERTRAC, and the projects uCARe[4], CARES[5], Down to Ten[6] and SUREAL-23[7].

- **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.** During Year 1 of the project, MODALES had positive media coverage on social media networks and at European media level (for social media networks, see Section 3.4: Social media. For media coverage, please consult Chapter 4: Media, press relations and articles). An outreach to the Chinese and international audience has not yet taken place, as there are still ongoing internal discussions regarding the funding for the Chinese partners, which was not forthcoming as expected. Nevertheless, Southeast University in Nanjing has contributed to two dissemination actions: co-author of one journal paper and one submission for a conference paper. The Chinese partners are keen to participate further once this issue has been resolved and their involvement will be promoted once they are active in the project.
- **Submit publications of project results in conference proceedings and peer-reviewed scientific journals.** In the first year, seven scientific publications have been submitted, five of them conference papers and two scientific papers (see below).

In the first year of the project, MODALES has:

- Presented at the European TRWP (Tyre and Road Wear Particles) Platform in Brussels in February 2020.
- Instigated bilateral contact (by email and/or online meetings) with the uCARe and CARES projects from the same call, as well as informing the Energy and Environment Working Group of ERTRAC.
- Successfully submitted the following two scientific publications, led by the University of Leeds with one including an author from Southeast University in Nanjing, which have both been accepted:
    - "Fuel economy and exhaust emissions of a diesel vehicle under real traffic conditions", by Jianbing Gao; Haibo Chen; Kaushali Dave; Junyan Chen; Dongyao Jia, Energy Science & Engineering (Gold access).
    - "Driving behaviours analysis of truck drivers using motorway tests", by Jianbing Gao, Haibo Chen, Kaushali Dave, Junyan Chen, Ying Li, Tiezhu Li, Biao Liang, Proceedings of the Institution of Mechanical Engineers, Part D: Journal of Automobile Engineering (Green access).

MODALES had also planned to participate in TRA 2020 in Helsinki in April 2020, the ITS European Congress in Lisbon in May 2020 and the IEEE Congress in Rhodes in September 2020 and other events. However, due to COVID-19, the physical presence at such events was compromised, with many events being cancelled or postponed until further notice.

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Conference papers submitted are as follows:

- Submitted by University of Leeds:
    - "An approach for scaling up vehicle fuel and exhaust emission reduction across European motorways", by Jianbing Gao; Haibo Chen; Kaushali Dave; Junyan Chen; Jo-Ann Pattinson; ITS European Congress 2020, Lisbon, Portugal. Paper accepted but this conference has been postponed to 2023, so either it will be re-submitted for a difference conference or updated and presented after the end of the MODALES project.
    - *"A method of real-road simulations of heavy duty vehicle performance"*, by Jianbing Gao, Haibo Chen, Junyan Chen, Kaushali Dave, SAE World Congress Experience (WCX), Detroit, USA. Paper accepted but this conference was cancelled due to COVID-19.
    - "An exact algorithm for efficient online optimization of HGV path, speed profile and stops for minimising fuel consumption and emissions under time-varying conditions", by Richard Connors, David Watling, Haibo Chen, 9th hEART Conference (European Association for Research in Transportation) 7-9 April 2021, Lyon, France. Paper currently under review.
    - "Estimating Emissions from Non-road Construction Machineries and Its Uncertainty Analysis: A Case Study in Nanjing, China", by Tiezhu Li, Chunsheng Meng, Ran Tu, Yisong Xie, Fangjian Xie, Feng Yang, Haibo Chen, Ying Li, Jianbing Gao; TAP (Transport and Air Pollution) Conference, 30-31 March 2021, Graz, Austria. Paper currently under review.
- Submitted by CERTH:
    - "Low-emission driving requirements", by D. Margaritis, A. Dimitriadis and E. Bekiaris; 1st International Interdisciplinary Internet Conference of the Traffic Society (Η Κοινωνία της Κυκλοφορίας), Greece. Streamed presentation (in Greek) on YouTube at https://www.youtube.com/watch?v=jqr9ONZOly0 (starting from 1:55:00).

The MODALES consortium is currently working on alternative solutions to participate, where possible, in the events that were initially scheduled and to further promote the project, including proposals for webinars to disseminate or discuss key findings, either as stand-alone webinars or as a presentation within a webinar that goes beyond MODALES. For example, several webinars on different ITS-related topics were organised between March and July 2020 under the ERTICO Academy banner (https://www.youtube.com/playlist?list=PL4LSYXNwsQOnlAMtq6Re7eJ3MtrVzlpBq) and it is envisaged that a future one can focus on low-emission driving and feature MODALES. Such a webinar has not been done so far in order to wait until there are some first substantial results from the project to present, however one is being planned for the autumn of 2020.

## 3.3. Website

The MODALES website was launched in November 2019. The website was 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

### 3.3.1. Website structure and content

The MODALES website has the following structure and has been regularly updated since its launch:

- Home page (project figures, introduction, news and events, contact form and footer with partner logos)

- About:
  - Project figures (duration, H2020 call, funding, etc.)
  - Explanation of MODALES' vision
  - Consortium (logos and list of partners).

- News & Events.
- Pilot sites (with subsections for each of 10 test sites – photo, description in English and national language, partners involved, at https://modales-project.eu/pilot-sites).
- Library (containing sub-pages with media, deliverables, press clippings and publications):
  - Deliverables (pdfs of public deliverables and short non-confidential executive summaries of confidential deliverables, available at https://modales-project.eu/deliverables)
  - Press clippings (MODALES in the media – links with short description)
  - Publications (technical and scientific papers).

- Contact.

### 3.3.2. Website usage

From 8 December 2019, the day on which the website was launched, until 31 August 2020, monthly visits to the MODALES website ranged from 120 to 170, with an average of 150 per month, which matches the KPI for the first year.

The most visited pages were the homepage, the deliverables page, the news and events page, the "about" page and the contact page.

Updated statistics will be reported in the Periodic Report for Period 1 (Months 1 to 18 of the project).

## 3.4. Social media

### 3.4.1. Twitter

Twitter has been used as a channel to promote "live" news, especially related to project events and results. In addition, this channel has been used as reflector of the website's news and news/information by project partners, as shown in figures 2, 3 and 4 below. The consortium has promoted MODALES on LinkedIn and Twitter by using the hashtags #MODALES, #MODALES4cleanmobility and #MODALESproject.

**modales**



**ITS - Europe**
@ERTICO

What measures in the city of #Barcelona taking to improve the efficiency of driving and traffic flows? 🤔
Working on
@EU_H2020 project #MODALESproject is a first one!
Find out more with @ClubRACC
#MODALES4cleanmobility #airpollution
#driverbehaviour

ow.ly/qEL750zZESd

11:01 AM · Jun 8, 2020 · Hootsuite Inc.

ılı  View Tweet activity

**1** Retweet   **5** Likes

**Figure 2: Example of Tweet with #MODALESproject and mention of a consortium partner**



**FIA Region I**
@FIARegionI

All smart mobility stakeholders are invited to complete the  #MODALESproject survey on vehicle tampering
modales-project.eu/have-your-say-... #cleanmobility



**modales**

**Adapting driver behaviour
for lower emissions**

12:20 PM · May 13, 2020 · Hootsuite Inc.

**1** Retweet   **2** Likes

**Figure 3: Example of Tweet with #MODALESproject by a project partner**

**Figure 4: Example of Tweet with #MODALESproject by a project partner's own account**

The MODALES hashtag has performed well during the first year of the project, reaching up to 6530 impressions, 82 engagements and 9 retweets, as shown in Figure 5.

MODALES D7.2 Dissemination, Communication and Awareness Plan  Version 1.0    Date 05/10/2020

**Figure 5: Best performing Tweet in year 1**

The KPI set in 2019 of 100 post related to MODALES has almost been achieved, with a total number of 81 tweets, composed of:

- 59 tweets and retweets including both #MODALESproject and #MODALES4cleanmobility (Figure 7);
- 4 tweets and retweets including only #MODALES4cleanmobility (Figure 8);
- 18 tweets and retweets including only #MODALESproject (Figure 9).

The remaining 19 tweets (and more) would have been sent during the events where MODALES was supposed to be presented, but which were cancelled due to COVID-19.

MODALES D7.2 Dissemination, Communication and Awareness Plan  Version 1.0    Date 05/10/2020

**Figure 6: Tweets and retweets including both #MODALESproject and #MODALES4cleanmobility**



**Figure 7: Tweets and retweets including only #MODALES4cleanmobility**

MODALES D7.2 Dissemination, Communication and Awareness Plan  Version 1.0        Date 05/10/2020

**Figure 8: Tweets and retweets including only #MODALESproject**

### 3.4.2. LinkedIn

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

The MODALES group went from 22 members in November 2019 to 41 members in August 2020, fulfilling the requirements of having 30 members in the group in the first year of the project. This figure will grow as partners start promoting the group via their networks.
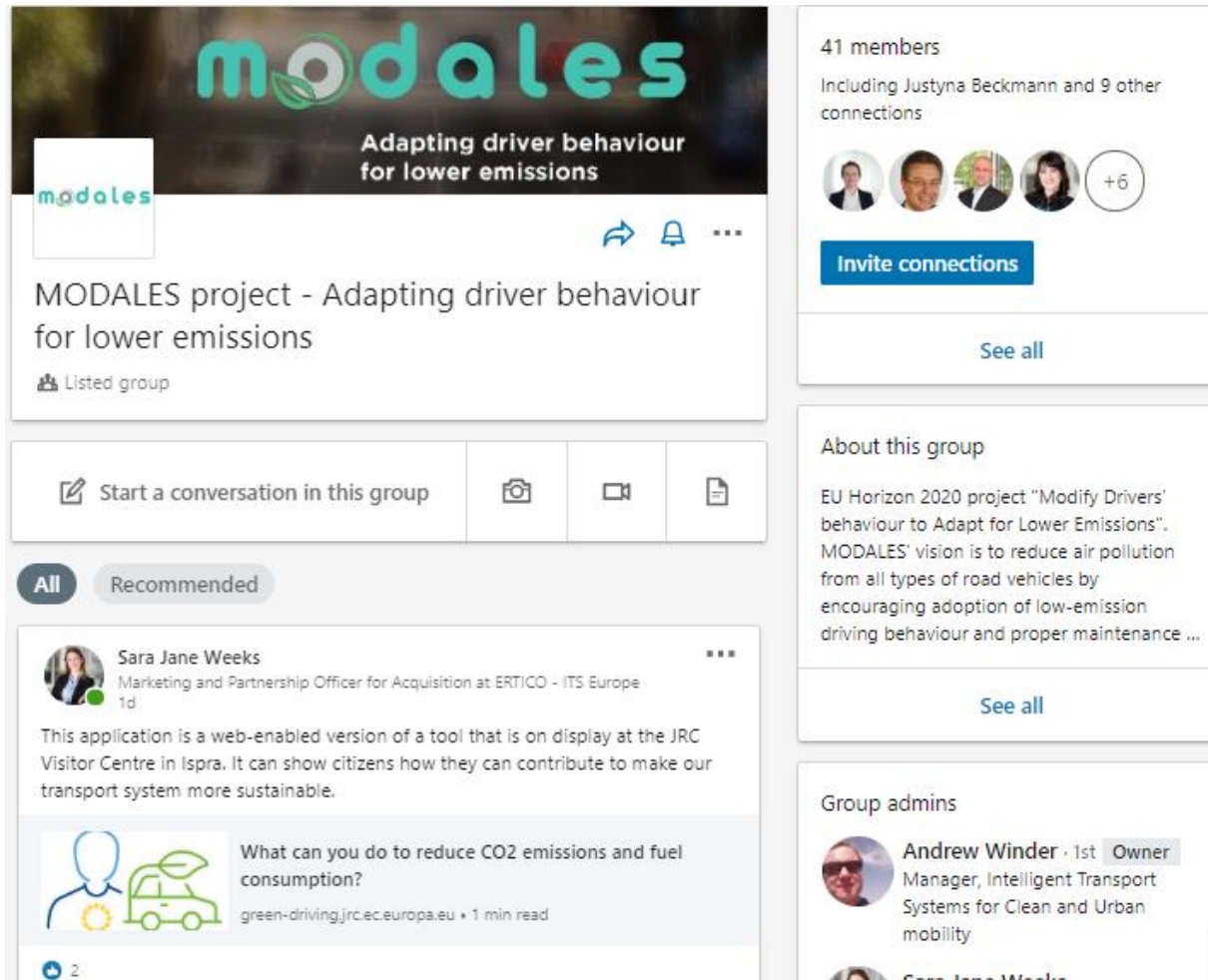
The group is accessible via this link: https://www.linkedin.com/groups/12287962/

MODALES D7.2 Dissemination, Communication and Awareness Plan  Version 1.0    Date 05/10/2020

Figure 9: MODALES LinkedIn group page

## 3.5. Dissemination materials

A general project brochure was designed during the first year of the project to raise awareness from MODALES' early stages. This brochure is available on the MODALES website at https://modales-project.eu/media/ and has been promoted on MODALES' website.[8]

Regarding the design and production of the project roll-up and posters, this has been put on hold due to the postponement of the majority of events caused by COVID-19.

## 3.6. Press relations

A press release was sent in occasion of the kick-off of MODALES. The tools used to disseminate such press release was the media monitoring and social listening platform Meltwater[9] and ERTICO's established list of journalists. News, events and results have been promoted via MODALES' website, LinkedIn group and ERTICO Twitter, but also via consortium members' corporate and private accounts, to ensure maximum impact.

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[8] https://modales-project.eu/check-out-the-brand-new-modales-brochure
[9] https://www.meltwater.com/en

Throughout the first year of the project, MODALES has been mentioned and featured in different online journals, as reported on the "Press Clippings" page[10]. Figures 10 and 11 show the effective use of MODALES' press release, in English and translated into French respectively.



**Figure 10: MODALES mentioned in Traffic Technology Today**

**Figure 11: MODALES mentioned on the website of project partner Cerema (in French)**

## 3.7. News articles

MODALES partners, led by the Communication Manager and the Technical Dissemination Manager, have written news articles for inclusion on the website and other non-scientific publications. Some more in-depth, non-scientific dissemination articles will be prepared for possible inclusion in external media and magazines for a broader reach to specific target groups, including civil society.

Each partner who has written an article, especially if planned for external media, has informed the Communication Manager of articles that will be, or are published, in the media. Articles are recorded in the project's internal dissemination register on SharePoint (see Table 7).

MODALES has almost met the KPIs set in 2019 of 10 news published in English, with a total of 8 news published on the project's website (https://modales-project.eu/news-events). There are five "press clippings" (articles from other websites) at https://modales-project.eu/press-clippings of which two are in languages other than English (one Turkish, one French), compared with a target of five. The lower number of publications is due to the lack of events and meetings that would have generated content for the website and the press. To boost the number of news items on MODALES' website, a set of interviews with project partners is being planned for the upcoming months and is outlined in the project's editorial calendar (see next chapter).

**Table 7: MODALES dissemination register (for articles, excluding papers and conference presentations)**

| Date | Partner | Activity | Description | Link |
|------|---------|----------|-------------|------|
| 17/04/2019 | LIST | Article | LIST takes the initiative to create the smart cities of the future | https://www.itone.lu/actualites/list-takes-initiative-create-smart-cities-future |
| 05/09/2019 | FIA | Activity | Launch of MODALES project | https://twitter.com/FIARegionI/status/1169626486619418624 |
| 18/07/2019 | FIA | Article | MODALES: reducing air pollution by modifying user behaviour | https://www.fiaregion1.com/modales-reducing-air-pollution-by-modifying-user-behaviour/ |
| 10/09/2019 | CEREMA | Article | Entretenir son véhicule et modifier son comportement de conduite pour réduire les émissions polluantes : le projet de recherche MODALES | https://www.cerema.fr/fr/actualites/entretenir-son-vehicule-modifier-son-comportement-conduite |
| 13/09/2019 | ERTICO | Article | ERTICO-ITS Europe is leading a major EU-funded project that aims to change driver behavior to help reduce vehicular emissions and lead to improved air quality in cities across the continent, and ultimately worldwide. | https://www.traffictechnologytoday.com/news/emissions-low-emission-zones/ertico-to-lead-new-european-clean-mobility-project.html |
| 09/10/2019 | FIA | Activity | MODALES kick off meeting | https://twitter.com/FIARegionI/status/1171411621035630603 |
| 29/01/2020 | IRU | Activity | MODALES 1st Project Meeting tweet by the IRU General Delegate | https://twitter.com/ralucamarian/status/1222531015161384972?s=20 |
| 28/02/2020 | IRU | Activity | MODALES reference at the IRU monthly newsletter | Internal communication |
| 13/05/2020 | FIA | Activity | MODALES survey on vehicle tampering | https://twitter.com/FIARegionI/status/1260515143181578243 |
| 15/05/2020 | | Activity | FIA involved Club Members to contribute to the survey on tampering. | Internal communication |
| 29/06/2020 | FIA | Activity | MODALES survey on vehicle tampering | FIA retweeted - https://twitter.com/ERTICO/status/1277522203358216195 |
| 29/06/2020 | IRU | Activity | IRU experts involved network to contribute to the survey on tampering. | Linkedin |

# 4. Dissemination and Communication Plan for Year 2 of MODALES

In the second year of the project, the Dissemination Strategy outlined in Chapter 2 will continue to be followed. This chapter highlights currently planned activities.

## 4.1. Editorial calendar

An editorial calendar was proposed during the 2nd General Assembly in January 2020. The editorial calendar includes 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 achievements, and reports on any events that are able to take place. A preliminary editorial calendar is included in the following table.

**Table 8: Editorial calendar for autumn 2020**

| Expected publication date | Topic | Contributor |
|---|---|---|
| **05/10/2020** (actual date) | Legal aspects of tampering | Spark Legal Network |
| **22/10/2020** | Main WP2 outputs | University of Leeds |
| **05/11/2020** | MODALES: the story so far | ERTICO |
| **20/11/2020** | Development of a driving assistance app | LIST |
| **11/12/2020** | Approach to the pilot user trials | ACASA |

## 4.2. Conferences and events

Meetings and workshops can be used to present the project to its 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, however, this list has significantly been changed due to COVID-19 and related postponements of events.

The key events identified as of August 2020 so far include:

**Table 9: Events calendar**

| Event | Location | Date | Action |
|---|---|---|---|
| **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. |

MODALES members are waiting to receive news about the substitution of some physical events into virtual ones (e.g. ITS European Congress 2020 and IRU World Congress 2020).[11] Nevertheless,

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[11] https://www.iruworldcongress.com

MODALES partners are working to identify possible virtual events where the project can be presented, such as the ITS Virtual European Congress[12] in November 2020.

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 partner 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 travelling (i.e. GAs or Congresses). At least one event should be at a test site.

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[12] https://itseuropeancongress.com/2020/06/17/from-a-challenge-to-an-opportunity-the-virtual-its-european-congress/

# 5. Monitoring and reporting

## 5.1. Reporting sheet

To record all activities past, present and future, a monitoring and reporting tool has been established and is accessible and editable for all partners in the Sharepoint.[13]

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 Dissemination Manager (sj.weeks@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.

**Table 10: The MODALES monitoring Excel sheet**

| Activity | Expected date | Target group | Nature | Responsible partner(s) | Links / Remarks |
|---|---|---|---|---|---|
| Project Website | 01-Nov-19 | Civil society | Website | ERTICO | https://modales-project.eu/media/ |
| Brochure | 01-Nov-19 | Civil society | Printed material | ERTICO | https://modales-project.eu/check-out-the-brand-new-modales-brochure/ |
| LinkedIn Group | 01-Nov-19 | Experts | Social media | ERTICO | https://www.linkedin.com/groups/12287962/ |
| IRU - MODALES dedicated webpage | 01-Oct-19 | Industry | Dedicated webpage | IRU | https://www.iru.org/what-we-do/being-trusted-voice-mobility-and-logistics/iru-projects/modales |

The MODALES Dissemination activities and report is a second tool created by the Technical Dissemination Manager in order to collect all the necessary information regarding attended event in case of a bigger presence such as session, paper presentation etc. The report is available in the MODALES internal SharePoint portal, under WP7.

## 5.2. Key performance indicators

The communication and dissemination activities will be closely monitored and evaluated against a set of predefined Key Performance Indicators (KPIs) as presented in the following table.

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[13] https://erticobe.sharepoint.com/:x:/r/sites/MODALES/_layouts/15/Doc.aspx?sourcedoc=%7BEB849AE6-60AA-4D32-8914-646C67F56234%7D&file=MODALES%20Dissemination%20register.xlsx&action=default&mobileredirect=true

**Table 11: Communication & dissemination Key Performance Indicators**

| Activity and criteria (KPI) | | Expected performance | | |
|---|---|---|---|---|
| | | **Year 1 (expected and actual)** | **Year 2** | **Year 3** |
| **Dissemination plan, procedures and strategies (T7.1)** | **Deliverable** | ≤ 1-month delay for delivery Achieved. | | |
| **Communication tools (Task 7.2)** | **Website** - visitors | 150/month (actual 150 on average) | 200/month | 250/month |
| | **Website** – Number of news published in English | 10 (actual: 8) | 10 | 15 |
| | **Website** – Number of news published in other languages, including press clippings | 5 (actual: 2) | 5 | 15 |
| | **Twitter** – total number of post related to MODALES | 100 (actual: 81) | 150 | 200 |
| | **LinkedIn** – members of proposed MODALES group | 30 (actual: 41) | 60 | 120 |
| **Scientific Dissemination (Task 7.4)** | Number of publications, concerned audience, quality level of publication | ≥ 2 presentations in conferences (actual: 2) 1 articles in scientific/ITS magazines (actual: 2) | ≥ 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 (TaskT7.4)** | 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 (actual: 3) | ≥ 10 | ≥ 20 |

# 6. Conclusions

This document provides an update of the project's Dissemination Strategy, initial activities and communication tools in year 1.

During the end of 2019 and beginning of 2020 MODALES fulfilled its requirements in terms of dissemination and communication. However, the project's progress has clearly been slowed down by the COVID-19 pandemic, which has drastically reduced the participation of the project partners in events and therefore the possibility for MODALES to be showcased/presented. This has also influenced the production of news for the website (which as of August 2020 counts 8 news pieces instead of the targeted 10), the number of Tweets and retweets (81 instead of 100).

The Dissemination, Communication and Awareness Plan will be updated annually (month 24 and 36) while the dissemination actions will be included in the project's periodic reporting (mid-term and final).

Completed actions include the update of the website (the description of the pilot sites in English and national language, the publication of the project's deliverables and the addition of the press clippings and news) and an update on the meetings and events where MODALES was presented, the number of paper and publications and the KPIs for social media and the website.

The next version of the document (D7.3 in Month 24: end of August 2021) will include updates of the above items as well as reporting activities and achievements to date.

# 7. 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.

3. MODALES D7.1 Dissemination, Communication and Awareness Plan, November 2019.

**For more information:**

MODALES Project Coordinator

ERTICO-ITS Europe

Avenue Louise 326

1050 Brussels, Belgium

info@modales-project.eu
www.modales-project.eu



Adapting driver behaviour
for lower emissions