



**Adapting driver behaviour  
for lower emissions**

## MODALES D7.3: Dissemination, Communication and Awareness Plan and Report (end of Year 2)

<b>WORK PACKAGE</b>	WP7: Awareness, communication and dissemination
<b>TASK</b>	T7.2 Dissemination plan, procedures and strategies
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## Legal disclaimer

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## List of abbreviations and acronyms

### MODALES partner abbreviations

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

### General abbreviations and acronyms

Abbreviation	Meaning
<b>CINEA</b>	European Climate, Infrastructure and Environment Executive Agency (agency of the European Commission)
<b>CMT</b>	Core Management Team
<b>DMP</b>	Data Management Plan
<b>EC</b>	European Commission
<b>EU</b>	European Union
<b>GDPR</b>	General Data Protection Regulation
<b>ICT</b>	Information and Communication Technologies
<b>KPI</b>	Key Performance Indicator
<b>OEM</b>	Original Equipment Manufacturer
<b>PR</b>	Public Relations
<b>URL</b>	Uniform Resource Locator
<b>WP</b>	Work Package

## Executive Summary

This Deliverable (D7.3) summarises the second year of communication and dissemination activities for MODALES and also updates the original Dissemination, Communication and Awareness Plan (D7.1) which was produced close to the beginning of the project with the objective of achieving maximum impact among the different stakeholder types.

The Dissemination, Communication and Awareness Plan has been updated annually, in Month 12 (as D7.2), the current D7.3 report and a final update at the end of the project in 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, activities and communication tools in Year 2 of the MODALES project. Completed actions include the update of the website's media section, with the addition of the MODALES first press release (which provides an overview of the project), a summary PowerPoint presentation, the project's logo and branding guidelines and the installation of a cookie service, in compliance with the European General Data Protection Regulation (GDPR). In addition, the website includes the latest public deliverables, press clippings and news, updates on meetings and events where MODALES was presented, papers and publications.

Between the end of 2020 and mid-2021, MODALES fulfilled its requirements in terms of dissemination and communication, reaching most of its KPIs set for Year 2 despite the severe effect of the COVID-19 pandemic on physical meetings and events. The project has been presented at online events and is represented at the ITS World Congress in October 2021, as the first face-to-face event since the outbreak of the COVID-19 pandemic.

This plan is a living document and is 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 solutions to reduce air pollution from all types of on-road vehicles by encouraging the adoption of low-emission driving behaviour and proper maintenance choices.

MODALES pursues a user-centric approach to address all 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 researches, develops and tests 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 D7.2 “Dissemination, Communication and Awareness Plan Report (end of Year 2)” which was submitted at the end of Month 12 of MODALES (August 2020). 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 2020 to August 2021.

MODALES’ Communications Plan is reported 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 WP7 deliverable, D7.4 due in Month 36 of the project, will supersede this one.

D7.3 provides measurable targets and outcomes of the MODALES dissemination, communication and awareness strategy adjusted to the end of the second year of the project.

The dissemination level of D7.3 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/CINEA on activities, progress and plans.

Figure 1 below shows how this deliverable fits in the project and highlights related deliverables which will take into account the content of this one.



 This deliverable  Related deliverable	Year 1		Year 2		Year 3	
	2019	2020		2021		2022
Work Packages						
WP1 - Project Management						
D1.1	Project Management, Quality & Risk Management plan					
D1.2	Innovation Management Plan					
D1.3	Data Management Plan					
D1.4	Exploitation Plan					
D1.5	Publishable Final Report					
WP2 - Knowledge of low-emission factors						
WP3 - Impact of user behaviours						
WP4 - Effectiveness of inspections and depollution systems						
WP5 - Guidelines & tools for low emission training						
D5.1	Guidelines for low-emission driving					
D5.2	Functional specification					
D5.3	Mobile application (final version)					
D5.4	Experimental tests results and initial feedback on user acceptance					
D5.5	Training courses manual for lowemission driving					
WP6 - User trials and Evaluation						
D6.1	Evaluation Plan					
D6.2	Trial Management					
D6.3	Trial Data Integration and Analysis					
D6.4	Impact Assessment Report					
WP7 - Awareness, communication and dissemination						
D7.1	Dissemination, Communication and Awareness Plan					
D7.2	Dissemination, Communication and Awareness Plan and Report (end of Year 1)					
D7.3	Dissemination, Communication and Awareness Plan and Report (end of Year 2)					
D7.4	Final Dissemination, Communication and Awareness Report					

Figure 1: D7.3 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 D7.2 and achievements after Year 2 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 third year of the project, focusing on autumn 2021 (the period for which upcoming opportunities are already known) and 2022, until the end of the project in August of that year. It also includes first steps of the Awareness Campaign in Task 7.3 that will be enacted during this period.
- Monitoring and reporting (Chapter 5) reports Key Performance Indicators for the MODALES dissemination and communication strategy with achieved KPIs after Year 2, as well as the reporting process.
- Chapter 6 on Conclusions summarises the main outcomes of the deliverable.

### 1.3. Deviations from the Description of Action

There are no content deviations in this report compared to the DoA. There is a time delay of just over three months due to a change in the Dissemination Manager and workload associated with the ITS Congress and other project activities.

## 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
<b>Public authorities and agencies (national or local/regional)</b>	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			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 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.
<b>General public and media</b>			■	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
<b>Industry</b>	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>
<b>Academia/Research</b>	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>
<b>Drivers and fleet operators</b>	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. Also possibility for them to be part of the on-road trials.</i>
<b>Public authorities and agencies, general public</b>	Website, media, events	Printed communication materials, media	<i>MODALES will contribute to reducing air pollution from all types of on-road vehicles by encouraging adoption of</i>

Target audience categories	Channels	Tools	Key messages
			<p><i>low-emission driving behaviour and proper maintenance choice.</i></p> <p><i>MODALES will contribute to a better quality of life in cities through decreased air pollution including noise.</i></p> <p><i>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 and awareness activities

The Dissemination, Communication and Awareness plan is updated annually (this is the second 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 where required, in particular in the final year of the project where contacts with the trial site cities will be sought in order to amplify outreach.

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, as Bucharest will be a training/pilot site for campaigns, in addition to the seven full trial sites for the low-emission driving app).

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, BREMBO and DYNM 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.
- DYNM and the two International (Chinese) partners SEU and NST will conduct awareness campaigns in Nanjing (within T7.3) starting in early 2022 to coincide with the WP6 trials there.
- Proposed Associate Partner ITMO expects to do the same in the city of Saint-Petersburg, Russia.

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 events 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	WP7 effort (person-months)
<b>1 – ERTICO</b>	12.0
<b>2 – ACASA</b>	5.5
<b>3 – FIA</b>	5.0
<b>4 – IRUPRO</b>	1.0
<b>5 – LEEDS</b>	3.0
<b>6 – OKAN</b>	2.0
<b>7 – CERTH</b>	2.5
<b>8 – CEREMA</b>	2.0
<b>9 – LIST</b>	4.0
<b>10 – VTT</b>	2.0
<b>11 – BREMBO</b>	2.0
<b>13 – MICHELIN</b>	0.5
<b>16 – IRU</b>	4.0
<b>17 – DYNM</b>	1.0
<b>17LTP – SEU (non EU-funded International Partner)</b>	3.0
<b>17LTP – NST (non EU-funded International Partner)</b>	2.0
<b>Total person-month effort:</b>	51.5

## 2.6. Timing of dissemination activities

MODALES WP7 includes the following milestones and deliverables.

**Table 4: MODALES WP7 Milestones**

Milestone	Milestone title	Partner	Due date	Date delivered
MS21	Website ready	ERTICO	Month 3	Month 3
MS22	Project brochure ready	ERTICO	Month 4	Month 5
MS23	Stakeholder Forum created	ERTICO	Month 5	Month 3
MS24	First Awareness campaign	FIA	Month 18	Pending: awaiting start of on-road trials and availability of training videos (start of 2022)
MS25	Mid-term technical event	ERTICO	Month 19	Month 21
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
<b>D7.1</b>	Dissemination, Communication and Awareness Plan	ERTICO	Month 3	Month 3
<b>D7.2</b>	Dissemination, Communication and Awareness Plan (end of Y1)	ERTICO	Month 12	Month 13
<b>D7.3</b>	Dissemination, Communication and Awareness Plan (end of Y2)	ERTICO	Month 24	Month 28 (This report)
<b>D7.4</b>	Dissemination, Communication and Awareness Plan (end of Y3)	ERTICO	Month 36	Pending

## 2.7. 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. The target is to maximise the impact of the project’s results by publishing in open access journals.

#### 2.7.1. 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.

#### 2.7.2. 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.).

### 2.7.3. 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 be limited to:

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

- Energy Science and Engineering;
- Science of the Total Environment.

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.

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 D7.2 and also summarised in the previous chapter) have successfully been achieved during Year 2 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).
- Organisation and management of the MODALES Mid-term technical event.

#### 3.1. Management of dissemination and communication

During year 2 of the project, MODALES was able to fulfil the following objectives outlined in D7.2:

- **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 section<sup>1</sup> and the five articles featuring MODALES members in the News section<sup>2</sup>.
- **Collecting input from the consortium for an event calendar and other dissemination and communication tools.** This has been done via the MODALES Dissemination Register which is regularly updated on the project's internal SharePoint platform.

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<sup>3</sup> 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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<sup>1</sup> <https://modales-project.eu/press-clippings>

<sup>2</sup> <https://modales-project.eu/category/news/page/2>

<sup>3</sup> <https://modales-project.eu/have-your-say-on-vehicle-tampering-with-modales>

from the European Tyre & Road Wear Platform (TRWP), ERTRAC, and the EU projects uCARE<sup>4</sup>, CARES<sup>5</sup>, Down to Ten<sup>6</sup> and SUREAL-23<sup>7</sup>.

- **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 did not take place, as there were still ongoing internal discussions regarding the funding for the Chinese partners, which was not forthcoming as expected (situation resolved in Year 2 with a Contract Amendment). Nevertheless, Southeast University in Nanjing contributed to two dissemination actions: co-author of one journal paper and one submission for a conference paper.

During Year 2, despite fewer opportunities to disseminate the project due to the COVID-19 outbreak, MODALES collected positive results in terms of media coverage, reaching its KPIs for Year 2. The website was updated with different project news and member interviews, which fed into social media posts. The involvement of two International Partners in China (Southeast University – SEU and Nanjing Sample Technology – NST) started in spring 2021, with the approval of the EC Contract Amendment. In July 2021, SEU hosted a six-day summer school which attracted more than 300 undergraduate students from 20 top universities in China. MODALES was presented as a flagship theme in the international expert forum of this event (see Figure 2). In addition, about 500 participants joined the event online.

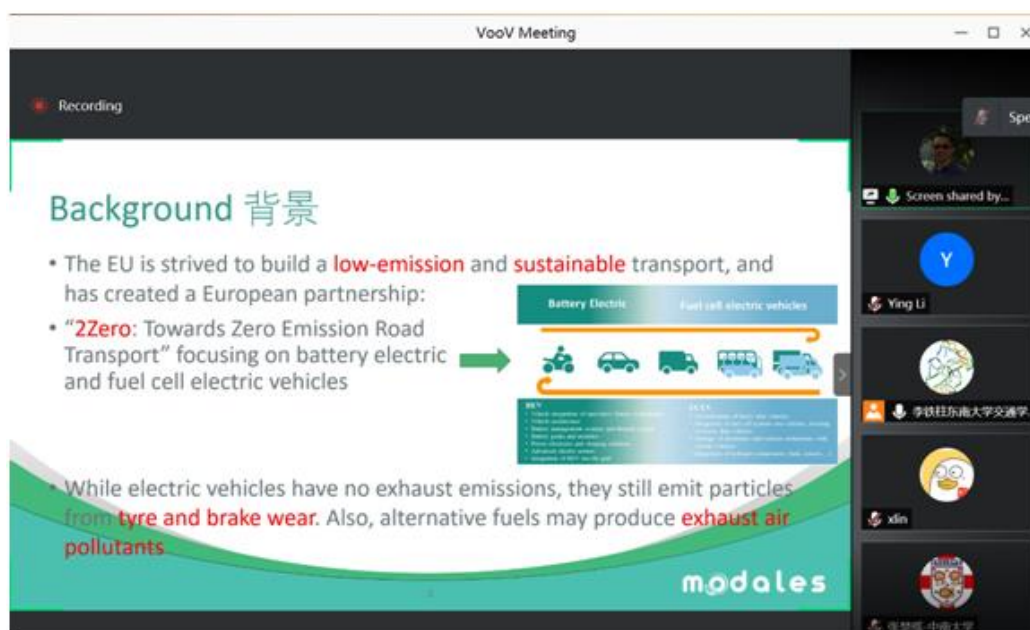


Figure 2: Southeast University Summer School online seminar including MODALES

<sup>4</sup> <https://www.project-ucare.eu>

<sup>5</sup> <https://cares-project.eu>

<sup>6</sup> <http://www.downtoten.com>

<sup>7</sup> <http://sureal-23.cperi.certh.gr>

- **Submit publications of project results in conference proceedings and peer-reviewed scientific journals.** In the first two years, 15 scientific publications have been submitted, 13 of which have been accepted and one is under review. Five conference papers were also accepted. In the first two years of the project, MODALES has:
  - Presented at the following external events (physical or live online):
    - European TRWP (Tyre and Road Wear Particles) Platform in Brussels, February 2020.
    - Online Interdisciplinary online congress on drivers training in May 2020.
    - Effie Mobility Online event, November 2020.
    - ITS Spain Congress in Madrid, July 2021
    - Summer School in Nanjing, China, July 2021
    - ITS World Congress in Hamburg, October 2021.
  - Had papers published in the proceedings of the following external events (physical or online):
    - ITS European Congress 2020, Online, November 2020.
    - TAP Conference, online, March/April 2021.
    - SAE WCX digital summit, April 2021.
    - hEART conference online conference, April 2021.
  - Instigated bilateral contact (by email and/or online meetings) with:
    - the uCARE and CARES projects from the same call;
    - informing the Energy and Environment Working Group of ERTRAC;
    - discussions with companies Heineken Italia and Nestlé Greece (logistics), Arriva (public transport), Fotech (technology start-up) and ITMO University in Saint Petersburg, regarding potential collaboration and in particular possible participation in the WP6 trials.
  - Successfully submitted the following 13 scientific publications, which have 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 [LEEDS], Energy Science & Engineering (Gold access).
    - “Analysis of Driving behaviours of truck drivers using motorway tests”, by Jianbing Gao, Haibo Chen, Kaushali Dave, Junyan Chen, Ying Li, Tiezhu Li, Biao Liang [LEEDS, DYN, SEU], Proceedings of the Institution of Mechanical Engineers, Part D: Journal of Automobile Engineering (Green access).
    - “The effect of after-treatment techniques on the correlations between driving behaviours and NOx emissions of passenger cars”, by Jianbing Gao, Haibo Chen, Ye Liu [LEEDS], Journal of Cleaner Production
    - “Evaluation of the oxidative reactivity and electrical properties of soot particles”, by Ye Liu, Chonglin Song, Gang Lv, Wei Zhang, Haibo Chen [LEEDS], Carbon
    - “Comparative analysis of non-exhaust airborne particles from electric and internal combustion engine vehicles”, by Ye Liu, Haibo Chen, Jianbing Gao, Ying



- Li, Kaushali Dave, Junyan Chen, Matteo Federici & Guido Perricone [LEEDS, DYNN, BREMBO], Journal of Hazardous Materials
- “Thermally induced variations in the nanostructure and reactivity of soot particles emitted from a diesel engine”, by Ye Liu, C Fan, X Wang, F Liu & Haibo Chen, Chemosphere
  - “Comparison of NO<sub>x</sub> and PN emissions between Euro 6 petrol and diesel passenger cars under real-world driving conditions”, by Jianbing Gao, Haibo Chen, Ye Liu, Juhani Laurikko, Ying Li, T Li & R Tu [LEEDS, VTT, DYNN], Science of the Total Environment
  - “Impacts of De-NO<sub>x</sub> system layouts of a diesel passenger car on exhaust emission factors and monetary penalty”, Jianbing Gao, Haibo Chen, Ye Liu, Ying Li [LEEDS, DYNN], Energy Science & Engineering
  - “The effect of nonlinear charging function and line change constraints on electric bus scheduling”, by A Zhang, T Li, R Tu, C Dong, H Chen, J Gao & Y Liu [LEEDS], Promet – Traffic & Transportation
  - “Driving behavior oriented torque demand regulation for electric vehicles with single pedal driving”, by Y Zhang, Y Huang, H Chen, X Na, Z Chen & Y Liu [LEEDS], Energy
  - “Monetary values of exhaust and non-exhaust emissions emitted from conventional and electric vehicles”, by Y Liu, H Chen H et al [LEEDS], Journal of Cleaner Production (Elsevier)
  - “Comparisons of NO<sub>x</sub>, PM, and PN emissions from Euro-6 compliant petrol and diesel passenger cars under real-world driving conditions”, by Jianbing Gao, Haibo Chen, Ye Liu et al [LEEDS], Science of the Total Environment
  - “An Enhanced Predictive Cruise Control System Design with Data-driven Traffic Prediction”, by Dongyao Jia, Haibo Chen, Zuduo Zheng, David Watling, Richard Connors & Ying Li [LEEDS, DYNN], IEEE Transactions on ITS.

One of the main two key MODALES technical dissemination events identified is the **Mid-term Conference**.

This conference took place online during Year 2, on 28 May 2021 and reported on the project’s current progress and outcomes to date, as well as expected final outcomes.

This Mid-term Webinar gathered 46 attendees, reaching the KPI set for year 2 of 45 or more stakeholders attending MODALES events in Europe. The event was summarised in a report, made available publicly on the MODALES website and social media channels, together the recording of the event and the presentations<sup>8</sup>.

The event was promoted with a set of materials that were shared among the consortium, to allow a wider outreach. A promotional package was sent with regular updates to the MODALES consortium. The promotional material included an agenda, an infographic, an article, an email signature and visual banners for different social media channels, such as Facebook, LinkedIn and Twitter. Thanks to this strategy, the MODALES mid-term event was mentioned in various external channels, both from members and other stakeholders.

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<sup>8</sup> Report and presentations available at <https://modales-project.eu/modales-reveals-its-latest-strategy-on-how-to-lower-driving-related-emissions>



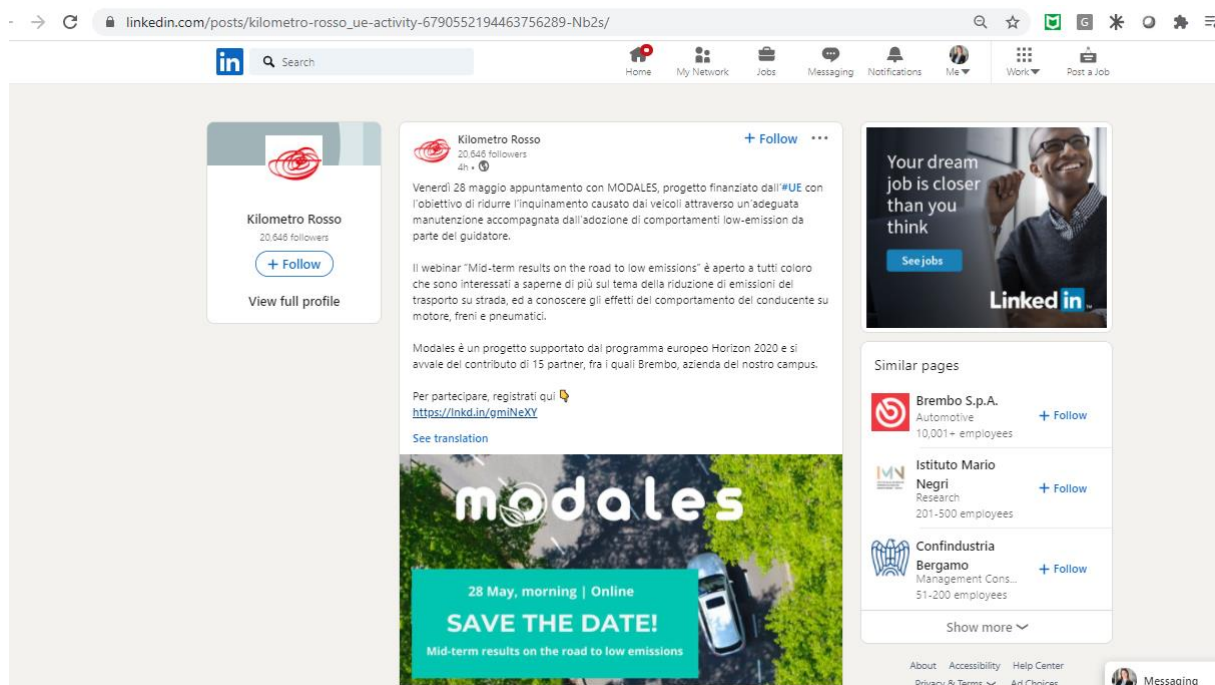


Figure 3: MODALES mid-term event advertised on external consortium channels

The MODALES consortium is continuously working on identifying additional solutions to participate, where possible, in events 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.

### 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.

From 1 September 2020 to 31 August 2021, monthly visits to the MODALES website were on average 322 per month, which meets the KPI for the second year of 200 visitors per month.

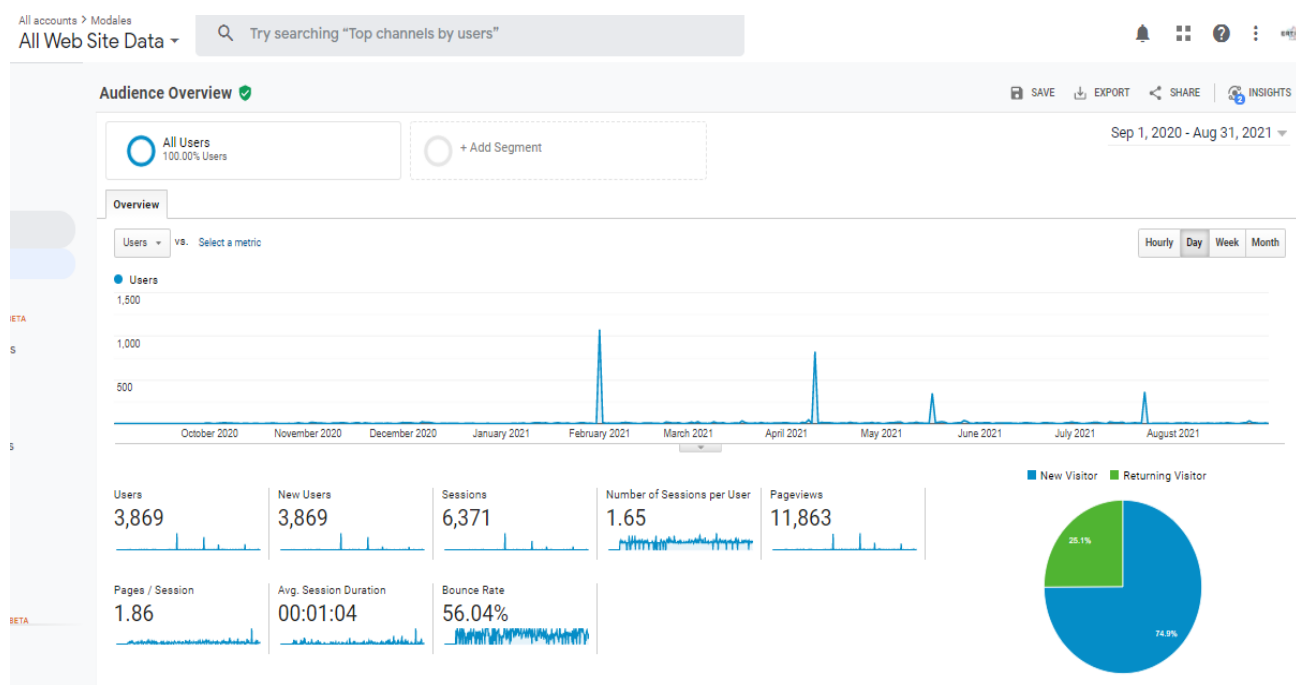


Figure 4: Website visits from 1 September 2020 to 31 August 2021.

The most visited pages were the news and events page, followed by the “About” and deliverables page.

In Year 2, additional features were added to the website to maximise the dissemination of its content, especially with journalists and the media. The following content was added:

1. The MODALES launch press release, which summarises key aspects of the project;
2. The MODALES summary presentation, which can be widely used to present the project and pitch to a variety of audiences;

3. MODALES logo and branding guidelines, which can be used by stakeholders external to the MODALES consortium to promote the project, especially during events and conferences;
4. A video section, which collects the recordings of MODALES webinar and will host the official project video, once this is finalised by 2021.

### 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 the following figures. The consortium has promoted MODALES on LinkedIn and Twitter by using the hashtags #MODALES, #MODALES4cleanmobility and #MODALESproject. In Year 2, the hashtag #MODALESproject was mostly used, in order to centralise the attention on one branding hashtag and facilitate the tracking and analysis of Tweets.



Figure 5: Example of Tweet with #MODALESproject and tagging of a consortium partner for 2020



Figure 6: Tweet by CINEA tagging #MODALESproject for 2021

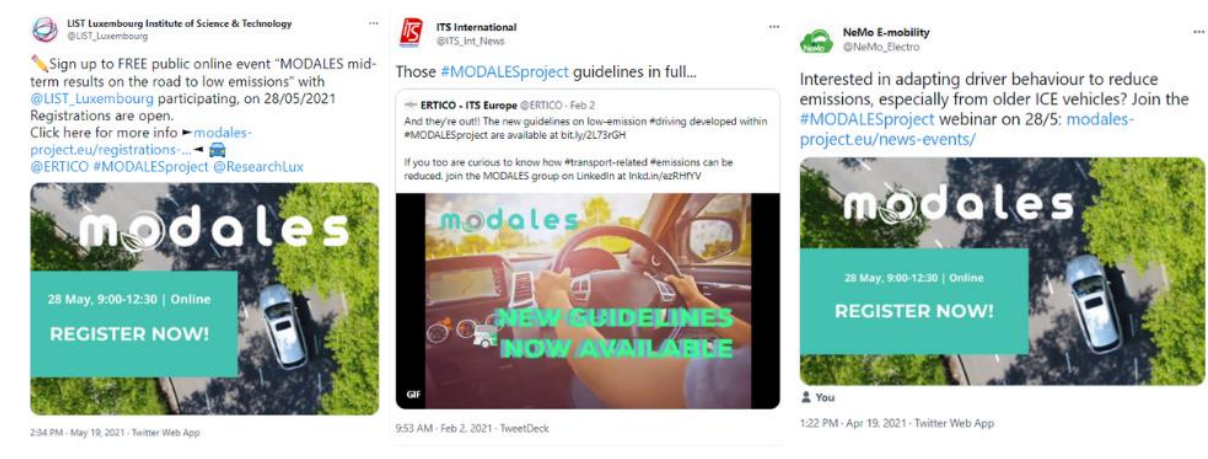


Figure 7: Example of Tweets with #MODALESproject published by project partners and external ITS associations in 2021

The MODALES hashtag has performed well during the first year of the project, reaching up to 6530 impressions, 82 engagements and 9 retweets. In Year 2, the MODALES hashtag reached up to 21,300 impressions, 15 engagements and 6 retweets.

The KPI set in 2019 of 100 posts related to MODALES was almost achieved, with a total number of 81 tweets.

The KPI set for Year 2 of 150 posts related to MODALES was also almost achieved with 126 tweets, mostly citing only #MODALESproject to focus the attention to one unique hashtag. The slightly lower than planned activity was due to fewer live events and the delay to the starting of the on-road trials.

Tweets have featured more animated elements, such as GIFs and ad-hoc short videos. The promotional short video designed for social media channels was disseminated via the ERTICO Twitter account<sup>9</sup> and has been made available to the consortium on MODALES' SharePoint platform.

### 3.4.2. LinkedIn

The MODALES LinkedIn group was 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. In Year 2, the MODALES group reached the KPI set of 60 members way before this reporting. In fact, the group had already reached over 60 members before the mid-term event, which took place on 28 May 2021. As of 31 August, the project group has 69 members, as shown in Figure 8.

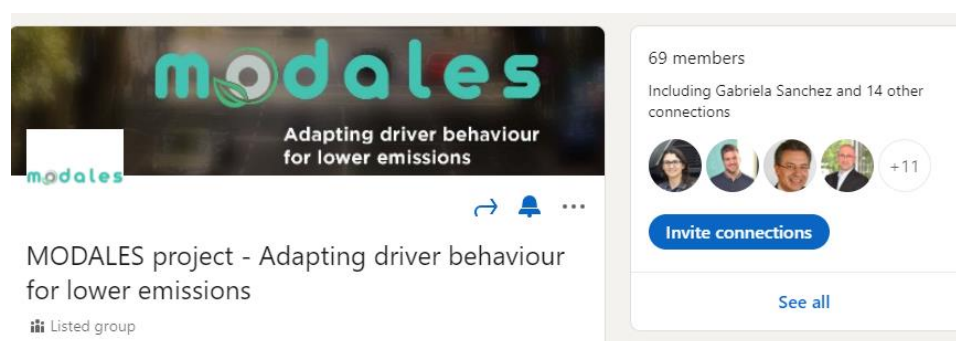


Figure 8: MODALES LinkedIn group members 2021

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

### 3.4.3. WeChat (China)

Similar to Twitter in Western countries, WeChat is the most used social media networks in China. It has therefore been used as a channel to promote MODALES-related events and to distribute MODALES brochures, or other dissemination materials from the MODALES website.

Currently, the MODALES project information is shared by a related event group i.e. the aforementioned Chinese summer school group. In order to reach out a wider audience, this group was created through the SEU WeChat public platform, as of 3 August 2021, the MODALES

<sup>9</sup> MODALES video dissemination: <https://twitter.com/ERTICO/status/1452567400243683334>,



leaflets/brochures have been downloaded a total of 553 times since its release 8 days previously, as shown in the images below. A more effective strategy to promote MODALES, such as the creation of a dedicated WeChat group for the project, will be introduced in the near future.



Figure 9: MODALES dissemination featured on the Southeast University Summer School WeChat group in China

### 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 was also promoted on MODALES' website.

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. With events starting to be scheduled on-site in the course of late 2021, WP7 members will discuss such production in the upcoming months.

For the ITS World Congress in Hamburg in October 2021, printed postcards have been created for distribution at the ERTICO stand for ERTICO Partnership projects including MODALES. These follow a common format, including brief project details and a QR code linking to the website for further information. The MODALES postcard is shown in Figure 10 below.

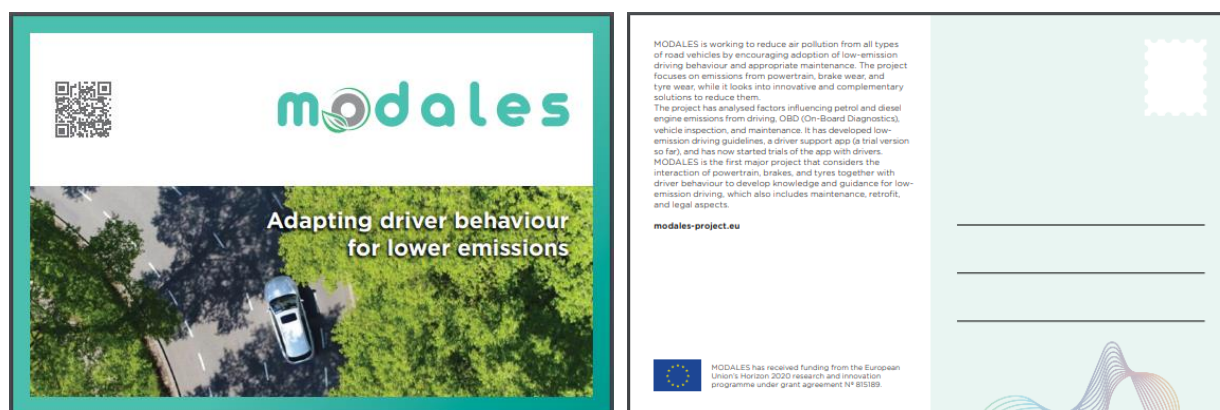


Figure 10: MODALES postcard for the 2021 ITS World Congress

### 3.6. Press relations

A press release was sent in occasion of the kick-off of MODALES. This press release was added in year 2 to the MODALES library media section, to facilitate the access to basic project information by the media. The tools used to disseminate such press release was the media monitoring and social listening platform Meltwater<sup>10</sup> 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.

Throughout the first year of the project, MODALES has been mentioned and featured in different online journals, as reported on the "Press Clippings" page<sup>11</sup>. Figures 11 and 12 show the effective use of MODALES' press release, in English and translated into French respectively.

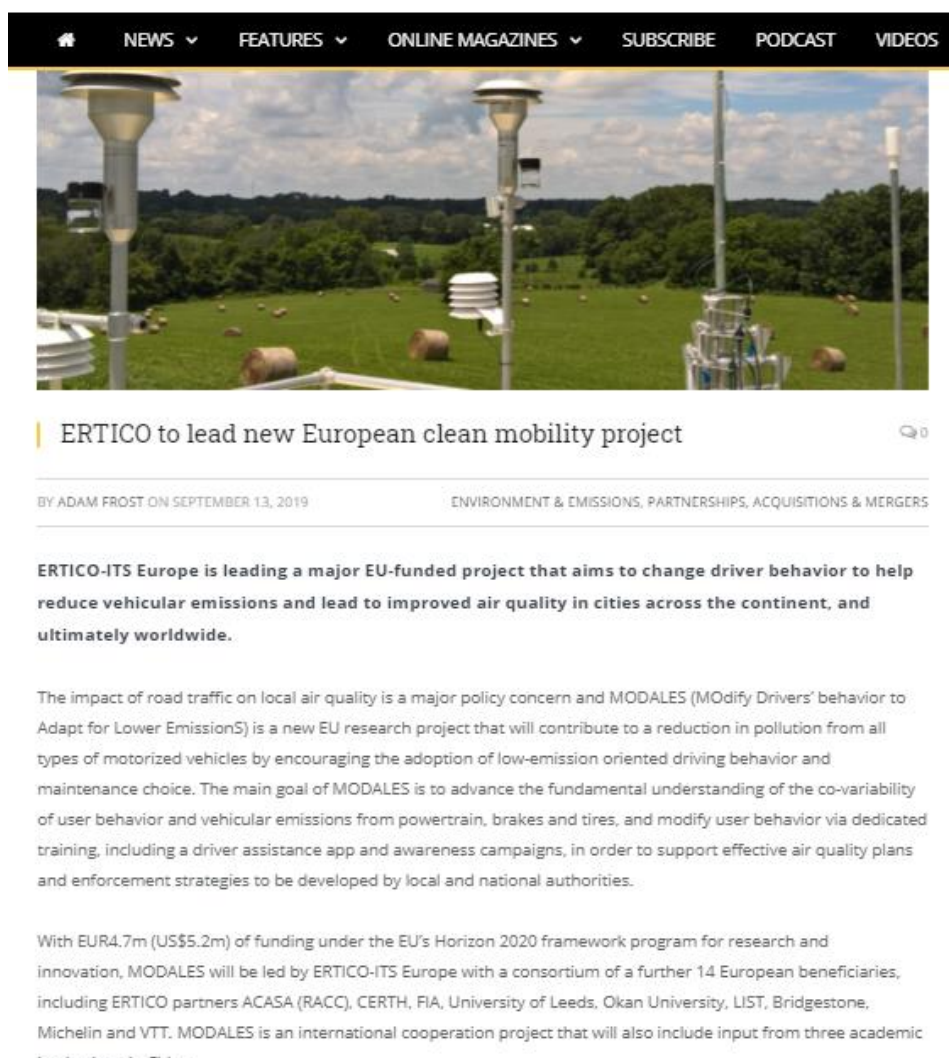


Figure 11: MODALES mentioned in Traffic Technology Today

<sup>10</sup> <https://www.meltwater.com/en>

<sup>11</sup> <https://modales-project.eu/press-clippings/>



Figure 12: MODALES mentioned on the website of project partner Cerema (in French)

In addition, MODALES was mentioned on websites not handled by the project's consortium, as shown in Figure 13.

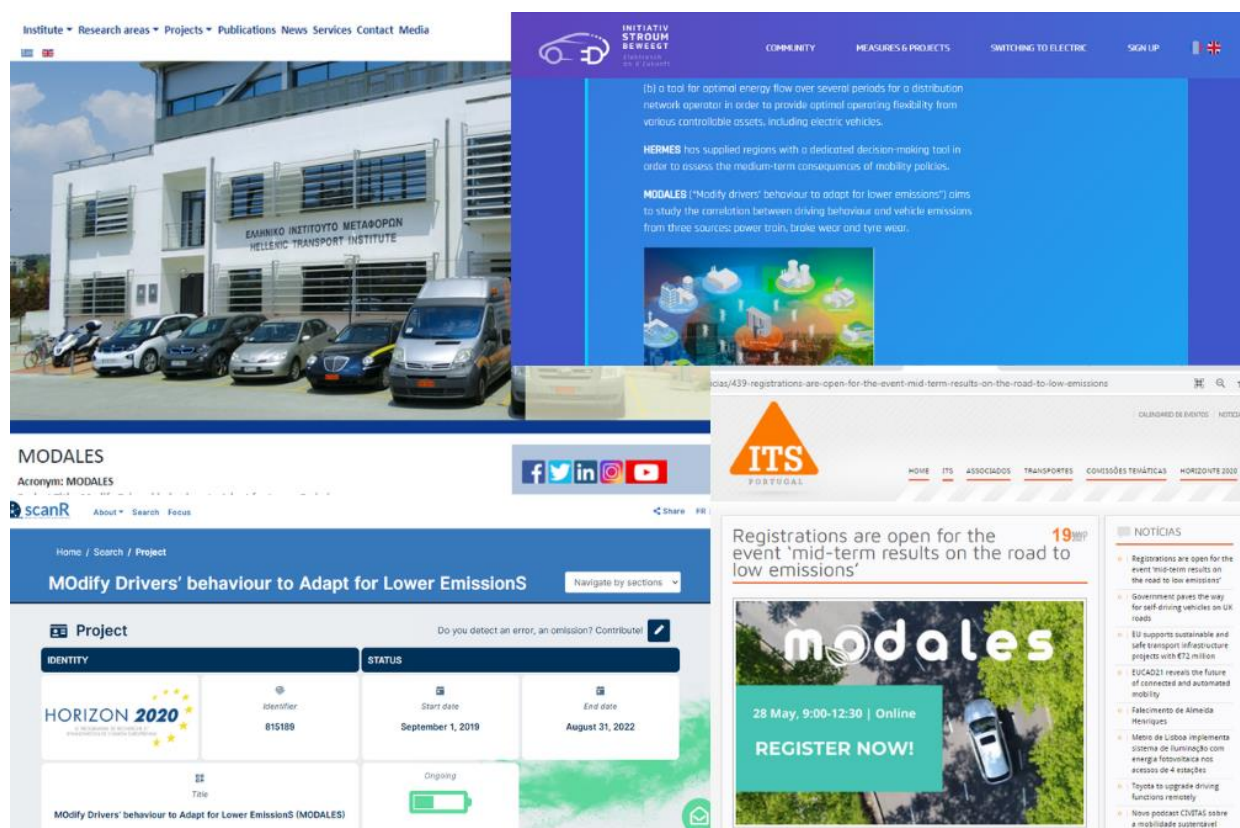


Figure 13: MODALES mentioned on websites external to the project's consortium



### 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.

In 2019, MODALES almost met its target 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 were five "press clippings" (articles from other websites) at <https://modales-project.eu/press-clippings> of which two were 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 took place (ongoing activity, see next chapter).

MODALES met the KPIs set for Year 2 of 10 news published in English, with a total of 13 news published on the project's website (<https://modales-project.eu/news-events>). There are 18 "press clippings" (articles from other websites) at <https://modales-project.eu/press-clippings>, 11 of which are included on ERTICO's channels, and which were published also in Finnish, French and Catalan. More publications have been issued during Year 2, including a wide range of publications on ERTICO's channels. Particular focus was set on ERTICO channels, as the association sends out its weekly newsletter, which reaches over 4.000 subscribers, with an average open rate of 800-1000 readers per week.

## 4. Dissemination, Communication and Awareness Plan for Year 3 of MODALES

In the third (final) 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 2<sup>nd</sup> 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 for 2021/2022 is included in the following table.

Table 6: Editorial calendar for 2021-22

Expected publication date	Topic	Contributor
<b>01/09/2021</b>	Announcement of ITS World Congress activities in Hamburg	ERTICO
<b>22/10/2021</b>	Recap of the ITS World Congress	ERTICO
<b>31/12/2021</b>	Wrap up of 2021, achievements and plans for 2022	ERTICO
<b>07/01/2022</b>	Interview with University of Leeds	LEEDS
<b>21/01/2022</b>	Launch of the On-road trials and Awareness Campaign	ERTICO, FIA, CERTH, ACASA
<b>31/01/2022</b>	Release of IRU's 3 training videos and Interview with IRU	IRU
<b>28/02/2022</b>	Interview with Dynnoteq and the International Partners in China	DYNN, SEU, NST
<b>31/03/2021</b>	Interview with ITMO University	ITMO
<b>06/06/2022</b>	Announcement of the MODALES Final Event	ERTICO
<b>End of project</b>	MODALES final event recap	ERTICO

### 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.

For 2021, MODALES participates in the ITS World Congress in October in Hamburg, Germany. For 2022, the identified events include European Commission/ERTRAC Road Transport Research Results Conference in Brussels in March and the ITS European Congress in Toulouse in May/June.

The key external events identified for the final year of the project so far include:

**Table 7: Events calendar**

Event	Location	Date	Action
<b>European Mobility Week event</b>	Luxembourg, LU	16 September 2021	MODALES showcased along with other projects on LIST stand
<b>ITS World Congress 2021</b>	Hamburg, DE	11-15 October 2021	MODALES present with a stand and a joint “ERTICO Explores” session with two parallel projects (uCARE and CARES)
<b>H2020 Road Transport Research Results conference</b>	Brussels, BE	29-30 March 2022	Expected to present MODALES
<b>ITS European Congress 2022</b>	Toulouse, FR	30 May - 2 June 2022	TBD
<b>ITS World Congress 2022</b>	Los Angeles, USA	18-22 September 2022	TBD

Internal discussions are ongoing with consortium members to potentially hold webinars on particular aspects of MODALES starting early 2022, as the project progresses with results.

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.

One of the two key events identified in the MODALES Description of Action is the final event. This will be organised towards the end of the project but taking into account the summer break (as the project is currently scheduled to end in August 2022).

### 4.3. Awareness Campaign

Task 7.3 of MODALES is an awareness campaign, which will make extensive use of the project outputs and communication tools to give visibility to MODALES and to promote the low-emission driving guidelines, training and low-emission driving app to private and professional drivers in targeted countries. This includes promotion to bodies such as motoring organisations (e.g. member clubs of FIA), driving schools, road transport operators and their associations/forums (e.g. IRU) and to public authorities.

The campaign will target different media at users appropriate to their country (language) and sector (motorists, HDV drivers). The countries covered will as a minimum be the ones in which the trials in

WP6 will take place (including China), but with outreach to further countries particularly where there is a local association or other body that can help disseminate the campaign to its members or on a national level. This will include Romania (Bucharest) as already planned by FIA at the project outset and at least one other country in Central or Eastern Europe. The addition of ITMO University in Saint-Petersburg as an Associate Partner will enable them to adapt the campaign for dissemination in Russia.

The awareness campaign was originally due to start in early 2021 but, although planning started at that time, it did not make sense for any campaign to go live before the guidelines, app and training are available and before first trials were conducted with the volunteer drivers. These actions are starting in late autumn 2021 so the campaign will commence at the beginning of 2022 by creating short and impactful messages in graphical form to advise on different aspects of low-emission driving behaviour and associated actions (such as maintenance and trip preparation). The messages are being developed based on the guidelines (MODALES D5.1: Guidelines for low-emission driving) and the training plan (MODALES D5.5: Training courses manual for low-emission driving). They will be disseminated in the form of:

- Simple infographics, containing one or two messages/guidelines, for inclusion on social media sites of partners or other stakeholders (using the hashtag #MODALESproject, or potentially a new hashtag #MODALEStips specific for the campaign – see example in Figure 14 below). These will be done in different languages;
- Short video clips based on excerpts of the training videos, for inclusion on websites and social media;
- Short and user-friendly guidance documents (one or two pages, also available in different languages) to be placed on the MODALES website or other websites (partners, etc.) which can be linked to from the above social media campaigns in order to provide a greater depth of information and guidance;
- Key positive outcomes from the on-road trials, when available;
- Making the training videos publicly available online (e.g. on YouTube), subject to successful use in the trials.



Figure 14: Draft concept of a social media infographic for the MODALES Awareness Campaign

The first infographics are currently under preparation and will be finalised and disseminated from mid-January 2022. From then onwards the campaigns will accompany the on-road trials on a regular basis (at least two social media posts per month in the countries covered) until the end of the project.

## 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 internal Sharepoint portal<sup>12</sup>

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 ([d.ozcan@mail.ertico.com](mailto:d.ozcan@mail.ertico.com)) and the Task 7.4 leader ([c.defroidmont@mail.ertico.com](mailto:c.defroidmont@mail.ertico.com)) for publishing the activity to the MODALES website and reporting to the European Commission.

### 5.2. Key performance indicators

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

Table 8: Communication & dissemination Key Performance Indicators

Activity and criteria (KPI)		Expected performance		
		Year 1 (expected and actual)	Year 2 (expected and actual)	Year 3
<b>Dissemination plan, procedures and strategies (T7.1)</b>	<b>Deliverables</b>	≤ 1-month delay for delivery Achieved in Year 1. This deliverable (Y2) delayed.		
<b>Communication tools (Task 7.2)</b>	<b>Website</b> - visitors	150/month (actual 150 on average)	200/month (actual 322 on average)	250/month
	<b>Website</b> – Number of news published in English	10 (actual: 8)	10 (actual: 13)	15
	<b>Website</b> – Number of news published in other languages, including press clippings	5 (actual: 2)	5 (actual: 3)	15
	<b>Twitter</b> – total number of post related to MODALES	100 (actual: 81)	150 (actual: 126)	200
	<b>LinkedIn</b> – members of MODALES group	30 (actual: 41)	60 (actual: 69)	120

<sup>12</sup> [https://erticobe.sharepoint.com/:x:/r/sites/MODALES/\\_layouts/15/Doc.aspx?sourcedoc=%7BE849AE6-60AA-4D32-8914-646C67F56234%7D&file=MODALES%20Dissemination%20register.xlsx&action=default&mobileredirect=true](https://erticobe.sharepoint.com/:x:/r/sites/MODALES/_layouts/15/Doc.aspx?sourcedoc=%7BE849AE6-60AA-4D32-8914-646C67F56234%7D&file=MODALES%20Dissemination%20register.xlsx&action=default&mobileredirect=true)

Activity and criteria (KPI)		Expected performance		
		Year 1 (expected and actual)	Year 2 (expected and actual)	Year 3
<b>Scientific Dissemination (Task 7.4)</b>	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 (actual: 5) ≥ 1 articles in Magazines (actual: 0) ≥ 2 articles/papers in scientific journals (actual: 11)	≥ 5 presentations in conferences ≥ 2 articles in magazines ≥ 2 articles/papers in scientific mag
<b>Engage with stakeholders and events (TaskT7.4)</b>	Number of stakeholders attending MODALES events in Europe (midterm in Year 2 and Final Event in Year 3)	n/a	≥ 45 (actual 46)	≥ 70
	Number of press clippings	≥ 10 (actual: 3)	≥ 10 (actual: 15)	≥ 20

## 6. Conclusions

This document provides an update of the project's Dissemination Strategy, initial activities and communication tools in year 2.

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).

During the end of 2020 and August 2021 MODALES fulfilled all its requirements in terms of communication and dissemination activities.

The Dissemination, Communication and Awareness Plan will be updated annually, with a last report in Month 36.

Completed actions include the update of the website (the publication of the project's deliverables, the addition of the press clippings and news and the addition of promotional material for the press, as well as videos and presentations) 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 (D7.4 in Month 36: end of August 2022) 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 D5.1: Guidelines for low-emission driving, December 2020
4. MODALES D5.5: Training courses manual for low-emission driving, November 2021
5. MODALES D7.1: Dissemination, Communication and Awareness Plan, November 2019.
6. MODALES D7.2: Dissemination, Communication and Awareness Plan and Report (end of Year 1), October 2020





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**Adapting driver behaviour  
for lower emissions**



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