STEVE

D6.5

Dissemination and Exploitation Plan

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Publishable Executive Summary

The STEVE Plan for the Use and Dissemination of the Foreground (PUDF) is a document of strategic nature and will be used as a basis for monitoring the implementation and planning of strategies for communication, dissemination and exploitation during the course of the project. It includes the STEVE **Communication and Dissemination Roadmap**, tables of **conducted and planned dissemination activities** (including **peer reviewed publications**), a table of the project's **exploitable results** as well as **joint and individual exploitation plans** and will be reviewed and updated regularly by the consortium. A preliminary communication, dissemination and exploitation plan has already been outlined in the STEVE DoA and is continuously expanded during the project's lifetime.

The results generated during the project will be broadly **communicated and disseminated** through the project website (including social media), flyers, newsletters, participation in congresses, fairs and events and through partners networks providing open access to STEVE documents, workshops/events reports and project deliverables for all stakeholders and other interested parties.

Next to the participation in conferences and fairs, the work, tasks and objectives set-up by STEVE imply the involvement and gathering of information from a large number of stakeholders. They serve to gather information from experts and end-users, as well as to discuss and disseminate STEVE findings. To make sure the projects **input side** (to generate STEVE results) is well covered, a well-balanced and multi-disciplinary STEVE Experts Group has been established and pilots' demonstration are planned to understand the needs, behaviours and perceptions of end-users and consumers regarding urban mobility and EL-Vs. Regarding the **output side** (to disseminate the STEVE results) the consortium is constantly analysing and updating the identified target groups and dissemination channels to make sure to address the right recipients. Relevant contacts and networks of the STEVE partners are being involved to further improve the dissemination impact of the project.

The **exploitable results/foreground** and partner's exploitation plans have been analysed in the proposal phase and are constantly updated.

Effective and continuous communication, dissemination and exploitation are key to the success of the STEVE project. As such, the consortium members perceive the dissemination and communication activities to be of the utmost importance.

Key Words

Communication Strategy; Dissemination and Exploitation Plan

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1 Plan for the Dissemination and Exploitation of Project Results

Dissemination and communication of achievements and linking them to successful exploitation is a crucial focus of the STEVE project. The focus is on both, dissemination of the STEVE outputs but also programme results.

With STEVE' focus on understanding and demonstrating the integration of Electric L-categoryvehicles (EL-Vs) in the urban transport system, one of the main goals of STEVE is to make results, achievements, developments, recommendations, policy measures and best practise applied in the test cities available to all stakeholders involved, policy makers as well as the general public to facilitate and push the most efficient uptake and exploitation of these outputs throughout the entire Europe and also outside.

The objectives and activities of STEVE are focused on the deployment of technologies and services for an effective e-mobility in the urban area. In particular, the "e-Mobility as a Service" (eMaaS) concept of STEVE will be fully enabled by Smart Systems Integration Technologies.

As STEVE seeks to not only bring relevant stakeholders together, but also to initiate and execute concrete actions, a large proportion of the projects workload is invested in demonstration pilots, but also events, workshops as well as supporting information exchange, forums for discussions and consensus building on the impacts and benefits of EL-Vs within urban transport systems.

The present **dissemination and exploitation plan** is designed to combine contents, target audience and means, while striving to achieve sound visibility across a multi-layered community. Four main objectives will steer communication activities:

➢ The first phase of communication will specially aim at **raising awareness**, by impacting on the target audience to feed and increase awareness in the project. The main effort will be devoted **to make the project known and spread information about its objectives and scope** over different stakeholders of reference among the countries of the partners of this consortium. As such, an initial set of communication material will be produced and updated along the whole project lifecycle until the final results.

➢ **Generating understanding** in the form of transferring specific messages to the target audience (output side) will be constant during the project's lifetime, as progresses and achievements of the project need to be constantly disseminated and explained to different audiences. To achieve this objective the communication activities will be planned **to foster interaction and exchange among the target audience**, showing the relevance of our work to their own practices and collecting feedback and comments (input side).

➢ **Getting key messages to key target audience** so that project's activities, results and good practices have a sound impact on policies and/or practices on urban mobility.

➢ Organization of **cross fertilisation exchanges** with other projects and initiatives to **create and feed synergies** with other co-funded projects, whose research questions, solutions and processes could be shared to improve the quality/impact of new mobility services and solutions for Smart Cities in Europe.

The specific communication objectives of STEVE are:

➢ To form and sustain a strong community that seeks to change the composition of urban traffic through an analysis and understanding of the behaviours, needs and demands of users and customers

➢ To strengthen the technical collaboration among the scientific community in the field of electro-mobility

➢ To support the demonstrations activities in the STEVE cities

➢ To promote the eMaaS model, beyond the boundary of the four STEVE cities

➢ To widely spread the potential of using EL-Vs in urban transport system

➢ To ensure a large dissemination of all communication's activities so as to ensure a great deal of participation to the planned activities

➢ To maximise the project and programme impacts and to disseminate their results

The upmost objective of all STEVE's communication activities is to lead to a mind shift of the public regarding the perception and use of EL-Vs and also to drive a change in the urban mobility systems (through policy recommendations) to provide sustainable, seamless, automated and personalised travel on demand and to generate new paradigms and business/governance models on the electrical mobility as a service, built around light electrical vehicles.

2 Target Audience

The STEVE project involves the complete value chain by means of a multi-disciplinary experienced consortium. Thus, STEVE provides multiple viewpoints to implement the **Move2Me vision** through the synergic contribution of four different groups of stakeholders:

1. Car maker, automotive engineers and ICT experts

2. Health and social

3. Public administration, policy makers and European citizens

4. Energy and transport experts

Different target groups are being informed about the STEVE achievements through dissemination materials and activities. The following target groups have been identified and will be addressed via specific points of contact and relationships that are fostered during the project life-time.

Target Group	Specific Points of Contact
European Commission and other policy-makers	DG Communication Networks
Stakeholders from the electro-mobility sector	EGVIA, ARTEMIS-IA, AENEAS, ECSEL, EPoSS, EUCAR, ETRAC, EARPA, etc… Tight interaction with European Technology Platforms, such as EPoSS, and Technology Innovation Clusters, such as MESAP in Italy, in order to increase the awareness of eMaaS through the wider adoption of EL-Vs
Main initiatives and EU-funded projects on Mobility, clusters, associations, platforms and multipliers	Active participation of the STEVE partners in large-scale European-funded projects, such as the ECSEL Lighthouse Mobility 4.0 initiative and CSAs on new mobility concepts for Europe
Local or Regional Authorities	External contacts of STEVE Consortium
Scientific Community	External contacts of STEVE Consortium, STEVE Experts group
Stakeholders from the ICT, Automotive, Health and Tourism sectors	External contacts of STEVE Consortium, STEVE Experts group
End-users and Consumers	Communication campaigns, dissemination material, active involvement of local partners in the STEVE cities
European Citizens	Communication campaigns, dissemination material

Table 1 - STEVE Target Groups

The STEVE demonstrations will involve well-defined target groups, such as the ageing urban population, university students, daily commuters, tourists and touristic operators, located in four European cities, Turin, Venaria (located in the metropolitan area of Turin - Italy), Villach (Austria) and Calvià (Spain).

3 Communication Message

Two main types of message are to be conveyed during STEVE implementation: (i) **announcement of an upcoming activity or event** and (ii) **publication/release of a project's result**. Depending on the target group to be reached and of the type of message, the message format and media channels to be used will be different.

As a basis, the message will inform about:

➢ **The project itself, its objectives and expected impacts**.

➢ **The Financing Programme** (H2020), its impact and results; always stipulating that STEVE is a EU funded project.

To ensure communication inputs (which are crucial for the STEVE demonstrations and project's results), emphasis of the communication message will be made on:

➢ The problems statement of the project with an explanation of the current urban mobility issues and challenges (e.g. growing urbanisation, ageing population, traffic congestion…).

➢ The "Move2Me" vision of STEVE consortium which is a novel human-centric approach to electro-mobility in large and small cities to understand the real conditions under which the customer lives and uses EL-Vs.

➢ The innovative actions of STEVE, consisting of the development of:

  o Innovative, low-cost, highly-attractive EL-Vs
  o A gamification approach to shared- and connected-EL-V HMIs and services
  o Energy-efficiency-based navigation/guidance systems for connected EL-Vs
  o Energy-efficiency-based driving assistance systems for EL-Vs
  o Technologies to transform EL-Vs into an inclusive and innovative vehicle category
  o New policy guidelines, infrastructures and standardisation
  o Participative development of alternative mobility services in urban areas to support and integrate new technologies and business models as part of a multi-modal mobility system

  o …

The technical level of the message to be conveyed will depend of the targeted audience. For end-users and consumers, basic technical information will be provided, while high-level message will be delivered to scientific community and stakeholders of the electro-mobility sector.

4 Media Channels Identification

The STEVE communication approach fully exploits convergence of media and makes use of state of the art social media tools, which allow the project to reach a much broader audience. Communication activities complement the dissemination as they add a public value to the achievements of the project by "translating" the sometimes complex results into easy to understand media resources focusing more on the impacts and added value for the end-users and society (general public, policy makers, etc.).

To be sure to reach the previously identified target audiences, dissemination will be done throughout the whole duration of the project using multiple supports (posters, flyers, brochures, newsletters, press release,…). An **initial set of communication materials** (including website, flyer and poster) will present general information about the concept of the project, objectives and expected impact. These communication materials will be updated along the whole project lifecycle until the final results. Communication activities will be based on several vectors to target the appropriate stakeholders based on the communication aims as shown in table below.

Activities	Aims	Description
Event	Engage / Inform	Events will be attended as interactive events to achieve specific objectives (e.g. get feedback and inputs from stakeholders or experts EL-Vs).
Participation to Conferences	Engage / Ensure impact	National and international conferences will be an important opportunity to share achievements with experts in the field.
Leaflet/brochures	Awareness	Printed flyers and brochures to be handed in public events, workshops and conferences.
Presentations and posters	Engage / Ensure impact	Posters and presentations to be delivered to workshops, conferences or public events to engage people, gauge their reactions, and get feedbacks.
E-news and articles	Awareness / Inform	E-news and articles will be sent to a number of contacts to advertise public initiatives and outcomes. Every public event, dissemination activity or publication of documents will be announced also through the e-news.
Project website	Awareness / Inform / Engage	The project website presents information for different audiences. It will be hosted by ANYSOL and it will be regularly updated with the public information, allowing to "present" the project and engaging the community.
Social Networks	Awareness / Inform	The main social networks (Twitter, Facebook,…) will be used to broaden even further the impact of the communication activities. Like the E-news and articles, every public event, dissemination activity or publication of documents will be announced through the social networks.

Table 2 - Means of Communication

Regarding the **4 STEVE Demonstrations**, these will be thoroughly promoted through different channels, including EEN ones, as ad-hoc website, newsletters, mailings, articles, press releases, during seminars, phone calls, social networks etc.., at local, national and European level, in order to ensure a critical mass of participation.

As, publication and announcement will be done in each STEVE participating country through local/national media, the local and regional media have already been identified and will be used for dissemination.

5 Dissemination and Communication Action Plan

Dissemination and communication of STEVE will span the entire duration of the project aiming at communicating dynamically in a consistent and distinctive way, engaging and involving all the categories of target audiences. As previously seen, the communication will be based on 4 pillars: (1) **strategy definition**; (2) **statement of goals**; (3) **identification and analysis of target audience**; and (4) selection of the **appropriate communication means** to attain the dissemination goals.

European Commission logo will appear in every tools and dissemination events. All the workshops, events and pilots will be supported by appropriate promotional and information campaigns, designed and implemented according to the characteristics of the different target groups, beneficiaries and stakeholders.

The main **communication activities** planned during the project are as follow:

➢ The **STEVE website**, available for public access and containing updated information on the project partners, current activities, calendar of events as well as STEVE public deliverables, newsletters, workshop reports and presentations. The website will be continuously updated and will also host webcasts and other web-based contributions. The website will also serve as a platform to recruit the test users, who will be selected through an internal call with the aim to get a specimen of users as much representative as possible of the potential greater audience of the service. Parallel actions will be made in the intranets of the partners involved in the project.

➢ A dedicated **STEVE project flyer** containing the main elements of the project (project summary and objectives, impacts and benefits). To be used to increase visibility of STEVE and to promote project objectives at fairs and conferences as well as in everyday business life of all partners.

➢ **Press releases.** Press releases have already been issued to communicate about STEVE and further articles in online and printed magazines, journals and news will be published in order to promote STEVE.

➢ **Public electronic newsletters** giving information on the project and results. X e-newsletters are planned to be published during the project implementation. These will be distributed not only amongst STEVE partners' networks but also amongst further associated networks and initiatives, projects and platforms as well as social networks. Several partners have already indicated that they will integrate the STEVE newsletter within their communication channels (e.g. CoVIH,…)

➢ **Publications in magazines and annual reports**. The partners will communicate the goal of STEVE and will publish its results in several European and national journals and other specialised magazines. Publications and press releases have already been made at local level in all the participating countries, informing about the STEVE project. In addition, annual reports will be issued to inform about the STEVE progresses and results.

➢ **Scientific publications**. Scientific papers are planned to be published in several European and national journals and specialised magazines (e.g. IEEE Transactions, SAE journals, Elsevier journals,..).

➢ **Social media sites** (Twitter and Facebook), targeting both professional and public networks, will be massively used mainly to raise awareness on STEVE topics and announce STEVE events and the release of other communications like newsletters, articles, etc. In this way, STEVE exploits and benefits the most recent trends in web communication patterns, which are increasingly used by professional communities as well as the general public.

➢ **Contribution to conferences and presentations at fairs**. The STEVE partners have already identified some conferences and fairs (see table 6) where to inform about the results and progresses of the project.

➢ **Public information events** will be held every six months during the periodic project meetings and will take place in the four cities involved in STEVE Demonstrations but also, in other cities/countries where partners have their premises (e.g. Slovenia, UK,…).

➢ **Midterm and final dissemination event**. These events will be co-organised with other large-scale initiatives in order to foster cross-fertilization and synergies. These large events will bring together the automotive community, mobility stakeholders and policy makers enabling them to share visions and recommendations tailored to the needs of Europe and its citizens.

➢ **An international conference** will be organised in the frame of STEVE.

➢ **Public Workshops**. Two specific public workshops will be organized in Turin at Lingotto approximately at the mid and at the end of the project, within the framework of the Smart Mobility World conference.

➢ **Stationary Displays in square and public spaces of the STEVE cities** to increase awareness of local population on EL-V topic.

№	Type of Activity[1]	Main leader	Title	Date/Period (Start date/ end date DD/MM/YYYY)	Place (City, Country)	Type of audience	Size of audience
			PAST DISSEMINATION AND COMMUNICATION ACTIVITIES				
1	Press Release	ANYSOL	TURISTEC (Information Bulletin) – Announcement of STEVE Project launch[2]	14/11/2017	Palma de Mallorca, Spain	Industry	
2	Press Release	ANYSOL	The Olive Express (community newspaper) - Electric cars set for Mallorca reboot thanks to AnySolution[3]	15/11/2017	Andalucía, Spain	General public	500.000
3	Press Release	ANYSOL	Mallorca Diario (digital newspaper) – Announcement of STEVE Project launch[4]	04/11/2017	Mallorca, Spain	General public	
4	Press Release	ANYSOL	Economía de Mallorca (newsletter) – Announcement of STEVE project launch[5]	02/11/2017	Mallorca, Spain	Industry	
5	Press Release	ANYSOL	Diario de Mallorca (newspaper) – Presentation of STEVE project	11/11/2017	Mallorca, Spain	General public	

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[1] Please list only activities directly linked to the Action: A) [Organisation of a Conference]; B) [Organisation of a workshop]; C) [Press release]; D) [Non-scientific and non-peer reviewed publications (popularised publications)]; E) [Exhibition]; F) [Flyers training]; G) [Social media]; H) [Web-site]; I) [Communication campaign (e.g radio, TV)]; J) [Participation to a conference]; K) [Participation to a workshop]; L) [Participation to an event other than a conference or workshop]; M) [Video/film]; N) [Brokerage event]; O) [Pitch event]; P) [Trade fair]; Q)[Participation in activities organised jointly with other H2020 project(s)]; R)[Other];

[2] http://turistec.org/nuestros-socios-de-anysolution-participan-en-el-proyecto-steve/

[3] http://www.theolivepress.es/spain-news/2017/11/15/electric-cars-set-for-mallorca-reboot-thanks-to-anysolution/

[4] http://www.mallorcadiario.com/mallorca-recibira-95-millones-de-euros-para-movilidad-electrica

[5] http://economiademallorca.com/not/14312/mas-de-un-millon-de-euros-para-movilidad-electrica-en-mallorca/

Nº	Type of Activity[1]	Main leader	Title	Date/Period (Start date/ end date DD/MM/YYYY)	Place (City, Country)	Type of audience	Size of audience
			PAST DISSEMINATION AND COMMUNICATION ACTIVITIES				
6	Participation to Conference	ANYSOL, TECNALIA, INFINEON	ECA2030 – Electric Connected Automated Cars invented for the 2030 Customers	30-31/01/2018	Andratx, Spain	Industry	100
7	Press Release	CoT	CoT website, International Affairs and EU projects section – STEVE project information[6]	Nov. 2017	Torino, Italy	General Public	800.000
8	Press Release	CoT	International Activities newsletter of the City of Torino (Nov. 2017 issue)[7]	Nov. 2017	Torino, Italy	General Public; Industry	1.700
9	Press Release	CoVIH	Stadtzeitung Villach (community newspaper) – Presentation of STEVE project[8]	14/12/2017	Villach, Austria	General public	39.000
10	Participation to Conference	ELAPHE	Presentation of STEVE Project within presentation of In-wheel technology for autonomous driving in smart cities at "Smart towns conference 2017"[9]	29-30/11/2017	Ljubljana, Slovenia	Industry	100

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[6] http://www.comune.torino.it/relint/progetti/programmi1420/steve.shtml

[7] http://www.comune.torino.it/relint/bm~doc/workinprogress_novembre17.pdf

[8] http://www.villach.at/getmedia/e1dcf09e-700d-4168-904f-0e9112b2e08a/2017_14_stadtzeitung.pdf.aspx?ext=.pdf

[9] http://www.smarttowns.eu

№	Type of Activity[1]	Main leader	Title	Date/Period (Start date/ end date DD/MM/YYYY)	Place (City, Country)	Type of audience	Size of audience
						PAST DISSEMINATION AND COMMUNICATION ACTIVITIES				
11	Participation to Conference	ELAPHE	Presentation of STEVE Project within presentation of In-wheel technology at "SRIP PMiS workshop"[10]	22/1/ 2018	Ljubljana, Slovenia	Professional audience	30
12	Website	ANYSOL	Website of STEVE Project (http://steve-project.eu)	---		General public	
13	Publication	CSIC	Project presentation page on CSIC website[11]	01/11/2017	Austria	General Public	
14	Press release	CoV	Project press presentation on Municipality website[12]	22/05/2017	Italy	General Public	15000
15	Local Magazine	CoT	Venaria Oggi, N. 79 release to all the citizens	Dic. 2017	Torino, Italy	General Public	35000
16	Participation to Conference	OSR	ECA2030 – Electric Connected Automated Cars invented for the 2030 Customers	30-31/01/2018	Andratx, Spain	Industry	
17	Presentation	POLITO	Presentation of STEVE project to master students	12/1/2018	Torino, Italy	Mechatronic engineering students	150

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[10] http://www.smarttowns.eu

[11] https://www.cisc.at/news/research-innovation/international-research-projects/#steve

[12] http://images.comune.venariareale.to.it/f/comunicatistampa/20/2017_prog_steve_cs_congiun.pdf

№	Type of Activity[1]	Main leader	Title	Date/Period (Start date/ end date DD/MM/YYYY)	Place (City, Country)	Type of audience	Size of audience
18	Press release	CUAS	Presentation of STEVE project[13]	05/05/2018	Villach, Austria	General public	853.000
19	Website	CUAS	STEVE project presentation on CUAS website[14]	05/07/2018	Villach, Austria	General public	
20	Intranet	CUAS	Presentation of STEVE project to CUAS employees	06/07/2018	Villach, Austria	CUAS internal	250
21	Email blast	CUAS	Presentation of STEVE project	04/25/2018	Villach, Austria	CUAS internal	1200
22	Facebook	CUAS	Presentation of STEVE project[15]	05/15/2018	Villach, Austria	General public	8900
23	Twitter	CUAS	Presentation of STEVE project[16]	05/15/2018	Villach, Austria	General public	1600

PAST DISSEMINATION AND COMMUNICATION ACTIVITIES

Table 3 - Past Dissemination & Communication Activities

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[13] https://www.kleinezeitung.at/karriere/campus/5417952/FH-Kaernten_Villach-wird-zum-emobilen-Versuchslabor

[14] https://www.fh-kaernten.at/startseit/news-details/villach-wird-zum-e-mobilen-versuchslabor-5/

[15] https://de-de.facebook.com/FHKaerntenCUAS/

[16] https://twitter.com/fhkaernten?lang=de

PAST SCIENTIFIC PUBLICATIONS													
No.	Type of Scientific Publication	DOI	ISSN or eSSN	Authors	Title of the Journal or Equivalent	Number date	Publisher	Place of publication	Year of publication	Relevant pages	Public & private participation (yes/no)	Peer review (yes/no)	Open access (yes/no)
1													1
2													
3													
4													

Table 4 - Past Scientific Publications

The table below provides a non-exhaustive list of planned activities in the near future. Frequent participation at relevant conferences is intended, as well as continued exchange with the consortia of similar and complementary H2020 projects.

PLANNED DISSEMINATION AND COMMUNICATION ACTIVITIES							
Nº	Type of Activity	Main leader	Title	Date/Period (Start date/ end date DD/MM/YYY)	Place (City, Country)	Type of audience	Size of audience
1	Participation to a conference		Vehicle Power and Propulsion Conference (VPPC)	27-30/08/2018	Chicago, USA	Industry, Scientific Community	
2	Participation to a conference		International Electric Vehicle Symposium	30/09-03/10/2018	Kobe, Japan	Industry, Scientific Community	
3	Participation to a conference		IEEE Intelligent Vehicles Symposium	26-29/06/2018	Chang Shu, China	Industry, Scientific Community	
4	Participation to a conference		13th ITS European Congress	June 3-6, 2019	Brainport region, Netherlands	Industry, Scientific Community	
5	Participation to a conference		26th ITS (Intelligent Transport System) World Congress, Singapore	October 2019	Singapore	Industry, Scientific Community	
6	Participation to a conference		27th ITS World Congress	October 2020	Los Angeles, USA	Industry, Scientific Community	
7	Participation to a conference	I&M, JAC, POLITO	EPoSS Conference	Summer 2018	Greece	Industry, Scientific Community	
8	Participation to a		Smart Systems Integration	10-11/04/2019	Barcelona, Spain	Industry, Scientific	

№	Type of Activity	Main leader	Title	Date/Period (Start date/ end date DD/MM/YYY)	Place (City, Country)	Type of audience	Size of audience
	conference		Conference			Community	
9	Participation to a conference		AMAA Conference	11-12/09/2018	Berlin, Germany	Industry, Scientific Community	
10	Trade Fair		FISITA World Congress Exhibition	2-5/10/2018	Chennai, India		
11	Participation to a conference		TRA 2018	16-19/04/2018	Vienna, Austria	Scientific Community	
12	Participation to a conference		TRA 2020	April 2020	Helsinki, Finland	Scientific Community	
13	Trade Fair		Smart Mobility World	October 2018	Turin, Lingotto, Italy		
14	Communication Campaign		RAI3 TG3	TBD	Piemonte, Italy	General Public	
15	Communication Campaign		ORF TV	TBD	Kaernten Heute	General Public	
16	Communication Campaign		La Stampa Torino La Repubblica Torino	TBD	Torino, Italy	General Public	
17	Communication Campaign		Kleine Zeitung Kärnten Kronen Zeitung Kärnten	TBD	Austria	General Public	

	PLANNED DISSEMINATION AND COMMUNICATION ACTIVITIES						
Nº	Type of Activity	Main leader	Title	Date/Period (Start date/ end date DD/MM/YYY)	Place (City, Country)	Type of audience	Size of audience
18	Communication Campaign		Euronews Futuris	TBD			
19	Trade Fair		SAE Worls Congress Exhibition	10-12/04/2018	Detroit, USA		
20	Communication Campaign	ANYSOL	IB3 TV Canal4 TV	TBD	Mallorca, Spain	General Public	870.000
21	Communication Campaign	ANYSOL	Última Hora (newspaper) Diario de Mallorca (newspaper)	TBD	Mallorca, Spain	General Public	870.000
22	Press Release	CoT /CoV	Online magazine of the City of Torino[17]	Spring 2018; 2019 & 2020 TBD	Torino, Italy	General Public	800.000
23	Participation to Conference	CoT	Final conference of the NOVELOG H2020 project	TBD	TBD	International practitioners and researchers	100
24	Participation to Conference	CoT	Final conference of the SocialCar H2020 Project @TRA2018	April 2018	Wien, Austria	International Practitioners	

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[17] http://www.torinoclick.it/

Nº	Type of Activity	Main leader	Title	Date/Period (Start date/ end date DD/MM/YYY)	Place (City, Country)	Type of audience	Size of audience
	PLANNED DISSEMINATION AND COMMUNICATION ACTIVITIES						
25	Organisation of a conference	CoT/CoT	European Mobility Week	September 2018	Torino, Italy	General Public	
26	Press Release	CoVIH	Villach Newspapers - Regular information on STEVE project	TBD	Villach, Austria	General Public	
27	Trade Fair		eMove360	16-18/10/2018	Muenchen, Germany	Industry, Scientific Community	
28	Trade Fair		EVS		Lyon, France	Industry, Scientific Community	
29	Public event		ECOmeet		Ljubljana, Slovenia	General Public	
30	Participation to Conference	I&M, JAC, POLITO, OSR	ECA2030	4/5 july 2018	Turin, Italy	Industry, Scientific Community	
31	Publication	I&M, JAC, POLITO	Abstract to be submitted to 22nd Intl. Forum on Advanced Microsystems for Automotive Applications (AMAA 2018)	11-12/09/2018	Berlin, Germany	Industry, Scientific Community	
32	Publication	I&M, JAC, POLITO	Abstract to be submitted to the 6th European expert workshop on reliability of electronics and smart systems	01-02/10/2018	Berlin, Germany	Industry, Scientific Community	

	PLANNED DISSEMINATION AND COMMUNICATION ACTIVITIES						
Nº	Type of Activity	Main leader	Title	Date/Period (Start date/ end date DD/MM/YYY)	Place (City, Country)	Type of audience	Size of audience
33	Publication	I&M, JAC, POLITO	Abstract to be submitted to the INSSIGHT ("In-depth support for innovation and exploitation in Smart Systems Integration", GA number: 731665) workshop to be held in conjunction with EPoSS GA 2018	TBD	Greece	Industry, Scientific Community	
34	Participation to Congress	I&M	SAW World Congress 2018 (part of the part of the Scientific Technical Committee and Co-chair of the "Hardware Design Engineering and Development" Session)	2018	Detroit, USA	Industry, Scientific Community	12.000
35	Organisation of a Conference	TECNALIA	Smart and automated electric vehicles: challenges and opportunities for urban mobility and the tourism sector	22/03/2018	Madrid, Spain	Industry	
36	Participation to Congress	OSR	To be defined (User needs-results of the Steve SURVEY analysis targeting *commuters/residents* on the	2019	TBD	Scientific Community	?

Nº	Type of Activity	Main leader	Title	Date/Period (Start date/ end date DD/MM/YYY)	Place (City, Country)	Type of audience	Size of audience
			mobility services/comodality/etc.)				
37	Participation to Congress	OSR	To be defined (User needs - results of the Steve SURVEY on the mobility services/comodality/gamification/preferences etc.)	2019	TBD	Scientific Community	?
38	Participation to Congress/Paper	OSR	To be defined (User needs - results of the Steve SURVEY analysis)	2019-2020	TBD	Scientific Community	?

Table 5 - Planned Dissemination and Communication Activities

6 Use of the EU logo

All European projects shall use the European emblem (flag) to acknowledge the support received under EU programmes. The emblem shall be associated to a sentence. The most standard one is **'Co-funded by the European Union**'

It should look something like this (whenever feasible):

This project has received funding from the European Union's H2020 research and innovation programme under grant agreement №769944

Co-funded by the H2020 programme of the European Union

The European emblem can be downloaded from https://europa.eu/european-union/about-eu/symbols/flag_en

The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana.

There are official guidelines for the use of the EU emblem that can be downloaded from this link: https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf

7 Disclaimer on Publications

The STEVE project will strictly follow the guidelines regarding the use of disclaimer on any publication made during the course of the project. As such, one of the following disclaimer shall be included by the author(s) in publications:

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➢ An additional clearly positioned notice specifies that the reproduction of the third-party textual or artistic material included is prohibited.

8 Obstacles & Mitigation Measures

In order to ensure the achievement of the communication objectives, the STEVE consortium has identified the following obstacles that might arise in the course of the project implementation regarding communication activities and has planned mitigation measures:

➢ **Message isn't reaching the desired target audience**. Assessment will be performed to understand why this happen. Revision will be performed of the message, its language, the assumptions about the target audience as well as how to reach them. New media support will be used, and further communication campaigns will be organized.

➢ **People don't understand or misunderstand the delivered message**. Communication message will be reviewed and restated more clearly, and new communication campaigns will be organized to rectify the message delivered.

➢ **Message has been garbled or misrepresented in the media**. The partners of STEVE will be in charge to review the publication done in the media within their territory. In case of wrong message delivery, STEVE's communication manager will be informed and the media will be contacted requiring an erratum.

➢ **Message isn't reaching a critical mass of target audience**. To achieve communication objectives, further efforts and communication activities will be undertaken to ensure enough participation to the planned activities of STEVE.

9 Exploitable Foreground & Plans for Exploitation

An **initial market analysis of EL-Vs and exploitation plan** have been presented within the STEVE DoA document where solid basis on **several multi-annual business plans** has been presented, mainly from the industrial partners of STEVE as they are strongly oriented towards the exploitation of the results in the years ahead. The strong industrial foundation of STEVE ensures that exploitation and business plans are thoroughly taken into account as the activities constituting the STEVE project are carried out with the strong belief of the consortium in their results being highly relevant to the European economy and society.

The following table summarizes the exploitable results:

Type of Exploitable Foreground	Description of exploitable foreground	Confidential
Technology, application & business models	Foresight document on EL-Vs capabilities, trends, research challenges, applications and best practices	No
STEVE pilot demonstrations reports	Strategic information for companies	No
Documents on research challenges and market trends	Information document on EL-Vs and socio-economic needs and opportunities	No
Report on Recommendations	Information document on eMaaS and EL-Vs research challenges and priorities	No
Workshop Reports	Reports on workshop outcomes	No
White papers	EL-Vs trends, market & research priorities, recommendations	No

Table 6 - List of STEVE Exploitable Results

The most likely exploitation beyond the project is:

➢ build up partnerships to supply services and studies to targeted customers: companies (large and small), research organisations and technology transfer centres, public authorities, either at regional, national or European level

➢ the establishment of a cross-sectorial, multidisciplinary expert community from academia and industry to form a dedicated community

➢ the establishment of an industry interest group for future incorporation of industry needs in the formulation of research programmes or initiatives

➢ the implementation of STEVE results into specific industrial contexts

➢ the implementation of STEVE results in future H2020 and related calls / research programmes / strategies

➢ consulting services to companies implementing/extending STEVE results tailored to their needs

9.1 IFAT

In view of intellectual properties, IFAT not only intends to file new patents if applicable, but also develops and promotes novel applications where partly existing patented products are used. As a long-term goal, IFAT aims to gain value by licensing patents.

In terms of future products, the short-time goal for IFAT is on the development (innovative concepts, solutions, technologies) of the next generation Time-of-Flight sensor and innovative applications. IFAT intends to derive various inputs from novel application scenarios which are explored during STEVE. These inputs are intended to be included in the next generation Time-of-Flight sensor. The long-term exploitation beyond the project timeline is to further advance STEVE's Time-of-Flight 3D imaging concepts and technologies and to integrate them into future products.

In terms of short-term knowledge transfer, IFAT will supervise one PhD and several Master Theses during the STEVE project. In close cooperation with TUG, IFAT therefore expects to have co-published various research papers describing novel application scenarios for Time-of-Flight 3D imaging. In long-term view IFAT might profit from finished PhD and Master students as well-trained potential future employees. Furthermore, long-term future research cooperation might arise from partners from the STEVE cooperation network and/or further activities and developments during potential follow-up research projects.

9.2 Kelag

The decarbonisation of the transportation sector has been seen as a central challenge for our future environment. Smart mobility solutions, such as eMaaS, could play a key role within this framework. Therefore, Kelag made vast efforts in the field of e-mobility since 2009, by e.g. establishing and providing a modern charging infrastructure. Due to our experience within the STEVE project, we can set further endeavours in optimizing urban mobility in terms of sustainable environmental goals and the building of an efficient charging infrastructure. Regarding the dissemination of the STEVE results, Kelag will conduct several communication activities through our e-mobility centre in Klagenfurt, that has been especially developed for raising awareness of topics related to e-mobility.

9.3 CUAS

CUAS operates in the field of innovation and technology in research projects with tasks in the intersection of technology, business and organization in technology-oriented companies and start up's. The research activities among others are innovation management, entrepreneurship and smart production.

Based on the STEVE main objective the development of a sustainable, needs-oriented model scenario for the implementation of e-Mobility in the district of Villach, we will mainly work on the analysis of relevant system elements, critical success factors and technology trends. Furthermore, we work on the development of a technology roadmap in accordance with the model and a practical guide for the development of a model scenario in the field of e-Mobility.

CUAS intends to exploit the results of the project to expand the competence in the area of innovative concepts, innovative business models for urban mobility and in the field of technology management. Furthermore, CUAS wants to raise the awareness of employees and students of CUAS on the theme of e-mobility and to identify specific actions to establish a campus-wide access to an innovative mobility concept – lastly employees and students of CUAS are able to use innovative mobility services!

9.4 Sycube

Sycubes role in the project is to provide a state of the art SW Solution (Backend) for Bikesharing including a graphical user interface (GUI) on the rental stations and a dedicated rental app including

payment. The rental APP itself is integrated in the gamification APP of CISC and provides the final customer a seamless booking and rental experience.

Sycube has a strong background in the Bikesharing Industry with a number of reference projects throughout Europe. Those projects have already shown interest in the novelties STEVE will be able to provide.

The STEVE project gives Sycube the opportunity to upgrade existing Bikesharing software and develop new features enabling Bikesharing providers to operate their services more profitable.

The integration of the gamification solution of CISC and a strong focus or the upgrade of Sycubes Bikesharing SW will help to make Bikesharing solutions more attractive to customers and operators.

9.5 CoVIH

The City of Villach is member of the European Energy Award Program and is partner in the regional energy community network. In addition, participation processes are an integrated part of the City's strategy regarding urban development in order to reach the SDG as well as general climate and energy goals. All these channels are used to inform about the STEVE project and its outcomings.

The results of the STEVE project will be integrated in the ongoing process of developing new urban mobility solutions and plans.

9.6 REVIH

At this point of the project, REVIH cannot provide a description of their exploitable foreground or their plans for exploitation.

9.7 JAC

Regarding the exploitation side, JAC expect to greatly improve its knowledge on the electric quadricycle market. The strong background in the EV Market of JAC is demonstrated by the 7 vehicles in production and with 1 hundred million km covered by 7 generations of JAC Electric Vehicles. The data gained from the Steve project will benefit JAC in terms of user's needs feedback.

In the long term future, and due to the growing requests of light and heavy quadricycles on the big metropolis and the new technologies, the prototype will be most likely converted in a real product as part of the JAC Electric vehicle 8th generation.

The intents and efforts driving JAC are represented in the constant research: JAC is participating in EU funded project on sustainable mobility (Silverstream, Autodrive, Hiperform, Steve)

9.8 I&M

At this point of the project, I&M cannot provide a description of their exploitable foreground or their plans for exploitation.

9.9 Polito

POLITO intends to exploit the results of the project to identify actions to improve the teaching activities; curricula in automotive, mechatronics, electronic, telecommunications, and computer engineering will be addressed, to provide a better coverage of technologies enabling electrical mobility, in response of the growing demand that may come from industries operating in this business segment.

Moreover, POLITO intends to exploit the results of the project to raise the awareness of employees and students on the theme of e-mobility, and to identify specific actions to establish a campus-wide access to mobility services.

9.10 VEM

At this point of the project, VEM cannot provide a description of their exploitable foreground or their plans for exploitation.

9.11 CoT

The City of Torino participates in several EU funded project on sustainable mobility (NOVELOG; SocialCar; SETA; SOLEZ; SUITS; I-MOVE) and it is a partner of the CIVITAS and Civinet networks. CoT will use these international partnerships as dissemination channels for the STEVE activities. Moreover, CoT promotes every year the European Mobility Week in September, which will include dissemination and promotional activities related to the STEVE experimentations.

Regarding the exploitation side, CoT will benefit from the STEVE results in terms of a better understanding of the users' needs and requirements for the urban e-mobility shared services. The STEVE pilot will enable the City of Torino to investigate the possible changes of habits induced by the introduction of a E-car sharing service, and the improvements that could be implemented according to the pilot results. The STEVE results will be therefore the ground to elaborate public policies on eMaaS and to circulate a new approach towards shared e-mobility among its citizens.

9.12 TECN

At this point of the project, VEM cannot provide a description of their exploitable foreground or their plans for exploitation.

9.13 ANYSOL

Through the execution of STEVE, ANYSOL expects to gain a deep knowledge on e-Mobility and EL-Vs, and to be part of the next generation of EM trends. ANYSOL also expects to gain new contacts and partners and to provide more visibility to the potentialities of Mallorca island.

AnySolution is generating an ecosystem in the Balearics linked to EM involving public and private entities. The National Ministry in charge of Tourism has also been informed since for a Tourism destination as the Balearics, EM is a big challenge to improve the quality of life of their citizens while offering better services to tourists.

AnySolution will learn from the technological developments of the STEVE project and study the possibilities of integration with its IoT platform.

Different articles have been publicised at local and national level which will serve to give visibility to the STEVE projects and AnySolution activities

Being STEVE's dissemination partner, it will consolidate our experience in this field and it will offer new possibilities for future EU projects

9.14 CoC

Calvià is a mature tourist destination very worried about mobility, since apart of its 60.000 inhabitants, it receives every year around 2 million tourists. Calvià will disseminate the project internationally in the international fairs in which it will participate, as well as other important events as the Smart Island World Congress (organised in Calvia each year) . Moreover, CoC promotes every year the European Mobility Week in September, which will include dissemination and promotional activities related to the STEVE experimentations.

Regarding the exploitation side, CoC will benefit from the STEVE results in terms of a better understanding of the users' needs and requirements for the urban e-mobility shared services. The STEVE pilot will enable the City of Calvià to improve the smart mobility especially for tourists,

creating new sustainable routes with e-bikes, the introduction of ebikes sharing and the improvements that could be implemented according to the pilot results. The STEVE results will be therefore the ground to elaborate public policies on eMaaS and to circulate a new approach towards sustainable e-mobility among its citizens.

9.15 ELA

Elaphe will participate in WP6 - Recommendations and policies for improved user experience and interoperability, dissemination and exploitation of the results, especially through cooperation of preparation of Guidelines and policy recommendations based on the eMaaS model. Elaphe will promote joint activities towards the eMaaS model - beyond the boundary of the four STEVE cities – through its website, Newsletter, social media and through its interactions with partners and clients, especially within EGVIA, EPoSS and national association SRIP PMiS (Strategic Research & Innovation Partnership for the Smart Cities and Communities topic). Elaphe as SME will exploit some of STEVE outcomes also in new products developments. In addition, Elaphe will present STEVE project at all key events related to such topics. For the 2018 the plan is to participate at EHVT 2018, TRA 2018, TEN-T Days 2018, Electronica 2018. For 2019 and 2020 the plan will be adjusted to use the most suitable opportunities at that time.

9.16 UoS

Regarding dissemination, UoS aims at achieving 2 journal paper publications in one of the appropriate IEEE Transaction journals and aims at participating at 1 international conference amongst the following: SAE world congress, IEEE conferences, AVEC, IAVSD.

Concerning exploitation, UoS intends to exploit the STEVE project to develop novel state-of-the-art automotive technologies that will be tested on the available vehicle prototypes. The aim is to collect experimental data to be included in high quality (first quartile Q1) journal publications and to be presented in international conferences events.

9.17 IFAG

At this point of the project, IFAG cannot provide a description of their exploitable foreground or their plans for exploitation.

9.18 CISC

CISC's role is to provide and integrate a platform enabling secure and personalized mobile ticketing and optional payment. With its SDKs and Cloud services CISC focuses on mobile applications to access and use the services combined with gamification concepts. CISC has a strong background in embedded systems development and RF communication technologies with a particular focus on RFID/NFC including security aspects and standardization. CISC is deeply involved in international standardization - being active for ISO, IEC, ETSI and IEEE standardization bodies. This background gives CISC as strong position in the development of new ICT concepts for networked embedded systems as focused in the entire project. CISC will use for the project a big set of existing IP for the development and provide this to partners as well.

CISC has several commercial activities related with the project and the results of the STEVE project will allow CISC to improve its engineering towards best fit to customer demand and increased user acceptance. The project will deal with a variety of user behaviours and application scenarios in particular involving urban areas. These scenarios, user reactions, mobility service provider demand, but also commercial aspects are essential for CISC to focus on further developments with best product-market fit. All exploitation measures are applied exactly to these usability/market-fit indicators.

9.19 OSR

The San Raffaele's Science Park, a Health-centric Ecosystem contained within an area of 300,000 sqm, can be described as a tertiary urban area or a compact urban district where all daily and typical operations are concentrated in a reduced space. Thus, its structures allow to access, understand, study and measure the daily interactions among an estimated 25,000+ community of the San Raffaele daily Users (20,000+ a day turnover of inpatients, outpatients and visitors of all ages and needs; 5000+ on site employees, researches, etc.; 2000+ students) and a whole range of services available in an area that includes new and retrofitted buildings with very different destinations:

- Public: A Private Hospital with 1,083 beds, more than 58,200 hospitalization per year, over 7.2 million of ambulatory visits and lab tests executed per year, more than 25,700 surgery operations practiced and access of more than 57,900 Patients to the Emergency Department.

- A Private University with 3 Faculties and more than 1,700 students. An Automatic Transport System (ATS) connecting the district to the public metro line every 5 minutes. The public areas include a kindergarten, sport facilities, a horse riding area and a heliport. Two large car parks, one being a covered underground car park of 60,000 sqm are also present on site.

- Commercial: Below ground level, near the ATS station and the underground car park, there are two galleries of 20+ commercial activities offering patients, visitors, employees and students all type of products and services, ranging from banks and insurance, to supermarket and library; from pharmacy and optics to hair stylist and fashion shop, from bars and vending machines to a cafeteria and a restaurant; from consumer electronics and gifts, to travel agency and laundry.

- Offices, Research facilities labs, and congress center: The area hosts one of the most important medical and biotech research centers in Europe: DIBIT. DIBIT extends over 40,000 square meters of laboratories hosting 550 researchers in DIBIT1 and 74000 square meters of the DIBIT2 have recently been built to expand research activities. The Life Science Park hosts biotech companies such as Molmed, as well as charity research organizations, such as San Raffaele Telethon Institute for Gene Therapy (SR Tiget) and Cystic Fibrosis Association.

- Residential: on site, there is a residential area of around 20,000 square meters, a recently built hotel with 200+ rooms and Residence for students completes the available infrastructure on site.

In this context, OSR intends to exploit the STEVE project to define new mobility paradigms developed according to the user needs studied during the first years of the project, in order to design new services for mobility to be implemented in the future inside the Health-centric ecosystem described above.

9.20 VTT

The main contributions of VTT to dissemination and exploitation are related to the requirements and user survey analysis, definition of the key performance indicators and analysis of these based on the data collected, developing suitable methodologies for simulation of ELV use and operation from the user centric perspective, targeting a demand-based approach, and finally, contributing to a holistic system-level understanding of the ELVs in technological, techno-economic and user centric perspectives, including potential impact of the ELV on personal mobility. One element from the user centric approach is to attempt to combine the different use case descriptions with the user aspects and relate that towards the operability and charging infrastructure constraints of ELV operation. Transferability of the results and analysis from city and use case to another is also a topic of discussion.

VTT aims to contribute to the dissemination through several conference proceedings presented in different suitable international conferences and exhibitions.

9.21 CoV

The City of Venaria Reale has strongly addressed its political and economic objectives to sustainable mobility throughout the help of European, national and regional initiatives (Interreg CoandGo, ViVO projects, Vela Project on bike paths) which are aiming to shift the common mobility habits to a more sustainable and less congested one. CoV is intended to take part to conferences and meeting together with the international partnership. Regarding the exploitation side, CoV will benefit from the STEVE results in terms of a better understanding of the supply-demand scenario of shared services within the municipality employer. The STEVE pilot will enable the City of Venaria to test the possibility to change completely their present car stock to a E-car sharing service according to the pilot results.

10 Evaluation of Results

Continuous evaluation of the communication progresses of the project STEVE are performed in order to be able to establish corrective measure and to maximise the results of the communication objectives.

11 Conclusion

To the ultimate success of the project – by its nature vitally dependent on intensive exchange with various sources of information external to the consortium (end-users and consumers within the STEVE cities, industry experts, researchers, policy-makers, similar and complementary projects, etc.) – a concerted communication and dissemination strategy is an essential factor.

As described in this document, all communication and dissemination activities in STEVE are directly aimed to support STEVE either on its input side or on its output side. Together, they form a **comprehensive communication, dissemination and exploitation strategy**.

Accordingly, a schedule of activities has been planned to adopt a variety of channels. All consortium members are committed to assume an active role in presenting and multiplying these results. As a continuous process, other key events will be identified, and further communication, dissemination and exploitation activities will be performed.

In upcoming activities, a continued effort will be made to reach the several target groups of STEVE and achieve the set-up communication objectives. The project will have to involve the continuous re-evaluation of the accessed channels and tools with respect to the target audiences to be reached.

Regarding exploitation, clear plans already exist on how to jointly best exploit the results generated within the project, but also individual exploitation plans for each partner during and after the project are already quite mature but will constantly be updated.

12 List of Abbreviations

Abbreviation	Meaning
eMaaS	electric-Mobility as a Service
EL-Vs	Electrical Light Vehicles

13 Bibliography

14 Appendix