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Project acronym: ICT4CART

Project full title: ICT Infrastructure for Connected and Automated

Road Transport

D 9.5

Communication Tools (Version I)

Due delivery date: 28/02/2019

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EUROPE**

| Dissemination level | | |
|---------------------|---|---|
| PU | Public | X |
| PP | Restricted to other programme participants (including the GSA) | |
| RE | Restricted to a group specified by the consortium (including the GSA) | |
| CO | Confidential , only for members of the consortium (including the GSA) | |



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| Abstract |
|---|
| <p>This document presents all the Communication tools currently available and foreseen in the future to promote ICT4CART to target audiences.</p> <p>The communication tools, included in this deliverable, are part of the project’s communication and dissemination strategy and, together with its brand identity, have the aim of ensuring the maximum diffusion and impact of relevant ICT4CART information, results and findings.</p> <p>The development of such tools will be reported in D9.3 “Definition of Communication Strategy and Plan (Version III)”, due in month 30.</p> |

Legal Disclaimer

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Abbreviations and Acronyms

| Acronym | Definition |
|---------|--------------------------|
| EC | European Commission |
| GA | Grant Agreement |
| MS | Microsoft |
| PO | Project officer |
| PPT | Power Point Presentation |
| R&I | Research and Innovation |
| Y | Year |
| WP | Work Package |

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1 Purpose of the document

The purpose of this deliverable is to present the ICT4CART Communication tools which have been developed since the beginning of the project and the ones foreseen throughout its implementation. Such tools have been created in the framework of ICT4CART Communication Strategy and Plan, in order to provide the partners with effective instruments to promote and display project's results, findings and news, to build a solid off-line and on-line reputation and to represent ICT4CART during events, conferences and workshops' attendance. The Communication tools have also the objective of supporting the diffusion of ICT4CART's key messages, which have been detailed in D9.1 "Definition of Communication Strategy and Plan" (Version 1), to each audience's target group. In addition, this deliverable represents a useful summary of all available instruments to pursue the objective of ICT4CART promotion and dissemination for the project's consortium.

The tools presented in this document will be updated/developed as needed throughout the project lifecycle and implementation, and reported in D9.6 "Communication tools (Version II)", due in M24.

Their development will be further presented in D9.3 "Definition of Communication Strategy and Plan" (Version III), due in M30.

Communication tools can be used freely by all consortium members, however all external bodies, except for the European Commission, must acquire the required permission from the consortium, before proceeding with any use of the ICT4CART material.

2 Communication Tools

2.1 Printed material

Printed material is an effective way to promote and showcase the project's core objectives and main facts during conferences, workshops and events the consortium organises or participates in. Printed material is useful to build a significant offline presence, raising awareness and interest among the audience and giving them an opportunity to further investigate in the project and take contact with the consortium.

ICT4CART printed material will be produced throughout the project implementation, tailoring the new products and adapting the existing ones according to its evolution and needs, to guarantee a significant and effective dissemination at relevant events.

All materials will conform to the project visual identity, ensuring the correct use of the logo, colour palette, fonts and brand identity, as detailed in D9.1.

Moreover, all printed products will comply with EC visual regulation for H2020 R&I co-funded actions,

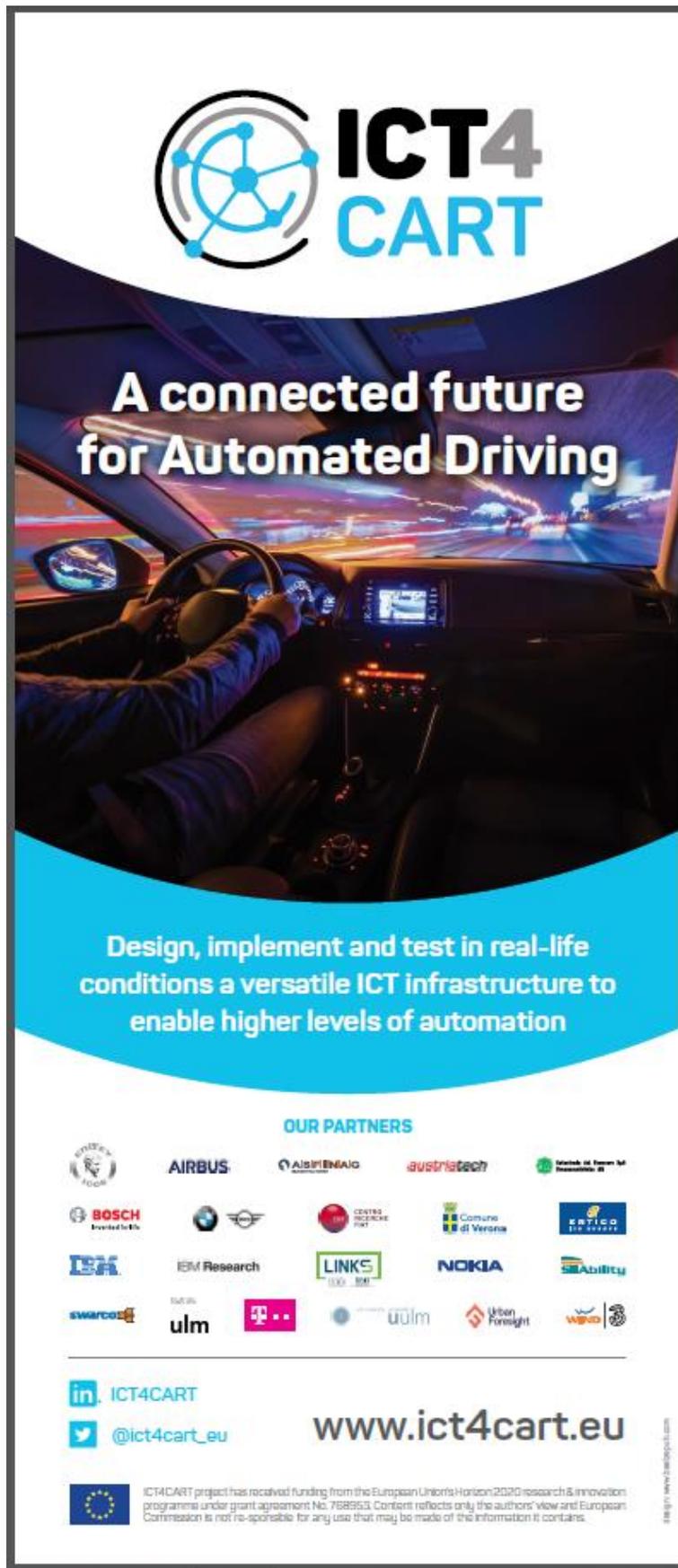
displaying the official EU logo and disclaimer, as demanded and with an appropriate prominence¹.

2.1.1 ICT4CART Printed material: to date

As of M6 (February 2019), the following Communication tools have been developed and are available for dissemination purposes:

- One ICT4CART roll-up banner (see Figure 1 below): the roll-up banner highlights the project's tagline, which can be considered as summarising the common ICT4CART main goal: "A Connected Future for Automated Driving". The concept picture and overall design have been carefully selected to depict ICT4CART in a consistent way, as suggested in the project's brand identity and guidelines; the short text included in the banner puts an accent to one of ICT4CART's pillar: the cooperation between different industry sectors to achieve the common goal of a higher level of driving automation. The roll-up includes all 21 partners' logos, and will be used by each of them in several occasion in which ICT4CART will have a fixed presence, i.e. exhibitions, demonstrations, conferences etc. The promotion of the valuable asset represented by each of ICT4CART partner enhances the impact of this product and its capacity of raising interest among the audience about the project's future achievements, motivating the public to follow ICT4CART implementation and get in contact with the consortium;
- One ICT4CART factsheet (see Figure 2 below): the project factsheet is an efficient dissemination and communication product that provides the targeted audiences with all the relevant information in a clear and concise way, and yet not missing any of it. The visuals are in line with the project's brand identity and colours, and the one-page format makes it an ideal instrument to be distributed during relevant events and other dissemination occasions;
- One ICT4CART flagship flyer (see Figure 3 below): the flyer has been developed using the project's factsheet's concept, to ensure a visual and content consistency among all ICT4CART communication tools and products, but with the idea of offering a more complete and extended version of it. In addition to the project's objectives, partners' logos, contact details, this recto/verso trifold includes more details about ICT4CART challenges, solutions and architecture. A map depicting the four test sites and a section dedicated to the impact are also included. The flagship flyer will be used as additional dissemination material to distribute during relevant events and other occasions.

¹ Participant Portal Online Manual, Acknowledgement of EU funding:
http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grantmanagement/%20acknowledge-funding_en.htm



ICT4CART

A connected future for Automated Driving

Design, implement and test in real-life conditions a versatile ICT infrastructure to enable higher levels of automation

OUR PARTNERS


























[in](#) ICT4CART
[@ict4cart_eu](#)

www.ict4cart.eu


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design: www.danipost.com

Figure 1: ICT4CART roll-up banner




A Connected Future for Automated Driving

AT A GLANCE

Design, implement and test in real-life conditions a versatile ICT infrastructure to enable higher levels of automation

ICT elements

- HYBRID CONNECTIVITY
- DATA MANAGEMENT
- CYBERSECURITY
- DATA PRIVACY
- ACCURATE LOCALISATION

Test sites

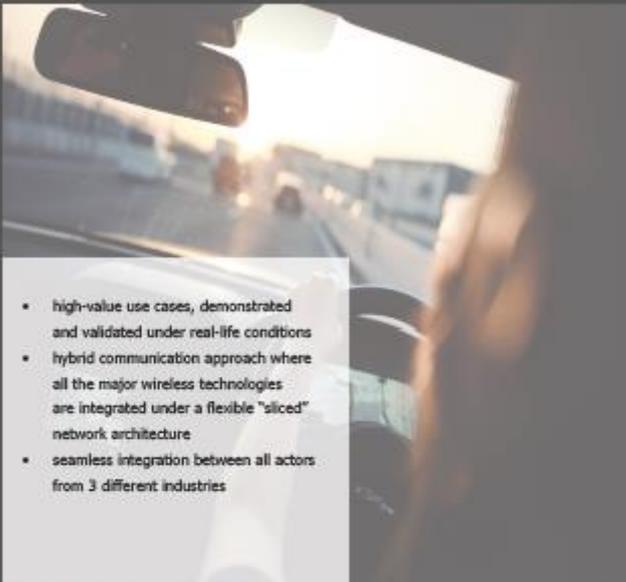
Test sites in Austria, Germany and Italy
Cross border interoperability at the Italian-Austrian border

Facts and figures
 21 Partners
 9 EU Countries
 36 months duration
 10.2M EUR total budget

www.ict4cart.eu

 @ict4cart_eu

 ICT4CART



- high-value use cases, demonstrated and validated under real-life conditions
- hybrid communication approach where all the major wireless technologies are integrated under a flexible "sliced" network architecture
- seamless integration between all actors from 3 different industries

FOR FURTHER INFORMATION:

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Figure 2: ICT4CART Factsheet



Figure 3: ICT4CART flagship flyer

2.1.2 ICT4CART Printed material: foreseen products

During the project lifecycle, further printed material may be produced as needed and agreed among the consortium members, to attend/host specific events relevant for ICT4CART successful communication and dissemination activities.

As foreseen in the GA, a set of ICT4CART roll-up banners will be developed throughout the project's implementation.

The additional products will be presented in D9.6 Communication tools (Version II), due in M24, and the whole Communication kit developments will be included in D9.2 and D9.3 ("Definition of Communication Strategy and Plan Version II and III), due respectively in M18 and M30.

2.2 Digital presence

ICT4CART's digital presence will be ensured by a dedicated website and other relevant social media platforms to enhance the impact of its communication and dissemination activities. Such online presence will ensure an effective and efficient communication of ICT4CART news, results and events, in order to maximise the project's impact, reach and involve the widest audience possible throughout its implementation.

2.2.1 Digital presence: to date

2.2.1.1 ICT4CART website

ICT4CART's website domain is www.ict4cart.eu.

The project website has been designed with the purpose of creating a visually appealing, user-friendly information hub, complying with EC's requirements and able to convey ICT4CART's messages to the interested audience.

The website's design has been carefully selected to follow ICT4CART's brand identity: all visual elements have been created by deconstructing the project's logo and placing its components in the website's space, to create a well recognisable visual pattern and, next to it, a road/path to follow while browsing among ICT4CART's information.

The website includes several dedicated sections in order to be as complete as possible. In phase 1 of its launch (end of M6, February 2019), the website will include information about the consortium, the project's objectives, the pilot sites, the social media links and the contact details.

Some of the sections, which content will be available at a later stage in ICT4CART's implementation (such as future events, newsletter, deliverables etc.), are going to be hidden, even though already part of the website's structure and functionality.

In phase 2 of the launch, foreseen at the end of Y1, all sections will be fed with content and made visible on the website.

ICT4CART's website follows the structure below (please refer also to Figure 4 to 11 below):

- About;
- Objectives;
- Pilots;
- News;
- Hub;
- Contacts.

These main sections will include several sub-pages to gather future and past events, media clips, publications, deliverables, partners' descriptions, links to social media with a preview of the latest news and posts, a subscription box to the project's newsletter, which will be issued every six months, starting from the end of Y1. The above-mentioned sections will be updated and enriched throughout the project's lifecycle, to ensure an effective flow of information for consortium partners and users.

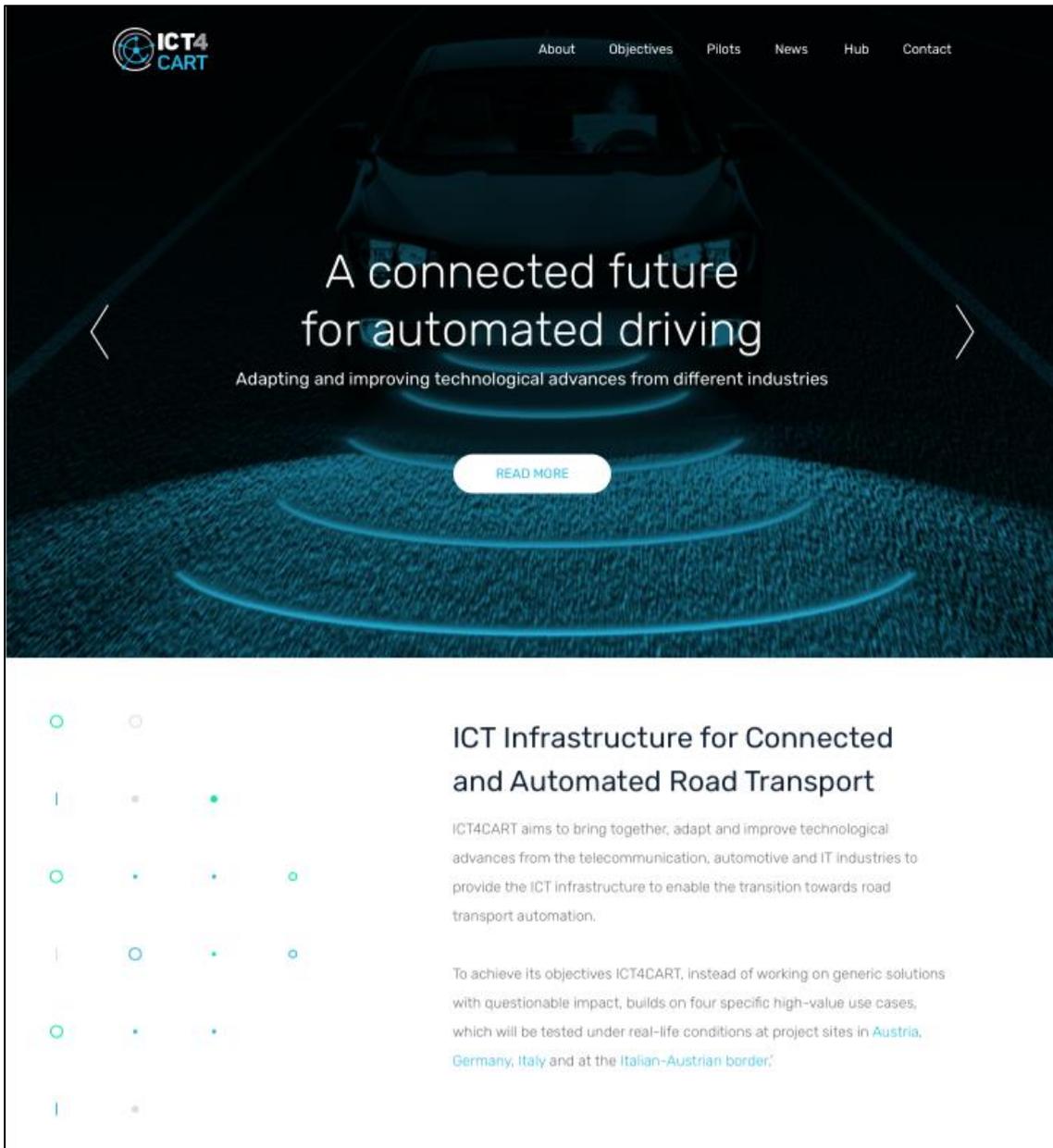


Figure 4: ICT4CART website: homepage/1



Wireless technologies and hybrid communication

Quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.



Cyber-security and Data Privacy

Testing of real-life conditions on ICT infrastructure for automated road transport



ICT infrastructure architecture

Quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.



Localisation services

Quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.



Data aggregation

Quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.



Innovative services

Enabling technology innovations to solve issues in Level 4+ automated vehicles

Latest news and tweets

Checkout all the latest news, events and tweets or sign up to our bi-weekly newsletter and stay informed



Multi million euro automated driving project will now press ahead within three years

For three years, the EU and companies such as BMW and Nokia Data will gather for autonomous driving.

 Council of the European Union
Jan 21 - 5 min read



From 2019 Ulm city center will become a testing ground for self-driving cars

Ulm becomes a testing ground for automated driving and a whole network of vehicles.

 Council of the European Union
Jan 21 - 5 min read

 ICT4CART EU Retweeted

Connected and Autonomous Vehicle
@CarConnected

AAA pushes for standardized names and definitions for driver assistance tech [digitaltrends.com/cars/aaa-recom... via @DigitalTrends #driverassistance](#)



AAA pushes for standardized names ...
Consumers are confused by the variety of ...
[digitaltrends.com](#)

Jan 27, 2018

 ICT4CART EU Retweeted

Connected and Autonomous Vehicle
@CarConnected

[ALL NEWS](#)

Figure 5: ICT4CART website: homepage/2

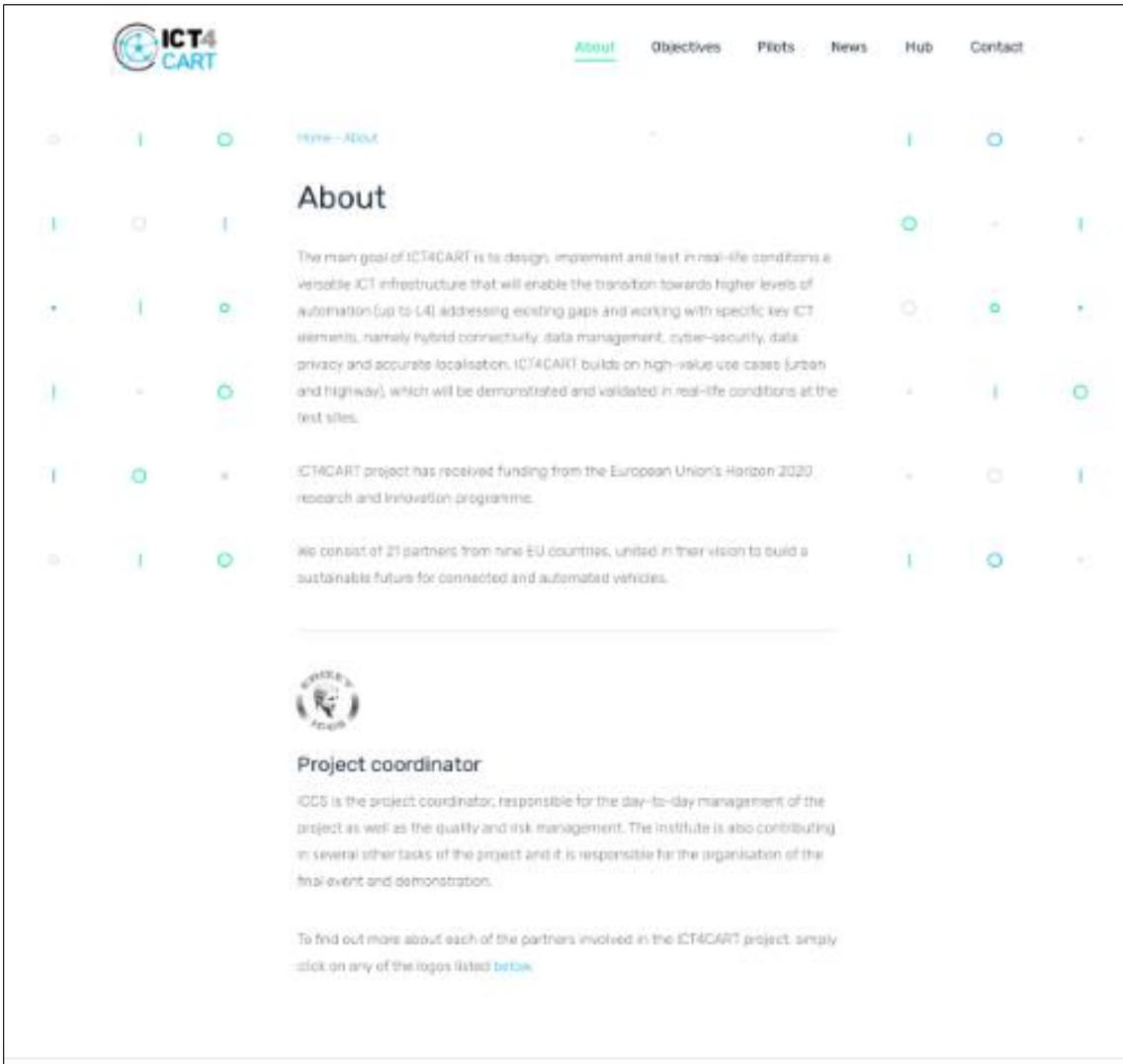
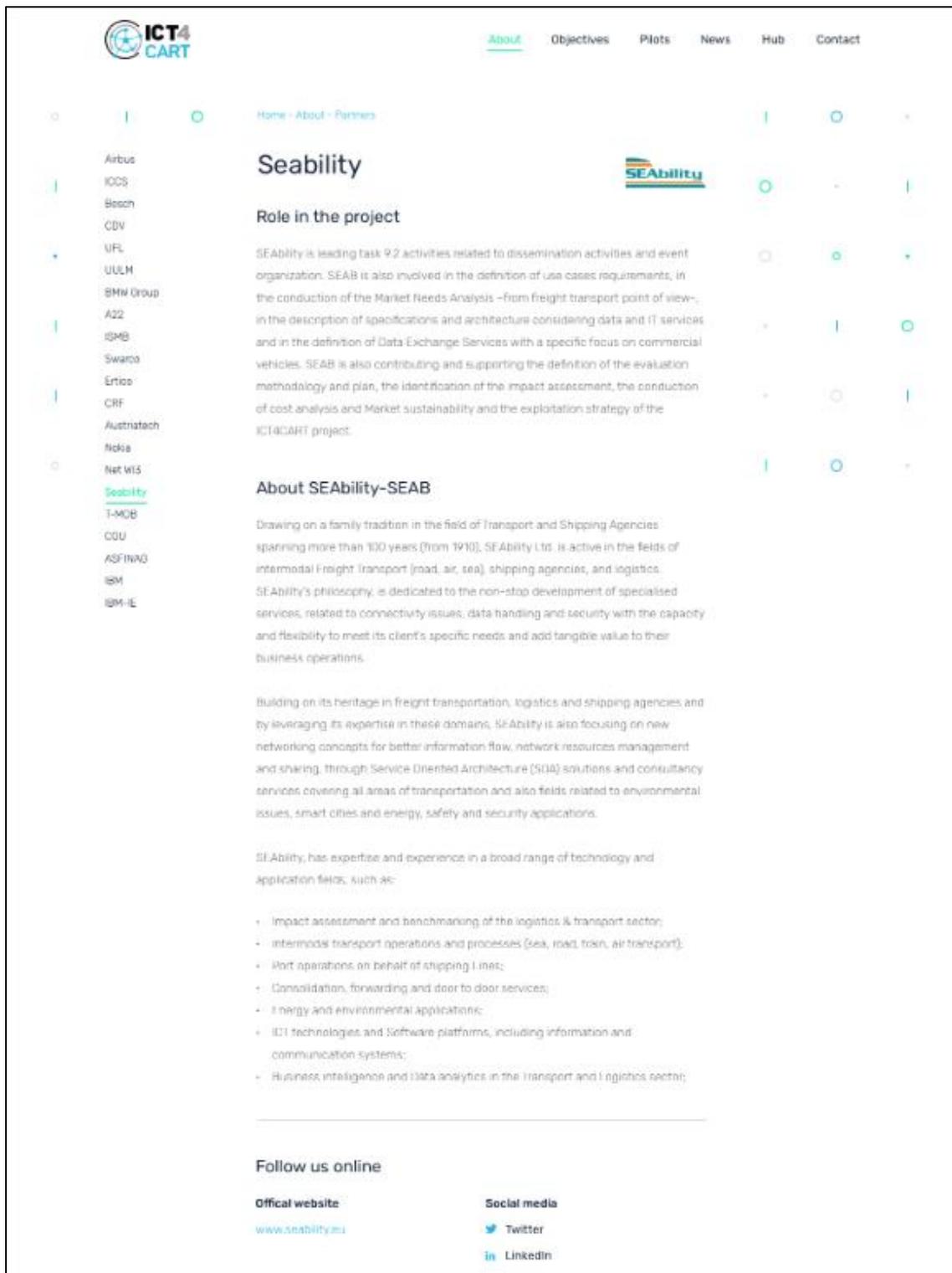


Figure 6: ICT4CART website: about



ICT4CART [About](#) [Objectives](#) [Plots](#) [News](#) [Hub](#) [Contact](#)

Home - About - Partners

Seability

Role in the project

SEAbility is leading task 9.2 activities related to dissemination activities and event organization. SEAB is also involved in the definition of use cases requirements, in the conduction of the Market Needs Analysis -from freight transport point of view-, in the description of specifications and architecture considering data and IT services and in the definition of Data Exchange Services with a specific focus on commercial vehicles. SEAB is also contributing and supporting the definition of the evaluation methodology and plan, the identification of the impact assessment, the conduction of cost analysis and Market sustainability and the exploitation strategy of the ICT4CART project.

About SEAbility-SEAB

Drawing on a family tradition in the field of Transport and Shipping Agencies spanning more than 100 years (from 1910), SEABILITY LTD. is active in the fields of intermodal Freight transport (road, air, sea), shipping agencies, and logistics. SEAbility's philosophy, is dedicated to the non-stop development of specialised services, related to connectivity issues, data handling and security with the capacity and flexibility to meet its client's specific needs and add tangible value to their business operations.

Building on its heritage in freight transportation, logistics and shipping agencies and by leveraging its expertise in these domains, SEAbility is also focusing on new networking concepts for better information flow, network resources management and sharing, through Service Oriented Architecture (SOA) solutions and consultancy services covering all areas of transportation and also fields related to environmental issues, smart cities and energy, safety and security applications.

SEAbility, has expertise and experience in a broad range of technology and application fields, such as:

- Impact assessment and benchmarking of the logistics & transport sector;
- intermodal transport operations and processes (sea, road, train, air transport);
- Port operations on behalf of shipping Lines;
- Consolidation, forwarding and door to door services;
- Energy and environmental applications;
- ITI technologies and Software platforms, including information and communication systems;
- Business intelligence and data analytics in the Transport and Logistics sector;

Follow us online

Official website
www.seability.eu

Social media
[Twitter](#)
[LinkedIn](#)

Figure 7:ICT4CART website: Partners' detailed page



ICT4CART

About Objectives Pilots News Hub Contact

Objectives

The goal of ICT4CART will be achieved through the following objectives. The relevant project Work Packages (WPs) are listed at the end of each objective description.

- 01 Identify the functional and technical connectivity requirements posed by the needs of higher levels of automation (SAE L3 & L4) ensuring communication redundancy and increased reliability.
- 02 Implement and test a standards-based distributed IT environment for data aggregation capable of collecting and managing in an automated and interoperable way all the exchanged data regarding the driver, the vehicle, the vulnerable road users (VRUs) and the infrastructure, leveraging also cloud technology.
- 03 Implement cyber-security and data protection and privacy mechanisms aligned with the EU policy objectives.
- 04 Improve localisation by combining information from different sources (European GNSS, on board sensors, other vehicles, infrastructure, etc.) and adapt existing tools and algorithms for data fusion.
- 05 Validate and demonstrate the ICT infrastructure architecture through the project use cases and test sites.

Figure 8: ICT4CART website: objectives

Four very different pilot sites,
eight challenging objectives

Lorem ipsum dolor sit amet, consectetur adipiscing elit, anim ad minim veniam quis nostrud

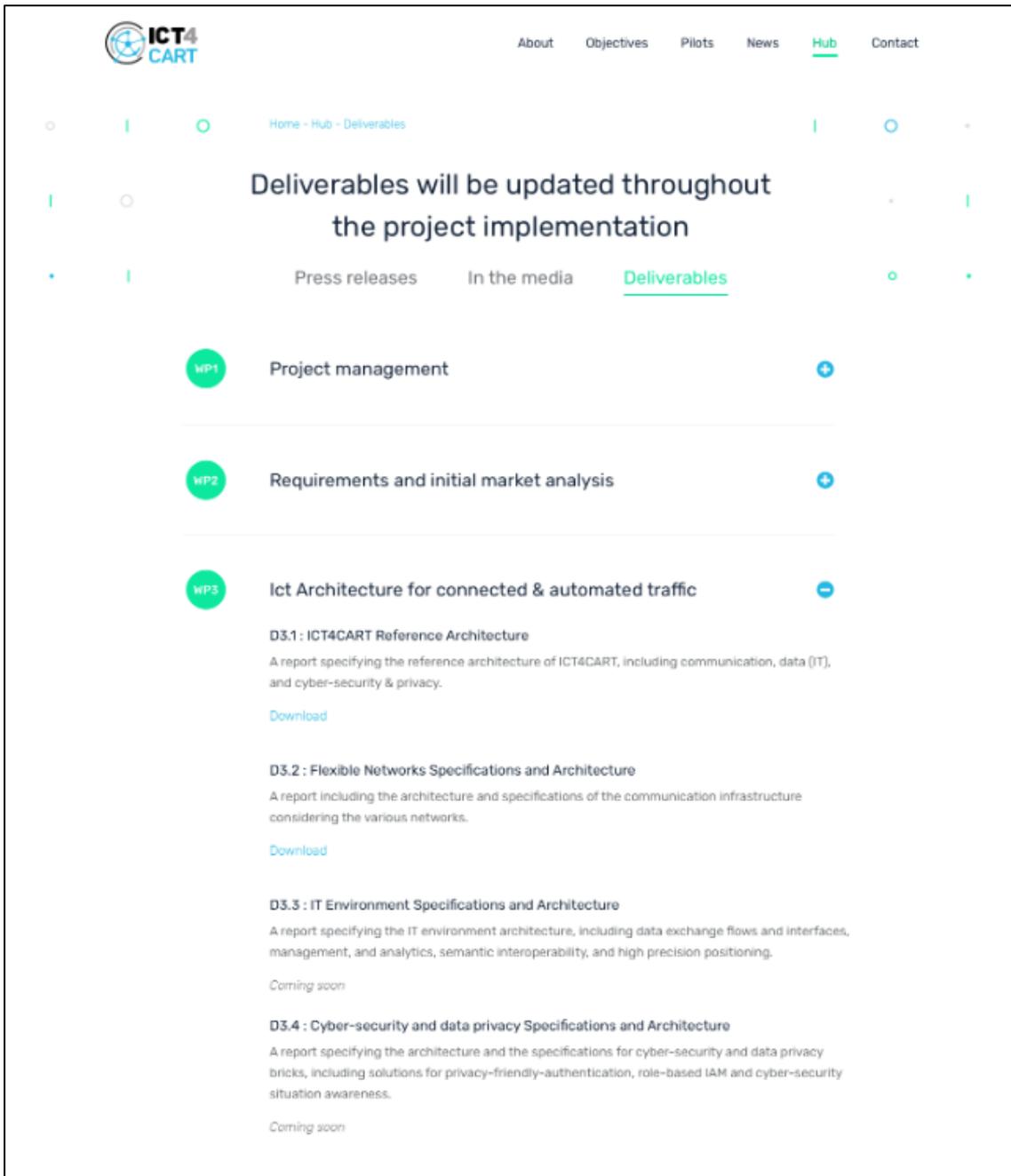
Ulm
German pilot site
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

Brennero
Cross border pilot site
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

Graz
Austrian pilot site
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

Verona
Italian pilot site
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

Figure 9: ICT4CART website: pilot sites landing page



ICT4CART

About Objectives Pilots News Hub Contact

Home - Hub - Deliverables

Deliverables will be updated throughout the project implementation

Press releases In the media Deliverables

- WP1 Project management
- WP2 Requirements and initial market analysis
- WP3 Ict Architecture for connected & automated traffic
 - D3.1 : ICT4CART Reference Architecture**
A report specifying the reference architecture of ICT4CART, including communication, data (IT), and cyber-security & privacy.
[Download](#)
 - D3.2 : Flexible Networks Specifications and Architecture**
A report including the architecture and specifications of the communication infrastructure considering the various networks.
[Download](#)
 - D3.3 : IT Environment Specifications and Architecture**
A report specifying the IT environment architecture, including data exchange flows and interfaces, management, and analytics, semantic interoperability, and high precision positioning.
Coming soon
 - D3.4 : Cyber-security and data privacy Specifications and Architecture**
A report specifying the architecture and the specifications for cyber-security and data privacy bricks, including solutions for privacy-friendly-authentication, role-based IAM and cyber-security situation awareness.
Coming soon

Figure 10: ICT4CART website: deliverables



- [About](#)
- [Objectives](#)
- [Pilots](#)
- [News](#)
- [Hub](#)
- [Contact](#)

[Home - Contact](#)

Contact us

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris or [sign up for our weekly newsletter](#).

Project contact details

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|--|--|
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|--|--|



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| <input type="checkbox"/> Clean Mobility | <input type="checkbox"/> Transport and Logistics |
| <input type="checkbox"/> Safety | <input type="checkbox"/> Traffic Management |

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ICCS
ICT4CART Coordinator,
Research Director, ICCS

ERTICO-ITS Europe
ICT4CART Communications
and Dissemination Manager

Figure 11: ICT4CART website: contacts & newsletter form

2.2.1.2 ICT4CART social media accounts

Since the beginning of the project, the following social channels have been launched and utilised to promote ICT4CART content:

- ICT4CART LinkedIn group (“ICT4CART”, <https://www.linkedin.com/groups/13642288/>), a community and facilitator for partners and stakeholders’ discussions and idea exchanges. ERTICO is responsible of its maintenance and update with relevant information. The LinkedIn group counts, as of February 2019, 39 members (see Figure 12 below).
- Two different Twitter accounts:
 1. **ERTICO Innovation** (@ERTICO, <https://twitter.com/ERTICO>), with 6,280 followers as of February 2019 (see Figure 13 below);
 2. **ICT4CART** dedicated Twitter account (@ict4cart, <https://twitter.com/ict4cart>), managed by SEABILITY in coordination with ICCS, counting 81 followers as of February 2019 (see Figure 14 below).

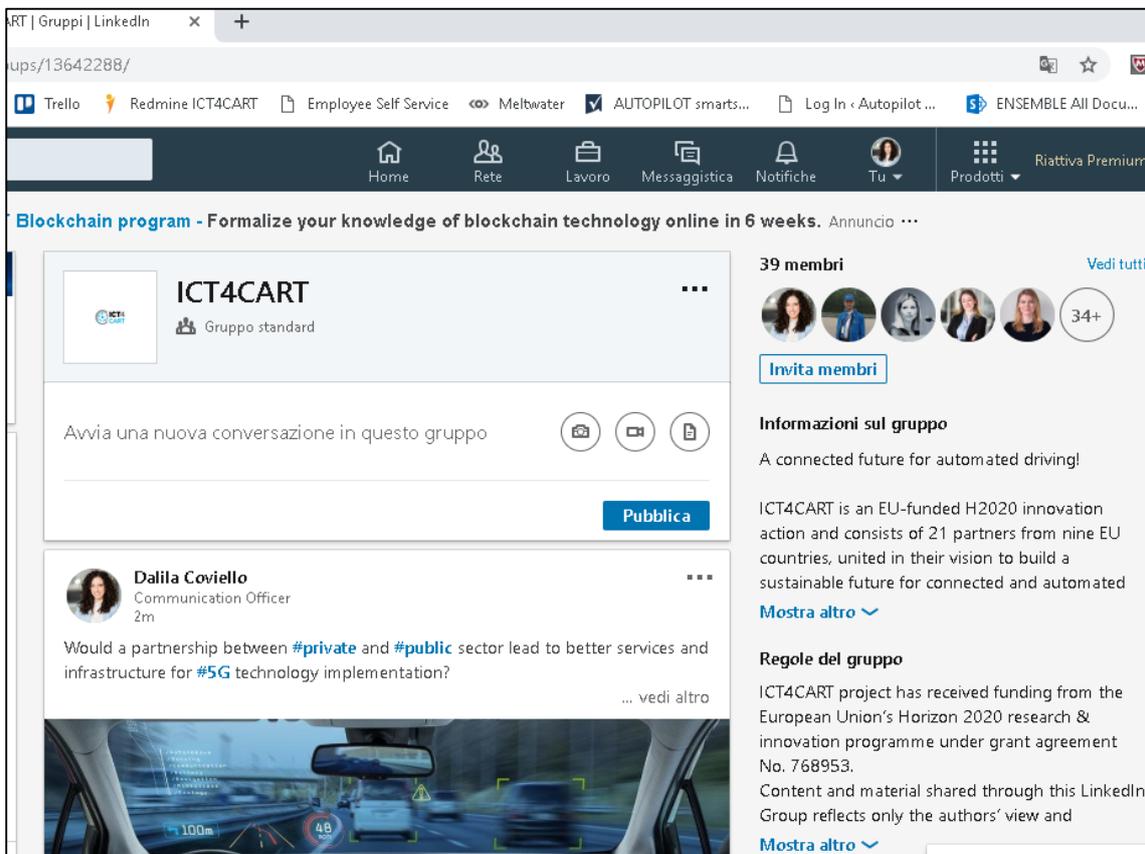


Figure 12: ICT4CART LinkedIn group



Figure 13: ERTICO Innovation Twitter account



Figure 14: ICT4CART Twitter account

All social media accounts comply with the guidelines provided in the EC Social media guide for EU funded R&I projects².

2.2.2 Digital presence: foreseen products

With the aim of enhancing the impact and effectiveness of ICT4CART communication and dissemination activities, the GA foresees additional digital material to be developed at a later stage, namely:

- a regular e-newsletter to be published every six months, starting from the end of the first year of the project, including the most relevant information, outcomes and results together with

² H2020 Programme: Guidance, Social media guide for EU funded R&I projects

http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-medguide_en.pdf

attended and upcoming events. ERTICO will coordinate this activity;

- short videos to be created, starting from M18;
- ICT4CART giveaways with QR code linking to the project website;
- one professional video.

3 Conclusions

This deliverable presented ICT4CART Communication Tools (Version I), which will be used as set of instruments for the consortium members to disseminate ICT4CART and maximize its impact.

This deliverable described the material that has been already produced since the project's start, and the further products foreseen to be developed throughout ICT4CART's implementation, as described in the GA but also as it may be needed/useful for the project's future developments.

The development of the tools described in this deliverable will be reported in D9.3 Definition of Communication Strategy and Plan (Version III), due in month 30.