



SHared automation **O**perating models for **W**orldwide adoption

SHOW

Grant Agreement Number: 875530

**D15.4: Dissemination and
Communication Plan update and activities**



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Executive Summary

The Dissemination and Communication Plan acts as a reference and a set of guidelines for both SHOW consortium partners and external readers, as it outlines the strategies and measures to be utilised by SHOW consortium in order to achieve its communication objectives. The presented set of processes remains active throughout the lifetime of the project and will be revised, enriched or tailored according to the project's needs. For this reason, this deliverable is to be considered as a living document that will go through two rounds of update and revision. The current deliverable "D15.4 Dissemination and Communication Plan update and activities" is the first of the foreseen updates and revisions.

D15.4 follows and updates *D15.1: Dissemination and Communication plan* delivered at M6 (June 2020). Based on the dissemination strategy and communication activities outlined in D15.1, the document reviews and updates the SHOW key messages, target groups and communication and dissemination tools instrumental to raise awareness around the project, maximise the impact of communication and promotion actions and widen the audience. A final revision and update is expected at M48.

Next to reviewing and updating the strategies and activities defined in D15.1, the current deliverable will also offer an overview of actions implemented so far by the consortium and the results achieved so far, which encompass:

- Exceptional performances of the SHOW official website: 10078 total users, over 16000 sessions (1340 sessions/month on average);
- The publication of 39 blogposts and news items on SHOW website (9 partners' interviews in 2021, 22 articles in 2021, and 8 articles in 2020), complemented by publications on SHOW partners' channels (18 articles in 2020, 28 articles in 2021);
- 16 scientific/technical papers or conference proceeding over the first half of the project (5 in Y1 and 11 in Y2);
- The publication of 3 project newsletters (1 in Y1 and 2 in Y2) sent to a GDPR compliant mailing list counting 245 key stakeholders;
- The organisation of 2 Pan-European Workshops, 1 Ideathon and 1 pre-hackathon workshop;
- The organisation of/participation to 57 external events (20 in Y1, 37 in Y2)
- The publication of 7 press releases (2 in Y1 and 5 in Y2);
- The publication of 23 articles featuring SHOW on external magazine, newspapers and websites (6 in Y1, 17 in Y2), both in English and in local languages.
- Excellent performances of the project LinkedIn account (473 followers and 61 posts in total) and Twitter handle (293 followers and over 150 tweets; the 82 tweets published in 2021 gained over 100k impressions);
- Launch of a new Facebook page and of a Youtube Channel;
- Development and publication of four project videos in 2021.

Document Control Sheet

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Abbreviation List

Abbreviation	Definition
A	Activity
AB	Advisory Board
CCAM	Cooperative Connected Automated Mobility
CCAV	Clean, Connected and Autonomous Vehicles
EC	European Commission
OEM	Original equipment manufacture
SME	Small-to-medium enterprise
VEC	Vulnerable to exclusion
VRU	Vulnerable Road Users
WP	Work Package

1 Introduction

1.1 Purpose of the document

In SHOW, WP15 “*Dissemination, Training and Multiplication*” aims at effectively disseminating project results to all key stakeholders and maximise their transferability and their impact on the society.

As part of WP15, the consortium submitted to the European Commission (EC) the first deliverable of WP15, *D15.1 - Dissemination and Communication Plan* at M6 of the project (June 2020). D15.1 presented SHOW’s communication and dissemination strategy, which has been developed by the consortium as a whole. The current deliverable *D15.4 - Dissemination and Communication Plan update and activities* is an update of D15.1.

The Dissemination and Communication Plan described in D15.1 and its updated version in D15.4 define both strategic approaches and operational procedures adopted by the consortium to promote the project, with the purpose of defining a consistent and efficient method of dissemination and communication, but also monitoring and evaluating these activities.

Following the structure of D15.1, the current document revises and provides an updated version (when needed) of the reference framework for all communication and dissemination activities to be carried out during (and beyond) SHOW implementation, defining the main communication and dissemination guidelines and best practices to be followed by both the consortium partners and external stakeholders.

Moreover, D15.4 revises and updates (when necessary) SHOW’s key messages and target audiences; it also outlines the communication and dissemination approaches that the partners should apply to ensure effective, consistent and efficient communication and dissemination activities aiming at the promotion of SHOW, as well as its outcomes and results.

Finally, D15.4 features an updated list of communications and dissemination activities carried out in the first 24 months of the project. It also includes an updated list of results achieved benchmarked against the KPIs set in D15.1, and a revision of set KPIs if needed.

D15.6 SHOW dissemination and communication activities, due at M48, will provide the final update on the communication and dissemination activities performed by the consortium and their impact.

1.2 Intended Audience

The dissemination level of D15.4 is public. The intended readership of this document includes any interested reader, and, specifically, aims at providing an extensive set of guidelines to plan and contribute the project’s promotion and diffusion to SHOW’s consortium members.

1.3 Interrelations

D15.4 “*Dissemination and Communication Plan update and activities*” reviews and updates the dissemination and communication strategy and targeted activities, key messages and target audience of the SHOW project, as well as summarises and highlights key actions and activities performed by the SHOW partners during the first 24 months of the project. It provides also the readers with the monitoring tool to keep track of the implemented activities and evaluate their impact/success.

Moreover, since communication and dissemination activities involve all consortium partners and constitute an essential part of the project development and implementation, this deliverable correlates with all project activities.

Consequently, to guarantee the best possible outcome and a widespread outreach of the communication and dissemination efforts and to ensure the highest possible visibility, outreach and impact of SHOW, communication actions and dissemination activities have been assigned to each partner.

2 Communication and Dissemination Strategy

2.1 Objectives

The main objectives of SHOW's *D15.4: Dissemination and Communication Plan update and activities* are the following:

- Revised and update the multi-layered dissemination strategy and communication plan detailed in D15.1;
- Provide the consortium with a comprehensive and up-to-date reference for all communication tools and activities throughout the project;
- Review and assess the right target audience for each communication activity;
- Identify and update (if needed) the key messages for each type of audience;
- Review (if needed) SHOW visual identity, providing the consortium partners with a set of guidelines to ensure consistent use of the visual elements;
- Review and update (if needed) SHOW dissemination measures and dedicated means and channels for each target group as well as the monitoring mechanisms of dissemination activities and their impact, in order to ensure the fulfilment of the specific KPI's;
- Highlight and analyse activities performed so far and relative results.

SHOW communication and dissemination activities are being implemented with the active involvement of all partners, under the coordination of the Project Coordinator (UITP) and the WP15 Leader (ERTICO).

2.2 Target audience

SHOW consortium has already identified, at the proposal stage, several target groups to approach throughout the project implementation, differentiating the communication and dissemination tools and activities to ensure participation and exploitation of the project results. Namely, the SHOW target audience can be divided in the following groups:

1. Public authorities (Cities, Municipalities, Ministries) and policy makers.
2. OEM's and transport operators, Tier 1 suppliers.
3. Telecom operators and technology providers/SMEs.
4. Research and academia.
5. Road operators, passengers and all VEC (Vulnerable to Exclusion) road users.
6. Citizens' associations.
7. Citizens living in the cities hosting the demonstrations.
8. General public.

2.3 Key messages

To maximise the impact of SHOW dissemination activities, the consortium partners will tailor the communications to ensure that each of the targeted groups is conveyed the most suitable message in the most effective and appropriate form, to demonstrate the added value of the project.

In D15.1, high-level key messages for the promotion of SHOW were identified. Those high-level messages are still relevant and no update is required. However, the communication and dissemination activities performed during the first half of the project allow for further break-downs to more specific messages declining SHOW core messages. SHOW key messages include, but are not limited to:

Table 1: Table summarising key target groups, goals and key messages

Key target groups	Goal	Key messages
<ul style="list-style-type: none"> - Public authorities; - Research and academia - Road operators, passengers and all VEC (Vulnerable to Exclusion) road users. -Citizens' associations. - Citizens living in the cities hosting the demonstrations. - General public. 	Create awareness towards SHOW mission, vision and potential impact	<ul style="list-style-type: none"> - Benefits behind the deployment of shared, connected, electrified fleets of automated vehicles in coordinated Public Transport (PT), Demand Responsive Transport (DRT), Mobility as a Service (MaaS) and Logistics as a Service (Laas) operational chains - Advancement of sustainable urban transport, reduction of pollution, reduction of number of cars on the road for people and goods transport - Facts and knowledge about AVs to increase users' acceptance;
<ul style="list-style-type: none"> - Public authorities - OEM's and transport operators, Tier 1 suppliers. - Telecom operators and technology providers/SMEs. - Research and academia. - Road operators, passengers and all VEC (Vulnerable to Exclusion) road users. -Citizens' associations. 	Engage appropriate stakeholders in pursuing the project's objective (also through the Stakeholder Forum, as detailed in Section 2.4.3 of this document)	<ul style="list-style-type: none"> - Flexibility and adaptation of the solutions to the local context taking into account the specificities of each location; - To assess the impact at city level of shared automated cooperative and electric fleets through holistic impact assessment; - Policy recommendations - Input to certification and standardisation actions
<ul style="list-style-type: none"> - Public authorities - OEM's and transport operators, Tier 1 suppliers. - Telecom operators and technology providers/SMEs. - Research and academia. 	Share knowledge about SHOW outcomes and findings	<ul style="list-style-type: none"> -AVs' driven changes in urban mobility; - Share results from SHOW real-life urban demonstrations - New physical and digital architecture;

Key target groups	Goal	Key messages
<ul style="list-style-type: none"> - Road operators, passengers and all VEC (Vulnerable to Exclusion) road users. - Citizens' associations. - Citizens living in the cities hosting the demonstrations. - General public. 		
<ul style="list-style-type: none"> - Public authorities - OEM's and transport operators, Tier 1 suppliers. - Telecom operators and technology providers/SMEs. - Research and academia. - Road operators, passengers and all VEC (Vulnerable to Exclusion) road users. 	Create motivation and consulting on the sustainability and multiplication of its results	<ul style="list-style-type: none"> - Benefits from integration of AV fleets in the public transport network; - Flexibility and adaptation of the solutions to the local context taking into account the specificities of each location; - Support deployment of urban traffic automation, through replication guidelines, road-mapping, reskilling and training schemes for the future workforce - Increased safety, including in respect to Vulnerable Road Users

By tailoring the messages to each identified target group, the consortium will ensure a significant impact of the diffused information and engage the audience according to their main interests and needs.

2.4 Communication Strategy

2.4.1 Dissemination and Communication

Communication and dissemination are both essential to ensure the successful implementation of a project. Often, the difference between these two activities is not very clear, or some of the actions performed in their framework could be defined as both communication and dissemination.

The European Commission has provided a clarification and distinction between the two concepts¹, as summarised in the following Table 1:

¹ A. Stasiak (June 2018), H2020 Communication Dissemination & Outreach, https://ec.europa.eu/info/sites/info/files/6_sc2_coordinators_day_communication_and_dissemination.pdf

Table 2: Communication and Dissemination differences

Communication	Dissemination
About the project and its results	About results only
Multiple audiences Beyond the project's own community (include the media and the public)	Audiences that may use the results in their own work e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers
Inform and reach out to society, show the benefits of research	Enable use and uptake of results
Grant Agreement art. 38.1	Grant Agreement art. 29
Starts at the outset of the project	When results are available

The main difference between communication and dissemination stands in their objectives, their focus and their targeted audience.

Communications aims to promote the project, focusing on its results, challenges and achievements; it is a joint effort, in which the whole consortium is involved using all its available tools. It means to effectively spread the project messages to the widest public possible, including the media, using a set of communication practices and tools that can be adapted to various settings and needs.

On the other hand, the primary goal of dissemination is to enhance the impact, visibility and credibility of the project, publicly sharing the results through the most effective and appropriate means (both traditional media channels such as newsletters, publications, news media coverage and digital/social media, as well as events, fairs and webinars). Peer reviewed scientific journals publications, scientific conferences presentation and industry related events participation fall under the dissemination actions.

Communication and dissemination of project activities are paramount actions to ensure effectiveness and sustainability of products and results, within and beyond the project lifetime.

A well-structured integrated communication and dissemination strategy is an effective instrument to maximise the impact of project results and outcomes, optimise their value and allow their active and concrete use in systems and practices at local, regional, national and European levels.

For these purposes, a consistent communication and dissemination strategy allows the consortium to identify, and subsequently measure, the extent to which project results reach the audience and are concretely utilised.

2.4.2 The tools

To ensure an effective and efficient information flow around the SHOW project, create awareness and reach out to the targeted audiences, the consortium is using a balanced mix of digital and offline tools.

The following indicative list of proposed communication channels, identified at proposal stage, is being updated/modified as needed throughout the implementation of SHOW and according to the work plan:

- Project website (see Section 2.4.2.2 of this document);
- Press releases and publications;
- Promotional material (poster, leaflets, roll-up, see details in Section 2.4.2.3 of this document);
- Social media channels (see details in Section 2.4.4. of this document);
- Participation and organisation of major events and demo events (see Section 2.4.3 of this document);
- Stakeholders' engagement via the Stakeholders forum (see Section 2.4.3 of this document) and other engagement activities (Ideathon, Hackathon, surveys, etc.);
- Organisation of and participation to events/conferences/workshops.

2.4.2.1 Brand identity and guidelines

To set-up the project's online reputation and brand identity, the consortium has elaborated a distinct visual identity and branding that can be clearly recognised and associated with SHOW.

The brand is often the first element that users, readers and stakeholders encounter when browsing for news related to the project. Given the fundamental role of a proper and recognizable brand identity, both during the duration of the project and afterwards including possible market uptake, the consortium developed the brand identity within the very first months of the project. A set of graphics, including the project's logo, fonts, colours and guidelines for the correct use of all elements has been developed to depict faithfully SHOW mission and vision. The elements have been inserted in the project's templates, as well as in other visual and communication assets and are integrated by all the consortium partners in their external and internal communication streams.

The full SHOW Brand identity and guidelines document is attached as Annex I of D15.5 (M24).

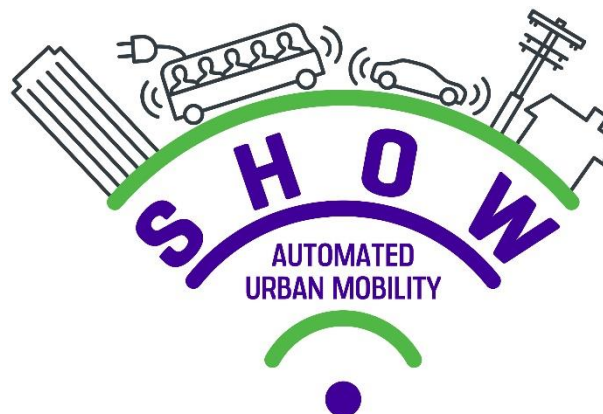


Figure 1: SHOW logo.

2.4.2.2 The website

The domain of the SHOW website is <https://show-project.eu/>

SHOW website has been created, using the project's brand identity and established visuals, to ensure SHOW online reputation and recognition and to act, for the consortium and the external audience, as an information hub providing the users with

all relevant information regarding the project, the partners, the pilot sites and the evolution of SHOW throughout its lifecycle.

The website will be active for the entire project's duration and beyond, presenting the consortium, the scope, the objectives and the pilot site (static content) as well as the latest news and attended/planned events (dynamic content).

To increase the user-friendliness of the website and to tackle the needs of more and less literate audiences, a [CCAV Glossary](#) has been developed. To leverage the broad reach of the website and overcome the challenges posed to communications and dissemination activities by the Covid19 pandemic, several relevant documents (e.g. leaflet, public presentation, etc.) have been uploaded in a downloadable format to the website in the specific section "Media Kit". A dedicated Knowledge Hub was added to the website to display knowledge produced by the project or to provide insights on CCAM, such as the Social Media Discovery Tool, the project public deliverables, the open access scientific articles and reports produced by SHOW partners, and the CCAV Glossary.

The website is linked to the official project's social media accounts, to ensure a maximisation of SHOW impact and exposure and the continuous engagement with the different target groups. To maintain the website interesting to both returning and new visitors, new articles and news items are published on the website on a regular basis. This strategy was winning, as the numbers of new and returning visitors, as well as dwelling time and engagement with content on the website show a positive trend.

Between M6 (when the website was launched) and M18, the website has performed extremely well, with 7613 new users (rate of returning visitors: 20%) and registering 12618 active sessions.² These numbers confirm not only that the website has met the KPIs set so far, but also that it is an extremely valuable tool for dissemination and communication as it has been browsed, on average, 1127 times every month between M13 and M18 (all data are derived from Google Analytics).

The performances between M19 and M24 are even more positive, showcasing a total of 5540 users totalling almost 8500 active sessions.

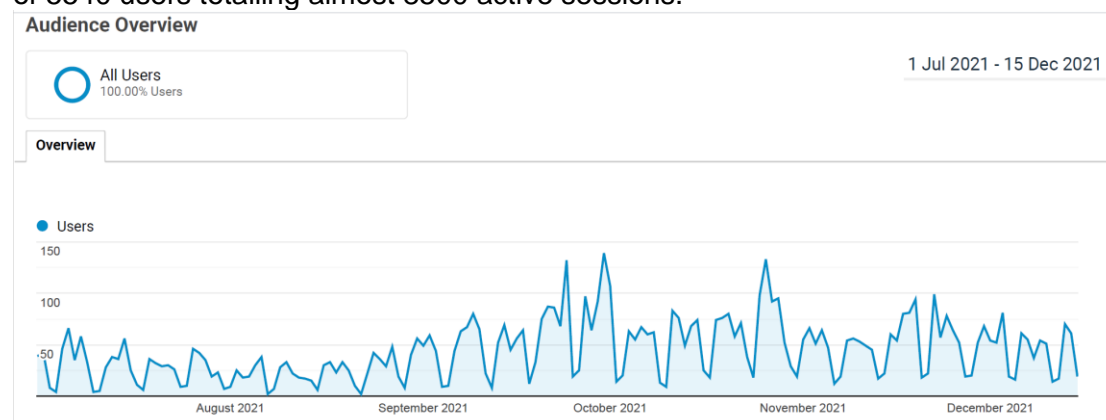


Figure 2: Overview audience behaviour on SHOW website between M19 and M24 (source: Google Analytics)

When considering the data for the whole Y2 of SHOW (summarised in the table here below), it is evident that the SHOW website is a fundamental tool to the communication

² Source: Google Analytics

and dissemination of the project and that it has become a pillar in the conversation on CCAM. The high percentage of returning users highlighted in Figure 4 indicates high loyalty and long-term interest in the SHOW project and its results.

Table 3: Highlights SHOW website performances in Y2 (source: Google Analytics)

Description	Performance
Total users	10078
New users	9933
Average sessions per month	1340/month
Total number of sessions	16082
Average duration session	1:58 minutes
Total page views	36955

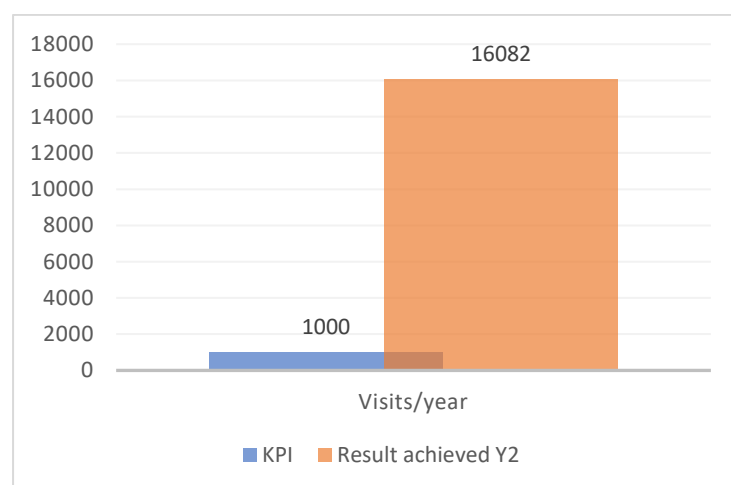


Figure 3: Total number of sessions on SHOW website Y2 vs KPI

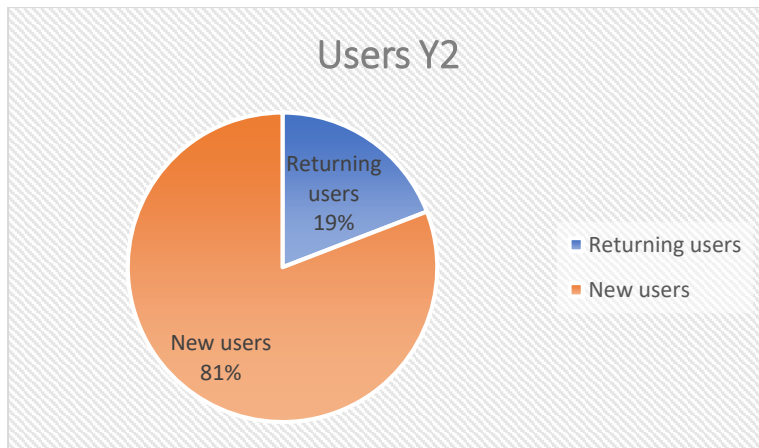


Figure 4: Percentage new users vs. returning users SHOW website Y2

SHOW website's content and structure are described and displayed in detail in section 2.6 of D15.5 *Dissemination material and mechanisms of the project – updated* (due M24). Screenshots from the current version of the website are included in Appendix II of D15.5.

2.4.2.3 Promotional material and templates

2.4.2.3.1 Leaflet

SHOW leaflet is one of the key dissemination tools, to be used in both digital and printed versions, to present the main facts and figures of the project during the relevant events and/or webinars.

The leaflet acts as an informative summary, to give the readers/audience an overview of the most relevant SHOW-related information.

As shown below in Figure 5 and Figure 6, the leaflet is in A4, recto-verso format, in colours. All graphics and visuals comply with the project's brand identity and the product acknowledges the EC funding programme, as per the EC requirements.

The current version of the leaflet features an attractive design depicting the key features of the projects have been developed, so that combined with the key information highlighted on the verso, key stakeholders and the general public can have a well-informed overview of the project, its objectives and its main characteristics. Figure 2 shows the current version of SHOW's leaflet. The leaflet will be updated upon the need to maintain the information current and truthful. A more detailed description of the leaflet is available in D15.5.



Figure 5: SHOW leaflet recto



Figure 6: SHOW leaflet verso

2.4.2.3.2 Roll-up banner and poster

Following the same concept and brand identity, SHOW consortium has developed a roll-up banner and a poster to be used during relevant events and conferences to showcase the project and visually communicate SHOW's mission and vision through its graphic identity.

The main elements of the products are:

- SHOW logo and tagline (full project name);
- EC flag and disclaimer, as per the European Commission's requirements;
- Visuals developed ad hoc, using the project's colour palette, to express the core idea and objective of the project: the integration of automated vehicles in the urban environment.



Figure 7: SHOW roll-up banner



Figure 8: SHOW poster

2.4.2.3.3 Project videos and visuals

Videos are an extremely useful and versatile tool to share your message and engage with different audiences in a cross-cutting way on social media, website, online and face to face events and conferences. To maximise the impact of this medium, SHOW consortium has developed [a short and captivating animated video](#) (for a more detailed description see *D15.3 Project Video*) and several videos featuring SHOW's demo sites field activities. The consortium is therefore producing both educational videos aimed at showcasing and explaining the project on general and broad terms, as well as technical videos targeted to key stakeholders and any other interested audience. All graphics and visuals comply with the project's brand identity and the product acknowledges the EC funding programme, as per EC requirements.

So far, **the consortium has developed four videos in total**, one animated project video, two in loco test sites videos ([Linköping – Sweden](#), and [Carinthia - Austria](#)), and one [remote video interview](#) with the leader of the Tampere test site. All videos related to SHOW project are available on [SHOW official YouTube channel](#).

A more detailed overview over all SHOW videos can be found in *D15.3 – Project video* (M24).



Figure 9: Screenshot from SHOW animated video 1



Figure 10: Screenshot from SHOW animated video 2



Figure 11: Screenshot from SHOW animated video 3



Figure 12: Screenshot from SHOW animated video 4



Figure 13: Screenshot video on SHOW – Demo site for autonomous shuttles in Linköping, Sweden 1



Figure 14: Screenshot video on SHOW – Demo site for autonomous shuttles in Linköping, Sweden 2

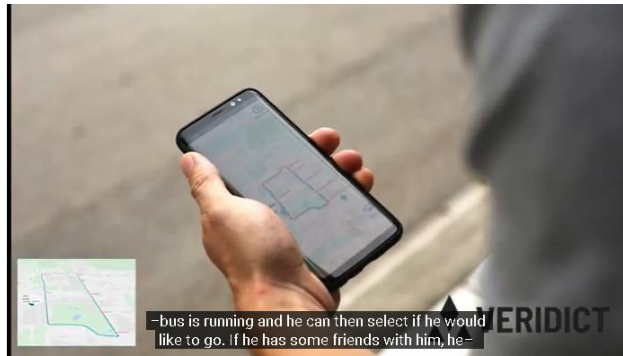


Figure 15: Screenshot video on SHOW – Demo site for autonomous shuttles in Linköping, Sweden 3



Figure 16: Screenshot video SHOW demo site in Carinthia 1



Figure 17: Screenshot video SHOW demo site in Carinthia 2



Figure 18: Screenshot video SHOW demo site in Carinthia 3



Figure 19: Screenshot video SHOW demo site in Carinthia 4

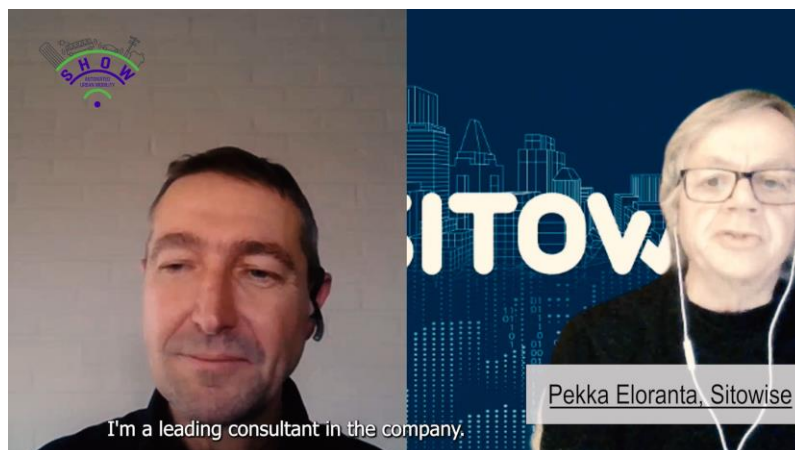


Figure 20: Screenshot video interview with Tampere test site

2.4.2.3.4 Other communications material

Following the above-mentioned visual identity, the consortium has also developed several templates (Word, PowerPoint, and stickers for the test vehicles) to ensure that each piece of content or communication activity implemented by the partners is depicted/supported by visuals in a consistent manner. The templates have been made available for the SHOW consortium on the online cooperation tool.

SHOW promotional material and templates are further described and showcased in detail in D15.5 Dissemination material and mechanisms of the project - updated.

2.4.3 Stakeholders forum, major events & demo events organisation

To achieve liaison with the entire CCAV value chain, a Stakeholders Forum has been built at the start of the project (A15.2). Making use of the large networks of the consortium, the SHOW Stakeholders Forum aims to bring together at least 250 stakeholders. Forum members will be kept in the loop from the beginning till the end of the project, acquiring in this way a consistent understanding of it and being able to provide credible feedback to it.

For each cluster, the participating stakeholders are being and will be invited to the project events such as workshops and conference sessions, and to targeted events that will be organised in the local demo sites communities. Also, the members of each cluster receive targeted dissemination materials such as e-newsletters. Furthermore, the members are consulted by the different tasks of SHOW that need to conduct surveys with external stakeholders.

Various pan-European multi-stakeholders workshops have been and will be organised, to create targeted awareness and get targeted feedback on crucial project milestones (e.g. Use Cases, Business Models, Demonstration Plans, Evaluation and Impact Assessment goals), prepare evaluation activities, engage stakeholders and establish the extension of SHOW in all aspects. Public events, such as the Final Event, will also be organised throughout the project, to further engage relevant stakeholders.

Finally, specific demo targeted events will be held in the demo sites of SHOW (primarily in Mega site and secondarily in Satellite ones). The events will be coupled with demonstration of SHOW solutions in the specific site context aiming to activate and further engage the local communities.

Table 4: List of the major and demo events planned and key milestones.

Event	Date
Participation in external events (TRA, UITP Summit, ITS Congresses, etc.)	M9 – M48
Workshops and live demos at UITP Summit 2021 and 2023	M18 – M44
Finnish pilot site launch event	M25
Spanish pilot site – training of drivers	M25
Tampere Smart City Week	M26
Launch of Spanish Pre-Demo	M26
Workshops and live demos at IT-TRANS2022	M27
75 anniversary of EMT Madrid	M28
Workshops and live demos at ITS EU Congress 2022 in Toulouse	M29
Workshops, conferences and possible live demos at ITSWC 2022 and 2023	M33 – M46
European Mobility Week	M33
Urban Mobility Days	M34
Workshops and live demos at TRA2022	M34
EUROCITIES mobility Forum	M35
POLIS annual congress	M35
Workshops and live demos at ITS EU Congress 2023	M42
Live demo at EUCAD2023	M40
SHOW third Pan-European workshop	Y3
SHOW Ideathon 2023 and 2024	Y3/Y4
SHOW Hackathon 2023 and 2024	Y3/Y4

Event	Date
Closing Pan-European workshop of SHOW and live demo (in a pilot site)	M46
Final event	M48

2.5 SHOW Social media

By leveraging different social media channels, SHOW aims to raise awareness about project's progress and findings which can assist in targeting important audiences, triggering discussions and channeling scientifically and (probably) commercially significant results within the CCAM and the broader Transport & Mobility field. To this end, SHOW's social media objectives are aligned with the main dissemination objectives of the project, i.e.:

- Facilitate the maximisation of the dissemination and the communication of SHOW progress and outcomes to the wider audience;
- Ensure a broad dissemination of project's results to all potential interested parties and share the best practices of the project;
- Present the project progress, technologies and results outside the scope of the SHOW consortium, ensuring large awareness amongst a broad range of external stakeholders.

The communication and dissemination team already uses a variety of engagement tactics ranging from the more traditional techniques such as social media and online viral. The table below outlines the awareness tactics that are deployed by the team and displays how these tactics help increase the impact of the project.

Table 5: Awareness tactics

Description	Benefit of the Tactic
<p>Maintenance of LinkedIn & Twitter account, Facebook page, fostering interaction with the social media users and participation of groups of people that have an interest in the project as end-users, the general public, research community and groups of people that are interested in the specific research outcomes of the project, other EU projects working in similar domains. The maintenance actions of the aforementioned social media accounts that have been taken include the following:</p> <ul style="list-style-type: none"> • The creation of a social media posting schedule • The regularly share of project news to reach a wide range of communities and stakeholders • The usage of social media interactive features such as polls and chats to get closer to the project's social media audience • The quick response to social media user's posts/replies • Creation of ad hoc campaign based on the intelligence gathered through the SPY tool 	<p>Social media are fast, low-cost channels of reaching interest groups and communities that are normally not present at any event and/or conference in order to show the progress and findings of the project and to keep all stakeholders' interest high.</p>
<p>Creation of YouTube channel (https://www.youtube.com/channel/UCUWfUy4SE4JGVzmV_wJoLaA) for sharing project's videos (ie. demo site presentation)</p>	

Description	Benefit of the Tactic
Use of existing consortium's social networking contacts (Twitter, LinkedIn, Facebook and Youtube) to reach out to a wide range of communities	
Use the SPY tool (check section 3.4.2 of D15.5) to identify trending hashtags and keywords related to the project, as well as to identify top users, the sentiment polarity of the clustered & analysed opinions, and the associations between the top users and top keywords	

Furthermore, a detailed overview of SHOW Multiplication Strategy is available in D15.5.

Key results

SHOW's dissemination team has developed a robust and multifaceted social media strategy that takes into account the strengths of each different medium, target audiences and messages. Thanks to the continuous efforts of the dissemination task force, the engagement of all the members of the consortium, and the cross-contamination between H2020 projects and between SHOW and established platforms such as CCAM platforms, SHOW social media channels are performing well and growing organically a strong audience of interested and highly engaged stakeholders, very receptive to SHOW results and activities.

Below are some key results from SHOW social media channels:

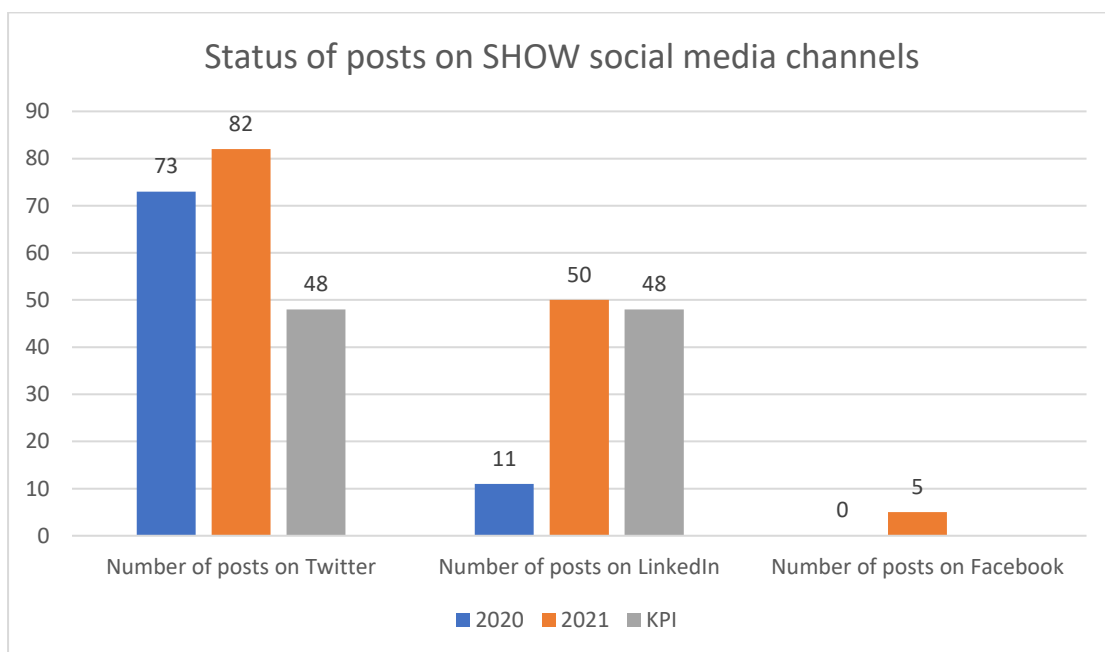


Figure 21: Status of posts on SHOW social media channels

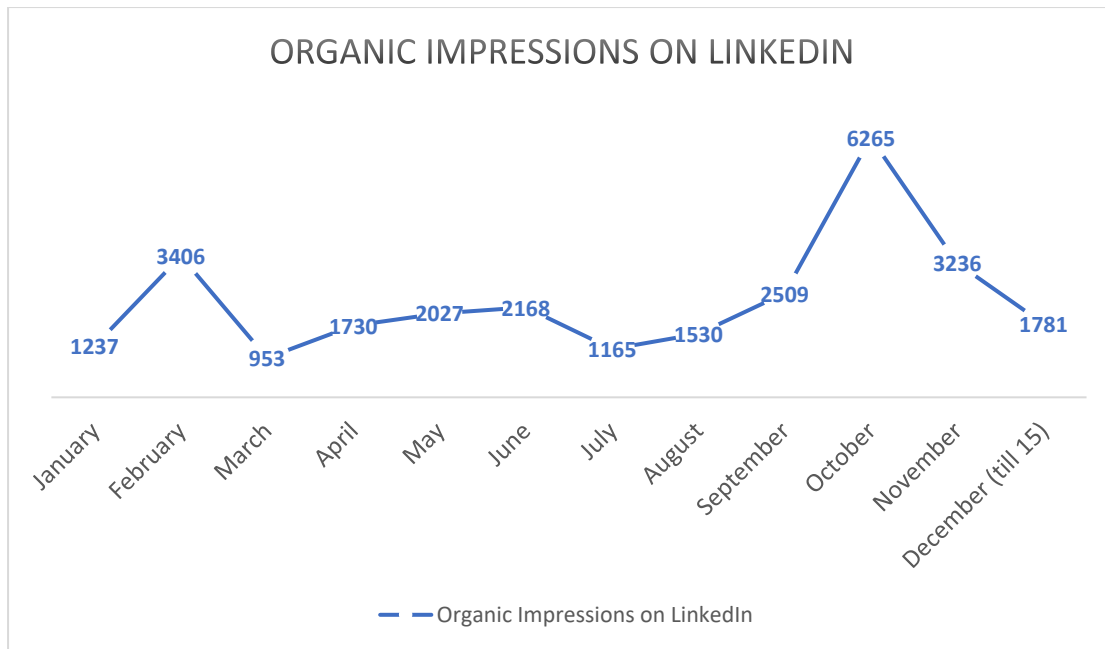


Figure 22: Organic impressions on LinkedIn 2021

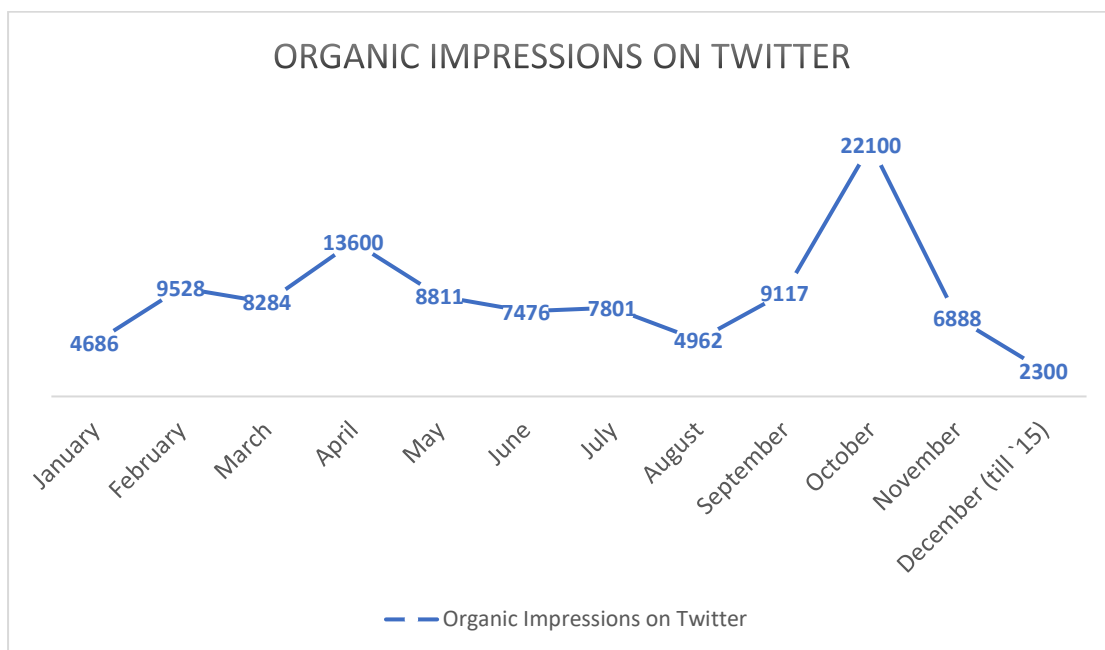


Figure 23: Organic Impressions on Twitter 2021

2.5.1 Twitter & Facebook

Twitter and Facebook are useful to inform and engage our target external audience groups and their respective communities. Building a community/being part of an already existing community is crucial for dissemination via these Social Media platforms. In order to provide SHOW key target audiences, the local communities and, more broadly, any interested stakeholders, with the latest information's, news, events and achievements of SHOW, as well as to engage in open and fluid discussion with them, an official Twitter handle ([@SHOW_H2020](#)) and an official Facebook account ([SHOW.H2020](#)) have been launched.

To expand even further and to connect to already existing communities and build our own, SHOW is going to use the available hashtags such as #automatedmobility, #sharedautomation, #autonomousvehicles, #transport, #MaaS, #CCAV, #CCAM, etc. Furthermore, relevant stakeholders, project partners, institutions (e.g. CINEA), platforms (e.g. [CCAM](#), [CAD](#)) are regularly tagged in SHOW posts. In the next phase, increased interaction with other H2020 funded projects is expected.

Finally, to create *momentum* around SHOW and gather all the social media posts and news around the SHOW project, the communication and dissemination team has launched the project's own hashtag #SHOWh2020, which is now widely used by all the members of the consortium.

The SHOW Twitter and Facebook social media channels handle will make it easier for followers and members of the consortium to engage with the SHOW project, either by following, mentioning, retweeting/sharing, commenting, or interacting with tweets and posts. The team, apart from the social media analysis tools (A1.2 - User opinion discovery in social media) that has been developed within the project for discovering users' opinion, intends to use Twitter's own analytics-system³ which gives a very good overview over current conversations and interactions with followers. For more details and insights on SHOW's Twitter account, the team intends to apply Twitonomy⁴, a third-party tool, which is available for free (in a basic version) to complete the overview. For Facebook, the team intends to use Facebook's own Insights page that provides information about SHOW page's performance, like demographic data about our audience and how people are responding to our posts.

The following table outlines the general engagement tactic developed for Twitter and the results achieved so far. & Facebook) social media channels.

Table 6: Twitter engagement tactics

Objective	Twitter account @SHOW_h2020 https://twitter.com/show_h2020 and Facebook page https://www.facebook.com/SHOW.H2020 are used to promote the project news and related activities as well as reach a wide range of communities such as establishing connection and communication with the following: <ul style="list-style-type: none"> • Other related projects • Academia • Governmental Association groups • Policy makers • Advisors • Civil society • Industry, and • Media.
Content and Messages	Project news, next generation Transport & Mobility advancements at Urban and Public transport, related news, discussion topics, promotion of project videos and other assets created by the consortium, promotion of opportunities
Target Audience	All Stakeholders, citizens
Information Required	Project updates, current news, low level detail
Information Provider	Dissemination team and all Partners & users
Activities	Encouraging new members to join, regularly adding new posts and responding to others comments

³ <https://analytics.twitter.com/>

⁴ <https://www.twitonomy.com/>

Schedule	As we have content to add, targeting a weekly schedule for twitter and a monthly schedule for the recently launched Facebook page (live since September 2021)
Monitoring	<p>The dissemination team is monitoring the group twice a week as a minimum.</p> <p>The SHOW Twitter account has currently 225 between direct tweets and retweets, with 82 tweets sent out in 2021. The SHOW Twitter handle counts 292 followers. In 2021, SHOW tweets recorded over 100k impressions.</p> <p>The SHOW facebook page was launched in September 2021; over the last 3 months, it posted 5 times (aligned with the monthly scheduled foreseen for Facebook) and is followed by 13 people. Since the SHOW Facebook page is seen as a key tool for engagement with local communities from the test sites areas, engagement on Facebook is expected to increase as of 2022 when the demonstrations activities will be kicked off.</p>
Responsible	Dissemination team, consisting of ITML, UITP and ERTICO

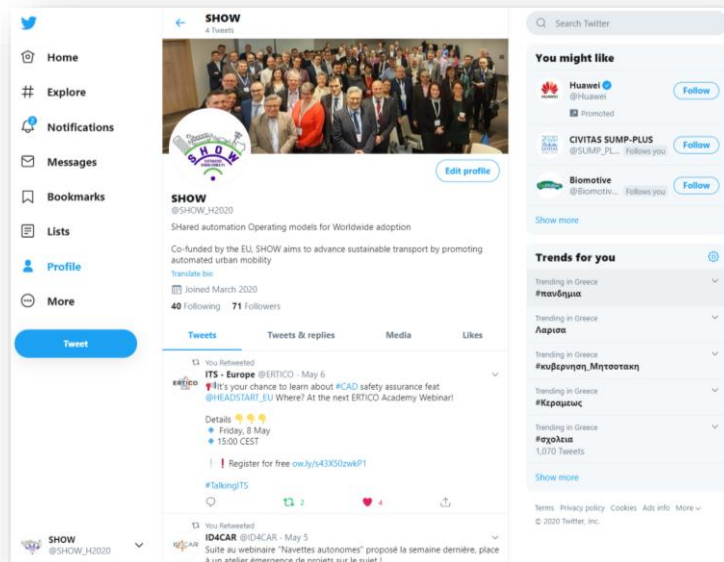


Figure 24: SHOW's Twitter account

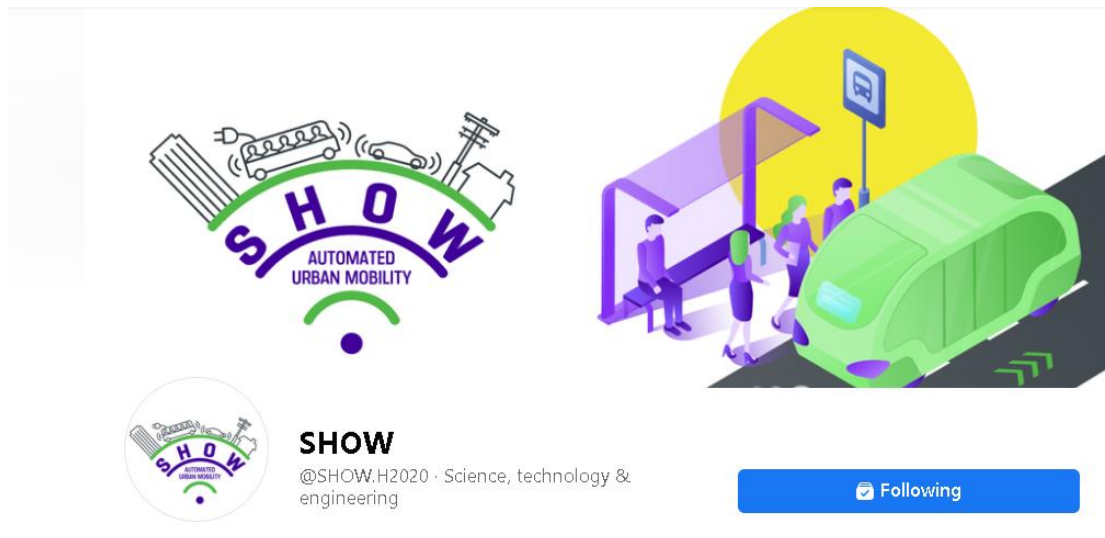


Figure 25: SHOW's Facebook page



Figure 26: Example of post on Facebook

2.5.2 LinkedIn

LinkedIn is a Professional Network through which SHOW can address very specific, professional target groups. It is mainly functional for targeted networking and to create a sustainable SHOW network in which the status of the project and project outcomes can be shared. The SHOW LinkedIn page has been set up at M8, it counts **473 followers** and in 2021 had an **average monthly engagement rate of 7,4%**. With **17.6% of its followers coming from the research world, 23,7% from the transportation and automotive sectors, and about 10% from the public sector**, SHOW audience on LinkedIn is part of the key targeted audiences as defined in section

2.2 of the current deliverable. SHOW's LinkedIn page is updated on a regular basis and has quickly become a key channel for the promotion of the project and to share with key interested stakeholders SHOW's milestones and achievements. **In 2021, 50 posts were published on the page.**

The general engagement tactic for the LinkedIn channel are outlined in the table below

Table 7: LinkedIn engagement tactics

Objective	To announce SHOW achievements to other professionals from relevant fields of action, to raise questions and obtain feedback that can contribute to the project's development. Also to announce events and gather interest from other people that join our community. SHOW LinkedIn group is available at the following link: https://www.linkedin.com/company/showh2020/
Content and Messages	Keep in contact and inform practitioners, researchers and users of Transport & Mobility
Target Audience	All Stakeholders, citizens
Information Required	Project updates, current news, discussions for receiving further feedback and suggestions on cases and contents
Information Provider	Dissemination team and all Partners & users
Activities	Encouraging new users to join, regularly adding new tweets and responding to other comments
Schedule	Updated on an ad hoc basis throughout the project, targeting at least one weekly update
Monitoring	The dissemination team is monitoring the group at a minimum twice a week. SHOW LinkedIn page has currently 473 followers. In total, 61 posts were shared from the SHOW LinkedIn page, of which 50 in 2021.
Responsible	Dissemination team, consisting of ITML, UITP and ERTICO

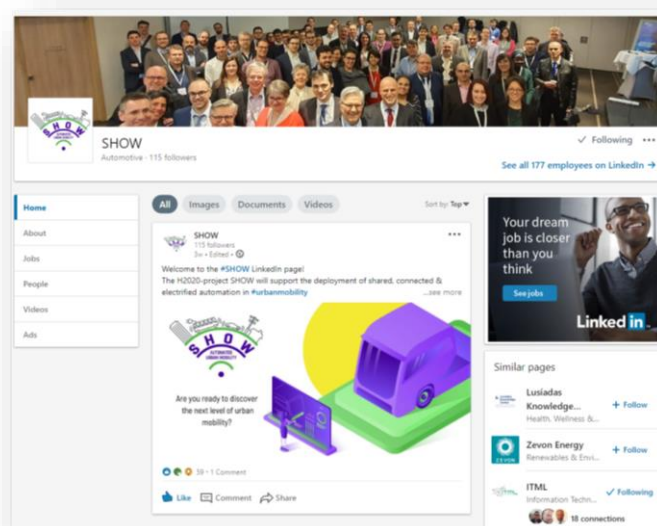


Figure 27: SHOW's LinkedIn page

Top industries

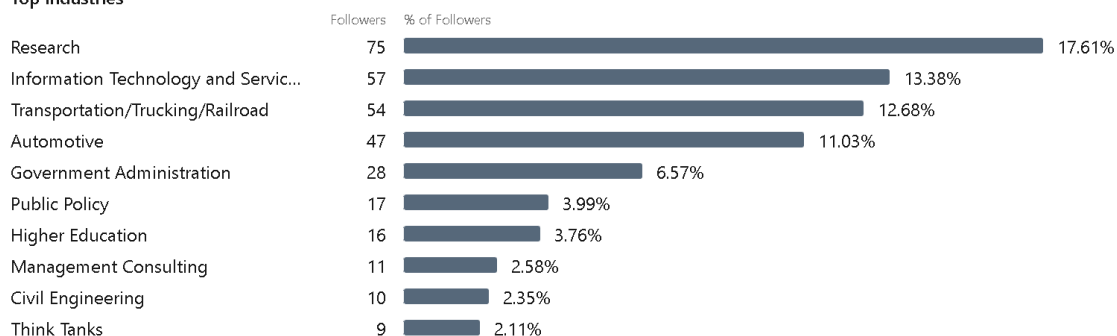


Figure 28: Break-down per industry LinkedIn followers

2.5.3 Youtube

Internet video sharing via YouTube has been used by the SHOW project as a public engagement tool with the project's findings. The SHOW YouTube channel (https://www.youtube.com/channel/UCUWfUy4SE4JGVzmV_wJoLaA) is created and accessed publicly for free of charge disseminating directly to the internationally borderless audience from a wide range of backgrounds in comparison with traditional media such as newspaper, television, and magazine. As YouTube delivers information in video format, it can be indicated that sometimes the use of a video is more effective rather than in written format for comprehension of information improving people's understanding of the given information. The SHOW YouTube channel is willing to facilitate visualizations of the provided CCAM/CCAV technologies and services since it helps researchers to describe how the technology works and to deliver the message to the public.

Up to now, four videos have been published on [SHOW Youtube Channel](#), which counts 14 subscribers. Each video has been very well received, counting several views: **the SHOW animated video has been watched on youtube alone over 230 times in two months and has been displayed at booths and conferences.** The videos are also shared regularly on the SHOW social media channels, as well as on the websites, social media channels, and newsletters of the consortium partners.

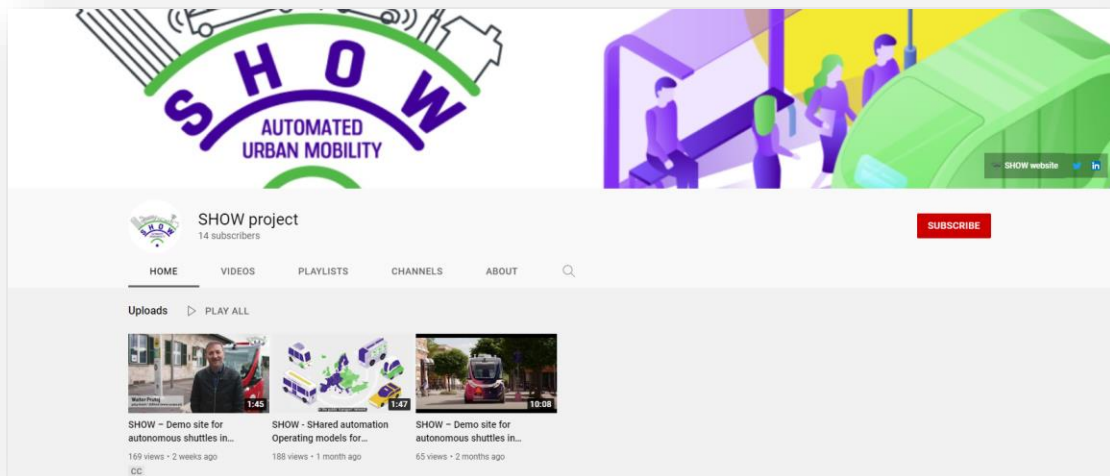


Figure 29: SHOW YouTube channel

2.5.4 SPY Tool

Overview

The SPY tool is a social media analytics tool that has been developed under the WP1 activities and analyzes social media opinions on CCAM/CCAV topics (Challenges, Road Safety, Public Transport, Logistics) and provides aggregated insights and trends on the classified level of users' acceptance using interactive and high-quality visualizations. A detailed technical overview of the SPY tool and its mechanisms may be found in section 3.4.2 of D15.5

Social media reports

The dissemination task force of the project decided to elicit valuable info related to the project from Social Media and document it on a regular basis by producing two types of routine reports, namely i) the **Social media monitoring monthly report** and ii) the **SPY weekly report**. The **weekly report** is used by the task force for creating the project's "Message of the week" with highlights from the SPY tool's (<http://show.itml.gr>) findings on its social media analysis for the following CCAM/CCAV topics

- i) Challenges
- ii) Road safety
- iii) Public transport
- iv) Logistics

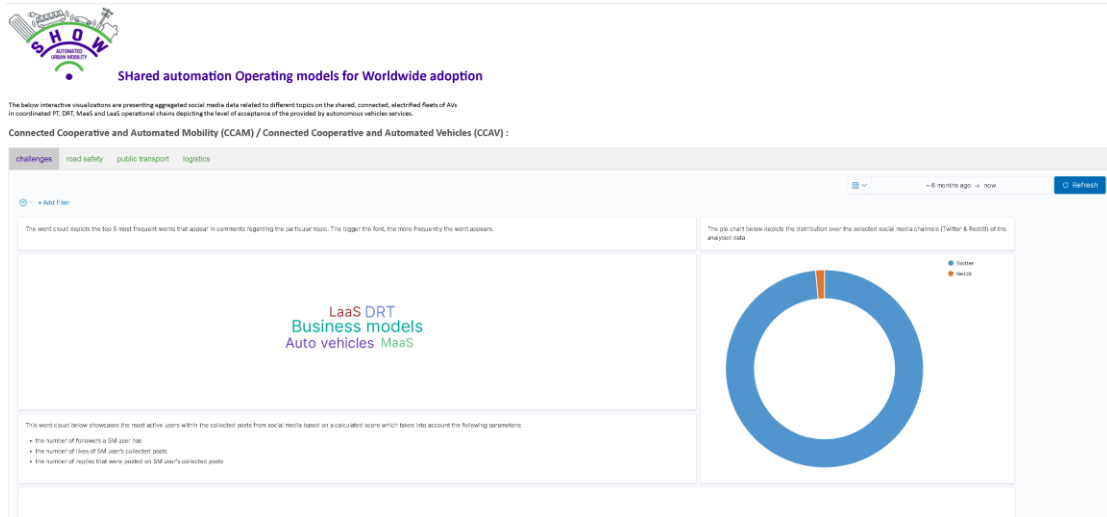


Figure 30: Overview of SPY tool word cloud relative to challenges (3Q and 4Q 2021)

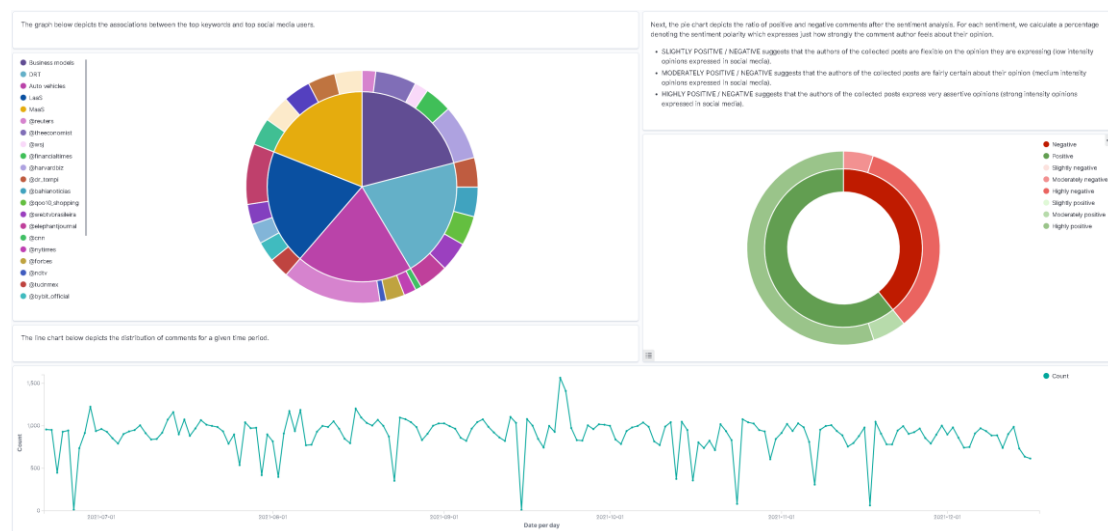


Figure 31: Overview of SPY tool of key social media users per keywords, sentiment, and time distribution relative to challenges (3Q and 4Q 2021)

All results from the SPY Tool are directly accessible on this user-friendly platform:
<http://show.itml.gr>

The “Message of the week” campaign generated from the SPY weekly report has been very well accepted on SHOW social media channels and is instrumental to ensure social media users’ interactions and responses boosting users’ engagement with the project and the **monthly report** for measuring project’s social media channels performance and success effectively.



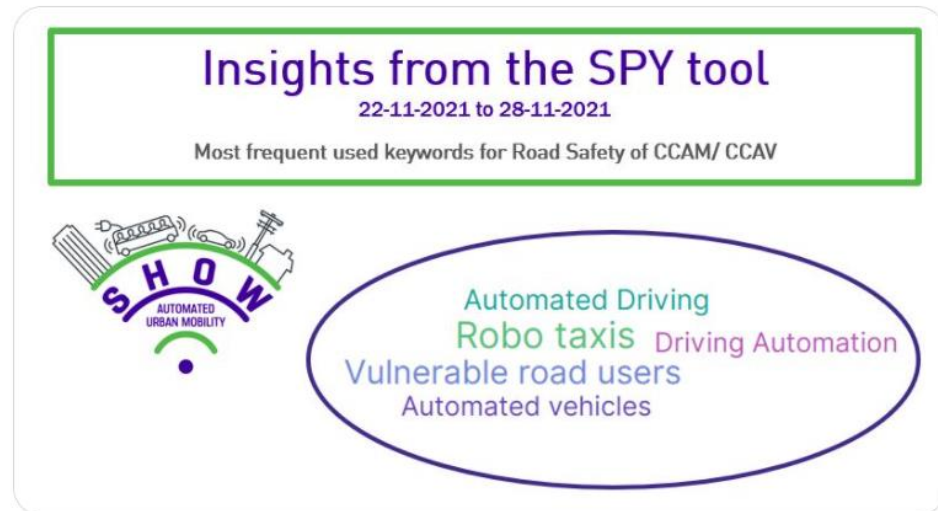
SHOW @SHOW_H2020 · Dec 6

What is the talk of the town when it comes to [#automatedvehicles](#)? The [#SHOWh2020](#) Spy Tool collects user opinions on [#AVs](#) from social media.

Have you checked out our YouTube channel?

You can already check out the first videos from our demo sites! ➡

bit.ly/3yZs8rl



ERTICO - ITS Europe and 4 others



1



5



Figure 32: Example "Message of the week" tweet

3 Activities carried out between M1-M24

3.1 Communications activities

3.1.1 Articles and news items on SHOW website

In order to communicate efficiently about the project, its goals and its scientific results as well as to keep new and returning visitors informed and engaged, the dissemination team, together with the other partners of the consortium, creates and publishes on the website news articles, partners' interviews and other dynamic content on a regular basis. The content created is engaging, featuring technical results, milestones and achievements, as well as key communication and dissemination activities (e.g. participation in a relevant conference in the sector of CCAM).

All news articles may be publicly accessed in the section "[News](#)" of the project's website; all the partners' interviews may be publicly accessed in the section "[Partners' interviews](#)" of the project's website.

All the informative materials, the news articles, the interviews and other communications assets are further leveraged on the project's social media channels, hence expanding the organic outreach of the website.

Up to now, **a total of 39 posts** (articles and partners' interviews) have been published on SHOW website throughout its lifespan, which equals more than 2 blogposts per month. **In 2021 (Y2 of the project), 22 articles/news and 9 partners' interviews have been published**, hence exceeding the set KPI of 10 articles throughout the year.

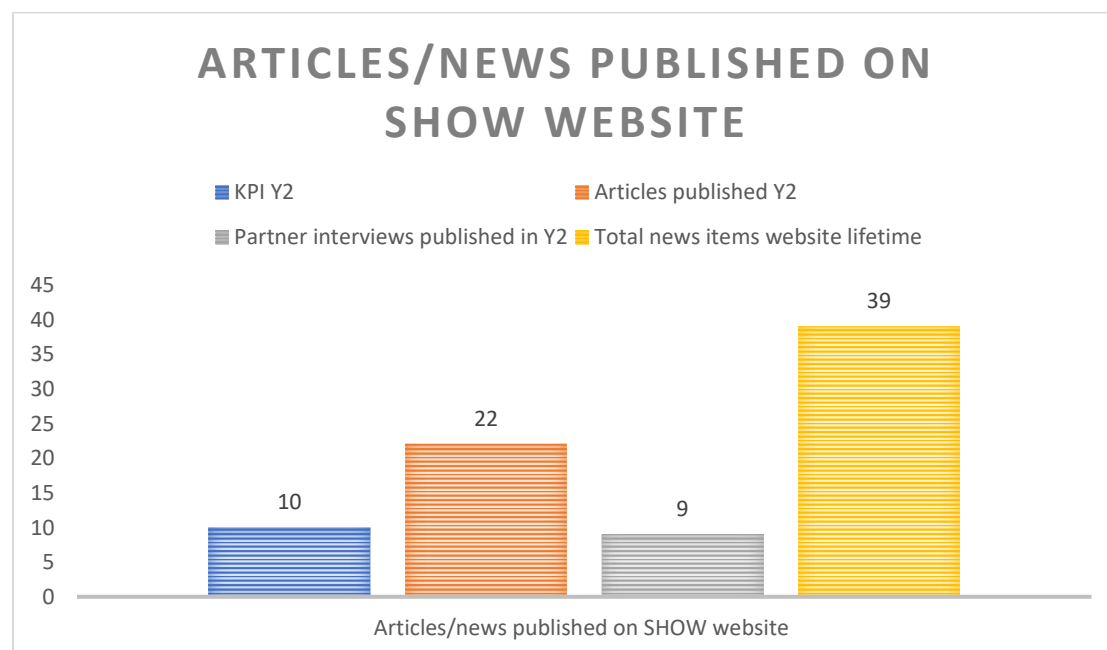


Figure 33: Articles/news published on SHOW website

3.1.2 Press releases, media relations and articles on external websites

To guarantee maximum media outreach across different European countries and worldwide, all SHOW partners are actively promoting the project and the results with local and international media outlets to gain local, regional and global exposure and promotion. As part of media relations, both individual partners and the consortium as a whole have issued press releases (when deemed necessary), and many more are

planned in the next months. Press releases and relevant news items are produced in English, as well as in local languages, especially when they cover demonstrations taking place locally.

Between the launch of the project and M24, **seven press releases have been published on behalf of SHOW project**. Furthermore, SHOW partners are actively promoting the project on their own communication channels and websites, hence increasing outreach and strengthening the centralised communications efforts. **In Y1, SHOW partners have featured 18 news and articles related to SHOW on their channels. In Y2, the number increased to 28.**

Finally, during the first 2 years of the project, 23 external articles have been published (6 in Y1, 17 in Y2), both in English and in local languages.

A detailed list of SHOW press releases and of articles published on partners' channels is available in Annex III of the current document.

3.1.3 Newsletters

The consortium has issued three project external newsletters, one in October 2020, one in May 2021, and one in December 2021.

The first newsletter was circulated on 15/10/2020 with 49.2% opening rate (average transport industry rate: 21%. Source: MailChimp); the second newsletter was sent on 12/05/2021 and registered an opening rate of 43.6%, still higher than the opening rate registered by comparable actors. SHOW third newsletter has been sent out on 17/12/2021. A few hours after its publication, the opening rate was already at 15% and aiming at increasing over the days.

Each project newsletter features a short interview/introduction by one of the SHOW members, key technical insights from the projects (e.g. results and milestones), main news and achievements, direct link to newly available communication and dissemination assets, as well as a list of upcoming events.

The Newsletters are sent to an ever-growing list of interested stakeholders, who subscribed to the SHOW newsletter mailing list (it currently counts 245 subscribers). Subscription to SHOW mailing list and management of the mailing list is done through the professional platform Mailchimp; all data are treated with maximum confidentiality and all activities are GDPR compliant (including opt-in/opt-out options).

Published external newsletters are available on the SHOW website in the section ["Newsletters"](#).

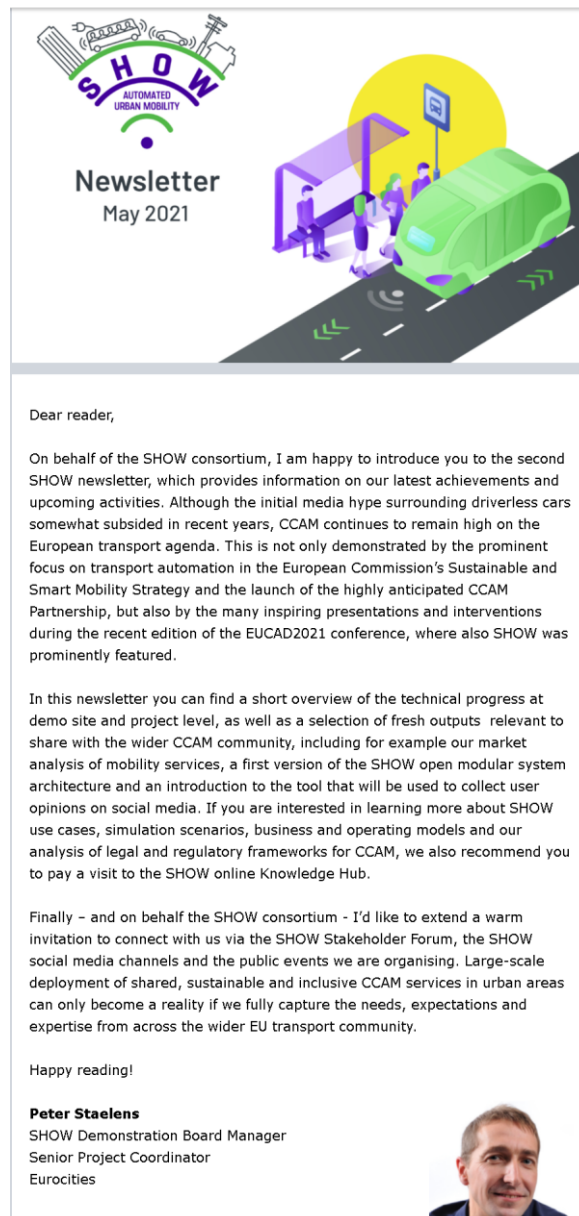


Figure 34: SHOW external newsletter - May 2021

Next to the external and public newsletter, an internal newsletter is circulated on a (bi)monthly basis with the members of the consortium. This internal newsletter is an important tool as it allows the coordination of actions within the consortium, knowledge sharing and the creation of synergies.

3.1.4 Podcast

In Autumn 2021 UITP has started preparations for a SHOW Podcast. Called "*Automated Mobility: The People Behind The Wheel*", the podcast will be an extra and innovative dissemination tool to share SHOW achievements and further engage the community around SHOW. The objectives of the podcast are as follows:

- *Popularise SHOW goals and findings and later other projects about new technologies for (automated) mobility;*
- *Get people familiar with EU-funded research;*
- *Bridge the gap between policy makers, technology development and citizens.*

The podcast will consist of various episodes during which SHOW partners (and others involved with the project) will be interviewed about their participation in the project, their motivation and their view on automated mobility in general.

The first episode is expected to be launched in 2022.

3.2 Dissemination activities

3.2.1 Events, conferences, webinars and fairs

New dissemination opportunities and relevant conferences and platforms are sought regularly. **Between Y1 and Y2, SHOW partners have actively organised and/or participated in 57 events (27 in Y1, 30 in Y2).**

An exhaustive list of all the conferences, events, fairs and workshops where the SHOW partners have presented the project, its goals and results is provided in [Annex I](#) of the current document.

3.2.2 Scientific publications

SHOW partners have actively participated in several scientific conferences and events and published **16 scientific/technical papers or conference proceedings over the first half of the project**. Publication of more scientific publications and participation in scientific conferences will be sought between M25 and M48 when the most substantial results are expected. The project prefers an open-access approach for its scientific publications. An exhaustive list of all scientific publications is available in [Annex II](#) of the current document.

3.3 Engagement activities

3.3.1 Citizens engagement

User-centered design is vital for developing customized mobility solutions with enhanced chances for success. End-users can give excellent input to validate and/or steer the results of research and development. A user-centred approach can help to (i) foster adoption and acceptance of (new) mobility services, (ii) make sure that these are inclusive and accessible to all – considering the needs of persons with reduced mobility and other vulnerable to exclusion groups –, and (iii) improve the overall travel experience.

In order to design and develop sustainable and successful AV services – or (transport) services in general –, not only end-user needs but also requirements from the different other stakeholders involved in the (AV) transport and mobility ecosystem need to be considered (authorities, operators, OEMs, ...). Within SHOW, a large number of activities are planned with a diversity of stakeholders: interviews, surveys, focus groups, workshops, Demo Board and stakeholder forum meetings, and many more. SHOW citizens' engagement activities are always evolving and are re-defined regularly according to the needs and the responses from the users.

The overall objective of A9.3, as a horizontal task within SHOW, is to support the SHOW demonstration sites in reaching out to end-users and other stakeholders and to guide and monitor their engagement plans and efforts.

As part of A9.3, Ideathons and Hackathons will be organized, to recognize gaps and collect solution-oriented ideas to improve the services proposed by SHOW. Ideathons – co-creation workshops with citizens and core stakeholders – are conceived as creative brainstorming sessions focusing on end-user needs. Importantly, SHOW will attempt to implement the solutions that come up during these Ideathons in practice by organizing follow-up Hackathons during which the best ideas coming from the Ideathons will be further developed. In a third step, the outcomes of the Hackathons will again be evaluated by end-users and stakeholders in a round of focus groups. More information on the past Ideathon and Hackathon activities may be found in section 3.3.2 of the current document.

In addition to these dedicated activities, the Framework and guidelines for a successful stakeholder engagement process developed within A9.3 will support the sites in developing their own customized engagement strategy and plan, adapted to the local context and taking into account the specificities of each Demonstration site in terms of objectives, stakeholders involved, user groups addressed, and factors affecting user acceptance. These strategies are conceived as a ‘living document’, to be updated regularly as the project progresses, and cover the following core questions:

- Who are the local stakeholders, who are the end-users?
- Which communication channels and tools can we use to reach out to them?
- How can we engage and involve stakeholders and end-users in SHOW?
- How can we encourage people to try out the SHOW services?
- How can we exploit synergies with planned SHOW events – tools – actions?

The A9.3 Framework and guidelines for a successful stakeholder engagement process can be used to support the recruitment of participants for the online surveys and interviews in the context of A1.1 (Ecosystem perceived and real needs) dealing with user acceptance of the SHOW proposed solutions, in conjunction with A13.5 (User experience, awareness and acceptance impact assessment). SHOW conducts user acceptance surveys in all pilots, in four iterations. Before the start of the demos, a baseline measurement takes place, followed by three on-site measurements at the beginning, near the middle and at the end of the pilot activities. Anyone who wishes to share their thoughts on automated mobility can participate in the pre-acceptance surveys (here). The demo surveys, on the other hand, target people who are actually using the SHOW services at each demo site.

More information on user engagement in SHOW is included in *D9.2: Pilot experimental plans, KPIs definition & impact assessment framework for pre-demo evaluation* (chapter 7.2.3, p.100-109).

A summary of the key citizens’ engagement activities may be found on the specific section “Citizens Engagement” on SHOW website [here](#).

3.3.2 Ideathon and Hackathon

As highlighted in the previous section, stakeholder engagement is key to guaranteeing the success of a project like SHOW. Therefore, the consortium has planned within its activities collaboration with stakeholders that would drive to the co-creation of SHOW solutions. Ideathon and Hackathon are pivotal activities in this respect, and the project plans to organise three Hackathons and three Ideathons during its course.

The first SHOW Ideathon was held on 15 January 2021 and led to the identification of three main ideas/challenges:

- Human assistance stand-by in case of problems: People may feel unsafe using an automated vehicle if there is no safety driver. Cameras on board could automatically detect a problem (using AI) and notify the control center which, if needed, can send someone to help.
- Adapting capacity to increase in demand in a flexible way: Surplus demand (e.g. due to peak hours, large events, unforeseen circumstances) can be addressed by quickly deploying additional automated buses, to be summoned from a nearby bus depot.
- Accessibility and assistance for persons with reduced mobility: How can we ensure that persons with reduced mobility can travel independently – how can we keep them informed (e.g. through audio-visual messaging) about accessibility, and how can they notify any need for assistance?

Those challenges were then further elaborated during SHOW Pre-hackathon Workshop, which took place on 12 October 2021 at the ITS World Congress. During the Pre-Hackathon Workshop, the skeleton of some concrete solutions to tackle the abovementioned challenges have been laid out. The solutions will be then realised in the next phase of the engagement process and may be integrated into SHOW.



Figure 35: SHOW Pre-Hackathon workshop



Figure 36: Pre-Hackathon workshop

3.3.3 Stakeholder Forum

As described in section 2.4.3 of the present document, SHOW has created a stakeholder forum to open a dialogue with and receive valuable inputs from other professionals in the field of autonomous urban mobility and interested stakeholders.

Currently, SHOW Stakeholders Group counts 93 members representing the entire mobility chain: from academia/research to technology companies, to engineering/manufacturers, municipalities and authorities, consultancies, operators, associations, insurance, and cybersecurity.

The members of SHOW Stakeholder Forum have the opportunity to participate in large-scale events on demonstration sites, as well as in targeted workshops, interviews and surveys, of which the results will contribute to paving the way to the autonomous urban mobility of the future. So far, two pan-European stakeholder forums were held.



Figure 37: 2nd SHOW pan-EU workshop

So far, members of the Stakeholders Forum have been invited to various events organised by SHOW, including both pan-European Workshops (September 2020 and September 2021), and the first Concertation Workshop taking place in December 2020. Also, members have been requested to provide their input for the SHOW surveys (Regulatory Aspects Survey and Pre-Acceptance Survey) and have been informed about various events and activities in the CCAM community. They have also

been kept up-to-date with the latest development within the project through regular e-newsletters.

In the future, members of the Stakeholders Forum will be invited to events organised in the local demo site communities. These will be stakeholder driven and coupled with the demonstration of SHOW solutions in the specific site context aiming to activate and further engage the local communities.

3.3.4 Advisory Board (AB)

To ensure that the project is aligned and up-to-date with the other related activities and projects internationally. The Advisory Board composed of six members (Table 11), held its first meeting in a dedicated session, moderated by ERTICO and UITP, on 16 September 2020, during the 2nd SHOW Partner Board Meeting. Furthermore, several Advisory Board members attended the SHOW 1st Pan-European Workshop «How to make CCAM in Cities a reality» on 18 September 2020, where a keynote presentation was given by the Advisory Board member Tom Vöge, Head of EU Affairs at ICC. In SHOW 2nd Pan European Workshop «Which path towards a meaningful, sustainable and feasible CCAM in Europe» held on 30 September 2021 the member of the Advisory Board Endre Angelvik was invited and delivered a keynote speech. The 2nd Advisory Board meeting was held on 15 July 2021 and its members were updated on the key Project areas progress.

During these interactions, the SHOW project partners have presented project developments and the Advisory Board members have provided their feedback and suggested potential improvements. The SHOW PMT took into consideration the feedback and provided answers to a number of questions from the Advisory Board members in return. At the same time several aspects that the Advisory Board highlighted have been actioned on; e.g. how can the project and deliverables can be supportive in the future, have been actioned on by posting, on the website, summaries that capture the essence of the produced deliverables, thus making them more 'accessible' to a wider audience. Regarding the point of 'how best to explain SHOW service to the users', specific tasks for engagement and awareness. campaigns at a local level and launching of acceptance surveys and the creation of focus groups with children at schools, engagement with elderly people and blind people are some of the actions to address it.

Finally, two international experts, drawn from the DoA respective list of persons which had expressed interest to be part of an extended Advisory Board, have been contacted to potentially enlarge the Advisory Board base.

Table 8: Members of SHOW Advisory Board

Name	Organisation
Christos S. Xenophonotos	Assistant Director, Rhode Island Department of Transportation, US
Julia Wadoux	Policy Coordinator for Health, ICT and Accessibility, at AGE
Endre Angelvik	Chair of the UITP Combined Mobility Committee and UITP SPACE
Georgios Giannopoulos	Professor emeritus Aristotle University of Thessaloniki, cor. Member Academy of Athens
Dr. Tom Vöge	Head of EU Affairs & Policy Lead ICC Brussels Metropolitan Area
Suzanne Hoadley	Senior Manager – Coordinator Traffic Efficiency, Polis Network

3.3.5 Twinning activities

One of the objectives of the SHOW project is to foster international cooperation on automated mobility by collaborating with global organisations working on CCAM.

So far, SHOW has executed twinning activities with ITS Japan and the University of Tokyo: in October 2020, the Consortium signed a non-disclosure agreement with both parties joining forces of SHOW, the Automated Driving Project Group from ITS Japan and the Mobility Innovation Collaborative Research Organization (UTmobl) from the University of Tokyo.

Further twinning activity with Japan took the form of an MoU signed in October 2021 with the Mobility Innovation Collaborative Research Organization, The University of Tokyo (UTmobl) and ITS Japan. In a dedicated signing ceremony that also gathered the presence of the European Commission, all parties highlighted the essence of international cooperation to advance automated mobility worldwide.

4 Communication and dissemination procedures

4.1 Partners' role and efforts

ERTICO is the Leader of WP15 “Dissemination, Training and Multiplication”.

ERTICO is also Activity Leader for *A15.1: Dissemination and communication*. Assigned with this role, so it is responsible for the definition of SHOW communication and dissemination plan and its updates, together with the development of the communication tools).

The effective communication and dissemination of SHOW is a joint effort, so all consortium partners will be proactively engaged in the implementation of WP15 activities.

Detailed roles and responsibilities under WP15, as well as the allocated effort per partner, are described in Table 9 below:

Table 9: Roles and responsibilities

Partner	Role and responsibilities
ERTICO	WP15 Leader Task Leader A15.1 and A15.6
UITP	Project coordinator Task Leader A15.2
ITML	Task Leader A15.3
IRF	Task Leader A15.4
e-Trikala	Task Leader A15.5
All Consortium partners	Supporting/participating in WP15 Dissemination activities.

Furthermore, in early 2021 the SHOW Dissemination Task Force (the initial concept of the task force can be found in the original multiplication strategy of the project). It consists of the WP15 Leader (ERTICO) and the different tasks leaders of WP15. It meets on a regular basis (at least twice a year) to assess performances of the communications and dissemination efforts, re-assess and, if needed, revamp the communications and dissemination strategy, and streamline the efforts across different channels and different partners in order to have a harmonious and coordinated approach.

4.2 Dissemination guidelines and monitoring tools

4.2.1 Dissemination procedure

The WP Leader, the Project coordinator and the Technical Manager have provided the consortium with detailed Dissemination procedures to be followed during the implementation of the different activities, with the basic objective of producing high-quality communication materials, avoiding overlaps and disclosure of confidential information.

The participation of any Partner in an event, as well as the performance of every dissemination activity related to the SHOW project, has to be communicated beforehand to *A15.1: Dissemination & Communication Task Leader* (ERTICO).

The “step by step” procedure is the following:

1. When an opportunity is identified, the partner will notify to ERTICO its intention to participate at least 5 working days in advance, specifying the details of the event (date, title, audience) and its role in it related to the SHOW project (presenter,

- organiser, speaker in a session etc.). Prior notice is needed to update the Upcoming Event section of the SHOW website,
2. The partner will register the activity in the dedicated Dissemination Register, specifying all the details regarding your participation, as indicated in each column of the file (stakeholders, impact etc.);
 3. The partner will store all the relevant material (abstract, draft paper, poster, article, presentation, press release etc.) in the dedicated folder. This material will be uploaded in the SHOW Library website too;
 4. After its participation, the partners will send to ERTICO a short abstract (content of the session/presentation/discussion, quotes from speakers, highlights, relevant information related to SHOW) to update the website News section.

In case of conflict or objection the Task Leader, after consultation with the project coordinator, can reject the proposed activity if they have objections related to overlaps or possible disclosure of restricted or confidential information concern the work performed in the different WPs. In case of conflict, the issue is being discussed among the coordinator, the Task A15.2 Leader and the involved partners.

In case of conflict, or if further material is needed, the Task A15.2 Leader informs the partner that modifications or additions are required. Then the material is proposed again to the Task 15.1 and Task 15.2 Leaders, and if significant changes (that might provoke conflicts among partners' interests) must be made, the previous procedure is followed. The new material is proposed again to WP15 and Task 15.1 and Task 15.2 Leaders and if significant changes must be made, the previous procedure is followed.

4.2.2 Dissemination activities report

In addition, to ensure constant monitoring and tracking of the dissemination and communication activities carried out by SHOW consortium, a Dissemination activities report has been set up in a spreadsheet format and made available on the [Cooperation Tool](#). All the different sections of the SHOW Dissemination Register are available in the Appendixes of the current deliverable (Appendix I, Appendix II, Appendix III and Appendix IV).

The register is to be filled in within five working days after the realisation of the approved dissemination activity, accompanied by the presented dissemination material (final paper, presentation, poster etc.) to be stored in the dedicated folder.

Both Dissemination procedures and the Dissemination register have been uploaded in the Cooperation Tool.

4.2.3 Key Performance Indicators

Measurable annual targets for dissemination activities have been set, in order to ensure that the desired impact is achieved. Table 10 below describes the planned SHOW Communication and Dissemination activities to be performed in the different project phases and KPIs expected from each of them.

Table 10: Annual KPIs for Dissemination activities

KPI	Year 1 target	Year 2 target	Year 3 target	Year 4 target
Communication & dissemination plan & activities	Communication & Dissemination plan & 1st year activities available	Updated plan & 2nd year activities available	Updated plan & 3rd year activities available	Updated plan & 4th year activities available

KPI	Year 1 target	Year 2 target	Year 3 target	Year 4 target
	Status: achieved D15.1 submitted to EC	Status: achieved D15.4 submitted to EC		
Stakeholder forum	External forum creation; at least 100 registered stakeholder entities Status: achieved 104 participants registered to the Stakeholder Forum.	At least 150 (overall) registered stakeholder entities Status: not achieved: currently 93 Members in the Stakeholders Forum. More activities will be resumed in 2022 when in-persons events will be allowed again.	At least 200 registered stakeholder entities	At least 250 registered stakeholder entities
Visual identity of the project & Dissemination material	Logo, Web site (500 visits/ year), leaflet, templates created Status: achieved <ul style="list-style-type: none"> Visual identity has been created Logo, website, leaflet, poster and roll-up are available Website registered, on average, 828 unique visits/month (source: Google Analytics).	Project video Web site visits (Web-stats: 1000 visits/ year) Status: achieved In Y2, the SHOW website has registered over 16000 active sessions performed by over 10.000 users (on average, the website recorded 1340 sessions/month) (source: Google analytics)	Updated leaflet, Web site visits (Web-stats: 2000 visits/ year)	web site visits (web-stats: 3000 visits/ year)
Distribution of leaflets & posters	Leaflet: 500 copies distributed Status: N/A Due to the global health crisis, face-	Leaflet: 1000 copies distributed Status: N/A Due to the global health crisis, face-	Leaflet: 1000 copies distributed	Leaflet: 1000 copies distributed

KPI	Year 1 target	Year 2 target	Year 3 target	Year 4 target
	to-face events have been postponed/cancelled, hence the distribution of printed material has not been possible	to-face events have been postponed/cancelled, hence the distribution of printed material has not been possible; digital material is used instead.		
News feeds	<p>10 articles & project-related news and articles on the project and partners' websites.</p> <p>1 annual newsletter distributed to the Stakeholder Forum</p> <p>Status: achieved</p> <p>1st newsletter circulated on 15/10/2020 with 49.2% opening rate (average transport industry rate: 21%. Source: MailChimp)</p> <p>7 news published on SHOW website</p>	<p>10 project-related news and articles on the project and partners' websites.</p> <p>1 annual newsletter distributed to the Stakeholder Forum</p> <p>Status: achieved</p> <p>2nd newsletter circulated in May 2021 (opening rate:43.6%), 3rd Newsletter circulated in December 2021 (opening rate the same day: 15%)</p> <p>22 project-related news published on SHOW website+ 9 partners interviews</p>	<p>10 project-related news and articles on the project and partners' websites.</p> <p>1 annual newsletter distributed to the Stakeholder Forum</p>	<p>20 project-related news and articles on the project and partners' websites.</p> <p>1 annual newsletter distributed to the Stakeholder Forum</p>
Social media	<p>4 posts/month Twitter and LinkedIn (and multiplication in partners' accounts)</p> <p>Status: achieved</p>	<p>4 posts/month Twitter and LinkedIn (and multiplication in partners' accounts)</p> <p>Status: achieved</p> <p>In Y2, there have been 82 tweets published on Twitter and 50 posts on LinkedIn</p>	<p>4 posts/month Twitter and LinkedIn (and multiplication in partners' accounts)</p>	<p>4 posts/month Twitter and LinkedIn (and multiplication in partners' accounts)</p>
Attending events	At least 6	At least 10	At least 15	At least 20

KPI	Year 1 target	Year 2 target	Year 3 target	Year 4 target
	Status: achieved The consortium attended up to 15 events in the first year	Status: achieved 30 events, conferences, fairs, and workshops attended and/or organised by the consortium members		
Organisation of own events	1st Advisory Board meeting; 1st Pan-European workshop of SHOW (30 external participants) Status: achieved	2nd Advisory Board meeting Status: achieved	At least 5 local demo events with stakeholders in project sites; 3rd Advisory Board meeting	Local demo events with stakeholders in at least 80% of the sites; 4th Advisory Board meeting; closing pan-European workshop of SHOW and live demo (in a pilot site) (50 external participants)
Engagement activities	1 Ideathon Status: achieved	1 Hackathon & 1 Ideathon Status: partially achieved: pre-hackathon workshop held on 12 October 2021,	1 Hackathon & 1 Ideathon	1 Hackathon
Scientific publications	At least 3 (including technical and scientific papers) Status: achieved: 5 scientific publications during year 1	At least 10 (including technical and scientific papers) Status: achieved: 11 scientific and technical papers/publications accepted	At least 10 (including technical and scientific papers)	At least 20 (including technical and scientific papers)
Press releases	At least 1 (to be distributed through all Partners channels) Status: achieved	At least 4 (including the local pilot ones and to be distributed through all Partners channels) Status: achieved: 5 press releases from	At least 6 (including the local pilot ones and to be distributed through all Partners channels)	At least 10 (including the local pilot ones and to be distributed through all Partners channels)

KPI	Year 1 target	Year 2 target	Year 3 target	Year 4 target
	2 press releases sent	partners and/or the whole consortium		
Concertation/ Twinning	<p>1st concertation event; Specific twinning plans agreed with the EC and issued; participation in at least 2 EC Working Groups events</p> <p>Status: achieved</p> <p>1st Concertation Workshop took place on 16/12/2020 and gathered 90 participants.</p> <p>- Twinning plans have been initiated with Japan (NDA signed), Australia (NDA signed) and discussions are ongoing with China, Singapore, Korea. Discussion took place with the EC representative for twinning with USDOT, but no twinning plan has been agreed so far.</p> <p>EC Working Group events: JRC has presented SHOW within the subgroup on automated/connected vehicles to the EC Motor Vehicle Working Group (MVWG). EMT is involved in the EC working group on ITS, especially in the session "Initiative</p>	<p>2nd concertation event; First exchange upon twinning activities; presence in at least 2 EC Working Groups events</p> <p>Status:</p> <p>2nd Concertation Workshop is currently under preparation to be taking place physically in Spring 2022 (TBD).</p> <ul style="list-style-type: none"> • Twinning activities: MoU signed with the Mobility Innovation Collaborative Research Organization, The University of Tokyo (UTmobl) and ITS Japan. • EC Working Groups: EC Working Group events: JRC has presented SHOW within the subgroup on automated/connected vehicles to the EC Motor Vehicle Working Group (MVWG). EMT is involved in the EC working group on ITS, especially in the session "Initiative on enhancing information and facilitating booking and purchasing of tickets for sustainable (multimodal) mobility", during 	<p>3rd concertation event; exchange with twinning initiatives on impact estimation and draft recommendation; presence in at least 2 EC Working Groups events</p>	<p>4th concertation event; joint road-mapping</p> <p>and further twinning plans; participation in at least 2 EC Working Groups events</p>

KPI	Year 1 target	Year 2 target	Year 3 target	Year 4 target
	on enhancing information and facilitating booking and purchasing of tickets for sustainable (multimodal) mobility”, during which SHOW has been presented. Furthermore, UITP and VTI have participated in CCAM Partnership work and the CCAM Platform WG2 and WG4.	which SHOW has been presented. Furthermore, UITP, CERTH and VTI have participated in CCAM Partnership work and the CCAM Platform WG2 and WG4.		
Exploitation	-	<p>1st issue of exploitation plans</p> <p>Status: not achieved yet</p> <p>The delivery of the Deliverable is due at M30. Nevertheless, the consortium has already taken concrete steps for exploitation:</p> <ul style="list-style-type: none"> - Identified 35 KERs; - Applied with other H2020 projects to be part of a Horizon Result Booster (HRB) (Nov2021); - First exploitation workshops were held with the HRB Consultant in April and December 2021 (two half days in Dec) where first results have been shown and discussed; 	2nd issue of exploitation plans	Final bankable business & exploitation plans

KPI	Year 1 target	Year 2 target	Year 3 target	Year 4 target
		<ul style="list-style-type: none"> - Exploitation questionnaires finalized; - Set to start exploiting the results of the partners in 2022 		

5 Scheduled updates and next steps

The current deliverable D15.4 is the first planned update of the original SHOW Dissemination and Communication Plan. A second (and final) update is foreseen at M48 (D15.6), to report adjustments (if any) to the strategy according to the project's needs, implemented activities and newly identified opportunities.

6 Conclusions

This deliverable presents the updates to SHOW's first Dissemination and Communication Plan, which was presented in D15.1 (M6). As its previous version, the updated dissemination and communication plan will be used as a guide for the consortium members to ensure correct and effective implementation of communication and dissemination activities and maximise the project's impact.

The document also showcases the different communication and dissemination activities carried out by the consortium in the first 24 months of the project and highlights the direction for the activities to be undertaken between M25 and M48 when more technical and scientific results are to be expected.

Deliverable 15.4 is complementary to D15.5: Project material and mechanisms, which describes in detail the promotional material produced to support SHOW dissemination activities and the social media accounts and strategy that have been set and put in place to ensure the widest impact of said actions.

References

- [1] SHOW (2020). Grant Agreement number 875530 – SHOW - H2020-DT-ART-2018-2019-2020 / H2020-DT-ART-2019
- [2] SHOW (2020). D15.1: Dissemination and Communication Plan. Deliverable of the Horizon-2020 SHOW project, Grant Agreement No. 875530.
- [3] SHOW (2020). D15.2: Dissemination material and mechanisms of the project. Deliverable of the Horizon-2020 SHOW project, Grant Agreement No. 875530.
- [4] SHOW (2020). D15.3: Project Video. Deliverable of the Horizon-2020 SHOW project, Grant Agreement No. 875530.
- [5] SHOW (2020). D15.5: Dissemination material and mechanisms of the project - updated. Deliverable of the Horizon-2020 SHOW project, Grant Agreement No. 875530.
- [6] A. Stasiak (June 2018), H2020 Communication Dissemination & Outreach, https://ec.europa.eu/info/sites/info/files/6_sc2_coordinators_day_communication_and_dissemination.pdf

Appendix I – SHOW participation in events, conferences, workshops and fairs

Table 11: List of events, conferences, fairs and workshop organised or attended by SHOW partners

Entity	Date	Name of the event
M01 – M06		
UITP	05/01/2020	Emerging Topics Subcommittee (TRB Committee AJE35(2)) Meeting during the Annual TRB meeting 2021
CERTH/HIT	15/01/2020	2020 Annual Meeting of the TRB Standing Committee on International Cooperation (A0010) – Sub-committee Engage Non-U.S. Colleagues and Partners & Leverage Bilateral International Cooperative Benefits through Convening Activities (A0010-1)
Sitowise	28/01/2020	Tampere smart city week 2020
UNIGENOVA	13/02/2020	A&T Automation and Testing
CDV	27/02/2020	Conference "Autonomous vehicles in an urban environment"
EMT	12/03/2020	POLIS Annual Conference
UITP	17/06/2020	CUTRIC conference "Conference Panel: International City & Fleet Perspectives: Autonomous Shuttle Pilot Experiences"
M07-M12		
CERTH/HIT	18/09/2020	1st pan-European Workshop
CERTH/HIT	21/09/2020	The 23rd IEEE International Conference on Intelligent Transportation Systems
VTI	01/10/2020	Urban Mobility Days. Session "The role of automated mobility in achieving zero-emission urban mobility"
Sitowise	9-10/10/2020	Virtual ITS European Congress
Eurocities	19-20/10/2020	Eurocities Mobility Forum Meeting
UITP	23/10/2020	UITP Asia-Pacific Conference
Sitowise	09/11/2020	Virtual ITS European Congress
ERTICO	09/11/2020	Virtual ITS European Congress
ERTICO	11/11/2020	Autonomous Vehicles and Public Transport Conference
UITP	11/11/2020	SIP-adus Workshop 2020
AustriaTech	11/11/2020	SIP-adus Workshop 2021
UNIGENOVA	12/11/2020	I-RIM 2020 "Dynamics, Control and Learning"
UITP	12/11/2020	International Academic Lectures on the "Design and Transportation" series of the School of Design and Art, Beijing Institute of Technology
Eurocities	17/11/2020	Smart & Connected Mobility Working Group Meeting

Entity	Date	Name of the event
UITP	23/11/2020	ARCADE Workshop on common evaluation methodology for automated driving tests
VUB	24/11/2020	MOBI seminar
UITP	02/12/2020	IT-TRANS 2020
eGo MOOVE GmbH	02/12/2020	Taxi and Ride-hailing Digital Conference. Session "Adoption of Cleaner and Innovative Vehicle Design"
UITP	17/12/2020	SHOW 1st Concertation Workshop
JRC	18/12/2020	Meeting of the Subgroup on automated/connected vehicles to the Motorvehicle Working Group
M13 – M18		
Sitowise	21/01/2021	Future Mobility Co-Creation Day
CERTH/HIT	25/01/2021	TRB Session 1050: Impacts of COVID-19 on Decarbonisation of Transportation
UITP + Sitowise	27/01/2021	SHOW Objectives, Progress and Tampere Pilot Plans
Sitowise	27.28/01/2021	Tampere Smart City Week 2021
Sitowise	15.16/03/2021	Väylät & Liikenne 2021
EPF	22/04/2021	EUCAD21
UITP	29/04/2021	ERTICO's webinar for ITS WC preparation
VEDECOM	04/05/2021	FTA Transit Bus Automation Community of practice
UITP	19/05/2021	VDV-Zukunftskongress Autonomes Fahren im Öffentlichen Verkehr
NTUA	20/05/2021	Innovation in Road Safety Research Workshop
ERTICO	26/05/2021	Nest Gen Connectivity for Next Gen Mobility
Eurocities	7.8/06/2021	Annual Eurocities Mobility Forum Conference
EMT	16/06/2021	ECOMM 2021 - The European Conference on Mobility Management
CERTH/HIT /ERTICO/Sitowise	23/06/2021	Concertation Meeting: SHOW – 5G META – 5G-LOGINNOV
M19-M24		
CERTH/HIT	02-03/09/2021	10th International Congress on Transport Research (ICTR). During this event, the partners presented scientific papers and CERTH/HIT organised a special session on CCAM where SHOW and other H2020 projects were featured.
DLR	02-03/09/2021	10th INTERNATIONAL CONGRESS ON TRANSPORTATION RESEARCH (ICTR 2021)
DLR	13/09/2021	SUMO User Conference 2021
UITP	30/09/2021	SHOW 2nd Pan-European Workshop – Which path for a meaningful, sustainable and feasible CCAM in Europe?
ERTICO	11.15/10/2021	ITS World Congress – SHOW stand presence

Entity	Date	Name of the event
Sitowise	12/10/2021	ITS World Congress TP 24 - Platooning and driverless public transport
ERTICO/EUROCITIES/PLF	12/10/2021	ITS World Congress – SHOW Pre-Hackathon workshop
UITP	12/10/2021	ITS World Congress SIS 31: How we overcome challenges to deploy sustainable L4 driverless mobility services
DLR	13/10/2021	ITS World Congress RP 9 “Pooling, sharing and demand-responsive services 2”
UITP	13/10/2021	ITS World Congress 5G workshop connecting future mobility
UITP	14/10/2021	ITS World Congress Special Interest Session - Equity Assessment of New Mobility Technologies: Current Status
FEV	20/10/2021	ELIV – International Congress for Automotive Electronics VDI
CERTH	18/11/2021	Annual Conference on Autonomous Vehicles and Public Transport in Europe
IRF	18/11/2021	Smart City Expo
DLR, VTI	19/11/2021	Eclipse openMobility Talks on Pedestrians and Shared Space
Transdev, EMT Madrid	03/12/2021	POLIS conference

Appendix II – SHOW scientific publications

Table 12: List of SHOW scientific publications

Partner's name	Title of the paper	Authors	Corresponding event /conference/ scientific journal	DOI
UNIGENOVA	Simulated Sensor Based Strategies for Obstacle Avoidance Using Velocity Profiling for Autonomous Vehicle FURBOT.	Masood, Khayyam, Rezia Molfino, and Matteo Zoppi.	Electronics 9.6 (2020): 883.	https://doi.org/10.3390/electronics9091370
UNIGENOVA	Hydraulic Pressure-Flow Rate Control of a Pallet Handling Robot for an Autonomous Freight Delivery Vehicle.	Khayyam Masood, Xavier Dauplain, Matteo Zoppi, Rezia M. Molfino	Electronics 9.9 (2020): 1370.	https://doi.org/10.1007/978-3-030-57802-2_59
UNIGENOVA	Mathematical Modelling for Performance Evaluation Using Velocity Control for Semi-autonomous Vehicle	Masood, Khayyam, Rezia Molfino, and Matteo Zoppi.	In: Herrero Á., Cambra C., Urda D., Sedano J., Quintián H., Corchado E. (eds). 15 th International Conference on Soft Computing Models in Industrial and Environmental Applications SOCO 2020. Advances in Intelligent Systems and Computing, vol 1268. Springer, Cham.	https://doi.org/10.1109/ITSC45102.2020.9294658
TECNALIA	Fast Real-Time Trajectory Planning Method with 3rd-Order Curve Optimization for Automated Vehicles	Lattarulo, R. & Perez, J.	IEEE 23 rd International Conference on Intelligent Transportation Systems (ITSC) (pp. 1-6). IEEE.	https://doi.org/10.1109/ITSC45102.2020.9294658
TECNALIA	Real-Time Trajectory Planning Method Based On N-Order Curve Optimization	Lattarulo, R., González, L., & Perez, J.	24 th International Conference on System Theory, Control and Computing (ICSTCC) (pp. 751-756). IEEE	https://doi.org/10.1109/ICSTCC50638.2020.9259787
UNIGENOVA	From drive-by-wire to autonomous vehicle: Urban freight vehicle perspectives	Masood, K., Zoppi, M., Fremont, V., Molfino, R.M.	Sustainability (Switzerland) 13(3),1169, pp. 1-21	https://doi.org/10.3390/su13031169

Partner's name	Title of the paper	Authors	Corresponding event /conference/ scientific journal	DOI
UNIGENOVA	Parking Pose Generation for Autonomous Freight Collection by Pallet Handling Car-like Robot	Masood, K.; Morales, D.P.; Fremont, V.; Zoppi, M.; Molfino, R.	Energies 2021, 14, 4677	https://doi.org/10.3390/en14154677
UNIGENOVA	A Qualitative Analysis to Develop Handover Strategies for Freight Handling Autonomous Vehicle.	Anbarasan, S.; Masood, K.; Zoppi, M.; Fremont, V.; Molfino, R.	2021IEEE International Intelligent Transportation Systems Conference (ITSC). 19-22 Sep.2021. pp. 2582-2588	https://doi.org/10.1109/ITSC48978.2021.9565043
DLR	Brunswick simulation scenario for virtual-stops based DRT service with SUMO	Giuliana Armellini, Olaf Angelo Banse, Laura Bieker-Walz, Jakob Erdmann, Yun-Pang Flötteröd, Johannes Rummel	10th international Congress on Transportation Research (ICTR), September 2021	Proceedings still to be published
UNIGENOVA	Online shopping and logistics: a fast dynamic vehicle routing algorithm for dealing with information evolution	Elvezia Maria Cepolina, Francesco Cepolina and Guido Ferla	23rd International Conference on Harbour, Maritime and Multimodal Logistic Modelling & Simulation	https://doi.org/10.46354/i3m.2021.hms.004
UNIGENOVA	Exact and heuristic static routing algorithms for improving online grocery shopping logistics	Elvezia Maria Cepolina, Francesco Cepolina and Guido Ferla	23rd International Conference on Harbour, Maritime and Multimodal Logistic Modelling & Simulation	https://doi.org/10.46354/i3m.2021.hms.003
NTUA	Identifying KPIs for safety assessment of autonomous vehicles through microsimulation	Maria Oikonomou, Marios Sekadakis, Christos Katrakazas, Apostolos Ziakopoulos, Eleni Vlahogianni, George Yannis	10th international Congress on Transportation Research (ICTR), September 2021	Proceedings still to be published
DLR	Managed automated driving: a new way for safe and economic automation	Jürgen Weimer, Christian Ulrich, Marcus Conzelmann, Tobias Fleck, Marc René Zofka, Miriam Grünhäuser	27th ITS World Congress, October 2021	Proceedings still to be published

Partner's name	Title of the paper	Authors	Corresponding event /conference/ scientific journal	DOI
DLR	Towards safe and efficient shared-space oriented DRT Service – some insights with real case study in Linköping	Yun-Pang Flötteröd, Laura Bieker-Walz, Johan Olstam	27th ITS World Congress, October 2021	Proceedings still to be published
FZI	Smart Cities: Automated Vehicle and Shuttle Transportation in the Test Area Autonomous Driving Baden-Württemberg	Nico Lambing, Sven Ochs, Stefan Orf, Tobias Fleck, Christian Hubschneider, Marc Rene Zofka, Alexander Viehl, J. Marius Zoellner	10th international Congress on Transportation Research (ICTR), September 2021	Proceedings still to be published
CERTH	A Novel Cybersecurity Architecture for IoV Communication	Athanasios Sersemis, Alexandros Papadopoulos, Georgios Spanos, Antonios Lalas, Konstantinos Votis, Dimitrios Tzovaras	PCI2021 25th Pan-Hellenic Conference on Informatics	Presented in scientific conference

Appendix III – News items & press releases published on the channels of SHOW partners

Here below it is possible to find an exhaustive table featuring all the news items published on the channels of SHOW partners, and a table featuring all the press releases released so far.

Here below is the table featuring all SHOW press releases issued up to M24.

Table 13: List of articles published on partners channels

Date	Title of the article	Website/ external newsletter	Link to the articles (if public)
YEAR 1			
Feb-20	Towards safer, sustainable cities: launch of SHOW project marks a major milestone for automated transport	UITP website	https://www.uitp.org/news/towards-safer-sustainable-cities-launch-of-show-project-marks-major-milestone-for-automated-transport/
Feb-20	Let the SHOW begin	EPF	https://mailchi.mp/303a5cbe26e7/epf-newsletter-3840949
Feb-20	SHOW panel debate	EPF	http://www.epf.eu/wp/show-panel-debate/
Mar-20	SHOW – SHared automation Operating models for Worldwide adoption	SRFG website	https://www.salzburgresearch.at/projekt/show/
Mar-20	SHOW – SHared automation Operating models for Worldwide adoption	SRFG website	https://www.salzburgresearch.at/en/projekt/show/
Aug-20	First SHOW pan-European workshop	EPF	https://mailchi.mp/f25d0b45a46c/epf-newsletter-3913010
Aug-20	SHOW 1st pan-European workshop	EPF	http://www.epf.eu/wp/show-1st-pan-european-workshop/
Sep-20	Join the SHOW stakeholder forum	EPF	https://mailchi.mp/d04cb1ae2999/epf-newsletter-3924782
Sep-20	SHOW – 1st Pan-European Workshop, online, September 2020	NTUA	https://www.nrso.ntua.gr/show-1st-concertation-workshop-online-december-2020/
Oct-20	SHOW ideathon - save the date	EPF	https://mailchi.mp/2819d777f859/epf-newsletter-3935682
Oct-20	SHOW Ideathon - save the date	EPF	http://www.epf.eu/wp/show-ideathon-on-4-dec-2020-save-the-date/
Nov-20	SHOW – 1st Concertation Workshop, online, December 2020	NTUA	https://www.nrso.ntua.gr/show-1st-concertation-workshop-online-december-2020/
Nov-20	SHOW ideathon - new date	EPF	https://mailchi.mp/de7c71d56f8f/epf-newsletter-3946242
Nov-20	Interview of Marek Vanžura on autonomous transport and the future: AUTONOMOUS TRANSPORT IS A CHALLENGE FOR THE FUTURE	NIGHT OF SCIENTISTS	https://www.nocvedcu.cz/udalost/2407-marek-vanzura-autonomni-doprava-je-vyzvou-pro-budoucnost
Nov-20	A RANGE OF ERTICO INNOVATIONS SHOWCASED AT THE VIRTUAL ITS EUROPEAN CONGRESS	ERTICO newsroom + newsletter	https://erticonetwork.com/a-range-of-ertico-innovations-showcased-at-the-virtual-its-european-congress/
Dec-20	AUTONOMOUS VEHICLES AND PUBLIC TRANSPORT: THE FUTURE WITH SHOW	ERTICO newsroom + newsletter	https://erticonetwork.com/autonomous-vehicles-and-public-transport-the-future-with-show/
Dec-20	SHOW ideathon - new date	EPF	https://mailchi.mp/c27bdd7e7813/epf-newsletter-4723534
Dec-20	SHOW – 1st Ideathon, online, January 2021	NTUA	https://www.nrso.ntua.gr/show-1st-concertation-workshop-online-december-2020/
YEAR 2			

Jan-21	ADVANCED MOBILITY SOLUTIONS FOR URBAN ENVIRONMENTS: SHOW'S IDEATHON	ERTICO newsroom + newsletter	https://erticonetwork.com/advanced-mobility-solutions-for-urban-environments-shows-ideathon/
Apr-21	EPF at the #EUCAD21 conference	EPF	https://mailchi.mp/b13078a9e297/epf-newsletter-5023678
Apr-21	EPF presentation at the #EUCAD2021 conference	EPF	http://www.epf.eu/wp/epf-presentation-at-the-eucad2021-conference/
May-21	NTUA – Innovation in Road Safety Research Workshop, online, May 2021	NTUA	https://www.nrso.ntua.gr/ntua-innovation-in-road-safety-research-workshop-online-may-2021/
May-21	SHOW – 2nd Newsletter, May 2021	NTUA	https://www.nrso.ntua.gr/show-2nd-newsletter-may-2021/
May-21	SHOW PRESENTS FIRST VERSION OF OPEN MODULAR SYSTEM ARCHITECTURE FOR CAV	ERTICO newsroom + newsletter	https://erticonetwork.com/show-presents-first-version-of-open-modular-system-architecture-for-cav/
Jun-21	Nachhaltige Mobilität durch Vernetzung und Automatisierung	SRFG website	https://www.salzburgresearch.at/2021/nachhaltige-mobilitaet-durch-vernetzung-und-automatisierung/
Jun-21	Sustainable mobility through connectivity and automation	SRFG website	https://www.salzburgresearch.at/en/2021/sustainable-mobility-through-connectivity-and-automation/
Jun-21	ERTICO JOIN FORCES TO ADVANCE SMART MOBILITY WITH 5G	ERTICO newsroom + newsletter	https://erticonetwork.com/ertico-join-forces-to-advance-smart-mobility-with-5g/
Jul-21	Umfrage: Mobilität der Zukunft mitgestalten!	SRFG website	https://www.salzburgresearch.at/2021/umfrage-mobilitaet-der-zukunft-mitgestalten/
Aug-21	SHOW automated mobility acceptance survey	EPF	https://mailchi.mp/ed1a2f4478b5/epf-newsletter-5073438
Aug-21	First SHOW Hackathon is coming	EPF	http://www.epf.eu/wp/first-show-hackathon-is-coming/
Sep-21	Join the SHOW stakeholder forum	EPF	http://www.epf.eu/wp/join-the-show-stakeholder-forum/
Sep-21	SHOW – 2nd Pan-European Workshop, Brussels & online, September 2021	NTUA	https://www.nrso.ntua.gr/show-2nd-pan-european-workshop-brussels-online-september-2021/
Sep-21	Local regulation of shared, connected and automated mobility services	EPF	http://www.epf.eu/wp/local-regulation-of-shared-connected-and-automated-mobility-services/
Sep-21	SHOW pre-Hackathon workshop	EPF	http://www.epf.eu/wp/show-pre-hackathon-workshop/
Sep-21	SHOW pre-Hackathon workshop	EPF	https://mailchi.mp/e0b78ea44b33/epf-newsletter-5118694
Sep-21	ERTICO PROJECTS PIVOTAL ROLE AT THE ICTR2021 CONFERENCE	ERTICO newsroom + newsletter	https://erticonetwork.com/ertico-projects-pivotal-role-at-the-ictr2021-conference/

Sep-21	SHOW PRE-HACKATHON AT THE ITS WORLD CONGRESS	ERTICO newsroom + newsletter	https://erticonetwork.com/show-pre-hackathon-at-the-its-world-congress/
Oct-21	ITS Austria beim ITS World Congress 2021 in Hamburg	ATE website	https://www.austriatech.at/de/its-austria-beim-its-world-congress-2021-in-hamburg/
Oct-21	SHOW – Pre-Hackathon Workshop, Hamburg, October 2021	NTUA	https://www.nrso.ntua.gr/show-pre-hackathon-workshop-hamburg-october-2021/
Oct-21	Automated vehicles at the service of the people'	Article Eurocities public website and social media channels	
Nov-21	Help us decide on the best possible automated urban mobility solutions!	EPF	http://www.epf.eu/wp/help-us-find-the-best-possible-automated-urban-mobility-solutions/
Nov-21	SHOW Pilotsite Graz: Preparations for demo operations are ongoing	ATE	https://www.austriatech.at/en/show-pilotsite-graz-vorbereitungen-fuer-demobetrieb-laufen
Nov-21	SHOW SIGNS MOU WITH ITS JAPAN AND UTMObI	ERTICO newsroom+ newsletter	https://erticonetwork.com/show-signs-mou-with-its-japan-and-utmobi/
Nov-21	SHOW releases official project video	ERTICO newsroom+ newsletter	
Dec-21	SHOW pushes understanding of and acceptance towards AVs	ERTICO newsroom+ newsletter	https://erticonetwork.com/show-pushes-understanding-of-and-acceptance-towards-avs/
Dec-21	Interview with pilot site Graz	ATE	https://www.austriatech.at/de/show-pilotsite-graz-vorbereitungen-fuer-demobetrieb-laufen/

Table 14: List of press releases

Date	Title of the article	Website/ external newsletter	Link to the articles (if public)
YEAR 1			
March-20	TOWARDS SAFER, SUSTAINABLE CITIES: EU PROJECT SHOW MARKS MAJOR MILESTONE FOR AUTOMATED TRANSPORT	UITP	https://cms.uitp.org/wp/wp-content/uploads/2020/06/SHOWproject_launch_PR_0.pdf
March-20	EU Project SHOW: A major milestone for automated transport	IRF	https://irfnet.ch/2020/03/31/eu-project-show-a-major-milestone-for-automated-transport/
YEAR 2			
Jan-21	SWEDEN: KEOLIS TRIALLING A NEW AUTONOMOUS MOBILITY SOLUTION IN GOTHENBURG	KEOLIS	https://www.keolis.com/en/media/newsroom/press-releases/sweden-keolis-trialling-new-autonomous-mobility-solution-gothenburg#:~:text=On%2018%20January%202021%2C%20Keolis,for%20a%204.5%2Dmonth%20period.
Oct-21	Kärnten ist Innovationslabor für Mobilität der Zukunft	PDCCP	https://www.ots.at/presseaussendung/OTS_20211001_OTS0230/kaernten-ist-innovationslabor-fuer-mobilitaet-der-zukunft-bild
Oct-21	Carinthia/Austria: official opening of SHOW project in Carinthia with EU Commissioner Johannes Hahn	PDCCP	https://www.ots.at/presseaussendung/OTS_20211001_OTS0230/kaernten-ist-innovationslabor-fuer-mobilitaet-der-zukunft-bild
Oct-21	MID-WINTER SELF-DRIVING PILOT IN A BUSY FINNISH CAMPUS SUBURB	Sensible 4	https://sensible4.fi/2021/10/20/mid-winter-self-driving-pilot-in-a-busy-finnish-campus-suburb/
Nov-21	SHOW pushes understanding of and acceptance towards AVs	ERTICO on behalf of SHOW	https://show-project.eu/2021/11/15/press-release-show-pushes-understanding-of-and-acceptance-towards-avs/

Appendix IV – News items published on external platforms

The table below shows an exhaustive list of news items and articles on SHOW published on third parties' platforms (different from partners' own websites and channels).

Table 15: List of articles and news items published on third parties' platforms

Date	Title of the article	Magazine (press article) / Website/	Link to the articles (if public)
Mar-20	EU project SHOW marks a major milestone in automated vehicles	ARCADE's website	https://connectedautomateddriving.eu/mediaroom/eu-project-show-marks-a-major-milestone-in-automated-vehicles/
Apr-20	Self-driving buses in Linköping part of the EU project SHOW	<u>NORDIC Road and Transport Research</u>	https://nordicroads.com/self-driving-buses-linkoping-part-eu-project-show/
Sep-20	Automated and smart mobility demos - a key step towards the European smart city of the future	The smart city journal	https://www.thesmartcityjournal.com/en/53-categories/2752-automated-and-smart-mobility-demos-a-key-step-towards-the-european-smart-city-of-the-future
Sep-20	SHOW conducts a survey on CCAV business models	ARCADE's website	https://connectedautomateddriving.eu/mediaroom/show-conducts-a-survey-on-ccav-business-models/
Nov-20	WELCOME TO THE ELECTRIC CITY: how Madrid is gearing itself up for an automated future	Thinking Cities magazine	https://thinking-cities.h3bconnected.com/tc2-v7-2020/madrid-traffic-efficiency-mobility/
Nov-20	Interview of Marek Vanžura on autonomous transport and the future: AUTONOMOUS TRANSPORT IS A CHALLENGE FOR THE FUTURE	NIGHT OF SCIENTISTS	https://www.nocvedcu.cz/udalost/2407-marek-vanzura-autonomni-doprava-je-vyzvou-pro-budoucnost
Jan-21	The largest European research and demonstration project on Connected, Cooperative and Automated Mobility (CCAM) is launched and under way!	BRITA Newsletter (Belt and Road International Transport Alliance)	
Jan-21	Mention to the POLIS conference and the SHOW presentation	Autobuses y Autocares.com	https://www.autobusesyautocares.com/la-emt-de-madrid-expone-dos-proyectos-de-vehiculos-automatizados/

Feb-21	The pace of development of self-driving cars is accelerating – automatic vehicles may become more common in public transport first – Tampere region	EN24news	https://www.en24news.com/now/2021/02/the-pace-of-development-of-self-driving-cars-is-accelerating-automatic-vehicles-may-become-more-common-in-public-transport-first-tampere-region.html
Feb-21	Robottiautojen kehitystahti kiihtyy – julkinen liikenne voi olla edelläkävijä: "Lähivuosina voidaan odottaa laajempia kokeiluja"	MTV Uutiset	https://www.mtvuutiset.fi/artikkelit/robottiautojen-kehitystahti-kiihtyy-julkinen-liikenne-voi-olla-edellakavija-lahivuosina-voidaan-odottaa-laajempia-kokeiluja/8077596
Feb-21	Itseohjautuvien autojen kehitystahti kiihtyy – automaattiajoneuvot saattavat yleistyä ensin joukkoliikenteessä	Iisalmen Sanomat	https://www.iisalmensanomat.fi/uutissuomalainen/3884161
Feb-21	Itseohjautuvien autojen kehitystahti kiihtyy – automaattiajoneuvot saattavat yleistyä ensin joukkoliikenteessä	Ilta-Sanomat	https://www.is.fi/tampereen-seutu/art-2000007831939.html
Mar-21	AUTONOMOUS LAST-MILE SHUTTLE BUS PILOT WILL SUPPORT TAMPERE TRAM LINE AT THE END OF THE YEAR	Sensible4 website	https://sensible4.fi/2021/03/18/autonomous-last-mile-pilot-will-support-tampere-tram-line-at-the-end-of-the-year/
Jun-21	Mobilität findet Stadt Fokus: automatisierte Mobilität	interview for Austriatech magazine	
Jul-21	Brno testuje v ulicích autonomní dopravu: Evropský projekt městské dopravy SHOW zakotvil i v ČR /Automated transport is being tested on the streets of Brno: The Czech Republic is also a part of the European project SHOW	For the cities and municipalities	Printed only
Oct-21	Tampere to conduct autonomous mobility experiment in 2022	external magazine- the mayor EU	https://www.themayor.eu/en/a/view/tampere-to-conduct-autonomous-mobility-experiment-in-2022-9138

Oct-21	Automated Road Transport: On the way to Connected and Cooperative Automated Mobility (From H2020 towards Horizon Europe)	Brochure CINEA	https://cinea.ec.europa.eu/publications/automated-road-transport-way-connected-and-cooperative-automated-mobility-h2020_en
Oct-21	Mid-winter self-driving pilot in a busy Finnish campus suburb	IoT Now transport	https://iotnowtransport.com/2021/10/21/80317-mid-winter-self-driving-pilot-in-a-busy-finnish-campus-suburb/
Oct-21	Sensible 4 Plan New Autonomous Pilot in 2022	Insurance Edge	https://insurance-edge.net/2021/10/21/sensible-4-plan-new-autonomous-pilot-in-2022/
Oct-21	New Autonomous Driving Pilot To Begin As Early As 2022	Autos Community	https://autoscommunity.com/2021/10/21/new-autonomous-driving-pilot-to-begin-as-early-as-2022/
Oct-21	Kärnten ist Innovationslabor für Mobilität der Zukunft	Boerse express	https://www.boerse-express.com/news/articles/kaernten-ist-innovationslabor-fuer-mobilitaet-der-zukunft-376898
Oct-21	Kärnten ist Innovationslabor für Mobilität der Zukunft	Top News	https://www.top-news.at/2021/10/01/kaernten-ist-innovationslabor-fuer-mobilitaet-der-zukunft/
Oct-21	Kärnten ist Innovationslabor für Mobilität der Zukunft	Brandaktuell	https://brandaktuell.at/2021/10/01/karriere/kaernten-ist-innovationslabor-fuer-mobilitaet-der-zukunft/