AUTOPILOT

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Project acronym: AUTOPILOT

Project full title: AUTOmated driving Progressed by Internet Of Things

D. 5.1

DISSEMINATION PLAN

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

Document Control Sheet

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Legal Disclaimer

Abbreviations and Acronyms

Acronym	Definition
EC	European Commission
GA	Grant Agreement
WP	Work Package

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1. Introduction

1.1 About AUTOPILOT

Automated driving is expected to increase safety, provide more comfort and create many new business opportunities for mobility services. The Internet of Things (IoT) is about enabling connections between objects or "things"; it is about connecting anything, anytime, anyplace, using any service over any network. There is little doubt that these vehicles will be part of the IoT revolution. "*AUTOmated driving Progressed by Internet Of Things*" *(AUTOPILOT)* brings IoT into the automotive world to transform connected vehicles into highly and fully automated vehicle. The AUTOPILOT consortium represents all relevant areas of the IoT eco-system. IoT open vehicle platform and an IoT architecture will be developed based on the existing and forthcoming standards as well as open source and vendor solutions. Thanks to AUTOPILOT, the IoT eco-system will involve vehicles, road infrastructure and surrounding objects in the IoT, with a particular attention to safety critical aspects of automated driving. AUTOPILOT will develop new services on top of IoT to involve autonomous driving vehicles, like autonomous car sharing, automated parking, or enhanced digital dynamic maps to allow fully autonomous driving. AUTOPILOT IoT enabled autonomous driving cars will be tested, in real conditions, at six large scale pilot sites:

- Versailles, France, Communauté d'agglomération de Versailles Grand Parc (VGP)
- Livorno, Italy, Consorzio Nazionale Interuniversitario per le Telecomunicazioni (CNIT)
- Brainport, The Netherlands, Nederlandse Organisatie voor Toegepast Natuurwetenschappelijk Onderzoek (TNO)
- Tampere, Finland, Teknologian tutkimuskeskus (VTT)
- Vigo, Spain, Centro Tecnológico de Atomotión de Galicia (CTAG)
- Daejeon city, Korea, Electronics and Telecommunication Research Institute (ETRI)

The test results will allow multi-criteria evaluations (technical, user, business, legal) of the IoT impact on pushing the level of autonomous driving.

1.2 Purpose of the document

The AUTOPILOT Dissemination Plan aims to identify and organise the activities to promote the project's results and to reach and engage with the widest audience possible. It defines a range of activities and tools to communicate the project outcomes to relevant target groups, and promotes a clear understanding of possible markets for the project results and the development of a plan for their exploitation on a national, European and international scale.

The AUTOPILOT Dissemination Plan also supports the activity group on Communication, Collaboration Strategy and Liaisons coordinated by the CREATE-IoT and U4IoT, whose objectives are to design and implement the communications strategy of the IoT European Large-Scale Pilots Programme, and in particular engage effectively with all stakeholders and various ecosystems, demonstrate the success of the work performed by the projects and partners, ensure the use of a common terminology for promoting the programme to the various stakeholders online, offline and through other channels, and ensure that people, public authorities, regional and national representatives understand what the programme does and can follow the progress.

In addition, this document presents the internal and external dissemination channels and tools that will be used throughout the project in order to effectively exploit the project results, extend the network community and guarantee widespread awareness of relevant information.

The main objectives of the AUTOPILOT Dissemination Plan are the following:

- To communicate and raise awareness about the AUTOPILOT benefits and potential to stakeholder and user communities
- To involve relevant stakeholders in the collection of requirements and validation of the project approach through stakeholder workshops
- To encourage and facilitate the sustainability and exploitation of AUTOPILOT results
- To demonstrate the potential of IoT technologies to create new business opportunities and to foster entrepreneurship with the AUTOPILOT autonomous driving use cases
- To network with related pilot and IoT initiatives beyond the project's own community
- To actively contribute to the IoT and autonomous & connected vehicles standardisation activities

Table 1 – Schedule of activities

Activity	Timing
Website	Month 4
Support to workshops and activities	As appropriate
Webinars	As appropriate
Newsletter	Every 3 months
Final Conference	Month 36

1.3 Intended audience

The integration of autonomous vehicle technologies with IoT technologies requires the cross-fertilisation with other IoT applications in various domains. The project will foster links with communities of users and providers in IoT and autonomous transport focus areas, as well as with the other large scale pilots covering various application domains. A liaison group will be formed for the federation of activities and transfer to other pilot areas (active ageing/health, farming, wearable's and smart cities), and joint events will be organised.

The deployment of IoT and automated vehicles imply fundamental changes in the society and the project will assess (in WP4) the expected impacts, namely in terms of personal mobility and quality of life, and analyse user requirements and acceptance. Both end users and corporate stakeholders will be consulted on different aspects ranging from motivation, trust, perceived user experience, ethics and liability, security and privacy of personal data. The perception of users with regard to the commercial proposition and the willingness to pay will also be analysed. The user perception will be collected through polls (e.g. apps on the smartphones) and workshops in several European countries, accounting for regional specificities.

End users may also be involved, via local stakeholders (e.g. automotive cluster, cities, car sharing and rental companies, university campus, etc.), in the test and demonstration activities at some of the pilots, provided authorisation from the local government is received.

2. Dissemination Strategy

The long-term impact and sustainability of the project results relies on ample and effective communication & dissemination activities that ensure the widest possible outreach. The dissemination and exploitation strategy of a project thus plays a crucial role in maximising its impact. This strategy includes a range of activities and tools to communicate the project outcomes to relevant target groups, the clear understanding of possible markets for the project results and the development of a plan for their exploitation on a national, European and international scale. Webinars with pilot sites and use case leaders will be organized regularly to report progress to WP5 and adapt the dissemination strategy according to inputs received and specific needs.

The related tasks will be carried out in WP5 in cooperation with the other work packages, to support and promote their respective activities.

The Dissemination plan translates the communication and dissemination strategy into a mix of channels, tools and activities, which will be used to reach across identified target groups. A business exploitation strategy will also be developed for transferring the selected IoT demonstrations to permanent installations. Interim and final exploitation plans will be delivered respectively in M28 and M36.

2.1 Dissemination contents

Information used for dissemination purposes will be based on the content developed by the project results and other relevant information on connected and automated road transport and IoT, tailored to fit the needs of the different groups of stakeholders:

- Dissemination towards a wider public as follows:
    - Trends, developments and results and other relevant information will be disseminated in an accessible manner for non-expert audiences (mainly via website, non-scientific media, newsletters, brochures, social media, etc.)
- Scientific Dissemination will be achieved via:
    - Presentation of the project developments at national and international conferences
    - Publication of results and conclusions in nationally and internationally dedicated scientific journals, magazines and media
    - Organisation of workshops and webinars to discuss issues and results of the project with an expert audience

2.2 Scientific domains

AUTOPILOT will build upon the following recently finished or ongoing research and innovation activities in the field of automation, IoT and connectivity, mainly through several common partners. The AUTOPILOT areas of interest include:

- Validation of technological choices, sustainability and replicability, of architectures, standards, interoperability properties, of key characteristics such as security and privacy
- Exploration and validation of new industry and business processes and innovative business models validated in the context of the pilots

- User acceptance validation addressing privacy, security, vulnerability, liability, identification of user needs, concerns and expectations of the IoT solutions
- Significant and measurable contribution to standards or pre-normative activities in the pilots' areas of action via the implementation of open platforms
- Improvement of citizens' quality of life, in the public and private spheres, in terms of autonomy, convenience and comfort, participatory approaches, health and lifestyle, and access to services

2.3 Dissemination target audiences

The project will prioritise audience groups, with whom the project partners want to have a dialogue with on the output of research and demonstrate it to. Four main groups can be distinguished:

- Industries (for business exploitation)
  Examples include, though not limited to: vehicle manufacturers and automotive suppliers; ICT & software suppliers; infrastructure suppliers; insurance companies; telecommunication; logistics (e.g. last mile delivery); parking operators; taxi companies, etc.
- Institutions (for implementation and follow-up/take-up aspects)
  Examples include, though not limited to: policy makers at European, national or regional level; local, regional or national public authorities; standardisation bodies; vehicle certification bodies; national authorities for privacy; national or regional funding bodies; road operators and traffic management centres, etc.
- Research (for cross-fertilisation and transfer of results to follow-up initiatives)
  Examples include, though not limited to: other pilot, automation and other initiatives covering relevant subject matters; wider research community; operators of test sites and living labs to integrate piloted IoT-technologies for future autonomous driving applications, etc.
- Users (for acceptance, usability and impact assessment as well as take-up aspects)
  Examples include, though not limited to: sector or geographical organisations of industrial end users, e.g. clusters, associations; user groups impacted by automation e.g. public transports; end-user associations, e.g. citizen association interested in security/privacy issues.

2.4 Phases of dissemination

The Communication plan defines the various target groups and the activities to actively engage them in the project activities and enhance their buy-in of the project results. The focus of these activities will evolve during the course of the project and serve different purposes with each phase of the project:

1. raise awareness on motivation and reasoning behind the project;

2. let identified audience groups understand the project concepts and results;

3. influence practices, products and standards.

In Year 1 and Year 2, the activities will aim at gathering information on organisation and user needs;

workshops and events will be organised to receive feedback and collect new requirements. During the second half of the project, they will rather aim at building momentum for commercial development opportunities.

2.5 Dissemination activities

The communication plan will include the following elements:
- Create a project identity:
    o Creating a coherent project identity supported with a logo, document and presentation template, a leaflet presenting AUTOPILOT concept and objectives, a roll-up poster
- Create a web presence:
    o Creating and maintaining a modern up-to-date website as an online entrance to the action
    o Informing stakeholders through the website and other means; periodic newsflashes will be posted on the project progress, its activities and output during the project duration at appropriate intervals. An RSS feed will be available for multipliers
    o Promoting the activities via a social media presence e.g. in Twitter, LinkedIn and others
- Publish results in formal publications:
    o Publishing main deliverables in the form of position papers for future references (conference papers, peer-review journals, etc)
    o Encouraging networking via personal interactions
    o Organising demonstration events around project milestones MS1, MS2 and MS3, which will engage with key stakeholders and promote exchanges of ideas and follow-up actions. Each event will include a consultation workshop aiming at consolidating the results at the end of each Milestone period, i.e.: (1) validate requirements and specifications; (2) demonstrate use cases; (3) discuss evaluation and impact of the use cases. These events will be organised at pilot site locations to present the project progress in demonstrations and encourage local stakeholder participation
    o Presenting major outcomes at conferences and seminars
    o Developing a press and media strategy and publish articles in specialised press
    o Offering webinars on relevant topics
    o Whenever relevant, attending other project meetings, workshops or events
- Promote relevant activities:
    o Contribute to an automated driving project catalogue with focus on results and standardisation efforts building upon existing initiatives

3. Dissemination Channels

CERTH, with the support of the partners, will coordinate the dissemination of key project results in conference proceedings, e.g. ITS Congresses, Automotive Tech. AD, IEEE conferences, etc., and peer-reviewed scientific journals, e.g. IEEE Transactions, TRR, IBM Journal of Research & Development, etc.; journal special issues will also be created. The goal is to comprehensively disseminate the technical and scientific advancements developed in AUTOPILOT (M6 / M36). A reserve budget is foreseen to allocate during the project to partners contributing presentations and papers in conferences and journals.

3.1 Scientific and broader audience publications

Beside the publication of the public project deliverables on the website, we will encourage the publication of peer-reviewed papers and conference proceedings. We will select the most appropriate journal for specific papers. We will make all scientific publications stemming from the project research available through green open access.

3.2 Scientific dissemination and project events organisation

The task 5.2, led by CERTH, will coordinate and support the organisation of the project events, including consultation workshops and demonstrations at pilots around project milestones MS1-MS2-MS3, as well as the project final event. The purpose of these events will be to present to external stakeholders the project progress and interim results, as well as to collect feedback in order to refine the plan towards the next milestone. Each event will be organised in turn in one of the pilots to encourage local stakeholder participation and demonstrate project deployed technology. Additional local stakeholder events can be organised at pilot sites e.g. in conjunction with consortium meetings. Project demonstrations at relevant European and international congresses and exhibitions (e.g. ITS Congresses, ICT conferences, TRA conferences, mobile communications congresses, IoT exhibitions, etc.) are also foreseen in order to showcase the project developments to a wider expert & business audience. Where possible, we will take advantage of partners' or European Commission's stands at these events to showcase AUTOPILOT.

In order to support the networking with similar projects, AUTOPILOT will link to ongoing research and support actions in the field of automation, IoT and connectivity, and other IoT pilots (ongoing and upcoming) by following the IoT-02-2016 CSA project horizontal activities and organizing joint events where feasible.

Scientific dissemination activities will be planned in the communication plan D5.1 and reported in the periodic report (D6.2) at the end of each period.

The table below gives an overview on the events related to IoT and road automation. This list is aligned with the overall events covered by the IoT European large-scale pilot programme and will be updated and completed during the project. Given the high number of activities, the participation of AUTOPILOT in these events will be discussed among the partners.

Table 2 – Dissemination events calendar

Event	Date	Location	Website	Organiser	Audience	Main topic	Contribution
1st European Conference on Connected and Automated Driving	3-4 April 2017	European Commission Charlemagne Building, Brussels, Belgium	http://connectedautomateddriving.eu/	European Commission	Major road transport stakeholders – automotive and telecom industry, users, road operators, public transport operators, regulators, research centres, universities and representatives of both EC and EU Member States	The event will focus on connected and automated driving technologies from a fourfold perspective: transport policy issues; technological challenges; legal and regulatory frame, and digital transformation.	Presentation stand at the exhibition
Connected Cars Europe	11 May 2017	Brussels, Belgium	https://eu-ems.com/summary.asp?event_id=3324&page_id=8072	Forum Europe	representatives from relevant policy and business communities and 25+ speakers from government, business and academia	Key policy issues for the Connected Cars ecosystem, including data privacy, security, liability and connectivity requirements	
TM Forum Live! 2017	15-18 May 2017	Nice, France	http://www.tmforumlive.org/	TM Forum		The focus is the digital transformation journey	
IoT Tech Expo Europe	1-2 June 2017	Berlin, Germany	http://www.iottechexpo.com/germany/	Encore Media Group Limited		Europe's leading Internet of Things Conference and Exhibition	
IoT week	6-9 June 2017	Geneva, Switzerland	http://iot-week.eu/	IoT Forum	Major road transport stakeholders –	IoT research and innovation community (industry and	Presentation stand at the exhibition

					automotive and telecom industry, users, road operators, public transport operators, regulators, research centres, universities and representatives of both EC and EU Member States	research). Synchronicity will leverage on the IoT Week events to promote and disseminate its results.	
IoT World Europe (part of London Tech Week)	13-15 June 2017	London, UK	https://tmt.knect365.com/iot-world-europe/	Informa	Industry, startups, policy makers, cities, investors, standards		
ITS European Congress 2017 – Strasbourg	19-22 June 2017	Palais de la Musique et des Congrès de Strasbourg (Strasbourg Convention Centre and Exhibition Centre) Place de Bordeaux 67082 – Strasbourg France	www.itsineurope.com	ERTICO – ITS Europe	Major road transport stakeholders – automotive and telecom industry, users, road operators, public transport operators, regulators, research centres, universities and representatives of both EC and EU Member States	The programme will be developed around seven main topics including mobility services, ITS for freight and logistics, ITS and the environment, network operation, satellite technology applied to mobility and certainly connected and automated transport.	Presentation stand at the exhibition
International Forum on Advanced Microsys	25-26 September 2017	Harnack House, campus of the Free University in Berlin-Dahlem	http://www.amaa.de	VDI/VDE-Innovation + Technik	Major road transport stakeholders – automotive and telecom		Presentation stand at the exhibition

tems for Automotive Applications (AMAA 2017) - Berlin					industry, users, road operators, public transport operators, research centres, universities		
Net Futures	28-29 June 2017	Brussels, Belgium	http://netfutu resconference. eu	EC, DG Connect (F6S)	Interconnected community involving companies, organisations and people in Research & Innovation, Market Validation & Living Lab Research, Business Development, Entrepreneurship & Enterprise Strategy, and Policy Making	Focus Area Internet of Things, Focus Area Internet of Things, Cloud Computing, Software Technologies, Net Innovation, Experimental Platforms	
IoT Solutions World Congress	3-5 October 2017	Barcelona, Spain	http://www.io tsworldcongre ss.com/	Fira de Barcelona	Leading international Internet of Things industry stakeholders	The event will focus on IoT solutions in seven dedicated areas: Manufacturing, Transportation & Logistics, Healthcare, Retail, Smart Cities, Agriculture & Security, and Operability & Standards.	
ITS World Congress 2017 Montréal	29 October – 2 November 2017	Palais des congrès de Montréal, 1001 place Jean-Paul-Riopelle, Montréal	www.itsworld congress2017. org	ITS America	Major road transport stakeholders – automotive and telecom industry,	Integrated Mobility Driving Smart Cities	Presentation stand at the exhibition

![AUTOPILOT logo]

						users, road operators, public transport operators, regulators, research centres, universities and representatives of both EC and EU Member States	
IEEE Globecom 2017	4-8 December 2017	Singapore	http://globecom2017.ieee-globecom.org/	HOPU (IEEE)	Academia and industry	Communication companies, IoT researchers and smart cities	
Smart City Expo	15-19 November 2017	Barcelona, Spain	http://www.smartcityexpo.com/home	HOPU	Cities, Public bodies, and industry	Industry, SMEs about Smart Cities market	
Transport Research Arena 2018 (TRA 2018), Vienna	16-19 April 2018	Reed Messe Wien, Messeplatz 1, Vienna	www.traconference.eu		Major road transport stakeholders – automotive and telecom industry, users, road operators, public transport operators, regulators, research centres, universities and representatives of both EC and EU Member States	Key topics include: Environment and Energy Efficiency; Vehicles & Vessels – Design; Advanced Propulsion Systems; Smart Urban Mobility; People Mobility; Transport Infrastructure; Connected and Automated Transport; Human Dimension in Transport	Showcasing in the TRA Interactive zone

4. Communication Tools

Communication flow within the network will be provided through different communications tools, including project website, newsletters, social media e.g. Twitter, LinkedIn, and dissemination material (brochures, leaflets) and internal document exchange platform.

4.1 Website homepage plan

The project website will act as main communication hub, central publicly accessible repository and news broadcast channel for all public information. We will add web 2.0 "community" elements to link to established social media platforms on related subjects, so to share and get feedback on our work progress.

The website will consist of a homepage using an F-layout, with sections for static content containing project information and relevant links per project to hubs for relevant project content, and dynamic linked content encompassing general news and events sections accompanied by relevant article images. Dynamic content will be displayed chronologically, with the latest content appearing on the homepage and replaced by newer content. A promoted story will be selected at the discretion of project coordinators based on the content of the story and its importance/relevance to the projects.

The website will run on the WordPress platform to enable simpler uploading, publishing and management of content and the facilitation of the newsflash. It will be updated throughout the projects' duration with public information about the status of activities, events, news and any other relevant information.

The visual concept for the joint website, including logo and newsletter, shall be defined by the coordinators and relevant leaders of the AUTOPILOT project.

All partners will contribute content with material that is needed or that they consider useful to disseminate the progresses of the projects, and general automated driving information and news. The communication among the partners will be ensured by creating a dissemination reference community. The dissemination reference community will consist of relevant stakeholders that can support the AUTOPILOT dissemination efforts.

Logo		Links to social media accounts (Twitter, LinkedIn)	
IoT for Automated Driving in Europe (Heading)			Contact Details for project coordinators
General description of IoT for Automated Driving in Europe			Newsletter information
Social media sharing links	Infographics	Promoted story	
Latest news	Events and conferences (internal & external)	Activities	Stakeholder News
Story 1	Event 1	Story 1	Story 1

Story 2	Event 2	Story 2	Story 2
Story 3	Event 3	Story 3	Story 3
Disclaimer & funding acknowledgement			Live Twitter feed

4.2 Media library

AUTOPILOT will also build up a media library including the project past publications, presentation slides, developed materials, graphics & illustrations, etc. These will be made available via the website and other appropriate channels (e.g. Flickr, YouTube or SlideShare).

4.3 IoT European Large-Scale Pilots Programme portal

The IoT European Large-Scale Pilots Programme portal (www.european-iot-pilots.eu) will enhance the dissemination of information on work progress and test activities related to IoT Large-Scale Pilots.

4.4 Events

A final event and workshop will be organised to present the final findings of the project, focused on the business exploitation and market take-up activities. Additional local stakeholder events will be organised at pilot sites e.g. in conjunction with consortium meetings. Common events could also be organised with other IoT pilots and autonomous transport initiatives. A set of presentation slides, relevant graphics and posters will be prepared as necessary to support consortium partners in such activities.

Examples of targeted events include but are not limited to: Tech.AD – Berlin, Germany and Detroit, USA (vehicle automation, autonomous driving); Automotive Testing Expo, Stuttgart, Germany (vehicle technologies); Port Innovation Day, Livorno, Italy (autonomous driving is of high relevance for ports); ITS European and World Congresses (ITS industry and research); Mobile World Congresses, Barcelona, Spain (Internet-of-Things); IEEE First International Conference on Internet-of-Things Design and Implementation, Berlin, Germany (Internet-of-Things); IEEE World Forum on Internet of Things (Internet-of-Things); IEEE Intelligent Vehicles Symposia (vehicle technologies); IEEE International Conferences on Intelligent Transportation Systems (vehicle technologies); IEEE International Conferences on Vehicular Electronics and Safety; IoTTechExpo Europe (Internet of Things Conference and Exhibition); M2M World Congresses (Machine-to-Machine and Internet of Things solutions); International Conferences on the Internet of Things; IET Hybrid and Electric Vehicle Conferences; IEEE International Electric Vehicle Conferences).

4.5 Articles, publication and press releases

Apart from peer-review scientific papers, more generic articles will be published in other technical magazines, such as Traffic Technology International, ITS International, Thinking Highways, Vision Zero International, Hanser automotive, etc. Additionally, contributions to standards will be included and proposed for publication. Examples of targeted journals and publications in the field of

technology, transportation and vehicle autonomous systems include but are not limited to: IEEE Transactions; IBM Journal of Research and Development; TRR - journal of the Transportation Research Board; International Journal of Man-Machine Studies; Human Factors: The Journal of the Human Factors and Ergonomics Society; International Journal of Vehicle Autonomous Systems; Transportation research (Elsevier), etc.

4.6 Printed material

Dedicated information material such as brochure, banners and a set of leaflets on advancements in R&D on IoT for connected automated road transport will be generated during the project. The brochure or a set of leaflets will collect and collate project achievements, recommendations and results.

4.7 Newsletter

Electronic newsletters compiling the latest news on the work progress will be prepared and circulated through the project platforms (website and social media), via the ERTICO Network (a dedicated ITS news portal that has more than 15,000 subscribers) and consortium partners' own channels.

There will also be more regular joint newsflashes, which will collate the latest and most relevant news from the website using the WordPress platform and its inbuilt newsflash function. This will be distributed as appropriate on a regular basis.

A central record of contacts made at events, meetings, presentations and through public website registration, to receive newsflashes will be kept. Subscription to the newsflash will also be possible through the website. Updating and maintenance of subscription lists shall be the shared responsibility of project partners (pending approval).

4.8 Social media

Social media will be used to enhance the dissemination and targeting of project news and developments to target audience groups, with applications such as the LinkedIn groups and Twitter to be considered. These channels will be selected within the Dissemination Plan in Task 5.1. The social media accounts will be maintained by AUTOPILOT tasks.

The project's live twitter feed shall be embedded into the homepage, while links for sharing content via Twitter and LinkedIn will also be available for all content pages across the website. A LinkedIn group shall be created for general discussion of the AUTOPILOT project disseminated content.

a. Twitter account management

Social media will mainly be addressed through a Twitter account. The responsibility for the management of this Twitter account will be held by the FIA.

The present guideline defines the roles and responsibilities of the partners that will be involved in the publication of tweets.

The allocation of roles and responsibilities is as follows:

- Responsible: The responsibility for the daily management of this Twitter account will be given to the FIA. ERTICO together with FIA share responsibility for the publication of the tweets and information spread on Twitter
- Accountable: FIA and ERTICO are accountable for what is published on Twitter and have the final authority on what will be published
- Consulted: FIA and ERTICO can be consulted before something can be published to make sure that contents are suitable and correct
- Informed: FIA and ERTICO are informed when something has been tweeted or published

Relevant hashtags should be used when tweets are being posted.
Suggested hashtags:
- # #H2020AUTOPILOT
- # AUTOPILOT
- # PoweredByIoT
- # Internet of Things
- # Control systems
- # Automated driving
- # Smart objects
- # Interaction design
- # Mobility
- # Connected mobility
- # Automated mobility
- # Connected cars

b. The twitter posts and content

The content of the tweets on the account can be on the following subjects:
- News directly generated by the project
- News that mentions the project
- News of interest to the projects
- Events organised by the project
- Events related to the contents addressed by the project

The contents should further respect the following rules:
- Contents should overall reflect technology neutrality
- Events referred to should offer free of charge access
- Specific reference to brands should be justified
- Tweets should not share opinions or take sides

c. Frequency of tweets

To maintain and increase the number of followers, tweets will be sent out three times per week. Keeping the frequency of the tweets at a constant level will keep the Twitter account a relevant source of information. The FIA will create and manage a rolling twitter schedule.
The publication of tweets should be timely linked to the news or events they refer to.
Should it not be possible for the partners themselves to tweet frequently, it is recommended to consider using an external company that could tweet for the project.

5. Visual Identity

It is important that the project has a distinct identity and that the resulting actions, products and results can be recognised as AUTOPILOT related items. This is why a set of graphics have been developed to accompany any project related item. The graphics can be used freely by all consortium members. External organisations must however ask for permission before using them. The European Commission does not need permission to use them. A visual identity has been developed for the project including a logo and style guidelines for all project promotional materials as well as the project website and document templates. The logo guidelines and the typeface are described by D5.2 *Communication material incl. Website*.

6. Deliverables

The table below gives an overview on the major deliverables of the AUTOPILOT project:

Table 3 – Deliverables

Del. no.	Deliverable name	WP no.	Partner	Type	Diss. level	Delivery date
D5.1	Communication plan	WP5	FIA	R	PU	M03
D5.2	Communication material incl. Website	WP5	ERTICO	DEC	PU	M04
D5.3	Performance and KPIs for autonomous vehicles and IoT pilot impact measurement	WP5	SINTEF	R	PU	M12
D5.4	IoT Policy Framework for autonomous vehicles applications	WP5	SINTEF	R	PU	M24
D5.5	Business exploitation plan	WP5	TSY	R	CO	M28 Draft M36 Final
D5.6	Standardisation plan	WP5	TI	R	PU	M05
D5.7	Standards and conformance of IoT in AD	WP5	TI	R	PU	M36

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