



levitate

Dissemination strategy

Deliverable D2.1 – WP2 – CO



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Dissemination strategy

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About LEVITATE

LEVITATE (Societal Level Impacts of Connected and Automated Vehicles) is developing an evaluation framework to assess the impact of connected and automated transport systems (CATS). This framework will be used to evaluate the impacts of CAVs on individuals, the mobility system and society using a wide range of indicators. The timescales for the forecasting will include short, medium- and long-term goals.

The outcomes of LEVITATE will include a set of validated methods to measure the impacts of existing technologies and forecast that of future systems. The methods will be applied to a series of scenarios to provide a range of impact studies of new and future mobility technologies. LEVITATE develops a Policy Support Tool to support policy making with regards to connected and automated mobility.

D2.1 LEVITATE Dissemination strategy

This document, D2.1 Dissemination Strategy, defines the work that will be done in WP2 throughout the project period. It describes our target groups, key messages and outlines which communication and dissemination tools and channels will be used. D2.1 specifies how to achieve LEVITATE's dissemination objectives.

1 Objectives, audiences and messages

1.1 Objectives

The two overarching objectives of this WP are to ensure the relevant stakeholders are informed about LEVITATE's activities and ambitions and are engaged in the process. Specific objectives are:

- To inform and involve local, regional and national transport authorities
- To provide a framework and a process for sharing experiences and building knowledge among partners and selected stakeholders
- To make the tools accessible through events, training and workshops for knowledge consolidation, exchange and transfer
- To facilitate the deployment of the methodology across Europe by authorities and private stakeholders

1.2 Target groups

LEVITATE's work is relevant for the following target groups:

Local and regional authorities

Road authorities on local, regional and national level in charge of policy making will be the primary user group of LEVITATE's findings and its policy support tool. The aim is to:

- consult these future users of the tools throughout the project to understand their needs and to develop the tools to be of most use to them;
- make the LEVITATE tools available for authorities

LEVITATE will address representatives of local and regional authorities incl. technical staff.

Transport and modelling professionals

Authorities work closely with consultancies, traffic engineering companies and other specialized external professionals for traffic modelling and infrastructure planning, which therefore are a relevant group to be aware of LEVITATE's results.

Research

Academic researchers with an interest in CATS, impact assessment and traffic modelling will be addressed through representation in the LEVITATE stakeholder group to engage in the process, bring in new perspectives and validate the work; and through publication of scientific articles and presentation at scientific conferences. In particular, the partners responsible for impact assessment in other CATS projects will be invited to share their approaches and findings.

Associations, industry and interest groups

A variety of interest groups will be concerned by CATS and shall be informed about LEVITATE and some key stakeholders involved in the process through the stakeholder group. This includes associations representing transport modes (pedestrians, cyclists, public transport, freight), Think Tanks, OEMs, the ITS industry, among others.

National Authorities and European Institutions

National authorities and the European institutions will be informed about the progress and are a major target group for LEVITATE's end of project recommendations.

1.3 Key messages

It is useful to identify key messages for specific audiences so that communication contributes to achieve the actual objectives. This includes online and print communication (web, social media, campaigns, publications, etc.) as well as personal communication (e.g. having key messages at hand when preparing conference or meeting contributions). This initial list may be altered as the project advances and can be considered a "living list of key messages":

- LEVITATE will launch a Policy Support Tool for connected and automated transport
- The tool will assess the short, medium and long-term impacts of CATS on mobility, safety, environment, society and other impact areas.
- For local authorities: LEVITATE's policy support tool will enable city authorities to forecast impacts of CATS on urban areas
- LEVITATE provides a forum for stakeholders and authorities on the impact of connected and automated road transport [via the SRG].

2 Communication tools

Lead: SWOV, Support: Polis, AIT, NTUA

The strategy will be put in operation by means of dedicated communication tools. A visual identity will be developed that includes a logo, font and colors that will be compiled in a Levitate style guide, which will also include the guidelines for communication and dissemination as detailed in the Horizon2020 contractual specifications. Based on this visual identity, templates will be created for project outputs such as reports and presentations. The website will be the central hub for communication and will include a specific section that details the Levitate methodology, the scenarios for impact assessment and the involved cities/regions. Links with social media channels such as Twitter and LinkedIn will be established.

The corporate identity establishes a common and recognizable brand for LEVITATE, which will be used for all project communication. The project identity relates to the appearance and visibility of a project towards the external stakeholders. This includes a logo and templates for project deliverables and PowerPoint presentations. At the heart of the project identity is the project logo which symbolizes the connectivity between modes of transport, the operator and the users.

2.1 Project identity

A project identity and graphic charter is developed to establish a common and recognisable LEVITATE brand, which will be used for all LEVITATE communications, both at European and local levels. The project identity relates to the appearance and visibility of a project for the external stakeholders. This includes a logo selected by the project partners, and templates for project deliverables and PowerPoint presentations. The aim of the project identity is to show the main advantages of the project results, thus to be connected when moving.

2.1.1 Logo

The logo represents the connectivity between the different modes of transport, the operators and the users. Connectivity creates harmony and safety in transport represented by the intersections in the logo. The colours show the innovativeness and modernity of the researched technology and its impacts.



2.1.2 Project leaflet

A leaflet will be produced introducing the scope, activities and contact details of the project.

A high-quality project leaflet will be produced early in the project (1 March 2019), that will introduce LEVITATE to the main target groups and to a wider audience. The leaflet will be printed and an electronic version will be also available for download from the website. The leaflet aims to inform a wide audience about the project's objectives and expected results. It will also provide more details about the LEVITATE activities and the leaflet will be used for distribution at the European, national and local levels by all project partners. It will be distributed at relevant European channels.

2.2 Publications

2.2.1 Press Releases

On at least 4 occasions throughout the 36 months project duration, a press release will be sent to relevant transport media and multipliers (networks, portals, associations).

2.2.2 Publication in thematic media

LEVITATE is intended to reach media specialized on publishing technology and innovation related news items and engage their readers with the project results. Articles and news can be published in magazines such as Thinking Cities, Cities Today, Mobility Mag, Eurotransport, EurActiv, Eltis, etc.

2.2.3 Publications in peer-reviewed journals

LEVITATE will publish at least 5 publications in peer-reviewed journals with the contribution of research partners from internationally well-known Universities to create a scientific base for the policy recommendations and extend available research material for connected and automated mobility systems (CAT). Journals to consider include:

- European Transport Research Review
- Transportation Research A, B,C and F
- Transportation Science
- IEEE Transactions on Intelligent Transport Systems
- Accident Analysis and Prevention
- Safety Science
- Accident Analysis & Prevention

- Advances in Transportation Studies
- Analytic Methods in Accident Research
- International Journal of Injury Control and Safety Promotion
- Journal of Safety Research
- Journal of Traffic and Transportation Engineering
- Journal of Transport and Health
- Journal of Transportation Safety & Security
- Traffic Injury Prevention
- Transportation Planning and Technology

2.2.4 Policy recommendations

Policies are indispensable for the introduction of new innovation on a wider scale, thus automated mobility cannot be governed and operated without efficient and innovative policies in place. One of the main aims of LEVITATE is to turn research result into policy recommendations and inform stakeholders at the European level. These recommendations (developed in WP8) are going to be published in a user-friendly brochure (D2.7). Polis holds budget for layout and printing the policy recommendations.

Tasks:

- **POLIS with support of SWOV and LOUGH** to identify suitable occasions and to draft press releases.

All partners to release press release through their channels

- **POLIS** coordinates layout and print of D2.7 Policy Recommendations based on WP8 content

2.3 Online tools

2.3.1 Website

The LEVITATE website (www.levitate-project.eu) serves as the main entrance point for the project and it will be the most important source of information on activities within the project. It will provide a description of the project objectives and methodologies, main areas of activity, description of the use cases, profiles of consortium partners, news & events, project results and documentation, links to current and past projects and other relevant websites.

The website will make it possible to disseminate the results to all potential stakeholders from road and city authorities to urban traffic stakeholders, and will also allow the wider LEVITATE community and the public to follow up on new developments and results.

The content management system used for this website will allow the creation of new pages, and the inclusion of new texts, images and video content as the project evolves. The website will be in English. The LEVITATE website will also provide a link to a number of social media platforms including Twitter, LinkedIn and a YouTube channel.

This website will be launched in April 2019 and will be kept up-to-date with the latest news, events and project developments. SWOV and Polis will liaise with other partners, relevant activities and projects to explore how the information from LEVITATE can feed their platforms. The LEVITATE website will be made available up to three years after the project ends. All public results from the project will be uploaded to the website. Polis will also refer to and disseminate the main outcomes of the project after its completion.

Tasks:

SWOV with support of POLIS

2.3.2 Electronic newsletters

An email newsletter will be released 2 times per year, highlighting the project activities and results, and presenting different partners' experiences and case studies. It will be primarily sent to the target groups presented above. The newsletters will be issued at the most suitable moment to align with project milestones and outcomes.

The electronic newsletters will contain the latest news about the project and its intermediate results, announcements of LEVITATE events and workshops, and news from partners and the involved stakeholders. The articles will be provided by the LEVITATE consortium.

The newsletter will be made available on the LEVITATE website, which will also allow stakeholders to sign up and receive the newsletter automatically.

Tasks:

- SWOV with support of POLIS to assemble newsletter based on news published on the LEVITATE website

2.3.3 Social media

Social media has become a primary source for news and updates for both individuals and multipliers. It is therefore a platform that needs attention. LEVITATE's social media strategy centres around the use of twitter and LinkedIn to achieve the following:

- **Twitter:** To reach out, to disseminate content, to interact with related initiatives
- **LinkedIn:** Set up a LinkedIn Group as the "digital Stakeholder Reference Group (SRG)", allow for a discussion forum for the Stakeholder Reference Group (SRG) in between SRG meeting

What shall be shared on each platform:

Twitter: <https://twitter.com/ProjectLevitate>

Twitter is a microblogging platform that allows users to post short messages and chat with other users via their phones or web browsers. Unlike email or text messaging, these conversations are in the open. Twitter has the potential to deliver many benefits in support of a project's communications objectives.

Tweets will contain:

- The latest news from the project
- News and pictures from meetings or workshops
- News and pictures from local use cases
- News of urban automated mobility and traffic modelling
- Retweets from related twitter accounts of initiatives, partners, cities and projects

The LEVITATE Twitter account is: ProjectLevitate. The latest tweets are also visible through a Twitter feed on the LEVITATE homepage.

Tweets will contain, among others, the following hashtags: #H2020LEVITATE, #Automation, #ConnectedMobility, #Driverless, #TransportModelling

LinkedIn

LinkedIn is a social networking website for people in professional occupations. The dedicated LEVITATE group that has been created on LinkedIn aims at gathering an expert stakeholder community of automation and connectivity professionals to learn about LEVITATE developments as well as virtually meet and exchange experiences on LEVITATE related topics.

The aim of the LEVITATE LinkedIn group is therefore to:

- Enable knowledge transfer between local authorities and other urban transport stakeholders
- Share experiences and enhance collaboration
- Keep in touch with peers
- Keep up to date with advancements in the project
- Announce events

The name of the LEVITATE LinkedIn Group is “LEVITATE Stakeholder Group”. The LEVITATE LinkedIn Group can be accessed at <https://www.linkedin.com/groups/8742258/>. It is also possible to reach the LEVITATE LinkedIn Group from the website homepage. Polis is considering merging the LEVITATE LinkedIn group with the LinkedIn project of sister project Co-Exist. A decision will be made as soon as possible after discussion with the other projects’ communication managers.

Other expected impacts are:

- Increasing visibility of LEVITATE
- Steering additional traffic to the LEVITATE website
- Complementing traditional communications channels e.g. printed publications, events, press outreach and targeted mailings
- Monitoring mentions of LEVITATE, project partners, project outcomes and other important activities
- Providing on-site and live coverage of key events for those who cannot attend
- Cooperate and interact with related projects and initiatives on social media

Tasks:

- **POLIS and SWOV** to administer twitter account and share news regularly
- **POLIS** to administer LinkedIn group with reference to the SRG
- **all partners** to share content with POLIS and SWOV for social media
- **all partners** to share/react to LEVITATE social media content

2.3.4 Audio-visual user guide of the Policy Support Tool

Levitate will issue an audio-visual user guide for the PST, highlighting how to access the system and providing a series of quick start (video) tutorials as well as a detailed description of the content of the system and links to further information.

Tasks:

- concept note and proposal by **SWOV** with support of **NTUA, LOUGH and POLIS**
- Implementation by **SWOV** with support from **partners as relevant**

3 Networking

In order to maximise the opportunities for mutual learning and knowledge exchange between partners at all levels and across all target groups, LEVITATE will search for synergies with other projects and initiatives, will organise networking events and will participate in relevant external conferences throughout the project lifetime.

3.1 Dissemination at key events/conferences

The project will benefit from the existing exchange and communication channels that Polis, SWOV and other partners offer. The final project results and recommendations can be presented in dedicated LEVITATE events and workshops and other conferences, gathering experts from the transport and automation areas.

A dedicated monitoring tool will track all conferences and events at which LEVITATE partners participate and disseminate LEVITATE material or deliver a presentation.

Major conferences include:

- Annual European Conference on Connected and Automated Driving, Brussels
- ITS Congress World/Europe (annual)
- Annual POLIS Conference
- CIVITAS Forum Conference (annual)
- 2020 Transport Research Arena, Helsinki
- Autonomy (annual)
- European SUMP Conference (annual)
- Automated Vehicles Symposium, San Francisco, US
- Annual Meeting of Transport Research Board (TRB), Washington, US

Other events to consider as dissemination and outreach opportunities:

- Co-Exist Final Conference (April 2020 in Helmond)
- InterTraffic Exhibition
- Modelling World Conference (UK)
- Traffex Trade Fair
- Smart City Expo
- ITF Summit
- UITP Global Public Transport Summit
- WOCOMOCO

3.2 Cooperation with related projects and initiatives

LEVITATE will cooperate with other projects and initiatives that address the impact of CATS to both learn from related projects and inform related groups about LEVITATE's work and findings. Cooperation creates synergies, builds a community of experts and mutually supports and reinforces each other's credibility. The following activities are foreseen:

- Invite related projects to join the LEVITATE Reference Group (SRG), in particular those partners in charge of impact assessment
- Organise LEVITATE SRG meetings in cooperation or conjunction with events of related projects when possible

- Inform the other projects' networks about LEVITATE progress and findings, and inform LEVITATE's network about the related projects during project or working group meetings
- Inform the other projects' networks about LEVITATE progress and findings, and inform LEVITATE's network about the related projects in newsletters or at project events
- Mutual promotion of the projects at their respective websites
- Interaction with related projects on social media

Some LEVITATE project partners are also involved in related projects, initiatives, working groups or other fora. To facilitate coordination and convey LEVITATE messages, an overview of projects and initiatives with information of involvement of LEVITATE partners has been listed.

Overview of projects and initiatives:

| ONGOING PROJECTS | LEVITATE PARTNERS INVOLVED? |
|--|-----------------------------|
| <p>ARCADE (H2020) https://connectedautomateddriving.eu/arcade-project/ <i>October 2018 – May 2021</i></p> <ul style="list-style-type: none"> - Coordination and Support Action that coordinates consensus-building across stakeholders for sound and harmonised deployment of Connected, Cooperative and Automated Driving (CAD). | |
| <p>FUTURE-RADAR (H2020) https://www.ertrac.org/index.php?page=future-radar <i>Jan 2017 – Dec 2020</i></p> <ul style="list-style-type: none"> - support action for ERTRAC and EGVIA to create and implement the needed research and innovation strategies for a sustainable and competitive European road transport system. ERTRAC has a Working Group on road transport automation. | POLIS is project partner |
| <p>CoEXist (H2020) https://www.h2020-coexist.eu/ <i>May 2017-April 2020</i></p> | POLIS is project partner |

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| <ul style="list-style-type: none"> - aims at preparing the transition phase during which automated and conventional vehicles will co-exist on cities' roads. - Project results will enable Levitate to improve simulation capabilities and validate impact assessments. | |
| <p>CIVITAS SATELLITE (H2020) https://civitas.eu/ 2002-2020</p> <ul style="list-style-type: none"> - CIVITAS can help to maximise the outreach of Levitate results. This includes, among others, making tools available in the online CIVITAS transport tools inventory. | POLIS is project partner |
| <p>HumanDrive (UK Government fund) https://humandrive.co.uk/ 2017-2019</p> <ul style="list-style-type: none"> - UK national project to build an autonomous vehicle with human like, natural control/path planning. - Aimsun is undertaking the impact assessment of a fleet of such vehicles and will inform impact assessment methodologies. | AIMSUN |
| <p>Flourish (UK Government fund) http://www.flourishmobility.com/ 2016-2019</p> <ul style="list-style-type: none"> - UK national project aiming to advance the successful implementation of CAVs in the UK, by developing services and capabilities that link user needs and system requirements. - Aimsun are assembling a new set of toolboxes and methods that will enable detailed simulation assessment to be undertaken of autonomous vehicles that will assist LEVITATE methodologies. | AIMSUN |
| <p>CAPRI (UK Government fund) https://caprimobility.com/ 2017-2019</p> <ul style="list-style-type: none"> - UK national project to evaluate impact of automated urban shuttle service project will inform Levitate impact assessment methodologies | LOUGH AIMSUN |
| <p>Drive2theFuture (H2020) https://www.ait.ac.at/en/research-fields/integrated-mobility-systems/projects/drive2thefuture/ 2019-2022</p> | AIT is project partner |

| | |
|--|--------------------------|
| <ul style="list-style-type: none"> - The aim of the Drive2theFuture project is to prepare future "drivers" and travellers for networked, cooperative and automated means of transport and to increase acceptance accordingly. | |
| <p>MAVEN (H2020) http://maven-its.eu/ 2016-2019</p> <ul style="list-style-type: none"> - aims to provide solutions for managing automated vehicles in an urban environment (with signalised intersections and mixed traffic). - It develops algorithms for organising the flow of infrastructure-assisted automated vehicles. | POLIS is project partner |
| <p>STAPLE (CEDR) 2018-2020</p> <ul style="list-style-type: none"> - Identification of relevant connected and automated driving test sites in Europe and beyond and creation of an online catalogue to be used and further enhanced by the NRAs for further research beyond the project duration - Investigation of the relevance of test sites against the NRA core business taking into account the roles and responsibilities of different stakeholders and looking at the areas of road safety, traffic efficiency, customer service, maintenance and construction | AIT is project partner |
| <p>Digibus Austria (National Austrian Funding) https://www.digibus.at/en/ 2018-2021</p> <ul style="list-style-type: none"> - pursues the goal to research and test methods, technologies and models for proofing a reliable and traffic-safe operation of automated shuttles on open roads in mixed traffic in a regional driving environment on automated driving level 3 ("Conditional Automation") and creating foundations for automation level 4 - The results form the basis for an Austrian reference model for the real testing and operation of highly or fully automated vehicles in local public transport. | AIT is project partner |
| <p>DIGITrans (National Austrian Funding) https://www.testregion-digitrans.at/ 2018-2023</p> <ul style="list-style-type: none"> - Exploration of needs and cases of application regarding heavy duty and special purpose vehicles - Use of automated vehicles in areas of logistics hubs, e.g., inland ports like Ennshafen, airport or company sites - Common use of infrastructure for test regions regarding automated driving | AIT is project partner |

| ONGOING INITIATIVES | LEVITATE PARTNERS INVOLVED? |
|---|--|
| <p>ERTRAC</p> <ul style="list-style-type: none"> - Continuous work, technology platform for road transport research | <p>POLIS leads ERTRAC WG on urban mobility and is member of WG on automation + road safety</p> <p>AIT is member of WG on automation.</p> |
| <p>ECTRI</p> <ul style="list-style-type: none"> - Continuous work, leading European Research Association for Sustainable and Multimodal Mobility | <p>AIT is active in different Thematic Groups, e.g. TG Mobility focusing on travel behaviour, intermodal urban mobility, land use</p> |
| <p>EUCAR</p> <ul style="list-style-type: none"> - European Council for Automotive R&D | |
| PROJECTS/INITIATIVES BEYOND EUROPE | |
| <p>CAVI 9 (Australian National fund)</p> <p>https://imovecrc.com/project/cavi-500-vehicle-c-its-connected-vehicle-test</p> <p>2017-2020</p> <ul style="list-style-type: none"> - CAVI, Australian project to test and evaluate impact of C-ITS application | <p>QUT</p> |
| COMPLETED PROJECTS | |
| <p>CityMobil 2 (EC 6th Framework Programme)</p> <p>http://www.citymobil-project.eu/</p> <p>September 2012 – August 2016</p> <ul style="list-style-type: none"> - Implementation studies and demonstration of automated road transport system (ARTS) at five European sites and study of relevant | <p>POLIS was project partner</p> |

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| <p>legal, technical, and socioeconomic issues. Project will inform Levitate about CATD deployment scenario in urban settings.</p> | |
| <p>SCOUT (H2020) https://connectedautomateddriving.eu/about-us/scout 2016-2018</p> <ul style="list-style-type: none"> - CSA to promote common roadmap for the introduction of connected and autonomous vehicles. It will support identification of deployment scenarios in Levitate. | <p>VDI/VDE-IT</p> |
| <p>Carbotraf (Austrian National funding) http://www.ait.ac.at/themen/mobility-data-acquisition-and-analysis/capturing-travel-demand/ 2014-2017</p> <ul style="list-style-type: none"> - FP7 project developing multimodal microscopic transport simulation; Scenario development and impact assessment on various traffic management measures an efficient service for collecting high quality mobility information at low cost with smartphones | <p>AIT</p> |
| <p>CARTRE (H2020) https://connectedautomateddriving.eu 2016-2018</p> <ul style="list-style-type: none"> - Overview of automated driving research and development in Europe and at Trilateral level (EU-US-Japan) - Cross-cutting themes on roadmap level for CAD in Europe (including Vehicle Validation as one of the Pillars) - Impact assessment for automated driving in Europe (high-level) - Project results will inform Scenario specification and impact assessment requirements of public authorities. | |
| <p>Via-AUTONOM (Austrian National funding) https://www2.ffg.at/verkehr/projektpdf.php?id=1426&lang=en 2016-2018</p> <ul style="list-style-type: none"> - Simulation-based assessment of road infrastructure measures for CAD - Modelling of co-simulation experiments and parameter sampling - Development of assessment criteria in terms of road safety, user comfort and traffic flow | <p>AIT is consortium leader</p> |
| <p>2Decide (FP 7 Transport) 2009-2011</p> <ul style="list-style-type: none"> - FP 7 project to develop a toolkit of ITS measures - Project will inform Levitate on Decision Support principles and example evaluations. | |

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| <p>Safety-CUBE (H2020) http://www.safetycube-project.eu 2017-2018</p> <ul style="list-style-type: none"> - Development of road safety Decision Support System for policy-makers | LOUGH NTUA SWOV TOI |
| <p>ANACONDA (CEDR Call 2014: Mobility and ITS) http://www.cedr.eu/strategic-plan-tasks/research/cedr-call-2014/call-2014-mobility/ 2015-2017</p> <ul style="list-style-type: none"> - Assessment of user needs for adapting cobra including online database. The project addressed the business case for connected and co-operative vehicles. | AIT |

Tasks:

- **POLIS** to liaise with related projects to organise SRG meetings in cooperation, exchange content for newsletters, etc.
- **all partners** to share projects and communities they are linked with and mutually enforce messages in respective meetings
- **all partners** present LEVITATE findings at conference with presentations or dissemination of material

3.3 Final Conference and capacity building workshop

A final conference will be organised near the end of the LEVITATE project period (between M32 and M35) to present the project results to a wider audience (incl. the Stakeholder Group). The case studies of Transport for Greater Manchester and the City of Vienna will be presented to demonstrate the operation of the LEVITATE methodology. The conference will include a training session for cities, regional authorities and other user groups on the LEVITATE tools that will be offered. The final conference will be organized in alignment with the final consortium meeting that will take place the day after the final conference. The final conference shall take place in a decently accessible city in Europe. POLIS holds budget to cover rent for the venue, food and refreshments.

Tasks:

- **POLIS, LOUGH and NTUA** to develop concept and draft agenda with consultation of all partners
- **POLIS with support of SWOV, LOUGH, AIT and NTUA** to technically organise the conference (promotion, logistics, registrations, upload of presentations to website, etc.)
- **Task leaders** will present their research results at the final conference

4 LEVITATE Stakeholder Reference Group (SRG)

4.1 Purpose of the Stakeholder Reference Group (SRG)

The LEVITATE Stakeholder Reference Group is being set up in order to facilitate a continuous and purposeful dialogue with the most relevant experts and future users outside the project consortium.

Engaging with the community answers three major LEVITATE needs:

- Understanding user needs,
- receiving feedback on project development to improve or validate the work
- Disseminate LEVITATE's findings

Through regular meetings and continuous contact via email and social media a *thematic community* for Europe and beyond will be built that is on top of understanding the impact of CATS. It is to a wider benefit, that the LEVITATE SRG will build capacity in the automation community.

The group will allow Levitate partners to engage with these stakeholders at key milestones, thus ensuring external expert and end-user feedback and validation. Letters of support confirming involvement in the SRG have already been signed by a wide range of stakeholders (see chapter 2.2.6 for details). In addition, other consultation workshops will take place as well, involving an even wider group of stakeholders. The following meetings are tentatively planned (may be updated based on the needs of the project): (1) Open innovation workshop to collect user needs for the Policy Support Tool (PST) from SRG and other stakeholders (in conjunction with 2nd CM), (2) Local feedback workshops with authorities to get feedback on PST Development (after scenario developments in WP4 and before start of WP5), (3) SRG meeting to get feedback on PST including training on simulation modelling (after completion of T8.1), (4) Informal meeting with EC decision and policy makers (after completion of PST)

4.2 Members of the SRG

Members of the SRG will therefore be the most relevant stakeholders: local/regional and national authorities as potential users of the tools, European decision makers, think tanks, groups representing pedestrians, cyclists, public transport, motor vehicles, researchers, consultants.

A list of the most relevant organisations and people will be identified by the consortium. A list of SRG members is compiled in a separate file "LEVITATE SRG members.xls".

After all partners contributed their proposals, Polis in cooperation with LOUGH and NTUA will identify the most relevant persons to join the SRG and draft an invitation letter. To comply with data privacy regulation (GDPR), the partners who proposed the person will send out the invitation on behalf of LEVITATE to facilitate first contact. Once the invitation has been accepted, POLIS will follow up the communication with SRG members through means of email, telephone and a dedicated LinkedIn group (see chapter 5.3)

4.3 SRG Consultation workshops

The SRG members will be invited to attend the consultation workshops. The persons attending the meetings naturally varies depending on their availabilities. In order to facilitate meaningful exchange and discussion a group size of about 30 participants for SRG meetings, and about 15 participants at workshops for local authorities is targeted.

Consultation workshops will be organised in alignment with consortium meetings or major conferences if possible. The first workshop will be an “open innovation workshop” to understand user needs relevant to LEVITATE WPs 3, 5, 6 and 7. Subsequent feedback workshops aim at gathering feedback on LEVITATE’s policy support tool (developed in WP8). The final meeting provides training on how to use the results’ of LEVITATE. It will be organised within the Final Conference of the project. A specific policy meeting with European decision makers will be organised in Brussels around M30 to explain LEVITATE’s policy recommendations to representatives of the European Institutions and possibly of national governments.

The content of each SRG meeting will be developed in cooperation with all task leaders who will also deliver it in person at the workshop. Formats include open discussion, feedback on drafts or detailed analysis. A concept note and draft agenda will be prepared in cooperation with the concerned task leaders and circulated to the Reference Group members with the invitation to attend a workshop. SRG consultation workshops will comply with GDPR. Details regarding the content and structure of the workshops can be found at the corresponding deliverable (depending on the task within the workshop was held).

The draft schedule of the workshops reads as follows:

| <i>What?</i> | (1) Open innovation workshop | (2) Feedback workshop with authorities | (3) Feedback workshop | (4) Informal policy meeting | (5) Final Levitate Conference |
|---------------------|---|---|---|---------------------------------|---|
| <i>Goal?</i> | Understand user needs, incl. t3.1, 5.1, 6.1. 7.1 consultation | Feedback on first PST | Feedback on PSS, provide training on modelling | Transmit policy recommendations | Training session for cities and users on tools included in conference |
| <i>Who?</i> | SRG | Local/regional authorities | SRG | European decision makers | Local/regional authorities |
| <i>When, where?</i> | May 2019 Gothenburg Cooperation with CO-EXIST | 26 November 2019 Brussels (back to back to 2019 Polis Conference) | M18-24? <i>Directly after completion of t8.1</i> | +M30 In Brussels | M32-35 <i>Alignment with final consortium meeting</i> |

POLIS holds budget to cover logistics costs related to the workshops such as room rental costs, catering and refreshments. The budget also includes travel costs for up to 15 local or regional authorities to attend the SRG members.

Tasks:

- **POLIS** creates and maintains the list of SRG members ("LEVITATE SRG members.xls")
- **all project partners** can suggest members to the SRG. After approval the partners will send the invitation letter to their contact.
- **POLIS** maintains regular contact with the SRG
- **POLIS** identifies suitable occasions for SRG meetings that are agreed with upon with project coordinator
- **Task leaders in WP3 (TOI), 5 (NTUA), 6 (LOUGH), 7 (AIT) and 8 (NTUA)** prepare and present their work during SRG meetings
- Milestone 2.5: Meeting report lead by **NTUA and LOUGH**, **task leaders in WP 2, 3, 5, 6, 7 and 8** to contribute to minutes of the meetings

List of milestones and deliverables in WP2

Milestones

| Number | Milestone name | WP number | Lead beneficiary | Month due Month due |
|--------|---|-----------|------------------|------------------------|
| MS5 | LEVITATE Style Guide | WP2 | POLIS | 3 |
| MS6 | Website operational | WP2 | POLIS | 4 |
| MS7 | Newsletters | WP2 | POLIS | 36 |
| MS8 | Website fully functioning | WP2 | POLIS | 12 |
| MS9 | Stakeholder Reference Group meetings | WP2 | POLIS | 24 |
| MS10 | Final conference and capacity building workshop | WP2 | POLIS | 36 |

Deliverables

| | |
|--|---|
| D2.1 Dissemination and communication strategy (M3) D2.2 Project leaflet (M3) D2.3 Initial Exploitation Plan (M4) D 2.4 Intermediate Exploitation Plan (M20) | D2.5 Intermediate report on innovation and business model development (M20) D2.6 PST User Guide (M30) D2.7 Policy Recommendations brochure (M36) D2.8 Post-project Exploitation Plan (M36) |
|--|---|

1 ANNEX I.

Signatories of Letters of Support

1. *Transport for London – Ross Williams (Policy Advisor)*
2. *Gemeente Amsterdam – Senta Modder (Head of Department, Traffic and Public Space)*
3. *EMT Madrid – Marta Serrano Balbuena (Chief Consultancy Officer)*
4. *European Transport Safety Council (ETSC) – Antonio Avenoso (Executive Director)*
5. *The Netherlands Institute for Transport Policy Analysis (KiM) – Dr. George Gelauff (Managing Director)*
6. *DigiTrans GmbH – DI (FH) Werner Pamminger (CEO)*
7. *Verband Region Stuttgart – Dr. Nicola Schelling*
8. *MobiLab OOE – Prof. (FH) DI Dr. Johann Kastner*
9. *City of Graz – DI Mag Bertram Werle (Executive Director for Urban Planning, Development and Construction)*
10. *Centre of Accident Research and Road Safety Queensland (CARRS-Q) of Queensland University of Technology (QUT) – Prof. Andry Rakotonirainy (Deputy Director)*
11. *Rijkskwaterstraat (Ministry of Infrastructure and Water Management of the Netherlands) – M. Jongman (Head Safety Management and Road Safety)*
12. *City of Gothenburg – Jan Rinman (Deputy Director, Urban Transport Administration)*
13. *Catalan Traffic Service – Cristina Pou (Deputy Director of Traffic Management)*
14. *City of Paris (Direction de la Voirie et des Déplacements) – Caroline Grandjean (Director)*