

# TANGENT

## DISSEMINATION AND COMMUNICATION PLAN

D8.1



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## Executive Summary

The Dissemination and Communication Plan (DCP) is TANGENT's guiding document for all activities related to the promotion and visibility of the project, the flow of results and benefits to the public and the transfer of outcomes and lessons learnt to leading experts.

This deliverable develops the goals and uses of a DCP as well as the specific mission statement and key communication points of TANGENT. It lays out who the primary and secondary target audience groups are, from traffic management policymakers to citizens, and how they will be reached through different channels and tools. Identifying all the stakeholders and their interests is critical to achieving the project objectives.

TANGENT's DCP highlights what the brand identity and graphic charter encompass, what the logos symbolises and what guidelines need to be followed to ensure the project keeps a harmonized and unified design. It also showcases the different electronic and printed tools which will be used, from a designed leaflet and banner to publications in scientific journals and electronic newsletters. The deliverable presents how Twitter, YouTube, LinkedIn, as well as the website, are used by POLIS and other project partners to disseminate and communicate on milestones, case study updates and events, amongst others.

The DCP delves into external dissemination strategies, including attending high-level events and showcasing TANGENT's work, as well as creating synergies and alliances with other transport networks and EU-funded projects.

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## List of abbreviations and acronyms

Table 1 - Abbreviations and acronyms

Acronym	Meaning
API	Application Programming Interface
CA	Consortium Agreement
CO <sub>2</sub>	Carbon Dioxide
DCP	Dissemination and Communication Plan
EC	European Commission
GA	Grant Agreement
KoM	Kick-off Meeting
KPI	Key Performance Indicator
ITS	Intelligent Transport System
NO <sub>x</sub>	Nitrogen Oxide
RTD	Research and Technical Development
SME	Small and Medium Enterprise
WP	Work Package

# 1 Introduction

The European transport system faces major challenges in terms of safety, greenhouse gas emissions, traffic congestion and its derived costs. In addition, the development of disruptive technologies and emergence of new mobility solutions have and will continue to generate a revolution in transport network and traffic management.

Congestion is an important problem for road transport and a main challenge for transport policy at all levels. The cost of road congestion in Europe is estimated to be over EUR 110 billion a year and its mitigation is the main priority of most infrastructure, traffic management and road charging measures. Measuring congestion is however complicated due to the non-uniform temporal and spatial distribution of traffic.

Advances in data connectivity and artificial intelligence have opened mobility solutions that would have been considered impossible to achieve only a few years ago. However, greater harmonisation of Intelligent Transport Systems (ITS) systems across Europe, such as data standardisation and the extension of digital infrastructure, is needed to ensure a seamless service for road users and to prepare for autonomous vehicles.

In this context, TANGENT aims to develop new complementary tools to optimise traffic operations in a coordinated and dynamic way from a multimodal perspective and considering automated/non-automated vehicles, passengers, and freight transport.

TANGENT partners will research advanced techniques of modelling and simulation, such as prediction and simulation models for future demand and supply of transport; optimisation techniques for balancing the demand flows between the means of transport; and users travel behaviour modelling.

As a result, a set of applications for decision-making support will be delivered creating a framework for coordinated traffic and transport management, encompassing an enhanced mobility information service and dashboard with associated APIs and advanced functionalities with a two-fold approach: to provide real-time traffic management recommendations and to support transport authorities to design network-wide optimal strategies. The framework also aims at supporting a multi-actor cooperation approach for transport network management by enabling communication channels. In this way, the services target different actors in traffic management.

The results will be tested in three case studies in real environments: Rennes (France), Lisbon (Portugal), Great Manchester (United Kingdom) and a virtual case study in Athens (Greece) with real data from various modes of transport, under different traffic events such as bottlenecks, accidents, pedestrian flow etc.

## 2 Communication and Dissemination goals

In EU-funded projects, the term "dissemination" refers to the set of actions and strategies aimed at the process of transferring information about project results to maximise their impact on individuals, organisations, and communities. It is an essential process, as it facilitates the transfer of results and their use to a wider audience.

### 2.1 Dissemination and communication activities

"Dissemination" and "communication" are two concepts which are often used interchangeably. However, they refer to two different kinds of activities.

Dissemination refers to the transfer of results for exploitation (including economic exploitation), with a view to practical use. In this case, the target audience are those specialised in a particular field, e.g., the scientific community or legislators. On the other hand, communication includes information and promotional activities aimed to increase the visibility of the project and therefore address a more general target group like the public sector or the media. This document provides an overall strategic framework, covering both activities, to make the most of available resources.

The overall objective of communication and dissemination is to positively reach and affect public authorities and European (EU) institutions, transport operators, traffic managers, industry players, small and medium enterprises (SMEs), and citizens, through an effective flow of information and publicity, and promote TANGENT as a reference project in traffic management.

### 2.2 Aim of this document

The main objective of the Dissemination and Communication Plan (DCP) is to maximise the project's impact and spread its voice and results across several channels and stakeholders. The specific goals of the DCP are:

- To provide a clear view of the project, its goals, and results.
- To create awareness of the project among the full range of stakeholders impacted by the results and to engage them.
- To create interest from an active community of potential end-users (academic, consulting, business, and industrial actors), involving them in the development of the project.
- To prepare the ground for the dissemination of project results.
- To establish liaisons with other projects, initiatives, and bodies for knowledge and innovation transfer.
- To support the commercial exploitation of results.
- To create recognition of the results among audiences beyond the immediate project's reach (standards bodies, policy-making institutions, etc.).
- To demonstrate how EU funding tackles societal and economic challenges.

This document, developed as part of WP8, defines the framework to guide communication and dissemination activities within TANGENT.

The DCP identifies and describes the target groups for communication and dissemination activities and explains how and through which dissemination channels they will be reached. It identifies key messages for target groups. It describes the main dissemination tools in the project and identifies project

milestones which will be important for the implementation of outreach activities. It sets the project's visual identity, to brand the activities and outcomes of the project. mechanisms.

The DCP provides guidance to the partners in the consortium and describes how WP8 will collaborate with and support the other WPs. It provides guidelines to all partners on their role and expected contributions to communication and dissemination activities.

Finally, the DCP identifies key initiatives and organisations to establish strategic alliances and collaborations with. As the project progresses and new contacts and dialogue mechanisms are established, tailored activities will be defined to reach and communicate with new stakeholders. Towards the end of the project, the cities and their industry partners will define how they will take forward the TANGENT outcomes.

The DCP of the project draws on the principles outlined in the Horizon 2020 guidance document Communicating EU research and innovation guidance for project participants.

## 2.3 The dissemination and communication plan

The DCP aims at maximising the project's impact and is related to all the project activities. The strategy has different components, such as defining target groups, key messages, communication channels and tools. It directly reflects the requirements, goals, and expectations written in the Grant Agreement (GA). To ensure effective communication and dissemination, this document serves as a guideline to coordinate all partners' outreach activities. The DCP plays an essential role in achieving the project's objectives, especially in a large project like TANGENT which has 13 partners from nine European countries.

The key elements of the DCP are:

- WHAT: defining what to communicate, messages and products.
- TO WHOM: identifying the target groups for dissemination.
- WHY: defining the objectives of dissemination.
- HOW: planning the method of dissemination.
- WHEN: establishing the most appropriate moments to disseminate the content.

In EU-funded projects a good dissemination plan should include:

- Measurable and realistic objectives.
- A timetable.
- Resource planning for activities to be carried out.
- Plan for involvement of the target groups to maximise the use of the project results.

The DCP is focused on achieving the TANGENT project objectives that are directly reflected in the key messages section. Some of the project objectives require using the outreach aspect of the DCP i.e., building relations with target groups, provide them with information, and engaging them. In particular, the main project objective requires this approach. This is how this objective is formulated:

The main objective of TANGENT is to develop new complementary tools for optimising traffic operations in a coordinated and dynamic way from a multimodal perspective and considering automated / non-automated vehicles, passengers, and freight transport. TANGENT will allow the precise knowledge and management of the mobility flows among the transport modes and will enable the implementation and integration of innovative mobility solutions, services, and business models.

The core of the communication and dissemination activities will be, in prioritised order:

1. Solutions tested and developed in the Case Studies in TANGENT
2. Results achieved and concrete benefits for citizens
3. Methodology for replication of TANGENT approach in other EU contexts

## 2.4 Reasons to disseminate

The importance to disseminate project activities across several audience and stakeholders is motivated by the following reasons:

- To raise awareness on the importance of the project for the cities and regions involved.
- To strengthen the involvement and participation of target groups.
- To facilitate and strengthen the relationships between project partners to achieve the expected results.
- To promote the EC's funding and its commitment to the development of territories and citizens.
- To influence decision-makers and influence decisions through the formulation of recommendations.
- To ensure that future funding authorities implement, recognise, and build upon project achievements.

In addition, the GA places certain responsibilities on the project on dissemination. Article 29.1 (Obligation to disseminate results) of the GA states that “each beneficiary must — as soon as possible — disseminate its results by disclosing them to the public by appropriate means [...]”

The following items are also part of article 29:

- 29.2 Open access to scientific publications
- 29.3 Open access to research data
- 29.4 Information on EU funding — Obligation and right to use the EU emblem
- 29.5 Disclaimer excluding Agency responsibility
- 29.6 Consequences of non-compliance

## 2.5 Reasons to communicate

The benefits of an effective DCP are comprehensive:

- Show how the TANGENT partnership has achieved more than would have otherwise not been possible, notably in achieving scientific excellence, contributing to industrial competitiveness, transport innovation, and directly contributing to solve some of the economic and societal challenges in cities and functional urban areas.
- Showcase success stories and how the outcomes and impact of the project are relevant to our daily lives, introducing new technologies, creating jobs, designing solutions for better and safer transport.
- Make better use of the results by making sure they are taken up by relevant decision makers to influence policy making, and by businesses and the scientific community to ensure follow-up.
- To create new opportunities to extend the project or to develop new partnerships for the future.
- To raise awareness among public and private organisations of the opportunities offered by European funding, encouraging wider participation in EU funding programmes.

## 2.6 Dissemination and exploitation in other WP Packages

Although WP8 centralises all dissemination activities, tools and channels, dissemination represents a crosscutting action that touches upon all WPs:

- WP1 – Multi-actor cooperation models & policies
- WP2 – Data gathering, harmonization & fusion
- WP3 – Travel behaviour modelling
- WP4 – Transport prediction & simulation models
- WP5 – Transport network optimization
- WP6 – Integrated support tool for cooperative traffic management
- WP7 – Future transport case studies

All Case Studies with a strong local communication and stakeholder involvement will require a more specific, timely and thorough dissemination activity.

## 3 Key messages and Target audiences

TANGENT is promoted towards different types of stakeholders, identified in the following target groups. This strategy distinguishes between primary and secondary target groups. The TANGENT project partners will act as multipliers, disseminating the project to their peers.

### 3.1 Key message and project mission statement

#### 3.1.1 Mission statement

An effective and swift transition to zero-emission and climate-resilient transport systems in Europe requires more efficient traffic management to reduce congestion, mitigate environmental effects through CO<sub>2</sub> reduction, increase safety and economic advantage. In TANGENT this integration will take place on the following levels:

- Policy and governance: TANGENT supports the ability of decision makers to design, deploy and monitor policies and governance models that enhance traffic operations and transport management at urban and interurban level.
- Technology: TANGENT covers a large scope of mobility solutions, which need to be adapted, combined, and developed on a system level to achieve the project's objectives.
- Infrastructure: TANGENT seeks to find solutions that facilitate collaboration between actors across transport sectors, to orchestrate and coordinate the different transport modes and systems for synchronising and optimizing the use of transport resources and the overall transport network..

#### 3.1.2 Key messages

To ensure that the messages promoted by TANGENT are always consistent and incorporated in a wider project-related narrative, TANGENT key messages should always be conveyed.

Key messages are the main points of information the audience should hear, understand, and remember. Usually, they are bite-sized summations that articulate what the project does, why, how it is different from the others, and what values bring to stakeholders. They are relevant because they serve as the foundation of a project branding and marketing efforts and should be reflected in all written and spoken communications.

Key messages in TANGENT:

- TANGENT accelerates the transition towards connected and automated mobility and the development of new services.
- TANGENT facilitates the integration of transport modes into a multimodal network for passengers and freight.
- TANGENT aims to reduce capacity bottlenecks and traffic jams, thereby saving time (for passengers and freight) and reducing pollutant emissions, leading also to positive health effects in Europe.

- TANGENT improves safety and security in all transport modes, in line with the Transport White Paper (e.g., Vision Zero).
- TANGENT aims to reduce the cost of mobility for all (incl. industry, public authorities, and citizens).
- TANGENT considers social behaviour issues, enhancing decision-making in managing resilience to outbreaks and unexpected events and crisis.
- TANGENT aims to bring new market opportunities on the domain of traffic management solutions, giving the option to extend the offering to industrial partners, consultants, and research organisations.
- TANGENT opens opportunities to collaborate with stakeholders in traffic management, by exchanging knowledge, experiences, and best practices.
- TANGENT will focus on upscaling and replication, which goes beyond testing, and try to find pathways to mainstream and upscale the best innovations in order to achieve high impact.
- TANGENT Case Studies cities will deploy concrete innovations that will bring about tangible benefits in multimodal transport management, real-time traffic management services, traffic network optimisation.
- TANGENT engages in extensive replication and knowledge sharing activities to promote the uptake of the best innovations across European cities.
- TANGENT will support cities in their efforts to develop evidence-based policies and measures and increase their innovation capacity.

In addition to the abovementioned overall key messages – intended for the project as a whole – the Case Studies might develop additional key messages that fit to what they are doing in their own geographical area and their target audience (and respective own language).

## 3.2 Target groups and measures to maximise impact

### 3.2.1 Target groups

Good communication is about giving the right information to the right audience at the good time and in the appropriate format. Identifying all the stakeholders and their interests is important to achieving the project's objectives. The dissemination channels' choice and use is strongly connected to the specific target groups defined in the DCP.

The objective of the TANGENT project, namely the wide take-up of measures to increase sustainable transport and improve traffic management in cities, is potentially affecting all people that live and act in urban and interurban areas. TANGENT will be promoted towards the following stakeholders:

1. Transport operators and public authorities with competency in transport matters:
  - City and regional administrations
  - National authorities
  - EU Institutions

They can be the end-users, the customers that could uptake the technology developed in TANGENT. They can be reached through specific workshops organised by TANGENT consortium and events.

2. Technology providers of solutions for transport management which commercialise solutions like TANGENT. They could benefit from collaboration agreements, technology transfer, etc.
3. Policy makers: They can benefit from the recommendations delivered in TANGENT in a final event to support them in their decision-making process.
4. Academia and students: dissemination will evidence the potential of TANGENT research to be applied in other projects and domains.
5. The European citizens and society in general, as final beneficiaries and center of the progress done in the Transport management,
6. EU-wide transport networks

TANGENT project partners represent some of the target groups listed. The partners therefore offer excellent well-established channels through which the results of TANGENT can be disseminated and through which the take-up of the outputs can be facilitated. In addition, many partners are active in various collaborative fora at which the project progress and findings can be disseminated.

### 3.2.2 Measures to maximise impact

TANGENT aims to achieve concrete and tangible impacts, particularly thanks to its technical measures and innovation potential. At the same time, TANGENT recognises the challenges of replication, knowledge exchange, and outreach to cities and organisations in Europe. This makes measures to maximise impact important to gain understanding, acceptance, and support within key target groups. Three approaches permeate TANGENT activities:

- **Teamwork:** all actions are done collectively and require the cooperation of project partners. TANGENT pays attention and dedicates resources for creating buy-in and ensuring strong support from political and public authorities and key private actors.
- **Communication as key for delivering results:** communication goes with all phases of the project. From an internal perspective, regular communication flows help to define and strengthen the vision and mission of the project; from an external perspective, it enables alliances and messaging for a multitude of audiences.
- **Staying relevant:** to achieve long term impact and outreach, the project and its actions must be relevant for a wide audience in Europe and aligned with EU priorities and targets. TANGENT will constantly monitor policy developments and market trends to ensure that all actions are carried out, with the intention to make them relevant in wider and changing contexts.

The process of maximizing the TANGENT impact is organized into three main phases during the project implementation:

- **September 2021 – May 2022:** Deliver communication tools and strategy, deliver exploitation strategy, establish TANGENT as a brand, raise awareness on different levels (local, regional, national, international), create interest and engagement, prepare the groundwork for business plans.
- **June 2022 – February 2023:** Involve cities and main stakeholders outside the immediate remit of the project, organize events open to stakeholders and the public (workshops, seminars),

actively participate at European and international conferences, perform active dissemination in a variety of channels.

- March 2023 – August 2024:** Increase frequency and ambition of dissemination, communication, and exploitation activities. Perform specific activities geared towards local communities and cities to take up TANGENT solutions and frameworks, develop detailed business plans for selected innovations, and promote solutions to the EU level and internationally.

### 3.2.3 Communication preferences of targets groups

TANGENT addresses a wide range of target groups, each with different backgrounds and interests. For this reason, formulating tailored messages is important in TANGENT communication. Different communication channels will provide different levels of detail, depending on the purpose and/or the target group they serve. The table below shows the different communication channels in TANGENT.

*Table 2 - Communication channels*

Communication channel	Target groups
Online: website, LinkedIn, Twitter, YouTube	All
Articles and press releases	All
Peer-reviewed articles	Research and academia
Digital newsletter	Tailored to decision makers within the public and private sectors and supply-side actors
TANGENT publications	Tailored to relevant decision makers at local/national/EU levels
TANGENT at key events	Residents, local and national authorities, transport service providers (incl. PTOs), technology suppliers, logistics services providers
TANGENT workshops	Transport operators and City/Regions Administrations
Collaboration agreements, technology transfer, etc.	Technology providers

### 3.2.4 Stakeholder database and media monitoring tool

A media monitoring tool keeps track of dissemination and communication actions throughout the project duration. It is divided by kind of event and dissemination type. Moreover, it includes information about what the press is writing about in TANGENT and what target groups are talking about on social media. The active involvement of partners – especially regarding communication at local and regional level – is very important. More specifically, TANGENT partners are responsible to inform WP8 when any news

or TANGENT events takes place locally, to update the media monitoring and allow WP8 to do further dissemination at European level.

A stakeholder database keeps track of all relevant stakeholders identified during the project implementation. This list is fed by contacts and organizations working on similar EU-funded projects, people that subscribed to the project's newsletter, or attended relevant events where TANGENT was present. The information collected includes the name of the organization, name of the contact person, and e-mail address.

This information will be collected and stored in compliance with current GDPR rules.

## 4 Project identity

### 4.1 Brand

A project identity and graphic charter has been developed to establish a common and recognisable TANGENT brand, which will be used for all TANGENT communications, both on a European and local level. 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.

The TANGENT logo is at the heart of the project identity and has been developed by a professional communications agency.

The graphic charter is a comprehensive document that indicates how to use elements that convey the project's visual identity and will be used for reports, designing the website, Word documents and PowerPoint presentations templates, and any other communication tools and products. The project identity templates, and graphic charter will be made available to all TANGENT partners and must be used. All partners have also been asked to clearly refer to the European funding source when presenting the project.

#### Role of partners

All templates, logos and designs are available in the TANGENT workspace and must be used by all partners for communication and dissemination purposes.

Polis is leading this task; it has been responsible for collecting the quotes for the design and liaising with the designer for the development of the logo and graphic charter. Deusto provided feedback to the different layout options proposed.

### 4.2 Project logo

All the different formats of the logo are available in the shared project folder. Below it is reported an example in jpeg format.



The TANGENT logo image includes a road (A), representing the transport network that will be synchronised and optimised by orchestrating and coordinating the different transport modes and systems. The logo also includes a data stack (E), symbolising the data coming from intermodal mobility resulting in new models and techniques to support the efficient traffic operations in the multimodal transport network in a dynamic and adaptive way. The colours of the traffic light represent traffic infrastructure.

The logo is in blue, yellow, red, and green representing the colours of a traffic light. There are multiple colours represent the different data elements on the overall transport network that will be retrieved and analysed in the project.

The logotype is in a clean and modern style, reflecting the large metropolises participating in the project and with the aim of appealing to a variety of audiences with an appropriate level of formality, including citizens used to commercial marketing designs, politicians who should understand the scale and impact of the project, investors and private businesses, who should recognise the project’s innovation potential, and most importantly the project partners themselves, who should recognise in the logo the high standard of their own work, its modern attitude and the simplicity and practicality of its core objectives despite its scientific and systemic complexity.

	<b>CMYK</b>	<b>RGB</b>	<b>HEX</b>
	60/16/0/65	38/70/83	264653
	52/0/20/35	42/157/143	2a9d8f
	0/39/64/14	231/111/81	e76f51
	0/8/55/13	233/196/106	e9c46a
	0/33/61/1	244/162/97	f4a261
	39/32/39/0	96/96/96	606060
	97/58/54/9	153/153/153	999999

### 4.3 Document templates

Templates will be created for official project documents to ensure a consistent and professional visual identity. Templates have been created for:

- Press releases
- Word, PowerPoint presentations
- Agenda and meeting minutes
- Project deliverables

The project will be presented at several local, national, and international meetings and conferences. Therefore, a standard PowerPoint presentation containing information about the objectives, key elements, and main target groups of the project has been produced. This standard PowerPoint presentation will also be useful for the local dissemination activities within the whole project.

Distinctive and consistent typography reinforces recognition of the TANGENT brand. For Desktop Publishing (DTP) MONTSERRAT and FIRA SANS are the designated typefaces. For documents generated with MS Office programmes, the fonts ARIAL REGULAR and ARIAL BOLD should be used.

### 4.4 Visual identity notices / disclaimer

The following disclaimer is to be used for any deliverables or official document produced:

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### 4.5 The EU emblem

The EU emblem below must accompany the funding acknowledgement<sup>1</sup>.



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<sup>1</sup> Graphics guide to the European emblem: <http://publications.europa.eu/code/en/en-5000100.htm>.  
Guide for use of the EU emblem in the context of EU programmes: <http://eacea.ec.europa.eu/about/logos/eu-emblem-rules-hr.pdf>.

## 5 Communication and dissemination materials

Communications in electronic and printed form will be an essential mechanism for the dissemination of the project activities, objectives, and outputs to various target audiences. Within this task the following tools, publications and materials will be developed.

### 5.1 Project leaflet

A high-quality project leaflet is produced in the early phases of the project (December 2021). It introduces TANGENT to the main target groups and to a wider audience. An electronic version will be available for download from the website and the common Google Drive area. It has a print-run of 1000 copies. The leaflet aims to inform a wide audience about the project's objectives, approach, pilot cities and partnership. It will also provide more details about the TANGENT activities.

The leaflet will be used for distribution at the European, national, and local levels by all project partners. Further efforts in developing other leaflets (and local dissemination material) may occur as part of local initiatives to promote participation in pilots, considering budget constraints and real needs.

#### Role of partners

Polis is responsible for liaising with the designer for the development of the project leaflet.

Polis will share via Google Drive the final output, to allow project partners to download and spread it both in digital forms and print-ready formats.

### 5.2 Social media visuals

The project logo and graphic charter have been adapted to fit the predefined layout of LinkedIn, Twitter, and YouTube. In sections 6.3, 6.4 and 6.5 are reported the three screenshots taken from the TANGENT social media pages.

### 5.3 Electronic newsletters

A digital newsletter will be released three times per year highlighting the project activities and results. The electronic newsletters will keep the wide TANGENT community informed about the project's progress and intermediate results. It will have fixed sections to enhance recognisability. It will contain the latest news about the project and its intermediate results, announcements of TANGENT events and workshops, and news from the Case Studies. The articles will be provided by the TANGENT consortium.

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

**Role of partners**

Polis will be responsible for the newsletter, writing articles and editing the inputs received from others.

All partners will provide relevant input on their project related activities upon request.

All partners will support the distribution of the newsletter.

## 5.4 Promotional materials

To promote TANGENT at key events around Europe, one roll-up banner will be produced, giving visibility to the project at external events. The roll-up will advertise TANGENT's key messages, referring those interested to the website for more information. The TANGENT roll-up banner will enhance project's visibility at relevant events. More particularly, it can be used on stage, at exhibitions, or as a photo opportunity.

**Role of partners**

Polis will be responsible for liaising with the designer for the development of these promotional materials.

Deusto will provide feedback to the different layout options proposed.

Polis will share via Google Drive the final output, to allow project partners to download and spread them around both in digital forms and print-ready formats.

## 5.5 Publications

All publications, regardless of format, relating to the project will be subject to the terms of the EC Grant Agreement and Consortium Agreement, in particular concerning procedures for obtaining approval of publication by the partners and acknowledgements of EC funding. All publications relating to TANGENT will be gathered, stored, and made widely available, subject to any copyright restrictions, by Polis.

Two different publications towards the end of the project will each contribute to the project's legacy. The following (print-ready and electronic version) publications will present the project's key exploitable outcomes, tailored to the practitioners and business community but also the public:

- The first is a final booklet summarising the main project results, outputs, and tools in an easy to read and concise format. This will be presented as a user-friendly brochure (+/- 12 pages, A4 format).
- The second will be a policy document targeted at public authorities that (i) describes the link between multi-modal network management and policy and (ii) makes recommendations on how multimodal network management can be integrated into policy and planning processes. This will be presented as a more comprehensive and detailed brochure (approx. 28/32 pages, A4 format).

The publications will be printed in colour, using text, graphic elements, images, and tables.

#### Role of partners

Polis will be responsible for the newsletter, writing articles and editing the input received from others.

All partners will provide relevant input on their project related activities upon request.

## 5.6 Scientific articles, op-eds

TANGENT also aims at publishing articles and scientific papers in specialised media, magazines, and journals. These will be means to target transport professionals and urban mobility practitioners.

Scientific journals and magazines identified: IEEE<sup>2</sup> Transactions on Intelligent Transportation Systems, International Journal of Intelligent Systems, Semantic Web Journal or ETRR-European Transport Research Review journal. Transportation Research Part C: Emerging Technologies, Journal of Artificial Intelligence Research, IEEE Intelligence Systems, Journal of Heuristics, Journal of Automated Reasoning. Some more examples include Thinking Cities, ELTIS, Cities Today, Talking Highways, Revolve, Intelligent Transport, EuroTransport, The International Journal of Urban Policy and Planning, among others.

TANGENT aims to contribute to Open Research through open peer-reviewed and other kinds of publications. As such it will produce reports, publications, conference proceedings. Specifically, TANGENT will also benefit from other open-access platforms and tailored services to disseminate project results, many of which promoted and managed by the EC, such as the Horizon Results Booster and the Horizon Results Platform.

These articles will be published throughout the project duration. However, it is foreseen that most of them will be made available during the second half of the project implementation, when the pilot activities and most relevant deliverables will be ready.

At least 8 articles are to be published in science and research publications and transport magazines.

#### Role of partners

Polis keeps track of all the articles published and make sure to give additional visibility to them through its own and TANGENT channels.

Technical partners – those involved in the Case Studies and belonging to research and academics – are strongly encouraged to publish relevant contents.

All partners are encouraged to share and give the highest visibility possible to these scientific contents, posting them also on their own digital channels.

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<sup>2</sup> Institute of Electrical and Electronics Engineers.

## 5.7 Press releases

Press releases will be an important means to establish a communication channel between TANGENT and relevant media outlets. At important project milestones, press releases will be issued and sent to European and international press and when relevant to local and national press as well. Local sites partners are encouraged to communicate with the local press to inform their end users and citizens about the progress of the value cases. The first TANGENT press release was prepared to communicate the project's kick-off and shared on October 3<sup>rd</sup>, 2021.



### Role of partners

Polis is responsible to publish press releases about relevant project events, workshops, conferences and make sure that they are disseminated at European level through the project channels (website, social media) and its own newsletter.

Polis is also responsible to distribute them to partners for dissemination in their own channels.

All partners are encouraged to share and give the highest visibility possible to these press releases, posting them also on their own digital channels

## 5.8 Other contents (e.g., short-videos, podcasts, tutorials, etc.)

As the project activities will come to a more mature phase, it is foreseen to elaborate more advanced audio-visual contents. It is envisaged to engage Case Studies and residents in those cities to explore different ways to deliver messages and communicate results (e.g., by means of two short promotional videos, 2-3 minutes long).

One video is expected to be done by M18, explaining the overall concept of TANGENT. A second one is foreseen towards the end of the project, showing the project results, combining real recordings of the results.

Interviews and podcasts with project representatives to discuss main achievements and future steps will be envisaged. In addition to present results, the idea is to dig up the reasons underlying the successful achievement. Written and video interviews will be posted on the project website and social channels.

**Role of partners**

Polis will oversee the collection and shooting of interviews and podcasts, with the support of Deusto and responsible from pilot cities.

All partners will provide ideas and contents to prepare these products.

## 6 Digital media

### 6.1 Project website

The interactive TANGENT website serves as the entrance point for the project and it is the most relevant source of information on activities within the project. It provides a description of the project objectives and priorities, main areas of activity, profiles of consortium partners with links to partners' websites, news and events, project results, link to current and past project and other relevant websites.

The website makes it possible to disseminate the results to all potential stakeholders from industry and operators, local authorities, and academia, and allows the internal and external community to follow up on new developments and results.

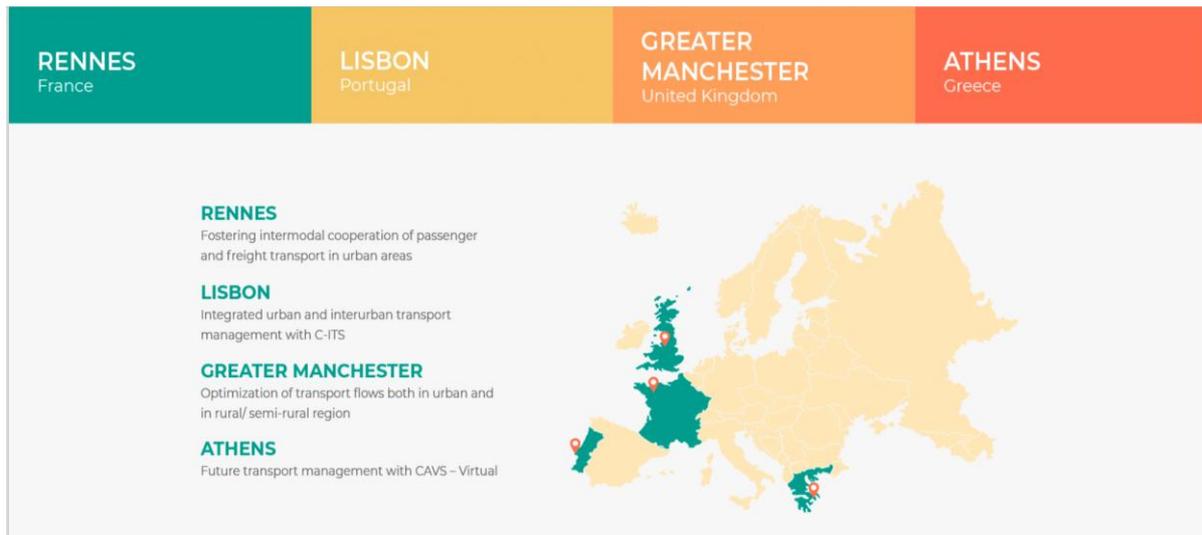
The updating process is user friendly and do not require specialised skills, and the content management system allows for the easy creation of new pages, inclusion of new text, images, and video content. The website is in English. The TANGENT website also provides a link to social media platforms including Twitter, LinkedIn, and YouTube.

This website will be launched in December 2021 and will be kept up to date with the latest news, events, and project developments. POLIS will liaise with other relevant activities and projects to explore how the information from TANGENT can feed their platforms. The TANGENT website will be made available up to three years after the project ends. All project public results will be part of this. POLIS will also refer to and disseminate the main outcomes of the project after it has ended.

The TANGENT website domain name is: [www.tangent-h2020.eu](http://www.tangent-h2020.eu)

The homepage includes the following features:

- A main navigation menu linking to the website's pages.
- A section presenting the mission of the TANGENT project and a link towards more information.
- Links to TANGENT social media accounts (LinkedIn, Twitter, YouTube)
- Latest news and events.
- An overview of the Case Studies (Rennes, Lisbon, Greater Manchester, Athens)
- An interactive map showing the location of case studies and follower cities.
- Twitter and LinkedIn feed showing TANGENT's latest tweets.
- Call to subscribe to the TANGENT's newsletter.
- Acknowledgement of EU funding.
- All TANGENT's public documents and e.g. conference presentations to download.
- Links to the project's privacy policy and to the website's cookie policy.
- A search engine.



The EU flag and the following text: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 955273” appears on all the pages of the website. The menus displayed on the homepage are broken down as follows:

**ABOUT**

- The project
  - What is TANGENT
  - Why TANGENT
  - Approach
  - Objectives
- Work Packages

**PARTNERS**

List of all partners (logo, short description, main contact person)

**CITIES**

- Rennes
- Lisbon
- Greater Manchester
- Athens

**LEARN**

- Deliverables
- Presentations
- Press materials

**NEWS AND EVENTS**

- News
- Events

**CONTACTS**

SIGN UP the NEWSLETTER, at the bottom of the website.

### Role of partners

Polis is the lead partner for this task. Tasks are distributed as follows:

Polis oversees outsourcing the technical aspects, coordinates with the web developers, arranges the hosting and purchases the project website domains.

Polis develops the structure of the project website and will have admin access to maintain and update the website.

Polis oversees creating the content for the website and draft texts, with input from other partners for the sections that specifically relate to their activities in the project.

All partners should inform Polis and Deusto on any new developments which should be mentioned on the TANGENT website. All partners should visit the website regularly to check the accuracy of the information reported.

The website is delivered in December 2021.

## 6.2 Social media presence

Developing a strategy for communication and dissemination through social media can be a useful way to focus activities and delegate responsibilities. A social media strategy could be developed focusing on:

**Where:** Which platforms will you use?

**Who:** Who is your target audience? Who will oversee managing social media?

**How:** What impact do you want to have? How will you assess this?

**What:** Which content do you want to share?

**When:** What is the right time to share your content? How often will you post?

Communication actions and campaigns on social media will be centralised on Polis, who shall take the lead on producing content, encouraging partners to reproduce and/or adapt them for their channels. However, each partner is also encouraged to take initiative on the creation of their posts/campaigns.

By using social and digital media, the project aims to fulfil the following objectives:

- Steering additional traffic to the TANGENT website.
- Complement traditional communications channels e.g., printed publications, events, press outreach and targeted mailings.
- Give an informal voice to TANGENT.
- Monitor mentions of TANGENT, project partners, project outcomes and other important activities.
- Provide on-site and live coverage of key events for those who cannot attend.

## 6.3 LinkedIn



LinkedIn is a social networking website for people in professional occupations. The dedicated TANGENT group will be created on LinkedIn aims at gathering an expert community of urban transport professionals to learn about TANGENT developments as well as virtually meet and exchange experiences on TANGENT related topics.

The aim of the TANGENT LinkedIn group is therefore to:

- Enable knowledge transfer between local authorities and other 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 TANGENT LinkedIn Group is “TANGENT Project”.

The TANGENT LinkedIn Group can be accessed at <https://www.linkedin.com/company/77112920/>.

It will be possible to reach the TANGENT LinkedIn Group from the TANGENT website homepage.

### Role of partners

Polis manages the TANGENT LinkedIn Group.

All partners are encouraged to suggest posts to publish when appropriate.

## 6.4 Twitter



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 national innovation forums.
- News of urban freight and procurement activities.
- Retweets from related twitter accounts of initiatives, partners, cities, and projects.

The TANGENT Twitter account is: @NAME

The TANGENT Twitter page can be consulted at [https://twitter.com/TANGENT\\_H2020](https://twitter.com/TANGENT_H2020)

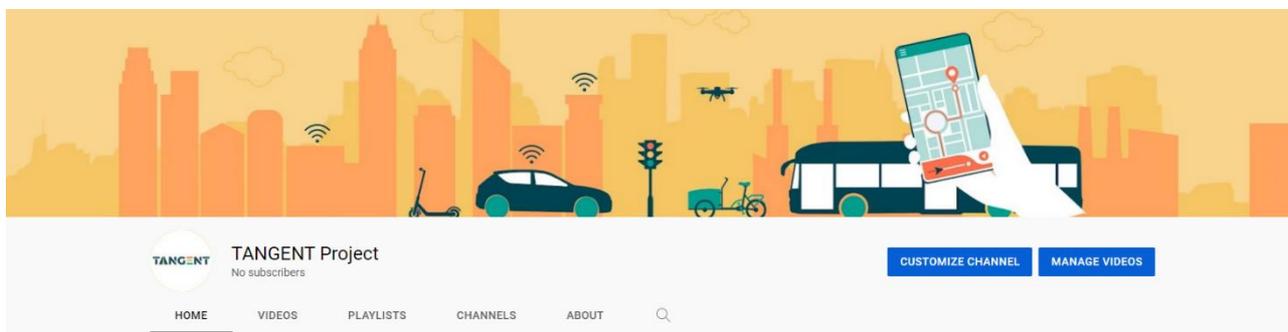
The latest tweets are also visible through a Twitter feed on the TANGENT homepage.

### Role of partners

Polis manages the TANGENT Twitter account.

All partners provide news bites for Twitter when appropriate. All partners tweet live from events where possible.

## 6.5 YouTube



YouTube is a free video sharing website that makes it easy to watch online videos. Millions of users around the world have created accounts on the site that allow them to upload videos that anyone can watch.

Visuals and videos will be gathered on a dedicated YouTube channel to enrich the TANGENT dissemination and communication activities and tools. The videos will also be showcased in the TANGENT website.

The page is accessible [HERE](#).

## 6.6 Strategies pursued to grow audience / followers on social media

Communication activities are complementary to dissemination activities and are intended as outreach activities, targeting the public as well as ‘outsider’ targets beyond peer-to-peer communication and information transfer. The aim is to promote the project and its results further than the project’s own community. Communication activities add public value to the achievements of the project by transforming complex scientific and technological results into media resources. Research activities must be communicated in a way that can be understood by non-specialist audiences using specific channels as illustrative videos and presentations.

To follow the TANGENT social media performance, the project uses Twitter and LinkedIn analytics and statistical tools, that present information such as:

- Number of visitors
- Number of followers
- Number of post impressions

All these numbers are accompanied with progress statistics compared to the previous month. The following table shows communication indicators and the respective targets to be achieved by 2024.

Table 3 - Communication KPIs

Communication tool / mean	Description	Key performance Indicators (KPIs)	Level of performance
Project website	Website providing information about the project, Case Studies and results, showcasing project’s	Nb. Of visits / Nb. Of followers	[800 – 1000 yar] / [300/year]

Communication tool / mean	Description	Key performance Indicators (KPIs)	Level of performance
	news and acting as a communication hub.		
Press releases in mass media	Articles and interviews will be produced and distributed to the media, technology websites, transport portals and other relevant outlets.	Nb. Publications in the media	>8 / project
Social media channels	Twitter account (information, general domain news & communicating with parties); LinkedIn community group to gather all stakeholders.	Followers/tweets and posts	+450 followers / 150 posts
Promotional materials	1 promotional video focusing on the benefits of TANGENT. It will be presented at events, sent through the newsletter and shared across social networks to gain followers, increase visits.  Creation of roll-ups and brochures that will contain general project information.	Nb. Videos / Nb. Material design	[1/project] / [3/project]
Events	Project partners will be invited to present its work and TANGENT benefits.	Nb. of presentations	[4-6/year] / [15/project]
Workshops / events	Several Multi-stakeholders' workshops and a final event will be organised. Synergies with existing events at EU / international level will be pursued.	Nb. Participants	>20 attendees/workshop / >100/project (including final event)

The following audience-growing strategies are going to be pursued:

- Actively follow TANGENT partners on social media and repost their publications (same goes for all other organizations relevant to the project).
- By following and supporting social media posts, TANGENT gains followers and supporters.
- Communication agenda containing social media posts with defined frequency.
- The agenda includes not only TANGENT news, but also subject-related news.
- Using events to promote the project and invite people to follow TANGENT on social media.

The TANGENT social media performance depends on the overall project impact.

Synergies between communication channels of project partners will be established. Some of them have a strong presence in the social media, this is the case of Deusto (more than 26.000 followers), Aimsun

(more than 10,000 followers), Polis (more than 8.000 followers on Twitter and more than 5.000 on LinkedIn)<sup>3</sup>, NTUA (more than 10.000 followers).

## 7 Networking and events

Existing and already well-developed networks, stakeholder associations, projects and additional channels can act as multipliers for TANGENT messages, thus increasing attention for the project, and enlarging the outreach potential of TANGENT.

Such networks constantly look for interesting information, facts, and initiatives to provide their members, which add value to their membership schemes. Relevant networks can help to reach stakeholders in a consolidated manner and through a high-impact channel. They enable TANGENT to draw the attention of the transport community to the TANGENT project results and developed expertise.

Stakeholders can be informed through presentations at relevant external events across Europe, as well as by distributing dissemination material at relevant events, targeted mailings and press releases.

### 7.1 Dissemination at external events

TANGENT will be presented at relevant external events across Europe and beyond. These include the major events of the network partners involved in the project (Polis Annual Conference) as well as other relevant events such as the CIVITAS Forum Conference and SUMP Conference, the Transport Research Arena, the European Conference on Mobility Management, and others.

Projects results will be disseminated at conferences, workshops, fora, and bodies which are attended by sectoral stakeholders and potential future adopters and users. TANGENT partners – particularly those more involved in research and academic activities - are encouraged to submit and present papers in selected, highly recognized international conferences and workshops.

A preliminary list of conferences and events TANGENT partners aim to target is reported in the table below. The events will be periodically reviewed, and the ones that will be attended by TANGENT partners will be reported in upcoming deliverables.

*Table 4 - Conferences and events at European level*

Title	Location	Date	Recurring event	Target groups
International Workshop on Semantics and the Web for Transport (SemTra)	To be confirmed	2022, to be confirmed	Yes, yearly	Transport research community, technology providers
TRB -Transportation Research Board Annual Meeting	To be confirmed	2022, to be confirmed	Yes, yearly	Scientific community and companies

<sup>3</sup> Data updated to the end of November 2021.

Title	Location	Date	Recurring event	Target groups
International Conference on Intelligent Transport Systems (IEEE ITSC)	To be confirmed	2022, to be confirmed	Yes, yearly	Technology providers, transport stakeholders
The European Transport Conference	To be confirmed	2022, to be confirmed	Yes, yearly	Cities, regions, and transport stakeholders
Digital Transport Days	To be confirmed	2022, to be confirmed	Yes, yearly	Cities, regions, and transport stakeholders
EU Sustainable Energy Week	To be confirmed	2022, to be confirmed	Yes, yearly	Cities, regions, and transport stakeholders
International Transport Forum (ITF) 2022 Summit	Leipzig, Germany	18-20 May 2022	Yes, yearly	Cities, regions, and transport stakeholders
ITS European Congress 2022	Toulouse, France	30 May – 2 June 2022	Yes, yearly	Technology providers, transport stakeholders
European Conference on Mobility Management (ECOMM) 2022	Turku, Finland	31 May – 2 June 2022	Yes, yearly	Cities, regions, and transport stakeholders
Velo-City: The Global Cycling Summit	Ljubljana, Slovenia	14-17 June 2022	Yes, yearly	Cities, regions, and transport stakeholders
Transport Research Arena (TRA)	Lisbon, Portugal	14-17 November 2022	Yes, yearly	Transport research community, technology providers
Eurocities Mobility Forum	Antwerp, Belgium	16-18 November 2022	Yes, yearly	Cities, regions, EU policy makers, and transport stakeholders
Urban Mobility Days	Brussels, Belgium	2022, to be confirmed	Yes, yearly	Cities, regions, EU policy makers, and transport stakeholders
European Research and Innovation Days	To be confirmed	2022, to be confirmed	Yes, yearly	Cities, regions, EU policy makers, and

Title	Location	Date	Recurring event	Target groups
				transport stakeholders
POLIS Conference 2022	To be confirmed	2022, to be confirmed	Yes, yearly	Cities, regions, and transport stakeholders
European Week of Cities and Regions	To be confirmed	2022, to be confirmed	Yes, yearly	Cities, regions, EU policy makers, and transport stakeholders
CIVITAS Forum 2021	To be confirmed	2022, to be confirmed	Yes, yearly	Cities, regions, and transport stakeholders
Smart City EXPO World Congress	To be confirmed	2022, to be confirmed	Yes, yearly	Transport research community, technology providers
European Conference on Mobility Management (ECOMM) 2021	To be confirmed	2022, to be confirmed	Yes, yearly	Cities, regions, and transport stakeholders

All TANGENT partners are expected to attend external events, workshops, conferences and seminars, industry/academia events to maximise impact and discuss salient topics within European transport.

## 7.2 Liaison with other networks and initiatives

TANGENT partners will also seek to present the project in relevant networks and forums at European level. In addition, TANGENT will feed the collection of best practices presented in other relevant platforms and will provide input to relevant European policies and processes. Other projects and initiatives of relevance in the areas of sustainable urban mobility include:

- ALICE – [www.etp-logistics.eu](http://www.etp-logistics.eu) - A European Technology Platform set-up to develop a comprehensive strategy for research, innovation and market deployment of logistics and supply chain management innovation in Europe.
- LOGISTOP – [www.logistop.org](http://www.logistop.org) - It is a Technology Platform recognized by the Spanish Ministry of Science and Innovation, officially launched in 2006. It is constituted as a forum of intersectorial and multidisciplinary work, open to the participation and incorporation of all the agents with interests in integral logistics, intermodality, transport.
- European Conference of Transport Research Institutes (ECTRI) - <https://www.ectri.org> - ECTRI is a European research association committed to provide the scientifically based competence, knowledge, and advice to move towards a green, safe, efficient, and inclusive transport for people and goods.

- ERTRAC – [www.ertrac.org](http://www.ertrac.org) - The European Road Transport Research Advisory Council. A European technology platform which brings together road transport stakeholders to develop a common vision for road transport research in Europe.
- EU Cooperative connected and automated mobility (CCAM) platform - <https://www.ccam.eu/> - This initiative is designed to support EU countries and the EU automotive industry in their transition to connected and automated driving.

TANGENT has received Letter of Support from the following bodies and organisation and is expected to cooperate with them in ways that will be agreed in a near future. They are the city & port of Antwerp, Municipality of Milan, City of Lisbon, Provincial Government of Bizkaia, Milton Keynes Council, Stuttgart Region Association, WISE-ACT, Forum of European National Highway Research Laboratories (FEHRL), INOUT, ITS CLUSTER Euskadi.

The identification of other interesting and relevant initiatives is enabled through the knowledge building activities in earlier WPs and from the recruited stakeholders. The nature and outcome of this cooperation effort with other projects and initiatives could take several forms (sharing of methodology, research findings, joint presentations, or even joint events). All activities are summarised in report (D8.3) at the end of the project.

### 7.3 Synergies with other EU-funded projects

Several European projects are thematically related to TANGENT. It is of paramount importance that TANGENT benefits from the results of these projects and vice versa, and projects mutually support each other in promoting their results to relevant target groups. TANGENT will liaise with projects in the Horizon 2020 transport work programme, but also beyond. Some thematically related projects are listed in the table below:

*Table 5 - Synergies with other EU-funded projects*

Project	Description
<b>ARCADE (H2020)</b>	ARCADE builds consensus across stakeholders from all sectors on a sound and harmonized deployment of Connected, Cooperative and Automated Driving (CAD) in Europe and beyond. The project also supports the Trilateral EU-US-Japan cooperation on Automated Road Transport.
<b>SHOW (H2020)</b>	SHOW advances sustainable urban transport through technical solutions, business models and priority scenarios for impact assessment. It deploys shared, connected, electrified fleets of automated vehicles in coordinated Public Transport, Demand Responsive Transport, Mobility as a Service and Logistics as a Service operational chains in real-life urban demonstrations all across Europe.
<b>Coexist (H2020)</b>	The CoEXist project aim is to strengthen the capabilities of urban road authorities for the planning and integration of connected and automated vehicles (CAVs) on their networks.
<b>GECKO (H2020)</b>	The overall goal of GECKO is to support authorities in developing the most appropriate regulatory framework and governance model, through guidance, recommendations, and case studies, for the transition to a new mobility era of cooperative, inclusive, competitive, sustainable, and interconnected mobility across all modes, through evidence-based research.

Project	Description
<b>Dinaxibility 4CE (INTERREG)</b>	It aims to increase the ability of public transport authorities to deal with these new trends by developing strategies and tools for public transport authorities that strengthen their planning capacities and thereby make them key actors for creating low-carbon and low-pollution mobility systems in our cities and regions.
<b>LEVITATE (H2020)</b>	LEVITATE is building tools to help European cities, regions and national governments prepare for a future with increasing levels of automated vehicles in passenger cars, urban transport services and urban logistics.
<b>WeCount</b>	WeCount aims to empower citizens to take a leading role in the production of data, evidence, and knowledge around mobility in their own neighborhoods, and at street level. The project follows participatory citizen science methods to co-create and use innovative low cost, automated, road traffic counting sensors and multi-stakeholder engagement mechanisms.
<b>DIT4TraM (H2020)</b>	DIT4TraM aims to develop, implement, and test a generic distributed control paradigm, applicable at the level of traffic operations, mobility management, demand-supply synchronisation and shared mobility. Advanced monitoring, estimation and (machine learning) forecasting technology, are applied to a variety of novel multi-modal management and mobility concepts operating at all urban scales.
<b>FRONTIER</b>	FRONTIER aims to provide the network and integrated traffic management strategies of the future, taking into account new types and modes of transport automated vehicles, towards the minimisation of pollution and capacity bottlenecks, the reduction of accidents, and the need to reduce the cost of mobility for all users (both citizens, public authorities and businesses).
<b>ORCHESTRA</b>	The project bridges the current silos within traffic management by defining a multimodal traffic management ecosystem (MTME) where different traffic management measures are coordinated and synchronised. This ensures efficiency and resilience of the transport system and leverage integration of connected and automated vehicles and vessels.
<b>HARMONY (H2020)</b>	Harmony's vision is to enable metropolitan area authorities to lead a sustainable transition to a low-carbon new mobility era. The spatial and multimodal transport planning tools aim to update the Sustainable Urban Mobility Plans of the future.
<b>MOMENTUM (H2020)</b>	Modelling Emerging Transport Solutions for Urban Mobility. The goal of MOMENTUM is to develop a set of new data analysis methods, transport models and planning support tools able to capture the impact of new transport options on urban mobility to support cities in the task of designing the right policy mix to exploit the full potential of emerging mobility solutions.
<b>Drive2theFuture (H2020)</b>	Drive2theFuture aims to prepare “drivers”, travellers, and vehicle operators of the future to accept, and use connected, cooperative and automated transport modes and the industry of these technologies to understand and meet their needs and wants.
<b>POSTLowcit (CEF Transport)</b>	The project's objective is the development of an efficient urban freight delivery service for Correos – the Spanish universal postal operator – by using alternative energy vehicles, with the aim to contribute to the reduction

Project	Description
	of pollutant emissions, mainly CO <sub>2</sub> and NO <sub>x</sub> , and the noise associated to urban and long-distance traffic.

## 7.4 Webinars

A series of webinars will be held, presenting key project results and the tools developed, and collecting feedback from key stakeholders. TANGENT will organise 4 webinars, that will be dedicated to the different topics.

- Introduction to Network and Traffic Management.
- Real-time traffic modelling and forecasting tools.
- Transport Network optimisation and arbitration models.
- Integrated tool for Cooperative Traffic Management and results of case study implementation.

Webinars will be organised throughout the duration of the project to communicate key findings. The COVID-19 pandemic and subsequent shift to online meetings has demonstrated the power of webinars and other online meetings in terms of outreach and resource-efficiency. The TANGENT webinars will be scheduled once key project milestones have been reached.

The webinars will serve as ‘taster trainings’ to raise awareness for the TANGENT tools and resources that can be found online. All webinars will be made available on the TANGENT website, YouTube channel and Rupprecht Mobility Academy.

## 7.5 TANGENT Workshops

- Online workshops (webinars) for the multi-stakeholder forum (WP1-T1.3) and public events for potential end-users. Key stakeholders to be identified and reached out to in WPs 1 and 9.
- Rennes Metropolis and ID4CAR will co-organise workshops for authorities that will ensure that dissemination is made at national level in the public authorities’ community through publications, presentations in congresses (Mayor’s annual congress, GART operators’ association conferences).
- Project final event in Brussels for city and regional authorities, other transport stakeholders (industry, European institutions, researchers).

## 7.6 Final Conference

The TANGENT final conference will be organised at the end of the project to showcase the project’s accomplishments and to present the results and tools of the project. The target audience is composed by city and regional authorities, research / academia, transport stakeholders (industry, European institutions) and technology experts.

The Final Conference will be hosted in Brussels.

To enhance the take-up of the TANGENT results, the conference might include additional training sessions on how to make proper use of the tools and solutions developed by TANGENT in its Case Studies.

## 8 Annex

### 8.1 Deliverables and Timeframe

Table 6 - Deliverables and Timeframe

Deliverable number	Title	Beneficiary	Type	Dissemination	Month
8.1	Dissemination and communication plan.	POLIS	Report	Public	3
8.2	Website and social networks profiles	POLIS	Other	Public	4
8.3	Report on dissemination activities (including cooperation with other projects). First release	DEUSTO	Report	Public	18
8.4	Final booklet	POLIS	Other	Public	36
8.5	Policy recommendations	RUPPRECHT	Report	Public	36
8.6	Exploitation and business model plan	ID4CAR	Report	Confidential	36
8.7	Report on dissemination activities (including cooperation with other projects). Second release	DEUSTO	Report	Public	36

### 8.2 Milestones connected to outreach activities

Table 7 - Milestones connected to outreach activities

Milestone number	Title	Beneficiary	Month
M56	TANGENT tool tested and validated	ID4CAR	36

### 8.3 Horizon 2020 dissemination guidelines

For Horizon 2020 projects, the reference document for communication, dissemination, and exploitation activities is the Grant Agreement (GA), and namely Articles 29 (Dissemination of results – Open access – Visibility of EU funding) and 38 (Promoting the action – Visibility of EU funding).

Regarding article 38, these are the rules to follow:

#### **Obligation to promote the action and its results**

The beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner. Before engaging in a communication activity expected to have a major media impact, the Project Coordinator must inform the Project Officer in the EC.

#### **Information on EU funding – Obligation and right to use the EU emblem**

Unless the Project Officer requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

- a) Display the EU emblem and
- b) Include the following text:

For communication activities: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 955273.”

For infrastructure, equipment, and major results: “This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 815008.”

When displayed together with another logo, the EU emblem must have appropriate prominence.

For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the EC.

This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

### **Consequences of non-compliance**

If a beneficiary breach any of its obligations in the GA, the grant may be reduced.

### **Dissemination of results – Open access – Visibility of EU funding**

Regarding article 29, these are the rules to follow:

- Obligation to disseminate results

Unless it goes against their legitimate interests, each beneficiary must – as soon as possible – “disseminate” its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium). A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of – unless agreed otherwise – at least 45 days, together with sufficient information on the results it will disseminate.

Any other beneficiary may object within – unless agreed otherwise – 30 days of receiving notification if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.

If a beneficiary intends not to protect its results, it may [...] need to formally notify the European Climate, Infrastructure and Environment Executive Agency (CINEA) before dissemination takes place.

- Open access to scientific publications

Each beneficiary must ensure open access (free of charge online access for any user) to all peer reviewed scientific publications relating to its results.

The bibliographic metadata must be in a standard format and must include all of the following:

- The terms “European Union (EU)” and “Horizon 2020”.
- The name of the action, acronym, and grant number.
- The publication date and length of embargo period if applicable, and
- A persistent identifier.

## 9 Conclusions

The DCP provides the consortium with a coherent project identity and outreach guidance. This makes it possible for the partners to coordinate efforts in communication and dissemination and maximise the project impact. This is done in several directions: reaching target audiences, collecting input from stakeholders, building synergies with other projects and activities, promoting the project, disseminating results, outcomes and lessons learnt, and ensuring replicability and take-up. The DCP defines KPIs and provides tools to achieve valuable results. The DCP is useful in all stages of the project.