

# TANGENT

## DISSEMINATION AND COMMUNICATION PLAN

### D8.1



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## Executive summary

The TANGENT *Dissemination and Communication Plan* (DCP) will serve as the guiding strategy to promote the project's actions and results while ensuring the outcomes reach a range of stakeholders.

The plan establishes TANGENT's visual identity (design, logo, colours, templates, brand, etc.), identifies tools and channels including the project's social media channels and newsletters, suggests potential events, publications and academic papers consortium members can participate in, and showcases the project's target audiences. The DCP also presents key communication and dissemination milestones and deliverables to be completed within the project timeframe as well as KPIs, which will be monitored and tracked. Beyond project-specific activities, the plan identifies potential synergies with other EU-funded projects and stakeholders to spread lessons learned and collaborate on core themes.

Overall, TANGENT's DCP provides a cohesive and harmonised approach to deliver clear messages through targeted channels and reach multiple audiences efficiently.

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## List of abbreviations and acronyms

Acronym	Meaning
API	Application Programming Interface
CA	Consortium Agreement
C/D	Communication and Dissemination
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
SME	Small and Medium Enterprise
TBC	To Be Confirmed
TM	Traffic Management
WP	Work Package

# 1. Introduction

## 1.1. What is TANGENT?

TANGENT is a Horizon 2020 project focused on enhancing multimodal transport flows and introducing innovative traffic management solutions in European cities. The project aims to develop new tools for optimising traffic operations in a coordinated way, considering both passengers and freight transport. TANGENT has four pilots, namely Athens (EI) (virtual case study), Greater Manchester (UK), Lisbon (PT) and Rennes (FR).

The project's primary goal is to provide the following services:

- Enhanced information for multimodal transport management to integrate information from all transport modes through a single dashboard and via APIs to transport operators, service providers and transport users.
- Real-time traffic management through recommendations at operational and tactical levels to transport agents, optimising the overall transport network.
- Transport network optimisation to support decision-makers in producing policies or response plans to optimise the performance of the network, including dynamic transport network management and transport supply optimisation.

Through the implementation of TANGENT solutions, the pilot cities aim to achieve several benefits, including reduced travel times, decreased CO2 emissions, lower accident rates, and increased adoption of public transport and active modes.

## 1.2. Goals of the Plan

The plan lays down the communication and dissemination (C/D) actions of the TANGENT project in a clear and strategic way. The overall goals of the CDP include to:

- Lay down a common project approach to communication and dissemination actions within TANGENT
- Identify opportunities for C/D including events, conferences, papers, magazines, etc. and opportunities for collaboration, including with other EU projects
- Outline the project identity to be adopted by all consortium members to increase visibility and recognition of TANGENT
- Pinpoint related target groups in the scientific, technical, institutional and public stakeholder communities as well as tailored activities for each group.
- Establish a list of cooperation opportunities with projects, networks, and initiatives.
- Highlight correct EU funding recognition to cite in project activities
- Define the planning and monitoring strategies through KPIs and tools

The C/D actions will be gradually implemented to maximise their impact and will follow the steps in the figure below.



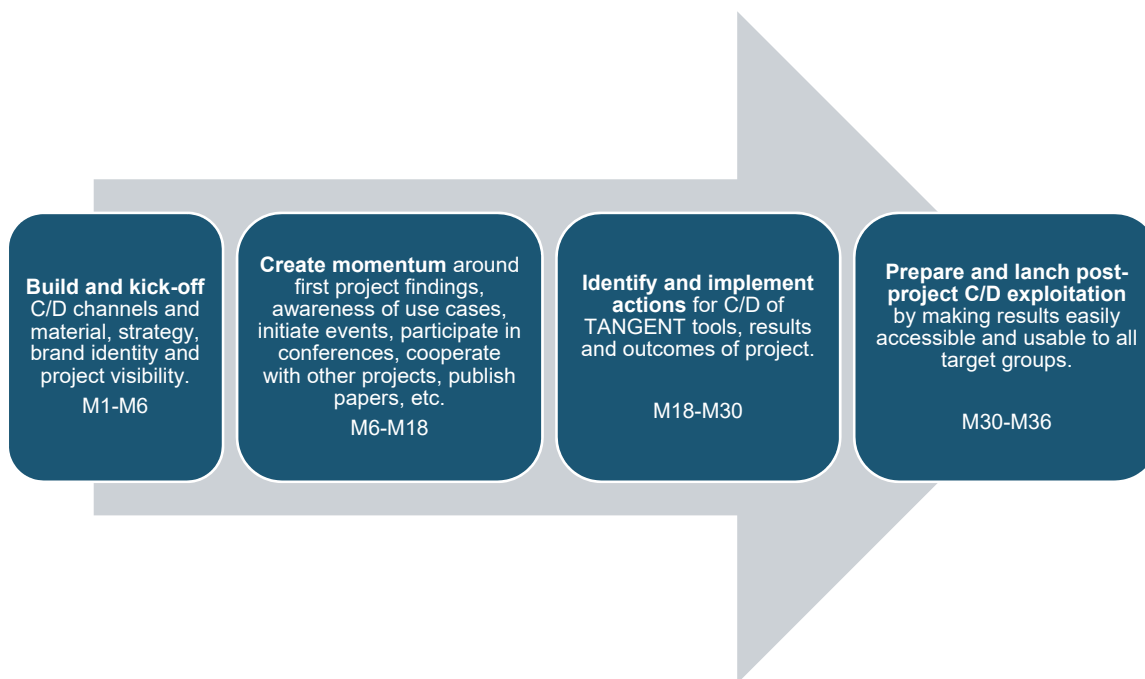


Figure 1: Steps of the Communication and Dissemination Plan

## 2. Stakeholder Engagement and Community Building

The results of the TANGENT project are aimed at various stakeholders involved in traffic management. Each group will be engaged through distinctive C/D actions laid down in this chapter. This will ensure their active involvement in the project, as well as support the consortium's ability to identify their needs and interests, tailor specific messages, create opportunities for their participation, and enable them to utilise the public outputs of the project.

### 2.1. Key Messages

To maintain consistency and facilitate the integration of TANGENT's goals, consortium members should refer to the key messages of the project. These are concise and impactful sentences that summarise the main information of a project, including its purpose, methods, value, stakeholders and more.

**TANGENT's key messages are as follows:**

- TANGENT is improving multi-modal traffic management through the development of new complementary tools.
- TANGENT has four case studies, namely Rennes, Lisbon, Greater Manchester and Athens (virtual case study), which will be improving their multimodal traffic management through the project.
- TANGENT integrates new transport modes and flows, including connected and automated mobility, as well as innovative mobility solutions and services.
- TANGENT's expected impacts include improved traffic management in cities, reduced greenhouse gas emissions and air pollution, improved multimodal networks, safety and security, reduced cost of mobility, and more.
- TANGENT will deliver three main services that will enhance information for multimodal transport management through single dashboards, improve real-time traffic management by providing recommendations to transport agents at the operational and tactical level, and optimise the transport network through support to decision-makers.
- TANGENT aims to offer new market opportunities in traffic management solutions as well as new mechanisms for stakeholders in the sector to collaborate, and exchange knowledge and best practices.

## 2.2. Target Groups

The TANGENT project aims to promote the widespread adoption of sustainable transport measures and enhance traffic management in urban and interurban areas, potentially impacting a range of stakeholders and individuals from the use cases. The following target groups and relevant C/D actions have been identified:

Stakeholders	Actions (not comprehensive)
Public authorities (professionals with expertise in TM)	<ul style="list-style-type: none"> <li>• Provide opportunities for the public authorities based in the TANGENT case studies to learn from each other and share their internal expertise on traffic management</li> <li>• Establish links and opportunities between TANGENT cities, other cities, and their public authorities to cooperate through workshops, events, etc. The Advisory Board and EU-funded sister projects will be essential to facilitate these exchanges.</li> </ul>
Public Transport Operators	<ul style="list-style-type: none"> <li>• Provide insights to integrate findings / adapt services to align with changes in overall traffic management</li> <li>• Gain knowledge on the impact of new mobility services, including connected and automated vehicles</li> </ul>
Technology providers of traffic management solutions and other private sector stakeholders involved in TM	<ul style="list-style-type: none"> <li>• Provide exploitation opportunities of the TANGENT results and tools. To facilitate this, consortium members will comply with open research and the 'FAIR' principles</li> </ul>
Roadside service providers and infrastructure providers	<ul style="list-style-type: none"> <li>• Offer insights on TANGENT findings and highlight opportunities to get engaged</li> </ul>
Research and academic bodies	<ul style="list-style-type: none"> <li>• Ensure easy access to the public research deliverables and open-resource academic papers</li> <li>• Provide opportunities to meet and network with academic members of the consortium at research-related events (RTR, TRB, TRA, etc.).</li> </ul>
Civil society, advocacy groups and NGOs	<ul style="list-style-type: none"> <li>• Offer learning and active engagement opportunities through webinars, conferences and workshops</li> </ul>
Users and the wider population	<ul style="list-style-type: none"> <li>• Include their needs, concerns and requirements through the communication of TANGENT surveys aimed at the general population</li> <li>• Create news items and social media campaigns to convey in an easily understandable and accessible way project outputs and the impact of traffic management on the mobility sector</li> </ul>
High-level regulators and decision-makers: national and EU level	<ul style="list-style-type: none"> <li>• Ensure easy access to TANGENT's policy recommendation brochure produced at the end of the project</li> <li>• Create dedicated white papers, workshops and events (including the final event)</li> </ul>

Stakeholders	Actions (not comprehensive)
Other EU-funded projects	<ul style="list-style-type: none"> <li>• Cooperate through joint activities</li> <li>• Identify projects with potential synergies and collaborate</li> <li>• Share approaches and lessons learned</li> </ul>

Table 1: Stakeholder Target Groups and linked C/D Actions

### 2.3. Networks, Engagement and Project Synergies

TANGENT's consortium members will cooperate and collaborate with external EU-funded projects, including sister projects, as well as relevant forums, networks and platforms.

There are thematic relations (synergies) between TANGENT and several EU projects. These are listed in the table below and connections will be forged to share, learn from and collaborate. Once the connections are established, participating projects and partners can discuss the thematic areas to collectively focus on and use towards discussions with experts, workshops, participation in events and publications.

Type	Examples
EU-funded sister projects	DiT4TRAM: <a href="https://dit4tram.eu/">https://dit4tram.eu/</a> ORCHESTRA: <a href="https://orchestra2020.eu/">https://orchestra2020.eu/</a> FRONTIER: <a href="https://www.frontier-project.eu/">https://www.frontier-project.eu/</a>
Other EU-funded projects	CONDUCTOR, MOBIDATALAB, WE-TRANSFORM, HARMONY, etc.
Networks and associations	EIT Urban Mobility ALICE (logistics) ECTRI (European Conference of Transport Research Institutes) ERTRAC (European Road Transport Research Advisory Council) CCAM Platform

Table 2: Networks and Engagement

### 3. Project Identity

A recognisable and comprehensive project identity is essential for the successful communication and dissemination of a project. To do so, TANGENT has developed a graphic charter, a visual identity used throughout the digital and physical channels of the project and includes a logo, templates and a colour palette.




#### 3.1. Visual Identity





TANGENT’s visual Identity is based on the following elements:

- A **graphic charter**, produced by a professional design company, that indicates how to use the project’s visual identity which includes fonts, colours, graphic elements, the logo and more.
- A **logo** available in various colours and formats, which incorporates elements of the project’s objectives. It features a road (the letter “A”) that symbolises the transport network and a data stack (the letter “E”) which is also an important component of the project. The colours of the logo (orange, red and green) are inspired by those of a traffic light.



- A **colour palette** was picked for the project’s visual identity and it will be used throughout the website, leaflet, roll-up banner, C/D campaigns, and all other relevant outputs.

	CMYK	RGB	HEX
	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

- A **range of project templates** was created in formats including Word (for deliverables, agendas, and press releases) and PowerPoint. These will create continuity and a recognisable brand identity, which is particularly important for engagement with external stakeholders.
- A defined **typography** for both desktop publishing (MONTSERRAT and FIRA SANS) and documents generated with MS Office programmes (ARIAL REGULAR and ARIAL BOLD).

### 3.2. EU Funding Disclaimers

All consortium members should systematically include acknowledgment of EU funding received for the project, as stated in the GA. These include:

- 1) The **EU emblem** including the funding acknowledgment (download the [official version](#))



**Funded by  
the European Union**

- 2) The **following statement**: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 955273.”
- 3) For deliverables or official document produced, the following text should be added with the EU emblem:

“TANGENT project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No. 955273. The information and views set out in this deliverable are those of the author(s) and do not necessarily reflect the official opinion of the European Union. The information in this document is provided “as is”, and no guarantee or warranty is given that the information is fit for any specific purpose. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use, which may be made of the information contained therein. The TANGENT Consortium members shall have no liability for damages of any kind including without limitation direct, special, indirect, or consequential damages that may result from the use of these materials subject to any liability which is mandatory due to applicable law.”

### 3.3. Descriptions

To facilitate the production and transmission of a unified message, the following standard sentences can be used by consortium members and externals to convey the project's objectives and goals.

<b>One-liner</b>	TANGENT is a Horizon 2020 project (2021-2024) developing new complementary tools for optimising traffic operations in a coordinated and dynamic way from a multimodal perspective.
<b>Two-liner</b>	TANGENT is a Horizon 2020 project (2021-2024) coordinated by Deusto which is developing new complementary tools for optimising traffic operations in a coordinated and dynamic way from a multimodal perspective. The project has four case studies, namely Athens (virtual case study), Greater Manchester, Lisbon and Rennes.
<b>Paragraph</b>	<p>TANGENT is a Horizon 2020 project (2021-2024) coordinated by Deusto which is developing new complementary tools for optimising traffic operations in a coordinated and dynamic way from a multimodal perspective. Upon completion, the project aims to provide tools and services including:</p> <ul style="list-style-type: none"> <li>• Enhanced information for multimodal transport management to integrate information from all transport modes through a single dashboard and via APIs to transport operators, service providers and transport users.</li> <li>• Real-time traffic management through recommendations at operational and tactical levels to transport agents, optimising the overall transport network.</li> <li>• Transport network optimisation to support decision-makers in producing policies or response plans to optimise the performance of the network, including dynamic transport network management and transport supply optimisation.</li> </ul> <p>TANGENT has four case studies, namely Athens (virtual case study), Greater Manchester, Lisbon and Rennes, which will evaluate the platform and services, provide recommendations and an impact assessment.</p>

Table 3: Project Description Text

## 4. Communication and Dissemination Materials

As TANGENT's website and social media channels are presented in *D8.2 - Website and social network profiles*, this chapter will focus on all the other materials including the leaflet and roll-up banner, newsletters, and other promotional material.

### 4.1. Leaflet and roll-up banner

Leaflets play an important role in a project because they provide concise and targeted information in a tangible way. It can be handed to stakeholders interested in the project at conferences, workshops, and meetings as well as be displayed in consortium members' offices.

TANGENT's **leaflet** was produced at the beginning of the project by professional designers under the guidance of POLIS. It includes information on the project's ambition, three services to be developed, technologies, expected impacts, case studies, contact details, social media channels and consortium partners. This leaflet will be distributed at the local, national and European level by project partners. Additional leaflets and local dissemination materials may be developed to promote work linked to the case studies, surveys, call for stakeholders, and more.

In order to enhance the visibility of TANGENT at events, **a roll-up banner** will be created. It will serve as a promotional tool at booths, on stage and as a backdrop for photos, displaying TANGENT's key messages, logo and website link.

### 4.2. Newsletters

**Newsletters** designed by POLIS will be distributed three times per year to share project milestones and outputs. These will include news items on the case studies, relevant research and technical deliverables, interviews, photographs and visuals, and opportunities to get involved in the project. The newsletters will be published on the website and promotion of the subscription link will happen continuously through the project's social media channels

### 4.3. Other promotional material

A range of other promotional materials are possible including merchandising for exhibitor booths, visuals and infographics for social media campaigns, podcasts, written interviews and more. The project has already planned **one video** to be produced in the last year of the project in order to showcase the project's results such as the TANGENT tool, case studies, or methods.



## 5. Events

### 5.1. External Events and Conferences

TANGENT will provide visibility to the project and share key findings through external events in the EU and globally, where relevant. This includes a diversity of events and high-level conferences ranging from within the project consortium (e.g., POLIS Annual Conference) to relevant transport and traffic management related conferences, such as TRA and ITS. Potential conferences and events are outlined in the table below.

This table will be added to the consortium’s internal drive and periodically updated and supplemented with ideas, contributions and attendance from partners. This will also be tracked and reported to the EC. All partners are expected to participate in outreach activities to maximise project impact and knowledge sharing within the EU transport community.

Title	Location	Recurring event	Target groups
Connecting Europe Days	Europe	Yes, bi-annual	Political representatives, industry, transportation stakeholders and the EC
Urban Mobility Days	Europe	Yes, annual/bi-annual	City and regional representatives, transportation stakeholders, EU representatives and policymakers
TRB -Transportation Research Board Annual Meeting	International	Yes, annual	Transport practitioners, researchers, government representatives, industry, academic communities.
IEEE International Conference on Intelligent Transport Systems (ITSC)	Europe	Yes, annual	Transport practitioners, researchers, industry, representatives from government agencies.
Transport Research Arena (TRA)	Europe	Yes, bi-annual	Transport research community, policymakers, industry
ITS European Congress	Europe	Yes, annual	Transportation and logistics community, IT
POLIS Conference	Europe	Yes, annual	Cities, regions, mobility experts, public and private decision-makers

Table 4: Potential Events and Conferences (Source: Event websites)

## 5.2. TANGENT Webinars, Workshops and Final Conference

TANGENT will hold several webinars throughout the project to present key results, lessons learned, tools developed and to inform and collect feedback on the various topics. As clarified in Task 1.3, four webinars will cover the following topics once related project milestones are reached.

- 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.

The webinars will also be recorded and available/linked for future viewing on TANGENT-related online resources such as the TANGENT website, YouTube and the Rupprecht Mobility Academy.

Workshops also serve as an integral platform for successful progress and collaboration within the project, among stakeholders and within the wider transport community. Several workshops organised internally and externally for participation are listed in the table below.

Title	Location	Target groups
RUDI project - portal for data webinar	Online	TANGENT partners
GIRO Workshop 2022	Online	Transportation research community, Mobility data specialists
NAPCORE, The Mobility Data Platform Coordination Organisation, Webinar	Online	Technical
CIVITAS FastTrack Capacity Building Week	Online	Technical, cities
Online workshops (webinars) for the multi-stakeholder forum (WP1-T1.3)	Online	Key stakeholders to be identified and reached out to in WP1 and WP9.
Project Final Event	Brussels, BE	Traffic management specialists, researchers, representatives from EU institutions, key stakeholders, representatives from synergy projects and initiatives

Table 5: Potential workshops, webinars, and the final conference

## 6. Publications

### 6.1. Academic and Scientific publications

The academic and technical consortium members of TANGENT will be actively encouraged to publish papers and publications in relevant journals and magazines at the local, national and European level. In line with the project's KPIs, at least eight articles will be published in research publications and magazines by the end of the project.

TYPE	EXAMPLES
Mobility Magazines and Newsletters	Magazines: Cities in Motion (POLIS), Cities Today, Intelligent Transport, Revolve, etc.  Newsletters: ELTIS, EIT Urban Mobility, POLIS newsletters (members only and public), LSE Cities Newsletter, etc.
Academic Journals	Open Research Europe Publishing Platform, European Transport Research Review, European Journal of Transport and Infrastructure Research, Journal of Urban Mobility, Transportation Research Part C: Emerging Technologies, Journal of Traffic and Transportation Engineering, Transportation Research Record, IEEE Transactions on Intelligent Transportation Systems, etc.

Table 6: Academic and Scientific Publications

TANGENT supports the principles of Open Research and FAIR (Findable, Accessible, Interoperable and Reused) by ensuring the open and easy access of project results, tools, publications and methodology. The goal is to maximise dissemination and exploitation opportunities to ensure the project's impact goes beyond its duration and consortium. In the last year of the project, POLIS will focus on benefitting from EC services including the Horizon Results Booster and Horizon Booster Platform.

It is essential to emphasise the need to maintain confidentiality in dissemination and exploitation activities and in TANGENT's activities in general, in order to comply with the General Data Protection Regulation (GDPR). In addition, competitive information and data of business partners must be protected when stated in the GA and/or CA.

### 6.2. Press releases and news items

Bringing TANGENT to the general public and spotlight is key to creating awareness of the project, milestones, and press releases and the media are essential to do so. They are particularly important to share achievements linked to the four case study cities and the TANGENT tools but could be used for a range of other findings.

Press releases and news items in the media will be particularly important in the last year of the project when the results start to be consolidated. All consortium members are responsible for shedding light on possible topics and outcomes, and POLIS will support them in finding the right channels and contacting the press (local, national and European media, online newsletters, working groups, etc.).

### 6.3. Project deliverables

TANGENT will promote hand-picked research and technical deliverables of the project to the public by producing short news items for the website, newsletter and social media.

All deliverables will be formatted using the TANGENT template in order to be in line with the procedures and acknowledgements stated in the GA and CA. Public deliverables will be made easily available on the TANGENT website “resources” section.

Two deliverables will be designed by a professional company to increase outreach to the target audience and ensure the project’s legacy. These include, as stated in the GA, D8.4 “final booklet” which will be a concise and reader-friendly brochure that will provide a summary of the primary outcomes, outputs, and tools of the project. The second is D8.5 “Policy recommendations”, an extensive brochure specifically aimed at public authorities. It will serve two purposes: (i) explaining the correlation between multi-modal network management and policy, and (ii) offering recommendations on how to integrate multimodal network management into policy and planning processes.

## 7. Conclusion

The TANGENT *Dissemination and Communication Plan* provides an essential reference for partners to use in order to establish and maintain a unified and coherent approach to the project's identity, visual, templates and communications approach.

Guiding information is provided in regard to visual standards, target audiences, required tasks and proposed events and synergies to outline approaches to maximise outreach, visibility, take-up and collaboration. KPIs are defined and will be tracked throughout the project. The *Dissemination and Communication Plan* can and should be used as a reference through the duration of the project and updates and further information, such as new events, will be provided to partners during regularly scheduled consortium meetings, which are also a valuable asset to inter-project communication.

## 8. Annex

### 8.1. Deliverables and Timeframe

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

Table 7: Communication Deliverables and timeframe

## 8.2. Planning and Monitoring - Key Performance Indicators

In line with the Grant Agreement KPIs, listed below, the consortium will ensure a timely and comprehensive reviewing, monitoring and evaluation of their performance.

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 news and acting as a communication hub.	Nb. Of visits / Nb. Of followers	[800 – 1000 year] / [300/year]
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)

Table 8: Communication KPIs (Source; TANGENT Grant Agreement)