D7.1 DISSEMINATION AND COMMUNICATION STRATEGY

Version 1

November 30, 2023

Lead Beneficiary POLIS

Due Date M6

Legal Disclaimer

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.

General Information	
Grant Agreement Nr	101103808
Action Acronym	ACUMEN
Action Title	Ai- aided deCision tool for seamless mUltiModal nEtwork and traffic managemeNt
Type of Action	HORIZON - RIA
Call	HORIZON-CL5-2022-D6-02
Start Date and Duration	1st June 2023 – 31st May 2026
Due Date of the Deliverable	M6
Submission Date	**November 30, 2023**
Lead Beneficiary	**POLIS**
Deliverable Dissemination Level	**Public**

Authors in alphabetical order		
Name	**Beneficiary**	**EMail**
Fanny Boccioli	**POLIS**	**Fboccioli@polisnetwork.eu**

Document reviewers in alphabetical order		
Name	**Beneficiary**	**EMail**
Patrizia Hongisto	**Aalto University**	**patrizia.hongisto@aalto.fi**

Revision History		
Version	**Date**	**Comments**
V0	25/09/2023	
V0.1	**14/11/2023**	**First version for review**
V0.2	**20/11/2023**	**Reviewed Version**
V0.3	**30/11/2023**	**Clean Version**
V0.4	**03/07/2025**	**Updated Emblem/Disclaimer**

Table of Contents

List of Tables

List of Figures

Table of Abbreviations /Acronyms	
Abbreviations / Acronym	**Meaning**
DCS	Dissemination and Communication Strategy
WP	Work Package
GA	Grant Agreement
KPIs	Key Performance Indicators
ETP	European Technology Platforms
ITS	Intelligent Transportation Systems

Executive Summary

The Dissemination and Communication Strategy (DCS) serves as a guiding framework for the project's communication and dissemination efforts. It is a dynamic document that can be adapted and refined throughout the life of the project, as outlined in the timeline provided.

The DCS outlines the target audiences for dissemination efforts and describes the methods and channels through which these audiences will be engaged. It details the primary tools that are essential for effective dissemination initiatives.

In addition, this DCS identifies key initiatives and EU-funded projects for establishing strategic partnerships and cooperation mechanisms. It defines the approach for engaging external stakeholders, who are key to facilitating the transfer and applicability of the results achieved.

1 Introduction

This Dissemination and Communication Strategy is the central guiding document for communication, dissemination, and engagement strategies of ACUMEN.

In particular, this strategy aims to

- Define dissemination objectives linked to quantifiable KPIs,
- Identify the different target audiences and key messages,
- Identify communication channels,
- Establish a specific timetable of activities.

The deliverable is a living document that sets the tone for all communication, dissemination and engagement activities. Changes will be incorporated in the second version of this strategy D7.2, midway through the project.

1.1 About ACUMEN

Ai-aided deCision tool for seamless mUltiModal nEtwork and traffic managemeNt – ACUMEN

Managing multimodal transport services that meet customer needs and improve safety, while reducing congestion and contributing to decarbonisation, is a challenging task. Despite the potential of new technologies these have not been widely adopted due to a lack of integration, appropriate management policies, and supportive governance models.

To overcome these obstacles, ACUMEN is implementing a range of strategic approaches:

- Secure and Decentralized Data Framework: ACUMEN is designing a robust, privacy-preserving, and decentralized data framework that facilitates real-time information sharing among mobility providers and operators. This framework promotes collaboration and enables effective decision-making.

- Advanced Monitoring and Forecasting: Leveraging concepts from explainable AI and hybrid intelligence, ACUMEN is developing cutting-edge monitoring and forecasting tools with exceptional accuracy. These tools empower stakeholders to analyse and predict traffic patterns, supporting proactive management strategies.

- Decision-Making and Management Solutions: ACUMEN aims to create and test new decision-making and management solutions that operate at various urban scales, including sections, intersections, networks, and fleet management. By fostering cooperation among mobility providers, ACUMEN strives to optimize services and enhance overall efficiency.

ACUMEN aims to establish a technological and methodological framework that integrates state-of-the-art mobility modelling, data processing, prediction, and advanced visualization capabilities. By embracing the concept of Digital Twins (DT) and adopting a Hybrid Intelligence (HI) paradigm, ACUMEN aims to develop intuitive decision-support tools for smart cities. These tools facilitate effective collaboration between humans and AI, resulting in innovative services that benefit citizens.

The consortium of the project is led by Aalto University (FI) and brings together 17 partners from 8 EU Member States as well as Switzerland. The ACUMEN consortium has an excellent balance of expertise needed to achieve the project's objectives. It includes six top universities – ensuring scientific excellence in technological and methodological developments; two RTOs – allowing to maintain the chain from research to innovation and supporting technology transfer; six companies and their subsidiaries – ensuring direct link to future market potential, innovation continuity and integration with existing legacy and open applications; four pilot initiatives implemented with the support of local stakeholders, significantly engaging two cities, thus ensuring a wealth of insights and feedback from stakeholders; and POLIS, the leading network of European cities and regions engaged in developing innovative technologies and policies for local transport.

Timeframe: The project started in June 2023 and run for three years

1.2 Communication, Dissemination & Engagement Objectives

The main objective of ACUMEN's communication and dissemination efforts is to positively influence and connect with a wide range of stakeholders, including public authorities, EU institutions, industry actors, SMEs, and the general public. The seamless flow of information and strategic promotion aims at establishing ACUMEN as a prominent reference project in the field of logistics.

To achieve these objectives, the communication, dissemination, and engagement strategy has been carefully designed to:

- Provide a clear and comprehensive understanding of the objectives and results of the project.

- Promote broad awareness and involvement of stakeholders affected by the project outcomes, using a collaborative co-creation approach.

- Attract the interest and active participation of potential end-users, including academic, consultancy and industrial actors, and encourage their meaningful involvement in the development of the project.

- Lay the foundations for the wide dissemination of the project's results.

- Establish fruitful links with other projects, initiatives, and organisations to facilitate knowledge exchange and innovation transfer.

- Facilitate the commercialisation of the project's results, enabling them to be put into practice.

- Promote recognition and appreciation of the project's results beyond its immediate sphere, including standardisation bodies, policy-making institutions, ETPs and similar bodies.

- Demonstrate how EU funding contributes to effectively addressing and solving societal and economic challenges.

In essence, ACUMEN's communication and dissemination efforts serve as an influential force to promote its relevance and impact, while fostering collaboration and innovation in the field of logistics.

2 Key Messages and Target Groups

2.1 Key messages

To ensure that the messages promoted by ACUMEN are always consistent and fit into a wider project narrative, the key messages that ACUMEN needs to promote are listed below:

- ACUMEN aims to improve urban mobility by using advanced technology and data to create safer, more efficient, and environmentally friendly transport solutions.

- The project will develop intelligent traffic monitoring and forecasting tools to help cities manage congestion and reduce carbon emissions.

- ACUMEN's digital platform will enable seamless travel experiences, making it easier for people and goods to move around cities.

- By integrating artificial intelligence and human expertise, ACUMEN will improve decision-making for better transport outcomes.

- The project's innovative approach will contribute to sustainable and reliable transport, benefiting both citizens and businesses.

- ACUMEN will work towards a greener future by promoting alternative modes of transport and reducing the environmental impact of transport.

- Working with cities and industry partners, ACUMEN will pioneer new solutions for efficient and connected urban mobility.

- ACUMEN's goal is to create a transport system that prioritises safety, comfort and environmental responsibility, thus improving the quality of life in our cities.

Brief description of ACUMEN for our partners:

ACUMEN aims to transform network and traffic management by proposing a secure, privacy-preserving and data-driven digital paradigm leading to seamless, sustainable, and connected mobility. This approach will improve door-to-door journeys for people and goods, while contributing to safety and decarbonisation goals.

2.2 Target Groups

ACUMEN's communication, dissemination and engagement objectives will be achieved by delivering targeted messages, based on the key messages presented, through various activities designed to engage the naturally interested community surrounding the project.

Beyond simply reaching out to specific communication and dissemination audiences, ACUMEN seeks to actively engage different stakeholders in a co-creation process. This collaborative approach aligns the efforts of the private sector, local authorities, research institutes and civil society, all of whom contribute to and benefit from the research results.

The main target groups of the project, carefully selected according to the project topics and the partners involved, include:

- Municipalities:

The project will work with the city authorities in the four pilot cities during the project implementation, as well as reaching out to other cities for possible implementation of the ACUMEN system after the project is completed. National and local administrations responsible for managing transport systems will be involved in the design and adoption of the solutions developed.

- Policy makers:

ACUMEN will actively engage with policy makers responsible for decision-making and influencing the legislative and regulatory framework related to transport. Their input and support is essential for the successful implementation of the project's solutions.

- Public and private mobility service providers:

ACUMEN will seek the opinions and cooperation of public transport operators, road operators and fleet managers who play a crucial role in the functioning of urban mobility services. Their expertise and feedback will help to refine and optimise the AI technologies developed in the project.

- Technology and transport industry:

Key stakeholders from the technology and transport industry will be involved, including vehicle manufacturers, software and digital infrastructure designers, ITS (Intelligent Transportation Systems) and data managers, and data service providers. Their involvement will ensure the practical applicability and scalability of ACUMEN's solutions.

- Users of the transport network:

The general public and community groups, in particular those using passenger transport facilities, will be actively involved as key stakeholders. ACUMEN will also involve vulnerable users, such as pedestrians and citizens with mobility problems, to gather qualitative information and insights on current transport issues and to develop inclusive solutions.

- Academic and scientific community:

ACUMEN will disseminate its results to the wider academic and scientific community through publications in scientific journals, conference presentations and news articles. Sharing knowledge and research results will help to advance the field of urban mobility and inspire further research and innovation.

3 Communication Channels and Tools

3.1 ACUMEN Visual Identity

The communication potential of a project can be significantly enhanced through effective branding and visual identity. By creating a strong and consistent visual identity that is used in all communication materials, the project becomes more recognisable and easily identifiable by its target audiences.

ACUMEN has carefully developed its distinctive visual identity, ensuring that it is seamlessly integrated into all communication and dissemination materials. This is achieved through the consistent use of the project logo and templates for deliverables and presentations.

3.1.1 Project Logo

Figure 1: ACUMEN Logo with white background

Figure 2 ACUMEN logo white on black background

Figure 3 ACUMEN Logo safe space

To maximise the impact of the identity, a generous amount of clear space between the logo and other text or graphic elements and borders must be established.

Clear space should be at least ½ (x), where **(x) is equal to the height indicated.**

3.1.2 Compliance Checklist

×   Do not expand the logo beyond its original dimensions.

×   Do not constrict the logo.

×   Do not change the colours of the logo under any circumstances.

×   Ensure that no element of the logo is moved from its original position.

Acumen

✘ Do not place the logo on a background that may affect its legibility.

✘ The logo should never appear smaller than 25mm wide.

3.1.2 Colour Palette

Primary colours

Secondary colours

CMYK C76 M2 Y100 K0	
RGB R54 G167 B54	
HEX 36a736	

CMYK C69 M67 Y36 K25	
RGB R88 G78 B105	
HEX 584e69	

CMYK C52 M0 Y59 K0	
RGB R135 G201 B135	
HEX 87c987	

CMYK C85 M40 Y100 K39	
RGB R35 G87 B33	
HEX 235721	

CMYK C0 M60 Y71 K0	
RGB R240 G128 B78	
HEX f0804e	

CMYK C36 M0 Y40 K0	
RGB R176 G219 B176	
HEX b0dbb0	

CMYK C91 M79 Y62 K98	
RGB R0 G0 B0	
HEX 000000	

CMYK C51 M14 Y10 K0	
RGB R135 G187 B216	
HEX 87bbd8	

CMYK C20 M0 Y22 K0	
RGB R214 G237 B214	
HEX d6edd6	

CMYK C1 M17 Y16 K0	
RGB R250 G222 B212	
HEX faded4	

3.2 ACUMEN Fonts

3.2.1 Ubuntu

Headings: Ubuntu Bold
Subheadings: Ubuntu Medium
Body Text: Ubuntu Light

The Ubuntu family of fonts is availablefor free under https://fonts.google.com/

Google fonts can be used for both print and online use including use on websites.

3.2.2 Arial

Headings: Arial Bold

Body Text: Arial Regular

3.3 Motifs and pictures

These elements can be used as decorative elements on a page:
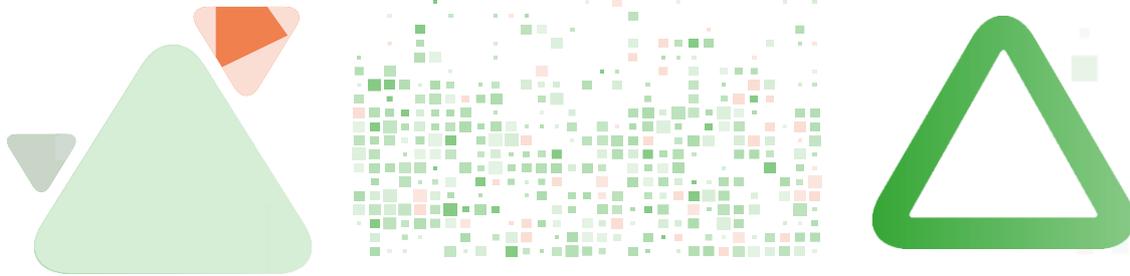
To complement the promotion of the project, a curated collection of copyright-free stock images has been compiled (Fig. 4-6). As the project progresses, partners will be encouraged to contribute additional images of their operations, building a valuable internal database of imagery.

Figure 4 Shutterstock 1

Figure 5 Shutterstock 2

Figure 6 Shutterstock 3

3.4 EU Funding Disclaimers

It is important to ensure that all ACUMEN communication efforts consistently acknowledge the funding provided by the European Union. This includes various forms of media relations, information materials such as factsheets and presentations, posters, brochures, social media posts and other related platforms. In order to comply with this policy, it is essential that appropriate acknowledgements and references to EU funding are always included.

- The emblem with the mention to EU funding:

- The following disclaimer:

This document is issued within the frame and for the purpose of the ACUMEN project. This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101103808.

- When applicable, include the following statement:

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.

Compliance Checklist: Best practices

- ✓ Ensure that the EU emblem is clearly visible when displayed alongside other logos, maintaining a size at least equal to the size of the largest logo.

- ✓ When acknowledging EU funding, use one of the following fonts Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu or Verdana.

- ✓ Avoid using underlined text, italics or stylised fonts in the funding statement and choose a font colour of black, white or blue (EU flag colour) to match the background.

- ✓ Localisation of the funding statement into the local language is acceptable where appropriate.

- ✓ The statement "Funded by the European Union" or "Co-funded by the European Union" must always be printed in full and positioned next to the logo.

- ✓ Any publication or material produced by consortium members, including at national level, must prominently display the project logo, the EU flag and the funding statement. This includes any material developed on behalf of ACUMEN and/or as part of the project tasks delegated to partners.

4 Dissemination Material and Communication Tools

4.1 ACUMEN Leaflet, Roll-up

The first edition of the ACUMEN leaflet has been successfully drafted. It will soon be uploaded to the project website and distributed to partners for printing and dissemination. This version provides a comprehensive overview of the project's main objectives, vision, pilots, strategies and innovations. As the project progresses, it will be updated to reflect developments and results.

To promote ACUMEN at events across Europe, a design file (ready to print) is available for a roll-up banner to promote the project at external events. The roll-up promotes the aims of ACUMEN, the pilots and directs people to the website for more information. It can be used on stage, at exhibitions or as a photo opportunity.

Figure 7 ACUMEN Leaflet 1

Figure 8 ACUMEN Leaflet 2

4.2 Press Releases & Press Relations

Press releases are an important communication channel to connect ACUMEN with relevant media. Strategic press releases are carefully crafted to coincide with key project moments, such as workshops, Reference Group meetings as well as Advisory Board meetings, and Pilot results. These press releases aim to maintain strong links with the specialised media and ensure the publication of project-related news.

At key project milestones, ACUMEN will issue press releases to the European and international press. In addition, local and national press will be targeted where appropriate. Local site partners will be actively encouraged to engage with the local press, enabling them to inform end-users and citizens about the progressive progress of the value cases. This proactive approach to media engagement will consolidate ACUMEN's presence and impact at different levels of dissemination, resonating with audiences both regionally and globally.

Comprehensive guidelines and standardised press release templates will be provided as a basis for adaptation to local needs. Each Partner will be responsible for translating the generic press releases or, if necessary, creating customised ones.

4.3 Newsletter

Throughout the project, ACUMEN will produce, publish, and distribute electronic newsletters, strategically timed to coincide with key project milestones. The registration form for the ACUMEN newsletter has been made available on the project website, effectively managed by MailChimp.

This strategy paves the way for several newsletters over the course of the project. Their content will reflect the essence of the press releases and will focus on the following topics:

- Organisation of specific ACUMEN workshops,
- Promotion of the meetings and results of the Reference Group and the Advisory Board
- Key findings from the pilot projects,
- "Success or inspirational stories" arising from the activities of the pilots,
- Potential links and with other EU level projects or initiatives in the field of traffic management, digital twinning, and urban mobility planning.

By curating meaningful and engaging content in these newsletters, ACUMEN will be able to foster a strong sense of community and knowledge sharing among stakeholders, ensuring effective dissemination of its pioneering work in the field of urban development and mobility.

4.4 Other promotional material

Within the project timeframe, ACUMEN will produce a total of four videos, two of which are tutorials on the use of the ACUMEN tools. Further details about these videos will be made available in the updated version of the DSC.

4.5 Website

The ACUMEN website, developed in collaboration with The Publishing Bureau and launched in September 2023, serves as the primary online repository for the project and is continually updated to provide the latest information. It has several sections including general project details, specific pilot information, consortium partner profiles, news updates, event

participation, contact details and a newsletter sign up form. In addition, all ACUMEN public deliverables are available on the website. Further details about the website can be found in the Deliverable 7.3 dedicated to the Website.

Designed with user-friendliness in mind, the website offers seamless readability and accessibility across different devices such as browsers, smartphones, and tablets. The use of cost-effective open-source solutions, specifically WordPress, ensures efficient maintenance. An associated Google Analytics tracker has also been implemented to monitor website traffic.

The management and dynamisation of the website are overseen by POLIS, with the enthusiastic support of all partners, who are encouraged to contribute to the creation of content. This collaborative approach ensures that the ACUMEN website remains a dynamic platform that promotes engagement and effectively disseminates project updates. More details on the website can be found in Deliverable 7.3.
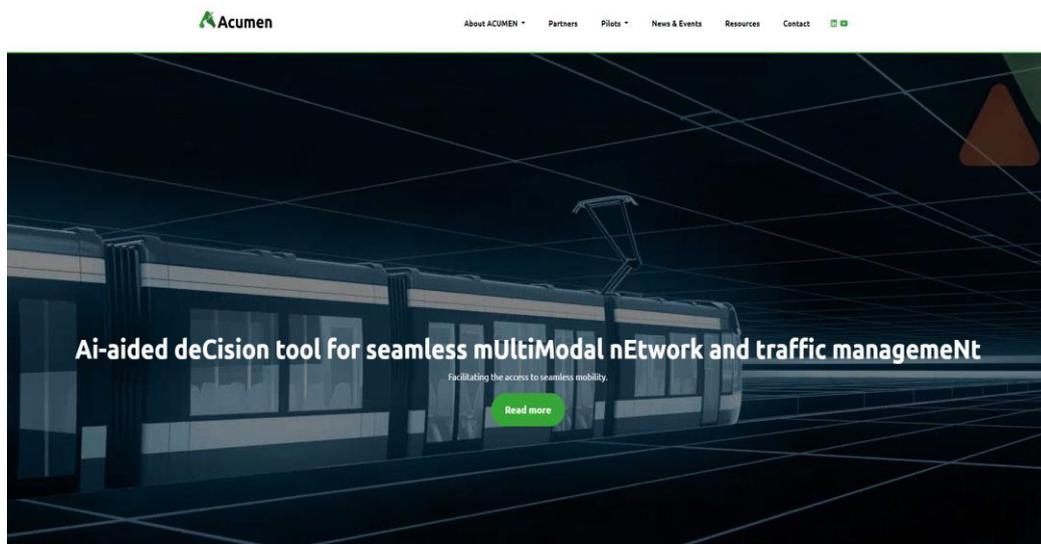
Figure 9 Website

4.6 Social Media

Social media is an important channel for communicating and disseminating ACUMEN's activities, objectives, and results to a wider audience. Effective use of social media can help ACUMEN to extend its reach and engage a wide range of stakeholders, thereby building a greater reputation and awareness of the project and its outcomes.

4.6.1 Strategy

Developing a social media communication and dissemination strategy can significantly streamline activities and effectively allocate responsibilities. A simple social media strategy can be developed by focusing on the following aspects:

- Where: Identify the platforms to be used for communication.
- Who: Identifying the target audience and assigning people to manage social media.
- How: Define the desired impact and establish evaluation measures. Decide on the language(s) to be used for the target audience.
- What: Define the content to be shared via social media.
- When: Determine the best time to share content and set a posting frequency for your account.

For centralised communication activities and social media campaigns, POLIS will lead the content production. They will also encourage partners to replicate and/or adapt the content for their own channels. At the same time, each partner is encouraged to take the initiative in creating their own posts and campaigns, fostering a collaborative approach.

ACUMEN has taken the strategic decision not to establish a presence on X (formerly Twitter). This decision was motivated by the recent notable changes within this particular social network. In particular, X's withdrawal from the European Union's voluntary code of conduct against online disinformation has raised significant concerns.

Given the evolving social media landscape and the growing importance of ethical and responsible communication, ACUMEN has chosen to prioritise platforms that are more in line with its values and commitment to integrity.

4.6.2 LinkedIn

LinkedIn, a professional social networking platform, hosts the dedicated ACUMEN page. This page aims to cultivate an expert community, providing them with insights into ACUMEN developments and facilitating virtual interactions to exchange experiences on relevant topics.

The ACUMEN LinkedIn profile serves several purposes:

- Facilitating knowledge transfer between local authorities and other urban transport stakeholders.
- Promoting experience-sharing and fostering collaboration among professionals.
- Maintaining connections with peers in the field.
- Keeping everyone informed about project advancements.
- Announcing upcoming events.

Named "ACUMEN Project " the LinkedIn profile can be accessed here.

POLIS is responsible for managing the ACUMEN LinkedIn profile. All partners are encouraged to contribute by suggesting posts to publish when appropriate and tagging the ACUMEN profile when sharing relevant content. This collaborative engagement ensures that the project's updates and achievements reach a broader audience.

ACUMEN closely monitors its social media performance using LinkedIn analytics and statistical tools. These tools provide valuable information, including the number of visitors,

followers and post impressions. Progress statistics are compared with the previous month, providing insight into the impact of the project on social media.

ACUMEN uses audience building strategies to increase its social media presence and reach:

- Actively engaging with ACUMEN partners and relevant organisations by reposting their publications.
- Supporting and following others' social media posts to gain followers and supporters in return.
- Implementing a communication agenda to plan social media posts with a defined frequency, including not only ACUMEN news but also subject-related updates.
- Use events as opportunities to promote the project and encourage people to follow ACUMEN on social media.

ACUMEN recognises the power of collaboration and mutual support across communication channels. It therefore seeks to establish links with other EU-funded projects, networks, and initiatives in order to maximise its impact and visibility on digital platforms.

Practical measures such as liking, sharing and tagging people, companies and project pages when publishing posts can significantly increase the number of visualisations, reactions and user engagement. By using these techniques, ACUMEN aims to enhance its digital presence and connect with a wider audience, ensuring effective dissemination of its project updates and achievements.

4.7 Events

ACUMEN aims to engage stakeholders and raise awareness of its objectives through a series of high-impact public events. These events will serve as platforms to showcase demonstration activities, share project results, and disseminate results to a wide audience.

To ensure broad participation, ACUMEN will work with local and European stakeholders from business, local authorities, and academia. POLIS will use its extensive networks across sectors and levels to engage key stakeholders and disseminate project results. Relevant networks and associations, both at national and European level, will be actively involved in the process, thus increasing the impact of the project.

In addition, ACUMEN partners will actively participate in third party events, such as such as TRA, TRB, ITS World and European Congress, Tomorrow.Mobility World Congress, POLIS Conference, World Society for Transport and Land Use Research Symposium, EURO Working Group on Transport, MOVE Conference and Smart Cities World Expo, among others, to further disseminate the project results. The project will also use existing European Commission tools, such as the Horizon Results Booster and the Horizon Results Platform, to extend its outreach and impact globally.

4.8 Workshops and Webinars

The events will include awareness-raising activities, both face-to-face and virtual, aimed at end-users who will experience the demonstrations first-hand. A mid-term workshop will be held to assess the progress of the project and a final event will serve as a grand platform to present ACUMEN's results and launch the exploitation phase.

4.9 Scientific Publications & Specialised Magazines

The academic and technical consortium members of ACUMEN will be actively encouraged to contribute by publishing papers and publications in relevant journals and magazines at local, national and European level.

In line with the project's KPIs, ACUMEN aims to publish a minimum of 30 articles in prestigious research journals and magazines by the end of the project.

Examples of publication types and outlets include:

- Mobility magazines and newsletters:

Cities in Motion (POLIS), Cities Today, Intelligent Transport, Revolve, ELTIS, EIT Urban Mobility and others.

- 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, IEEE Transactions on Intelligent Transportation Systems and others.

ACUMEN supports the principles of Open Research and FAIR (Findable, Accessible, Interoperable and Reusable), ensuring open and easy access to project results, tools, publications and methodologies. This approach maximises opportunities for dissemination and exploitation, extending the impact of the project beyond its duration and consortium. More information on the FAIR principles can be found in the ACUMEN Data Management Plan (D 1.1).

In the final year of the project, POLIS will make use of EC services such as the Horizon Results Booster and the Horizon Booster Platform to further enhance the project's benefits.

While emphasising the importance of dissemination and exploitation, confidentiality remains paramount, in compliance with the General Data Protection Regulation (GDPR). The protection of competitive information and business partners' data, as stated in the GA and/or CA, is of paramount importance throughout ACUMEN's activities. By striking a balance between dissemination and confidentiality, ACUMEN ensures responsible and impactful project outcomes.

5 Engagement and Capacity Building

5.1 ACUMEN Advisory Board

Close collaboration between relevant actors at an international level will foster a sustainable meta-cluster that promotes knowledge exchange. To facilitate this, ACUMEN has established an Advisory Board (AB) consisting of a diverse group of 'advisors' representing research and business interests. These advisors come from different regions in Europe and beyond, and cover a wide range of expertise relevant to the project's focus areas.

The External Expert Advisory Board (EEAB), will play an important role throughout the project lifecycle. Board members will contribute their expertise and insights to workshops, support outreach efforts, inform deliverables, review project results and support exploitation of results.

The EEAB will be chaired by Prof. Travis Waller, an expert in transport modelling and simulation at TU Dresden. The board will consist of 6 members, with Monica Menendez, Director of the CITIES Research Centre for Interacting Urban Networks at NYU Abu Dhabi, Biagio Ciuffo, Project Portfolio Leader at the European Commission's Joint Research Centre, and Estelle Chevallier from the Intermodality and New Mobility Department at Ile-de-France Mobilites. These members will be subject to ratification at the General Assembly on 21 November.

In order to ensure comprehensive expertise, two additional members will be invited to join the EEAB with expertise in transport-related policy analysis and ITS development, including gender balance. These experts will actively participate in at least two consortium meetings, provide valuable advice and contribute to the pilot demonstrations.

5.2 Reference Group

The project will establish a Reference Group of cities, mobility providers, and technology suppliers to have a broader base for gathering user requirements, validating findings and developments, and promoting take-up. POLIS launched a call for these stakeholders to apply for the ACUMEN RG. We target 30 active members who will follow the project's evolution, provide end-user feedback on work-in-progress, and look into the possibility of deploying the ACUMEN tools in their daily activity. The RG will meet three times throughout the project in a plenary setting; travel and subsistence costs for non-commercial entities will be reimbursed. Online access to meetings will also be provided where possible in order to accommodate a wider group of stakeholders and/or those stakeholders facing travel restrictions. The RG will be the first audience for the ACUMEN capacity-building package

consisting of an eCourse and two webinars. The RG activities and training material will be summarised in the D7.4 Stakeholder outreach and capacity building report.

A larger Reference Group of cities, mobility service providers and technology suppliers will also be mobilised to follow the project's evolution, provide end-user feedback on work-in-progress, and look into the possibility of deploying the ACUMEN tools in their areas (T7.3). Early integration of their feedback into the ACUMEN solution design is crucial for new efficient governance arrangements to emerge. ACUMEN will provide policy recommendations for integrating AI into TM system. A decision-making tool will also be created to assist policy makers in deciding when and how to integrate AI/ML into the transport network system via a step-by-step process. The tool will factor in the existing situation and help government officials in planning more efficient management systems for seamless multi-modality.

5.3 International Cooperation - Liaison with other EU projects and initiatives

ACUMEN is committed to cooperating with external initiatives, projects and strategic partnerships in the field of multimodal transport management. The main objectives are to facilitate the exchange of knowledge, to establish a strong presence in conjunction with other initiatives or project clusters, and to generate beneficial interactions, in particular through active participation in conferences, workshops and similar events.

Partnerships, groupings, and engagement with other initiatives will be guided by thematic activities (e.g., participation in events), facilitation of dialogue between industry experts and public authorities, and the objective of increasing ACUMEN's visibility to the public.

A list of relevant organisations includes networks and relevant bodies such as POLIS, ERTICO, ERTICO TM2. 0, ECTRI, Eltis, SLoCaT, ITF, Car2Car Communication Consortium, CCAM Partnership, C-Roads Platform, 2Zero Partnership, EIT UM KIC, EARPA, ERTRAC, CLEPA, IRF, PIARC, relevant TRB committees, UITP, AIOTI, C40 Cities, UN bodies, EIT Climate KIC, OPEN ENLoCC, European Social Simulation Association and NECTAR Cluster 3. Activities may include sharing ACUMEN findings, tools and publications with members, inviting them to participate in ACUMEN events and the final conference, and creating synergies through jointly organised webinars or newsletters.

In addition, collaboration may extend to EU funded projects, including sister projects such as SYNCHROMODE and DELPHI, and others such as FRONTIER, TANGENT, DIT4TRAM, ORCHESTRA, CONDUCTOR, AUGMENTED CCAM, ULTIMO, IN2CCAM, MODI, PODIUM, SHOW, SESAR 2020 ER4 TRANSIT and SESAR 2020 ER4 IMHOTEP.

6 Planning and Monitoring

6.1 Dissemination Monitoring Tool

POLIS has taken the initiative to develop a comprehensive dissemination monitoring tool to measure the impact of the ACUMEN consortium's communication and dissemination activities. It is the responsibility of all partners to carefully update this tool on a regular basis, as its findings are crucial for assessing the effectiveness of the current strategy and identifying potential areas for improvement.

This monitoring tool is easily accessible to all partnership members via the project's SharePoint repository. In addition to its monitoring capabilities, the tool also serves as an effective reporting mechanism. It is designed as an Excel spreadsheet with different tabs representing different types of communication and dissemination activities, such as events attended, and news published. This user-friendly set-up ensures that partners can easily record and track the results of their respective efforts, contributing to a well-informed evaluation of the overall dissemination impact of ACUMEN.

External Events

TITLE OF EVENT	ORGANISED BY	DATE	LOCATION	DISSEMINATION LEVEL	TARGET GROUP(S)	PARTNER ATTENDING	NO. OF PARTICIPANTS	WEBSITE	LANGUAGE	dissemination materials	NO. OF COPIES OF LEAFLET NEEDED	OTHER
Traffic Management Days	POLIS Network	13-14/09/2023	Brussels	European	Cities, Mobility Providers	POLIS	30		English	presentation		

ACUMEN Events · External Events · Publications · Published News · Press Releases · Other dissemination actions · Data

Figure 10 Dissemination Monitoring

6.2 Key Performance Indicators (KPIs)

Below you will find the target KPIs that will be used as a baseline for monitoring the impact of the ACUMENS communication and dissemination strategies. They will be regularly assessed on a bi-annual basis.

6.2.1 Dissemination Goals and Key Performance Indicators (KPIs)

- Scientific Publications: Aim for a minimum of 30 publications.
- Conferences: Ensure each research partner participates in at least 1 conference per year. Organize 1 dedicated conference with 100 attendees.
- Workshops: Conduct 4 interactive workshops with 30 participants each.
- Liaison Activities: Perform a minimum of 15 activities in collaboration with other projects.
- Project Collaborations: Establish contact with a minimum of 15 other relevant projects.

6.2.2 Communication Goals and Key Performance Indicators (KPIs):

- Press Releases: Issue 4-8 press releases during the project duration.
- Popular Science Articles: Publish 2 articles for a wider audience.
- National Science Event: Organize at least 1 national science event annually.
- E-Newsletters: Distribute 2 e-newsletters per year.
- Webinars: Host 6 webinars on relevant topics.
- Videos: Create 4 videos, including 2 instructional tutorials.
- Website: Maintain an informative website serving as the gateway to the ACUMEN tools.
- Awareness Events: Engage a minimum of 300 participants in awareness-building events.
- Social Media Presence: Aim for at least 400 followers on our social media platforms.
- Website Traffic: Garner at least 8000 visits to our website.

7 Conclusion

This document serves as a comprehensive strategy for ACUMEN's communication and dissemination initiatives. Its purpose is to provide a structured approach by outlining specific objectives, defining intended audiences, establishing the project's identity, and incorporating various dissemination and communication methods along with a range of outputs such as events, publications, and resources. The main function of this dynamic strategy is to help consortium members to effectively achieve the project's objectives.

The strategy is in line with the specifications of Article 17 of the Grant Agreement, which emphasises the rapid dissemination of results in a publicly accessible format, considering any constraints related to intellectual property protection, security protocols or legitimate concerns. The ACUMEN Dissemination and Communication Strategy has been carefully developed to translate the project objectives into concrete outreach targets. This includes identifying specific target audiences, crafting key messages to be delivered through appropriate channels, and organising relevant networking initiatives. Emphasis has been placed on facilitating knowledge transfer between different stakeholder groups, including the Advisory Board and ongoing programmes, all of which contribute to the project's ambitious scaling-up agenda. Key Performance Indicators (KPIs) will be regularly assessed on a bi-annual basis.