



D7.2 Dissemination and communication strategy

Version 2

Lead Beneficiary POLIS

November 30, 2024



Funded by the
European Union

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 nEtnetwork and traffic managemEnt
Type of Action	HORIZON - RIA
Call	HORIZON-CL5-2022-D6-02
Start Date and Duration	1 st June 2023 – 31 st May 2026
Due Date of the Deliverable	M18
Submission Date	30/11/2024
Lead Beneficiary	POLIS
Deliverable Dissemination Level	Public

Authors in alphabetical order		
Name	Beneficiary	EMail
Fanny Boccioli	POLIS	fboccioli@polisnetwork.eu
Sibylle Meffre	POLIS	smeffre@polisnetwork.eu

Document reviewers in alphabetical order		
Name	Beneficiary	Email
Iliia Christantoni	DAEM	i.christantoni@daem.gr
Dimitra Tsakanika	DAEM	d.tsakanika@daem.gr

Revision History		
Version	Date	Comments
V 0.1	03/07/2025	Updated Emblem/Disclaimer

Table of Contents

Legal Disclaimer.....	1
Executive Summary	5
1. Introduction.....	6
1.1 Purpose and structure of the document	6
1.2 Intended audience	6
1.3 Interrelations	6
1.4 About ACUMEN	6
2. Reference group and advisory board.....	7
2.1 Reference Group	8
2.2 Advisory Board	8
3. Workshops, training (e-courses) and webinars.....	9
3.1 Workshops.....	9
3.2 Training	9
3.3 Webinars	10
4. Key Performance Indicators (KPIs)	10
4.1 Dissemination Goals and Key Performance Indicators (KPIs).....	10
International and European events	11
National events.....	14
4.2. Communication Goals and Key Performance Indicators (KPIs):	16
Table 3 KPIs II.....	16
Press releases.....	16
Popular Science Articles	17
Videos.....	17
5. Potential risks & mitigation measures	19
6. Conclusion.....	19
Annex 1	20

List of Tables

Table 1 Dissemination KPIs	11
Table 2 KPIs II	16

List of Figures

Figure 1 Claudio Roncoli presenting Acumen at the Conference in Emerging Technologies in Transportation Systems (TRC-30) organised by EPFL, Heraklion (Greece)	12
Figure 2: Charalampos Sipetas presenting ACUMEN at the ITS World Congress organised by Ertico, Dubai (UAE)	13
Figure 3 CIVITAS Forum, Parma (Italy)	13
Figure 4 Sibylle Meffre pitching ACUMEN at the ALICE Innovation Summit, Brussels (BE)	14
Figure 5 HERE at the Mobilithek User Group organised by BAST, Munich (DE)	15
Figure 6 First ACUMEN Newsletter	17
Figure 7 ACUMEN Website	18
Figure 8 ACUMEN LinkedIn page	18

Abbreviations / Acronym	Meaning
DCS	Dissemination and Communication Strategy
WP	Work Package
GA	Grant Agreement
KPIs	Key Performance Indicators

Executive Summary

These deliverable updates the dissemination and communication strategy by reviewing the progress of the first half of the project and identifying challenges and opportunities for the remaining period, in line with the current KPIs from the grant agreement. It will act as a knowledge repository and guide for all project partners, similar to D7.1. While the core elements of the original strategy remain consistent, this update introduces revised KPIs, addresses new challenges and mitigation strategies, and outlines potential activities.

1. Introduction

1.1 Purpose and structure of the document

The deliverable 'D7.2 Dissemination and Communication Strategy version 2' defines the previous plan and serves as the primary guide for all project communication, dissemination and exploitation efforts. It incorporates lessons learned and experience gained since the launch of the ACUMEN project in June 2023.

This document assesses the challenges encountered in the communication and dissemination activities during the first half of the project, addresses the risks of underperformance and outlines the necessary mitigation measures. It also provides a revised plan for the remaining period of the project, with a strong focus on exploiting project results.

Several updates to the plan have been necessary due to changes in engagement with external stakeholders, shifts in focus, and delays or changes to specific deliverables or pilot plans. Despite these updates, most elements of the original deliverable remain relevant. Brief references to the first version of the Dissemination and Communication strategy, D7.1, are provided in Annex 1.

This document is structured as such:

- Reference group and advisory board
- Workshops, training (e-courses) and webinars
- Key Performance Indicators (KPIs)
- Potential risks and associated mitigation plans

1.2 Intended audience

'D7.2 Dissemination and Communication Strategy Version 2' is a public deliverable addressed to the ACUMEN project partners, the EC project officers and to the several actors of the mobility sector working on managing multimodal transport systems.

1.3 Interrelations

The deliverable 'D7.2 Dissemination and Communication Strategy version 2' revisits and updates the communication objectives originally detailed in 'D7.1 Dissemination and Communication Strategy Version 1' submitted in November 2023.

1.4 About ACUMEN

Ai-aided deCision tool for seamless mUltiModal nEtworK and traffic managemEnt – ACUMEN
(June 2023 – May 2026)

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 identified 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 16 partners from 8 EU Member States. 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.

2. Reference group and advisory board

2.1 Reference Group

The ACUMEN project has established a Reference Group (RG) consisting of cities, mobility providers and technology suppliers. This group will gather user requirements, validate findings and developments, and promote the adoption of ACUMEN tools. POLIS has called for applications to join this group, aiming for 30 active members to provide feedback on the ongoing work and explore the potential use of ACUMEN tools in their operations. At this stage, we have 21 members. We have decided to continue with this group and will consider additional members case by case.

The RG will meet in plenary three times during the project, with travel and subsistence costs covered for non-commercial organisations. Online access will be provided to accommodate stakeholders with travel restrictions. The RG will be the first audience for the ACUMEN capacity-building package, which includes an eCourse and two webinars. They will also be invited to all governance framework workshops. The D7.4 Stakeholder Outreach and Capacity Building report will summarise activities and training materials for the RG.

In addition, a wider reference group will be engaged to provide feedback and consider the use of ACUMEN tools in their regions. Early integration of their feedback is essential for developing new governance arrangements. The project will also provide policy recommendations for the integration of AI into transport management systems and create a decision support tool to assist policy makers in integrating AI/ML into transport networks to improve the efficiency of multimodal management.

2.2 Advisory Board

The ACUMEN project has established an Advisory Board (AB) to foster a sustainable meta-cluster and promote international knowledge exchange. This Board consists of a diverse group of advisors from across Europe and beyond, representing both research and business interests.

The External Expert Advisory Board (EEAB) will be instrumental throughout the project lifecycle. Its members will provide expertise for workshops, outreach activities, deliverable reviews and exploitation of results. The EEAB will be chaired by Prof. Travis Waller of TU Dresden, an authority on transport modelling and simulation. The board includes:

- Travis Waller, Chair of the board. Lighthouse Professor and Chair of Transport Modelling and Simulation at TU Dresden
- Monica Menendez, Director of the CITIES Research Centre for Interacting Urban Networks at NYU Abu Dhabi
- Biagio Ciuffo, Project Portfolio Manager at the Joint Research Centre of the European Commission
- Estelle Chevallier, Deputy director at the French Directorate-General for Infrastructure, Transport and Mobility.

- Johanna Tzadinaki, Consultant at Aya Consulting. Member of the US Transport Research Board (TRB, US Academy of Sciences). Former Chief Innovation Officer (CIO) of ERTICO
- Gloria Romera Guereca, Managing Director - Center for Sustainable Future Mobility (CSFM) at ETH Zurich.

These experts will participate in at least two consortium meetings and contribute to the pilot demonstrations. The EEAB recently attended the consortium meeting in Naples and provided some meaningful insights for the development of the data and the governance framework. They will be asked for feedback at all steps of the project on the technical and policy aspects.

3. Workshops, training (e-courses) and webinars

The following section provides an overview of the latest plans for workshops, events and webinars, as well as an updated list of proposed activities.

3.1 Workshops

A series of four online workshops, each focused on a different pilot city, are currently ongoing. These 90-minute sessions will bring together key stakeholders to discuss, test, promote and educate participants on the ACUMEN governance framework and its decision-making tool for integrating AI into traffic management systems.

Each workshop will highlight the benefits of ACUMEN, focusing on the specific pilot cities, to encourage adoption and create a lasting impact that will help cities plan their future transport networks.

Planned agenda of the workshops:

- Contern (Luxembourg): 14th of November 2024
- Helsinki: 3rd of December 2024
- Athens: December 2024
- Amsterdam: January 2025

3.2 Training

The ACUMEN project will record the different technical and dissemination webinars to insert them in a learning path for all interested actors to learn from the project. The course will be stored on Aalto University e-learning platform.

Several topics will be available in the course:

- Overview of the EU research projects on multimodal traffic management (webinar 12-11-2024 MTMC: Network and Traffic Management: current status and future developments in EU R&D activities)
- ACUMEN data framework building process
- Building a governance framework (workshops conducted with each pilot city)
- Presentation of the ACUMEN digital twin platform

3.3 Webinars

Throughout the duration of the project, ACUMEN will organise six webinars:

- Network and Traffic Management: current status and future developments in EU R&D activities, 12th of November 2024: this webinar was organised in collaboration with the Multimodal Traffic Management Cluster projects (SYNCHROMODE, DELPHI, FRONTIER, TANGENT).
- Workshop on governance framework n1: the Contern (Luxembourg) pilot
- Workshop on governance framework n2: the Helsinki pilot
- Workshop on governance framework n3: the Athens pilot
- Workshop on governance framework n4: the Amsterdam pilot
- Presentation of ACUMEN digital twin platform

4. Key Performance Indicators (KPIs)

4.1 Dissemination Goals and Key Performance Indicators (KPIs)

KPIs	Midterm	End of the project
Scientific Publications	7	30 Publications
Conferences	4 (for 7 research partners)	1/year per research partner
Organise Conference	Cf final event	1 with 100 attendees
Workshops	1	4 with 30 participants
Liaison Activities	5	15 activities with other projects

Project Collaboration	7	Establish contact with 15 other relevant projects
-----------------------	---	---

Table 1 Dissemination KPIs

Scientific Publications

- TRB2025 - Multimodal prioritisation at intersections through market-based mechanisms
- TRC30 - Macroscopic multi-modal traffic assignments (short paper, T4.2+T6.4)
- MFTS2024 - Incentive strategies while balancing different objectives (T4.2)
- TRB2025 - Link and path Incentives for mitigating traffic congestion (T4.2)
- TRB2025 - Soft TSP via MaxPressure (long paper, T4.2)
- CASPT 25 - Soft TSP via MaxPressure + GLOSA (short paper, T4.2); data fusion for passenger loading estimation (T2.2)
- Journal/hEART 26 - Dynamic boundary perimeter control for multi-reservoir MFD networks (under preparation) (T4.2)
- Journal/MT-ITS 26 - Data-driven dynamic boundary control location identification and case study (under preparation) (T4.2)
- Journal TBD - Multi-modal priority-friendly perimeter control actuation through market-inspired mechanisms (T4.2)

International and European events

ACUMEN was present at the main mobility and innovations conferences since the beginning of the project in June 2023:

- Traffic Management Days organised by POLIS Network on 13th and 14th September 2024
- Multimodal Traffic Management Cluster workshop organised by CINEA on 8th February 2024
- Netherlands OML conference organised by TRAIL-BETA-ERIM on 30th and 31st of May 2025 in Utrecht (Netherlands)
- Connecting Europe days organised by DG Move (European Commission) from 3rd to 5th April 2024 in Brussels
- Transport Research Arena (TRA) organised in Dublin from 15th to 18th April 2024
- Explore Defence Digital Twins (EDDI) and Digital Twin Technology in Defence Operations workshops organised by EDDI consortium on 27th of June 2024. It was led

by FlySight (IT) and included key partners such as HENSOLDT (DE), INEGI (PT), RELION (NL), TNO (NL), and UNI.LU (LU).

- 12th Symposium of the European Association for Research in Transportation - hEART 2024 organised by Aalto University from 18th to 20th of June 2024 in Helsinki.
- Conference in Emerging Technologies in Transportation Systems (TRC-30) organised by EPFL in Heraklion (Greece)



Figure 1 Claudio Roncoli presenting Acumen at the 5th Symposium on Management of Future Motorway and Urban Traffic Systems (MFTS 2024), Heraklion (Greece)

- 5th Symposium on Management of Future Motorway and Urban Traffic Systems (MFTS 2024) organised by the Israeli Smart Transportation Research Center (Technion) from 4th to the 6th of September 2024 in Heraklion (Greece).
- ITS World Congress organised by Ertico in Dubai (UAE) from 16th to 20th of September 2024.



Figure 2: Charalampos Sipetas presenting ACUMEN at the ITS World Congress organised by Ertico, Dubai (UAE).

- Civitas Forum organised in Parma (Italy) from 1st to 3rd of October 2024.

Enhancing Traffic Management with Digital Twins and AI

3 October 2024
09:30-10:45

 Marta Ingelmo Project Engineer Cidaut - URBANE	 Athina Tympanianaki Senior Scientific Researcher Aimsun - CONDUCTOR	 Georgia Gkioka Researcher ICCS, NTUA - FRONTIER	 Evangelos Mitsakis Research Director CERTH-HIT - SYNCHROMODE	 Thiago Tavares Moderator Programme Coordination Manager CINEA
 Antonio D. Masegosa Research Group Leader U. Deusto - TANGENT	 Giannis Kanelopoulos Team Leader, Multimodal Logistics & Maritime Operations ICCS - DELPHI	 Claudio Roncoli Associate Professor Aalto University - ACUMEN	 Andrea Lai Transport modeller Trasporti e Territorio - TRT	

CIVITAS Forum 2024 | 1-3 October 2024 | Parma, Italy

civitas.eu/forum-2024 #CF2024




Figure 3 CIVITAS Forum, Parma (Italy)

- ALICE Innovation Summit on 6th and 7th of November in Brussels (BE).



Figure 4 Sibylle Meffre pitching ACUMEN at the ALICE Innovation Summit, Brussels (BE)

- POLIS Conference organised in Karlsruhe (Germany) on 27th and 28th of November 2024.

In 2025 and 2026, ACUMEN has planned to attend the following events:

- Transport Research Board (TRB) organised in Washington DC, USA.
- Road Transport Research (RTR) 2025 organised by the European Commission in Brussels from 13th to 15th of February 2025.
- ITS Europe Congress, Sevilla 19-21/05/2025
- UITP Summit, Hamburg, 15-18/06/2025

National events

- Workshop on digital twins for smart cities, organised by KTH Royal Institute of Technology on the 18th December 2023 in Stockholm.
- Mobilithek User Group organised by BAST on 29th of October in Munich (DE)



Figure 5 HERE at the Mobilithek User Group organised by BAST, Munich (DE)

Liaison Activities

ACUMEN is part of the Multimodal Traffic Management Cluster (MTMC). The cluster is a European initiative gathering seven Horizon EU traffic management projects:

- ACUMEN
- DELPHI
- SYNCHROMODE
- FRONTIER
- ORCHESTRA
- DIT4TRAM
- TANGENT

In May 2024, the MTMC published a policy brief on data sharing for Traffic Management. To ensure more efficient and safer traffic flows, it requires dynamic traffic management systems relying on real-time data exchanges. This calls for unified data governance, EU-wide data interoperability and the adoption of standardised data formats. Based on a collaborative workshop held in June 2023, this policy brief provides an in-depth analysis of the data-sharing landscape essential for effective network and traffic management. It examines the challenges in data ecosystems, governance, regulations, data standards, and exchange.

All projects of the MTMC collaborated to write the roadmap of the cluster. On 4th of October 2024, the cluster published the "Multimodal Traffic Management: roadmap for 2030 and beyond". This collaborative work outlines a strategic vision and framework for developing and implementing integrated multimodal transport management systems across Europe. The roadmap explains the common vision to align traffic management on EU climate neutrality and resilience goals.

It tackles the complexities of managing multimodal transport networks, concentrating on three interconnected areas: technology, data and policy, all creating opportunities and challenges:

- **Technology:** the use of emerging technology as Artificial Intelligence (AI), advanced Decision, Support Systems (DDS) and Cooperative Connected and Automated Mobility (CCAM) will multiply the possibilities to improve the traffic management but comes with the challenges of high computational requirements and the public acceptance.
- **Data:** data will be key to be able to make real-time decisions and predictive analytics. But data will be used only if we can ensure its availability, quality, interoperability. To achieve this, there is a strong need for standardised regulations and enhanced data governance.
- **Policy:** a robust policy framework is needed to achieve seamless and efficient multimodal traffic management. But this requires navigating through diverse regulatory environments and ensure cross-border cooperation.

4.2. Communication Goals and Key Performance Indicators (KPIs):

KPIs	Midterm	End of the project
Press releases	0	4-8
Popular Scientific Articles	0	2 articles for wider audience
National Science Events	1	3 Events in 3 years
Newsletters	1	6 Newsletters in 3 years
Webinars	1	6 Webinars
Videos	0	4 videos
Website	1	Maintain an informative website
Awareness Events	84	300 participants
Social Media Presence	376	400 followers
Website Traffic	1 747	8000 visitors

Table 2 KPIs II

Press releases

No press releases have been issued yet. The plan is to publish them at the end of the project, allowing each pilot and research institution to highlight their specific results. This approach aims to present results that are more relevant to the public.

Popular Science Articles

POLIS network aims to write two popular science articles to promote ACUMEN concepts and results.

- Article on building an efficient governance framework
- Article on digital twins and the integration of AI tools

Newsletters

The first newsletter has been published and is available on the website. Its publication has been delayed ensuring that we present the relevant information. With many activities to come - such as workshops, events and webinars - there will be plenty of content for future newsletters. The plan is to publish one more newsletter reflecting on the workshops by the end of the year, followed by two newsletters per year until the end of the project.



Figure 6 First ACUMEN Newsletter

Webinars

ACUMEN will organise six webinars over the course of the project. More details are provided in section 3.3.

Videos

Due to the high cost of professional videos, it was decided to continue with two tutorials, publish some webinars and focus on a single final professional video at the end of the project. A YouTube channel will be set up to share these materials.

The topics of the tutorials:

- Building a data framework
- Presentation of the ACUMEN Digital Twin platform

The final video is expected to provide an overview of the project, from its objectives to its final results.

Website

The website has been released in month 4. It gives an overview of the project including a description of the partners and the pilots and regular updates on the news and events of the project.

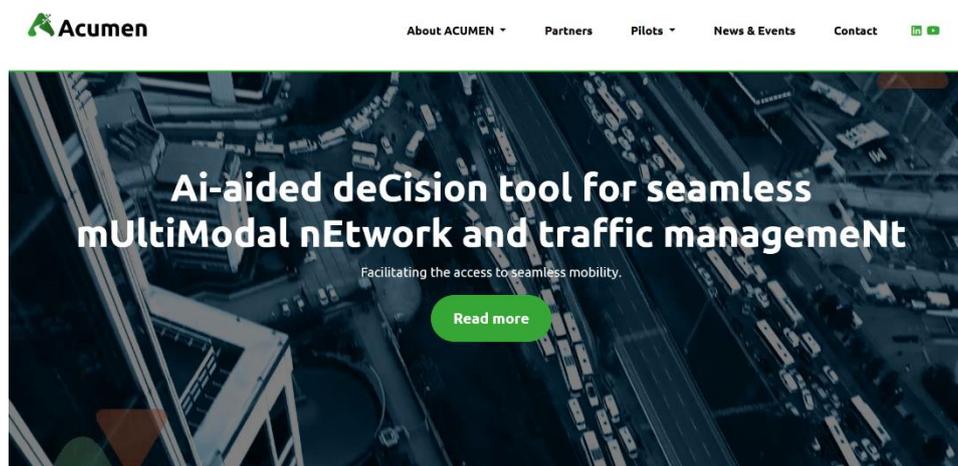


Figure 7 ACUMEN Website

Website Traffic

In terms of website visitors, we have reached 1,747 out of our target of 8,000. In order to increase traffic to the website, we plan to publish more news items in the coming months - on early results, workshops, webinars and through dissemination at events.

Social Media Presence

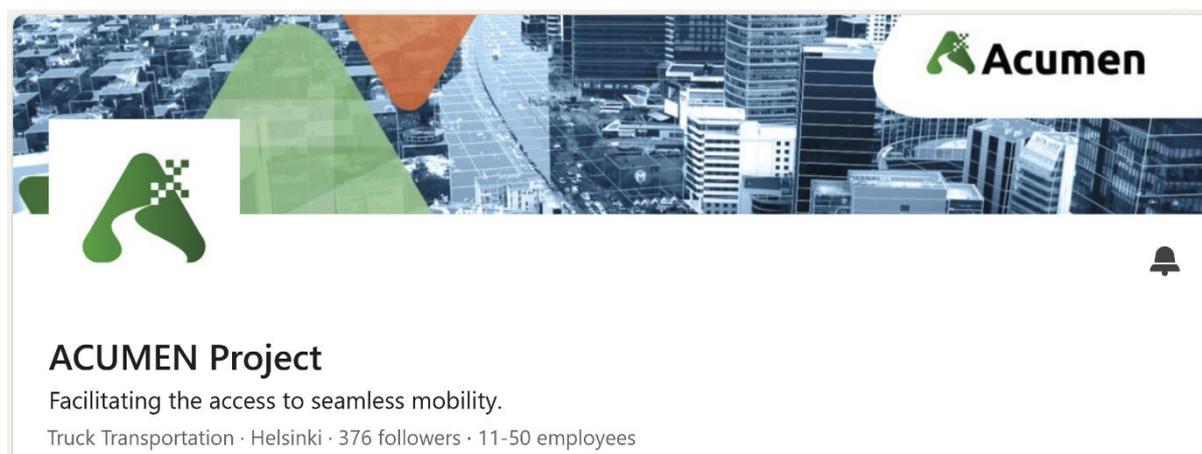


Figure 8 ACUMEN LinkedIn page

The [ACUMEN LinkedIn page](#), managed by POLIS, connects professionals to share updates and insights on the project. It's a space for local authorities and transport stakeholders to stay informed about progress and events, share knowledge and discuss experiences. With 376

followers currently, we're confident of reaching 400 by the end of the project. Partners are welcome to suggest posts and tag the project to extend ACUMEN's reach. Social media performance will be tracked through LinkedIn analytics, monitoring traffic, followers and post impressions, with monthly comparisons to assess impact.

ACUMEN has opted not to establish a presence on X (formerly Twitter) due to recent changes within the platform, including its exit from the EU's voluntary code of conduct against disinformation. This decision aligns with ACUMEN's commitment to ethical and responsible communication, focusing on platforms that better reflect its values.

5. Potential risks & mitigation measures

The overall assessment of the current situation regarding the DCS indicates that there are no significant risks that could potentially jeopardise the results of the project. However, POLIS, as the leader of this work package, has identified some minor risks that could affect communication with a broader audience:

- The success of the governance framework workshops will depend on the availability of the relevant traffic management stakeholders from the pilot sites
- Local communication and press releases will depend on the success of the pilots

To mitigate these risks, POLIS has been proactively contacting all the relevant actors to ensure that they take an active role in the organisation of the workshops, that the pilots communicate proactively with local media and that scientific publications are enough anticipated.

6. Conclusion

ACUMEN will pursue its communication and dissemination efforts, reaching out to key European, national, and local stakeholders. It will extend its audience by increasing collaboration with sister projects and European initiatives such as the Multimodal Traffic Management Cluster. To ensure the best synergies, it will also reach out to projects focused on the use of AI and digital twins. ACUMEN will also ensure the replicability of its results to ensure a long-lasting legacy of the project.

Annex 1

Dissemination KPIs established in D7.1 Dissemination and Communication Strategy v.1

- 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.

Communication goals established in D7.1 Dissemination and Communication Strategy v.1

- 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.

Plans for the Press Releases and the Newsletter in D7.1 Dissemination and Communication Strategy v.1

Version 1 emphasised the need to contact local media on the pilot sites and indicated that comprehensive guidelines and standardised press release templates will be provided.

In Version 1 the registration form for the ACUMEN newsletter had been made available on the project website, managed by MailChimp.

Version 1 aimed at presenting a strategy that paves the way for several newsletters over the course of the project. Their content was planned to reflect the essence of the press releases with a 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.