



D7.3 WEBSITE

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Lead Beneficiary POLIS

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Executive Summary

This deliverable provides evidence and details of the ACUMEN website. This website is designed to provide information on the development of the project to a wide audience. It is the main interface for the public and is intended to provide key information and future outputs. This report provides detailed information on the overall structure, layout, and main functions of the project website.

1 Introduction

1.1 Objectives

The objectives associated with this deliverable have been successfully met.

The concept, design and layout of the project website were developed by the web designer selected by POLIS through a dedicated tender process. The content and framework of the website were then finalised in consultation with the project coordinator in **September 2023**.

The website was launched and made available to the public within the set timeframe at the **end of September 2023**.

1.2 Target Audience

The website and social media profiles are designed to reach a wide audience.

The potential audience includes:

- Public authorities with competency in transport matters:
 - City and regional administrations
 - National authorities
 - EU Institutions
- Policy makers: This target group can particularly benefit from the results of the project in their decision-making process.
- Technology and transport industry: Companies providing technology solutions for transport management, such as those marketing products such as ACUMEN, may find it advantageous to enter into cooperation agreements, technology transfer agreements, etc.
- Academics and students: Dissemination efforts will demonstrate how the research conducted in ACUMEN has the potential to be applied in different projects and fields.
- Transport Networks.
- General Public: European citizens and society at large, as the ultimate beneficiaries and focus of progress in transport and mobility management.

2 Website

When it comes to gathering information, websites are the first source people turn to. Consequently, the ACUMEN website has been designed to provide a comprehensive overview of the project, including its objectives, results, and methodology. The website is the first point of contact for external stakeholders and provides key details about the project.

Visitors to the website can easily access basic information about the project, such as its methodology, demonstration sites, results, partner organisations, publications, news updates and success stories. The site's content management system is deliberately user-friendly, requiring no specialist skills, making it easy to create new pages and add text and images.

The site also includes links to its social media channel, LinkedIn. It will be kept up to date with the latest news, events, and project progress. According to the terms of the Grant Agreement (GA), the updating process will be led by the Work Package (WP) Leader, POLIS, who will coordinate with other consortium members on relevant activities and projects.

The ACUMEN website will remain accessible throughout the duration of the project and beyond. It will comprehensively cover all public results of the project.

The ACUMEN website can be found at: <https://acumen-project.eu/>.

The Website was live online on September 30 and officially launched on October 4, 2023. Below is a brief overview of the structure, layout and main features of the website.

2.1 Project website structure

The layout of the ACUMEN website has been carefully designed to explain the project's objectives and approach, and to help the reader understand its framework. It is divided into the following categories:

- About ACUMEN
- Partners
- Pilots
- News & Events
- Resources
- Contact

Basic details about the project are available in the initial tab labelled 'About ACUMEN.' This tab is connected to the sections:

- The project
- Objectives
- Methodology

- ACUMEN Reference Group

'Partners' offers recognition to all 17 project collaborators, with their logos and links to their individual websites.

The section 'Pilots' provides general information on the four pilots in:

- Athens
- Helsinki
- Amsterdam
- Luxembourg

'News & Events' contains updates and announcements relating to the project and its collaborators.

The 'Resources' page provides project deliverables and other resources such as newsletters or promotional items.

'Contact' allows interested parties to contact the project coordinator.

[2.1.1 Landing page](#)

The structure of the landing page is as follows:

- Menu
- Links to social media channels
- ACUMENS mission
- A carousel of partners
- Latest news and events
- A banner linking to the LinkedIn page.
- The footer contains the European emblem and the mention 'Funded by the European Union ' as well as the mention 'This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101103808. '

[2.1.2 About the project](#)

ACUMEN aims to engage with a wide range of stakeholders who may not be familiar with EU projects and their intricacies. To bridge this knowledge gap, the 'About ACUMEN' section provides a clear and accessible overview of the project structure. In plain language, this section introduces the ACUMEN project, its objectives, approach, methodology and the reference group involved.

► The project

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:

1. **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.
2. **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**.
3. **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.



Figure 1: Screenshot of the tab 'About' presenting ACUMEN

2.1.3 Partners

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; two RTOs; six companies and their subsidiaries; four pilot initiatives; and a European network.

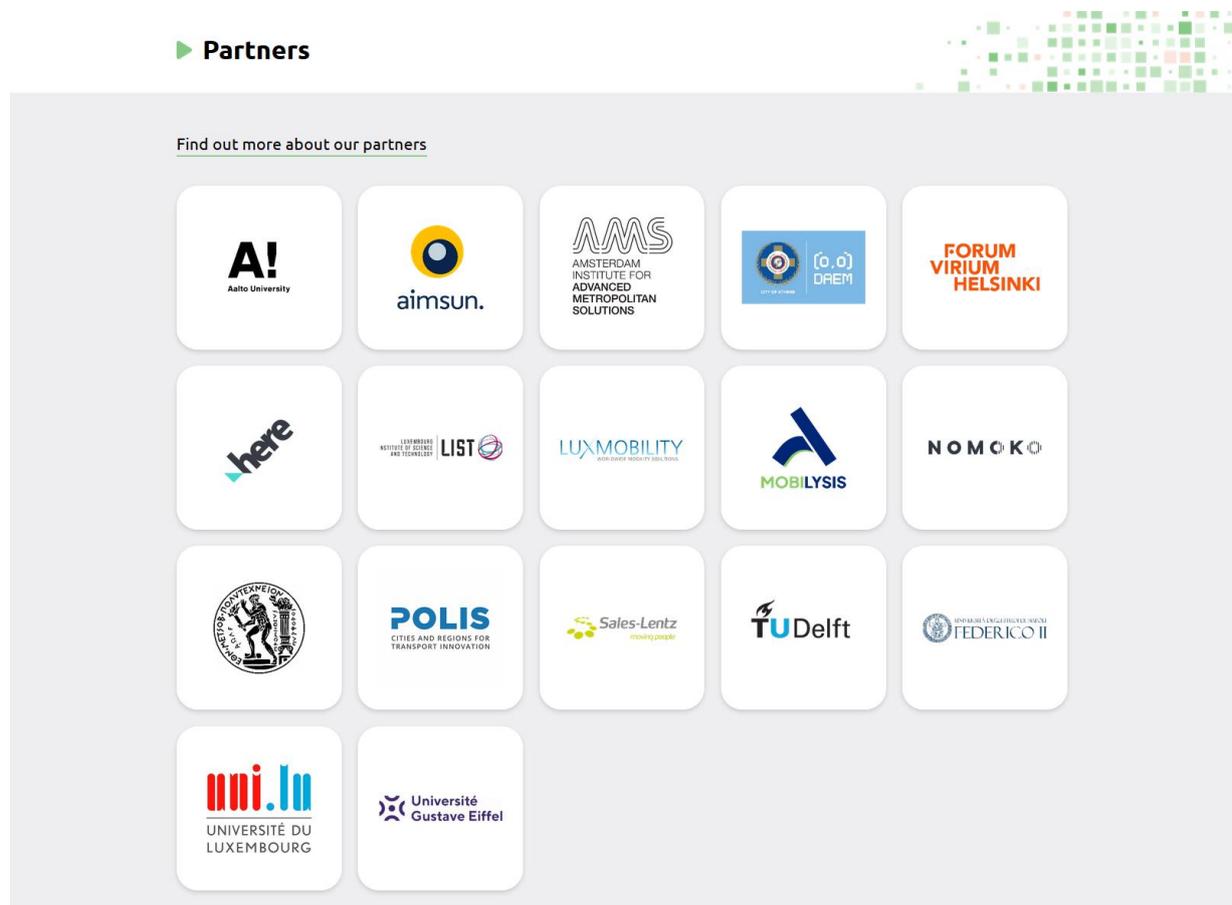


Figure 2: Screenshot of the tab ‘Partners’ including partners’ logos and links.

2.1.4 Pilots

ACUMEN's approach and methodology will be tested in real and virtual pilots in Athens (Gr), Helsinki (FI), Amsterdam (NI) as well as Luxembourg (Lu).

▶ Amsterdam

In Amsterdam, the pilot project aims to demonstrate joint multimodal management in response to infrastructure disruptions.

The focus is on a key corridor facing challenges due to the IJ tunnel bottleneck. Disruptions result in tunnel closures, traffic diversions along the ring road and longer journey times. The presence of a Park & Ride facility and a high-frequency metro line adds to the complexity during closures.

The virtual pilot uses Amsterdam's traffic management ecosystem to simulate mobility scenarios and collect data for accurate measurements. Historical traffic data from HERE increases the robustness of the pilot.

The pilot explores traffic management measures to improve the distribution of users across modes and assess the impact on key performance indicators (KPIs) such as delays and emissions. Scenarios include data-driven simulations, seamless strategies and collaborative actions involving mobility management agencies. Stakeholder involvement guides the scenario design, which is aligned with the long-term vision of the municipality.

By demonstrating effective joint multimodal management during disruptions, the pilot aims to contribute to policy-making and improve overall mobility in Amsterdam.



Figure 3: Example of one of the pilots' descriptions

2.1.5 News & Events

The News and Events section is frequently updated with project news. Occasionally it may also include external developments relevant to the project. This section includes information on workshops, project events and articles highlighting new ACUMEN publications.

2.1.6 Resources

Most of the project results will be made available through this section, presented in the form of deliverables, newsletters, and promotional materials.

▶ Resources

SHOW ALL
DELIVERABLES
PRESS MATERIAL
PUBLICATIONS

Figure 4: Screenshot of the tab 'Resources'

[2.1.7 Contact](#)

The contact form allows to contact the project coordinator or the communication manager for any kind of request related to the project.

[3 Conclusions](#)

This deliverable serves as the main tool for ACUMEN partners to effectively achieve the project's communication and dissemination objectives. It presents key details regarding the promotion of ACUMEN on its website, including the format, content types, target audience and core functionalities of the site. In addition, this deliverable includes visual representations in the form of screenshots to illustrate the visual design of the website. The website plays a key role in generating public interest and enthusiasm for ACUMEN's achievements and milestones.