CulturalRoad

Cocreate, Embrace

Project deliverable D5.1

Communication and Dissemination Strategy

Horizon Research and Innovation Actions | Project No. 101147397
Call HORIZON-CL5-2023-D6-01

Funded by the European Union

DELIVERABLE ADMINISTRATIVE INFORMATION

Deliverable Administration					
Grant Agreement	101147397	Project name	Cocreate, Embrace – CulturalRoad		
Deliverable no.	D5.1	Deliverable Name	D5.1 Communication and dissemination strategy		
Status	Final	Due	M4	Date	02/05/2025
Editor/Lead author	Céline Lefort (ERTICO)				
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Peer reviewers	Thom Lageveen (ARRIVA), Luke Ward (Liftango)				
Dissemination level	PU - Public				

Quality Control				
Document history	Version	Date	Submitted	Comments
	V0.1	04/07/2024	Céline Lefort	Structure of document
	V0.2	13/08/2024	Céline Lefort	Content added, with input from IRF and EILAT
	V0.3	14/08/2024	Céline Lefort	Modifications after internal review
	V0.4	23/08/2024	Céline Lefort	Modifications after peer-review
	V1.0	30/08/2024	Céline Lefort, Guido Cantelmo	Finalisation of the document, Quality Review
	V2.0	02/05/2025	Miranda Quijano Monzon (ERTICO)	Final version updated following EC feedback

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EXECUTIVE SUMMARY

Deliverable 5.1 ‘Communication and dissemination strategy’ provides a detailed description of the strategy and plan for the communication and dissemination of the CulturalRoad project. The guidelines described in this document aim to ensure the coherent and effective communication and dissemination of the project’s vision, developments, and results to generate high impact and foster stakeholder engagement. In addition, it aims to outline common principles that all project partners must follow to ensure a coordinated and cohesive approach in all communication and dissemination activities of the project.

The communication and dissemination strategy outlines the goals and concrete objectives of the communication and dissemination activities of CulturalRoad. This includes the audience and target groups that the project will focus on, as well as the key messages and channels that will be employed to reach them, in addition to a timeline with planned communication and dissemination activities. The CulturalRoad communication and dissemination strategy supports the achievement of the objectives of the project.

This deliverable presents the tools and channels that will be used by the project for its communication and dissemination activities, including the project’s visual identity, logo, and templates, and communication channels and materials that will be developed to help raise awareness of the project. Guidelines for approval, timing, and coordination of dissemination activities, such as participation in events, publications in journals, and contributions to the CulturalRoad website and social media are detailed to ensure coordinated efforts among the partners. An initial plan for the project’s webinars and workshops is also provided. To measure the impact and success of the communication and dissemination efforts, Key Performance Indicators (KPIs) are also provided in this document. Finally, the roles and responsibilities of the partners involved in Work Package 5 are outlined, stressing the importance of the participation of all project partners in the communication and dissemination activities of the project.

The communication and dissemination strategy and plan presented in this deliverable remain active throughout the project’s duration and will be revised and enhanced based on the needs and results of the project. This deliverable will be updated on a yearly basis, with a first update planned at Month 13 (May 2025) and a second update at Month 25 (May 2026). A final report is scheduled at Month 36 (April 2027).

LIST OF ABBREVIATIONS AND ACRONYMS

Acronym	Meaning
C&D	Communication and Dissemination
CCAM	Cooperative, Connected and Automated Mobility
EC	European Commission
EU	European Union
GDPR	General Data Protection Regulation
KPI	Key Performance Indicator
NUMP	National Urban Mobility Policies and Investment Programmes
SUMP	Sustainable Urban Mobility Plans
WP	Work Package

1 INTRODUCTION

1.1 Project introduction

CulturalRoad aims to develop new methodologies and tools to foster the fair deployment of Cooperative, Connected and Automated Mobility (CCAM) services. The project seeks to incorporate cultural and geographical diversity into CCAM deployment plans to increase societal acceptance of CCAM.

CulturalRoad develops new guidelines and recommendations for implementing CCAM services that consider diversity in all its aspects, while engaging local communities to ensure the deployment strategies take into account their actual needs. The project will introduce a unique Five-Pointed Star Rating System to measure the level of mobility equity of CCAM systems and solutions and gain a better understanding of the links between CCAM, user needs, and cultural factors. This rating system assesses five dimensions linked to transport equity: safety, inclusivity, user acceptance, readiness of the network, and psychological factors influencing usage. This will result in an equity score that will guide the development of tailored planning tools and roadmaps adaptable to various cultural and geographical contexts.

To ensure the citizens' mobility needs are met, the project will involve a wide range of stakeholders in its participatory approach, such as public authorities, industry stakeholders, technology providers, research institutes, operators, and local communities. Interviews, workshops, and focus groups will be organised with all stakeholders to co-create CCAM deployment strategies accepted by all parties and adapted to their specific needs and contexts.

CulturalRoad will demonstrate its methodology in five demo sites in Barcelona (Spain), Karlsruhe (Germany), Eilat (Israel), Ljubljana (Slovenia) and the West Midlands and Oxfordshire regions (United Kingdom).

1.2 Purpose of this deliverable

This deliverable provides a detailed strategy and plan to maximise the impact of the communication and dissemination activities of CulturalRoad and foster the uptake of the CulturalRoad results. The plan will be followed by all project partners to ensure that the project's activities and outcomes are promoted in a consistent and coordinated manner. The deliverable includes a list of key messages and target audience, appropriate tools and channels to be used to advance the objectives of the project, and a timeline of activities to be performed. D5.1 sets clear guidelines, objectives, and goals for the whole duration of the project. It describes a clear and effective method for communication and dissemination for the project partners to carry out these activities is a consistent way.

The document will be updated once a year, at M13 (May 2025) in D5.3 'Year 1 Dissemination report' and M25 (May 2026) in D5.4 'Year 2 Dissemination report'. A final report, D5.6 'Year 3 Dissemination report' will be provided at M36 (April 2027). Each update will report on the communication and dissemination activities carried out by CulturalRoad and will represent an opportunity to revise the strategy and plan set out in this deliverable to ensure the impact and success of these efforts.

1.3 Intended audience

This deliverable is a public document. It is primarily intended for the CulturalRoad partners, as it serves as a guide for communication and dissemination activities. External stakeholders and the general public can find in this document details on the key aspects of the communication and dissemination strategy of CulturalRoad.

2 CULTURALROAD COMMUNICATION AND DISSEMINATION STRATEGY

The CulturalRoad Communication and Dissemination (C&D) strategy is designed to help advance the strategic objectives of the project and ensure the coherent communication of CulturalRoad's objectives, methodology, and results to the widest audience possible of relevant stakeholders. It also acts as the foundation for all activities identified in the C&D plan in Chapter 3. The C&D strategy aims to create a shared vision of CulturalRoad that is adopted and followed by the project partners. A clear and effective strategy is key to ensure the success and impact of the project. This includes defining precise communication and dissemination goals and objectives, identifying relevant target groups, and outlining key messages and tools to reach them. The C&D strategy provides a framework and timeline to raise awareness of CulturalRoad and ensure the high visibility of the project activities and achievements among targeted stakeholders in Europe and beyond. All C&D activities aim to foster stakeholder engagement and generate interest in the project's vision and results. To ensure the long-lasting impact of the project's results, a cohesive plan has been developed to guide the project partners.

2.1 Communication and dissemination goals and objectives

To help advance the strategic objectives of CulturalRoad and ensure the effective dissemination of CulturalRoad's research and recommendations on integrating European cultural and geographical diversity into equitable CCAM deployment strategies, the C&D strategy will follow several goals and objectives. This will ensure a cohesive approach to communication and dissemination activities. The goals represent the overarching vision and long-term outcomes to reach, while the objectives are specific and measurable actions in the short term to reach the goals.

The main broader **goals** of the communication and dissemination activities of CulturalRoad are the following:

- Raise awareness of CulturalRoad and its objectives and maximise the project's visibility
- Promote the project's innovations and developments to the widest audience possible of relevant stakeholders
- Disseminate the project's results to the widest range of stakeholders possible
- Build synergies with existing related projects and initiatives to foster the exchange of knowledge and experience within and outside Europe
- Generate interest in the CulturalRoad results and approach.

These goals will be reached through the following specific **objectives**:

- Develop an impactful brand identity for the project and establish clear communication and dissemination strategy and plan
- Develop relevant communication tools to maximise the visibility of the project, such as the project website, social media presence, and promotional materials
- Promote CulturalRoad's developments and achievements through the project channels (news articles and social media) and the partners' networks and channels
- Identify and pursue relevant dissemination activities to share the project's innovations and outcomes and foster their uptake by external stakeholders, such as participation in relevant events, congresses, and webinars, organisation of project events and webinars, and publication in specialised journals and magazines

- Identify and pursue joint initiatives and cooperation with organisations involved in CCAM and projects and initiatives within and outside Europe to validate the CulturalRoad approach
- Build and involve a community of stakeholders in the project's activities through networking, meetings, and events.

To measure the performance and achievement of these objectives, Key Performance Indicators (KPIs) have been defined (see Section 3.3). These compliment the objectives by providing concrete metrics to assess the success of the communication and dissemination strategy, such as the number of website visits, LinkedIn followers, brochure and leaflets to produce, presentations in events, scientific publications, news articles on the website, webinars and workshops to organise, etc.

2.2 Target audience and key messages

CulturalRoad will concentrate its communication and dissemination efforts on specific stakeholder groups relevant to the project, which were identified by the project partners in the Grant Agreement. These groups of stakeholders have specific needs and requirements that the project will address and for which the project results have benefits at policy, economic, technological, and societal levels. All CulturalRoad partners will engage with this target audience throughout the project lifecycle to foster collaboration and dialogue and pave the way for the exploitation of the project's outcomes.

To ensure the effective communication and dissemination of the project to the target audience, specific key messages has been prepared for each target audience to maximise the impact of the communication and dissemination activities based on the needs and interests of each group in the project's results. Table 1 summarises the CulturalRoad target audience and key messages. These will be further refined as needed as the project progresses in the planned updates of this deliverable.

To complement the tailored messages outlined for each target group and reinforce them, the following main message will be highlighted when promoting the project across its channels:

CulturalRoad promotes equitable mobility by developing innovative methodologies and tools to foster the fair deployment of CCAM services that integrate cultural and geographical diversity.

Table 1: Target audience and key messages

Target Audience	Key messages
General public/citizens (including vulnerable groups, consumer and transport groups)	• CulturalRoad develops new tools and methodologies for the deployment of connected and automated public and shared transport services that take into account different cultures and contexts and citizens' actual needs and preferences • CulturalRoad develops tools and recommendations together with citizens, including vulnerable groups, through workshops and focus groups
Infrastructure and CCAM Industry (CCAM-specific technology, vehicle manufacturers, traffic management system providers, road infrastructure, public transport technology)	• CulturalRoad improves the understanding of cultural and geographical factors and how to adapt CCAM services for the benefit of all • CulturalRoad allows the development of new business models and opportunities

Transport Operators (public transport operators, freight/last mile operators, taxi companies, shared transport operators)	• CulturalRoad helps understand the potential of CCAM business cases and models to increase economic impact and how CCAM complements existing transport offers through a toolkit of recommendations and best practices • The CulturalRoad results help develop new CCAM networks and rollout plans for increased mobility equity and foster new profitable and sustainable business opportunities
Local and regional public authorities	• CulturalRoad empowers public authorities to develop new CCAM-based transport solutions and infrastructure for their citizens based on relevant cultural factors that apply to their region and on tools that can be applied in their policies and strategies • CulturalRoad provides guidance to inform SUMPs, local policy and infrastructure
National and international public authorities	• CulturalRoad empowers public authorities to develop new CCAM-based transport solutions and infrastructure for their citizens, based on relevant cultural factors that apply to their region and on tools that can be applied in their policies and strategies. • CulturalRoad provides guidance to inform NUMPs, standards and regulations
Universities and research institutes (including innovation accelerators, public-private research centres, test tracks, spinouts/start-ups and academic publications)	• CulturalRoad provides new understanding and knowledge on how cultural, geographical, and exogenous diversity affect transport and CCAM deployment and how to enable the deployment of fair and inclusive CCAM services • The CulturalRoad knowledge and results will enable new research opportunities, projects and spinouts • CulturalRoad will produce high-quality scientific publications of its results that are publicly available, fostering open science principles
Large-scale deployment initiatives, associations and EC initiatives	• CulturalRoad will test and validate its methodology in five demonstration sites at local, regional, and national levels, allowing the development of context-specific advice to understand and meet user needs • CulturalRoad will organise replication activities in Europe and worldwide to ensure its methodology and toolkit are applicable in diverse contexts • CulturalRoad improves the understanding of the links between CCAM, user needs, and cultural factors to increase the acceptance and uptake of CCAM in Europe • CulturalRoad provides guidance on how to understand and meet user needs, and on how to incorporate cultural and geographical factors into demonstrations

2.3 Timeline

The C&D strategy is applicable for the whole duration of the project to ensure the visibility of the project, support the project's strategic objectives, and facilitate the exploitation of the CulturalRoad's research and innovation outcomes. To support the project's technical progress and facilitate interactions between the technical Work Packages (WPs), the C&D strategy will follow different phases based on the project's development cycles and its communication and dissemination needs. Table 2 outlines the different phases that the CulturalRoad C&D strategy will follow and indicates the audience that will be targeted and the appropriate channels to reach them.

Three main phases have been identified:

- **Establishing the CulturalRoad initiative (M01-11)**: In this first phase, the main focus will be placed on raising awareness of CulturalRoad and enhancing the visibility of the project. The main activities in this phase concentrate on developing the CulturalRoad visual identity, providing the project partners with clear guidelines for communication and dissemination activities, identifying the target audience of the C&D strategy and outlining key messages. CulturalRoad will be promoted online through the project website and LinkedIn channel, in addition to the partners' channels, and will be presented at conferences and events to generate interest in the project.
- **Developing the CulturalRoad methodology (M12-30)**: During the second phase, CulturalRoad will engage the target groups in the project's activities to collect feedback, understand stakeholders' needs, and enhance the visibility of the project's developments. The interim results of the project will be disseminated to a wider audience through various tools and channels. The project will liaise with relevant CCAM initiatives to establish strong connections and promote the exchange of knowledge and good practices. The developments in the project's demonstration sites will be widely promoted through the project's channels and local media.
- **Promoting the CulturalRoad outputs (M31-36)**: The last phase aims to consolidate and ensure the long-lasting impact of CulturalRoad's results, paving the way for the exploitation of the project's outcomes. The final event of the project will be widely promoted and the project's achievements and final results will be disseminated through a variety of communication and dissemination channels.

Table 2: Timeline for communication and dissemination activities

Phase	Timeline	Target audience	Channels
Establishing the CulturalRoad initiative: creating visibility of CulturalRoad and its objectives, expected results, and impact	M01-M11	Organisations with an existing interest in CCAM, such as transport operators, public authorities with existing pilots around CCAM, research bodies (such as university departments focusing on CCAM and transportation, national research labs); other EC initiatives/projects such as FAME (and its successor project), MOVE2CCAM, SINFONICA, NetZeroPartnership, Built4People, CCAM Partnership, and CulturalRoad's sister project Diversify-CCAM	Website, flyer, presentations at conferences, project events/workshops, social media, newsletter, scientific publications

Developing the CulturalRoad methodology: continuing the promotion of CulturalRoad, disseminating interim results, liaising with relevant initiatives, understanding stakeholder needs	M12-M30	General public recruited to take part in research activities; target stakeholders (within demonstration sites areas) such as transport operators, public authorities, infrastructure and CCAM industry; international peers to take part in International Peer Group	Website, flyer, presentations at conferences, project events/workshops, social media, newsletter, scientific publications, brochure, introductory video, participatory creation, collaboration with related initiatives
Promoting the CulturalRoad outputs: disseminating the findings from the demonstration sites and the final results of CulturalRoad to maximise impact and exploitation potential	M31-M36	Organisations outside the project partners who will exploit the outputs of CulturalRoad, such as public authorities, transport operators, CCAM and transport industry (outside demonstration sites), research bodies	Website, flyer, presentations at conferences, project events/workshops, social media, newsletter, scientific publications, brochure, videos, participatory creation, collaboration with related initiatives, webinars/trainings on the Five Pillar Model via the ERTICO Academy

2.4 Potential barriers and mitigation measures

A potential risk in the achievement of the CulturalRoad communication and dissemination goals is the limited impact of the dissemination activities. To mitigate this potential barrier, particular attention will be given to identifying the most appropriate and relevant dissemination opportunities to share the project's outcomes. As the WP leader, ERTICO has extensive experience in communication and dissemination and will leverage insights from similar projects to identify the most relevant opportunities. A calendar of potential events will be maintained and shared regularly with the project partners, including during meetings, to ensure the right opportunities are identified and pursued by the partners. Similarly, a list of potential journals to target for the project's publications will be shared with the project partners, with regular reminders to avoid any potential missed opportunities. In addition, the project's events, webinars, and workshops will be organised with the active participation of targeted stakeholders to ensure engagement.

An additional potential risk identified is the lack of participation of third-party stakeholders, limiting replication opportunities. The active participation of the project partners, which encompasses a wide range of organisations with proven experience, network, and track record in stakeholder management (especially ERTICO and IRF), will be leveraged to further maximise outreach. A plan of clustering and networking activities will be developed and monitored to ensure stakeholder participation in CulturalRoad. Synergies with relevant projects and initiatives in CCAM will also be created to foster engagement and the exchange of knowledge and good practices, further amplifying outreach efforts. In addition, targeted events, workshops, and webinars will be organised to foster collaboration with key stakeholders and facilitate replication activities. Local communities in the five CulturalRoad demonstration sites will also be activated and engaged through targeted events and webinars.

3 COMMUNICATION AND DISSEMINATION PLAN

3.1 Communication plan

The CulturalRoad communication plan has been developed to reach the objectives and goals in the C&D strategy described in Chapter 2. The communication plan provides a detailed approach for the communication activities of the project to maximise the project's visibility and enhance its impact. The plan outlines the communication tools, channels, and activities that will be developed and performed throughout the project's lifecycle. These include a solid visual identity, templates, a project website, a social media presence, a newsletter, news and press releases, and promotional materials such as a flyer, brochure, roll-up banner, introductory video, etc. KPIs have also been defined to ensure the success of the plan.

3.1.1 Visual identity

In M1 (May 2024), CulturalRoad established and adopted a branding identity and related visual identifiers to ensure strong visibility and identification of the project's brand from an early stage.

The CulturalRoad visual identity consists of a project logo (Figure 1) inspired by the Five-Pointed Star methodology being developed in the project. The logo is available in different formats and variants depending on the intended use, and clear guidelines on the correct use of the project logo, the colour palette (Figure 2) to use in communication materials and for which purpose to use them, font policy, and EU funding acknowledgement and disclaimer to use in all communication and dissemination activities. The project's logo and the visual identity guidelines were shared with the project partners and are also publicly available on the project website under 'Resources'.

Figure 1: CulturalRoad main logo

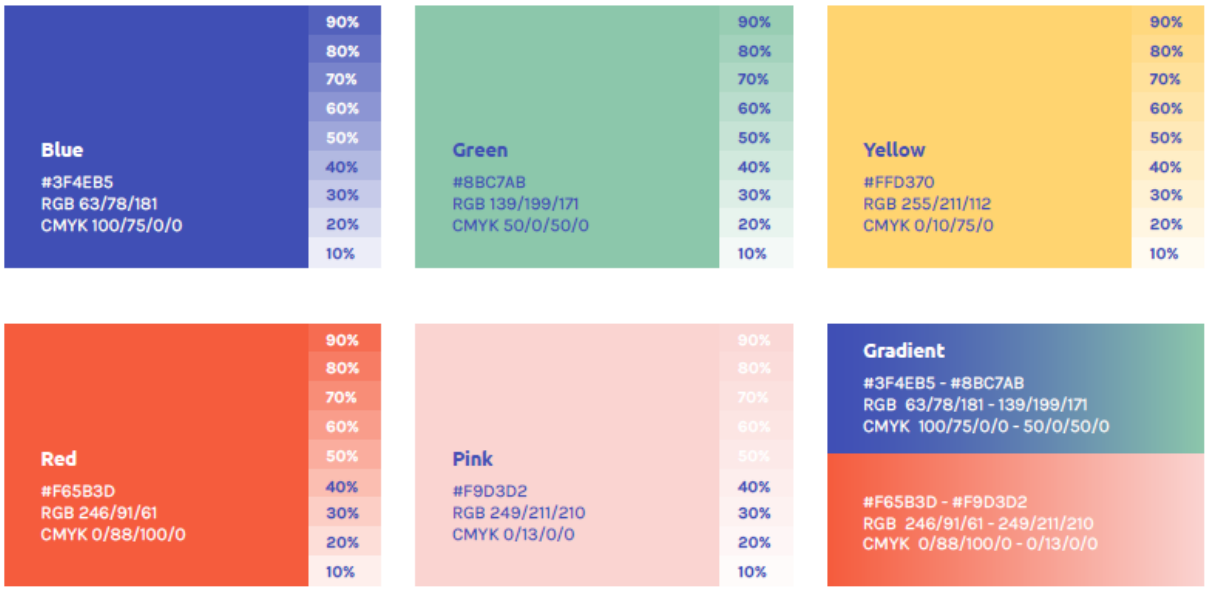

Figure 2: CulturalRoad colour palette

3.1.1.1 Templates

Different branded templates have also been developed for the project partners to ensure consistency across project documents. The templates are in line with the project's visual identity and include a Word Template for deliverables (Figure 3), a Word template for the agenda and minutes of project meetings (Figure 4), and a PowerPoint template for presentations (Figure 5).

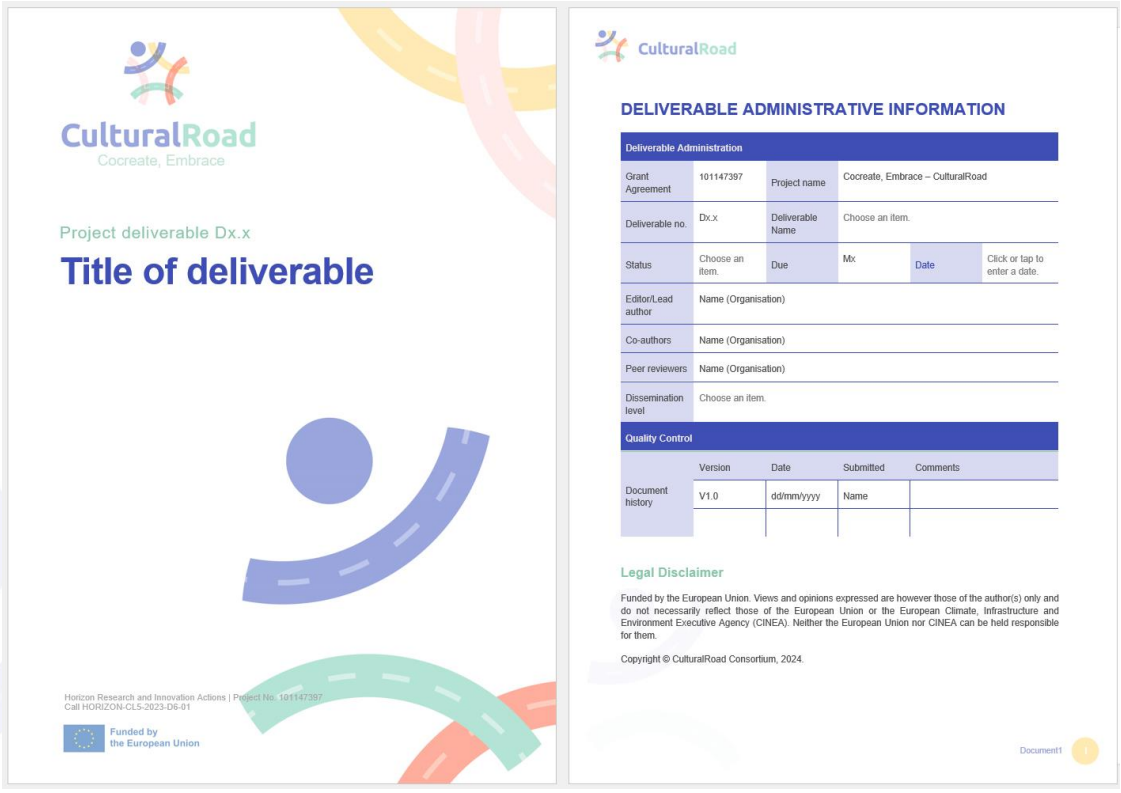

Figure 3: Deliverable template

CulturalRoad

Name of event
21/05/2024 | Venue

NAME OF THE MEETING

Date(s), place

Day 1: 3 July 2024, Day

Time	Description	Presenter (s)
00:00 – 01:00	Welcome	Name / Name
00:00 – 01:00	Keynote 1	Name / Name
00:00 – 01:00	Keynote 2	Name / Name
00:00 – 01:00	Keynote 3	Name / Name
00:00 – 01:00	Break	
00:00 – 01:00	Welcome	Name / Name
00:00 – 01:00	Keynote 1	Name / Name
00:00 – 01:00	Keynote 2	Name / Name
00:00 – 01:00	Keynote 3	Name / Name
00:00 – 01:00	End of DAY 1	

Day 2: 3 July 2024, Day

Time	Description	Presenter (s)
00:00 – 01:00	Welcome	Name / Name
00:00 – 01:00	Keynote 1	Name / Name
00:00 – 01:00	Keynote 2	Name / Name
00:00 – 01:00	Keynote 3	Name / Name
00:00 – 01:00	Break	
00:00 – 01:00	Welcome	Name / Name
00:00 – 01:00	Keynote 1	Name / Name
00:00 – 01:00	Keynote 2	Name / Name

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Figure 4: Meetings template

CulturalRoad

Presentation title

Subtitle presentation / Meeting

Presenter name – company name

Date (dd/mm/yyyy)

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Figure 5: PowerPoint template

3.1.2 Communication channels

3.1.2.1 Project website

The CulturalRoad website has been established at M3 (July 2024). It acts as the main repository for the project's news and events, publications, and other relevant materials. The project website contains the most important information about the project, presented in a clear, engaging, and accessible way.

The project website can be accessed here: www.culturalroad.eu

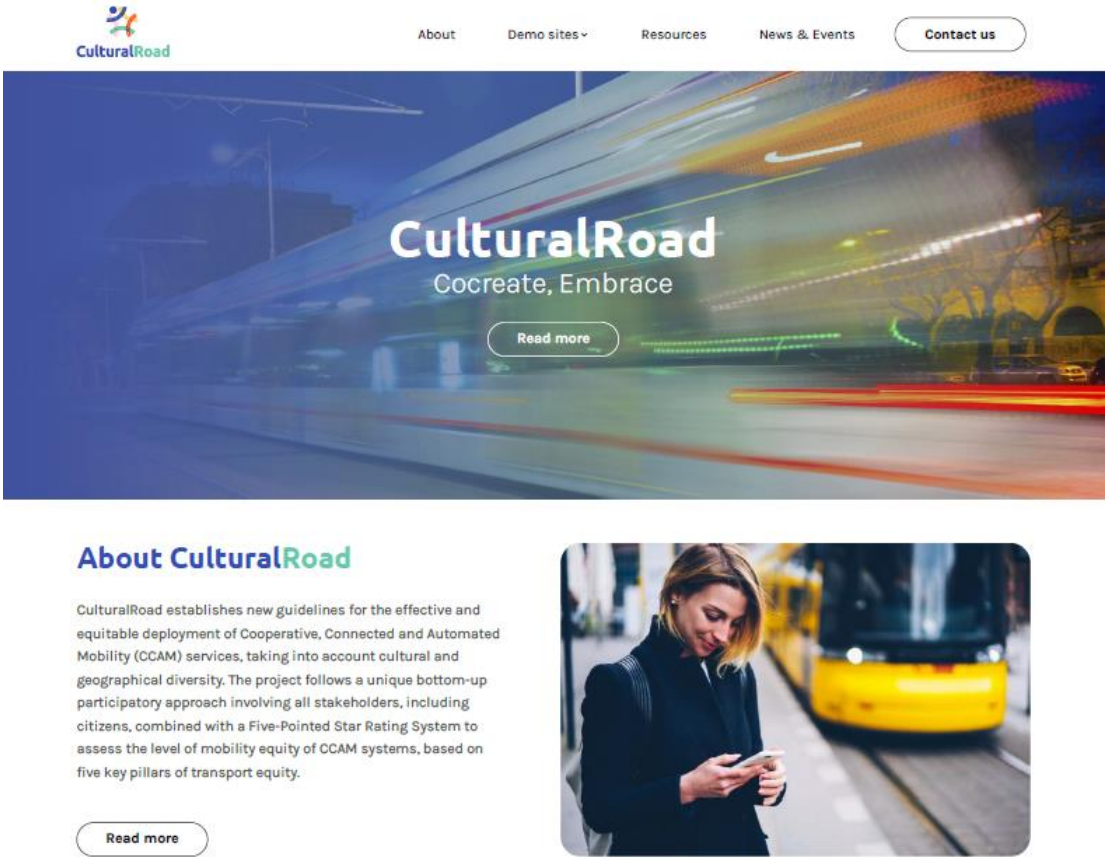


Figure 6: CulturalRoad website home page (top part)

The website is organised as follows:

- Home page: short overview of the project, five pillars of transport equity, latest news, rotating carousel with the project partners
- About: overview of the project, facts and figures, objectives, methodology, consortium
- Demo sites: map and overview of the five demonstration sites. A subpage for each demo site has been developed with more details on the context, objectives and expected outcomes of the demonstration
- Resources: repository of deliverables, publications, promotional materials, and media that can be downloaded
- News & Events: list of news and events related to the project, newsletter
- Contact us: contact details and form

ERTICO led the development of the website and is responsible for the maintenance and regular update of the website to ensure it contains correct and up-to-date information. This will be done in close collaboration with the project partners.

Ensuring the accessibility of the CulturalRoad materials and tools is a high priority for the project. During the development of the website, efforts were made to make the website as accessible as possible to ensure an inclusive online presence (reflecting the aim of the project around inclusion). The website developer implemented adjustments to the website to meet the W3C Accessibility Standards, resulting in a score of 9,17/10. An additional test was performed using Google's Page Speed Insights tool, which produced a 97% score for accessibility.

The website's performance will be monitored using Google Analytics, which will provide different metrics related to the usage of the website, including visitors and pages most accessed. This will allow to measure the impact of the website in accordance with the KPIs set in Section 3.3 of this document.

3.1.2.2 Social media

Social media is an important channel to generate interest in the project, foster stakeholder engagement, and promote the project's progress to a wider audience. CulturalRoad will be mainly active on LinkedIn and YouTube, two important social media platforms that will help increase the visibility of the project.

3.1.2.2.1 LinkedIn

CulturalRoad has its own LinkedIn channel, 'CulturalRoad Project', which was set up by ERTICO before the kick-off meeting of the project at M1. The LinkedIn page is used to share regular announcements and updates on the project, including participation in events and news, to keep the audience engaged.

The page is accessible here: https://www.linkedin.com/company/culturalroad-project/

Figure 7: CulturalRoad LinkedIn page

All project partners are requested to follow the project's page on LinkedIn, interact with the posts by liking, commenting or sharing them to their networks to help boost the visibility of the page, and contribute with interesting content to share on the page. When posting content related to CulturalRoad on their channels, partners should always tag the project's page and are encouraged to use the hashtag #CulturalRoad, in addition to other relevant hashtags such as #diversity, #CCAM, or #transportequity.

3.1.2.2.2 YouTube

CulturalRoad will leverage the ERTICO YouTube channel, which counts 374 subscribers, to increase the visibility of the videos produced as part of the project. A distinct playlist will be dedicated to CulturalRoad. Other partners' YouTube channels may also be exploited to share videos created by the project.

3.1.3 News and press releases

News articles represent an ideal platform to share information about CulturalRoad and delve deeper into specific technical aspects of the project. CulturalRoad will share regular news articles on its website to inform interested stakeholders of newsworthy developments, participation in key events, ongoing research, important milestones, and other project-related topics. This effort aims to ensure a constant flow of information on the project website and generate engagement and interest in the project activities. To reach this objective, a minimum number of articles to be published on the project website has been set under Section 3.3 (KPIs). Additionally, blog posts will be produced for each demonstration site to increase visibility of their activities. All project partners will contribute to drafting articles for the project website to help achieve this target. ERTICO as WP5 leader will regularly propose potential topics. All news items will be shared on the CulturalRoad LinkedIn page to increase visibility and attract website visitors. When relevant, project partners will also share the articles through their platforms to amplify outreach.

In addition, press releases will be sent out to external media to announce key project milestones. A first press release was sent out to inform the media of the official launch of CulturalRoad. Additional press releases will be sent out, if relevant, to inform of important project developments. Project partners should also share press releases with their networks and channels, translating the content into their local languages if needed.

3.1.3.1 Newsletter

A newsletter will be sent out by CulturalRoad twice a year to a database of subscribers who actively signed up to receive it using a dedicated form available on the project website, ensuring compliance with GDPR. The newsletter will feature news about the project, events organised by CulturalRoad or in which the project will be presented, and other interesting developments. The newsletter will be available on the project website under 'News & Events'.

3.1.4 Communication materials

A variety of communication materials will be produced to support the communication and dissemination efforts of the partners and help promote CulturalRoad. The following promotional materials will be developed:

- A **concept image/infographic** has been developed at M4 (August 2024). This image (Figure 8) has been professionally produced and represents in a clear and straightforward way the main aspects of the project. This image will be used at events, in presentations of the project, in promotional materials, and other relevant contexts. It aims to increase the project's visibility and impact by providing a compelling visual that facilitates the understanding of the project.
- A flagship **flyer** presenting the project and its vision will be developed by M8 (December 2024).
- A **brochure** with more information on the CulturalRoad approach and methodology, objectives, demonstration sites, and project partners will be produced by M18 (October 2025). Both the flyer

and the brochure are intended to be mainly in a digital format, for increased sustainability and as more events are now paperless and don't accept printed materials. In case it is still needed for specific purposes, the flyer and the brochure may be printed depending on needs.

- A **roll-up banner** will be created by M6 (October 2024) to increase the project's visibility at events.
- An **introductory video** will be produced by M12 (April 2025). It will present the project's objectives in a clear and interesting way to raise awareness of CulturalRoad.
- In addition, a **final video** will be released at the end of the project by M36 (April 2027) and will include an overview of the main project's results and achievements.
- A **general presentation** of CulturalRoad will be developed and published on the project website. This will facilitate the understanding of the project and will be used to introduce CulturalRoad at various events.
- Based on needs, a **poster** with key information on the project that can be used by the project partners for specific purposes may be produced.

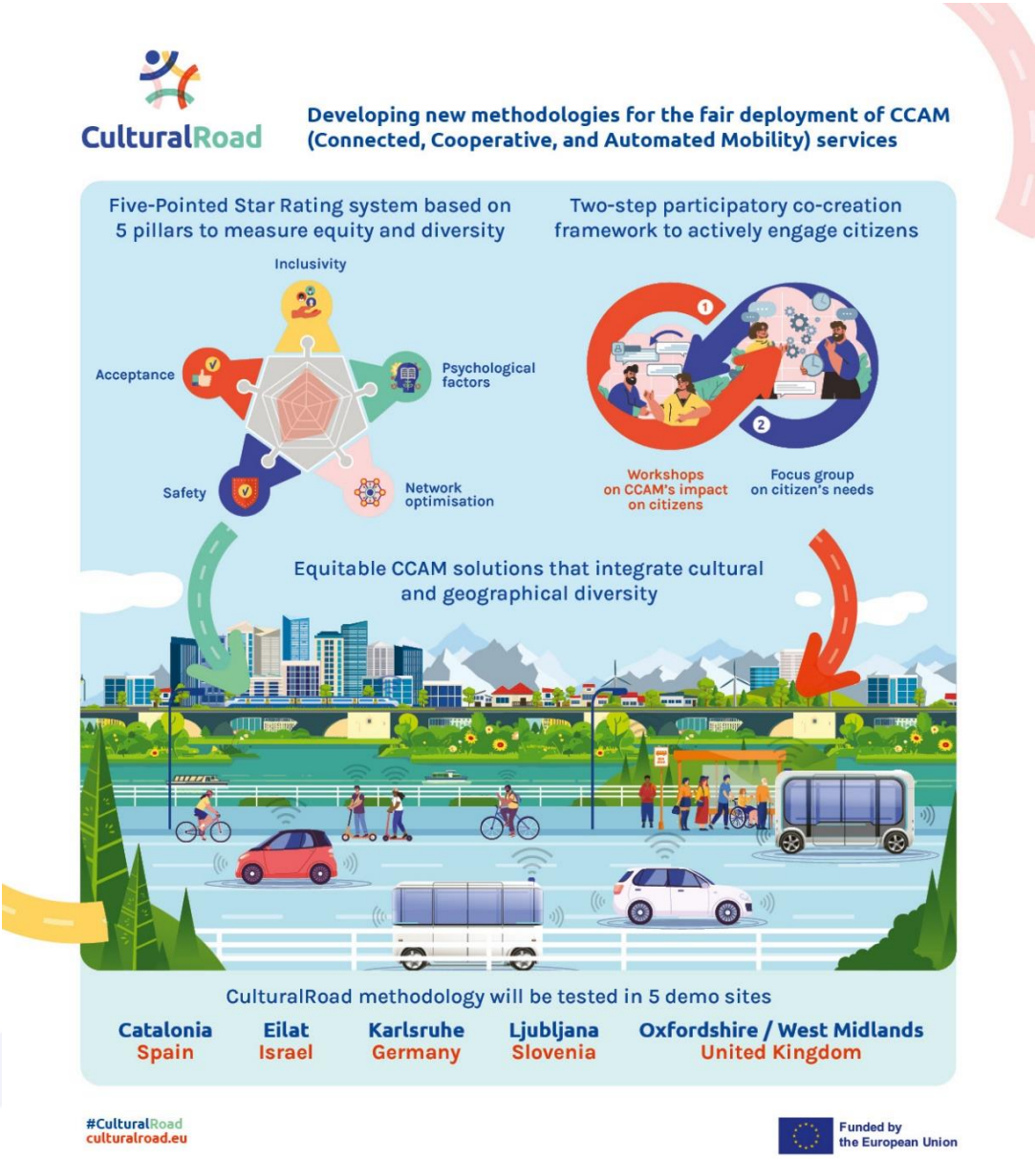


Figure 8: CulturalRoad concept image

3.2 Dissemination plan

In addition to the communication plan, a dissemination plan has been developed to ensure the effective implementation of the C&D strategy outlined in Chapter 2. The dissemination plan aims to ensure the scientific visibility and open access of the project's results. To achieve this, the plan outlines the channels and tools that will be employed to disseminate the project's research, outcomes, and knowledge to the widest possible audience, such as scientific publications, participation in events, and the organisation of CulturalRoad workshops, webinars, and events. This will ensure that the CulturalRoad impact and results can be exploited to the fullest extent possible. Guidelines on how to perform a dissemination activity and record it are also provided, as well as KPIs to assess the effectiveness of the plan.

3.2.1 Dissemination procedure guidelines

An internal document with clear guidelines and recommendations on how to perform a communication or dissemination activity has been shared with the CulturalRoad partners to ensure quality and a coherent approach. The document is available for the partners on the CulturalRoad SharePoint.

The guidelines explain how to acknowledge EU funding according to the official guidelines detailed in the Grant Agreement, how to use the CulturalRoad brand correctly, how to ask for approval before conducting a communication or dissemination activity, and where to report the activity after its completion. General recommendations on hashtags to use on social media to promote the project are also proposed.

Communication and dissemination activities related to the project and any infrastructure, equipment, vehicles, supplies or major result must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate) (Figure 9). The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Figure 9: EU emblem and funding statement

3.2.2 Reporting of dissemination activities

As detailed in the internal dissemination procedure document, partners carrying out a dissemination activity must record it in an internal dissemination register. This internal Excel file, available on the project SharePoint, allows to keep track of activities and will be used to report the communication and dissemination activities of CulturalRoad to the European Commission, as required by the Grant Agreement. All project partners must fill in each column of the dissemination tracker promptly after the completion of the activity. Any material used, such as a presentation, paper, poster, etc., must also be stored in a dedicated folder on SharePoint. As WP5 leader, ERTICO will ensure that the file is kept updated regularly and will remind partners of the importance of recording any activity they perform.

3.2.3 Dissemination channels

A wide range of dissemination channels will be used to disseminate the project's results and knowledge, to complement the communication channels listed in Section 3.2. These channels include scientific publications, participation in events and congresses, workshops, webinars, and targeted events.

3.2.3.1 Scientific publications

CulturalRoad will actively disseminate its knowledge and technical findings through scientific publications and conference proceedings in national and international journals to maximise the impact of the project's research in CCAM. All scientific publications produced by the project partners will follow the principles of open access and will be published on the project website to facilitate their access.

The preliminary list below has been compiled in collaboration with the project partners and will be refined and updated throughout the duration of the project. Potential journals the project partners will target for CulturalRoad publications include the following:

- Communication in Transportation Research,
- IEEE Transactions on Intelligent Transport Systems,
- IEEE Transactions on Vehicular Technology,
- IEEE Transactions on Intelligent Vehicles,
- Transport Reviews,
- Transportation Research Part A: Policy & Practice,
- Transport Policy,
- Journal of Transport Geography,
- Transportation Research Interdisciplinary Perspectives,
- Sustainable Cities and Society,
- Science and Engineering Ethics.

3.2.3.2 Dissemination events

In addition to scientific publications, the CulturalRoad outcomes will also be disseminated through the participation of project partners in a wide range of conferences, events, and congresses, both online and in person, to raise awareness of the project and engage external stakeholders in the project's activities. Several relevant events have already been identified where the CulturalRoad results could be presented. Project partners will help keep this initial database of potential events regularly updated to avoid missed opportunities and ensure the right events are targeted.

Table 3 below contains an initial list of potential events the project will target.

Table 3: Initial list of events

Event	Date / Locations	Purpose
ITS World Congress	Dubai – Sep 2024 Atlanta – Aug 2025 Gangneung - Oct 2026 Birmingham - 2027 (TBC)	International Engagement, particularly targeting stakeholders from America and Asia
ITS European Congress	Seville – June 2025 Istanbul - 2026 (TBC)	Promote project to European audience, engage the CCAM ecosystem, potential workshop location, engage follower cities.
POLIS Annual Conference	Karlsruhe - November 2024 TBC – 2025, TBC - 2026	Target public authorities

		Promote Karlsruhe demonstration site in home city
CCAM Partnership meetings	Cluster meeting – Brussels Oct 2024 EUCAD – Ispra - May 2025	Engage with peer projects, engage CCAM stakeholders, collate feedback on emerging research and deliverables. Share progress to the community
Transport Research Arena (TRA) Conference	TRA Conference – Budapest May 2026	Promote project results. Discuss the newest innovations and the future of transport and mobility
Conference on Results from Road Transport Research (RTR)	RTR - Brussels Feb 2025, 2026 (TBA)	Showcase the project. Get insides from the results and impacts of other projects, find what the next research steps are in essential areas for road transport
2Zero Partnership and EARPA (European Automotive Research Partners Association) meetings	TBC	Connect with Stakeholders from the industry and research institutions, aiming to achieve the goals set in EU policies: climate neutrality, European competitiveness and technology leadership and improving quality of life of EU citizens
Symposium of the European Association for Research in Transportation	hEART 2025 - München – June 2025	Disseminate project results
Transportation Research Symposium	Transportation Research Symposium 2025 – Rotterdam – May 2025	Disseminate project results
Congreso de Ingeniería del Transporte	CIT 2025 – Zaragoza – June 2025	Disseminate project results
Conference on Traffic and Transport Psychology	ICTTP 2025 – Curitiba – July 2025	Disseminate project results

3.2.3.3 Targeted workshops and webinars

CulturalRoad is dedicated to fostering collaboration and dialogue among diverse stakeholders through its series of targeted events, organised as part of Task 5.3 ‘Replication and exploitation’. These events include, among others, the launch and final multi-stakeholder workshops, and replication webinars, designed to engage a broad spectrum of participants from various sectors.

Launch workshop

The launch workshop serves as an inaugural platform for introducing the project. The workshop is planned to ensure that all relevant stakeholders, including community leaders, policymakers, academics, industry experts, and the public, are brought together. The primary objectives of these launch events are to:

- Introduce CulturalRoad: provide comprehensive overviews of the project's goals, expected outcomes, and timelines
- Stakeholder engagement: facilitate introductions and networking opportunities among stakeholders to build a collaborative foundation
- Feedback collection: gather initial feedback and insights from participants to refine and shape the project's aims and direction.

Final workshop

The final workshop marks the culmination of the CulturalRoad project. This is a key event to present the project findings, evaluate its outcomes, and discuss the future trajectory of the outcomes (exploitation). Key goals of the final workshop include:

- Presenting results: share the outcomes, impacts, and lessons learned from the project
- Stakeholder reflection: allow stakeholders to reflect on the process, successes, and areas for improvement
- Future planning: discuss potential next steps, exploitation plan, sustainability strategies, and continued collaboration opportunities.

Dissemination webinars for replication

In addition to the launch and final workshops, CulturalRoad will organise targeted events aimed at disseminating knowledge to facilitate replication activities. These events are specifically designed to:

- Share best practices: provide detailed presentations and case studies on successful project implementations
- Guidance on replication: offer practical advice and guidelines for replicating initiatives in different contexts and communities
- Networking opportunities: connect participants interested in replication with experienced project leaders and mentors.

CulturalRoad's approach

CulturalRoad adopts a participatory approach to ensure that its events are inclusive and reflective of the diverse perspectives of all stakeholders. This approach includes:

- Diverse representation: ensuring that a wide range of voices, including marginalised and underrepresented groups, are heard and involved
- Interactive formats: utilising workshops, panel discussions, and breakout sessions to encourage active participation and dialogue
- Continuous improvement: incorporating feedback from previous events to enhance the planning and execution of future workshops.

Through the organisation of these targeted events, CulturalRoad aims to build robust networks, foster meaningful collaborations, and drive impactful cultural initiatives. The combination of launch, final, and

dissemination workshops provides a structured yet flexible framework for engaging stakeholders throughout the project lifecycle, ensuring that each initiative is grounded in community needs and enriched by collective input.

3.2.3.4 Targeted workshops and webinars in the demonstration sites

CulturalRoad will organise targeted events and/or webinars in its five demonstration sites to further involve local communities in the project. The aim of these webinars, organised as part of Task 5.2 'Knowledge transfer at a local and national level for each Demonstration Site', is to connect the national, regional, and local levels to bridge the gap between national policy and local implementation. The organisation of the webinars will follow three steps:

First step: each site collects information needed from WP3 and WP4 to form the basis of the content of the event/webinar.

Second step: define KPIs related to the target groups for each pilot site. Each pilot site established relevant KPIs to measure the success of the webinar. Below is a list of suggested KPIs, which can be refined by the demo sites.

- Policy alignment and effectiveness
  - Policy adoption rate (percentage of municipalities adopting national policies)
  - Policy implementation rate (percentage of adopted policies fully implemented)
  - Policy compliance rate (adherence to policy guidelines and regulations)
  - Policy impact (measurable changes in target outcomes such as reduced poverty and improved education)
- Collaboration and knowledge sharing
  - Number of intergovernmental collaborations (partnerships between different levels of government)
  - Knowledge transfer frequency (how often best practices and lessons learned are shared)
  - Stakeholder satisfaction (feedback on the collaboration process)

Third step: organisation of the webinar or event for each group level in each pilot site. The goal of this step is to collaborate with as many stakeholders as possible at each level (local, regional, national) to obtain feedback on the content of the webinar. Specifically, the objectives for all levels are:

- Knowledge transfer: provide the participants information on the progress of the project and receive professional and general feedback on the project, including, for example, expert opinion on new laws that the government will publish
- Capacity building: enhance participants' capacity to collaborate across different levels of government

Each pilot site will coordinate at least one webinar for each level (local, regional, and national), based on its starting point in the project (detailed in Table 4 below). For example, since the UK demo site's starting point is at the national level, it will need to organise a webinar at local and regional levels.

Table 4: Starting point of each demo site

Level	UK	Ljubljana	Catalonia	Karlsruhe	Eilat
Local				Starting point	Starting point
Regional		Starting point	Starting point		

National	Starting point				

3.3 Communication and dissemination Key Performance Indicators (KPIs)

Key Performance Indicators (KPIs) have been defined to measure the success and impact of the CulturalRoad communication and dissemination activities, in line with the goals and objectives defined in Section 2.1. They are presented in Table 5 below. The KPIs will be regularly monitored to ensure the project's communication and dissemination efforts are on track. They may be revised if needed in the planned updates of the deliverable.

Table 5: Communication and dissemination KPIs

Tools/Channels	Key Performance Indicator	Target value		
		Year 1	Year 2	Year 3
Communication tools and channels	**Website:** visits per month	>100	>200	>450
	LinkedIn: followers	100	200	300
	Video	1	-	1 / update
	Project brochure	-	1	update
	Technical leaflets	1	update	update
Events	**Conferences**: presentations	≥5	≥10	≥15
	Trade shows: exhibition stand	≥1	≥1	≥1
Publications	**Scientific publications/proceedings**	≥2	≥5	≥8
	Newsfeeds on website	≥10 articles	≥15 articles	≥20 articles
	Newsletters	1	1	1
Stakeholder engagement	**Webinars**: Number organised/participants	1/30	1/50	1/50
	Workshops: Number organised/participants	N/A	1/30	1/30

Engagement in Demonstration Site (targets in each of the five regions)			
Number of participants (citizens) involved	N/A	≥15 (5 vulnerable groups represented)	≥15 (5 vulnerable groups represented)
Number of stakeholders involved	N/A	≥15 per workshop	≥15 per workshop
Number of blog posts produced for each Demonstration Site	N/A	2 per year	4 per year

4 ROLES AND RESPONSIBILITIES

ERTICO is the leader of WP5 ‘Dissemination, Communication, Exploitation and Outreach’. In addition, ERTICO also leads two tasks, namely T5.1 ‘Communication’ and T5.4 ‘Networking and Capacity Building’. As WP5 leader, ERTICO is in charge of the overall coordination and monitoring of communication and dissemination activities and acts as the CulturalRoad Communication and Dissemination Manager.

ERTICO will work closely throughout the project with the leaders of the two other tasks in the WP: EILAT as leader of T5.2 ‘Knowledge transfer at a local and national level for each Demonstration Site’ and IRF, who leads T5.3 ‘Replication and exploitation’.

All project partners have person-months allocated in WP5 (c.f. Table 5) and are therefore required to participate in the communication and dissemination activities of CulturalRoad. Partners’ participation in the communication and dissemination efforts includes but is not limited to drafting news articles, providing content for the project website and social media such as interesting studies or reports, translating communication materials when relevant, liaising with local media to maximise the project’s visibility and increase outreach, sharing news item or other materials related to the project published on their own channels and in local media, support the organisation of project workshops, webinars, or other events, present the project at external events, etc.

Table 6: WP5 participation per partner (person-months)

Partner short name	WP5 effort (person-months)
ERTICO	11.00
DTU	2.00
TUM	2.00
NTUA	2.00
UPC	2.00
FICOSA	2.00
INIT	2.00
CARNET	2.00
ATM	2.00
ARRIVA	8.00
EILAT	6.00
KIT	2.00
RRA LUR	2.00
DFT	4.00
IRF	14.00
LIFT	4.00
TfWM	2.00
OCC	2.00
TOTAL	**71.00**

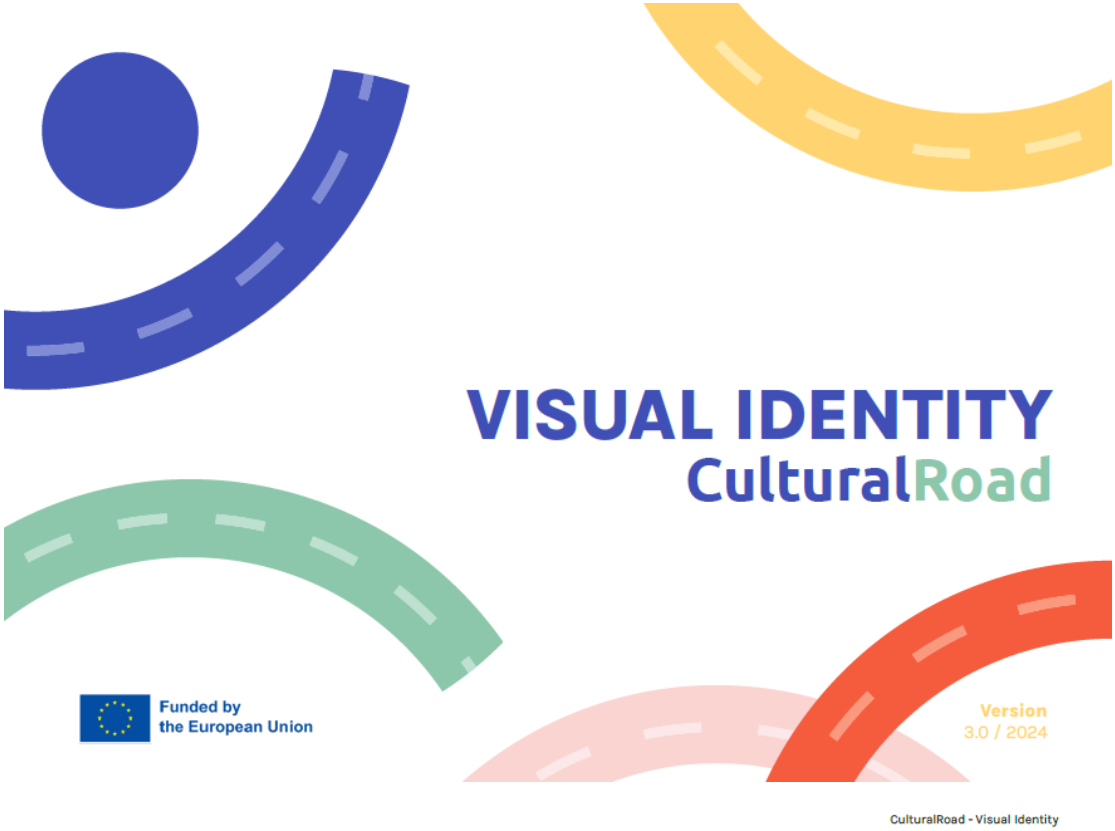
5 CONCLUSION

This deliverable presents the initial communication and dissemination strategy and plan for CulturalRoad, establishing a coherent, effective, and impactful approach for all project partners when performing communication and dissemination activities. The strategy includes the goals and objectives, target audience and key messages, including an initial timeline for engagement, equipping the project partners with the knowledge necessary to communicate and disseminate the vision and findings of CulturalRoad in an impactful way. The plan lists the various tools and channels to achieve the project's communication and dissemination ambitions, ensuring feedback and engagement in the project's activities and the wide promotion of CulturalRoad to targeted stakeholders. The successful implementation of the strategy and plan will increase the visibility of the project and foster the uptake of the CulturalRoad methodology and outcomes.

This deliverable is a living document that will be reviewed and updated, if necessary, in the planned yearly dissemination reports (D5.3, D5.4, and D5.6).

ANNEX 1: OVERVIEW OF CULTURALROAD VISUAL IDENTITY

Overview of the CulturalRoad visual identity guidelines. The full document can be found on the project SharePoint and the project website.



2.1. Primary logo

2.2. Positioning

Logo on white background

On a white background, the logo should be used in full colour CMYK/RGB or black.

Logo on coloured background or photographs

On a coloured background with block colours and without interference or details, the logo may be used in white.
The logo may **not** be used on top of images with details or interference and legibility must be guaranteed.

Exclusion zone

The logo is also protected by an exclusion zone. This ensures the logo is always surrounded by an area of clear space and therefore has maximum impact and visibility on all our communications. Allow the logo sufficient space on any materials you produce. This rule must always be observed and no other graphic elements are allowed to intrude into this zone.

2.3. Colour variants

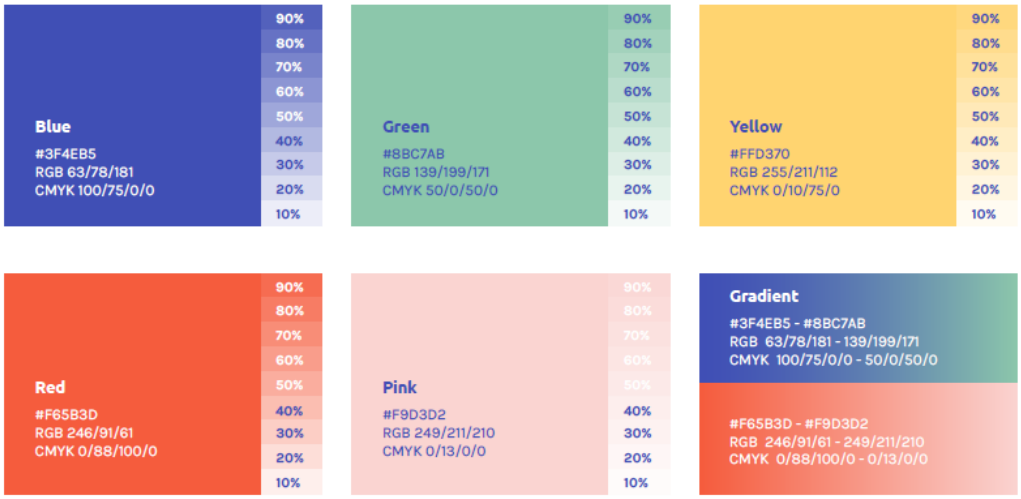
Primary logo on light background

Black logo on light background

White logo on dark background

The logo comes in three different colour variants. The colour variant on light background is the primary choice. If the contrast is insufficient using the primary variant, the other variants are used.

3.1. Colour palette



11

4.1. Primary typeface

For headers and accents: **Ubuntu**

Bold
ABCDEFGHIGKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz

Regular
ABCDEFGHIGKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz

For subtitles and body text: **Karla**

Bold
ABCDEFGHIGKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz

Regular
ABCDEFGHIGKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz

Italic
ABCDEFGHIGKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz

Both fonts are available for
Free on Google Fonts

UBUNTU
https://fonts.google.com/specimen/Ubuntu?query=ubuntu

KARLA
https://fonts.google.com/specimen/Karla

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ANNEX 2: OVERVIEW OF THE DISSEMINATION PROCEDURE GUIDELINES

Overview of the CulturalRoad dissemination procedure guidelines. Project partners can find the full document on the project SharePoint.

CulturalRoad

COMMUNICATION AND DISSEMINATION GUIDELINES FOR CULTURALROAD

1 CONTACTS

Coordinator: John Paddington – j.paddington@mail.ertico.com

WP5 Leader and Dissemination Manager: Milica Zizic – m.zizic@mail.ertico.com

Communication Manager: Céline Lefort – c.lefort@mail.ertico.com

2 DOCUMENT PURPOSE

This document is meant to serve as a guide for members of the CulturalRoad consortium while carrying out communication and dissemination activities under the terms of the Grant Agreement.

3 COMMUNICATION & DISSEMINATION UNDER THE GRANT AGREEMENT

ARTICLE 17 — COMMUNICATION, DISSEMINATION AND VISIBILITY

17.1 Communication — Dissemination — Promoting the action

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner.

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

17.2 Visibility — European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):

Funded by the European Union

Horizon Research and Innovation Actions | Project No. 101147397
Call HORIZON-CL5-2023-D6-01

1

Funded by
the European Union

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

17.3 Quality of information — Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information.

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

"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."

- The use of the EU emblem in the context of EU programmes 2021-2027 can be found here: https://ec.europa.eu/info/sites/info/files/eu_emblem_rules.pdf
- The ready-to-use EU emblem including the funding statement can be downloaded from the European Commission's webpage: https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

4 USING THE CULTURALROAD BRAND

To correctly present CulturalRoad's brand and project in dissemination activities, consortium members must follow the guidelines as described in D5.1 Communication and dissemination strategy or in the CulturalRoad visual identity guidelines. The documents are available on SharePoint.

- D5.1 Communication and dissemination strategy will be available at M04 here.
- CulturalRoad's visual identity, including correct use of the logo, colour scheme and font is available here.