CulturalRoad

Cocreate, Embrace

Project deliverable D5.3

Year 1 Dissemination Report

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

Funded by the European Union

Project funded by
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Confederation

Federal Department of Economic Affairs, Education and Research EAER
State Secretariat for Education, Research and Innovation SERI

UK Research and Innovation

DELIVERABLE ADMINISTRATIVE INFORMATION

Deliverable Administration					
Grant Agreement	101147397	Project name	Cocreate, Embrace – CulturalRoad		
Deliverable no.	D5.3	Deliverable Name	D5.3 Year 1 Dissemination report		
Status	Final	Due	M13	Date	31/05/2025
Editor/Lead author	Céline Lefort (ERTICO)				
Co-authors	Agostina Massarini (IRF), Yaniv Schmuel (EILAT)				
Peer reviewers	Ramandeep Singh (TUM), Margarita Martínez Díaz (UPC)				
Dissemination level	PU - Public				

Quality Control				
	Version	Date	Submitted	Comments
Document history	V0.1	16/04/2025	Céline Lefort	Structure
	V0.2	16/05/2025	Céline Lefort	Content added
	V0.3	16/05/2025	Céline Lefort	Modifications after internal review
	V0.4	23/05/2025	Céline Lefort	Modifications after peer review
	V1.0	27/05/2025	Guido Cantelmo, Céline Lefort	Quality review and final version

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EXECUTIVE SUMMARY

This deliverable D5.3 ‘Year 1 Dissemination Report’ provides a detailed overview of the communication and dissemination activities performed during the first year of the CulturalRoad project. It provides an evaluation of the initial communication and dissemination strategy and plan, which were set out in D5.1 ‘Communication and dissemination strategy’ in Month 4 (August 2024).

This deliverable first examines the attainment of the goals and objectives detailed in the communication and dissemination strategy (Chapter 2). It discusses the main focus of the communication and dissemination efforts during the project’s first year, which was to raise awareness of the project, ensure and increase its visibility, and generate interest from a diverse group of stakeholders in the project’s objectives and developments.

The deliverable then reviews and assesses the tools and channels deployed in the first year of the project in its communication and dissemination activities (Chapter 3). For communication, these include the development of a project logo and visual identity, the creation of the project website, a LinkedIn channel, regular news articles on the project website, a press release, a newsletter, and a range of communications materials including concept image, flyer, roll-up banner, and an animated video. Regarding dissemination, project partners presented CulturalRoad and disseminated its early findings in several international events, with a highlight on key events, and planned several scientific publications. CulturalRoad organised a Launch Workshop as part of Task 5.3 ‘Replication and exploitation’ and established an International Peer Group of expert stakeholders to provide independent guidance and feedback on the project’s development.

Finally, the deliverable presents the status of the Key Performance Indicators and the overall performance of the communication and dissemination activities (Chapter 4). All KPIs, except the scientific publications, have been reached or exceeded, showing the success of the strategy and plan.

The present document represents the first update of the CulturalRoad communication and dissemination strategy and plan. A second update is planned in Month 25 (May 2026), and a final report is scheduled at the end of the project in 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
HCI	Human-Computer Interaction
KPI	Key Performance Indicator
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 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, network optimisation, 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 demonstration sites in Catalonia (Spain), Karlsruhe (Germany), Eilat (Israel), Ljubljana (Slovenia) and the West Midlands and Oxfordshire regions (United Kingdom).

1.2 Purpose of this deliverable

This deliverable is the first update of D5.1 Communication and Dissemination Strategy, which was defined in the early stages of the project at M4 (August 2024). D5.3 Year 1 Dissemination Report provides an assessment of the fulfilment of the strategy and plan detailed in D5.1. It also offers a detailed overview of all communication and dissemination activities carried out by the CulturalRoad consortium during the first year of the project.

1.3 Intended audience

Deliverable D5.3 is a public document. While mainly intended for the CulturalRoad partners, external stakeholders can find an overview of the communication and dissemination activities carried out by the project during its first year.

2 EVALUATION OF THE COMMUNICATION AND DISSEMINATION STRATEGY

Early on, CulturalRoad defined a Communication and Dissemination (C&D) strategy to advance its strategic objectives and ensure the coherent communication and dissemination of the project and its results to the widest audience possible of relevant stakeholders by creating a shared vision adopted by all project partners. The strategy sets the foundation for the activities in the C&D plan to ensure its impact and success. The C&D strategy outlined clear goals and objectives, identified the target audience of the C&D activities, provided key messages tailored to each group, and defined a framework and timeline to perform these activities. This section outlines the goals and objectives achieved during CulturalRoad's first year and provides an update on progress against the planned timeline.

Overall, the implementation of the communication and dissemination strategy has proved successful and impactful. The goals and objectives set for the initial phase of the project have been achieved, thanks to the active participation of the consortium members. Details on the results achieved can be found in Chapter 3, which reports on the impact of the communication and dissemination activities.

2.1 Goals and objectives achieved

CulturalRoad defined a series of communication and dissemination goals and objectives to ensure a cohesive approach among the consortium members. The goals represent the vision and long-term expected outcomes, while the objectives refer to 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.

The specific **objectives** outlined to reach the C&D goals are the following:

- Develop an impactful brand identity for the project and establish a 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.

In the first year of the project, communication efforts focused on raising awareness of CulturalRoad, ensuring maximum visibility, generating interest in the project, and promoting the project's developments. This was achieved through the development of an impactful logo and visual identity to ensure coherent and harmonised communication materials and maximise CulturalRoad's visibility. In addition, the project website and LinkedIn pages were regularly updated with relevant content to generate interest in the project's progress, such as through a series of articles presenting the five demonstration sites. This attracted website visitors and created engagement on social media, helping to increase visibility of the project.

Project partners also started to actively disseminate the project's early results to a wide range of stakeholders by taking part in conferences and by planning scientific publications. Efforts were also made to build strong synergies with existing related projects and initiatives. For instance, CulturalRoad was represented at the 3rd Stakeholder Workshop organised by the FAME project, took part in the CCAM Multicluster Meeting organised by the CCAM Partnership and invited Diversify-CCAM to its plenary meeting in Barcelona and to discuss joint dissemination and exploitation activities. This resulted in the planning of two joint sessions / workshops with the SINFONICA and Diversify-CCAM projects at the ITS European Congress 2025. The project also made contacts with relevant organisations through the establishment of the International Peer Group (see section 3.2.3.2 for more information).

2.2 Timeline

The C&D strategy was developed in three phases to align with the project's technical progress and its communication and dissemination requirements. Table 1 presents the activities planned for Year 1, including the target audiences and the communication channels selected to reach them.

During Year 1, establishing the CulturalRoad initiative was the central focus. Efforts focused on raising awareness and increasing the project's visibility. Key activities in the first year included the development of the CulturalRoad visual identity, the preparation of clear guidelines to support partners in their communication and dissemination efforts, the identification of target audiences, and the definition of key messages as set out in the C&D strategy. Online promotion of the project via its website and LinkedIn channel, as well as through partners' channels, was an important effort. CulturalRoad was presented at conferences and events to generate interest in the project's developments.

Table 1: Overview of the planned C&D activities in Year 1

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

3 REPORT ON THE COMMUNICATION AND DISSEMINATION PLAN IN YEAR 1

This chapter is a report of the communication and dissemination activities performed during Year 1 of CulturalRoad, as well as the tools and channels developed to achieve the objectives and goals set out in the C&D strategy. This chapter examines the impact, results, and achievements of these activities.

3.1 Communication activities in Year 1

Diverse communication tools and channels have been set up in the first year of CulturalRoad to ensure high visibility of the project and help raise awareness of the project's objectives. This was particularly important in the first steps of the project. The tools and channels developed in Year 1 include a visual identity, templates, a project website, a LinkedIn channel, a newsletter, a press release, regular news articles, and promotional materials, including a concept image, a roll-up banner, a flyer, and an animated video.

3.1.1 Visual identity

The CulturalRoad visual identity was developed and delivered in M1 (May 2024) and was adopted by the consortium. This important first communication activity ensured the visibility and identification of the project from an early stage. The visual identity includes a logo (available in different formats to meet different needs, see Figure 1), and clear guidelines on the correct use of the logo, the colour palette and fonts to use in communication materials, and the EU funding acknowledgement.

In addition, different templates in line with the project's visual identity were developed to ensure consistent internal and external communications. These include a Word template for deliverables, a Word template for agenda and minutes of project meetings, and a PowerPoint template for presentations at internal meetings and external events.

Figure 1: CulturalRoad logo variants

3.1.2 Communication channels

3.1.2.1 Project website

The CulturalRoad website was also one of the first achievements of the communication plan. Managed by ERTICO, it was developed and launched in M3 (July 2024) and acts as the main communication and dissemination channel, with regular content updates to ensure updated information and generate interest in the project's progress.

Accessible at www.culturalroad.eu, the website is structured 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
- Newsletter: form to sign up for the newsletter.

The number of website visitors is monitored using Google Analytics 4. In the first year of the project (since the launch of the website in M3), the website performed better than the expected target. It attracted a total of 1,300 visitors (Figure 2), which represents an average of 144 visitors per month, exceeding the Key Performance Indicator (KPI) set for Year 1 of 100 visitors per month.

Figure 2: Number of website visitors in Year 1

3.1.2.2 Social media

CulturalRoad has been active on LinkedIn since the launch of the project (M1). The project's LinkedIn page, CulturalRoad Project, is managed by ERTICO and has been used to share regular project news, participation in events, and other project-related announcements and developments. All project partners are asked to follow the page and interact with its content to help promote it to their networks. This helped the page reach additional stakeholders, created engagement and resulted in new followers.

Among the posts that performed the best in terms of engagement are the project's kick-off meeting, the plenary meeting in Barcelona, the participation in the ITS World Congress 2024, and the promotion of the project's Launch Workshop. Screenshots of these posts can be found below (Figure 3).

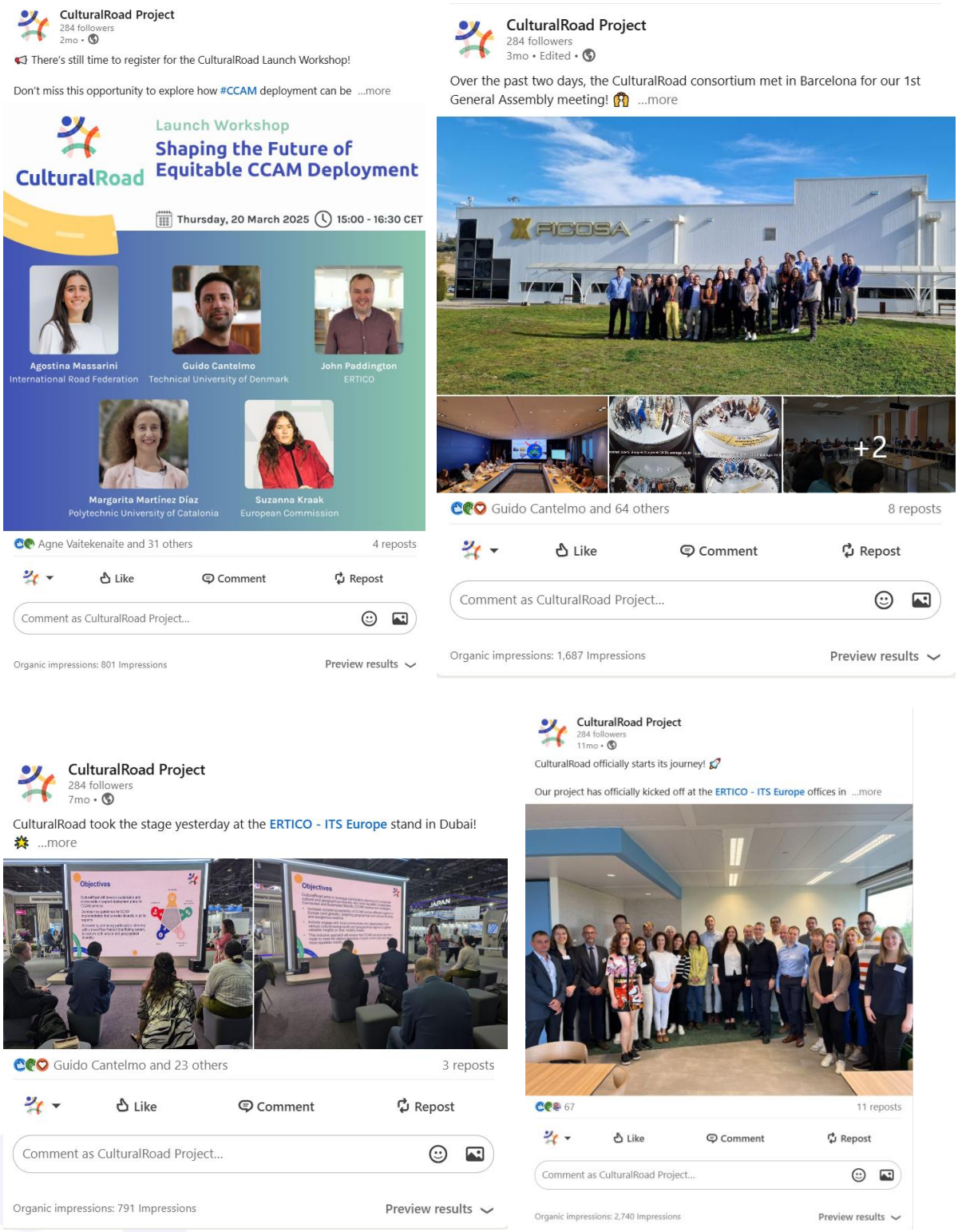

Figure 3: Examples of LinkedIn posts with high engagement

At the end of Year 1, the LinkedIn page had a total of 283 followers. This is almost triple the KPI, which was set to 100 followers, showing stakeholders' interest in the project's development.

In addition to the project LinkedIn page, consortium members also promoted CulturalRoad through their own company pages or through their personal accounts, which further helped increase the outreach of the project. Some examples of such posts can be found below (Figure 4).

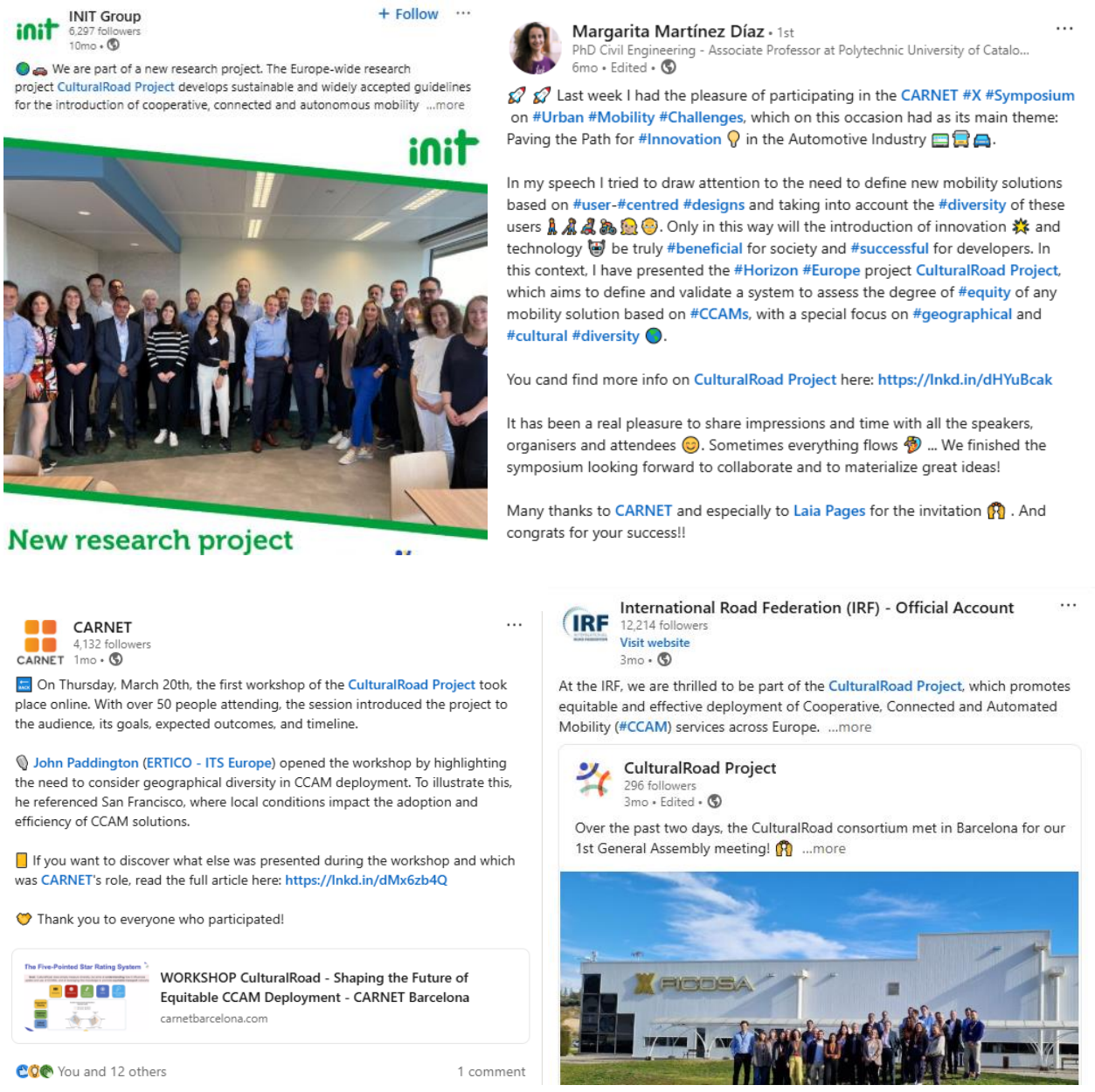

Figure 4: Examples of LinkedIn posts by the CulturalRoad partners

3.1.3 News and press releases

News articles have been a cornerstone of the communications efforts. The CulturalRoad website news page (Figure 5) has been regularly updated since the beginning of the project to ensure a constant flow of information on the project's developments, sharing interesting content related to the project, such as participation in key international events, overview of the first technical deliverable, project meetings, and the promotion and summary of the Launch Workshop.

To generate interest in the project's activities and promote the project's work, two series of articles have been launched in cooperation with the project partners. The first one focuses on the project's five demonstration sites and ran from November to December 2024. These articles aimed to present each demonstration site, focusing on cultural and geographical characteristics, and describe the activities that will be performed as part of the project. The second one provides an overview of the project's five pillars of mobility equity. It explains in greater detail the aspects that are considered within the project and offers more information on the methodological framework and initial results. The series started at the end of Year 1 (April 2025) with an article on the Inclusivity pillar and will continue until June 2025.

At the end of Year 1, 14 articles were published on the project website. This exceeds the KPI which is of 10 articles.

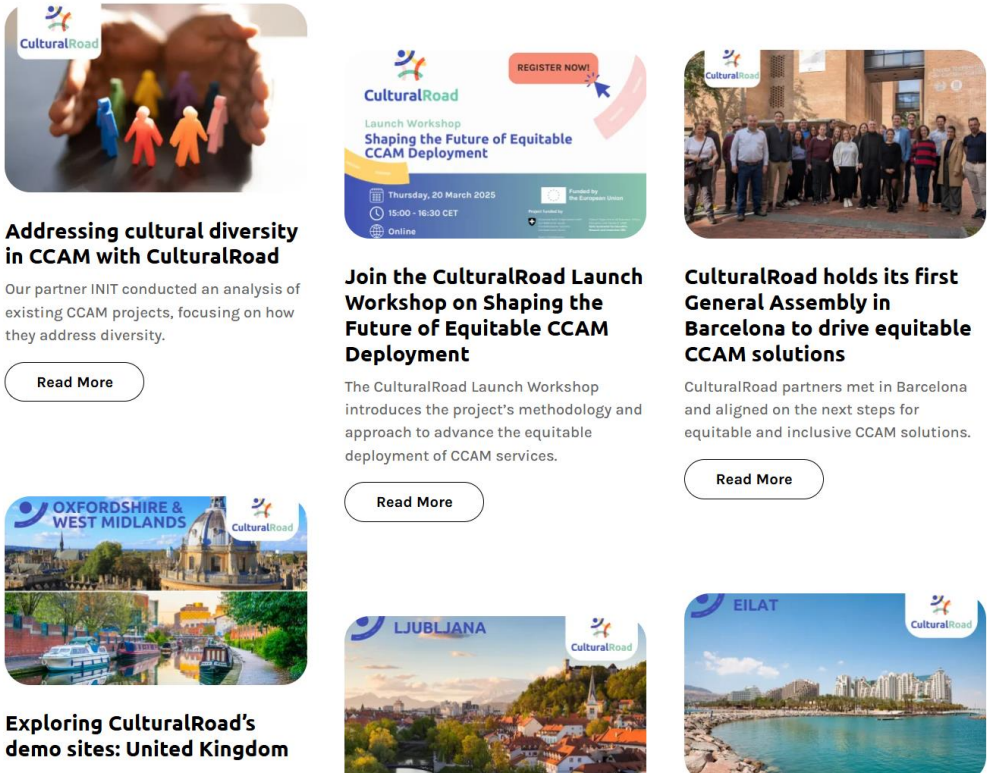

Figure 5: Screenshot of the CulturalRoad website news page

In addition to news items, a first press release was sent out following the project's kick-off meeting to raise awareness of CulturalRoad. Additional press releases may be sent out in the future to inform the media of major project milestones, such as the project's final event.

3.1.3.1 Newsletter

CulturalRoad will send out a newsletter twice per year to ensure a regular flow of news to interested stakeholders. The first newsletter (Figure 6) was sent out in January 2025. The newsletter features information about the project, the latest news published on the website, and an overview of upcoming events. The newsletter was promoted on social media with a call to action to subscribe. It is available on the project's website under 'News & Events'.

The first newsletter reached 20 recipients, with an open rate of 56,3% and a click rate of 18,8%. Following the CulturalRoad Launch Workshop, participants who opted in to stay updated on CulturalRoad's progress were added to the newsletter database, which counted 112 contacts at the end of Year 1.

CulturalRoad: Cocreate, Embrace

Welcome to the first CulturalRoad newsletter!

We are excited to launch this platform to share updates from the EU-funded project CulturalRoad, which is dedicated to fostering more equitable mobility by integrating cultural and geographical considerations. Our mission centres on the fair deployment of Cooperative, Connected and Automated Mobility (CCAM) services, placing citizens' needs at the heart of our work.

CulturalRoad actively involves all stakeholders and citizens to co-create CCAM deployment plans tailored to their specific mobility needs. This bottom-up approach aims to enhance societal acceptance of CCAM while advancing safe, efficient, and sustainable mobility solutions, while our innovative Five-Pointed Star Rating System serves to evaluate the level of equity of CCAM systems based on specific aspects.

In this first newsletter, you will learn more about our mission and explore our latest updates. We are thrilled to introduce our five demonstration sites in Catalonia, Karlsruhe, Eilat, Ljubljana, and the West Midlands and Oxfordshire regions. They will test and validate our methodology, generating valuable

Figure 6: Screenshot of the first project newsletter

3.1.4 Communication materials

3.1.4.1 Concept image

A ‘concept image’ was developed at M4 (August 2024). This professional image (Figure 7) was developed to facilitate the communication of CulturalRoad. The image provides a clear and straightforward visual representation of the project’s objective and methodology. Consortium members are encouraged to use this image in their communications on the project, in presentations at events, or in other relevant contexts.

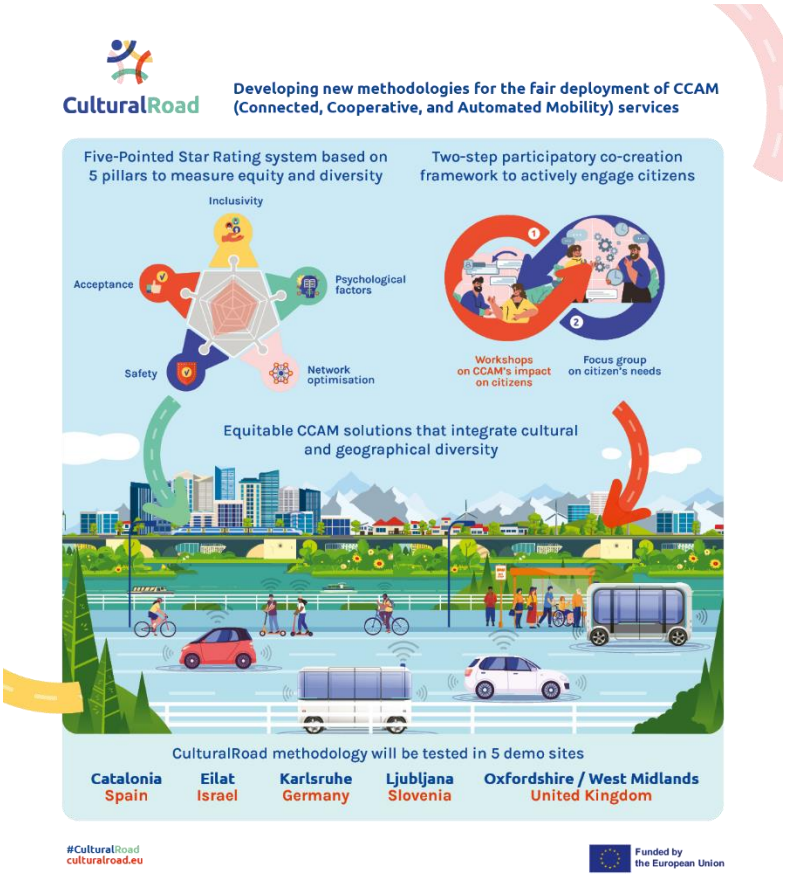

Figure 7: CulturalRoad concept image

3.1.4.2 Flyer

In M8 (December 2024), a simple A5 flyer (Figure 8) was produced based on the project's concept image. The flyer gives an overview of the project's objective and methodology, introduces the five demonstration sites and the project partners, along with links to the project's LinkedIn page and website for more information.

To encourage sustainable practices, a digital version of the flyer is available on the project website under 'Resources'. In addition, partners are encouraged to display the flyer through a QR code linking to the project's Linktree page, especially at events. This useful website allows to add links to the project's website and LinkedIn channel, relevant materials, and other resources as they become available.

Figure 8: CulturalRoad flyer

3.1.4.3 Roll-up banner

CulturalRoad developed a roll-up banner in M6 (October 2024). The roll-up banner (Figure 9) is a useful communication material to be used at events to help increase the project's visibility and generate interest in CulturalRoad. It provides a general overview of the project. As for the other communication materials, the roll-up banner can be downloaded on the project website under 'Resources'.

Figure 9: CulturalRoad roll-up banner

3.1.4.4 Introductory video

An introductory animated video has been produced at M13 (May 2025). The video aims to raise awareness of the project. It introduces the project in a clear visual way, presenting the challenges that the project seeks to address, giving more details on the Five-Pointed Rating Star System and the two-step co-creation framework, along with a brief overview of the demonstration sites (Figure 10). The video will be available on the project website and will be uploaded to the ERTICO YouTube channel to increase its visibility. The video was first showcased at EUCAD 2025 and at the ITS European Congress 2025.

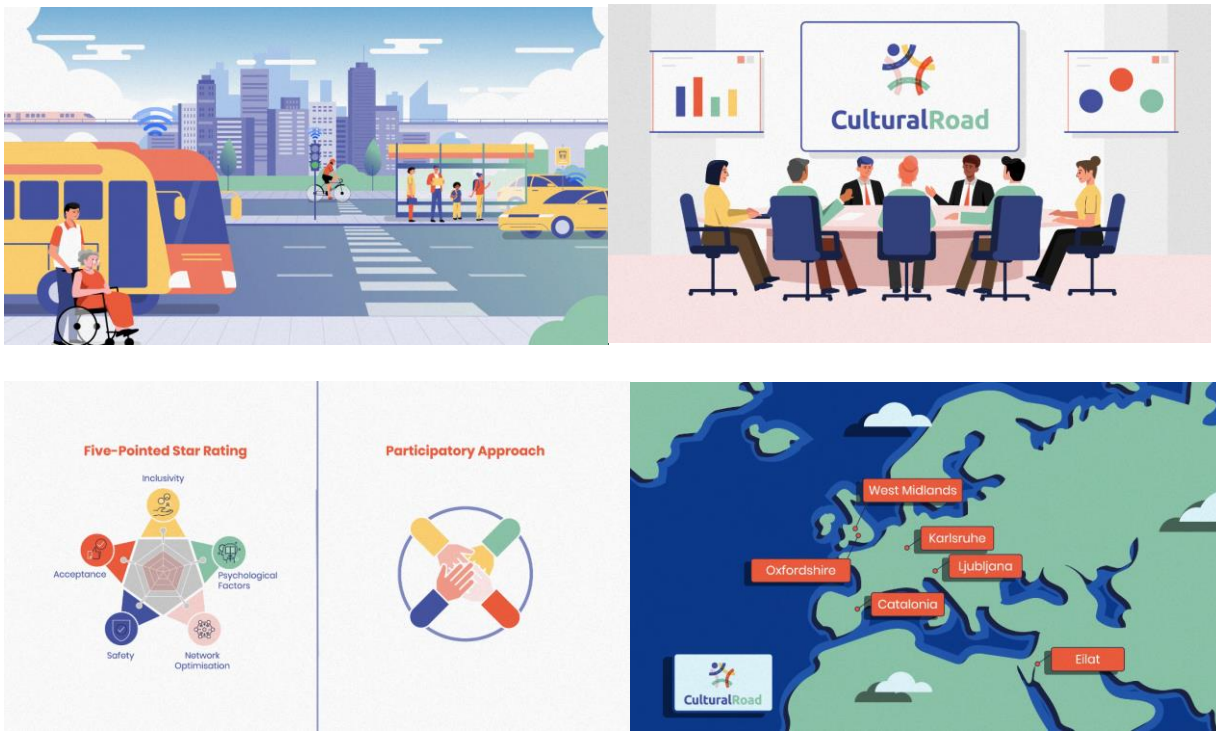

Figure 10: Screenshots of the CulturalRoad animated video

A final video will be produced at the end of the project by M36 (April 2027) and will provide an overview of the project's key results and achievements.

3.2 Dissemination activities in Year 1

To raise awareness of CulturalRoad and share the project's developments and initial results, the project partners engaged in a wide range of dissemination activities, ranging from participation in high-level meetings, international conferences, and workshops, to the organisation of the project's first webinar and publications planning.

3.2.1 Dissemination events

In the first year of the project, the CulturalRoad partners actively promoted the project and disseminated its findings by participating in various conferences, congresses, external workshops and high-level meetings. This also promoted the exchange of lessons learned, helped gather feedback from experts and relevant stakeholders, and facilitated exchanges and networking with external stakeholders. This helped raise awareness of the project in its initial stage and create strong synergies.

In total, the project partners took part in seven external events in Year 1, which exceeds the KPI of five presentations. Participation in at least seven other events is planned for Year 2. Table 2 below provides an overview of the events in which CulturalRoad was represented in Year 1.

Table 2: Participation in events in Year 1

Number	Date	Event	Activity
1	16-20 Sept 2024	ITS World Congress 2024	Presentation of the project at the ERTICO stand and booth at the ERTICO stand
2	01-31 Sept 2024	Mensch und Computer Conference 2024	Demonstration and publication
3	10 Oct 2024	CCAM Multicluster Meeting	Presentation of the project during Breakout Session Cluster 6 “Societal aspects and people needs”
4	11 Apr 2024	X Symposium on Urban Mobility Challenges	Presentation of the project and participation in a round table
5	27-28 Nov 2024	Annual POLIS Conference 2024	Presentation of the project and panel discussion in two sessions: “Gearing up Cities and Regions for Automation” and “Extending Regional Connectivity through Multilevel Governance”
6	20 Dec 2024	Workshop Universidade da Coruña (Spain)	Presentation of the project and panel discussion
7	24 March 2025	FAME 3rd Stakeholder Workshop	Presentation of the project

3.2.1.1 ITS World Congress 2024, Dubai (United Arab Emirates)

CulturalRoad was first introduced at the ITS World Congress 2024. The project was represented at the ERTICO stand with a dedicated panel, along with several other ERTICO projects and platforms. In addition, the project was presented by ERTICO during a special project presentation at the ERTICO stand (Figure 11), where visitors had the opportunity to learn more about the project’s objectives, participatory approach, and the Five-Pointed Star Rating System. The project was also introduced by ERTICO in several sessions addressing societal aspects of mobility, such as during TP 3 on “Societal aspects and human factors” and SIS 56 “How to Solve Societal Issues for the Realisation of Sustainable Mobility Services”.

Figure 11: CulturalRoad presentation at the ERTICO stand during the ITS World Congress 2024

3.2.1.2 Mensch und Computer Conference 2024, Karlsruhe (Germany)

The Mensch und Computer Conference is one of the leading European conferences in the area of Human-Computer-Interaction. With over 600 participants from both academia and industry, the conference provided valuable visibility and direct feedback from the Human-Computer Interaction (HCI) community.

The Karlsruhe demonstration site presented first insights into current research and development within CulturalRoad. The presented demo paper, published in the GI digital library, pledges for accelerating CCAM deployment by shortening innovation cycles through virtual reality videos showing intended use cases. To validate this principle, during the demo session, Karlsruhe Institute of Technology (KIT) gave participants the opportunity to experience robots as traffic assistants in virtual reality using a typical crossing scenario (Figure 12). Additionally, the used robot “Ari” was presented showing different guidance gestures for pedestrians. The project gained high interest within the HCI community and sparked interest in the activities of Cultural Road. Participants agreed to the idea of presenting new CCAM solutions in virtual reality for accelerating the roll-out and remarked that further research on the optimal gestures is required. These first insight validated the main ideas of the Karlsruhe use case and will contribute to further development.

Figure 12: Traffic assistant robot demonstration by KIT at the Mensch und Computer Conference 2024

3.2.1.3 X Symposium on Urban Mobility Challenges, Barcelona (Spain)

Organised by CARNET, the 10th Symposium on Urban Mobility Challenges discussed how to advance CCAM technologies, including autonomous vehicles and public transport. The project was presented by UPC during the event (Figure 13), explaining the project's vision and the importance of user-centric designs in mobility solutions and of cultural and geographical diversity for the future development of CCAM.

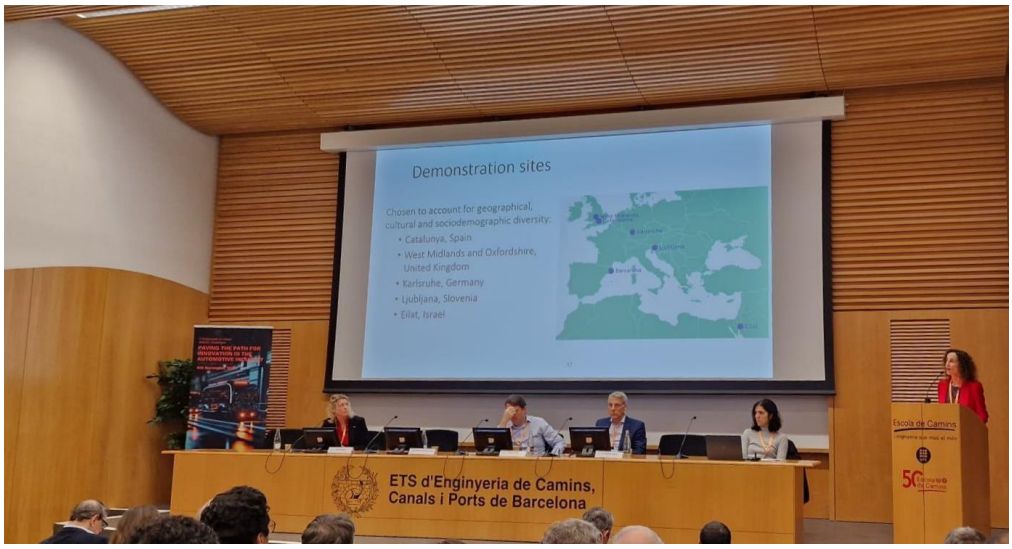

Figure 13: CulturalRoad presentation during the X Symposium on Urban Mobility Challenges

3.2.1.4 Annual POLIS Conference 2024, Karlsruhe (Germany)

CulturalRoad was presented in two sessions at the POLIS Conference 2024. The project was represented by KIT (Karlsruhe Institute of Technology) in a session on "Gearing up Cities and Regions for Automation" (Figure 14) and by RRA LUR (Regional Development Agency of Ljubljana urban region) in a session on "Extending Regional Connectivity through Multilevel Governance", who shared more insights into the demonstration sites in Karlsruhe and Ljubljana.

Figure 14: CulturalRoad presentation at the POLIS Conference 2024

3.2.1.5 Exhibition stands

In addition to presentation at events, CulturalRoad was showcased in a dedicated panel (Figure 15) at the ERTICO stand during the ITS World Congress 2024, held in Dubai from 16 to 20 September 2024. This represented a valuable opportunity to bring visibility to the project and allowed for networking opportunities with the congress participants. The project was showcased alongside related EU-funded projects in which ERTICO is involved, such as the SINFONICA project.

This meets the KPI set of one exhibition stand in Year 1.

Figure 15: CulturalRoad panel at the ERTICO stand at the ITS World Congress 2024

3.2.2 Scientific publications

Scientific publications are an important dissemination channel to ensure open access to the project's technical results. In Year 1, one publication was published as part of the Mensch und Computer Conference 2024. The details can be found below:

- Schrapel, Maximilian; Bied, Manuel; Bruno, Barbara; Vinel, Alexey (2024): Experiencing Social Robots for Traffic Guidance using Virtual Reality Videos. Mensch und Computer 2024 - Workshopband. DOI: 10.18420/muc2024-mci-demo-318. Gesellschaft für Informatik e.V.. MCI: Demos: Interactive Systems or Demonstrators. Karlsruhe. 1.-4. September 2024

In addition, project partners have planned three publications to be presented at international conferences, with additional conferences targeted for future submission in Year 2.

The following publications are currently being finalised:

1. P. Hashemi, M. Martínez. *Exploring Equity in Urban Mobility: Spatial Analysis of Public Transit Accessibility in Barcelona*.

2. A. De La Hoz, Y. Jiang, J. Ingvardson, G. Cantelmo. *Network Optimization for Mixed-Use Transit: Accounting for Vulnerable Users.*
3. P. Koliou, S. Peithis, G. Yannis. *Integrating Smartphone Sensor Data and Advanced Analytics for Proactive Traffic Safety: Predicting Crash Occurrences through Unsafe Driving Events.*

3.2.3 Targeted workshops and webinars

In Year 1, CulturalRoad has focused on building valuable collaborations and creating dialogue with a wide range of interested international stakeholders, through the organisation of the CulturalRoad Launch Workshop and the establishment of the International Peer Group (IPG).

3.2.3.1 Launch Workshop

To enhance visibility and foster engagement with stakeholders, CulturalRoad hosted its Launch Workshop on 20 March 2025. The event aimed to present the project's vision, objectives, and expected outcomes, and to initiate meaningful dialogue with a broad group of stakeholders. Feedback gathered during the workshop is helping to refine the project's activities and ensure alignment with the needs of different sectors and regions.

Held in an interactive online format, the workshop enabled wide participation from across Europe and beyond. Thanks to active promotion on social media and through targeted invitations, a total of 112 attendees from 37 countries joined the event. This largely exceeds the KPI of participants, which was of 30 participants. While most participants were based in Europe (approximately 67%), the workshop also saw engagement from stakeholders in Asia, Africa, and North America, reflecting the global relevance of the project. Participants came from diverse sectors, including academia (38%), public authorities (23%), private companies (20%), and civil society and industry organisations (16%). Notably, several members of the International Peer Group (IPG) also took part in the discussions.

Moderated by Agostina Massarini (IRF), the workshop opened with a keynote from Suzanna Kraak (European Commission), outlining how current EU priorities are shaping the mobility agenda. This was followed by an introductory presentation from John Paddington (ERTICO – ITS Europe), CulturalRoad Project Coordinator, who provided an overview of the project's strategy, expected impacts, and the five demonstration sites. Further presentations were delivered by Margarita Martínez-Díaz (UPC) and Guido Cantelmo (DTU), who introduced one of the project's flagship outputs, the Five-Pointed Star Rating System. They also outlined the co-creation methodology guiding the project's participatory activities with local stakeholders.

To promote active engagement and gather early input, participants were divided into breakout rooms for moderated discussions. These focused on identifying barriers and opportunities in deploying equitable CCAM services, understanding what drives societal acceptance, and exploring the kinds of support needed across sectors.

To conclude the session, a Mentimeter poll was used to gather additional feedback. Participants were asked to reflect on the most important factors for making future transport systems fair and accessible, and to suggest CulturalRoad's top priorities moving forward. Responses stressed the need for user-friendly, intuitive services and reinforced the project's emphasis on developing practical implementation guidelines (Figures 16 and 17).

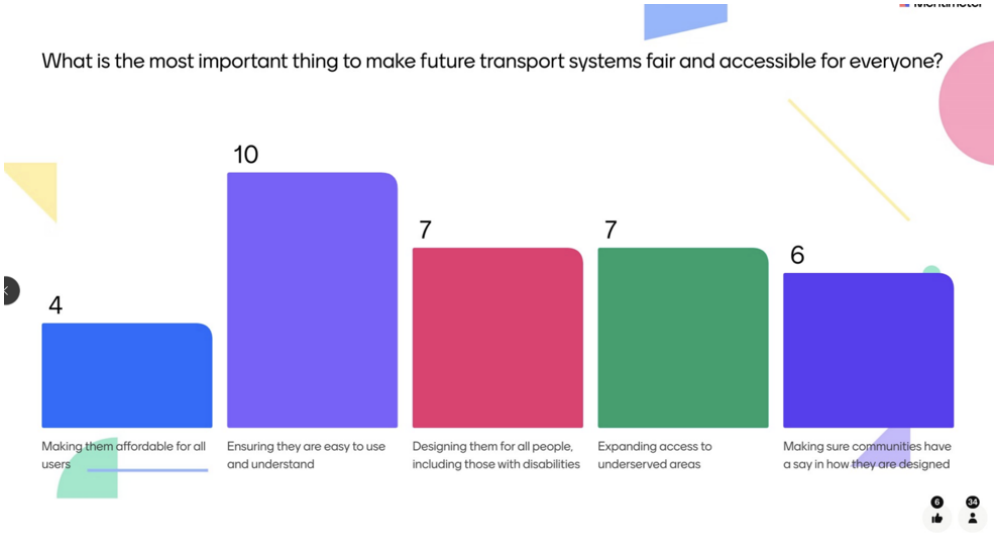

Figure 16: Mentimeter Poll Results for "What is the most important thing to make future transport systems fair and accessible to everyone?"

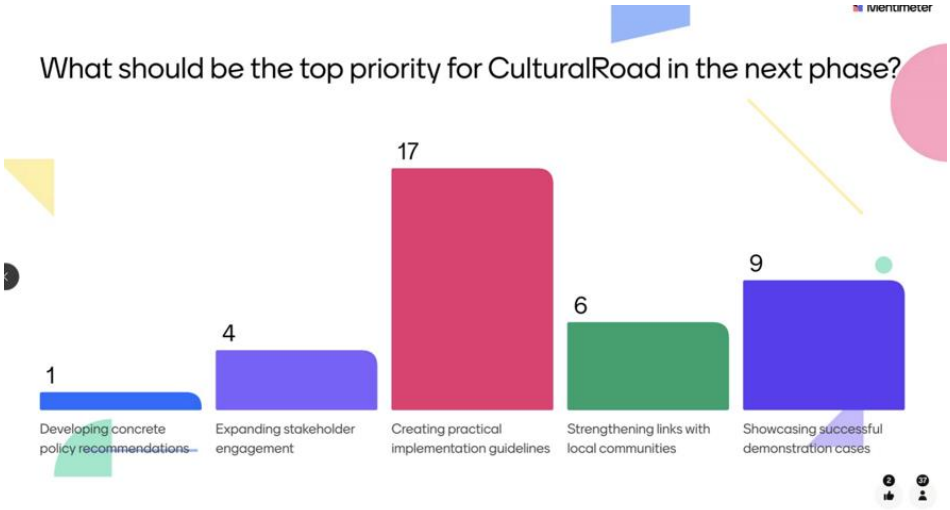

Figure 17: Mentimeter Poll Results for "What should be the top priority of CulturalRoad in the next phase?"

The workshop concluded with a presentation of CulturalRoad's International Peer Group, inviting new organisations to join, followed by a brief overview of the project's upcoming milestones.

A summary article capturing the key outcomes of the workshop can be accessed here on the project website.

3.2.3.2 International Peer Group

The International Peer Group (IPG) was established to provide independent expertise, critical feedback, and strategic guidance throughout CulturalRoad's lifecycle. It plays a vital role in supporting the project's ambition to deliver fair, inclusive, and context-sensitive deployment of CCAM solutions. By bringing together high-level representatives from international organisations, academia, policy institutions, and industry, the group offers a global perspective on equity-related challenges in CCAM deployment and contributes to broadening awareness and uptake of the project's outcomes, making it an integral part of the project's dissemination and exploitation strategy.

The IPG ensures that CulturalRoad's work is informed by a diversity of views and remains relevant beyond the consortium. Its members provide insights into methodology validation, societal trends, user needs, and the potential for replicating the project's tools and approaches in other regions. The group includes experts from both European and non-European countries, such as the United States, China, Japan, Australia, Qatar, and South Africa, spanning domains including transport research, human factors, user acceptance, policy development, and innovation.

Table 3 below provides an overview of the IPG members as of May 2025.

Table 3: List of Members of the International Peer Group (IPG)

Representative	Organisation	Country / Region
Jinping Guan	Harbin Institute of Technology / China Highway and Transportation Society (CHTS)	China
Lei Zhu	Mogo Auto / China Highway and Transportation Society (CHTS)	China
Yikang Rui	School of Transportation, Southeast University / China Highway and Transportation Society (CHTS)	China
Bin Ran	University of Wisconsin-Madison	United States
Takashi Oguchi	University of Tokyo	Japan
Johanna Tzanidaki	SAE Europe	Europe
Bruna Franceschini	Cáritas Coimbra	Portugal
Nikolas Thomopoulos	Surrey Business School, University of Surrey	United Kingdom
Jan Coetzee	Innovative Transport Solutions	South Africa
Clarissa Han	National Transport Research Organisation (NTRO)	Australia
Karla Jakeman	Transportation Research Laboratory (TRL)	United Kingdom
Susan Harris	ITS Australia	Australia
Satoru Nakajo	Mitsubishi Research Institute	Japan
Wael K. M. Alhajyaseen	Qatar Transportation and Traffic Safety Center, Qatar University	Qatar
Cindy Mayas	Ilmenau University of Technology	Germany
Ann Williamson	University of New South Wales	Australia

The first IPG meeting was held online on 5 May 2025 and brought together both peer group members and project partners. It introduced the project's objectives, methodological foundations, as well as early findings from the demonstration site preparations. The meeting also aimed to spark dialogue on the project's direction and identify opportunities for alignment with broader international policy and research initiatives.

An interactive discussion followed, during which members emphasised the importance of usability and user experience, recommended expanding the scope of user groups considered in the project, and expressed strong interest in replicating CulturalRoad's methodologies in other global contexts. Members also proposed further alignment with existing international mobility frameworks and offered to support dissemination through their networks.

The IPG will meet annually online, with the second meeting scheduled for April 2026, and a final session to be held during the CulturalRoad Final Event in early 2027. In between meetings, members will receive targeted updates and may be involved in selected activities, including reviews and co-creation processes. The group remains open to welcoming new members, helping to strengthen the project's reach and enrich its outputs with additional regional and thematic expertise.

3.2.3.3 Targeted workshops and webinars in the demonstration sites

As part of Task 5.2 ‘Knowledge transfer at a local and national level for each Demonstration Site’, targeted events and/or webinars will be organised in the five demonstration sites. The task aims to foster structured engagement with stakeholders across multiple sectors and governance levels, with a focus on co-creation and the long-term uptake of CulturalRoad outputs.

During Year 1, initial preparations for this task have begun. Each pilot site has started to identify relevant stakeholders and has initiated the process of compiling initial lists of key actors. These preliminary lists cover a range of potential stakeholders operating at the local, regional, and national levels, including public authorities, heritage and infrastructure professionals, and community representatives.

Looking ahead to Year 2, no direct engagement activities are planned yet, as substantial outputs from WP3 and WP4 are not expected before the second half of the project. However, several important enabling actions are planned for this period to ensure readiness for future implementation. These include the development of a stakeholder engagement methodology tailored to the CulturalRoad context, the identification of appropriate engagement channels, the adaptation of suitable communication styles, and the refinement of KPIs for measuring the success of knowledge transfer.

Further coordination will take place with partners in WP3 and WP4 to define relevant knowledge transfer points, which will serve as key moments for activating stakeholder engagement in later phases. The stakeholder databases will be reviewed and updated to improve coverage and prioritisation, focusing on actors who may serve as early adopters or multipliers of the CulturalRoad outcomes.

4 ASSESSMENT OF THE KEY PERFORMANCE INDICATORS

CulturalRoad established a set of KPIs to measure the success and efficiency of the communication and dissemination efforts. Table 4 below presents the status of the KPIs and their attainment in Year 1. KPIs marked as "N/A" represent targets for Year 2 and Year 3 of the project.

With the exception of scientific publications, all KPIs reached their targets, with most largely exceeding them. This shows the success of the implementation of the C&D plan in Year 1.

Table 4: Overview of the KPIs in Year 1

Tools/Channels	Key Performance Indicator	Year 1 target	Year 1 result
Communication tools and channels	**Website:** visits per month	>100	144
	LinkedIn: followers	100	283
	Video	1	1
	Project brochure	N/A	N/A
	Technical leaflets	1	1
Events	**Conferences**: presentations	≥5	7
	Trade shows: exhibition stand	≥1	1
Publications	**Scientific publications/proceedings**	≥2	1 (with additional 3 planned publications)
	Newsfeeds on website	≥10 articles	14
	Newsletters	1	1
Stakeholder engagement	**Webinars**: Number organised/participants	1/30	1/112
	Workshops: Number organised/participants	N/A	N/A
Engagement in Demonstration Site (targets in each of the five regions)			
Number of participants (citizens) involved		N/A	N/A

Number of stakeholders involved	N/A	N/A
Number of blog posts produced for each Demonstration Site	N/A	N/A

5 CONCLUSION

CulturalRoad fulfilled its requirements in terms of communication and dissemination, as detailed in D5.1 ‘Communication and dissemination strategy’, respecting the timeline set in that document. All KPIs, with the exception of the scientific publications, have been reached, with several exceeding their targets.

In the first year, efforts focused on raising awareness of the project and on increasing its visibility. Several communication channels have been developed early in the project to help achieve that goal, along with a range of communication materials. Regular updates were shared on the project website and LinkedIn page to generate interest in CulturalRoad’s progress. Technical dissemination of the project results started with participation in several external events, thanks to the active involvement of the project partners. Strong synergies were also built with related EU-funded projects and with relevant international stakeholders as part of the International Peer Group.

This deliverable is the first yearly update of the communication and dissemination strategy and plan. Two additional updates will be produced at the end of Year 2 (D5.4) and at the end of Year 3 (D5.6).