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*ORCHESTRA Project Deliverable: D7.2*

# Plans for dissemination and a strategy

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## Deliverable Identification

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## Release History

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0.3	2021-08-31	External proposed	Spelling corrections
1.0	2021-08-31	Released	Minor corrections
1.1	2022-10-17	Revised and released	Target groups are clarified and detailed. Assignments of tools for dissemination to targeted audiences added. Sections 1.1, 3.1, and 3.2 are rewritten for these clarifications. “Initial Dissemination Plan” (Table 2) is rewritten to reflect the above clarifications.

## About ORCHESTRA

The problem addressed by ORCHESTRA is that traffic caused by transport has many negative effects. There are congestions, delays, emissions and negative impacts on urban environments, and in case of disruptions, there may be huge consequences on the efficiency and timeliness. These challenges are hard to handle due to lack of coordination between the different transport modes.

The long-term vision of ORCHESTRA is a future where it is easy to coordinate and synchronise the traffic management of all modes to cope with diverse demands and situations. The overall objective of ORCHESTRA is to provide European policy makers, public authorities, transport providers and citizens with new knowledge and technical and organisational solutions to enhance collaboration and synchronising of operations within and across transport modes.

The project will:

- Establish a common understanding of multimodal traffic management concepts and solutions, within and across different modes, for various stakeholders and multiple contexts
- Define a Multimodal Traffic Management Ecosystem (MTME) where traffic managements in different modes and areas (rural and urban) are coordinated to contribute to a more balanced and resilient transport system, bridging current barriers and silos
- Support MTME realisation and deployments, through the provision of tools, models, and guidelines – including the integration of connected and automated vehicles and vessels (CAVs)
- Validate and adjust MTME for organisational issues, functionality, capability and usability
- Maximise outreach and uptake of project results through strong stakeholder involvement

ORCHESTRA's main advancements beyond state-of-the-art are related to four focus areas:

- MTME facilitated by: 1) a Polycentric Multimodal Architecture (PMA) specifying how systems collaborate. 2) Flexible organizational and business models. 3) Simulation and training tools. 4) Policy and regulatory recommendations. 5) data governance and sharing framework
- Traffic orchestration supporting optimal traffic flows, adapted to current and foreseen situations and societal aspects. Data on ongoing and planned transports as well as other issues that may affect the traffic will be monitored and used in decision support and to facilitate resilience
- Coordination across modes and networks bridging current silos, ensuring best possible utilisation of transport system as a whole
- Traffic management supporting more optimal multimodal transport services and fleet operations, those carried out by CAVs included. Transport operations will be guided and controlled according to pre-defined rules and trade-offs between different optimisation targets.

The project will validate and evaluate the multimodal traffic management concept and related tools in its two Living Labs, both in Norway and Italy, covering freight and person transports across road, rail, water and air.

### Legal disclaimer

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## Executive Summary

The WP7 “Outreach” work package is about communication, dissemination, and exploitation of the ORCHESTRA project. This deliverable, D7.2 “Plans for dissemination and a strategy”, outlines the initial dissemination strategy and plan of the project. The deliverable identifies the results to be disseminated, the most relevant target audiences for the individual results, and the dissemination channels and the key performance indicators (KPIs) related to the dissemination of the individual results.

The main results to be disseminated are:

- Knowledge on evolving needs, requirements, and feasibility
- Policy and strategy white paper and roadmap
- A polycentric multimodal architecture (PMA)
- Lessons learned from pilots, simulations, and trials
- An enabling toolkit supporting multimodal traffic management
- A deployment toolkit

The main types of target audience identified are:

- Policy makers
- Regulators
- Traffic managers
- Transport service providers
- Fleet operators
- Industry
- Scientific community
- Relevant members of the Community of Practitioners (CoP)

The most relevant dissemination channels are:

- Project web site
- CoP
- Horizon Results Platform and Booster
- Scientific conferences and journals
- Other events and publications
- Open research data repositories
- Mass media
- Brochures/leaflets

The KPIs identified will support the follow-up of the dissemination plan.

The dissemination strategy and plan will evolve during the project's life cycle. Any revisions will be made available on request.

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## List of Abbreviations

*Table 1: List of abbreviations*

<b>Abbreviation</b>	<b>Explanation</b>
CAV	Connected Automated Vehicle
CoP	Community of Practitioners
CSAP	Communication Strategy and Plan
DoA	Description of Action – part of the Grant Agreement
KPI	Key Performance Indicator
MTME	Multimodal Traffic Management Ecosystem
WP	Work Package

## 1 About this Deliverable

### 1.1 Why would I want to read this deliverable?

The overall aim of work package (WP) 7 “Outreach” is to maximise the impact of the ORCHESTRA project and its results. WP7 therefore need to act as an interface between the project and the public. This includes identifying relevant communication, dissemination, and exploitation opportunities, and to act as an interface between the project, the public, and other stakeholders. This includes establishing links with related on-going research initiatives.

This deliverable (D7.2) addresses the dissemination activities throughout the project period. Dissemination means *making project results available* to potential users of the project results, such as peers in the research field, industry, other commercial players, and policymakers. The activities are meant to promote and enable the uptake, and use of the project results during and for a period after the project end. D7.2 provides the strategy and plan for the dissemination activities in ORCHESTRA, as well as a plan for the follow-up of these activities.

There is an interdependence between dissemination and communication activities. The communication strategy aims to make targeted stakeholders aware of the ORCHESTRA project, its activities, results, and benefits, while the dissemination strategy aims to make the project results and knowledge available for use by relevant stakeholders. These two strategies and their associated activities are enablers for the use of the project's results (exploitation). The exploitation of the project results will be detailed in the D7.3 Exploitation strategy.

### 1.2 Intended readership/users

This deliverable provides a strategy for disseminating the project's results and should be read by all project partners to ensure proper dissemination of the results from the project.

### 1.3 Other project deliverables that may be of interest

This deliverable describes the plan and strategy for dissemination of the project's results. To cover other outreach activities, the following deliverable are relevant:

- D7.1 "Communication strategy and plan" – description of the project's communication plan, activities, and tasks. Several of the communication channels identified in the CSAP will also be used for dissemination purposes.
- D7.3 "Final exploitation strategy and roadmap" – the strategy and plan for the exploitation of the project results.

The dissemination activities addressed in this deliverable are supported by procedures and guidelines described in:

- D1.1 "Project Management Plan & Handbook"

The project will generate a considerable amount of research data that will be processed and analysed within the project. The procedures for dealing with the collection and handling of data, including description of FAIR<sup>1</sup> data, are described in:

- D1.2 "Data management plan"

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<sup>1</sup> Findability, Accessibility, Interoperability, and Reusability



To ensure proper innovation management within the project, a separate task has been setup to ensure proper market viability and business exploitation of the projects identified innovations. This process is described in:

- D1.4 "Innovation strategy and process"

In addition to the aforementioned deliverables, the project's *Consortium Agreement*, signed by all partners, includes regulations for the dissemination of results. This includes regulations related to:

- Prior notice of planned publications
- Limitations to dissemination of other parties unpublished results or background
- Authorship of co-authored publications

#### **1.4 Other project specific initiatives**

ORCHESTRA has established a Community of Practitioners (CoP) which comprises stakeholders from all modes of transport. The CoP is both a communication and dissemination channel for ORCHESTRA. The setup and maintenance of CoP is described in D7.1.

## 2 Dissemination strategy

The dissemination of project results must be customised depending on nature of the result. For each result, the relevant and targeted dissemination strategies must be defined.

### 2.1 Results to be disseminated

The main results to be disseminated (as described in the Description of Action (DoA – part of the Grant Agreement)) are:

- **R1. Knowledge on evolving needs, requirements, and feasibility.** This includes
  - A verified target vision for the multimodal traffic management with analysis of barriers, opportunities, acceptance, and social impact
  - Evaluation results and lessons learned
  - Derived recommendations
  - Open research data
- **R2. Policy and strategy white paper and roadmap.** The whitepaper will provide
  - Recommendations addressing how to co-create and facilitate deployment of multimodal traffic management
  - A roadmap on regulations and standardisation
- **R3. Polycentric multimodal architecture (PMA).** The PMA will specify
  - How systems collaborate and interact from a technical, organisational and governance point of view, including safety, security, and resilience management aspects
  - A classification index for smart infrastructures
- **R4. Lessons learned from pilots, simulations, and trials.** These will address:
  - Integrated system component prototypes
  - Trials in Living Labs
  - Simulation models and results
- **R5. Enabling toolkit supporting multimodal traffic management.** This includes:
  - Decision support and traffic management prototypes for operative traffic management
  - Training modules and guidelines on multimodal operational traffic management
  - Assessment tools
- **R6. Deployment toolkit.** The toolkit includes
  - Guidelines for multi-actor, organisational and business models
  - Contractual and administrative conditions for the implementation of organisational and business models

## 2.2 Dissemination of results

For each result, the target audience must be identified, and the dissemination mechanisms and channels must be adapted to the result and the audience. This is illustrated in Figure 1 below.

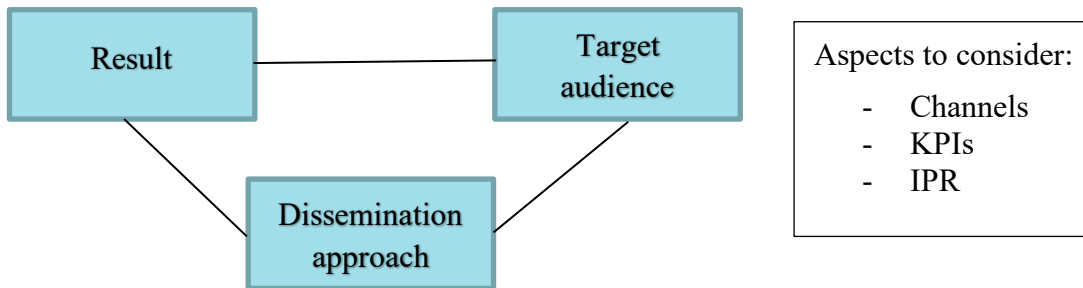


Figure 1: Strategy for dissemination approach

## 2.3 Intellectual Property Rights (IPR) management

The project will disseminate results outside the consortium as widely as possible, but always in accordance with applicable IPR restrictions. These are detailed in the project's Grant Agreement and the Consortium Agreement. From the DoA:

*The project's Innovation Manager will maintain an IPR Directory throughout the lifetime of the project. This directory will list all IP items relating to the work of the project (both background and foreground), and make explicit for each item:*

- *The nature of the knowledge, and its perceived potential for exploitation.*
- *The owner(s). If there are multiple owners: the % ownership share of each.*
- *Access rights: an indication of who is entitled to use the item during/after the project, and on what terms.*
- *Measures required, or in place, to ensure protection of IPR for the item.*

*The IPR Directory will be regularly updated and made available to all partners on the project's cooperation platform.*

## 2.4 Acknowledgments

All dissemination activities will include, when possible, the following acknowledgement:

*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 953618.*

In addition, text will be added to highlight that the results are originating from the project and that *the European Commission and the Agency do not accept responsibility for the use that may be made of the results.*

### 3 Dissemination plan

#### 3.1 Target audience and dissemination mechanisms

The project's initial dissemination plan is shown in the table below (as described in DoA with some extensions). The table provides an overview of the target audience for each result identified in section 2.1, the dissemination approach drafted through the identification of the channels to be used, and the related key performance indicators (KPIs).

Table 2: Dissemination plan

Result	Target Audience	Dissemination mechanisms: Channels/tools - KPIs
R1 knowledge on evolving needs, requirements, and feasibility	<ul style="list-style-type: none"> <li>Scientific community</li> <li>Relevant CoP</li> </ul>	<ul style="list-style-type: none"> <li>Scientific conferences (see list in 3.5)</li> <li>Journals: 3 scientific papers (see list in 3.4)</li> <li>Project website/European platforms and services:               <ul style="list-style-type: none"> <li>Deliverable D2.1, D2.2, D2.4 (R1)</li> </ul> </li> </ul>
R2 Policy and strategy, white paper and roadmap	<ul style="list-style-type: none"> <li>Policy makers</li> <li>Regulators</li> <li>ICT Industry</li> </ul>	<ul style="list-style-type: none"> <li>Meetings with policy makers/CoP: 3 or more</li> <li>Project website/European platforms and services:               <ul style="list-style-type: none"> <li>Deliverable D2.5 (R2)</li> </ul> </li> <li>Summary brochure / leaflet: 1</li> <li>Non-scientific events: 1 or more input on a policy brief)</li> </ul>
R3 Polycentric multimodal architecture (PMA)	<ul style="list-style-type: none"> <li>Public transport agencies</li> <li>Traffic managers/Fleet operators</li> <li>ICT Industry</li> <li>Scientific community</li> <li>Relevant CoP</li> </ul>	<ul style="list-style-type: none"> <li>Meeting with dedicated industry and public transport agencies including Traffic managers/Fleet operators – for verification and future procurement</li> <li>Scientific conferences/journals (1 scientific paper)</li> <li>Summary brochure/leaflet (digital): 1</li> <li>Project website/European platforms and services:               <ul style="list-style-type: none"> <li>Deliverables D3.3 (R3)</li> </ul> </li> </ul>
R4 Lessons learned from MTME pilots, simulations and trials	<ul style="list-style-type: none"> <li>Policy makers</li> <li>Regulator</li> <li>Public transport agencies</li> <li>Traffic managers/Fleet operators</li> <li>ICT Industry</li> <li>Scientific community</li> <li>Relevant CoP</li> </ul>	<ul style="list-style-type: none"> <li>Scientific conferences/journals: 1 scientific paper</li> <li>Workshops: (min. 2/y)</li> <li>Living lab conferences</li> <li>Product brochures for products/services: 2 or more</li> <li>Open research data channel: Open research datasets</li> <li>Results published as part of the channels related to R1, R2, R3 and R6</li> <li>Project website/European platforms and services:               <ul style="list-style-type: none"> <li>Deliverable D5.4, D5.5 (R4)</li> <li>Deliverable D4.2, D4.4, D4.5, D5.1, D5.2 (R5)</li> <li>Deliverable D4.3 (R6)</li> </ul> </li> </ul>
R5 Enabling toolkit	<ul style="list-style-type: none"> <li>Public transport agencies</li> <li>Traffic managers/Fleet operators</li> <li>ICT Industry</li> <li>Relevant CoP</li> </ul>	

R6 Toolkit deployment	<ul style="list-style-type: none"> <li>• Transport service providers</li> <li>• Traffic manager/Fleet operators</li> <li>• ICT Industry</li> <li>• Relevant CoP</li> </ul>	<ul style="list-style-type: none"> <li>• ORCHESTRA events: <i>to be planned</i></li> </ul>
All results	<ul style="list-style-type: none"> <li>• All</li> </ul>	

### 3.2 Target audience

The project has identified the following target audience, as well as their interest in the results:

- **Policy makers:** The ORCHESTRA results will provide knowledge needed when the policies enabling multimodal traffic management is to be defined. This may be policies at different levels (strategic, tactical, international, national, local, etc.).
- **Regulators:** The ORCHESTRA results will provide knowledge and input on the need for new or updated laws and regulations.
- **Traffic managers:** ORCHESTRA will provide knowledge and solutions supporting the implementation of multimodal traffic management, among others how traffic management can become more resilient and the traffic flows more sustainable from a societal point of view.
- **Transport service providers:** ORCHESTRA will provide knowledge and solutions on how new multimodal transport services can be supported by the traffic management and thereby become more cost and time efficient, green, and attractive.
- **Fleet operators:** The ORCHESTRA results will show how future fleet operations that are legs in multimodal transport chains can be supported by the multimodal traffic management. This also includes transport operations with connected and automated vehicles (CAVs).
- **Industry:** The ORCHESTRA results will specify and explain future solutions for multimodal transport and traffic management and thereby provide knowledge on how such solutions can be realised. For the practical disseminations activities the industry is mainly the **ICT industry**.
- **Scientific community:** ORCHESTRA will publish scientific publications addressing different aspects of multimodal traffic management.
- **Relevant members of the CoP:** This will be members covering the roles listed above.
- **Public transport agencies:** Local and national authorities for road, sea, air, and rail will, together with terminal and station authorities, give verification and feedback to ORCHESTRA regarding the usefulness of PMA and MTME for their agencies and operations.

### 3.3 Dissemination channels

The main dissemination channels are:

- **Project web site:** All public deliverables of ORCHESTRA will be uploaded onto the dedicated project webpage [www.orchestra2020.eu](http://www.orchestra2020.eu) to allow interested visitors to freely access the open project results. Furthermore, this will enable other relevant R&D projects and EC initiatives to find synergies with ORCHESTRA objectives and results.
- **Community of Practitioners (CoP):** The CoP is both a target audience and a dissemination channel. The latter because the CoP also will work as a multiplier and support the dissemination of the results.

- **European platforms and services:**
  - All public deliverables of ORCHESTRA will be uploaded to the official results portal of the European Commission - the **Horizon Results Platform**<sup>2</sup>
  - When available, a link to scientific papers will be entered in **OpenAIRE**<sup>3</sup>.
  - **The Horizon Results Booster**<sup>4</sup> service provided by the European Commission will be explored to investigate the opportunities for creating and executing common dissemination strategies for cluster of projects.
- **Scientific conferences and journals:** See details on scientific journals and events in section 3.4 and 3.5.
- **Other events and publications:** This may be meetings and workshops with specific stakeholders or groups of stakeholders (CoP members included). This may also be other non-scientific events like those listed in section 3.5.
- **Open research data repositories:** Open research data from the project will be published via open data repositories like Zenodo (<https://zenodo.org/>) or Open Research Europe (<https://open-research-europe.ec.europa.eu/>).
- **Mass media:** Knowledge gained during the project, expressed as popular science, will be disseminated through mass media.
- **Brochures/leaflets:** The brochures/leaflets may be digital or paper and will provide a short description of project results. The content will be adapted to the audience targeted.
- **ORCHESTRA events:** As a part of the communication strategy, ORCHESTRA will arrange a final significant event at the end of the project as well as smaller workshops during the lifetime of the project. These events will, when appropriate, be used as dissemination channels.

In addition to the above, the publication of project results through any of the channels listed above will also be announced via the project's social media channels:

- LinkedIn: <https://www.linkedin.com/company/73198900>
- Twitter: <https://twitter.com/orchestra2020>

Several publishers of scientific papers do not support Open Access. The project will avoid publishing through such channels. The publishing conditions will be checked among others through Sherpa Romeo (<https://v2.sherpa.ac.uk/romeo/>), which is an online resource that aggregates and analyses publisher open access policies. Some of the scientific partners have publishing agreements with journal editors for open access publications, and these agreements will be used when appropriate.

The project partners may also disseminate results through their own channels, e.g., websites. Pre-prints of scientific paper may for example be published in this way.

### 3.4 Journal publications

Project results will be published in scientific journals, as described in Table 2 above. Table 3 below shows an initial overview of relevant journals.

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<sup>2</sup> <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform>

<sup>3</sup> <https://wayback.archive-it.org/12090/20210728170814/https://ec.europa.eu/digital-single-market/en/blog/openaire-europes-hub-open-science>

<sup>4</sup> <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/d-e-booster>

*Table 3: Journal publications*

<b>Journal</b>
Transportation Research Part E: Logistics and Transportation Review
Transportation Research Part F: Traffic Psychology and Behaviour
IEEE Transactions on Intelligent Transportation Systems
Transportation Research Part C: Emerging Technologies
Transportation Research Part D: Transport and Environment
IET Intelligent Transport Systems
Safety Science
Organisational Studies
Transport Policy
Internationales Verkehrswesen / International Transportation
European Journal of Law and Technology (EJLT)

### 3.5 Dissemination events

Project results will be disseminated through events, which might be scientific conferences as well as non-scientific conferences, seminars, and workshops. This is described in Table 2 on page 12. Table 4 below provides an initial overview of upcoming external events of relevance to ORCHESTRA. A selection of these events will probably be visited by one or more of the project's partners, where results will be disseminated through scientific and/or non-scientific presentations.

*Table 4: Upcoming scientific (S) and non-scientific (NS) events*

<b>Type</b>	<b>Upcoming conferences and other events</b>
S/NS	ITS European Congress 2022/2023/2025
S	Transport Research Arena Conference
NS	Polis Annual Conference
NS	European Mobility Week
S/NS	ITS World congress Hamburg 2021, 2022, 2023, 2024
S/NS	European Conference on Mobility Management (ECOMM)
NS	Sustainable Mobility Congress
NS	UITP Global Public Transport Summit
S	European Transport Conference (ETC)
S	IEEE Intelligent Transportation Systems Conference
S/NS	Transportation Research Board Annual Meeting
S	ESREL (European Safety and Reliability Conference)
S	International Conference on Urban Transport and the Environment
S	Symposium on Management of Future Motorway and Urban Traffic Systems (MFTS)
NS	ICLEI World Congress
S	Symposium of Resilience Engineering



NS	ITF Summit: Transport Innovation for Sustainable Development
S	ICITS (International Conference on Intelligent Transportation Systems)
S	World Conference on Transport Research (WCTR)





## 5 Conclusion

To leverage a multimodal traffic management ecosystem based on ORCHESTRA's principles, the project's results need to be successfully disseminated to a plethora of stakeholders. To ensure this, the following will be emphasized:

- Definition of a relevant dissemination strategy for each of the project's results
- Identification of target audience
- Identification and use of the most relevant dissemination channel towards each identified audience
- Define, measure, and report KPIs to support the follow-up of the dissemination plan and adjust if needed

The plan and strategy described in this deliverable will be adjusted in parallel with the milestones of the project to adapt the dissemination activities to opportunities and needs. This deliverable is coupled with deliverable D7.1 "Communication plan and strategy". The project aims for synergies between communication and dissemination activities.

## Members of the ORCHESTRA consortium

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