Orchestra

ORCHESTRA Project Deliverable: D7.2

Plans for dissemination and a strategy

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Orchestra

About ORCHESTRA

The long-term vision of the 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. Also, to facilitate optimal utilisation of transport networks and efficient multimodal transport services, both in rural and urban areas.

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 support for 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

The project will provide a Polycentric Multimodal Architecture (PMA) that specifies how diverse system components collaborate and interact, taking into account smart infrastructures, technical and organisational aspects and polycentric governance. The PMA will be supported by 1) Enabling toolkit, 2) Deployment toolkit, 3) Documented lessons learned.

The project will validate the PMA and related tools and toolkits in two Living labs (in Norway and Italy), collectively covering both road, rail, water, and air transport. The Italian Living lab is focusing on traffic orchestration for the mobility of people, while the Norwegian Living lab is focusing on traffic orchestration for freight. The Living labs will be supported by simulations to enhance evaluations.

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 cannels 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 CoP

The most relevant dissemination channels are:

- Project web site
- Community of Practitioners (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.

Table of Contents

Table of Figures

List of Tables

List of Abbreviations

Table 1 List of abbreviations

Abbreviation	Explanation
DoA	Description of Action – part of the Grant Agreement
CAV	Connected Automated Vehicle
CoP	Community of Practitioners
CSAP	Communication Strategy and Plan
MTME	Multimodal Traffic Management Ecosystem
WP	Work Package

1 About this Deliverable

1.1 Purpose of this deliverable

The overall aim of WP7 "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. Dissemination means *making project results available* to potential users, such as peers in the research field, industry, other commercial players and also policymakers. 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 the dissemination and communication activities. The communication strategy aims to make targeted stakeholders aware of the ORCHESTRA project, its results and benefits, while the dissemination strategy aims to make the project results and knowledge available for relevant stakeholders. These two strategies and their associated activities are enablers for the use of the project's results (exploitation).

1.2 Intended readership/users

This deliverable provides a strategy for dissemination of 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 (CSAP)" – 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[1] data, will be described in:

- D1.2 "Data management plan"

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:

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[1] Findability, Accessibility, Interoperability, and Reusability

- 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 CoP is extensively 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.
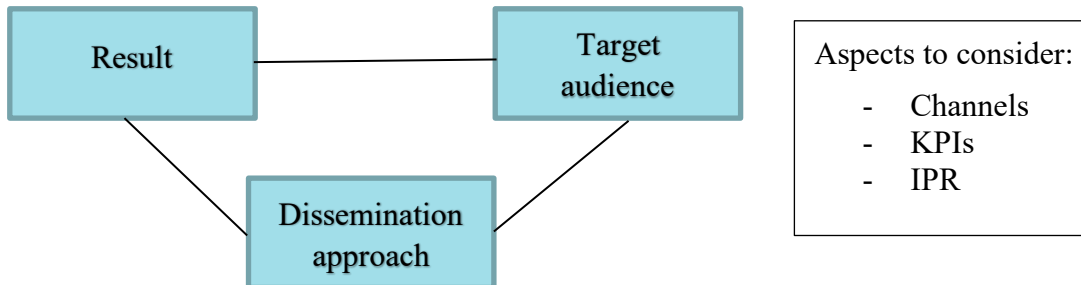

Figure 1 Strategy for dissemination approach

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: 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

The dissemination plan is a dynamic document that will be updated during the project's life cycle according to the project's developments.

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). Figure 1 provides an overview of the target audience for each result identified in section 2.1, the dissemination approach drafted though the identification of the channels to be used, and the related key performance indicators (KPIs). The target audience are further described in section 3.2, and the channels are described in section 3.3.

Table 2 Initial dissemination plan

Result	Target Audience	Dissemination mechanisms: Channels and KPIs
R1 knowledge on evolving needs, requirements, and feasibility	• Policy makers • Regulators • Traffic managers • Transport service providers	• Mass media: 2 or more • Scientific conferences/journals: 3 scientific papers • Project website/European platforms and services: ○ Deliverable D2.1, D2.2, D2.4 (R1)
R2 Policy and strategy, white paper and roadmap	• Fleet operators • Scientific community • Industry • All • Relevant members of the CoP	• Meetings with policy makers/CoP: 3 or more • Project website/European platforms and services: ○ Deliverable D2.5 (R2) • Summary brochure / leaflet: 1 • Non-scientific events: 1 or more input on a policy brief
R3 Polycentric multimodal architecture (PMA**)**	• Traffic managers • Transport service providers • Fleet operators • Industry • Scientific community • Relevant members of the CoP	• Scientific conferences/journals: 1 scientific paper • Summary brochure/leaflet (digital): 1 • Project website/European platforms and services: ○ Deliverables D3.3 (R3)

R4 Lessons learned from MTME pilots, simulations and trials	• Policy makers
	• Regulator
	• Traffic managers
	• Industry
	• Policy makers
	• Regulator
	• Industry
	• Relevant members of the CoP
		• Scientific conferences/journals: 1 scientific paper
		• Product brochures for products/services: 2 or more
		• Open research data channel: Open research datasets
		• Results published as part of the channels related to R1, R2, R3 and R6
		• Project website/European platforms and services:
		   ○ Deliverable D5.4, D5.5 (R4)
		   ○ Deliverable D4.2, D4.4, D4.5, D5.1, D5.2 (R5)
		   ○ Deliverable D4.3 (R6)

R5 Enabling toolkit	• Policy makers • Regulator • Traffic managers • Industry • Relevant members of the CoP	
R6 Toolkit deployment	• Policy makers • Regulator • Traffic managers • Transport service providers • Fleet operators • Industry • Relevant members of the CoP	
All results	• All	• ORCHESTRA events: *to be planned*

3.2 Target audience

The target audience is identified as well as their interest in ORCHESTRA:

- **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.
- **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.
- **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.

3.3 Dissemination channels

The main dissemination channels are:

- **Project web site:** All public deliverables of ORCHESTRA will be uploaded into the dedicated project webpage www.orchestra2020.eu (to be launched in September) 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:**
  - o All public deliverables of ORCHESTRA will be uploaded to the official results portal of the European Commission - the **Horizon results platform** [2]
  - o When available, a link to scientific papers will be entered in **OpenAIRE**[3].
  - o **The Horizon results booster**[4] 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 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 though such channels. The publishing conditions will be checked through among others Sherpa Romeo (https://v2.sherpa.ac.uk/romeo/). Some of the scientific partners have publishing agreements with journal editors for open access publications, and these agreements will be used when it is appropriate.

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

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[2] https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform
[3] https://wayback.archive-it.org/12090/20210728170814/https://ec.europa.eu/digital-single-market/en/blog/openaire-europes-hub-open-science
[4] https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/d-e-booster

3.4 Journal publications

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

Table 3 Journal publications

Journal Publications
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 that may be scientific conferences as well as non-scientific conferences, seminars, and workshops, as described in Table 2. Table 4 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

Type	Upcoming conferences and other events
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)

4 Dissemination management and follow up

The WP7 leader will follow up the plan for dissemination towards the relevant project participants.

All outreach activities will be logged in an Excel sheet, according to procedures described in the Project Management Handbook (D1.1). As illustrated in Figure 2, there are sheets for potential events, scientific publications, media and articles, events, etc. These logs facilitate a planning, monitoring and follow-up of dissemination activities, including measuring KPIs (as shown in Table 2).

Figure 2 Excel sheet for logging of outreach activities

5 Conclusion

To leverage a multimodal traffic management ecosystem based on ORCHESTRA's principle, the project's results need to be successfully dissemination 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.

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