



Dissemination and communication plan

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1. Executive Summary

Deliverable D8.2 describes the preliminary dissemination and communication plan of the HEIDI project. It shows the planned activities and actions to raise awareness off HEIDI throughout the project duration. The document further outlines target groups and key elements of the general dissemination strategy. All this should help promote the project and thus contribute to its success.

Keywords: Dissemination, Communication, Target Groups, Visibility

2. Objectives

In this deliverable, all strategies related to dissemination and communication are outlined. They are to be adhered to during the entire project duration and serve as a guideline for the entire consortium.

The preliminary dissemination and communication plan includes the planned dissemination activities as well as the objectives and target groups. All dissemination activities will be tracked within the project. These activities will be regularly reviewed by the WP Leader (TREE) and Task Leader (VIF). Based on this deliverable, deliverables D8.4 in M12, D8.5 in M24 & D8.6 in M36 will be created.

The main objective of the Dissemination & Communication activities is to promote the project and thus increase the awareness of HEIDI, especially on an international level. It should also further increase the visibility of outcomes of EU funded projects.

3. Dissemination and Communication Plan

3.1 Impact and General Strategy

The HEIDI consortium aims to make HEDI known to the widest possible group of potential users and pave the way for exploitation of the project results. To achieve this goal, HEIDI places particular emphasis on dissemination and communication of the HEIDI results. All activities and related strategies have already been identified during the proposal phase and are further defined in this deliverable.

The activities raise awareness of the project work, results and its inventions. Impacts on three different levels have been identified:

- **Economic Impact:** HEIDI's results will lead to a new era in the use of advanced HMI products for safe human-technology interactions in the road environment. The HEIDI solutions are expected to be adopted by a significant number of OEMs, effectively leading to the integration of HEIDI HMI concepts and technical innovation modules into vehicles in the long-term. Thus, the main target group are OEMs in the partner network. HEIDI will further contribute to the development of a new standard for the adoption of HMIs in the automotive industry which will lead to a clearer legislative situation, especially for external HMIs. Therefore, HEIDI addresses standardisation bodies as a second target group on the economic level. The collaboration between industry and research partners within HEIDI will foster knowledge transfer between the two sectors.
- **Scientific Impact:** HEIDI will contribute to the generation of new scientific knowledge in terms of a better understanding of road users' behaviour (pedestrians and drivers) by investigating and developing behaviour understanding and prediction systems. Similarly, the driver sensing system can sense the state of the driver but also predict immediate action the driver might take. This is combined and integrated into a cooperative HMI which can then coordinate the safest actions between driver and other road users. The HEIDI project will not only describe these concepts on a theoretical level, but it will ensure the technical implementation and evaluation, effectively advancing the state of the art of adaptive HMIs significantly. Being able to evaluate and validate these complex concepts calls for unique validation methods which will be developed and implemented within the HEIDI project, effectively advancing the scientific state-of-the-art on this matter as well. The results of the project are of interest for the scientific community and can be used for teaching and hence, giving the general public access to the knowledge created during the project.
- **Societal Impact:** HEIDI's results aim at increasing road safety and enhancing the feeling of safety and comfort for the main target group of drivers, passengers, and pedestrians. These contributions are expected to address the European Commission as second target group as HEIDI supports the EU's policies and the uptake of innovative solutions in the field of safe and smart mobility, supporting the European Vision Zero. This will effectively mean that the HEIDI HMI solutions will inform and be integrated into the development of future adaptive HMI concepts which will lead to increased user acceptance & usability and significantly increased safe interactions with adaptive vehicle HMIs.

3.1.1 Target Groups

The following target groups have been defined for the results of the HEIDI project:

- **External Stakeholders:** The target group contains OEMs, TIER1 and TIER2 suppliers, standardisation bodies and policy makers. The aim is to inform external stakeholders and share concrete knowledge, receive feedback, and engage in a dialogue. HEIDI poses an opportunity to the partners to present their state of the art and increase their reputation and visibility at an (inter-) national level. This should be reached through multiple dissemination and communication measures such as (inter)national conferences, scientific publications, workshops, exhibitions, HEIDI website, social media, newsletters and a final event.
- **General Public:** Getting the attention of this group is very important. For that, the promotion of the HEIDI project should raise awareness, build support, and connect the scientific community with the general public. Measures used for promotion are the HEIDI website, project videos, social media, press releases, newsletters, a final event, and community work.
- **Related R&D Projects and Networks:** It is planned to involve and establish networks to disseminate public project findings, and exchange knowledge. Measures used are again the HEIDI website, social media, workshops, exhibitions, international conferences, newsletters, and the final event.
- **Scientific Community:** The target group includes research centres and universities. The goal is to promote the scientific developments of HEIDI in compliance with the FAIR principle and the open science practices. The target group can be reached via academic conferences, scientific journals, exhibitions, social media, newsletters, a final event, and community work.

3.1.2 Internal Communication

As described before, the dissemination and communication activities are very important to reach the target groups on the one hand and to make the project more successful on the other, hence, all partners are expected to contribute.

All partners of the consortium should therefore take all upcoming opportunities to promote the project. All partners should continuously provide input for the website and social media. The consortium will also participate in relevant workshops and conferences and additionally publish scientific papers.

Details and guidelines for internal communication can also be found in D9.1 *Quality Assurance and Risk Management Plan* [1].

3.2 Channels for Dissemination and Communication

3.2.1 Project Identity and Logo

The project identity material was developed to present HEIDI uniformly to the public. This material is used by the whole consortium and is the basis for all dissemination and communication activities. The overall project identity including logo (see Figure 3–1 below), colors to be used and templates can be found in Deliverable D8.1 *Project website and identity materials* [2] & D9.1 [1].



Figure 3–1: HEIDI Logo

3.2.2 Website

The project website is described in detail in D8.1.[2] The website represents one of the main dissemination tools and is updated regularly. It provides publicly available information on ongoing activities, including contact information and public results.

The website can be accessed via this link: <https://heidi-project.eu/>.

3.2.3 Social Media

To share regular updates and news about the HEIDI project, such as recent keynote speeches or General Assembly Meetings, a LinkedIn profile has been created. A YouTube account will follow once we have videos to show. Social Media is used to maximise the visibility of HEIDI, especially to the general public.

LinkedIn Account: <https://www.linkedin.com/company/heidi-eu-project/?viewAsMember=true>

3.2.4 Newsletter and Press Releases

HEIDI will prepare a periodic newsletter as well as press releases targeting different audiences. These activities aim to create awareness on project objectives, topics and findings, and to diffuse the project outcomes to the general public.

Newsletters and press releases will also be published on the project website and on social media.

3.2.5 Project Videos

The consortium is planning two project videos to generate engagement and increase traffic on the website and the social media accounts. The videos will also be available on YouTube. The first video is planned once first results can be shown, the second one is planned at the end of the project.

3.2.6 Events

HEIDI will use various events and workshops to disseminate the project concept and the results and will be represented at international conferences and events, such as the:

- IEEE Intelligent Vehicles Symposium
- IEEE Intelligent Transportation Systems Conference
- International Conference on Automotive User Interfaces and Interactive Vehicular Applications
- IEEE Vehicular Technology Conference
- IEEE International Conference on Robotics and Automation and
- Symposiums about automotive lightning.

3.2.7 Workshops/Webinars/Final Event

In addition to participating in various events and workshops, the HEIDI consortium will also organise a series of workshops/webinars to raise awareness of the challenges in the field of fluid HMI. Further, the HEIDI consortium will organise a final event where the final outcomes and demonstrators will be presented. The aim is to present the HEIDI results to the visitors in a clear and understandable way to raise interest not only towards the project itself but also towards the technologies that have been developed within HEIDI.

3.2.8 Publications

The consortium will publish several articles in peer-reviewed journals, such as:

- Human Factors
- IEEE Open Journal of Intelligent Transportation Systems
- Transportation Research Part C: Emerging Technologies
- Transportation Part F: Traffic Psychology and Behaviour
- IEEE Vehicular Technology Magazine or the
- IEEE Transactions on Vehicular Technology.

Further, articles in international conferences as mentioned above and notes in special interest newsletters or magazines are planned. The partners are entitled to publish research and development results obtained from the project in the usual scientific form, with the respective acknowledgement of funding set for HEIDI.

3.2.9 Community Work

It is planned to involve or establish networks to disseminate public project findings, and exchange knowledge with the community. HEIDI plans to also cooperate with local city councils.

3.3 Tracking and Monitoring of Dissemination Activities

As the responsible partner for dissemination, it is important that VIF has an overview of all dissemination activities and is able to track them.

For this purpose, a SharePoint list was created. Every member of the consortium has access to the list and can edit it or make entries.

The list can be viewed online but can also be exported as an Excel file. The list is shown in Figure 3–2 below.

Title	Event	Date	Location	Dissemination Activity	Goal/Impact	Target Audience	Responsible Partner	Partners Involved	Link	Status
Social Media	HEIDI Post on Social Me	12.10.2022	online	Social Media	raising awareness		VIF		https://www.linkedin.com/feed/update/urn:li:ugcPost:6985907671174406144/	done
Key Note Speech	Human Computer Intera	11.2022	Ljubljana, Slovenia	Speech/Keynote;#Participatio	raising awareness	Scientific Community (VIF			done

Figure 3–2: Dissemination Tracking List

The list is updated whenever a dissemination activity has taken place or is planned. For each entry the following details are entered:

- **Title of the activity:** Description of the activity (such as social media, keynote, etc.)
- **Event:** If applicable, to which event it is planned to contribute.
- **Date:** Date of the activity.
- **Location:** Where the activity takes place.
- **Dissemination Activity:** Explains the type of activity planned. The partners can choose the corresponding activity from a drop-down list. Some examples are Exhibition, Organisation of a conference, participation in an event, etc.
- **Goal/Impact:** Describes the goal of the activity. Partners can again choose from a drop-down list with suggestions such as raising awareness, educating or transferring results.
- **Target Audience:** Gives an overview of the expected target groups to be reached. Again, the partners can choose from a drop-down list of suggestions which includes among other things Industry, Civil Society or Policy makers.
- **Responsible Partner:** The partner planning the activity.
- **Partners involved:** All partners involved can be stated here.
- **Link:** The link to the event or the activity can be added here.
- **Status:** Can be chosen between planned and done.

4. Conclusion

The deliverable provides an overview of all topics relevant to Dissemination & Communication Activities. It is intended to serve as the basis for the entire project, which will be built upon in the coming years. Based on this deliverable, annual deliverables will be created to provide an update on the activities. All activities are monitored regularly.

D8.2 can also be seen as a guideline for the whole consortium.

The final aim of this report is to ensure that the project receives as much attention as possible and that the content and results are made available to as large a target group as possible.

5. Abbreviations

Term	Definition
D	Deliverable
EU	European Union
HEIDI	Holistic and adaptive Interface Design for human-technology Interactions
HMI	Human-Machine Interface
IEEE	Institute of Electrical and Electronics Engineers
M	Month
OEM(s)	Original Equipment Manufacturer(s)
PU	Public
R	Document, Report
WP	Work Package

6. References

- [1]. HEIDI Deliverable D9.1 “Quality Assurance and Risk Management Plan”, 2022-12-23
- [2]. HEIDI Deliverable D8.1 “Project website and identity material”, 2022-11-30