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Automotive Intelligence for/at Connected Shared Mobility

Deliverable	**Communication channels and project website**		
Involved WPs	all	**Deliverable type**	Public
Project	***AI4CSM***	**Grant Agreement Number**	101007326
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Document history			
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Table of contents

1 Executive/ Publishable summary

This document is intended to give an overview of the main types of communication channels and activities planned and undertaken during the **AI4CSM** project lifetime, in order to raise awareness about the project and ensure the uptake of project results.

The information provided on the website is an outcome of the dissemination partner Teraglobus for the overall input coordination, all AI4CSM project partners' contributions and the OTH-AW**Error! Reference source not found.** for the technical setup and design realization.

2 Non publishable information

Not applicable

3 Introduction & Scope

3.1 Purpose and target group

The work about the website and other communication channels represents the AI4CSM project and provides information for the general public, experts in the field, related projects, other research programs, and relevant authorities. It supports the exchange of information within and outside the project and displays the work status and results of the project.

3.2 Contributions of partners

The deliverable is prepared by TG and OTH partners. Detailed contributions provided below.

TABLE 1 CONTRIBUTIONS

Chapter	Partner	Contribution
1, 2, 3, 5, 7,8	OTH	Deliverable initial version preparation. Preparation, launching and description of the AI4CSM website. Full preparation of the 5th chapter.
1, 3, 4, 6, 7, 8	TG	Addition of the 1st, 3th, 7th, 8th sections. Full preparation of 4th, 6th chapters. Launching AI4CSM Social Media accounts (Twitter and LinkedIn). Contribution to the Website creation.

3.3 Relation to other activities in the project

This document describes the overall communication channels and management of the AI4CSM project, including all Work Packages and all Supply Chains. In particular, it provides further guidance to the activities related to WP7 Dissemination, Exploitation and Standardization.

The website is built from information gathered from all of AI4CSM Work Packages and Supply Chains. All information is represented within the project or for the public on the website, depending on the kind of information.

4 AI4CSM Communication Channels

Communication by the European Commission is described as:

Taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange[1].

The Communication of AI4CSM is strategically planned and not only ad-hoc efforts. It identifies and sets clear communication objectives and uses pertinent messages, right medium and means. The Communication helps:

- Reach out to society as a whole and in particular to some specific audiences
- Demonstrate how EU funding contributes to tackling societal challenges.

The communication of AI4CSM outputs to crucial stakeholders will aim at:

- making the results and knowledge developed through the project available to the broadest audience,
- enhancing project exploitation potential,
- and stimulating dialogue in the community.

Therefore, AI4CSM project communication objectives are the following:

- To raise public awareness and ensure maximum visibility of the project's key facts, objectives, activities, and findings among EU and the global public at large;
- To announce and promote AI4CSM events, contributing to upgrade its attendance and engagement potential;
- To support the dissemination objectives;
- To encourage EU research cooperation in the electronic components and systems domains.

The dissemination, communication, and exploitation efforts will be focused to scientific and industry communities' events as well as on events and channels whereby a much wider audience can be reached. AI4CSM partners seek to use website, social media, university events, and other means to inform a broad audience about the benefits of automation, Electronic Components and Systems. Project partners will 'expand the message' so that more and more people become open to the idea of significantly safer and reliable highly automated vehicles.

Referring to what was mentioned before, one of the significant and first steps to build a successful communication strategy is to set up the objectives and targets. Therefore, the overall goals of the strategic plan are the following:

TABLE 2 EXPECTED COMMUNICATION OBJECTIVES AND OUTCOMES

Communication objectives	Expected outcomes
To achieve European-level awareness-raising and dissemination by providing information on the content and results of the AI4CSM project as a whole via different channels.	More stakeholders (e.g., automotive industry, policymakers, research professionals, transport and energy professionals, citizens) across Europe become informed and adopt sustainable, sophisticated systems solutions, and more intelligence for vehicles. Use of specific channels to enlarge the dissemination of AI4CSM

[1] https://ec.europa.eu/research/participants/data/ref/h2020/other/events/2017-03-01/8_result-dissemination-exploitation.pdf

	results such as public opinion surveys, newsletters, social media presence, posters, etc.
Provide a unique online hub / platform to promote and sustain collaborative activities as well as knowledge sharing and access tailored to the needs of the AI4CSM community.	The AI4CSM website and data-sharing portal will become a single gateway to access project-related results for people seeking information, assistance and support through the deployment of intelligent systems in vehicles.
To Run and support the presentation of the project at smaller local, bigger national and wide international events, create a well-recognized AI4CSM visual identity, create representative dissemination material and organize project planning, implementation and strategic workshops.	Design and production of visual identity and guidelines, design of templates. The visual identity (brand) of the project will be created to serve as a clear, memorable, scalable, flexible and easy to apply (intuitive and easy to use for project partners).

To realize the objectives mentioned above, the following key channels of communication activities are planned and employed. They are essential for informing the stakeholders about the project.

FIGURE 1 COMMUNICATION CHANNELS AND ACTIVITIES

Due to the worldwide crises and various restrictions internet is becoming more and more important to implement the communication strategy. Thus, the project website is the most effective communication channel, transferring all the main information about the project (comprehensively explained in Chapter 5). For internal communication and data exchange, the consortium will use the Internal cloud "Nextcloud" [NXC] (Figure below), installed on a server and hosted from the OTH-AW and mails. Mailing lists for efficient internal communication among project partners were set up (e. g. members@AI4CSM.eu (entire Consortium), core@ai4csm.eu (WPs and SCs leaders), SC1@AI4CSM.eu (SC1 partners), WP1@AI4CSM.eu (WP1 partners), etc.).

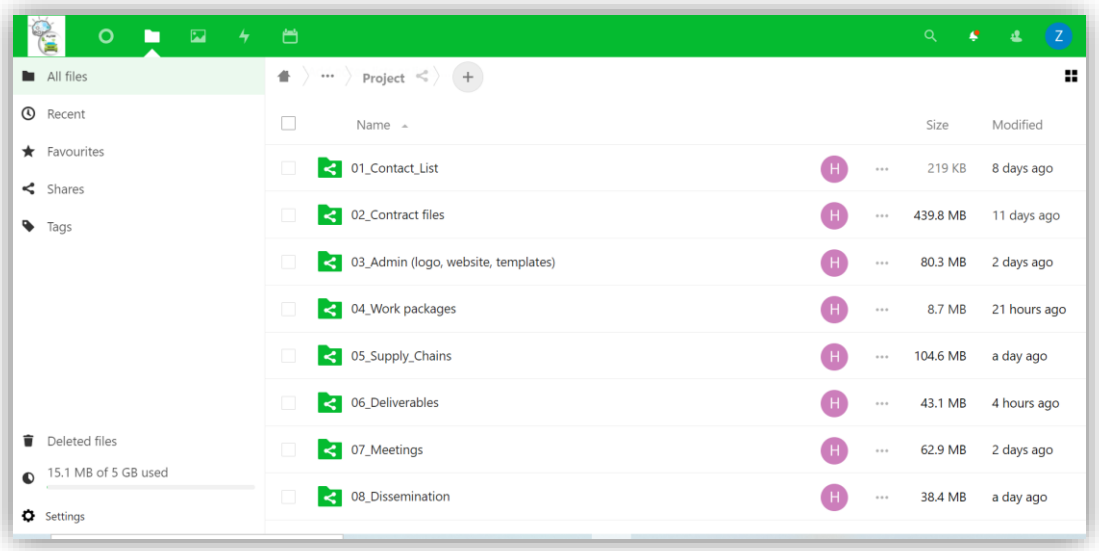

FIGURE 2 INTERNAL CLOUD

To ensure wider visibility of the project, the consortium will use Twitter and LinkedIn (comprehensively explained in Chapter 6). Other communication channels such as posters, flyers, leaflets will be used both for virtual and live presence in various events and conferences. The first version of the AI4CSM poster is provided below. The poster has already been presented in MSM2021, Graz Symposium VIF. AI Booths 2021 conferences.

FIGURE 3 AI4CSM POSTER

5 AI4CSM Public Website

The public website is reachable via the URL www.AI4CSM.eu with the official web content and online since the project start.

The AI4CSM website is a useful tool to provide in a practical and user-friendly way the project work and dissemination material. Using the www (world wide web) grants access to every member of the project and also gives the public audience a fast and easy way to receive project information. The website is divided in two parts, public information (www. AI4CSM.eu) and a project internal data exchange.

Both parts of the website are setup within a flowing process through the project members and will frequently updated with new input, e.g. news of the project, meetings, participation in events, and developments. The website will also be used to provide downloads of the dissemination material.

5.1 Website design

The web design was created to fulfill the corporate design, made up by the logo and the visual identity used for the internal and external project communication. This is important for the recognition factor and the continuous solid public image.

5.1.1 Project Logo

The AI4CSM logo depicts

FIGURE 4: AI4CSM PROJECT LOGO

5.1.2 Website layout

The layout of the website is derived from a responsive template. It adapts and resizes itself to desktop and mobile devices and provides an optimal handling in viewing and interaction. It is comfortable in its usage for reading, navigation, resizing, panning and scrolling and works with the commonly used range of devices, from desktop monitors.

5.1.3 Website access

The website is accessible through the URL https://www.AI4CSM.eu. The domain name AI4CSM.eu is chosen to connect to the project name Artificial Intelligence 4 Connected Shared Mobility and the top-level domain .eu, which shows the reference to the European Union (EU).

5.1.4 Public Web Content

The public web content is based on the project contents and its activities. It provides details about the project information as an outcome of the project dissemination and derived from meetings and discussions among consortium members. The intention of the web site is to inform both the public and project members. The supposed visitors will vary from experts in the field, public authorities, industry representatives, researchers, and the general public.

5.1.5 Menus and submenus

The website has the following menu entries on the top site of the web site: **Home**, **Greenpage, News**, **Project** and **Consortium** to navigate to other parts of the website.

5.1.5.1 Home

The public first page of the website is setup of 4 main part, depicted in the screenshots upper part Figure 6, mid part Figures 7-10, **Acknowledgment Footer Error! Reference source not found.**. The upper part informs the public audience about the project overview, with the most important project information.

The parts **Acknowledgment** and **Footer** are shown on all other sides in the lower part of the website.

5.1.5.1 Social

The social networking is linked to a twitter website (https://twitter.com/ai4csm)

FIGURE 5: TWITTER LINK

FIGURE 6: MAIN PAGE - VIDEO

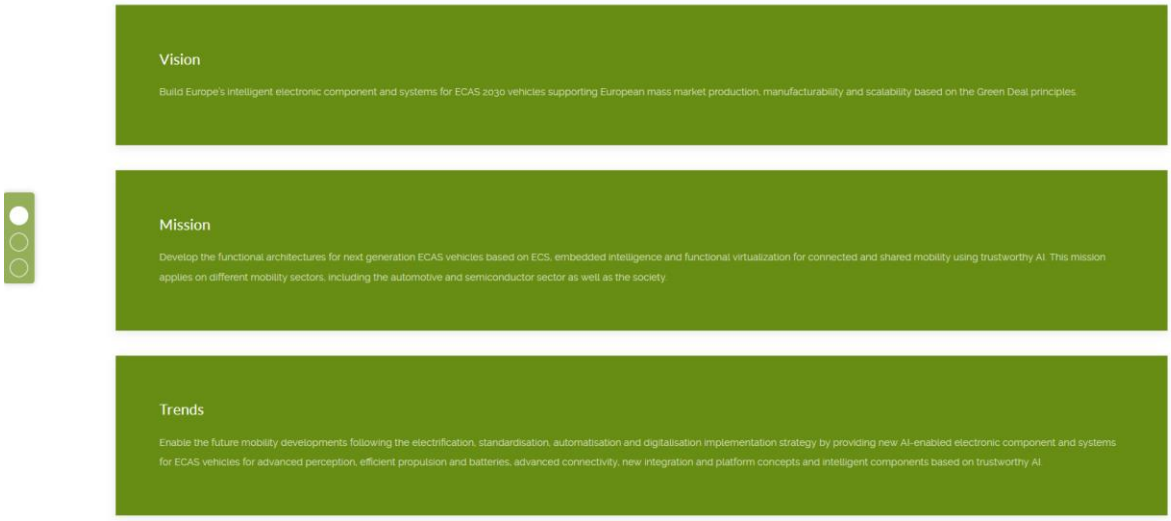

FIGURE 7: MAIN PAGE - VISION

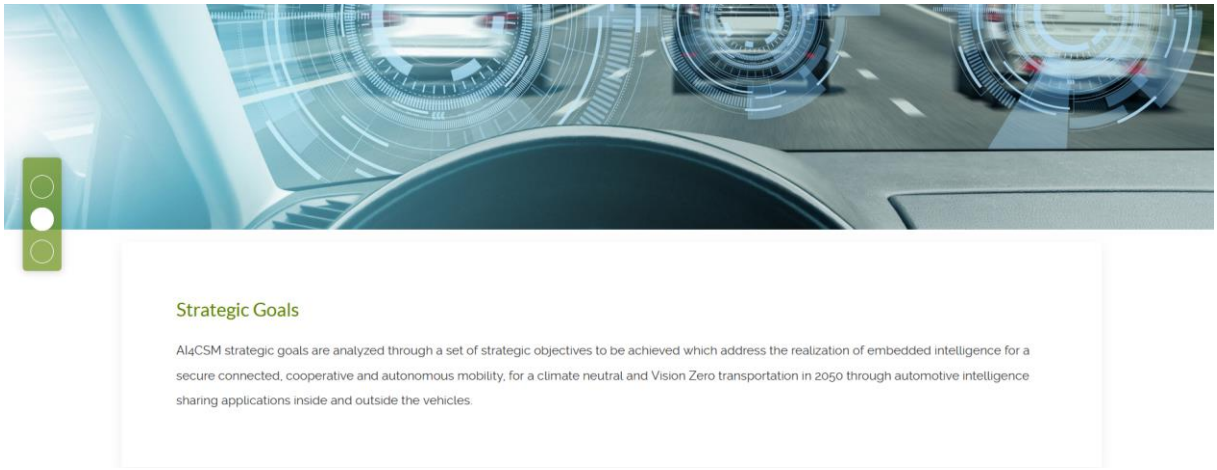

FIGURE 8: MAIN PAGE - STRATEGIC GOALS

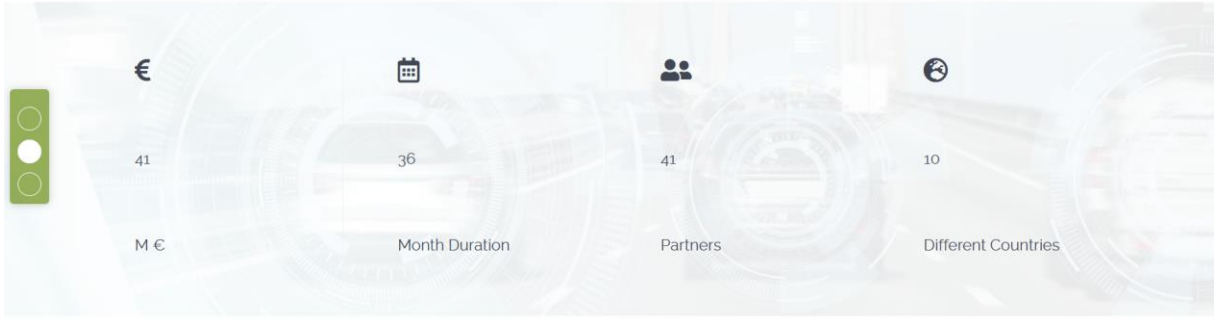

FIGURE 9: MAIN PAGE: DYNAMIC COUNTER

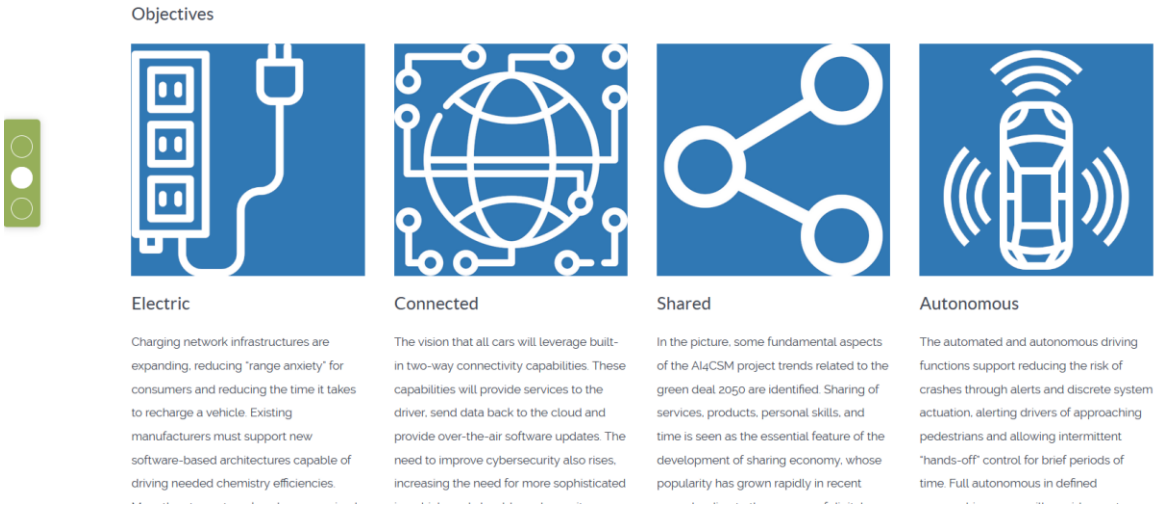

FIGURE 10: MAIN PAGE - OBJECTIVES

5.1.5.2 Acknowledgement and Footer

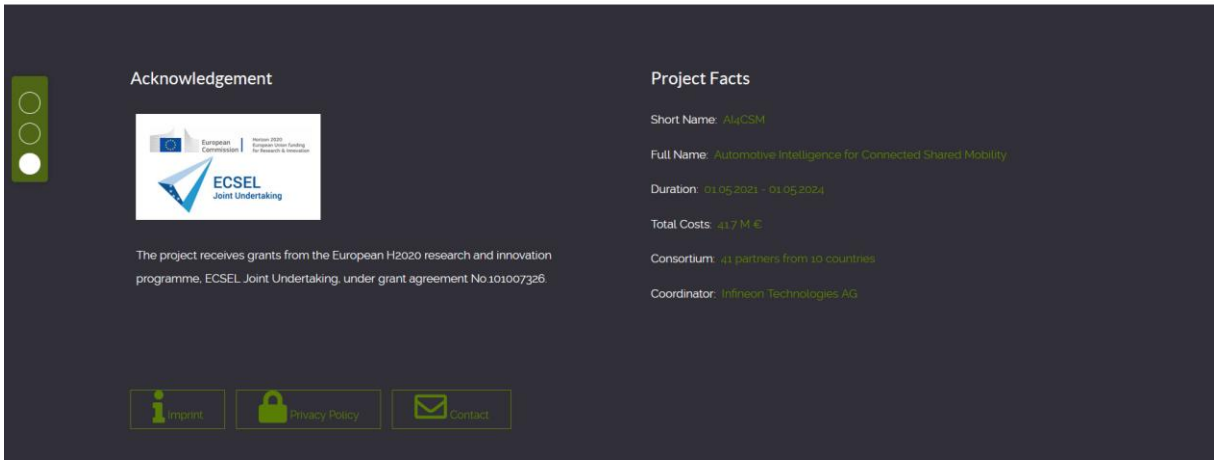

FIGURE 11: ACKNOWLEDGEMENT AND FOOTER

5.1.5.2.1 Imprint

The Imprint section shows the "Information according to Section 5 of the German Telemedia Act (TMG)" which points to the project lead Infineon.

The e-mail address contact@ai4csm.eu shown in the imprint section as contact address will forward any mail to the project leaders of the AI4CSM project and the dissemination responsible persons. These are namely: Jochen Koszescha as project lead, George Dimitrakopoulos as Acting Project Manager Zina Milasiene from Teraglobus for the dissemination and Heike Lepke from the OTH-AW for technical issues.

Part of the Imprint is the Disclaimer handling the warranties of the content and materials on this site.

5.1.5.2.2 Privacy policy

In the privacy policy section, the responsibilities for the data protection is depicted. For any data issues the dataprotection@infineon.com e-mail address can be addressed. In several sections the handling of the data is noted and a hint to the cookies handling. All cookies will be described for the audience. Also, the link to external content as Twitter and others. This section handles the following details, whereby "You" is meant as the visitor of the website: Responsible for Data Protection, Your Data, Transfer of Your Data, Duration of storage, Your Rights, Cookies, External Content, Scope of processing of personal data.

5.1.5.2.3 Contact

The contact side shows the project coordinators of the AI4CSM project and an accordeon module where a question can be sent to the project leads, see screenshot of the contact site **Error! Reference source not found.** and **Error! Reference source not found.** for the integrated contact module.

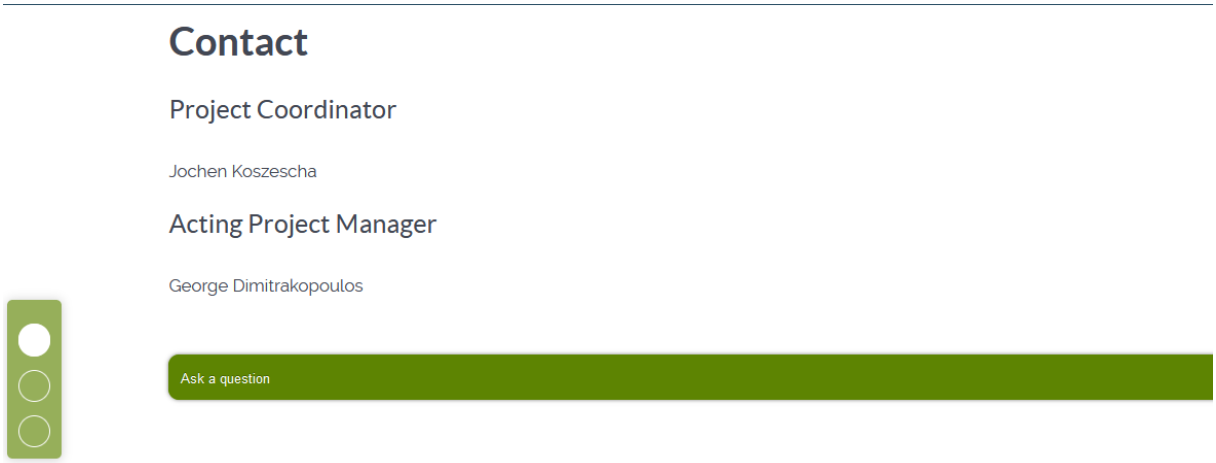

FIGURE 12: CONTACT INFORMATION

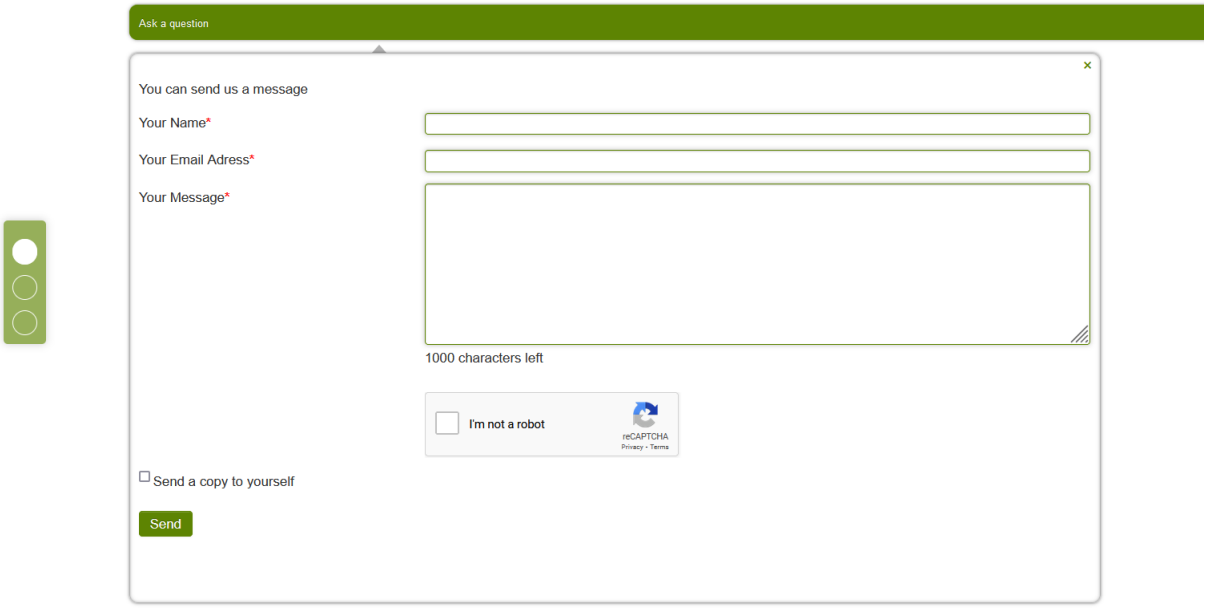

FIGURE 13: CONTACT FORMULAR

After inserting the question and the required fields the send button can be pushed successfully and a messages will be sent to the same recipients as for the contact@ai4csm.eu, see section **Error! Reference source not found.** Imprint

5.1.5.3 News

FIGURE 14: NEWS SECTION

By clicking on the News-link I n the header menu, the site switches to the news section. The latest news of the project is shown as last elements or e.g. invitation for upcoming events related to the AI4CSM project work.

5.1.5.4 Project

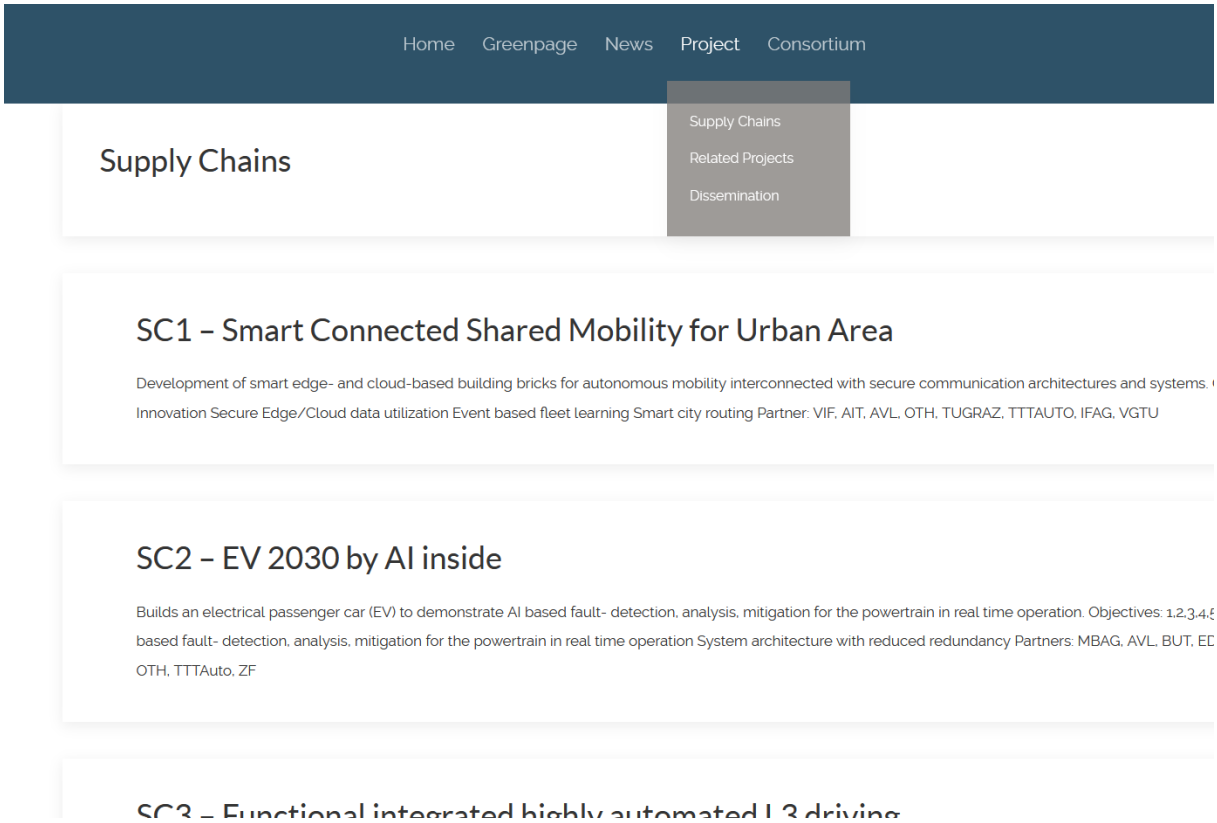

FIGURE 15: PROJECT INFORMATION – SUPPLY CHAINS

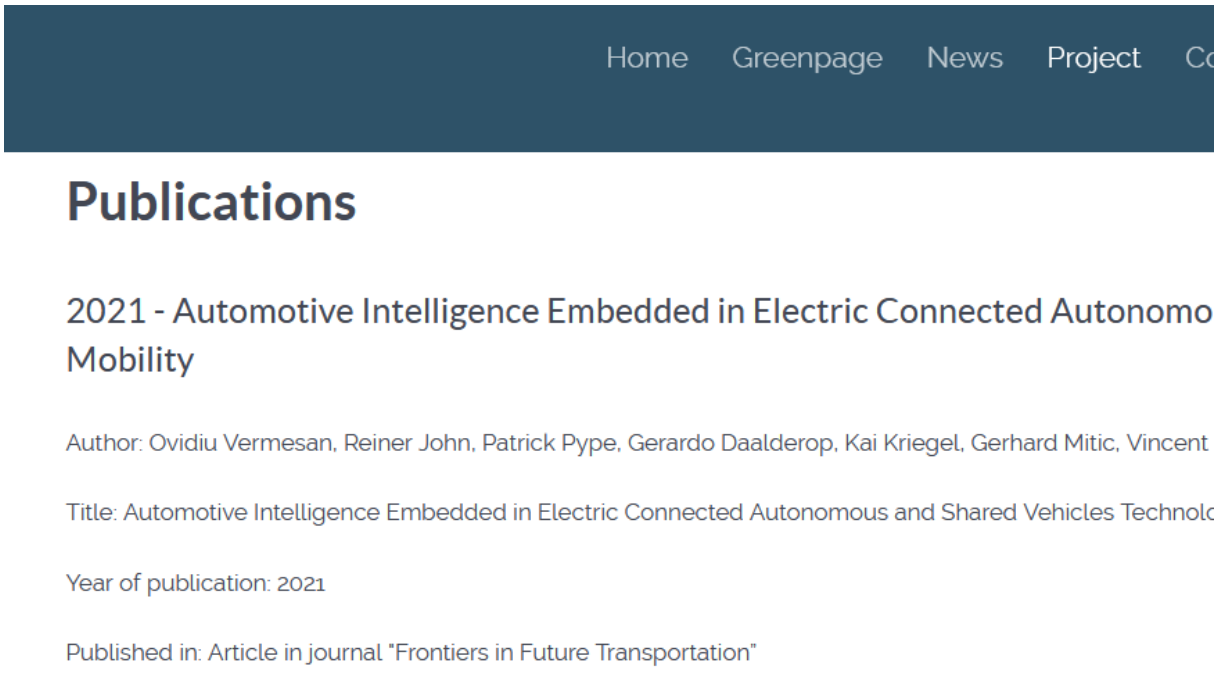

FIGURE 16: PROJECT INFORMATION - DISSEMINATION

5.1.5.5 Consortium

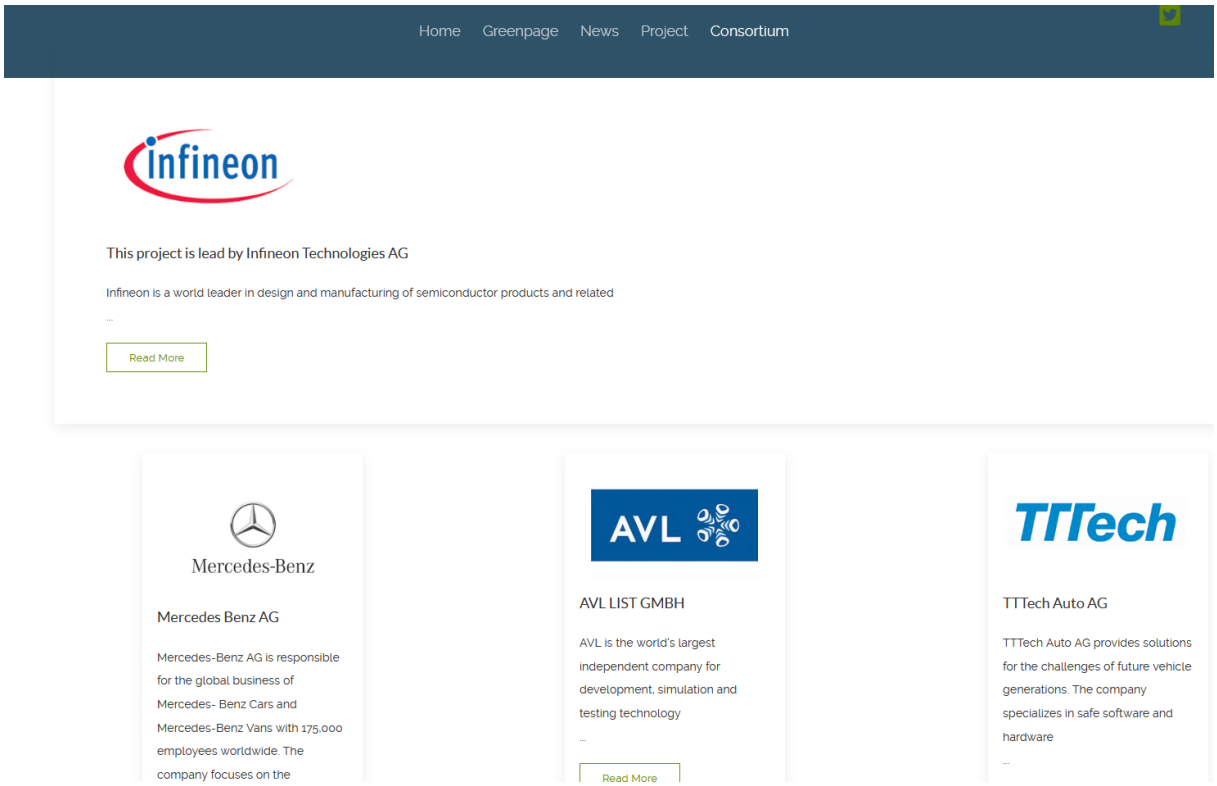

FIGURE 17: CONSORTIUM OVERVIEW

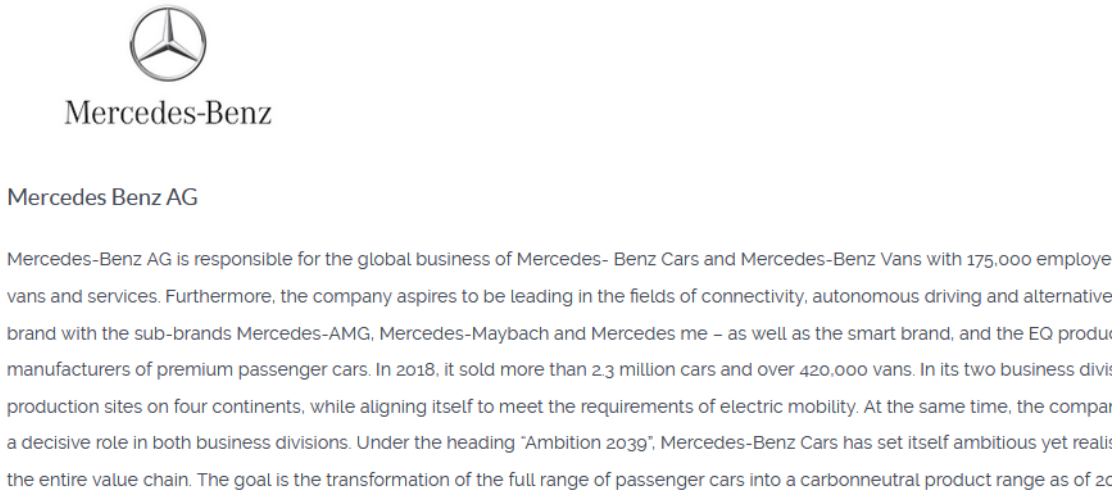

FIGURE 18: PROJECT PARTNER INFORMATION

5.2 Website Platform

The used Content Management System (CMS) is Joomla! [JOM] (Version 3.10.3 continuously updated), which is a widespread system to setup editorial contents. It is based on the programming language [PHP] (version PHP 7.4.20) and the database system MariaDB [MDB] . As Joomla! is under steady enhancements the framework will be always up to date and secure through often updates. It is possible to change the layout templates if wished to create a different design. A lot of developed extensions for the front end and the administrative back end allow extending the web site with different functionalities. The user management is integrated in the back end of the Joomla! installation.

The website is tested on all commonly used browsers on desktop computers, laptops, and mobile phones. These are mainly Internet Explorer, Firefox, IE11, Opera and Chrome.

5.3 Server configuration

The web site and the data-exchange platform are hosted on a server located at the OTH-AW (Ostbayerische Technische Hochschule Amberg-Weiden) in Germany, Amberg. The connection provides all needed features like unlimited file upload, not restricted by size or speed. The server has a 1 Gbit/s uplink, which is guarded against failure by a 1Gbit/s secondary backup link. The server is driven by a containerized structure with access through reverse proxies for nextcloud [1] European Commission H2020 Common Support Centre/J5, Dissemination and Exploitation in Horizon 2020

(https://ec.europa.eu/research/participants/data/ref/h2020/other/events/2017-03-01/8_result-dissemination-exploitation.pdf), accessed 2021/11/19

[NXT] and Joomla. All systems are frequently updated.

The member management for the Nextloud is combined within the Joomla! backend.

6 AI4CSM Social presence

6.1 AI4CSM on Twitter and LinkedIn

Today, social media is a very powerful information-sharing tool. People are distributing knowledge, organizing and forming opinions on their activities assisted by social media. At the same time, the concise nature of social media exchanges presents challenges with more sophisticated, scientific knowledge. With this in mind, social media can be used to create an online buzz around specific events or publications through tags and the provision of links to more detailed information materials. Taking this into account, the AI4CSM project currently has two main project social media accounts: Twitter and LinkedIn (see below), to reach various target groups. Presence on Social Media enables the project to:

- To create awareness;
- Promote AI4CSM identity and build a strong reputation;
- Engage and encourage stakeholders and the public in dialogue;

- Disseminate project news, results, actions and events.

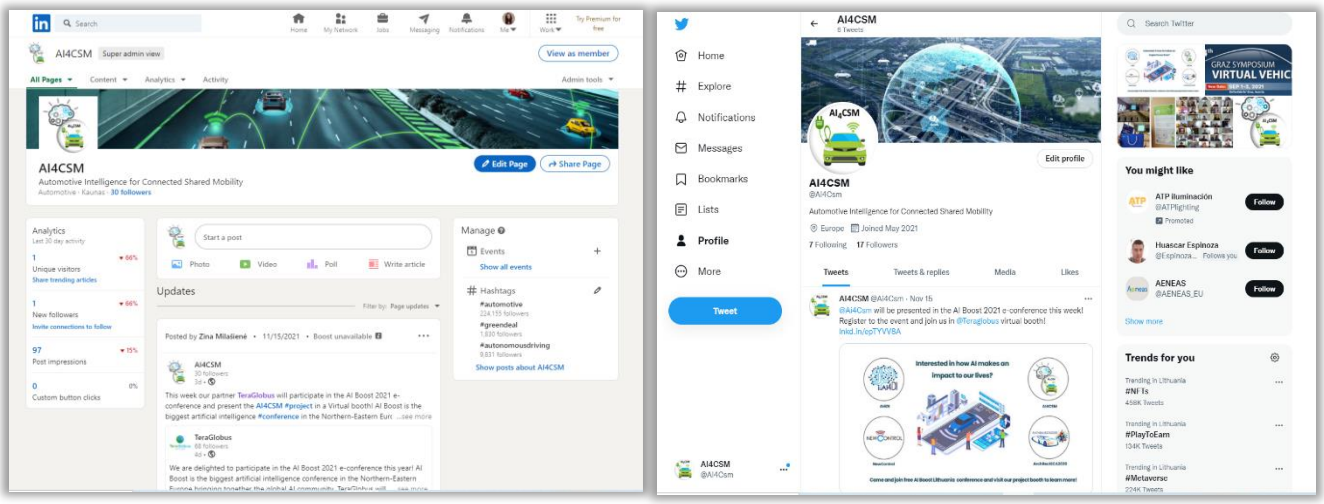

FIGURE 19 AI4CSM TWITTER AND LINKEDIN ACCOUNTS

6.2 Social Media Posting Guidelines

Social Media based communication requires special preparation and terminology.

What we post: Texts of up to 280 characters. This excludes media attachments (photos, images, videos, etc.) and quoted tweets (displaying someone else's tweet within your own) but includes links (a URL is always altered to 23 characters).

How we use it: To share short comments, make announcements that can instantaneously reach a large audience or retweet relevant content, post pictures from events and videos of demonstrators.

The AI4CSM Twitter and LinkedIn accounts is also embedded in the project website.

The following terminology is important:

Hashtag # - a hashtag is added in front of any word or phrase in a post, this makes it easier for users to locate our specific content. Examples of applicable hashtags are the following: #Innovation, #AI, #futuretechnologies, #industry, #H2020, #ECSELJU. Using a hashtag makes the keyword or phrase in the post searchable. It is like a label that clusters and links similar content, the same way keywords do when scientific papers are published. They are used to increase outreach – enabling us to join bigger, topic-specific conversations, to capitalize on existing trends, to consolidate and group content – helping those who took part in an event search for related coverage using the event's hashtag, to encourage interaction.

Handle @ - unique handle / user name used to identify AI4CSM project's account. It always starts with the @ symbol, followed by a name to identify the account: @AI4CSM. We use handles to mention partner organizations, funding organizations, and related projects, to send a direct reply to someone, by starting our message with their handle, and to link to someone else's account (known as a 'mention') by using their handle in our post.

Tone and general notes that our consortium takes into account when posting in social media:

- Never post pictures or text containing confidential information from consortium‘s internal meetings;
- Use appropriate, inoffensive language (to ensure we get responses and stimulate debate);
- Be receptive to our readers’ arguments – if we don't agree, we can defend our position without being rude;
- Gain/maintain credibility by sharing worthwhile, relevant content and show respect for other cultures and ideas, online as well as offline;
- We must be aware that libel and defamation laws apply;
- We created our project handle and use it consistently throughout the overall project implementation;
- If the partners, researchers, team members or other relevant organizations already have a strong, well established social media presence, we encourage them to communicate information about our project;
- Use handles, such as @ECSELJU and @EU_H2020 in our tweets to maximize visibility and be recognized as part of the ECSEL JU and H2020 community;
- Twitter is becoming increasingly visual – we post pictures, videos or data visualizations to spark interest;
- Share images and tag other Twitter accounts (up to 10), to build a relationship with your audience and make them aware (the account tagged receives a notification) of content that might interest them, in the hope that they might want to retweet it.

7 Conclusion

7.1 Contribution to overall picture

Addressing these communication channels will fully achieve further dissemination of project results, since every partner of the consortium will actively participate in these activities and thus ensure the wide spread of information.

The content of the website is easily accessible to the public, easy to navigate, informative, and often used. The data exchange Nextcloud is very well integrated and accepted in the project. The website and the data exchange provide, therefore a good working basis for all AI4CSM partners and support the project’s communication and dissemination goals.

The active presence on social media and exploring other communication channels will support the increase of AI4CSM visibility and the project's overall impact.

8 References

[1] European Commission H2020 Common Support Centre/J5, Dissemination and Exploitation in Horizon 2020

(https://ec.europa.eu/research/participants/data/ref/h2020/other/events/2017-03-01/8_result-dissemination-exploitation.pdf), accessed 2021/11/19

[NXT] https://nextcloud.com/

[JOM] https://www.joomla.org/

[MDB] https://mariadb.org/

[PHP] https://www.php.net/

List of figures

List of tables

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