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Executive Summary

UP-DRIVE is a research project co-funded by the European Union (EU). It is essential for
the success of the project to inform all the relevant stakeholders about the project progress
and results.

The UP-DRIVE dissemination report contains detailed descriptions of the strategy and the
means by which UP-DRIVE is communicated. The overall goal of this deliverable is to pro-
vide a basis for the consistent communication of the project innovative character, its objec-
tives and future results, as well as to document and keep in track the activities performed by
the consortium.
## Contributing Authors / Partners

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<th>Company/Organisation</th>
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1 Introduction

This document serves as a reference point for all information related to communication and dissemination activities. It contains overview information on relevant aspects such as on the target groups, key messages, the means and channels of communication, project internal and external events and the planning of activities.

This document targets the following groups:

- The European Commission is informed about the planned activities of the UP-DRIVE project.
- For all members of the Consortium this document serves as a tool box for all questions regarding the dissemination of the project.
- For other programme participants this document provides an overview on the dissemination target and plans.
2 Dissemination strategy

2.1 Approach

UP-DRIVE targets to address the outlined transport-related challenges by providing key contributions that will enable gradual transition to automated transport and vehicles collaboration. Following this overall goal, the projects objectives target the following technical systems that determine as well the project dissemination activities:

- Robust, general 360° object detection and tracking employing low-level spatio-temporal association, tracking and fusion mechanisms.
- Accurate metric localization and distributed geometrically consistent mapping in large-scale, semi-structured areas.
- Representations and mechanisms for efficient and cost-effective long-term data management across devices.
- Scene understanding, starting from detection of semantic features, classification of objects, towards behavior analysis and intent prediction.

2.2 Target groups

Any message sent from the project needs to be addressed properly and thoroughly. Therefore, the following target groups are identified:

- **Legislative decision makers and public authorities**  
  *Examples:* European Commission, National governments and legislative bodies, Law enforcement agencies, State agencies such as German BASt, Regulation bodies, e.g. UNECE WP1 and WP29.  
  *Channels used:* membership in initiatives, presentations at EU events like the projects day, congresses and conferences, invitation to the demonstrations and final event.

- **Road authorities and infrastructure owners**  
  *Examples:* Public and private road operators, Cities and municipalities  
  *Channels used:* information and involvement of road authority associations at congresses and meetings, press video, invitation to the final demonstration.

- **Scientific community and technical experts**  
  *Examples:* Universities, research institutions  
  *Channels used:* clustering activities, information and networking, congresses, publications in scientific journals, presentations at European events like the EU project day

- **Public**  
  *Examples:* Ordinary drivers, Fleet manager, Automotive associations such as ADAC, FIA  
  *Channels used:* general project materials, website, press video, public demonstration
2.3 Main foci

Four strategic elements have been outlined for the project dissemination:

- **Project information and visibility**: essential to reach all target groups and for active participation of the whole consortium is coherent project information, provided as printed material for physical networking and as digital media in the internet. Therefore the project identity was created, enforcing the visibility and recognition of UP-DRIVE. The website is the key medium and first address that will be used by stakeholders, target groups and journalists to be informed continuously about UP-DRIVE. The website will be the central and most vivid information platform, the consequently aim is intelligent link building. In all project phases the website is the most capable and efficient instrument to disseminate project news, papers, presentations, and public deliverables.

- **Technical Dissemination** (conferences and publications): Conferences are ideal platforms for presenting the UP-DRIVE project, especially with regard to a swift dissemination of interim results. The partners are encouraged to attend relevant conferences and inform the stakeholders about the project and its progress. In addition, the technical dissemination relies on articles in scientific publications. Therein, technical aspects could be explained in detail and their outcomes for different stakeholders emphasized. All partners are emboldened to participate in publications and all technical details about the methods and technology developed in UP-Drive will be public. The documents will be in the form of scientific papers that will be published at peer-reviewed conferences and journals. All material will be made available at the project web-site.

- **Cooperation and networking in the European context**: The project technical work packages will consider results of previous EU funded projects in the area of ICT and Robotics. Dissemination should be kept on track of this liaison and cooperation activities.

- **Public demonstrations and press video**: press video highlighting the key scientific results will serve as an efficient multiplier for a wide range of target groups. Additionally, the public demonstration showcasing the scientific achievements, and the market potential of the developed technology will enhance the outreach and general trust in automated driving.
3 Communication activities and documentation

3.1 Basic communication elements

Dissemination activities and material can build on several basic elements of communication. Different types of information material will help to circularize the UP-DRIVE project. As there are different contents that should be communicated to the target groups on different occasions a diversified choice of dissemination material has to be compiled. The following informational material have been designed to assure an efficient dissemination.

3.1.1 Project logo

The visual branding ensures project visibility using a common and easily recognisable UP-DRIVE project identity with a logo. The project identify is re-used for all dissemination means. As it is the communication target of the project to enhance trust in automated driving a matching design was chosen:

- Blue is the colour of trust.
- The design is rather conventional, thus establishing familiarity with contents presented.
- The target of communication is to provide useful information to the reader/customer. Thus the logo design abstains from a futuristic look and feel.
- Easy to be combined with a claim.

![Project logo](image)

*Figure 1: Project logo*

3.1.2 Project website

The main communication platform for the UP-DRIVE project is the project website. It is a major communication channel addressing a wide public audience. The website functions as a mirror of the project progress by presenting the latest news in a compact and comprehensible way. In addition, all important files which are intended for the public or the scientific community, respectively, can be downloaded from that platform. Furthermore, all partners are committed to address internet communities to promote the project and its objectives.
3.1.3 Project presentation and templates

An accurate and clear project presentation is essential in terms of arousing stakeholder’s interest. As a standard presentation, it imparts the most important project facts. In addition, the presentation is adapted for each conference in line with the central theme; the latest interim results of UP-DRIVE are added by the partners. To ensure a consistent appearance of the project and to facilitate cooperation project templates such as deliverables, etc. have been created as well.

3.1.4 Brochure

The UP-DRIVE project brochure was designed as a representative and clear calling card for interested readers: European policymakers, national and local authorities, business developers, industrial end-users, media representatives and other stakeholders. Partners are asked to use the brochure to increase the awareness of the project. In the brochure, the objectives as well as the thematic and technical background of the project are revealed. In addition, it provides an overview of the consortium, the strengths of the partners and the structure of the project.
3.1.5 Posters and roll-ups

For special activities, e.g. the final demo event or conferences, general information posters and roll-ups will be prepared. These materials will include general information about the project objectives as well as information about the final system.
3.2 Communication activities

3.2.1 Scientific publications

Conferences


3. A. Petrovai, A. Costea and S. Nedevschi Semi-Automatic Image Annotation of Street Scenes, *IEEE Intelligent Vehicles Symposium (IV) 2017*

4. A. Costea and Sergiu Nedevschi Traffic Scene Segmentation based on Boosting over Multimodal Low, Intermediate and High Order Multi-range Channel Features, *IEEE Intelligent Vehicles Symposium (IV) 2017*


Peer-reviewed publications


3.2.2 Patents and contributions to standards

Patent applications

- A Decentralized Architecture for Transparent and Verifiable Knowledge Manipulation in Untrusted Networks, *IBM, submitted*

Contributions to standards

- Contribution to the NDS Consortium in relation to definition of standardized maps for intelligent vehicles: Detailed Lane Model (DLM)

- Contribution to the C-ITS platform (security track)

3.2.3 Public events

- European Robotics Forum, Ljubljana, March 2016

- Festival of Science, Prague, September 2016
• CZ-DE Workshop on Industry 4.0, Berlin, December 2016
• The BMW Summer School, Bad Wörishofen, July 2017
• ACM Chapters Computer Science in Cars Symposium, Munich, July 2017
• CZ-DE Workshop on Industry 4.0, Saarbrücken, October 2017