Improved Robotic Platform to perform Maintenance and Upgrading Roadworks: The HERON Approach

Grant Agreement Number: 955356

D8.3: Dissemination and Communication Plan (first version)

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Document Control Sheet

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0.1	21/10/2021	Initial table of contents and basic structure of the deliverable	Marusa Benkic
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1.0	30/11/2021	Final version ready for submission	Marusa Benkic, Jayant Sangwan, Remy Russotto

Legal Disclaimer

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List of HERON consortium partners

Acronym	Consortium partner
ICCS	Institute of Communications and Computer Systems
ACCI	Acciona Construcción S.A.
OLO	Olympia Odos Operation S.A.
UGE	Université Gustave Eiffel
ETHZ	Eidgenössische Technische Hochschule Zurich
ROB	Robotnik Automation
CORTE	Confederation of Organisations in Road Transport Enforcement
STWS	SATWAYS
RISA	RisaSicherheitsanalysen Gmbh
INAC	InnovActs
IKH	AINOOUCHAOU PLIROFORIKI SA -IKnowHow
RG	Resilience Guard Gmbh

List of abbreviations

Abbreviation	Definition
AB	Advisory Board
AI	Artificial Intelligence
AU	Augmented Reality
CUD	*Chaussée Urbaine Démontable* (Demountable Urban Roadway)
GA	Grant Agreement
IPR	Intellectual Property Rights
RI	Road Infrastructure
V2I/X	Vehicle to Infrastructure (X: everything)

Executive summary

This deliverable presents the dissemination & communication plan for the HERON project. It identifies the objectives of dissemination, target audiences and relevant channels that will support dissemination of project results. It then elaborates the strategy to reach these objectives with an overall goal to increase the impact of the project. The overall objective of HERON dissemination strategy is to stimulate the interest from target audience, stakeholders and other interested parties and actively engage them in the implementation of activities throughout the course of the project.

The document presents dissemination strategy, taking into consideration different types of audiences targeted by the project and then presents a detailed plan of activities that will support the implementation of the outlined strategy. Dissemination activities will target different audiences that will constitute the HERON community, including end-users, researchers, representatives of industry, as well as the general public. An important dissemination aspect will be clustering activities with related EU R&I projects which will be reported in two separate reports in the middle (M24) and at the end of the project (M48). Dissemination activities will ultimately facilitate the uptake of HERON results and will therefore support exploitation activities of the project.

In order to be able to effectively monitor the success of dissemination activities, this deliverable presents a number of Key Performance Indicators (KPIs). The implementation of these activities will be continuously monitored against the KPIs and evaluated in the second version of this deliverable (D8.4) which is due in M24.

So far (M6), the HERON consortium has already developed corporate identity for the project, launched the project website and social media profiles as well as prepared a press release.

1 Introduction

HERON aims to develop an integrated automated system to perform maintenance and upgrading roadworks, such as sealing cracks, patching potholes, asphalt rejuvenation, autonomous replacement of CUD elements and painting markings. The system also aims to support the pre- and post-intervention phase, including visual inspections and dispensing and removing traffic cones in an automated and controlled manner.

The HERON system consists of:

- Autonomous ground robotic vehicle that will be supported by autonomous drones to coordinate maintenance works and the pre-/post-intervention phase;
- Various robotic equipment, including sensors and actuators (e.g., tools for cut ad fill, surface material placement and compaction, modular components installation, laser scanners for 3D mapping) placed on the main vehicle;
- Sensing interface installed both to the robotic platform and to the Road Infrastructures (RI) to allow improved monitoring (situational awareness) of the structural, functional and RI's and markings' conditions;
- Control software that interconnects the sensing interface with the actuating robotic equipment;
- Augmented Reality (AR) visualization tools that enable the robotic system to see in detail surface defects and markings under survey;
- Artificial Intelligence (AI)-based toolkits that will act as the middleware for:
  a) optimally coordinating the road maintenance/upgrading workflows and
  b) intelligent processing of distributed data coming from the vehicle and the infrastructure sensors for safe operations and not disruption of other routine operations or traffic flows;
- Integration of all data in an enhanced visualization user interface supporting decisions and
- Communication modules to allow for Vehicle-to-Infrastructure/-Everything (V2I/X) date exchange for predictive maintenance and to increase users' safety.

HERON aims to reduce fatal accidents, maintenance costs, traffic disruptions, thus increasing the network capacity and efficiency.

This deliverable outlines the approach on how to effectively communicate the project's objectives, developments and outcomes, how to engage stakeholders and how to guide consortium partners in planning and implementing their respective dissemination activities. Ultimately, the aim of the dissemination plan is to identify activities that will facilitate and support the successful exploitation of HERON's results, both during and after the project's life cycle.

The dissemination plan elaborates on what to disseminate (project milestones, results, outcomes), to whom (target groups), and by what means (dissemination strategy, dissemination tools and channels etc.), along with a time plan and quantitative targets. It also defines mechanisms for monitoring the success of dissemination activities and actions. All dissemination activities will

be in line with the protection of IPR obligations, which will be established in the Consortium Agreement (CA).

1.1 Purpose of the document

This document is the deliverable 8.3 in Work Package 8: High-Impact Communication and Dissemination Activities. The aim of the document is to introduce the dissemination strategy of HERON with an objective to reach the objectives of WP8, namely to:

- Disseminate project findings and results to a wide and diverse range of stakeholders;
- Engage relevant stakeholders and end-users in order to have a good understanding of their needs and to involve their input;
- Ensure that the results will be exploited by interested stakeholders beyond the project life cycle.

The deliverable will be updated in M24 when we will submit the second version of this deliverable (D8.4). It will be complemented by regular progress reports where we will report about the status of implementation of activities and the achieved results and two versions of a report on clustering activities of the project (D8.7 due in M24 and D8.8 at the end of the project in M48).

1.2 Intended audience

The target audience of this deliverable is primarily HERON consortium partners, as the document outlines a dissemination strategy that will be implemented through combined efforts from all partners. The deliverable is also a report towards the European Commission about the dissemination strategy of the project.

1.3 Interrelation with other work packages

This deliverable interacts with all work packages and project activities, as it defines the overall dissemination strategy that will implemented throughout the whole duration of the project and by all partners of the consortium.

2   HERON Dissemination & Communication Strategy

2.1   Context

The present deliverable has been developed in the context of WP8: High-Impact Communication and Dissemination Activities. The objectives of this WP are to:

- **Create and enhance visibility of the project** and its most important outputs to pave the way for a wide-spread acceptance and implementation of project results, while fully respecting security and confidentiality matters with regard to sensitive project outcomes.
- Agree on a **plan for sustaining necessary visibility actions** for the future of the HERON community and communications platform.
- Define a clear vision by means of roadmaps, which include the key factors, scenarios, impacts to **accelerate deployment of HERON in Europe** (and worldwide), by supporting exploitation activities implemented in WP9.

The following figure presents an overview of tasks that will be implemented in WP8, as set in the Grant Agreement. The present deliverable is part of T8.2: Creation and update of the dissemination and communication plan.

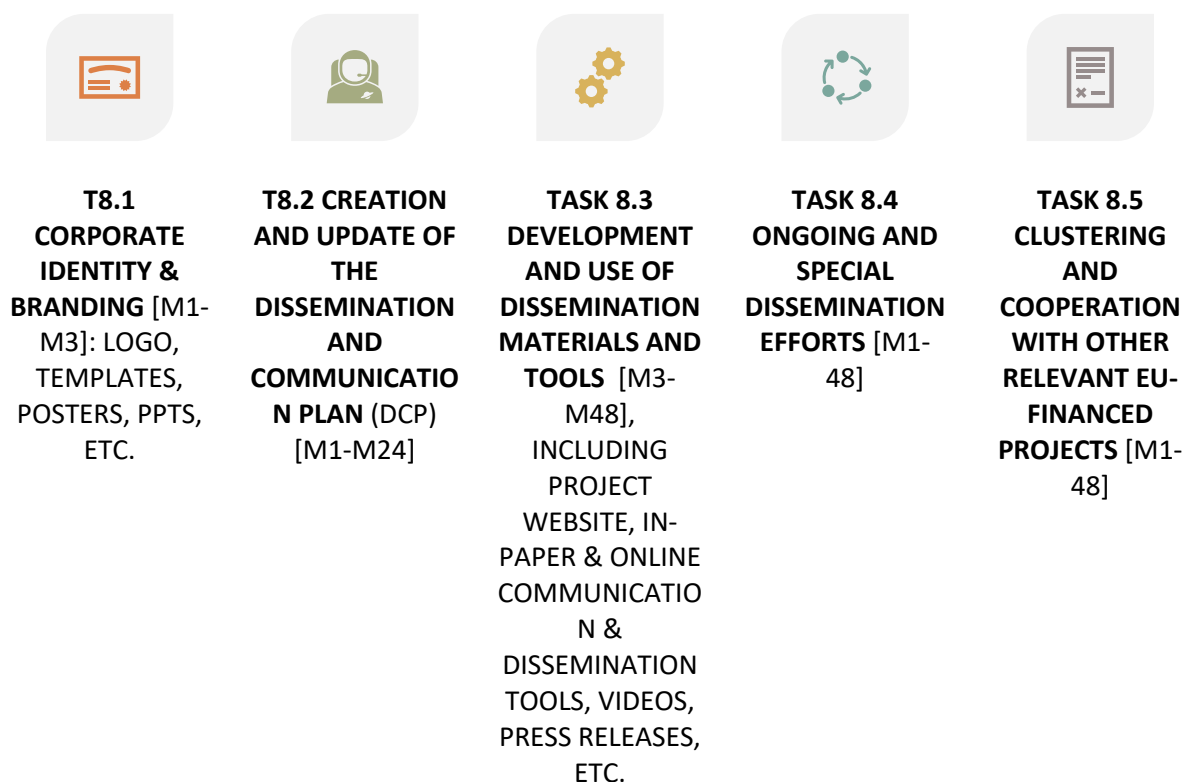| **T8.1 CORPORATE IDENTITY & BRANDING** [M1-M3]: LOGO, TEMPLATES, POSTERS, PPTS, ETC. | **T8.2 CREATION AND UPDATE OF THE DISSEMINATION AND COMMUNICATION PLAN** (DCP) [M1-M24] | **TASK 8.3 DEVELOPMENT AND USE OF DISSEMINATION MATERIALS AND TOOLS** [M3-M48], INCLUDING PROJECT WEBSITE, IN-PAPER & ONLINE COMMUNICATION & DISSEMINATION TOOLS, VIDEOS, PRESS RELEASES, ETC. | **TASK 8.4 ONGOING AND SPECIAL DISSEMINATION EFFORTS** [M1-48] | **TASK 8.5 CLUSTERING AND COOPERATION WITH OTHER RELEVANT EU-FINANCED PROJECTS** [M1-48] |

Figure 1: Overview of tasks in WP8

2.2   Definition of dissemination

Dissemination covers actions which, internally, support the consortium partners in fostering their collaboration during the project, and, on the external level, promote the project's results and

outcomes to stakeholders. Therefore, the purpose and use of the dissemination plan is twofold: it supports internal processes as well as promotion of the project towards organizations outside the consortium.

2.3   Objectives of dissemination

The objectives of dissemination activities in the frame of HERON can be defined as follows:

- To **disseminate information** about the project and progress to stakeholders and other interested parties as well as consortium partners;
- To **establish appropriate channels and means** to disseminate project objectives, activities, progress and outcomes to stakeholders;
- To **facilitate collaboration, stakeholder engagement** and **their input & feedback;**
- To **create awareness and disseminate the findings and results** of the to a wide and diverse range of stakeholders;
- To **share technical results** and research findings within the scientific community in the relevant fields related to the project, in order to promote and generate research;
- To **create and capitalise on links and clustering activities with relevant EU** projects and initiatives.
- To **support the exploitation of HERON results** (WP9).

2.3.1   Geographical coverage

HERON dissemination activities will focus primarily on EU Member States, but may include some broader, non-EU context as well. Dissemination activities will take place at local, national, and EU level. In addition to the activities implemented at the level of the consortium as a whole, HERON consortium partners will complement these efforts through their own dissemination channels. Most partners already operate in the international context and have previous experience participating in European projects. Thus, HERON's results will be disseminated through a wide network of partners from different EU countries which will maximize the potential for them to reach a variety of European and international stakeholders.

2.3.2   Target groups / stakeholders

The purpose of dissemination activities is to inform end-users and other stakeholders about the results and research outcomes of HERON. Dissemination activities will be defined and adapted to the different target groups. The following target groups have been identified:

- Policy makers in the field of transport at European level
- National road transport authorities and road operators
- Transport service providers
- Technology providers (e.g., robotic devices and software developers, construction/ maintenance companies, data engineers, etc.)
- Scientific community / academic institutions in the fields pertinent for HERON (transport, climate modelling, risk analysis, etc.), such as civil and structural engineers, automation and robotic experts, etc.

- Security industry
- First responders
- Standardization organizations
- Investors, technology importers, entrepreneurs & SMEs
- Drivers
- HERON Advisory Board
- Relevant EU-funded projects and initiatives
- General public

HERON consortium may identify additional target groups during the implementation of the project.

2.3.3 Dissemination channels

Project's engagement with stakeholders will take several forms and use a variety of tools with different aim and impact, but the activities will be complementary to each other. The aim of each dissemination activity is to raise awareness, inform, engage, and promote the results of the project. The main dissemination channels are the following:

- HERON website: https://www.heron-h2020.eu/
- Project presentation and factsheet
- Printed dissemination material: brochures, posters
- 4 annual magazines
- Periodic press releases in national and / or international electronic media outlets
- Papers and articles in specialized research publications
- Workshops, webinars and conferences, organized by HERON project partners as well as participation to external workshops, seminars and conferences
- Bilateral meetings organized by consortium partners
- Social media: Facebook, Twitter, LinkedIn, ResearchGate
- Videos
- Clustering activities with related EU projects
- Advisory Board
- Final HERON workshop

3 Dissemination strategy

HERON will rely on a strategic dissemination approach that includes the following 4 phases:

1) **conception** of the dissemination strategy,
2) **implementation** of the dissemination strategy, and
3) **follow-up** of the implementation phase, and
4) **continuity** of dissemination activities.

The first (current) phase focuses on the **conception of the dissemination strategy**, identifying the objectives, stakeholders, target audiences, and communication channels for dissemination. This phase has been taking place in the first six months of the project and has resulted in the present deliverable. During this time, the consortium also defined HERON's visual identity and branding, including the logo, to ensure the visual consistency and effective graphical identity of the project.

The second phase will focus on the **implementation** of dissemination activities, based on the outlined strategy and by using defined communication channels. This phase will take place during the entire duration of the project, intensifying from M6 onwards.

During the **follow-up phase**, partners will capitalize on the exploitation workshops to increase public understanding about HERON solutions and create acceptance for the new solutions.

The last phase will aim to ensure the **continuity of HERON dissemination activities**. The focus will be on continuing the communication and dissemination activities beyond the conclusion of the project by sustaining the stakeholder network created in HERON and engaging them through digital communication channels established under the project. Continuity will also be fostered through HERON partners' continuous promotion of outcomes via their activities and networks, stakeholders / other multipliers and scientific publications.

The dissemination strategy of HERON described in this deliverable will be updated continuously as the project advances in order to address emerging challenges and opportunities, thus guaranteeing a successful dissemination during the time of the project and continuity after the end of the project.

All partners will actively participate and contribute to dissemination both at organizational and individual level. Combined, the consortium partners have a wide network of contacts in different networks of HERON stakeholders (such as end-users, technology providers, academic community, public authorities, international transport organizations, etc.) which will ensure a solid basis for a strong collaboration with these stakeholder groups. HERON dissemination activities will focus on ensuring continuous, proactive and dynamic dissemination to all relevant target groups.

3.1 Principles for dissemination activities

To ensure and maximize the success of dissemination activities, HERON partners will focus on the successful management of the following main dissemination aspects: format, messages / content and recipients of these messages.

The **first aspect** refers to the uniform and streamlined use of HERON templates and the overall visual identity. All communication material, including working documents and deliverables will feature the name of the project, logo and the EU flag, as well as a clear reference to the funding by the European Commission with the following wording: *"This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement no 955356."*. The templates have already been agreed upon and adopted by the consortium and stipulate the font, headers and the required structure of all working documents. All working documents and deliverables will also feature a legal disclaimer.

The **second aspect** refers to the messages that will be communicated about the project. All presentations done by individual consortium partners about the work implemented in each work package should be presented in a broader context of the project, outlining the overall objectives of HERON and identifying how their contribution and specific results feed into the work towards the global objectives. The key messages about the aim and objectives of HERON should be concise and used consistently in all individual communication efforts by each partner and the consortium as a whole. The messages should be tailored to a specific target audience.

The **third aspect** refers to the common definition and agreement on the audiences targeted by dissemination activities. The initial mapping of stakeholders and target audiences is presented in a table which is part of this deliverable. Partners should inform the dissemination & communication leader about new identified stakeholders / contacts to update the list and enable that all communication is centralized and streamlined.

To ensure that HERON results are readily available and accessible both to the partners and the public, all public deliverables and publication produced by HERON will be published on HERON website and through an online repository, with the key words "EU" and "Horizon 2020" included as metadata, in addition to identifiers such as the title and acronym of the project as well as the Grant Agreement number.

3.2 HERON stakeholder community

HERON stakeholder is any entity with an interest in the work implemented by HERON or its results and outcomes. The consortium outlined a preliminary list of stakeholders already as part of the grant agreement, based on the assessment by partners both in terms of their potential interest in the project as well as the level of importance of their input and feedback for the success of the project implementation. The list has been revised and expanded in the first months of the project and will be continuously monitored throughout the project.

The table below provides an overview of entities that constitute the HERON stakeholder community so far (until M6), specifying the type of entity and their country of origin.

Table 1: HERON stakeholder community

Stakeholder	Type	Country	Website
Olympia Odos	Road operator (end user)	Greece	https://www.olympiaodos.gr/en/
Acciona Construcción	Road operator (end user)	Spain	https://www.acciona.com/?_adin =02021864894
International Road Union (IRU)	Transport association	-	http://www.iru.org/
European Road Federation (ERF)	Transport association	-	https://erf.be/
European Automobile Manufacturers Association (ACEA)	Transport association	-	http://www.acea.be
International Motor Vehicle Inspection Committee (CITA)	Transport association	-	https://citainsp.org/
Danish Transport Authority	National transport authority	Denmark	https://www.trafikstyrelsen.dk/en/
IN Groupe / Imprimerie Nationale	National authority	France	www.imprimerienationale.fr
Ministry for Innovation and Technology – National Transport Authority	National transport authority	Hungary	https://kormany.hu/
Ministry of Transport, Mobility and Urban Agenda	National transport authority	Spain	http://www.fomento.es
Road Safety Authority	National transport authority	Ireland	http://www.rsa.ie/
Vias institute	Public institute	Belgium	https://www.vias.be/en/
FEHRL (Forum des Laboratoires Nationaux Européens de Recherche Routière)	Research association	Belgium	https://www.fehrl.org/
IDRRIM	Public institute	France	https://www.idrrim.com/
CEDR	Public body	Belgium	https://www.cedr.eu/
Routes de France	Association of French road owners	France	https://www.routesdefrance.com/
GEMALTO	Transport company	France	http://www.gemalto.com/
INELO	Transport company	Poland	www.inelo.pl
Continental	Transport company	Germany	http://www.continental-corporation.com
Stoneridge	Transport company	Sweden	http://www.stoneridge-electronics.com

3.3 Dissemination plan

The following table presents a detailed dissemination plan and timeline for HERON project.

Table 2: Dissemination plan

Dissemination activity	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48
HERON website			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Social media			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Video					■													■																		■												
Poster												■																																				
Leaflet								■			■																																					
Press release	■											■						■						■						■						■						■						■
Newsletter																		■												■												■						
Annual magazine												■												■												■												■
Publications in scientific journals						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Participation in events						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Clustering with EU projects						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Demo events																								■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
HERON conference																																																■

3.4 Dissemination strategy per stakeholder group

The section below presents specific dissemination strategies for the main categories of HERON stakeholders. It provides an overview of specific stakeholders targeted by HERON, identifies their main motivations and related objectives of the dissemination strategy and proposes the most suitable means / channels to be used in communication activities towards them. These individual dissemination strategies will be further defined and elaborated during the course of the project, as the consortium will continue mapping their needs and understand better their expectations (especially in terms of the work in WP2), in order to produce results and outcomes that will be highly relevant and useful for the end-users.

Table 3: Dissemination strategy per stakeholder group

Stakeholder category	Motivations & needs	Objectives of HERON dissemination activities	Dissemination activity
Policy makers in the field of transport at European level	▪ Understand opportunities and risks associated with new products and services developed under HERON ▪ Deploy innovative solutions ▪ Understand need for any new laws and policies	▪ Engage them in a dialogue ▪ Raise their awareness about impacts of the project ▪ Provide them evidence-based information about technical challenges addressed by the consortium and the proposed solutions	▪ HERON website ▪ Social media ▪ Press release ▪ Leaflet ▪ Newsletters ▪ Clustering with EU projects ▪ HERON conference
National road transport authorities and road operators	▪ Understand their needs, issues and challenges ▪ Assess sectorial and geographical needs	▪ Engage them in a dialogue ▪ Raise their awareness about impacts of the project and added value offered by its products and services	▪ HERON website ▪ Social media ▪ Press release ▪ Leaflet ▪ Newsletters ▪ HERON conference
Technology providers (e.g., robotic devices and software developers, construction/ maintenance companies, data engineers, etc.)	▪ Ensure good strategic discussions for exploitation of project products and services. Identify and capitalise on new business opportunities and develop technologies, products and services to increase competitiveness and access to market	▪ Engage them in a dialogue ▪ Raise their awareness about the results from individual work packages and about HERON system as a whole ▪ Encourage them to provide feedback on the consortium's results	▪ HERON website ▪ Social media ▪ Press release ▪ Leaflet ▪ Videos ▪ Annual magazines ▪ HERON conference
Scientific community / academic institutions in the fields pertinent for	▪ Develop technical knowledge in the relevant fields ▪ Promote the development of collaborative and open knowledge	▪ Engage them in a dialogue ▪ Raise their awareness about the impacts of the project.	▪ HERON website ▪ Social media ▪ Press release

HERON (transport, climate modelling, risk analysis, etc.)		▪ Provide them evidence-based information about technical challenges addressed by the consortium and the proposed solutions ▪ Encourage them to provide feedback on the consortium's results, technologies developed and research findings	▪ Leaflet/ Videos ▪ Annual magazines ▪ Publications in scientific journals ▪ Participation in events ▪ HERON conference
Advisory Board	▪ Ensure good strategic discussions for exploitation of project products and services. Identify and capitalise on new business opportunities and develop technologies. ▪ Develop technical knowledge in the relevant fields ▪ Promote the development of collaborative and open knowledge	▪ Engage them in a dialogue ▪ Raise their awareness about the results from individual work packages and about HERON system as a whole ▪ Encourage them to provide feedback on the consortium's results	▪ HERON website ▪ Social media ▪ Press release ▪ Leaflet/ Videos ▪ Annual magazines ▪ Demo events ▪ HERON conference
Related EU-funded project	▪ Create multidisciplinary and multi-sectorial networks of expertise and competence ▪ Develop, test and leverage innovative solutions at the EU level	▪ Raise awareness of partners in related EU projects to the objectives of HERON and activities of our consortium ▪ Exchange information, findings and results with them ▪ Create synergies and anticipate (and avoid) any overlaps of activities	▪ HERON website ▪ Social media ▪ Clustering with EU projects ▪ Press release ▪ Leaflet/ Videos ▪ Annual magazines ▪ Participation in events ▪ HERON conference
General public	▪ Be informed about political, societal and technological trends	▪ Provide tailored information to improve their awareness and understanding about recent scientific findings and innovations	▪ HERON website ▪ Social media ▪ Press release ▪ Leaflet/Poster/ Videos

3.5 Individual dissemination plans per consortium partners

In the Grant Agreement, HERON consortium partners have identified actions and channels that will be the most suitable for their individual dissemination activities, depending on their organization type, size and type of their network, access to specific dissemination channels, strengths, etc. To reach a wide pool of relevant stakeholders, while disseminating the scientific, technological and societal achievements of the project, we will leverage our partners' extensive networks and employ well-tailored dissemination channels.

4 Management and evaluation of dissemination activities

4.1 Dissemination and Communication Manager

The Dissemination and Communication Manager (DCM) from CORTE, together with the Project Coordinator (PC), will lead, coordinate and oversee all communication and dissemination activities, in order to ensure that all efforts are streamlined and complementary. The DCM will work closely with the Innovation and Exploitation Manager (IEM) leading exploitation activities in WP9 and the PC to ensure a link with exploitation aspects, taking into account IPR.

CORTE will rely on its membership of more than 70 members consisting of national authorities, transport associations and transport companies to disseminate HERON results. CORTE will work to:

- Outline and update the dissemination and communication plan.
- Support the development of the business plan.
- Communicate widely and through multiple channels about the progress and results of the project throughout its implementation.
- Support the management of online presence of HERON.

4.2 Management of dissemination activities

In order to effectively manage and streamline all communication & dissemination efforts, the consortium has agreed on the following **procedure that should be followed by all partners prior to performance of any dissemination and communication activity**:

- ✓ Consortium partner completes a Dissemination Activity Report template, providing information such as type of activity, type of audience, the foreseen (estimated) number of stakeholders reached, a short description and other relevant information;
- ✓ Partner stores material (abstract, draft paper, poster, presentation etc.) to a dedicated Dissemination Requests folder in SharePoint;
- ✓ Partner submits a dissemination request by email to the Dissemination Manager, allowing for a minimum of two weeks before the submission deadline;
- ✓ Dissemination Manager has 3 days to react and send the request to the project coordinator for approval, modification or rejection;
- ✓ Coordinator sends his/her decision by email to the Dissemination Manager within 5 working days.
- ✓ Dissemination Manager informs the partner(s) about the decision.

A. When **approval** is given through the Dissemination Manager, the partner(s) is (are) free to proceed with the realization of the proposed dissemination activity;

B. The coordinator can **reject** the proposed dissemination activity if they have objections related to overlaps or possible disclosure of restricted or confidential information concern the work performed in the different WPs, giving sufficient justification. The Dissemination Manager then informs the lead partner of the activity that modifications or additions are required. The partner can propose again the

revised material to the Dissemination Manager and if significant changes that might provoke conflicts among partners' interests must be made, the previous procedure is followed.

C. In case of **conflict**, the issue will be discussed among the coordinator, the Dissemination Manager and the involved partners.

If partners wish to present or release **material already approved** as public presentation and other communication material, then no formal approval is required. They fill in the Dissemination Activity Report and inform the Dissemination Manager.

Dissemination Manager will keep a record of all dissemination and communication activities of the consortium and report on these as part of continuous reporting as well as in periodic reports. To ensure good coordination and coherence of dissemination activities, Dissemination Manager will organize dedicated dissemination meetings to enable the entire consortium to discuss the outputs achieved during the various events and share the knowledge with the community of HERON stakeholders. These meeting will be organized approximately every 6 months or more often as required.

4.3   Evaluation of dissemination activities

A number of Key Performance Indicators (KPIs) have been set up to in the Grant Agreement to monitor the success of implementation of dissemination activities in respect to the objectives and to address any weaknesses.

The following table presents the KPIs that will be continuously monitored throughout the project and reported in regular progress reports and in the second version of this deliverable. The KPIs may be adjusted as the project progresses.

Table 4: KPIs related to HERON dissemination activities

Activity	Description	Timeline	Current status
Creation of recognizable brand identity	Development of the **HERON brand**: To ensure the impact of the project, HERON will develop an EU wide recognizable brand that visually translates the project idea and concept in all outreach materials and events.	M3	Implemented (D8.1)
KPI	**1 project logo, HERON templates, illustrations and graphics**		
Communication kit	**Leaflets and posters** based on HERON's visual identity will be produced until M12. This material will be distributed at conferences, workshops, exhibitions and other large-scale events. Around major milestones (M12), **newsletters** will be sent to HERON's stakeholder and to relevant EU projects and initiatives (H2020 and beyond). A **video** to present the main objectives and target outcomes of HERON will be produced in the early stages of the project. Additional videos will be also produced to showcase the proposed HERON's solution in the various events.	M1-M48	3 videos produced so far
KPI	**2 leaflets, 1 poster, at least 2 animation videos and 3 newsletter issues**		

Dedicated project and code websites	Launch of the **HERON website in M3**. Its basic objective is to create an easily accessible public platform for dissemination of deliverables, open access publications, presentations, newsletter issues etc. Interactivity and updated content will attract attention and repeated visits.	M5-48, with the **aim to keep it active for 5 years** after the end of the project	HERON website has been launched (D8.2) and is regularly updated
KPI	**1 official project website; 10,000 visitors per year combined**		
Social media channels	Social media will be used to reach the target audience frequently and cost-efficiently, and to strengthen the **HERON stakeholder community**. Basic information on HERON and its concept will also be disseminated through the partners' existing social networking pages as well as the H2020 social media accounts.	M1-M48	HERON social media channels (4) have been established and have been actively updated
KPI	**Active HERON Facebook, LinkedIn, Twitter & ResearchGate accounts. The aim is to gather at least 200 members by M48. At least 4 announcements per partner in individual social media accounts; at least 6 announcements in H2020 social media sites. In total, we will aim to publish 150 posts/year across all platforms.**		
Conference presentations	HERON will have presentations and demos in relevant international conferences and other events. We will also organize special sessions and other project events at well-known transport conferences. Some indicative conferences are included in the following Table 12.	M12 - M48	To be implemented in the next phase
KPI	**Minimum 3 presentations per year targeting at least 10 presentations in total**		
Peer-reviewed publications	Effort will be made to publish papers in well-respected and highly rated peer-reviewed journals. This task will be undertaken mostly by the research partners, and the publications will cover several project fields of work. Particular effort will be made to secure Open Access (OA) to all interested persons, mainly through the project website but also through respective OA repositories such as OpenAIRE. Some indicative journals are identified in the following sections of this deliverable.	M18 - M48	To be implemented in the next phase
KPI	**At least 2 publications in scientific ISI journals per year (after 2nd year) and at least 8 publications in total**		
EU dissemination networks & channels	The consortium, in close collaboration with the EC project officer, will investigate the possibilities to disseminate the project vision and main results through various means offered by the EU, e.g., Horizon Magazine, research*EU results magazine. Partners will also investigate possibilities to participate in EU research conferences and public events, e.g., EU Transport Forum (2020), Open Door Days and H2020 Researchers Nights events.	M06 - M48	To be implemented in the next phase
KPI	**At least 2 press releases per year; 5 media publications; Participation in EU events**		
Training & Demo events	Training sessions in relevant events or online: HERON puts emphasis on "educating" the communities and relevant organizations about the need for additional advanced research to	M24 - M48	To be implemented

	cover their requirements.		
KPI	**1 online session; 3 Pilot demonstrations; Training package; Attendance of 50 non-specialist attendees**		
Final Event	A conference will be organized at the end of the project to demonstrate to a large number of stakeholders the HERON system as a result of the project and other outcomes achieved.	Around M48	To be implemented
KPI	**1 HERON conference (more than 80 participants in total); Conference proceedings and report**		

4.4 Advisory Board (AB)

In order to maximize the input and influence of end users on project developments at all levels, HERON consortium formed an Advisory Board (AB) with members representing transport authorities and organizations / experts in the fields that are relevant for the project, from across Europe and from different stakeholder and disciplinary perspectives.

The purpose of the AB is to:

- Enable the consortium to access organizations that are end users of technologies developed by HERON.
- Facilitate the validation of project results and outcomes.
- Help to achieve a wide dissemination of project results for each specific target audience.
- Facilitate the exploitation and uptake of project results after the end of the project.

Table 5: HERON Advisory Board members

Domain	Name	Institution	Country	Position
Transport Authorities	Hans Eriksson	Swedish Transport Agency	SE	Senior Advisor for international relations
	Corina Li	Road Transport Authority	RO	
	Arpad Gordos	Ministry of National Development	HU	Coordinator for international relations
Inspection Companies	Nassos Anastasopoulos	MISTRAS Group-International Company	GR	Director of Sales and Engineering
Networking-Communications	Francisco Javier Rodriguez Blanco	Nokia Networks	ES	PMO Head Global Services Delivery Transformation
AI/ML	Dr. Jin Yang	Futurewei Technologies, Inc. The US branch of Huawei	US	CTO, Applied AI/ML Research
Computer Vision	Prof. Luc Van Gool	Computer Vision Laboratory, ETHZ Zentrum	CH	Professor in Computer Vision Algorithms and Machine Learning

3GPP Standards	Dr. Apostolis Salkintzis	Lenovo & Motorola Mobility	GR	Standards Representative (Mobile 5G) & Lead 3GPP Architect
Construction Companies	Alvaro Duarte	AMISA Infrastructure Maintenance	ES	International Operation & Maintenance Manager
RI Resilience	Prof. John W van de Lindt, Ph.D., F. ASCE	Department of Civil and Environmental Engineering Colorado State University	US	Co-Director, NIST Center of Excellence for Risk-Based Community Resilience Planning
Remote Sensing	Dr. Michele Crosetto	Centre Tecnològic de Telecomunicacions de Catalunya	ES	Head of the Remote Sensing Department

5 Implementation of dissemination activities

5.1 Corporate identity and branding

HERON's visual identity and branding was defined by M3, with the aim to ensure the visual consistency and the effective graphical identity of the project and to support the dissemination and communication activities. It is presented in detail in D8.1.

A dedicated logo together with colour palettes and typefaces were provided by in order to shape HERON's identity and to promote instant public recognition. A set of specific guidelines is also provided to assist the consortium in using correctly all the above brand identity elements when designing and producing communication and dissemination material. In addition, a set of HERON MS Office templates has been created to ensure HERON's consistent brand identity and to keep a credible and professional "look and feel".

5.2 Online dissemination material

HERON online dissemination material will allow to share the results of the project with a wide range of stakeholders as well as the general public. HERON website will serve as the main dissemination platform, but the consortium will also capitalise on the possibilities offered by social media to reach a wide audience and enhance the visibility of the project.

5.1.1 HERON website

The website is one of the crucial dissemination channels for all categories of stakeholders. HERON website was launched in M3. It was implemented as deliverable D8.2 by the consortium partner Resilience Guard (RC) and is hosted on the domain https://www.heron-h2020.eu/. It features information on project objectives, presentation of the consortium, results to date, latest news and events related to the project, as well as the presentation video and press release. The website will be regularly updated and populated with content during the whole implementation period.

As such, it will be the main source of information and updated about the project but also a place where interested stakeholders will be able to download documents about the project, such as presentations, public deliverables, articles produced by HERON partners and other available dissemination material.

CORTE as dissemination and communication manager, together with Resilience Guard who implemented HERON website will monitor its usage using web analytics, to identify the number of visitors and where they are coming from, what pages on the website are the most popular, etc. Web analytics will also allow the consortium to evaluate if the KPI of 10,000 visitors per year has been achieved.
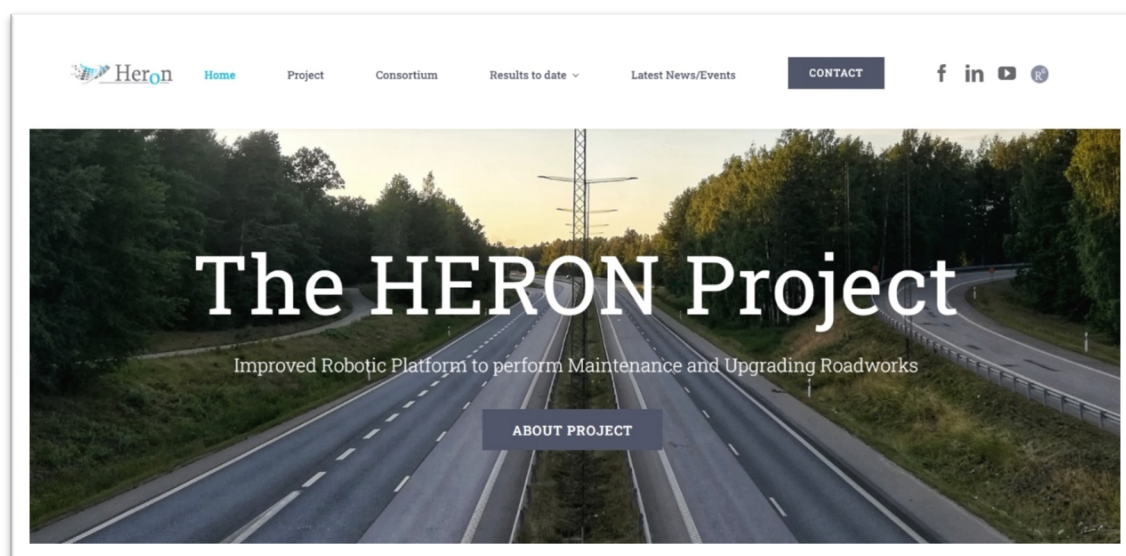
Figure 2: Homepage of HERON website with the header menu

5.1.2   HERON social media

HERON will utilise the opportunities offered by social media networks as very efficient means of communication, especially for raising awareness and promotion. HERON's active presence on social media will allow to:

- Raise awareness and visibility attention to HERON activities and foster communication with stakeholders and the general public.
- Widely share invitations to HERON events.
- Promote HERON results and findings which will facilitate exploitation of project outcomes beyond the project.
- Foster interaction with related EU-funded projects.
- Share interesting news and updates about scientific and technical developments in the fields relevant to HERON.
- Direct internet traffic to the HERON website, by sharing links to the content and dissemination material on the website (deliverables, newsletters, videos, etc.).

HERON consortium has already established profiles of the project on the following social media platforms:

- Facebook: https://www.facebook.com/HeronEUProject
- LinkedIn: https://www.linkedin.com/company/heroneuproject/
- Twitter: https://twitter.com/HERON_H2020
- ResearchGate: https://www.researchgate.net/project/HeronEUProject

The links leading to these profiles are clearly displayed on the homepage of the project website.

While LinkedIn will allow the consortium to readily share updates from the project and build a community of experts in various fields of interest to HERON, Twitter with its convenient format of spreading information in short messages, will aim to draw the attention of industrial

stakeholders, policy makers at EU and national level, related EU-funded projects, academics and the general public.

Social media activities of HERON will be managed by the Dissemination Leader in coordination with Resilience Guard as the partner implementing the HERON website, who is also responsible for publishing the website content.
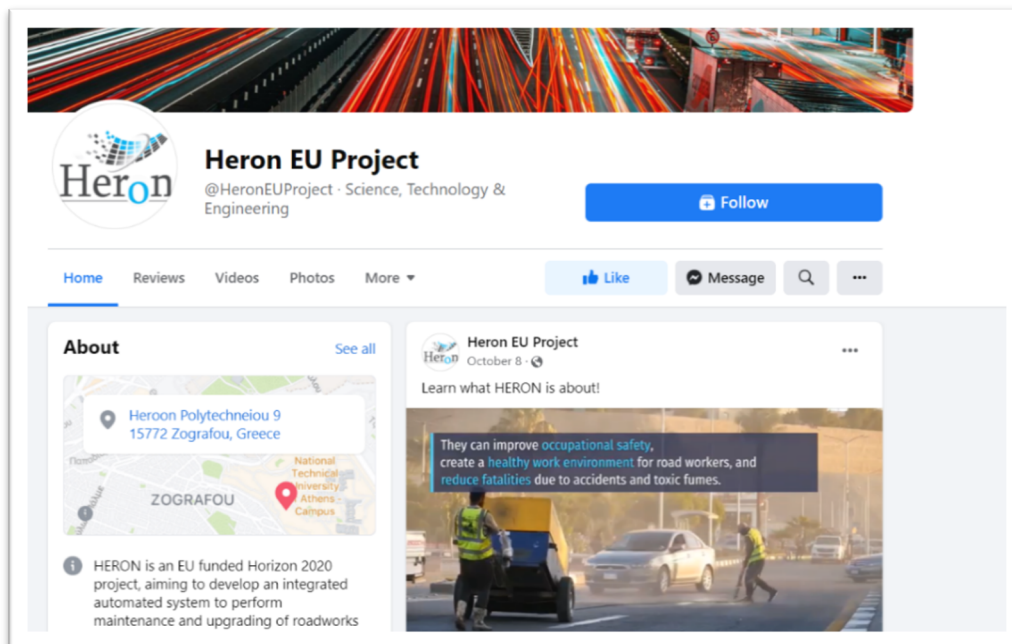

Figure 3: HERON Facebook page

5.1.3   HERON YouTube channel

YouTube is another efficient and attractive platform that allows for a wide dissemination of videos, presenting HERON technical results and progress in an interactive way. The consortium has already established a dedicated HERON YouTube channel that is accessible on the following link: https://www.youtube.com/channel/UCc3hqqt-DVuVQ2Ib7fH-SOw

So far, the channel features 3 videos. An introductory video has been produced by CORTE and presents HERON, its objective and consortium, while using a non-technical language for easy understanding by a wide group of stakeholders. Two more videos present consortium partners, namely Resilience Guard and Olympia Odos Operation.

In the future, the dissemination leader will invite all partners to provide videos to further populate the channel with their presentation videos, but also with videos presenting technical progress achieved in different work packages and demo activities. Recordings from the events organized by HERON, such as webinars, workshops, etc., may also be uploaded to the channel.
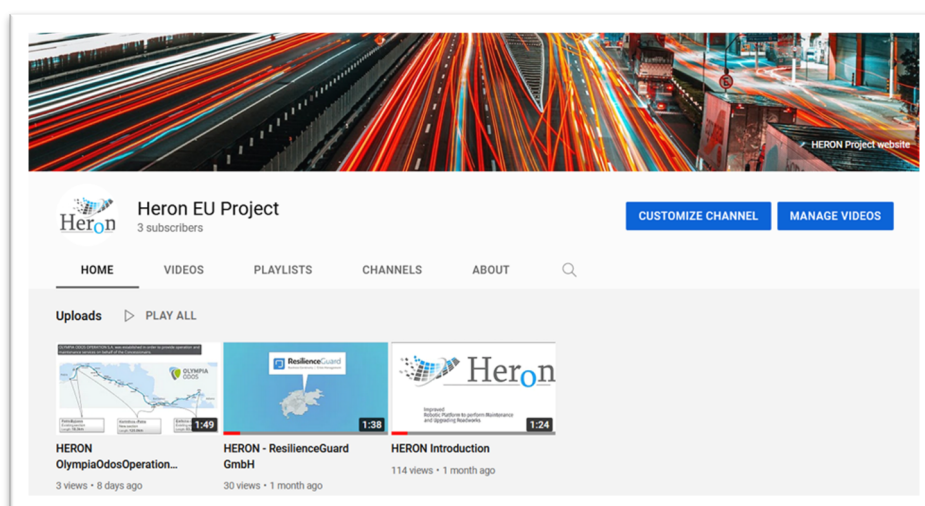
Figure 4: HERON YouTube channel

5.1.4 Press releases and annual magazines

The first press release was prepared for the occasion of the project launch and disseminated through the networks of all consortium partners to present the project to the public. The press release is available on HERON website via the following link:

https://www.heron-h2020.eu/wp-content/uploads/2021/07/HERON_Press_Release_1.pdf

Future press releases will focus on the results to date with an aim to generate interest about the project and to invite the stakeholders to participate to events organized by the project.

4 annual magazines will be published during the project, presenting HERON achievements, demo activities and the application of project results, as follows:

Table 6: Timeline for the publication of HERON annual magazines

Title	Deliverable number	Due date
Annual magazine (first issue)	D8.6	M12
Annual magazine (second issue)	D8.9	M24
Annual magazine (third issue)	D8.10	M36
Annual magazine (fourth issue)	D8.11	M48

5.2 Publications in scientific journals and online repositories

Publications in scientific journals will be important for the academic partners involved in HERON to disseminate project findings among the research and scientific community in the fields of relevance to the project.

A list of relevant journals in the fields of transport, robotics and ICT has already been identified during the proposal phase. HERON academic partners will seek to approach in order them to submit papers with project outcomes and findings. In addition to this, the dissemination leader

has established a dedicated **ResearchGate account** for HERON to share research papers as well as public deliverables.

The dissemination leader will also establish the HERON community on **ZENODO**, a dissemination web-platform, which allows for upload, curation and sharing of the research data with other researchers and EU projects through an easy-to-use web interface. The bibliographic information will also be disseminated via a dedicated **OpenAIRE**, an EC-supported initiative to foster Open Science in Europe.

The following table provides an overview of the relevant publications that have been mapped by the consortium so far. The list may be updated during the project.

Table 7: List of scientific journals relevant to HERON

Publication title	URL
Automation in Construction	https://www.journals.elsevier.com/automation-in-construction
Computer-Aided Civil and Infrastructure Engineering	https://onlinelibrary.wiley.com/journal/14678667
Computers, Environment and Urban Systems	https://www.journals.elsevier.com/computers-environment-and-urban-systems
Drones	https://www.mdpi.com/journal/drones
Engineering Structures	https://www.journals.elsevier.com/engineering-structures
Field Robotics	http://journalfieldrobotics.org/JFR/Home.html
GIScience & Remote Sensing	https://www.tandfonline.com/toc/tgrs20/current
IEEE Geoscience and Remote Sensing Letters	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=8859
IEEE Intelligent Systems	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=9670
IEEE Journal on Selected Areas in Communications	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=49
IEEE Open Journal of Intelligent Transportation Systems	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=8784355
IEEE Transactions on Automation Science and Engineering	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=8856
IEEE Transactions on Cybernetics	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=6221036
IEEE Transactions on Geoscience and Remote Sensing	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=36
IEEE Transactions on Image Processing	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=83
IEEE Transactions on Intelligent Transportation Systems	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=6979
IEEE Transactions on Robotics	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=8860

IEEE Transactions on Vehicular Technology	https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=25
IET Circuits, Devices & Systems	https://digital-library.theiet.org/content/journals/iet-cds
Infrastructures	https://www.mdpi.com/journal/infrastructures
International Journal of Applied Earth Observation and Geoinformation	https://www.sciencedirect.com/journal/international-journal-of-applied-earth-observation-and-geoinformation
International Journal of Robotics Research	https://journals.sagepub.com/home/ijr
IEEE Robotics and Automation Letters	https://www.ieee-ras.org/publications/ra-l
ISPRS International Journal of Geo-Information	https://www.mdpi.com/journal/ijgi
ISPRS Journal of Photogrammetry and Remote Sensing	https://www.journals.elsevier.com/isprs-journal-of-photogrammetry-and-remote-sensing
Journal of Civil Structural Health Monitoring	https://www.springer.com/journal/13349
Journal of Highway and Transportation Research and Development (English Edition)	https://ascelibrary.org/journal/jhtrcq
Journal of Infrastructure Systems	https://ascelibrary.org/journal/jitse4
Journal of Structural Engineering	https://ascelibrary.org/journal/jsendh
Journal of Transport Geography	https://www.journals.elsevier.com/journal-of-transport-geography
Journal of Transportation Engineering, Part A: Systems	https://ascelibrary.org/journal/jtepbs
Remote Sensing	https://www.mdpi.com/journal/remotesensing
Robohub	https://robohub.org/
Sensors	https://www.mdpi.com/journal/sensors
Structural Monitoring and Maintenance	http://www.techno-press.org/?journal=smm&subpage=5
The Photogrammetric Record	https://onlinelibrary.wiley.com/journal/14779730
The Robot Report	https://www.therobotreport.com/
Transportation	https://www.springer.com/journal/11116/
Transportation Research Part C: Emerging Technologies	https://www.journals.elsevier.com/transportation-research-part-c-emerging-technologies

5.3   Participation in international conferences, scientific workshops and other events

Interest in HERON will also be generated through participation of consortium partners in various types of international events, such as conferences, scientific workshops, etc. Participation will be considered with regards to the availability of partners and project results, as well as the relevance of a particular event.

When attending an event, the participating partner will consider the following aspects and tailor the presentation of HERON accordingly:

- Objectives and stakeholders targeted;
- Links with related EU-funded projects;
- Type of foreseen activity (paper, presentation, bilateral meeting, exhibition, etc.);
- Topic that is discussed at the event (general or specific);
- Human and material resources required.

Dissemination leader will keep track of all events with the participation of HERON consortium partners. Dissemination leader will report in periodic reports about the number and types of stakeholders reached at specific events, results and follow-up actions.

The following table presents a list of conferences, scientific workshops and other types of R&I events that HERON consortium partners may attend in order to present research results and outcomes of the project. It should be noted that this list is preliminary and will be updated during the implementation of the project, based on the upcoming opportunities.

Table 8: Overview of conferences, scientific workshops and other events relevant to HERON

Date	Event	Location	Website
27-29 April 2022	GISTAM 2022	Online	https://gistam.scitevents.org/
2-4 February 2022	JURSE 2022	Online	http://jurse.org/
17-22 July 2022	IGARSS 2022	Kuala Lumpur, Malaysia	https://www.igarss2022.org/
16-19 October 2022	ICIP 2022	Bordeaux, France	https://2022.ieeeicip.org/
22-27 May 2022	ICASSP 2022	Singapore	https://2022.ieeeicassp.org/
29 June-1 July 2022	PETRA 2022	Corfu, Greece	http://www.petrae.org/
30 May-2 June 2022	8th Annual International Conference on Transportation	Athens, Greece	https://www.atiner.gr/transport
19-24 June 2022	CVPR 2022	New Orleans, Louisiana	https://cvpr2022.thecvf.com/
1-3 June 2022	ICPRAI 2022	Paris, France	https://icprai2022.sciencesconf.org/

23-27 October 2022	IEEE/RSJ International Conference on Intelligent Robots and Systems	Kyoto, Japan	https://www.ieee-ras.org/conferences-workshops/financially-co-sponsored/iros
23-27 May 2022	IEEE International Conference on Robotics and Automation	Philadelphia, USA	https://www.ieee-ras.org/conferences-workshops/fully-sponsored/icra
27 June-1 July 2022	Robotics Science and Systems	New York City, USA	https://roboticsconference.org/
N.A.	Conference on Robot Learning	N.A.	https://www.robot-learning.org/
27-28 June 2022	Learning for Dynamics and Control	Stanford University, USA	https://l4dc.su.domains/
29-31 March 2022	Advanced Factories	Barcelona, Spain	https://www.advancedfactories.com/
22-24 March 2022	ERF	Rotterdam, The Netherlands	https://erf2022.eu/
23-27 October	IROS		https://iros2022.org/
25 -29 April 2022	Hannover Messe	Hannover, Germany	https://www.hannovermesse.de/en/
N.A.	MetalMadrid / Robomática	Madrid, Spain	https://www.metalmadrid.com/es/
N.A.	ROSCon	-	https://roscon.ros.org/world/2021/
21–24 June 2022	Automatica	München, Germany	-
14-17 Nov 2022	Transport Research Arena	Lisbon, Portugal	https://traconference.eu/about-tra/

5.4 Clustering with related EU projects and initiatives

Throughout its implementation, HERON will actively work to identify and establish links and collaborative relationships with the ongoing projects in the fields of road transport, critical infrastructure and other fields relevant for HERON. These relationships will information sharing and help to promote the objectives and results of HERON.

To this end, the following actions are foreseen:

- Follow social media accounts of these projects and invite them to follow HERON social media;
- Register for their newsletter and share HERON dissemination material with them;
- Invite them to HERON meetings, workshops, final conference and other events, organized by HERON;
- Investigate possibilities to organize a common event for a larger group of stakeholders;
- Actively initiate their input and facilitate knowledge sharing in different formats, for example through the organization of a common workshop on a certain topic of common

interest or by informing deliverables within the possibilities of respecting aspects related to confidentiality.

The following table provides an overview of relevant EU funded projects and other initiatives dealing that have been identified by the consortium. The list is indicative and will be updated in the course of the implementation of HERON. The list also includes projects that have been concluded but are relevant to HERON in terms of information sharing.

Table 9: List of related EU projects and initiatives

Name of the project	Implementation period	Website
PANOPTIS	06/2018 – 05/2022	http://www.panoptis.eu/
STOP-IT	06/2017 – 10/2021	https://stop-it-project.eu/
FORESEE	09/2018 – 02/2022	https://foreseeproject.eu/
RESIST	09/2018 – 06/2022	https://www.resistproject.eu/
SAFEWAY	09/2018 – 02/2022	https://www.safeway-project.eu/en
HYPERION	06/2019 – 11/2022	https://www.hyperion-project.eu/
IM-SAFE	11/2020 – 04/2023	https://im-safe-project.eu/
INCIT-EV	01/2020 – 12/2023	https://www.incit-ev.eu/
PILOTING	01/2020 – 12/2024	https://piloting-project.eu/
OMICRON	05/2021 – 10/2024	https://omicronproject.eu/
FOR	Ongoing FEHRL initiative, implemented in many countries	https://www.foreveropenroad.eu/
AEROBI	12/2015 – 11/2018	https://www.aerobi.eu/
ROBO-SPECT	10/2013 – 09/2016	http://www.robo-spect.eu/
ZONESEC	12/2014 – 11/2018	https://www.zonesec.eu/
INACHUS	01/2015 – 12/2018	https://www.inachus.eu/
INTERMODEL	09/2016 – 08/2019	http://www.intermodeleu.eu/
INFRALERT	05/2015 – 04/2018	http://infralert.eu/
RAGTIME	09/2016 – 08/2019	https://ragtime-asset.eu/
AM4INFRA	09/2016 – 08/2018	https://am4infra.eu/

SAFE10T	05/2017 – 04/2020	https://www.safe10tproject.eu/
SAFESTRIP	05/2017 – 08/2020	https://safestrip.eu/
SENSKIN	06/2015 – 05/2019	https://www.senskin.eu/

6 Conclusions

This deliverable presented a dissemination & communication plan for the HERON project. HERON dissemination activities have been actively implemented by the partners since the beginning of the project. The main achievements during the first 6 months of the project implementation are:

- HERON's visual identity and branding have been defined;
- A dedicated logo together with colour palettes and typefaces have been developed;
- The first press release was issued and disseminated to HERON stakeholders;
- HERON website has been launched and is regularly updated;
- HERON social media profiles have been established and are regularly updated:
- First press release was issued and disseminated to HERON stakeholders;
- First presentation video about the project was developed and published on the HERON website.

Dissemination activities will evolve and intensify during the project, through the use of different dissemination and communication channels and stakeholders reached, in order reach the stakeholders actively engage them in the implementation of activities, but also to pave the way to the exploitation of HERON results after the project.