



**PracticAI and Effective tools to moNitor and
Assess CommErciAI drivers' fitness to drive**

Grant Agreement Number: 953426

D8.2: Dissemination and communication plan – first update



Legal Disclaimer

The information in this document is provided “as is”, and no guarantee or warranty is given that the information is fit for any particular purpose. The above-referenced consortium members shall have no liability to third parties for damages of any kind including without limitation direct, special, indirect, or consequential damages that may result from the use of these materials subject to any liability which is mandatory due to applicable law. © 2021 by PANACEA Consortium.

This report is subject to a disclaimer and copyright. This report has been carried out under a contract awarded by the European Commission, contract number: 953426. The content of this publication is the sole responsibility of the PANACEA project.

Executive Summary

This is the first update of the Dissemination and Communication Plan (D8.1). The first version of the dissemination and communication plan was published in M6. This deliverable gives details of progress made towards the ambitions of the first version of the plan and describe activities for the second part of the project.

The aims of the Dissemination and Communication plan remain unchanged - to disseminate and communicate the knowledge generated within the project to key stakeholders and the public and to promote the project through a variety of tools with a view to maximizing the expected impact of the project.

An overview of what has been achieved since the publication of D8.1 can be found in Appendixes IV and V. New to this update of the Dissemination and Communication plan is also a scientific publication plan (Appendix I) and a project video storyboard (Appendix II).

The tools and mechanisms described in the first version of the Dissemination and Communication Plan continue to be used to disseminate and communicate the results of the PANACEA project. These include all social media channels, the PANACEA website, the calendar of external events and communication materials (leaflet, roll-up). Details of how all these tools have been used and how this contributes to the project's KPIs can be found in Appendixes IV and V.

The mid-term review of the PANACEA project gave a recommendation that, 'The work on communicating the project, its results and possible impact to the large public should be reinforced. So, it goes for the dissemination to specific road safety audience, the project having a lot of potential for scientific publications. This has been taken into consideration by the development of concrete communication plans for each of the main stakeholders identified in the project as well as a more intensified and pro-active approach to scientific publications and attending events. A timeline for action has been drawn up and can be found in Appendix VII.

The tools already identified in D8.1 will continue to play an important role in the second half of the project, particularly during the Use Cases. Videos and interviews from these pilots will be gathered and will be important content for communication and dissemination tools. Plans such as the scientific publication plan will ensure that all PANACEA project partners proactively identify publications in which they could publish their project work and other action plans to engage key stakeholders will ensure that the final project results reach the intended audiences and in way that is useful for them. PANACEA project partners will be asked to proactively identify opportunities for communication with a view to building a significant library of opportunities to promote the results of the project. We will increase the number of communications with all project partners to ensure that they are prioritising PANACEA communication opportunities. The delivery of the final project event will be a key dissemination and communication opportunity and ideas for this are also covered in this document.

This Deliverable will be further updated in M36 (D8.3). It will identify all the dissemination and communication activities that have taken place throughout the life of the project including events attended, scientific publications published and progress towards social media KPIs. It will also explain how the dissemination and communication objectives were achieved, through which tools and with what content.

Document Control Sheet

Start date of project:	01 May 2021
Duration:	36 months
Del. ID & Title:	Deliverable 8.2: Dissemination and communication plan – first update
Dissemination level:	PU (Public)
Relevant Activities:	A.8.1 Dissemination plan and actions ETSC
Work package:	WP8
Lead authors:	Jenny Carson (ETSC)
Other authors involved:	Dudley Curtis (ETSC) Antonio Avenoso (ETSC)
Internal Reviewers:	VTI/CERTH/VIF
Actual submission date:	26/04/2023 (M24)
Status:	Final
File Name:	PANACEA_ D8.2_Final

Document Revision History

Version	Date	Reason	Editor
1.1	01/02/23	First draft	ETSC
1.2	03/03/23	Second draft	ETSC
1.3	16/03/23	Third draft	ETSC
1.4	30/03/23	Draft for Review	ETSC
1.5	14/04/23	Responding to comments from reviewers	ETSC
1.6	25/04/23	Formatting	ETSC

Version	Date	Reason	Editor
Final	28/04/23	Final version submitted to EC	ETSC

Table of Contents

Executive Summary	3
Table of Contents	6
List of Tables	8
List of Figures.....	9
Abbreviation List.....	10
1 Introduction.....	11
1.1 Intended Audience	11
1.2 Interrelations	11
2 Scope and objective.....	12
3 Dissemination and Communication Strategy	14
3.1 Internal communications	14
3.2 External communications target audiences and actions	15
3.2.1 Scientific Community.....	15
3.2.2 The External Advisory Board	15
3.2.3 Commercial companies / Industry / OEMs.....	16
3.2.4 Police Associations	17
3.2.5 Standardisation Groups.....	18
3.2.6 Public Authorities, policy makers and the wide road safety community (national and European)	19
4 Dissemination and Communication Tools.....	21
4.1 Dissemination and communication tools available to PANACEA project partners.	21
4.2 Additions to the dissemination and communication tools since D8.1.....	21
4.2.1 Ensuring open access.....	21
4.2.2 Project Website	21
4.2.3 Twitter	23
4.2.4 LinkedIn	26
4.2.5 Slideshare	27
4.2.6 Project video.....	28
4.2.7 Newsletter	28
4.2.8 Leaflet	28
4.2.9 Poster/Roll-up.....	28

4.2.10	Powerpoint template	28
4.2.11	Scientific publication plan	28
4.2.12	Participating at external events.....	28
4.2.13	Links with other H2020 projects.....	28
4.3	Final project event.....	29
5	Looking Ahead	31
6	Conclusions.....	32
	Appendix I – Scientific publication plan	34
	Appendix II – Project video storyboard	36
	Appendix III – List of conferences and events.....	37
	Appendix IV - Dissemination and communication KPIs and achievements	43
	Appendix V – Social media KPIs and achievements	47
	Appendix VI – Agenda External Advisory Board Meeting, April 2022.....	49
	Appendix VII - A timeline of communication action – final project year	51

List of Tables

Table 1: *PANACEA Dissemination and Communication Plan – What will we do, how will we do it and what have we done to date?* 12

Table 2: *Action plan to engage commercial companies*..... 17

Table 3: *Action plan to engage police associations*..... 18

Table 4: *Action plan to engage standardisation group* 19

Table 5: *Action plan to engage standardisation group* 19

List of Figures

Figure 1: <i>photo of PANACEA attendance at H2020 RTR Conference, February 2023</i>	15
Figure 2: <i>photo of PANACEA attendance at TRA Conference, November 2022</i>	15
Figure 3: <i>photo of PANACEA attendance at Beyond Expo, September 2022</i>	15
Figure 4: <i>Screenshot of first EAB meeting, May 2022</i>	16
Figure 5: <i>Profile of Selpi, leader of Work Package 3 (example of project partner profiles available on the website)</i>	22
Figure 6: <i>Profile of the Use Cases A that will be used to test the PANACEA system (example of profiles of Use Cases/Pilots sites available on the website)</i>	23
Figure 7: <i>Screenshot of some of the news articles available on the PANACEA website</i>	23
Figure 8: <i>Screenshot of Twitter Analytics for PANACEA Twitter account</i>	23
Figure 9: <i>Screenshot of PANACEA re-tweet of PANACEA participation in an EU conference..</i>	24
Figure 10: <i>Screenshot of PANACEA tweet regarding a new publication</i>	24
Figure 11: <i>Screenshot of a PANACEA tweet regarding a PANACEA scientific publication</i>	25
Figure 12: <i>Screenshot of a PANACEA tweet regarding PANACEA project activity</i>	25
Figure 13: <i>Screenshot of a PANACEA tweet publicising new content on the PANACEA website</i>	26
Figure 14: <i>Screenshot of a PANACEA tweet publicising PANACEA attendance at external events</i>	26
Figure 15: <i>Screenshot of a PANACEA LinkedIn post, publicising PANACEA project activity</i>	27
Figure 16: <i>Screenshot of a PANACEA Slideshare account</i>	28
Figure 17: <i>Photo from the joint PANACEA/FitDrive session at the TRA Conference, 2022</i>	29
Figure 18: <i>Screenshot of the PANACEA project video storyboard</i>	36

Abbreviation List

Abbreviation	Definition
DCL	Dissemination and Communication Leader
DCP	Dissemination and Communication Plan
EAB	Expert Advisory Board
ETSC	European Transport Safety Council, project partner
EU	European Union
KPI	Key Performance Indicator
LOUGH	Loughborough University, project partner
NDA	Non-Disclosure Agreement
NGO	Non-Governmental Organisation
OEM	Original Equipment Manufacturer
PO	Project Officer
SC	Steering Committee
SME	Small and Medium-sized Enterprise
TA	Target Audience
WP	Work Package

1 Introduction

PANACEA (PracticAI and Effective tools to moNitor and Assess CommErciAI drivers' fitness to drive) aims to create a holistic pre-, during and roadside monitoring and assessment system of driving ability. The system will assess the physical, cognitive, and physiological Fitness-to-Drive of commercial drivers, with a focus on alcohol consumption, licit (barbituric) and illicit (methadone substitute) drugs, fatigue and cognitive load. Where an impairment is found, a complementary cloud-based countermeasures and coaching tool will deploy appropriate solutions to drivers, operators, and enforcement. The system will be tested in three use-case scenarios: shuttle and city bus drivers; taxi drivers and courier service riders; and electric truck and coach drivers. Transferability to other transportation modes will also be investigated.

The dissemination and communication plan aims to disseminate and communicate the knowledge generated within the project to key stakeholders and the public and to promote the project through a variety of tools with a view to maximizing the expected impact of the project.

This Deliverable is an update of the first version of the Dissemination and Communication Plan (Deliverable 8.1). It includes details of work achieved so far and highlights any changes since D8.1.

The Dissemination and Communication strategy is a living document. Activities that contribute to the plan will continue to be encouraged, monitored, captured and disseminated via the various action plans and tracking documents outlined in this document and in the previous D8.1.

A Recommendation of the EU at the project's mid-term review was to re-inforce the work on communicating the project, its results and possible impact to the public. This has been taking into consideration by the development of concrete communication plans for each of the main stakeholders identified in the project (Section 3.2 and Table 2, Table 3, Table 4 and Table 5) as well as a more intensified and pro-active approach to scientific publications and attending events.

The project video (D8.4) will be an important dissemination output in the coming months. It will serve as a useful tool for communicating the idea behind the project to the general public. Spring 2023, also sees the start of project activity in the Use Cases and this will also be important opportunities to communicate and disseminate project activity and results.

This Deliverable will be further updated in M36 (D8.3) and further supported by the development of the official project video in M24.

Any risks associated with achieving the Key Performance Indicators (KPIs) of the dissemination and communication plan will be identified in the Risk Assessment and Analysis (A2.4).

1.1 Intended Audience

The Dissemination and Communication plan is aimed at the PANACEA project partners.

1.2 Interrelations

The Dissemination and Communication Plan concerns all PANACEA work packages and partners.

2 Scope and objective

The scope and objectives of the PANACEA dissemination and communication plan have not changed since the first version of the document (D8.1). It remains a practical tool to help implement the dissemination and communication activities of the project.

According to the Grant Agreement the PANACEA project agrees to address the objectives of Deliverable 8.1 as described in Table 1.

Table 1: PANACEA Dissemination and Communication Plan – What will we do, how will we do it and what have we done to date?

What will we do?	How will we do it?	What have we done to date?
<p>Promote the action and its results</p> <p>Provide targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange (Article 38 of the Model Grant Agreement).</p> <p>Disseminate results</p> <p>Project results should be disseminated as quickly as possible and through appropriate means, including in scientific publications (Article 29 of the Model Grant Agreement).</p> <p>Ensure open access</p> <p>Results of the project will be made available (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results (Article 29 of the Model Grant Agreement).</p>	<p>A dissemination plan will be drafted for the life span of the project, explaining how key stakeholders will get efficiently involved in the project, and how stakeholders, related audiences, other parties, and the public will be informed of the progress and results of the projects on a regular basis.</p> <p>An interactive project website is being created. The website will be the first port of call for all information on the PANACEA project. It will provide information on the project and serve as a repository for project results.</p> <p>Social media channels (Twitter, LinkedIn, Facebook) will be important dissemination and communication tools, as regards exchanging information with the wider road safety community.</p> <p>Other communication tools include developing the project's visual identity and developing and distributing project materials e.g., leaflets, newsletters, posters and other materials, at relevant conferences and events that will enlarge the project's impact.</p> <p>A plan for scientific publications will be drawn up to ensure PANACEA results are shared with the scientific community.</p> <p>Events, both organised by the PANACEA project such as the final workshop, and external events attended by PANACEA project partners will also serve as opportunities to disseminate and communicate PANACEA project results and outputs. A plan of event attendance will be drawn up to ensure preparedness.</p> <p>PANACEA will also seek to liaise and cluster with other relevant EU projects and initiatives to find synergies and complementarities. A strategy for drawing up a list of these projects, contacting them, and discussing eventual</p>	<p>Dissemination and communication plan published</p> <p>Project website created and maintained</p> <p>Twitter account set up</p> <p>Project logo designed</p> <p>LinkedIn account set up</p> <p>You tube account set up</p> <p>SlideShare account set up and presentation posted</p> <p>Zenodo account set up and publication posted</p> <p>Plan for further scientific publications drawn up</p> <p>Presence at 8 major conferences</p> <p>Project roll up, leaflet and stickers produced and distributed</p> <p>Meetings held with sister project FITDrive and joint event</p> <p>1 scientific publication</p> <p>2 PANACEA newsletters</p> <p>1 poster at poster session of a conference</p>

<u>What will we do?</u>	<u>How will we do it?</u>	<u>What have we done to date?</u>
	opportunities for collaboration will be drawn up.	
Take measures aiming to ensure 'exploitation' of the results — up to four years after the end of the project — by using them in further research activities; developing, creating or marketing a product or process; creating and providing a service, or using them in standardization activities (Article 28 of the Model Grant Agreement)	<ul style="list-style-type: none"> • A sustainability and exploitation (D8.5) plan will be developed for the consortium and each project partner to describe how the products of the project can be exploited. • The development of standardisation proposals and design guidelines will ensure the uptake of methodologies developed by the project by standardisation bodies. • Work undertaken in A4.4 on Fitness-to-Drive 2.0 will ensure PANACEA project results are incorporated into future definitions and regulations on what it means to be fit to drive. • An Intellectual Property Strategy will also be developed for the PANACEA Consortium. 	<p>Gathering of exploitable results ongoing.</p> <p>Groundwork laid for Fitness to drive 2.0</p>
Acknowledge EU funding in all communication, dissemination and exploitation activities (including IPR protection and standards) as well as on all equipment, infrastructure and major results financed by the action by using the wording and criteria specified in the Grant Agreement (Articles 27, 28, 29, 38).	Guidance and templates on acknowledging EU funding in all PANACEA communication activities are included in this dissemination and communication plan and will be publicised, explained and made available to all project partners.	Guidance available in dissemination and communication plan

3 Dissemination and Communication Strategy

Since the first version of the dissemination and communication plan the distinction between internal and external communication remains.

Internal dissemination and communication relates to dissemination and communication activities within the project itself. Successful dissemination and communication of the PANACEA project will rely on the cooperation of all PANACEA project partners. They should be aware of their dissemination and communication obligations and have the right tools at their disposal.

External dissemination and communication relate to disseminating and communicating the PANACEA project and its results to all external stakeholders. Relevant external stakeholders have been identified in section 3.2 and will be kept up to date. The tools needed to reach these stakeholders will be developed to ensure they are able to engage with the project.

3.1 Internal communications

Following the publication of the first dissemination and communication plan, the Dissemination and Communication Leader (DCL) held meetings with each PANACEA work package leader to share, explain and promote the details of the dissemination and communication plan. These meetings also served to gather input from each Work Package on opportunities for communicating and disseminating – for example the dates of key deliverables, attendance at external events, photo opportunities, etc. These sessions also sought to raise awareness among each Work Package leader of the need to consider communication and dissemination opportunities during their work and inform them of the tools available within the project to do it.

Details of the communication and dissemination plan, in particular the tools available to PANACEA project partners to disseminate and communicate, were also presented at PANACEA plenary meetings to all project partners as well as periodically via email.

A calendar of dissemination and communication opportunities has been set up on the PANACEA SharePoint to gather information on external events, scientific publications, key moments in the project etc. Events identified and included in this calendar are followed up, deadlines for abstract submission are identified and sent to all project partners, as a reminder of the opportunity to present PANACEA results. A list of the events identified so far can be found in Appendix III. A timeline of communication activity has been set up outlining the frequency of communication with project partners to ensure all opportunities to communicate the project activities are identified, captured and exploited. (Appendix VII)

PANACEA project partners are reminded of the need to provide information regarding their project activities to the DCL during Plenary meetings, during bi-weekly Steering Committee meetings and periodically via email. To secure commitment from project partners, all project partners will be asked to identify conferences and scientific publications in which they could present their project work. Opportunities for PANACEA project partners to present or publish their project results are also sent proactively to partners by the DCL who monitors channels such as specialist press, social media and the internet for news of such opportunities. Project partners close to particular stakeholder groups (industry, public authorities, enforcement and standardisation bodies) will also be asked on a regular basis to consider how these organisations could be reached with PANACEA and to report on what they have already done.

The online document gathering communication and dissemination opportunities and content also serves to track progress towards the project's communication and dissemination KPIs.

Progress towards the KPIs is regularly updated, giving an overview of what needs to be achieved and what must be done in the coming period to achieve them.

3.2 External communications target audiences and actions

3.2.1 Scientific Community

By 28/02/23, PANACEA project partners had attended 9 conferences and events, giving presentations on PANACEA and sharing platforms with members of the scientific community at all these events. A list of all these events and conferences can be found in Appendix IV. A PANACEA presentation was also part of the ECTRI (European Conference of Transport Research Institutes) stand at the TRA conference in November 2022.



Figure 1: photo of PANACEA attendance at H2020 RTR Conference, February 2023



Figure 2: photo of PANACEA attendance at TRA Conference, November 2022



Figure 3: photo of PANACEA attendance at Beyond Expo, September 2022

3.2.2 The External Advisory Board

The External Advisory Board (AEB) was invited to the project's kick-off meeting in May 2021 and two separate sessions were organised to present the project, its aims, Use Cases and the plans of the PANACEA solution and technologies to the

EAB. The Consortium partners had the opportunity to ask questions regarding potential challenges they might face and received advice on how to overcome them from the EAB. EAB members shared details of research that they had recently been working on that could be of interest to PANACEA project partners which was made available to all project partners. The EAB signed an NDA before any information about the project was exchanged.

A second meeting of the External Advisory board took place online on 19 April 2023. An agenda including some key questions to ask EAB members looking ahead to the next phase of the project can be found in Appendix VI. Work Package leaders have also been asked to prepare questions for members of the EAB related to their own work packages.

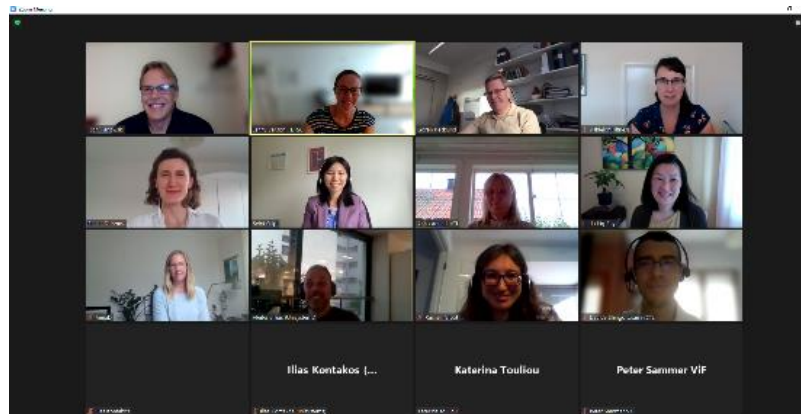


Figure 4: Screenshot of first EAB meeting, May 2022

3.2.3 Commercial companies / Industry / OEMs¹

An action plan to engage commercial companies has been drafted (see Table 2)

Commercial companies/industry/OEMs that could be of relevance to PANACEA include both public transport companies and private transport companies (bus, truck, taxi). Companies with large fleets (e.g., Amazon) could also be a target for the project results.

Where there are already links with OEMs within the PANACEA project partnership, these will be exploited. For instance, PANACEA project partner Datik Informacion Inteligente SL, belongs to the coach and bus manufacturing Group Irizar, the market leading builder of coach vehicle bodies in Spain. In turn, Irizar works especially closely with Scania and Irizar bodies can also be found on other manufacturers' platforms, such as Iveco, MAN, Volvo, Mercedes-Benz.

Transdev Sverige AB, another PANACEA project partner, operates buses, trams, trains, ferries, taxis and autonomous shuttles in Sweden and is one of the biggest public transport operators there. In addition, they are a subsidiary of the global transport operator Transdev SA with operations in 17 countries, on all continents, and operate 17 modes of transportation.

Autocares Cabranes, a partner in Use Case C, is another OEM of interest. All these connections with industry within the project partnership will be identified, gathered into one place and used to identify opportunities to engage with these companies. For instance, advice on

¹ An Original Equipment Manufacturer (OEM) is a company that has a special relationship with computer and IT producers. OEMs are typically manufacturers who resell another company's product under their own name and branding.

industry trade fairs to attend to reach these companies, journals or periodicals where PANACEA information could be included to disseminate the projects' results.

In addition, where there are relationships between PANACEA partners and their local chambers of commerce and/or business development agencies these will also be gathered and used to reach more industry partners, for example through inclusion in newsletters, links to website etc. (i, The Basque Business Development Agency, the Vienna Business Agency).

Specialist press (i.e., intelligent transport magazine) will also be approached to disseminate project results.

Table 2: Action plan to engage commercial companies

Action	How	When
Identify commercial companies/industry/OEMs of relevance to PANACEA project	DCL to ask all PANACEA project partners and present data in online document on the sharepoint	April 2023 – ensure we have a full list of the organisations to be targeted and then monthly reminder to project partners to report activity taken and to be taken. (see timeline Appendix VII)
Identify opportunities to engage with these stakeholders and share PANACEA project results with them (ie events, journals, specialist press)	DCL to ask all PANACEA project partners and include them in calendar of dissemination and communication opportunities	
Track progress towards KPIs	Use calendar of dissemination and communication opportunities to track progress towards KPIs	

3.2.4 Police Associations

PANACEA project partner ROADPOL will play an important role in disseminating the results of the project to police associations. The DCL will work closely with ROADPOL to identify and log all relevant police associations. Identified Police Associations will be encouraged to engage with PANACEA dissemination and communication activities such as receiving the newsletter and following social media channels.

The DCL will also work closely with ROADPOL to identify opportunities (for example events, industry press, ROADPOL newsletters and website) for engaging with other Police Associations. These opportunities will be added to the calendar of dissemination and communication opportunities.

An action plan to engage police associations has been drawn up. (Table 3)

Table 3: *Action plan to engage police associations*

Action	How	When
Work with ROADPOL to identify police associations that could be interested in PANACEA project results	Meeting with ROADPOL to draw up a list	April 2023 – ensure we have a full list of the organisations to be targeted and then
Work with ROADPOL to identify opportunities to share PANACEA results with police associations and how best to do it	Meeting with ROADPOL and add these opportunities to calendar of dissemination and communication activities	monthly reminder to project partners to report activity taken and to be taken. (see timeline Appendix VII)
Track progress towards KPIs	Use calendar of dissemination and communication opportunities to track progress towards KPIs.	

3.2.5 Standardisation Groups

The PANACEA DCL will work with PANACEA project partners to identify the most relevant standardisation groups to the PANACEA project. Many of these will come from organisations already identified under A8.3.

Identified standardisation groups will be encouraged to engage with PANACEA dissemination and communication activities such as receiving the newsletter and following social media channels.

The DCL will also work closely with all PANACEA project partners to identify opportunities (for example events and industry press) for engaging with Standardisation groups. These opportunities will be added to the calendar of dissemination and communication opportunities.

Among the standardisation bodies that could be explored include CEN, ISO, ETSI.

An action plan to engage standardisation groups has been drawn up (Table 4).

Table 4: Action plan to engage standardisation group

Action	How	When
Work with PANACEA project partners to identify standardisation groups that could be interested in PANACEA project results	Meeting with PANACEA partners to draw up a list. Work particularly with CERTH who are responsible for A8.3 (standardisation proposals)	April 2023 – ensure we have a full list of the organisations to be targeted and then monthly reminder to project partners to report activity taken and to be taken. (see timeline Appendix VII)
Work with PANACEA partners to identify opportunities to share PANACEA results with standardisation groups and how best to do it (ie events, journals, specialist press)	Meeting with CERTH and other project partners as necessary and add these opportunities to calendar of dissemination and communication activities	
Track progress towards KPIs	Use calendar of dissemination and communication opportunities to track progress towards KPIs.	

3.2.6 Public Authorities, policy makers and the wide road safety community (national and European)

Public authorities, policy makers and the wider road safety community of relevance to the PANACEA project will be identified. They include amongst others international organisations, (UN and European Union), national governments and the NGO community (ETSC, ETF, IRU etc)

Where links to these organisations already exists (ETSC works with all of these organisations on a regular basis) these will be exploited. Opportunities to engage these organisations with the PANACEA project will be identified (for instance ETF report on driver Fatigue highlighted to PANACEA partners).

An action plan to engage public authorities has been drawn up (Table 5).

Table 5: Action plan to engage standardisation group

Action	How	When
Identify key public authorities, policy makers and wider road safety community	ETSC and ROADPOL to draw up a list	April 2023 – ensure we have a full list of the organisations to be targeted and then monthly reminder to project partners to
Identify opportunities to share PANACEA results with these stakeholder (ie events, journals, specialist press)	ETSC and ROADPOL to draw up a list of: Events Publications Websites	

Action	How	When
	And include these in calendar of dissemination and communication	report activity taken and to be taken. (see timeline Appendix VII)
Track progress towards KPIs	Use calendar of dissemination and communication opportunities to track progress towards KPIs.	

4 Dissemination and Communication Tools

4.1 Dissemination and communication tools available to PANACEA project partners

The dissemination and communication tools remain unchanged since the first version of the dissemination and communication plan (D8.1).

To disseminate and communicate the results PANACEA project, PANACEA project partners have at their disposal:

- The project website
- A project Twitter account
- A project LinkedIn account
- A project YouTube account
- A project Slideshare account
- A project Zenodo account
- A project powerpoint template
- A project logo
- A project leaflet
- A project pull-up banner
- Project stickers

4.2 Additions to the dissemination and communication tools since D8.1

Some PANACEA dissemination and communication tools have been added or amended since the last dissemination and communication plan (D8.1). New since D8.1 is:

4.2.1 Ensuring open access

A Zenodo account has been set up for PANACEA partners to use and ensure open access requirements are fulfilled. Zenodo is an open dissemination research data repository which aims to ensure that everyone can join in Open Science. Instructions on how to access the account is available on the project Sharepoint site and has been communicated to all project partners.

So far, the Zenodo account contains details of the following pieces of research published:

‘Temporal Dashboard Gaze Variance (TDGV) Changes for Measuring Cognitive Distraction While Driving’, by Cyril Marx, Elem Güzel Kalayci and Peter Moertl, Sensors 2022, 22(23), 9556; <https://doi.org/10.3390/s22239556>

4.2.2 Project Website

The PANACEA project website remains one of the main dissemination and communication tools. The website continues to be used on a regular basis to disseminate information about

the project and the organisations working on the project, disseminate project activity including deliverables, attendance at events and conference and scientific publications.

Modifications since the first version of the website include:

- Work Packages tab added
- Project documents (instead of library) added
- Sub-tab PANACEA profiles (profiles of people working on the project) added
- Sub-tab PANACEA use cases (descriptions of the Use Cases/Pilot sites) added
- Sub-tab newsletter sign up removed and replaced by a pop-up window for all visitors

Some examples of new content on the website can be found in Figures 5-7. They include profiles of some of the people working on the project (Figure 5), a short description of each of the Use Cases (Figure 6) and news articles on the website for example promoting new content (Figure 7).



Figure 5: Profile of Selpi, leader of Work Package 3 (example of project partner profiles available on the website)



Figure 6: Profile of the Use Cases A that will be used to test the PANACEA system (example of profiles of Use Cases/Pilots sites available on the website)

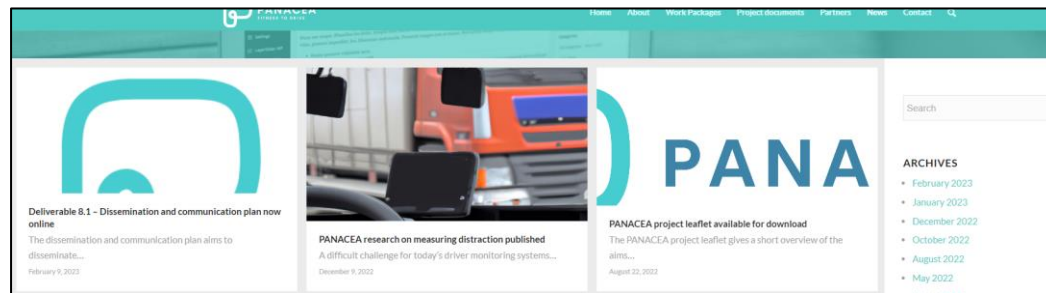


Figure 7: Screenshot of some of the news articles available on the PANACEA website

4.2.3 Twitter

Twitter continues to be used to publicise project activity including new content on the website, attendance at conference, scientific publications by PANACEA partners as well as general project activities. Some examples can be found in Figures 9-14.

To enable a better representation of the impact of our social media feeds, we have switched to the metric of 'impressions' –which shows how much our content has been viewed, rather than how many items have been published -which gives no indication of viewership.

Twitter analytics is used to measure progress toward the Twitter KPIs. (Figure 8) This provides the DCL with an overview of number of Tweets, Tweet impressions, profile visits, mentions and followers. Details of all Twitter activity captured by Twitter analytics can be found in Appendix V.



Figure 8: Screenshot of Twitter Analytics for PANACEA Twitter account



Figure 9: Screenshot of PANACEA re-tweet of PANACEA participation in an EU conference

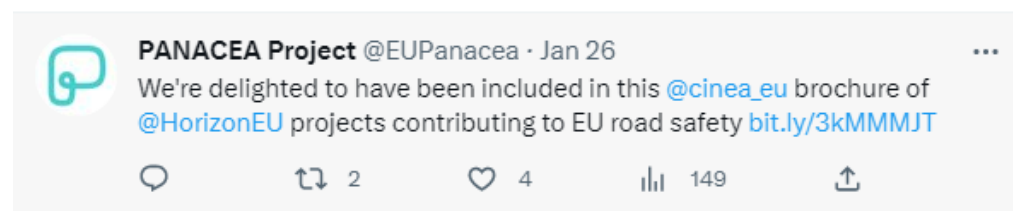


Figure 10: Screenshot of PANACEA tweet regarding a new publication

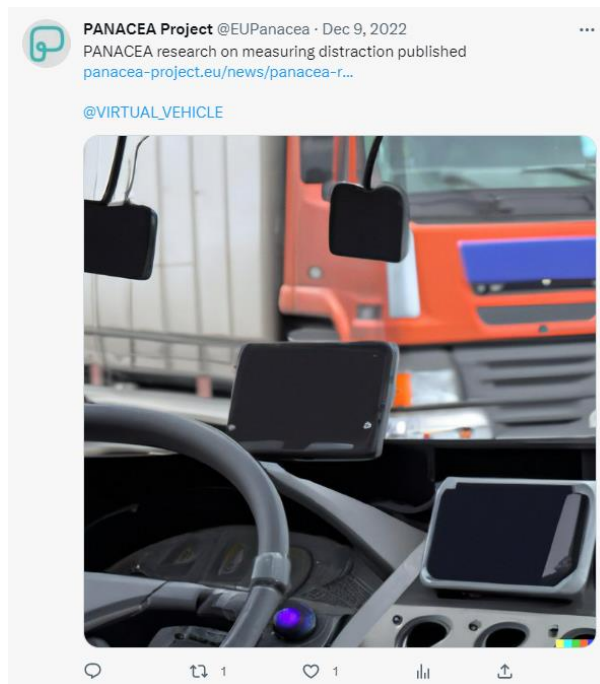


Figure 11: Screenshot of a PANACEA tweet regarding a PANACEA scientific publication



Figure 12: Screenshot of a PANACEA tweet regarding PANACEA project activity



Figure 13: Screenshot of a PANACEA tweet publicising new content on the PANACEA website

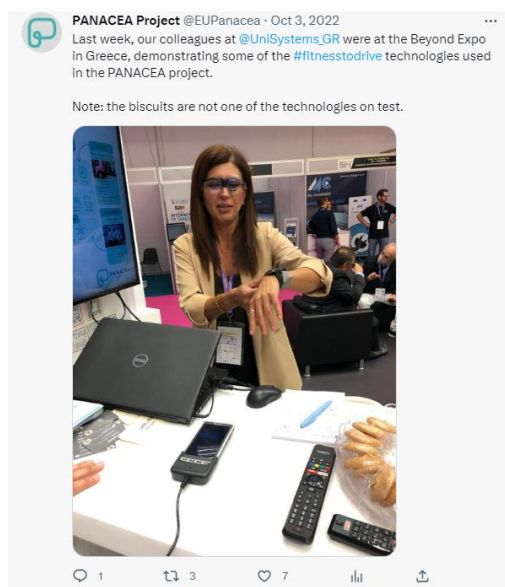


Figure 14: Screenshot of a PANACEA tweet publicising PANACEA attendance at external events

4.2.4 LinkedIn

Originally, a PANACEA LinkedIn page was set up for the project. However, in November 2021, the PANACEA LinkedIn presence was changed from a group to a Page to ensure better visibility of the PANACEA project on the LinkedIn platform - <https://www.linkedin.com/company/77076103/>. An email was sent to all project partners informing them of the change and the details were also changed on the Powerpoint presentation outline.

An example of how LinkedIn is used by the PANACEA project to disseminate information and results can be found in Figure 15.

Activity on LinkedIn is measured by the DCL and details of achievements so far can be found in Appendix V.

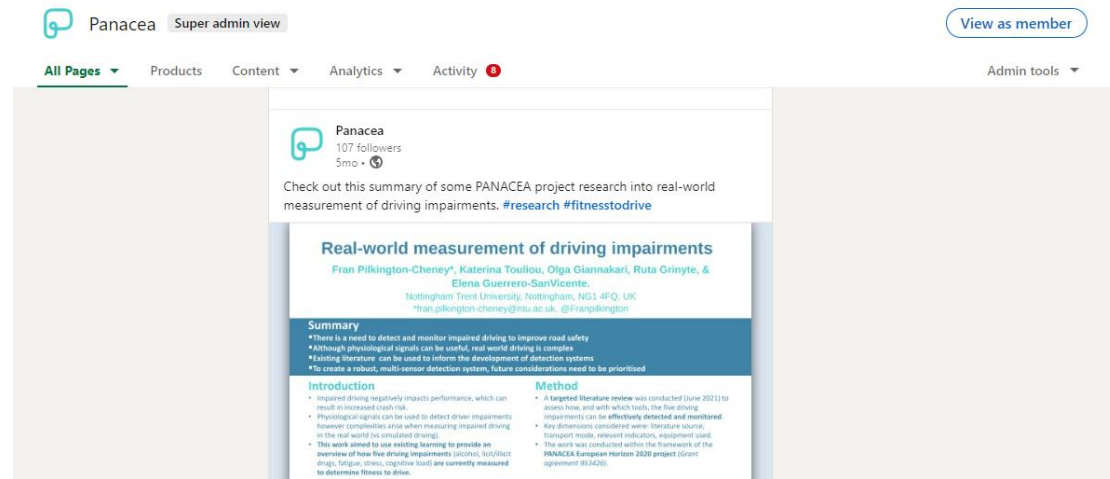


Figure 15: Screenshot of a PANACEA LinkedIn post, publicising PANACEA project activity

4.2.5 Slideshare

A PANACEA SlideShare account has been created. SlideShare is a forum for sharing knowledge using visual content (i.e., presentations, infographics, videos). Like LinkedIn it will be a way of sharing the knowledge generated within the PANACEA project with professionals working in the field.

Views of the content placed on SlideShare will be encouraged by promoting the content on other social media channels, on the website and by ensuring the PANACEA partners also promote the content through their own channels. They will be reminded of the need to do this after each new upload to SlideShare.

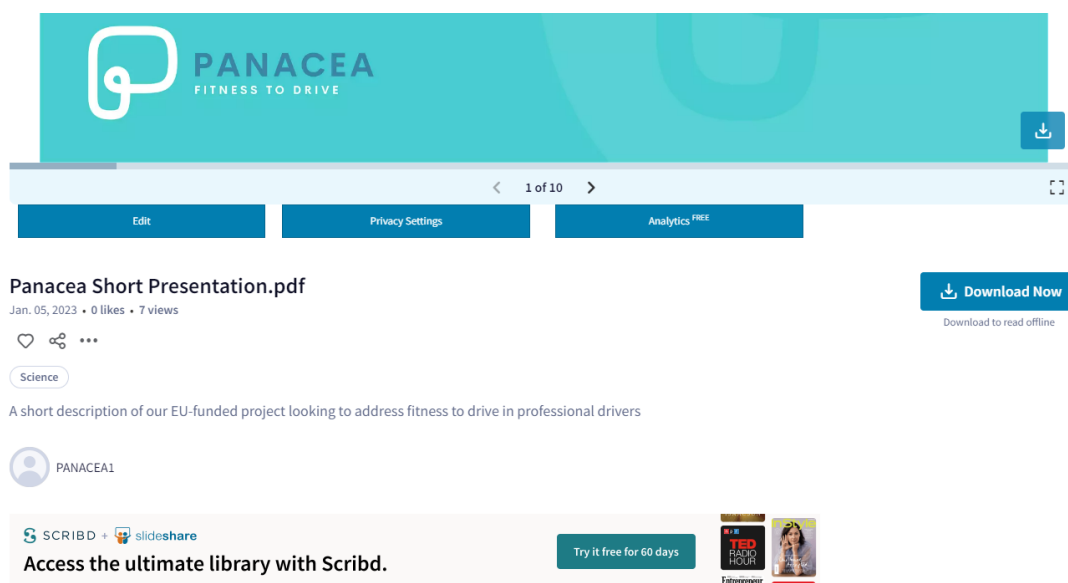


Figure 16: Screenshot of a PANACEA Slideshare account

4.2.6 Project video

A storyboard for the project video has been drawn up and shared with partners (see Appendix II). The project video will be an important tool for disseminating and communicating the aims and objectives of the PANACEA project and will be widely promoted on the website and all social media channels – in particular on You Tube.

4.2.7 Newsletter

A project newsletter was published in December 2021. A second newsletter will be published in Year 2, before the end of April 2023.

4.2.8 Leaflet

The leaflet has been produced, printed and distributed to all project partners and at a number of conferences and events.

4.2.9 Poster/Roll-up

A project roll-up has been designed and printed. The original design file is available on the PANACEA Sharepoint for project partners should they wish to print their own roll-up.

Using the calendar of dissemination and communication opportunities as a guide, the DCL contacts relevant PANACEA project partners to ask if they require the PANACEA roll-up for their attendance at an event. Arrangements are then made with the project partner to deliver the roll-up or print it locally.

4.2.10 Powerpoint template

A PANACEA Powerpoint template has been designed and created for use by all PANACEA project partners. It is available on the PANACEA sharepoint. The existence of the Powerpoint template was communicated to all PANACEA project partners and it is already widely in use.

4.2.11 Scientific publication plan

A scientific publication plan (see Appendix I) has been drawn up to ensure that opportunities to publish in scientific publications are identified, that relevant results of the project are published in scientific publications, that these published results are disseminated and also that open access requirements, as detailed in D8.1, are adhered to. According the timeline (Appendix VII) all project partners will be reminded of the need to public PANACEA results in scientific publications, asked to identify activity they could publish and in which publications. They will also be reminded to use the PANACEA Zenodo account.

4.2.12 Participating at external events

PANACEA partners have attended 9 external events to present PANACEA project results (see Appendix IV).

4.2.13 Links with other H2020 projects

Links have already been made with PANACEA's sister project, FitDRIVE, with a view to supporting each other's communication and dissemination activities.

A meeting has been held and collaborative work has already been undertaken when PANACEA and FitDrive organised a joint session at the TRA conference in November 2022. PANACEA project partners will continue to look for opportunities to collaborate with the FitDRIVE project over the course of the project. PANACEA project partners will be asked which opportunities exist for joint working and a meeting will be organised with FITDrive to investigate the opportunities together. A meeting will be organised with FITDrive to explore further opportunities to collaborate.

PANACEA project partners will be asked to share details of other H2020 projects that could be interested in PANACEA project results.



Figure 17: Photo from the joint PANACEA/FitDrive session at the TRA Conference, 2022

4.3 Final project event

The final project event will be an important opportunity to communicate and disseminate the results of the project.

The final project event will most likely be held in a central location to ensure attendance by key stakeholders of the project, including but not limited to, EU decision makers such as the European Commission, the European Parliament and Member States, research organisations, industry (manufacturers), Non-governmental Organisations (NGOs), police associations. The event could be stand alone or it could be held during a relevant conference, for example, the TRA conference in Dublin which takes place at the of the project.

Invitees to the final project event will include all the project partners, EU and national decision makers, stakeholders such as NGOs and fitness to drive stakeholders in both academia and the private sector. The target audience will, for the most part, have already been identified in

part 2.2 of this document but should be sure to include representatives of organisations that can take the results of the project forward.

An agenda will be drafted in collaboration with all Work Package leaders with an initial meeting scheduled for May 2023. (see Appendix VII) The aim will be to communicate how the individual elements of the project came together to develop the PANACEA solution, how the solution was tested in the Use Cases and the results, and how the solution and project findings could be used beyond the life of the project. A description of the PANACEA solution, the results of the Use Cases and the proposals on how the results of the project should be taken forward in terms of standardisation, exploitation, policy and legislation will be the main focus of the event.

5 Looking Ahead

In the next, the final year, of the project, the focus in terms of dissemination and communication will be on communicating the development of the overall PANACEA solution - the bringing together of the different elements of the PANACEA solution (D2.3, D4.3, D5.3, D3.2) and the testing of the solution during the Use Cases. (D6.3)

These will be important opportunities to share with stakeholders. The systems/plans and tools outlined in sections 2 and 3 of this deliverable are in place to exploit all opportunities.

Conferences which have already been identified and at which PANACEA project partners will present PANACEA project activity can be found in Appendix III. This list has been taken from the calendar of events that is available on the PANACEA project SharePoint. It is constantly updated as necessary.

A list of potential scientific publications will also be drawn up according the scientific publication plan (see Appendix I) and followed up with individual project partners.

The final project event, outlined in section 3.3 will also be an important opportunity disseminate the results of the project.

A timeline has been drawn up (Appendix VII) for gathering information from project partners and ensuring that it is captured in a timely fashion. This timeline also includes other opportunities to communicate and disseminate work such as the publication of key project Deliverables, the activity taking place during the Use Cases which will be important opportunities for developing content for communication and dissemination work and other project meetings such as plenary meetings and the fortnightly Steering Committee meeting.

Focus will also have to turn to the life of the project after it has ended (May 2024) and ensuring activities which seek to ensure exploitation, standardisation and policy change (A8.2, A8.3, A8.5, A7.1 and A4.4) are completed and shared with the correct stakeholders and through the correct communication and dissemination tools. These will be identified both in the individual stakeholder communication plans as well as through the calendar of events.

6 Conclusions

The PANACEA dissemination and communication plan remains a valuable tool for the project, ensuring project results are disseminated to key stakeholders and that stakeholders are given opportunities to engage in the project.

The tools required to achieve dissemination and communication activities have been put in place and dissemination and communication information sessions held early in the project ensure that all project partners are aware of them.

The calendar of dissemination and communication opportunities ensures that no opportunities to disseminate or communicate PANACEA project results are missed and indeed that they are conducted in a timely and well organised fashion. The timeline pinpoints opportunities to generate new content as well as to encourage and support project partners to come up with new opportunities and report back to the DCL.

This is the first update of the PANACEA dissemination and communication plan. It reports on the KPIs achieved, provides an overview of all activities undertaken since the first version and reports on any deviations from the plan or adjustments to the proposed strategies and plans. It also looks ahead to the final year of the project and the activity that will be taken.

The third and final version of the dissemination and communication plan, to be published at the end of the project, will provide information on all the dissemination and communication activities undertaken during the project as well as an update on all the achieved KPIs. Steps for using the project outcomes beyond the life of the project will also be included in this third and last version.

Appendix I – Scientific publication plan

This scientific publication plan is completed in collaboration with all research and scientific partners in the PANACEA project. A list of open access scientific journals can be found the Directory of Open Access Journals: <https://www.doaj.org/>

A questionnaire which is available on the PANACEA Sharepoint will be used to determine PANACEA parnters' plans for publishing results in scientific publications. Discussions will also be held with the PANACEA project coordinators to determine which project results they feel should be published and by which project partner. A monthly reminder will be sent to all partners to solicit information from them regarding their proposals for scientific publications as well as

Each PANACEA project partners will use their own internal processes for ensuring research is published.

The dates suggested through the questionnaire will be added to the calendar of communication and dissemination activities to ensure published articles are publicised through the project's communication channels (Twitter, website, newsletter, LinkedIn).

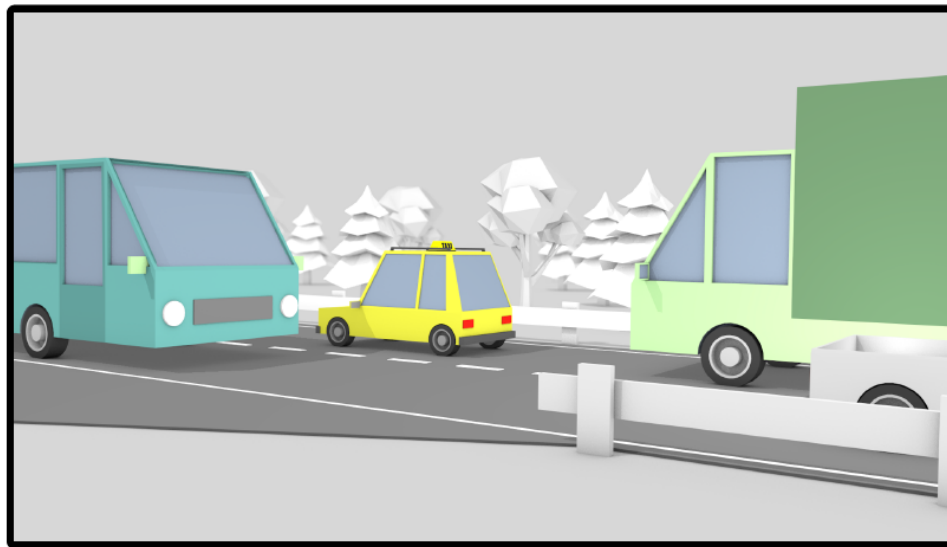
Partner	Possible PANACEA result to publish	Type of article ie review article, full article, micro article, letter	Possible scientific publication(s)	Date

The DCL will use the following checklist to consider whether other media outlets could be interested in the published results:

- Link to published research received?
- Publicised on social media? (which and date)
- Put on the PANACEA website? (date)
- Publicised through other media outlets? (names and dates)

- Sent to other stakeholders? (which and dates) Could include European Commission, OEMs, scientific community etc.
- Placed on Zenodo?
- Presented at external events? (which and date?)
- Included in PANACEA newsletter? (date)
- Monitoring impact (citations, views)

Appendix II – Project video storyboard



Show a lorry, a bus, a taxi and a delivery rider driving across the screen in different directions.

STORYBOARD



Professional drivers keep Europe moving.

Figure 18: Screenshot of the PANACEA project video storyboard

Appendix III – List of conferences and events

A list of conferences and external events that have been identified in year three as possible opportunities for communicating and disseminating PANACEA project results. For those marked in yellow, PANACEA attendance is already confirmed or anticipated.

Event name	Date and location	Scope	Website
European Conference Connected and Automated Driving	3-4 May, Brussels		https://www.connectedautomateddriving.eu/blog/event/4th-european-conference-on-connected-and-automated-driving-eucad-2023/
Symposium of the European Association for Research in Transportation (hEART)	6-8 Sept, Zürich		https://www.ivt.ethz.ch/en/info/news/2023/09/heart-symposium.html
Safer Roads International Conference	May 2023	Sensitivity and specificity in the world of professional driving	https://saferroads.atssa.com/
ITS European Congress	22-24 May, Lisbon		

Event name	Date and location	Scope	Website
MT-ITS 8th International Conference on Models and Technologies for Intelligent Transportation Systems	14-16 June, Nice		https://mt-its2023.eurecom.fr/program/
International Driving Symposium on Human Factors in Driver Assessment, Training and Vehicle Design	June 2023	Assessment during driving and being on the move	
14th International Conference on Applied Human Factors and Ergonomics (AHFE 2023) and the Affiliated Conferences	July 20-24, 2023, San Francisco Marriott Marquis, San Francisco, California, USA		
PETRA 2023: The 16th PErvasive Technologies Related to Assistive Environments Conference	5-7 July 2023, Corfu, Greece	Assisted environments	http://www.petrae.org/
Training Conference on Drugs, Alcohol and impaired driving (DAID)	August 2023	What operators and river can change	

Event name	Date and location	Scope	Website
DSC Europe VR - driving simulator conference and exhibition	14-16 September, Strasbourg, France		https://dsc2022.org/
11th INTERNATIONAL CONGRESS ON TRANSPORTATION RESEARCH (ICTR)	20-22 September 2023 in Heraklion, Crete, Greece.	Clean and Accessible to All Multimodal Transport	https://www.ictr.gr/
Humanist VCE conference	21-22 September 2023, Berlin	Accelerating the transformation towards sustainable mobility by human-centred design"	https://www.humanist-vce.eu/
2023 IEEE Conference on Intelligent Transportation Systems (ITSC 2023)	24-28 September, Bilbao		
35th ICTCT conference	26-27 October, Catania, Italy	Challenges and actual opportunities offered by new technologies to improve traffic safety'	

Event name	Date and location	Scope	Website
UK National Road Safety Conference	15-16 Nov	tbd	https://nationalroadsafetyconference.org.uk/2023-exhibition/
Distracted Driving Summit	November 2023	Detecting and monitoring cognitive load in commercial drivers	
European Conference H2020 Road Transport	December 2023	results from H2020 road transport projects	https://ec.europa.eu/info/events/european-conference-h2020rtr-results-road-transport-research-h2020-projects-2022-mar-29_en
Taxi and Ride-hailing Conference and Exhibition	December 2023	CHT B Presentation	
TRB Transportation Research Board	January 2024, Washington, US	The role of CHTs in commercial drivers' industry	

Event name	Date and location	Scope	Website
THE 9TH INTERNATIONAL CONFERENCE ON DRIVER DISTRACTION AND INATTENTION	9 feb 2024, Ann Arbor USA		https://www.saferresearch.com/index.php/events/9th-international-conference-driver-distraction-and-inattention
Safe and Sober Talk	February 2024	Fitness to Drive 2.0 regulation	
International Conference on Managing Fatigue	March 2024	Detection and monitoring for fatigue, main results from pilots	
Symposium of the European Association for Research in Transportation (hEART)	April 2024	Impact assessment and EU safety targets	
TRA 2024	15-18 April, 2024, Dublin	transport transitions: advancing sustainable and inclusive mobility	https://traconference.eu/

Event name	Date and location	Scope	Website
Road Safety and simulation conference	2023, Kentucky		https://www.roadsafetyandsimulation.com/home
CIECA Congress	May 2024	Primary findings and impacts	

Appendix IV - Dissemination and communication KPIs and achievements

KPI	Target Number	Target Date	Achieved to date (26/04/23)
Companies will be reached with category-specific information through leaflets, social media, events and website information. (2021/2)	10	April 2022	
Industrial partners will be reached with category-specific information through leaflets, social media, events and website information and relevant technology publications.	15	April 2023	
Demonstration of enforcement measures in PANACEA to police associations	at least 5	April 2024	<p>2 (Norway Police testing of Sensair device and Norway Police testing of Leitat device).</p> <p>Update on PANACEA activity also given to regular ROADPOL working group meetings. 28 police forces are members of ROADPOL and receive</p>

KPI	Target Number	Target Date	Achieved to date (26/04/23)
			ROADPOL updates on the PANACEA project.
Demonstration of guidelines, Fitness to Drive 2.0 and policy by participating in standardisation groups and open discussions with a policy group	5 standardisation groups and 1 policy group	April 2024	
Leaflet	100 copies distributed 250 copies distributed 500 copies distributed	April 2022 April 2023 April 2024	300 distributed by 31/03/23
Scientific publications	at least 2 at least 13 at least 15	April 2022 April 2023 April 2024	1. Poster session at ICCTP conference – LOUGH – 08/12 2. MDPI Sensors – Vif - 12/22 3. CINEA publication – PANACEA description – 11/22

KPI	Target Number	Target Date	Achieved to date (26/04/23)
Attending external events	at least 2 at least 3 at least 4	April 2022 April 2023 April 2024	<ol style="list-style-type: none"> 1. H2020 RTR – ETSC – 03/22 2. ICCTP – LOUGH – 08/22 3. HUMANIST summer school – VTI, Deep Blue - 09/22 4. TRA – VTI, LOUGH, ViF, CERTH – 11/22 5. TiS Roma – CTLUP – 09/22 6. Researcher's night – CERTH – 09/22 7. Beyond Expo, Greece – UNI, CERTH – 10/22 8. H2020 RTR – ETSC – 02/23 9. Symposium on Advances in Separation Science – 02/23
News articles on website	5 10 15	April 2022 April 2023 April 2024	22 articles

KPI	Target Number	Target Date	Achieved to date (26/04/23)
Press releases	1 5 5	April 2022 April 2023 April 2024	0
Newsletter	1 1 1	April 2022 April 2023 April 2024	1 published December 2021 1 scheduled to be published 28/04/23
Advisory Board Meeting	1 1 1	April 2022 April 2023 April 2024	1 (September 2021) 1 (April 2023)
Website KPI	Visits p/m 100 200 300	Year 1 Year 2 Year 3	Until 31/03/23 Visits: 27,222 Unique visitors: 11,479 Monthly visits: 1512

Appendix V – Social media KPIs and achievements

KPI	Target Number			Target Date	Achieved to date (26/04/23)
Twitter	Followers	Tweets p/m		Year 1 Year 2 Year 3	Impressions: 20,023 Profile visits: 6768
	150	10			
	300	15			
	400	20			
LinkedIn	Followers		Posts	Year 1 Year 2 Year 3	116 followers 41 posts
	80		20		
	160		60		
	220		80		
Youtube	Views			Year 1 Year 2 Year 3	YouTube: 62 views LinkedIn video views: 382 Twitter video views: 62
	100				
	300				
	500				

KPI	Target Number	Target Date	Achieved to date (26/04/23)
Slideshare KPI	Views		As at 31/03/31
	300	Year 1	9 views
	450	Year 2	
	550	Year 3	
	plus 1 broadcast session		

Appendix VI – Agenda External Advisory Board Meeting, April 2022

Agenda 2 nd Meeting of the PANACEA External Advisory Board 19 April, 2023		
Time	Subject	Who
16:30-16:40	Introductions	All
16:40-16:55	Brief overview of the PANACEA project activities and achievements to date	Anna Anund, VTI
16:55-17:05	Questions/clarifications from the EAB members	EAB members
17:15-17:55	Knowledge exchange General questions: <ul style="list-style-type: none"> • What, if any, have been the significant changes in the fitness to drive topic since the project was first submitted in 2020? I.e. any advancement in thinking, other projects that we have missed etc? • Impact/using the project results to make change – which areas of fitness to drive are most in need of updating? WP leaders each prepare 2 challenges/questions for EAB members (sent in advance)	All
17:55-18:00	Conclusions	Anna Anund, VTI

Agenda 2 nd Meeting of the PANACEA External Advisory Board 19 April, 2023		
18:00	Meeting ends	

Appendix VII - A timeline of communication action – final project year

Activity	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24
Project deliverables - explore potential to do interview or web article/promote widely through media channels	D8.4 project video			D5.3 and D 4.3				D6.3 Consolidation of Pilots' results				D7.1, D7.2, D8.3, D8.5
Use Cases	Remind Use Case leaders to take photos/videos and carry out interviews during the Use Cases				Use content gathered from use cases in social media and communication work							

Activity	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24
Attend external conferences and events	See calendar of events on the SharePoint. Remind project partners every month to identify events that they could attend to present PANACEA activity and to report on events that they have attended. Follow calendar of events closely for opportunities to communicate project partner activity at these events. The DCL will continue to seek new opportunities and raise awareness of these among project partners.											
Final project event	Initial discussion with WP leaders				draft agenda				send invitations			final event
Stakeholder - Police associations	Monthly reminder to ask ROADPOL colleagues of activities they have undertaken/will undertake and add those to the calendar of events											
Stakeholder - industry/OEMs	Monthly reminder to ask Industry colleagues of activities they have undertaken/will undertake and add those to the calendar of events											

Activity	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24
Stakeholder - public authorities	Monthly reminder to ask public authority colleagues of activities they have undertaken/will undertake and add those to the calendar of events											
Stakeholder - standardisation bodies	Monthly reminder to ask project partners working with standardisation bodies of activities they have undertaken/will undertake and add those opportunities to the calendar of events											
Project Plenary meetings	Use the project plenary meeting to remind project partners of the tools that are available to them to											

Activity	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24
	communicate and disseminate the work they are doing in the project and encourage them to tell the DCL about it.											
Scientific publications	Send monthly reminder to project partners of the need to consider options for publishing and remind them of requirement to upload items to Zenodo account. The DCL will continue to seek new opportunities and raise awareness of these among project partners.											