FEDERATE

Software-Defined Vehicle Support and Coordination Project

D5.3 Dissemination Plan

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March 2024

Deliverable	D5.3 – Dissemination Plan
Work Package(s)	WP5 – Ecosystem Building & Dissemination
Dissemination Level	Public
Due Date	31-03-2024
Actual Submission Date	27-03-2024
WP Leader	VDI/VDE-IT
Deliverable Leader	METIS
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Document History

Revision No.	Date of the review	Name of the reviewer	Status of the document
V0.1	29-02-2024	Keraitė, Gabrielė	first draft
V0.2	06-03-2024	Keinrath, Claudia	revision of the first draft
V0.3	13-03-2024	Keraitė, Gabrielė	revised second draft
V0.4	20-03-2024	Keinrath, Claudia	revision of the second draft
V1.0	21-03-2024	Keraitė, Gabrielė	final version

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Definitions

Table 1: Definitions, Acronyms, Abbreviations

Abbreviations	Meaning
CHIPS JU	Chips Joint Undertaking
CSA	Coordination and Support Action
EC	European Commission
EU	European Union
FEDERATE	Software-Defined Vehicle Support and Coordination Project
GA	Grant Agreement
HW	Hardware
IPRs	Intellectual Property Rights
KDT	Key Digital Technologies
KPIs	Key Performance Indicators
OEM	Original Equipment Manufacturer
OS	Operating system
OSS	Operational support system
PCA	Project Consortium Agreement
R&D&I	Research and Development and Innovation
SDV	Software-defined Vehicle
SDVoF	Software-defined Vehicle of the Future
SW	Software
WP	Work Package

1 Executive Summary

To address challenges in decarbonisation through electrification and in developing future solutions for including, safe and affordable mobility - the EU, together with industry, governments, and research institutions, have launched the European Software-Defined Vehicle (SDV) Ecosystem. To turn this into reality, the Coordination and Support Action - FEDERATE (**Software-Defined Vehicle Support and Coordination Project**) was launched in 2023. FEDERATE aims to bring together all relevant stakeholders to accelerate the development of an SDV Ecosystem, to foster a vibrant European community and orchestrate the SDV R&D&I activities. Joining SDV Ecosystem means joining strong European SDV community and contributing to the findings of common pre-competitive solutions, clarifying ambiguities, actively collaborating, and focusing on research, development, and innovation activities, etc. In order to help the new stakeholders to join the community and overcome the barriers for participation, FEDERATE shall set a jointly elaborated vision document, which will summarize high-level requirements for an open software-defined vehicle software. It will also arrange SDV Conferences in synergy with Eclipse Foundation (ECL) to enable a collaborative and active SDV community. Furthermore, it will create a common understanding (glossary) and wording which will be forwarded to the SDV community, creating a jointly elaborated understanding. Besides all mentioned above, an active and contributing community will ensure the further development of the created self-sustaining SDV Ecosystem program.

To meet the goals mentioned above - FEDERATE is executed in five work packages - WP1 to WP5 with certain leads and efforts foreseen in the GA. Specifically, WP5 is dedicated for Ecosystem building & dissemination which is led by VDI/VDE-IT Innovation + Technik GmbH (VDI/VDE). UAB METIS BALTIC (METIS) is one of the co-leads of WP5.

Activities within WP5 aim to engage the stakeholder's network of the CHIPS JU (previously – KDT JU) and create a broader European SDV stakeholder community. As the stakeholder engagement is an essential part of FEDERATE. – WP5 is dedicated for dissemination and communication activities to maximise FEDERATE impact, visibility, and promotion of the SDV initiative of the EC. The aim of FEDERATE dissemination and communication actions is to inform as many relevant stakeholders of the automotive industry and the associated value chain as possible. Therefore, following the methodology and objectives of the specific task in WP5 (described in Section 2) – Deliverable 5.3 (D5.3) titled: "Dissemination Plan" outlines the planned activities with respect to publications and events during the FEDERATE execution.

This deliverable is a vital component of the FEDERATE project, laying the foundation for a successful and impactful communication of its innovative approach to SDV support and coordination action and is foreseen to be delivered on M6 of the FEDERATE project.

2 Introduction

2.1 Mission of FEDERATE

The Coordination and Support Action - FEDERATE aims to bring together all relevant stakeholders to accelerate the development of an SDV Ecosystem, to foster a vibrant European community and orchestrate the SDV R&D&I activities. The consortium of FEDERATE is formed by major European OEMs, automotive tiers, semiconductor companies, relevant industry associations and industrial SDV initiatives and supported by a scientific board. FEDERATE is working towards a common understanding on the vision of the SDV program and creates an orchestrated advice for current and future projects in the SDV program.

FEDERATE is also committed to advancing the SDV Ecosystem across Europe, focusing on three principal tasks: (i) coordinating existing and upcoming projects across various initiatives including KDT-JU, Chips-JU, CCAM, and 2Zero, (ii) formulating a coherent long-term strategy, and (iii) nurturing a robust European SDV community.

Within the scope of its objectives, FEDERATE aims to align the efforts of various stakeholders in the SDV ecosystem. Through engagement with coordinators of European and nationally funded R&I projects, FEDERATE enables a synergistic approach to SDV platform development and evaluates the status of the implementation of recommended building blocks. The project's influence extends to strategic recommendations and roadmaps, shaping the content of upcoming funding calls in alignment with the evolving vision for the SDV ecosystem. This collaborative framework ensures that the collective expertise and resources from various partnerships and projects are effectively pooled to accelerate innovation and implementation in the SDV ecosystem.

Therefore, to manage the engagement of relevant stakeholders and visibility of the project effectively and efficiently, a detailed Dissemination Plan is presented in the following sections of this document.

2.2 Purpose of this Document

This document *(1) gives an overview of the types of dissemination and communication activities* that are planned to be undertaken during the project, to bring the results of the project to the public. It also serves as a comprehensive document that *(2) outlines the strategy the FEDERATE project will employ* to effectively disseminate and communicate its progress, findings, and achievements (results) to a broad audience.

Dissemination actions set in this deliverable are based on the methodology used in WP5, which is:
- Dissemination of information on the project website and social media channels, newsletters;
- Communication via information material;
- Co-organization of conferences, workshops, and hackathons;
- Organization of SDV Conference(s);
- Dissemination of deliverables

D5.3 is an outcome of Task 5.5 (T5.5) – Dissemination and communication activities, including tools and materials. Objective of T5.5 is to increase the visibility and support the impact generation of the project and its results. The **objective of D5.3** is to maximize the potential impact of the project results that will be developed.
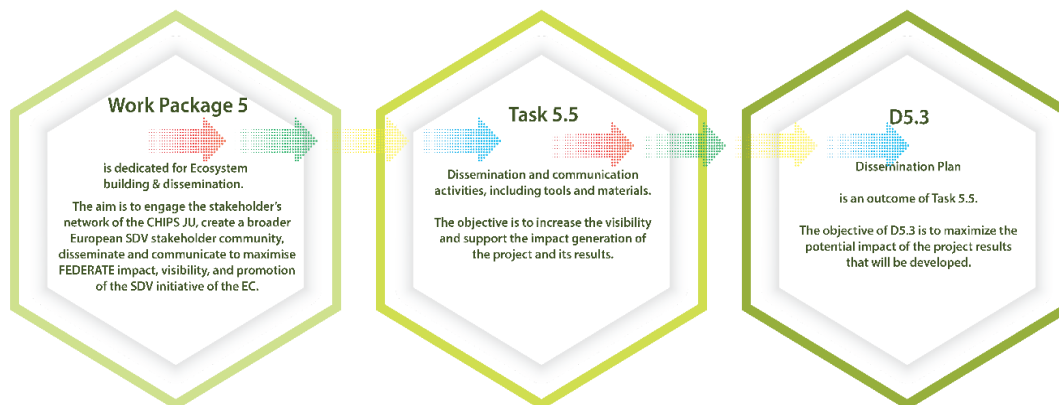
Figure 1: Interplay of WP5, T5.5 and D5.3

Moreover, D5.3 serves as a roadmap for the ongoing and future activities of the FEDERATE project, ensuring that all dissemination and communication efforts are aligned with the project's overall objectives and milestones. As a result, this deliverable will have an impact to the successful achievement of Outcomes of the FEDERATE project, specifically:

Outcome 1 - Framework for non-differentiating collaboration on SDV topics and issues: by setting the ways how FEDERATE will promote the pre-competitive collaboration of SDV groups. D5.3 will define the means which shall help to address the stakeholders and how it possibly will open opportunities for strengthening the cooperation between them.

Outcome 2 - Common understanding (glossary) and wording: by foreseeing means which could help to forward common understanding (glossary) to the SDV community more efficiently by publishing it through specific channels and naming specific planned events for this purpose.

Outcome 3 - Vibrant SDV community in Europe encouraging stakeholders to collaborate: by defining the appropriate ways of encouragement of the SDV community to collaborate actively and focusing on research, development and innovation activities.

Outcome 4 - Self-sustaining European initiative, providing adoption and continuous contribution to the SDV Ecosystem: by promotion of active exchange of approaches, issues and ambiguities between the stakeholders and addressing urgent needs to the European Commission - both in pre-defined ways.

To summarize all mentioned above – D5.3 has a clear direct impact / interrelation with FEDERATE Outcomes as it defines means, methods and tools related to the dissemination and communication of the FEDERATE achievements. Those means, methods and tools are categorized and divided into two sections within this document – Dissemination strategy (Section 5) and Communication strategy (Section 6).
In addition to the following, the framework, consisting of the legal documents – Grant Agreement (GA) and Project Consortium Agreement (PCA) – form the basis for using, disseminating, and communicating the outcomes of the FEDERATE project. In case of any conflicts, the rules defined in the legal documents supersede any rules or recommended practices in D5.3 what concerns description of the project-wide dissemination and communication processes, rules, and tools to be applied. Furthermore, as it is stated in the GA, this document follows EC Guidelines for Communication EU Research[1].

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[1] https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm

3 Dissemination and Communication Organization

The Dissemination Plan provides a useful roadmap for identifying (1) who needs to be reached out, (2) what and when they need to get the relevant information. "Communication" is understood as a strategic project tool, which contributes to achieving project's outcomes and is covered by this Dissemination plan as well. Apart of the dissemination - effective communication is vital in engaging stakeholders, disseminating research findings, and promoting the project's approach.

To implement the Dissemination plan efficiently, partners of the consortium are advised to designate a responsible person for dissemination & communication activities within the organization. This person shall be considered being responsible for overseeing the execution of the Dissemination plan within their respective organization and raising necessary changes and/or deviations throughout the project implementation period. For the internal FEDERATE consortium communication – a common SharePoint was created by the coordinator of FEDERATE - AVL List GmbH (AVL). Furthermore, a clear structure of working and information exchange among the partners regarding the dissemination activities has been set. Specifically, each partner should send to METIS any information that should be shared with the external audience via the project's social media account and project website. This information includes details of the events, presentations with a clear interface to the project and any additional information such as photos, videos, articles, etc. Preferably, this information is communicated before or immediately after the publication, participation in the event or any other communication and dissemination activity that is being carried out or will be carried out in the near future. Such way of close collaboration between the partners allows to organise the dissemination of project information in a more efficient and organised way.

4 Dissemination Strategy

The dissemination strategy for the FEDERATE project is essential to maximize the impact, foster collaboration, and ensure sustainability. Based on the objective of the Task 5.5 (Dissemination and communication activities, incl. tools and materials), necessary activities are identified to increase the visibility and support the impact generation of the project and its results. During the first six months within FEDERATE the Dissemination strategy was created to outline a comprehensive approach of dissemination, which is based on the following steps:

1. Identification of information that needs to be disseminated
2. Identification of Target Groups
3. Choosing most appropriate dissemination tools and channels
4. Setting relevant KPI's to monitor the impact of dissemination
5. Starting from early dissemination of the project and keeping the ongoing one throughout the project implementation period
6. Ensuring continuity of dissemination impact in the post-project phase

Information that needs to be disseminated: with reference to FEDERATE Outcomes – an extended list of information for dissemination is identified which shall be shared publicly. The list is not considered to be limited and might be supplemented at any time depending on the needs to raise the awareness of the project.

Target Groups: based on a methodology set in the GA – to ensure efficient and sustainable stakeholder involvement - target groups for FEDERATE were identified already in the project planning phase with the

possibility to include other target groups, if there will be a need, during the whole duration of the project.

Dissemination tools and channels: they were set in the project planning phase with particular emphasis to the role of social media together with other general means dedicated for Ecosystem building & dissemination like newsletters, optimization of key CSA reports, etc. D5.3 complements this part with concrete measures adopted for FEDERATE needs, how to reach target groups and inform about the project in a most efficient way.

KPIs: D5.3 includes a list of Key Performance Indicators (KPI`s) to measure the effectiveness of the dissemination activities.

Early and Ongoing Dissemination: Dissemination activities are commencing from the early stages of the project and will continue throughout its lifetime, ensuring consistent and up-to-date sharing of information and results. Initiating dissemination efforts early in the project lifecycle allows for the establishment of a strong foundational awareness among stakeholders. Ongoing dissemination ensures that the project maintains its presence in relevant conversations and keeps stakeholders updated on progress. It complements in building a sustained interest and engagement, ensuring that the project remains at the forefront of SDV initiative. Moreover, it contributes to the development of a SDV ecosystem community.

Sustainability Post-Project: Dissemination activities are expected to be continued beyond the project's closing phase to ensure the continuity of its impact. E.g. after the project's End Date, the project website will remain a vital resource, accessible for additional three years. This extended availability will serve as a repository of knowledge, offering access to the project's findings, publications, and achievements. Additionally, project partners will be encouraged to persist in their dissemination efforts. This could include presenting FEDERATE at conferences, publishing follow-up research in journals, and integrating project learnings into future projects and collaborations in the European SDV area. Such sustained engagement will amplify the reach of FEDERATE's outcomes and contribute to the ongoing development in automotive, semiconductor, HW and SW knowledge. To summarize, a robust dissemination strategy is crucial in EU funded CSA projects, not only to share knowledge and results but also to drive the project towards successful societal impact.

In order to enhance the quality of FEDERATE dissemination results, the consortium agrees that all dissemination activities should follow a number of *important principles*:
  • Respect the IPRs of all partners
  • Recognize and respect the work of all partners by ensuring the proper reference of all relevant parties, whose work is directly or indirectly mentioned in the proposed publication
  • Promote transparency of procedures
  • Protect confidential results (if any)
  • Coordinate actions to avoid an overlap or duplication of dissemination activities
  • Target identified target audiences
  • Follow EU visibility rules including usage of EU funding acknowledgment, EU and CHIPS JU emblems and necessary disclaimer(s)
  • Include project visual identity, where it is appropriate
  • Disseminate project results by disclosing them to the public by appropriate means, unless it goes against their legitimate interests

The project consortium will be strongly involved in communicating and promoting FEDERATE results, covering fields across the spectrum of the project. The complementarity of the consortiums expertise and networks will make it possible to cover all the key areas pertinent to the project's implementation started ranging from OEMs, supply chain industry, industry associations, scientific community as well as policy makers.
To do this, partners will create a dissemination network through the involvement of the networks they are

already participating in and/or linked to, also with the involvement of authoritative strategic stakeholders and associations.

Dissemination activities will be supervised and coordinated by the Leader of T5.5. METIS will proactively engage with the consortium and operationalize several measures included in this document, along with setting clear objectives and deadlines for each. At the same time, each of the consortium members must take individual responsibility for disseminating the project.

The engagement of operational, strategic, and associated partners as well as involvement of a Scientific Board is of utmost importance in order to ensure that results will be translated to the target groups in a comprehensive manner and that all of them are taken into consideration and appropriately addressed.

The following sub-sections of Section 5 will describe in more detail the dissemination measures and activities to be taken throughout the FEDERATE project implementation period. All dissemination activities will have their specific objectives depending on the aim of dissemination which is to (*a*) **inform** *about the project and its progress* and/or *(b)* **engage** *target groups of FEDERATE.*

4.1 Scope of Information for Dissemination

Taking into consideration the achievement of the expected project outcomes (detailed in GA and Section 2 of this document) – dissemination activities play an important role by contributing to the publicity and visibility of the FEDERATE input, its scale and significance to the expected project outcomes.

Therefore, the information, which is directly connected to each expected project outcome will be shared with FEDERATE target groups publicly. The list in Table 2 is not limited and might be extended / complemented based on FEDERATE needs.

Table 2: Dissemination actions, tools & measures in connection with project outcomes

Dissemination Action	Tools & Measures	Relation to the Project Outcome
Promotion of the pre-competitive collaboration of SDV groups.	Jointly elaborated **vision document** – once approved it will be stored on the project website. A link, referring to the document (with the option to download it), will be shared publicly via (1) *project social account and* (2) *the project newsletter*. It will be also (3) *presented in SDV Conferences* (e.g. OCX24 and Autonomous 2024) and in (4) *events organized by the EU* to inform the public about the Vision and Roadmap of SDVoF.	Outcome 1 – Framework for non-differentiating collaboration on SDV topics and issues
Addressing stakeholders and opening opportunities for strengthening the cooperation between them.	A jointly elaborated **map of non-differentiating building blocks** will help to overcome the barriers for participation of new stakeholders joining the community. Stakeholders will be informed via reports, which will be compiled and openly published yearly in D3.1, D3.2 and D3.2 *via the project website.*	Outcome 1 – Framework for non-differentiating collaboration on SDV topics and issues
Forwarding common understanding (glossary) to the SDV community.	**Bringing different SDV groups together** will be implemented by (1) *organizing regular virtual, hybrid or on-site based technical workshops, SDV hackathons, and annual SDV conferences*. The	Outcome 2 – Common understanding (glossary) and wording

Dissemination Action	Tools & Measures	Relation to the Project Outcome
	focus will be on jointly elaborated understanding, which will be published in D2.3 at M12. It will also be (2) *shared on the project website* and (3) *disseminated via the project's social media account*. Also, it might be (4) *included as a reference in the project newsletter, on posters, and any other printed communication material* and (5) *disseminated in relevant SDV events*.	
Encouraging the SDV community to collaborate actively and focus on research, development, and innovation activities.	**Organizing annual SDV conferences** will help to enable a collaborative and active SDV community. Invitation to other members to join the SDV community will also be shared *via the project website* (e.g. registration for open software-defined vehicle of the future forum), *newsletters, mailing/ distribution lists of subscribers, social media accounts* (e.g. using appropriate hashtags, writing posts, implementing social media advertisement and/or engagement campaigns etc.)	Outcome 3 – Vibrant SDV community in Europe encouraging stakeholders to collaborate
Promoting active exchange of approaches, issues, and ambiguities between OEMs, Tiers, semiconductor industry, policy makers, scientific community, industry associations and other stakeholders	In order to **maintain an active and contributing community for an SDV Ecosystem** main measures are foreseen such as (1) *organization of workshops, hackathons, conferences* and (2) *invitations to participate in the organized events to high-level industrial representatives, industry associations and EC*. Furthermore, (3) *sharing the outcomes of the exchange between the stakeholders and/or views on certain SDV topics on social media accounts using posts, short videos, other communication material*. An essential part is the **integration of industry associations** *by actively inviting them to the events (co)-organized by FEDERATE*.	Outcome 4 – Self-sustaining European initiative, providing adoption and continuous contribution to the SDV Ecosystem
Addressing urgent needs to the European Commission	By providing **strategic recommendations** for future calls to the EC, FEDERATE will set the course for following European initiatives and actions. Recommendations will be published in D4.4, D4.5 and D4.6 annually and shared via (1) *the project website*, (2) *emphasized in project newsletters*, (3) *disseminated in conferences, panel discussions*, (4) *presented in workshops, press releases, etc*. However, it is assumed that recommendations would mostly work via working groups like the Sherpa Governance Group meetings, industry associations (ChipsJU, CCAM, 2Zero), and consultation workshops on EU and national level.	Outcome 4 – Self-sustaining European initiative, providing adoption and continuous contribution to the SDV Ecosystem

In summary, as the project is particularly public and intends to engage as many stakeholders as possible as well as to create a network in the form of a European SDV stakeholder community – all project deliverables, results, reports and articles will be openly shared including as much information as possible through the:

- dissemination on the project website, social media channels, newsletters
- participation and organization of conferences, workshops and hackathons
- promotion of the SDV Ecosystem forum

4.2 Target Groups

Defining the project's target audience is crucial to create an effective dissemination strategy. It allows to tailor messaging, choose the right communicaon channels, and ultimately reach the people who are engaged in the project topic.

Identified target groups of FEDERATE represent the backbone of the communication and dissemination strategies and are depicted in Figure 2, while being explained in detail below.

Figure 2: Target groups in FEDERATE

1. **European OEMs** in the automotive industry play a critical role in the design and development of modern vehicles, including their software and hardware architectures. OEMs are working on vehicle software and hardware architectures and are responsible for designing and developing various components that make up a vehicle's electronic control unit (ECU), which is essentially the "brain" of the vehicle.
2. **The European Supply Chain Industry** is a network of companies and organizations involved in designing, developing, manufacturing, and distributing components and systems used in software-

defined vehicles.

3. **The European Semiconductor Industry** contributes specialized chips necessary for the hardware platform of the SDV Ecosystem.

4. **European Policy Makers**: automotive standardization bodies, automotive certification bodies, consumer protection bodies/regulators, and the European Commission, as the main stakeholder of the project and responsible for the set-up of CSA projects in line with the project call, are going to be addressed to communicate the project status as well as the project's impact on economic, scientific, and societal communities.

5. **European Scientific Communities**: academia and research centers primarily those actively researching autonomous driving and software-defined platforms, including software-defined vehicles, focused on developing new algorithms, tools, and methodologies to enable the design, development, and deployment of software-defined platforms. Mainly the research partners are supposed to address these groups to communicate the leading technical and scientific results.

6. **European Industry Associations & Initiatives**: several industry associations and collaborations are focused on advancing the development and deployment of software-defined vehicles (SDVs) in Europe. Listed potential associations/ initiatives that are intended to be reached out by FEDERATE are:

    - The 5G Automotive Association (**5GAA**) is an industry association focused on developing and promoting 5G technologies for connected and automated vehicles. Their initiatives include the development of 5G-enabled vehicle-to-vehicle (V2V) and vehicle-to-infrastructure (V2I) communication systems, as well as the development of 5G-based cybersecurity and data privacy solutions.
    - The European Automotive-Telecom Alliance (**EATA**) brings together automotive and telecom companies to develop and promote connected and automated vehicle technologies. Their initiatives include the development of communication standards and protocols, the establishment of testing and certification processes, and the development of cybersecurity and data privacy solutions.
    - The **Mobility.E** Virtual Lab initiative brings together automotive companies, technology providers, and research organizations to develop and test new SDV technologies. Their initiatives include the development of simulation and testing environments, as well as the development of new algorithms and control systems for SDVs.
    - The European Association for Electromobility (**AVERE**) promotes using electric and alternative fuel vehicles in Europe. Their initiatives include developing charging infrastructure, promoting renewable energy sources, and developing policies and regulations to support the adoption of electric and alternative fuel vehicles.
    - The European Green Vehicles Initiative (**EGVI**) brings together automotive companies, research organizations, and government agencies to develop and promote using low-emission vehicles in Europe. Their initiatives include the development of new powertrain technologies, establishing testing and certification processes, and developing policies and regulations to support the adoption of low-emission vehicles.

    Overall, these industry associations and collaborations are critical in advancing the development and deployment of software-defined vehicles in Europe and helping address critical safety, efficiency, and sustainability challenges.

7. **General (non-technical) public**: It is important to consider the general public as part of the target groups map. They are vital for creating societal awareness, understanding public perception, and ensuring the SDV technologies meets societal needs and values.

8. **Other European stakeholders** include infrastructure, network, and cloud service providers, as well as software and IT companies. For instance:

    - *Companies that provide infrastructure for SDVs*, including charging stations for electric vehicles,

vehicle-to-infrastructure communication systems, and road infrastructure equipped with sensors and other technologies to support SDVs.

- *Telecom companies* that provide the network infrastructure needed for SDVs to communicate with each other and the cloud, including developing 5G and other high-speed mobile networks.
- *Companies that provide cloud-based services and infrastructure to support SDVs*, including data storage, processing, analysis, and developing cloud-based algorithms and machine learning models to support SDV decision-making and control.
- *Companies that develop and provide software and IT solutions for SDVs*, including the development of operating systems, middleware, and other software components, as well as the result of cybersecurity and data privacy solutions.

These target groups (stakeholders) are playing a critical role in advancing the development and deployment of SDVs, helping to address essential safety, efficiency, and sustainability challenges. All of these target groups are supposed to be addressed through the FEDERATE project to create a more connected, automated, and sustainable future for the transportation industry[2].

Besides all mentioned above, it is needed to stress out that target groups were identified in the project planning phase in order to start clear and agile, early-stage communication of FEDERATE by reaching out to the target groups as soon as the project starts. **The objective of early determination of target groups was to build a solid audience by the time of disseminating the first results.** And so, based on close cooperation with the project partners – target groups were precisely identified and are considered to be relevant for the project execution phase as well, but if, during the project implementation period, it is noticed that there is a need to add other target groups - they will be included during the project execution, together with the adaptation of dissemination and communication channels, tools, and materials.

4.3 Dissemination Measures

The FEDERATE project will employ an array of dissemination measures to effectively disseminate the project achievements. The following ways of dissemination are designed to engage target groups by raising awareness about the project vision, objectives and project results.

4.3.1 Events: Technical Workshops, Conferences, Hackathons

The events listed below are considered to be of two types:

(1) *external (networking, collaboration) events* which are considered for possible FEDERATE participation;
(2) *events that are (co)organized and attended by FEDERATE*.

During the (1) external (networking, collaboration) events, partners are expected to present the FEDERATE project, promote its framework and approach, and share project results. During such events, target groups (stakeholders) can be reached more effectively through the networking model and active presence. Project updates as well as technical and strategical documents can be shared, discussed, and presented in the events of the automotive and software industries.

Table 3 below presents a list of external (networking, collaboration) events that the consortium partners are

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[2] Project: 101139749-FEDERATE-HORIZON-KDT-JU-2023-3-CSA-IA, Section 2.2.1, page 23-25, Grant Agreement

considering for possible participation and presentation of the project from M1 until M15. The list of events is not exhaustive and is updated regularly. Besides that, the list of events is stored in a project SharePoint and presented to the consortium partners during the internal meetings for their consideration of possible participation.

Table 3: External (networking, collaboration) events, M1-M15

Date	Location	Name of event	Topic	Link to more information	Expected outcome
19.10.2023	Ludwigsburg, Germany	EclipseCon 2023	Software-defined vehicle	https://www.eclipsecon.org/2023/schedule/2023-10-19	OSS community is informed about FEDERATE and the SDVoF initiative.
22.10.2023	Heilbronn, Germany	SDVCon	Software-defined vehicle	https://www.sdvcon.org/2023/program/program	OSS community is informed about FEDERATE and the SDVoF initiative.
27.11. – 30.11.2023	Munich, Germany	Automotive IQ SDV Week	Software-defined vehicle	https://www.automotive-iq.com/events-sdv-software-defined-vehicles-europe	OSS community is informed about FEDERATE and the SDVoF initiative.
28.11. – 30.11.2023	Munich, Germany	Eclipse SDV Hackathon	Software-defined vehicle	https://sdv.eclipse.org/sdv-hackathon-2023/	OSS community is informed about FEDERATE and the SDVoF initiative
01.12.2023	Brussels, Belgium	Chips JU Launch Event	Software-defined vehicle	https://www.automotive-iq.com/events-sdv-software-defined-vehicles-europe	Community is informed about importance of SDVoF initiative
12.12.2023	Berlin, Germany	Fachtagung „Forschung und Technologie für autonomes Fahren"	Chip competence and hardware independent software for technological sovereignty. Software-defined Vehicle and autonomous driving	https://www.tagung-autonomes-fahren.de/	New topics for FEDERATE are taken up and the network is expanded
12.12.2023	Bilbao, Spain	European SDV Alignment Meeting	News from Chips JU, Alignment, RISC-V, Catena-X, Critical Materials, AI	NA	Community is informed about FEDERATE and SDVoF initiative

Date	Location	Name of event	Topic	Link to more information	Expected outcome
28.02. – 29.02.2024	Nürnberg, Germany	Embedded World	Opportunity to meet for the entire embedded community, including leading experts, key players and industry associations	https://www.embedded-world.de/	Community is informed about FEDERATE and SDVoF initiative
28.02. – 29.02.2024	Berlin, Germany	Bosch Connected World 2024	Conference, exhibition, and numerous networking opportunities, focusing on strategies, business models, and use cases enabled by artificial intelligence (AI) and the Internet of Things (IoT)	https://bosch-connected-world.com/	Community is informed about FEDERATE and SDVoF initiative
26.03. – 27.03.2024	Detroit, USA	Automotive Computing Conference	A broader perspective on the future requirements of high-performance computing	https://www.automotive-computing-conference.com/acc-us/?gclid=EAIaIQobChMIz82565jigwMVyp5oCR16BwrHEAAYASAAEgIaZfD_BwE	Community is informed about FEDERATE and SDVoF initiative
15.04. – 18.04.2024	Dublin, Ireland	10th TRA	Transport Research Arena (TRA) is the foremost European transport event that covers all transport modes and all aspects of mobility.	https://traconference.eu/	Community is informed about FEDERATE and SDVoF initiative
18.04. – 19.04.2024	Dublin, Ireland	EUCAD Symposium 2024	The Symposium is targeted, though not limited to, automotive and telecom industries, researchers, user associations, road and transport operators, regulators, public authorities, representatives from the European institutions, Member States inside and outside Europe.	https://www.connectedautomateddriving.eu/eucad/eucad2024/	Community is informed about FEDERATE and SDVoF initiative
24.04.2024	Munich, Germany	Automotive SW Strategies	Software Defined Architectures & Platform; Intelligent Data Collection, Processing and Usages; Safety & Security; Integration, Testing & Software Updates; Processes and Tooling for AI development in the Automotive Industry; Business Models & Market Trends	https://www.sv-veranstaltungen.de/en/event/software-strategies/	Community is informed about FEDERATE and SDVoF initiative

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Date	Location	Name of event	Topic	Link to more information	Expected outcome
14.05. – 15.05.2024	Gothenburg, Sweden	VECS 2024	In depth insights, new disruptive knowledge and unmissable networking: Autonomous, Electrification, Connected Vehicles & Mobility	https://insightevents.se/vehicle-electronics-connected-services/#section-programme	Community is informed about FEDERATE and SDVoF initiative
22.05. – 23.05. 2024	Munich, Germany	Automotive Europe 2024	Interviews, interactive workshops, VIP forums and dinners alongside our two main stages: Automotive Tech and Electrification	https://events.reutersevents.com/automotive/automotive-europe/europe?utm_source=Media%20Partner%20Conference%20Locate&utm_medium=Event%20Listing&utm_campaign=5882	Community is informed about FEDERATE and SDVoF initiative
22.05. – 23.05.2024	Frankfurt, Germany	ICA Summit 2024	High-level automotive industry leaders delivering keynote speeches and engaging in panel discussions on the latest developments in ADAS, connectivity in modern vehicles, and the role of software, hardware, and AI	https://ica-summit.com/	Community is informed about FEDERATE and SDVoF initiative
04.06. – 06.06. 2024	Stuttgart, Germany	ADAS & Autonomous Vehicle Technology Expo 2024	Exhibitors will showcase the latest technologies to enable and accelerate end-to-end autonomous and ADAS applications, including testing tools, simulation, software, sensing and AI.	https://www.autonomousvehicletechnologyexpo.com/en/	Community is informed about FEDERATE
05 .06. – 06.06. 2024	Graz, Austria	Vehicle & Environment	Individual vehicle functions must be digitally mapped, rigorously tested, and understood in the overall context of all systems.	https://www.avl.com/en/events/vehicle-environment	Community is informed about FEDERATE and SDVoF initiative
18.06. – 21.06.2024	Cork, Ireland	EPoSS Annual Forum 2024	Sensing the Future of Smart Systems: Bridging Minds and Microelectronics	https://www.smart-systems-integration.org/event/eposs-annual-forum-2024-0	Community is informed about FEDERATE and SDVoF initiative
24.06. – 28.06.2024	online	Future Truck Europe 2024	More than 1,000 stakeholders to discuss the business models, tech-nologies and trends shaping the future of trucking.	https://www.automotiveworld.com/events/future-truck-europe-2024/	Community is informed about FEDERATE and SDVoF initiative

Date	Location	Name of event	Topic	Link to more information	Expected outcome
26.06. – 28.06.2024	Berlin, Germany	Driver Monitoring Technology & HMI | IN-CABIN SENSING	InCabin.Sensing brings together over 100 of the most influential practitioners, technical & HMI experts, OEMs, Tier 1s, and research institutes to discuss the latest technical advancements, market trends and opportunities.	https://www.vehicle-incabin-sensing.com/	Community is informed about FEDERATE and SDVoF initiative
22.09. – 24.09.2024	Berlin, Germany	AUTO.AI Europe	Brings together more than 300 top-industry machine learning, neural networks and perception experts and decision-makers. Includes self-supervised and behavioral learning concepts, scalable machine and reinforcement learning approaches, and benchmarking perception and computer vision systems for ADs with your peers from the automotive AI community.	https://www.auto-ai.eu/	Community is informed about FEDERATE and SDVoF initiative
29.09. – 10.01.2024	Berlin, Germany	Automotive E-Motor Tech	Optimizing advanced electric motor technologies, creating innovative solutions, discussing the latest technical advancements as well as products in hybrid and electric vehicles, discussing strategies to enhance performance, efficiency, reducing production costs, scalability, alternative materials, market trends, legislative changes, supply chains and more	https://www.automotive-emotor-technology.com/	Community is informed about FEDERATE and SDVoF initiative
01.12. – 03.12.2024	Berlin, Germany	SDW Europe	From architectures, platform developments, SDV strategies, DevOps, testing & validation, safety & security, SOTA, cloud solutions, CI/CD, embedded systems, AI and more.	https://www.software-defined-vehicles-conference.com/	Community is informed about FEDERATE and SDVoF initiative

Another type of events that is foreseen in the GA are (2) events that are co-organized and attended by FEDERATE. This type of events includes workshops, conferences, and hackathons, which are co-organized by FEDERATE and complements at least two of the four main objectives of ecosystem building and dissemination:

(i)   generate pre-competitive synergies on the topics of SDV in a large European SDV community
(ii)   create a sustainable community for knowledge exchange on the topics of SDV

Therefore, engagement of stakeholders, exchange of experiences, implemented technologies and solutions, and best practices are the most effective ways of collaboration towards the defined objectives. In order to make this happen, the methodology set in the GA indicates participation and co-organization of:

a. SDV conferences
b. Technical workshops and
c. Hackathons

It is foreseen, that these events will be (co)-organized by FEDERATE to enable a collaborative and active SDV community.

For the first year of the project, it is foreseen to have two SDV conferences co-organized in parallel with bigger SDV events and directed towards different target groups/ stakeholders. Both of them are listed in *Table 4* below:

Table 4: FEDERATE Conferences in 2024

Name of the conference	Details	Targeted groups	Expected Outcome
The Autonomous 2024	23 – 24 September 2024 ([The Autonomous Main Event 2024 - Vienna, Sept. 23-24, 2024 (the-autonomous.com](#)). In synergy and cooperation with The Autonomous 2024, FEDERATE is planning to hold a networking event on 23rd September 2024 with potential topics like the presentation of EU SDV projects & initiatives and on 24th September it is planned to hold a main event with high-level keynotes and/ or podium discussion including a workshop related to SDVoF.	Strategic focused event orientated to EU SDVoF and international initiatives, policy makers, industry associations, OEMs and Tiers	Engage stakeholders
Open Code Experience (OCX24)	22 – 24 October 2024 in synergy with Eclipse Foundation ([Open Code Experience 2024	Oct 22-24	OCX 24	The Eclipse Foundation (opencode-x.org](#)), FEDERATE is planning to hold a co-located event presenting potential topics like the Vision of the SDVoF, map of building blocks & current state, main patterns/objectives/motivation/engagement/view of OEMs to OSS, code-first, HW abstraction (giving developers an idea why common understanding and building blocks are so important), solicit input from OSS community (tools, BB's, UC/PoC etc.), other.	Targets developers, architects, researchers, politicians.	Engage stakeholders

Meanwhile, technical workshops will bring together experts to discuss technical challenges and a prioritized backlog list, the differences in understanding that need to be resolved to arrive at a common glossary and all further discussions leading to a technical document, vision document and roadmap, among others. They will target mostly EU SDVoF initiatives, OEMs, Tiers and shall be combined with the events of the automotive and software industries. It is foreseen to have multiple workshops throughout the project execution phase.

Furthermore, during the project implementation period, at least two SDV hackathons addressing specific technological challenges and expert workshops will be (co-)organized to enlarge the SDV ecosystem community and to develop modular building blocks for the SDV ecosystem. Through these activities, stakeholders from the different SDV groups are expected to come together and to take on an active role in the community. Mostly OS communities will be targeted via hackathons.

It is considered that these events will provide an excellent platform for presenting the project's developments in software-defined vehicle support and coordination area.

4.3.2 Project Deliverables and Reports

FEDERATE, as CSA project, shall not disseminate its results via prepared research data and/or scientific publications by itself, but instead of this – it will build an SDV ecosystem and will help other projects (research & innovation actions) to generate research data and publish scientific papers.

Meanwhile *project documents, progress reports* (e.g. deliverables, periodic, final, etc.), which will be flagged as public, will be fully open and disseminated via the project website.

Dissemination and Communication Activities reports (D5.5a, D5.5b, D5.5c) that will be produced on M12, M24 and M36, will include the impact and outcomes of the SDV Ecosystem Forum, report on SDV conferences, workshops and will be publicly available on the FEDERATE website. The key information of the reports like numbers and/ or facts/ findings will be summarized and disseminated using relevant communication tools (e.g. social media posts, newsletters, posters, presentations, etc.).

4.3.3 Information on EU Funding

Any dissemination of results (in any form, including electronic) must:
-   Display the CHIPS JU and EU emblems and
-   Include the following text: "*The project has been accepted for funding within the Chips Joint Undertaking (CHIPS JU), a public-private partnership in collaboration with the Horizon Europe (HORIZON) Framework Programme under Grant Agreement No. 101139749.*"

When displayed together with another logo, the EU emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands, or text. For the purposes of their obligations stated in the GA (Article 17.2), the partners may use the EU emblem without first obtaining approval from the European Commission. This does not, however, give them the right for exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

Furthermore, any dissemination of results must indicate that these only reflect the author's views and that it does not necessarily reflect those of the European Union or Granting Authority (GA, Article 17.3).

5 Communication Strategy

5.1 Approach

The FEDERATE project and its results will be promoted by providing targeted information to multiple audiences in strategic and effective manner. One of the most important measures to be taken is targeting the audience via the *means* shown in Figure 3:
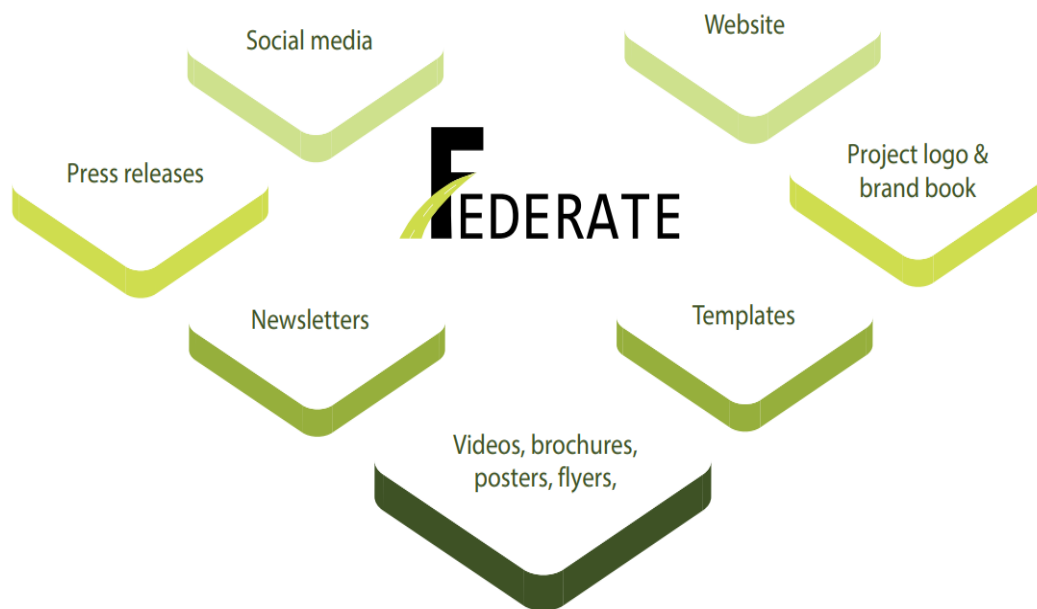

Figure 3: FEDERATE Communication means

Using the means showed in Figure 3 - the following general communication *objectives* shall be tackled:
- Share results as widely as possible
- Produce honest, succinct, credible, and cost-effective communications
- Develop simple messages and model how these might work in different contexts: press releases, reports, newspaper articles, website page, etc.
- Follow identified target audiences and user groups, keep their interests in SDV area prioritized
- Keep it manageable and carefully estimate the time and effort to be involved in communication
- Build awareness of the project among a wide but defined target groups
- Influence specific policies or policymakers around SDV aspects

From the very beginning, FEDERATE established a website and social media accounts under the responsibility of T5.5 Leader, METIS, aiming to promote the project to stakeholders. Series of activities such as press release, 1st e-newsletter and audio-visual communication (1st video) have been already performed in parallel in order to start early-stage communication. In order to get effective communication, the focus immediately was set on awareness-raising material (project roll-up banner), describing FEDERATE as a project, its vision, mission, and main objectives.

The overall communication strategy will be divided in four phases, as illustrated in the Table 5 below:

Table 5: Communication phases

Time	Objective	Approach
Phase 1: Initial awareness phase (M1-M12)	Create initial awareness related to the FEDERATE project objectives and scope.	Visual identity, press release, website, promotional materials – such as project roll-up banner, poster, list of external events for possible attendance, posts in social media, video about the project.
Phase 2: early strategic phase (M13-M24)	Create more targeted awareness regarding the produced results targeting identified target groups.	Adapt promotional material, inform stakeholders about project results by dissemination of deliverables, reports, etc., initiate new collaborations and start disseminating results at various relevant events, like annual SDV conferences, workshops, hackathons.
Phase 3: main strategic phase (M25-M36)	Create awareness and promote project outcomes to the target groups.	Approach and engage selected target groups in a more individualized and targeted manner (e.g. more specified material produced), see for a closer involvement of policy makers.
Phase 4: Post-project phase	Ensure continuity of information about the project and its wider impact linked to EU automotive industry, scientific, innovation and technological capacities and safe, reliable, energy efficient mobility.	Keep active project website for an additional three years after project End Date, perform FEDERATE presentations at SDV conferences, integrate project learnings into future calls, projects and collaborations in European SDV area.

The aim of the dissemination plan in the first 12 months of the project is to announce the start of the project and raise awareness of its aims, objectives, scope and to encourage interested parties - particularly those involved in related projects and initiatives – to find out more about the daily work of the project.
During the first 12 months, all the consortium members will be fully equipped with what is needed to present the project and to raise awareness to national and regional stakeholders.

To meet the objective of 1st communication phase – a *communication toolbox* for project partners will be developed in close collaboration with WP5 and updated in a regular manner if necessary, containing:

1. Visual identity (logo, colour palette, visuals)
2. Project website
3. Project social media accounts
4. Press releases
5. Newsletters
6. Videos
7. Print outs or electronic versions (brochures, posters, general flyers, roll-up banner, etc.)
8. Templates (PowerPoint, deliverables, Minutes, other)

The following means will be used to promote the project in all its communication phases (especially during initial awareness phase) as described in more details below.

5.2 Visual Identity

The actions of the initial awareness phase started with the design of a FEDERATE logo and visual identity to ensure clear, consistent and recognisable brand for all communications and to underline the project's philosophy and objectives.

The FEDERATE *logo* is used across all materials and platforms. It has two versions: full (Figure 4) and shortened one (Figure 5).
Both of them serve as a visual identifier for the project, enhancing brand recognition and consistency in all communications.

Figure 4: FEDERATE logo (full version)

Figure 5: FEDERATE logo (shortened version)

Besides the logo, project *colour palette and some main visuals* were set based on green colour, which relates to the contribution of the project to the success of the *Green Deal* by strengthening European Chip and Automotive software sovereignty (Figure 6):
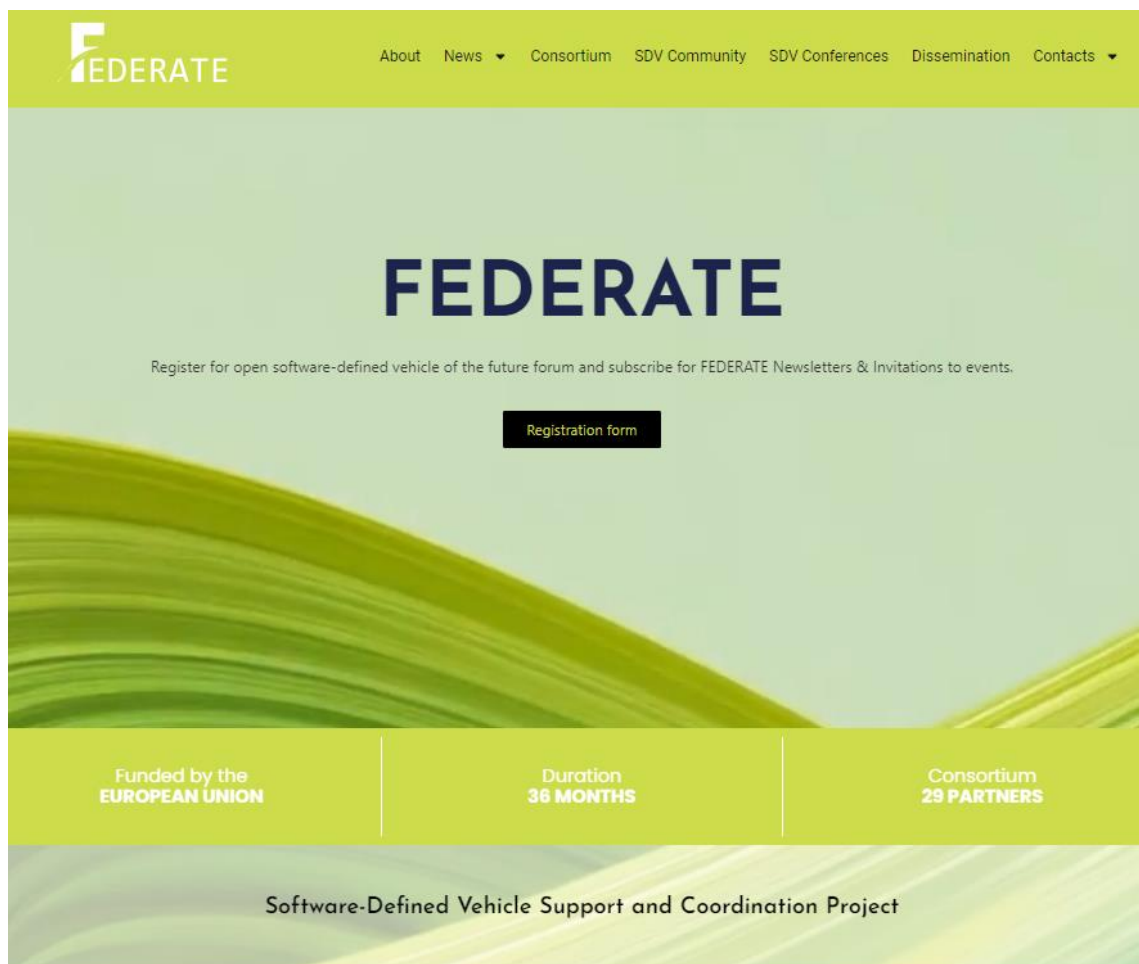

Figure 6: Color palette and main visuals

5.3 Project Website

Immediately after the setup of project brand identity – creation of the project website has begun. Website - https://federate-sdv.eu/ - was finalized and released on M4. The main objective of the website is to serve as a vehicle for the dissemination of the project activities and results, share information about SDV conferences and serve as a tool to join open software – defined vehicle of the future forum. Furthermore, it encourages visitors to subscribe for FEDERATE Newsletters & Invitations to events.

The project website was developed in the early stage of the project to facilitate information-sharing between the consortium and the target groups, i.e. to disseminate information of the project, such as the public deliverables of the project and upcoming FEDERATE events like SDV conferences that are essential part of the project. In later communication stages, it will serve as the central hub for all information about FEDERATE. It will provide updates and information for visitors to learn more about FEDERATE.

Website contains seven main sections and a landing page as shown in Figure 7:

Figure 7: Website landing page

Sections of the website include:
(1) information about the project including its main objectives and WP structure
(2) news, where the visitors can find newsletters, information about the events attended, press releases, etc.
(3) information about Consortium including information and visual identification of each partner

(4) information about the SDV community and how FEDERATE contributes to it
(5) SDV Conferences where FEDERATE will play an important role together with facts & figures, possibility for registration, etc.
(6) dissemination material like project map, press release, photos from the events and project videos
(7) contact of the project coordinator and the contact form as well

Landing page includes *registration form* for the visitors to register themselves for open software-defined vehicle of the future forum and subscribe for newsletters and invitations to events. The list of subscribers is used for further dissemination activities like circulating the newsletters, etc.

Contact form allows to communicate directly with the project coordinator and keep the efficient and immediate contact with interested parties.

5.4 Project Social Media Accounts

Maintaining an active social media presence is crucial for the dissemination activities of the FEDERATE project, especially in terms of reaching and engaging with the target groups. Social media offers unique opportunities to connect with diverse audiences, disseminate information quickly, and foster community engagement around the project's developments. LinkedIn, in particular, is invaluable for targeting specific professional groups and stakeholders, enabling the project to tailor its messages to suit different audiences. It also provides robust tools for measuring the reach and impact of posts, which is essential for evaluating and refining dissemination strategies.

LinkedIn is considered to be considered the main project social media platform because it has more than 756 million users worldwide, 198 million daily active users in Europe (as of April 2021) and also offers the opportunity to actively get in touch with relevant target groups[3]. Furthermore, from a technical perspective, this platform offers a variety of design options for company posts, surveys that can be conducted and articles that can be published while other project social media accounts are more focused on advertisements, short messages, and hashtags. LinkedIn also offers various statistics on visitors, post updates and followers and in general it is a more suitable network for corporate communication as it is highly important for this project because it is targeting specific groups like European OEMs, automotive tiers, semiconductor companies, relevant industry associations and industrial SDV initiatives.

Besides that, LinkedIn is different from the rest of the social media because it is specifically designed for business and professionals as it has a way to create groups where there is a possibility to meet people from the same industry and/ or with similar interests. This advantage of this platform could be used in showcasing project expertise e.g., in automotive area.

Twitter, Facebook and YouTube are more to be used for the business customers engagement, but it is considered to be challenging in creating strong following as these channels are not so strongly orientated into specific project target groups.

Meanwhile, **YouTube** is used for uploading and sharing videos and YouTube also gives the opportunity to upload videos speaking on important topics.

Therefore, LinkedIn and YouTube accounts has been created for FEDERATE social media activities indicated in Table 6 below:

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[3] https://www.linkedin.com/pulse/linkedin-social-media-tool-eduvision-opleidingen-en-training/

Table 6: Social media channel

Social Media channel	Direct link
LinkedIn	https://www.linkedin.com/company/98900612/admin/feed/posts/
YouTube	https://www.youtube.com/@FEDERATECSAProject

Some hashtags are recommended to be used in FEDERATE posts on LinkedIn (Table 7):

Table 7: Recommended hashtags

Hashtags for FEDERATE
#FEDERATE
#FederateProject
#SDV
#FutureOfMobility
#SoftwareDefinedVehicle
#automatedandconnected
#CHIPSJU
#europeanpartnership
#HorizonEurope

To sum up, these platforms and hashtags not only broaden the project's outreach but also enrich the quality of engagement, making social media an indispensable component of FEDERATE communication strategy.
This document also provides social media guidelines (*Annex A*), which describe all the components and proper/ recommended use of the FEDERATE identity. It is intended for internal and external use, so that all members, who are using FEDERATE identity, would be sure of doing it in the right way. This creates unity in the communication of all members and increases visibility of the project.

5.5 Press Releases

Press releases work - as one of the communication tools plays an important role especially at the beginning of the project. As it is stated in the GA – press releases will be written during the course of the project for public communication on main project outcomes, having important impact on industry. Specialized press will be defined during the course of the project for every partner country and targeted to publish articles about the project achievement and results.

After the project Kick-off event, the 1st project press release was drafted and disseminated via the project website and shared via the news portal - *Informationsdienst Wissenschaft - idw[4]*, which provides scientific information service for up-to-date information in science and research areas.
The objective of the press release was to announce the launch of EU-funded coordination project and to encourage to follow it on the FEDERATE website (Figure 8):

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[4] https://idw-online.de/de/news828178

Launch of EU-funded coordination project FEDERATE

The project aims to enhance the global competitiveness of the automotive and semiconductor industries in delivering Software-Defined Vehicles of the Future.

The official kick-off for the European Union-funded project **FEDERATE** took place on October 5th 2023 in Munich, Germany. Project partners and other stakeholders gathered to share expectations from the automotive community, contrasting and aligning different perspectives and providing an excellent opportunity to introduce the project scientific board as well as planned project activities.

FEDERATE is a three-year coordination and support project funded by the Chips Joint Undertaking (Chips JU) – a public-private partnership in collaboration with the Horizon Europe (HORIZON) Framework Programme and National Authorities. The project is funded based on Grant Agreement No. 101139749, concluded between CHIPS JU ('granting authority') and 29 partners from seven countries. The project started on 1 October with a total funding of 1.9 MEUR.

The project aims to bring together all relevant stakeholders to accelerate the development of an Ecosystem for Vehicles of the Future, aiming to foster a vibrant community, and supporting accompanying Research Development and Innovation (R&D&I) activities. **FEDERATE** will provide open access to the ecosystem and all stages of this initiative. It will work towards a common understanding in both software and hardware, while also developing a joint vision for the Software-Defined Vehicles of the Future initiative and providing advice for current and future projects in this initiative.

The consortium of **FEDERATE** includes major OEMs, automotive tiers, semiconductor companies, relevant industry associations, and industrial SDV initiatives, including the ECLIPSE SDV WG, and is supported by a scientific board.

FEDERATE will precede and assist other upcoming projects in the continuous capturing, identification, preparation, and consensus building of relevant topics and building blocks. This is accompanied by (i) a subsequent integration into an overall map of building blocks, and (ii) the creation of a vision document representing the Ecosystem for Vehicles of the Future to support the implementation.

To stay up to date with the project, follow the **FEDERATE** LinkedIn page and register for updates on our website: **www.federate-sdv.eu**

For further inquiries, feel free to email us at
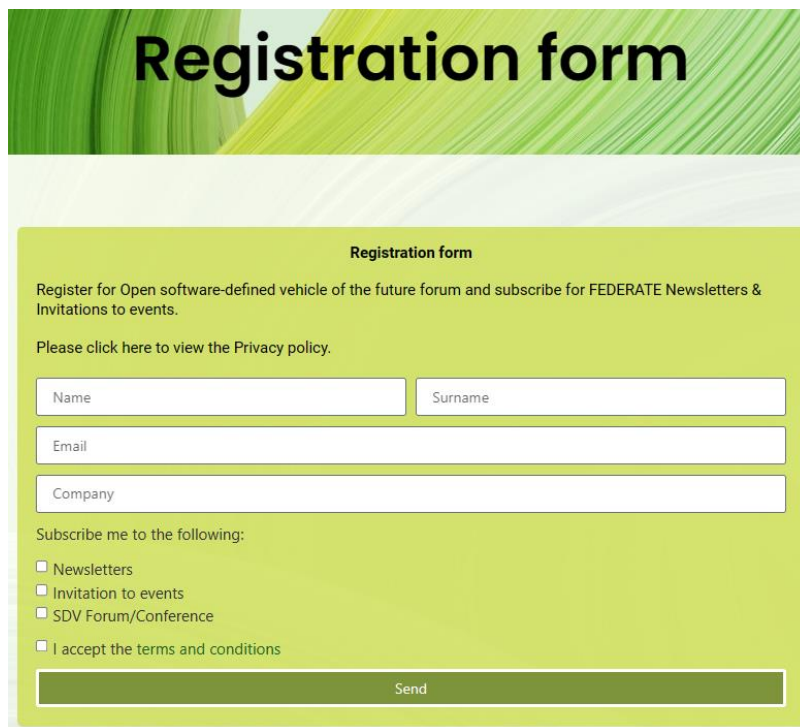
federate-office@avl.com

Figure 8: 1ˢᵗ FEDERATE Press Release

As a further step in developing a robust press strategy, the consortium will compile a comprehensive database of *press contacts in each partner country*. Partners should complete the database listing national newspapers, regional newspapers, relevant sector magazines, relevant sector online publications and relevant EU publications. It can be foreseen to have **two press releases within the project**: one initial press release for the announcement of the project launch, second - for the work completed, with an additional number if needed.

5.6 Newsletters

Regular newsletters will be sent out to subscribers, providing updates, insights, and upcoming events related to FEDERATE. This will help in keeping the community engaged and informed. Newsletter subscription form is available on the project website and can be seen on the image below (Figure 9).

Figure 9: Newsletter subscription form

The newsletters will be created based on the contribution of all partners and distributed by METIS to the list of subscribers.
The frequency of the newsletters will be highly dependent on project developments but will keep on circulating on regular basis. Furthermore, the 1st project newsletter was created and shared in M4 and included information about the vision of the SDV of the future, supporting various technology initiatives for research and development activities, introduction to FEDERATE and its consortium and information about the past and future events[5].

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[5] https://federate-sdv.eu/2024/01/31/federates-first-newsletter-01-2024-issue-no-1/

5.7 Videos

Videos are a powerful medium for storytelling and can convey complex information in an engaging and accessible manner. Dissemination and communication are planning to have several types of project videos to engage audiences and promote the project.

(1) *Event overview videos* are particularly valuable as they not only promote the project but also capture and relay the emotion and energy behind it, helping to build a connection with the audience.

(2) *Explainer videos* serve a critical educational purpose, breaking down the sophisticated approach and processes involved in FEDERATE into easily digestible content. This is vital for clarifying the project's objectives and methodologies to both experts and general audience.

(3) *Demonstrator videos* will be pivotal in showcasing the tangible results and practical applications of the project's research. These videos will highlight the project's achievements and its potential impact in the field of SDV.

Videos will be shared through FEDERATE YouTube communication channel[6].

5.8 Print Outs or Electronic Versions

Project visibility material, such as flyers, brochures, etc. will be developed in order to be distributed at various events, conferences, workshops, etc. to gain the project visibility with the general public and the national and European & international media. Project partners may adapt these promotional materials to their national languages, if needed. The production will be ad- hoc and depending on the purpose of their use. Brochures, posters, general flyers, except project roll-up banner, might be created and shared in electronic format as well.

5.9 Templates

Common templates for the documents were created using the FEDERATE brand identity in order to keep consistency and visibility of the project. These templates will be used during the execution of the project including PowerPoint templates for project presentations, word format templates for project deliverables, Agenda and Minutes of the meetings (Figure 10).

Figure 10: Deliverable, Agenda & Minutes template

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[6] https://www.youtube.com/watch?v=UU3i33f9rrI

6 Monitoring Dissemination and Communication

Monitoring dissemination and communication activities is crucial for the FEDERATE project as it is especially focused on promoting SDV events, project knowledge updates and results and on keeping members of the SDV Ecosystem up to date on technical and strategic documents produced by FEDERATE.

Thus, a systematic approach of monitoring, particularly for dissemination activities, is essential.

Therefore, several different methods will be used to assess the performance of communication and dissemination initiatives.

First, METIS will undertake annual evaluations of the communication & dissemination strategies using the *Communication & Dissemination Activities Assessment Form / Checklist* (Annex B). This annual review process will provide a timely opportunity to assess the effectiveness of the strategies and make necessary adjustments.

Second, open software tools such as *Google Analytics* will be used to measure traffic to the website, time spent there, areas of the website, which are mostly/ the least getting attention and how social media is driving the traffic.

 A counter for downloads of project electronic newsletters, press releases and deliverables will be used to measure the interest of the public in FEDERATE publications. It will also be considered a number of brochures (printed and/ or electronic) are distributed at events and conferences, how many people participate at these events, increases in website traffic before and after events, increases in social media followers, and, most importantly, the sharing and disseminating of FEDERATE content, particularly on social media. While those *methods will be used to quantify the results of these initiatives*, the true measure of success will be an increase in awareness of the FEDERATE in European SDV area and better cooperation within and among the various target groups.

Third, *dissemination and communication activities reports*, including webpage status, impact and outcomes of SDV Ecosystem Forum, report on SDV conferences and workshops will be provided on M12, M24 and M36.

And last but not least - the following *KPIs* will be considered (Table 8):

Table 8: Key Performance Indicators

Measure	KPIs
Website	2000 – 3000k visitors in total by M36
LinkedIn	Up to 800 followers on LinkedIn by M36
Newsletters	Highly dependent on project developments (at least 6 by M36)
Press releases	At least 2 by M36
Posters (printed and/or electronic)	2 – 3 by M36
Project roll-up banner	1 –2 in total
Videos	2 – 4 by M36
SDV Conferences	At least 3 by M36 (once per year)
Hackathons	2 by M36
Technical and Informational Workshops	Multiple by M36
External networking/awareness events	To be determined by partners according to their possibility to participate, but not less than 10 events per year where FEDERATE is presented
Dissemination and communication activities report	3 in total

FEDERATE's dissemination and communication team will undertake *semi-annual* evaluations of the communication and dissemination strategies using a structured KPI framework. This biannual review process will provide a timely opportunity to assess the effectiveness of the strategy and make necessary adjustments.

7 Conclusion

The dissemination and communication strategies provide the FEDERATE project with a solid framework, roadmap and practical toolkit that will help to disseminate and communicate project results and activities. FEDERATE partners will use this document as an initial strategy, which will be updated, if needed, and developed as dissemination materials and specific strategies are evaluated for their reach, effectiveness in targeting particular stakeholders and alignment with project objectives and stakeholder interests. Having defined the list of target groups and the appropriate channels to reach them, the future dissemination and communications activities will aim to further increase the interest and engagement of stakeholders in the project and further promote the results of FEDERATE to the selected target groups.

Ultimately, the successful implementation of Deliverable 5.3 will play a crucial role in having a collaborative open European SDV Ecosystem, which will help to solve societal issues with respect to providing clean, affordable, and safe mobility.

By effectively communicating its achievements, the FEDERATE project will bring together all relevant stakeholders and accelerate the development of SDV Ecosystem. It will also contribute to the objectives of the European Green Deal and strengthen European chip and automotive software sovereignty.

This Dissemination Plan will serve as a guide for the project partners and will require active participation from all partners in order to achieve the project's goals and ensure the widespread dissemination of the overall work and results, both during implementation and beyond the project's end.

8 Tables

9 Figures

10 References

[1] European Commission, Horizon 2020 Online Manual, accessed 26 February 2024. Retrieved from https://ec.europa.eu/research/participants/docs/h2020fundingguide/grants/grantmanagement/communication_en.htm [Online];

[2] Project: 101139749-FEDERATE-HORIZON-KDT-JU-2023-3-CSA-IA, Section 2.2.1, page 23-25 [Grant Agreement];

[3] Eduvision Opleiding & Training, LinkedIn as a Social Media Tool, article, 15 December 2021. Retrieved from https://www.linkedin.com/pulse/linkedin-social-media-tool-eduvision-opleidingen-en-training/ [Online].

Annex A: *Social Media Guidelines*

These guidelines describe all the components and proper/recommended use of the FEDERATE identity. It is intended for internal and external use so that all members could implement the FEDERATE identity in the right way. These guidelines create unity in the communication of all members and increases visibility.

LinkedIn

LinkedIn offers an opportunity to connect with a very specific and growing user base. Therefore, the target audience will be sector-specific such as technical groups, researchers and academia, and professional associations. As LinkedIn is more formal in nature, posts can be longer and use language more relevant to the FEDERATE project. Relevant hashtags again should be used where possible. FEDERATE project should also be an active participant in the conversation around European SDV topics reposting and commenting on stories in this area.

Mentioning a connection to the FEDERATE project in all communication/ posts encourages engagement with the posts and comments as well as helps to increase reach. Mentioning the FEDERATE project notifies connections and allows the following:

- Followers will be able to visit the FEDERATE project profile and connect/ navigate through it.
- FEDERATE project administration of social media channel will be notified about relevant posts, and they will share the posts.

To mention FEDERATE in a post, the steps below shall be followed:

1. Writing a post or article on a LinkedIn personal or company profile:
   - starting a new post/article
   - sharing/commenting someone else's post/article

2. In the communication, "@" should be typed and then the name FEDERATE should be typed in the box (until the system doesn't offer the possibility to choose FEDERATE profile). The FEDERATE project profile must be chosen from the list and continue/ finish typing the message (FEDERATE shall be marked in BLUE if correctly written).

Use LinkedIn hashtags

Adding hashtags to LinkedIn posts and articles gives them a higher chance of being discovered by LinkedIn members who follow or search for the hashtag that is used.
How to add hashtags to your LinkedIn update:

1. Write a post or article on your LinkedIn personal or company profile.
2. Add hashtags in front of words you would like to highlight for search criteria, using the # symbol

Relevant hashtags

#FEDERATE #FederateProject #SDV #FutureOfMobility #SoftwareDefinedVehicle #automatedandconnected #CHIPSJU #europeanpartnership #HorizonEurope

Annex B: *Communication & Dissemination Activities Assessment Form / Checklist*

Communication and dissemination activities are key to the success of the project. As stated in the Grant Agreement – it is foreseen that a Communication & Dissemination Checklist will allow for an evaluation of whether the Dissemination and Communication strategies are effective and/ or needs to be updated to reflect the progress and outputs of the project.

Each partner should fill in this checklist at least on biannual basis. Thus, the FEDERATE project will monitor if the measures and tools used are effective and gives an expected result.

1. **Dissemination & communication through website, social media, events**

1.1 Website

FEDERATE has been promoted on its website including partners' organisation's websites and/ or any other relevant websites (e.g. putting link to FEDERATE website, publishing press releases, newsletters, and other project related news). It is considered to be an effective way of project communication & dissemination.

☐ Yes
☐ No

If "No", please add a short explanation and/or suggestion _____

1.2 Social media and events

FEDERATE is being actively promoted through social media (e.g. posting on LinkedIn, sharing videos via YouTube channel, being mentioned in posts of project partners through their company channels, etc.).

☐ Yes
☐ No

If "No", please add a short explanation and/or suggestion _____

External (networking, technical) events are attended by the project partners and FEDERATE is actively presented using communication material as well (printouts, electronic versions, etc.).

☐ Yes
☐ No

If "No", please add a short explanation and/or suggestion _____

Annual SDV events are (co-)organized and hosted as planned and make great influence on the promotion of the project and engagement of relevant stakeholders.

☐ Yes
☐ No

If "No", please add a short explanation and/or suggestion _____

2. Dissemination to stakeholders

2.1 What kind of communication & dissemination tools do you think work the best in promoting the project? Please tick:

☐ Printed/electronic communication material
☐ Posts in social media & videos
☐ Newsletters
☐ Articles in press
☐ Conference Presentations/ participation
☐ Workshops/ Hackathons
☐ Active (personal) dialogue with relevant stakeholders
☐ Others: please specify _____

2.2 Specialized press

Building on a list of specialized press per each partner-country for publishing articles related to FEDERATE, please list relevant specialized press in your country:

Journal/Webpage	Website	Email	Additional info (online, print, circulation)

2.3 Stakeholders

Keeping the list of stakeholders up to date, please list other relevant FEDERATE stakeholders which are not mentioned in D5.3 next to "Target Groups" (with contact details, if possible):

Partner	Stakeholder name	Contact details	Website

2.4 Relevant events for possible participation

Partner	Name of the event	Date and place	Contact and website