FEDERATE

Software-Defined Vehicle Support and Coordination Project

D5.5 First Dissemination and Communication Activities report
M12

Period covered by the report: *from 01/10/2023 to 30/09/2024*

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Table of Contents

Definitions

Table 1: Definitions, Acronyms, Abbreviations

Abbreviations	Meaning
BB's	Building Blocks
CHIPS JU	Chips Joint Undertaking
CSA	Coordination and Support Action
EC	European Commission
EPoSS	European Association on Smart System Integration
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
OC	Open Code
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
UK	United Kingdom
USA	United States of America
WP	Work Package

1 Executive Summary

As the stakeholder engagement is an essential part of FEDERATE - dissemination and communication activities are of great importance 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, D5.3 "Dissemination Plan" (D5.3) was distributed in M6, which foresees dissemination and communication strategies, actions and tools. Meanwhile this document - **"First Dissemination and Communication Activities report" (D5.5)** - *(1) gives an overview of the types of dissemination and communication activities that were undertaken during the first project reporting period (M1-M12)*, with the purpose to create initial awareness related to the FEDERATE project objectives and scope. It *(2) outlines the strategies the FEDERATE project employed during the first project reporting period* including the insights and findings that could help to improve further visibility and promotion of the FEDERATE project. And it also *(3) provides information about the tools that were used during the* twelve months of the project.

The structure of this document aligns with the structure of Dissemination Plan (D5.3), so it could be simple and convenient to follow the FEDERATE's dissemination and communication plan and its' execution.

The FEDERATE project's Dissemination and Communication activities report is created in M12 and will be systematically updated on M24 and M36.

2 Introduction & Scope

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 works towards a common understanding of the vision of the SDV program and creates an orchestrated advisory for current and future projects in the SDV program.

FEDERATE is also committed to advance 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.

2.2 Purpose of this Document

As the objective of Task 5.5 "Dissemination and communication activities, including tools and materials" (T5.5) is to increase the visibility and support the impact generation of the project and its results, D5.3 has been created on M6, as the outcome of T5.5. D5.3 serves as a *roadmap/plan* 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.

D5.5 is the document reflecting how the strategies, approach and tools set in D5.3 worked *in practice* during twelve months of the project implementation period, what concerns the execution of dissemination and communication actions. It confirms the use of WP5 methodology, 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

Figure 1: Interplay of WP5, T5.5, D5.3 and D5.5

Dissemination and communication methods and tools were categorized and divided into two sections in D5.3, as follows:

a) *Dissemination strategy* and
b) *Communication strategy.*

The same division is made in D5.5 in order to follow the same structure of dissemination plan and distinguish the implementation of dissemination and communication activities according to their nature.

3 Dissemination and Communication Organization

Dissemination and communication activities started from the first month of the project implementation period. First of all, during the first project implementation months, some background activities were implemented, such as:

- ✓ common SharePoint was created by the coordinator of FEDERATE - AVL List GmbH (AVL)
- ✓ main project mailbox (federate-office@avl.com) was created for external communication
- ✓ bi-weekly WP5 meetings were established by VDI/VDE Innovation + Technik GmbH (VDIVDE), which are used to discuss ongoing topics within WP5

- ✓ clear structure of information exchange among the partners regarding the dissemination activities has been set
- ✓ D5.3 was produced and submitted in M6, which outlines the strategy the FEDERATE project employs to effectively disseminate and communicate its progress

4 Dissemination Activities (M1-M12)

Dissemination activities for the FEDERATE project are essential to maximize the impact, foster collaboration, and ensure sustainability. Therefore, the following activities were performed:

1. Information, that needs to be disseminated, was identified
2. Target Groups were identified
3. Appropriate dissemination tools and channels were established
4. Relevant KPI's to monitor the impact of dissemination were set

The project consortium was strongly involved in communicating and promoting FEDERATE, also taking individual responsibility for disseminating the project.

The following sub-sections of Section 4 will describe dissemination measures and activities, that have been taken during first twelve months of the project in more detail. All dissemination activities have their specific objectives depending on the aim of dissemination for the first twelve months of the project, 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

This sub-section summarises what dissemination actions have been taken in relation to the project outcomes including tools that have been used during the twelve months of the project. The information, which is directly connected to each expected project outcome, was shared with FEDERATE target groups *publicly*.

The list in Table 2 is not limited and might be extended / complemented based on FEDERATE needs during the following project implementation periods.

Table 2: Dissemination actions, tools & measures taken (M1-M12) in connection with project outcomes

Dissemination action implemented	Tools & Measures applied	Relation to the Project Outcome
Promotion of the pre-competitive collaboration of SDV groups.	**European SDVoF initiative Vision and Roadmap paper document released in April 2024.** Once it has been approved - it was stored on the main page of the project website (*https://federate-sdv.eu/wp-content/uploads/2024/04/2024-04-12-SDVoF-Vision-document-ver017-final.pdf*). The document can be downloaded or read online with open access. The document has been also shared via *FEDERATE LinkedIn account* (*https://www.linkedin.com/feed/update/urn:li:activity:7186650280162181120* *and* in *FEDERATE's 2nd newsletter*	Outcome 1 – Framework for non-differentiating collaboration on SDV topics and issues

Dissemination action implemented	Tools & Measures applied	Relation to the Project Outcome
	(*FEDERATE's second newsletter – 04/2024, Issue No. 2 – Federate SDV (federate-sdv.eu)*) It will be also presented at the FEDERATE Networking Event in M12. It is also planned to have a webinar (including Q&A session) in M13 or M14 dedicated to SDVoF Vision and Roadmap and to present it during the ELIV-International VDI Congress in 2024.	
Addressing stakeholders and opening opportunities for strengthening the cooperation between them.	**FEDERATE backlog has been defined and corresponding infrastructure has been set on a FEDERATE GitHub instance**. This was introduced to Automotive OSS communities, Eclipse SDV working group and presented in Eclipse SDV Community event. As FEDERATE wants to foster and engage a vibrant SDV community in Europe – a FEDERATE GitHub repository was set up (GitHub - CSA-FEDERATE/Proposed-BuildingBlocks: Landing page for all proposed building blocks; use WIKI in this repo to describe BB**), which provides initial descriptions for non-differentiating reusable software building blocks required for SDV. The link to the FEDERATE GitHub repository has been shared on the main page of the FEDERATE website (Federate SDV (federate-sdv.eu) and disseminated in the 3rd Newsletter (FEDERATE's third newsletter – 07/2024, Issue No. 3 – Federate SDV (federate-sdv.eu). Read access is public and write access is given to a group of experts within the FEDERATE consortium who manage the content and moderate the process. It provides established ways to discuss and refine content generally accepted in the developer community. Furthermore, alignment discussions in workshops and meetings (WP2/WP3) took place and requests (from OEMs) for building blocks were collected. Furthermore, an *SDV alliance group* was created, which aims to streamline the contributors to a larger SDV technology ecosystem.	Outcome 1 – Framework for non-differentiating collaboration on SDV topics and issues
Forwarding common understanding (glossary) to the SDV community.	D2.5 – "Definition of common terms as a layer structure for the categorization of the modular building blocks" will be published in M12. Once submitted - it will be disseminated *on the project website* and on the *FEDERATE LinkedIn account*. Also, it will be *included as a reference in FEDERATE's 4th newsletter (M13)*.	Outcome 2 – Common understanding (glossary) and wording
Encouraging the SDV community to collaborate actively and focus on research, development, and innovation activities.	Invitations were sent to the target groups of FEDERATE inviting to **the SDV event, which is organized by FEDERATE and will take place on M12 (FEDERATE Networking event).** **The FEDERATE Networking event** will gather SDV community. Invitation to join FEDERATE's SDV event was actively shared *via the project website* (FEDERATE Networking Event – Federate SDV (federate-sdv.eu), *newsletters (Newsletters – Federate SDV (federate-sdv.eu), mailing/ distribution lists of subscribers (more information in sub-section 4.3.1), FEDERATE LinkedIn account.*	Outcome 3 – Vibrant SDV community in Europe encouraging stakeholders to collaborate
Promoting active exchange of approaches, issues, and	During 12 months of the project, a number of external conferences were attended by project partners with the goal to inform the SDV community about FEDERATE and the SDVoF initiative (more information in sub-section	Outcome 4 – Self-sustaining European initiative,

Dissemination action implemented	Tools & Measures applied	Relation to the Project Outcome
ambiguities between OEMs, Tiers, semiconductor industry, policy makers, scientific community, industry associations and other stakeholders.	4.3.1). Moreover, some high-level EC representatives have been invited to take part in the *FEDERATE Networking event* organized by the FEDERATE Consortium. Invitations to join the FEDERATE Networking event were sent to industrial representatives, leaders of other SDV initiatives and companies, etc. (more information in sub-section 4.3.1). Furthermore, a high-level Keynote speaker (CEO of *Continental*) will take part in the *Autonomous Main event 2024* (*"Driving Future Mobility – From the Road to the Cloud"*) in M12. Both events – the *FEDERATE Networking* and *Autonomous Main event 2024* will take place in conjunction on 23-24th September 2024 in Vienna. This conjunction will help to increase the visibility of FEDERATE and will encourage to attend more industrial representatives and associations, which will lead to more active exchange between OEMs, Tiers, industry, associations and SDV community overall. Another active promotion for the exchange is more oriented to software developers at *OCX24*, which is organized by the FEDERATE partner - *Eclipse Foundation*. It will take place in M13 and will be attended by the FEDERATE Coordinator (AVL) in a particular breakout session in a co-located event – Open Community for Automotive (*"Ready to update? When is it safe to update 100k+ cars?"*) During the twelve months of the project – WP2 has organised a number of sessions for FEDERATE partners and associated members to discuss, refine and collect BB's. Currently, WP2 sessions (bi-weekly) take place and are dedicated for partners and associated members to discuss, refine and collect BBs. To make SDV ecosystem more active, WP2 shall organize monthly meetings during the following project reporting periods where all ecosystem members are invited (topic: technology presentations). Besides that, to offer webinars and certain workshops (e.g. tools workshop), where members of SDV ecosystem would be invited as well. For certain workshops (like *tools* workshop), the consortium may also invite selected members from the Ecosystem.	providing adoption and continuous contribution to the SDV Ecosystem
Addressing urgent needs to the European Commission.	During the first reporting period, FEDERATE actively collaborated with HAL4SDV and Shift2SDV in workshops, providing support concerning monitoring and reviewing the descriptions of the BB's in the finalization phase of the e.g. Shift2SDV proposal. Such support will be continued in further project implementation periods. An alignment meeting with 2Zero was organized including OEM's from the FEDERATE Core Team (topics: suggestion of BB's which shall be implemented in the next project, contribution to find targeted call text, etc.). OEM's were urged to weigh in with their needs and priorities regarding BB's to ensure that Shift2SDV focuses on developments needed by the European Automotive industry, etc. It is also planned to organize a Strategic Alignment with OEM's to discuss how to encourage implementation and integration of BB's, potentially also from	Outcome 4 – Self-sustaining European initiative, providing adoption and continuous contribution to the SDV Ecosystem

Dissemination action implemented	Tools & Measures applied	Relation to the Project Outcome
	non-European likeminded entities, prepare input/ suggestion for the next Sherpa Governance meetings.	
	In M12, D4.4 – Strategic Roadmap (first version) will be released and disseminated via the project website and emphasized in project newsletters.	
	Furthermore, by producing SDVoF Vision and Roadmap – FEDERATE set the course for following European initiatives and actions.	
	During the following project implementation periods - recommendations will mostly work via working groups like the Sherpa Governance Group meetings, industry associations (ChipsJU, CCAM, 2Zero), and consultation workshops on EU and national level.	

To summarize, all project deliverables, results, reports and papers are openly shared via:
- the project website, social media channels, newsletters
- participation and organization of conferences
- promotion of the SDV Ecosystem

4.2 Target Groups

Target groups were identified in the project planning phase to start clear and agile, early-stage communication of FEDERATE by reaching out to the target groups as soon as the project starts. Identified target groups of FEDERATE represent the backbone of the communication and dissemination strategies and are depicted in Figure 2:

Figure 2: Target groups in FEDERATE

Dissemination actions (listed in Table 2), during the first twelve months of the project, targeted mostly:

1. **European OEMs**
2. **European Industry Associations & Initiatives**
3. **General (non-technical) public**

During the first implementation period of the project, there was no need to add another target group.

4.3 Dissemination Measures

The FEDERATE project employed an array of dissemination measures to effectively disseminate the project. The following ways of dissemination were used to engage target groups by raising awareness about the FEDERATE project.

4.3.1 Events

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

(1) *external (networking, collaboration) events* which were attended by FEDERATE partners
(2) *events that are (co)organized* by *FEDERATE*.

During the (1) external (networking, collaboration) events, partners presented the FEDERATE project, promoted its framework and approach. During such events, target groups (stakeholders) were reached through the networking model and active presence. Strategic documents (e.g. SDVoF Vision and Roadmap paper was presented in SDV events).
Table 3 below presents a list of external (networking, collaboration) events which were attended by the consortium partners from M1 until M12.

Table 3: List of external (networking, collaboration) events attended, M1-M12

Date	Location	Name of event	Partner attended	Link to more information	Outcome
19.10.2023	Ludwigsburg, Germany	EclipseCon 2023	ECLIPSE	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	ECLIPSE	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	ECLIPSE	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	ECLIPSE	https://sdv.eclipse.org/sdv-hackathon-	OSS community is informed about FEDERATE

Date	Location	Name of event	Partner attended	Link to more information	Outcome
				2023/	and the SDVoF initiative
01.12.2023	Brussels, Belgium	Chips JU Launch Event	AVL METIS	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"	ETAS VDIVDE	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	AVL	NA	Community is informed about FEDERATE and SDVoF initiative
28.02. – 29.02.2024	Nürnberg, Germany	Embedded World	ECLIPSE	https://www.embedded-world.de/	Community is informed about FEDERATE and SDVoF initiative
19.03 - 20.03.2024	Graz, Austria	SDV Community Day	ETAS	SDV Community Day - Graz March 2024 | The Eclipse Foundation	Cooperation between Eclipse SDV and SDVoF projects and FEDERATE is presented
26.03. – 27.03.2024	Detroit, USA	Automotive Computing Conference	ECLIPSE	https://www.automotive-computing-conference.com/acc-us/?gclid=EAIaIQobChMIz82565jigwMVyp5oCR16BwrHEAAYASAAEgIaZfD_BwE	Community is informed about FEDERATE
09.04. – 11.04.2024	Berlin, Germany	Bosch Connected World 2024	ECLIPSE	https://bosch-connected-world.com/	Community is informed about FEDERATE
15.04. – 18.04.2024	Dublin, Ireland	10th TRA	VDIVDE	https://traconference.eu/	Community is informed about FEDERATE and SDVoF initiative
18.04. – 19.04.2024	Dublin, Ireland	EUCAD Symposium 2024	VDIVDE METIS	https://www.connectedautomateddriving.eu/eucad/eucad2024/	Community is informed about FEDERATE and SDVoF initiative
24.04.2024	Munich, Germany	Automotive SW Strategies	AVL	https://www.sv-veranstaltungen.de/en/event/software	Community is informed about FEDERATE and SDVoF initiative

Date	Location	Name of event	Partner attended	Link to more information	Outcome
				-strategies/	
14.05.2024	Starnberg, Germany	Automotive Open-Source Summit 2024	ECLIPSE	https://newsroom.eclipse.org/events/automotive-open-source-summit-2024	Community is informed about FEDERATE and SDVoF initiative
11.06-12.06.2024	Tokyo, Japan	15th Autosar Conference	AVL	https://www.autosar.org/news-events/detail?tx_news_pi1%5Baction%5D=detail&tx_news_pi1%5Bcontroller%5D=News&tx_news_pi1%5Bnews%5D=208&cHash=b1f4064f5593f34bac021994e61a1eb1	EU SDVoF initiative & collaboration presented
20.06.2024	Virtual	Automotive Technologies Virtual Conference 2024	ECLIPSE	Automotive Technologies Virtual Conference (embeddedcomputing.com)	Community is informed about FEDERATE and SDVoF initiative
24.09.2024	Vienna, Austria	The Autonomous Main Event 2024	AVL VDIVDE METIS	Tackling the biggest safety challenges in autonomous driving - The Autonomous (the-autonomous.com)	Community is informed about FEDERATE and SDVoF initiative
30.09-01.10.2024	Brussels, Belgium	EARPA Autumn Meeting 2024	AVL	EARPA Autumn Meeting 2024 – EARPA	Community is informed about current and future FEDERATE activities and engaged to discuss on technical SDV topics and business models

Photos from events attended are shown in Annex A.

The *List of events* is a living document, which is stored in the FEDERATE SharePoint and is being complemented by project partners from time to time with new suggestions for possible participation.

The following Table 4 is presenting a list of the events that are considered to be attended during the next project reporting period.

Table 4: List of external (networking, collaboration) events, M13-M24

Date	Location	Name of event	Link to more information	Short description
14.10-20.10.2024	Paris, France	Mondial de l'Auto / Paris Motor Show	https://mondial.paris/	Latest innovations from the world's leading automotive brands, spectacular demonstrations and events, amazing meetings with drivers and influencers, exclusive themed exhibitions, and much more!
16.10-17.10.2024	Bonn, Germany	ELIV-International VDI Congress	https://www.vdi-wissensforum.de/eliv/	Electronics in Vehicles (ELIV) Congress
23.10-24.10.2024	Stuttgart, Germany	DriveAI	https://driveai-summit.com/	Deep dive into the transformative potential AI holds for the automotive industry, future of Automotive AI.
01.12. - 03.12.2024	Berlin, Germany	SDW Europe	https://www.software-defined-vehicles-conference.com/	Platform developments, SDV strategies, DevOps, testing & validation, safety & security, SOTA, cloud solutions, CI/CD, embedded systems, AI and more.
22.01-24.01.2025	Tokyo, Japan	Automotive World	https://www.automotiveworld.jp/tokyo/en-gb/sokuho.html	Automotive Electronics, Automotive Software, Autonomous Driving, ADAS, EV, HEV, FCV, Lightweight, Parts Processing, Connected Cars, MaaS
12.02-13.02.2025	Versailles, France	SIA CESA 2025	https://event.fourwaves.com/cfpcesa/pages	All electronics and software stakeholders share the latest state-of-the-art and innovative achievements. In line with this objective, and with the support of OEM & suppliers members, this Conference will be focused on the dual theme of the Software Defined Vehicle and the new electronic architectures.
21.05. - 22.05.2025	Munich, Germany	Automotive SW Strategies	https://www.sv-veranstaltungen.de/automotive/automotive-software-strategies/	SDV Architectures & Platforms, Intelligent Data Collection, Processing, Usage, Safety, Security, Integration, Testing & SW Updates, Processes & Tooling, Business Models & Market Trends

Date	Location	Name of event	Link to more information	Short description
18.06.2025	Brussels, Belgium	EUCEI CSA Open Continuum final conference	https://eucloudedgeiot.eu/eucei-open-continuum-final-conference-registration-now-open/	The Open Continuum Final Conference will focus on the value of the EUCloudEdgeIoT.eu (EUCEI) community research for the industry, highlighting the latest advancements and results of the Open Continuum CSA and the more than 50 research and innovation actions that it has supported.
24.06. - 25.06.2025	Ludwigsburg, Germany	Automobil Elektronik Kongress (AEK)	29th International Automobil-Elektronik Kongress (automobil-elektronik-kongress.de)	Networking event for automotive electronics professionals worldwide

Another type of events are events that are co-organized by FEDERATE and includes organization of:

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

For the first twelve months of the project, it was 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 5* below:

Table 5: FEDERATE Conferences in 2024

Name of SDV events	Details	Targeted groups	Outcome
FEDERATE Networking event / The Autonomous Main Event 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 planned to hold a networking event on 23rd September 2024 and on 24th September the Autonomous Main event has been attended 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	Stakeholders are informed about other SDV projects, organizations and project proposals, SDV related initiatives and associations.
Open Community for Automotive (OCA) / Open Code Experience 2024 (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 attend 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	Targets developers, architects, researchers, politicians.	Stakeholders are informed about the FEDERATE and engaged to join SDV community

Name of SDV events	Details	Targeted groups	Outcome
	building blocks are so important), solicit input from OSS community (tools, BB's, UC/PoC etc.), other.		

The main idea of organizing the **FEDERATE Networking event on 23rd September 2024** was to hold this event in conjunction with a bigger SDV event to increase visibility and attendance. Thus, the FEDERATE Networking event took place in Vienna, at premises of TTTech Auto AG, who is the main organizer of the bigger SDV event – The Autonomous Main Event 2024 which took place the next day - on 24th September 2024.

The organization of FEDERATE Networking event started from early spring (M6-M7). First, *registration form* was created and uploaded to the FEDERATE website[1] and a discount code for The Autonomous Main Event 2024 was generated. It was decided that the discount code, which will be received by the registered participants at the FEDERATE Networking event, will help to attract more parties and stakeholders.

Second, the target groups were identified – who should be invited to save the date for the FEDERATE Networking event. Therefore, a *save-the-date mailing list* was created which included *268 recipients*, which were listed to receive the save-the-date email. On 15th April 2024 the *save-the-date email* was sent to all recipients included in the *save-the date mailing list*.

Figure 3: Save-the-date announcement

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[1] Link to the FEDERATE Networking event registration form: https://federate-sdv.eu/federate-networking-event-registration/

Figure 4: Analytics of the save-the-date email

After filling in the registration form for the FEDERATE Networking event – each registered person received a *confirmation email* with the discount code for The Autonomous Main Event 2024 included.

Figure 5: Confirmation of the registration to FEDERATE Networking event

Emails with the link to the registration form and reminders about the event have been constantly sent out to the FEDERATE subscribers and save-the-date mailing list (around *300 emails* were sent out during M8-M11).

Moreover, the FEDERATE Networking event was actively promoted on FEDERATE LinkedIn account, among the Eclipse SDV Community, on ESBS-Austria website[2], on TTTech Auto AG website[3], on EPoSS LinkedIn account and website[4], on CCAM website[5], via FEDERATE, using FEDERATE communication material (e.g. roll-banner), by oral promotion when participating in external events, etc.

Figure 6: FEDERATE Networking event banner used for the promotion of the event

The agenda of FEDERATE Networking event was actively discussed between the FEDERATE partners during the whole organizational period and the final version was sent out to the registered participants on 11th September 2024. It was also disseminated via FEDERATE LinkedIn account (Link to the post: https://www.linkedin.com/feed/update/urn:li:activity:7241423517542432768) and website (Link to the agenda: https://federate-sdv.eu/wp-content/uploads/2024/09/Federate_agenda__2024.pdf).

The final agenda included a welcoming part with an introduction to the event, presentation of topics and goals of the event as well as introductory video representing FEDERATE, HAL4SDV and SDVoF. The following sessions

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[2] ESBS-Austria is an industry-driven national research, development and innovation platform representing the technology areas of micro and nanoelectronics, embedded systems and systems integration. Link to the FEDERATE Networking event on ESBS-Austria: https://www.esbs-austria.eu/en/events-1/federate-software-defined-vehicle-ecosystem-networking-event

[3] Link to FEDERATE Networking event on TTTech Auto AG website: https://www.tttech-auto.com/events/federate-networking-event

[4] Link to FEDERATE Networking event on EPoSS LinkedIn:
https://www.linkedin.com/feed/update/urn:li:activity:7219722973283237889/

Link to FEDERATE Networking event on EPoSS website: https://www.smart-systems-integration.org/event/federate-networking-event

[5] Link to FEDERATE Networking event on CCAM website - https://www.ccam.eu/events/federate-networking-event/

of the event included presentations of FEDERATE and SDVoF initiative, other SDV projects, organizations and project proposals, SDV related initiatives and associations. The agenda also included the motivation of the European Commission, interactive sessions with discussion groups and a final part at the end of the event – get together & networking.

Concerning speakers at the FEDERATE Networking event – the aim was to invite representatives of different SDV projects, organizations and initiatives. The list of speakers is presented in Table 6:

Table 6: Speakers of FEDERATE Networking event

No.	Type	Name	Speaker
1	EU funded SDV project	FEDERATE	Michael Paulweber
2	EU funded SDV project	HAL4SDV	Andreas Eckel
3	SDV related organization	SOAFEE	Bernhard Rill
4	SDV related organization	SHIFT2SDV	Mike Fuchs
5	SDV related organization	AUTOSAR	Martin Schleicher
6	SDV related organization	ECLIPSE SDV	Sara Gallian
7	SDV related initiative	CCAM	Carolin Zachäus
8	SDV related initiative	2ZERO	Lucie Baumel
9	SDV related organization	COVESA	Emil Dautovic

An important part of the FEDERATE Networking event was the *interactive session* including discussion groups moderated by FEDERATE partners. The goal of the interactive session was to discuss between the projects, organizations and initiatives on BBs (e.g. problems in terms of working together), identify what is needed to be able to work together towards specific goals in SDV, highlight the white spots, suggest possible solutions and alternatives, etc. As most of the participants had engineering/technical profiles in SDV – discussions included such topics as *(1) Stack, (2) Cloud, (3) Tools and (4) Strategic considerations.*

The FEDERATE Networking event was moderated by a professional moderator – Jack Parrock, who was elected of a few moderation proposals considering high professionalism and experience.

A separate FEDERATE Networking event report, including photos from the event, is presented in Annex B.

On 24th of September the Autonomous Main Event 2024 took place and was attended by FEDERATE partners. FEDERATE was mentioned in a spotlight session "*Driving the future: The Rise of Software Defined Vehicles*". This particular session reflected on the ongoing activities to tackle specific SDV challenges together with experts, researchers, industry professionals, and policymakers. Keynote speaker of this session was from AVL List GmbH. HAL4SDV has been presented by TTTech Auto AG.

To sum up, as both events were aligned together – it helped a lot to increase visibility for the FEDERATE Networking event and to attract more relevant target groups/stakeholders. The way of such organization of the FEDERATE SDV Conference was proved as successful and it is recommended to apply similar approach for the FEDERATE SDV Conferences in the future.

What concerns OCX24[6], Peter Priller from AVL List GmbH will participate in a co-located event of the OCX24 (OC for Automotive) on 23rd October 2024 and will represent FEDERATE in one of the breakout sessions – *"Ready to update? When is it safe to update 100k+ cars?"*.

Some FEDERATE partners (representatives from AVL List GmbH and VDI-VDE) have also joined programme committee of the OCX24 as they met the requirements for expertise in the technologies and topics that made up the programme. The main task of being a member of the OCX24 programme committee is to choose topics for the programme, read submissions as they come in, choose early-bird talks and choose program.

This SDV Conference is promoted on the FEDERATE website as one of the SDV Conferences in 2024, which targets developers and architects (Open Code Experience 2024 (OCX24) – Federate SDV (federate-sdv.eu)

A separate OXC24 event report, including photos from the event, will be presented in the Dissemination and Communication activities report on M24.

4.3.2 Project Deliverables and Reports

As it was foreseen in D5.3 - 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 a number of *project documents, progress reports* (e.g. deliverables, periodic, final, etc.) were disseminated and are accessible via the project website.

Table 7: List of project deliverables and reports disseminated M1-M12

Name of the document	Short description	Submission date of the document	Link to open repository
Data Management Plan	Data Management Plan describes how the tasks that must be completed within the project will affect data collection, analysis, processing, sharing and dissemination. As the project's main objectives are to coordinate and support other RDI activities, no experimental research data will be created within the project. Furthermore, the methodology of naming and the process and specification of data storage is explained. It also reflects the precautions on data security within the FEDERATE project. Ethical aspects of data collecting, storing and processing	27 March 2024	https://federate-sdv.eu/2024/06/24/data-management-plan/

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[6] **OCX 2024** is annual open-source *developer* conference hosted by Eclipse Foundation. It is a place for diverse open source communities to come together to learn, share and network (source: https://www.ocxconf.org/event/778b82cc-6834-48a4-a58e-f883c5a7b8c9/summary).

Name of the document	Short description	Submission date of the document	Link to open repository
	are also addressed by this document.		
Dissemination Plan	Dissemination Plan 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. This document gives an overview of the types of dissemination and communication activities that are planned to be undertaken during the project implementation period and serves as a comprehensive document that outlines the strategy the FEDERATE project will employ to effectively disseminate and communicate its progress, findings, and achievements to a broad audience.	27 March 2024	https://federate-sdv.eu/2024/06/24/dissemination-plan/
Quality and Risk Management Plan	This document provides an overview of the roles and processes that will be implemented during the execution of the FEDERATE project. The document outlines the selected approach for implementing the project goals. It also highlights the key controlling processes to be employed, the project policies and rules, and the overall quality and risk management approach. In this document, the outputs of the planning are defined.	27 March 2024	https://federate-sdv.eu/2024/06/24/quality-and-risk-management-plan/
Interim Periodic Technical Report M6	This report summarizes the work of the consortium in the first six months (M1-M6) of the project with regard to the project objectives. The project was kicked-off on October 4th, 2023 with a GA F2F Meeting in Munich. Since then, activities have started and are operating as planned. This document summarizes the activities in all 5 work packages and provide a brief overview on the results achieved.	30 April 2024	https://federate-sdv.eu/2024/06/24/interim-periodic-technical-report-m6/
Project report Y1		M12	To be disseminated publicly on the FEDERATE website on M13
High-level Requirement solicitation / Report of the high-		M12	To be disseminated publicly on the FEDERATE website on M13

Name of the document	Short description	Submission date of the document	Link to open repository
level requirements			
Vision document		M12	To be disseminated publicly on the FEDERATE website on M13
Glossary (incl. Layer structure)		M12	To be disseminated publicly on the FEDERATE website on M13
Technology Forecast Report (technological trends and roadmap)		M12	To be disseminated publicly on the FEDERATE website on M13
Prioritized backlog report		M12	To be disseminated publicly on the FEDERATE website on M13
Orchestrated backlog report (list of backlog of modular building blocks assigned to running or new RDI projects)		M12	To be disseminated publicly on the FEDERATE website on M13
Recommendations for building block realization		M12	To be disseminated publicly on the FEDERATE website on M13
Strategic Roadmap		M12	To be disseminated publicly on the FEDERATE website on M13
Stakeholder engagement strategy		M12	To be disseminated publicly on the FEDERATE website on M13
Dissemination and communication activities report		M12	To be disseminated publicly on the FEDERATE website on M13
Annual Data Management Report		M12	To be disseminated publicly on the FEDERATE website on M13

5 Communication Strategy

5.1 Approach

The FEDERATE project during M1-M12 was promoted by providing targeted information to multiple audiences in strategic and effective manner. One of the most important measures that was taken - targeting the audience via the *means* shown in Figure 3:
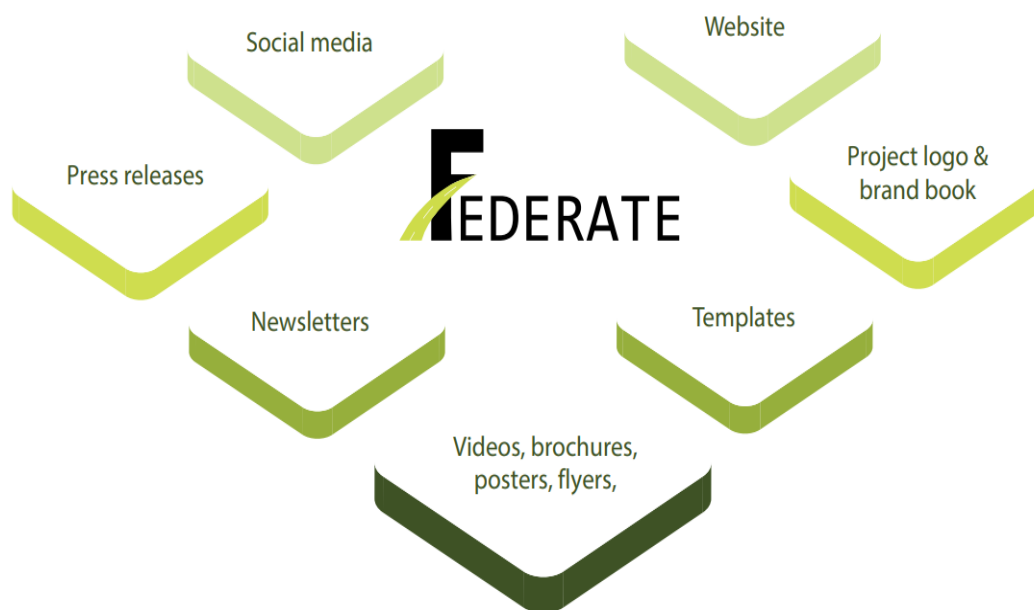
Figure 7: FEDERATE Communication means

From the very beginning of the project, FEDERATE established a project website and a social media account to promote the project to stakeholders. A series of activities such as press releases, newsletters, posts on social media account and audio-visual communication (videos) have been created.

Stakeholders were targeted by actively promoting FEDERATE SDV events (e.g. FEDERATE Networking event and OCX24) on social media account, via websites of different EU funded partnerships, initiatives and projects, SDV communities, etc. using FEDERATE visual identity and communication material.

The communication strategy used during M1-M12 satisfied Phase 1, as illustrated in the Table 8 below:

Table 8: 1ˢᵗ Communication phase (M1-M12)

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.

The aim, that was set in the Dissemination plan (D5.3), was to announce the start of the project and raise awareness of its objectives, scope and to encourage interested parties - particularly those involved in related projects and initiatives, during the first twelve months of the project.

To implement properly the approach of the 1ˢᵗ communication phase – a *communication toolbox* for project partners was developed, 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)

All the means mentioned above, were actively used to promote the project during the 1st communication phase. The use is described in more detail in the following sub-sections below.

Concerning the upcoming project reporting period (M13-M24) – it is foreseen that after the successful 1st communication phase - FEDERATE will enter the 2nd communication phase, as described in the Table 9 below:

Table 9: 2nd Communication phase (M13-M24)

Time	Objective	Approach
Phase 2: early strategic phase (M13-M24)	Create more targeted awareness regarding the produced results targeting identified target groups.	Adapt promotion 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.

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.

During the first months of the project implementation, The FEDERATE *logo* was created. It has two versions: full (Figure 8) and shortened one (Figure 9).
Both serve as a visual identifier for the project, enhancing brand recognition and consistency in all communications.

Figure 8: FEDERATE logo (full version)

Figure 9: FEDERATE logo (shortened version)

Besides the logo, a project *colour palette was* created 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 10):
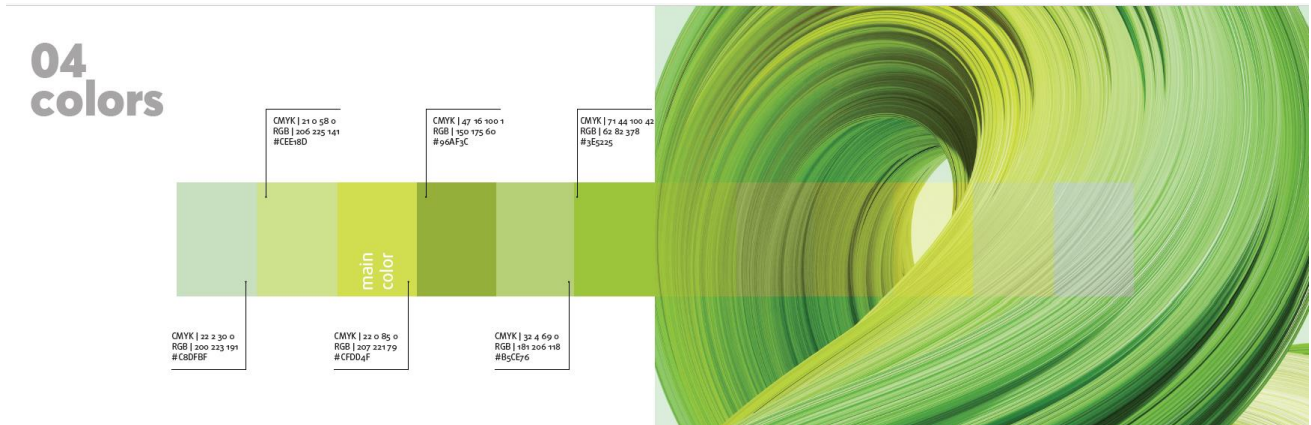
Figure 10: Color palette

During the later months of the project implementation, the brand book of the FEDERATE design was created which set guidelines regarding the use of the logo on different backgrounds (Figure 11), logo proportions and free space, visuals, idea and concept of the FEDERATE website and brand attributes (Figure 12).

Figure 11: FEDERATE logo using different backgrounds

Figure 12: FEDERATE brand attributes

5.3 Project Website

Immediately after the setup of the project brand identity – the creation of the project website begun. The website - https://federate-sdv.eu/ - was finalized and released in 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 an essential part of the project. The idea and concept of FEDERATE website is shown below (Figure 13):
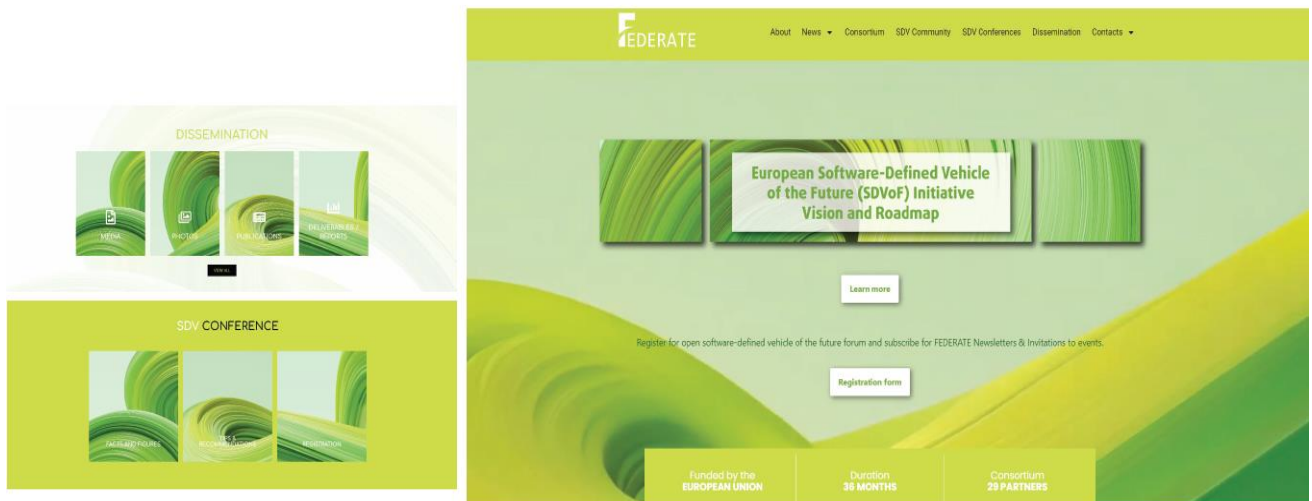
Figure 13: FEDERATE website

Concerning the website analytics, WP5 was constantly checking the number of users of the website each month as well as the countries which are interested in FEDERATE. The statistics of the FEDERATE website users, interested countries and primary channel groups from M1-M12 are shown below (Figure 14, Figure 15, Figure 16):
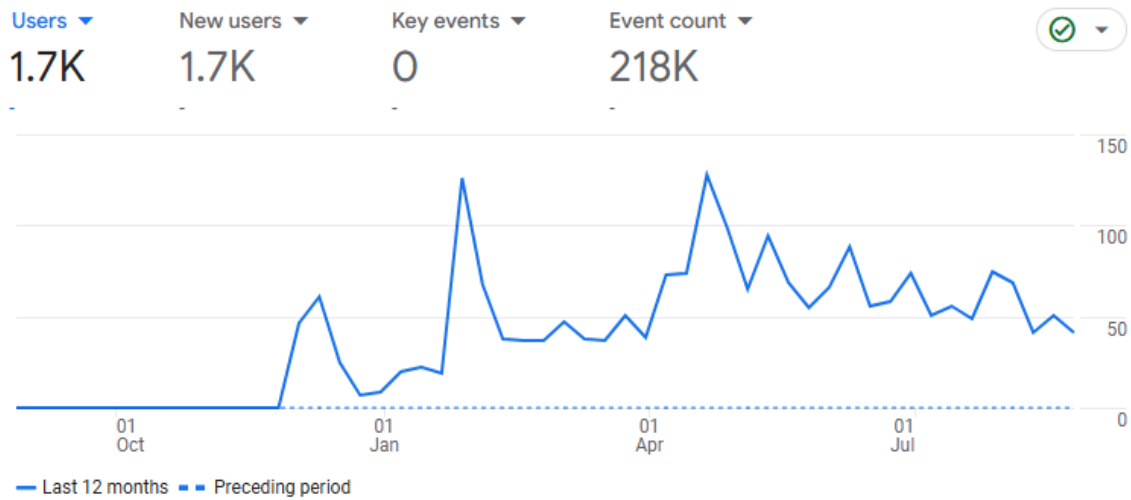
Figure 14: FEDERATE website total number of active users for 12 months
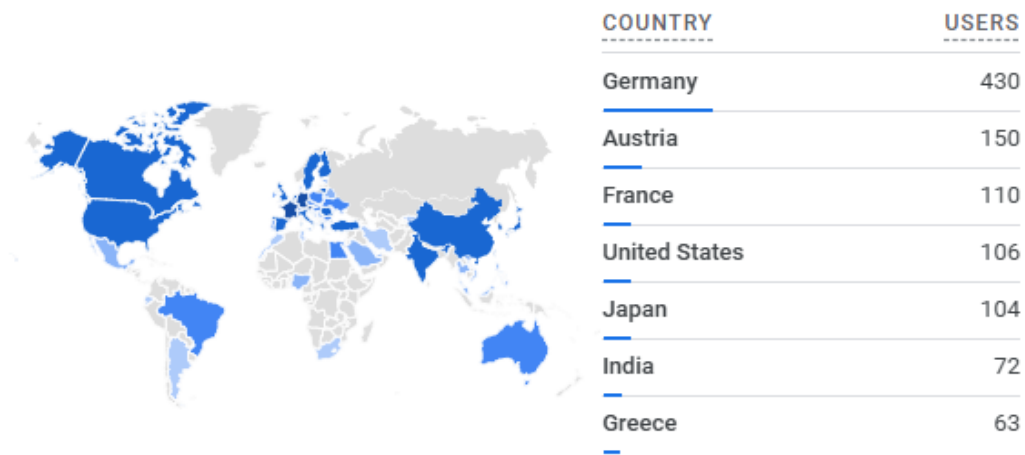
Figure 15: FEDERATE website users by country
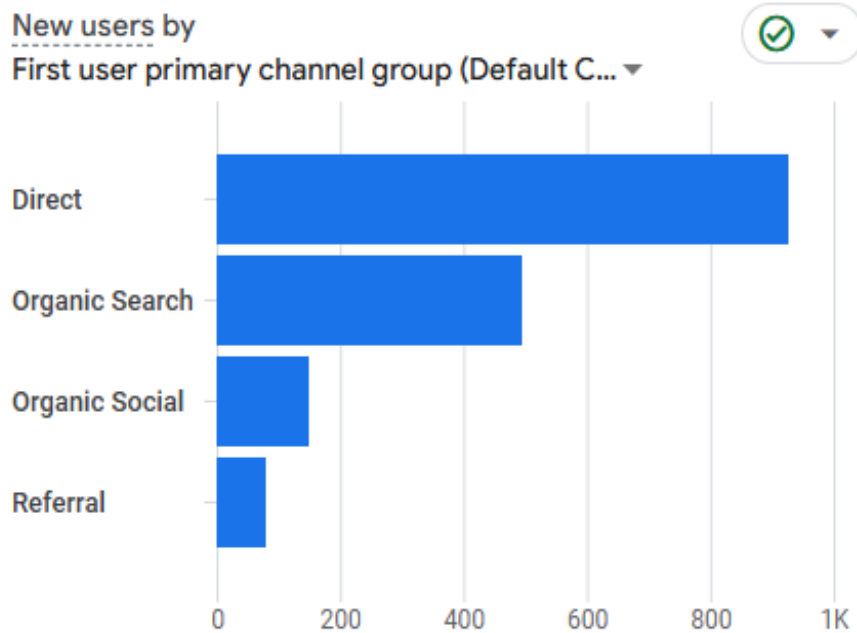
Figure 16: FEDERATE website users by primary channel group

The FEDERATE website also includes a link to the GitHub repository, so any visitor could check descriptions for BBs required for SDV (Figure 17):

The GitHub repo CSA-FEDERATE/Proposed-BuildingBlocks provides initial descriptions for non-differentiating reusable software building blocks required for SDV!

 View project on GitHub
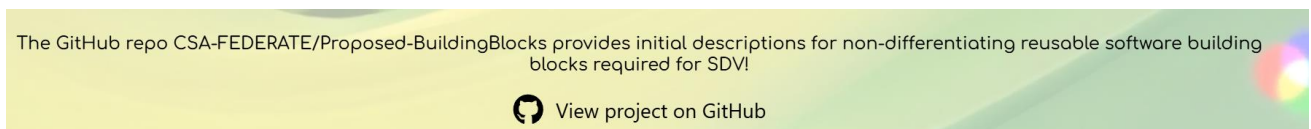
Figure 17: Link to GitHub on FEDERATE website

It also includes functionalities, which allows website visitors to get acquainted with the FEDERATE project and to subscribe to the news, invitations to the project events and newsletters. Furthermore, the website included a registration form for the FEDERATE Networking event which allowed interested parties to register themselves for the event easily. It also contains a contact form which allows to get in contact with the project coordinator directly.

To summarize, the FEDERATE website had 1700 active users (M1-M12) and this number shows that the FEDERATE website is an efficient tool for disseminating and promoting the project. WP5 has noticed the increase of website visitors after the release of each project newsletter. So, it is recommended to share via FEDERATE website as many public documents (papers, deliverables, reports) as possible in the following project implementation periods to gain even more attention and interest from the FEDERATE target groups.

5.4 Project Social Media Accounts

Concerning social media accounts – FEDERATE disseminates information via its' **LinkedIn** account. Meanwhile, **YouTube** is used for uploading and sharing project videos (Table 10):

Table 10: FEDERATE Social media accounts

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

From M1-M12 FEDERATE has gained 768 followers. The growth of followers is stable each month, but also highly depends on the information that is posted. The highest interest is noted when information from the events attended is posted and also when the FEDERATE newsletters are released. The recommendation for the upcoming period is to post more visuals and photos from the events that partners are attending as they gain most impressions.

The followers are from different world countries like Germany, Austria, France, Belgium, Turkey, Greece, Finland, Italy, USA, Switzerland. Portugal, Sweden, Spain, UK, Netherlands, Romania, Poland, Norway, UK, Ukraine, South Korea, India, Japan, Canada, Lithuania, Hungary, Bulgaria, Ireland, etc.

Follower metrics (M1-M12) is shown in the Figure 18 below:
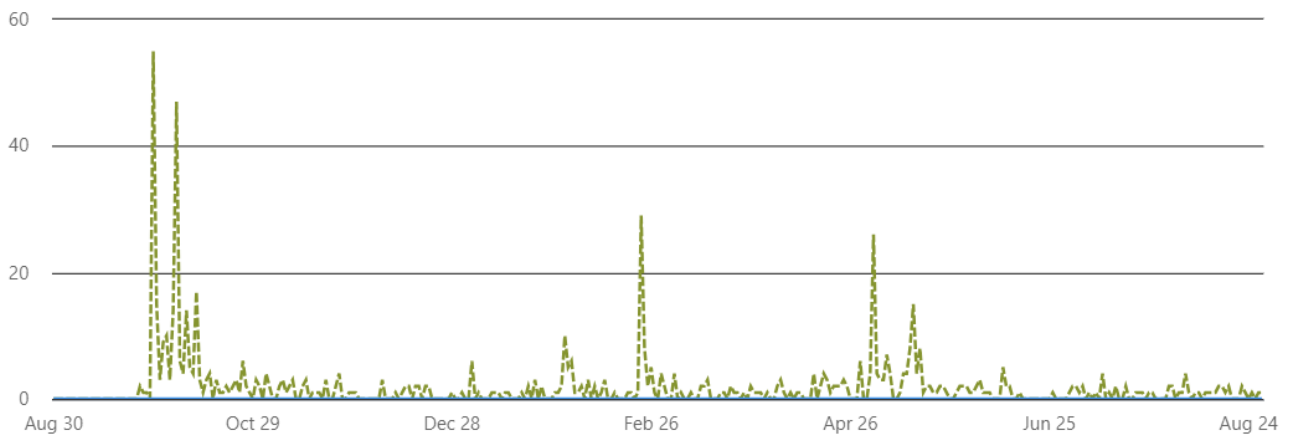
Figure 18: Followers metrics (M1-M12)

What concerns LinkedIn account visitors – most of them are from industries like motor vehicle manufacturing, IT Services and IT Consulting, research, software development, semiconductor manufacturing, electronics and other as shown in Figure 19.
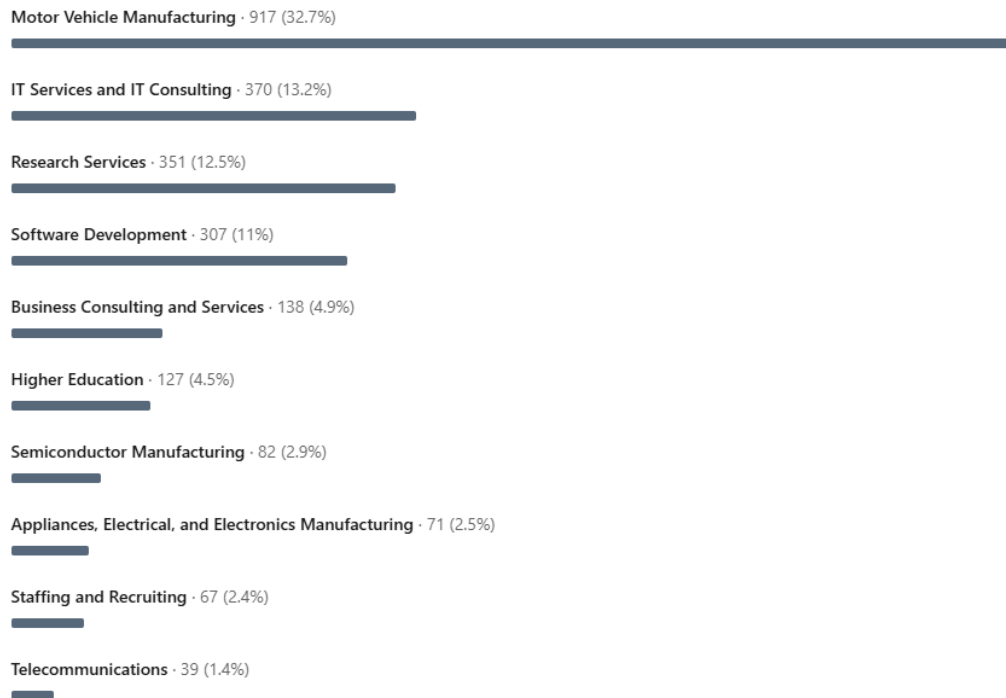
Figure 19: Industries of FEDERATE LinkedIn visitors (M1-M12)

The FEDERATE LinkedIn account had almost 3k page views and around 1k unique visitors as shown in Figure 20 during the 1st reporting period.
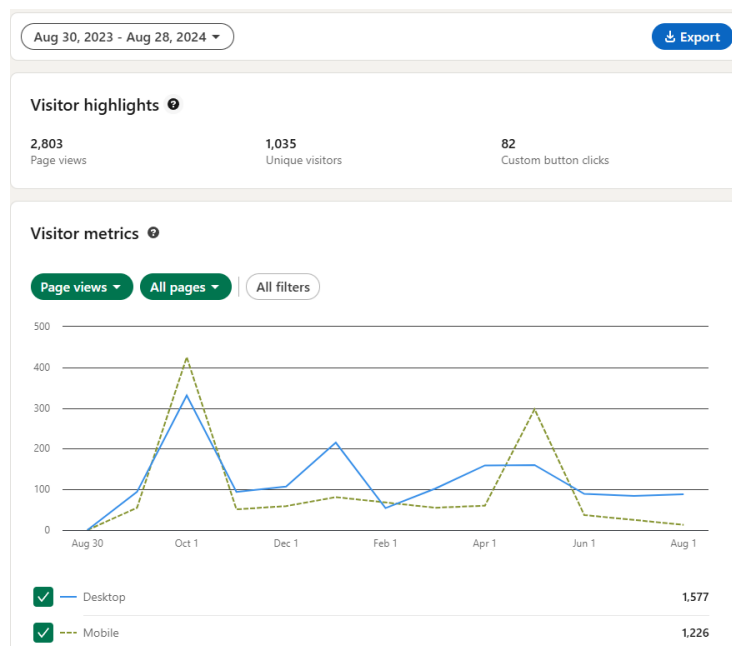
Figure 20: FEDERATE LinkedIn visitors (M1-M12)

Furthermore, during a twelve-month period, FEDERATE posts received around 42,5k organic impressions in total. Impressions refer to the total number of views when the content is at least 50% for at least 300ms, or the total number of times the content is clicked on, whichever comes first.

One of the main reasons of such good visibility on LinkedIn are the joint efforts of all consortium partners who make their input so the actions on social media would be active and engaging. The main tool that is used to structure such efforts is *a Social Media Content Calendar* which has been created in order to have a timeline and indicate responsibilities for each partner when it comes to the input to social media account during a certain week.

The Social Media Content Calendar (Figure 21) defines exactly which partner is to deliver a social media post in a certain week. According to this calendar, the respective partner receives a reminder in advance. The content is aligned with WP5 and after the final version of the content is received – WP5 posts it on LinkedIn.

During M1-M12 there were around 60 posts & reposts in total including information about different FEDERATE partners, news, events, SDV content, project updates, promotion of SDV Conferences, etc.

Images of each post are saved in the FEDERATE SharePoint with indication about each partner who has prepared the content for the post.

SOCIAL NETWORK	PARTNER RESPONSIBLE FOR CONTENT	DATE (MONTH/DAY/YEAR)	CONTENT TYPE	TOPIC	EXTERNAL LINK	NOTES (e.g., specific images, etc.)	IMAGE
WEEK 12 (18.03-22.03)							
LINKEDIN	VDI-VDE	2024-03-22	INFO ABOUT THE PARTNER	Introduction of VDI/VDE-IT as a Project Partner of FEDERATE	https://www.linkedin.com/feed/update/urn:li:activity:7176863615390466048	NA	Image of the post uploaded to Social Media Copy folder
WEEK 13 (25.03-29.03)							
LINKEDIN	VDI-VDE	2024-03-28	PARTNER NEWS	Introduction of the FEDERATE project via the VDI/VDE-IT LinkedIn channel	https://www.linkedin.com/feed/update/urn:li:activity:7179124810415751169	Original post: https://www.linkedin.com/posts/vdi-vde-innovation-technik-gmbh_zur-website-des-projekts-federate-activity-7179098945493557248-IHTx?utm_source=share&utm_medium=member_desktop	Image of the post uploaded to Social Media Copy folder
Twitter	VDI-VDE	2024-03-28	PARTNER NEWS	Introduction of the FEDERATE project via the VDI/VDE-IT LinkedIn channel	https://twitter.com/VDIVDE_IT/status/1773347613548425344	Same post as in Linkedin	Image of the post uploaded to Social Media Copy folder
WEEK 14 (01.04-05.04)							
LINKEDIN	AVL	2024-04-04	INFO ABOUT THE PARTNER	Introduction of AVL as a Project Coordinator of FEDERATE	https://www.linkedin.com/feed/update/urn:li:activity:7181616330964430851	NA	Image of the post uploaded to Social Media Copy folder
WEEK 15 (08.04-12.04)							
LINKEDIN	METIS	2024-04-12	EVENT	Raising awareness about upcoming event (EUCAD2024)where FEDERATE will be represented.	https://www.linkedin.com/feed/update/urn:li:activity:7184479175930507264	NA	Image of the post uploaded to Social Media Copy folder

Figure 21: FEDERATE Social Media Content Calendar

Based on the positive experience with the approach described above FEDERATE will continue to disseminate about project results on LinkedIn, posting about deliverables, reports, results, promote annual SDV conferences, workshops, hackathons and inform about the outcomes of events.

5.5 Press Releases

After the project Kick-off event, the 1st project press release was drafted and disseminated via the project website ([Launch of EU-funded coordination project FEDERATE – Federate SDV (federate-sdv.eu)](#)) and shared via the news portal - *Informationsdienst Wissenschaft - idw*[7], which provides scientific information service for up-to-date information in science and research areas. Furthermore, it was shared with VDI/VDE Innovation + Technik GmbH subscribers (6515 in total, 139 of them are accredited journalists).

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

The objective of the press release was to announce the launch of the EU-funded coordination project and to encourage to follow it on the FEDERATE website (Figure 22).

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 22: 1st FEDERATE Press Release

The second press release (Figure 23) was released in M7 by AVL List GmbH and disseminated using various channels[8].

Figure 23: 2nd FEDERATE Press Release

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[8] https://www.news.at/news/federate-software-definierte-fahrzeuge

29 Partner aus sieben Ländern: AVL List leitet EU-Projekt für das Auto von morgen | INDUSTRIEMAGAZIN

AVL und Partner vereinen Knowhow für schnellere, sichere und leistbare Entwicklung von Software-definierten Fahrzeugen (safetywissen.com)

AVL: Kooperation bei SDV-Entwicklung (hanser-automotive.de)

https://www.avl.com/de-at/presse/pressemitteilung/avl-partner-vereinen-knowhow-schnellere-sichere-leistbare-entwicklung-software-definierten

It is foreseen to have another press release at the end of the 3rd reporting period, with an additional number of press releases within the 2nd and 3rd reporting periods, if needed.

Regarding specialized press, FEDERATE partners have listed some *specialized press options* as shown in Table 10, which potentially might be used for the future press releases and publications.

Table 11: Specialized press

Journal/Webpage	Website	Description
ATZ	https://link.springer.com/journal/38311	It is the leading international technology magazine for decision-makers in automotive development. ATZ worldwide offers engineers 360°-information about the entire vehicle – whether chassis or body, lighting technology, air conditioning or thermal management. It presents and analyses trendsetting developments and always has its finger on the pulse of the times.
C'T	https://www.heise.de/ct	The magazine is the second most popular German-language computer magazine with a sold circulation of about 315,000. With 241,000 subscriptions it is the computer magazine with the most subscribers in Europe. c't covers both hardware and software.
Ingénieurs de l'Auto	https://www.sia.fr	French Society of Automotive Engineers (SIA) brings together all the specialists and enthusiasts of the automotive industry and its technologies: Car and Component Manufacturers, Engineering consultancies, Start-ups, SME-SMI, Precompetitive R&D clusters, Universities and Research Centers. It offers Scientific & technical publications.
Automobiltechnische Zeitschrift - ATZ	https://www.springerfachmedien-wiesbaden.de/media-sales/produkte/atz-automobiltechnische-zeitschrift	ATZ is the international technology magazine for decision-makers in automotive development and production. The ATZ is mandatory reading for technology-oriented management in the automotive industry and promotes the transfer of information and the exchange of ideas between the automotive and supplier industries, service companies and research and development centres all over the world.

5.6 Newsletters

Regular newsletters are sent to FEDERATE subscribers, providing updates, insights, and upcoming events related to FEDERATE. It was decided among the FEDERATE members that the newsletter will be disseminated each two months. During M1-M12, 3 newsletters (January, April, July 2024) were prepared and disseminated to the subscribers and public audience via LinkedIn and the project website. The following 4th newsletter is planned to be released in October 2024.

Figure 24: Newsletters of FEDERATE

The 1st Newsletter[9] included information about the SDVoF, the FEDERATE project and its consortium, photos of the FEDERATE Kick-off meeting and CHIPS JU Launch event together with the invitation to save the date for FEDERATE SDV Conferences. It has been sent to **66** subscribers (Figure 25).

Figure 25: 1st Newsletter of FEDERATE

The 2nd Newsletter[10] of FEDERATE contained information about the SDVoF Initiative – Vision and Roadmap, advancing automated mobility with SDVoF, dissemination and communication actions (participation in EARPA Spring meeting, EUCAD Symposium 2024 and SDV community Day) including links to photos, videos and recordings.
It has been sent out to **163** subscribers (Figure 26).

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[9] 1st Newsletter of FEDERATE: https://federate-sdv.eu/2024/01/31/federates-first-newsletter-01-2024-issue-no-1/

[10] 2nd newsletter of FEDERATE: https://federate-sdv.eu/2024/04/30/federates-second-newsletter-04-2024-issue-no-2/

Figure 26: 2ⁿᵈ Newsletter of FEDERATE

The 3ʳᵈ Newsletter[11] of FEDERATE has been released in July 2024 and incorporated information about the governance of the SDVoF initiative, FEDERATE GitHub repository, FEDERATE activities on the upcoming EARPA autumn meeting, summary of Automotive Open-Source Summit in May 2024, moments from the 15ᵗʰ AUTOSAR open Conference in Tokyo, where FEDERATE was presented and the invitation to register to FEDERATE Networking event on 23rd September 2024.

It has been sent out to **212** subscribers (Figure 27).

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[11] 3ʳᵈ newsletter of FEDERATE: https://federate-sdv.eu/2024/07/31/federates-third-newsletter-07-2024-issue-no-3/

FEDERATE 3rd Newsletter July 2024

Switch report ˅

Overview   Click Performance   Recipient Activity ˅   E-commerce   Content Optimizer   Social   More

ⓘ **New sender requirements for your domain**
Google and Yahoo have announced new requirements for email senders. To ensure delivery of emails you send in the future, we recommend you authenticate your domain, metisbaltic.lt. Start authentication

212 Recipients

Audience: 2nd FEDERATE Newsletter_subscribers list

Subject: FEDERATE 3rd Newsletter

Delivered: Wed, July 31 2024 5:25 am

View email · Download · Print · Share

103 Opened	34 Clicked	6 Bounced	1 Unsubscribed

Successful deliveries	206 97.2%	Clicks per unique opens	33.0%
Total opens	276	Total clicks	64
Last opened	9/1/24 1:32PM	Last clicked	9/1/24 1:32PM
Forwarded	0	Abuse reports	0

Figure 27: 3ʳᵈ Newsletter of FEDERATE

The Newsletter subscription form is available on the project website, the subscription is also promoted via LinkedIn and communication material.

FEDERATE has created a list of subscribers, which is monitored each week, and the steady growth of the subscribers is observed.

For the distribution of the newsletters – the platform of *Mailchimp*[12] is used which is considered the most convenient to send out the link to the newsletter to all subscribers at once.

5.7 Videos

During M1-M12, one video has been produced concerning the *event overview videos*, which not only promote the project but also capture and reflect the emotion and energy behind it, helping to build a connection with the audience. This video reflects moments from the FEDERATE Kick-off event[13].

Another video has been created as an explainer video which presents challenges in automotive industry, the term of Software-Defined Vehicle, FEDERATE and HAL4SDV– their objectives and expected impact as well as the SDVoF Initiative. The aim of this video is to provide clarification on the synergy between SDVoF, FEDERATE and HAL4SDV and also to explain objectives and the approach of the related projects in a simple and

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[12] MailChimp platform: https://mailchimp.com/?msockid=0a42417cd5616a033d6a55fbd4616bab&currency=EUR

[13] FEDERATE Kick-off event: https://federate-sdv.eu/dissemination/

understandable way. This video has been presented at the FEDERATE Networking event.
It is also disseminated via the FEDERATE YouTube communication channel[14] and FEDERATE website.

5.8 Print Outs or Electronic Versions

During M1-M12 further communication material has been prepared. It was used in FEDERATE internal meetings, external events, FEDERATE Networking event, etc.

Two roll-banners were designed and printed to represent the project at the events. They were used in the FEDERATE Kick off meeting, General Assemblies, also brought to external events like the EUCAD Symposium 2024, etc. They were also used as a tool to disseminate information about the SDVOF Initiative – Vision and Roadmap and about the upcoming SDV Conferences (Figure 28).

Figure 28: FEDERATE roll-up banners (2)

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[14] FEDERATE YouTube channel: https://www.youtube.com/@FEDERATECSAProject

Furthermore, some one-page leaflets (around 120 in total) were produced including information about the SDVoF Initiative. They were printed out and distributed at the FEDERATE Networking event to attract more stakeholders and interested parties (Figure 29).

Figure 29: One-page leaflet: European SDVOF Initiative – Vision and Roadmap

Also, a number of notebooks together with pens (around 125 in total) and FEDERATE pins (around 250 in total) were designed, manufactured and used by the participants of the FEDERATE Networking event (Figure 30).

Figure 30: FEDERATE merchandise

Specific material has been prepared for the FEDERATE Networking event which was used during the interactive session to increase the involvement and awareness of the participants concerning the envisioned building blocks needed for SDVs.

Therefore, some posters and cards were prepared and printed out to serve as a material for the discussions.

All the building blocks collected so far in the FEDERATE GitHub were listed on so-called building block cards, which were then presented on the respective poster – "In-Vehicle/ On-Board ; "Cloud / Off-Board" ; "Supporting Building Blocks".
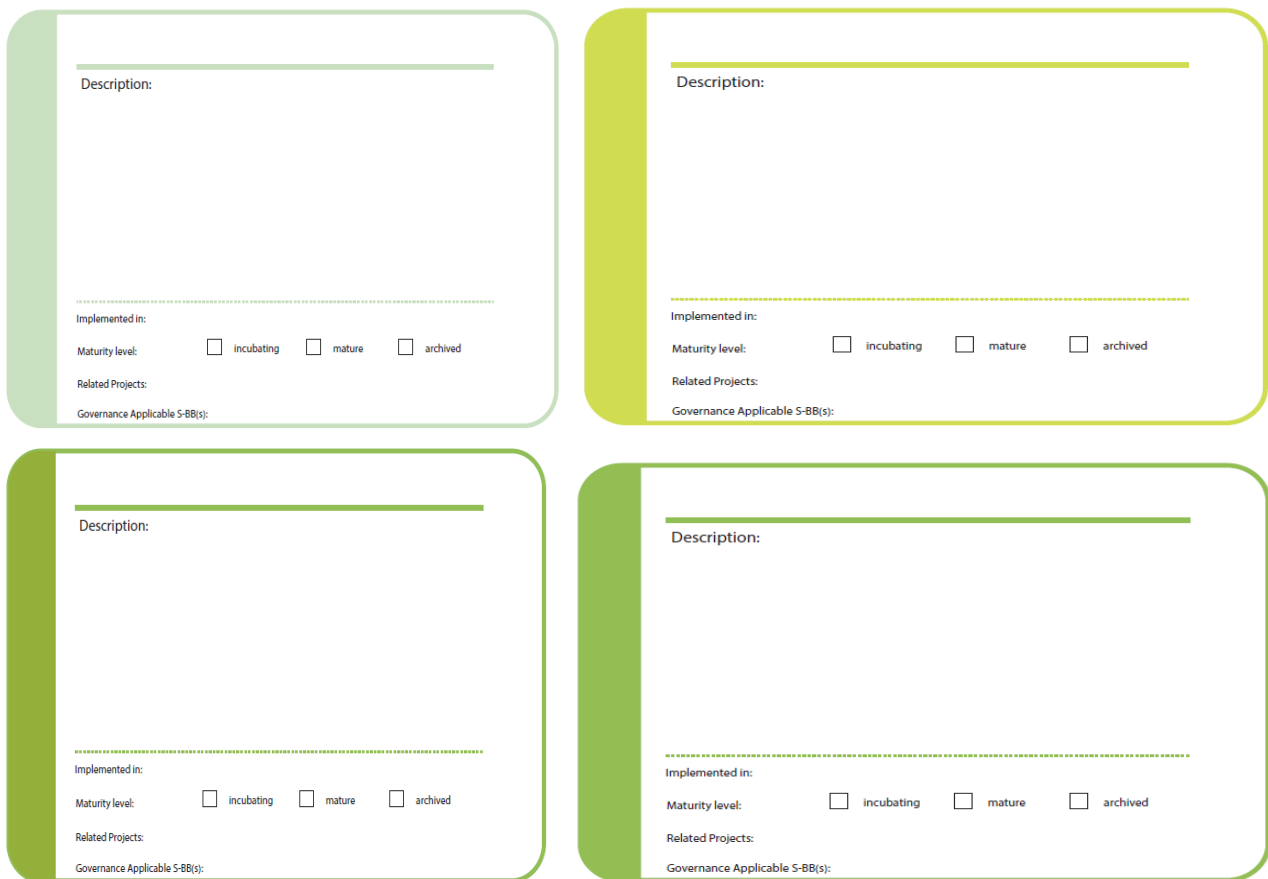
Figure 31: Cards for the BBs for FEDERATE Networking event (interactive discussion session)

All this material was designed specifically for FEDERATE ,using the colour palette from FEDERATE (Figure 31). The production of the communication material within FEDERATE so far was based on ad- hoc needs and depending on the purpose of its' use.

6 Monitoring Dissemination and Communication

A systematic approach of monitoring dissemination and communication activities was set in D5.3. Therefore, several different methods were used to assess the performance of communication and dissemination initiatives.

First, METIS undertook annual evaluation of the communication & dissemination strategies using the *Communication & Dissemination Activities Assessment Form / Checklist*, which is a part of D5.3 (Annex B) and which was sent out to FEDERATE consortium members for their evaluation/feedback on M8. This tool allows to assess the effectiveness of the strategies and make necessary adjustments. Evaluation was made by 7

partners. The result shows that the dissemination and communication strategies are effective and there is no need to update them for the moment. According to the answers given by the project partners, FEDERATE has been promoted on its website and LinkedIn in an effective way and was actively presented in external events. Also, partners gave their insights which communication & dissemination tools work the best in promoting the project, which appeared to be posts in social media & videos, active (personal) dialogue with relevant stakeholders including conferences, presentations, etc.

Second, open software tools such as *Google Analytics* is used to measure traffic to the website, time spent there, areas of the website, which are mostly/ the least getting attention. To summarize the data given by *Google Analytics* for 12 months – the FEDERATE website had *1.7k visitors with a 2 min and 11 sec average length of engagement per active user*.

The sections of the website which are getting *most attention* is:

(1) main page (FEDERATE SDV)

(2) Consortium

(3) About FEDERATE (main project objectives, work package structure)

(4) News (newsletters, publications)

(5) SDV Community (contribution by FEDERATE to SDV Community)

(6) SDV Conferences

(7) Dissemination (deliverables, reports, dissemination material, photos)

(8) European SDVoF Initiative – Vision and Roadmap

(9) Contact

(10) Registration form.

Most of the new visitors use *direct channel* to visit the website while the rest of the visitors use organic search to visit the website.

During M1-M12 there was a number of 9.4K website views in total.

Regarding *the number for downloads* of project electronic newsletters, press releases and deliverables during the first reporting period – 283 downloads in total were performed by 185 users.

Following all mentioned above, *dissemination and communication activities report*, including webpage status, report on outcomes of the SDV Conference (FEDERATE Networking event) is provided on M12 and will be updated on M24 and M36.

Those methods mentioned above were used *to quantify the results,* but the true success is an increased awareness of the FEDERATE in the European SDV area which is already noticed after the first twelve months of the project implementation.

And last but not least - the *KPIs*, which were set in D5.3, are followed and updated in this report (Table 12), which show the progress made during the twelve-month period.

Table 12: Key Performance Indicators

Measure	KPIs	M12
Website	2000 – 3000k visitors in total by M36	1700 visitors
LinkedIn	Up to 800 followers on LinkedIn by M36	768 followers

Measure	KPIs	M12
Newsletters	Highly dependent on project developments (at least 6 by M36)	3 newsletters
Press releases	At least 2 by M36	2 press releases
Posters (printed and/or electronic)	2 – 3 by M36	4 printed posters for interactive sessions at FEDERATE Networking event
Project roll-up banner	1 –2 in total	2 roll-up banners
Videos	2 – 4 by M36	2 videos
SDV Conferences	At least 3 by M36 (once per year)	1 SDV Conference organized by FEDERATE
Hackathons	2 by M36	0 hackathons
Technical and Informational Workshops	Multiple by M36	Will be organized in the 2nd project year
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	19 external events attended with presentation of FEDERATE and SDVoF
Dissemination and communication activities report	3 in total	1 (M12)

As it is shown in the table 12 above, visibility of FEDERATE is progressing in a steady increasing rate and even exceeding one of the important KPIs - attendance of external networking / awareness events. Some of the KPIs are already met – (1) number of press releases and (2) number of project roll-up banners and part of the KPIs are still need to be achieved during the upcoming project implementation periods.

7 Conclusion

As the purpose of D5.5 is to reflect and report how the strategies, approach and tools set in D5.3 worked *in practice* during twelve months of the project implementation period, the document gave summarized information on the following:

- Content of the information that was disseminated
- Dissemination of information on the project website and social media channels, newsletters
- Communication via information material
- Organization of SDV Conference
- Participation at external events
- Dissemination of deliverables.

Based on numbers and statistics, KPIs and other information in this document – the following conclusions regarding the dissemination & communication activities during M1-M12 are made:

1st communication phase of the project was successful and met all the objectives for the 1st communication phase that were set in D5.3. There were no delays, critical interruptions or other obstacles that affected the dissemination and communication actions.

However, few remarks and recommendations for the following M13-M24 are provided:

1. There is a need for the organization of open technical workshops, hackathons during the following project implementation periods
2. More active involvement of partners is expected regarding sharing information about FEDERATE on their companies' social media accounts
3. More communication material should be used at external events (e.g. FEDERATE posters, leaflets, etc.)
4. Closer internal communication within consortium members is expected concerning sharing information internally about the external events that were attended (e.g. sharing short summaries about the presentations at the events made, photos, videos, etc.)
5. During the early strategic communication phase (M13-M24) it is suggested to create more targeted awareness regarding the produced results and therefore to adapt promotional material and start disseminating results at various relevant events.

8 Tables

9 Figures

Annex A: *Photos from the external events attended (M1-M12)*

CHIPS JU Undertaking Launch Event on 30th November 2023 – 1st December 2023

Among Keynote speakers, Michael Paulweber, a representative of FEDERATE coordinator AVL List GmbH, actively contributed to panel session during the CHIPS JU launch event. He discussed and underscored the significance of CHIPS in shaping future technologies like Vehicle of the Future at an event attended by hundreds of passionate minds eager to contribute to shaping the future.

Eclipse SDV @Embedded World Exhibition & Conference on 28th – 29th February 2024

FEDERATE has been presented by Sara Gallian from Eclipse Foundation together with SDV Strategy.

EARPA Spring Meeting 2024 on 5th – 6th March 2024

FEDERATE was presented by Peter Priller, a representative of FEDERATE coordinator AVL List GmbH and Daniel Watzenig – representative of Virtual Vehicle Research GmbH. FEDERATE partners represented the definition of Software – Defined vehicle, existing challenges, European initiative to collaborate on SDV development, project landscape of collaboration and topics, FEDERATE Vision and Mission and its principal tasks.

SDV Community Day @AVL List GmbH on 19th – 20th March 2024

The SDV community is very diverse and such events gathering the SDV community provides a chance to meet new stakeholders and learn new aspects of new technologies. It's a perfect platform for companies and engineers to come together and talk about SDV actions and next generation vehicles. The host of the event was FEDERATE coordinator – AVL List GmbH. Eclipse SDV WG has also participated in the event.

FEDERATE has been presented as the part of the FEDERATE & HAL4SDV alliance in the context of EU cross organization activities. The approach of FEDERATE was explained mentioning that it is open to all interested stakeholders.

10th Conference @Transport Research Arena (TRA) and EUCAD Symposium 2024 on 15th – 18th April 2024

FEDERATE partners have participated in Transport Research Arena (TRA) 2024 on 15-18 April, which brought experts from around the world to Ireland to discuss the newest innovations and the future of transport and mobility. In conjunction to TRA – interactive EUCAD Symposium 2024 was attended by FEDERATE where the number of OEMs, representatives of public authorities and European Commission and CCAM projects joined the event dedicated for connected autonomous vehicles and more connected road network in Europe.

Eclipse SDV meetup in Detroit, USA on 28th March 2024

FEDERATE has been introduced to SDV community and represented by Eclipse Foundation.
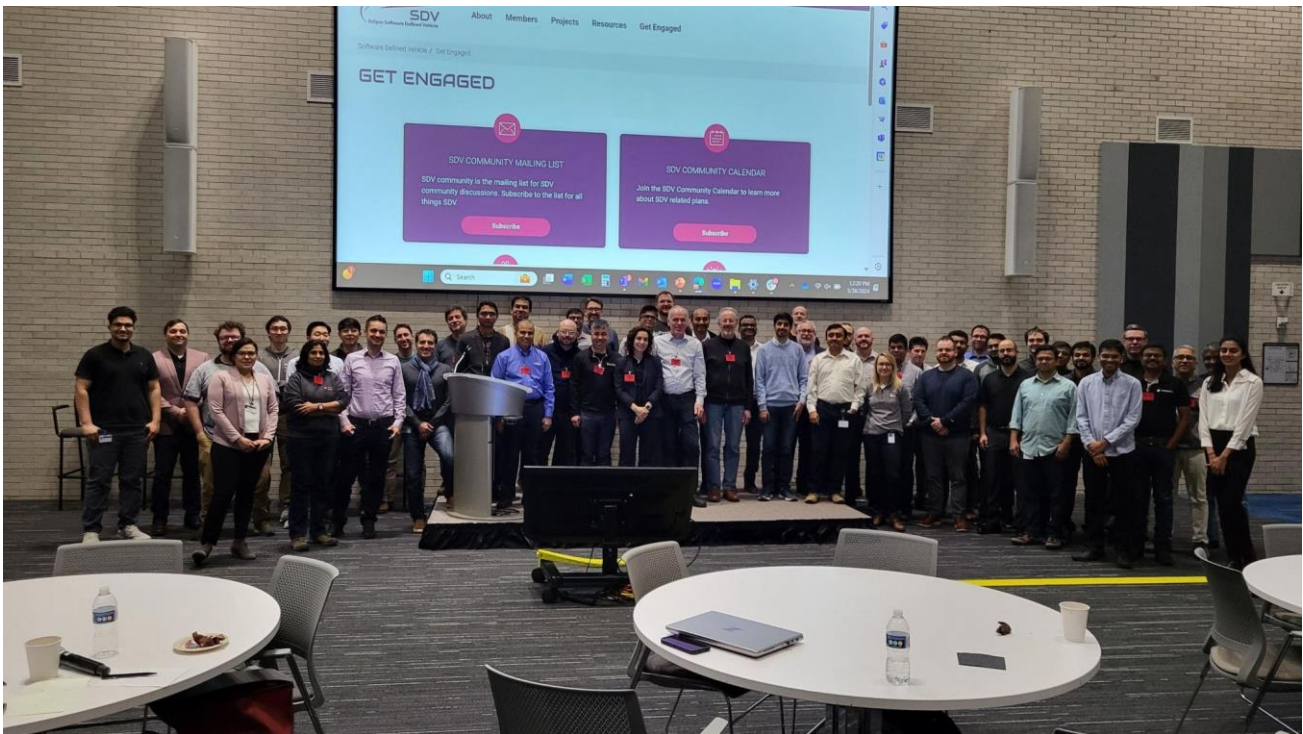
FEDERATE WP2 F2F meeting in Frankfurt, Germany on 17ᵗʰ April 2024

Discussions cantered around the classification and structuring of Software Stack Building Blocks for the SDV. Partners have refined the structure and introduced a tagging concept with clearly defined tags for BBs.

Automotive Open - Source Summit 2024 in Starnberg, Germany on 14ᵗʰ May 2024

Martin Schleicher, Head of Software Strategy at Continental presented recent FEDERATE advancements and the joint HAL4SDV initiative at the Automotive Open-Source Summit 2024.

15th AUTOSAR Open Conference on 11th June in Tokyo, Japan

FEDERATE has been represented by Peter Priller from AVL List GmbH. FEDERATE presented the European SDVoF initiative and took part in an interesting panel discussion in front of a full auditorium together with representatives of software initiatives such as Eclipse, COVESA, SOAFEE, as well as representatives of the global markets in China and USA.

Link to the video of the **FEDERATE** presentation: https://youtu.be/ZQFzQZtlbO8

TACHELES Conference, organized by FZI Research Center for Information Technology on June 18, 2024

Conference for mobility providers, automotive industry, politicians and all interested parties that focus on the topic of generative AI. The insights gained in the workshops were valuable for shaping the FEDERATE initiative with a view to Software – Defined Vehicles at European level.

The Autonomous Main Event 2024 on 24th September 2024

The goal of the Automotive Main Event is to solve the industry's biggest challenges by facilitating collaboration: safety, consumer acceptance and regulation. The Autonomous plays a crucial role in this as the enabler of collaborative action. FEDERATE has participated in a spotlight session "Driving the future: The Rise of Software Defined Vehicles". This particular session reflected on the ongoing activities to tackle specific SDV challenges together with experts, researchers, industry professionals, and policymakers.

Annex B: FEDERATE Networking event report M12

FACTS & FIGURES	
No. of registered participants	103
No. of participants, who participated in the event	63
No. of speakers	9
No. of presentations	9
Topics of the presentations	"European driven Software Defined Vehicle of the Future Initiative (SDVoF) – overview"; "Eclipse Software Defined Vehicle: How open source helps approaching the SDV"; "SHIFT2SDV"; "2Zero: Towards zero emission road transport partnership"; "CCAM Perspective on SDVoF"; "AUTOSAR in the SDV – Unifying the Software Defined Vehicle Ecosystem"; "Accelerating the Future of Connected Vehicles – COVESA and SDV"; "SOAFEE – a modern approach to automotive software development"; "The HAL4SDV Project".

Summary

The FEDERATE Networking event started with the welcoming speech of the event host – TTTech Auto AG and representative from AVL List GmbH (FEDERATE Coordinator). The video, introducing the FEDERATE, HAL4SDV and SDVoF was presented to the audience.

FEDERATE and SDVoF presentation

First of all, all the participants were introduced to FEDERATE and SDVoF Initiative by Mr. Michael Paulweber, who has presented challenges for Software Defined Vehicles, EU Strategies to address the SDV challenges in automotive sector, European driven SDVoF Initiative, ideas how to master the change what concerns speed and agility and focus on customer value. Furthermore, the initial partners in SDVoF Ecosystem, participating in projects, were presented as well as the current focus in the SDVoF Ecosystem.

Our current focus in the SDVoF Ecosystem
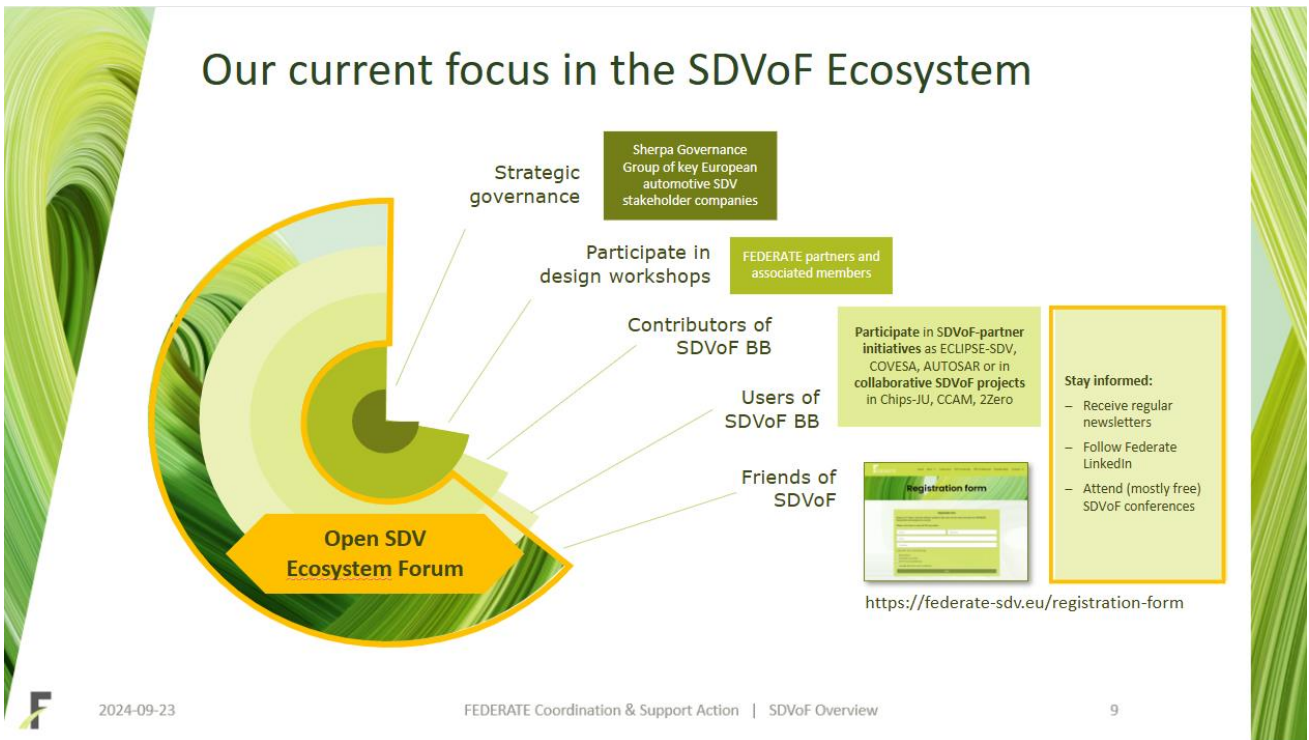
The second part of the event included presentations of Eclipse SDV, HAL4SDV, SHIFT2SDV, 2ZERO, CCAM, AUTOSAR, COVESA and SOAFFEE. The participants of the event were also welcomed by the representative of the European Commission – Mr. Kristof Almasy (*Directorate-General - Communications Networks, Content and Technology*).

ECLIPSE SDV presentation

"ECLIPSE Software Defined Vehicle: how open source helps approaching the SDV" was presented by Sara Gallian (Eclipse Foundation). By this presentation, Eclipse Foundation was encouraging to rethink SW collaboration and competition by moving towards a common yet decoupled SDV platform, availability and attraction of skilled personnel. Open Source in the automotive industry was presented as an initiative for more collaboration on vehicle software.

A proven framework for open collaboration was discussed also giving an overview of the Eclipse SDV in a nutshell, Eclipse SDV Ecosystem with its' SDV special interest groups, the landscape of SDV projects, SDV Full Stack and Eclipse Blueprints (a collaborative Open-Source project to showcase SDV project capabilities).

In addition to this - the Eclipse SDV Work group was introduced, which serves as a bridge between (1) industry wish-list for collaboration and (2)The Open-Source world.

The Eclipse SDV Ecosystem
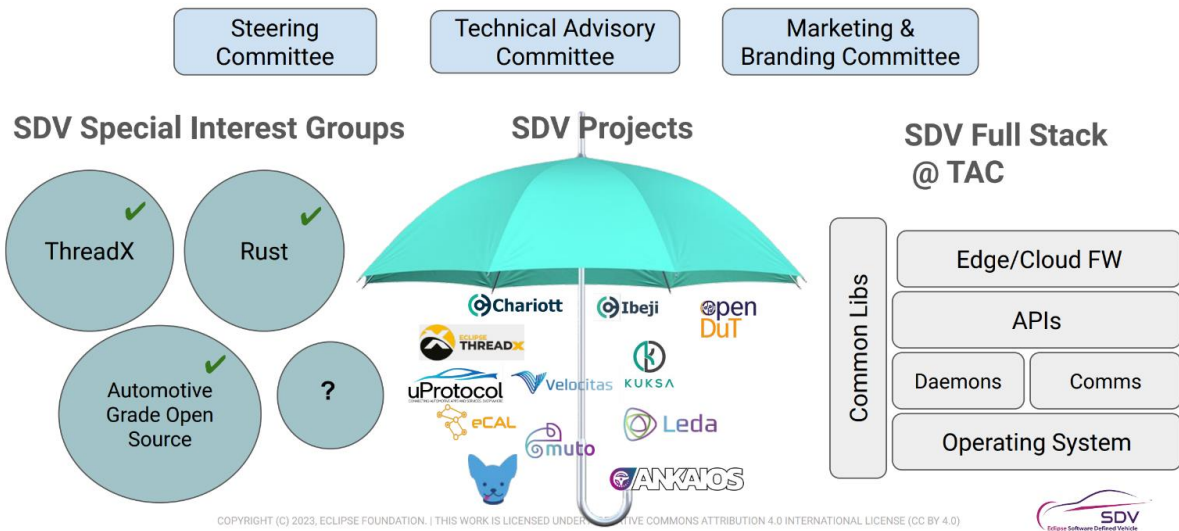
HAL4SDV presentation

"The HAL4SDV Project" was presented by Andreas Eckel (TTTech Auto AG). First, European automotive market was discussed and how HAL4SDV integrates into the vision of a concept with maximum flexibility what concerns free configurable & flexible concept, open-source and IP approach and differentiating solutions for each OEM at maximum communality. The main information of the project was presented including role of the FEDERATE among the basic HAL4SDV structure. Architectural overview, objectives, expected impact and planned cooperation with other external projects and initiatives were presented as well, giving the wider view of the project to the audience.

HAL4SDV Planned Cooperation

HAL4SDV will establish contacts to external Projects/Initiatives for potential exchange of concepts/results to build on results and join forces for mutual benefits

FEDERATE	CSA project to build eco system with other related projects and initiatives to join forces and avoid "double development/reinvention of the wheel"
COVESA	Alliance for open standards, **HAL4SDV intends to exchange approaches** e.g.: in VSS open-source for non differentiating cross OEM Use Cases
SOAFEE	automotive software architecture & open-source reference implementation, real-time & safety needs with cloud-native: **exchange planned**
SofaCar	Contribution to open-source Middleware Components: **cooperation planned, in particular with WP 7 and TA-A/B**
CeCaS	Hardware platform concept for FinFET-based supercomputing units: **Interest to cooperate w.r.t. potential Interfaces & APIs for related SW**
ELISA	Framework & processes, guidelines & tools to support the certification process for safety critical open-source systems based on Linux: **exchange planned**
EMDRIVE	Hierarchical computation architecture, a non-intrusive monitoring infrastructure: **Interest for exchange in TA-D (security)**

Shift2SDV presentation

"Shift2SDV" was presented by Maik Fuchs (Accenture). Presentation involved introduction of Shift2SDV vision, structure of WPs, partners from 15 countries, WP leads, (possible) cooperations with other initiatives and a plan how the project shall be implemented.

2 Zero presentation

"2Zero: Towards zero emission road transport partnership" was presented by Lucie Beaumel. 2Zero contributes to Europe having first carbon-neutral road transport system by 2050, technology leadership, European competitiveness and improvement of health and quality of life of EU citizens by covering research and innovation, communication , management and coordination activities and by being in coordination with other partnerships.
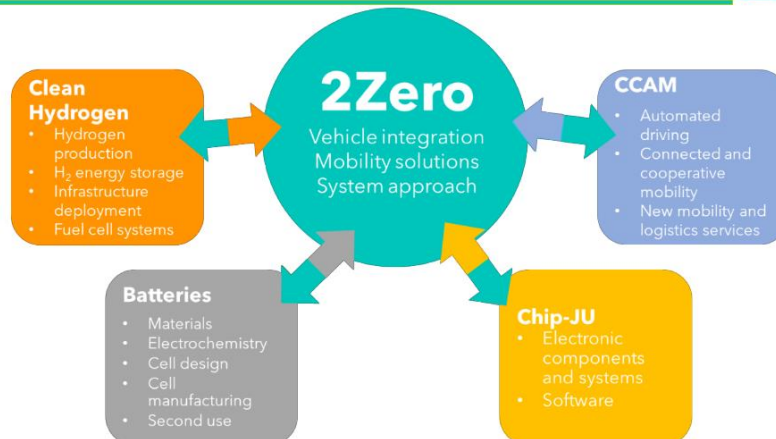
2024 is a milestone year for SDV in 2Zero. For the first time in 2024, a topic published in 2Zero made an explicit reference to the "Software defined vehicle" and besides that, number of proposals have been received under the call HORIZON-CL5-2024-D5-01-05 (2 projects are expected to be funded).

What is important to the audience, that was also mentioned by 2Zero, finalisation of the 2025 Work Programme discussions include two topics mentioning SDV aspects what concerns future funding possibilities in SDV area.

CCAM presentation

"CCAM Perspective on SDVoF" was presented by Carolin Zachäus (VDI/VDE Innovation +Technik GmbH / EPoSS). First of all, CCAM Partnership was introduced to the audience including number of the members, vision, supporting project and upcoming events.

CCAM objectives, like developing the building blocks (2021-2024), advancing technical maturity (2025-2027) and large-scale demonstrations (2028-2025) were introduced together with smart co-design of SW and HW for CCAM and SDVoF expectations.

SDVoF: Expectations

VDI|VDE|IT

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- **Coordination with CCAM Partnerships**
  The target is to enable automated mobility – CCAM require key technologies
  > Cross references are made with ECS SRIA and CCAM SRIAs

- **Create a level-playing field for the entire automotive value chain**
  Perspectives of OEMs and Suppliers on the role of software and hardware may be different
  > Automotive hardware experts complementing SW Ecosystem

- **Practice openness and transparency**
  Competitors need to adhere to compliance rules for common and open source approaches
  > Open ecosystem forum and associated partners supporting CSA Federate in pre-competitive R&I setup

- **Take a stance for European approaches**
  Europe risks to jeopardise competitiveness in innovative SW and HW for VoF with respect to US and China
  > Initiatives at EU, Member States and industry levels to support open strategic autonomy

- **Co-design of software and hardware with smart systems integration**
  While software and hardware will become de-coupled, mutual awareness is essential
  > Software Defined Vehicle-of-the-Future (SDVoF) reflecting smart integrated approach of the initiative

Needs and opportunities of alignment for pre-competitive R&I

6

AUTOSAR presentation

"AUTOSAR in the SDV – Unifying the Software Defined Vehicle Ecosystem" was presented by Martin Schleicher (Continental). AUTOSAR is a global partnership of leading companies in the automotive and software industry to develop and establish the standardized software framework and open E/E system architecture for intelligent mobility. This partnership includes 31 international automotive OEM partners and 19 are under the 20 top-selling OEM and covering around 80% of the total market revenue in 2022. Together with other OEMs, Tier1 and suppliers, AUTOSAR partners are collaborating to shape Future Intelligent Mobility. There are 142 partners of AUTOSAR in Europe who create the Europe Hub.

Furthermore, the AUTOSAR has presented challenges in the mobility sector, SDV understanding, architecture

and deployment of AUTOSAR, building blocks of automotive API package and AUTOSAR goal for SDV.

AUTOSAR Goal for SDV

AUTOSAR is supporting the transformation to the SDV by avoiding parallel development, by cross industry collaboration and by keeping the organization future proof and retaining investments and benefits achieved.


FEDERATE Networking Event   23/09/2024   13

COVESA presentation

"Accelerating the Future of Connected Vehicles – COVESA and SDV", presented by Emil Dautovic, showed that vehicle data is no longer of interest only for the OEMs, but is also the foundations for many services and solutions provided by third parties. The challenge is to minimize fragmentation in automotive to facilitate and attract a wide variety of apps that may be deployed on vehicles from any manufacturer. And COVESA in this helps by accelerating innovation and the full potential of connected vehicles by delivering open software and interfaces; and advancing connected vehicle systems and a mobility ecosystem.

What concerns COVESA and SDV, COVESA pointed out the approach for creating the SDV from OEM perspective – improved efficiency & speed in development + flexibility in sourcing.

APPROACH TO CREATING THE SDV? - OEM PERSPECTIVE
IMPROVED EFFICIENCY & SPEED IN DEVELOPMENT + FLEXIBILITY IN SOURCING.
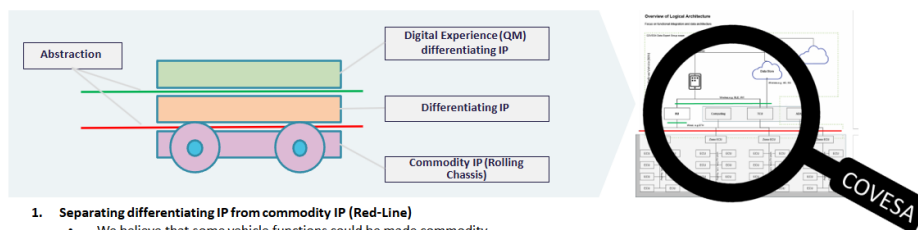
1. **Separating differentiating IP from commodity IP (Red-Line)**
   - We believe that some vehicle functions could be made commodity.
   - User experience can be built using commodity functionality (using off-the-shelf industry components), controlling it via defined software interfaces (Vehicle abstraction API).
2. **Encapsulating automotive technologies to simplify the rapid development and frequent deployment of evolving digital experiences (Green-Line)**
   - The digital developer must be provided with access to relevant vehicle capabilities without the need to understand automotive complexity, this can be achieved by establishing a managed Developer API.
3. **Separating safety critical / safety related functionality from non-safety critical (QM)**
   - The separation of safety and non-safety functionality would allow the non safety functionality to be updated independently from the safety content without the risk of negative impact.
   - To be able to deliver frequent and evolving digital experience updates it is necessary to apply different development, integration and test methods to those necessary in safety critical functionality.
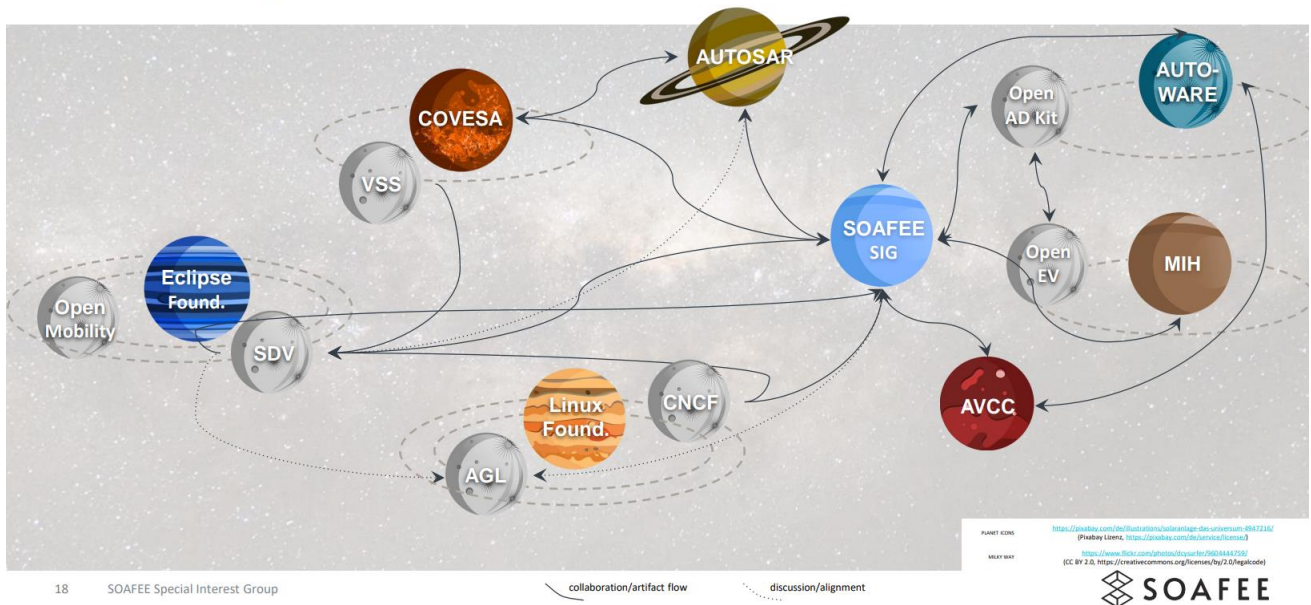
SOAFEE presentation

"SOAFEE – a modern approach to automotive software development", presented by Bernhard Rill, emphasized a need for a new approach to automotive development, including more autonomy, advanced user experiences, electrification, etc. It was mentioned, that as cars become more advanced, their functionality is increasingly driven by software updates and AI enhancements, transforming everything from user experience to autonomous driving. In relation to this, SOAFEE introduced its' special interest groups, ecosystem, architecture, reference implementation and blueprints as well as SOAFEE journey from 2021 till 2025 (SOAFEE.next). The important message was forwarded to the audience, that SDV is bigger than any one organization and that communication, collaboration and code should intervene with each other. Therefore, SDV Alliance (an open alliance to other like-minded consortia to join and collaborate) was presented with the encouragement to get involved and align necessary technologies and plan for integration of those technologies produced by its participating consortia.

Overall, it was said that the starting point is the Architecture, which starts with the main idea, which means that SDV professionals should look into server market and do not have to re-invent the wheel. Getting into market should be implemented in much more faster way then it is right now.

Map of Automotive Software initiatives

The presentations of the SDV projects, initiatives and partnerships were complemented by the motivation of the European Commission which was presented by Kristof Almasy from (DG CNECT). The motivation included few aspects like overview of the recent developments in SDV area, challenges that are faced due to the shift to SDV,EU policy priorities for the coming years and needs to close innovation gap in automotive industry. Growing competition from China and other non-EU countries was mentioned as well as the need for standardization for new technologies and other recommendations. The need for increased collaboration was prioritized as the first step towards having common BBs, architecture, etc.

Therefore, the EU policy priority on EU level was mentioned as one of the instruments to reinforce EU competitiveness in SDV area.
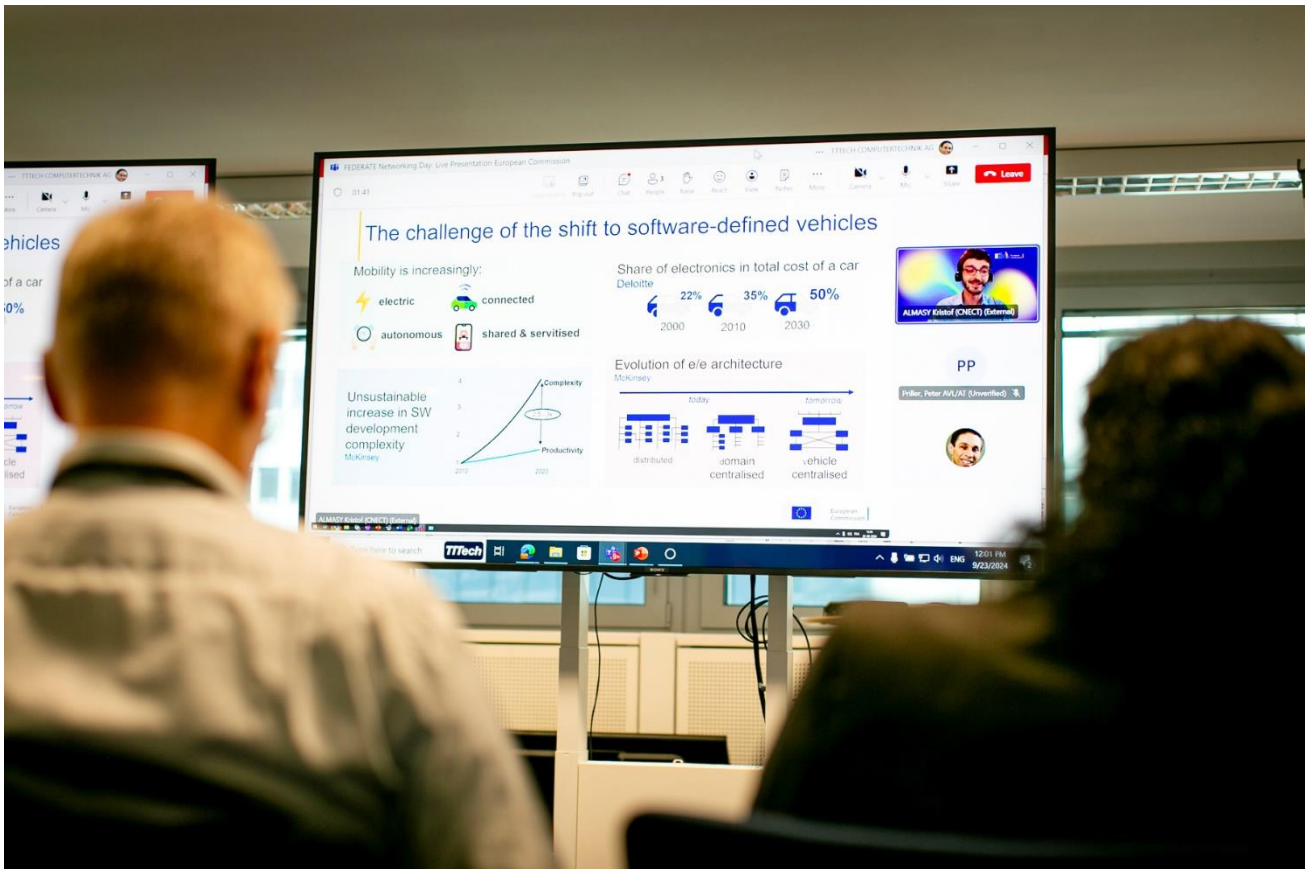

Some Q&A sessions followed after the explicit presentations and included some actual questions addressed to the presenters of the SDV projects, initiatives and partnerships. For example, one of the relevant questions from the audience was given about the will to coordinate the automotive industry and how well it is coordinated with OEMs. The answer to this question was multiple admitting that it is obvious that it is not always aligned with OEMs, but there is already a good track for collaboration established and FEDERATE is helping here to align the priorities from industries and their perspectives, but still stakeholders need to have a will to collaborate on this. From the perspective of EC, it is still a progress, and alignment will be a big achievement which will require more commitment and more structure and still some steps are needed for further stages.

As SDV is not about the transformation of the mindset and not about designing a perfect technology. Its more about way of thinking, processes and business models. Therefore, quality is important as well as finding business model to collaborate.

The second part of the event was dedicated to interactive sessions on SDV building blocks and strategy. This part included live discussions using specific posters to generate ideas on BBs for (1) cloud, (2) In-vehicle, (3) Strategic considerations, (4) Supporting BBs. These posters had colour coding aligned with colour coding on the name tags of the participants and that's how the discussion groups were created.

The rotation for each group was scheduled for 20 min each. The groups were moderated by the dedicated moderators who supervised the process and recorded the ideas, thoughts and suggestions on BBs on the

posters.
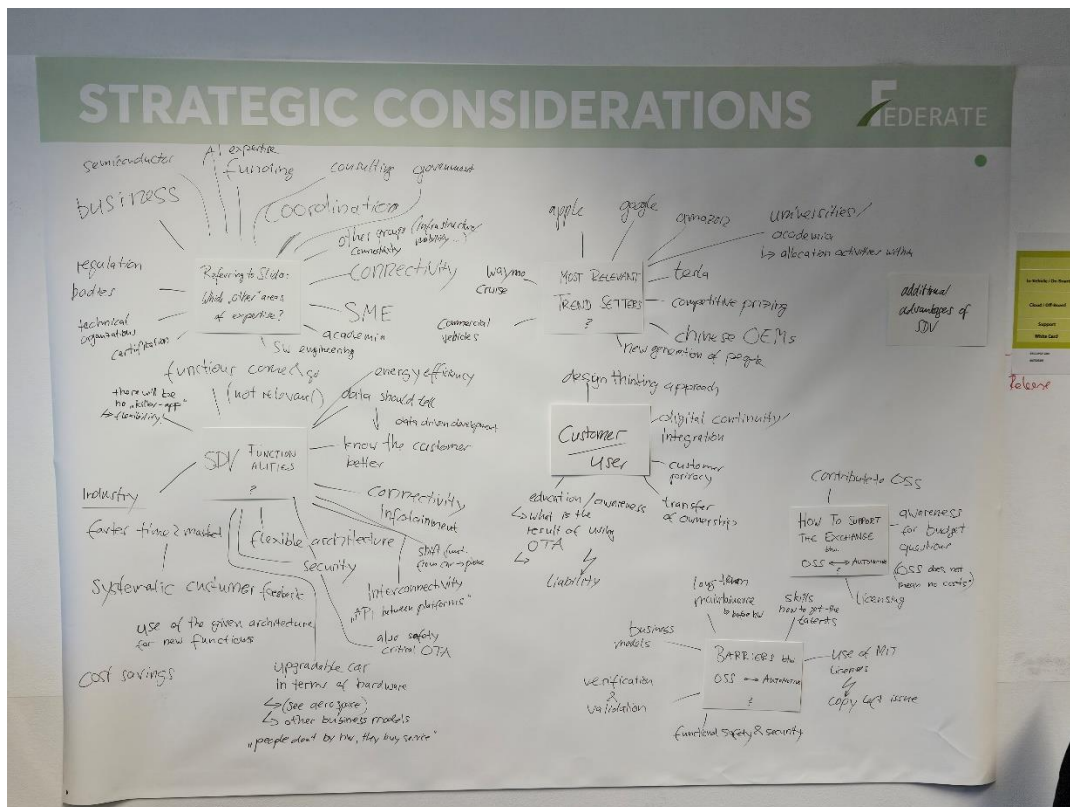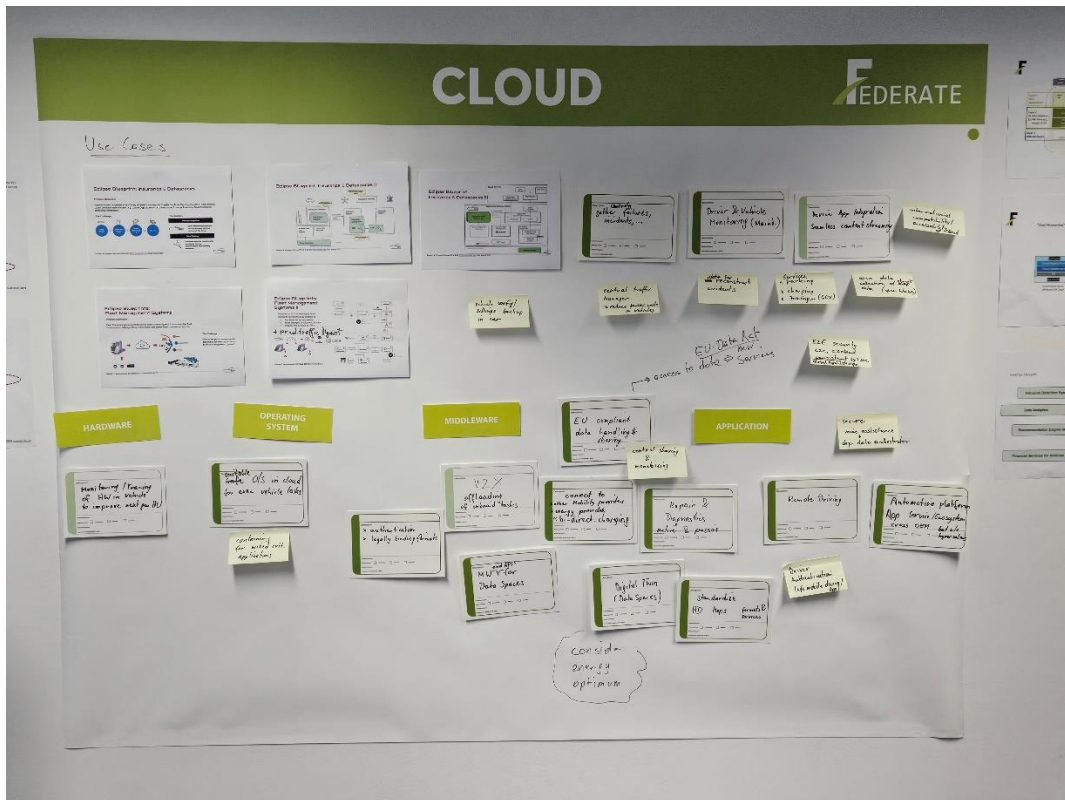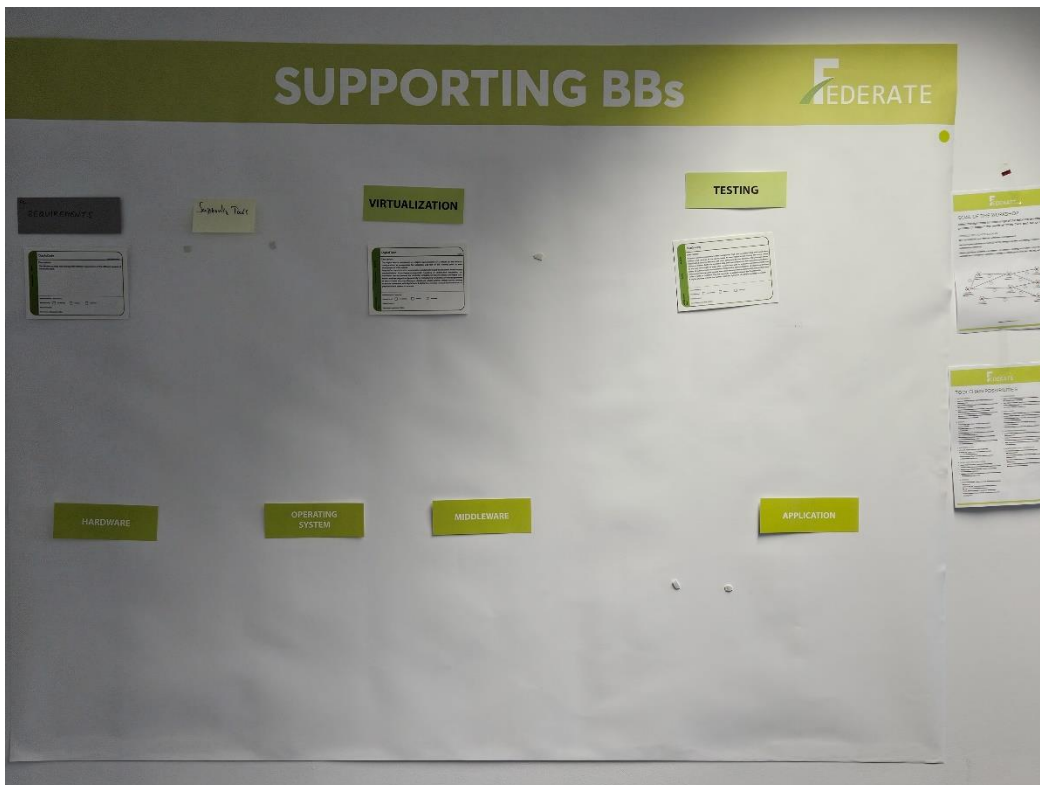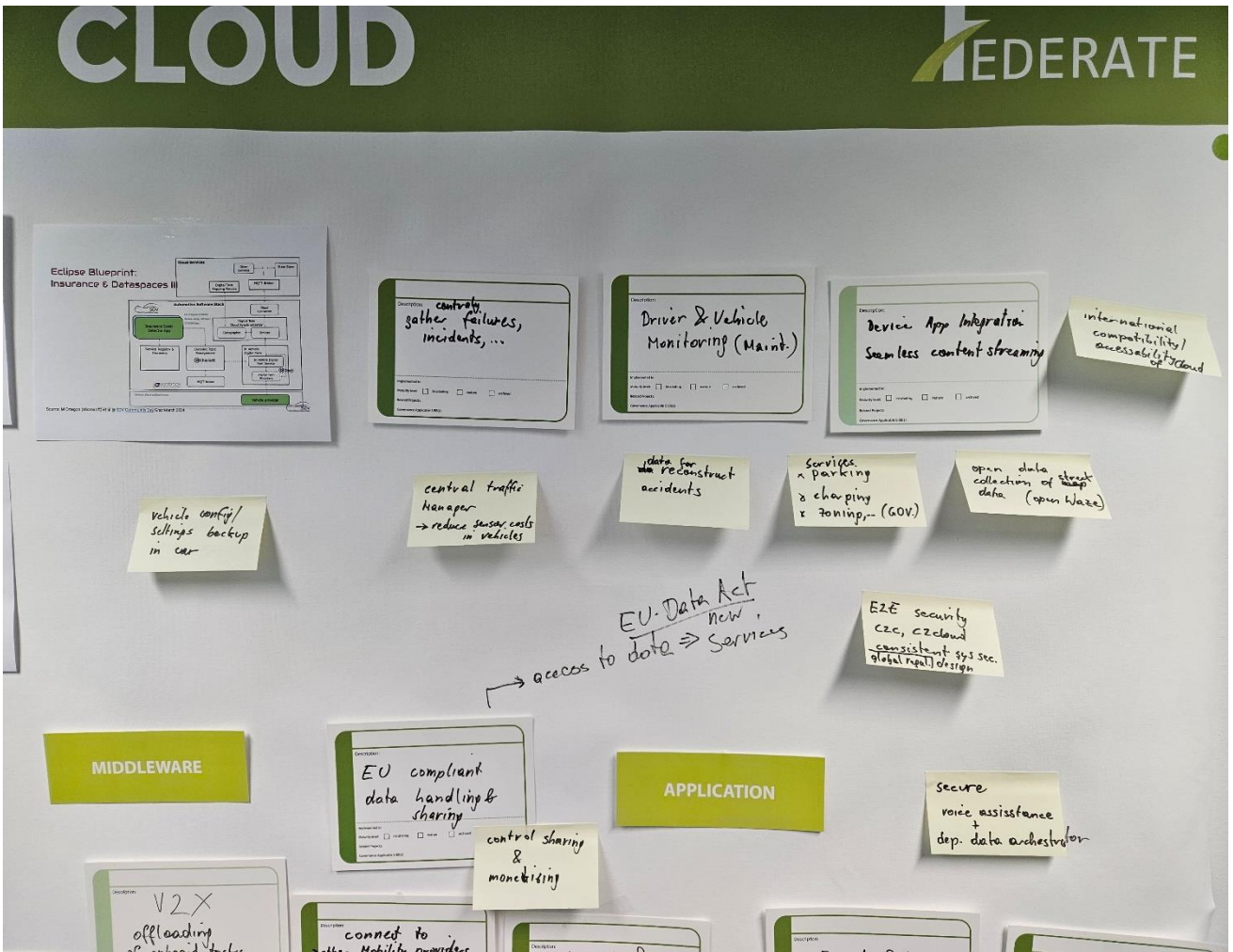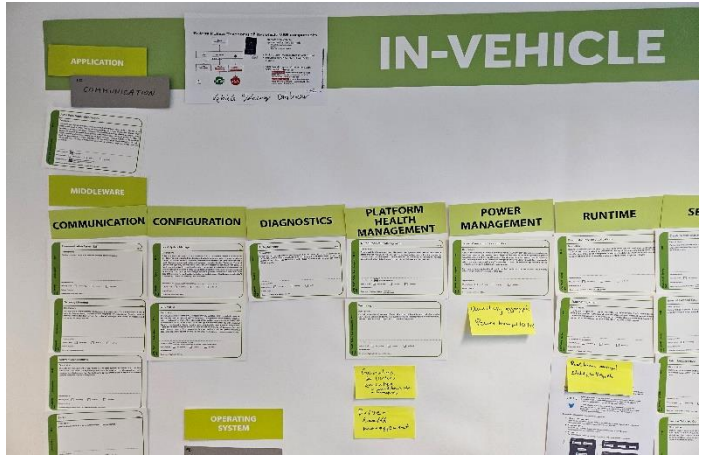
The event was also complemented by the interactive poll, which was used to gather valuable insights from the participants. The poll was implemented using *Slido tool* and the questions given to the audience as well as the answers to those questions were as listed below:
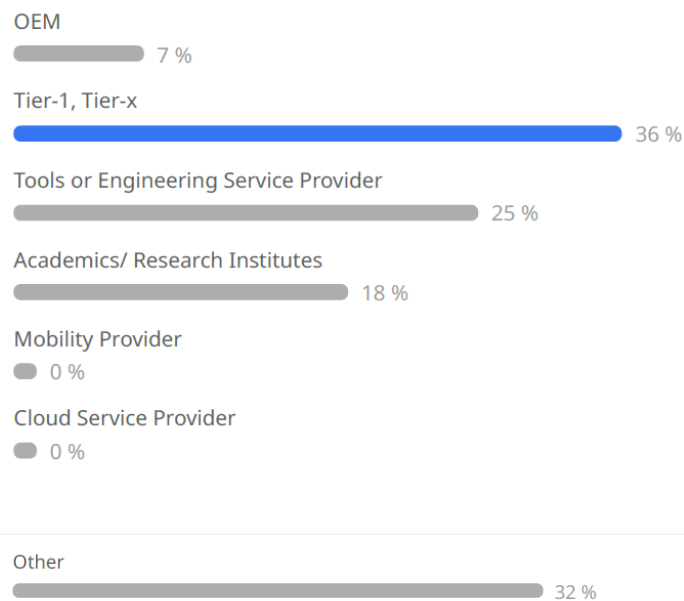
What are your main areas of expertise in SDV technology/ business?
(1/2)

`0` `4` `3`

Software Development

51 %

Hardware Integration

7 %

Methods and Tools for development, V&V, deployment etc.

47 %

E/E Architecture / Systems Engineering

30 %

Product/ Project Management

19 %

Other

30 %

Which are the biggest barriers for use and contribution of open-source software components for automotive applications?
(1/3)

`0` `3` `4`

- Fear of dependency on something which is not fully "under control". Toolchains were differentiating, will they stay differentiating if mostly created by OS SW.
- Doubts about whether open source-based development will enable the EU to compete with China and the US
- Lack of business model behind it.
- For making business with OSS you have to set the pace.
- Where does the

- competitive part start?
- Unclear how to achieve functional safety
- Management
- Liability
- Willingness to adopt new business models and ways of working
- Concerns about long term availability
- Business model
- Trust in safety of the overall implementation (process view)
- limited business model

- for software providers
- Stakeholder reluctance
- Continued maintenance according to Automotive requirements (eg 15 years)
- Leant how to.build up an ecosystem
- Companies do not trust the community approach.
- Fear and incomprehension of the Concept in middle management
- Unclear Business
- no support
- Legislation

- Business model
- Business case adaptation
- Business Modell
- Licensing inflexibility in some cases
- Starting open source is easy. Maintenance is the challenge
- Trust
- IP protection
- Supply Chain Attacks
- Different taxonomies
- Legislation
- Siloed business modes

- Confidence in the development process and sw quality
- Competitors have also access
- Trust
- How to monetize open source contributions.
- Achieve Automotive quality SW
- Business models
- Understanding that OSS does not mean free of costs
- Management buy-in
- lower quality
- Unclear business model

- Security regulations
- Long term maintenance
- Mindset and politics
- Certification Mindset of the automotive people
- certification

What will be the most promising impact of SDVoF for the Automotive Industry in the next 5 years?

(1/4)

- Personalisation and user experience
- Covesa architecture filled with some eclipse basics and open for OEMs extensions and testing. Businessmen for eclipse participation?
- Customers buy cars based on software features and ecosystems like mobile phones nowadays
- Data monitization
- Allowing easier entrance for new European players to enter automotive market especially for companies with embedded product development.
- Advertisement and data ownership solutions
- Hopefully more competitive vehicle "price" to compete with from other continents
- Lower prices for EV because of cheaper non-differentiating software
- Development speed
- Interoperability for fast innovation and overall improvement of the transportation sector (emissions, accidents, transportation efficiency)
- AI does everything for us by then 😊
- Solve the hurdle of complexity and bring speed to the development process
- Cars become true software products
- Reference stacks based on sdvof components SDV stacks taken on by tiers OEM use these stacks as base for their applications
- Vehicle will provide a lot more services to owners then just driving
- True hardware abstraction for high performance car architectures
- Data centric architecture
- Money for SW Dev/Ops
- Virtualization
- Flexibility in SW architecture
- Increased safety level / less casualties
- Reduced development effort (supposedly)
- Adaptation to diverse requirements

- Collective development
- Happy car buyers
- Agility and independency from US/Asia
- Vehicle-to-Infrastructure Communication
- Scale
- reduce development costs
- Agility to provide new functionality without having to uograde the hardware
- Programmable APIs for 3rd parties to join in the escosystem
- Ai

- Shorter time to market
- Establishing common standards.
- compute parity
- speed
- Scaling
- agility

- Contributing to the competitiveness of the EU automotive industry
- Speed of new developments
- Faster feature development and deployment
- Open up SW ecosystem of vehicles to third party (like phone app stores). Competitiveness
- Increase of Development speef
- Scalable innovation of new functions
- China
- Longer Reuse of cars Post-sale added value

What is most challenging for the SDVoF in the next 5 years?

(1/2)

- Mindset of automotive leadership
- Fostering open collaboration
- Code first 😉
- Take advantage of results of other initiatives
- Be innovative and not just copy others
- Transform the mind
- Global competition
- Mindset - Get OEMs to actually do something and not just talk
- To avoid the iPhone phenomenon to repeat in automotive business. New player left behind the old players with their legacy

- Guidance required across the different programs.
- Be faster than US and CN, to remain in control
- Transformation path
- Define collaboration processes beyond institutions
- Shortage of talent
- Stay competitive with China and US, foster cooperation in a traditionally not cooperative industry
- integrate SDV with safety
- How to compete with Tesla and Chinese

EV manufacturers and make better products.
- Deployment / reaching market
- Accepted standard for software development
- Be Fast with Running SW
- Active and equal contributions
- Legacy and open developments work together
- Agree on a definition what SDV is and mean
- Speed, Speed, speed
- Mindset shift of existing adopters
- Being the investment in use.

- getting organizations to collaborate
- who can Cover all the complex Integration task?
- Costs
- Toolchain
- Safety
- Changing company culture. Change management. Driving adoption of created values.
- Ecosystem thinking
- Alignment of all the projects
- Getting adoption

How could FEDERATE help to overcome barriers in pre-competitive collaboration between SDV stakeholders?
(1/3)

- Try things with low barrier PoCs to see the gain #getstuffdone
- Keep it simple
- Keep cloud native in mind
- Integrate Program Management with Engineering efforts
- See to it that there is a gain with a collaborative approach where all stakeholders contribute
- dont overemphasize open source
- Important is to agree on common objectives, which creates alignment.

- Open source for example is a mean. Parties help too
- Provide Simple Solutions as fast as possible Get different Projects Connected
- Highlighting added value of collaboration
- Force the projects like HAL4SDV to contribute their results to open projects.
- Provide means for communication to stajeholders
- bringing people together
- Free beer

- standardization, enabling innovation and compititon
- Become THE exchange platform and repository for collaboration among projects and partners
- FEDERATE for President!!
- Bringing together people who would not meet otherwise in an innovative setting
- Facilitate discussions
- Contributing to a governance model and ecosystem thinking
- Discuss to find ways of working together (win win)

- Create a manual of the whole SDV ecosystem
- Perks that are not available otherwise
- Facilitate joined architecture discussions
- Be a coordinator of knowledge Be a standard governing body that navigates companies through the standards
- Influence on the industry mindset
- exhange wirh other organizations
- Transparency across stakeholders.

- Make them realize about the real competition...
- Teach industry about where is the value in OSS and what software is already a commodity
- Check what is already available and create a consistent bigger picture
- Gently forced collaboration of all stakeholders
- R&D funding
- Continue organising meetings like the one today:

- to bring different projects and initiatives together
- Common Framework and understanding
- Facilitate exchange among projects
- Alignment

To summarize – mostly all the participants agreed on the following *needs for European SDV* like:
-    professional developers;
-    to get rid of complexity
-    to have larger group of projects and create the community to handle different needs
-    to start to combine efforts and not to create something "new"
-    to learn to utilise system of components.

The effective and vibrant discussions ended with the common conclusion that Europe has to take the challenge of the new ways to be found and the massive challenge here is the updatability as well as meeting the standards.
The great opportunity to do that is to gather SDV related European projects, initiatives and partnerships all together and to overcome the existing barriers of the SDV of the Future!

Photos from the event