



DISSEMINATION GUIDE

FOT-Net guide to dissemination for
FOT projects in Europe

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1 About FOT-Net

Field Operational Tests (FOT) are large-scale test programmes aiming at a comprehensive assessment of the efficiency, quality, robustness and acceptance of ICT solutions used for smarter, safer, cleaner and more comfortable transport solutions. There are many FOTs within Europe in the form of European and national projects, and many more FOTs in North America and Japan.

FOT-Net was set up to facilitate networking between these projects in view of sharing approaches, experiences and findings and fostering the comparability of results.



The purpose of FOT-Net is to:

- provide an overview of FOT activities in Europe and beyond and be the point of reference for anyone interested in FOTs, their organisation, their set up and their results;
- encourage knowledge exchange between individual FOTs and between different stakeholder groups;
- foster the significance and comparability of FOT results by promoting a common European FOT methodology (the FESTA methodology);
- contribute to improve visibility of available FOT results at national and European level;
- raise public awareness for the potential of ICT based functions for safer, cleaner, and more comfortable road transport.

2 Aim of this document

One of the main objectives of FOT-Net dissemination activities is to promote the progress, findings and results of various Field Operational Tests carried out at European and national level.

This document has been produced for the individual FOT projects to show how they can:

- cooperate with FOT-Net for common dissemination and awareness activities
- benefit from the services FOT-Net offers.

Thus, the aim of this document is to give guidance to FOT projects on what FOT-Net offers in order to support the dissemination of their results.



3 How can FOT-Net provide dissemination support to the individual FOTs?

FOT-Net has developed a range of dissemination tools and services which the FOTs can access to increase the visibility of your FOT results at European level. These are described in this section.

The dissemination and awareness activities of FOT-Net will:

- contribute to providing an overview of FOT activities;
- increase the visibility of FOT projects;
- raise awareness of the benefits of ICT based functions among the general public.

3.1 FOT Portal – the FOT-Net website

FOT-Net's website www.fot-net.eu is an important tool for disseminating information about the FOTs, including progress and findings, and the activities of FOT-Net.

The main functions of FOT-Portal are to:

- provide direct access to all identified FOTs at national, European and global level;
- disseminate FOT-related news on campaigns, achievements, meetings and events;
- share presentations and reports from the FOT networking events (stakeholders workshops, international workshops, seminars and webinars);
- disseminate good practice examples and success stories;
- enable downloading of FOT-Net printed material such as the FESTA methodology and the FOT-Net brochure and newsletter;
- give access to the FOT Wikipedia (more on next page);
- provide a central information contact point: info@fot-net.eu



How can the FOTs make use of the website?

- » To report on FOT progress and findings in the news section – this section is regularly updated
- » To promote an event organised in the context of the FOT project, for instance, a showcase, seminar, workshop or press conference, among others. This will appear in the events section
- » The most recent news and events items appear in a rolling banner on the website home page
- » Selected news and events appear in the FOT-Net newsflash which is produced regularly and distributed to 850+ contacts.

Did you know?

- » Nearly 50 000 people visited the FOT-Net website in 2011 and each visitor made an average of 1.5 visits
- » More than 96 000 FOT-Net web pages were visited in 2011.

3.2 FOT Wiki - The free encyclopedia of FOTs

The FOT Wiki is an open platform of information about FOTs, which can be accessed and modified freely by members of the FOT community. The main section of the Wiki is the FOT catalogue, which provides an extensive list of past and present FOTs from around the world, with dedicated pages on the identified FOTs, and classification of the FOTs by theme (e.g., autonomous systems, cooperative systems), by location (European, North American, Asia-Pacific), by type of project (eg, FOT, methodology) and by year of activity.

The Wiki also offers a:

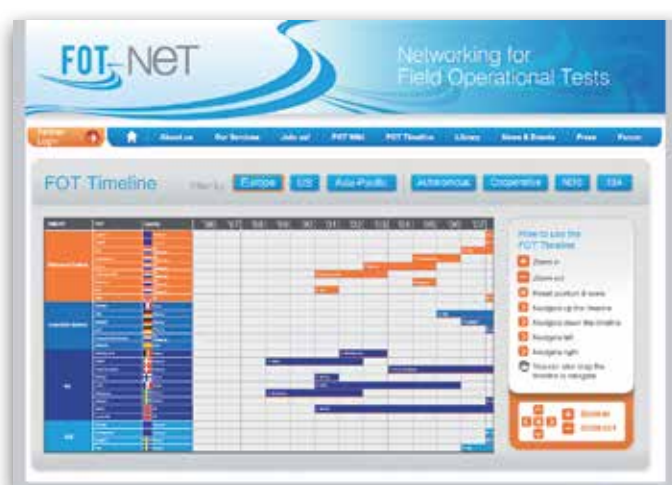
- comprehensive FOT Glossary with definitions for the vast majority of terms used in the area of FOTs
- Frequently Asked Questions section on the nature, objectives, practicalities and comparability of FOT projects
- section on the tools needed to conduct a FOT or a NDS (naturalistic driving study), such as tools for data acquisition, management and analysis
- section on the revised FESTA handbook (methodological guide for setting up and running a FOT) offering an interactive tool for getting to grips with the FOT methodology
- monthly 'project in the spotlight' featured on the homepage of the Wiki
- Intercontinental FOT Exchange Platform maintained in cooperation with COMeSafety 2 targeted at exchanging information on Co-operative Field Operational Tests.

How can the FOTs make use of the Wiki?

- » Learning about the variety of projects and benefiting from the knowledge shared
- » Contributing to the editing of the pages drawing on your own FOT knowledge and experience
- » Identifying and contributing information about FOTs and related projects not yet reported
- » Becoming a monthly 'project in the spotlight'.

Did you know?

- » There are more than 100 FOTs and related projects on the Wiki
- » There are more than 250 registered contributors.



3.3 FOT-Net Newsletter

The FOT-Net newsletter is a digest of recent and planned activities from across the FOT spectrum. It provides an update on services offered by FOT-Net (seminars, workshops, FESTA developments), on progress and activities within the FOT projects, and on related events and policy developments. In addition, each issue carries an 'in the spotlight' feature article based on an interview with a renowned figure from within the FOT community.

The newsletter is produced twice a year in electronic and printed format and is distributed as follows:

- In electronic format to the FOT-Net contact database.
- Via the FOT-Net website from which it is available for downloading.
- By the FOT-Net consortium and associate partners, who each received numerous copies for handing out to visitors and for distributing at events which they attend as an exhibitor, speaker or visitor, notably the ITS congresses, iMobility events and FOT-Net/FOT project events.



How can the FOTs make use of the newsletter?

- » Contributing articles (text and pictures) on your FOT project (progress, findings, events, etc) for publication in the newsletter
- » Distributing the printed newsletter at your FOT event or any other relevant event you attend.

Did you know?

- » The FOT-Net newsletter is distributed electronically to nearly 900 contacts
- » Furthermore, it is circulated at all FOT-Net events and many other events too.



3.4 FOT-Net brochure

In 2010, FOT-Net produced a brochure targeted primarily at policy makers with the aim to introduce them to the FOT environment.

The brochure describes the FOT concept and objectives, provides an overview of the main FOT themes (ADAS, ISA, cooperative systems and NDS/naturalistic FOTs) illustrated by specific projects, and explains the FESTA methodology. The brochure also tries to clarify the role of public authorities in these FOTs as both users of the results and as partners in the FOT projects themselves.

A revised brochure will be produced in 2012/2013. By this time, some of the FOTs should be over and should have results that can be used in the preparation of the document.

4 Dissemination at events

Events offer a great opportunity to disseminate and raise awareness of FOTs.

They include:

- dedicated FOT events (organised by FOT-Net or the individual FOTs), which attract both FOT practitioners and experts and other players with a stake in FOTs (such as decision makers).
- ITS and transport events, which attract ITS and/or wider transport professionals (engineers, planners, decision-makers).
- Showcases.

4.1 FOT-Net events

FOT-Net organises stakeholders meetings twice a year and these are targeted at those individuals with an interest in FOTs but not necessarily involved in a FOT, especially policy makers. The aim of these meetings is to foster cooperation and exchange of information about the potential of field tests and their results.

FOT-Net also runs seminars targeted primarily at those already involved, or at least planning, a FOT. The purpose of these seminars is to promote knowledge sharing and cooperation among the FOT partners. Each seminar addresses a specific issue that has been highlighted previously by the FOTs, for instance, Comparison of results from different FOTs and reuse of data; tools for gathering and analysing data, especially in cooperative FOTs.

Clearly, neither the stakeholder meetings nor seminars have FOT dissemination as their primary purpose. Rather they are intended to promote cooperation and knowledge sharing between FOT stakeholders and interested individuals. However, simply by making a presentation or contributing to a discussion, FOT partners can raise awareness of their project.

4.2 ITS and wider transport events

There are a plethora of conferences on the subject of ITS and transport organised around the world. The most important ones, notably the ITS congresses, national ITS events, Transport Research Board, InterTraffic, are generally well known and well attended by members of the FOT community, either a speaker, visitor or exhibitor. In case you are not aware of the most important events, please check the events page on the FOT-Net website. FOTs should also consider conferences targeting the public sector.

To avoid FOT sessions or presentations clashing with each other at the specialised events especially, FOT-Net will endeavour to facilitate coordination among FOTs on these dissemination activities, notably by means of the FOT-Net Dissemination Liaison Group (described in section 5).



Events to be considered

- | | |
|--|--|
| » ITS World & Europe Congress | » InterTraffic |
| » ITS Japan & America events | » iMobility meetings |
| » National ITS meetings | » European Transport Conference |
| » Transport Research Area/TRA congress | » FOT-Net partner network meetings (ERTICO, FIA and Polis) |
| » EU ICT Conference | |
| » Transport Research Board | |

4.3 Events around practical demonstrations/tests

Organising a conference or other dissemination activity around a demonstration/pilot/test is an ideal way of communicating because it enables the audience to experience hands-on the systems and services tested. Increasingly, demonstration and FOT projects are turning to showcases and similar activities as taking part in a practical demonstration can make a far greater impact on an individual than traditional dissemination means such as a presentation or poster. (see 6.2)

4.4 Linking up to other major events

It could be worthwhile to make use of other well-established events, which are not necessarily technology led. This would enable the FOTs to reach out to an 'unconverted' audience.

Such events include:

- Car fairs and shows
- European Mobility Week (www.mobilityweek-europe.org)
- Green Week (<http://ec.europa.eu/environment/greenweek/>)
- Sustainable Energy Week (<http://www.eusew.eu/>)
- European Road Safety Day



Joint sim^{TD}-DRIVE C2X test site event

The joint sim^{TD}-DRIVE C2X test site event was the final day of a three-day event with the goal to present the intermediate results of sim^{TD} to a wide range of stakeholders.

120 participants experienced the sim^{TD} system at this first event in a series of DRIVE-C2X test site campaigns under the motto "making cooperative systems cooperate".

The event at the sim^{TD} system test site attracted a diverse group of stakeholders from industry, academia and politics.

The participants had the opportunity to experience a fleet of about 20 cars with the newly developed sim^{TD}V2V and V2I communication system and selected functions such as emergency vehicle warning, green light optimised speed advisory and location-based information services.

All vehicles were equipped with the same technology and were using the same HMI. Thus the experts had a good opportunity to judge the system and its already achieved reliability. In addition an exhibition offered the possibility for a deep dive into the sim^{TD} system components, the test management centre and the tools for simulation and evaluation.



Joint DriveC2X and sim^{TD} test site campaign in October 2011 (source: sim^{TD} website)

With the goal of promoting the intermediate results of the sim^{TD} project and the potential of C2X technology in general, the event was a big success. The second part of the day was dedicated to workshop sessions.

How can FOT-Net support the FOTs with regard to events?

- » Providing information on relevant events on the FOT-Net website
- » Promoting the events organised by a FOT to a wide audience
- » Offering guidance on organising a FOT dissemination event, including finding suitable speakers for a conference programme
- » Giving opportunities to present or display a FOT during a FOT-Net event.

Did you know?

- » FOT-Net organised 8 events in 2011 involving some 230 participants.
- » FOT-Net leaflet, newsletters and other materials were distributed at 17 events in 2011.

5 The FOT-Net Dissemination Liaison Group

FOT-Net has set up a Dissemination Liaison Group involving the dissemination coordinators of the European FOT projects.

The purpose of this Dissemination Liaison Group is to provide a platform for dissemination in order to:

- enable the FOT projects to share their experiences on FOT dissemination activities
- facilitate discussion among FOT projects on possible common dissemination activities
- provide information about the support that can be provided by FOT-Net for FOT dissemination activities
- gain insight to the FOT-Net Wiki and how the FOT projects can contribute to it.

The FOT-Net Dissemination Liaison Group (DLG) met face-to-face for the first time in Lyon in June 2011 to express views on the direction of the group and to share information about past and planned dissemination activities. It was concluded that the DLG could provide a useful role in centralising and monitoring information about FOT dissemination activities and promoting the joint-organisation of FOT events.

How can the FOT-Net DLG support the FOTs?

- » Supporting the creation of synergies between FOT projects for what concerns dissemination (eg, joint events)
- » Centralising information on FOT dissemination activities in order to avoid clashes (eg, FOT events organised in parallel at an ITS congress)
- » Identifying good practice regarding FOT dissemination and awareness raising.



6 Addressing the media

The media can be broken down into two main groups: the specialised media and general media. The former tends to have a technical and specialised readership and, in the case of FOTs, it applies mainly to magazines on transport, ITS and cars, which tend to be published at either national or European level. The latter covers the wider media including national and regional newspapers and television and can therefore potentially reach out to a far wider audience.

6.1 Specialised press

There are many specialised media outlets, notably magazines, which would be interested in covering articles about the progress and findings of field operational tests. As the first round of large European FOT projects comes to an end and results become available, the individual FOTs will no doubt put greater emphasis on press activity. FOT-Net can support the individual FOTs in this endeavour, notably by bringing in a European dimension.



Selected specialised magazines.

- » Thinking Highways
- » Local Transport Today
- » Traffic Technology International
- » Intelligent Highway
- » IET Intelligent Transport Systems
- » ITS Solutions
- » Eurotransport
- » ITS International
- » Automotive news
- » World Highways
- » Mobility Magazine

6.2 General media

The importance of raising awareness of the findings of EU transport research among European citizens is widely recognised. In the case of FOTs, the imperative is greater since the ITS functions tested in FOTs could significantly impact people's lives. What the general public wants to hear is how the future tools coming out of FOT activities could become part of and positively contribute to their everyday mobility patterns.

Communication with this target group should therefore aim at:

- raising awareness of the general potential of ICT-based functions for safer and cleaner road transport with the objective to support the market penetration of ICT systems
- increasing acceptance of FOTs and of public investment in ITS.

It is essential to focus on the advantages these functions provide for the individual in their everyday use as well as for society in general. Communication should be based on very concrete examples of ICT-based functions and their benefits, on success stories and on important benchmarking results. The public can be approached both in a direct and indirect way. In the first case they are addressed directly, e.g. through public events, showcases, etc., while in the second case the information reaches them through intermediary channels such as the media. Test sites offer an interesting focal point for national and local media. Special attention should be paid to opportunities where the media could actually test the applications and thus experience the benefits at first hand, e.g. through road shows, exhibitions, and showcases. (see 4.3)



Press conference organised around sim^{TD} test site in Friedburg in October 2011 (source sim^{TD} website).

Below is an example of how a FOT project has reached out to the public through media channels and by means of more directly targeted channels and tools. Indications are also given of which project stages might especially be suitable for the public outreach activity.

Dutch Assisted Driver FOT

The project kicked-off with a clear landmark meeting and press release for the national media. A demo-day was organised before the start of the pilot. Following the actual kick-off of the pilot, another landmark meeting was held where members of the press could actually sit in the moving cars. After that, regular test drives were organised with high level people to let them have a real life experience of the systems that were being tested. At the end of the project, a big closing event took place where all results were presented.

Assisted Driver: effects of combination of Advanced Cruise Control and Lane Departure Warning. Demonstration day in 2005 with 200 visitors (all stakeholders) and 30 vehicles from the industry (for free). Test rides by all stakeholders were possible on the Lelystad circuit and on the highways surrounding the area.

From FOT to adoption

Whatever the benefits of the new functions tested within your FOT, the societal impact will not be achieved unless the systems are taken up in the market by users.

While deployment may well go beyond the scope of the FOTs, some projects may find it useful to anticipate and examine how adoption could be encouraged at a later stage. Within the UK FOT on ISA, three successive approaches were used to examine how to encourage adoption. The first step was a literature review. The second step was a set of focus groups - with private motorists and with fleet managers. The final stage was a Stated Preference survey of drivers. Information about this methodology and the results are available in the project's final report:

<http://www.cfit.gov.uk/docs/2008/isa/pdf/isa-report.pdf>

As part of its activities, FOT-Net is also in the process of conducting an evaluation of the contribution of FOTs to policy goals and market deployment.

As a first step, FOT-Net has developed a specific methodological tool for stakeholder analysis which will be used to identify stakeholders' needs and evaluate FOTs previous contributions to meet them. The results of this second step will be used to propose a deployment strategy for the future.

6.3 Digital media

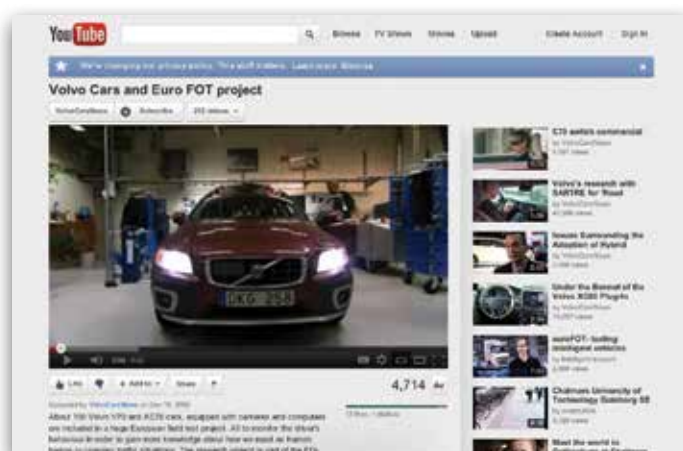
The various applications of the internet offer interesting and new opportunities for reaching out to a potentially very wide and large audience and engaging with them in a very interactive way. Examples include:

Social networks

Online social networks such as Facebook (www.facebook.com) and LinkedIn (www.linkedin.com) provide opportunities to share information and gain support for FOT activities and events. FOT-Net has a LinkedIn group with more than 140 members already: www.linkedin.com/groups/FOTNet-4094844

YouTube

A video clip is a powerful public relations tool. It can be used as a video news release and can also promote your FOT to a potentially very wide audience through sites such as YouTube. This channel has already been used by a number of FOT projects including euroFOT, TeleFOT, and sim^{TD}.



How can FOT-Net support the FOTs on media activity and public outreach?

- » Facilitating the publication of your FOT articles in the specialised press by putting you in touch with the relevant journalists
- » Producing articles covering functions and systems tested in several FOTs for publication in the specialised magazines
- » Releasing press releases to the wider press on significant FOT findings in cooperation with the FOTs
- » Disseminating FOT information via the networks of several FOT-Net partners, notably ERTICO (ITS players), FIA (drivers/automotive clubs) and Polis (local authorities)
- » Ensuring dissemination through other campaigns and awareness raising initiatives, such as eSafety Aware.

Did you know?

- » The main networking partners of FOT-Net (ERTICO, FIA and Polis) regularly produce their own electronic newsletter and include articles about the FOTs
- » Together the three main networking partners of FOT-Net have a combined database of 24 000+ contacts
- » ERTICO, FOT-Net and Polis are frequently contacted by leading transport and technology magazines for written contributions.

7 FOT-Net inventory of FOT dissemination good practice

We hope you have found this document useful in terms of providing tips on how to approach dissemination within your FOT project and showing you how FOT-Net can support your dissemination activities.

Conscious of the usefulness of learning from good practice, FOT-Net plans to build up an inventory of good practice of dissemination and awareness raising actions within FOTs and similar projects. This inventory will be built up during 2012 and 2013. FOT-Net believes this inventory will become a very practical tool for the FOTs and a source of inspiration for FOT dissemination activities.

The inventory will be built up in cooperation with the FOT projects, notably through the FOT-Net Dissemination Liaison Group (described in section 5). If you would like to recommend an example of good practice, please send the information to:

info@fot-net.eu

8 For dissemination support or further information

Do not hesitate to contact us if you wish to make use of any of the services described here or if you would welcome any other sort of support from our side.

FOT-Net is there to assist you: **info@fot-net.eu**

A FOTSis joint demonstration activity

The EU project FOTSis co-organised with ITSSv6 a demonstration of a joint communications architecture at the ITS World Congress in Vienna (22-26 October 2012).

Organising the joint demonstration activity

The joint demonstration activity was the fruit of a cooperation agreement between FOTSis and the EU-funded project ITSSv6. Collaboration between cooperative systems projects is encouraged by the European Commission in order to achieve synergies and interoperability.

Members of both consortiums met in June 2012 at which members of the coordination teams and partners responsible for communications established the basis of the joint demonstration, which involved setting the goals, venue and the basic scenario. This first meeting was followed by several conference calls to make sure that everything was ready before going to Vienna, e.g., drafting the demo proposal, running online tests, etc. In addition, several conference calls were held in order to organise the logistics, the people in charge of the demo configuration and set-up, representatives present at the stand during the congress, etc.

The purpose of the joint architecture demonstration was to demonstrate how an IPv6-ITS stack provided by ITSSv6 can be integrated in a communications management centre provided by FOTSis, as well as how 802.11p communications could be used in road side units.

The main bodies involved in this joint demonstration activity were members of the FOTSis consortium and ITSSv6 consortium respectively as well as the local organisers of the ITS World Congress in Vienna.

Implementing the joint demonstration activity

Even though the scenario was quite complex, having everything tested in advance allowed for a swift deployment and set-up of the demo. The scenario included sensors and devices in different areas, some of them opened just the day before the launch of the congress.

Sensors were installed in the outdoor demo area some days before the congress. In addition, a fleet of equipped vehicles was also set up in advance. The day before the opening, members of both consortiums travelled to Vienna and configured all the equipment in the congress demo area, including an equipped vehicle that was displayed in the exhibition.

During the congress and exhibition, members of both consortiums were present at the stand where the demo took place.

Prior to the official opening of the Vienna ITS World Congress, a special restricted tour was organised for representatives of the administrations, authorities, and other selected members of the international ITS community. These people were invited to see the exhibition and participate in some of the demonstrations in a more relaxed atmosphere, without the crowds that the event attracted during the public days.

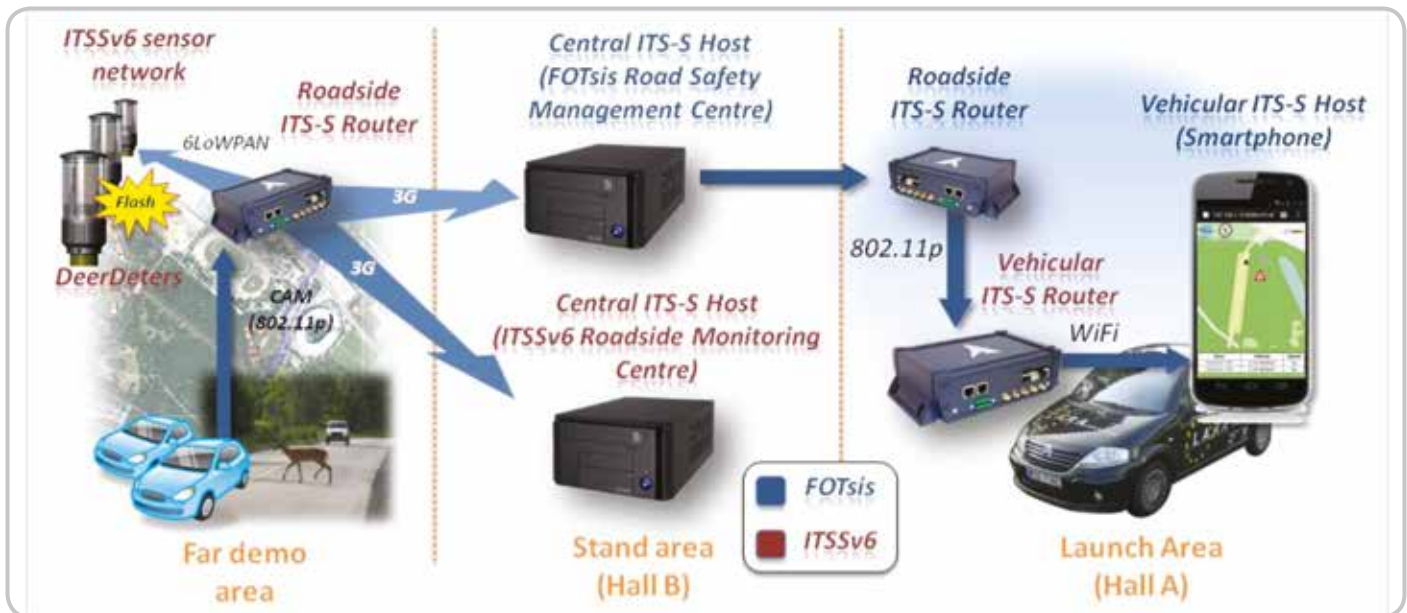
FOTSis and ITSSv6 projects took advantage of this restricted environment to invite also a selected number of people to the joint demonstration, so they could also see first-hand the fruits of the cooperation between the two projects.

From 23-25 October 2012, the demonstration area was open to the public. Roughly 35 people booked the demonstration in advance, and came to the stand at the demo launch area at the appointed times. Many other visitors simply showed up at the stand without prior booking.

What is FOTSis?

FOTSis (European Field Operational Test on Safe, Intelligent and Sustainable Road Operation) is a large-scale field testing of the road infrastructure management systems needed for the operation of seven close-to-market cooperative I2V, V2I & I2I technologies (the FOTSis Services), in order to assess in detail both 1) their effectiveness and 2) their potential for a full-scale deployment on European roads.





What was the impact?

Joint demonstrations are a fantastic way of promoting a project especially to non-technical audiences as they offer a hands-on approach. Large congresses are ideal venues as they gather a large number of visitors representing the entire spectrum of stakeholders.

The FOTSIS-ITSSv6 joint demonstration succeeded in raising awareness of FOTSIS and its activities. Following the end of congress, and as a result of the joint demo, the project experienced an increase in subscribers to the newsletter. Prior to the joint demonstration the number of people subscribing to the project newsletter was on average 10 per month. Following the demonstration and as a result of the awareness raised, FOTSIS had 100 people registering for the newsletter in the month of November, i.e. a ten-fold increase.

In its broadest sense, this cooperation shows the importance of joint initiatives in the field of cooperative ITS efforts. By working together, the projects achieved things which would have been difficult if not impossible to achieve separately.

From a more practical point of view, the joint demonstration served directly the purposes of both projects in terms of validating the developments of each, and it was an important contribution to the interoperability efforts of both projects.



Useful tips:

- » While a joint demonstration activity generates strong added value, particular attention has to be paid to differing project timelines and goals
- » At the outset, the objectives, scope and scenarios should be clearly defined. It is important that both projects see the benefit of having a joint demonstration
- » Whilst the activity should make use of existing project developments, additional developments will be needed to integrate the respective project developments
- » Be prepared for the huge logistical efforts required for running the demonstration during the congress, notably in terms of shipping the equipment, configuring and setting-up the scenario, manning the stand and the demo tours, etc.

Contacts

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Final event media activity

During the final stages of the euroFOT project, a press/communications agency was recruited to deal with press relations and other dissemination matters for the euroFOT final event.

Why recruit a press/communications agency?

During the planning stages of the euroFOT final event (26-27 June 2012), the euroFOT dissemination team and project coordinator identified the press-related tasks for the event and the best means to undertake them.

The main tasks broadly involved:

- inviting the Brussels and European media;
- writing the press release
- setting up a press conference
- monitoring the press coverage and general impact

It was decided that the most effective way to carry out these tasks would be through the recruitment of a press/communications agency.

How did it happen?

In the first instance, several agencies were contacted and a meeting was arranged with each of them to explain the tasks to be undertaken. Each agency then submitted a quotation. One agency stood out due to its understanding of the project, the aims of the event and the tasks set. Further negotiations took place to tailor the quote to the specific needs and the budget of the event.

This process was started four months before the final event. The process of actually recruiting the agency, covering the period from identifying the needs until signing the contract took around two months.

The impact of having a press/communications agency

Pre-event impact

Media monitoring was carried out by the agency. A weekly log of articles, tweets, etc. was sent to us by the agency.

Post event impact

After the event, a final report of the euroFOT Media Monitoring activity was delivered. In this report, some 31 press articles were collected, as well as Twitter coverage.



Useful tips

- » Start the agency selection process as early as possible (as soon as event planning starts)
- » Ensure there are sufficient project findings or results for the press/communications agency to work with
- » Ensure key project partners understand the benefits of using an agency as this will facilitate their cooperation
- » Carefully consider all costs in the task description and budgeting stage, especially where journalists are to be used in the event

Contact

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DRIVE C2X 'Test Site Campaign'

Three dissemination events have been organised by the DRIVE C2X project with the primary aim of engaging visitors in active discussion about C2X. Each of the events was hosted by one of the DRIVE C2X test sites, hence the name 'Test Site Campaign'. Organising an event around the test site enabled DRIVE C2X to provide visitors with hands-on experience of cooperative mobility.

The main components of the programme were the:

- *Driving demonstration*, which appealed to ITS professionals and the uninitiated user, such as the members of the press and on one occasion the general public
- *Workshops*, which are targeted primarily at ITS professionals whether that professional is a FOT expert or not
- *Exhibition*, comprising posters and demonstration items



Organising the 'Test Site Campaign'

Each 'Test Site Campaign' event took around 3 months to organise. The event itself lasted between 1 and 2 days. The organisation of each event required the effective cooperation of many different DRIVE C2X partners and other entities, and coordination was ensured by one experienced person. Those involved in the practical organisation included the test site staff, the car manufacturers providing the vehicles and the DRIVE C2X partners.

In addition to the practical organisation, significant effort was put into promoting the event at European level and locally. Key people active in communication were the PR experts within the DRIVE C2X partner organisations, European and local press, the European Commission, as well as American and Japanese experts. The DRIVE C2X website served as the focal point for information about the events, including online registration.

A range of supporting materials was produced for each event including dissemination material, such as individual brochures, posters, outside banner and a conference pack.

Running a 'Test Site Campaign' event

The programme of each event was developed with ITS experts and ITS stakeholders in mind. The third event additionally targeted the general public. The technical workshops were clearly targeted at visitors with knowledge of ITS and/or FOTs. They dealt with topics such as setting up and running a test, and technological, organisational and business issues. Part of the aims of the conferences was to foster international networking and collaboration and to advance standardisation processes. For each conference specific topics to exchange knowledge were chosen.

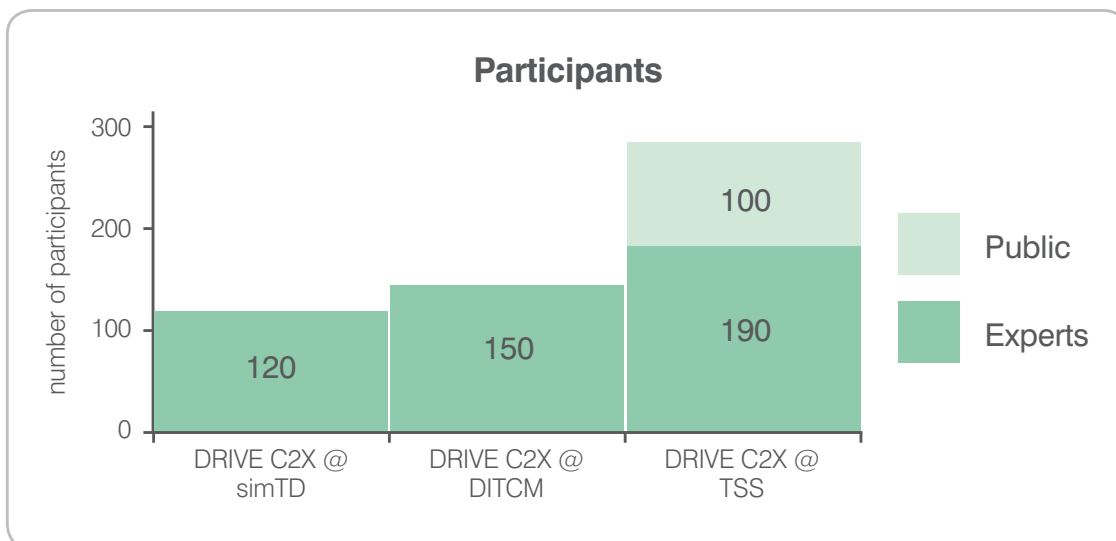
Demonstrations were considered effective in raising awareness of cooperative mobility to the non-technical visitor, such as a member of the public or journalist. Whatever the visitor profile, a key aim was to achieve maximum interaction.

For the 'public' part of the event, cooperation with the local press was very important in promoting it among local residents.

Impact of the 'Test Site Campaign'

The 'Test Site Campaign' helped to establish DRIVE C2X as the European reference for national FOTs.

Overview of the number of participants from DRIVE C2X test site events

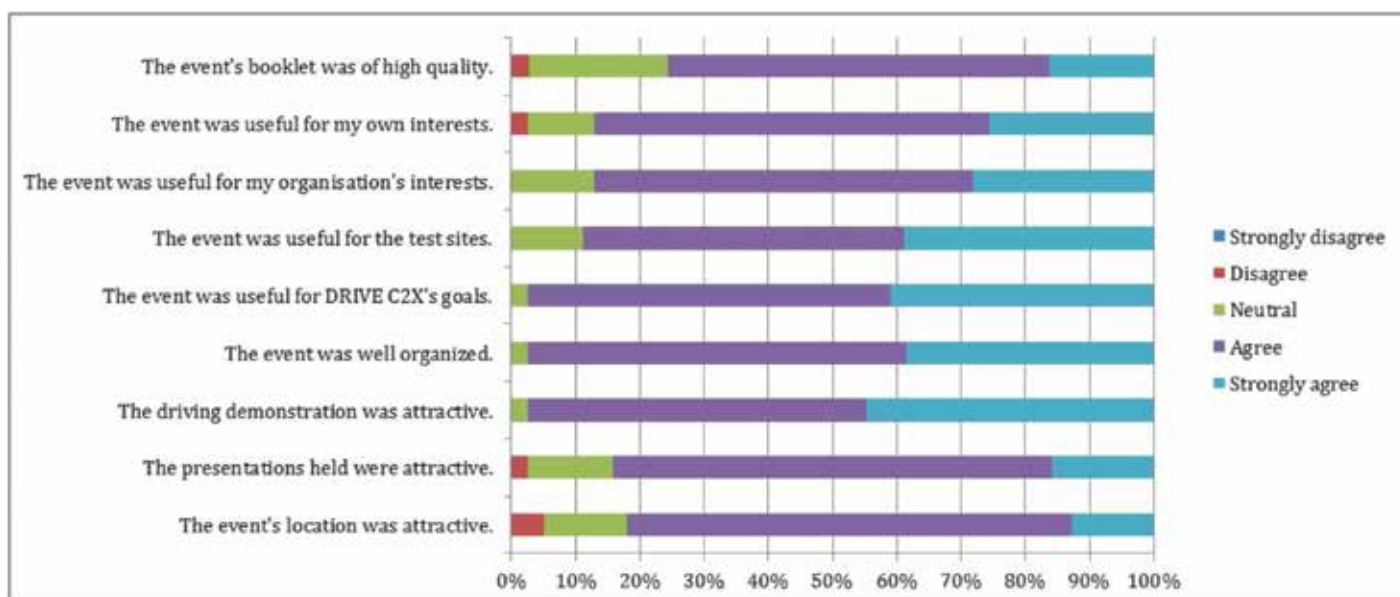


Visitors' feedback

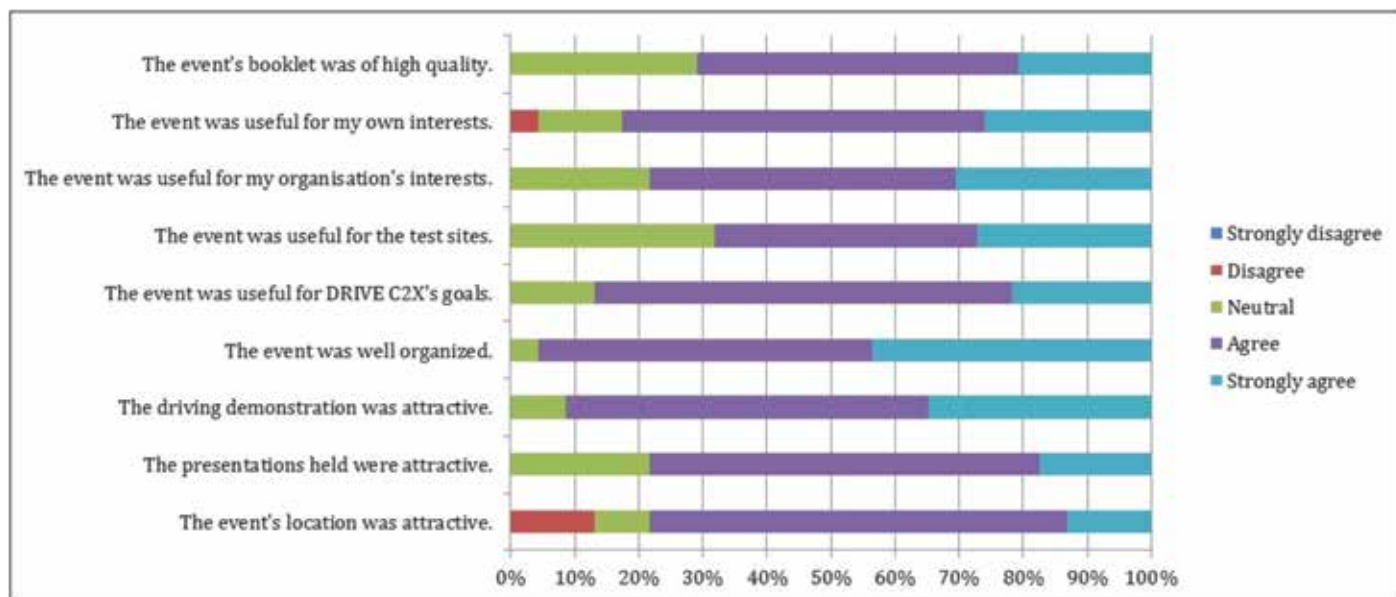
There was a very positive feedback from the participants. From the first to the second event the number of visitors increased by nearly 30%.

Approximately two thirds of the participants in the first two test side events came from outside the DRIVE C2X project. The survey findings show a strong consensus on the attractiveness of the presentations and the demonstrations, which is a testimony to the interest in the topic, to the value of the project results presented and to the professional level of the partners involved.

The driving demonstration achieved the highest average score, indicated that the great effort made by the participating partners was well received by all guests.



Survey results: DRIVE C2X @ simTD



Survey results: DRIVE C2X @ DITCM

Quality Survey

The DRIVE C2X dissemination team took the initiative to administer to all project participants a survey on DRIVE C2X dissemination quality with the target to collect at least 50 replies. In total 54 people filled out the questionnaire.

The DRIVE C2X 'Test Site Campaign' events

Date	13 October 2011	5 July 2012	12-13 June 2013
Place	Friedberg near Frankfurt/Main (Germany)	Helmond (Netherlands)	Gothenburg (Sweden)
Test site	German simTD project	DITCM test site	Test Site Sweden

Useful tips:

- Use the events to give your project a personality and to establish it as a brand within the FOT community
- Ensure good collaboration with the local press to promote the 'public day'
- Gather the impressions of visitors at the end of the event, by means of an interview for instance
- Co-organise or link up the event with other relevant projects

What is DRIVE C2X?

DRIVE C2X is a European project set up to comprehensively assess cooperative systems and it is based on applying a common testing procedure to existing European test sites. The four main technical objectives are (i) create and harmonise a Europe-wide testing environment for cooperative systems; (ii) coordinate the tests carried out in parallel throughout the DRIVE C2X community; (iii) evaluate cooperative systems; and, (iv) promote cooperative driving.

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The FOT-Net Community

FOT-Net gathers stakeholders from the public and private sectors. The consortium consists of steering members (contracted partners) and associated partners. For the full list of partners, see <http://www.fot-net.eu/en/partnership/>

The consortium is open to active participation from the FOT community.

Join us now!

More information

For more information on the network, please visit www.fot-net.eu or contact the consortium on info@fot-net.eu

www.fot-net.eu

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