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Dissemination Plan and Brand Handbook

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TABLE OF CONTENTS

TABLE OF CONTENTS	2
LIST OF FIGURES	4
LIST OF TABLES	4
LIST OF ABBREVIATIONS	5
REVISION CHART AND HISTORY LOG.....	6
EXECUTIVE SUMMARY	7
INTRODUCTION.....	9
1. WHAT TELEFOT DISSEMINATION PLAN IS AND WHY DO WE NEED IT	9
2. HOW TO READ THE DISSEMINATION PLAN.....	11
3. STRUCTURE OF THE DISSEMINATION PLAN	12
1. COMMUNICATION CORE VALUES.....	13
2. TARGET GROUPS	15
3. TOOLS AND MEDIA	30
3.1 Tools and Media description	30
3.2 Communication level	42
3.3 Internal Communication flows	42
3.4 External Communication	45
4. CALENDAR OF ACTIVITIES AND INITIATIVES	48
4.1 Procedures for presenting TeleFOT to events: conferences, workshops, technical presentations, publications.....	61
4.2 Read on TeleFOT.....	64
4.3 TeleFOT Stakeholder Fora	65
4.4 Liaison.....	68
5. ASSESSMENT PROCEDURES	69
5.1 Qualitative assessment analysis.....	70
5.2 Quantitative assessment analysis.....	72
6. MEDIA CENTER	79
6.1 Structure	80
6.2 Functionalities	81
6.3 Dissemination Manager.....	81
CONCLUSIONS	84
ANNEX 1	85
BRAND HANDBOOK.....	85
EXECUTIVE SUMMARY	86
INTRODUCTION.....	87
1. THE LOGO.....	88

1.1	What does it mean?	88
1.2	Use of Acronyms	88
1.3	Correct uses of TeleFOT logo.	88
1.3.1	Protected Space	88
1.3.2	Logo placement	89
1.4	Alignment	90
1.5	Minimum Size	90
1.6	Uncorrected uses of TeleFOT logo	91
2.	GRAPHICS	93
2.1	Elements of the TeleFOT logo	93
2.2	Colors of the TeleFOT logo	93
2.2.1	Matching colours and backgrounds	94
2.3	Size and alignment of TeleFOT pay-off	94
2.4	Co – branding	96
3.	ACCESSING, SAVING AND IMPORTING TELEFOT LOGO	97
3.1	Location of logo files	97
3.2	Finding your logo	97
3.3	Saving your logo to your computer	97
3.4	Importing your logo to MS Word/PowerPoint to view/use	97
3.5	Re-sizing the logo in your document	98
ANNEX 2	99
QUICK GUIDE FOR TEMPLATES	99
EXECUTIVE SUMMARY	100
HOW TO FILL IN DOCUMENTS	101
CONCLUSIONS	110
ANNEX 2 A.....	111
TELEFOT SECTION TITLE	112
ANNEX 3	114
QUICK GUIDE FOR DELIVERABLE REVIEW PROCEDURE	114
3.1	How the quality procedure works (see also Figure 20 - TeleFOT peer review procedure):.....	115
3.2	Relevant templates, available on the project Wiki	116

LIST OF FIGURES

Figure 1 - Messages and tools	41
Figure 2 - Communication within the local test sites.....	43
Figure 3 - Communication with the Consortium	44
Figure 4 - External communication flow	45
Figure 5 - Audience, language and tools	46
Figure 6 Section "Event Calendar on the Wiki.....	48
Figure 7 - How events are visualized on the Wiki Calendar.....	49
Figure 8 - SHF Organization	65
Figure 10 - TeleFOT Media Centre	79
Figure 11 - TeleFOT logo	88
Figure 12 - The barrier around the logo	89
Figure 13 - Minimum size of the logo	90
Figure 14 - Elements of the logo.....	93
Figure 15 - Colors of the logo.....	93
Figure 16 - Pay-off minimum size	94
Figure 17 - Pay-off alignment.....	95
Figure 18 - Example of co-branding situation	96
Figure 19 Document Naming and templates.....	104
Figure 20 - Example of documents FrontPage.....	111
Figure 21 - TeleFOT peer review procedure	115

LIST OF TABLES

Table 1 - Target groups profile and expectations	17
Table 2 Power/Interest Grid	27
Table 3 - Dissemination goals and tools.....	28
Table 4 - Document type and template name.....	31
Table 5 - Characteristics of the events	67
Table 6 - Qualitative analysis overview	70
Table 7 - Scoring scale	73
Table 8 - Assessment criteria overview.....	74
Table 9 - Weighting factors	78

LIST OF ABBREVIATIONS

ABBREVIATION	DESCRIPTION
FOT	Field Operational Test
FESTA	Field opErational teSt support Action (http://www.its.leeds.ac.uk/festa/)
FOT- Net	Networking for Field Operational Tests (http://www.fot-net.eu/en/welcome_to_fot-net.htm)
euroFOT	euro Field Operational Test (http://www.eurofot-ip.eu/en/the_project/)
ICT	Information and Communication Technologies
IVSS	Intelligent Vehicle Safety Systems
D (e.g. in D5.2.1)	Deliverable
Del	Deliverable
M (e.g. in M12)	(Project) Month
cc	carbon copy
PDF	Portable Document Format
EPS	Encapsulated PostScript format
GA	General Assembly
CG	Core Group
QAM	Quality Assurance Manager
SP	SubProject
WP	WorkPackage
LSC	Large Scale
DET	Detailed
WG	Working Group

REVISION CHART AND HISTORY LOG

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EXECUTIVE SUMMARY

The **Dissemination Plan and Brand Handbook** is conceived to provide the major rules and guidelines aimed at promoting a structured, effective and integrated communication identity to **TeleFOT Large Scale Project**. In the meanwhile, this identity is presented and deeply described, taking all its major components into account.

As a final scope, this document will provide the proper “fuel” to *create awareness about TeleFOT project and its results, by spreading and promoting them to partners, stakeholders and the European audience.*

It is a Public Deliverable, under the responsibility of the Dissemination Manager (see **Paragraph 6.3**), leader of the Subproject 5 (Dissemination, User awareness and Exploitation), to be annually updated during the project, covering the following issues:

- **What has to be disseminated – the message**

To such fundamental statements/elements is dedicated the first part (**Chapter 1**) of the Dissemination Plan.

- **To whom – the audience**

TeleFOT Dissemination is addressed to an Internal and to an External audience. In particular, TeleFOT’s external audience and related communication flows are described in detail as *target groups* in **Chapter 2**, coupling their characteristics with their specific communication needs.

- **How – the method and tools**

Chapter 3 (Tools and Media) is dedicated to tools and Media which are planned to support and convey all Dissemination activities. **Chapter 5** (Assessment) is dedicated to the assessment of their effectiveness, in order to adequate the Dissemination Plan.

- **When – the timing**

The timing of activities and initiatives is planned in the Dissemination plan, so as to have a precise and updated overview of resources to be

employed. To this issue is dedicated the **Chapter 4** of the Dissemination Plan.

- **Why – the purpose**

The goal of all Dissemination activities in TeleFOT must be awareness and utilization, going across the whole Dissemination plan.

An important part of the Dissemination Plan (**Chapter 6**) is dedicated to a fundamental structure for the project: the **TeleFOT Media Center**, having the key role of gathering data and spreading them towards target audience.

Finally, the **Annexes** to the Dissemination Plan constitute a relevant part of the planned activities, since they explain the guidelines to:

- communicate TeleFOT's Brand's essentials and provide standards to use and reproduce the Brand on different Media (**Brand Handbook**);
- achieve rapid access to information, to activate processes, spread and exchange communications, write documents and circulate them (**Quick Guide of procedures** and **Quick Guide for Templates**, drawn from the **Quality Handbook**).

INTRODUCTION

TeleFOT is a Large Scale Collaborative Project under the Seventh Framework Programme, co-funded by the European Commission DG Information Society and Media within the strategic objective "ICT for Cooperative Systems".

Officially started on June 1st 2008, TeleFOT aims to test the impacts of driver support functions on the driving task with large fleets of test drivers in real-life driving conditions.

In particular, TeleFOT assesses via Field operational Tests the impacts of functions provided by aftermarket and nomadic devices, including future interactive traffic services that will become part of driving environment systems within the next five years.

Field Operational Tests developed in TeleFOT aim at a comprehensive assessment of the efficiency, quality, robustness and user acceptance of in-vehicle systems, such as ICT, for smarter, safer and cleaner driving.

1. What TeleFOT Dissemination Plan is and why do we need it

The Dissemination Plan and Brand Handbook is a Deliverable planned in Subproject 5 (Dissemination, user awareness and Exploitation), aiming at *creating awareness about the project and its results, by spreading and promoting them to partners, stakeholders and the European audience.*

As TeleFOT is mobilizing a relevant amount of resources working together to achieve quite ambitious and important results, the awareness of content, intermediate and final results towards the European audience has a crucial significance for success.

In particular, when new knowledge is created it has to be spread towards specific target audience: this implies that contents, media, formats and language used in getting the outcomes into the hands (and minds) of those target audience has to be shaped on them, in order to favor awareness, commitment and sharing.

In such a sense, in TeleFOT, Dissemination requires a careful match among strategy and realization, through assessment of results. For this reason, Dissemination in TeleFOT is conceived as far more than the simple promotion of results, as by using the project website, publishing papers, distributing dissemination materials:

Dissemination activities focus on the extent to which the experiences, results, achievements in general, gained within TeleFOT, can be utilized by other organizations and individuals interested in such an area.

In such a perspective, thorough Planning, wide Spreading and continuous Assessment, as key elements of TeleFOT's Dissemination strategy, exposed by a so conceived Dissemination Plan, constitute the Critical Success Factors for the TeleFOT Project.

The first version of D5.2.1 was submitted at M12, even if it was available to partners since M6. This deliverable is to be updated annually,

The second version is to be submitted at M24. Main changes have been introduced in the following parts of the document:

- Introduction, so to include a short description of TeleFOT, as indicated in the Quick Guide for templates and in Annex 2A to this document;
- Chapter 2 - Target Groups, to deepen the target groups description;
- Chapter 3 – Tools and Media, mainly dealing with changes in Media and Tools used in the project, a stronger relationship stressed between Media /Tools and language planned and the Target Groups to be addressed;
- Chapter 4 – Calendar of activities and initiatives, so to include events TeleFOT has been presented at, activities carried out by the Media Center, news in the Stakeholder Fora organization, Liaison activities. Procedures for presenting the project at events has been highlighted in a separated paragraph, so to be more evident to partners consulting the document;
- Chapter 5 has been integrated with Assessment procedures;
- Annex 2: the Quick Guide for templates has been updated to include improvements to the templates and rules for text formatting.

The third version is to be submitted at M36. Main changes have been introduced in the following parts of the document:

- Chapter 4 - Calendar of activities and initiatives, so to include events TeleFOT has been presented at and moreover in the following sub-chapters:
 - Read on TeleFOT
 - TeleFOT Stakeholder Fora
 - Liaison

2. How to read the Dissemination Plan

Communication Strategy in TeleFOT is based on three elements: Planning, Spreading, Assessment.

The Dissemination Plan plays this key role, describing the content of the Dissemination strategy, divided into three areas: **Strategy**, **Media**, and **Assessment**, having essentially two kinds of audience:

- **Internal audience:** TeleFOT partners, with whom it is necessary to create and maintain a strong commitment and an active/proactive collaboration, together with a fluid and clear flow of communication;
- **External audience**, i.e. Industry, Press, Scientific Community, Users and Communities of Users, Public Authorities, the European Commission, etc.

TeleFOT Dissemination Plan does not just consist in a description of targets to be achieved and media to be deployed, but it also aims to assess the effectiveness of communication initiatives in a number of ways (for instance, number of web site visitors, audience achieved, etc.).

As a more dynamic aspect, in fact, it includes an analysis of media tools efficiency and effectiveness - by means of a periodical report about the satisfaction rate of dissemination activities - in order to allow modifications in processes and tools or in strategy. These actually represent a way to assess and revise the strategy defined in the Dissemination Plan.

Proper thresholds to be considered as factors of success are included in this Plan, and adapted year by year, having as a goal the awareness of TeleFOT's content and results, their commitment and their re-use.

As a result, the Dissemination Plan is a fundamental document steering results towards awareness and success, through continuous improvement.

3. Structure of the Dissemination Plan

Following the elements and principles highlighted above, the Dissemination Plan explains:

- **The message**, highlighting Communication Core Values
- **Target groups** to be addressed through specific **Media**
- **Assessment procedures** to evaluate efficiency and effectiveness
- **Key roles, structures** and **events** for Dissemination

As a complementary section, the Annexes aim to become a point of reference for the practical use of the tools planned in TeleFOT:

- The **Brand Handbook**, when using the project logo on Dissemination tools, to make them part of TeleFOT image.
- The **Quick Guide of Procedures** and **Quick Guide for Templates**, as an abstract of the Quality Handbook, to lead partners when following Management Procedures, writing a Document, using a template, organizing an internal/external event.

1. COMMUNICATION CORE VALUES

As it is written in the Description of Work, TeleFOT "Assesses the impacts of functions provided by aftermarket and nomadic devices in vehicles with large scale field operational tests and raises wide awareness of their traffic safety potential."

The core aim of TeleFOT implies three concepts and an important consequence, relevant for Dissemination:

- **Relationship between Safety and Telematics (Technology)**, as Safety impacts of aftermarket and nomadic devices is an issue not yet completely identified, especially within a huge experimental analysis as a FOT;
- **FOT methodology added value**, meaning to highlight the contribution of the driving conditions when drivers interact with nomadic driving support systems. As highlighted in the FESTA project, the FOTs will comprise a comprehensive program of research to assess the impacts of ICT systems on driver behaviour, both in terms of individual (safety) benefits and larger scale socio-economic benefits. More specifically, the added value of choosing field operational tests methodology is in their objectives:
 - to validate the effectiveness of ICT-based systems and functions for safer, cleaner and more efficient transport in a *real environment*;
 - to analyze driver *behaviour* and user *acceptance* of the systems;
 - to analyze and assess the *impact* of intelligent safety and efficiency functions using real data ;
 - to improve *awareness* on the potential of intelligent transport systems and create *socio economic acceptance*;
 - to *obtain technical data* for system design and product development;
 - to ensure the *transferability of the FOT results* to the overall European and global conditions.

- **Nomadic devices (on board, aftermarket):** the project investigates how retrofitted equipment, such as navigators and smart phones, originally not designed for in-vehicle use, can support the driver and the detailed effects of the information produced for this purpose on the driving task. The project also aims at speeding up the penetration of systems able to support drivers' field of vision in conditions where good situation awareness is needed. Since the number of smart phones has rapidly increased, as have navigators, it is expected that the functions and services these devices provide will rapidly increase during the coming two to three years. For this reason, the time for wide awareness activities is now. This ideal opportunity will be fully used in the project dissemination and through the Stakeholder Forum already created.
- **Support politicians in policies deployment and decision:** TeleFOT results will constitute a base for politicians to take decisions based on empirical data, deriving from tests carried out in real driving conditions: this allows to take into account effective needs highlighted in real situations to base decisions and plan strategies upon, rather than on surveys, statistical studies and trends.

TeleFOT Dissemination strategies couple the aim of as wide as possible awareness, to the needs for an integrated approach with other FOT projects.

Together with euroFOT and FOT-Net, to which it is closely linked, while achieving and developing the results of the Support Action FESTA, TeleFOT raises the need felt by the European Commission and already faced in the USA and in Japan, to test the impact of driver support functions on the driving task, in real driving conditions.

It becomes clear how building up a network between such projects and creating a joint Dissemination effort can help to find common ways for development, as well as amplifying results. In such a sense, events and initiatives can be planned and organized in an integration perspective, so as to become a knot for such a network.

2. TARGET GROUPS

Dissemination for TeleFOT is crucial in order to promote a common understanding, awareness and commitment between different stakeholders on the issues involved in those people planning and running FOTs and in those interested in their results.

This will accelerate the take up of TeleFOT methodologies and technologies and increase their penetration, and hence their expected benefits in terms of safety, comfort and mobility.

The Dissemination of objectives, concepts and results to the varied audience, such as authorities (intermediate users), as well as drivers and logistics companies (end users), is very important for this project, not only for the iterative design of the proposed integrative system, but also for market penetration and general acceptance of IVSS concepts for all.

When looking at who the stakeholders are, it is useful to distinguish between the **"target groups"**, the **primary stakeholders**, and the **broader group of stakeholders**: *target groups are those people who can be directly affected by the problems in question and who might be the primary beneficiaries of the project.* In such a perspective, it is necessary to identify the appropriate groups of people that will be the most interested to be informed on TeleFOT, in order to target the message and, thus, increase the effectiveness of the dissemination activities. The identification and appropriate involvement of the target groups is a critical factor, especially in promoting the ultimate sustainability of the benefits.

For this purpose, Dissemination activities will be shaped on each one of the target groups identified in **Table 1 - Target groups profile and expectations**.

They are not only described in terms of "sociographic" characteristics (i.e. sociological variables that often relate to demographics of subjects that is, for example, type of occupation or level of education), but also taking their specific communication needs under strong consideration (e.g. scientists have different expectations towards content and details of the project results than politicians or stakeholders and each of them will make different use of these contents: the first ones could use messages to improve and/or benchmark their research activities, while the second ones to revise or improve their decisions).

Impact of TeleFOT on target groups' expectations (Interest) and priority to give to their expectations (Priority) have also been taken into consideration, as showed in **Table 1 - Target groups profile and expectations.**

Therefore, the definition of the target groups is done following the most recent achievement of the communicational studies and empirical researches, which are aimed at coupling target characteristics and their communication needs.

Table 1 - Target groups profile and expectations

TARGET GROUPS PROFESSIONAL PROFILE AND RELEVANCE TO TeleFOT SCOPES	TARGET EXPECTATIONS	KEY MESSAGES AND LANGUAGE	INTEREST (Low/ High)	POWER (Low/ High)
<p>Human Factors Experts</p> <p><i>who collect, analyze and deploy scientific data to make technologies compatible with human abilities:</i></p> <p>The relevance of HF expert to TeleFOT is twofold: to promote the exploitation of project results and provide their input to the state of the art. This makes relevant to keep them informed about the project developments.</p>	<p><i>Does TeleFOT contribute to the development of innovative solutions to human- nomadic devices interaction during the driving task?</i></p>	<p>Messages will typically focus on the HF studies and solutions of the project, the methodology adopted, expected outcomes and results. Key messages to this target group will use appropriate scientific terminology.</p> <p>More structured contents can be provided to this audience and some TeleFOT-related knowledge can be considered as assumed.</p>	<p><i>High</i></p>	<p><i>High</i></p>

TARGET GROUPS PROFESSIONAL PROFILE AND RELEVANCE TO TeleFOT SCOPES	TARGET EXPECTATIONS	KEY MESSAGES AND LANGUAGE	INTEREST (Low/ High)	POWER (Low/ High)
Policy Makers <i>who manage decision making processes on both political and administrative level in local, national and international organizations:</i> Public authorities in particular, at different levels, can widely support research and development, having at their disposal various policy instruments to prioritise certain research areas.	<i>Can TeleFOT help making better decisions concerning driving behaviour and Safety e.g. by supporting public policies and normative processes in the safety domain?</i>	The key-messages to political leaders will be focused on the strategic importance of TeleFOT, its potential to contribute to the wider EU policies requirements and to bring new development opportunities. The Dissemination strategy should focus on creating awareness, understanding and support of the overall societal and macro-economic benefits of TeleFOT in making driving safer, greener and more efficient. Based on their specific field of interest and activity, the language will adopt both a scientific and technical terminology and a less specialistic language.	<i>High</i>	<i>High</i>

TARGET GROUPS PROFESSIONAL PROFILE AND RELEVANCE TO TeleFOT SCOPES	TARGET EXPECTATIONS	KEY MESSAGES AND LANGUAGE	INTEREST (Low/ High)	POWER (Low/ High)
<p>ICT Industry engineers and/or technicians involved in the development of nomadic products</p> <p><i>Who design/work on nomadic and aftermarket devices or parts of them:</i></p> <p>The relevance of engineers/technicians to TeleFOT is twofold: to provide their input to the state of the art and to re-use project results in the products lifecycle. This makes relevant to keep them informed about the project developments and to take into account their needs.</p>	<p><i>Can TeleFOT be a guideline for design and re-engineering of aftermarket and nomadic devices?</i></p>	<p>Messages will be mainly focused on the technical implementation and solutions of the project, methodology, expected outcomes and results.</p> <p>Key messages to this target group will use an appropriate technical/scientific terminology.</p> <p>More structured contents can be provided to this audience and some TeleFOT-related knowledge can be considered as assumed.</p>	<p><i>High</i></p>	<p><i>High</i></p>

TARGET GROUPS PROFESSIONAL PROFILE AND RELEVANCE TO TeleFOT SCOPES	TARGET EXPECTATIONS	KEY MESSAGES AND LANGUAGE	INTEREST (Low/ High)	POWER (Low/ High)
<p>Automotive Industry engineers and/or technicians involved in the development of vehicles <i>who design/work on a vehicle or parts of it:</i></p> <p>The relevance of engineers/technicians to TeleFOT is twofold: to provide their input to the project state of the art and to re-use project results in the products lifecycle. This makes relevant to keep them informed about the project developments and to take into account their needs.</p>	<p><i>Can TeleFOT be a guideline for design and re-engineering of vehicles? (Es. a car manufacturer wants a deep understanding of product use and driver behavior and acceptance)</i></p>	<p>Messages will be mainly focused on the technical implementation and solutions of the project, methodology, expected outcomes and results. Key messages to this target group will use an appropriate technical/ scientific terminology.</p> <p>More structured contents can be provided to this audience and some TeleFOT-related knowledge can be considered as assumed.</p>	<p><i>High</i></p>	<p><i>Low</i></p>

TARGET GROUPS PROFESSIONAL PROFILE	TARGET EXPECTATIONS	KEY MESSAGES AND LANGUAGE	INTEREST (Low/ High)	POWER (Low/ High)
<p>Engineers and/or technicians involved in the development of an infrastructure <i>who devise a system in the infrastructure:</i></p> <p>The relevance of engineers/technicians to TeleFOT is twofold: to provide their input to the project state of the art and to re-use project results in the deployment of new solutions for infrastructures. This makes relevant to keep them informed about the project developments and to take into account their needs.</p>	<p><i>Can TeleFOT be a guideline for design and re-engineering of those infrastructures supporting devices on board?</i></p>	<p>Messages will be mainly focused on the technical implementation and solutions of the project, methodology, expected outcomes and results. Key messages to this target group will use an appropriate technical/ scientific terminology.</p> <p>More structured contents can be provided to this audience and some TeleFOT-related knowledge can be considered as assumed.</p>	<p><i>High</i></p>	<p><i>High</i></p>

TARGET GROUPS PROFESSIONAL PROFILE AND RELEVANCE TO TeleFOT SCOPES	TARGET EXPECTATIONS	KEY MESSAGES AND LANGUAGE	INTEREST (Low/ High)	POWER (Low/ High)
<p>Traffic safety experts <i>who draw up traffic control plans, monitor potentially hazardous conditions and do research on accidents involving drivers and vulnerable road users:</i></p> <p>The relevance of Traffic safety expert to TeleFOT is twofold: to promote the exploitation of project results and provide their input to the state of the art. This makes relevant to keep them informed about the project developments.</p>	<p><i>Can TeleFOT help in better and more efficient road traffic planning and road Safety?</i></p>	<p>A clear and concise language and style is needed.</p> <p>A complementary explanation of TeleFOT-related knowledge could be needed.</p>	<p><i>High</i></p>	<p><i>High</i></p>

TARGET GROUPS PROFESSIONAL PROFILE AND RELEVANCE TO TeleFOT SCOPES	TARGET EXPECTATIONS	KEY MESSAGES AND LANGUAGE	INTEREST (Low/ High)	POWER (Low/ High)
<p>Transport Economists <i>who provide guidelines for new market of technologies and channels for diversification:</i></p> <p>TeleFOT results have the potential to create new business opportunities and changes for various sectors, which would support the deployment of TeleFOT functions and results.</p>	<p><i>Does TeleFOT show possible benefits for all the actors involved in the transportation system, due to the adoption of nomadic devices?</i></p>	<p>A clear and concise language and style is needed.</p> <p>A complementary explanation of TeleFOT-related knowledge could be needed.</p>	<p><i>High</i></p>	<p><i>Low</i></p>

TARGET GROUPS PROFESSIONAL PROFILE	TARGET EXPECTATIONS	KEY MESSAGES AND LANGUAGE	INTEREST (Low/ High)	POWER (Low/ High)
<p>Nomadic Devices Companies' Sales Executives</p> <p>TeleFOT results could bring new business opportunities in different fields, which would support the deployment of TeleFOT results themselves. It is crucial to keep these continuously up-to-date about the project results.</p> <p>E.g. results from the use of navigation devices can affect car Insurance companies; the use of a function could reveal as safety-critical and could be introduced in car driving packages.</p>	<p><i>Does TeleFOT open new Markets for nomadic and aftermarket devices?</i></p>	<p>A clear and concise language and style is needed.</p> <p>A complementary explanation of TeleFOT-related knowledge could be needed.</p> <p>Project results need to be explained in a clear way.</p>	<p><i>High</i></p>	<p><i>Low</i></p>

TARGET GROUPS PROFESSIONAL PROFILE AND RELEVANCE TO TeleFOT SCOPES	TARGET EXPECTATIONS	KEY MESSAGES AND LANGUAGE	INTEREST (Low/ High)	POWER (Low/ High)
<p>Common people people living in test sites areas; sample of test sites' users; generic public; end users:</p> <p>To promote a dialogue with the public is crucial to raise issues of real concerns and needs, as well as to communicate the exact benefits that TeleFOT results could bring in their daily life.</p>	<p><i>Does TeleFOT enlighten safety benefits and drawbacks of nomadic devices use?</i></p>	<p>Rather than on specific technical information/results, messages will be focused on the overall TeleFOT results.</p> <p>The language to be adopted will be clear and not technical.</p>	<p><i>High</i></p>	<p><i>Low</i></p>
<p>Promoters of local FOTs (eg. Transport General Manager)</p> <p>Their major relevance to the project scope is in their role to open up the project to the wider public and local Stakeholders.</p>	<p><i>Can TeleFOT results be applied to local realities, to improve road safety?</i></p>	<p>Rather than on specific technical information/results, messages will be focused on the overall TeleFOT results.</p> <p>The language to be adopted will be clear and not technical.</p>	<p><i>High</i></p>	<p><i>High</i></p>

TARGET GROUPS PROFESSIONAL PROFILE AND RELEVANCE TO TeleFOT SCOPES	TARGET EXPECTATIONS	KEY MESSAGES AND LANGUAGE	INTEREST (Low/ High)	POWER (Low/ High)
Another Project FOT (es. euroFOT)	<i>Can we share / compare studies and procedures developed in TeleFOT with those carried out in our project? How do they relate to each other?</i>	Messages will be mainly focused on the technical implementation and solutions of the project, methodology, expected outcomes and results. Key messages to this target group will use an appropriate technical/ scientific terminology. More structured contents can be provided and some TeleFOT- related knowledge can be considered as assumed.	<i>High</i>	<i>High</i>

On the base of impact of TeleFOT on their expectations and of priority to give to their expectations, TeleFOT target groups can be mapped out on a Power/Interest Grid (Moorhouse Consulting 2007) such as the following **Table 2 Power/Interest Grid**:

Table 2 Power/Interest Grid



Target groups' position on the grid shows you the actions to take with them:

- **High power, interested people:** these are the people who must fully engage with, and make the greatest efforts to satisfy.
- **High power, less interested people:** put enough work in with these people to keep them satisfied, but not so much that they become bored with messages.
- **Low power, interested people:** these people are to be kept adequately informed, and dialogue is needed to ensure that no major issues are arising. These people can often be very helpful with the detail of the project.

- **Low power, less interested people:** again, these people have to be monitored, but not to be bored with excessive communication.

This Table makes clear whom the dissemination is directed to and needs to be addressed for an effective communication.

It is therefore necessary to define how this information will be transmitted. In a more general perspective, within the aim to raise awareness of the project goals, achievements and results to the widest audience as possible, High Priority/High Interest target groups have to be reached by all of the tool individuated for the second slot in **Table 3 - Dissemination goals and tools:**

Table 3 - Dissemination goals and tools

Experiences, results, achievements, debates generated within TeleFOT can be utilized by all interested organizations and individuals
<ul style="list-style-type: none">• TeleFOT website• Media Center• Stakeholder Forum• Project video, poster, leaflets
Spread an integrated and coordinated image of TeleFOT to partners, stakeholders and the European audience
<ul style="list-style-type: none">• Deliverables, in particular the Dissemination Plan and Brand Handbook (D5.2.1), Dissemination Tools (D5.2.2) and Deliverable on SH Fora (D5.4.1, D5.4.2, D1.9)• TeleFOT official website• Official templates for documents and presentations• Project video, poster, leaflets• Newsletters• Invitation to events

High Interest/Low Power target groups have to be addressed by tools individuated for the first slot in the above table.

Low Interest/Low Power target groups have to be kept in the loop, for example by sending them the project newsletter.

The TeleFOT project will adopt a regular flow of information, communication activities such as newsletters, updating of web-pages and other tools explained in the next paragraph, which will be available for all target groups.

Since specific audiences need to be addressed by different languages, in Chapter 3 it is indicated how Tools and Media can be used to effectively reach specific audiences, tailoring the information and approach on them.

3. TOOLS AND MEDIA

Media and tools described in this chapter represent all those elements TeleFOT chose to spread its identity and to represent itself to the public, its potentialities, and its style of management. The coordinate and integrated management of all such elements compound TeleFOT's image, that is how the project is perceived, what immediately comes to mind when hearing "TeleFOT" or seeing TeleFOT's logo.

TeleFOT's image is not solely created by the partners; other contributors can include Media, journalists, and in general all its stakeholders and public opinion.

Building up TeleFOT's image means to unify all the tools, and the way to use them and the Media, in order to give the project a precise characterization.

Dissemination tools and material are described in detail in Deliverable 5.2.2 - Dissemination tools, including logo, website, internal communication tool, etc.

3.1 Tools and Media description

Templates

Specific templates for:

- Documents
- Ppt presentations
- Survey online
- Dissemination form

have been produced and made downloadable for all members of the project from the Wiki (<http://telefot.openinno.fi>), in the SP1 Section – Coordination.

Each new official document must be initiated from these templates.

Templates are important to follow and give a united impression of the project, and to establish a visual language that, at a glance, indicates that information given concern the TeleFOT project.

Templates are defined for all documents to be produced in TeleFOT as showed in **Table 4 - Document type and template name:**

Table 4 - Document type and template name

Document Type	Template name	
Deliverable	Template to be used	TeleFOT_Dx.y.z_DeliverableTitle_vx.y_template.dot
	Document Name	TeleFOT_Dx.y.z_DeliverableTitle_vx.y.doc
	Naming pattern	where: x.y.z = SP no, WP no, Del No DeliverableTitle = Deliverable Title vx.y = version number
Internal Report	Template to be used	TeleFOT_HL_InternalReport_Title_vx.y_template.dot
	Document Name	TeleFOT_HL_InternalReport_Title_vx.y. doc
	Naming pattern	where: HL= Hierocracy level* (LSCP, SP etc) InternalReport_Title= Internal report title vx.y = version number
Deliverable Review Report	Template to be used	TeleFOT_Dx.y.z_PeerReview_ReviewingCompany_vx.y_template. dot
	Document Name	TeleFOT_Dx.y.z_PeerReview_ReviewingCompany_vx.y. doc
	Naming pattern	where: x.y.z = SP no, WP no, Del No ReviewingCompany = Acronym of the company of the reviewer For reviewers external to the consortium ad hoc acronyms will be defined by the Quality Assurance Moderator and deliverable responsible x.y = version number
Meeting agendas	Template to be used	TeleFOT_HL_Agenda_place_ddmmyy_vx.y_template. dot
	Document Name	TeleFOT_HL_Agenda_place_ddmmyy_vx.y. doc
	Naming pattern	where: HL= Hierocracy level* (LSCP, SP etc) place=meeting place ddmmyy=DateMonthYear vx.y = version number
Minutes, Action Lists, Decision Lists	Template to be used	TeleFOT_HL_Minutes_place_ddmmyy_vx.y_template. dot
	Document Name	TeleFOT_HL_Minutes_place_ddmmyy_vx.y. doc
	Naming pattern	where: HL= Hierocracy level* (LSCP, SP etc) place=meeting place ddmmyy=DateMonthYear vx.y = version number

Document Type	Template name	
Power Point Presentations for meetings	Template to be used	TeleFOT_HL_PP_Title(place_ddmmyy)_vx.y_template.pot
	Document Name	TeleFOT_HL_PP_Title(place_ddmmyy)_vx.y.ppt
	Naming pattern	where: HL= Hierocracy level* (LSCP, SP etc) Title=presentation Title place = meeting place ddmmyy=DateMonthYear
Interim Activity Report per partner	Template to be used	TeleFOT_InterimActivityReport_PartnerName_Qz_vx.y_template. dot
	Document Name	TeleFOT_InterimActivityReport_PartnerName_Qz_vx.y. doc
	Naming pattern	where: PartnerName= Partner short name z= quarter number vx.y = version number
Interim Activity Report per SP	Template to be used	TeleFOT_SPx_InterimActivityReport_Qz_vx.y_template. dot
	Document Name	TeleFOT_SPx_InterimActivityReport_Qz_vx.y. doc
	Naming pattern	where: x= SP number z= quarter number vx.y = version number
Interim Activity Report LSCP level	Template to be used	TeleFOT_IP_InterimActivityReport_Qz_vx.y_template. dot
	Document Name	TeleFOT_IP_InterimActivityReport_Qz_vx.y. doc
	Naming pattern	where: z= quarter number vx.y = version number
Periodic Activity Report SP level	Template to be used	TeleFOT_PeriodicActivityReport_SPx_Yz_vx.y_template. dot
	Document Name	TeleFOT_PeriodicActivityReport_SPx_Yz_vx.y. doc
	Naming pattern	where: z= year number vx.y = version number
Periodic Report LSCP level	Template to be used	TeleFOT_PeriodicActivityReport_LSCP_Yz_vx.y_template. dot
	Document Name	TeleFOT_PeriodicActivityReport_LSCP_Yz_vx.y. doc
	Naming pattern	where: z= year number vx.y = version number

Document Type	Template name	
Interim Management Report at LSCP level	Template to be used	TeleFOT_IP_InterimManagementReport_Qz_vx.y_template. dot
	Document Name	TeleFOT_IP_InterimManagementReport_Qz_vx.y. doc
	Naming pattern	where: z= quarter number vx.y = version number
Periodic Management Report at LSCP level	Template to be used	TeleFOT_PeriodicManagementReport_IP_Yz_vx.y_template. dot
	Document Name	TeleFOT_PeriodicManagementReport_IP_Yz_vx.y. doc
	Naming pattern	where: z= year number vx.y = version number
Corrective Action request	Template to be used	TeleFOT_Request_for_Corrective_Actions_SPx_date_vx.y_template. dot
	Document Name	TeleFOT_Request_for_Corrective_Actions_SPx_date_vx.y. doc
	Naming pattern	where: z= year number vx.y = version number
Decision on Corrective Action request	Template to be used	TeleFOT_HL_Decision_for_Corrective_Actions_date_vx.y_template. dot
	Document Name	TeleFOT_HL_Decision_for_Corrective_Actions_date_vx.y. doc
	Naming pattern	where: HL= Hierocracy level* (LSCP, SP etc) vx.y = version number
Dissemination Form	Template to be used	TeleFOT_Dx.y.z_Dissemination_form_Partner_date_vx.y_template.dot
	Document Name	TeleFOT_Dx.y.z_Dissemination_form_Partner_date_vx.y_template.doc
	Naming pattern	vx.y = version number

Any documents produced during the project must be circulated in the specific template. Instructions on how to fill in templates can be found in the Quality Handbook and in a Quick guide for Templates, distributed to partners and attached in this Document as Annex 2.

All templates have a front-page, summarizing essential info on the document and on the project (please, see Annex 2 to this document, *Quick Guide for Templates*). Partners are due to respect the defined template layout and elements. Therefore, they must abide to the following rules:

- Introduction has to be started with a short summary of the project: please, copy and paste the text in Annex 1 to the *Quick Guide for Templates* and Annex 2A to this document
- Have a list of abbreviations used within the Deliverable
- Have a table of contents
- Have a list of Figures (including the ones of the Annexes)
- Have a list of Tables (including the ones of the Annexes)
- Start with an Executive Summary of one page
- End the main part with a Conclusions section of around 1 page
- Include a References section after the Conclusions section
- Include all detailed technical and other relevant information in the Annexes
- Headers/footers should be in accordance to the templates

Communication materials

One of the objectives of the TeleFOT project is to enhance and innovate the use of social software, such as wiki, to enhance access to materials and stimulate new ideas and cooperation. The web site represents a prioritized communication channel, and printed materials, even if important, will have a less degree of priority. Printed material will also be made available in digital format on the web and wiki sites.

Website

A TeleFOT website has been created, serving as the front face of the project, and has been given high priority from the very beginning of the project.

The website is uploaded to the URLs: *www.teleFOT.eu* and *www.teleFOT.eu.org*. The specific address name was selected with the aim to emphasize its connection with the European Union.

An area, reserved to TeleFOT partners, is accessible via a redirection link to the TeleFOT Wiki from the website homepage.

On the website visitors are able to find relevant information on TeleFOT, such as project structure (Project overview, Consortium), progresses and activities (News and Events, Deliverables, Public Documents), links to similar projects (Liaison).

Newsletters are available in a dedicated section under Media Center and Dissemination.

A section on Field Operational Tests has been added in PY2, so to include information on the project and on the national FOTs in national languages: 8 subsections dedicated to each Test Site have been added for this aim.

Internal project management tool (Wiki)

The Wiki (<http://telefot.openinno.fi>) serves as an internal web site for the project members. In the Wiki files are uploaded, such as templates, documents and Deliverables. Furthermore, the Wiki represents a collaborative area where texts and media can be shared in a continuously updated and collaborative way. Most work packages, tasks and related activities involve collaboration using this form of social software. In this way, it is possible, for example, to grow the content of TeleFOT deliverables and publications.

As said above, the Wiki can also be reached from the project web site, through a redirection link from the homepage. A log-in account is required for access.

Stakeholder Forum news and online space

An area dedicated to Stakeholder Forum news has been created in the TeleFOT website, to extend the aim to raise awareness of the possibilities and limitations of aftermarket and nomadic devices effectively, among the key players and the driving public reached by the events, as well as to all people interested.

News are published whenever a relevant event occurs, or following the Stakeholder Forums organized during the project, to share ideas and results emerged.

Conference calls – E-meetings - Telephone and Internet Telephony

Conference calls can be organized for decisions to be taken jointly or to increase occasions of collaboration.

Telephone conference calls are a powerful tool for organizing short meetings. They can be set up with short notice, participants only need a plain telephone set to participate and do not need to spend time travelling. In this sense, phone meetings can be organized so as to save time and money, while keeping more frequently in touch with partners.

The following principles should be respected for a successful teleconference meeting:

- the meeting should not exceed 6 to 8 participants,
- in the same way as for a physical meeting, the date, time, expected duration, agenda and name of participants should be communicated in advance, together with all required documents,
- all participants must make sure that they will not be disturbed during the teleconference meeting and that they join the meeting (i.e. dial the phone number) on time,
- participants should start a spoken contribution by telling their name, the other participants cannot see the others and could have a doubt about who is speaking.

When it is possible, partners can even use Internet Telephony (e. g. SKYPE), since it allows to save money by free talking over the Internet, while using a large number of services. Moreover, it allows other project participants to “see” when a colleague is on-line and a quick check can be made to determine whether he/she is available for discussions, document exchange, etc.

When Skype is used for phone meetings, it is recommended that each participant use the Internet Telephony services for voice and IM communications. For example, Skype even allows to do free videoconferences if a webcam is available. The Skype client can be downloaded from <http://www.skype.com>.

A specific tool (e. g. Centra eMeeting) can be used to organize e-meetings, in order to avoid using a wide scope of tools. Such a tool should support and streamline the entire process of organizing and holding online meetings — before, during, and after the live online session.

Newsletter

The newsletter containing, among other relevant issues, information on achievements of the project, reports from conferences and announcements of upcoming events, is conceived with the aim to stimulate a debate, which is supposed to continuously grow during the project life, on project topics, results and news related to the scope of TeleFOT.

It is distributed to Project partners and in occasion of relevant events TeleFOT is going to participate and it is published on the project Wiki and on the TeleFOT website.

The aim is to make it a professional type of “newspaper”, e.g with interviews to politicians and relevant stakeholders, feeding and support debates, contributing to improve visibility on project activities, within and outside of the project and increasing attention on results towards European and International Institutions.

Contents of the newsletters are described in D5.2.2.

Electronic mail and Mailing lists

Electronic mail will be one of the major means used in the TeleFOT project to exchange information, while the main exchange of documents in electronic form over the Internet will be accomplished using the project Wiki.

Electronic mail can be used, e.g. to advise the participants of the availability of new information, circulate agendas of meetings, provide information on the release of new deliverables and events relative to the project.

A mailing list for the partners has been created and administrated by the Coordinator and the Dissemination Manager. All project workers are included in the same list, to make sure that nobody is excluded from valuable information.

There will be a general mailing list, including all the persons involved in the project, to communicate information of general relevance. Addresses of the project workers are inserted in a contact database, managed by the Coordinator and published on the Project Wiki.

More targeted mailing lists, for each Subproject, will be used to communicate specific issues, related to specific SPs.

Since not everybody is interested in all information, it is important and suggested to write a descriptive subject for each message.

The subject of all TeleFOT e-mail messages should start with "TeleFOT" and, whenever applicable, continue with the relevant SP or WP suffix, e.g. "TeleFOT SP3..." or "TeleFOT WP 4.2...".

Fax communications

Faxes are particularly inefficient means of communication and should generally be avoided. Depending upon the importance and urgency of the document sent by fax, confirmation of arrival should be checked by telephone and/or a paper copy should also be sent by standard mail.

Alternatively, it is preferable to receive scanned version of the documents via e-mail, ensuring that the acknowledgement of receipt is set to "on".

Media

Press releases for Press and audiovisual media are published on the Wiki and on the Project website at strategic times, in the beginning and end of the project and when major achievements have been made. When appropriate such material will be distributed from the Coordinator and the Dissemination Manager, to provide help for partner initiatives and to make the message reasonably uniform.

This work flow does not preclude tailoring with local Media and Authorities, which will be stimulated to create awareness and commitment, in particular by activities done in the Media Centre.

When suitable, articles will be published in business and scientific publications.

National and local media will also be invited at suitable times in order to spread knowledge about the project to the public.

Leaflet, Handouts and posters

A leaflet with an introduction to the project and contact information has been produced, as well as a poster with brief information on the project, to be used e.g. for meetings or events where TeleFOT is presented. They are available on the project website and on the wiki and follow the general "look and feel" stated for TeleFOT materials.

A notepad has also been realized and distributed to partners, having a graphic layout (fonts, colours, graphic elements, TeleFOT logo, EC logos,...) coherent to other Dissemination tools.

The leaflets, posters and any handouts will be updated as the project develops. During PY2 and PY3 they underwent any modifications mainly due to changes in the Consortium and in the functions to be tested. Changes are reported in detail in D5.2.2.

One of the objectives of the TeleFOT project is to enhance and promote the use of social software, such as Wiki, to enhance access to materials and stimulate new ideas and cooperation. The web site represents a prioritized communication channel and printed materials, even if important, will have a less degree of priority. Printed material will also be made available in digital format on the web and Wiki sites.

Furthermore, the TeleFOT website address is indicated on every non telematic Dissemination tool in order to ensure a synergy between printed and online media channels.

Video

A project video introducing the whole project has been produced at M8 and The video was updated in PY2, due to changes in the Consortium and in the functions to be tested.

It illustrates the project's functions and work: the project concept and general information, including its EC framework and overall aims, FOTs organization and Test Communities, the project objectives, its organization, the Consortium and functions to be tested.

Covering the core elements of the project, the video can be projected during events in order to support explanations. Furthermore, since it is published on the project website and on the Wiki, it can be used by partners to present the project at any relevant occasion.

The project video is thoroughly described in D5.2.3 and it is available on the website.

The different tools and Media will be used and combined in different ways during the four project years, in order to effectively reach one of the two overall aims of the project: to raise awareness on the project results towards an as wide as possible audience.

During the **first project year** of TeleFOT the Dissemination activities have been aimed to make the public aware of the project's objectives and expected results. The TeleFOT official website was developed and leaflets and posters were designed and presented during events: most of the dissemination material produced at this stage is going to be used throughout the project life.

It has to be pointed out that, at this stage of the project, Dissemination activities are not limited to specific groups, but rather addressed to the public in general in order make it aware of the project's existence and goals. Publications and presentations aimed at describing mainly the project's concept and approach, as well as research methodology.

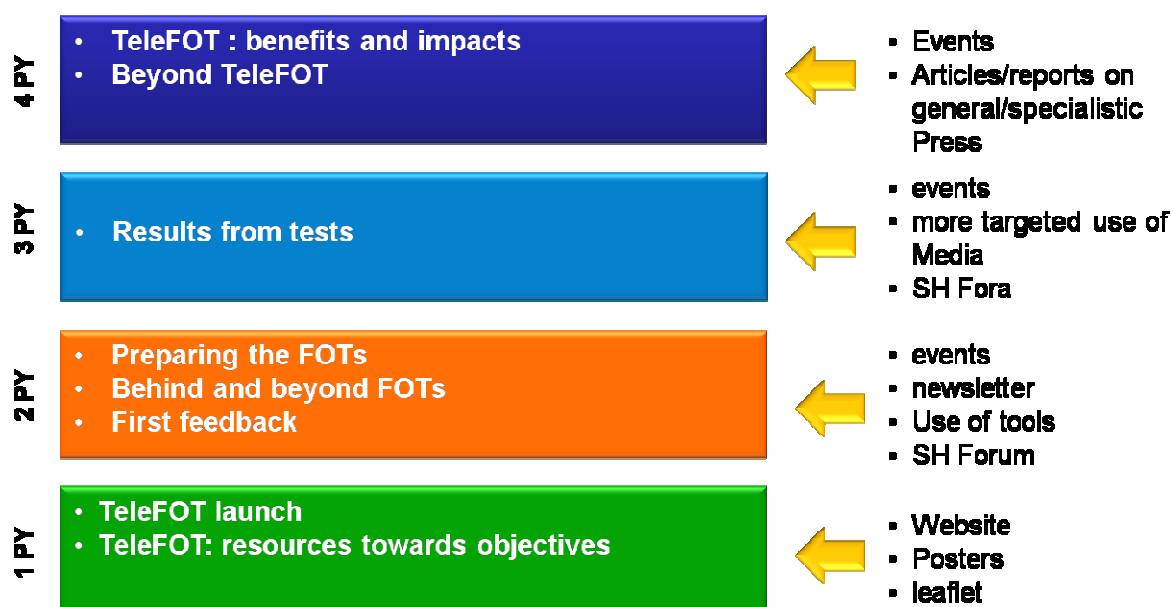
After this period, it is needed to use these tools and activities to effectively spread the TeleFOT identity, scopes and first relevant results towards more targeted groups.

During the **second project year** efforts have been carried out to prepare the Field Operational Tests and to allow them running, defining the Framework as well as Evaluation and Assessment activities. First feedback have been received from Stakeholders via the First General Stakeholder Forum. The newsletter played an important role in spreading information about progresses ongoing in the project and the number of planned events increased.

In the **third project year** FOTs are planned to run and results from them are expected. This will imply a more targeted use of the Media and a major participation to events, while important feedback are expected from the local Stakeholder Fora.

During the **fourth project year** it will be important to spread the results achieved so far aiming to reach an as wide as possible audience. Differently from the first project year, on the base of results achieved and on the impact assessed in the project, it will be also important to target them towards specific audiences, as well as to show how the TeleFOT results will represent a starting point for future research and deployment.

Figure 1 - Messages and tools



3.2 Communication level

The main goal of SP5 and, in particular, of Dissemination activities carried out in WP 5.2 (Dissemination) is to create awareness about the project and its results, by spreading and promoting them towards:

- Internal audience: TeleFOT partners, with whom it is necessary to create and maintain a strong commitment and an active/proactive collaboration, together with a fluid and clear flow of communication;
- External audience, i.e. Industry, Press, Scientific Community, Users and Communities of Users, Public Authorities, the European Commission etc.

In such a perspective, it is important to manage the communication flows, so to:

- facilitate a smooth process of activities;
- ensure that information are shared in the correct way;
- avoid that relevant persons are not included in the loop;
- the content of the message may not fit the situation and miss relevant contributions;
- the message does not adequately communicate core elements;
- recipients does not understand or misinterpret the message.

3.3 Internal Communication flows

The responsible person(s), chosen for the overall local test communities' setup, will report progresses of the Large-scale and Detailed FOT set-up.

Moreover, she/he will manage the coordination of the activities with the other test communities.

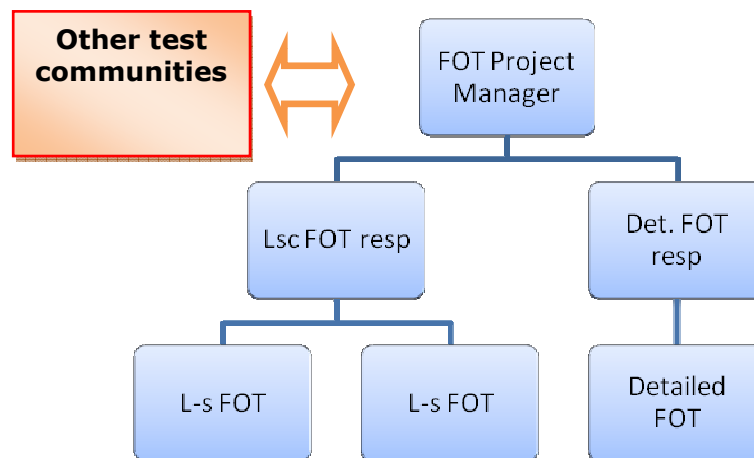
In particular, regular Communication flows are foreseen and organized as follows:

1. Communication within local test sites

Coordinated by a responsible for Large-scale and Detailed FOT, the information flow from test sites to the FOT Project Manager will be continuous and will use the following Media:

- e-mail
- conference calls (via telephone or Skype)

Figure 2 - Communication within the local test sites



2. Communication with local partners [territory]

As stated in FESTA, a Spoke-person will be nominated, able to provide Media official and detailed information on the running FOTs.

Relevant information can even be found on the TeleFOT website. At the same time, they will be provided to the Media via the Media Center.

Moreover, Stakeholders can find relevant information even by accessing the Stakeholder Forum area on the website.

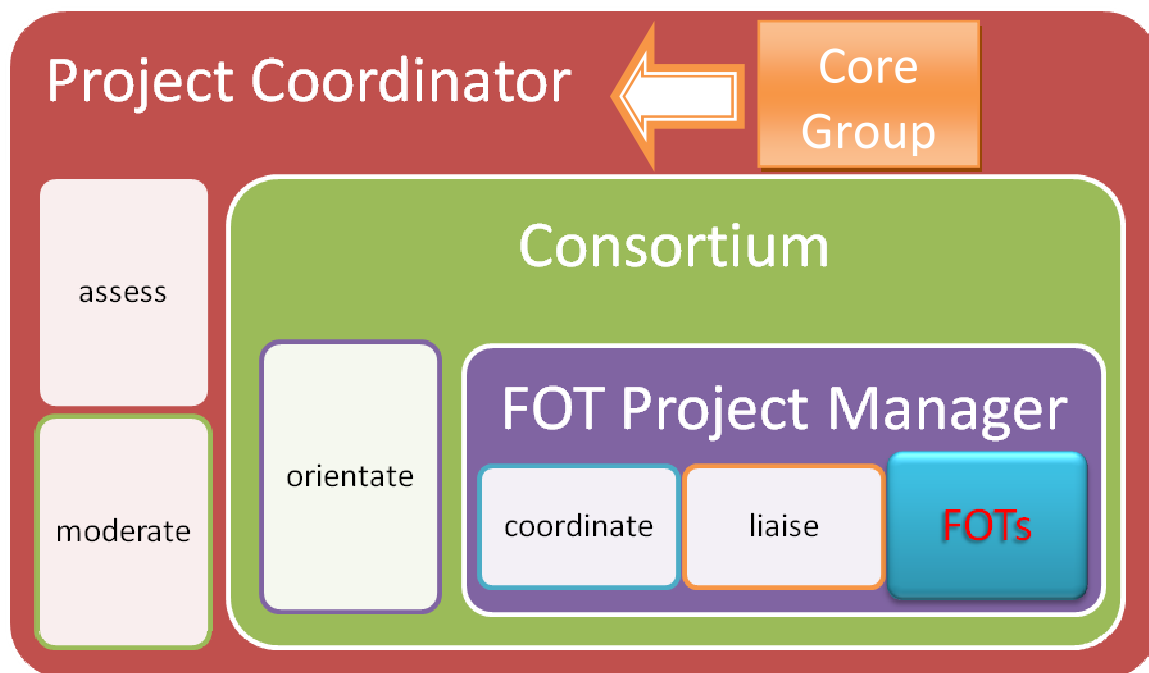
3. Communication with the Consortium

Communication to the Consortium from the FOTs is mediated at a first level by the FOT Project Manager and, at a second and overall level, by the Project Coordinator. If they need to be authorized by the Core Group, it is necessary to wait for its approval before communicating them to the Consortium. See Figure 3 - Communication with the Consortium.

The following Media can be used, preferring e-mails for official communication:

- e-mail
- conference calls (via telephone or Skype)

Figure 3 - Communication with the Consortium



Relevant information can even be found on the TeleFOT website and on the project Wiki. At the same time, they will be provided to the Media via the Media Center.

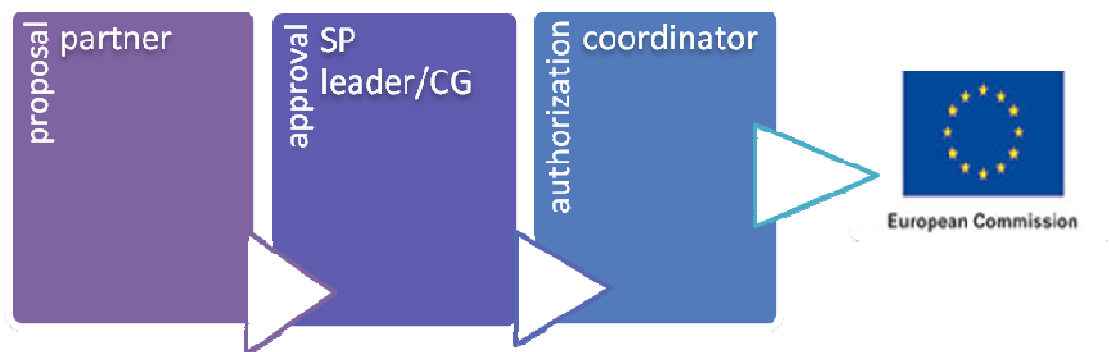
3.4 External Communication

When information needs to be communicated outside the Consortium, by any Media, the flow has to be mediated *in primis* by the Coordinator, supported by the Dissemination Manager. In no way any information can be considered official without Coordinator's authorization and approval. If needed, a special authorization has to be provided by the Core Group or at least by the SP leaders.

Participation to events with scientific and technical papers, Special Sessions, any materials should be approved by the SP leaders and authorized by the project Coordinator.

Only the Project Coordinator can communicate to the European Commission. Any documents and information regarding TeleFOT must be mediated by the Coordinator, as shown in **Figure 4 - External communication flow**

Figure 4 - External communication flow



Relevant information can even be found on the TeleFOT website. At the same time, they will be provided to the Media via the Media Center.

External and internal audience need to be addressed by using different "languages" and tools, as shown in

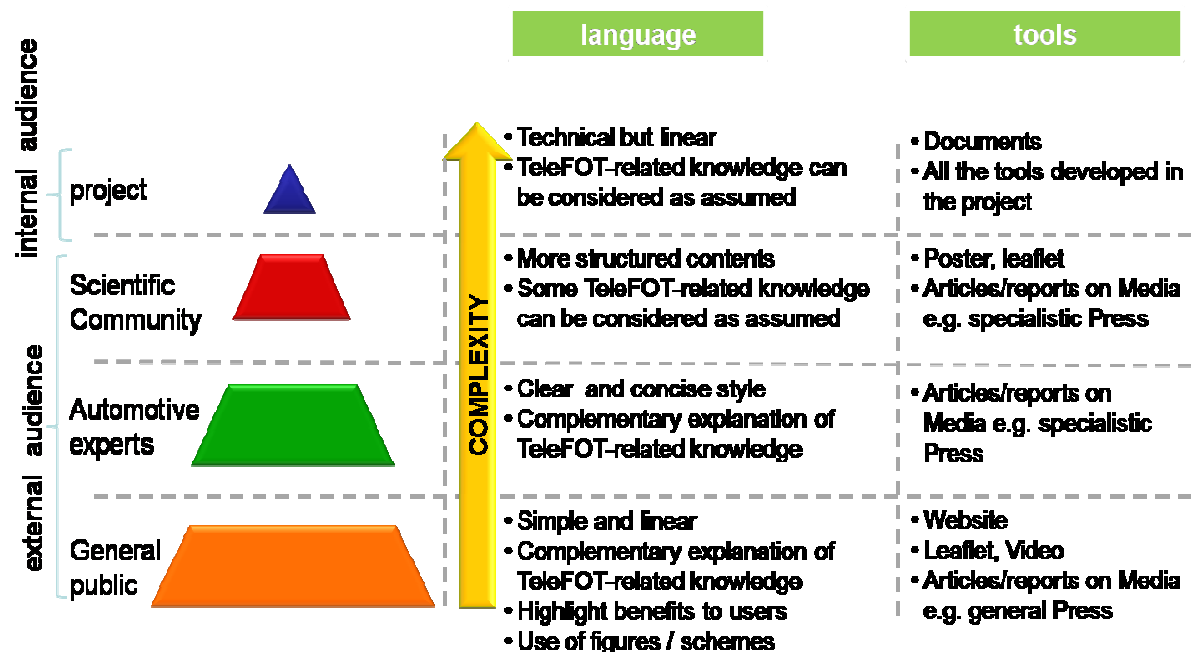
Figure 5 - Audience, language and tools.

In this scheme an example is shown using "macro-categories" to which target groups (Chapter 2) can be referred to, which can be effectively reached by the same kind of languages and tools:

- **Internal audience:** partners involved in the project
- **External audience:**
 - **Scientific Community** (e.g. Human Factors Experts; Traffic safety experts; Transport Economists; Another Project FOT (e.g. euroFOT); Another Project not FOT, European Commission)
 - **Automotive/ICT experts** (e.g. ICT Industry engineers and/or technicians involved in the development of nomadic products; Automotive Industry engineers and/or technicians involved in the development of vehicles; Engineers and/or technicians involved in the development of an infrastructure; Nomadic Devices Companies' Sales Executives)
 - **General public** (e.g. Users and Communities of Users, Public Authorities, Policy Makers, Promoters of local FOTs).

The Dissemination goals, the Media and Tools used and the messages will change across the different target groups. In order to support dissemination and tailor the information and TeleFOT approach to different audiences, differences in the language and tools to be used have been identified (see Figure below):

Figure 5 - Audience, language and tools



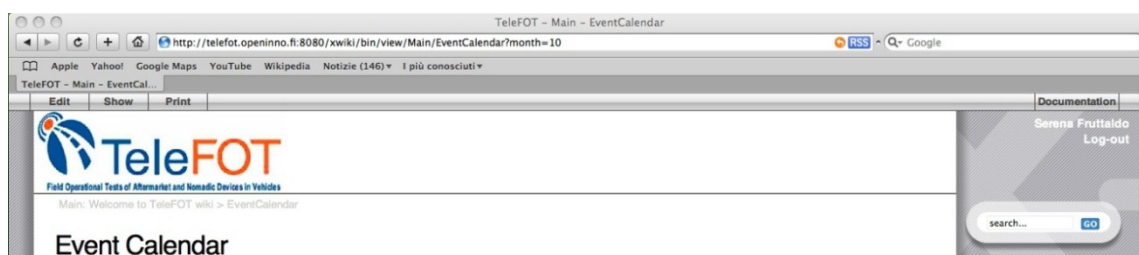
The complexity of the language increases going from general public to persons involved in the project. This is partly due to the nature of the audience and to the

professional/scientific background it is expected from them, which determines the need to give more complementary explanation in a simple language in order to fill the knowledge gap in. On the other hand, in fact, TeleFOT-related issues can be considered as assumed for internal audience, while –respectively - in some way familiar or unknown going from the Scientific Community to the General public.

4. CALENDAR OF ACTIVITIES AND INITIATIVES

All planned activities and initiatives are shared with partners by the internal communication tool (Wiki: <http://telefot.openinno.fi>), within a specific section called Calendar. **Figure 6** shows how the Section “Event Calendar” page appears on the Wiki:

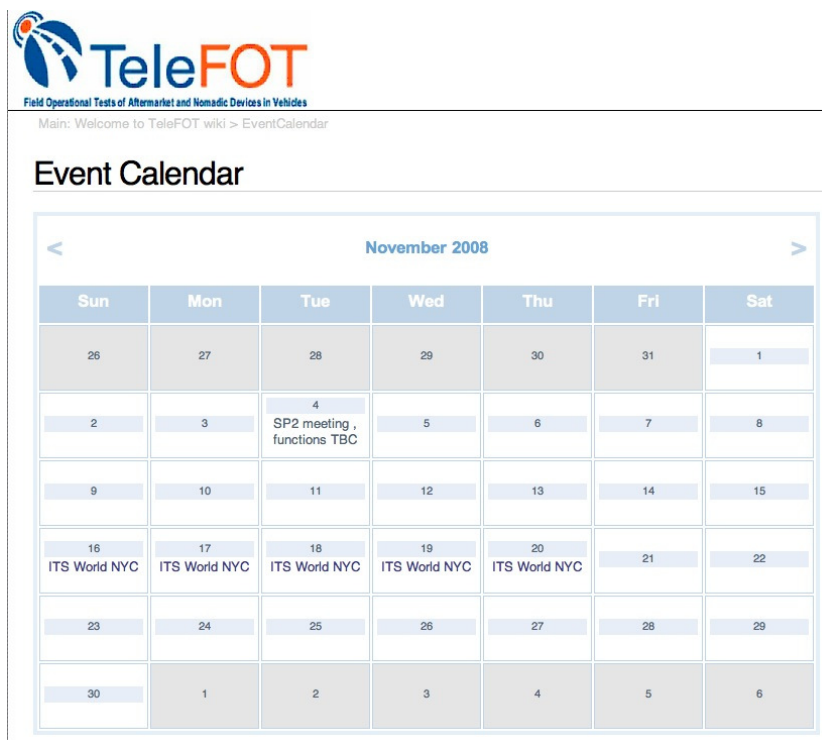
Figure 6 Section “Event Calendar on the Wiki



For the next years, TeleFOT results can be presented in a number of events in the Automotive field. Initiatives and activities are also planned in order to increase TeleFOT's visibility.

Examples of events TeleFOT can be presented at are provided below in this document. Other events will be published on the project calendar on the Wiki, continuously updated during the project. **Figure 7** shows how events are visualized on the Wiki Calendar.

Publications are encouraged towards all TeleFOT partners. All the rules for publications and presentations are described in this document, in the paragraph **3.1 Tools and Media Description**.

Figure 7 - How events are visualized on the Wiki Calendar

TeleFOT
Field Operational Tests of Aftermarket and Nomadic Devices in Vehicles

Main: Welcome to TeleFOT wiki > EventCalendar

Event Calendar

November 2008						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
2	3	4 SP2 meeting , functions TBC	5	6	7	8
9	10	11	12	13	14	15
16 ITS World NYC	17 ITS World NYC	18 ITS World NYC	19 ITS World NYC	20 ITS World NYC	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

Indications are provided on how to manage specific processes (e. g. submission of papers, deadline of reports, etc.). Events planned in the Dissemination plan are reported in the calendar, so to have a precise and updated overview of resources to be employed.

The following events, initiatives and activities have been identified as opportunities to present TeleFOT and increase its visibility:

First Project Year:

During the first year of TeleFOT the dissemination activities have been aimed make the public aware of the project's objectives and expected results. The TeleFOT official website was developed and leaflets and posters were designed and presented during events: most of the dissemination material produced at this stage is going to be used throughout the project life.

It has to be pointed out that, at this stage of the project, Dissemination activities are not limited to specific groups, but rather addressed to the public in general in order make it aware of the project's existence and goals. Publications and presentations

aimed at describing mainly the project's concept and approach, as well as research methodology.

The project has been presented to events such the ones below:

Event	15th ITS World Congress 2008 http://www.itsworldcongress.org/
Short info on the event	The goal of the World Congress on Intelligent Transport Systems (ITS) is to promote awareness and deployment of ITS technologies, enabling people to make transport choices that save lives, time, and money. With a focus on practical deployment, as well as on education and innovation, the World Congress on ITS enhances ability to work together to provide users of the world's transport systems new levels of safety, reliability, convenience, accessibility, and choice. Transport executives and ITS professionals from around the globe joined the World Congress & Annual Meeting in New York.
Event place and date	New York, 17 - 20 November 2008
Dissemination material	Technical paper on "Nomadic devices in the vehicle environment: planning of Field Operational Tests in Europe"
Authors	Katia D. Pagle, Petri Mononen, Stig Franzén, Tracy Ross, Roberto Montanari, Angelos J. Amditis, Tapani Mäkinen

Event	ICT4EE - ICT for Energy Efficiency http://ec.europa.eu/ict4ee
Short info on the event	This event aims to accord visibility to the potential of ICT in enabling energy efficiency across the economy and in particular it will show how ICT-based innovations may provide one of the potentially most cost-effective means to achieve the 2020 energy and climate targets.
Event place and date	Brussels, 19 – 20 March 2009
Dissemination material	Audiovisual material has been presented in a dedicated TeleFOT stand: project video, poster and leaflets

Furthermore, networking activities, in particular with other FOT projects (such as euroFOT and FOT-Net), have been encouraged. TeleFOT is in close contact with **FOT-Net** (<http://www.fot-net.eu/>) and **euroFOT** (<http://www.eurofot-ip.eu/>), actively participating to initiatives, **such as workshops and seminars and the FOT-Net Newsletter.**

Second Project year:

During the Second Project year, efforts have been carried out to prepare the Field Operational Tests and to allow them running, defining the Framework as well as Evaluation and Assessment activities. First feedback have been received from Stakeholders via the First General Stakeholder Forum. The newsletter played an important role in spreading information about progresses ongoing in the project and the number of planned events increased. Dissemination activities and initiatives have been aimed to present first results as well as to describe and share future goals to be reached and tools to be used.

The research community, represented in particular by Human Factors experts, road operators and authorities, OEMs represented by Automotive Industry engineers and/or technicians involved in the development of vehicles and infrastructure, as well as in the development of nomadic products, etc., have been the main target groups to be addressed by the publications and project presentations to be performed during this year. Technical and Scientific papers have been submitted to scientific conferences and events, such as the following:

Event	16th ITS World Congress 2009 http://www.itsworldcongress.com
Short info on the event	16th World congress and Exhibition on Intelligent Transport Systems and Services. Main areas are: <ul style="list-style-type: none"> • ITS for transport and traffic managers • ITS for travellers and users • ITS for drivers • ITS for freight and logistics • ITS addressing societal challenges • ITS infrastructure • ITS deployment challenges • ITS for our climate
Event place and date	Stockholm, 21-25 September 2009 http://www.itsworldcongress.com/
Participation to the event	<p>Special euroFOT + TeleFOT Session on European large scale FOT on active safety: first results</p> <p>SIS29 - European large-scale Field Operational Tests on active safety systems (euroFOT and TeleFOT): first results</p> <p>TeleFOT INCO was presented in a Special Interest session focused on Cooperative Systems and in-vehicle use of Nomadic Devices, as a concrete example of cooperation between regions:</p> <p>SIS30 - International cooperation areas for Field Operational Tests</p> <p>Equipped vehicle</p> <p>Technical paper on "Architecture of a data collection system for field operational tests of nomadic device functions in vehicles". Authors: J. Scholliers, S. Koskinen, J. Vasama, H. Martikainen</p>

Event	Night of researchers 2009 - Every day Science
Short info on the event	'European Researchers' Night' is a pan-European event involving a wide range of scientific and research organisations – including museums, laboratories and academic institutions – hosting a variety of entertaining and fun events. The aim is to give the public, and in particular young people, the opportunity to meet researchers within the context of festive and 'fun' activities and to highlight the appeal of pursuing a research career.
Event place and date	Reggio Emilia presentation at the UniMoRe stand September, 25th 2009
Participation to the event	Presentation of the project
Dissemination material	Leaflets and video to be presented at the Unimore stand.

Event	TRA (Transport Research Arena Europe) 2010 http://www.traconference.eu
Short info on the event	TRA 2010 will promote work on the same priorities as TRA 2008, i.e. greener, safer, smarter road transport
Event place and date	Brussels, 7-10 June 2010
Participation to the event	Paper titled "TeleFOT Approach to a Smarter, Safer and Greener Driving" ,P. Mononen, S. Fruttaldo, R. Montanari, Equipped vehicle and Dissemination material to be presented at the EC stand
Dissemination material	Leaflets and video to be presented at the TeleFOT stand; video frames to be inserted in the EC video.

Event	FISITA 2010 (www.fisita2010.com)
Short info on the event	Automobiles and Sustainable Mobility
Event place and date	Budapest, 30 May, 4 June
Participation to the event	<ul style="list-style-type: none">• Paper on "TeleFOT: Field Operational Tests for Higher Quality Driving"• presentation in a poster session
Dissemination material	Project poster and presentation

The Dissemination material developed in the first year and updated following the project evolution will be presented and distributed during events. The official website will be continuously updated with project's achievements. In addition, regular newsletters will be distributed, in order to present the project's work to a broader public.

At the beginning of the Second Project Year the First Stakeholder Forum took place in order to present and share first results, as well as to encourage international debate and achieve important feedback throughout the project's work. Three Local Forums are also planned to be held, in North, Central and South Europe, in correspondence to the test Communities.

Networking was encouraged with other projects, in particular FOT related, being of paramount importance for the project.

Third Project Year:

During this year, Dissemination activities have had the best opportunity to deploy TeleFOT's first results to the Automotive community, public authorities, etc., in order to have a real impact on the road safety.

The website has been updated and relevant public deliverables are available for downloading.

Newsletters have been illustrating all latest achievements will develop interesting themes as a sort of newspaper.

Papers presenting the project results have been published to different national, European and international events, such as the following:

Event	SIE - IX National Congress of Ergonomics (http://www.societadiergonomia.it/congresso/index.html)
Short info on the event	Ergonomics: social value and sustainability
Event place and date	Rome, 27-29th October 2010
Participation to the event	Paper on "Evaluation of the impact of aftermarket and nomadic devices via the Field Operational Test Methodology: the TeleFOT approach"
Dissemination material	Presentation

Event	Night of researchers 2010 - Every day Science
Short info on the event	'European Researchers' Night' is a pan-European event involving a wide range of scientific and research organisations – including museums, laboratories and academic institutions – hosting a variety of entertaining and fun events. The aim is to give the public, and in particular young people, the opportunity to meet researchers within the context of festive and 'fun' activities and to highlight the appeal of pursuing a research career.
Event place and date	Reggio Emilia presentation at the UniMoRe stand September, 25th 2009
Participation to the event	Presentation of the project
Dissemination material	Leaflets and video to be presented at the Unimore stand.

Event	ITS World Congress 2010
Short info on the event	Ubiquitous Society with ITS
Event place and date	Busan – Korea – October, 25-29th
Participation to the event	<ul style="list-style-type: none"> • Before the Opening Ceremony of the ITS World Congress, on Monday, 25 October 2010, TeleFOT INCO joined the Round Tables organised at FOT-Net • Paper "TeleFOT, Field Operational Tests of Aftermarket Nomadic Devices in Vehicles, Early Results" • Special Interest Session 11 on An international perspective on FOTs for nomadic devices in vehicles (TeleFOT INCO + euroFOT + FOT-Net) • Paper on "Nomadic devices in the vehicle environment: planning of Field Operational Tests in Greece" • Technical paper in session TP081 "TeleFOT: Early Results". • Technical paper in session TP102 "Benchmarking Evaluation Study of PND in TeleFOT"
Dissemination material	Project presentations

Event	8th European ITS Congress – Lyon (http://2011.itsineurope.com/)
Short info on the event	<p>The main focus of the Congress will be "Intelligent mobility - ITS for sustainable transport of persons and goods in urban regions", paying particular attention to the following topics:</p> <ul style="list-style-type: none"> • Co-modal urban transport management • Electromobility • From cooperative systems to integrated mobility services • From smart concepts to successful implementation • Governance and business issues • Information and communication: providers and users • ITS for adaptive and resilient cities
Event place and date	Lion, France - 6-8 June 2011
Participation to the event	<ul style="list-style-type: none"> • Technical paper: TELEFOT: FIRST RESULTS IN ASSESSING THE IMPACTS OF AFTERMARKET AND NOMADIC DEVICES, S. Fruttaldo, R. Welsh, S. Franzén, P. Mononen, Katia Pagle • Technical paper: IMPACT OF DRIVING SUPPORT FUNCTIONS ON THE DRIVING TASK IN REAL WORLD CONDITIONS: THE ITALIAN LARGE SCALE FOT EXPERIENCE IN TELEFOT, S. Fruttaldo, F. Tesauri, R. Montanari • SS 52 / Field Operational Tests of intelligent in-vehicle systems and of aftermarket and nomadic devices: towards making road transport safer and more comfortable • TeleFOT representation at the meeting of the proposed FOT-Net Dissemination Liaison Group • TeleFOT slot at the European Commission stand

Dissemination material	Presentations; leaflet and video at the EC stand
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Moreover TeleFOT joined the FOT-Net 5th Stakeholders workshop ("Deployment Roadmap: how FOTs are used to reach policy goals") on Thursday, 24 March 2011, in Brussels. TeleFOT presented its experience on "How can we transfer the results of FOTs to stakeholders".

During the Third Project Year the Second General Stakeholder Forum took place in order to present results achieved so far. Moreover, between M22 and M36, the majority of the workshops with local stakeholders have been organized at the different Test Sites.

The research community, represented in particular by Human Factors experts, road operators and authorities, OEMs represented by Automotive Industry engineers and/or technicians involved in the development of vehicles and infrastructure, as well as in the development of nomadic products, etc., have been the main target groups to be addressed by the publications and project presentations performed during this year.

Fourth Project Year:

The last Project Year and months following the project's ending represent a relevant chance to enhance the project's impact to the community.

All results will be public, being published also on the project website, while presented by appropriate Dissemination activities and made available for exploitation.

A relevant possibility to present TeleFOT and enhance the spreading of its results can be represented by the following event:

- **18th ITS World Congress 2011- Orlando, Florida, USA (October 16th-20th 2011):** the following draft papers have been submitted:
 - TELEFOT: FIRST ACHIEVEMENTS AND RESULTS FROM FOTs ON AFTERMARKET AND NOMADIC DEVICES IN VEHICLES, Serena Fruttaldo, Roberto Montanari, Petri Mononen, Ruth Welsh, Andrew Morris, Katia Pagle, Angelos Amditis, Stig E. R. Franzén, I.C. MariAnne Karlsson

- IMPROVING TRAFFIC SAFETY OF NOVICE DRIVERS BY FEEDBACK ON DRIVING BEHAVIOUR, Harri Peltola, Mikko Tarkiainen and Sami Koskinen
- POST-PROCESSING SOFTWARE FOR LARGE-SCALE FIELD OPERATIONAL TEST DATA, Sami Koskinen
- **TRA (Transport Research Arena) 2012 - Athens, Greece, April 23-26 2012:**
 - SS proposal: Field Operational Tests of Aftermarket and Nomadic Devices in a Mobility Scenario
 - Paper on ECO DRIVING CONCEPT AND TEST RESULTS IN TELEFOT PROJECT, M. Bongioannini, L. Locuratolo;
 - Paper on WIDENING THE USE OF THE FOT METHODOLOGY. DEVELOPMENT BASED ON EXPERIENCES FROM THE TELEFOT PROJECT, S. Franzen, M.A. Karlsson
 - Paper on ASSESSING THE IMPACTS OF FUNCTIONS PROVIDED BY AFTERMARKET AND NOMADIC DEVICES: TELEFOT RESULTS, P. Mononen, S. Fruttaldo, R. Welsh, S. Franzen, K. Pagle
- **19th ITS World Congress in Vienna (October, 22-26th 2012)**

Since TeleFOT is expected to have great impacts on road safety, mobility and environment, the project is supposed to attract the interest of the Scientific Community as well as OEMs and road operators.

Dissemination activities and initiatives during the 3rd and 4th year of the project should also focus on end users within the specific target groups individuated.

4.1 Procedures for presenting TeleFOT to events: conferences, workshops, technical presentations, publications

In parallel with seminars and workshops, participating in different conferences is important to promote results and achievements obtained and can be crucial for the success and sustainability of the TeleFOT project.

TeleFOT will target other projects in order to engage them and benefit from potential co-operation during or after the TeleFOT project: participation to conferences, seminars and other activities and in particular creating a link with

other European and International projects, working in the same or related areas (e.g. euroFOT, FOT-Net), contributes in building awareness of the new projects, their results, methodology and tools among Scientific Community, OEMs, decision makers.

Feedback from other researchers in Europe and internationally is valuable in the progress of TeleFOT, for example through regular exchanges with other Universities and Research Centres.

Before and after TeleFOT is presented at a conference, or elsewhere, some brief information will be published on the project Wiki and on the web site, while making presentations and any accompanying publications downloadable.

Partners will also collaborate to produce publications (research papers, technical reports, articles, presentations, Press releases, etc).

The participation of any partner to an event should be approved beforehand in a General Assembly or Core Group meeting. If this is not feasible, due to limitations, etc. there should be a written approval by the Coordinator, the Dissemination Manager and the QAM.

For any conference presentation or publication, the following procedure will be followed:

1. Completion of an appropriate Form and submission of it to all participants of General Assembly or Core Group meeting or, in case of limitations, to the Project Coordinator, the Dissemination Manager and the QAM.
2. Oral agreement of all Participants present in the meeting, or written agreement of the Coordinator, the Dissemination Manager and the QAM. In the latter case it is QAM responsibility to request approval from all interested / involved Participants. The written answer should be sent to the requesting Participant within 5 working days from receipt from the coordinator, the Dissemination manager and the QAM. Else, it is supposed to be positive.
3. The draft paper is then circulated to all project participants at least 15 days before submission. All participants may object to the publication of confidential data or to non-inclusion of their name, if their work is also included, within 5 days from receipt of the draft of paper.

Comments have to be sent to the publishing Partner with copies to the Project Coordinator, the Dissemination Manager and the QAM. Then the author should revise the draft paper accordingly. In case of conflicts, it is the duty of Project Coordinator, the Dissemination Manager and QAM together to take the final decision.

4. After paper acceptance, the revised relevant Form will be sent to the Project Coordinator, the Dissemination Manager and the QAM, together with the copy of the final paper.
5. After the dissemination event takes place, a final version of the relevant Form will be sent once more to the Project Coordinator, the Dissemination Manager and the QAM for their archives.

The above rules will be strictly applied and checked by the QAM in order to:

- avoid repetition of publications of the same work;
- avoid publication of restrictive and/or commercial confidential data;
- avoid misunderstanding between participants and publication of one's work without proper referencing;
- secure optimum use of dissemination resources of the projects;
- guarantee proper archiving of all dissemination materials. The TeleFOT Media Center has been created with the aim to spread knowledge about the project to the public, as well as to create awareness and commitment: partners should consider it as a support in their Dissemination activities.

4.2 Read on TeleFOT

In the Read on TeleFOT sub-section on the project website (under the Media Center and Dissemination section) publication on TeleFOT are reported, e.g.:

- Article on the Swedish LFOT4 published on the Swedish paper "Ny Teknik" (article available in Swedish).
- TeleFOT updates on the FOTs wiki
- Article about the TeleFOT First General Stakeholder Forum on the Gazzetta di Reggio (national Press);
- TeleFOT at ITS Stockholm article on the EC – Research website;
- October, 2009 - TeleFOT has been presented by the University of Modena and Reggio Emilia during the Notte dei Ricercatori (Night of the Researchers) in Reggio Emilia. The event was organized under the High Patronage of the President of the Italian Republic and with the patronage of the Emilia Romagna Region;
- TeleFOT First General Stakeholder Forum: launch and article newsflash were published on the FOT-Net website;
- Article about TeleFOT on the F1rst website(<http://first.aster.it>);
- May, 28 - 2009: www.alphagalileo.org points out TeleFOT's role in evaluating nomadic device benefits for drivers;
- May, 26-27 - 2009: Chalmers hosts the SP2 Plenary Meeting in Gothenburg and presents TeleFOT on its website: read the press release.

Moreover, since March 2009 information on TeleFOT were published on the FOT-Net Wiki (<http://wiki.fot-net.eu>). Wikipedia is an online user content generated encyclopedia which has now become a reference point on Web 2.0. The FOT-net project has developed this tool for the FOT community. Information on TeleFOT, including a description of the project and its objectives were published on this wiki of Field Operational Tests, in the FOT catalogue section.

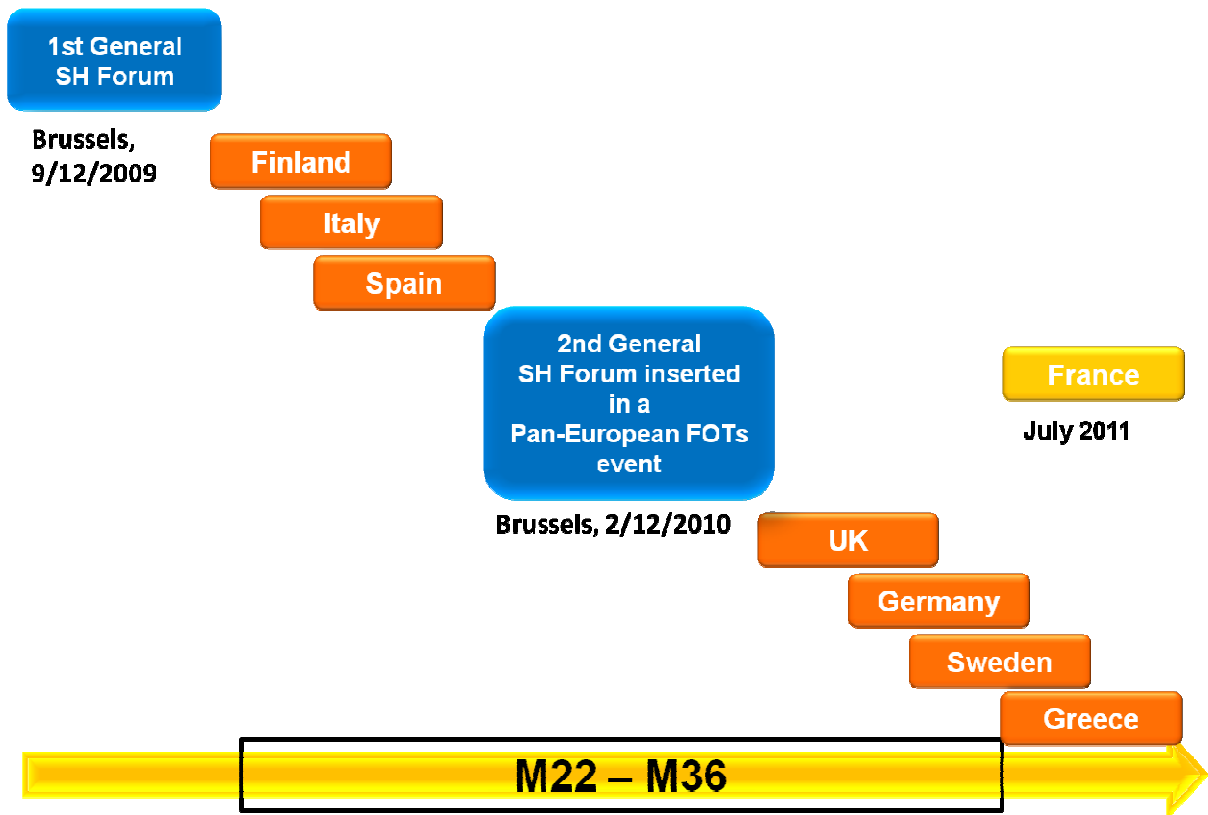
4.3 TeleFOT Stakeholder Fora

The Stakeholder Fora are conceived to support the project in monitoring progresses and disseminating results within the organisation and field Stakeholders represent, giving advice to the Consortium on issues related to their field of expertise. But they are also a powerful tool to actively discuss how can Field Operational Tests support the future of a sustainable mobility, taking into account the orientations of the Field Operational Tests carried out by TeleFOT.

Stakeholder Fora organization and activities are described in greater detail in D5.4.1, D5.4.2, D1.9.

Two General Stakeholder Fora and 8 Local Fora are planned during the project life, as showed in **Errore. L'origine riferimento non è stata trovata.**Figure 8: **Errore. L'origine riferimento non è stata trovata.****Errore. L'origine riferimento non è stata trovata.**

Figure 8 – SHF Organization



The **TeleFOT First General Stakeholder Forum** on Aftermarket Nomadic Devices in Field Operational Tests took place at M20, on December, 9. It was organized in combination with the Nomadic Device Forum meeting, which was held on December, 8 2009.

The Second General SH Forum took place on December, 2nd 2010 in Brussels.

The event has been organized within the 4th FOT-Net Stakeholders meeting.

It was inserted within 3 days of events (from November, 30th to December, 2nd), organized by FOT-Net in cooperation with the European projects euroFOT, TeleFOT, PROLOGUE and DaCoTA.

This joint event gave the possibility to all projects to gather experts and stakeholders with the aim to share information, results and developments of trials.

All the presentations and amterial are available on the TeleFOT and FOT-Net websites.

From November 2010 to February 2011 the majority of the **workshops with local TeleFOT stakeholders** were organized in order to support results of the General Fora with input from local participants and stakeholders:

- Finland: Oulu, November 10th 2010
- Italy: Reggio Emilia, November 22nd 2010
- Spain: Valladolid, November 23rd 2010
- UK: London, January 21st 2011
- Germany: Aachen, February 3rd 2011
- Sweden: Stockholm, February 10th 2011
- Greece: May, 12th 2011

The next workshop will be organized in France in July 2011.

Table 5 summarizes the main characteristics of the events:

Table 5 - Characteristics of the events

General SH Fora (1st and 2nd)
<ul style="list-style-type: none">• (to be) Organized in Brussels• (to be) Organized at M20 (December 2009) and M32 (December 2010)• Involving TeleFOT Partners, EC, other FOT-related projects, general Stakeholders of the project• One-day event
Local (national) workshops
<ul style="list-style-type: none">• To be organized in Italy, Spain, Greece, Germany, France, UK, Finland, Sweden• Majority to be organized by February 2011 (M32)• Involving FOTs Partners, local Stakeholders of the project

An area dedicated to Stakeholder Fora news has been created in on the TeleFOT

website, to extend the aim to effectively raise awareness of the possibilities and limitations of aftermarket and nomadic devices, among the key players and the public reached by the events, as well as to all people interested.

The news on the events was published on the TeleFOT and FOT-Net websites. Main results were published on the TeleFOT website and presented during internal and external events (e.g. project meetings, FOT-Net events).

After the General Fora and when the most of the local workshops had taken place, the information on the events and main results were given on the TeleFOT newsletters (issues n.2 and n. 5).

A more extensive description of the tools and strategies used to promote the events is described in D5.4.2.

4.4 Liaison

TeleFOT aims at enforcing its collaboration and dialogue with other important FOT projects, in particular with the euroFOT and FOT-Net. Where possible there will be an attempt to and combine dissemination efforts with these two projects, in order to achieve a greater impact and increase cooperation. For example, Special Sessions are organized at international conferences e.g. ITS WC, involving the euroFOT, TeleFOT and FOT-Net, while participation to events e.g. the TeleFOT Stakeholder Fora is extended to euroFOT and FOT-Net, as attendees and as speakers as well.

This objective and need has been highlighted in particular during the TeleFOT First General Stakeholder Forum, as well as to create a ground for discussion with the eSafety WG on Nomadic Devices meeting.

In particular on March 9 2010, during the Nomadic Devices Forum meeting, the discussion on how to strengthen the relationship between TeleFOT and this initiative has been delved into.

TeleFOT is also creating a liaison with the EU projects PROLOGUE and DaCoTA.

5. ASSESSMENT PROCEDURES

A complex project with 22 beneficiaries needs clear and transparent communication between participants and awareness about the matching between goals planned and reached.

In such a sense, all Dissemination activities are subjected to an assessment procedure, in order to ensure their highest level of efficiency and effectiveness.

Moreover, according to Task 5.2.4, periodical reports is provided about the satisfaction rate of dissemination activities, in order to allow modifications in processes and tools or in strategy. These actually represent a way to assess and revise the strategy defined in the Dissemination Plan.

The criteria that objectively assess the effectiveness of communication strategies adopted refer to:

- size of audience achieved (e.g. web site visitors, participants of a user forum, television share in case of a programme in which TeleFOT is presented, etc.);
- audience responses and attitudes (e.g. interest gathered from a message, positive and proactive initiatives stimulations, positive feeling on TeleFOT);
- direct and indirect involvement of opinion-leaders (e.g. political actions taken after TeleFOT media exposure, etc.);
- project visibility.

Criteria will be coupled with the techniques needed to assess them and the threshold that should be overtaken to consider communication as a success each year.

The assessment procedure is composed by a qualitative and a quantitative analysis.

5.1 Qualitative assessment analysis

The qualitative analysis deal with the collection of feedback on the main dissemination tool defined within the project from TeleFOT stakeholders. The table below (Table 6) summarizes the main dissemination tool developed within the project, the assessment criteria created for each tool, the description of the criteria and the starting date from which the criteria will be calculated.

Table 6 - Qualitative analysis overview

Media/Tool	Assessment criteria	Description	To be calculated from
Internal Communication Tool	Feedback from TeleFOT partners	During project lifetime the media center collect comments and suggestion from partners. Furthermore every six month an e-mail will be sent to partners in order to collect specific comments on this topic.	From Month 18
Website	Usability assessment with users	An ad hoc remote tool has been developed in order to test the web site with users and collect the main usability errors.	From Month 24

Media/Tool	Assessment criteria	Description	To be calculated from
Website (cntd.)	Usability assessment with experts	Some ergonomic expert will evaluate TeleFOT website using an heuristic evaluation in order to find the main usability errors.	From Month 24
Graphical layout	Feedback from TeleFOT partners	During project lifetime the media center collect comments and suggestion from partners. Furthermore every six month an e-mail will be sent to partners in order to collect specific comments on this topic.	From Month 18

Media/Tool	Assessment criteria	Description	To be calculated from
Newsletter, leaflets, posters and professional video	Feedback from representatives of the target groups (mainly on general comprehension): <ul style="list-style-type: none"> • Human Factors Experts • Common people • Feedback from an expert on Media • Policy maker • ICT Industry engineers and/or technicians involved in the development of nomadic products • Traffic safety experts 	During project lifetime the media center collect comments and suggestion from all stakeholders and target group of the project. Furthermore every six month an e-mail will be sent to stakeholders in order to collect specific comments on this topic.	<ul style="list-style-type: none"> • Human Factors Experts from M24 • Common people from M24 • Feedback from an expert on Media from M24 • Policy makers from M36 • ICT Industry engineers and/or technicians involved in the development of nomadic products from M36 • Traffic safety experts from M36

5.2 Quantitative assessment analysis

The quantitative analysis is based on the definition of a function named "Dissemination Impact Factor" (DIF). DIF include several assessment criteria. Each criteria, mentioned below, is being correlated TeleFOT work, in a quantifiable way and establishing a measurable criterion, whenever possible. A score will be associated to each criteria in order to obtain a final value that summarize TeleFOT Dissemination status. For each evaluation criterion TeleFOT Dissemination team has selected a scoring scale from 1 to 5, as follows (Table 7):

Table 7 - Scoring scale

1	Poor
2	Fail
3	Good
4	Very good
5	Excellent

The calculation of the values will be done half-yearly, the Dissemination Manager has to make the appropriate calculations after each six months period and to inform the Consortium about the progress of the relevant criteria at each project meeting.

The defined threshold for each criteria is 3 this identify the minimum pass mark for this criterion. To visualize DIF value during project lifetime a chart will be drafted. The two axes of the diagram display the overall function/ criteria values and the project months. Additionally, the relevant thresholds for each subcriterion and the overall criterion will be marked in the diagram.

It should be underlined that the eventual decline in the value of a criterion, even below its threshold value will not be considered as a reason for red-alert or notification to the EU services but merely an issue that requires action. The Coordinator, together with the Quality Manager, the Dissemination Manager and any related partner will devise an action plan and will wait for the next six months period and values to estimate the success of the proposed solution. Nevertheless, if three criteria or more or one criterion plus the overall evaluation function remain below their thresholds for a subsequent six months period, the Coordinator may decide to inform the EU and may propose significant changes in the next project meeting. The Dissemination Impact Factor will be calculated and updated after the second project year since the value of the first project year would not be significant due to the lack of technical results and activities involve predominantly project establishment.

The table below (Table 8) describe the criteria that will be evaluated to obtain the DIF function:

Table 8 - Assessment criteria overview

Main area	Criteria	Description	Rating	Function	To be calculated from
Size of audience achieved	WeV	Web site visitors (WeV)	1= if there are between 0 and 5 visits per day 2= if there are between 5 and 10 visits per day 3= if there are between 10 and 15 visits per day 4= if there are between 15 and 20 visits per day 5= if there are between 20 and 25 visits per day	WeV	From Month 18
	PSF	Participants to SH fora (PSF)	1=if there is less than 10 participants 2= if there is between 10 and 20 participants 3= if there is between 20 and 30 participants 4= if there is between 30 and 40 participants 5= if there is more than 40 participants	$PSF = \frac{\sum_{j=1}^m (psf)_j}{m}$ <p>Where m is the number of user fora carried on at the date of index calculation.</p>	From Month 18
Audience response	CRM	CRM contacts and	1=if less than 10 contacts has been inserted 2= if between 10 and 20 contacts has been inserted	CRM	From Month 36

(cntd.) and attitudes		attitude	3= if between 20 and 40 contacts has been inserted 4= if between 40 and 50 contacts has been inserted 5= if more than 50 contacts has been inserted		
Direct and indirect involvement of opinion- leaders and decision makers	PAT	Political actions taken after TeleFOT media exposure (PAT)	1=1 article on TeleFOT Media involving opinion leaders 2=1 article on TeleFOT Media and 1 article on national Media involving opinion leaders 3= 1 articles on TeleFOT Media and 1 article on national Media and involving opinion leaders and participation of local opinion leaders at a TeleFOT event 4=1 article on TeleFOT Media and 2 articles on national Media and involving opinion leaders and participation of local opinion leaders at a TeleFOT event 5=1 article on TeleFOT Media and 2 articles on national Media and involving opinion leaders and participation of local opinion leaders at a TeleFOT event and presentation of TeleFOT at an international event	PAT	From Month 36

Project visibility	CE	Conferences and exhibition s(CE)	$1 = \text{if } \frac{(ce)}{r} < 0,5$ $2 = \text{if } 0,5 \leq \frac{(ce)}{r} < 1$ $3 = \text{if } \frac{(ce)}{r} = 1$ $4 = \text{if } 1 < \frac{(ce)}{r} \leq 2,5$ $5 = \text{if } \frac{(ce)}{r} > 2,5$	$CE = \frac{(ce)}{r}$ <p>Where: <i>r</i> is the number of project year performed so far. <i>ce</i>= is the number of conference or exhibition where TeleFOT take part</p>	From Month 18
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Project visibility (cntd.)	PA	Papers and articles (PA)	<p>1= 1 conference paper or 1 article published</p> <p>2= 2 conference papers or 1 conference paper and 1 article published (not necessarily peer reviewed)</p> <p>3= 3 conference paper or 2 articles published (not necessarily peer reviewed)</p> <p>4= 4 conference papers or 2 conference papers and 2 article published (not peer reviewed)</p> <p>5= More than 5 conference papers or 3 conference papers and 2 article published (at least one peer reviewed)</p>	PA	From Month 18
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The TeleFOT dissemination team decided to target each criteria with the following weighting factors (Table 9 - Weighting factors) defined on the basis of the importance of each criterion to project dissemination impact.

Table 9 - Weighting factors

Criteria	Weighting factors
WeV	
PSF	
CRM	
PAT	
CE	
PA	

Based upon the assessment criteria of Table 8 - Assessment criteria overview and the above defined weighting factors, the overall evaluation function of TeleFOT dissemination activities is calculated as:

$$(DIF) = 0,25 \cdot (WeV) + 0,1875 \cdot (PSF) + 0,1875 \cdot (CRM) + 0,1875 \cdot (PAT) + 0,1875 \cdot (CE) + 0,1875 \cdot (PA)$$

6. MEDIA CENTER

Starting from the principle that communication strategy for EU projects is actually effective if a structured and daily working unit is working, since in this way both the general Dissemination scope and daily and/or unexpected actions can be carried out, the TeleFOT Dissemination strategy includes setting up a dedicated 'headquarter', gathering data and spreading them towards target audience.

The Media Center (showed in Figure 9) will be based in the country of SP5 leader, Italy and in particular at the following address:

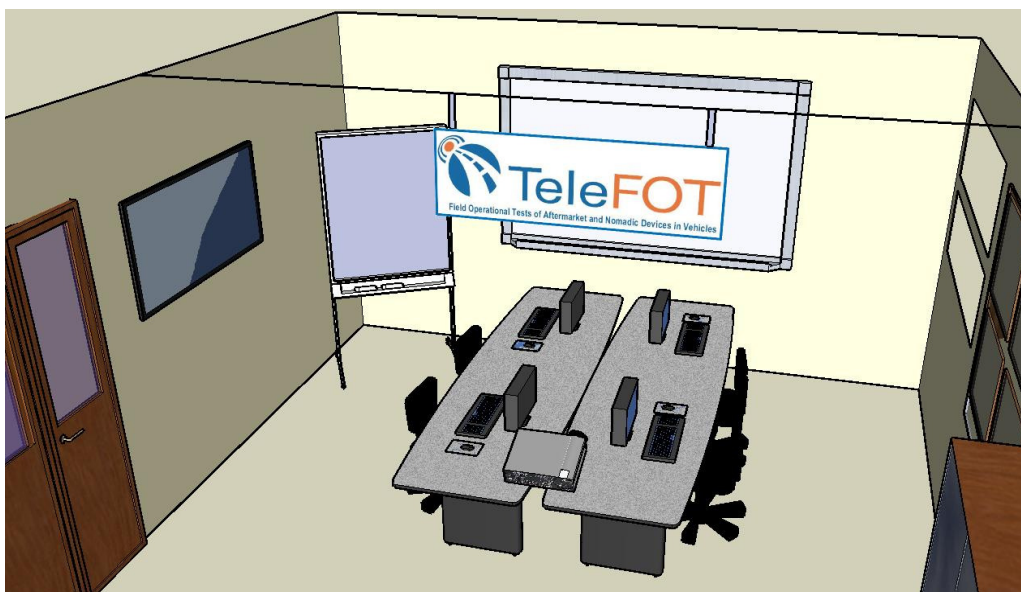
University of Modena and Reggio Emilia

Via Amendola, 2 (pad. Morselli)

42100 Reggio Emilia (ITALY)

Phone: +39 0522 522 663

Figure 9 - TeleFOT Media Centre



Through the Media Center, all the relevant material from the Test Site Communities is collected, selected and transformed into information, results and events to be spread to stakeholders and to as wide an audience as possible.

It works as a real communication agency, working to achieve the following scopes:

1. Being continuously updated on the project status from different FOTs and/or WP/Task leaders, so as to elaborate real-time communication actions able to attribute the highest visibility to these results, when relevant.
2. Being informed on the debate in Europe and outside on drivers' safety, innovation in Telematics and their assessment, so as to stimulate the consortium and plan actions to allow TeleFOT in becoming soon a protagonist of this debate.
3. Produce press releases, allow the participation in TV programs in all Europe (because of the high penetration rate), write articles and papers for different telematic and non telematic media, organize press conferences when relevant results of the project have been achieved, etc.
4. Edit the newsletter with the aim of making it (as mentioned in Task 5.1.2) a professional type of 'newspaper', with interviews to politicians and relevant stakeholders, forum and debate, survey and use case (including within and outside the project).
5. Promote initiatives in favor of schools with the aim to increase the awareness of the project topics among youngest audience (as conferences, pleasure trip to the FOTs sites, etc.)
7. Support the Management and Partners to improve visibility on their project activities and to increase European and national institutions' attention towards the project's results.

6.1 Structure

Operatively, the TeleFOT Media Centre will be coordinated by a responsible who has also the role of TeleFOT Dissemination Manager, leader of SP5.

He coordinates a team of experts in Communication and Management Engineering, who will support the responsible, while a contact person in each FOT will facilitate liaison at local level.

Namely, the team is so composed:

- Roberto Montanari, Dissemination Manager

- Serena Fruttaldo, Dissemination expert
- Leandro Guidotti, Dissemination expert

6.2 Functionalities

The Media Center has been conceived as a multi-functional centre of activities, to be developed and supported by the different Media, documents, material and Dissemination tools to be deployed:

1. Press and Media Relations

Through a specific section on the project website, Press is offered the latest TeleFOT news, a news archive and a wide range of download material. Press conferences, Launches, Open Days, consultancy: a continuous touch with Press, public opinion and stakeholders is carefully carried out. Communication and Dissemination experts will continuously update and broadcast information, while being at the disposal of the audience.

Any materials to be distributed are designed on specific Media characteristics.

2. Brand Communication, supported by the Brand Handbook.

3. Project Communication, through the website, documents, printed material, events.

4. Events: organization/participation to relevant local and International, events, such as conferences, workshops.

5. Management of external Communication activities: Relationship and liaison with and between partners and stakeholders.

6. Newsletter and management of internal Communication activities.

6.3 Dissemination Manager

The Dissemination Manager is responsible for all the activities carried out in the Media Center. From an overall perspective, he is even responsible for all

Dissemination procedures, he has to closely monitor. If specific procedures need to be approved by the Core Group, he is supposed to be an intermediate between the promoter and the Core Group.

In particular, the Dissemination Manager, with the approval of the Core Group, where needed, is also responsible for:

- Issuing the Dissemination Plan and Brand handbook at month 12 and updating it every year.
- Ensuring the compliance of TeleFOT's publication and presentation activities with the following principles:
 - The presented material to people outside TeleFOT's consortium is not considered confidential.
 - The partner issuing the material has all the necessary information for that, if not a different partner may be asked to contribute in order to enhance the quality of the presentation.
 - The presented material does not present any overlaps with similar material to the same event.
 - All partners having performed research activity included to the presented material are properly mentioned and aware of the material.
 - In general, the material does not create any conflicts or implications of the project, either inside the consortium or with external actors. If this is the case, then the Dissemination Manager, in cooperation with the Core Group, may decide to reject a presentation proposal or require modifications.
- Regularly inform all TeleFOT partners on future events relevant to the project.
- Co-ordinate the production of leaflets, posters, website, newsletters and other dissemination material.
- Monitor the events organized within the project.

TeleFOT's Dissemination Manager coordinates:

Roberto Montanari, PhD

Human-Machine Interaction Group (HMI Group)

University of Modena and Reggio Emilia

Faculty of Engineering, Department of Sciences and Methods for Engineering

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Fax: +39 (0) 522 52 21 64

CONCLUSIONS

When the user finishes reading this Document, she/he:

- knows which tools have been developed for Dissemination and procedures to follow to use them;
- where to find them;
- how to manage them;
- if anything is not clear, she/he knows she/he can refer to specific persons in charge of Dissemination tools and Activities, using his coordinates.

As a whole, the Dissemination plan and Brand Handbook is conceived to be a transparent glass on the Dissemination activities, showing how they are intended and planned and for which scopes.

The Brand Handbook, on the other hand, for its own nature, is conceived for a day-to-day-use by partners, in order to decline the project logo on the different tools. With its simple and clear language, it leads partners to use the tools conceived to create commitment, to contribute to the management of the integrated image of TeleFOT.

ANNEX 1

BRAND HANDBOOK

EXECUTIVE SUMMARY

This Brand Handbook is designed to simplify the TeleFOT brand, and provide you the standards to use the brand effectively.

In the first chapter information can be found about the meaning of TeleFOT brand and how to refer to TeleFOT in the body of your documents. Then you obtain the rules about the placement of the logo in the page, the information about the space around it and the preferred size. At the end of this section there are some good examples and bad examples to be avoided when using the TeleFOT logo.

In the second section you can find information about color and size to observe when you reproduce the logo and to set it in a document with other logos.

In the third part of this Brand Handbook you learn where you can find the logo you need, how to save it, how to import it in your document and to re-size it.

The last chapter provides a quick guide line to fill in templates and to name the documents produced in TeleFOT, both for Internal and External Communication.

INTRODUCTION

TeleFOT, as a Large-scale project, involving a huge number of partners and resources, needs to generate a deep perception of its identity in its target groups. The brand represents a vehicle for a needed integrated image to be managed coherently to communicate the strength of the project's ideas and goals, gaining credibility and visibility.

A logo represents the visual reproduction of a concept: in this case, of TeleFOT's core elements: road and devices working on board vehicle. It is the starting point for the definition of the project's image: the characterizing element for its brand.

This document contains all the rules for the correct use and replication of the TeleFOT logo over the whole internal and external material regarding the project, distributed to any persons and/or organizations.

1. THE LOGO

1.1 What does it mean?

The logo is composed by the pictogram and the acronym TeleFOT. When it is possible, it is coupled with its pay-off (Figure 10).

Figure 10 - TeleFOT logo



The pictogram represents the signal given by a nomadic device on a road, characterized by the broken centre line. The colors of the dot and the curve of the road give dynamism to the logo but also underline the delicacy of the situation in driving circumstance. The pictogram refers to the thematic of the TeleFOT project: the testing of nomadic devices in real driving situations.

The acronym makes reference to the FOT (Field Operational Tests) methodology used for tests. The different colors put in evidence the two different parts and underline the belonging to FOT projects.

1.2 Use of Acronyms

Whenever TeleFOT is being referred to in headlines, subheads or any type of body copy, print or online, the acronym should be treated as follows:

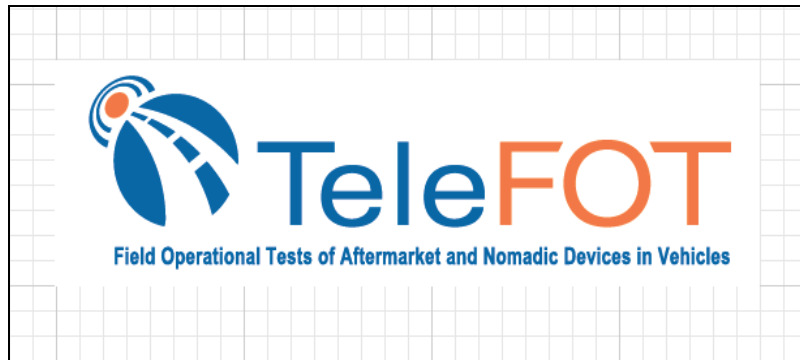
“Tele” is in lower case, save the first letter, and “FOT” is capitalized.

1.3 Correct uses of TeleFOT logo.

1.3.1 Protected Space

There is a specific area around the logo that must be kept clear/blank (Figure 11). It is an invisible barrier that is designed to ensure that our logo remains prominent and uncluttered. Avoid to lay other images on the logo, included the white area around it.

Figure 11 - The barrier around the logo



1.3.2 Logo placement

The TeleFOT logo should always be placed on the top-centre of your documents and forms, justified. You can also find the logo on the top-right of the page - as in the Power Point template - or on the top left, in some documents where the content is more important.

1.4 Alignment

Where possible, align the logo with the centre of the page on the top of the document. Where you can't do it, align text or image with the first letter of the pay off.

1.5 Minimum Size

To preserve the clarity and legibility of the logo with the pay-off, it must never be reproduced smaller than the minimum sizes of 51.4 mm (W) X 13.7 mm (H), as showed below in **Figure 12**, to maintain the pay-off size over/equal to 9 font size.

Figure 12 - Minimum size of the logo



The logo measures include the whole pictogram, the logotype and the pay-off.

To avoid comprehension problems, when a further size reduction is needed and the logo is too small to read the pay-off, you can evade using it and use the version without the pay off. When you have to reduce the logo under this minimum size it would be better to put the payoff in epigraph.

1.6 Uncorrected uses of TeleFOT logo

Below you can find some direction to avoid some of the most common errors when using the TeleFOT logo:

Trying to change the font type for the word "TeleFOT." Use the master logo files and the logo image in its entirety.



Repositioning the symbol and the name. Use the master logo files and the logo image in its entirety.



Moving icon too close to the logo. Use the master logo files and the logo image in its entirety.



Do not add any other graphic device or logo to the primary logo.



Distortions, for example due to improperly resizing the logo.



Do not alter the size relationship between the symbol and the word "TeleFOT."



Do not change the colors of the logo.



Do not reposition any of the graphic elements of the logo.



Do not outline the logo.



Do not alter the size of any of the graphic elements of the logo.



Do not use any other fonts. Neither for the pay off.



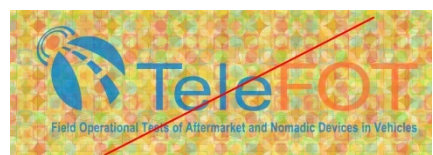
Do not reverse the order of colors.



Do not create a decorative pattern with the logo.



Do not place the logo on a "busy" background.



Do not insert unauthorized text.



Do not copy and paste the logo from TeleFOT's website into your document.



Do not use poor quality reproductions or distortions of the logo.



Do not screen any part of the logo.



2. GRAPHICS

2.1 Elements of the TeleFOT logo

The TeleFOT logo, showed in **Figure 13**, consists of two elements which should be used at all times and a pay-off which should be used when you can locate the biggest version of it.

Figure 13 - Elements of the logo



Exceptions must be approved by TeleFOT Dissemination Manager.

2.2 Colors of the TeleFOT logo

In any case, you are not allowed to alter the colors of the TeleFOT logo, as showed in

Figure **14**. Official colors, including web colors, are to be published on the TeleFOT Wiki.

Figure 14 - Colors of the logo

TeleFOT Orange

Pantone	C M Y K	R G B
172 C	C 0 M 66 Y 88 K 0	R 244 G 120 B 54

TeleFOT Blue

Pantone	C M Y K	R G B
301 C	C 100 M 45 Y 0 K 18	R 0 G 119 B 192

2.2.1 Matching colours and backgrounds

TeleFOT background must be always white. Even when printed on different coloured supports, such as stickers to personalize CDs, folders and other stationery articles, the background should be always white.

2.3 Size and alignment of TeleFOT pay-off

When it is possible the logo must be coupled with its relative pay-off.

To maintain the clearness and legibility of the pay-off, the logo must never be reproduced smaller than the minimum sizes of 51.4 mm (W) X 13.7 mm (H) to maintain the pay-off size over/equal to 9 font size.

When you have to reduce the logo and the pay-off size goes smaller than 9 font size it would be better to put the pay-off in epigraph: see for an example **Figure 15 - Pay-off minimum size.**

Figure 15 - Pay-off minimum size



The pay-off must stay aligned with the largest circle of the pictogram, as shown in **Figure 16 - Pay-off alignment:**

Figure 16 - Pay-off alignment



2.4 Co – branding

When you have to set TeleFOT logo with other logos in a document try to maintain the same size on the same level of the others.

When you have to set TeleFOT logo with “FOT-NET” and “euroFOT” logos they should be disposed in order to highlight in a visual way the relation among them: that is FOT-Net, as a platform for FOT projects, working as an “umbrella”, should be in a lower position, with a bit bigger dimensions, respect to TeleFOT and euroFOT. An example can be found in **Figure 17**.

Figure 17 - Example of co-branding situation



3. ACCESSING, SAVING AND IMPORTING TELEFOT LOGO

3.1 Location of logo files

TeleFOT logos are available on the TeleFOT Wiki at [http:// telefot.openinno.fi](http://telefot.openinno.fi), in the SP 5 section. The logos are also available in different formats, including EPS (Encapsulated PostScript) format. This is the standard graphic file format used for design work, but it requires special saving instructions when importing into a Microsoft Word, PowerPoint, or other document type.

3.2 Finding your logo

1. Go to [http:// telefot.openinno.fi](http://telefot.openinno.fi), SP 5 section
2. Click on the logo file you wish to download.

3.3 Saving your logo to your computer

1. Click on the EPS file you wish to download. The file will open in Adobe Acrobat Professional.
2. Click File– “Save As”.
3. Change the location of the saved file, by clicking on the down-arrow located to the right of the Save-In field at the top of the dialog box and choosing the location of your choice.
4. Optional: change the file name in the File Name field.
5. Select “Save”.

3.4 Importing your logo to MS Word/PowerPoint to view/use

1. Open the document where the logo is to be inserted (e. g. MS Word or PowerPoint).
2. Select pull-down menu “Insert”. Select the “Picture” option. Select “From File.”
3. An Insert Picture dialog box opens up.

4. Locate and select the logo file you want by clicking on the down-arrow located to the right of the "Look In" box. (Note: look for the location that you saved the file to in Step 2.)
5. Select "Insert".

3.5 Re-sizing the logo in your document

The logo sitting in your Microsoft Word or PowerPoint document is probably too large for your purposes. To properly re-size the logo to a smaller square without distorting the image, follow these steps:

1. Click once on the logo so that the small black square markers outlining the image appear.
2. Hold down the <SHIFT>key and (click and hold) any one of the corner markers with your mouse and move your mouse towards the centre of the image to re-size.

ANNEX 2

QUICK GUIDE FOR TEMPLATES

EXECUTIVE SUMMARY

All the documents produced in TeleFOT must circulate among and outside Partners within a specific and official template, so that their content and purpose can be easily recognised and referred to the project. Each new official document must be initiated from these templates.

Moreover, each document must have a unique name, so to be easily referenced and so avoiding mistakes and misunderstandings.

Please note also that the Introduction has to be started with a short summary of the project: please, copy and paste the text in Annex 1.

This document provides a quick guide line to fill in templates and to name the documents produced in TeleFOT, both for Internal and External Communication.

As a specific part of the Quality Handbook which has been circulated among Partners, this quick guide is divided into three parts:

- **Documents' layout scheme**, showing all the elements needed to correctly fill in a template;
- **Template naming**: a quick guide consisting in a table, to be consulted when a document has to be produced.
- **Recommendations for documents distribution**, to be checked before circulating a document.

A specific paragraph (**4.Use of the Dissemination form**) has been dedicated to the use and circulation of the Dissemination form, with reference to presentation of TeleFOT to events. It is an abstract from D5.2.1 Dissemination Plan and Brand Handbook and from the Quality Handbook.

TeleFOT deliverables and documents templates will be all available to Partners on the project Wiki (<http://telefot.openinno.fi>, in the SP1 - Coordination section).

HOW TO FILL IN DOCUMENTS

Please note that the Introduction has to be started with a short summary of the project: please, copy and paste the text in Annex 2A.

There is a unique document referencing scheme for internal and external documents: each official document must refer to it. An exception can be made for informal data and views exchange between partners, before being inserted in an official document.

The templates are provided as Word Models: when they are open, they generate a Word file to be renamed as indicated in the Quick Guide for templates (please, find it in the .zip file, too).

In the FrontPage as well as in the headings and footers bookmarks and cross-references have been inserted.

TeleFOT specific headings have been created, in order to make all documents' "look" as uniform as possible.

The layout to be used is presented in paragraph 1, while the rules for naming of the TeleFOT documents are presented in details in **Errore. L'origine riferimento non è stata trovata**.

Note:

It is recommended to avoid inserting the "final" expression to the end of the Document name since several times such version is proven not to be final. The final version number is determined by a revision log table that is made available inside each document.

1. Documents' Layout scheme

As mentioned above, the Deliverables produced for TeleFOT should follow a unified layout and abide to the following rules:

- Introduction has to be started with a short summary of the project: please, copy and paste the text in Annex 2A.
- Have a list of abbreviations used within the Deliverable
- Have a table of contents
- Have a list of Figures (including the ones of the Annexes)
- Have a list of Tables (including the ones of the Annexes)
- Start with an Executive Summary of one page
- End the main part with a Conclusions section of around 1 page
- Include a References section after the Conclusions section, if needed
- Include all detailed technical and other relevant information in the Annexes
- Headers/footers should be in accordance to the templates

Specifically the Headers and Footers should include:

- The Project's Copyright Note and Contract Number (Copyright TeleFOT / Contract N. XXXX)
- The Document Title
- The Document Dissemination Level which is:
 - Public (PU)
 - Confidential (CO)
 - Restricted Partners (RP)
- The File Name
- The Subproject Name
- The pages of the document

- Same fonts and formatting should be used all over the text (with the exception of pictures which may derive from pre-existing images whose font cannot be changed):
 - Font: Verdana, size 10
 - Line spacing 1,5
 - Text aligned central
- Specific TeleFOT Headings have been created for:
 - Headings (Left, Central, Right)
 - Footers (Left, Right)
 - Sections
 - Text
 - Title Level 1
 - Title Level 2

They have to be used in order to have the same format for all documents. Examples can be found as an Annex (Annex1) to this document, with guidelines explaining in details how the text should be formatted.

2. Documents naming and templates

Figure 18 Document Naming and templates

Code	Document Type		
D	Deliverable	Template to be used	TeleFOT_Dx.y.z_DeliverableTitle_vx.y_template.dot
		Document Name	TeleFOT_Dx.y.z_DeliverableTitle_vx.y.doc
		Naming pattern	where: x.y.z = SP no, WP no, Del No DeliverableTitle = Deliverable Title vx.y = version number
IR	Internal Report	Template to be used	TeleFOT_HL_InternalReport_Title_vx.y_template.dot
		Document Name	TeleFOT_HL_InternalReport_Title_vx.y.doc
		Naming pattern	where: HL= Hierocracy level* (IP, SP etc) InternalReport_Title= Internal report title vx.y = version number
RR	Deliverable Review Report	Template to be used	TeleFOT_Dx.y.z_PeerReview_ReviewingCompany_vx.y_template.dot
		Document Name	TeleFOT_Dx.y.z_PeerReview_ReviewingCompany_vx.y.doc
		Naming pattern	where: x.y.z = SP no, WP no, Del No ReviewingCompany = Acronym of the company of the reviewer For reviewers external to the consortium ad hoc acronyms will be defined by the Quality Assurance Moderator and deliverable responsible x.y = version number
Agenda	Meeting agendas	Template to be used	TeleFOT_HL_Agenda_place_ddmmyy_vx.y_template.dot
		Document Name	TeleFOT_HL_Agenda_place_ddmmyy_vx.y.doc
		Naming pattern	where: HL= Hierocracy level* (IP, SP etc) place=meeting place ddmmyy=DateMonthYear vx.y = version number

Code	Document Type		
Minutes	Minutes, Action Lists, Decision Lists	Template to be used	TeleFOT_HL_Minutes_place_ddmmyy_vx.y_template.dot
		Document Name	TeleFOT_HL_Minutes_place_ddmmyy_vx.y.doc
		Naming pattern	where: HL= Hierocracy level* (IP, SP etc) place=meeting place ddmmyy=DateMonthYear vx.y = version number
PP	Power Point Presentations for meetings	Template to be used	TeleFOT_HL_PP_Title(place_ddmmyy)_vx.y_template.pot
		Document Name	TeleFOT_HL_PP_Title(place_ddmmyy)_vx.y.ppt
		Naming pattern	where: HL= Hierocracy level* (IP, SP etc) Title=presentation Title place = meeting place ddmmyy=DateMonthYear
Interim Activity Report	Interim Activity Report per partner	Template to be used	TeleFOT_InterimActivityReport_PartnerName_Qz_vx.y_template.dot
		Document Name	TeleFOT_InterimActivityReport_PartnerName_Qz_vx.y.doc
		Naming pattern	where: PartnerName= Partner short name z= quarter number vx.y = version number
Interim Activity Report	Interim Activity Report per SP	Template to be used	TeleFOT_SPx_InterimActivityReport_Qz_vx.y_template.dot
		Document Name	TeleFOT_SPx_InterimActivityReport_Qz_vx.y.doc
		Naming pattern	where: x= SP number z= quarter number vx.y = version number
Interim Activity Report	Interim Activity Report IP level	Template to be used	TeleFOT_IP_InterimActivityReport_Qz_vx.y_template.dot
		Document Name	TeleFOT_IP_InterimActivityReport_Qz_vx.y.doc
		Naming pattern	where: z= quarter number vx.y = version number

Code	Document Type		
Periodic Activity Report	Periodic Activity Report SP level	Template to be used	TeleFOT_PeriodicActivityReport_SPx_Yz_vx.y_template.dot
		Document Name	TeleFOT_PeriodicActivityReport_SPx_Yz_vx.y.doc
		Naming pattern	where: z= year number vx.y = version number
Periodic Activity Report	Periodic Activity Report IP level	Template to be used	TeleFOT_PeriodicActivityReport_IP_Yz_vx.y_template.dot
		Document Name	TeleFOT_PeriodicActivityReport_IP_Yz_vx.y.doc
		Naming pattern	where: z= year number vx.y = version number
Dissemination Form	Dissemination form	Template to be used	TeleFOT_EventName_Dissemination_form_Partner_date_vx.y_template.dot
		Document Name	TeleFOT_EventName _Dissemination_form_Partner_date_vx.y_template.doc
		Naming pattern	vx.y = version number

NOTES and LEGENDA:

Hierarchy level (HL): Level in project hierarchy:

- **"CG"** documents focus on Core Group issues
- **"GA or IP"** documents focus on General Assembly issues - GA is referred to specific events (meetings or consultations) IP is more pertinent for general documents (e.g. Interim reports)
- **"SPi"** documents focus on Subproject SPi issues (where i=1 to 5)
- **"WPI.j"** documents focus on WorkPackage i.j issues (where i= SP number and j=WP number)

3. Recommendations for documents distribution

- It is strictly recommended to not send via e-mail files whose dimension is bigger the 3 Mbyte.
- Language must be English (UK), for the text, tables and figures.
- Partners are invited to distribute documents in Windows 2003 version or similar, in order to allow people not using latest versions to easily open, read and modify the documents.
- For the file compression it can be used any compressing tool compatible with ZIP format. For those beneficiaries whose mail server discards the ZIP files, the files will be sent by replacing the original extension (.zip) with the following one .txt (e.g. test.zip will become test.txt).
- If an acknowledgement is requested, an explicit request will be included by the sender at the end of the message (e-mail, fax, etc.), stating "PLEASE ACKNOWLEDGE". Then, the recipient is required to send a message acknowledgement within the next two (2) working days.
- All the documents to be made public or with an external visibility (e.g. papers, position papers, studies, presentations) as well as the final versions of all the deliverables of the project must be released in Portable Document Format (PDF).
- Before circulating the document, it has to be ensured that its name is correctly spell-checked.
- Before circulating the document, it has to be ensured that it is filled in in all its parts: attention has to be paid to bookmarks and cross-references in the FrontPage, headings and footers (see Annex 1 to this Document).

4. Use of the Dissemination form

The procedure to present TeleFOT to events is explained in detail in the D5.2.1- Dissemination Plan and Brand Handbook and in the Quality Handbook.

The participation of any partner to events should be approved beforehand in a General Assembly or Core Group meeting. If a meeting is not planned, e-mail can be used by partners to require approval and by the Consortium and the Core Group to provide it. If this is not feasible, due to limitations, etc. there should be a written approval by the Coordinator, the Dissemination Manager and the QAM.

For any conference presentation or publication, the following procedure will be followed:

1. Completion of an appropriate Form and submission of it to all participants of General Assembly or Core Group meeting or, in case of limitations, to the Project Coordinator, the Dissemination Manager and the QAM.
2. Oral agreement of all Participants present in the meeting, or written agreement of the Coordinator, the Dissemination Manager and the QAM. In the latter case it is QAM responsibility to request approval from all interested / involved Participants. The written answer should be sent to the requesting Participant within 5 working days from receipt from the coordinator, the Dissemination manager and the QAM. Else, it is supposed to be positive.
3. The draft paper is then circulated to all project participants at least 15 days before submission. All participants may object to the publication of confidential data or to non-inclusion of their name, if their work is also included, within 5 days from receipt of the draft of paper. Comments have to be sent to the publishing Partner with copies to the Project Coordinator, the Dissemination Manager and the QAM. Then the author should revise the draft paper accordingly. In case of conflicts, it is the duty of Project Coordinator, the Dissemination Manager and QAM together to take the final decision.
4. After paper acceptance, the revised relevant Form will be sent to the Project Coordinator, the Dissemination Manager and the QAM, together with the copy of the final paper.

5. After the dissemination event takes place, a final version of the relevant Form will be sent once more to the Project Coordinator, the Dissemination Manager and the QAM for their archives.

CONCLUSIONS

All Partners are invited to use this document as a guide line to fill in their documents.

When a document is ready to circulate among Partners or outside the Consortium, the authors must use this guide as a check list to avoid missing parts, to correctly name the file and to align the document to the others produced in TeleFOT.

Following this document will allow authors to avoid mistakes and misalignments, as well as to speed up the reading process, being based on shared procedures.

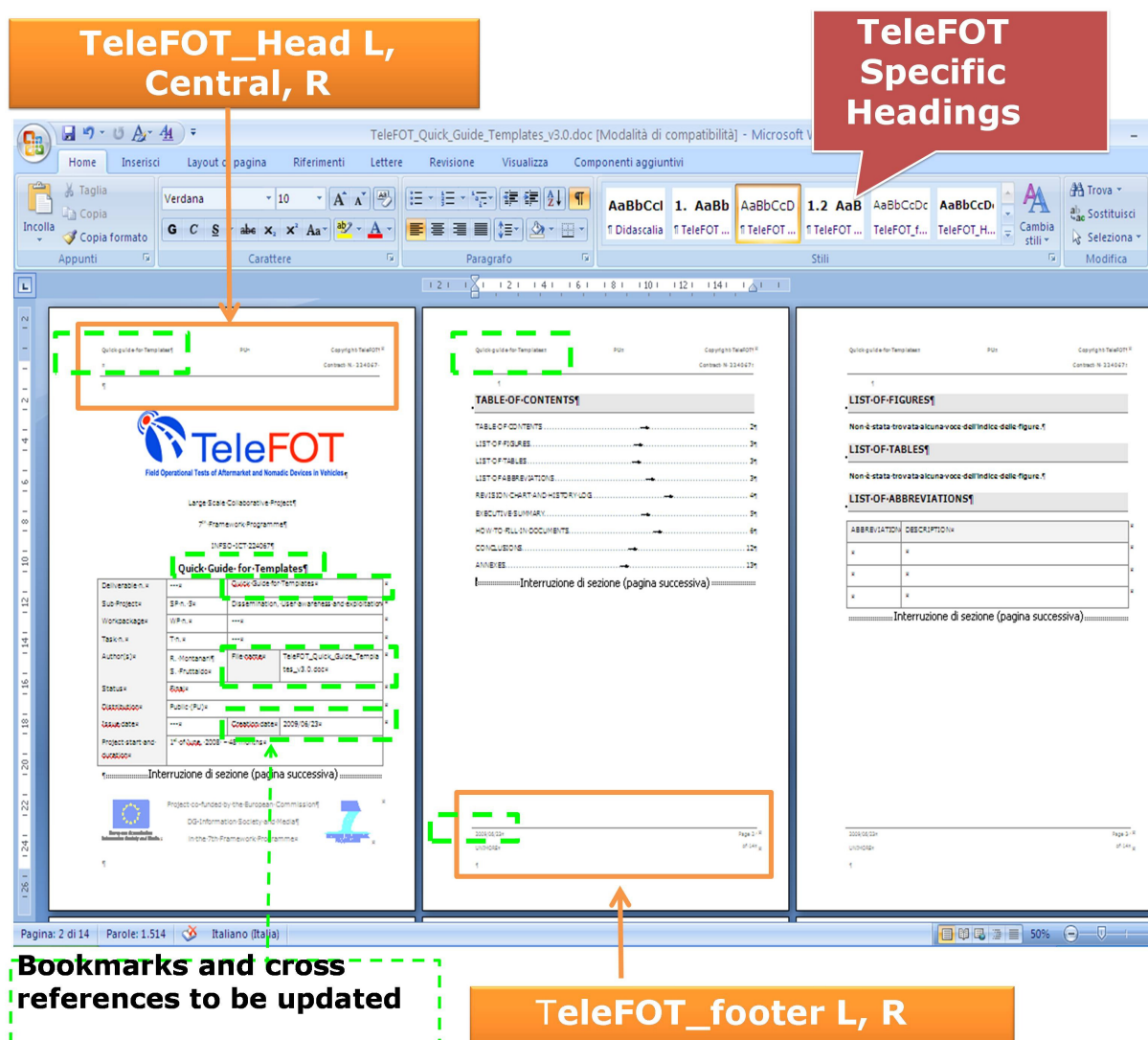
At the same time, the use of common templates will allow readers to immediately refer the document to TeleFOT.

ANNEX 2 A

In Annex 2 A can be found:

- An example of documents FrontPage, with all elements (bookmarks and cross references) to pay attention to (see figure below);
- Examples of the format to be applied to all official TeleFOT documents.

Figure 19 - Example of documents FrontPage



Please note that the Introduction has to be started with a short summary of the project: please, copy and paste the text below:

TeleFOT is a Large Scale Collaborative Project under the Seventh Framework Programme, co-funded by the European Commission DG Information Society and Media within the strategic objective "ICT for Cooperative Systems".

Officially started on June 1st 2008, TeleFOT aims to test the impacts of driver support functions on the driving task with large fleets of test drivers in real-life driving conditions.

In particular, TeleFOT assesses via Field operational Tests the impacts of functions provided by aftermarket and nomadic devices, including future interactive traffic services that will become part of driving environment systems within the next five years.

Field Operational Tests developed in TeleFOT aim at a comprehensive assessment of the efficiency, quality, robustness and user acceptance of in-vehicle systems, such as ICT, for smarter, safer and cleaner driving.

Example of TeleFOT headings to be used to fill in all official documents:

Headings (Left, Central, Right)

have the following characteristics: Font Verdana, Font size 8 pt, Font style Bold, Spacing before 6 pt and Spacing after 6 pt, line spacing 1,5, Aligned left/central/right text.

Footers (Left, Right)

have the following characteristics: Font Verdana, Font size 8 pt, Spacing before 3 pt and Spacing after 3 pt, line spacing 1,5, Aligned left /right text.

TELEFOT SECTION TITLE

has the following characteristics: Capital letters, Font Verdana, Font size 14 pt, Font style Bold, Spacing before 0 pt and Spacing after 12 pt, line spacing 1,5, Aligned left text.

1. Chapter Heading - TeleFOT Title Level 1

has the following characteristics: Font Verdana, Font size 10 pt, Font style Bold, Spacing before 12 pt and Spacing after 12 pt, Indentation hanging by 0,63 cm, line spacing 1,5, Aligned left text.

1.2 Sub-Chapter Heading - TeleFOT Title Level 2

has the following characteristics: Font Verdana, Font size 10 pt, Font style Bold, Spacing before 12 pt and Spacing after 12 pt, line spacing 1,5, Aligned left text.

TeleFOT Normal text

has the following characteristics: Font Verdana, Font size 10 pt, Spacing before 6 pt and Spacing after 6 pt, line spacing 1,5, Justified text.

Text in **bullet points, Figures/pictures and tables captions** should have the following characteristics:

- **Bulleted text** should have the following characteristics: Font Verdana, Font size 10 pt, Spacing before 6 pt and Spacing after 6 pt, Indentation Left by 1,5 cm and Hanging by 1 cm, Tabs Left at 1 cm, Justified text.

Figures/pictures and tables captions

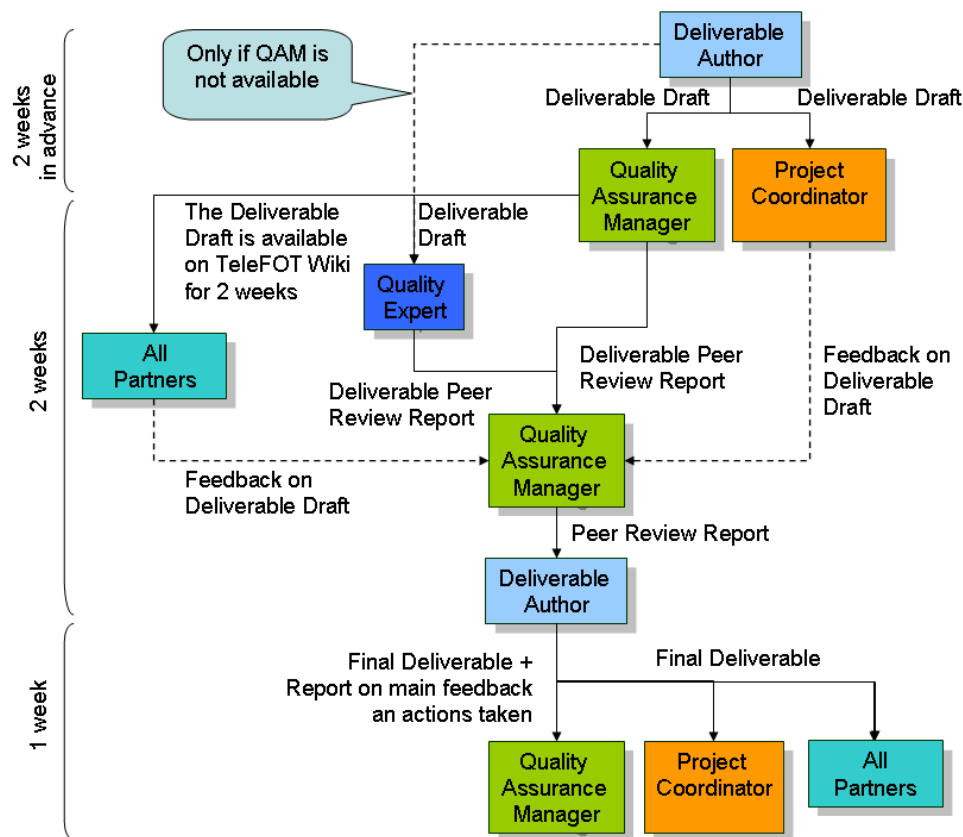
should have the following characteristics: Font Verdana, Font size 10 pt, Aligned central text, Spacing before 12 pt and after 12 pt, Font style Bold. Please, be sure that figures/pictures and tables captions are numbered correctly and that there is a correct reference to them in the text.

No text and no numbers on illustrations/tables should be smaller than 10 pt.

ANNEX 3

QUICK GUIDE FOR DELIVERABLE REVIEW PROCEDURE

Figure 20 - TeleFOT peer review procedure



3.1 How the quality procedure works (see also Figure 20 - TeleFOT peer review procedure):

1. Two weeks in advance the Deliverable main author sends the deliverable to the Project Coordinator, to the Quality Assurance Manager and, only if the Quality Manager is out of office, to a person inside the Consortium indicated as Quality Expert in charge of that Deliverable review (this one takes the role of peer reviewer).
2. The Quality Assurance Manager publishes for two weeks the draft version of the Deliverable on the project working area and informs the partners, who read it and give feedback to the Quality Assurance Manager within the two weeks.
3. The peer reviewer sends the Peer Review Report back to the Quality Assurance Manager within a week.

4. The Quality Assurance Manager has to make a synthesis of the Deliverable evaluation in the Overall Peer Review Report within two working days and send it to the Deliverable author.
5. The author has to return a document entitled "Summary of main feedback and actions taken" and the revised Final Deliverable to the Quality Assurance Manager and the Project Coordinator. The deliverable is sent also to all partners.
6. The Project Coordinator sends the final version of the deliverable to the EC one day before the completion date.

3.2 Relevant templates, available on the project Wiki

- TeleFOT-Dx.y.z-PeerReview-ReviewingCompany-vx.y-template
- TeleFOT-HL-InternalReport-Title-vx.y-template