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GA No. 612035

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Disclaimer:



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Executive Summary

This document outlines the dissemination material that is prepared for the i-Game project regarding dissemination to the general public, academia, media and not least – to the participating teams.

First, a lay-out for the website is proposed so that all target groups can explore all relevant information, from the background and targets of the project to specific technical information for the participating teams.

Next, the dissemination strategy is explained by listing relevant conferences, scientific publications, information to the media and collaboration with other EC projects.

Finally an impression is given of the materials that are created to support dissemination activities, such as a folder and poster.

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1 Introduction

One major deliverable in the i-GAME project is the final event at GCDC 2016. For the participating teams and for the general public it is important to clarify the benefits of Automated Driving demonstrated at the final event. The more teams that participate, the more contributions are made to research and new findings in this important area.

Dissemination of the project targets a variety of different groups with varying background knowledge in the area of Automated Driving and hence the message must be adapted to suit the specific target groups. This document outlines the dissemination material that is prepared for the i-Game project regarding dissemination to the general public, academia, media and not least – to the participating teams.

Scope

This document forms deliverable D6.5 “Dissemination materials” and is related to task 6.5 “Public dissemination” including the following topics:

- Dissemination plan: where and what events are included in the dissemination process, both for academic partners, popular media and teams
- Project brochure (folder)
- Poster
- Project website (only the initial design, the implementation and further design is taken up by D6.4)

Background to dissemination materials

Dissemination plays an important role in the i-GAME project and will be performed on different levels and with different target groups. Initially the project must establish awareness and connections with related projects / programmes to find potential synergies and collaboration opportunities. This calls for overall information about the targets, deliverables and planned events to support the potential interaction with other projects.

The value of the project deliverables will increase with the number of teams participating in the contest. New solutions will come to surface and the interaction and collaboration between the teams will be both more interesting / complex to the participants and more rewarding to the scientific community as a result of more contributions at seminars and in scientific publications. This drives dissemination to create awareness for the competition for potential participants to the GCDC.

The *participating teams* will have a demand for highly detailed information regarding technology, scenarios, evaluation criteria, communication protocols and much more. This will be available to all teams once they have accepted the challenge. Project management ambition is to create a transparent and collaborative platform.

For media and the general public and the EU commission another category of information is required, with focus on overall goals for the project and benefits for the society, based on cooperative and automated traffic systems. The focus lies on creating an interest for new technologies and the international collaboration as a result of the i-GAME project.

The *academic community* will benefit from a number of articles and presentations derived from the i-GAME project. For intermediate dissemination (while the project is still on-going) the majority of dissemination will be presentations at relevant conferences, while post-project work will have the potential for more elaborate scientific publications. Post-project dissemination is not covered in this document.

For the *EU commission, political stakeholders and the general public* the ambition is to make available information about the basic purpose of the project, with focus on the commercial and public sectors. It will also contain updated information on planning, events and overall progress in the project.

Contents and structure of this document

This document consists of the different strategies and message content to the target groups as mentioned above. A list of potential (intermediate) conferences and focus areas is included in this document. This document also explains the project brochure, poster and press release.

Dissemination in scientific publications is likely to take place after the closing of the project, when experiences and information can be analysed in depth. These publications are not in scope for this document.

2 Website design

Dissemination for i-GAME will heavily rely on information on the project home-page. The strategy is to keep the page continuously updated and to allow public access areas as well as restricted areas for participating teams.

The i-GAME homepage will be open to anyone. At this page different paths can be selected depending on area of interest and, in some cases, access rights. The paths and planned content is described in the following chapters. Two major paths can be distinguished, information regarding the *project* (i-GAME) and information regarding the *competition* (GCDC 2016). The latter with focus on participating teams, where access to some areas will be restricted to teams that have signed up for the competition.

In addition various information material such as presentations, film, roll-ups, and printed material will be produced, targeting an audience attending different conferences and presentations.

2.1 The web

The official web-site is based on a public and a restricted area. The overall structure is described in Figure 1 below.

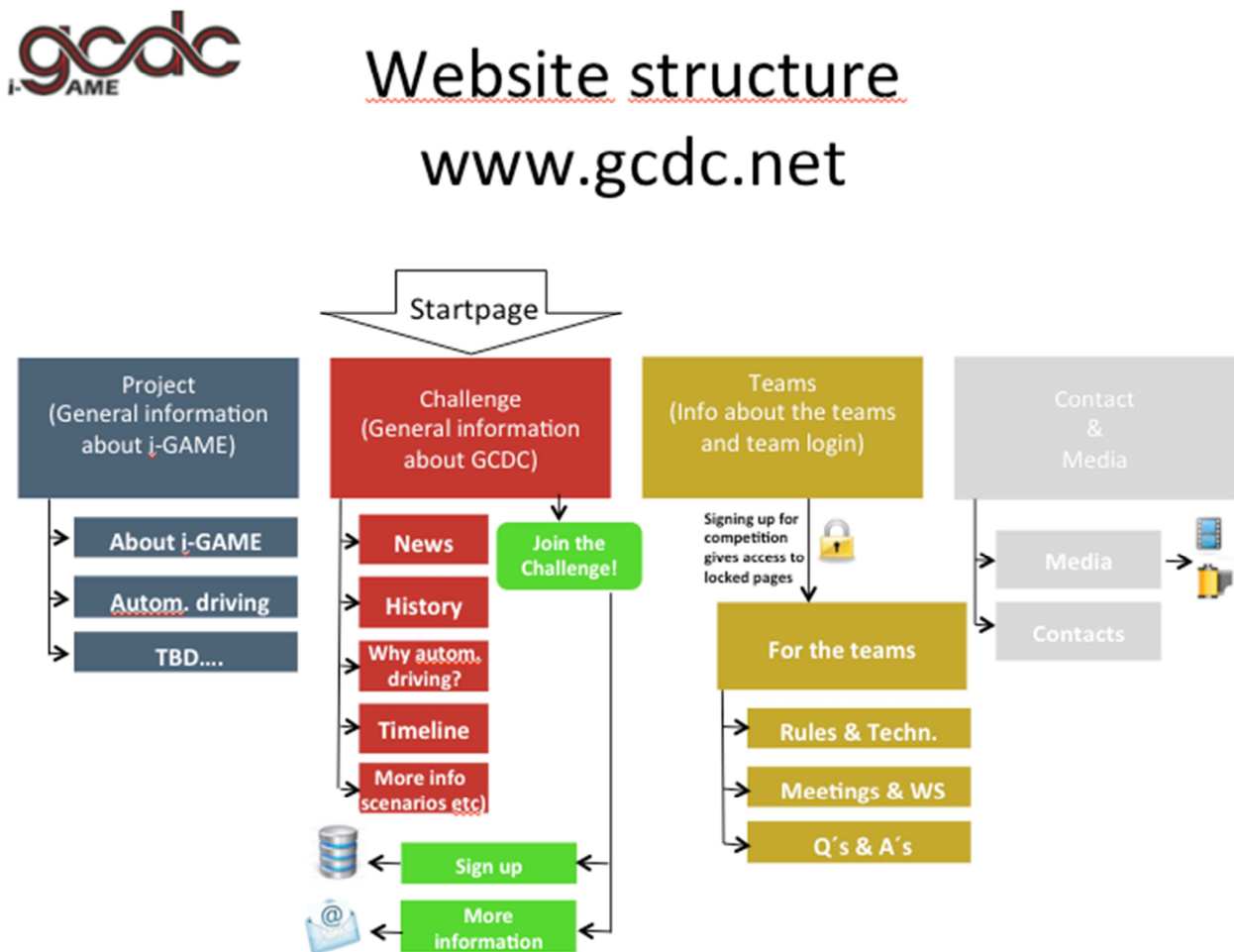


Figure 1: Website structure

2.1.1 i-GAME - Project Information

This path will be developed to support the general public and media with background and overall information regarding the project. This includes information about:

- The FP7 programme and specific information on the project targets
- The project partners
- Benefits and challenges in the area of automated traffic systems
- State-of-the-art and previous projects in Automated Driving
- Collaboration with other relevant on-going projects

2.1.2 GCDC – Challenge Information

This path is open to the public with the target to provide information about the GCDC challenge. The focus will be on the final event , the GDCD 2016, and the progress of teams and the overall project. The path will provide information on:

- History of the challenge
- News banner on status
- Introduction of participating teams
- On-going activities and progress, calendar
- Scenarios – motives and explanations

2.1.3 GCDC – Information for participating teams

This path will be restricted to teams that have signed up for participation in the GCDC 2016. The two main purposes of this area are:

1. To support all teams with detailed information regarding the competition and links to relevant documentation. It serves as the focal point where continuous updates links to the latest versions of documents regarding:
 - a. Technical requirements
 - b. Team & driver requirements
 - c. Planned workshops
 - d. Detailed scenario descriptions
 - e. Communication standards

2. Collaboration is key to successful preparations for all teams. In the final year before the competition an increasing amount of detailed questions and challenges are expected from the teams, creating a demand for a fair and transparent approach to dissemination. This calls for:
 - a. Schedule for fixed periodic meetings
 - b. Collaboration forum where all questions asked by any team are available to all others, together with the response from the organizers
 - c. On-line test facilities will be created to support teams to test together over the internet. This will reduce the risk for mis-interpretations of the communication standards and hence reduce time for live testing when the teams meet for verification and challenges.
 - d. Links to related projects, e.g. the ones mentioned in Section 3.5.

2.1.4 Contact and Media

In order to attract media attention to the project and the 2016 GCDC competition this path will provide contact information for at least one spokes-person per project partner. Material for public publication will be made available, such as:

- Press releases
- Pictures and films
- Information about the teams

For all public material care will be taken that correct attributions will be added.

3 Dissemination strategy

3.1 Conference participation

For the academic and science oriented public, conferences and publications will be a natural channel for dissemination. This allows the project to report progress for specific target groups. Section 4 explains the materials that are created that are used at these conferences.

3.1.1 FISITA

The official launch of the project will take place at the FISITA Conference in Maastricht on June 3 2014. At this time information about the GCDC 2016 will be distributed and the competition will be open for team registration. Various materials such as leaflets, film and presentations will be at hand. A short information session is planned for the afternoon of June 3 at the FISITA premises.

3.1.2 Other conferences

As the project progresses different areas of development will be in focus at different times. This approach will allow workshop topics and team collaboration in a planned sequence over time. It also allows for planning of participation at various relevant conferences. Conferences listed below are annual and from a project perspective participation can be planned over the time horizon at hand (until August 2016). Table 1 shows the potential conferences available for i-GAME dissemination over the project horizon:

3.2 Potential conference participation

A large number of relevant conferences are available for dissemination to the scientific community. Most of these conferences are annual. Dissemination of i-GAME results will be mainly dependent on the participation of the partners in these conferences. Table 1 lists a selection of such conferences.

Table 1: Potential conferences for i-GAME dissemination

CONFERENCES	SUBJECT	CITY	TIME OF YEAR
ETSI ITS	Intelligent Transport Systems Workshop http://www.etsi.org/news-events/events/692-etsi-its-workshop-2014	BERLIN (GER)	Q1
FISITA	Intelligent transport to solve future mobility, safety and environmental challenges http://www.fisita2014.com/	MAASTRICHT (NL)	Q2
DATE	Design, Automation & Test in Europe http://www.date-conference.com/	DRESDEN (GER)	Q2
RTAS IEEE	Real-Time and Embedded Technology and Applications http://2014.rtas.org/	BERLIN (GER)	Q2
REAL CORP	Urban Planning and Regional Development in the Information Society http://www.corp.at/	VIENNA (AUS)	Q2
SUMO	Simulation of Urban Mobility	BERLIN (GER)	Q2

VTC	Vehicular Technology Conference http://www.ieeevtc.org/vtc2014spring/	SEOUL (KOREA)	Q2
ICRA IEEE	Robotics and Automation http://www.icra2014.com/	HONG KONG (CHINA)	Q2
EC DG CNECT	European Conference on Human Centered Design for Intelligent Transport Systems http://conference2014.humanist-vce.eu/	VIENNA (AUS)	Q2
IV IEEE	Intelligent Vehicles Symposium http://www.ieeeiv.net/	DEARBORN (MI) (USA)	Q2
ERTICO	ITS European Conference	Varying	Q2
SIES IEEE	Symposium on Industrial Embedded Systems http://retis.sssup.it/sies2014/	PISA (IT)	Q2
RTCSA	Embedded and Real-Time Systems and Applications http://www.cs.cqu.edu.cn:8085/	CHONGQUING (CHN)	Q3
ITS	World Congress http://itsworldcongress.org/	DETROIT (MI) (USA)	Q3
MESA	Mechatronics and embedded Technologies in Intelligent Transport Systems http://mesa2014.org/it/home/	SENIGALLIA (IT)	Q3
IROS IEEE	International Conference on Intelligent Robots & Systems http://www.iros2014.org/	CHICAGO (IL) (USA)	Q3
VCT IEEE	Vehicular Technology Conference http://www.ieeevtc.org/vtc2014fall/	VANCOUVER (CAN)	Q3
ETFA IEEE	Emerging Technologies and Factory Automation http://www.etfa2014.org/	BARCELONA (ESP)	Q3
ITSC IEEE	Intelligent Transport Systems http://www.itsc2014.org/	SHANDONG (CHN)	Q4
ICCVE	International Conference on Connected Vehicles http://www.iccve.org/	VIENNA (AUS)	Q4
ICTTE	International Conference on Transport Engineering https://www.waset.org/conferences/2014/italy/ictte/index.php	VENICE (IT)	Q4
IEEE	Vehicle Networking Conference http://www.ieee-vnc.org/index.html	PADERBORN (GER)	Q4

3.3 Publications

Table 2 contains potential journals and magazines for publication.

Table 2: Potential publication journals for i-GAME dissemination (ITS-general)

PUBLICATION (ITS GENERAL)	LINK
Transportation Research Part A: Policy and Practice	http://www.journals.elsevier.com/transportation-research-part-a-policy-and-practice/
Transportation Research Part B: Methodological	http://www.journals.elsevier.com/transportation-research-part-b-methodological/
Transportation Research Part C: Emerging Technologies	http://www.journals.elsevier.com/transportation-research-part-c-emerging-technologies/
Transportation Research Part D: Transport and Environment	http://www.journals.elsevier.com/transportation-research-part-d-transport-and-environment/
Transportation Research Part F: Traffic Psychology and Behaviour	http://www.journals.elsevier.com/transportation-research-part-f-traffic-psychology-and-behaviour/
Informs Transportation Science	http://pubsonline.informs.org/journal/trsc
Transportation Research Board	http://www.trb.org/Finance/TRRJournalOnline1.aspx
IEEE Transactions on ITS	http://sites.ieee.org/itss/introduction/transactions/
IEEE ITS Magazine	http://sites.ieee.org/itss/introduction/magazine/
IEEE Transactions on Vehicular Technology	https://ieeexplore.ieee.org/xpl/aboutJournal.jsp?punumber=25

Table 3: Potential publication journals for i-GAME dissemination (V2X)

PUBLICATION (V2X)	LINK
IEEE Communications Magazine	http://www.comsoc.org/commag
IEEE Communication letters	http://www.comsoc.org/cl
IEEE Communication surveys & tutorials	http://www.comsoc.org/cst
Elsevier Computer Networks	http://www.journals.elsevier.com/computer-networks/
Elsevier Vehicular Communications	http://www.journals.elsevier.com/vehicular-communications/
Elsevier Computer Communications	http://www.journals.elsevier.com/computer-communications/
Elsevier Ad Hoc Networks	http://www.journals.elsevier.com/ad-hoc-networks/

3.4 Final event

At the final event, the GCDC 2016, the project partners will organize a symposium on Automated Vehicles at the Automotive Campus in Helmond. The key stakeholders for this event will be the OEMs, Suppliers, Academia and Road & Infrastructure holders. The final results and major findings from the project will be presented and validated and the potential take-up of i-GAME deliverables will be explored.

3.5 Collaboration with other EC-projects

i-GAME will liaise with other EC-projects and activities. The Dissemination and Exploitation Manager (WP 7 leader) is responsible for the coordination of these activities, which include activities such as: collaborative workshops, organizing of events and participating in events of other related projects or participation in related annual EC meetings.

Currently the main EC-projects that are considered are the other DG CNECT FP7 Automation projects: Adaptive, Autonet2030 and COMPANION. Several face-to-face meetings that are organized within the VRA project are used for alignment.

4 Materials

For conferences a special package of materials have been developed to promote GCDC 2016 and the i-GAME project. Currently this package consists of:

- Film from previous GCDC (2011)
- Roll-up folder for conference participation
- A sales oriented presentation for attracting teams to sign up
- A sales oriented printed folder
- Various give-aways for conferences

4.1 Folder

A draft version of the folder is presented in Figure 2 below. This will be used for the first time at the GCDC launch at FISITA in Maastricht. The folder gives an explanation what the GCDC is about and what the project delivers.

The winning team of 2011 was XXX. Congratulations!

2015 COMPETITIONS BECAME A GREAT SUCCESS. TOTALLY XX TEAMS PARTICIPATED IN THE RACE AND AWARDED IN EL LAGA DAL.

Coollest challenge ever ...

Automated driving

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Find out latest details at www.gcde.net

GCDC is arranged by the iGAME project

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Logotyper

www.gcde.net

Grand Cooperative Driving Challenge

RACE 2015

We challenge you to be the best!

Complete with world class R&D items

Demonstrate cooperative driving technologies

Engage in test scenarios on highways

Change how the world drives



About GCDC

Text incim consed erspellam rm fuga. Et prerrum qui blandenim int aut veles moditaquis arum, quam repudiatos eum quam que nece perrovitatis explam eicabo. Ga. Et la ni am voluptibusam il etur, apiet velit hit, omniste la velic to dolupta a deliquae doluerchilis esciis eum, voluptusam ipita quias doles enis eum et od quiaest, ommoluptaque solupit la quis moluptatur sitatur repelectum labores sitasimaxim volupta es et qui int dus.

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Why join the challenge?

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Sign up at:
www.gcdc.net/signupnow
info@gcdc.net
twitter.com/gcdc2011??

Form your team and join the challenge today!

Be inspired by GCDC 2011 at:
<http://www.youtube.com/watch?v=MvrmEXBpHxE>

Find out latest details at www.gcdc.net and sign up for the challenge!

"Quote ... 2011 incim consed erspellam rem fuga. Et prerrum qui blandenim int aut veles moditaquis arum, quam repudiatos eum quam que nece perrovitatis explam eicabo. Ga. Et la ni am voluptibusam il etur, apiet velit hit, omniste la velic to doluptis esciis eum, voluptusam ipita quias doles enis eum et od quiaest," NAME, TEAM, COUNTRY




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Figure 2: Draft version of the folder

4.2 Roll-up poster

Also a roll-up has been designed that will also be used at FISITA. Refer to Figure 3 for a draft version.



Figure 3: Roll-up poster

5 Conclusion

This document has briefly explained the website design, the dissemination strategy and the materials that are and will be used in the dissemination process. However, dissemination for the i-GAME project is a continuous process that spans over the entire project length. Initially focus will lie on attracting teams to participate and over the progress of the project more focus will be on attracting media and public attention to the final event. The final year before the GCDC much effort must be put on information to participating teams. Collaboration and transparency are key factors to success.

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