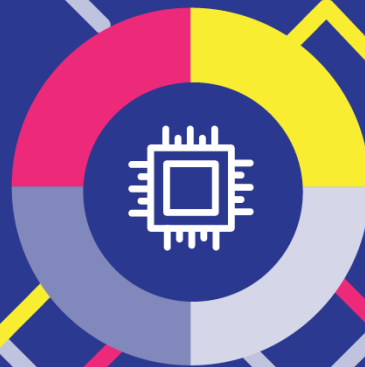


A data driven toolbox  
for improving  
the management  
of transport operations



SYNCHROMODE



# Dissemination and Communication Strategy Plan v1

**Project Deliverable D7.1.**

POLIS Network  
Date: 31/08/23



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## Executive Summary

The Communication and Dissemination Strategy Plan is a living and foundational guide for all of SYNCHROMODE's activities in Communication and Dissemination. It focuses on creating momentum for the project's outputs (communication), fostering interest by a multitude of stakeholders and identifying channels to share the project's results and findings (dissemination) and contributing to the exploitation of the results. More broadly, the plan covers the project's target audiences and key messages, brand identity, dissemination and communication tools and channels, and planning and monitoring mechanisms.

Progress in achieving its objectives will be laid out, monitored and evaluated in the project's periodic reporting activities in M18 and M36.



## Summary sheet

<b>Deliverable No.</b>	D7.1.
<b>Project Acronym</b>	SYNCHROMODE
<b>Full Title</b>	Dissemination and Communication Strategy Plan (including dissemination material) – version 1
<b>Grant Agreement No.</b>	101104171
<b>Responsible Author(s)</b>	Melina Zarouka, Zsofia Jakoi (POLIS Network)
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<b>Work Package Title</b>	Dissemination, exploitation and outreach of results
<b>Work Package Leader</b>	POLIS Network
<b>Starting date</b>	M1
<b>Number of months</b>	36



## Project partners

Organisation	Country	Abbreviation
ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS	Greece	CERTH
UNIVERSIDAD DE LA IGLESIA DE DEUSTO ENTIDAD RELIGIOSA	Spain	DEUSTO
NOMMON SOLUTIONS AND TECHNOLOGIES SL	Spain	NOMMON
YUNEX GMBH	Germany	YUNEX
MAP TRAFFIC MANAGEMENT BV	Netherlands	MAPTM
AIMSUN SLU	Spain	AIMSUN
BE-MOBILE	Belgium	BE-MOBILE
VMZ BERLIN N BETREIBERGESELLSCHAFT MBH	Germany	VMZ
ARRIVA PERSONENVERVOER NEDERLAND BV	Netherlands	ARRIVA
RUPPRECHT CONSULT-FORSCHUNG & BERATUNG GMBH	Germany	Rupprecht
POLIS NETWORK	Belgium	POLIS
PNO INNOVATION SL	Spain	PNO
REGION OF CENTRAL MACEDONIA	Greece	RCM
CITYLOGIN IBERICA SL	Spain	CITYLOGIN
PROVINCIE ZUID-HOLLAND	Netherlands	PZH
UNIVERSITY COLLEGE LONDON	United Kingdom	UCL



## Document history

<b>Version</b>	<b>Date</b>	<b>Organisation</b>	<b>Main area of changes</b>	<b>Comments</b>
Version 0.1	21/08/2023	POLIS	Initial Draft	To be reviewed
Version 0.2	22/08/2023	CERTH	Final Review	Reviewed
Version 1.0	31/08/2023	POLIS	Final Issue	To be issued



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## List of acronyms

<b>ICT</b>	Information and Communication Technologies
<b>KPI</b>	Key Performance Indicator
<b>ITS</b>	Intelligent Transport Systems
<b>EU</b>	European Union
<b>EC</b>	European Commission
<b>CEN</b>	European Committee for Standardisation
<b>ISO</b>	International Organisation for Standardisation
<b>ETSI</b>	European Telecommunications Standards Institute



## 1. Introduction

### 1.1. About SYNCHROMODE

SYNCHROMODE is a three-year Horizon Europe (2023-2026) project that will deliver a suite of services for improving the overall transport network management, fostering the coordination of different agents involved in the provision and control of the transport services.

These services are:

- 1) Transport network-wide data exchange and integration system;
- 2) Cooperative dashboard for real-time monitoring and prediction of network-wide multimodal transport and traffic;
- 3) Resilient multimodal transport network and traffic management support tool.

The project aims to develop data driven ICT tools for improving the management of transport operations from a multimodal perspective and managing the overall transport network as a whole. SYNCHROMODE will provide to transport managers new predictive and network optimization capabilities for balancing the transport supply and demand, and capable of reacting to different types of events.

The project will test and validate its results in 3 real case studies, Thessaloniki (GR), Netherlands (NL) and Madrid (SP), with real data from various modes of transport under different traffic events, such as bottlenecks, accidents etc.

The SYNCHROMODE community is made up of key players from each area. The consortium consists of 16 beneficiaries from 7 different countries, including 3 Case Studies locations. It is led by CERTH, that specializes in advanced transport modelling and optimization, with a strong focus on multimodal networks and traffic management. CERTH-HIT possess extensive expertise in traffic management, Intelligent Transport Systems (ITS) and Cooperative Intelligent Transport Systems (C-ITS).

### 1.2. Communication and Dissemination Objectives

The primary goal of the plan is to strategically, methodically and targeted promote replication capabilities for innovative multimodal traffic management in Europe, relying on interoperability and scalability capabilities of the developed services and the SYNCHROMODE toolbox.

The objectives can be broken down as per below:

- Lay out a harmonised and clear project identity used and implemented by all consortium members.
- Outline the project's key messages, channels and tools to guarantee the visibility of the project.



- Establish qualitative Communication and Dissemination objectives, notably through a set of Key Performance Indicators (KPIs).
- Define target groups and identify opportunities for cooperation through events and specialised journals.
- Denominate cooperation mechanisms and strategic alliances with projects, initiatives and organisations.
- Establish a clear library of events, academic journals and other opportunities to disseminate and exploit project findings, best practices and results.
- Create synergies and interest with active external organisations and networks, other EU projects as well as national initiatives and networks in the use case countries.
- Establish monitoring and evaluation processes.



## 2. Key Messages and Target Groups

### 2.1. Key Messages

SYNCHROMODE's Communication and Dissemination activities must be in line with a project-wide clear narrative. To do so, this plan lays down a list of simple concise and tailored statements which convey the most important information. They are the foundation of the Communication and Dissemination content and need to be shared with the audience consistently.

The key messages identified are the following:

- SYNCHROMODE aims to develop a data driven ICT toolbox for improving the management of transport operations from a multimodal perspective, in order to manage the transport network as a whole.
- SYNCHROMODE will provide transport managers with new predictive and network optimization capabilities for balancing the transport supply and demand, enabling the efficient reaction to different types of events.
- SYNCHROMODE will demonstrate via well-chosen case studies the effectiveness of integrated multimodal and multi-actor traffic and transport management solutions and the SYNCHROMODE toolbox, able to balance the demand load of both people and goods and at the same time reduce individual journey times.
- SYNCHROMODE will develop a data driven ICT toolbox for improving multimodal transport network management by balancing the transport supply and demand and enabling the efficient reaction to different types of events.
- SYNCHROMODE is testing and validating its toolbox under real environment conditions in Thessaloniki, Netherlands and Madrid Case Studies.
- The SYNCRHOMODE toolbox is a multimodal decision support system that will serve as the backbone of the case studies.

### 2.2. Target Groups

The SYNCHROMODE project aims to enable strong engagement of internal and external stakeholders. Each target group will be approached in a unique way with tailored activities, specific key messages and co-creation processes.

The groups identified are:

- Authorities:
  - City councils, regional transport authorities, infrastructure managers, (e.g., road transport)
- Transport Operators:
  - (Public/Private), Mobility Service Providers (including micro-mobility)



- Traffic Management Industry
- Industry Associations and Technology Clusters
- Policy Makers and Standardisation Organisations: EC Directorates, Ministries and Governments Regulatory Agencies, Standardisation Organisations (CEN, ISO, ETSI, etc)
- Research Community and Academia
- General Public:
  - Civil society representatives and general public

## 2.3. Other Networks

SYNCHROMODE will cooperate with external initiatives, projects and strategic alliances in the multi modal traffic management. The goals are to ensure knowledge transfer, build momentum with and from other initiatives or clusters of projects, and establish synergies, particularly through participation in conferences, workshops and other events.

Collaborations, clustering and liaising with other initiatives will be guided by topic-oriented activities (e.g., joining events), the need to facilitate dialogues between experts in the field and public authorities, and the aim of increasing SYNCHROMODE's public visibility.

A list of relevant organisations includes:

- Networks and relevant organisations, which could disseminate the project to their members:
  - POLIS, ERTICO, ERTICO TM2.0, ECTRI, Eltis, SLoCaT, ITF, Car2CaR Communication Consortium, CCAM Partnership, C-Roads Platform, 2Zero partnership, EIT UM KIC, EARPA, ERTRAC, CLEPA, IRF, PIARC, related TRB committees, UITP, as well as AIOTI, C40 Cities and UN Bodies, EIT Climate KIC, OPEN ENLoCC, European Social Simulation Association, and NECTAR cluster 3. Activities may include sharing SYNCHROMODE's findings, tools and publications with members, inviting them to attend SYNCHROMODE's events and final conference, and creating synergies through co-organised webinars or news articles.
- EU-funded projects:
  - ACUMEN and DELPHI (SYNCHROMODE's sister projects), other projects like FRONTIER, TANGENT, DIT4TRAM, ORCHESTRA, CONDUCTOR, AUGMENTED CCAM, ULTIMO, IN2CCAM, MODI, PODIUM, SHOW, SESAR 2020 ER4 TRANSIT, SESAR 2020 ER4 IMHOTEP.

C- Activities may include the joint organisation of webinars and workshops as well as the co-creation of sessions at European and international events (e.g., TRA, TRB, ITS World and European Congress, Tomorrow.Mobility World Congress, POLIS Conference, the Urban Mobility Days, World Society for Transport and Land Use research symposium, EURO Working Group on Transportation, MOVE conference, Smart Cities World Expo etc.).



Local partners, initiatives and projects linked to the Case Studies. (For example, for Thessaloniki, one related national project is called CTMaaS)

## 2.4. Advisory Board

SYNCHROMODE's Advisory Board (AB) will be a small group of experts that will guide the project consortium on defined activities, notably on adoption and take-up actions, and the promotion of knowledge transfer and exploitation of the project's best practices. They will represent a well-balanced group covering multiple facets of the traffic management sector, from research and commercial interests to cities and associations. In addition, the AB will have the opportunity to participate in technical and strategic meetings to discuss standardisation questions, the validation of key results from the Use Case cities and promote SYNCHROMODE as supporting tool for transport & traffic operations management.



**SYNCHROMODE**

## **3. Project Identity and Communication Material**

### **3.1. Visual Identity: Name, Logo, Colours and Fonts**

SYNCHROMODE’s full project name is “Advanced traffic management solutions for synchronized and resilient multimodal transport services”.

The acronym should always be in capital letters. The logo is available in colour, white (to be used for certain coloured backgrounds) and grayscale in JPEG, PNG, EPS and AI formats. The logo must appear fully intact no matter its size - it should never be stretched, altered or distorted.

The image mark uses the ‘S’ and ‘O’ from the brand name typography to form an element that evokes flow and synchronicity.

The typography uses the font Plus Jakarta Bold in all capital letters, set in Ink Blue. The O has been altered to match the intersecting circles in the image mark. The image mark can be used as a stand-alone element on social media and when the Key Visual is not present.



**SYNCHROMODE**

*Figure 1 - SYNCHROMODE full colour version on white background*



**SYNCHROMODE**

*Figure 2 - SYNCHROMODE black version on white background*



**SYNCHROMODE**



*Figure 3 - Logo white version on pink background*



*Figure 4 - Logo white version on grey background*



*Figure 5 - Logo white version on multicolour background*



*Figure 6 - Logo white version on blue background*



## 3.1.1. SYNCHROMODE Colours

SYNCHROMODE has a distinctive palette of colours which create a unique brand experience.



Figure 7 - SYNCHROMODE colours palette

### Primary Colours

The primary colours should make up most of the colour expression in SYNCHROMODE communications. The Ink Blue stands for consistency, the Pink for dynamism, positivity, and futuristic innovation. This colour can be used to highlight details and information.

### Secondary Colours

The Colours are used to complement the primary colours, for example on information graphics or frames and lines.

## 3.2. Key Visuals

The Key Visual illustrates the SYNCHROMODE project messages and objectives. It consists of three visual elements and is a modular system that can adapt to all media formats, print and digital.



- 1) The Microchip - This element communicates the data-driven approach of SYNCHROMODE. It can also be used by itself as a pictogram.
- 2) The Circle - The Circle symbolises the multiple moving pieces that function together as one.
- 3) The Lines - The Lines stand for the urban infrastructure. They should either go straight or in a 90-degree angle. Two are highlighted by primary colours.

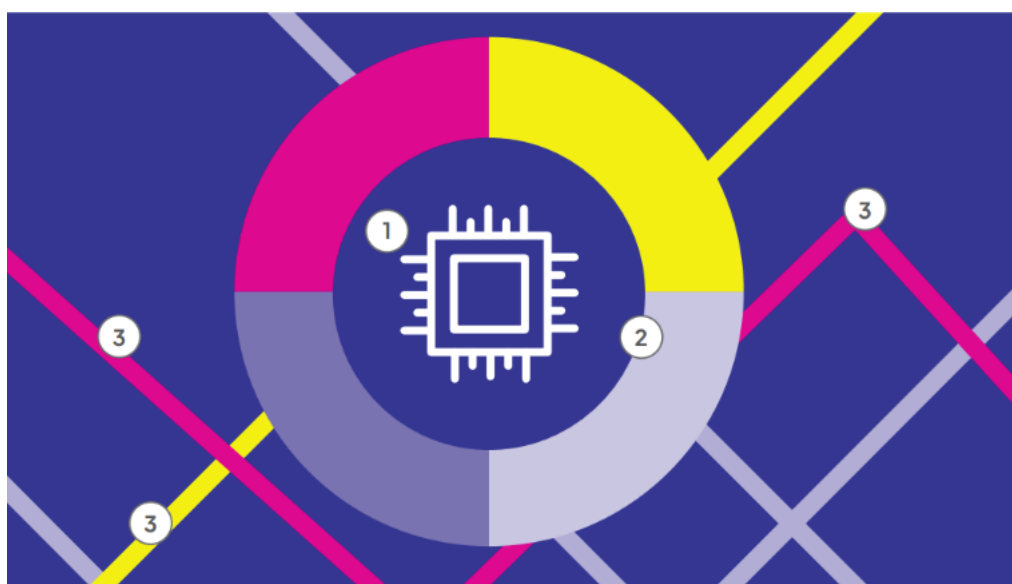


Figure 8 - SYNCHROMODE key visual

### 3.3. Description

To facilitate the communication of SYNCHROMODE, the following sentences can be used by all partners to present the project concisely, from a sentence to two paragraphs.

#### One Liner

SYNCHROMODE is a Horizon Europe (2022-2026) project on advanced traffic managements solutions for synchronized and resilient multimodal services.

#### Two-liner/Paragraph

SYNCHROMODE is a 3-year Horizon Europe (2022-2026) project on advanced traffic managements solutions for synchronized and resilient multimodal services. The project aims to develop data driven ICT tools for improving the management of transport operations from a multimodal perspective and managing the overall transport network as a whole. SYNCHROMODE will provide



to transport managers new predictive and network optimization capabilities for balancing the transport supply and demand, and capable of reacting to different types of events.

## Two Paragraphs

SYNCHROMODE is a 3-year Horizon Europe (2022-2026) project on advanced traffic managements solutions for synchronized and resilient multimodal services. The project aims to develop data driven ICT tools for improving the management of transport operations from a multimodal perspective and managing the overall transport network as a whole. SYNCHROMODE will provide to transport managers new predictive and network optimization capabilities for balancing the transport supply and demand, and capable of reacting to different types of events.

SYNCRHOMODE's toolbox is a multimodal decision support system that will serve as the backbone of the three case studies. The project will test and validate its toolbox under real environment conditions in Thessaloniki, Netherlands and Madrid Case Studies.

## 3.4. EU Funding Disclaimers

All SYNCHROMODE communication activities must systematically acknowledge EU funding. This includes media relations, information material including factsheets and presentations, posters, brochures, social media posts, and more. To do so, please always include:

The EU emblem that acknowledges funding: [download an official version](#)



**Funded by  
the European Union**

The following statement: "This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement No 101104171."

When applicable, include the following statement:

"SYNCHROMODE is funded by the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement No 101104171. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them."

Check List: Do's and Don'ts

- ✓ Always make sure the EU emblem has appropriate prominence when displayed with other logos (at least the same size as the biggest logo)
- ✓ Use the following fonts for the statement acknowledging EU funding: Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu or Verdana



- ✓ Do not use underlined text, italic or font effects in the funding statement, and use a black, white or blue (EU flag colour) font depending on the background.
- ✓ The funding statement can be translated to a local language, where appropriate.
- ✓ The statement “Funded by the European Union” or “Co-funded by the European Union” must always be spelt out in full and placed next to the emblem.

Any publication or material prepared by the consortium members, even if at the national level, shall at least display the project logo and EU flag and funding statement. This includes material done on behalf of SYNCHROMODE and/or in the framework of the tasks assigned in the project to the partners.

For further information, please consult The use of the EU Emblem in the Context of EU programmes 2021-2027.

## 3.5. Dissemination Material and Communication Tools

### 3.5.1. Project Leaflet, Banner and Brochure

By early September 2023, SYNCHROMODE will have a project leaflet and roll up banner – key products for external events. The project leaflet and roll up banner will be used to explain the project and its core elements. The flyer will be, both in digital version (with hyperlinks) and print version. The printable version may contain QR codes to allow users to access the linked content). The number of flyers distributed during conferences and sent via email depends on the contacts and events which will be organised during the course of the project. Contents and prints will be provided by the Consortium.

A brochure will also be printed towards the end of the project to be circulated at the final conference, summarising the project’s findings and policy recommendations.

### 3.5.2. Online presence: Website, newsletter, press releases, videos and social media

A dedicated SYNCHROMODE **website** will be available in September 2023 (Figure 9).



A DATA DRIVEN TOOLBOX

# IMPROVING THE MANAGEMENT OF TRANSPORT OPERATIONS



SYNCHROMODE is a three-year Horizon Europe (2023-2026) project that will deliver a suite of services for improving the overall transport network management, fostering the coordination of different agents involved in the provision and control of the transport services. These services are: 1) Transport network-wide data exchange and integration system; 2) Cooperative dashboard for real-time monitoring and prediction of network-wide multimodal transport and traffic; 3) Resilient multimodal transport network and traffic management support tool.

The project aims to develop data driven ICT tools for improving the management of transport operations from a multimodal perspective and managing the overall transport network as a whole. SYNCHROMODE will provide to transport managers new predictive and network optimization capabilities for balancing the transport supply and demand, and capable of reacting to different types of events.

[ABOUT US](#) →

Figure 9 - SYNCHROMODE website landing page

At least twice a year, the SYNCHROMODE **newsletter** will be distributed to its subscribers to update them on the progress of the project and the Use Cases, significant results, and opportunities to get involved. POLIS will be responsible for promoting the newsletter and will develop its content with unique articles (interviews, photos, event recaps, etc.), collect inputs from the consortium, and send it to the subscribers in line with data protection and GDPR (subscribers' data will be collected only for the newsletter and during the duration of the project) requirements, as well as in line with the project identity and brand. Each partner will be also asked to forward it to their mailing lists/contacts. Press releases will be posted online and disseminated via the project's social media channels throughout the course of the project. In addition, SYNCHROMODE will create several videos to illustrate its ambitions and objectives at the three Case Studies. In order to have the best



reach, we are going to create a SYNCHROMODE YouTube channel. This channel will allow us to embed the videos on our other dissemination channels instead of uploading them separately on each of these media platforms. Not only this will allow us to gather view data easier, but this will also allow us to act more efficient if a technical problem occurs.

Finally, **social media** is one of the most important tools for a project's stakeholder engagement as well as for its communication, dissemination and exploitation activities. It is an efficient way to reach a large and targeted external audience.

SYNCHROMODE is currently on two platforms:

**Twitter** page, for rapid and on-the-spot updates in a more relaxed tone. This channel is a key tool during in-person events, allowing us to tag consortium members and pertinent external stakeholders.



**LinkedIn** page, for longer and more formal posts on more detailed results, opportunities and findings.



The main objectives of using social media are:

- To share project information, activities and results.
- To increase the involvement in the project’s activities and events and allow for interaction.
- To widen the outreach of the project’s outcomes.
- To allow for an interactive dissemination.
- To analyse the audience statistics and feedback to adjust the communication strategy.

### 3.6. Publications and Events

SYNCHROMODE will participate regularly in a range of local, national and European events through sessions, pitches, academic posters, papers, stands and more. The main goal is to ensure the dissemination of the project’s activities and results, network with other initiatives, learn from others, share ideas, and offer opportunities for the exploitation of findings.

*Table 1 - Potential Participation at Local, National, European and International Events*

Local and National	Name
Thessaloniki	11th International Congress on Transportation Research (ICTR) - 20-22/09/2023 20-22/09/2023 ITS 2023 Conference Univ. of Patras - 02-03/11/2023 ITS Hellas annual conference – December 2023 ITS Hellas annual conference – December 2024 12th International Congress on Transportation Research (ICTR) - September 2025



Madrid	Trafic: Movilidad segura y sostenible - 24-26/10/2023 Foro de las Ciudades - 11-13/06/2024 Logistop Innovation Day - 25-10/2023
Netherlands	Nationaal verkeerskunde congress - 11/1/2024 or later year Conferentie mobiliteitsvernieuwing - 2/24/2023 or later year Congres mobiliteitstransitie - 5/24/2023 or later year De verkeersgedragdag - 4/24/2023 or later year
<b>European and International</b>	Transport Research Arena (TRA) – Dublin, Ireland, 15-18/04/2024 Tomorrow.Mobility World Congress (EIT Urban Mobility) – Barcelona, Spain, 7-9/11/2023 Smart Cities expo world congress – Barcelona, Spain - 7-9/11/2023 RTR conference – Brussels, Belgium - 5-7/02/2024 ITS European Congress – TBD – 2024 POLIS Annual Conference - Leuven, Belgium - 29-30/11-2023 International Transport Forum (ITF) Summit - Paris,France - 22-23/02/2024 hEART2023 – Zurich, Switzerland, September 2023 Global Mobility Call – Madrid, Spain - 24-26/10/2023 Urban Mobility days – Seville, Spain - 4-6/10/2023 Rail Live 2023 – Madrid, Spain - 29-01/11/2023 IEEE ITSC 2023 – Bilbao, Spain - 24-28/09/2023 Urban Future Conference - Cairo,Egypt - 4-8/11-2024 Transportation Research Board Annual Meeting (TRB) - Washington DC, USA - 7-11/01/2024 2024 IEEE Intelligent Vehicles Symposium (IV 2024) - Jeju, Korea – 2024 Transportation Research Board Annual Meeting (TRB) - Washington DC, USA – January 2025

In addition, SYNCHROMODE will also organise events, including **webinars** for partner cities with relevant stakeholders, trainings and workshops to gather feedback for the tools developed, and seminars to increase the visibility of the project. The project’s flagship event, the **final conference** will take place close to the end of the project to showcase the solutions developed and partners involved, as well as create interest among local and European stakeholders and disseminate the results of the work achieved within SYNCHROMODE. Regarding publications, SYNCHROMODE will target both magazines and scientific journals, as described in the table below.



Table 2 - Potential Participation in Magazines and Scientific Journals

Nature	Name
Magazine	Cities in Motion: Cities in motion - POLIS Network Cities Today: Home - Cities Today (cities-today.com) Intelligent Transport: Intelligent Transport Revolve Magazine: Quarterly insights into a changing world.   REVOLVE Magazine Urban Transport Magazine: Urban Transport Magazine - (urban-transport-magazine.com)
Academic Journals (Open access journal)	Open Research Europe Publishing Platform: Open Research Europe   Open Access ...   Open Research Europe (europa.eu) European Transport Research Review Home (springeropen.com) Transportation Research Interdisciplinary Perspectives Journal ScienceDirect.com by Elsevier International Journal of Transportation Science and Technology ScienceDirect.com by Elsevier IET Digital Library: IET Intelligent Transport Systems (theiet.org) European Journal of Transport and Infrastructure Research (tudelft.nl) Transportation Engineering   Journal   ScienceDirect.com by Elsevier Future Transportation   An Open Access Journal from MDPI • Transportation   Home (springer.com) Journal of Urban Mobility Journal of Artificial Societies and Social Simulation PLOS ONE Collective Intelligence
Newsletters	POLIS Internal and External Newsletters EIT Urban Mobility Newsletter Urban Mobility Weekly – Autonomy LSE Cities Newsletter EU Urban Mobility Observatory Newsletter (Eltis) SIMSOC



## 4. Planning and Monitoring

### 4.1. Local Communication Plans

To achieve a more targeted communication plan at a local level, local communication managers will be identified across the SYNCHROMODE partners and be appointed for the case study locations.

These local communication managers will function as the single points of contact (SPOCs) between POLIS Network and the case studies, bridging the general communication of SYNCHROMODE with the local communication of each case study location. Among their tasks, they will be responsible for organising site-based end-user training and for communicating the case study news and results in local languages.

Communication material will be translated in the local languages and local communication managers will be encouraged to actively participate in the implementation of the strategy and do regular communication updates for their local stakeholders.

Specific objectives per case study location:

- 1) Thessaloniki
- 2) Madrid Region
- 3) The Netherlands

### 4.2. Activity Registers and Dissemination Procedures

To monitor the impacts of the communication and dissemination activities carried out by the SYNCHROMODE consortium, a tracker was established. This tool must be updated frequently by all partners to monitor whether the existing approach is effective. POLIS in turn will collect all these inputs and will compile every six months a summary report of all the activities performed.

#### 4.2.1. Data Usage and Access to Information

In SYNCHROMODE, data will be used, processed and stored in line with the GDPR and any other applicable national, international, and EU regulations on data protection. Data must be utilised for a clear, safe, confidential, and lawful purpose in a transparent, equitable, and legal manner.

Compliance with the following regulations will be ensured throughout the project by all partners:

Regulation (EU) 2018/1725 of the European Parliament and the Council concerning the protection of natural persons with regard to the processing of personal data by institutions, bodies, offices, and agencies of the Union and on the free movement of such data, and repealing Regulation (EC) No. 45/2001 and Decision No. 1247/2002/EC (OJ L 295, 21.11.2018, p. 39).

The European Code of Conduct for Research Integrity provides the research community in Europe with a framework for self-regulation across all academic fields and research contexts.



GDPR, or Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, 2016, on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (OJ L 119, 4.5.2016, p. 1).

The Universal Declaration of Human Rights and the Convention 108 for the Protection of Individuals with Regard to Automatic Processing of Personal Data.

National laws appropriate to each partner country for specific activities including living labs.

Data governance, management and protection, as well as ethical requirements, are ensured in all data-intensive tasks and monitored through SYNCHROMODE's Data Management and Ethics plan (D7.1). This will ensure that research is conducted at the highest level of integrity, quality and transparency – particularly for topics in grey zones like AI software use and development and personal data.

The plan will cover the full life cycle of data collection, processing and use in SYNCHROMODE including:

Details on how to handle research data both during and after the project is completed.

Which data will be gathered, processed, or published.

The standards and methods used.

How data will be selected and stored, whether they will be shared or made available through open access (including after the end of the project).

## 4.2.2. Key Performance Indicators (KPIs)

The following key performance indicators (KPIs) will be used to guide the C/D project activities. They will support the consortium in tracking and assessing the project's outreach in regard to social media, press coverage, publications, and events. To register and monitor these activities, a tracker was built and made available to all parties.



Table 3 - Communication Means Description and KPIs

Communication Tool	KPI
An advanced website, providing information about the project, the demos, and the results, showcasing project's news and acting as channel	≥10,000 visits / project (cross-linking, traffic from social media accounts, referencing & SEO)
Creation of a Social Media Strategy, and Twitter and LinkedIn communities	2 tweets/week and 400 followers; 1 -2 posts on LinkedIn and 150 followers
Project newsletter providing an overview on the progress of the project and latest news	6 newsletters (six monthly basis); 300 readers; 300 opens/downloads per newsletter
Articles in the mass media and trade press about SYNCHROMODE project: promoting project progress, achievements, key events	>50 articles mentioning SYNCHROMODE
Workshop and Events organised/co-organised by project inviting experts, researchers, clients and industry audience from other projects	≥ 12 events (including workshops, webinars)
Short promotional video presenting the project (in English with subtitles or voice-overs in up to 4 languages)	≥600 views on YouTube; ≥200 views on Twitter
User engagement campaigns to get feedback about the project and enlist onto the events. Pre/during/post campaigns on social media and the website with articles & communication tool kit for the partners	+600 people feedback



The effectiveness of engaging the target audience groups and the impact of the communication and dissemination activities will be monitored every six months, according to the success indicators and target values, set in the table above. This will allow for mitigation actions and taking specific actions toward meeting the key KPIs.

Project success will be measured not only by the actions that will take place during each period, but by the incentivisation activities that will foster wider awareness raising and will engage new local communities in innovative multimodal transport network management to meet the scale up potential of SYNCHROMODE.



## 5. Conclusions

This plan is a strategic roadmap for SYNCHROMODE's Communication and Dissemination activities. By setting clear goals, identifying target audiences, laying out the project identity, dissemination and communication tools as well as multiple outputs (events, publications, resources, etc.), this living document's main aim is to support consortium members in successfully achieving the project's goals.

The Strategy is in line with Article 17 of the Grant Agreement: "The beneficiaries must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests." The SYNCHROMODE dissemination and communication plan has been thorough, to link the project objectives with tangible outreach goals, including the identification of target groups, key messages to be communicated through the appropriate channels and associated networking activities. Special focus has been given to knowledge transfer actions through multiple stakeholder groups, including the Advisory Board and ongoing initiatives, aiming to serve the upscaling ambition of the project. The KPIs attainment will be monitored on a six-month basis.



## 6. Social Media Channels

Website: [www.synchromode.eu](http://www.synchromode.eu)

LinkedIn: <https://www.linkedin.com/company/synchromode-project/>



Twitter: [SYNCHROMODE Project \(@SYNCHROMODE\\_EU\) / X \(twitter.com\)](https://twitter.com/SYNCHROMODE_EU)

