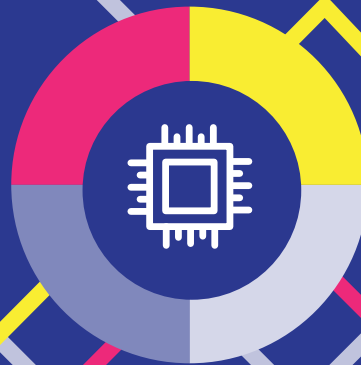


**Advanced traffic  
management solutions  
for synchronized and  
resilient multimodal  
transport services**



**SYNCHROMODE**



# **D7.2 – Dissemination and Communication Strategy Plan - version 2**

**Responsible author: POLIS**

**Date: 31/10/2024**



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## Executive Summary

The Communication and Dissemination Strategy Plan has been established as 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.

A first version of the plan was published in August 2023. This second version aims at showing the progress of the project and monitor the achievement on its objectives at the halfway through the project's duration.



## Summary sheet

<b>Deliverable No.</b>	7.2
<b>Project Acronym</b>	SYNCHROMODE
<b>Full Title</b>	Dissemination and Communication Strategy Plan v2
<b>Grant Agreement No.</b>	101104171
<b>Responsible Author(s)</b>	Sibylle Meffre (POLIS Network), Melina Zarouka (POLIS Network), Zsofia Jakoi (POLIS Network)
<b>Contributing Author(s)</b>	-
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<b>Date</b>	31-10-2024
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<b>Version</b>	2.0
<b>Work Package No.</b>	WP7
<b>Work Package Title</b>	Dissemination, exploitation and outreach of results
<b>Work Package Leader</b>	POLIS Network
<b>Project Coordinator</b>	ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS (CERTH)
<b>Website</b>	<a href="https://synchromode.eu">https://synchromode.eu</a>



## 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 NL
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
EMPRESA DE BLAS Y COMPAÑÍA, S.A.	Spain	ARRIVA ES



## Document history

Version	Date	Organisation	Main area of changes	Comments
Version 1.1	15.10.2024	POLIS	Initial Draft	To be reviewed
Version 1.2	17.10.2024	CERTH	Reviewed Draft	Comments to integrate
Version 2.0	30.10.2024	POLIS	Final	



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## List of acronyms

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



## 1. Introduction

### 1.1 Purpose and structure of this document

The Dissemination and communication strategy plan focuses on creating momentum for the project's ongoing activities and outputs (workshops, ongoing developments, deliverables), fostering interest by a multitude of stakeholders (within the sister projects and mobility actors). The strategy lists the relevant channels (social media, scientific publications, relevant national and international events) to share the project's results and findings and contributing to the exploitation of the result.

This deliverable has the following structure:

- Introduction
- Communication and dissemination objectives
- Advisory board
- Dissemination material and communication tools
- Publications and events
- Key performance indicators

### 1.2 Intended audience

The audience of Deliverable D7.2 is SYNCHROMODE project partners and officers. All partners are involved in the communication of the activities of their own work package and the events they attend. They all have access to a dissemination tracker to share their updates. Once the strategy will be approved, it will be communicated internally.

### 1.3 Project Overview

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:

- Transport network-wide data exchange and integration system
- Cooperative dashboard for real-time monitoring and prediction of network-wide multimodal transport and traffic
- 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 (CITS).

## 1.4 Interrelations

Deliverable D7.2 is the second version of D7.1 Dissemination and Communication Strategy Plan v1. It aims to report on the first communication and dissemination activities from M1 and adjust the strategy according to the first results of the project.



## 2. Communication and dissemination activities

### 2.1 Communication and Dissemination Objectives

The first version of this plan listed a series of objectives to promote replication capabilities for innovative multimodal traffic management.

The progress of these objectives can be broken down as per below:

- A clear project identity has been implemented and is used by all consortium members: for more details on the visual identity (names, logo, colours, font), please refer to part 10. of the D7.1 Dissemination and Communication Strategy plan.
- A set of key messages have been formulated. They can be found in the part 10. of the D7.1 Dissemination and Communication Strategy plan.
- The project's key messages and news are displayed on the website, the project's channels (LinkedIn, X) as well as the partners' channels (see more details below). They outline the project's key messages, channels and tools to guarantee the visibility of the project.

A review of the KPI as well as the events promoting the project and the collaboration with similar projects can be found in section 2.5.

### 2.2 Other Networks

SYNCHROMODE has cooperated with external initiatives, projects and strategic alliances in the multimodal traffic management cluster. 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 have been 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 and initiatives 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 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:



- SYNCHROMODE is playing an active role in the Multimodal Traffic Management Cluster (MTMC), led by EC Project Officer Thiago Tavares. The project coordinators (CERTH) have overseen creating the cluster's roadmap. The cluster is composed of seven Horizon Europe projects: ACUMEN, DELPHI, FRONTIER, TANGENT, DIT4TRAM, and ORCHESTRA.
- Activities include joint organisation of webinars and workshops as well as the co-creation of sessions at European and international events (e.g, TRA 2024, TRB, ITS World and European Congress 2024, CIVITAS Forum 2024, Tomorrow.Mobility World Congress 2024, POLIS Conference 2024 etc.).
- Local partners, initiatives and projects linked to the Case Studies as the three workshops organised in Autumn 2023, featuring each of the case study.

## 2.3 Advisory Board

SYNCHROMODE's Advisory Board (AB) has been a small group of experts that guides 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 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 has 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.

The confirmed members of the AB are:

- Annet van Veenendaal, from NTM/NDW
- Luigi Sanfilippo from CITIEU-CITIME
- Johanna Tzanidaki from AYA Consulting
- Kevin Miller from Southwest Research Institute

## 2.4 Dissemination Material and Communication Tools

### 2.4.1 Project Leaflet, Banner and Brochure

SYNCHROMODE has a project leaflet and roll-up banner created in September 2023 and used by projects partners during all events for dissemination purposes.



Our Partners



Figure 1: SYNCHROMODE roll up design



Figure 2: SYNCHROMODE flyer design

## 2.4.2 Online presence: Website, newsletter, social media

### SYNCHROMODE website

The SYNCHROMODE website has been available since September 2023 at the address <https://synchromode.eu/>

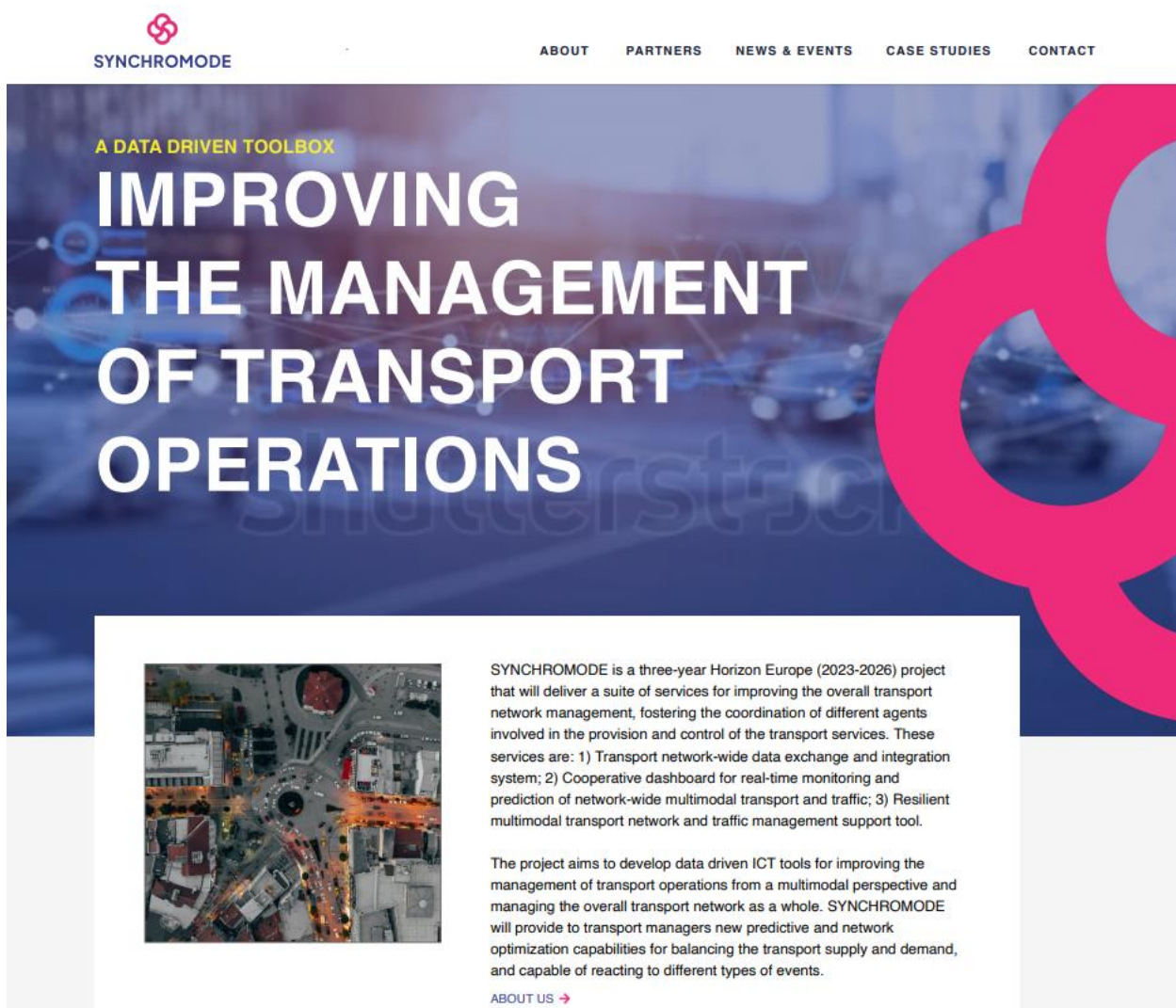


Figure 3: SYNCHROMODE website landing page

## SYNCHROMODE newsletters

SYNCHROMODE has launched 3 newsletters in December 2023, May and early November 2024.

The first newsletter invited us to dive into the stakeholder's workshops that aim at fostering collaboration and gathering insights that reflect the needs of each community. The second newsletter gave an overview of SYNCHROMODE's participation to events until May 2024 (Autonomy World Expo, Connecting Europe Days, TRA, Mubil Mobility Expo...), gave the insights from the 2nd General Assembly in the Hague and explained the role of SYNCHROMODE within the Multimodal Traffic Management Cluster (MTMC). The third newsletter did a throwback on the events happening until the end of October 2024 (ITS World Congress Dubai, CIVITAS Forum Parma...) as well as explained the work done to publish the Multimodal Traffic Management 2030 Roadmap at the beginning of October.



## SYNCHROMODE social media

- **Twitter/X** page with 144 followers has been used for resharing the main news and events of the projects.
- **LinkedIn** page with 282 followers has also been used for longer and more formal posts on more detailed results, opportunities and findings.

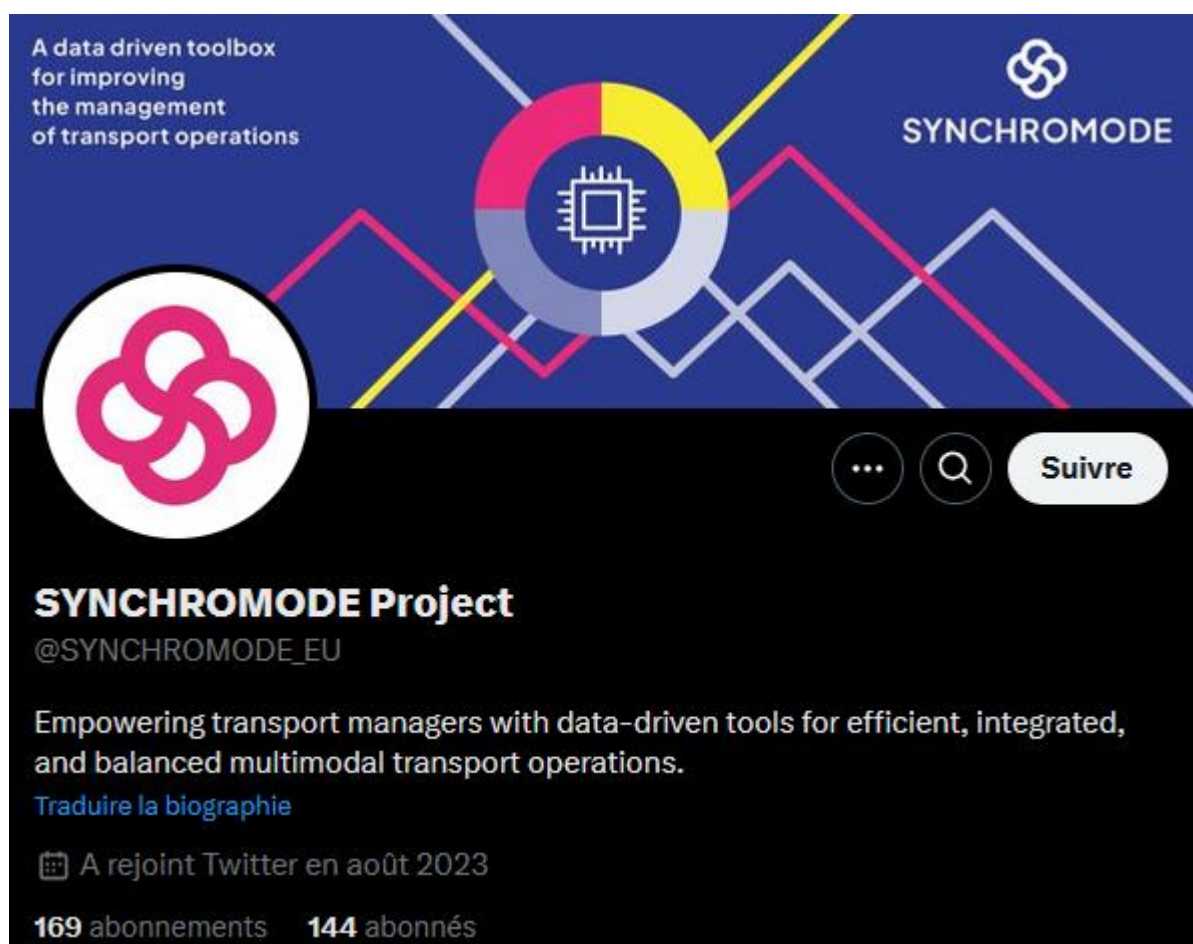


Figure 4: SYNCHROMODE X page



## SYNCHROMODE Project

A data-driven ICT toolbox for improving the management of transport operations from a multimodal perspective

Transportation, Logistics, Supply Chain and Storage · Thessaloniki · 282 followers · 11-50 employees

Figure 5: SYNCHROMODE LinkedIn page

## 2.5 Publications and Events

SYNCHROMODE has regularly participated 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 on Local, National, European and International Events

Local and National	Name
Thessaloniki	<ul style="list-style-type: none"> <li>• ITS 2023 conference Univ. of Patras - 02-03/11/2023</li> <li>• ITS Hellas annual conference – June 2024</li> <li>• TIFF 2024, HELEXPO 7-15/09/2024</li> <li>• Researchers’ Night, CERTH-HIT, 27-09-2024</li> <li>• ITS Hellas annual conference – December 2024</li> <li>• International Symposium “Navigating the Future of Traffic Management” – 29/06 – 01/07/2025</li> <li>• 12th International Congress on Transportation Research (ICTR) - October 2025</li> </ul>
Madrid	<ul style="list-style-type: none"> <li>• Trafic: Movilidad segura y sostenible - 24-26/10/2023</li> <li>• Foro de las Ciudades - 11-13/06/2024</li> <li>• Logistop Innovation Day - 25-10/2023</li> </ul>
Netherlands	<ul style="list-style-type: none"> <li>• Nationaal verkeerskunde congress - 11/01/2024 or later year</li> <li>• Conferentie mobiliteitsvernieuwing - 24/02/2023 or later year</li> <li>• Congres mobiliteitstransitie -24/05/2023 or later year</li> </ul>
European and International	<ul style="list-style-type: none"> <li>• International Transport Forum (ITF) Summit - Paris,France - 22-23/02/2024</li> <li>• IEEE ITSC 2023 – Bilbao, Spain - 24-28/09/2023</li> <li>• Urban Mobility days – Seville, Spain - 4-6/10/2023</li> </ul>



	<ul style="list-style-type: none"> <li>• Global Mobility Call – Madrid, Spain - 24-26/10/2023</li> <li>• Rail Live 2023 – Madrid, Spain - 29-01/11/2023</li> <li>• Tomorrow.Mobility World Congress (EIT Urban Mobility) – Barcelona, Spain, 7-9/11/2023</li> <li>• Smart Cities expo world congress – Barcelona, Spain - 7-9/11/2023</li> <li>• POLIS Annual Conference - Leuven, Belgium - 29-30/11-2023</li> <li>• RTR conference – Brussels, Belgium - 5-7/02/2024</li> <li>• Transport Research Arena (TRA) – Dublin, Ireland, 15-18/04/2024</li> <li>• ITS World Congress, Dubai, 16-20/09/24</li> <li>• CIVITAS Forum, Parma 1-3/10/2024</li> <li>• ALICE Innovation Summit, Brussels, 6-7/11/2024</li> <li>• Smart City Expo World Congress, 5-7/11/2024</li> <li>• RTR Conference, Brussels, 11-13/02/2025</li> <li>• ITS Europe Congress, Sevilla 19-21/05/2025</li> <li>• UITP Summit, Hamburg, 15-18/06/2025</li> </ul>
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In addition, SYNCHROMODE project also organises 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 the project. Regarding publications, SYNCHROMODE project targets both magazines and scientific journals, as described in the table below.

Table 2: Potential Participation in Magazines and Scientific Journals

Nature	Name
Magazine	<ul style="list-style-type: none"> <li>• Cities in Motion: Cities in motion - POLIS Network</li> <li>• Cities Today: Home - Cities Today (cities-today.com)</li> <li>• Intelligent Transport: Intelligent Transport</li> <li>• Revolve Magazine: Quarterly insights into a changing world.   REVOLVE Magazine</li> <li>• Urban Transport Magazine: Urban Transport Magazine - (urban-transport-magazine.com)</li> </ul>
Academic Journals (Open access journal)	<ul style="list-style-type: none"> <li>• Open Research Europe Publishing Platform: Open Research Europe   Open Access ...  </li> <li>• Open Research Europe (europa.eu)</li> <li>• European Transport Research Review</li> <li>• Home (springeropen.com)</li> <li>• Transportation Research Interdisciplinary Perspectives Journal</li> <li>• ScienceDirect.com by Elsevier</li> <li>• International Journal of Transportation Science and Technology</li> <li>• ScienceDirect.com by Elsevier</li> <li>• IET Digital Library: IET Intelligent Transport Systems (theiet.org)</li> </ul>



	<ul style="list-style-type: none"><li>• European Journal of Transport and Infrastructure Research (tudelft.nl)</li><li>• Transportation Engineering   Journal   ScienceDirect.com by Elsevier</li><li>• Future Transportation   An Open Access Journal from MDPI • Transportation   Home (springer.com)</li><li>• Journal of Urban Mobility</li><li>• Journal of Artificial Societies and Social Simulation</li><li>• PLOS ONE</li><li>• Collective Intelligence</li></ul>
Newsletters	<ul style="list-style-type: none"><li>• POLIS Internal and External Newsletters</li><li>• EIT Urban Mobility Newsletter</li><li>• Urban Mobility Weekly – Autonomy</li><li>• LSE Cities Newsletter</li><li>• EU Urban Mobility Observatory Newsletter (Eltis)</li><li>• SIMSOC</li></ul>
Webinars	<ul style="list-style-type: none"><li>• Multimodal Traffic Management Cluster (MTMC) webinar: Network and Traffic Management: Current status and future developments in EU R&amp;D activities, 12/11/2024</li></ul>



## 3. Planning and Monitoring

### 3.1 Local Communication Plans

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

These local communication managers 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 are responsible for organising site-based end-user training and for communicating the case study news and results in local languages.

Communication material has been translated in the local languages and local communication managers are 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:

The audience of the local communication plan of the Thessaloniki Case Study includes experts in transport and traffic management, public transport authorities, MaaS providers, highway authorities, port authorities, representatives from municipalities, first responders, ITS technology providers, Freight/ Logistics operators, Fleet operators.

With these actors, the pilot site team shares workshop invitations, workshop results, and concluding remarks, surveys (and reports on their results). They also share regular updates on the SYNCHROMODE project. They include the project's scope, status, progress, and upcoming developments within the Thessaloniki Case Study. They also foster cross-communication between pilot sites by providing information on the content of the other two case studies (Madrid and South Holland).

The primary communication channels are digital and physical. On the digital side, the Thessaloniki Case Study's channels are CERTH-HIT's social media, especially the LinkedIn account, as well as email. These challenges are regularly monitored by measuring impressions, reactions, and engagement rate.

On the physical side, the pilot site team attended a lot of national and international events in 2023 and 2024 (see 2.5 Publications and events) and plan to attend the following events in 2025: the ITS Hellas Conference in April (Athens), the 12th International Congress on Transportation Research in October (Thessaloniki), and the International Symposium "Navigating the Future of Traffic



Management” in June (Athens). In addition to the events in Greece, they also plan to attend the UITP Global Public Transport Summit (June 2025, Hamburg, Germany) and the ITS European Congress (June 2025, Seville, Spain).

They also aim to organize a workshop with local stakeholders in Thessaloniki, either at the end of 2024 or early 2025 to present the governance model that they will adopt at the project level and gather their feedback on its feasibility and practical application.

## 2. Madrid Region:

The Madrid case study communicates towards public transport authorities and operators, and logistics operators. With these actors, they share workshop invitations, results of the project, and surveys, as well as the publication of scientific articles, the participation in different events and workshops, content related with specific topics (for example, Mobility Week), and other information related to the case study.

They mainly communicate with their audience via social media and their own website. They monitor the success of their communication measuring impressions, reactions, and engagement rate of their social media and track their website visits, dwell time, and bounce rate.

The Madrid team attended several events in 2023 and 2024 (see 2.5 Publications and events) and plan to attend the following events by the end of the year: to *Tomorrow Mobility* and *Smart City Expo World Congress*, both on November 5-7, 2024, in Barcelona, Spain, and the *POLIS conference*, also this November in Karlsruhe, Germany. In 2025, they planned to attend the *Global Mobility Call* (June 2025 in Madrid, Spain), the *UITP Global Public Transport Summit* (June 2025 in Hamburg, Germany), the *ITS European Congress* (June 2025 in Seville, Spain), and the *World Mobility Conference* (November 2025 in Barcelona, Spain).

## 3. The Netherlands

The Province of South Holland organised workshops with several traffic management stakeholders such as local governments, the regional traffic management centre of Rijkswaterstaat, Regio Regie in charge of the collaborative regional roadworks planning and Arriva operational teams.

They invite these actors to the workshops and communicate on the workshop follow-ups (presentation slides, summary of the meeting). They organise visits while they give updates on the developments of SYNCHROMODE. They conduct surveys among local residents, especially in the Keukenhof and beach areas. They give regular updates to their audience via e-mail, LinkedIn or in direct meetings and conversations.

During the operational phase (March 2025), communication efforts will increase. They plan to communicate with travellers through advertisements and navigational apps. They will then present the results at local and national conferences.



## 3.2 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.

### 3.2.1 Data Usage and Access to Information

In SYNCHROMODE, data has been 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 is 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 ensures 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 covers 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 is gathered, processed, or published.
- The standards and methods used.
- How data is selected and stored, whether it is shared or made available through open access (including after the end of the project).

### 3.2.2 Key Performance Indicators (KPIs)

The following key performance indicators (KPIs) has been used to guide the C/D project activities. They 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 & KPIs

Communication Tool	KPI	Status M18
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)	1.600
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	LinkedIn: 282 followers, X: 144 followers. Posts are done when relevant content or events need to be shared.
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	3
Articles in the mass media and trade press about SYNCHROMODE project: promoting project progress, achievements, key events	>50 articles mentioning SYNCHROMODE	0. Achieving this goal will depend on the local communication plans and the local media. We'd like to set up the objective of 5 articles per pilot site.
Workshop and Events organised/co-organised by project inviting experts, researchers, clients and industry audience from other projects	≥ 12 events (including workshops, webinars)	7
Short promotional video presenting the project (in English with subtitles or	≥600 views on YouTube; ≥200 views on Twitter	Planned for beginning of 2025



voice-overs in up to 4 languages		
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	770 reactions on LinkedIn since the beginning of the project

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

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



## **4. Conclusions**

SYNCHROMODE's project has made good progress since its start in May 2023 in line with the project plan. The aim is to disseminate the projects results both at the local and international level, via local communication plans and the participation to more international conferences until 2026 and organise several workshops and webinars to allow active participation of our target groups in the project.

We will also increase the collaboration with sister projects and initiatives, via the Multimodal Traffic Management Cluster. This cluster triggered the organisation of joint sessions and booth at international conference and should also help developing technical synergies between the partners. We will then open the collaboration to other topics of urban mobility as freight and logistics management or automation.