twinsafe

Twin-Safe: Advancing Road Safety Through Twinning

Deliverable 6.1

Dissemination, Exploitation & Communication Plan

https://twin-safe.com

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Glossary and abbreviations

Word / Abbreviation	Description
FTTS	University of Zagreb, Faculty of Transport and Traffic Sciences
HU	Hasselt University
LU	Lund University
CERTS	Centre of Excellence for Road Traffic Safety at FTTS
RSSS	Road Safety Summer School
KPI	Key Performance Indicator

1   Introduction

The communication and dissemination plan for the TWIN-SAFE project aims to promote road safety and share the developed knowledge and technologies in the participant countries and the entire Europe. It is devised to ensure a structured and effective approach to sharing information and engaging with various stakeholders. At the outset, it identifies key messages about the project's goals, methodologies, and significance in road safety. These messages aim to articulate the value and impact of TWIN-SAFE to both primary and secondary audiences.

A mix of communication channels will be utilised to ensure these messages reach the intended audiences. Digital platforms like a dedicated project website, social media channels, and blog posts (on the website) will serve as the primary avenues for continuous updates, sharing research findings, and engaging with the audience. These online platforms will provide accessible information on the project's progress, upcoming events, and ways to get involved. Moreover, the communication and dissemination activities will be tailored to the organisation of physical and virtual events such as workshops, webinars, and conferences. These events will offer opportunities for direct engagement with stakeholders, fostering a two-way dialogue and promoting networking among the community of road safety experts, policymakers, and other interested parties in Croatia, Sweden, and Belgium, but that can be extended to any other actors at the EU level. The media's involvement is anticipated to contribute significantly to raising awareness about TWIN-SAFE and its contributions to road safety. A set of communication tools and resources, including brochures, posters, videos, and possibly online courses, will be developed to effectively convey the project's messages and be tailored to cater to different audience preferences, ensuring clarity and comprehension of the project's objectives and outcomes.

Partnerships play a vital role in the communication plan. By forming alliances with relevant organizations, educational institutions, and governmental bodies, the project aims to broaden its reach and leverage the networks of these entities for more effective message dissemination. A timeline is drafted to detail the schedule of communication activities, ensuring a steady flow of information throughout the project's lifecycle. Key Performance Indicators (KPIs) are defined to evaluate the effectiveness of communication efforts, with regular reviews scheduled to adjust the strategy as needed. Budget considerations are integrated into the plan to ensure adequate resources are allocated for communication activities. The sustainability of communication efforts is also considered, exploring opportunities for long-term partnerships and other avenues to keep the communication channels active beyond the project's duration. The communication plan also outlines potential risks, such as misinformation or lack of engagement, and proposes mitigation strategies to address these risks.

This document will be modified and updated with relevant information during the project implementation.

The Dissemination, Exploitation & Communication Plan addresses the following elements:

1. Introduction
2. Project visual identity
    2.1. Promotional materials
3. Target groups
4. Communication and dissemination tools and channels
5. Communication key messages, language and narrative
6. Communication and dissemination action plan

2 Project visual identity

The visual identity of TWIN-SAFE project plays a crucial role in conveying its message and establishing a recognizable visual identity. While creating recognisable project identity with logo and templates, the values and objectives of the project were taken into consideration. All partners participated in selecting the appropriate version of the logo and have decided that the version 1 will be official logo of the project.

LOGO VERSIONS:
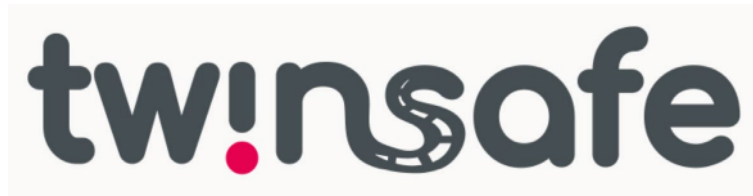
a) Logo version 1

b) Logo version 2

c) Logo version 3

Figure 1. Three versions of the project logo

Three possible versions of official logo (version 1) are created for alternative applications and can be used for the project dissemination activities:

Figure 2. Official logo alternative versions of applications

LOGO COLOURS

RGB 70 79 83
464F53
CMYK 20 0 0 81

RGB 229 0 78
E5004E
CMYK 0 100 52 0

CORRECT USE OF THE LOGO

The logo is available at Teams Folder and can be downloaded by all partners. These are the rules for logo application:

- The logo must not be stretched or changed in size or format

- The logo colours palette is defined (in the section LOGO COLOURS) and visible at Teams Folder
- The logo should appear on the same page only once, aligned to the upper left corner, central alignment
- The logos of project partners should not be larger than the EU flag (emblem); the size of the partner's logo should not exceed the size of the full TWIN-SAFE logo and should be aligned to the upper right corner

EUROPEAN UNION AMBLEM

The European Union's visual identity is constructed around the European Commission's logo. This logo is based on 2 key elements: the European flag and a graphic element inspired by the headquarters of the European Commission. The European Commission logo can be downloaded in all its variations from the official European Commission website: EU logo. Available zip files contain 3 versions of the logo (4-colour, pantone and black and white). All partners should take into consideration that inappropriate and/or unauthorised use of logos can lead to legal consequences.

A full manual on the visual identity is available at the same website. This establishes the basic principles to be applied to the entire range of communication products.

PRESENTATION AND DOCUMENT TEMPLATES

The coordinator created document templates for TWIN-SAFE implementation which are available at Teams Folder: a) presentation (.ppt) template, b) deliverable template (.doc), c) memorandum template (.doc). In case it will be needed, the other partners will create other templates.

a) POWER POINT TEMPLATE

For the PowerPoint template Logo version number 3 is used:

Figure 3. PowerPoint template for project presentations

For Road Safety Summer School, special PowerPoint template for presentations will also be used. Example of the aforementioned template for 2024 edition of RSSS is presented in the Figure 4.

Figure 4. PowerPoint template for RSSS

b) DELIVERABLE/WORD TEMPLATE

Figure 5. Word template

Promotional materials

Set of communication tools and resources, including brochures, posters, videos, and possibly online courses, will be developed to convey the project's messages effectively and will be tailored to cater to different audience preferences, ensuring clarity and comprehension of the project's objectives and outcomes. The development of these materials will be defined during the project implementation and according to that, the Dissemination, Exploitation & Communication Plan will be updated with relevant information. A specific set of promotional materials will be developed for the purpose of Road Safety Summer School. This will include roll-ups, brochures, pencils, goodie bags, notepads, T-shirts, certificates etc. Examples of promotional materials for Road Safety Summer School are presented in the Figure 5.
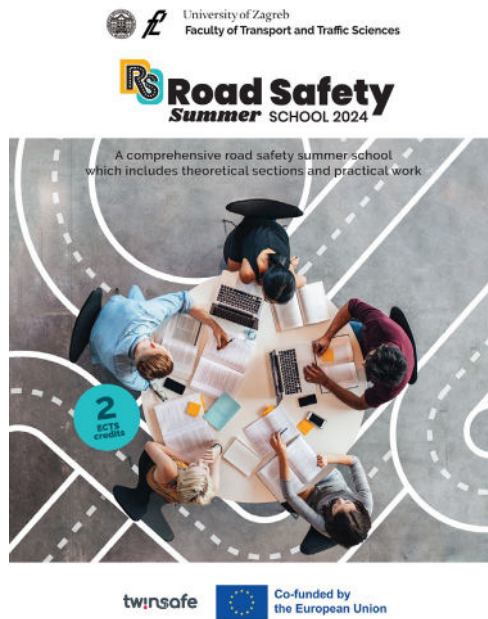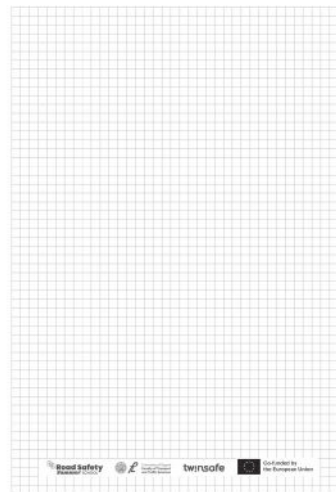
a) Roll-up   b) Brochure
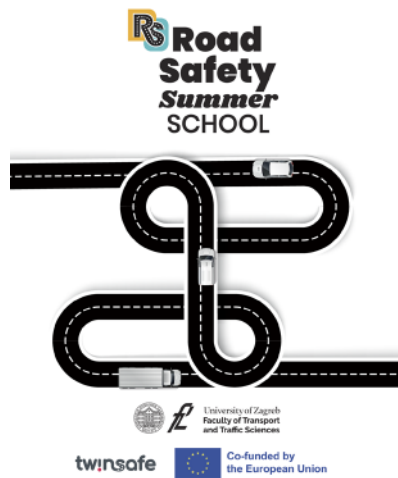
c) Notepad

Figure 6. Examples of promo material for Road Safety Summer School

3 Target groups

The core TWIN-SAFE target group is represented by students/researchers of the participating universities, end users (drivers, motorcyclists and other road users), policymakers and regulators, and implementing bodies in the road safety domain. Through joint efforts made available by the methodology, tools, and services we offer, the project aims to strengthen the capacities of the Centre of Excellence for Road Traffic Safety (CERTS). CERTS will act as catalysers of research excellence in this domain that will be further transferred to the ecosystem and beyond in strong cooperation with Croatian road authorities (for example Croatian Roads Ltd.). Proactivity is the key, therefore, educational activities, knowledge, and experience exchange, testing in the real environment and mentoring schemes will contribute to strengthening the capacities of all involved actors towards finding the best solutions for the improvement of road safety in rural areas and the identified critical points. Engagement with these groups will be vital to achieving the project's objectives and maximizing its impact:

The identified target groups represent a broad spectrum of stakeholders, reflecting the multi-faceted nature of the TWIN-SAFE project. They encompass academics, industry professionals, policymakers, local communities, educational providers, diversity advocates, and international collaborators.

1. **Academic Institutions**: Researchers and faculty members at Lund University, Hasselt University, and University of Zagreb, Faculty of Transport and Traffic Sciences.

2. **Students** at the partnering universities and other international students, particularly those studying transport, traffic science, or related fields.

3. **Road Authorities and Road Safety Organizations**: Public companies and government bodies responsible for road safety regulations and management: Croatian Roads Ltd., Croatian Autoclub, Croatian County Road Administrations, VIAS Institute (Belgium), The Flemish Foundation for Traffic Knowledge (Belgium), Trafikverket (Swedish National Transport Authority), VTI (Sweden) etc.

4. **Regional and national policymakers** and regulators in the road safety domain: European Commission, Croatian Ministry of the Sea, Transport and Infrastructure and Ministry of the Interior, The Flemish Department of Mobility and Public Works; Transportstyrelsen (The Swedish Transport Agency).

5. **Technology and Innovation Sector**: Office for Projects and Technology Transfer University of Zagreb, Faculty of Transport and Traffic Sciences, the Tech Transfer Office of Hasselt University, LU Innovation at Lund University. Besides TWIN-SAFE will collaborate with SAFER a top-level knowledge centre for traffic safety in Sweden, Transportation Research Institute (IMOB) at Hasselt University and Centre of Excellence for Road Safety at FTTS.

6. **Businesses and industry stakeholders** involved in road safety technologies, incubation, and commercialization: Pismorad Ltd., Swarco Gmbh, 3M, Lindsay, Trend-tech, TOECAN BV, and Trivector AB.

7. **Rural Community and General Public**: Drivers and motorcyclists, as end-users of road safety infrastructure and technologies.

8. **Wider community** stakeholders who will benefit from improved road safety in rural areas.

9. **Education and Training Providers**: Participants and organizers of Road Safety Summer School The list of lecturers is available at: *https://roadsafety-summerschool.eu/lecturers/*.

10. **Educational institutions** interested in student exchange and development of joint student programs in road safety, for example: Hasselt University, Lund University, Faculty of

Transportation Sciences at the Czech Technical University in Prague, Faculty of Civil Engineering, Transportation Engineering and Architecture at the University of Maribor, Transport Systems Engineering at the Technical University of Munich, Department of Transportation Engineering and Mobility - Naples Frederico II University, Krakow University of Technology, and others.

11. **Gender and Diversity Advocates**: Organizations and initiatives focused on promoting gender equality and diversity within research institutions. For example, Lund University has an incoming Lise Meitner[1] professorship for 2025-2028.

12. **International Partners and Collaborators**: International academic institutions, research organizations, and road safety experts involved in knowledge and technology transfer.

13. **Investors and Funding Bodies**: National and EU entities interested in strategic investments in research, innovation, and road safety initiatives.

Target groups will be revised and updated if needed.

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[1] The Lise Meitner Professorship is an appointment in which a leading researcher of the underrepresented gender is nominated to work at the faculty as a visiting professor and act as a role model for younger researchers, teachers and students.

# 4 Communication and dissemination tools and channels

Tools and channels which will be used for communication and dissemination include project website, social media platforms, newsletters and press releases, events (conferences, workshops, webinars, project meetings), scientific and professional publications and personal contacts. These tools help in reaching a wider audience, sharing project updates, and engaging with stakeholders effectively. Project messages will be disseminated via the tools and channels of all partners. Communication activities are led by University of Zagreb, Faculty of Transport and Traffic Sciences (FTTS). FTTS is supported by other project partners, i.e. people with necessary experience and interest in communication. Their activities will include collection of relevant information from the partners, editing and presenting it through various channels and dissemination tools (internal and external communication), as well as contact with external dissemination providers.

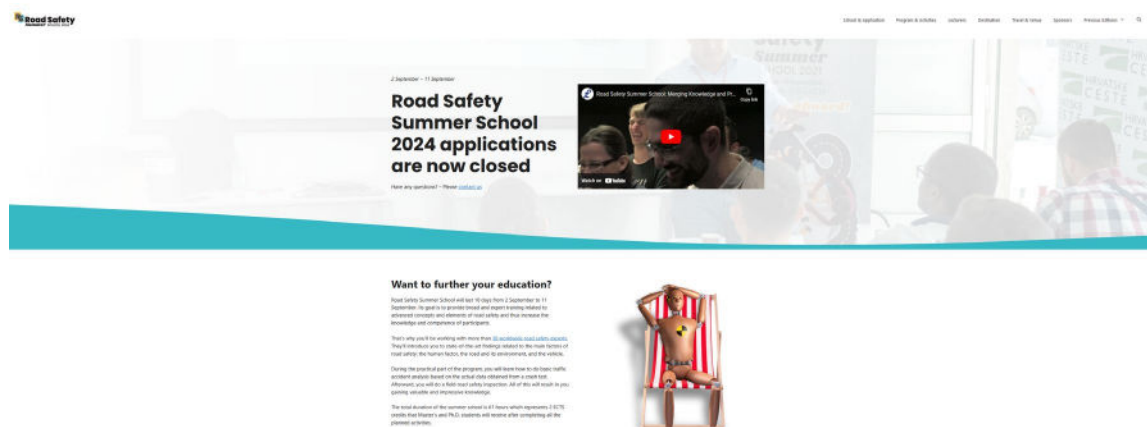**TWIN-SAFE WEBSITE AND WEBSITE OF THE ROAD SAFETY SUMMER SCHOOL**

The project website is https://twin-safe.com/ and it is one of the main communication tools. It was launched at Month 1 of the project. The final design, structure, navigation tabs, content of the website are decided among consortium and include: HOME, ABOUT, NEWS AND EVENTS, ACTIVITIES, RESULTS, CONTACT. Website will be regularly updated with relevant information and news about project implementation, activities, deliverables, news and other project materials.

Road Safety Summer School website is: https://roadsafety-summerschool.eu/.

In addition to the project website, website of the project coordinator – FTTS – will also be used for communication and dissemination of project activities when appropriate.
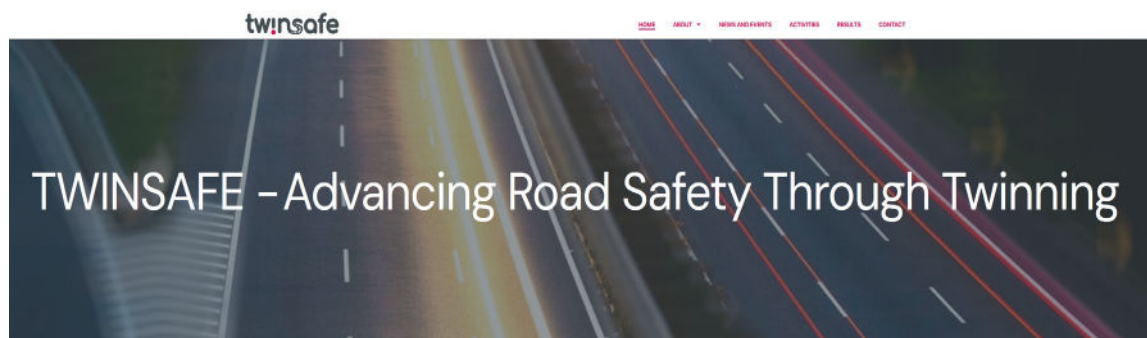
a) Project website

b) Road Safety Summer School website

Figure 7. Project website and Road Safety Summer School website screenshots

TWIN-SAFE SOCIAL MEDIA CHANNELS

Social media will be used to inform the general public about project news, events and results. At the moment, the following social media accounts are detected as needed:

TWIN-SAFE Instagram page: https://www.instagram.com/twin_safe

TWIN-SAFE LinkedIn page: https://www.linkedin.com/company/twinsafe-advancing-road-safety-through-twinning

TWIN-SAFE Facebook page: https://www.facebook.com/profile

YouTube channel of the coordinator (FTTS) will be used for TWIN-SAFE project: https://www.youtube.com/@fpzhr

Moreover, LinkedIn page of the Road Safety Summer School (https://www.linkedin.com/company/road-safety-summer-school) will also be used for promotion of the summer school. Additionally, for communication and dissemination, the social media of the institutions involved in the project, primarily the coordinator FTTS, will also be used. If there will be need, during the project implementation, new social media channels will be opened.

All above mentioned social media accounts will be updated regularly with project news and to the project with the aim to promote the project activities and reach important target groups. Project partners will equally participate in creating the content for social media posts and all of them will be encouraged to interact on social media by tagging the project on their (private or business) posts.

The content for the posts should be highly accessible to wider audience, easy to understand and read, attractive and modern to attract as many as possible followers. Key content to be disseminated on social media:

- promote the Road Safety Summer School program
  - share program highlights
  - up-to-date information about the program (lecturers, location, information about different scholarship options etc.,
  - testimonials and reviews of former participants
- promote a technology transfer and innovations
- attract international students through promotion of the English curriculum
  - the newly developed curriculum will be promoted on international educational portals and websites that specialize in promoting educational programs to global audiences
- promotion of women scientists through raising awareness about gender equality and women's empowerment in research and innovation
- Promote the free sharing of research data, findings, methodologies, and publications at FTTS by educating researchers and developing a framework for open science collaboration

HASHTAGS

Relevant hashtags will be used in the social media accounts to reach a wider audience interested in similar topics. The research of popular hashtags will be conducted and the concise, relevant, and tailored to TWIN-SAFE content hashtags will be defined to maximize their effectiveness. Some of the possible hashtags will be: #TWINSAFE, #SummerSchool, #RoadSafety, #Innovation,

#TechnologyTranfer etc. The posts will tag project partners accounts which will support the promotion of the project to wider audiences. Final version of hashtag will be defined during the project implementation and updated regularly.

NEWLETTERS AND PRESS RELEASES

This includes publication of newsletters on the project website, targeted press releases (for example related to Road Safety Summer School) as well as articles in professional magazines related to transportation.

EVENTS

The project partners will use different events, such as conferences, workshops, webinars, project meetings to communicate and disseminate relevant project information and activities.

SCIENTIFIC AND PROFESSIONAL PUBLICATIONS

Scientific and professional publications are the key to spreading the knowledge from TWIN-SAFE within the academic and expert community. All scientific publications will be available in Open Access.

PERSONAL CONTACTS

Although less formal, personal contacts and information sharing are effective way to spread the information about the project and specific activities. All partners are encouraged to use their personal contact network to communicate about the project (when relevant).

5 Communication key messages, language and narrative

Successful communication is the key to successful dissemination. Communication activities will be defined in this document to have standardized project communication practices that will be used by all project partners. There will be internal and external communication.

<u>INTERNAL COMMUNICATION</u>

Internal communication is focused on the project team and project implementation providing support to the team and internal stakeholders and external communication targeting various types of external target groups. Communication is mainly intended to keep the target audience updated about project implementation, activities, deliverables and results. Since the project consortium includes partners from three different European countries, tools like MS Teams, Skype, Zoom and other form of video conferencing will be used. TWIN-SAFE mailing list will be created so it will be ensured that all project partners are included in all internal communication. SharePoint/MS Teams folder will be used by all project partners to share information, deliverables, discuss, comment, develop new documents in a simultaneous way if needed and schedule tasks and to-do lists.

<u>EXTERNAL COMMUNICATION</u>

External communication is mainly focused on reaching target groups and stakeholders. The main tool will be a website but also communication channels most relevant to target groups (like social media channels). The academic community and students will have access to the project results, which will be presented at national and international conferences, and through the TWIN-SAFE website.

<u>LANGUAGE</u>

The English language is the official language of the project. All formal written communication, internal and external will be in English. External and internal web page updates, press releases and other periodic or one-time communication is carried out in English. Croatian, Swedish, Dutch and French will be applied in specific occasions, such as:

- Presentations and other communication formats of the project's intent, activities and results in specific local contexts, such as universities, and to target audiences from one participating country only;

- For the purpose of recruitment of participants for the research part of the project;

- Specific sections of the project web site containing introductory, general content;

- Off-line content containing content referring to focused activities or project results, when intended to a target group of one country only, when so specifically agreed

Press releases will be mainly published in English but also the communication in local languages in cooperation with target groups will be encouraged.

COMMUNICATION KEY MESSAGES*

To be updated during the project implementation

Table 1: Target groups Key Communication Messages, Exploitation measures and KPIs

Target groups	Key Communication Messages	Communication Channels	Exploitation measures	KPIs
Academic Institutions	• Raising awareness about networking and research collaboration in the field of road safety • Promoting interdisciplinarity in road safety research and practice in Croatia	• Meetings • Road Safety Summer School • Websites • Newsletter • Media	• Partnership agreements • New collaborations established • New projects formed	• Number of agreements signed • Number of new collaborations established • Number of collaborative initiatives or projects initiated and carried out by alumni within the network • Opportunities or collaborations
Students	• Promoting transportation, traffic science, and related fields to engage students in the summer school • Other activities that align with the project's objectives	• Websites • Social networks • Road Safety Summer School	• Creation of alumni network who remain connected to the project's goals, contributing to its sustainability • Partnering with student organizations, clubs, and societies related to transportation, traffic science, and related fields to engage students in the summer school and other activities that align with the project's objectives	• Number of alumni in the network • Number of alumni becoming professional in transportation field
Road Safety Authorities and Organizations/ Regional and national policy makers	• Provision of regular updates on regulations, initiatives, and progress	• Project newsletters, reports, and social media • Advocacy campaigns for adoption of safe design • Principles and infrastructure improvement, including alignment with recognized international standards requirements and policy recommendations accordingly	• Road safety guidelines on recommended improvements in road infrastructure safety • Road safety evidence-based policy recommendations and proposed regulations to policymakers and government bodies, including the proposed compliance with road safety regulations	• Number of adopted road safety infrastructure and policy recommendations • Number of partnerships formed, joint initiatives/pilots, and participation of stakeholders in road safety activities
Businesses and industry stakeholders involved in road safety technologies, incubation, and commercialization	• Discussion of the identified innovation potential rising from the project and collaboration opportunities • Ensuring better understanding of the IP processes and how they shall be managed • Promoting joint research initiatives, academic publications, and the facilitation of student engagements	• Workshops • Collaboration with deep tech venture builders • Collaboration with the industry through student internships, thesis projects as well as participation of industry representatives in Road Safety Summer School • Industry roundtables and newsletters	• Establishing CERTS as an authority in the field of road safety in Croatia • Strategic alliances with industry stakeholders will further bolster the project's market position	• Number of innovations • Number of startups and/or spin-offs created through joint initiatives • Number of joint research initiatives with and within CERTS • Quantity of published academic papers, journals and research articles • Number of strategic partnerships formed with industry players • Number of participants in the organized events

Rural Community and General Public:	• Collect relevant data as well as to test TEOCAN driver monitoring system • Promoting advantages of the new technologies, tailored to address common rural driving challenges	• TOECAN mobile application	• Collection and analysis of data towards refining and introducing new safety solutions	• Number of recommendations developed • Road safety application developed and in use
Education and Training Providers:	• Enhance education and training in the field of road safety	• Workshops • Training sessions • Road Safety Summer School	• Setting up training centres dedicated to road safety education, utilizing the expertise and resources developed through the TWIN-SAFE project • Offering certification programs in road safety training, which can generate revenue and ensure the sustainability of the project's impact • Setting up mechanisms for continuous knowledge transfer between the TWIN-SAFE project team and education & training providers	• Number of educational institutions engaged • Number of participants and organizers involved in Road Safety Summer School • Attendance rates at workshops, training sessions, and other events. • Feedback and evaluation scores from training participants and Road Safety Summer School • Pre-and post-training assessments to measure knowledge acquisition and skills improvement • Number of certifications issued • Number of joint educational curricula developed in road safety. • The extent of TWIN-SAFE project findings integrated into existing curricula • Utilization rate of TWIN-SAFE resources in teaching and training programs
International Partners and Collaborators	• Enhance road safety knowledge and technologies • Encourage cross-border collaborations to tackle road safety challenges from multiple perspectives	• Workshops • Training sessions • Road Safety Summer School	• Development and offering of international training and certification programs on the findings and technologies derived from the project	• Number of formalized collaborative research agreements with international institutions and organizations • Number of technology transfer agreements signed • Number of international training and certification programs developed • Number of individuals trained and certified through these programs • Evaluation scores from training participants regarding the usefulness and relevance of the training • Number of international advisory or steering committee meetings held. Feedback from committee members regarding the effectiveness of exploitation efforts

6 Communication and Dissemination Action Plan

Table 2: Communication and Dissemination Action Plan

Communication and Dissemination Channels	Actions	Timeline
TWIN-SAFE Website **Road Safety Summer School Website**	• Regular posts about project activities • Announcements about events (Summer School) • Blog posts in modern and attractive topic (road safety, technology transfer, innovations, summer school) every 6 months – all partners participate	• M6 – FTTS blog post *(topic: to be define)* • M12 – LU blog post *(topic: to be define)* • M18 – HU blog post *(topic: to be define)* • M24 – FTTS blog post *(topic: to be define)* • M30 – LU blog post *(topic: to be define)* • M36 – HU blog post *(topic: to be define)*
Partners' websites	• Posts on social media about project activities • Announcements about events (summer school) and project meetings	• Before and after specific activities and events
Social media	• 1 social media post every 3 months • Social medias (like Instagram, LinkedIn, Facebook) will be used to announce project events, disseminate project results and deliverables and promote project in general	• M1 – M36 - one social media post every 3 months (the social media type will be defined depending on which social media is the most appropriate for the chosen news/post)
Newsletter	• Newsletter published on the project's website in digital format with summary of project activities	• Once per year
Promotional materials	• Brochures, posters, videos will be created to promote project activities, attract participants for the events • Specific set of promotional materials will be developed for the purpose of Road Safety Summer School	• To be defined • For Road Safety Summer School promotional materials will include roll-up, brochures, pencils, goodie bags, notepad, t-shirts, certificates etc.
Face-to-face and virtual communication	• 6 The Steering Committee (SC) meetings • Project Coordination Committee (PCC) meetings • Regular Team members meetings (in person and online)	• 4 SC meetings will be held in person at different locations: M5, M11, M23, M35- SC Meeting in person, location: to be defined 2 SC meetings will be held online through MS Teams: M17, M29 – SC Meeting online
Press	• The goal is to engage with the media through press releases, interviews, and feature articles aimed to amplify the project's visibility and reach (once per year)	• M6 - article in newspapers or web portal related to Summer School results • M24 – interview/article related to related to project deliverables topic emphasising successful implementation of 2nd year of project • M36 – press release after Final Conference of the project