



SAFETY ASSURANCE FRAMEWORK FOR CONNECTED, AUTOMATED MOBILITY SYSTEMS

# Deliverable 9.1

## Communication, dissemination and exploitation plan

**Project short name**  
SUNRISE

**Project full name**  
Safety assurance framework for connected, automated mobility systems

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## 4. ABBREVIATIONS AND ACRONYMS

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Term	Description
ASAM	Association for Standardisation of Automation and Measuring Systems
BDVA	Big Data Value Association
CCAM	Connected, Cooperative and Automated Mobility

CCAM Partnership	European Partnership on Connected, Cooperative and Automated Driving (co-programmed between EC and public/ private un partners, under Horizon Europe)
EC	European Commission
ETSI	European Telecommunications Standards Institute
Euro NCAP	European New Car Assessment Programme
HE	Horizon Europe (EU R&I funding programme succeeding Horizon 2020)
HEADSTART	Harmonised European Solutions for Testing Automated Road Transport
ICT	Information and communications technology
ISO	International Organisation for Standardisation
ITS	Intelligent transport systems
JRC	Join Research Centre
ODD	Operational design domain
SAE	Professional association and standards developing organisation
SAF	Safety Assurance Framework
SCDB	Scenario Database
R&I	Research and Innovation
UNECE	United Nations Economic Commission for Europe
WG	Working Group
WP	Work Package

## EXECUTIVE SUMMARY

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Deliverable 1.2 (D1.2) document outlines exploitation management during the project. Deliverable 9.1 (D9.1), instead, offers an overview of the outreaching activities that are envisaged to maximise engagement and uptake of the project's result. D9.1 focuses on the communication and dissemination operations that will enhance exploitation management described in D1.2. For this reason, "exploitation" will be replaced by "cooperation" in the context of this document.

The SUNRISE Communication, Dissemination and Cooperation strategy includes the project's overall communication instruments as proposed in the Grant Agreement. It identifies the target audiences to be addressed during the project lifespan and presents the dissemination and communication activities and channels that will be used throughout the project. It also defines the overall goals and the expected outcome.

Nevertheless, this document focuses mainly on SUNRISE's Communication, Dissemination and Cooperation plan. SUNRISE's plan includes indications on the project's visual identity, the key messages, the communication materials that will be employed, and guidelines to maximise the outreach of scientific and non-scientific articles and publications.

This document also highlights the roles and responsibilities of project's partners and gives an indication of the timing envisaged for communication, dissemination and cooperation activities. Following this document, partners and, in particular, WP9 leader will be able to achieve the project's communication, dissemination and cooperation strategy's goals.

# 1 INTRODUCTION

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Safety assurance of CCAM technologies and systems represent one of the biggest challenges for CCAM today. Now more than ever, one of the main issues is demonstrating CCAM safety and reliability in every possible driving scenario. Certification initiatives worldwide struggle to define a harmonised approach to enable massive deployment of highly automated vehicles. In response to this need, the SUNRISE project aims to develop and demonstrate a commonly accepted and scalable Safety Assurance Framework for testing and safety validation.

SUNRISE will define, implement and demonstrate the building blocks of such Safety Assurance Framework through harmonised and scalable safety assessment methodologies, procedures and metrics. The project's consortium will work on tailored use cases, a federated European Scenario Database framework and its necessary data interfaces, and a commonly agreed simulation framework that will include new tools and interfaces. SUNRISE will cooperate closely with CCAM stakeholders such as policymakers, regulators, consumer testing and user associations.

One of the main goals of SUNRISE is to improve and strengthen the expert network on CCAM safety assessment created with the HEADSTART project. Moreover, SUNRISE aims to gather multi-stakeholder needs relevant for the project implementation and disseminate and promote adoption of the project's results. These goals will be achieved through the development and establishment of different cooperation tools available to different stakeholders, such as a cooperation platform and multiple multilateral meetings.

## 1.1 Purpose of the document

This document contains the details of the project's Communication, Dissemination and Cooperation plan as requested by Deliverable 9.1 (D9.1) of SUNRISE's Grant Agreement. D9.1 is related to Work Package 9 (Dissemination and international cooperation). The role of Work Package 9 is to coordinate, manage, monitor and report the communication, dissemination and cooperation activities of the SUNRISE project.

The document includes specification of the target groups, the channels and planned activities, with the aim of obtaining a tailored approach for the project's requirements. The plan shall be updated after month 12 and 24 of the project to address possible needs.

## 1.2 Intended audience

This is a public document. For the project's consortium, this document serves as a guide for the use of SUNRISE's internal and external branding and marketing resources. For interested stakeholders outside the consortium, it helps create understanding of the project's image and information channels, as well as its specific characteristics and key features.

The contents of this document should inform and empower project partners on aspects related to external communications, including:



- Communication channels, tools and materials
- Target groups and events
- How to conduct communication activities
- Rules or procedures to take into account
- Roles and responsibilities

## 2 SUNRISE'S COMMUNICATION, DISSEMINATION AND COOPERATION STRATEGY

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### 2.1 SUNRISE – Work Package 9

The goal of WP9 is to increase SUNRISE's impact by raising awareness and understanding of the project objectives and results. This will be done by addressing a community of different stakeholders, while ensuring their engagement for fostering acceptance, endorsement and maximise the uptake of the project's results. The ultimate goal is to build and make use of the right instruments to ensure the maximum exploitation of the solutions developed and validated within the project.

Dissemination and international cooperation activities envisaged in WP9 will augment the project's impact and amplify its exploitation potential by laying out the overall dissemination and communication strategy, promoting SUNRISE's activities and innovation to key stakeholder groups and facilitating international cooperation.

As expressed in the Executive Summary of this document, Deliverable 1.2 (D1.2) outlines exploitation management during the project and briefly summarizes key exploitable results that were identified by project partners during the proposal phase. Deliverable 9.1 (D9.1), instead, offers an overview of the outreaching activities that are envisaged to maximise engagement and uptake of the project's result.

### 2.2 Communication, dissemination and cooperation strategy

#### 2.2.1 Goals

The outlined strategy will aim at raising awareness and understanding of the project objectives and results to the stakeholder communities, starting from and expanding HEADSTART's (SUNRISE's predecessor project) network of experts. Communication and dissemination activities with the stakeholders will aim to foster their involvement, create understanding and build consensus on the project's results. Workshops, webinars and demonstration activities will be organised to boost interaction with stakeholders and trigger their attention. An online cooperation platform will complement physical and virtual workshops to ensure appropriate stakeholder engagement.

The strategic goals of WP9, and of SUNRISE's Communication, Dissemination and Cooperation Strategy, are to:

- Increase impacts by raising awareness and understanding of the project goals and achievements among stakeholders.
- Ensure engagement and adoption of results by different stakeholders.
- Pave the way for the exploitation of the solutions developed and validated within the project by disseminating information to the wider public and the CCAM community.
- Upon invitation by CINEA, contribute to common information and dissemination activities to increase the visibility and synergies between HE/H2020 supported actions.

- Increasing synergies with related initiatives and sister projects.
- Improve and strengthen the expert network on CCAM safety assessment, disseminate and promote adoption of the project results through the development and establishment of different cooperation tools.

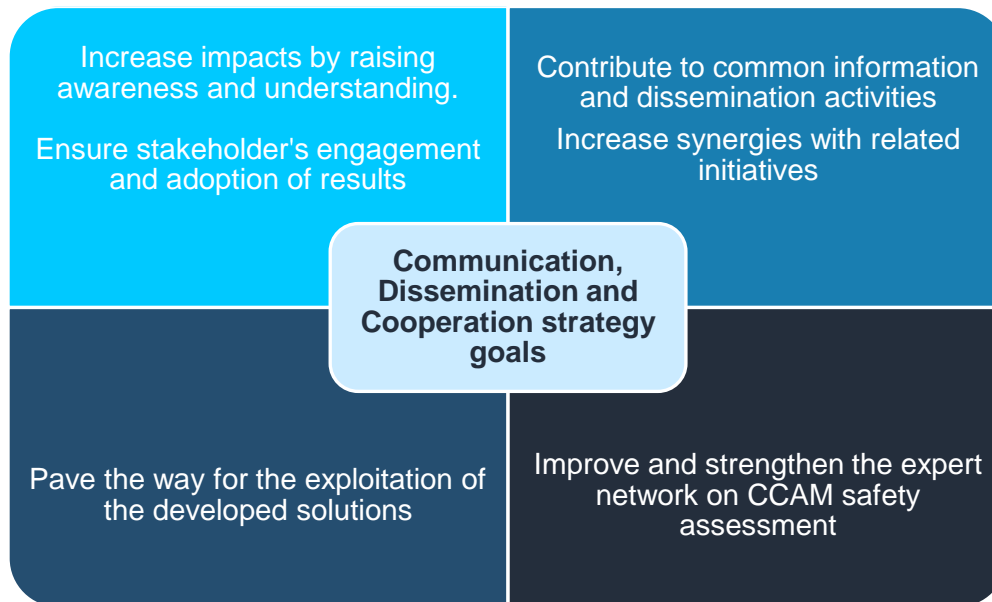


Figure 1 Communication, Dissemination and Cooperation strategy goals

### 2.2.2 Key message

The key message that the SUNRISE Communication, Dissemination and Cooperation strategy should deliver revolves around the idea that harmonisation and standardisation are the fundamental enablers for a wide and accessible deployment of the project’s results. Hence, the whole strategy will aim at disseminating the project’s messages laying them on a “harmonisation” and “common approaches” background.

### 2.2.3 Channels and instruments

SUNRISE’s communication and dissemination strategy will follow the vision set by the consortium while drafting the project’s proposal and will accompany the project throughout all its life – and beyond.

A set of consistent branding identifiers will distinguish the SUNRISE project from its early stages. These are (but are not limited to): the project’s logo, the key messages, the intended audience, the strategic goals, etc.

### 2.2.4 SWOT analysis

The Safety Assurance Framework (SAF) developed with SUNRISE will provide guidance on creating evidence and safety arguments to give society confidence about the fact that CCAM systems are safe. It will further provide guidance to identify and create safety metrics to enable safety certification and rating. An important aspect of the SAF is that it will establish common understanding across stakeholders.

The risk of low levels of deployment and uptake from the stakeholders' community is identified as the most likely obstacle to achieving SUNRISE's dissemination and communication objectives. The strategy includes solutions to such an obstacle: detailed planning and commitment from all partners in disseminating the project's results.

Lack of trust and acceptance of CCAM systems would hinder their use and realisation of the potential benefits of CCAM systems. Therefore, SUNRISE communication and dissemination strategy will disseminate information about the developed safety assurance framework and will seek feedback from user associations, non-profit and charitable organisations who are focused on public welfare to ensure the implementation of the methodology develops trust in the general public.

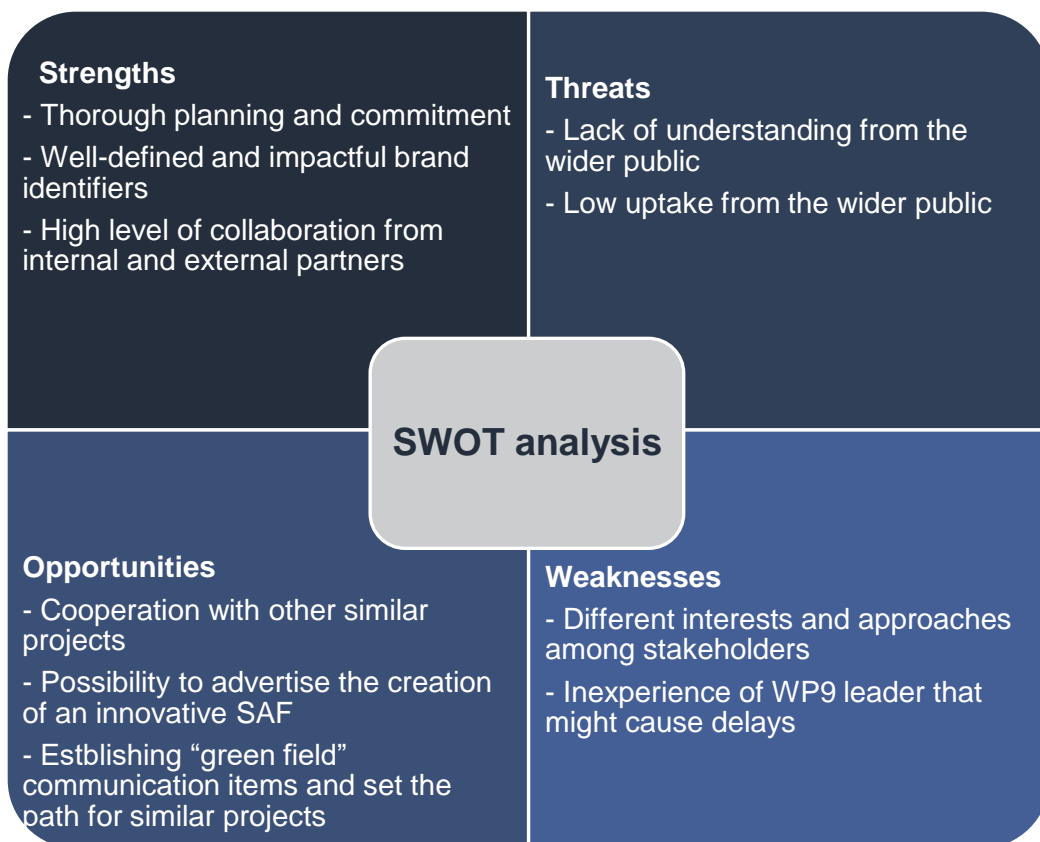


Figure 2 SWOT analysis

### 3 COMMUNICATION, DISSEMINATION AND COOPERATION PLAN

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Deliverable 9.1 addresses WP9 as a whole and aims at defining the target groups, the channels and the communications activities that will allow the project’s key messages to reach the widest relevant audience possible, in the most efficient manner. The strategic goals set in Chapter 2: SUNRISE’s communication, Dissemination and Cooperation strategy will be addressed and achieved by following the Communication, Dissemination and Cooperation plan hereafter proposed. The plan will be adapted and updated according to the project’s needs at least once per year (month 12 and 24).

The communication plan will set key, targeted messages to different technical, scientific, industry and policy audiences. It will define channels, dissemination opportunities – such as events and scientific publications – and networking activities to disseminate the project’s key messages as widely as possible.

SUNRISE’s communication plan and activities will be designed to raise awareness of the project, ensuring widespread availability of exploitable results to European and global stakeholders, establishing links with relevant industry, research partners and standardisation bodies, and guaranteeing good scientific visibility for the project.

The main objectives of the SUNRISE Communication, Dissemination and Cooperation plan, in line with the relative strategic goals, are to:

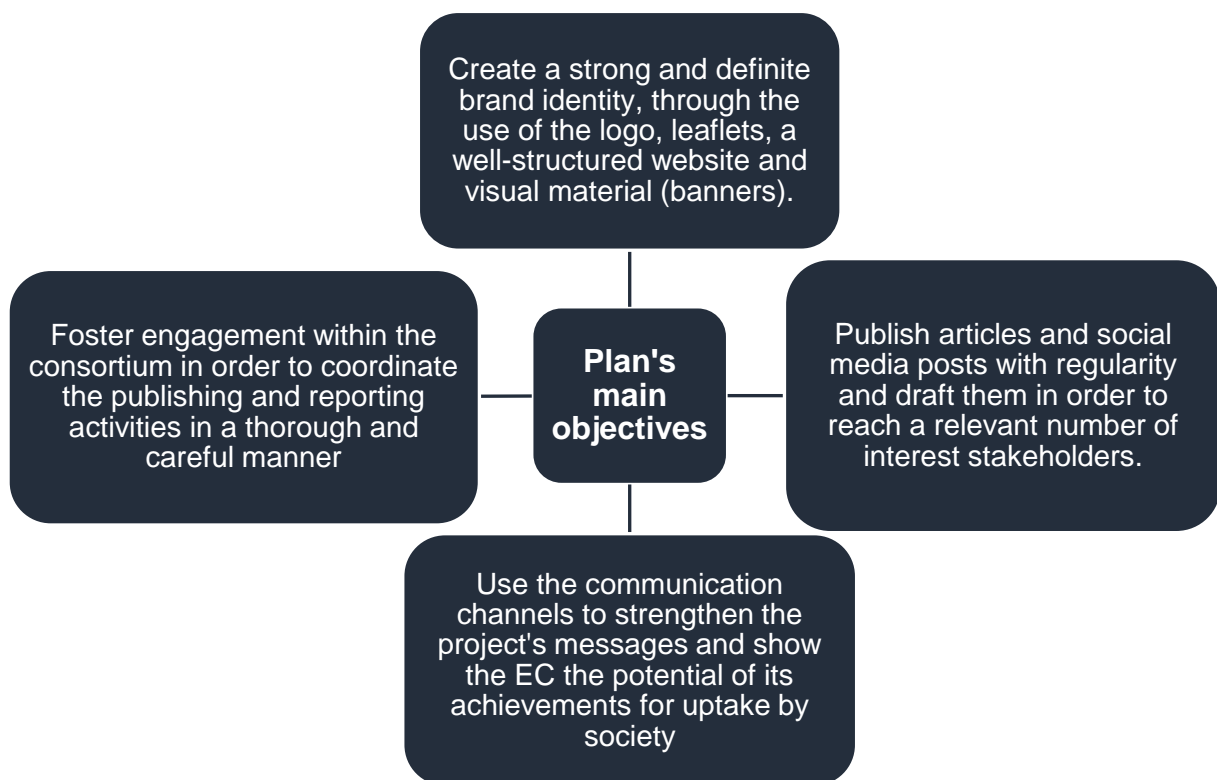


Figure 3 Communication, Dissemination and Cooperation plan's objectives

To ensure success, the communication plan will be structured so that it can provide a correct and effective way to maximise the outreaching efforts. The plan will include the following activities:

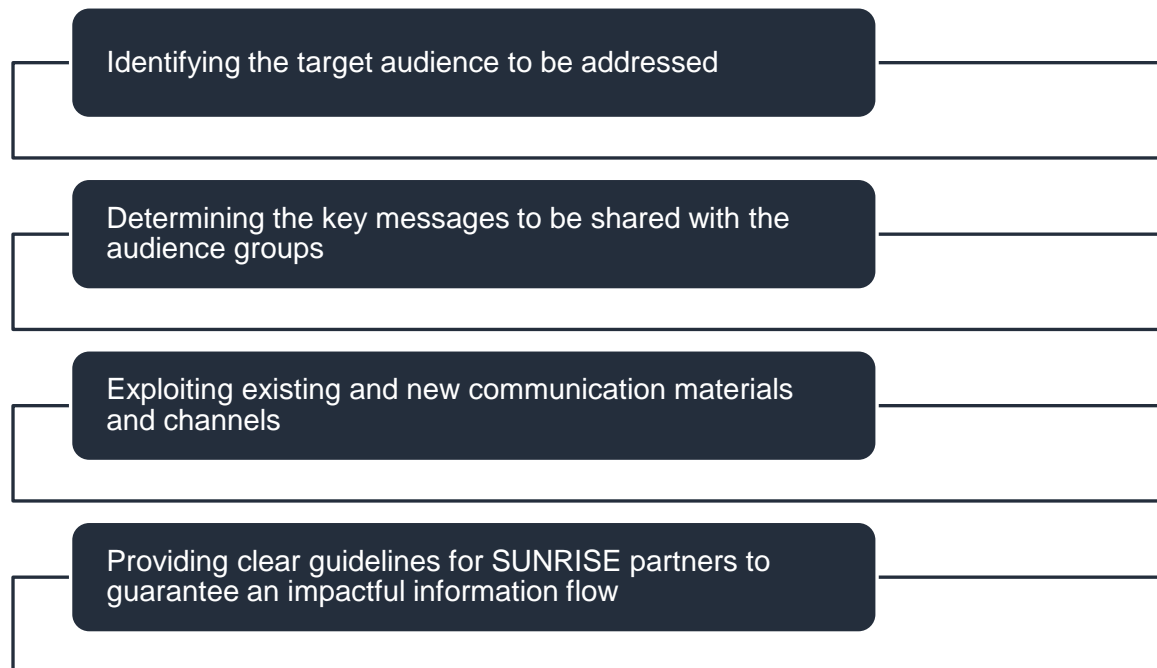


Figure 4 Communication, Dissemination and Cooperation plan's activities

## 3.1 Communication plan

SUNRISE will enable fast realisation of the CCAM promise: safe and efficient mobility for all. This communication plan will address different types of audience and will tailor its messages based on each audience group's different requirements.

Nonetheless, some consistent branding traits have to be established to maximise visibility and association to the project. Hence, a visual identity has been designed and employed.

### 3.1.1 Visual identity

The name of the project is Safety assurance Framework for connected, automated mobility Systems, SUNRISE.

The project has an established and defined branding identity and relative visual identifiers. The existing SUNRISE logo must appear on every project-related item (documents, banners, videos, giveaways, etc.). The possible uses of the logo and the project's identifiers, and a guide on how to employ items related to SUNRISE visual identity are illustrated in [Annex 1: SUNRISE logo and uses](#). Moreover, an internal document has been distributed and highlights the branding guidelines that partners should follow in order to make use of SUNRISE's visual identifiers.

### 3.1.2 Target audience

SUNRISE communication and dissemination activities will target specific stakeholder categories, with specific tools. The following target groups will be addressed through various partnerships, projects, fora, associations and other networks and platforms. Stakeholders will be involved in different activities in relation to the target group to which they belong.

Table 1 SUNRISE target groups and key messages

Target group	Pathway and channels	Key message
CCAM value chain	Events, meetings with standardisation bodies, sector orgs., website, social media	A harmonised V&V framework is most effective and efficient. SUNRISE will make it available. A common basis for a release decision is possible.
Authorities/certification bodies	Events, workshops with authorities, certification, standardisation bodies	A common test case basis for type approval and certification is possible. A process for defining relevant test cases and scenario subspaces is developed.
Consumer testing	Events, workshops with consumer testing orgs.	A common test case basis for safety assessment rating is possible.
Public	Social media, popular magazines	An advanced process is developed to guarantee CCAM safety, using the best available knowledge.

Standardisation	Dedicated workshops and meetings, interoperability and compliance events	Integration of ongoing and new standards in project activities. Demonstration of real-world usage and standard adoption in V&V framework and toolchain
Research community	Scientific publications, events, standardisation meetings	A common basis for safety assessment makes us leap forward to more advanced topics and models. Help us find the gaps/oversights and overcome them.

### 3.1.3 Communication channels

SUNRISE will make use of different channels and conduct a variety of activities to inform and engage with the targeted groups in keeping with the project's goals. These will include:

1. The project website
2. Social media pages and accounts
3. Newsletter
4. Media and publications
5. Communication materials
6. Events

#### 3.1.3.1 Website

SUNRISE website ([ccam-sunrise-project.eu](http://ccam-sunrise-project.eu)) will contain all the main information about the project (including the main facts and figures), the most important contact details (including information about consortium members), links to SUNRISE social media pages, the EU acknowledgment and contractual details of the project. The website will constitute the knowledge base of the project.

SUNRISE website will include a page in which News and Events will be displayed. The website will also function as a library/storing place for information about the status of the project's public Deliverables, to promote and disseminate publications, reports, etc.

A link to the cooperation platform indicated in Task 9.4 of WP9 will be included in the website and will allow rest of the WPs to use this communication tool for efficient information exchange, harmonisation and cooperation with internal and external stakeholders.

SUNRISE website will be contain the following pages:

- Home → main information: what is SUNRISE, goals, methodology, facts and figures
- About → detailed information about the project, the consortium, social media
- News&Events → update on the most relevant news and events, workshops
- Library → Deliverables status, publications, TEDx style talks
- Tools → European test case library, use cases, link to the cooperation platform
- Media → collection of project's communication material (leaflet, roll-up banner, logo, branding guidelines, press releases), photo gallery
- Contact → contact form, subscription to the project's newsletter



The website will be continuously updated, advertised in different communication materials (like banners and leaflets), and kept active. The website will remain alive for three years after the conclusion of the project.

SUNRISE's website will have a visual aspect similar to the one proposed below (at the moment of D9.1 uploading on ECAS portal, the website is under development and might be subject to change):

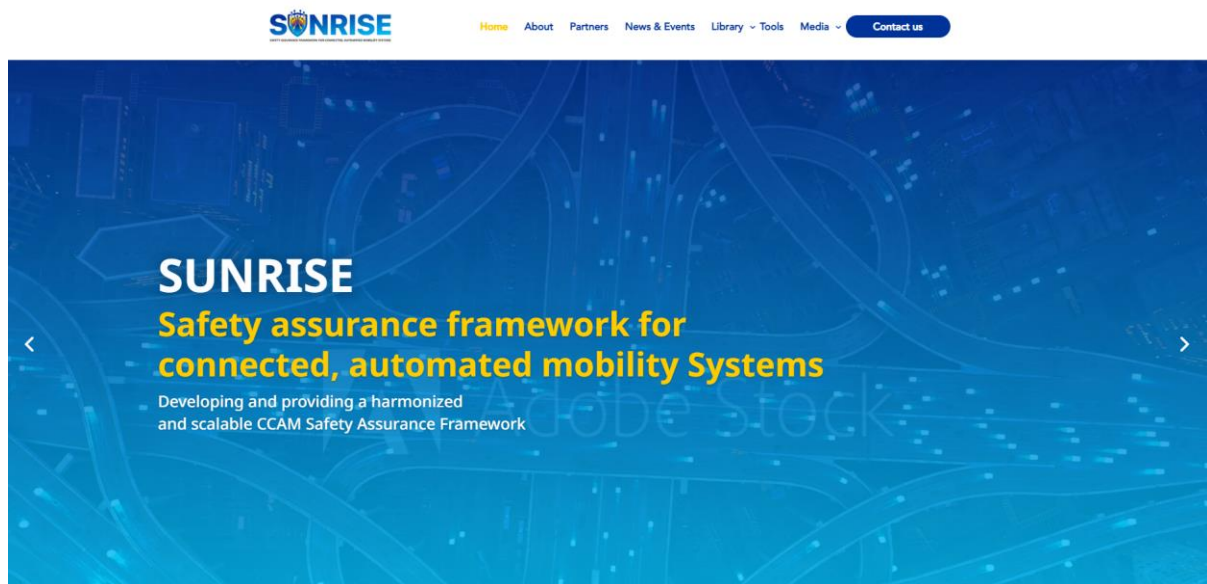


Figure 5 SUNRISE website homepage 1



Figure 6 SUNRISE website homepage 2

### 3.1.3.2 Social media

WP9 leader will ensure partners' involvement and engagement in the communication and dissemination effort through social media.

It will be each partners' responsibility to be actively involved in social media activities, especially upon WP9 leader's input.

#### 3.1.3.2.1 Twitter

SUNRISE will have a dedicated Twitter account through which partners and stakeholders will be reached. An initial effort will be made to enlarge the audience and connections of the newly created account.

To maintain and increase the number of followers, tweets will be sent out, depending on the content available (1-3 tweets per week).

Considering that content will be published on the website and promoted via Twitter, it will be necessary for a substantial number of retweets to be made. These retweets should consist of content referring to the website's news or relevant content from external sources. Keeping the frequency of the tweets at a constant level will make SUNRISE Twitter account a relevant and reliable source of information.

SUNRISE Twitter account: <https://twitter.com/CcamSunrise>

Suggested hashtags:

#CCAMSUNRISE

#CCAM

#SafetyAssuranceFramework

#AutomatedDriving

#Mobility

#Connected Mobility

#AutomatedMobility

#### 3.1.3.2.2 LinkedIn

A new LinkedIn page has been created and will be regularly updated with SUNRISE main information and happenings to encourage the audience engagement. When a new article is added on the website, it should also be shared immediately via the LinkedIn page to maximise the online visibility.

The goal is to consolidate the social media presence in the coming months and get the most out of this important communication channel with the professional community.

SUNRISE LinkedIn page: <https://www.linkedin.com/company/ccam-sunrise-project/>

#### 3.1.3.2.3 YouTube

SUNRISE will make use of ERTICO's YouTube channel in order to communicate and disseminate important news about the project, explanations and presentations, webinars and other communications items deemed important.

Using ERTICO's channel will ensure reaching a larger audience and, through a spill over effect, will create a bigger impact on the stakeholders' community.

ERTICO's YouTube channel: [ERTICO - ITS Europe](#)

#### 3.1.3.3 Newsletter

Project news will be circulated through the project platforms and consortium partners' channels. Interaction with stakeholders will also serve to validate the (intermediate) results and act as guidance in the case that a steer in the activities could reduce risks and/or increase impact.

To keep the stakeholders and partners communities updated and duly informed, as well as to maximise the outreach of the project's news, an internal (consortium) bi-monthly newsletter and an external tri-monthly newsletter will be drafted. The target audience for this latter will combine the scientific community and the general public, as outlined in [Table 1](#).

#### 3.1.4 Media and publications

SUNRISE partners will be involved in dissemination and communication activities, including interviews, testimonials, news articles (for stakeholders to share their take on various topics related to CCAM, SUNRISE, events, international cooperation, etc.) and press releases, which will be amplified through the consortium and associated partners' own platforms, e.g., ERTICO-ITS Europe newsroom (<https://erticonetwork.com/>).

SUNRISE's plan shall give indications on the minimum number of publications and update such number once per year. WP9 leader should ensure the minimum threshold is reached. This will allow to keep partners' engagement level high and stakeholders' involvement seamless.

For the first year of the project, a minimum of two articles per month should be produced and published on SUNRISE's website.

Each article should be eligible for and undergo further dissemination through ERTICO's and other partners' channels.

#### 3.1.5 Communication materials

In terms of marketing and communication materials, the project strategy is to remain as paperless as possible, with the exception of the roll-up banner, which could be reused throughout the project at events organised by the project as well as external events (to be updated after the project's first year), and leaflets to present at in-person events to inform the attendees about the project's main facts and figures.

WP9 leader will propose a stock of selected relevant images and pictures to be used in the different communication activities (articles, banners, social media posts, etc.).

Different communication templates will be produced and distributed by WP9 leader. These shall be updated or re-styled twice per year, if deemed necessary. The visual identity should not, nevertheless, differ excessively from the initial templates in order to maintain the project's branding features.

Microsoft Word and PowerPoint templates with SUNRISE branding have been updated for the partners to use for dissemination and communication purposes, including for presentations and project's submissions. This will allow to create a unique and efficient communication branding.

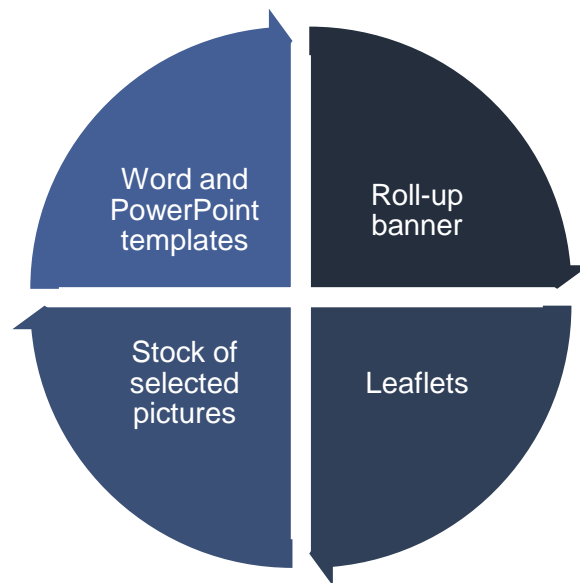


Figure 7 Communication materials

### 3.1.5.1 Project deliverables

Deliverables that are not confidential or restricted to a specific audience will be published on the project's website. Contributions to standards will be published through the appropriate channels (including SUNRISE website).

WP9 leader should ensure the website Deliverables page is updated once every three months.

### 3.1.5.2 Popular magazines

Project innovation and goals likely to interest a more general public will be disseminated through articles in popular scientific and trade/industry magazines to reach end users.

A pre-determined number of such publications will not be indicated, but thorough attention will be applied by WP9 leader in order to gather information on the most important publications.

### 3.1.6 Communication events

**SUNRISE events:** The mid-term and final event (to be held in IDIADA facilities around the last months of the project) will focus on the impact and the way forward for the exploitation and sustainability of the project’s work.

A detailed list of communication events can be found in [Table 2](#), where communication KPIs are listed.

A reporting table listing all dissemination activities related to the project, has been distributed to consortium members. The table is included in the reporting file proposed in [Annex 2: Reporting File](#). The Reporting File will be used by WP9 leader to record publications, presentations, scientific articles. Events will be listed to reflect the list of events that partners will create in a shared calendar/agenda (to be developed in the first months of the project).

WP9 leader will ensure that the table is constantly current and is updated at least once per month. Consortium members will have to update the mentioned table upon request and keep it updated with monthly crosschecking.

### 3.1.7 Communications Key Performance Indicators (KPIs)

The communication and dissemination activities must have the right impact on the target stakeholders and serve to advance the project’s goals. The following quantitative indicators present some measurable values to help evaluate the targets of the communication plan. SUNRISE has a defined set of KPIs, listed in [Table 2 Communication KPIs](#).

At least once per year, WP9 leader will analyse statistically the results and prepare a summary (indicating the percentages of hit and missed targets) to be shared with the Steering Committee. Such a summary will help update the communication plan in order to achieve and go beyond the KPIs.

Consortium members need to commit and follow WP9 instructions in order to achieve the indicated KPIs. A shared effort is the only way the project will be able to achieve and go beyond the indicated KPIs.

Table 2 Communication KPIs

Tools/Channels	KPI	Target value		
		Year 1	Year 2	Year 3
Communication tools	<b>Website:</b> Total visits per month	>50	>100	>150
	<b>Twitter:</b> SUNRISE hashtags	60	100	140
	<b>LinkedIn:</b> Connections of SUNRISE page	75	100	150

	<b>Video:</b> Number produced	>1	>2	>2
	<b>Project brochure:</b> Number produced	1	Update	Update
	<b>Technical leaflets:</b> Published and distributed	>100	>100	>100
	<b>Webinars:</b> Number organised/participants	1/50	2/50	2/50
<b>Events</b>	<b>SUNRISE events:</b> Participants	--	>100	>100

## 3.2 Dissemination plan

This document presents a complete dissemination plan defining internal procedures for dissemination and presenting the visual identity, the intended audience, key messages, channels and opportunities, appropriate tools, etc.

The key scientific and technological impacts that the consortium aims at are: developing a process to assign relevant scenarios and test cases; creating a harmonised scenario-based testing methodology; shaping a harmonised scenario database format, interfaces and completeness assessment methods; building a shared EU library of test cases for a large number of use cases. SUNRISE sets a benchmark in CCAM safety methodology beyond which further work will be refinement and no longer fundamental.

Partners shall have these desired impacts in mind when drafting their scientific publications, which will be duly advertised and disseminated by WP9 leader through the communication channels indicated above. Moreover, WP9 leader will ensure appropriate and structured reporting, as indicated in [Section 3.2.1](#).

### 3.2.1 Dissemination channels

**Scientific publications:** SUNRISE's research and achievements will be published in scientific and technical papers in peer-reviewed journals and in conference proceedings. Scientific presentations and papers will be a channel to raise awareness about the project's goals, activities and solutions and to gather feedback from the scientific and technical community.

Around 20 scientific publications and presentations are planned. Articles in magazines, blogs and TEDx style talks on SUNRISE approach will help develop public confidence in CCAM safety.

**Regular workshops:** more than 9, with targeted stakeholders in order to promote the project results and gather feedback from stakeholders.

### 3.2.2 Dissemination events

**Dissemination events:** [Table 3](#) presents an overview of the events in which SUNRISE's partners plan to participate.

**External conferences and events:** The project will be presented through technical papers and presentations at relevant ICT, ITS, policy-related, and CAD/CCAM conferences, events, and meetings. Special-interest sessions and demos will be also organised to present project advances to a large audience and collect valuable feedback.

The reporting table included in [Section 3.1.6](#) will contain a register of relevant dissemination activities related to SUNRISE. The table is included in the reporting file proposed in [Annex 2: Reporting File](#)

Table 3 Dissemination events and KPIs

Tools/Channels	KPI	Target value		
		Year 1	Year 2	Year 3
Events	<b>Project events:</b> Participants	--	>100	>100
	<b>Conferences:</b> Presentations	>5	>10	>15
	<b>Trade shows:</b> Exhibition stand	>1	>2	>3
	<b>Workshops:</b> events with stakeholders	>3	>3	>3
Publications	<b>Scientific publications:</b> Number	>3	>12	>20
	<b>Trade magazines &amp; Non-scientific publications:</b> Number	>1	>3	>7

### 3.2.2.1 Congresses

- ITS World Congress
- ITS EC
- ARTS
- TRB
- SIP-adus workshop
- Testing Expo
- Autonomous Vehicle Symposium
- TRA
- EUCAD conference
- FISITA
- Symposium
- ESV
- LCV – CAM
- IAA Mobility
- AutoSens
- Aachen Colloquium
- DSC Europe
- IEEE Intelligent Transportation System conference
- IEEE Intelligent Vehicle

### 3.2.2.2 Journals

- IEEE Transactions of ITS
- IEEE Transactions on IV
- IEEE Transactions on Human-Machine Systems
- Driving Simulation Proceedings
- Transportation Research
- Part F
- Accident Analysis & Prevention - Journal – Elsevier; MPDI



### 3.2.3 Dissemination tools

#### 3.2.3.1 Approval and dissemination procedure guidelines

The Task and WP Leaders must inform the Project Coordinator, the Dissemination (WP9) leader and the relevant WP leader(s) about the intended dissemination activity.

WP9 leader has drafted and uploaded a file in the shared project Box. This document, titled “SUNRISE dissemination procedures guidelines” is an internal document that provides partners with precise instructions on how to disseminate articles and other project material to achieve the best results and guarantee quality.

#### 3.2.3.2 Reporting of dissemination activities

All consortium members who carry out a dissemination activity (scientific papers, press releases, articles, videos, etc.) must record the results/outcome in the reporting table indicated in [Section 3.1.6](#) and included in [Annex 2: Reporting File](#). All required information in each column must be duly filled in. This file will be used as the principal source of information for all the reporting of Communication and Dissemination activities to the European Commission, as required by the Grant Agreement. A snapshot of the Dissemination activities reporting file can be found in [Annex 2: Reporting File](#).

[Figure 8 Communication and dissemination activities' documents](#) explains what the main documents that will guide the consortium members and WP9 leader in performing communication and dissemination activities are.

#### SUNRISE Branding guidelines

- Indications on how to use SUNRISE's visual identifiers, such as logo, leaflets, roll-up banners, etc.
- Annex I contains guidelines on how to use SUNRISE logo

#### SUNRISE dissemination procedures guidelines

- Internal document to provide consortium members with instructions and guidelines for communication and dissemination activities
- It contains indications provided by the European Commission on how to use of the EU emblem in the context of EU programmes 2021-2027

#### SUNRISE Disseminations Activities Reporting

- Internal document to list and report about events, publications, attendance to meetings and conferences.
- WP9 leader will employ it to draft the mid-term progress and final reports to be provided to the EC, as requested by SUNRISE Grant Agreement

Figure 8 Communication and dissemination activities' documents

## 3.3 Cooperation plan

SUNRISE enables fast realisation of the CCAM promise: safe and efficient mobility for all. It does so by providing a clear and common Safety Assurance Framework that encompasses an assessment methodology, combined with harmonised tools and a shared data basis for safety validation. This combination will lead to more reliable safety argumentation, shorter time for regulation and an increase in public confidence.

This section aims at describing the main outreaching activities that will foster and boost SUNRISE international cooperation with various entities. By listing a set of partners and working groups, networking and clustering events that the project will target, this chapter indicates which channels will be the most effective to ensure engagement and uptake of the results that will be achieved throughout and at the conclusion of the project.

Regarding the exploitation of project results, it is suggested to consult “Deliverable 1.2 Innovation & Exploitation management plan” document for a technical and detailed understanding of SUNRISE Exploitation Management plan.

### 3.3.1 Cooperation partners and working groups

To ensure maximum engagement and uptake of the project’s results, SUNRISE will aim at involving and cooperating with different partners in various standardisation and CCAM working groups. These are:

- ISO standardisation
- ASAM standardisation
- SAE standardisation
- ETSI standardisation
- UNECE WP 29 Regulation
- JRC
- Euro NCAP Consumer testing
- CCAM partnership
- Member State and international WGs
- EU/US/Japan trilateral
- BDVA

### 3.3.2 Cooperation events

**Networking and clustering events:** The project will foster international cooperation, particularly with the US, Japan, Canada, South Korea, Singapore and Australia directly and through the partners networks. SUNRISE will host and participate in events to strengthen already established networks, such as HEADSTART project’s ones, and to create new research collaborations and synergies with national authorities, EU agencies and international organisations. Joint webinars and workshops will be organised with related or sister projects on a regular basis, with special focus on the CCAM calls and standardisation groups (joint harmonisation workshops).

Many of SUNRISE achievements will not be limited to the project and will live on after SUNRISE reaches its conclusion in 2025. Widespread adoption should ensure the utmost uptake by the targeted audience.

The individual exploitation plans pointed out in Deliverable 1.2 are fundamental to ensure that the achievements of the project are employed at their maximum extent. WP9 leader will

monitor each partner's reporting and will encourage sharing knowledge and information. The communication channels indicated in Section 3.1.3: Communication channels shall be used to expand the outreach of such sharing processes.

## 3.4 Roles and responsibilities

### 3.4.1 Communication activities

Work Package 9 leader is responsible for timely and accurate performance of communication activities, including meeting deadlines and achieving KPIs.

WP9 leader has to be supported by consortium members' commitment in terms of timely and transparent information sharing, engagement in disseminating the key messages and expanding the project's audience.

### 3.4.2 Dissemination activities

As indicated in the SUNRISE project's Grant Agreement in Task 9.2, scientific dissemination activities must be undertaken as a shared responsibility by almost every consortium member. Whereas consortium members shall be in charge of producing and publishing scientific papers and participate in relevant events coordinated by IDIADA, WP9 leader is responsible for duly monitoring and reporting all the relevant published items.

The reporting file found in [Annex 2: Reporting File](#) will be the main tool to perform the aforementioned reporting task.

An internal document titled "SUNRISE dissemination procedures guidelines" has been drafted and shared with consortium partners. It contains instructions and indications on how to perform communication and dissemination activities guaranteeing maximum outreach, utmost quality and ease of reporting. [Annex 3: SUNRISE dissemination procedures guidelines snapshot](#) contains a snapshot of the document.

### 3.4.3 Timing and channels

The timing of communication, dissemination and cooperation activities is defined in details throughout this document. [Figure 9 Activities timing and channels](#) summarises the main activities and the expected performing recurrence (minimum number indicated).

Articles	<ul style="list-style-type: none"> <li>•Project's website, ERTICO's newsroom, partners' websites</li> <li>•Two per month</li> </ul>
Social media posts	<ul style="list-style-type: none"> <li>•Project's Twitter account and LinkedIn page, ERTICO's social media, partners' social media</li> <li>•1-3 tweets per month, 1-3 LinkedIn posts per month</li> </ul>
WP9 call	<ul style="list-style-type: none"> <li>•Once per month</li> </ul>
Update of monitoring file	<ul style="list-style-type: none"> <li>•Once per month</li> </ul>
Monitoring of social media and website statistics	<ul style="list-style-type: none"> <li>•Once per month (to summarise once per year)</li> </ul>

Figure 9 Activities timing and channels

## 4 CONCLUSIONS

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This document sets out the project's Communication, dissemination and cooperation plan, as well as its guidelines and opportunities, following the project's Communication, Dissemination and Cooperation strategy outlined in Chapter 2: SUNRISE's communication, Dissemination and Cooperation strategy.

SUNRISE plan will be updated annually (month 12 and month 24) while the dissemination actions' progress will be included in the project's periodic and final reporting to be delivered in month 18 and 36.

Recurrent actions to take include the update of the project website and social media accounts, and the update of the project templates, as outlined in Chapter 3: Communication, Dissemination and cooperation plan. Further actions include the constant publications of news on SUNRISE's website and social media posts, as well as the project newsletters, and advertising the participation of partners in relevant meetings. A monthly analysis of social media statistics and a monthly assessment of cooperation tools will also provide direct measures of the successful engagement of the stakeholder community.

The Communication, Dissemination and Cooperation strategy has identified and described the target groups for dissemination and communication activities and highlighted how and through which communication and dissemination channels they will be reached. The related plan describes the main dissemination tools, which will be fundamental for outreach activities. The guidelines and KPIs highlighted in this document will allow to achieve and go beyond the project's communication and dissemination goals.

## ANNEX 1: SUNRISE LOGO AND USES

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### SUNRISE logo

SUNRISE's logo represents a secure mobility network. The shield stands for security. Within the shield, the hint at road markings on the earth represents mobility and a network, rising above everything, connecting everything. The network is also represented by the hint at a group of people joining their hands.

We have created a bold, versatile logo for SUNRISE. The SUNRISE logo, as presented in these guidelines, has two elements: the brand name/acronym, with and without the full name of the project underlying the project's acronym, and the logo's icon – a shield.

The logo has several options (positive and negative included) for different uses, as outlined in these guidelines, for different reproduction purposes (presentations, brochures, roll-ups, website, etc.).



Figure 10 SUNRISE logo

### Logo size and use

The master logo should always appear fully intact. The text should never be amended or removed. At the minimum size, always use the master logo in full. Each element and its position in relation to each other has been carefully designed and must never be stretched, altered or distorted. Master logos for all applications are available for use in the Box tool or by contacting ERTICO's communications task manager for WP9. Always follow these guidelines to ensure a consistent use.

For screen / digital purposes always use the .svg files. They keep the file size of the document small and guarantee the best quality.

### Logo options



Figure 11 SUNRISE Full logos to be used bigger than 11 cm



Figure 12 SUNRISE alternative logos



Figure 13 SUNRISE icon for decorative uses

### Incorrect use



Never reproduce the logo on a coloured or textured background



Never alter the colours of the logo or reproduce the colours as tints



Never rotate, reflect or shear the logo



Never distort or stretch the logo



Never enclose the logo in any kind of shape



Never recreate the logo using a different typeface

Figure 14 SUNRISE logo incorrect uses

### Colour palette

SUNRISE's colour palette consists of four colours with a light saturation that gives it a conservative, reliable impression and a more unsaturated one that creates a powerful, distinctive palette. A colour gradient has also been added to this palette, which is reflected in both the logo and the icon. This can be used to enhance recognisability and distinctiveness.



Blue and yellow are a reference to the EU flag; blue also refers to a sense of solidity that makes the “safety framework” reliable for everyone; the light blue indicates the shades that the project will entail to include a flexible approach; the red colour indicates the birth of a new day as well as the shaping of a new European common Safety Assurance Framework; the black is a reference to the road and mobility in general (asphalt, tyres, ...) as well as to the concept of standardisation.

Colour is a powerful means of identification. Consistent use of our new logo colours will help us build visibility and recognition for SUNRISE and will distinguish us from our competitors.

In situations where the logo must be reproduced in black and white, the one-colour logo should be used. In situations where the logo must appear on a dark coloured background, then the one-colour reversed logo should be used.

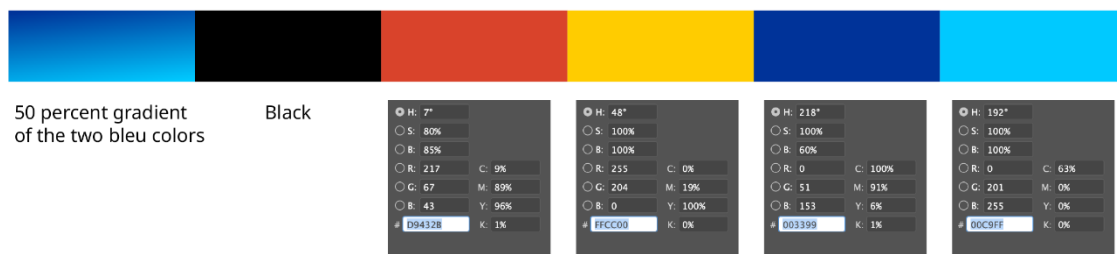


Figure 15 SUNRISE colour palette

# ANNEX 2: REPORTING FILE SNAPSHOT

The image shows a screenshot of an Excel spreadsheet titled "Journal publications". The spreadsheet has 15 columns and 33 rows. The columns are labeled as follows:

- 1: No
- 2: Publication Title
- 3: Authors
- 4: Project Partners involved
- 5: Title of journal / magazine
- 6: Publisher
- 7: Publication date
- 8: Place of publication
- 9: Status
- 10: DOI/ available electronically at Archived
- 11: Open Access
- 12: Peer-reviewed publication
- 13: Joint public/private publication
- 14: On Project Website
- 15: On EC Portal

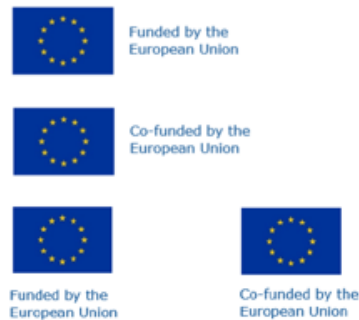
The first row (row 2) contains the following data:

No	Publication Title	Authors	Project Partners involved	Title of journal / magazine	Publisher	Publication date	Place of publication	Status	DOI/ available electronically at Archived	Open Access	Peer-reviewed publication	Joint public/private publication	On Project Website	On EC Portal
	(article title)	(authors name)	(organisation)	(title)	(publisher info)	(Publication date)		(Submitted / Published)	(Digital Object Identifier if applicable/ website link if available)	(SharePoint link)	Is this publication available in Open Access, or will it be made available? (Select Yes/No)	Is this a peer-reviewed publication? * (Select Yes/No)	Is this a joint public/private publication? * (Select Yes/No)	(Select Yes/No)
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Figure 16 Snapshot of the Dissemination activities reporting file

# ANNEX 3: SUNRISE DISSEMINATION PROCEDURES GUIDELINES SNAPSHOT

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*The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.*

*Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.*

*When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.*

*For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.*

### **17.3 Quality of information — Disclaimer**

*Any communication or dissemination activity related to the action must use factually accurate information.*

*Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):*

***“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.”***

- The use of the EU emblem in the context of EU programmes 2021-2027 can be found here: [https://ec.europa.eu/info/sites/info/files/eu\\_emblem\\_rules.pdf](https://ec.europa.eu/info/sites/info/files/eu_emblem_rules.pdf)
- The ready-to-use EU emblem including the funding statement can be downloaded from the European Commission's webpage [https://ec.europa.eu/regional\\_policy/information-sources/logo-download-center\\_en](https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en)

Figure 17 SUNRISE Dissemination procedures guidelines document snapshot