

D5.2 | Dissemination /
Communication Strategy & Kit /
Activities Report version 2



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¹ Type of deliverable: **R**: Document, report; **DEM**: Demonstrator, pilot, prototype

² Dissemination level: **PU**: Public | fully open (it is automatically posted online by the U); **SEN**: Sensitive | limited access under the conditions set out in the project GA

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Executive Summary

The deliverable titled D5.2 | Dissemination/Communication Strategy & Kit / Activities Report version 2 outlines the overarching communication and dissemination strategy of the SOTERIA project. This strategy provides a framework for conducting various awareness-raising, promotional, and engagement activities.

This deliverable aims to achieve the following objectives:

- present the communication and dissemination strategy of SOTERIA
- describe the role of Living Labs in maximising SOTERIA's impact
- identify target audiences, including potential partners, policy stakeholders, and Living Lab participants
- illustrate the methods, tools, and promotional materials (e.g. project logo, website, social media channels, printable dissemination materials, events, publications) to be utilised in the project's dissemination and communication plan
- define the rules and procedures governing the implementation, monitoring, and evaluation of all communication and dissemination activities
- provide a comprehensive overview of planned communication activities, as well as explore potential dissemination opportunities through synergies and collaborations.

Through these efforts, the SOTERIA consortium aims to share its outcomes and results while enhancing public awareness. The communication and dissemination strategy will undergo continuous evaluation and revision throughout the project duration. Updates will be incorporated into the final and updated version of the deliverable D5.3 "Dissemination / Communication Strategy & Kit / Activities Report" due in month 42.

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Abbreviations & Acronyms

D	Deliverable
DoA	Description of Action
CEN	Comité Européen de Normalisation
EC	European Commission
ETSC	European Transport Safety Council
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
KPI	Key Performance Indicator
LL	Living Lab
M_x	Month (x indicates the number of the month)
OEM	Original Equipment Manufacturer
PU	Public
T	Task
ToC	Table of Contents
SOTERIA	Systematic and orchestrated deployment of solutions in complex urban
WP	Work Package
WPL	Work Package Leader
VRU	Vulnerable Road User
UKRI	United Kingdom Research and Innovation

1 Introduction

1.1 Objectives of the deliverable

The present deliverable has been formulated within the scope of Work Package 5, titled "Impact creation, solutions scale-up and exploitation", and corresponds to Task 5.1, focusing on "Dissemination and Communication activities" and Task 5.3, dedicated to "International cooperation, transferability and acceleration". T5.1 constitutes a collaborative effort across **all partners, who continuously contribute to creating impact, attracting and engaging stakeholders, as well as promoting the uptake of SOTERIA's developments and outcomes**. Its primary objective is to oversee and ensure the coherence and consistency of all communication and dissemination endeavours aimed at promoting the project's outcomes among key stakeholders and the wider public. T5.3, for the first 18 months, is focused on supporting the communication needs of the four Living Labs throughout the co-creation phase with targeted stakeholders, ensuring a well-rounded communication on behalf of SOTERIA project clearly conveying our objectives and goals and especially how stakeholders' engagement helps the project achieve them.

The objective of this document is to describe the updated strategy and plan for communication and dissemination, report on all related activities, present the intended audience, key areas of action, and their anticipated impacts, as well as synergies and liaisons with other initiatives. Additionally, it outlines the expected outcomes, assessment metrics, and tools. This strategy serves as the overarching framework guiding all communication and dissemination activities throughout the project's duration.

In a nutshell, this deliverable aims to address the following elements:

- Revised communication and dissemination strategy, describing communication phases, objectives, and channels.
- Updated communication / dissemination activities, in line with the overall project progress.
- Evaluation and monitoring documents for assessing, tracking, and reporting the efficacy of the plan, aligning with the Key Performance Indicators (KPIs) outlined in the Description of Action (DoA) as a minimum benchmark.

This document remains dynamic, capable of accommodating necessary updates and will undergo continuous evaluation and refinement throughout the project lifecycle. Furthermore, this manuscript serves to document SOTERIA's communication and dissemination activities from the project's month (M)4 (1 March 2023) through M18 (30 April 2024).

1.2 Structure of the document

The current document is structured as follows:

- **Section 1** provides the introduction of the deliverable along with its objectives and structure.

- **Section 2** describes the communication and dissemination strategy and SOTERIA's vision. Additionally, in this section, the impact of the Living Labs' approach is described, as well as SOTERIA's target audience and community.
- **Section 3** reports on the communication activities until the M18 of the project, related to the online and printed communication material as well as the Living Labs' communication campaigns.
- **Section 4** reports on the dissemination activities until M18 of the project that are related to attended / organised events as well as scientific publications.
- **Section 5** presents SOTERIA's joint dissemination efforts with related initiatives, projects, and EU clusters.
- **Section 6** monitors the impact creation of SOTERIA by providing monitoring tools, KPIs status and social media / website analytics.

2 Communication & dissemination strategy

2.1 SOTERIA vision

Considering the ongoing transformations in urban mobility, it's concerning that fatalities and injuries persist at alarming rates on European roads. The European Commission (EC) has set a bold target of achieving nearly zero deaths on these roads by 2050, known as **Vision Zero**. Despite the EU's strides in reducing road deaths and serious injuries among car occupants, a significant 70% of fatalities still involve Vulnerable Road Users (VRUs) like pedestrians and cyclists.

SOTERIA is a project dedicated to **fast-track progress toward Vision Zero's VRU goal** by proposing a holistic approach, integrating innovative models, tools, and services to reinforce urban safety intelligence, support safe VRU travel, and facilitate the seamless integration of micro-mobility services in complex urban settings.

Through simulation models and data analytics powered by explainable AI, SOTERIA aims to **inform policy decisions and enhance interconnected services**, promoting safe and clean VRU travel. The project plans to validate its approach through **thematic demonstrations in four Living Labs**, catering to various VRUs demographics, including older and younger populations and two-wheeler riders. By shedding light on the intricate interactions between VRUs and motorised vehicles, SOTERIA seeks to deepen our understanding of road user behaviours and vehicle dynamics in evolving urban environments. This insight will enable **fair and optimised use of public spaces**, along with the development of **age-friendly urban safety strategies and assessments**. SOTERIA's utilisation of technological innovations and abundant data resources promises to revolutionise accident analysis, laying essential groundwork toward the EU's Vision Zero objective of **eliminating road transport fatalities by 2050**.

2.2 Maximising SOTERIA impact through the Living Labs' approach

The efficacy of SOTERIA solutions will undergo rigorous validation and demonstration within designated Living Labs, accommodating diverse VRUs categories. These include but are not limited to, ageing and young populations, pedestrians, cyclists, motorcyclists, and two-wheeler riders. **Living Labs will function as authentic testing environments for real-world evaluation**. In the SOTERIA project, four distinct Living Labs are established, each focusing on a particular demonstration theme. These themes are described below:



Living Lab #1 – Oxfordshire, United Kingdom

Safe and inclusive integration of micro-mobility to current mobility paradigms



Living Lab #2 – Saxony, Germany

VRUs safety applications for generation Z



Living Lab #3 – Madrid, Spain

Safe and shared mobility services for improving user well-being and clean urban environments



Living Lab #4 – Chania/Igoumenitsa, Greece

Proactivity-based and micro-vehicle-centric measures for unprotected VRUs

In the evolving landscape of innovation, the concept of Living Labs stands out as a beacon of collaborative progress that transcends traditional boundaries. At its core, **a Living Lab is an open innovation ecosystem that thrives on the participation of public and private stakeholders with researchers**. It is a concept that bridges the gap between theoretical research and practical application, allowing for the testing and validation of new services, business models, technologies, and market approaches in real-life settings. This approach not only accelerates the path from idea to implementation but also ensures that the solutions developed are grounded in the realities of those they aim to serve.

In the context of the SOTERIA project, the expected outcomes concern new solutions and services that would enable safer urban mobility environments. To assess those innovative solutions, SOTERIA needs to identify / recruit stakeholder representatives from the many VRUs groups as research participants, putting the end-users at the centre of the solution design. Through co-creation, inclusion, and social responsibility, SOTERIA has organised and will continue to arrange workshops in order to prepare for Living Labs' stakeholders' participation, ensuring a meaningful experience for all the parties involved. In the SOTERIA project, four Living Labs have been established, each with a distinct demonstration focus. Each Living Lab presents a unique opportunity to test and refine innovative solutions tailored to local contexts, contributing to the overarching goals of the SOTERIA project. The effectiveness of SOTERIA solutions will be demonstrated and validated within the Living Labs, addressing different types of VRUs. SOTERIA partners will also reach end-users with dissemination materials by organising events for awareness creation, public acceptance, promotion, market uptake, and learning opportunities.

Among the collaborative methodologies employed in the SOTERIA Living Labs, engagement through a 'World Café' approach has proven to be particularly effective in facilitating meaningful dialogue and exchange of ideas amongst stakeholders. This has fostered an environment where diverse perspectives have been welcomed and new ideas explored through open-ended conversations and written notes / drawings (see photos in Section 4.2). Participants gathered in small groups, engaging in thought-provoking discussions around key topics before shifting to different tables for cross-pollination of ideas and insights. The result has been a rich tapestry of collective wisdom that has fuelled innovation and is driving change.

The strength of Living Lab - World Café collaborations lies in their ability to uncover and address unexplored human-environment-technology interactions. By facilitating a co-creation process that is deeply embedded in the local context, the approach empowers stakeholders to develop

solutions that are not only innovative but also equitable and accessible. This holistic approach ensures that the outcomes are not just technologically advanced but also socially relevant and environmentally responsible, thereby unifying safety and sustainability in the truest sense.

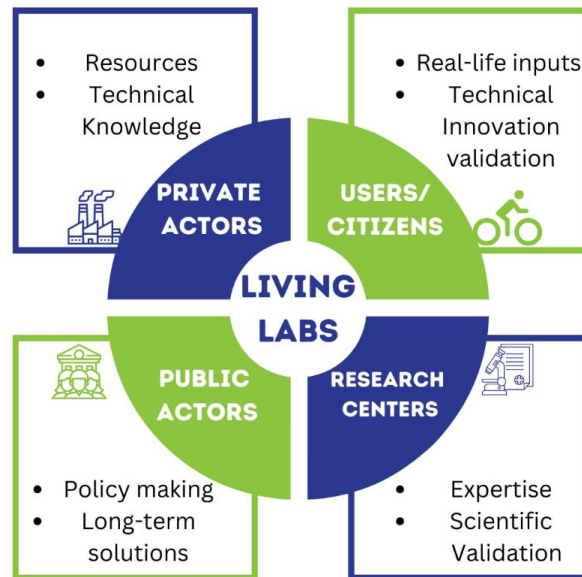


Figure 1. Living Labs stakeholders and their respective roles and contributions

2.3 SOTERIA's target audience and community

SOTERIA is engaging a diverse array of stakeholders encompassing different roles, expertise, locations, and nationalities through a meticulously planned communication and dissemination strategy outlined in Sections 3 & 4. Stakeholder analysis and identification play a pivotal role during the project's initial phase, offering a comprehensive assessment of various stakeholder categories and their respective interests in specific topics. This ongoing analysis will continually evolve to reflect any changes over time. Additionally, by leveraging synergies and collaborations with other projects and initiatives, we anticipate identifying additional stakeholders who share an interest in our objectives, thereby amplifying SOTERIA's overall impact. The target audience analysis methodology is described in detail in D5.1 | Dissemination / Communication Strategy & Kit / Activities Report.

Table 1. List of stakeholders' categories following a PESTEL framework analysis

Stakeholders' categories	Targeted audiences
Political	<ul style="list-style-type: none"> Government agencies Road safety / regulation organisations EU policymakers National policymakers
Economic / Business	<ul style="list-style-type: none"> Transport industry (Micro)Mobility companies and service providers Manufacturers of micro-mobility vehicles Road operators Insurance companies Health industry Architects/engineers of transportation works
Social	<ul style="list-style-type: none"> VRU groups Health and education actors Community groups Media General public
Technological	<ul style="list-style-type: none"> Universities and research centres Mobility and smart cities stakeholders Transport technology companies Geospatial data managers
Environmental	<ul style="list-style-type: none"> Environmental organisations Environmental agencies
Legal	<ul style="list-style-type: none"> Law enforcement institutions Legal / Regulatory bodies Standardisation entities

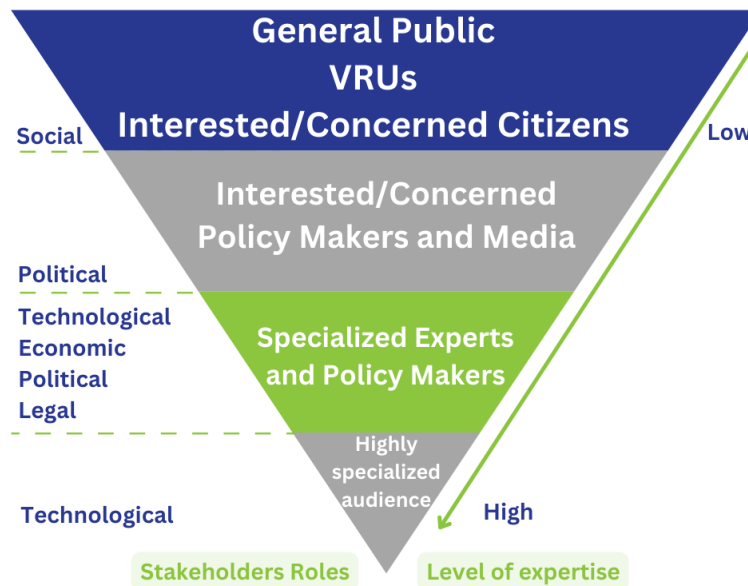


Figure 2. Inverted pyramid classification of SOTERIA target audiences according to the level of interest and expertise

2.4 Communication & dissemination plan

The outline of significant communication and dissemination activities planned for the SOTERIA project is presented in Table 2 below. This plan is subject to updates and modifications throughout the project duration.

Table 2: Updated SOTERIA Communication & Dissemination Plan

Type of activity	Description	Timeline	Responsible partner	Status
Visual identity				
SOTERIA logo / icons	The SOTERIA logo has been designed and will be used in all documents and publications of the project	M1	INTRA	Completed
SOTERIA presentation / deliverable / minutes template	Templates to be used for the project's communication needs	M1	INTRA	Completed
Web-based activities				
SOTERIA website	The online presence of SOTERIA / main communication interface of the project. Continuous update of the content in	M2-M42	INTRA	Ongoing

	the website (news, synergies, events, blog, results, etc.)			
Social media accounts <ul style="list-style-type: none"> Twitter LinkedIn Facebook YouTube 	Continuous use of SOTERIA's Twitter / LinkedIn / Facebook / YouTube accounts for engaging various stakeholders and disseminating project news and developments	M1-M42	INTRA	Ongoing
Blog	Blog articles published in our blog on our website and diffused via social media	M4-M42	All partners	Ongoing
Newsletter	Newsletters released regularly to communicate significant advances in SOTERIA	M6-M42	All partners	Ongoing
Multimedia	Videos and Illustrations created in order to support all types of communication / dissemination activities	M1-M42	INTRA	Ongoing
Third parties' non-scientific publications	Diffusion of SOTERIA results to other portals such as EU channels, industrial magazines, technical blogs, EIT Mobility, CIVITAS, etc.	M6-M42	All partners	Ongoing
Promotional material				
Printed material (brochures, posters)	Various levels of communication / dissemination material to support SOTERIA's presentation / presence at events	M6-M42	INTRA	Ongoing
Events				
Events participation	<ul style="list-style-type: none"> Awareness creation Engagement of target audiences Networking and collaboration with relevant stakeholders and other initiatives and projects 	M1-M42	INTRA	Ongoing
Events organisation	Workshops, webinars, and co-creation activities in order to increase	M6-M42	INTRA	Ongoing

	awareness for the SOTERIA project and ensure maximum engagement for Living Labs			
Press-based communication				
Press releases	Official communication of SOTERIA's news towards the media regarding significant advancements	M4-M42	INTRA	Ongoing
Scientific publications				
Scientific journals, technical reports, magazines (open access)	Knowledge diffusion to the scientific community for maximum uptake of SOTERIA results by researchers	M1-M42	All partners	Ongoing
Synergies / Liaisons				
Joint dissemination activities with SOTERIA's Sister Projects: PHEOBE and V4SAFETY	Joint webinars, workshops and conference participations (panel sessions, presentations, etc.)	M3-M42	INTRA & UoW	Ongoing
Liaising with clusters and associations	<ul style="list-style-type: none"> Information and knowledge exchange Joint dissemination opportunities 	M6-M42	All partners	Ongoing
Liaising with standardisation groups	Maximising the uptake of SOTERIA results impacting standards and regulations on road safety	M19-M42	All partners	Planned
Collaboration with other EU projects in transport mobility	<ul style="list-style-type: none"> Common events Web-based joint communications Exchange of information and knowledge Horizon Results Booster services 	M6-M42	All partners	Ongoing

3 Report on communication activities

As outlined also in D5.1 | Dissemination / Communication Strategy & Kit / Activities Report, we have implemented various methods to disseminate SOTERIA messages effectively. Below, we provide a detailed overview of SOTERIA's communication activities during the initial 18 months of the project.

Our communication efforts include the following:

- Regular updates on the project website with compelling content shared across both the project's and partners' social media platforms
- Active engagement on social media platforms such as LinkedIn, Twitter, Facebook and YouTube through regular posting and sharing
- Distribution of e-newsletters to our target audience
- e-Publications on third-party websites, portals, intranets, and blogs
- Utilisation of visuals and multimedia, including videos and photos
- Printed promotional material production such as roll-ups and brochures.

3.1 SOTERIA's visual identity

During the initial phase of SOTERIA, INTRA established the project's visual identity, recognising its significance in creating a distinct and recognisable brand. The visual identity includes all graphical elements associated with SOTERIA branding. Developing the project's visual identity required a strategic approach to ensure alignment with SOTERIA's mission, vision, and objectives, resulting in a cohesive representation across all communication channels and activities. Elements such as the logo, typography, colour palette, icons, and creative graphics and illustrations are integrated into SOTERIA's visual identity. Our goal is to facilitate the identification of the SOTERIA project and its message among our target audience through a tailored visual identity that resonates with road safety themes.

3.1.1 SOTERIA logo, icons, and graphics



Figure 3. SOTERIA's icons



Figure 4.. SOTERIA's logos and colour palette



Figure 3. SOTERIA's generic graphic header

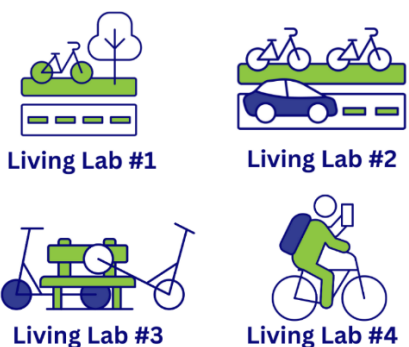


Figure 4. SOTERIA's Living Labs' respective icons

3.1.2 Use of EU and UKRI funding acknowledgement

In the framework of the Horizon Europe research and innovation funding programme, all the accepted projects are funded by the EU. In SOTERIA's case, UK Research and Innovation (UKRI) is a co-funding body, and for any communication and dissemination activities created by the project's participants, we must clearly acknowledge both the EU and UKRI support by displaying the European flag (emblem) accompanied by a funding statement along with the UKRI logo, ensuring the rule of proportionality is preserved.



Figure 5. EU emblem and funding communication



Figure 6. The UKRI logo



Figure 8. EU funding acknowledgements in SOTERIA's Living Labs languages (Spanish, German, Greek) for local communication activities

It should be noted that, since SOTERIA is operating Living Labs across four countries, the EU funding acknowledgement could be used in the corresponding local languages to maximise impact. Along with the funding logos, the following declaration will be used in all of SOTERIA's dissemination activities (e.g. publications).

Funding acknowledgements text for publications

The SOTERIA project has received funding from the European Commission's Horizon Europe Research and Innovation Programme under Grant Agreement No 101077433, as well as by UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee [Grant Nos: 10052969, 10058247, 10059948, and 10064506] to whom all partner organisations express their sincere gratitude.

3.2 Digital communication channels

3.2.1 SOTERIA website

The SOTERIA project's website stands as our primary communication platform, serving as the central hub for sharing project outputs with our target audiences. It serves as the key interface through which stakeholders engage with SOTERIA's work. All project partners play a role in keeping the website up to date, with INTRA overseeing its design, hosting, and ongoing maintenance. The SOTERIA website can be accessed via the following link: <https://soteriaproject.eu/>

Here is a list of SOTERIA's website performance KPIs retrieved through the Google Analytics service, used to monitor its traffic for the first 18 months of the project:

- **Number of unique visitors on the site** (the number of distinct individuals visiting a page or multiple pages on a website): **4,800**
- **Number of page views** (the total number of pages viewed): **7,600**
- **Average session duration** (how long users spend interacting with the website): **00:00:23**

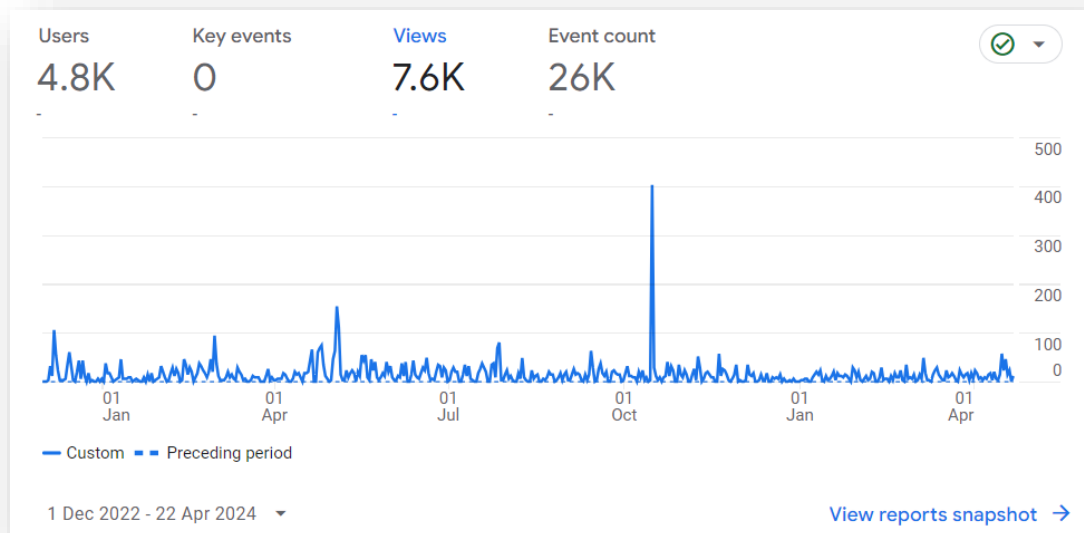


Figure 7. Overview of users' engagement with the SOTERIA website during M1-M18

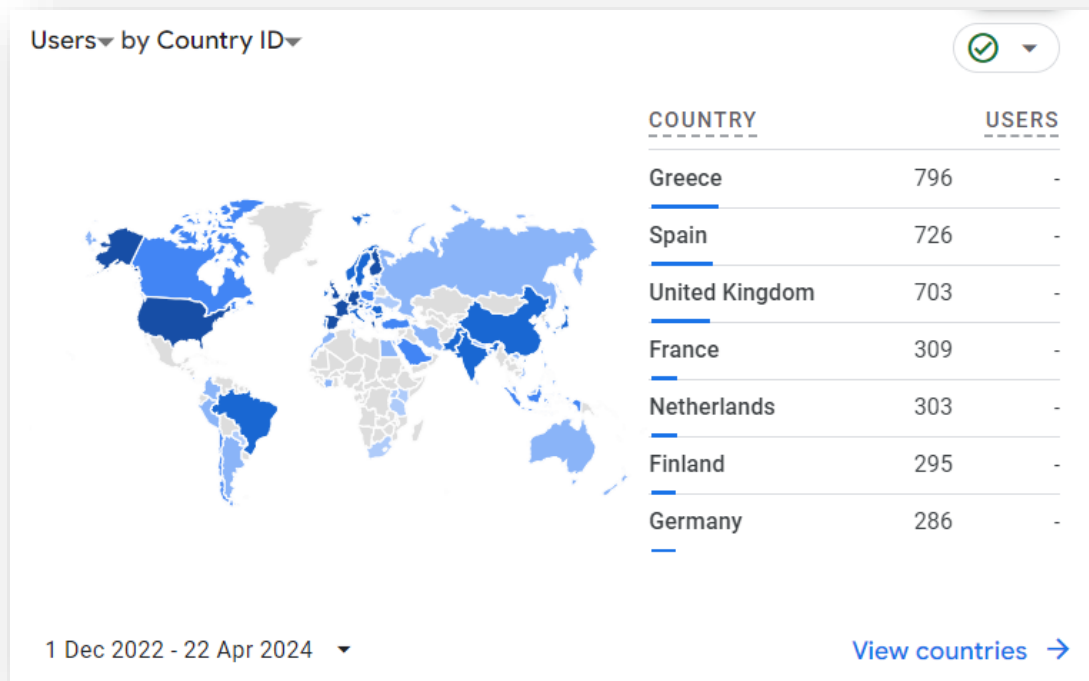


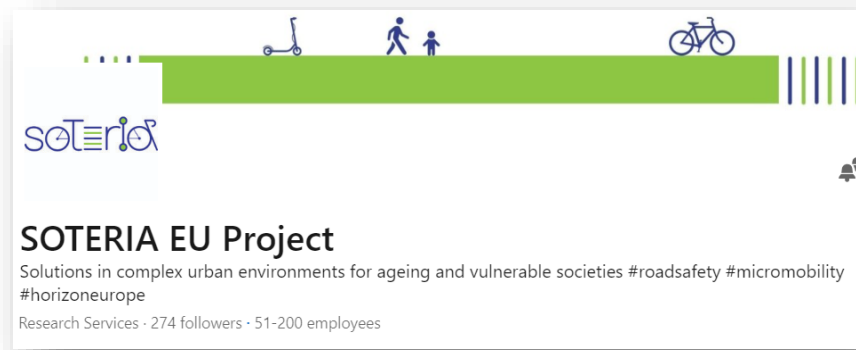
Figure 8. Overview of users' engagement with SOTERIA website per country during M1-M18

3.2.2 Social media

SOTERIA's social media channels and networks have been established and will be extensively utilised throughout the duration of the SOTERIA project to promote its activities, disseminate its findings, and enhance public awareness and overall impact. The Communication and Dissemination Work Package Leader (WPL) takes on the responsibility of actively managing and maintaining the project's presence on social media platforms. All project partners are encouraged to contribute content and information to the WPL to ensure the widest possible distribution of SOTERIA's results. As such, the project team maintains profiles on LinkedIn, X (Twitter), Facebook, and YouTube to facilitate effective communication and engagement with stakeholders. Below is a brief overview of SOTERIA's social media accounts.

3.2.2.1 LinkedIn

LinkedIn serves as a specialised online networking platform tailored for professional audiences, making it a crucial channel for reaching targeted and professional groups. Given its role as an information source, maintaining an active presence on LinkedIn is deemed essential for SOTERIA. The project team maintains a dedicated LinkedIn page (found [@SOTERIA EU Project](#)) aimed at disseminating key news, activities, and advancements to experts in the fields of mobility and safety. The **current number of followers** is **286**.



3.2.2.2 X (Twitter)

X (Twitter) serves as a professional networking platform facilitating rapid communication with SOTERIA's target audience through real-time interactions utilising hashtags, retweets, images, and thematic tweets. The SOTERIA team maintains an active presence on X (Twitter) through its dedicated account page (found [@Soteria_Horizon](#)), aiming to disseminate project news, events, outcomes, milestones, and developments. The Communication and Dissemination Manager recommends the use of specific hashtags including the following:

*#SOTERIA, #SOTERIAproject, #roadsafety, #safety, #urban #mobility,
#solutions, #VRUs, #micromobility, #HorizonEurope*

to enhance the visibility and reach of SOTERIA's tweets. Additionally, as part of the Horizon Europe community, SOTERIA follows the official X (Twitter) account of the Horizon Europe programme (@HorizonEU). In alignment with guidelines from the European Commission, it is advisable to include the hashtag #ResearchImpactEU and tag @HorizonEU in tweets showcasing the tangible impact of SOTERIA's project. The **current number of followers** is **65**.



3.2.2.3 Facebook

The SOTERIA team has also established a Facebook account under the name "Soteria EU Project," which will serve as an additional platform alongside others available to the project. The primary objective of the SOTERIA Facebook page is to communicate the project's outcomes to the broader public, with a particular focus on engaging with Facebook groups and communities dedicated to road safety and mobility. This initiative aims to foster connections and interactions within these communities to enhance awareness and understanding of SOTERIA's contributions. The **current number of followers** is **16**.



3.2.2.4 YouTube and videos

YouTube serves as a widely recognised online communication platform aimed at distributing the significant milestones of the project through engaging and high-quality videos. To facilitate this, SOTERIA team has established a dedicated YouTube channel (found [@soteriaeuproject](#)) specifically for project-related content. Within this framework, the Communication & Dissemination Manager has produced and uploaded a teaser video providing an overview of SOTERIA, including details on the target audience, stakeholders, and expected outcomes. This teaser video serves as an introduction to the project and can be accessed through the following link: [SOTERIA Teaser Video](#).

A second video was created in September 2023 in order to describe results of the scientific & technical meeting organised in Brussels in July 2023, and announce the SOTERIA road safety survey. This video can be accessed through this link: [SOTERIA project | Co-creating inclusive and smart mobility solutions together with road users \(youtube.com\)](#).

3.2.3 e-Newsletter

In order to effectively showcase the project's significant achievements and disseminate research outcomes to our target audiences, stakeholders, and interested users, SOTERIA has developed an e-newsletter. As per the KPIs, the project plans to release seven issues of the e-newsletter throughout its lifespan. Each newsletter edition will feature project highlights, including outcomes and activities, along with news, announcements, and upcoming events. Collaboration among consortium partners will ensure a seamless editorial process, with all partners contributing inputs and information. The e-newsletters are accessible on the SOTERIA project website and promoted

through posts on our social media channels, guiding interested readers to explore further details on our website. To facilitate distribution, a mailing list will be established using the Moosend platform, enabling content dissemination to a wide audience of subscribed members via their email addresses, ensuring General Data Protection Regulation (GDPR) compliance. Interested individuals will be required to undergo a registration process to be added to SOTERIA's contact list.

- The **first e-newsletter** was released in **July 2023 (M9)**, and it can be accessed [here](#).
- The **second e-newsletter** was released in **April 2024 (M18)**, and it can be accessed [here](#).

3.2.4 Blog articles

Incorporating a dedicated blog into the SOTERIA communication and dissemination strategy is deemed crucial for raising awareness and fostering engagement within our targeted community. The project will establish a dedicated blog space featuring articles authored by each partner. To ensure consistent content creation, a rotational schedule has been devised for partners to contribute articles throughout the first year. Topics covered will encompass the dissemination of SOTERIA's technical tools and solutions, partner profiles and roles within the project, event participation and organisation feedback, synergies, and more. This blog initiative aims to enhance communication efforts and facilitate dialogue within the SOTERIA community.

Currently, there have been published five blog articles, and the SOTERIA blog can be accessed [here](#).

3.3 Media coverage

Each partner is actively involved in compiling a database of print media contacts from their respective networks, which will serve as our target audience for media communication efforts. This collaborative effort ensures that SOTERIA effectively engages with print media outlets to disseminate project-related content and reach a broader audience.

3.3.1 Press releases

SOTERIA has already published 2 press releases, out of the 10 planned, to highlight significant project milestones, showcasing key solutions, outcomes, and activities. The process of drafting and launching a press release involves collaboration with the Communication & Dissemination Leader, who oversees the engagement of consortium partners in providing material and draft content. Living Labs leaders may also contribute relevant content when necessary. Following approval by the Project Coordinator, the final document undergoes adjustments by the INTRA editorial team to ensure adherence to quality standards before publication. All partners will distribute press releases to their business networks and media contacts, while INTRA will disseminate them through SOTERIA's social media channels and website. Additionally, efforts will be made to circulate press releases for publication by local and international media outlets identified by the consortium.

The **first press release was published in M4**, covering an overview of SOTERIA and the project factsheet, with a consistent visual identity template established for all press releases. Translation of the first press release into the four languages of the Living Labs (English, German, Spanish,

Greek) was undertaken, with the translated versions available on the SOTERIA website and distributed to local press for broader dissemination.

The **second press release was published in M13**, covering the launch of SOTERIA Living Labs across Europe to support human-centric research and innovation in real-life settings.

The two press releases can be accessed via the links below:

- [1st SOTERIA project press release](#)
- [2nd SOTERIA project press release](#)

3.3.2 Third party publications

SOTERIA aims to establish its presence in print media by publishing articles in industry magazines and newspapers. These publications will highlight significant project developments and announcements, thereby enhancing the project's visibility. Below, we present an indicative list of the articles in third party publications mentioning SOTERIA.

Table 2. Third party publications' list

Publication	Link	Partner
CORTE website	https://corte.be/corte-topics/3-new-mobility	CORTE
NOMMON website	https://www.nommon.es/research-projects/soteria/	NOMMON
UDEUSTO website	https://www.deusto.es/es/inicio/investigacion/qui-nes-somos/equipos-de-investigacion/deusto-smart-mobility-1/equipoinvestiga	UDEUSTO
VIANOVA website	https://press.vianova.io/soteria-a-new-horizon-europe-project-set-out-to-improve-road-safety-for-pedestrians-cyclists-and-motorcyclists	VIANOVA
NOMMON press release	https://www.nommon.es/news/soteria-new-horizon-europe-project-to-improve-road-safety/	NOMMON
Ciudades de caminan	https://ciudadesquecaminan.org/noticias/un-proyecto-europeo-estudia-como-mejorar-la-seguridad-vial/	NOMMON
F-IVI LinkedIn	https://de.linkedin.com/posts/fraunhofer-institute-for-transportation-and-infrastructure-systems-ivi-meinung-umfrage-soteria-activity-7122598588408299521-JNPF?trk=public_profile_like_view	F-IVI
F-IVI website	https://www.ivi.fraunhofer.de/de/archiv/2023.ht ml	F-IVI

F-IVI website	https://www.ivi.fraunhofer.de/de/archiv/2022.html	F-IVI
Gratham Institute website	Keeping an eye on safer, more sustainable cycling - Climate & Environment at Imperial (granthaminstitute.com)	ONSEE
FRONT website	https://www.frontier-innovations.com/post/soteria	FRONT

3.4 Promotional material



Figure 9. SOTERIA's roll-up

Approach

SOTERIA is a co-creation project engaging targeted local communities of road users, infrastructure designers, operators of transport systems and policy makers in the design and validation of urban safety solutions that can reduce injuries and fatalities on European roads.

At the operational level, SOTERIA:

- Uncovers little explored behaviours of Vulnerable Road Users, their perceptions and mobility needs
- Builds a Big Data architecture for processing and storing historic and streamed data from heterogeneous sources
- Assembles a data-driven modelling and simulation suite for micro-level accident analysis, causes taxonomy and dynamic definition of accident and near-misses hotspots
- Leverages explainable Artificial Intelligence for enhancing the trustworthiness of accident and micro-mobility demand predictions before infusing interconnected services that support vulnerable road users in safe and clean travelling

Partners

SOTERIA brings together four outstanding scientific research institutions, four leading road safety solutions providers, three policy makers and city stakeholders and four cutting-edge technology providers.





















Contact us:
info@soteriaproject.eu

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Intelligent, inclusive and safe urban mobility for all






www.soteriaproject.eu

Co-funded by the European Union

Challenge

In the context of a rapidly changing landscape of urban mobility, in parallel with a concerning number of road fatalities, the European Union has set an ambitious goal: achieve close-to-zero injuries and fatalities on European roads by 2050, the so-called "Vision Zero".



Although the European Union is already a world leader in reducing road traffic deaths and serious injuries for car drivers and passengers, 70% of road fatalities are still affecting Vulnerable Road Users, namely those outside the car, such as pedestrians and two-wheelers.

Within this context, SOTERIA develops a holistic framework of innovative solutions and services that enable data-driven urban safety intelligence, facilitate safe travelling of Vulnerable Road Users and foster the safe integration of micro-mobility services in complex urban environments.



Outcomes

SOTERIA's solutions are developed for informing interconnected services that support Vulnerable Road Users in safe and clean travelling as well as supporting policy decisions towards a safe mobility in complex urban settings.

For safe day-to-day travelling of road users

- VRU Location Detection
- Risk Hotspot Detection
- Safe & Green Route Recommendations
- Accident Anticipation Alerts
- Nudging Engine

For safe integration of micromobility

- Micro-mobility Demand Prediction
- Real-time Protective Equipment Assessment
- Micro-vehicle Safety Monitoring
- Speed Advisory System
- Micro-mobility Hazards Mapper
- Micro-vehicle Sensory Kit

Living Labs for road safety

The effectiveness of SOTERIA solutions will be demonstrated and validated within four Living Labs, addressing different types of vulnerable road users, including ageing, disabled, female and young population groups, pedestrians, cyclists, and powered two-wheeler riders.

Living Labs will serve as real-world testing grounds with a specific demonstration theme as follows:

Living Lab #1
Oxfordshire, United Kingdom
Safe and inclusive integration of micro-mobility to current mobility paradigms

Living Lab #2
Saxony, Germany
VRUs safety applications for generation Z

Living Lab #3
Madrid, Spain
Safe and shared mobility services for improving user well-being and clean urban environments

Living Lab #4
Chania/Igoumenitsa, Greece
Proactivity-based and micro-vehicle centric measures for unprotected road users

Figure 10. SOTERIA's brochure

3.5 Living Labs' communication strategy and campaigns

As part of T5.3 | International cooperation, transferability and acceleration, INTRA is supporting the communication strategy of all four Living Labs in order to ensure a common message for all stakeholders tailored to each phase of the co-creation process. More specifically, INTRA provided support during the first round of co-creation by creating the communication to be sent to all stakeholders through the GDPR compliant Moosend platform, covering the workshops in social media and the website as well as preparing gifts for the participants. Also, as the second phase of the co-creation process entailed the SOTERIA survey on road safety, INTRA managed the communication strategy on promoting the survey and maximising the number of responses by providing partners with a brochure on SOTERIA survey in three languages (English, Spanish, Greek). Additionally, the SOTERIA team has offered gifts through a prize draw to the survey respondents. INTRA has communicated the announcement of the prize winners to all four Living Labs' participants through the Moosend platform. The four Living Labs leaders managed the choice of the actual prizes separately.



Figure 11. Communicating the launch of the first stakeholders' workshop across the four Living Labs



Figure 12. SOTERIA gift bags



Figure 13. SOTERIA flyer for the survey in English



Figure 14. Communicating to prize draw winners

4 Report of dissemination activities

During the first 18 months of the SOTERIA project, we have devoted significant effort to communicate and disseminate the first results to the community of stakeholders being built around the consortium, academia as well as the general public.. Below, we provide a detailed report of all dissemination activities.

4.1 Events and public outreach


4.1.1 Major outreach events during M1-M18

International Cycling Safety Conference 2022

Description	Presentation of the current prevention programme and SOTERIA-extension
Presenting partner	F-IVI
Date Location	8-10/11/2022 Dresden, Germany
Type of publication	Stand
Audience	Accident Researchers in the field of cycling safety
Link	https://www.icsc2022.com/

Smart Genova Week 2022

Description	Presented Cyclopolis' sensory kit idea. Also mentioned SOTERIA and specifically, road safety data. The video with CYC's presentation is available here and begins at 2:50 and the project mention is at 2:56.
Presenting partner	CYC
Date Location	25/11/2022 Genova, Italy
Type of publication	Presentation
Audience	Policymakers
Link	https://www.genovasmartweek.it/

Photo	
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23rd Spanish ITS Congress 2022

Description	Presentation of SOTERIA and other related projects in the 23rd Spanish ITS Congress
Presenting partner	NOMMON
Date Location	29/03/2023 Seville, Spain
Type of publication	Presentation
Audience	ITS industry, policymakers
Link	https://www.itsspain.es/xxiii-congresoespa%C3%B1ol-y-v-congreso-iberoamericano

ITS European Congress 2023

Description	ITS Congress 2023, presentation of SOTERIA in a Sister Project session
Presenting partner	INTRA
Date, Location	22-24/5/2023 Lisbon, Portugal
Type of publication	Presentation, Q&A, Discussion
Audience	ITS industry, policymakers, researchers
Link	https://itseuropeancongress.com/

International SEEDS Conference 2023

Description	Presentation of the SOTERIA project during the SEEDS 2023 conference
Presenting partner	UWE
Date Location	30/08/2023 Ipswich, United Kingdom
Type of publication	Presentation
Audience	Sustainability researchers
Link	https://www.leedsbeckett.ac.uk/events/conferences/seeds-conference-2023/

Photo



Title: Towards the European Commission's Road Safety Goal of 'Vision Zero': Intended Routes of the SOTERIA Journey

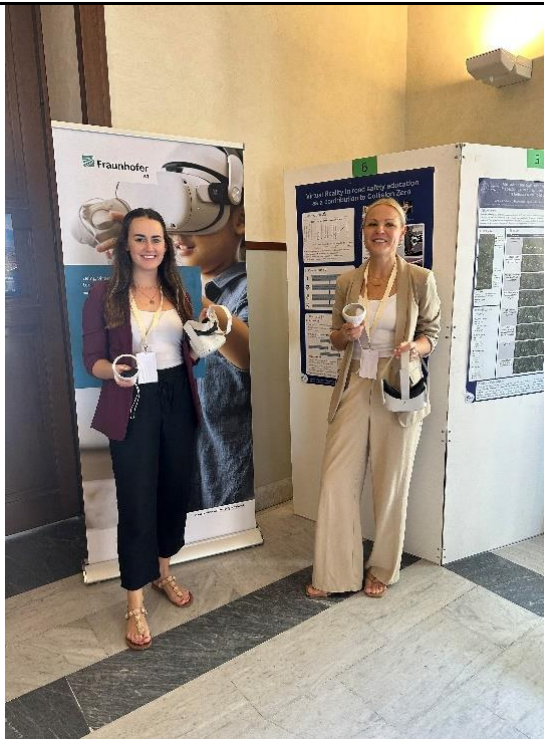


Speaker: Prof. Colin Booth, UWE
29-30 August 2023, Ipswich, UK

35th ICTCT Conference 2023

Description	Poster presentation about accident prevention programme using digital media (Tablets and VR Glasses)
Presenting partner	F-IVI
Date Location	26-27 October 2023 Catania, Italy
Type of publication	Presentation
Audience	Accident researchers
Link	https://www.ictct.net/conferences/35-catania-2023/

Photo



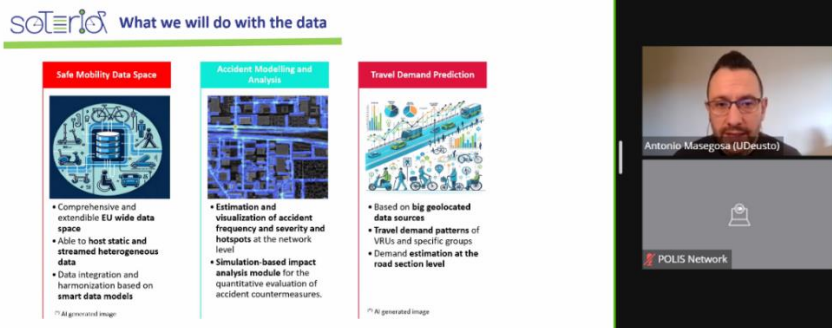
7th eco-mobility conference 2024

Description	Participation in the panel discussion <i>“Innovations for electric vehicles and road safety”</i>
Presenting partner	INTRA (presenter), CYC, ELTA
Date Location	24/01/2024 Athens, Greece
Type of publication	Panel discussion
Audience	Polymakers, local authorities, researchers
Link	https://www.haee.gr/conferences-and-events/haee-events/eco-mobility-conference/7th-ecomobility-conference/

Photos



Sister Project Webinar: “Data use and transport modelling to enhance road safety”

Description	SOTERIA, along with its sister projects PHOEBE and V4SAFETY organised our second webinar on “Data use and transport modelling to enhance road safety”.
Presenting partner	UDEUSTO
Date Location	30/01/2024 online
Type of publication	Presentation
Audience	Industries, researchers
Link	https://soteriaproject.eu/joint-forces-safer-roads-sister-projects-unite-second-road-safety-webinar
Photos	 <p>The screenshot shows a presentation slide titled "What we will do with the data" with the SOTERIA logo. It features three main sections:</p> <ul style="list-style-type: none"> Safe Mobility Data Space: <ul style="list-style-type: none"> Comprehensive and extendible EU wide data space Able to host static and streamed heterogeneous data Data integration and harmonization based on smart data models Accident Modelling and Analysis: <ul style="list-style-type: none"> Estimation and visualization of accident frequency and severity and hotspots at the network level Simulation-based impact analysis module for the quantitative evaluation of accident countermeasures Travel Demand Prediction: <ul style="list-style-type: none"> Based on big geolocated data sources Travel demand patterns of VRUs and specific groups Demand estimation at the road section level <p>Below the slide, there is a video feed of Antonio Masegosa (UDEusto) and the POLIS Network logo.</p>

TRA 2024

Description	SOTERIA will join TRA 2024 to present our paper on “Safe Route Algorithm for Vulnerable Road Users”.
Presenting partner	F-IVI
Date Location	17/04/2024 Dublin, Ireland
Type of publication	Presentation
Audience	Researchers
Link	https://traconference.eu/tra-2024-programme/

Photo



Mubil Mobility Expo 2024

Description	SOTERIA was presented in UDEUSTO's stand during Mubil Mobility Expo 2024
Presenting partner	UDEUSTO
Date Location	17-18/04/2024 Ficoba, Spain
Type of publication	Presentation, stand
Audience	Researchers, industry
Link	https://www.mubilexpo.eus/en/

Photo



4.1.2 Complete list of dissemination activities

Table 3. SOTERIA dissemination activities during M1-M18

#	Event	Date	Location	Type of contribution	Partner (s)	Description
2022						
1	Working Group Child Safety	7/11/2022	Berlin Germany	Presentation	F-IVI	Presented SOTERIA to the German Road Safety Council
2	International Cycling Safety Conference 2022	8/11/2022	Dresden Germany	Stand	F-IVI	Presentation of current F-IVI prevention programme and its role within SOTERIA
3	German Prevention Day	14/11/2022	Chemnitz Germany	Stand	F-IVI	Presentation of current F-IVI prevention programme and its role within SOTERIA
4	Genova Smart Week 2022	25/11/2022	Genova Italy	Presentation	CYC	Presented SOTERIA project, specifically regarding road safety data and CYC's sensory kit
5	CORTE-iRAP meeting	29/11/2022	online	Bilateral meeting	CORTE	Presented SOTERIA to accredited member of iRAP (from FACTUAL Consulting) and member of the CycleRAP Advisory Board
6	POLIS Conference 2022	30/11/2022	Brussels Belgium	Bilateral discussions	NOMMON	Early introduction to SOTERIA to the City of Leuven and Transport for London; discussion on safety and micromobility
7	Oxfordshire Active Travel Round Table Forum	9/12/2022	Oxford United Kingdom	Bilateral discussions	OCC	Presented and introduced SOTERIA to the monthly Active Travel Round Table Forum, including Q&A
8	Oxfordshire Vision Zero -	19/12/2022	Oxford United Kingdom	Bilateral discussions	OCC	Presented and introduced SOTERIA to the safety group of the

	Cycle Safety working Group					Oxfordshire Vision Zero project, including Q&A
2023						
9	Sister Projects Webinar on Road Safety	27/2/2023	online	Presentation	INTRA & UOW	Presentation of SOTERIA project overview and objectives for road safety
10	Accident prevention group, police Schleswig-Holstein	21-23/3/2023	Itzehoe Germany	Workshop	F-IVI	Presented expansion of accident prevention programme to additional federal states (possible later users of safe routing app)
11	23rd Spanish ITS Congress	29/3/2023	Seville Spain	Presentation	NOMMON	Presentation of the SOTERIA presentation
12	1st Living Lab's stakeholders workshop: Oxford	11/5/2023	Oxford United Kingdom	Workshop	OCC UWE INTRA F-IVI NOMMON CYC UDEUSTO	Co-creation workshop with groups of stakeholders per Living Lab, aiming to hear their voices, collect their ideas and co-create with them our technical solutions
13	ITS European Congress 2023	22-24/5/2023	Lisbon Portugal	Presentation , Panel Discussion	INTRA	Presentation of SOTERIA in a panel discussion co-organised with Sister Projects
14	1st Data and Testing Scenarios Workshop	14/6/2023	online	Workshop	INTRA UOW FRONT	Representatives of PHOEBE and SOTERIA met to share practices and methodologies adopted for the management of mobility data for road users and in particular VRUs
15	1st Living Lab's stakeholders workshop: Chania	19/6/2023	Chania Greece	Workshop	CYC INTRA FRONT ELTA	Co-creation workshop with groups of stakeholders per Living Lab, aiming to hear their voices, collect their ideas and co-create with them our technical solutions
16	1st Living Lab's stakeholders workshop: Igoumenitsa	21/6/2023	Igoumenitsa Greece	Workshop	CYC INTRA FRONT ELTA	Co-creation workshop with groups of stakeholders per Living

						Lab, aiming to hear their voices, collect their ideas and co-create with them our technical solutions
17	1st Living Lab's stakeholders workshop: Madrid	26/6/2023	Madrid Spain	Workshop	NOMMON UDEUSTO	Co-creation workshop with groups of stakeholders per Living Lab, aiming to hear their voices, collect their ideas and co-create with them our technical solutions
18	1st Living Lab's stakeholders workshop: Saxony	28/6/2023	Online / Dresden Germany	Workshop	F-IVI	Co-creation workshop with groups of stakeholders per Living Lab, aiming to hear their voices, collect their ideas and co-create with them our technical solutions
19	International SEEDS Conference 2023	29-31/8/2023	Ipswich United Kingdom	Paper, Presentation	UWE	Presentation of SOTERIA project during SEEDS 2023 conference
20	Accident prevention group, police Rhineland-Palatinate	27/9/2023-29/9/2023	Koblenz, Germany	Workshop	F-IVI	Expansion of accident prevention programme to additional federal states (possible future users of safe routing app)
21	Urban Mobility Days 2023	4-6/10/2023	Seville, Spain	Participation of 4 SOTERIA partners	UDEUSTO UOW INTRA FRONT	Representation for networking
22	35th International Cooperation on Theories and Concepts in Traffic safety Conference (ICTCT)	26-27/10/2023	Catania, Italy	Stand	F-IVI	Presentation of accident prevention programme and expansion via SOTERIA solutions (safe routing app)
23	Symposium road Safety education, Schleswig-Holstein	2-3/11/2023	Kiel, Germany	Presentation Stand	F-IVI	Presentation of accident prevention programme and expansion via SOTERIA solutions (safe routing app)

2024

24	2nd Sister Project Webinar on Data and Innovation for Road Safety	30/1/2024	online	Webinar	UDEUSTO	Presentation of SOTERIA's data use and modelling
25	TRA 2024	15-18/4/2024	Dublin, Italy	Paper, Presentation	F-IVI (presenter) NOMMON INTRA UOW UDEUSTO FRONT	Publishing the first results of SOTERIA: Safe Route Algorithm for Vulnerable Road Users
26	7th Eco-Mobility Conference 2024	24/1/2024	Athens, Greece	Panel participation	INTRA (presenter) CYC ELTA	Participation in a panel on road safety by INTRA
27	MUBIL Mobility Expo	17 - 18/4/2024	Ficoba, Spain	Stand	UDEUSTO	Presentation of SOTERIA project and the results obtained at that moment

4.1.3 Targeted Events for 2024

Table 4. Targeted events for 2024


Targeted events for 2024						
1	FISITA Intelligent Safety Conference Europe 2024	TBD	TBD	TBD	TBD	TBD
2	POLIS Conference 2024	TBD	TBD	TBD	TBD	NOMMON
3	The International Mobility Summit	9/10/2024	Copenhagen Denmark	TBD	TBD	TBD
4	Open Living Labs Days 2024	TBD	TBD	TBD	TBD	Liaison with other European Living Labs, presentation of SOTERIA's results and

						exchange of best practices
5	International SEEDS Conference 2024	TBD	Leeds, UK	Paper, Presentation	UWE	Presentation of SOTERIA results
6	Urban Mobility Days 2024	TBD	TBD	TBD	TBD	TBD
7	<u>EU Road Safety Exchange II</u>	TBD	TBD	TBD	TBD	Explore synergies related to SOTERIA's Greek pilot

4.2 1st Co-creation Workshops for SOTERIA's Living Labs

Key information of the five workshops held in May and June 2023 at the SOTERIA-established Living Labs have been summarised below.

1st co-creation workshop in Oxford, United Kingdom

Description	Direct contact with key stakeholders during a three-hour workshop, presenting SOTERIA's objectives and discussing at round tables four key questions regarding user behaviour and technological solutions for road safety
Presenting partner	OCC (organiser) and SOTERIA project partners
Date Location	11/5/2023, Oxford, United Kingdom
Type of event	Co-creation workshop
Audience	Cyclists, wheelchair users, scooter e-bikes, pedestrians, parents with strollers,
Photo	

1st co-creation workshop in Saxony, Germany

Description	Direct contact with key stakeholders during a three-hour workshop, presenting SOTERIA's objectives and discussing at round tables four key questions regarding user behaviour and technological solutions for road safety
Presenting partner	F-IVI
Date Location	28/6/2023 online
Type of event	Co-creation workshop
Audience	Cyclists, wheelchair users, scooter e-bikes, pedestrians, parents with strollers
Photo	


1st co-creation workshop in Madrid, Spain

Description	Direct contact with key stakeholders during a three-hour workshop, presenting SOTERIA's objectives and discussing at round tables four key questions regarding user behaviour and technological solutions for road safety
Presenting partner	NOMMON (organiser) and UDEUSTO
Date Location	26/6/2023 Madrid, Spain
Type of event	Co-creation workshop
Audience	Cyclists, wheelchair users, scooter e-bikes, pedestrians, parents with strollers

Photo



1st co-creation workshop in Chania, Greece

Description	Direct contact with key stakeholders during a three-hour workshop, presenting SOTERIA's objectives and discussing at round tables four key questions regarding user behaviour and technological solutions for road safety
Presenting partner	CYC (organiser), FRONT, INTRA, ELTA
Date Location	19/6/2023 Chania, Greece
Type of event	Co-creation workshop
Audience	Cyclists, wheelchair users, scooter e-bikes, pedestrians, parents with strollers
Photo	

1st co-creation workshop in Igoumenitsa, Greece

Description	Direct contact with key stakeholders during a three-hour workshop, presenting SOTERIA's objectives and discussing at round tables four key questions regarding user behaviour and technological solutions for road safety
Presenting partner	CYC (organiser), FRONT, INTRA and ELTA
Date Location	21/6/2023 Igoumenitsa, Greece
Type of event	Co-creation workshop
Audience	Cyclists, wheelchair users, scooter e-bikes, pedestrians, parents with strollers
Photo	

4.3 Scientific publications

The first findings of the co-creation activities organised within the first year of the SOTERIA project have been submitted for publication. The table below lists also the first publication stemming from the state of the art review and from the development of road safety algorithms designed to assist VRUS in urban environments.

Table 5. List of SOTERIA's scientific publications

Lead partner	Authors	Date	Title	Journal, Proceeding, Conference, etc.	Status
UWE	Booth <i>et al.</i>	2023	Towards the European Commission's road safety goal of 'Vision Zero': Intended routes of the SOTERIA journey	International SEEDS conference (proceedings)	Accepted
UWE	Sudhakaran <i>et al.</i>	2024	Stepping into safety: A systematic review of extended reality technology applications in enhancing vulnerable road user safety.	Smart and sustainable Built environment (survey paper)	Accepted
UWE	Sudhakaran <i>et al.</i>	2023	The co-creation of safety-centric public mobility through interactive Living Labs: A world café approach	Smart Infrastructure and Construction Journal	Submitted
UWE	Sudhakaran <i>et al.</i>	2024	Navigating urban futures: Crafting an experimental framework for eye-tracking integrated virtual reality in co-creative planning	Prabhakaran, A. <i>et al.</i> (Editors) in <i>Applications of Immersive Technology in Architecture, Engineering and Construction</i>	Submitted
F-VI	Pohle <i>et al.</i>	2024	Safe route algorithm for vulnerable road users	TRA 2024 conference (proceedings)	Presented
UWE	Sudhakaran <i>et al.</i>	2024	Road safety issues of micro-mobility and vulnerable road users: Insights gathered from a World Café in the United Kingdom	<i>International Journal of Sustainable Transportation</i>	In preparation

5 Report on liaisons and synergies

5.1 Joint dissemination activities with Sister Projects: PHOEBE & V4SAFETY

SOTERIA, along with [PHEOBE](#) and [V4SAFETY](#), have received funding through the same call, namely HORIZON-CL5-2022-D6-01-06, and were selected to offer innovative approaches aimed at enhancing urban road safety. While conventional road safety efforts often prioritise the visibility of active mobility users and adopt a car-centric traffic policy, SOTERIA and PHOEBE focus on equipping city administrations with tools to address these challenges. In contrast, V4SAFETY concentrates on the perspective of motorised vehicles, establishing a framework to evaluate in-vehicle safety solutions, regulatory measures, and infrastructure enhancements. Each of these projects contributes to anticipating potentially hazardous traffic scenarios across various contexts, benefitting (vulnerable) road users. Consequently, the **collective efforts of these Sister Projects are geared towards facilitating the adoption of novel technological solutions by city administrations throughout Europe.**

To this end, after the successful first online webinar in February 2023, the Sister Projects have organised a **second webinar** entitled “**Data use and transport modelling to enhance road safety**” that took place on 30 January 2024 online. More than 80 participants were present that exhibited particular interest in the approaches each project uses for data collection and analysis to fulfil their respective goals. On behalf of SOTERIA, UDEUSTO presented SOTERIA’s data strategy and approach for the Safe Mobility Data Space (SMDS), accident modelling and analysis and travel demand prediction.

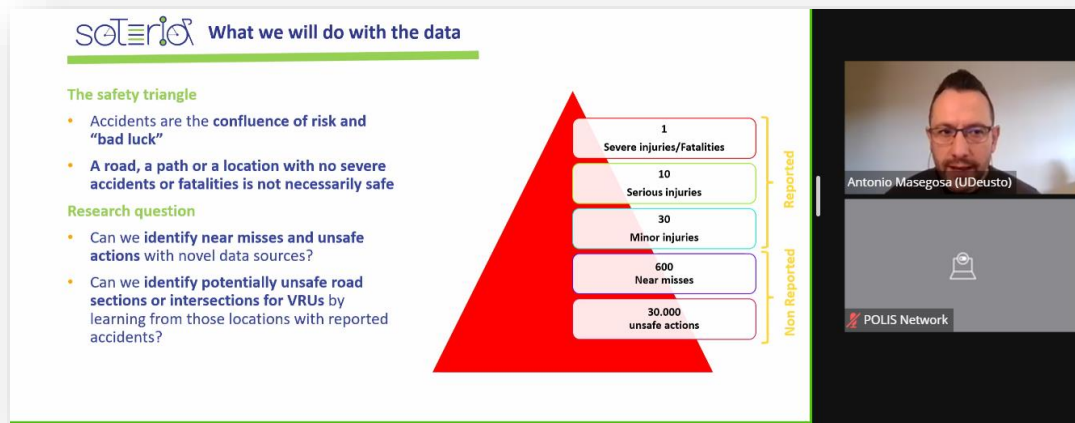


Figure 15. UDEUSTO presenting SOTERIA's results during the second Sister Projects webinar



Figure 16. Poster for the 2nd Sister Projects webinar

5.2 Horizon Results Booster (HRB) – Module A | Identifying and creating the portfolio of Research and Innovation (R&I) project results

SOTERIA undertook the initiative to form a cluster of five projects under the umbrella of **“Road safety for complex urban environments”**. After bilateral communications, the Horizon Europe projects that accepted our invitation are the following:

- [HEIDI](#)
- [AI4CCAM](#)
- [EVENTS](#)
- [PHOEBE](#)

After organising an introductory call with the HRB expert on 13 February 2024, all projects were requested to complete a survey on the HRB platform regarding their dissemination and exploitation plan. The goal of this module is to create a joint R&I portfolio for the created cluster and reinforce joint dissemination activities under the identified commonalities as well as each project’s uniqueness. Currently, the feedback from the expert is pending in order to finalise Module A and proceed to Module B.

5.3 Horizon Results Booster (HRB) – Module B | Helping projects from the portfolio to design and execute a portfolio dissemination plan

While pending the finalisation of Module A, the next planned step for the aforementioned cluster would be to launch our participation in Module B, where a common visual identity will be created, and our planned joint dissemination activities will be executed. The expected duration of this module is 120 days, and the goal is to reinforce joint dissemination activities in order to increase visibility and impact of all involved projects.

5.4 Liaison with EU associations and third party organisations

Table 6 below lists the opportunities identified for potential synergies with EU committees and initiatives with a focus similar to that of the SOTERIA project.

Table 6. European clusters and associations considered for liaison activities

Identified organisation for potential liaison activities	Link to SOTERIA
<u>BDVA</u>	<ul style="list-style-type: none"> ▪ Liaising with respect to data issues management, risk mitigation and good practices ▪ Participating in BDVA events
<u>EIT Urban Mobility</u>	<ul style="list-style-type: none"> ▪ Marketplace for SOTERIA's technical solutions ▪ Liaising with key stakeholders through EIT Mobility's network
<u>CIVITAS</u>	<ul style="list-style-type: none"> ▪ Connecting to the network of CIVITAS, dedicated to sustainable urban mobility ▪ Using their communication channels as multipliers ▪ Connecting to a large audience interested in urban mobility
<u>CIVINETs</u>	<ul style="list-style-type: none"> ▪ Liaising with CIVINETs networks of cities and institutions ▪ Use the local and national clusters of CIVINETs to engage local stakeholders in Living Labs, especially on transport policy, legislation and funding
<u>POLIS</u>	<ul style="list-style-type: none"> ▪ POLIS is a partner within PHEOBE, SOTERIA's Sister Project ▪ SOTERIA is already co-organising awareness webinars and conference co-participations with POLIS. ▪ Excellent multiplier for SOTERIA results, which fully align with POLIS scope, to develop innovative technologies and policies for local transport
<u>ERTICO</u>	<ul style="list-style-type: none"> ▪ Participating in ERTICO events, such as ITS 2023 ▪ Participating in ERTICO activities, such as innovation platforms and international cooperation advocacy

Identified organisation for potential liaison activities	Link to SOTERIA
	<ul style="list-style-type: none"> Facilitate our outreach to the scientific and industrial community on transport
<u>EURORAP</u>	<ul style="list-style-type: none"> International non-profit association dedicated to saving lives through safer roads Liaising with the EURORAP with respect to standardisation and policy activities
<u>ETSC</u>	<ul style="list-style-type: none"> Non-profit organisation dedicated to reducing the numbers of deaths and injuries in transport in Europe Immediate contact for policy and decision-making with respect to road safety
<u>NECTAR – CLUSTER 7: SOCIAL & HEALTH ISSUES</u>	<ul style="list-style-type: none"> Cluster for the social and health-related impacts of transport Networking with the academic community on transport
iRAP	<ul style="list-style-type: none"> In synergy with the PHOEBE project, for joint dissemination activities as well as for joint technical work (under discussion)
European Transport Safety Council	<ul style="list-style-type: none"> In CORTE's network
EGUM	<ul style="list-style-type: none"> In CORTE's network
EGRIS	<ul style="list-style-type: none"> In CORTE's network
MPMF	<ul style="list-style-type: none"> In CORTE's network
High Level Group on Road Safety	<ul style="list-style-type: none"> In CORTE's network
ITF	<ul style="list-style-type: none"> In CORTE's network
UITP	<ul style="list-style-type: none"> In CORTE's network
IRU	<ul style="list-style-type: none"> In CORTE's network
<u>HAEE</u>	<ul style="list-style-type: none"> Utilising ELTA's network, SOTERIA received an invitation to participate in the 7th ecomobility conference in a road safety panel discussion, organised by HAEE
"Ορθοπεταλιές στο σχολείο"	<ul style="list-style-type: none"> Inspire-Erasmus project focused on road safety at schools in Chania, Greece Utilising CYC's network, SOTERIA has invited the organisation to be part of the co-creation process and plans to organise jointly

Identified organisation for potential liaison activities	Link to SOTERIA
	dissemination activities for the Living Lab in Chania
<u>SMAPE</u>	<ul style="list-style-type: none"> ■ Interreg project ■ In CYC's network
<u>Mobispaces project</u>	<ul style="list-style-type: none"> ■ INTRA is participating in the Mobispaces project and a new data spaces for green mobility

5.5 Liaison with standardisation groups

SOTERIA, in collaboration with DEKRA and its partners, endeavours to establish a standard for safe cities for VRUs and provide certification services aligned with this standard. This initiative aims to develop policies tailored to stakeholders within the shared micro-mobility ecosystem, equipping city authorities with a comprehensive framework to effectively manage the shared micro-mobility sector and enhance transportation accessibility for all road users, particularly VRUs facing urban transportation challenges. By aligning with cities' Vision Zero objectives, the focus remains on enhancing safety for VRUs.

The initiative involves augmenting DEKRA's existing mobility standard KPIs to accommodate VRUs and address cities' infrastructure and potential traffic adjustments. These standards will underpin the implementation of shared micro-mobility solutions within urban environments, leveraging big data to identify challenges encountered by stakeholders such as VRUs, operators, city transportation authorities, insurance firms, and technology developers. Policy recommendations will be formulated to tackle these challenges, encompassing industry standards for micro-mobility service providers and urban infrastructure requirements.

Quantitative and qualitative feedback will be gathered from anonymous ride data, public surveys, and user feedback loops to refine the standards continually. This data will also inform Original Equipment Manufacturers (OEMs) in enhancing technologies and assist insurance companies in developing policies tailored to the micro-mobility sector. Standardisation efforts will involve collaboration with regulatory agencies, standardisation organisations, such as the European Committee for Standardisation (CEN), the European Transport Safety Council (ETSC), and various city associations, ensuring ongoing feedback collection through surveys.

Feedback gathered from industry partners, surveys, and analyses, complemented by DEKRA's road safety reports and auditing services, will be disseminated to public and legislative bodies. Additionally, SOTERIA will leverage its communication channels and participation in events to engage with a broader audience, including other Horizon and H2020 projects.

6 Monitoring and evaluating impact

In order to keep track of all communication and dissemination activities related to the SOTERIA project, INTRA has developed an Excel sheet which is shared at SOTERIA SharePoint. We call this shared Excel sheet **impact tracker** and all partners contribute regularly with their activities.

The impact tracker consists of six tabs dedicated to track:

- publications
- synergies
- events
- blog posts
- articles
- other dissemination activities,

6.1 Monitoring SOTERIA's website impact

For monitoring the impact of SOTERIA's website, we use Google Analytics. Leveraging this powerful tool provides us with invaluable insights into the performance and effectiveness of our online presence. By tracking metrics such as website traffic, user engagement, and demographics, we gain a comprehensive understanding of how our audience interacts with our content. KPIs such as page views, session duration, bounce rate, and conversion rates allow us to gauge the success of our communication efforts and identify areas for improvement. This data-driven approach enables us to optimise the SOTERIA project website to better serve our audience, enhance user experience, and ultimately achieve our dissemination and communication objectives with greater precision and efficiency. See also *Section 3.2.1*.

6.2 Social media management, monitoring and evaluation

Monitoring the impact of SOTERIA on social media platforms such as LinkedIn, Facebook, Twitter and YouTube are essential for assessing our online engagement and outreach efforts. Through regular tracking and analysis of metrics such as follower growth, post reach, engagement rates, and content performance, we gain valuable insights into the effectiveness of our social media strategy. By monitoring these platforms closely, we can identify trends, measure the resonance of our messaging, and adjust our communication approach accordingly. This allows us to foster meaningful connections with our target audience, amplify our project's visibility, and ultimately achieve our dissemination goals more effectively.

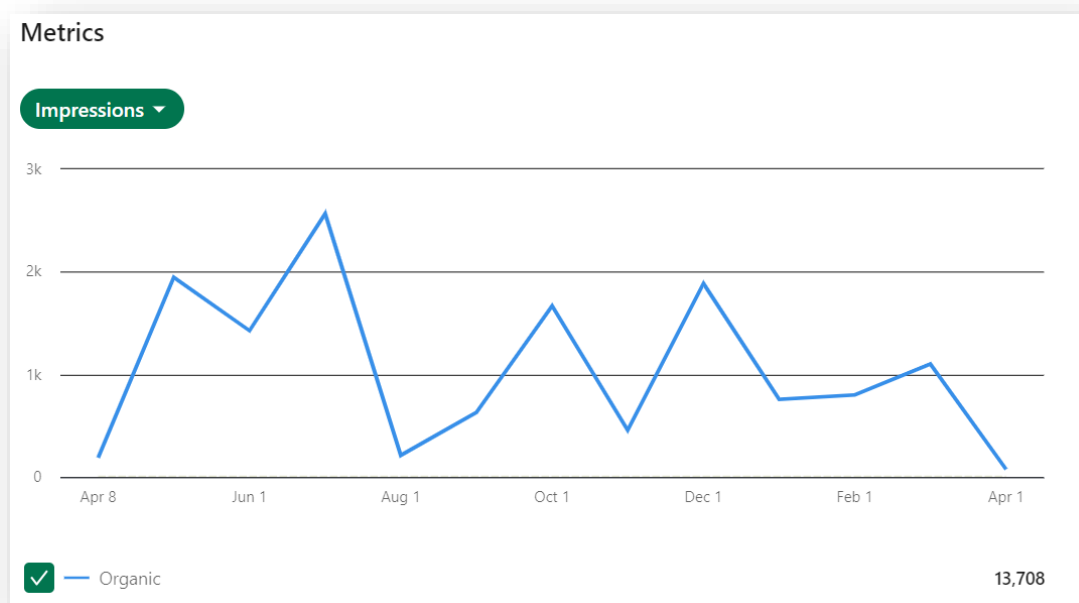


Figure 17. Indicative SOTERIA LinkedIn impressions over an one-year period

6.3 Key Performance Indicators (KPIs)

The effectiveness of the communication and dissemination plan for the SOTERIA project is continuously monitored through the indicators listed below.

Table 7. KPIs for SOTERIA dissemination

Expected impact	Related KPIs	Target	Actual (M18)
<ul style="list-style-type: none"> Increased collaboration with other initiatives Synergies establishment for joint research, information exchange and dissemination 	# of workshops organised, including demos	5	7
	# of multi-stakeholder events	9	5
<ul style="list-style-type: none"> Ideas gathering and knowledge exchange with relevant communities and initiatives Information about latest technologies/advantages Liaisons with other initiatives 	# of attended events	30	28
	# of events with project's presentation	15	18
<ul style="list-style-type: none"> Validation of the project's concept, findings and advantages Promotion of results to scientific communities Knowledge exchange with relevant communities and initiatives 	# of conference papers	16	2
	# of journal papers	10	4
	# of articles in industry magazines	10	5
<ul style="list-style-type: none"> Communication of project news, events & results 	# of industry contact points	200	70
	# of industry communities informed	8	7

Expected impact	Related KPIs	Target	Actual (M18)
<ul style="list-style-type: none"> Validation of project's concept, findings and advantages 			
<ul style="list-style-type: none"> Knowledge exchange 	# of projects with synergies	8	5
<ul style="list-style-type: none"> Mutual validation of results 	# of joint activities	3	3
<ul style="list-style-type: none"> Joint dissemination activities 			
<ul style="list-style-type: none"> Research collaborations 			
<ul style="list-style-type: none"> Communication of project news, events & results 	# of internal partners' events	20	8
<ul style="list-style-type: none"> Validation of project's concept, findings and advantages 	# of links to the project's website	30	10
<ul style="list-style-type: none"> Ideas gathering and knowledge exchange 	# of training webinars	4	0
<ul style="list-style-type: none"> Increased awareness 			
<ul style="list-style-type: none"> Communication of project results 	# of working groups	3	0
<ul style="list-style-type: none"> Validation of project's concept, findings and advantages 	# standardisation meetings	2	0
<ul style="list-style-type: none"> Increased awareness 			
<ul style="list-style-type: none"> Main online information point 	# of unique visitors	1000	4600
<ul style="list-style-type: none"> Communication of project news, events & results 	# of page views	3000	7300
<ul style="list-style-type: none"> Increased awareness 			
<ul style="list-style-type: none"> Increasing visibility to stakeholders active in social media 	# of accumulative followers	300	361
<ul style="list-style-type: none"> Attainment of interest of stakeholders 	# of accumulative posts	30	55
<ul style="list-style-type: none"> Viral marketing through the followers 	# of interactions	1000	<ul style="list-style-type: none"> > 14 000 (total) ~ 1100 (average per month)
<ul style="list-style-type: none"> Direct communication mechanism 			
<ul style="list-style-type: none"> Communication of the main project's concepts and advantages in an easily understandable manner 	# of posts	20	5
	# of interactions	1000	3K
<ul style="list-style-type: none"> Communication of project news, events & results 	# press releases	10	2
<ul style="list-style-type: none"> Unique branding and visual identity of the project 	# of project's factsheets / brochures / banners	4	3
<ul style="list-style-type: none"> Provision of instant information about the project 	# of e-newsletters	7	2
	# of videos	4	3
<ul style="list-style-type: none"> Creating a unified experience for the audiences targeted 	# of blog posts in EU mechanisms	8	0

7 Conclusions

This document serves as a concise overview of the SOTERIA dissemination and communication strategy and plan, designed as an internal resource to streamline activities aimed at sharing information about the project's concepts, achievements, and technical outputs. Its primary objective is to enhance awareness and comprehension of the project among stakeholders.

Throughout the project's lifespan, the SOTERIA consortium will engage in various activities to achieve its objectives. These activities encompass online promotion, participation in events, workshop hosting, publication of scientific papers, production of promotional materials, collaboration with other projects, and involvement in standardisation endeavours. These endeavours are instrumental in realising the project's goals.

A comprehensive monitoring and evaluation framework has been established to gauge the progress and impact of the dissemination and communication strategy and plan, supported by a set of predefined indicators. The plan serves as a roadmap for each project partner to execute their designated activities.

This document remains dynamic and subject to continuous evaluation and refinement throughout the project. Any necessary adjustments will be reflected in periodic reports and the final updated version of dissemination and communication activities due at M42.



soteria

The logo features the word "soteria" in a white, lowercase, sans-serif font. The letter "t" is stylized with a horizontal line through its center. The letter "e" is replaced by three horizontal lines. The letter "i" has a dot above it. The letter "o" has a dot inside it. The logo is set against a background of two concentric circles: a large light green circle and a smaller dark blue circle. To the left of the circles, a horizontal line with three green dots extends from the edge of the frame.