

## eCO-friendly urban Multi-modal route PAnning Services for mobile uSers

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## D7.2.3 - Dissemination Plans and Materials

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### Summary

This deliverable presents the eCOMPASS dissemination activities for the second year of the project. In particular, it provides information about the current eCOMPASS dissemination plans and materials. Dissemination materials include: the eCOMPASS web presence, a brief project presentation, the leaflet, the poster, the calendar of events, and the project's blog. The dissemination plans include: the specification of our target dissemination groups, the publication policy, and the user forum and event planning. In addition, this deliverable provides information about the contents of its next version.

The current version (v1.4) provides updated contents for Section 3.2 regarding the up-to-date status of the eCOMPASS user forum of external actors, along with figures.

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# 1 Introduction

This deliverable constitutes part of our dissemination and exploitation activities taking part in WP7 of the eCOMPASS project. In particular, it provides our current dissemination plans and materials.

The main aim of WP7 is to utilize the accumulated knowledge gained throughout the project for effective and productive dissemination and exploitation. Productive dissemination and exploitation will result in the advancement of both research and development of new products and services in the European research community and market. Where needed, the dissemination plan will be amended to accommodate changes in the dissemination. All consortium partners will be involved in ensuring that all stakeholders, beneficiaries, etc., are being reached, and where needed will ensure that their own networks and contacts are effectively used to ensure commitment to the set objectives. The eCOMPASS project will also try to have as much synergies as possible with other events organized, to ensure the highest take up and participation of key stakeholders.

Dissemination and exploitation is essential to make sure that the results and knowledge gained individually and collectively by the parties in the collaborative eCOMPASS project are known by all those who need. The purpose of the dissemination actions is two-fold:

- Provide all stakeholders who “need to know” outside the consortium with access to a reasonable level of details on the project scope, intention, and expected results and impact, so that they can anticipate the changes which will arise in their domain of activity as a direct or indirect impact.
- Allow the eCOMPASS beneficiaries to benefit from the interaction with external parties, who could not be full partners because of project constraints, but who can give advice/help/inputs for better achievements.

The eCOMPASS consortium strives to ensure that the project results, both research outcomes and developed services & products, are widely disseminated towards appropriate target communities that include:

- Stakeholders groups (targeted user groups and their associations, relevant scientific/technological communities, interested industrial sectors and the potential “consumers”, international standardization bodies).
- Potential end-users that will benefit from the eCOMPASS implementations.
- The general public.

The dissemination should be carried out at appropriate times and via appropriate channels, aiming to maximize social, scientific, and industrial visibility of the developments, findings and outcomes of the project.

Our dissemination plan is divided into the following tasks:

- Task 7.1. Market status and needs
- Task 7.2. Dissemination material and Publication policy
- Task 7.3. User forum and project event organization
- Task 7.4. Cost benefit & cost effectiveness analysis
- Task 7.5. Exploitation and business plan.

The survey on market status and needs, along with a preliminary exploitation plan, was scheduled for Month 12 and is reported in Deliverable D7.1. Tasks 7.4 (cost benefit & cost effectiveness analysis) and 7.5 (exploitation and business plan) are planned for the end of the project and will be reported in Deliverables D7.3 and D7.4, respectively.

The present deliverable is the third in the series of Deliverables 7.2.x and reports our current dissemination activities within Tasks 7.2 and 7.3 of WP7 for the second 12-month period of eCOMPASS.

After the reviewers' comments in the 1<sup>st</sup> Project Review, dissemination materials are only briefly mentioned in Section 2, since they have been described in detail in D7.2.1 and D7.2.2.

The dissemination plans are addressed in Section 3 and include:

- The specification of our target dissemination groups
- Our publication policy
- The user forum and event planning

The next version of this deliverable will provide updated dissemination materials and plans, and will also contain further dissemination activities within Tasks 7.2 and 7.3 of WP7, which apply in future periods of the project.

The planning of the next period is addressed in Section 4.

## 2 Dissemination Material

Our current dissemination material consists of:

- The eCOMPASS web site and presence in the social media
- A brief project presentation
- A leaflet and a poster
- A calendar of events
- A newsletter and other news section

The dissemination material on the web site, social media, brief project presentation, leaflet, poster, calendar of events (including the project's blog), and newsletter are more or less described in detail in Deliverables D7.2.1 and D7.2.2. The only new aspect (not covered in those deliverables) concerns the special section of "News from EC and Other" in a specific web page, shown in Figure 2.12, which contains news from EC and related to the project organizations and fora.

The screenshot shows the eCOMPASS website interface. At the top, there is a logo for eCOMPASS and the tagline "eCO-friendly urban Multi-modal route PIAanning Services for mobile uSers". Below the logo is a navigation menu with items: Home, About, Blog, Partners, Documents, Contact Info, Dissemination, Calendar, and Related Links. The main content area is titled "News from EC and Other" and lists several news items under different categories: Unit H5 - Smart Cities & Sustainability, FET Unit, HORIZON Magazine, IEEE ITSS Newsletters, and Other News. A sidebar on the right contains "Latest blog news" with three entries, "Upcoming events" with three entries, and a "User login" form with fields for Username and Password, and a "Log in" button. At the bottom of the page, there is a footer with logos for the European Commission and the European Union, and text describing the project type, funding scheme, start date, and duration. The footer also includes the text: "The eCOMPASS project is funded by the European Commission, Information Society and Media Directorate General, Unit G4-ICT for Transport, under the FP7 Programme." and the email address "webmaster.webadmin@ecompass-project.eu".

Figure 2.12: The eCOMPASS "News from EC and Other" web page.

### 3 Dissemination Plans

The eCOMPASS consortium strives to ensure that the project results, both research outcomes and developed services & products, are widely disseminated towards appropriate target communities that include:

- Stakeholders groups (targeted user groups and their associations, relevant scientific/technological communities, interested industrial sectors and the potential “consumers”, international standardization bodies).
- Potential end-users that will benefit from the eCOMPASS implementations.
- The general public.

The dissemination should be carried out at appropriate times and via appropriate channels; those who can contribute to development, evaluation, uptake and exploitation of the eCOMPASS outcomes will be identified and encouraged to participate. The dissemination activities also aim to maximize social, scientific, and industrial visibility of the developments, findings and outcomes of the project.

Recall that our dissemination strategy involves the following activities:

1. A market survey addressing the market status and needs
2. The production of dissemination material and the formation of a publication policy
3. The creation of a user forum and the organization of project events
4. A cost benefit & cost effectiveness analysis
5. An exploitation and business plan

and that activity 1 (market survey) was planned for Month 12 and reported in Deliverable D7.1, while activities 4 (cost benefit & cost effectiveness analysis) and 5 (exploitation and business plan) are planned for the end of the project and will be reported in Deliverables D7.3 and D7.4, respectively.

Section 3 of this deliverable concentrates on the eCOMPASS dissemination plans regarding the aforementioned activities 2 and 3 within the particular reporting period (Month 12 – Month 24). The dissemination material for the same period is detailed in Section 2.

A major part of our dissemination strategy is the identification of target dissemination groups. These involve:

- The scientific community (ICT, transportation, and environmental research communities).
- The industry (transportation companies, logistics companies, transportation consulting companies, software ITS companies, etc).
- Public transportation authorities.
- Citizens and car drivers.

The academic partners of the eCOMPASS consortium (CTI, CERTH, ETHZ, KIT) are mainly responsible for disseminating the project’s results to the scientific community and to the public transportation authorities, while our industrial partners (TomTom, PTV) are mainly responsible for disseminating the project’s results to the industry and to the citizens and car drivers.

Our publication policy as well as our current activity on events and the establishment of a user forum is described in the rest of this section.



### 3.1 Publication Policy

The eCOMPASS consortium has a great interest in promoting the project's research results through publications in high impact scientific journals and conferences. Publication media encompass those scholar publications in the scientific areas touched by the specific research carried out within eCOMPASS, which fits perfectly into the general research orientation of the eCOMPASS partners, and will help to further deepen their scientific excellence.

In particular, eCOMPASS' publications will be sought in journals and conferences in the following areas:

- (a) Algorithms
- (b) Route planning in road networks
- (c) Multi-modal and/or multi-objective route planning
- (d) Data management and data interoperability with focus on the transportation domain
- (e) Transportation
- (f) Tourist-related route planning

In this respect, the eCOMPASS consortium will aim at disseminating the project's results through a large number of publications means in order to produce a significant impact on the relevant scientific communities. In the following, we present our indicative publication plan, split into algorithmic & optimization-related, transportation-related, tourism-related, and data interoperability-related journals and conferences.

#### 3.1.1 Journals

Target algorithmic & optimization-related journals include (but not limited to):

- ACM Transactions on Algorithms
- ACM Journal of Experimental Algorithmics
- Acta Informatica
- Algorithmica
- Computational Optimization and Applications
- Computers & Operations Research
- Discrete Applied Mathematics
- European Journal of Operational Research
- International Journal of Computational Intelligence and Applications
- International Journal of Computational Science and Engineering
- Journal of Computer Science and Technology
- Journal of Discrete Algorithms
- Journal of the Operational Research Society
- Networks
- Optimization
- Operational Research
- Theoretical Computer Science
- Theory of Computing Systems

Target transportation-related journals include (but not limited to):

- Transportation
- IEEE Transactions on Intelligent Transportation Systems
- Research in Transportation Business & Management
- Computers, Environment and Urban Systems
- International Journal of Logistics Management
- International Journal of Sustainable Transportation

- International Journal of Transport Management
- ITE Journal
- ITS International
- Journal of Advanced Transportation
- Transportation Research
- Transport Policy
- Journal of Intelligent Transportation Systems: Technology, Planning and Operations
- International Journal of Intelligent Transportation Systems Research
- Journal of Transportation Engineering (ASCE)
- Journal of Transportation Planning and Technology
- International Journal for Traffic and Transport Engineering
- IET Intelligent Transport Systems

Target tourism-related journals include (but not limited to):

- Journal of Information Technology & Tourism
- Tourism Management

### 3.1.2 Conferences

Target algorithmic & optimization-related conferences and workshops include (but not limited to):

- ACM-SIAM Symposium on Discrete Algorithms (SODA)
- ACM Symposium on Theory of Computing (STOC)
- European Symposium on Algorithms (ESA)
- International Symposium on Experimental Algorithms (SEA)
- Algorithm Engineering and Experiments (ALENEX)
- International Colloquium on Automata, Languages and Programming (ICALP)
- International Symposium on Algorithms and Computation (ISAAC)
- International Workshop on Combinatorial Algorithms (IWOCA)
- IEEE Symposium on Foundations of Computer Science (FOCS)
- Symposium on Theoretical Aspects of Computer Science (STACS)
- Workshop on Approximation and Online Algorithms (WAOA)
- International Conference on Theory and Practice of Algorithms in (Computer) Systems (TAPAS)
- Workshop on Computational Optimization, Modeling and Simulation
- Scandinavian Workshop on Algorithm Theory (SWAT)
- Workshop on Algorithms and Data Structures (WADS)
- Workshop on Algorithmic Approaches for Transportation Modelling, Optimization, and Systems (ATMOS)
- European Conference on Operational Research (EURO)

Target transportation-related conferences and workshops include (but not limited to):

- IEEE International Conference on Intelligent Transportation Systems
- IEEE International Conference on Vehicular Electronics and Safety
- Intelligent Transportation Systems (ITS) World Congress
- International Conference on Traffic and Logistic Engineering
- International Conference on Urban Transport and the Environment
- AET European Transport Conference
- Transportation Research Board Conference on Innovations in Travel Modeling (ITM)
- HMI Transport & Systems Europe
- Symposium on International Automotive Technology

- International Conference on Transportation Planning & Implementation Methodologies
- Transport Research Arena
- International Conference on Traffic and Transport Engineering
- IEEE Intelligent Vehicles Symposium
- IEEE Vehicular Technology Conference

Target data interoperability-related conferences and workshops include (but not limited to):

- Data Interoperability Conference

As new publications media may arise, the aforementioned plan will be adapted accordingly.

### 3.2 User Forum and Events

We have established and maintain a user forum aiming at diffusing the project concept and public results to a wide audience and achieving maximum industrial and public consensus on the suggested implementation scenarios and priorities.

The objective of the eCOMPASS User Forum was to target the participation of at least 50 external actors from at least 6 countries, including:

- (a) Researchers in related projects,
- (b) Environmental advisors/trainers,
- (c) Citizens and Drivers,
- (d) Drivers associations representatives,
- (e) Environmental Authorities and public transportation authorities,
- (f) Municipalities and other urban actors.

The members of the User Forum will have priority access to project results and sites. They will be invited to the project workshops and will be consulted on the project suggested implementation strategies and priorities, and they will receive project hand-outs and early information on the project results.

The *current status* of the eCOMPASS user forum consists of **more than 290** external actors coming from **13** different countries (Australia, Belgium, France, Germany, Greece, Italy, Israel, Malaysia, Netherlands, Spain, Turkey, UK, USA), and who stem from all the aforementioned six categories (a)-(f).

Figures 3.1 and 3.2 show the distribution of the external experts according to their categorization as well as according to the countries they come from.

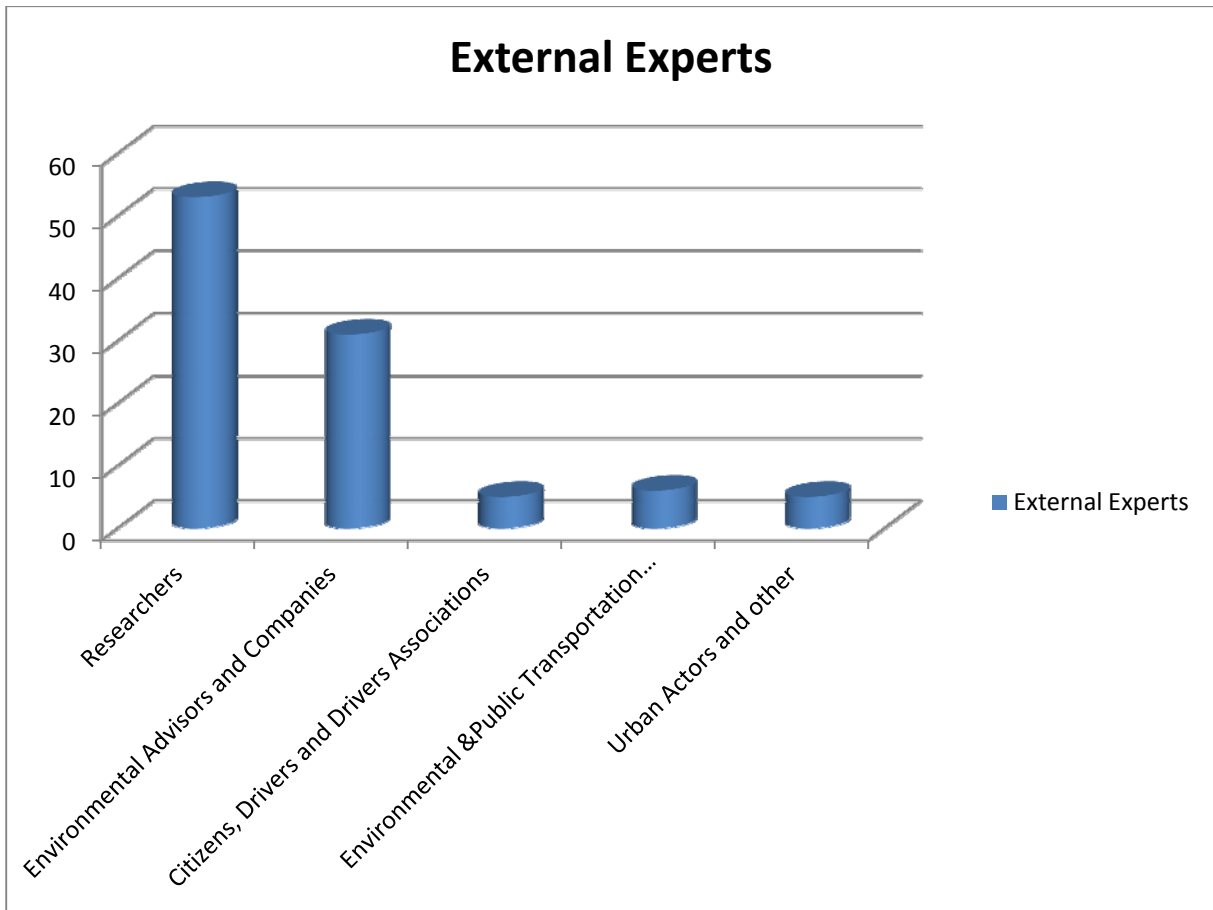


Figure 3.1 External Experts Categories (percentage values)

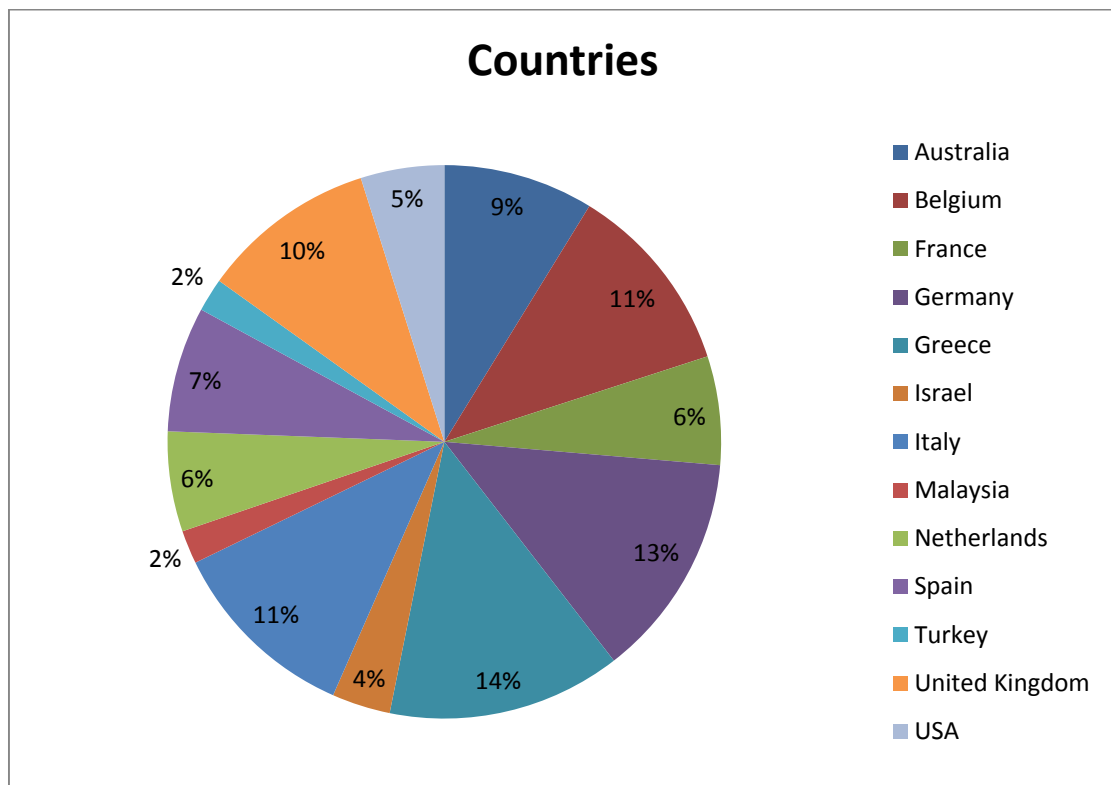


Figure 3.2 External experts' countries they come from

Regarding event organization, eCOMPASS members co-organized a seminar on Algorithm Engineering methods, relevant to the eCOMPASS project. The seminar was held on 22-27 September 2013 in Schloss Dagstuhl, Germany. During the seminar, the most mature eCOMPASS algorithmic approaches were presented. External invited actors (around 40) provide valuable feedback, which was mostly positive.

Regarding event planning, our efforts concentrate along two main threads: (a) the organization of project related events and (b) the participation of project partners to various events related to the eCOMPASS project.

Our plans for organizing project events involve the organization of various (at least annual) eCOMPASS workshops, with our main target being a European Workshop on “environmental friendly urban routes for mobile users” after Month 24.

This main workshop, which will be the 2<sup>nd</sup> eCOMPASS workshop, has already been planned and will take place in Zurich on 22-24 January 2014. The event will be hosted and organized by partner ETHZ. Relevant invitations will be sent to over 100 experts in all European Countries. The target participation is at least 30 experts, external to the Consortium. The objective of this workshop is to widely disseminate the eCOMPASS concept and diffuse the project’s preliminary results, and get feedback from the experts' community for the actual implementation in the development phase.

Our third Workshop will be organized by the Consortium after the end of the project (Month 36). Its aim will be to widely disseminate the final results of the eCOMPASS project to an as large as possible audience of external experts and practitioners.

In addition to our annual Workshops, we plan to organize smaller events and/or seminars during the second and third years of the project, to disseminate the results of the eCOMPASS development phase.

Further such seminars or relevant smaller workshops will be organized after the Month 24, when the results of the development phase of the project reach a mature state.

Except for the organization of project events, the eCOMPASS partners plan to participate in several other major events related to the eCOMPASS scope.

Such events include (but not limited to):

- International conferences (e.g., TRA, ITS, ESA, ATMOS, etc)
- Exhibitions
- Information days
- EC workshops

## 4 Conclusions and Next Steps

In this deliverable, we presented the current dissemination plans and materials of the eCOMPASS project.

The next and final version of this deliverable (Deliverable D7.2.4) will provide the final dissemination materials and plans, and will also contain further dissemination activities within Tasks 7.2 and 7.3 of WP7, which apply in the last period of the project.

In particular:

- Details about the outcome of our main event, the European Workshop on “eco-friendly urban routes for mobile users”, will be reported on D7.2.4.

- Short videos are planned for the third year of the project, when the first eCOMPASS concrete services are anticipated, and will be reported in the versions of Deliverable D7.2.4.