




Designing cooperative interaction of automated vehicles with other road users in mixed traffic environments

### interACT D.7.1. Communication strategy and plan

Work package	WP7: Dissemination and Exploitation
Task(s)	Task 7.1: Communication strategy and plan
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## Executive Summary

The present document is the D7.1 Communication strategy and plan which is prepared within the WP7 framework of the interACT project.

interACT will study current human-machine interactions in mixed traffic, and will increase chances of safe deployment of AVs by developing novel software and HMI hardware components for reliable and user-centric communication among an AV, its on-board driver and other road users. It is expected that the project by reaching its goals will facilitate the gradual integration of AVs in future transport networks. In order to facilitate the project goals a well-structure and targeted communication and dissemination strategy and plan was needed. The plan that has been developed addresses all possible stakeholders from the scientific, industrial and policy-making communities. Furthermore the project results will also be communicated to the wider public using clear and well-conceived-messages that will both show the importance of the work carried through interACT and the fact that this would be possible only under a European Union (EU) framework project. interACT through its concise communication and dissemination plan will allow Europe to stay on the competitive edge in the emerging field of automated vehicles (AVs).

The project's communication and dissemination plan, laid down within this deliverable, is a step-wise process that includes all incremental steps, such as: definition of main objectives for communication and dissemination, identification of the project key audiences and the messages to be used to reach out to them, the main channels to be used for communication and dissemination purposes, the communication and dissemination processes to be followed by individual partners and the initial communication and dissemination tools that are created for the project's use.

The interACT communication and dissemination plan is dynamic and should be adapted both according to time and project results. In the beginning of the project it is vital to quickly disseminate the project's goal and expected impact. On a later stage, and as project results are becoming available communication and dissemination activities shall focus on the presentation of these results to appropriate audiences. Emphasis will be given in activities and channels that will be able to maximise the project results impact while still providing the general interACT vision and how this is facilitated.

Communication and dissemination activities are both a partner-specific and a collective task. All partners are expected to take part in these activities on a different scale, appropriate for each partner's role and individual plans within the project. On a consortium level, interACT will facilitate such individual activities to ensure complementarity but will also foster common activities among partners and liaison activities with external parties as well.



Communication and dissemination activities are managed by ICCS, the interACT communication and dissemination manager which is responsible for monitoring all relevant activities within the project and ensuring that all processes laid down in this document are followed.

**For more information:**

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