



NordicWay – Communication and Dissemination



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Document Information

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Distribution

| Date | Version | Dissemination |
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| 9.11.2015 | 0.1 | Internal first draft |
| 10.11.2015 | 0.2 | Draft, Project level |
| 11.11.2015 | 0.3 | Draft, Project level |
| 21.12.2015 | 0.4 | Draft, ROK comments included |
| 19.01.2016 | 0.5 | Minor additions, Project level & INEA |
| 02.06.2016 | 0.6 | Updates on first half of 2016, Project level |
| 16.09.2016 | 0.7 | Updates, Project level |
| 31.03.2017 | 0.8 | Project level, many updates and name of doc changed to reflect the content on status |
| 20.05.2017 | 0.9 | Project level. Updates from several partners, C-ITS Platform added |
| 20.12.2017 | 1.0 | Final version. Public |

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1. Introduction

The purpose of this document is to outline the Communication and Dissemination Plan of the NordicWay project. It is based on inputs from all partners and contains an overview of the planned communication and dissemination activities including important events within NordicWay.

The aim of the Communication and Dissemination Plan is to prepare and ensure an efficient communication of the results and key milestones achieved, thus also drawing attention to the importance of C-ITS and the benefits of European cooperation and CEF. Other results will be a proper exchange of information to relevant European platforms as the ITS Committee and the C-ITS Platform and disseminating the NordicWay findings through these platforms also.

The Communication and Dissemination Plan is a living document which will be amended continuously during the project period to accommodate new initiatives on promoting the project. The primary target group of the plan is the project partners and subcontractors.

This final version has been renamed to « NordicWay Communication and Dissemination » without the word Plan as it is updated in the end of the project to give an overview of the communication activities.

The Communication and Dissemination Plan is a deliverable of NordicWay sub-activity 1.4 Communication and Dissemination.

1.1. NordicWay objective and services

The NordicWay objective is to pilot and facilitate specific C-ITS functionalities through a common architecture. The pilot deployment seeks to enable vehicles to communicate safety hazards through cellular networks on a road corridor through Finland, Norway, Sweden and Denmark.

NordicWay pilots three common services and their interoperability in the participating countries. These Day-1 common services were chosen on the basis of priorities of the partners, estimated performance and technical readiness. The selected services are:

- 1) cooperative hazardous location warning
- 2) cooperative weather and slippery road warning
- 3) probe data services (not piloted in Denmark).

2. External communication and dissemination

2.1. Communication and dissemination activities

NordicWay has planned and conducted numerous activities on dissemination to external parties via a range of communication channels.

| Type of Information | Description | Time of delivery/launch |
|---------------------|--|--|
| NordicWay Web site | NordicWay web site www.Nordicway.net | Launched September 2015 |
| PR materials | <p>First NordicWay Brochure</p> <p>Second NordicWay Brochure</p> <p>NordicWay video on Interoperability demonstrations (3 different versions/length of videos for various purposes/contexts)</p> <p>Third NordicWay Brochure</p> | <p>- October 2015 (on display at ITS World Congress 2015)</p> <p>- March 2017 (for Connected and Automated Driving conference 3-4 April 2017)</p> <p>- June 2017, launch at ITS Europe in Strasbourg and 3 versions at ITS World in Montreal + NordicWay Final Event</p> <p>- November 2017 at NordicWay Final Event</p> |
| Presentations | <p>Various presentations at congresses, seminars etc.</p> <ol style="list-style-type: none"> 1. ITS World Congress Bordeaux 2015, 5 presentations <ol style="list-style-type: none"> a) Road status information, a new paradigm for road authorities b) My cloud, your cloud, our clouds - NordicWay c) Cellular C-ITS pilot: NordicWay d) ITS Activities in Sweden and Finland - NEXT-ITS and NordicWay e) Making sense of the big data behind the connected vehicle 2. NordicWay at FOT-NET Data Sharing, Field Operational Test Network, 8 March 2016, Brussels 3. TAIEX Workshop on Cooperative Intelligent Transportation Systems, 22 March 2016, Tel Aviv 4. Helsinki Urban Node Regional Conference, 6 April 2016, Helsinki, Finland 5. ITS Finland and ITS Russia seminar, 14 April 2016, St Petersburg 6. SIGCHI Finland – The Future of Cars, Driving and Traffic Spring Seminar, 21 April 2016, Vantaa, Finland 7. Federation Internationale de l'Automobile (FIA) | |

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| | <p>delegate visit, 10 May 2016, Helsinki, Finland</p> <ol style="list-style-type: none"> 8. European Navigation Conference 2016, 30 May, Helsinki, Finland 9. International Symposium of Enhancing Highway Performance (ISEHP) June 2016, Berlin 10. ITS Europe Congress Glasgow, June 2016 <ol style="list-style-type: none"> a) Improving road safety, efficiency and sustainability in Europe b) C-ITS National Approaches 11. Animals on the road seminar, 2016, Jyväskylä, Finland 12. ITS World Congress Melbourne 2016, presentations <ol style="list-style-type: none"> a) Cooperative Systems – Stakeholder Contribution and Cooperation 13. Compass4D webinar, 16 Dec 2016 14. ATEC ITS Congress, Paris 24-25 January 2017 <ol style="list-style-type: none"> a) Streamlining V2X road works warning with hybrid communication – a concrete example of implementation 15. The Nordic Road Association (NRA) Digitalization committee meeting, 8 Feb 2018, Helsinki, Finland 16. Connected and Automated Driving conference, April 2017, Brussels 17. ITS Europe Congress Strasbourg June 2017 <ol style="list-style-type: none"> a) Cross-border interoperability of C-ITS services transmitted over cellular networks 18. Connecting Europe Conference, Tallinn, Sep 2017 19. ITS World Congress Montreal October 2017, presentations and exhibition (video) 20. NordicWay Final Event, Brussels, 21 Nov 2017 (full-day event, see below) 21. EU EIP C-ITS/C-Roads Workshop, Brussels, 22 Nov 2017 22. Danish national congress “Vejforum”, Dec 2017, interactive presentation and video in exhibition | |
| Presentations for Amsterdam Group and CODECS | <ul style="list-style-type: none"> • NordicWay status presented 15 September 2015 • NordicWay status presented 26 April 2016 • NordicWay status presented 14 February 2017 • CODECS hybrid communication meeting, NordicWay, 19 May 2017 | |
| C-ITS Platform | <ul style="list-style-type: none"> • WG Business models, September 2016 • WG Compliance, March 2017 • Hybrid Communication/input, Brussels, 11 July 2017 | |
| Presentations at C-ROADS meetings | <ul style="list-style-type: none"> • NordicWay – Cellular/Hybrid C-ITS Corridor, 30 March 2017 • NordicWay at C-Roads meeting, Milan, Nov 2017 | |
| Articles, notices etc. | <ul style="list-style-type: none"> • Traffic Technology International, “Misconnected | |

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| | <p>vehicles?" Article on NordicWay and other C-ITS pilots, April/May 2016</p> <ul style="list-style-type: none"> • NordicWay in Swedish Rise Victoria Newsletter, 30 June 2017 • Norwegian Technical Magazine "Teknisk Ukeblad" Article on connected and automated driving and the NordicWay Interchange https://www.tu.no/artikler/norske-veier-ma-bli-klar-for-de-selvkjorende-bilene-dette-er-utfordringene, 23 August 2017 | |
| Press releases | <ul style="list-style-type: none"> • Norwegian Public Roads Administration Press release • Finnish Transport Agency (FTA) and Finnish Transport Safety Agency Trafi's Press release • HERE Press release • Press release in Finland: Road users on the Ring Roads and the Helsinki-Turku Motorway: Participants wanted for trial aimed at improving traffic safety • Press release in Finland: Finland's largest vehicle pilot, open to all road users, now also includes the approach roads to large cities in southern Finland • Press release in Finland: Calling all drivers: Finland's largest traffic trial open to all now covers all of southern Finland • Press release: Cloud-to-cloud vehicle connectivity improves road safety | <p>February 2015 (in Norwegian)</p> <p>30 June 2015</p> <p>30 June 2015</p> <p>11 May 2016</p> <p>17 Nov 2016</p> <p>7 Feb 2017</p> <p>21 Nov 2017</p> |
| PR Events and demonstrations | <ul style="list-style-type: none"> • Launching events arranged to announce the start of the pilot services in the different countries • Interoperability demonstration, Norwegian pilot • NordicWay Interoperability demonstrations, all partners, May 2017 (Videos have been produced to document the demonstrations – 3 version of various lengths) • Final Event (see below) | <p>2016</p> <p>31 August 2016</p> <p>10 May 2017 (SWE-NO border, Svinesund) + live streaming</p> <p>18 May 2017 (Copenhagen/SWE-DA border)</p> |
| Final event | <p>Large workshop to publish the results to the partners, EC, C-ITS stakeholders etc., 21 November 2017, Brussels</p> <ul style="list-style-type: none"> • A full-day workshop with 11 presentations on the NordicWay approach covering C-ITS Service highlights, Evaluation results and the way forward, also including industry panel and round table (All presentations and videos are on Nordicway.net) | <p>21 November 2017, Brussels</p> |

The NordicWay web site **www.Nordicway.net** will be used to show press releases, major test results, key milestones and results etc. during the project. The NordicWay videos (3 versions with different lengths) are on the web site as well.

The NordicWay template for documents

All partners should use the NordicWay template for documents and deliverables. Hereby it is also ensured that the obligation to include the EU logo “Co-financed by the European Union, Connecting Europe Facility” is fulfilled. The template can be found at the NordicWay Workspace <http://www.vtt.fi/workspace>



2.2. Exchange of information with European platforms

Ensuring a proper exchange of information and dialogue with the relevant European platforms is also an important task of NordicWay. NordicWay will continuously exchange information with the European platforms as well as disseminate the NordicWay findings through these platforms and eventually seek to take up e.g. challenges that would benefit from European discussions and consensus.

Concerning the ITS Committee and the C-ITS Platform, this task will be handled mainly by the project coordinator, Mr. Risto Kulmala (Finnish Transport Agency), supported by the leader of sub-activity 1.4, Mr. Anders Bak Sørensen (The Danish Road Directorate) as they are both members of the two European groups. Mr. Mika Rytönen from HERE and Mr. Anders Fagerholt from Ericsson also carry out this task in the Platform and its Working Groups.

It is essential to maintain close liaison also with other C-ITS pilot corridors. This task is primarily handled by Mr Ilkka Kotilainen and Mr Johnny Svedlund participating in the Amsterdam Group and its corridor cooperation activities. They are also involved in the EIP+ and EU EIP activities related to C-ITS, and especially to the role of the road authorities and operators with regard to C-ITS. Mr Ilkka Kotilainen is a Finnish, also representing NordicWay, steering committee member and supportive secretary in the EU C-ITS harmonization C-Roads Platform. Mr Kotilainen is also liaising with the EU support project CODECS coordinating the European C-ITS activities involving road authorities and operators.



3. Internal Communication

The internal communication within NordicWay is the responsibility of the project manager, pilot managers and each of the sub-activity leaders as shown in the table:

| Sub-activity | Partner responsible and name of person |
|--|---|
| 1.1 Management and coordination | Finnish Transport Agency, Risto Kulmala supported by VTT Technical Research Centre of Finland, Mr. Johan Scholliers |
| 1.2 Architecture and services | VTT Technical Research Centre of Finland, Mr. Johan Scholliers |
| 1.3 Conformance, interoperability, technologies and standards | Swedish Transport Administration, Mr. Arne Lindeberg |
| 1.4 Communication and dissemination | Danish Road Directorate, Mr. Anders Bak Sørensen |
| 1.5 Evaluation of the results and definition of the next phase | Norwegian Public Roads Administration, Ms Ane Dalnes Storsæter |
| 2.1 Finnish Pilot | Finnish Transport Agency, Mr. Ilkka Kotilainen |
| 2.2 Swedish Pilot | Swedish Transport Administration, Mr. Arne Lindeberg |
| 2.3 Norwegian Pilot | Norwegian Public Roads Administration, Ms Ane Dalnes Storsæter |
| 2.4 Danish Pilot | Danish Road Directorate, Mr. Anders Bak Sørensen supported by Mr. Jørgen Flensholt |

NordicWay uses a Sharepoint workspace to exchange documents and drafts etc. The NordicWay Workspace can be found at <http://www.vtt.fi/workspace>

Sharepoint access rights

The access rights to the NordicWay Workspace is the responsibility of the project manager and the Coordinator.

Pt. the following access rights are granted:

1. Beneficiaries and implementing bodies with their supporting consultants have full rights.
2. Industrial partners have full rights to their national pilot related material and access to all general NordicWay documents (applying to all)
3. Other stakeholders have access (read only) to the public documents.

The national pilot managers have the right and responsibility to specify who would be listed as supporting consultants and industrial partners. All persons interested in NordicWay material should get the "other stakeholder" rights unless otherwise stated by the pilot managers.

Further, a NordicWay PMB directory within the workspace has been established to allow access to the documents needed in relation to the NordicWay Project Management Board meetings.