



Supporting acceptance of automated VEHICLE

D7.1. Dedicated website with communication content incorporated (social and mass media)

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EXECUTIVE SUMMARY

This document reports on the structure and preliminary content of the SUaaVE Web Site and the establishment of the initial communication channels, with especial interest on social media channels.

On the one hand, the project website has been developed by IBV during the first 3 months of the project, providing public access to it on 31/07/2019 (<http://www.suaave.eu/>). The web site consists of several pages showing an initial content populated by IBV. The rest of the consortium will have the possibility of adding more content related to news, while IBV will remain as the main manager of the web site.

Finally, as part of the communication strategy, the deliverable reports on the social media channels created by IBV during the first month of the project, initially LinkedIn and Twitter. These channels will be used to create awareness of the project results, such as publications, deliverables, software assets, press releases, presence on fairs and events and other news.

1. INTRODUCTION

The purpose of this document is to report on the first version of the SUaaVE project web site along with the initial set up of the main communication channels to promote the awareness of the project results among the target stakeholders. This is a supporting document, as the main results are actually a running web site and the setting of several social media channels.

The document is divided in the following sections:

- The current section gives a brief introduction and explains the structure of the document.
- Section 2 reports on the SUaaVE web site and logo.
- Section 3 outlines the different communication channels that have been set up.
- Section 4 of the document provides a conclusion and the next steps.
- Section 5 contains the references.



2. SUAaVE WEB SITE

2.1. SUaave logo and visual identity

First at all, let's start introducing the concept of visual identity or corporate visual identity. Visual identity is the tangible part, the graphic design, which is essential to provide coherence to the corporate identity. It forms the basis for the diffusion or transmission of intangible values.

It is important to point out that when it comes to choosing the elements of the corporate visual identity for SUaave, it is necessary to take into account the target users of the project. Therefore, an assessment of the target audience of SUaave was performed to lead to choosing the characteristics that best represent or differentiate it.

There are some general components of corporate visual identity essential to perceive SUaave in a clear way in different communication channels and dissemination material.

Name

The name is one of the assets of the project. In addition, it is important that the name chosen for the project is also registrable as a trademark and as a domain name. At this point one of the first actions carried out has been the registration of domain <http://www.suaave.eu/> to expose the project's website.

Logo

A logo is understood as a design that accompanies or substitutes the name of the project. It can be a graphic or drawing of some representative element, or simply a design characteristic of the name or theme of the project. It shouldn't be easily confused with other similar logos.

Considering all this, for the elaboration of the SUaave logo shown in Figure 1, the brain and the heart (thinking and emotion) have been taken as reference and merged with the name of the project.



Figure 1. Logo.

Typography

Regardless of the font used in the logo or in any other type of communication, the font chosen must also be consistent. It is recommended that it be attractive, easy to read and reflect what the project wants to convey (its values).

To do this, a combination of two different types have been chosen. They represent on the one hand, the soft and emotional part (SUa) with a font very organic and, on the other, the technological one or the thinking element (aVE), straight and mechanical.

The typography of the letters "SUa" is calligraphic, drawn by hand, and the font of the letters "aVE" is the Larabiefont Bold.

Colours

The choice of colours should not be random either. They must be used constantly in the logo, on the website, in the news, in the communication, etc. This constant use will favour the transmission of the aspects of the corporate visual identity. There should be coordination between colours and values.

In line with the logo the SUaaVE colour palette shown in Figure 2 is based on the colors that have traditionally been associated with it, that is, a range of colours ranging from Pink (DA1884) to Blue (0085CA).



Figure 2. SUaaVE colour palette.

2.2. Project web site structure and initial content

As part of the corporate visual identity, the web page is nowadays a showcase for the project. Its design must be taken care of and it must be responsive, usable, and facilitate contact. In addition, it is advisable to take care of the details and generate valuable content on a regular basis.

Following these principles and considering that a dedicated domain (<http://suaave.eu/>) was registered during first month of the project, the exposure in the web of SUaaVE is guaranteed. The web page also includes references to all the associated websites as well as to the different communication channels based on social networks. Initially LinkedIn and Twitter.

Regarding the structure of the website, SUaaVE includes the following main pages and functionalities:

- **Home page**, including an overview of the project and general information (partners, countries, and duration). Next updates should include links to interesting and recent results. Figure 3 shows part of the welcome page of the web site:

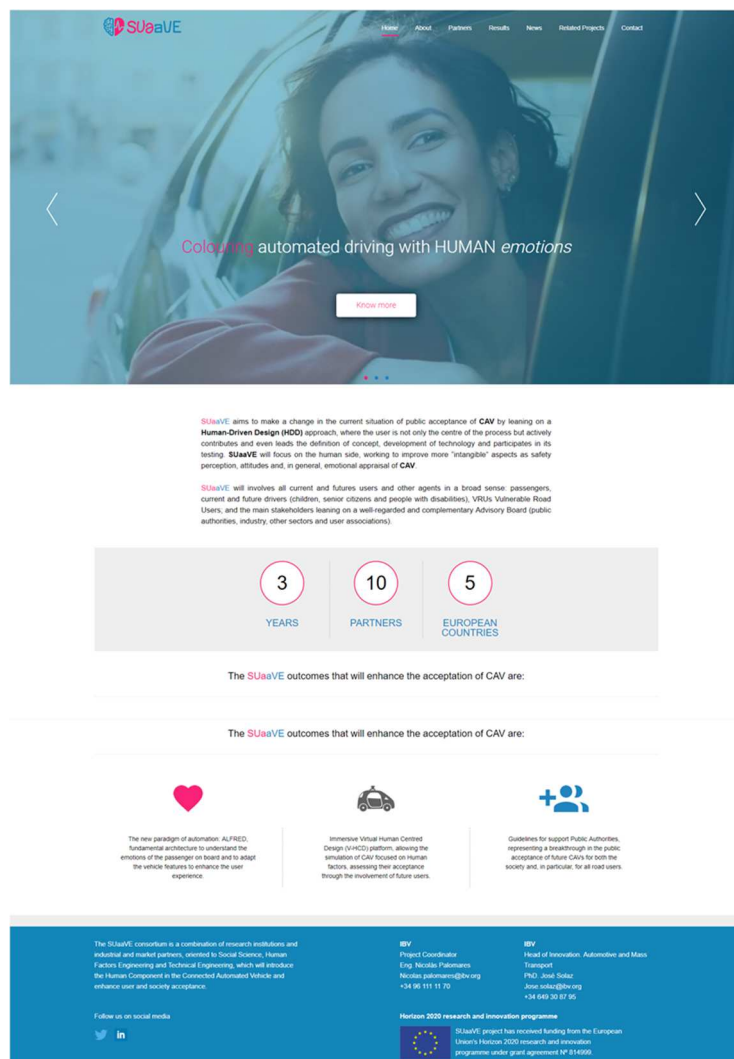


Figure 3. SUaaVE Home page

- The goal of the “About” page is to highlight:
 - The **technical objectives** that were identified during the initial stage of the project (under the tab “Objectives”, see Figure 4).
 - The **use cases** to be developed during the project (that will be updated when completed) under the tab “Use cases”
 - The **vision** of the project under the tab “vision” in which an example of the potential uses of the results of the project is show, based on one of the scenarios foreseen in the proposal preparation. The goal of vision is to facilitate the general public to understand the idea behind the project beyond the technical descriptions (Figure 5).

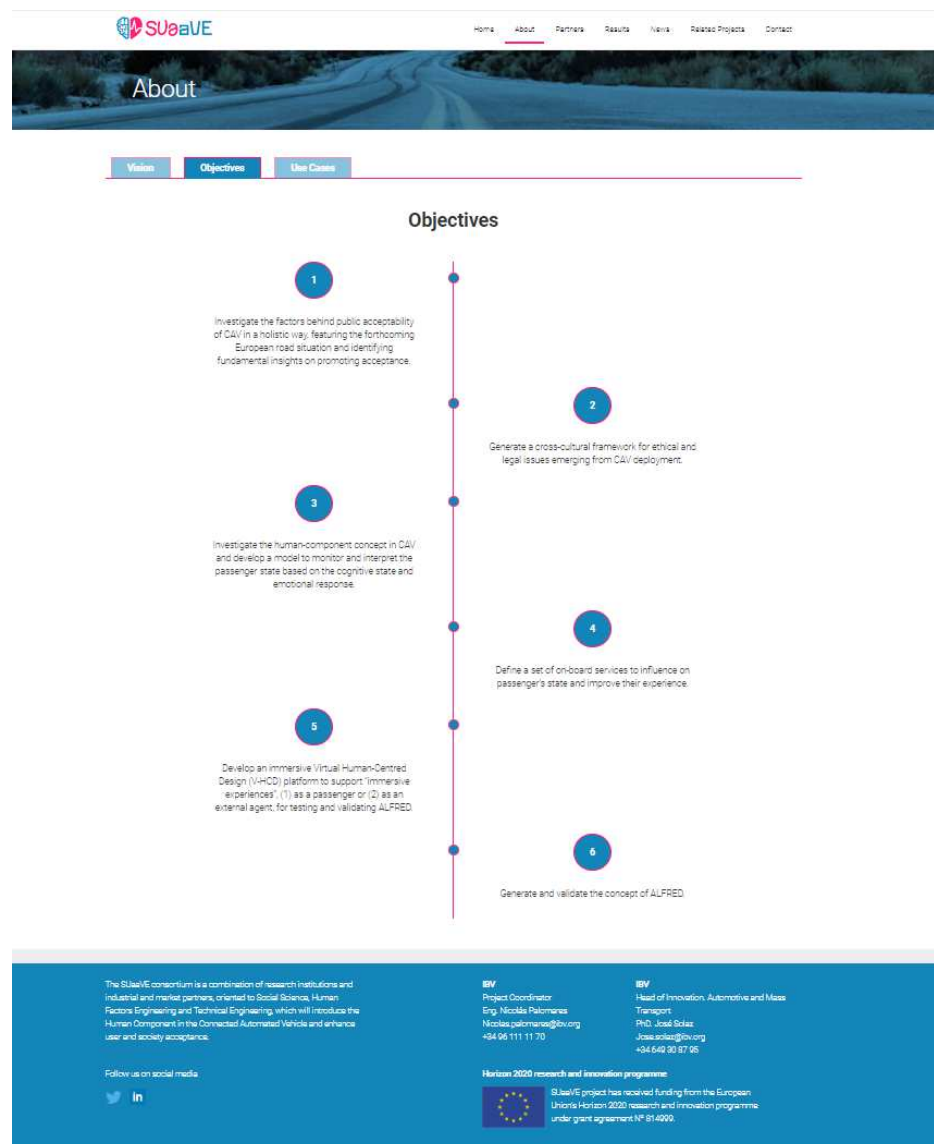


Figure 4. SUaaVE technical objectives.

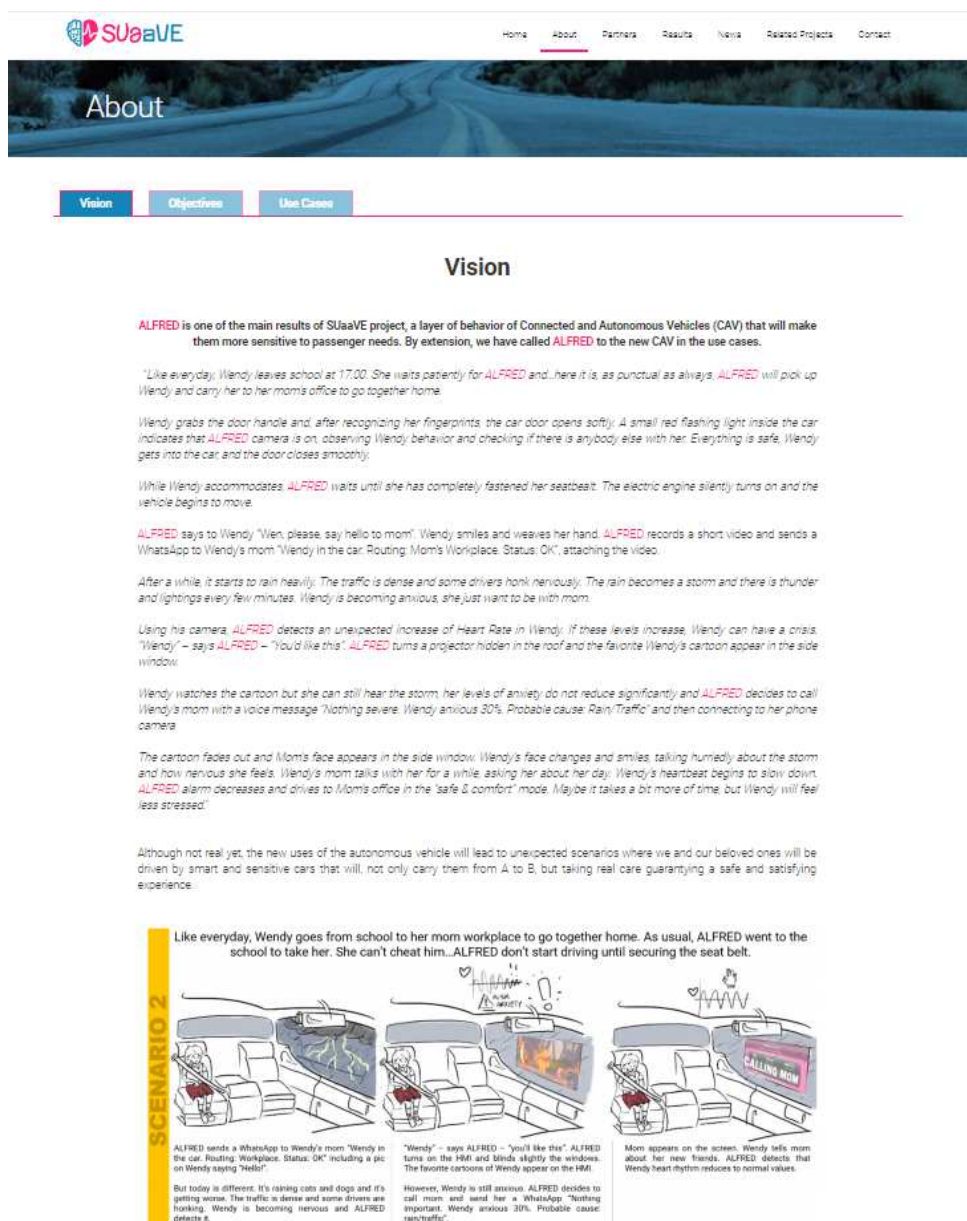


Figure 5. Vision of the project

- The "Partners" page shown in Figure 6 leads to the information of each of the project partners. In addition, for each of the partners, information is provided about the business profile and the role that each of them plays in the project. This page also includes the key stakeholders that will follow SUaaVE developments from nearby to monitor the project's progress, will assess about use cases, the acceptance of partial results, the focus groups results, will provide end-user feedback and will validate the results the project. Figure 7 shows the profile information of the partner CIVITEC Sarl (CVT).

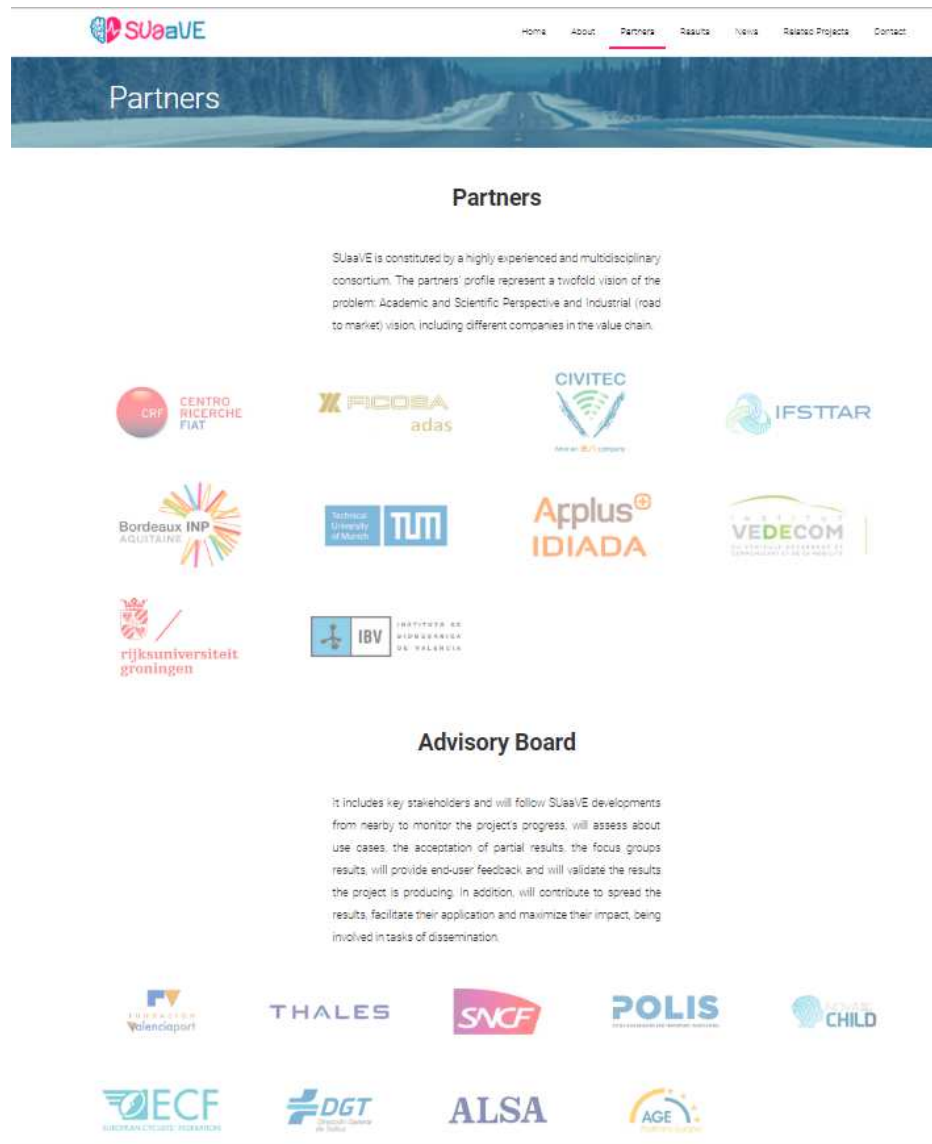


Figure 6. SUaaVE consortium members.



Figure 7. CIVITEC profile information.

- The “Results” page shows all the public documents created in the context of the project. It includes deliverables, press releases or any other type of public document produced by the consortium. It contains three tabs.
 - **Public Deliverables** that contains the deliverables that are open to the public access once they have been presented and validated internally. The tab includes a list of the deliverables with a link to the document in pdf format (Figure 8).
 - **Publications**, that will include the scientific publications and congress information (when public)
 - **Presentations**, that will include the public presentations of SUaaVE.

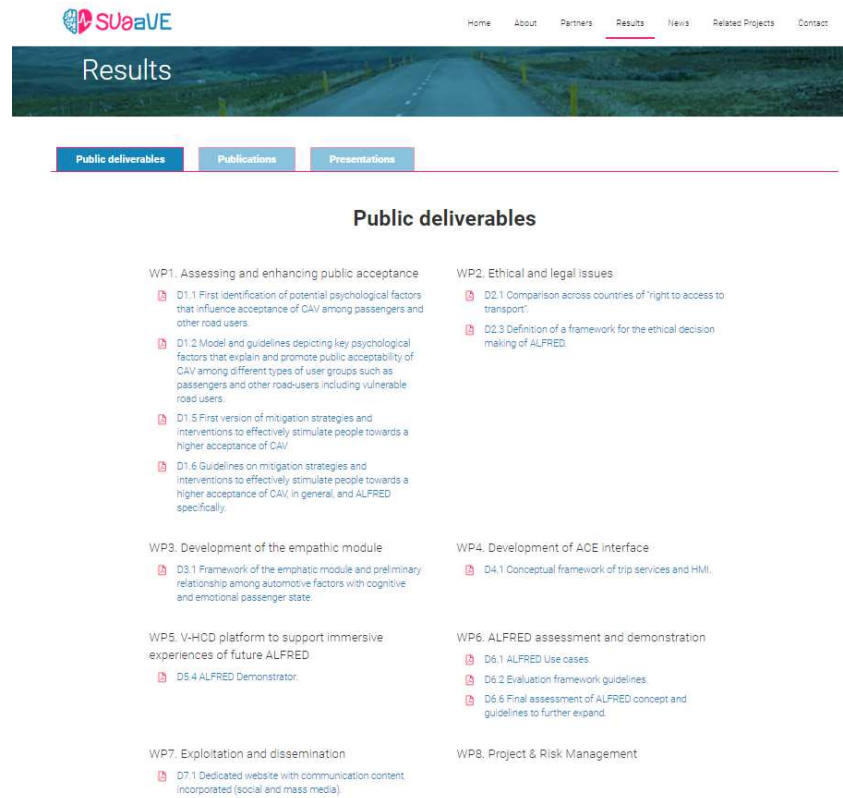


Figure 8. SUaaVE public deliverables.

- **News** page shows the news, meetings, workshops or events related to the project as shown in Figure 9. Latest news are highlighted in a **Social Wall** that includes all tweets of the SUaaVE project.

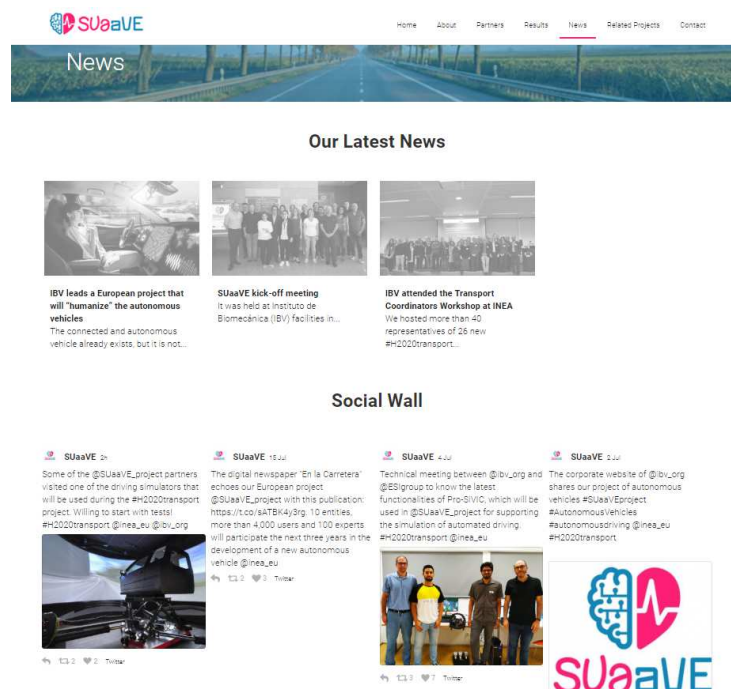


Figure 9. SUaaVE news

- With the purpose of increase the collaboration with other projects and promote synergies, a page dedicated to **Related projects** has been created. This page includes the link to the rest of the projects approved in the same topic and other interesting proposals which can be related (Figure 10).

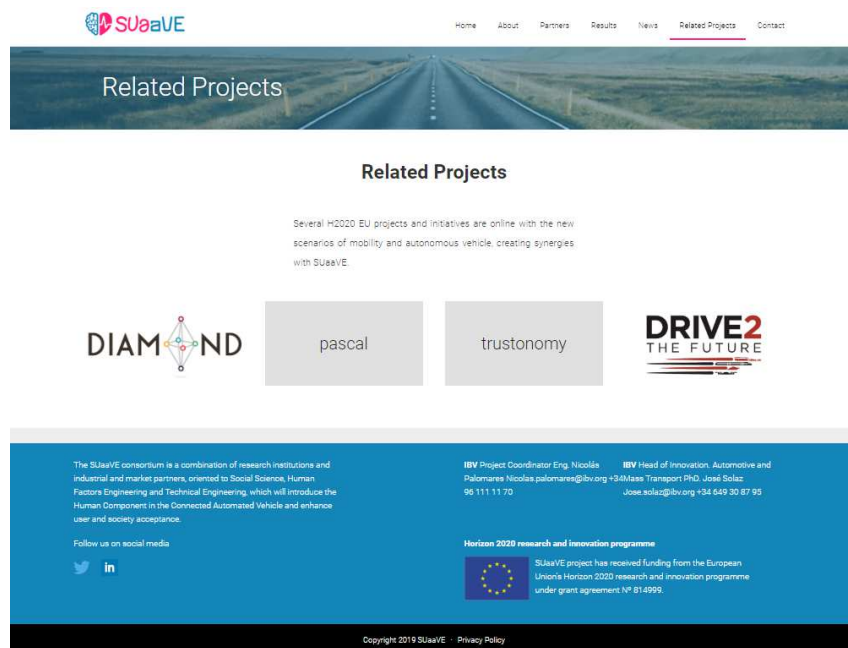


Figure 10. Related projects.

- As shows Figure 11, a "Contact" form has been included in the web to facilitate the engagement of those users or stakeholders interested in collaborating, to monitor the evolution of the project or to make use of the assets produced in the project. The contact form is redirected to the project coordinator.

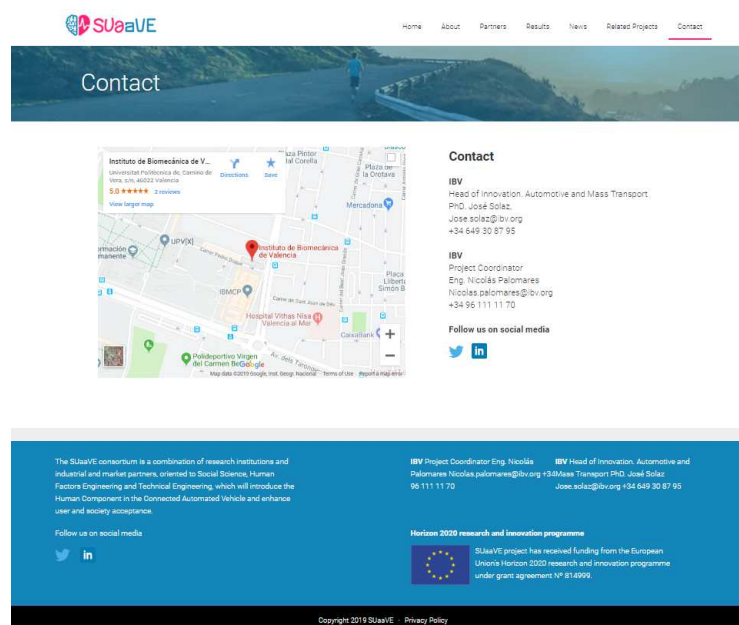


Figure 11. SUaaVE contact form.

- A “Follow us” banner is placed at the bottom of the home page (Figure 12) including links to social networks in which currently the project is active: Twitter and LinkedIn. Finally, a link to the privacy policy is included.



Figure 12. Links to social networks.

- From a technological point of view, the website is supported by WordPress. WordPress is the most popular content management system in the world. Originally launched as a blogging platform in 2003, WordPress now drives 34% of all websites and controls a massive 60.8% of the known content management systems market. Compared with other technologies, WordPress has as main advantages:
 - Ease of use - WordPress is significantly easier to use, especially for non-developers.
 - Extensibility - WordPress third-party theme and plugin communities facilitate WordPress extension without the need for custom development. Some people even claim that, with the right extensions, WordPress can do anything other systems can do.
 - Ease of getting help - The massive global WordPress community means it is easy to find support for any problem that arises.
 - Lower development costs - WordPress offers more “ready-to-use” solutions and WordPress developers are usually more affordable than other systems developers.

3. SUAaVE COMMUNICATION CHANNELS

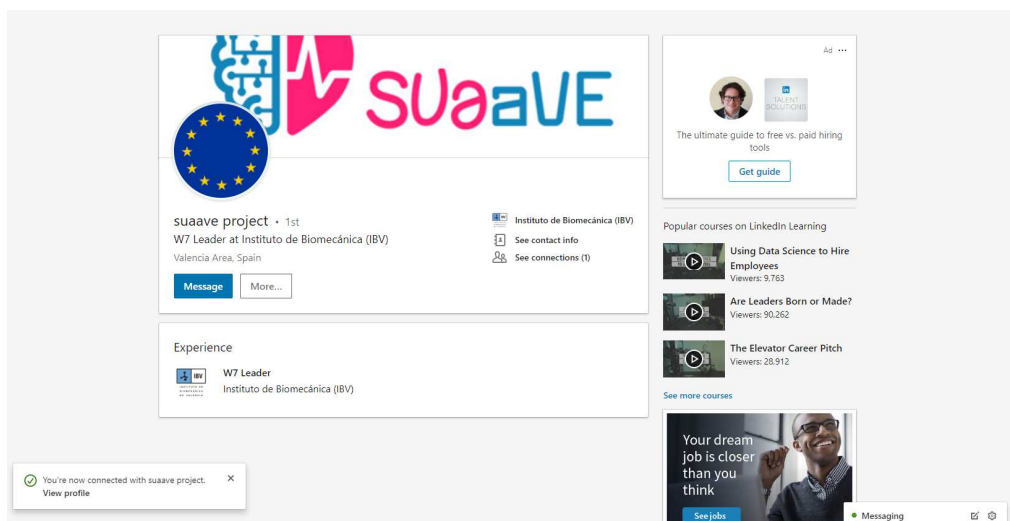
The presence in social networks, increasingly, is an element of corporate identity, to the point that users have more confidence in projects that have a presence in social networks than in those that do not.

Considering this, and taking into account the dissemination plan described in deliverable 7.2 [1], SUaaVE includes on the one hand more traditional channels as factsheet, web site, presentations and posters, and on the other hand, more relevant social media channels to ensure that the project is active in social media engagement.

At the moment the SUaaVE dissemination plan [1] is released the SUaaVE is present in LinkedIn and Twitter, in general partners will populate them with posts and news respecting the defined SUaaVE image criteria.

Next, the social media channels and accounts we are setting up are listed:

- **LinkedIn:** <https://www.linkedin.com/in/suaave-project-76a25b185/>



- **Twitter:** https://twitter.com/SUaaVE_project



As part of the initial strategy to provide content into the channels, the project website will be kept updated with news and links to the social networks. SUaaVE will use social networks to create a network of followers: general public and stakeholders.

Depending of the phase of the project updates maybe monthly, weekly or even daily. These updates will include interviews and press notes to local, regional, national, international media (press, TV & radio) and news agents, specifically when celebrating meetings or events; use of partners websites.

Press releases are a formal announcement to the national or specialised/technical press in order to present a short overview of the SUaaVE project to the public.

Also, when major achievements or participation to specific event is going on, the dissemination manager will distribute an ad hoc press release and where it is considered feasible, to also organise press conferences involving key project stakeholders.

SUaaVE aims to produce more than 200 impacts in mass media during the project.

The project consortium brings together organisations from several European countries, which are involved in on-going international, national and regional projects. Cooperation and networking among the above mentioned activities across different countries are therefore relevant elements to multiply the effects and potentialities of dissemination activities without charging additional resources on the project budget or partners commitment. The detailed information of synergies and events is included in the deliverable 7.2 [1] (Dissemination plan).

4. CONCLUSION

The initial plan of communication described in the document has incorporated as main elements in this initial phase of the project, its web and social communication channels. The plan highlights the strategy, content and tools for communication activities. These activities require the participation of all partners to be implemented and thus achieve an active presence of the project in social networks and a relevant number of visits on the web.

A dedicated web page have been created by IBV to explain the project aims, objectives, and main concept as well as providing general information about project activities and latest news. In the future web site should include information about results achieved.

A set of social media networks accounts have been created and will be managed mainly by IBV in order to publish significant day-to-day steps of the project and keep the public updated.

Finally, the development of communication materials will be developed by IBV throughout the project. General information materials for a broad public will be provided. These include project flyers as well as information brochures, summing up the project objectives and approach. At the end of the project, the consortium will cooperate for making a video with the general project results to complete the communication activities.

5. REFERENCES

[1]. Deliverable 7.2. SUaaVE. Dissemination and communication plan.





Consortium:



INSTITUTO DE
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CENTRO
RICERCHE
FIAT



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