

Grant Agreement Number: 723016

### Project acronym: INFRAMIX

Project full title: INFRAMIX - Road INFRAstructure ready for MIXed vehicle traffic flows

# D6.8

# **Communication kit 2nd version**

Due delivery date: 31/05/2019 Actual delivery date: 18/06/2019 Organization name of lead participant for this deliverable: ICCS

Project co	-funded by the European Commission within Horizon 2020	
Dissemina	ation level	
PU	Public	X
PP	Restricted to other programme participants	
RE	Restricted to a group specified by the consortium	
CO	Confidential, only for members of the consortium	



Project funded by the European Union's Horizon 2020 Research and Innovation Programme (2014 - 2020)



#### Document Control Sheet

Deliverable number:	D6.8
Deliverable responsible:	ICCS
Work package:	WP6
Editor:	Nikoletta Karitsioti

Author(s) – in alphabetical	order	
Name	Organisation	E-mail
Nikoletta Karitsioti	ICCS	nikoletta.karitsioti@iccs.gr
Panagiotis Lytrivis	ICCS	panagiotis.lytrivis@iccs.gr
Stamatis Manganiaris	ICCS	stamatis.manganiaris@iccs.gr
Martin Dirnwöber	ATE	Martin.Dirnwoeber@austriatech.at
Robert Protzmann	FOK	robert.protzmann@fokus.fraunhofer.de
Wimmer Yannick	ASFINAG	Yannick.Wimmer@asfinag.at
Juan Salguero	AUTOPISTAS	juan.jose.salguero.ext@autopistas.com

Documen	t Revision History			
Version	Date	Modifications Introduced		
0.1	28/05/2019	Second update of the communication kit description	ICCS	
0.2	30/05/2019	Integration of ATE comments	ICCS	
0.3	06/06/2019	Integration of FOK comments	ICCS	
0.4	14/06/2019	Integration of other ASFINAG & Autopistas comments	ICCS	
1.0	18/06/2019	Final	ICCS	

## Legal Disclaimer

The information in this document is provided "as is", and no guarantee or warranty is given that the information is fit for any particular purpose. The above referenced consortium members shall have no liability for damages of any kind including without limitation direct, special, indirect, or consequential damages that may result from the use of these materials subject to any liability which is mandatory due to applicable law. Content reflects only the authors' view and European Commission is not responsible for any use that may be made of the information it contain © 2018 by INFRAMIX Consortium.



# Abbreviations and Acronyms

Acronym	Definition
EC	European Commission
PO	Project officer
GA	Grant Agreement
WP	Work Package
SMEs	Small and medium-sized enterprises
ITS	Intelligent Transport Systems



# Table of Contents

5
6
6
6
6
6
6
7
7
7
8
8
8
8
10



# **Executive Summary**

This document is the description of the second version of the D6.2 Communication kit, which is prepared within WP6 Communication, Dissemination and Exploitation of INFRAMIX project.

INFRAMIX aims to prepare road infrastructure to support the coexistence of conventional and automated vehicles. Among its main objectives is to design, upgrade, adapt and test both physical and digital elements of the road infrastructure The key outcome will be a "hybrid" road infrastructure able to handle the transition period and become the basis for future automated transport systems. The project developments will be assessed via simulation and on real stretches of advanced highways. This will help to ensure that the proposed adaptations will not jeopardize safety, efficiency and quality of service and will be appreciated by the users.

The D6.8 Communications kit 2nd version includes an updated version of the dissemination material provided in the D6.2 enriched with new material. More specifically, this version consists of the leaflet, the poster, the roll-up banner, the general presentation, the enewsletters, the videos and the brochure. The communication kit is updated periodically and one more description will be reported on M36 in the project timeline.



## 1. Introduction

During the second year of the INFRAMIX project, the communication kit aims to continue informing the public, relevant search institutions, academic and industrial community on the project's general concept, including the objectives and expected results and also present the first results of the project. This will be the basis for the further development of the communication kit and the communication and dissemination strategy in general, since the communication kit has already been produced on a large scale at this stage and will be updated periodically within the project's lifetime.

More specifically, the communication kit, as has been described, includes the project brochure, banner, general presentation, e-newsletters and last but not least promotional videos. This kit is planned to be yearly updated (M12, M24, M36). In this second version, is presented the communication kit as is of this moment (M24). An updated version will follow the next year (M36). The communication kit is available both, in the online repository the consortium uses and in the INFRAMIX website, as well as in the Dissemination material webpage <u>here</u>.

### **1.1 Intended readership**

This Deliverable is disseminated both internally, within the consortium, and also externally, to any interested parties outside of the project. The intended readership primarily comprises the members of the INFRAMIX consortium, the European Commission (EC) as well as the INFRAMIX Project Officer (PO). The specific document could be used as a point of reference by all partners in order to use the appropriate material, safeguard the INFRAMIX brand identity and effectively disseminate the project.

## **1.2 Relationship with other INFRAMIX deliverables**

This Deliverable lies in D6.2 Communications kit, while is closely related to D6.6 Communication Strategy and Plan.

## 2. Communication kit

## 2.1 INFRAMIX leaflet

The INFRAMIX leaflet (Annex 1) was designed and published within the TRA Conference 2018 in Vienna where INFRAMIX showed a strong presence. More specifically, the leaflet included the objectives and the expected impact of the project, the traffic scenarios that will be investigated as well as images from the two test sites in Spain and in Austria (including pictures of its equipment). The main contact points (the project coordinator and the dissemination manager) of the project, the partners, the website and the INFRAMIX social media were also included in the leaflet. A first update of the leaflet took place in the framework of ITS World Congress 2018 including new pictures and elements which resulted from the project's evolution. A second update was carried out for the 1<sup>st</sup> INFRAMIX Stakeholders Workshop, in order to include new partners' logos.

The general idea of the leaflet is to present the project briefly and in a comprehensible way, so as to inform the targeted audiences about INFRAMIX. The leaflet is constantly updated according the projects' needs and uploaded in the online repository.

## 2.2 INFRAMIX poster

The objective of the INFRAMIX poster is to promote the project mainly within the scientific community and secondly to the general public. To reach this objective, the poster has been adjusted to the project's website in terms of language, text and visual elements. It is used at



conferences, exhibitions and public meetings. Due to its low weight and its availability in various sizes it is in high demand among the partners.

The first version of the INFRAMIX poster was developed and published for the TRA Conference 2018 in Vienna. It was designed in line with the INFRAMIX brand identity and the communication guidelines. It was updated in the framework of ITS World Congress and stored in the online repository.

The poster (Annex 1) includes information, such as the INFRAMIX's general concept, the objectives, the expected impact and the interim major results as well as the partners, the main contact points, the website and the social media of INFRAMIX project. A second update of the INFRAMIX poster was carried out for the EUCAD Conference.

The poster will be updated according to the project's needs whenever this is required and in order to stay aligned with the INFRAMIX presence on specific events. Additional posters may also be developed during the third year of the project, focusing on specific aspects and results.

#### 2.3 INFRAMIX roll-up banner

The aim of the roll-up banner is to present the project, its objectives and results mainly in conferences, addressing a more scientific audience. To reach this objective effectively, a roll-up banner (Annex 1) was designed in this second version of the communication kit in accordance with the INFRAMIX visual identity as well as with the previously developed dissemination material.

The roll-up banner was firstly used within the 1<sup>st</sup> INFRAMIX Stakeholders' Workshop, providing more details about the project's concept, focusing on the three scenarios to be covered in INFRAMIX and also giving the opportunity to all attendees to find out more about INFRAMIX by providing all available INFRAMIX channels and also the contact details.

The roll-up banner will be updated as necessary during the project, in particular it will be expanded with key results as the projects comes closer to its end.

## 2.4 INFRAMIX general presentation

In order to provide a homogenous image of the project to the external actors and the public, a standardized presentation of the project (Annex 1) was also prepared and may be used by all partners to present or pick some basic slides in order to prepare their individual presentations when participating in external events.

The presentation includes the following information: the INFRAMIX objectives and facts, the consortium, the main activities and the expected impact. It also provides all the information how to access the project's website and social media as well as to contact the project's representatives. The presentation is stored in the online repository and will be updated regularly depending on the project's progress and the achieved results.

## 2.5 INFRAMIX e-newsletters

The project aims to publish periodic e-newsletter on important milestones of INFRAMIX in order to support the ongoing needs of the project after launching all the project's activities. The newsletter's objective is to summarize the project's activities and outcomes and to proactively initiate conversations with multiple stakeholders about on-going research topics. The e-newsletters (Annex 1) include information about the project's progress and will address both the scientific community as well as SMEs and Industry. A mailing list has been created, including all the people that have expressed their interest about INFRAMIX project and specifically its newsletter according to the recent GDPR rules. INFRAMIX has already issued two e-newsletters, available at the INFRAMIX website here, as well as in the online repository the consortium uses.

In addition, an e-blast has been prepared and sent to the INFRAMIX list on May, in order to announce the 1<sup>st</sup> INFRAMIX Stakeholders' Workshop and encourage them to register. The e-

blast is available in the online repository.

### 2.6 INFRAMIX promotional videos

The INFRAMIX project aims to provide videos to communicate the INFRAMIX messages in an easy and impactful way. The videos will be available on the project's website and social media, as well as on other available channels and platforms, such as YouTube, forums supporting the project's realization, the partners' websites e.t.c. The videos will also be displayed in relevant events and conferences which INFRAMIX will either organize or participate in.

Within the first year of the project's lifetime, the first version of the video was prepared. Given the lack of results at that time, the video focused mainly on the promotion of partners participating in INFRAMIX and their affiliation to the project's activities, as well as the general information of the project.

The first INFRAMIX video (Annex 1) is realized and presented in various events in the english language. It is stored in the INFRAMIX account on YouTube in order to be available for all partners and visitors. It was also broadcasted during the <u>ITS World Congress</u> 2018 at the project stand and the EUCAD Conference 2019.

The project's video will be updated within the third year of the project with the INFRAMIX results and solutions, in order to disseminate the project's effectiveness.

## 2.7 INFRAMIX brochure

In addition to the project's leaflet, a more informative brochure (Annex 1) was provided. The INFRAMIX brochure was developed and uploaded in the online repository as well as in the official INFRAMIX website <u>here</u>. It is a 12 page booklet which contains extensive information about the project and its activities.

The INFRAMIX brochure will be distributed in different occasions and exhibitions to provide more specific information about the project. As there already is an INFRAMIX leaflet, which was developed in an early stage of the project and therefore only includes limited project results, we have the flexibility to further extensions and edits to the brochure in order to secure an up-to-date content. The INFRAMIX brochure was distributed within the 1<sup>st</sup> Stakeholders Workshop as well as in the EUCAD Conference 2019 and other external events that INFRAMIX partners participated in.

#### 2.8 INFRAMIX paper description

According to the partners' needs specific dissemination material is prepared and added in the INFRAMIX communication kit. The INFRAMIX paper description (Annex 1) was developed and used to cover the needs of the INFRAMIX representation in a specific conference.

The INFRAMIX paper description is an A4 document, consisting of 4 pages, which briefly presents main information about the project, such as the concept, the objectives and expected results. Furthermore, it features information about the two test-sites and also the three scenarios for vehicle traffic flows.

The INFRAMIX paper description is available in the online repository the consortium uses and to the INFRAMIX website <u>here</u>.

## 3. Conclusion

In order to summarize, INFRAMIX project developed a communication kit so as to support all the communication and dissemination activities of the project.

The present deliverable presents all the material currently available within the communication kit. All material follows a coherent visual scheme, based on INFRAMIX design, that allows INFRAMIX to promote its brand identity.



The general aim of the kit is to communicate the project, its activities and results in an effective way and make the results and deliverables of the project available in a comprehensible manner to all the potential audiences.

The communication kit is a live kit, which will carry on evolving alongside the project as has been indicated in the Grant Agreement. While entering the last year of the project, the communication kit it will be updated, mainly content-wise, in order to reflect the project's evolution and results and also adjust to specific audiences and occasions.



# Annex 1 – Communication kit

#### **INFRAMIX** leaflet



# 1<sub>11</sub>

#### 8 DIFFERENT USE CASES INFRAMIX is preparing the road infrastructure to support the coexistence of conventional and outomated vehicles. The key outcome will be a hybrid road infrastructure able to handle the Scenario 1: Dynamic Lane transition period and become the basis for future automated transport systems. To achieve this goal INFRAMIX will employ new advanced microscopic traffic flow models, advanced simulation techniques, innovative control strategies, as well as appropriate new and adapted existing physical and digital infrastructure elements. All these will be cross validated against user appreciation and safety performance leading among others to a novel Assignment (incl. speed recommendations) 1. Real time lane assignment under dynamic penetration rate of automated vehicles Exceptional circumstances e.g. adverse weather conditions 3. A conventional vehicle drives on a dedicated lane for automated vehicles Scenario 2: Roadworks zones Design new and upgrade existing physical & digital road infrastructure elements 4. Single lane closure (e.g. short term constructions) 5. New lane design Develop a co-simulation environment (e.g. long term constructions) Design and implement novel traffic estimation, monitoring and control strategies Develop hybrid testing system Scenario 3: Bottlenecks Design novel signalling and visualization elements 6. Automated vehicles driving behaviour adaptation in real time at sags 7. Lane change advice to connected Evaluate user's appreciation and acceptance Evaluate traffic safety vehicles at bottlenecks Create a Road Infrastructure Classification Scheme 8. Lane change advice combined with flow control at bottlenecks for all vehicles Real tests on modern highways EXPECTED IMPACT autopistas INFRAMIX will provide key elements for a step by step introduction of automated driving. A set of targeted interventions related to physical and digital infrastructure will be carefully defined, as road infrastructure has to deal with several challenges: Girona (Spain) The construction of new roads is expensive and time consuming ASFINAG Europe has already a quite mature road network Graz (Austria) Roads have a quite long lifecycle The interventions will be adaptable and incremental to cope with a variety of existing infrastructure and diverse traffic scenarios.



#### **INFRAMIX** poster





#### **INFRAMIX** roll-up banner



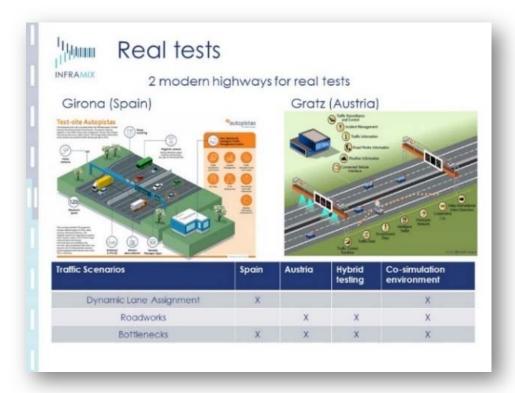


#### **INFRAMIX** general presentation (indicative slides)



 Duration: 1 June 2017-31 May	2020			
 EC Funding: 5M €	2020			
Coordinator: AustriaTech	тоттот	. 1		
 Consortium:	Fraunhofer Jokus	<u>0</u> \(((		
 Austriatech, ICCS,				
Asfinaa, Fraunhofer, Siemens,	autopistas 💌	5 7	1000	
 Virtual Vehicle, <u>Autopistas</u> ,	enide			
Enide: Technical University of Cre	te,	austriatech	SIEMENS bysendy de life	
 TomTom, BMW		ALSIFIINAIG virtua	🛟 vehicle	
Website: https://www.inframix.eu/				









#### INFRAMIX video

https://www.youtube.com/watch?v=fbU1FujU9u4

🔲 🖸 YouTube	Αναζήτηση	<b>Q</b>
		  X
Road Inf	rastructure ready for mixe	ed vehicle traffic flows
► ►I ◀) 0:02/2:08		s 🗢 🗆 C
INFRAMIX project introduction 18 προβολές		и́ро ФРо и кончолонен №,
INFRAMIX project Δημοσιεύτηκε στις 20 Σεπ 2018		егграфн о

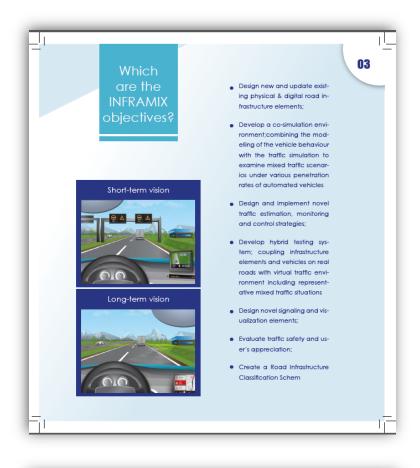


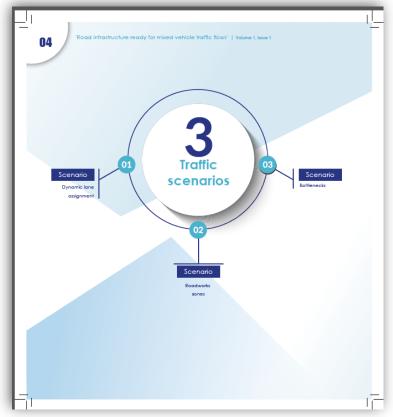
#### **INFRAMIX** brochure



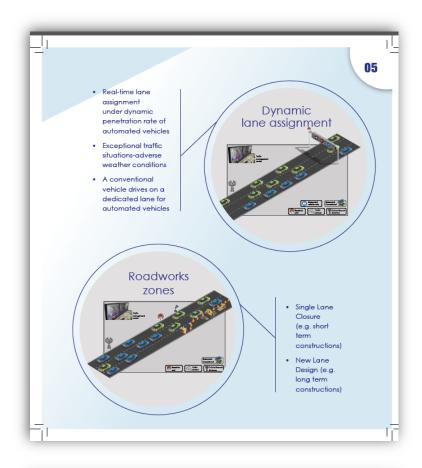






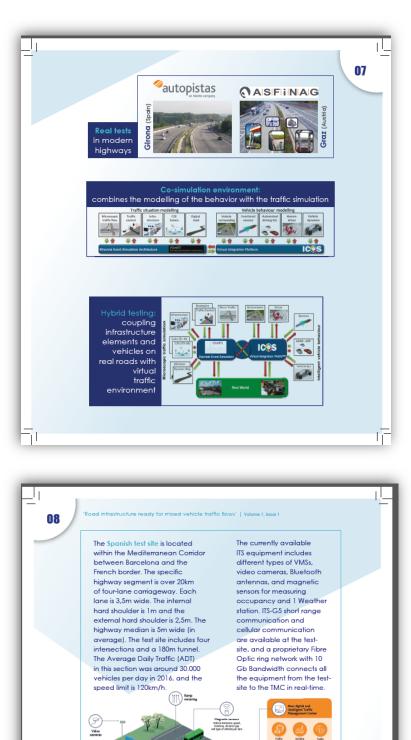












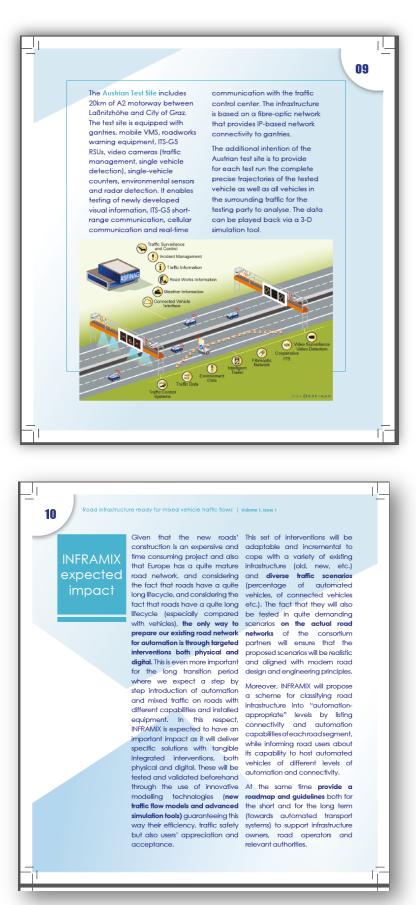
(120

Maximu

Anternas Critic GS data cellector Mensage Ligr Road Modes and Traffic information

Weather information and prediction















#### **INFRAMIX** paper description (A4)







#### 11 11 11

#### "Road infrastructure ready for mixed vehicle traffic flows"

The Spanish test site is located within the Mediterranean Corridor between Barcelona and the French border. The specific highway segment is over 20km of four-lane carriageway. Each lane is 3,5m wide. The internal hard shoulder is 1m and the external hard shoulder is 2,5m. The highway median is 5m wide (in average). The test site includes four intersections and a 180m tunnel. The Average Daily Traffic (ADT) in this section was around 30.000 vehicles per day in 2016, and the speed limit is 120km/h.

The currently available ITS equipment includes different types of VMSs, video cameras, Bluetooth antennas, and magnetic sensors for measuring occupancy and 1 Weather station. ITS-GS short range communication and cellular communication are available at the test-site, and a proprietary Fibre Optic ring network with 10 Gb Bandwidth connects all the equipment from the test-site to the TMC in real-time.





The Austrian Test Site includes 20km of A2 motorway between Laßnitzhöhe and City of Graz. The test site is equipped with gantries, mobile VMS, roadworks warning equipment, ITS-GS RSUs, video cameras (traffic management, single vehicle detection), single-vehicle counters, environmental sensors and radar detection. It enables testing of newly developed visual information, ITS-GS short-range communication, cellular communication and real-time communication with the traffic control center. The infrastructure is based on a fibreoptic network that provides IP-based network connectivity to gantries.

The additional intention of the Austrian test site is to provide for each test run the complete precise trajectories of the tested vehicle as well as all vehicles in the surrounding traffic for the testing party to analyse. The data can be played back via a 3-D simulation tool.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 723016.



#### "Road infrastructure ready for mixed vehicle traffic flows"

#### NFRAMIX expected impact

As the construction of new roads is an expensive and time consuming project while Europe has already a quite mature road network, and considering the fact that roads have a quite long lifecycle (especially compared with vehicles), the only way to prepare our existing road network for automation is through targeted interventions both physical and digital. This is even more important for the long transition period where we expect a step by step introduction of automation and mixed traffic on roads with different capabilities and installed equipment. In this respect, INFRAMIX is expected to have an important impact as it will deliver specific solutions with tangible integrated interventions, both physical and digital. These will be tested and validated beforehand through the use of innovative modelling technologies (new traffic flow models and advanced simulation tools) guaranteeing this way their efficiency, traffic safety but also users' appreciation and acceptance.

This set of interventions will be adaptable and incremental to cope with a variety of existing infrastructure (old, new, etc.) and diverse traffic scenarios (percentage of automated vehicles, of connected vehicles etc.). The fact that they will also be tested in quite demanding scenarios on the actual road networks of the consortium partners will ensure that the proposed scenarios will be realistic and aligned with modern road design and engineering principles.

Moreover, INFRAMIX will propose a scheme for classifying road infrastructure into "automation-appropriate" levels by listing connectivity and automation capabilities of each road segment, while informing road users about its capability to host automated vehicles of different levels of automation and connectivity.

At the same time provide a roadmap and guidelines both for the short and for the long term (towards automated transport systems) to support infrastructure owners, road operators and relevant authorities.

#### Key expected results New traffic signs for mixed traffic Novel traffic monitoring recommendations (wireless messages extens Road infrastructure for mixed traffic Indication of the infrastructure connectivity, automation capabi capability to host vehicles of different levels of automation and Infrastructure Classification Scheme vestigation of several cases with safety artifical impact sting of innovative traffic control algorithms With increased traffic densities in exceptional conditions With different rates of conventional and automated vehicles Simulation platform combines the modelling of the vehicle behavior with the traffic simulation Hybrid testing system coupling infrastructure Testing of new developments of connected and automated driving Emulation of critical traffic situation in a safe artificial environment elements and vehicles on real roads with virtual traffic environment This project has received funding 11 11 11 from the European Union's Horizon 2020 research and innovation programme under grant agreement INFRAMIX no 723016