Grant Agreement Number: 723016

Project acronym: INFRAMIX

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

D6.2
Communication kit description

Due delivery date: 31/05/2018
Actual delivery date: 05/10/2018
Organization name of lead participant for this deliverable: ICCS

<table>
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Project funded by the European Union’s Horizon 2020 Research and Innovation Programme (2014 – 2020)
Document Control Sheet

Deliverable number: D6.2
Deliverable responsible: ICCS
Work package: WP6
Editor: Nikoletta Karitsioti

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</tr>
</tbody>
</table>

Document Revision History

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<th>Version</th>
<th>Date</th>
<th>Modifications Introduced</th>
<th>Introducers</th>
</tr>
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<td>Draft Outline</td>
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<tr>
<td>0.2</td>
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<td>28/05/2018</td>
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<td>0.4</td>
<td>30/05/2018</td>
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<td>0.7</td>
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<td>0.9</td>
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<td>1.0</td>
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Abbreviations and Acronyms

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Definition</th>
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<tbody>
<tr>
<td>EC</td>
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<td>Work Package</td>
</tr>
<tr>
<td>ITS</td>
<td>Intelligent Transport Systems</td>
</tr>
</tbody>
</table>
# Table of Contents

Executive Summary .................................................................................................................. 5  
1. Introduction .......................................................................................................................... 6  
2. Communication kit .............................................................................................................. 6  
   2.1 INFRAMIX leaflet ........................................................................................................... 6  
   2.2 INFRAMIX banner ......................................................................................................... 6  
   2.3 INFRAMIX general presentation .................................................................................... 6  
   2.4 INFRAMIX e-newsletters .............................................................................................. 7  
   2.5 INFRAMIX promotional videos ..................................................................................... 7  
   2.6 INFRAMIX brochure ..................................................................................................... 7  
3. Conclusion ............................................................................................................................ 7  
Annexes ..................................................................................................................................... 9
Executive Summary

This document is the description of the first update of the D6.2 Communication kit, which includes the development of the dissemination material consisted of the leaflet, the poster, the general presentation, the e-newsletters, the videos and the brochure. The communication kit is updated periodically and two other descriptions will be reported on M24 and M36 in the project timeline.
1. Introduction

During the first year of the INFRAMIX project, the communication kit aims to generally inform the public, relevant search, academic and industrial community on the project’s general concept, including the objectives and expected results. 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 finally promotional videos. This kit will be yearly updated (M12, M24, M36). In the second section is presented the dissemination kit as it is shaped and realized up to this moment.

2. Communication kit

2.1 INFRAMIX leaflet

The INFRAMIX leaflet was designed and published within TRA Conference 2018 in Vienna where INFRAMIX had 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. The leaflet was updated in the framework of ITS World Congress so as to include new pictures and elements which resulted from the project’s evolution.

The general idea of the leaflet is to present the project briefly and in a comprehensible way so ad to inform the targeted audiences about INFRAMIX. The leaflet is constantly updated according the projects’ need and included in the online repository.

2.2 INFRAMIX banner

INFRAMIX banner has as objective to promote the project mainly in the scientific community and secondly in the general public. To reach this objective, the banner has been adjusted to the project’s site in terms of language, text and visual elements. The first version of the INFRAMIX banner was developed and published in the TRA Conference 2018 in Vienna. It was designed in line with the INFRAMIX brand identity and the communication guidelines, has been updated in the framework of ITS World Congress and stored in the online repository. The banner includes information such as the INFRAMIX’s general idea, 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.

The banner will be updated within the project’s duration, in order to get aligned with the INFRAMIX presence on specific events. It will be used at conferences, exhibitions and public meetings.

2.3 INFRAMIX general presentation

In order to provide a homogenous image of the project to the external actors and the public, a standard presentation of the project has also been prepared and may be used by all partners to present or take 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
to access the project’s website and social media as well as to contact the project’s representatives. The presentation has been stored in the online repository and will be updated regularly depending on the project’s progress and the achieved results.

2.4 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 include information about the project’s process and will address both scientific community as well as SMEs and Industry. A mailing list has been created, including all the people that expressed their interest about INFRAMIX project and specifically its newsletter according to the recent GDPR rules. The first INFRAMIX e-newsletter has been issued and uploaded in the INFRAMIX website, as well as the online repository the consortium uses.

2.5 INFRAMIX promotional videos

The INFRAMIX project aims to provide videos so as 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 be also displayed in relevant events and conferences which INFRAMIX will participate or organize.

Since the project runs the first year of its lifetime and does not have yet results to present in the video, our plan is to provide a more “promotional” video of the partners that participate in INFRAMIX and their affiliation to the project’s activities, as well as the general information of the project.

The first INFRAMIX video has already been realized and presented 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 shown at the ITS World Congress 2018 at the project stand.

Given the fact that the first INFRAMIX video contains information about the partners and their activities, there was a long process for the partners to assure the approval to provide this material to the consortium. There were issues of ownership rights that had to be safeguarded. Therefore, there was a delay on the video development, in order the consortium to be totally vested.

2.6 INFRAMIX brochure

In addition with the project’s leaflet, we decided to provide a more informative brochure. The INFRAMIX brochure has been developed and uploaded in the online repository. It is a 12 page booklet which contains extensive information of the project and its activities. The INFRAMIX brochure will be distributed in different occasions and exhibitions to provide more specific information of the project. As we already have an INFRAMIX leaflet and due to our limited project results because of the first year of the project running, we have the flexibility to further improvements and edits on the brochure so as to secure an updated content.

3. Conclusion

In order to summarize, the INFRAMIX communication kit has been developed so as to
support all the communication and dissemination activities of the project. 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 on a comprehensible manner to all the
potential audiences. The communication kit will be a live kit, which will be updated yearly as
has been indicated in the Grant Agreement.
INFRAMIX video

https://www.youtube.com/watch?v=fbU1FujU9u4
**What is INFRAMIX?**

INFRAMIX is a 30-month project in the framework of the European Union’s Horizon 2020, the EU’s research and innovation programme, led by dSpace. The project involves the development of intelligent transport systems (ITS) to improve the efficiency and safety of road traffic flows. The main focus is on developing and testing novel traffic management and control algorithms, as well as evaluating their impact on traffic flow.

**Which are the INFRAMIX objectives?**

- **Real-time data and analysis:** Real-time data and analysis provide valuable insights into traffic patterns and help in making informed decisions.
- **Vision:** A sustainable, efficient, and safe future for all road users.
- **MouseDown:** Interactive tools for exploring and analyzing traffic data.
- **Onscreen:** Real-time traffic monitoring and control capabilities.
- **Bullet:** Reducing traffic congestion and improving road safety.
- **Onscreen:** Real-time traffic management and control capabilities.
- **Bullet:** Innovative solutions for smarter cities.
- **Onscreen:** Real-time traffic monitoring and control capabilities.

These objectives are achieved through the development and implementation of advanced traffic management systems and algorithms.
INFRAMIX general presentation (indicative slides)

Road Infrastructure ready for mixed vehicle traffic flows

INFRAMIX project facts
- Duration: 1 June 2017-31 May 2020
- EC Funding: 5M €
- Coordinator: AustriaTech
- Consortium: AustriaTech, ICCS, ASFINAG, Fraunhofer, Siemens, Virtual Vehicle, Abertis, Enide, Technical University of Crete, TomTom, BMW
- Website: https://www.inframix.eu
- Social media: @inframix inframix-project

Real tests
- 2 modern highways for real tests
  - Girona (Spain)
  - Graz (Austria)

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<th>Austria</th>
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<th>Co-deployment assessment</th>
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Keep track on INFRAMIX
- Website: https://www.inframix.eu/
- Twitter: @inframix
- Linkedin: inframix-project

- Sign up to our newsletter: https://lists.inframix.eu/list/index.html
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