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**Publishable Executive Summary**

This document presents the dissemination strategy plan for PIONEERS and includes the following elements: Articulation of the project identity (branding); identification of target audiences, Specification of channels for connecting with audiences (events and media platforms) and dissemination activity (print, electronic and face-to-face).

With the objective of maximizing the impact of the Project, the general strategy is to adopt the type of communication (target audience and messages) to each stage of the project. Of course, the communications will be adapted to each type of audience.

To carry out this strategy PIONEERS Project needs to define a Project Branding, select a Target Audience, use External Communication Tools and finally Plan a Scheduled and opportunistic communication.

The project Branding will be around a recognisable and consistent image that helps to improve the visibility of the project all over Europe. It includes the logo, templates and the type of images.

The document also includes the definition of the different groups of target audience. They are Makers (for Business Exploitation), Academia and research centres (for cross-fertilisation and transfer of results to follow-up initiatives), Institutions (Authorities and SDO’s, for implementation and follow-up/take-up aspects) and Users (for acceptance, usability and impact assessment as well as uptake aspects).

Also included a detailed explanation of all the communication tools that PIONEERS will have available to achieve maximum impact. Each one of these tools have a different objective and the combined use of all of them will allow a better dissemination of the project.

International cooperation is very important for the success of the project, both to achieve the best results and to get influence through the dissemination of the project's conclusions. Therefore, an important part of communication will be focused on the cooperation. The members of the project will prepare or/participate in those events that are aligned with objectives of PIONEERS.

After its formal release, updated versions of this document will be generated in the month 19 and by the end of the project.

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**Legal Disclaimer**

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Table 1. Acknowledgement ........................................................................................................39
1 Purpose of the document

The purpose of this deliverable is to provide a formal planning and methodology that all PIONEERS project partners shall apply for creating, using, sharing and disseminating knowledge, their activities and research results throughout and beyond the Project’s lifetime.

This document makes use of the EC projects communication best practices\(^1\) to reach strategic communication. It means that project communication activities must focus on target audience and message before thinking on media. This approach implies that it must be defined clearly the objectives of each communication and dissemination activities.

In addition, these documents follow the EC Guidance\(^2\) regarding Social Media, that is a 2018 guide that shows how to use Social Media in Horizon 2020 projects.

---


2 Project Introduction and Objectives

PIONEERS (Protective Innovations of New Equipment for Enhanced Rider Safety) is a Horizon 2020 project that aims to reduce the number of Powered-Two-Wheeler fatalities and severely injured by increasing the safety, performance, comfort and usage rate of Personal Protective Equipment and the development of new on-board safety devices.

The main pillars of PIONEERS are:

- To achieve a deep understanding of the injuries sustained by the riders
- To increase the performance of safety systems
- To develop better test and assessment methods
- To increase the usage rate of PPE

The main goal of the PIONEERS project is to improve the safety of PTWs by providing an integrated approach to rider protection considering on-rider (PPE) and on-board systems. Therefore, this project will investigate and assess the direct contribution to the reduction of fatalities and severity of injuries, as well as the number of injured PTW users by developing new PPEs and on-board safety systems, improving the validation and assessment methods and increasing the usage rate of such devices.

To fully exploit the capabilities of forward-looking safety equipment for PTW users, PIONEERS project aims have a short-term impact on their safety by:

OBJ 1. Prioritizing the most safety-critical accident scenarios and developing methods to identify relevant future safety issues.

OBJ 2. Developing improved injury criteria to assess the injury risk on the most critical body regions.

OBJ 3. Designing field-effectiveness driven test methods (virtual and physical) with a high degree of reliability and repeatability to assess current and future safety systems under realistic impact conditions and to provide input to the standardisation groups (e.g. CEN).

OBJ 4. Defining the system requirements of the PPEs and on-board safety systems of the future for optimal rider protection.

OBJ 5. Developing the new generation of PPEs and on-board safety systems (prototypes).

OBJ 6. Developing advanced design tools and improved products by establishing minimum performance requirements to better inform the final user and to differentiate high-quality European products from products that offer a lower level of protection.
The main expected results of PIONEERS will be:

- higher understanding of how to prevent injuries to PTW users
- better testing methods enabling better performance assessment
- better products (PPEs and onboard systems) from European manufacturers, achieving an increased safety level of PTW users and improving European competitiveness.

Finally, the implementation of the main results of PIONEERS will contribute to reducing PTW fatalities up to 25% in 2025 and injuries by defining test methods to develop protective systems and on-board systems to reduce impact severity. The development of new testing methods and products will strengthen European leadership in the PTW industry.
3 Communication & Dissemination: Objectives and General Strategy

3.1 Objectives

The main objectives of the communication and dissemination strategy are:

- To reach a **technical dissemination to leverage scientific knowledge**
- To disseminate to end-users to **increase the safety awareness** and therefore **increase the safety impact** by increasing the usage rate of the safety systems (Personal Protective Equipment and on-board systems)
- To provide **input to standardisation groups** to maximise the impact of the project

3.2 General Strategy

It is very important to achieve the maximum impact of the project. To obtain this goal, the Strategy will adapt the type of communication (audience, tools and messages) to each stage of the project. This Strategy will allow PIONEERS project to optimize resources and maximize results.

In the initial phases of the Project, thanks to the information generated in the WP1 (Critical accident scenarios and rider needs), WP2 (Improved injury assessment) and WP6 (Impact assessment and societal benefits) we will focus to reach the authorities to obtain their maximum support. A close relationship with authorities and policymakers will be very important to achieve later objectives such as dissemination of results and increase the awareness of end-users as well. In this stage, it will also be important to communicate these activities to other research centres to achieve the greatest possible impact among scientific community.

In the intermediate phases, the main objective will be the approaching to different stakeholders as Standardisation Groups or Industrial makers. We will use the knowledge generated in WP3 (Advanced testing methods), WP4 (New generation of protective equipment) and WP5 (On-board safety systems). The industrial sector will allow positioning the project as a generator of relevant inputs before the end of the project and will facilitate that the results are aligned with the needs of the sector.

In the last stage of the Project will be able to make the maximum diffusion of the results of the project in all areas. On the one hand we will have to influence the authorities, both to make decisions and to help us in our awareness campaign. On the other hand, an effort must be made to ensure that the main actors in the sector adopt the solutions proposed by the project.
To carry out this strategy we will need:

1. Define a **Project Branding**
2. Select our **Target Audience**
3. Use **External Communication Tools**
4. Plan a **Scheduled and opportunistic communication**

The previous points are described in detail in the following pages
4 Project Branding

To make a good communication and dissemination of the project it is necessary that PIONEERS have a strong brand identity that facilitates communication. To do this the project consortium will develop a logotype that can be applied in several ways.

In addition, some templates and some pictures should be made available to all consortium members (for documents and presentations) to help ensure that all project communication is coherent and consistent.

4.1 Logotype

The visual identity and logo will create a recognisable and consistent image that helps to improve the visibility of the project all over Europe. Based on the identity, the necessary templates will be created making the project confident, real and with a clear image.

*Logotype:* It refers to the name of PIONEERS written by a certain typographical feature. It is made with "FUTURA" font and later customized to give logotype its own character.

![Figure 1. PIONEERS Logo](image)

The name of the project is accompanied with 3 circumferences that mean: Partners of the project, Stakeholders and Users (riders). They are concentric, in perfect balance. The logo uses mainly cold colours (more formal) with a little of orange.

There is not a motorbike in the logo, the reason is that this would become the logo too much informal. To compensate the lack of motorcycle in the logo we always include a short sentence: *INNOVATION FOR RIDER SAFETY* that works as a claim.

The logo normally goes with images of riders, because the PIONEERS project put the user at the central point.

*Brand:* It is like the logo but adds the full text of the project's acronym: *PROTECTIVE INNOVATIONS OF NEW EQUIPMENT FOR ENHANCED RIDER SAFETY.*
4.2 Templates

The availability of templates has 2 main objectives:

1. Facilitate communication between the different members of the PIONEERS consortium.
2. Allow the project to have a coherence in all the generated documentation

Project consortium has detected the need to have 5 different types of templates available. If new needs will be detected during the project lifetime, new templates will be defined.

The 5 templates that are already available are listed below:

- Pioneers-REPORT TEMPLATE: Word document to generate all the deliverable documents.
- Pioneers-AGENDA of MEETING TEMPLATE: Word document to send the agenda of meetings to distribution list.
- Pioneers-MINUTES of MEETING TEMPLATE: Word document to share the minutes of meetings.
- PIONEERS-TEMPLATE-4-3-EN: General PowerPoint document to make presentations in 4:3 screen format.
- PIONEERS-TEMPLATE-16-9-EN: General PowerPoint document to make presentations in 16:9 screen format.

Some screenshots are available in 12.2 Annex 2. Screenshots of 5 templates.
4.3 Project Pictures

In communication, the use of images is very important. A good use of pictures or infographics can be a great ally.

With the aim of ensuring certain coherence in all the communication actions of the project, the Communication and Dissemination Work Package will coordinate the management of the images that may be used. These images (pictures, graphics, etc.) will be available in high resolution in the PIONEERS project internal information repository (BSCW) so that all project partners have access and can use them.

The origin of these images can be the project itself, facilitated by a member of the project or through rights acquired conveniently.

Regarding pictures, it has been agreed that most of the images must include properly fitted moto bikers in circulation or next to a motorcycle. As a general criterion, we will try to avoid that the images include brand names in a very visible way.

Figure 3. Examples of PIONEERS selected pictures
5 Target Audience

To reach the dissemination objectives of PIONEERS a targeted approach is necessary as different target audiences need or expect different (levels of) information and require different ways and channels to receive and have information presented.

The main target audience of PIONEERS Project are the following groups:

- **Makers** (for Business Exploitation)
  
  In one hand one of the objectives of the PIONEERS project is develop the new generation of safety systems, but in the other hand one of the results expected is to get better products from European manufacturers, achieving an increased safety level of PTW users and improving European competitiveness.

  Therefore, the project has to the disseminate the resultant products of the project to makers. Examples include, though not limited to: PTW manufacturers and suppliers; PPE manufacturers and suppliers; infrastructure suppliers; insurance companies, etc.

  The way to impact this group will be through the different contacts of the members of the consortium, which is well represented by this type of companies.

  The message we want to communicate to this target is that manufacturers (and top-level suppliers) market must adopt PIONEERS solutions for business and exploitation reasons. These reasons will be identified in Task 7.3 and explained in D7.5. *Business and Exploitation Plan*. This deliverable must be very business-oriented to achieve influence for this type of audience.

- **Academia and research centres** (for cross-fertilisation and transfer of results to follow-up initiatives)

  The objective is to disseminate the results in the field of research. Examples include, though not limited to: other pilot projects, other initiatives covering relevant subject matters; wider research community; relevant flagship projects at national or international level related to PWT safety, etc.

  For this type of audience there will not be a specific message with a particular objective. The overall objective with this type of audience is to achieve visibility of the project in the field of research.

- **Institutions** (for implementation and follow-up/take-up aspects)

  The relationship with the authorities gives us 2 advantages:

  - In one side, public authorities are very useful to communicate project events, to disseminate results or to increase the safety awareness of the end-users.
  - On the other side, the cooperation with Standards Development Organisations is a key activity to advance in TRL and get much improved systems (PPE and OBS) enhancing safety, improved injury assessment criteria and better test methods.
Examples of types of authorities in which the PIONEERS project is interested to influence would be: policy makers at European, national or regional level; local, regional or national public authorities; standardisation bodies; standardisation and certification bodies; national authorities for privacy and security; national or regional funding bodies, etc.

The public deliverable D1.1. *Powered Two-wheelers – Road Traffic Accident Scenarios and common injuries* and D.6.2. *Safety and Economic Benefits* will be useful to convince the authorities of the importance of the diffusion of certain contents of PIONEERS, including also the need to support a campaign of awareness of end users.

In the first stages of the Project, the main messages that PIONEERS will use to obtain support of Authorities and SDO’s will be extracted from the main outputs from WP1, they will be based on accident analysis.

By the end of the Project, the messages will be also based on WP6 results, where Global Economic Benefits of adopt PIONEERS will be estimated.

- **Users** (for acceptance, usability and impact assessment as well as uptake aspects)

  One of the aims of PIONEERS is to increase the usage rate of protective equipment by motorcycle riders and passengers. Therefore, it is very important to increase the awareness of the users about benefits of the use of PPE’s and OBS for PTW.

  In this sense it is very interesting to get support from drivers’ associations because they allow reaching a large number of end users in an indirect but more efficient way.

  PIONEERS will take advantage that RACC (ACASA), the leader of Work Package 7 (*Standardisation, Dissemination and Awareness*), is a user association and has relationship with other European automobile clubs.

  PIONEERS must generate contents of maximum interest to these associations to these associations contribute disseminating Project outputs.

  The messages that will be addressed to users will be based in two sides:

  - General benefits of using PPE - Results from WP1 in terms of accident analysis
  - Specific benefits of using PIONEERS solutions - Because these products perform better in terms of safety, comfort, etc.

Media will not be considered a target group as such, but more as a communication channel to address the different audiences; a list of relevant magazines, blogs, and specialised websites in different languages will be compiled and included in the dissemination and external cooperation plan.

The target groups have been validated at the beginning of the project with contributions from all partners. An update on the focus and the messages will be done during the project, to ensure that all the needed players have been addressed.

Contact with these stakeholders will be maintained through the project Website, LinkedIn, Twitter and regular Newsletters. The details of theses communication tools are developed following in 6 External Communication Tools.
In addition, the most relevant stakeholder groups will be invited to attend key project events and demonstrations, discussing PIONEERS activities and results from their specific perspectives and gathering their feedback.

The purpose is preparing tailored messages (With specific language, communication tool, etc.) that fit the needs of every one of these audiences.
6 External Communication Tools

The following sections will detail the different dissemination and communication external tools that PIONEERS project will have:

6.1 Project Website

The PIONEERS Website is www.pioneers-project.eu and it will be the main repository of public contents of the Project. Therefore, it will be the most prominent tool for the communication and dissemination of PIONEERS Project.

![Screenshot of the PIONEERS website homepage](https://wordpress.org/)

The first version of the website was launched in July 2018 and it will be continuously updated throughout the project’s lifespan. It has been developed using “WordPress”\(^3\), a well-known and widely used Content Management System, allowing for great flexibility to keep it up-to-date, while fully compatible with mobile devices (responsive). It incorporates “plugins” for SEO (Search Engine Optimization) and enhanced security.

It is meant to expose information that can be publicly disclosed, serving as a clearinghouse and interaction arena for project relevant data and information tailored mostly to a general audience, while providing access to more technical content aimed at professional stakeholders as well as project documents, such as deliverables, scientific papers or public presentations. It is foreseen to integrate the website to social media networks during the project (i.e. Twitter and

---

\(^3\) https://wordpress.org/
LinkedIn), and have a subscription form to the project newsletter, therefore promoting active participation and attracting contributors to all the project dissemination channels, helping spread PIONEERS achievements. The online dissemination material will remain accessible after the end of the project and will continue to be available at least for a three more years period.

The main functions of the Website are:

- To provide generic information about the project vision and overall objectives.
- To introduce the methodology and the working plan of the Project.
- To present the PIONEERS consortium, with relevant information of every partner.
- To disseminate results to the PIONEERS target audiences.
- To communicate the latest news on achievements, meetings, events directly related or that are somewhat relevant to the work being carried out by the PIONEERS consortium.
- To store all PIONEERS communication material (in PDF format), including public deliverables, technical and scientific papers, public presentations, leaflet, brochure, poster, etc.
- Include external links to other relevant activities, fellow EC-funded and other international projects, seminars, webinars, public presentations, etc. that are linked or of interest to the PIONEERS audience.
- Provide links to partners, external companies, stakeholders and other EC funded projects related to increase the dissemination impact of PIONEERS.

The responsible for managing the website will be RACC (ACASA) as a leader of WP7. The contents will be agreed among the members of the consortium, at least with the approval of the other leaders of the Work Packages.

6.1.1 Website Look and Feel

The appearance of the website includes identity patterns. For example, the colours of the logo are used (mainly cold colours) and the font is Arial.

To support the content and to make the web more attractive has been decided that there is use of photographs in every page. Of course, the type of photographs or images that will be included in the web must meet the criteria explained in the previous point 4.3 Project Pictures.
The PIONEERS Website presents a slight and clean interface, with a main top navigation menu leading to the different sections and sub-pages of the website. The main navigation menu is on the top. The PIONEERS Logo acts as a shortcut to the Homepage, wherever the user might be at a given moment, and the website also uses “breadcrumbs” as an additional navigation feature. The general footer (available in all pages) includes acknowledgement of EC funds and features two widgets for project news and other links to social media.

6.1.2 Website Content

The project website will include the following types of content:

- General information of the project: Objectives, partners, calendar
- Information about events and activities, both future ones and those made.
- Public deliverables documents
- Contact information

The next figure shows the content map of the PIONEERS Project Website.
Following is explained what information includes each page:

**Home page:** In this page is explained the meaning of the PIONEERS acronym and a very brief description of the Project.

**Vision:** This page includes a general vision of the Project and the global results expected.

**Objectives:** This section incorporate the list of short term impact objectives.

**Methodology:** In this page is developed the methodology used to implement the project, where the most important is to put the user (rider) at the centre.

**Working Plan:** This page contains a short description of each one of the 8 Work Packages that compose the PIONEER project. It is also included the relationships and information flows among these Work Packages.

**Partners:** The objective of this page is to show all the partners that are part of the Project Consortium. Clicking on every logo allow to see a general explanation of each partner and includes a direct access to its main webpage.

**Public deliverables:** In this page will be available all the public deliverables generated by the Project.

**Presentations, publications and papers:** This page will be a repository of different documents (of various types) so that they can be consulted by the users of the web. Presentations, press releases and other types of papers will be included.

**Project Materials:** In this section will be available the public materials generated by the project: Project Leaflet, Project Brochure, Project Poster, etc.

**News & Events:** This page will be the repository of all the news related to the PIONEERS project. The visitor will be enabled to easily disseminate this News through their own social
media channels in order to amplify the PIONEERS news and reach a wider audience. There will also be a space here where you can subscribe to the Project's Newsletter.

**Contact:** In this space, visitors can get in touch with the PIONEERS project through a general-purpose contact form. All contacts will be managed first by RACC (ACASA) and will be forwarded to the most appropriate member(s) of the Consortium.

**Newsletter:** This page will be the repository of the Newsletter of the project. There is more information in [6.2 Newsletter](#).

### 6.1.3 Website Statistics

It is very important to keep track of the activity on the web, or it has defined some objective KPIs to measure the success of this communication channel. In the following figure you can see the target marked for the most common KPIs.

<table>
<thead>
<tr>
<th>Website activity and criteria (KPI)</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website – unique visitors</td>
<td>50/month</td>
<td>60/month</td>
<td>80/month</td>
</tr>
<tr>
<td>Website – returning visitors</td>
<td>10/month</td>
<td>25/month</td>
<td>50/month</td>
</tr>
<tr>
<td>Website – Number of News published per year</td>
<td>6</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>Nº of deliverables downloads</td>
<td>20</td>
<td>30</td>
<td></td>
</tr>
</tbody>
</table>

**Figure 7. KPIs to measure Website Activity**

To make these measurements the Google Analytics tool will be used. The results of these measures will be presented once a year to the rest of members of the Consortium and will be included in the updates of this deliverable.

### 6.2 Newsletter

The Newsletter addresses the specialist audience target group. The aim of the newsletter is to ensure a regular flow of information about the Project to all interested stakeholders in order to maintain awareness about all news, achievements, meetings and events related to PIONEERS.

The newsletter will be issued at least three times during the project, with the first issue due final 2018. WP7 partners, together with the Project Management Team, will discuss the desired structure and content. The newsletters will contain the following features:

- An “Editorial” as first item.
- “Three main news”
• A “News” section featuring all latest news, achievements, meetings, events related to PIONEERS since the last issue.

RACC (ACASA) will distribute the newsletter electronically via “Mail Chimp” to the PIONEERS contacts database. This database will be composed of professional contacts and the adaptation to the GDPR will be defined in November 2018. To maximise our communication and dissemination, all consortium members must collaborate as possible to create this database.

This approach will also allow RACC (ACASA) to keep track of the number of readers. Partners will be asked to act as multiplier and disseminate the newsletter further themselves and communicate to RACC (ACASA) the number of recipients they sent the newsletters to. The database will also include individuals who subscribe via the website, and other fellow projects will be asked to help disseminate, too. Recipients will be able to opt out from receiving the newsletters at any time. The newsletters will also be available for downloading from the website.

6.3 Press releases

The success of the dissemination objectives will depend on the visibility given to PIONEERS in the press. At key moments in the project the consortium will issue and distribute press releases to attract media attention.

Each partner will be responsible for sending the press releases to its media contacts database, and to make sure the impact is maximised.

6.4 Social Media

Social media network is the best communication channel for real-time dissemination. Therefore, PIONEERS will launch a Twitter account and a LinkedIn profile and a LinkedIn Group to spread the knowledge generated by the project, increase the interaction with contacts and receive positive inputs from other stakeholders.

The WP7 leader will be responsible for managing these accounts

6.4.1 Twitter

The strategy on Twitter will be to achieve maximum diffusion through the frequent generation of tweets (both project’s own activities and related activities). The objective is to maintain a continuous activity in the Twitter network.

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4 [https://mailchimp.com](https://mailchimp.com)
It is foreseen the use of hashtags and links regularly. These links may be sent to the PIONEERS website (to generate traffic to our content) or to external content that may be of interest.

To achieve maximum diffusion, depending on the objective of each tweet, we will seek specific support from the corporate accounts of the different members of the project.

### 6.4.2 LinkedIn

LinkedIn is the most important professional network and it is a suitable environment to reach several identified groups of stakeholders and target audience. PIONEERS project.

The PIONEERS project will use LinkedIn through 2 tools. On the one hand, we will have a LinkedIn profile to promote the project activities or to get contact of professionals from the sectors related to the project. A LinkedIn Group is also necessary to set discussions to stimulate an active and fruitful with other interested contacts.

#### 6.4.3 Social Media Statistics

It is necessary to track the activity on the Social Media. It has defined some objective KPIs to measure the success of this communication channel. In the following figure you can see them.

<table>
<thead>
<tr>
<th>Social Media activity and criteria (KPI)</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter – total number of engagement using dedicated hashtag and linking to the website</td>
<td>20</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>Linkedin – New members of PIONEERS group</td>
<td>30</td>
<td>50</td>
<td>50</td>
</tr>
</tbody>
</table>

*Figure 8. KPIs to measure Social Media Activity*

### 6.5 Project Leaflet

It is planned to create a Project Leaflet that will be used as Promotional Flyer. The objective of this material is to make known in a quick way the main objectives and other general aspects of the project.

This Project Leaflet will be directed mostly to professional public (universities, administrations, manufacturers, members of the European Commission, automobile clubs, etc.), but on special occasions it can also be used to communicate to the non-professional public.

This material will be distributed at events, trade shows, congresses, and in any event where any member of the project may attend, and it may be interesting to help the communication and dissemination of the PIONEERS project.
It is foreseen that this material has a version in electronic format (with the appropriate resolution to be printed with high quality) that will be distributed among all the members of the project so that they can use it when they need it with maximum flexibility.

However, to obtain a certain order, it is suggested that before using it, permission should be sought from the person responsible for the dissemination to ensure that an adequate use of this material is made.

The content of this material will include the following 5 points:

1. Project description
2. Vision and objectives
3. Methodology
4. Contact information
5. Consortium members

### 6.6 Project Brochure

The project Brochure aims to disseminate general aspects of the PIONEERS project (objectives, applications and benefits) as well as the contents on the progress of the project and its relationship with the sector. It is planned to produce certain updates of this material as the project progresses.

### 6.7 Project Poster

The objective of this material is very similar to that of Project Leaflet, since it seeks to communicate quickly and visually the general aspects of the PIONEERS project.

In the same way that Project Leaflet, the Project Poster will be directed mostly to professional public (universities, administrations, manufacturers, members of the European Commission, automobile clubs, etc.), but also can be directed to the general public (for example, in some event whose objective is to make an awareness campaign).

This material will be exposed at events, trade shows, congresses, and in any event where any member of the project may attend, and it may be interesting to help the communication and dissemination of the PIONEERS project.

The format of the poster will be 85x200 with the idea that is applicable in a roll-up device.

This material will have an electronic format (with the appropriate resolution to be printed with high quality) that will be distributed among all the members of the project so that they can use it when they need it with maximum flexibility.
In the same way that Project Leaflet, to obtain a certain order, it is suggested that before using it, permission should be sought from the person responsible for the dissemination to ensure that an adequate use of this material is made.

The content will be the same as the Project Leaflet. Of course, the presentation of the content will be adapted to the format of this communication tool to optimize the communication capacity of this type of material.

6.8 Articles in National / International Publications

Scientific papers submitted and accepted are a proper tool to spread the knowledge generated to a technical and research audience. Journal of Biomechanics, Traffic Injury Prevention and Accident Analysis and Prevention are examples of scientific journals that PIONEERS could use to increase the impact of the Project. Partners publishing in these journals will ensure that Open Access to these papers is provided.

The dissemination of own Results by one or several Parties including but not restricted to publications, shall be governed by the procedure of Article 29.1 of the Grant Agreement subject to the following provisions:

Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

An objection is justified if

(a) the protection of the objecting Party's Results or Background would be adversely affected

(b) the objecting Party's legitimate interests in relation to the Results or Background would be significantly harmed as sufficiently proven by the objecting Party.

(c) the proposed publication includes Confidential Information of the objecting Party.

If an objection has been raised the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication) and whereby the scientific quality of the publication is maintained. The objecting Party shall not unreasonably continue the opposition if appropriate measures are taken following the discussion.
7 Scheduled and Opportunistic Communication

PIONEERS project is seeking to be visible and intends to share the knowledge generated and promote its first results through the organization of workshops conducted by PIONEERS partners or through the participation in other events and conferences set by linked stakeholders.

Following will be detailed the different types of events or relationships where members of Consortium could communicate activities or disseminate results of the Project.

7.1 Organization of PIONEERS Events

PIONEERS project will organize several types of events, each type of event has different objectives. The following explains in detail the different kind of events that will be prepared by the Project:

7.1.1 General Assemblies

During the 36 months of the project lifetime, PIONEERS team will organize 6 General Assemblies meetings with the attendance of all project partners (at least twice a year). The sessions will include administrative and financial information and status of submitted project deliverables. WPs leaders usually presents an update and the progress made from a technical perspective and feedback is received through other project partners. In addition, after the kick off meeting, an additional day has been included in the plenary meeting agenda to present intermediate results and discuss the following actions.

The most important and publishable information for each plenary meeting is disseminated through PIONEERS communication channels such as twitter account (real-time dissemination) and project website.

Although these meetings are internal, they are a good opportunity to generate communication about the project, since they are a good time to agree on messages and disseminate some results of the project.

Below are the General Assemblies that have been held:

- **1st General Assembly - Kick off meeting** (Santa Oliva, 23/24 May 2018)
  

  In this meeting the leaders of the 8 Work Packages presented the key points of every WP to all members of Consortium. In addition, during this General Assembly there were some work meetings about how to face the first steps in Work Package 1 (*Accident Scenarios and rider needs*)

  This event was not widely disseminated because there were no results nor were the communication channels still working
7.1.2 PIONEERS Final Event

A final Project event will be organised to present the project outcomes. This event is very important because the PIONEERS project must include the main results. It will be fundamental to decide which the main conclusions are, and, above all, which are the main messages that the project wants to disseminate.

7.1.3 Technical Workshop

Technical workshop (3, one per year) will be organised to disseminate and create acceptance of (and preferably agreement on) test and assessment methods developed in PIONEERS. Internal and external participation will be ensured, and members of the advisory board will be invited as well external key stakeholder’s representatives.

In the next updates of this document, some information on each of the workshops carried out will be included.

7.1.4 Showrooms

One of the communication objectives is to increase the awareness of end users about the use of protection in motorcycle travel. So, we must capture their attention and interest to know the developed products by PIONEERS and understand their benefits.

In this sense, it is planned to make at least 2 showrooms that will not be aimed at professionals, but at end users. To do this, it is planned to take advantage of some of the massive European events to which riders go. The aim is to communicate there some messages or make some demonstration of some product that emerged from the project.

During the next months these actions will be outlined more, but probably, these 2 showrooms will explain the benefits and potential of PPEs and OBSs for PTW. Live demos of the PPEs and OBS will also be included.

Probably, the types of events where these demos will take place will be:

- Large commercial motorbikes fairs in Europe. Because is a place where there are many motorcyclists and where main novelties are explained. Some examples are: “Salon de la moto” Valencia (Spain), “Salón Motoh!” Barcelona (Spain), EICMA Milan, (Italy)
- Motorcycle racing events. Because is a place where there are many motorcyclists, mainly leisure use users.
7.2 Project Presentations at National / International Events

Beyond the above-mentioned project events planned, there are other key relevant events where PIONEERS could be visible. Technical and scientific conferences are excellent platforms to present the project findings and engage with the audience.

Project demonstrations are also foreseen in key European and International Congresses and Events, to broadcast project developments to a wide expert audience. PIONEERS partners will apply for speaking slots at important conferences in relevant technology areas.

The Consortium is also aware of the importance of showing the progress made in fairs and exhibitions around Europe to obtain future customers’ attention and promote community building.

Where possible, the project will take advantage of partners’ or European Commission presence at international or regional events. A set of presentation slides, relevant graphics and posters will be prepared as necessary to support consortium partners in such activities. Examples of targeted events include but are not limited those listed in the following table:

<table>
<thead>
<tr>
<th>Name of the event</th>
<th>Location</th>
<th>Date/timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>EICMA</td>
<td>Milan</td>
<td>November</td>
</tr>
<tr>
<td>IFZ</td>
<td>Cologne</td>
<td>October</td>
</tr>
<tr>
<td>International Society of Biomechanics Congress</td>
<td>Variable</td>
<td>Once on even years</td>
</tr>
<tr>
<td>European Society of Biomechanics Congress</td>
<td>Variable in Europe</td>
<td>Annually in Summer</td>
</tr>
<tr>
<td>IRCOBI (International Research Council on Biomechanics of Injury)</td>
<td>1 in Europe (2018 in Athens) / 1 in Asia</td>
<td>September</td>
</tr>
<tr>
<td>ESV (Enhanced Safety of Vehicle conference)</td>
<td>Variable in World</td>
<td>Once every two years</td>
</tr>
<tr>
<td>Transport Research Arena</td>
<td>Variable in Europe</td>
<td>By-annually in Spring</td>
</tr>
<tr>
<td>AAAM Annual scientific conference</td>
<td>Variable in World</td>
<td>Annually</td>
</tr>
<tr>
<td>ESAR (Expert Symposium on Accident Research)</td>
<td>Hannover</td>
<td>Once every two years</td>
</tr>
<tr>
<td>SAE</td>
<td>Detroit</td>
<td>Annually in April</td>
</tr>
<tr>
<td>Motohl!</td>
<td>Barcelona</td>
<td>2019?</td>
</tr>
</tbody>
</table>

Surely, this list will be updated/extended throughout the project duration.
Presentation of the research activities to relevant stakeholders in other regions of the world to seek for agreement on and acceptance of the findings and conclusions. The participation of international institutions from Australia, USA and Japan will ensure that projects results reach out to non-European countries.

In the same way as explained in 6.8 Articles in National / International Publications, any presentation of PIONEERS results shall be governed by the procedure of Article 29.1 of the Grant Agreement.

7.3 Relationship with other related projects

Clustering and liaising with other relevant RDI projects and other initiatives at European context will be encouraged.

The project will cooperate with other successful related projects, seeking active cooperation when feasible. This will enhance the efficient contribution of existing research to the PIONEERS project, as many of the partners have been involved in such activities but will also invigorate the collaboration with ongoing research activities such as the COST Action 1407 Safe2Wheeler which accounts for more than 30 members all over the world and is chaired by one of the partners of the consortium.

7.4 Role of the Advisory Board

To maximize the scope and impact of PIONEERS, the research and development work must be in line with the requirements, needs and trends of the industry. In this sense, some punctual help from external people of the project is needed, this role is assumed by the Advisory Board.

The Advisory Board (AB) is constituted by external stakeholders that will counsels the consortium on the practical implementation of the goals and the execution of essential parts of the project such as progress, direction and deliverables. The members will communicate directly with the General Assembly. The members will be able to advice on the aspects of the project, but they will not be able to make any final decisions, if it is necessary a written update of the project will be given to the Advisory Board members.

Is expected the participation of the members of the Advisory Board in workshops and other events that will be carried out. Regarding communication and dissemination, the role of AB will be:

- Provide expertise on their field of knowledge in the organised workshops
- Attend to selected workshops (1 workshop per year)
- Provide communication and coordination with other ongoing projects and initiatives
7.5 Awareness raising campaign

As mentioned several times, one of the communication objectives is to increase the awareness of end users about the use of protection in motorcycle travel. So, we must impact their attention. One of the ways to get their attention is the organization of showrooms (explained in previous point 7.1.4 Showrooms), and the other way is through an awareness campaign.

The PIONEERS project does not have enough budget to organize an awareness campaign that arrives in a relevant way to the final users, for this reason it must propose a campaign in an indirect way.

The approach is to use institutions, associations of drivers or even insurance companies to disseminate messages through their channels aimed at increasing the use of adequate protection for motorists. To do this, content and messages that are appropriate must be prepared. Even messages should be adapted to each country.

To achieve the maximum impact, preferably, we should focus on European countries where there are more motorists: Italy, Spain, France and Germany.

In the same way that it will be done with all the communication of the project, the awareness campaign will be different depending on the stage of the project. The objectives and messages will be modified as the project progresses.

It is not yet defined, but a first wave of messages will probably be released after the results of WP1 and WP6 (task T6.1) and a second wave of messages will be launched near the end of the project.

The following issues will be clarified during every wave of messages:

- Defining the countries to be targeted;
- Defining key messages;
- Tailoring information to the intended outlets;
- Maximising the exposure of messages;
- Create links to national partners and their campaigns.

The awareness campaign will be the main platform of PIONEERS for direct communication and information to users. At the same time, it will enable to demonstrate the benefits of the PIONEERS products to users.
8 Activity Coordination

The leader of the WP7 is responsible for the communication and dissemination of the PIONEERS project, but it is very important that all the members of the consortium collaborate in this work.

To act in a coordinated manner and have a global vision, all the partners that carry out any activity that may be considered as communication, dissemination or collaboration with stakeholders should be reported in advance to the WP7 leader. To do so, the person responsible for WP7 will make a very simple template available to all project members.

The objectives of this procedure are 2:

- Have a global vision that allows to maintain a coherence in all the activity of the Project
- Perform a monitoring of all planned or spontaneous dissemination activities carried out by the partners of the consortium.

On a recurring basis, for example every 3 months, this information will be shared with the Executive Board and will be published in the project information repository so that all partners can know all the activity carried out.

Of course, in the successive versions of this document, a list of all the activities carried out will be included.

8.1 Internal coordination tool

As mentioned above, each partner who performs or intervenes in a work that can be considered as communication or dissemination must notify (if possible in advance) the person responsible for the WP7 through a simple template, probably will be just an Excel file. The template should be filled in with:

- Brief description of the dissemination activity.
- Type of activity classification. This includes: publications, articles (published in scientific journals, or in regular press), conferences attended, workshops attended, web contents generated, press releases issued, leaflets/flyers/posters, videos, media briefings, presentations made, exhibitions performed, interviews, TV clips, other.
- Date, so to have an overview, over time, of the dissemination efforts accomplished across the consortium.
- Location (City – Country), so to have an overview of the geographical reach of the project dissemination actions.
- Type of audience, so to monitor if we are impacting all types of stakeholders initially identified as of interest for PIONEERS. These include: scientific community (higher
education, research), industry, general public (end users), policy makers, media (TV, newspapers, radio, web-based media).

- Number of participants, so to have a numeric estimation of the impact achieved with the dissemination activity. This could be number of attendants to a technical session at a congress, or number of visits to an article published on the project website.

- Supporting documents (electronic copy of published articles, agenda of events featuring PIONEERS presentations, etc.).

Below is what the Activity Template would look like:

![Image of Activity Template]

Figure 10. Activity Template
8.2 Global Activity Monitoring

The leader of the WP7 must have grouped all the activities carried out. To this end, a series of documents will be generated to be able to know always the diffusion and impact of all the activity of the project.

### Figure 11. Examples of Global Activity Monitoring documents

<table>
<thead>
<tr>
<th>OTHER EVENTS FOR DISSEMINATION</th>
<th>when</th>
<th>where</th>
<th>Partner attending</th>
<th>Info</th>
<th>Stuff to disseminate</th>
</tr>
</thead>
<tbody>
<tr>
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<table>
<thead>
<tr>
<th>TWITTER</th>
<th>Created/Posted from Website</th>
<th>WHICH</th>
<th>RELATED ACTIVITY</th>
<th>#OF RT - LIKES</th>
<th>#PARTNER(S) INVOLVED</th>
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<tbody>
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<table>
<thead>
<tr>
<th>LINKED IN POST</th>
<th>LINK</th>
<th>WHEN</th>
<th>OTHER SOCIAL MEDIA</th>
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<tbody>
<tr>
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</table>
9 Communication and Dissemination Planning

Throughout the duration of the project, it is foreseen communicate news regarding the Project and its different milestones. This activity will be continuous. The objective of these actions will be to maximize the impact of the project and its notoriety in the professional sector.

But the dissemination of the results of the project will be carried out aligned with the achievement of the main outputs (Milestones). In this sense, the following diagram illustrates the main moments where dissemination activity is planned:

<table>
<thead>
<tr>
<th>Output (Milestone)</th>
<th>Main Target</th>
<th>Dissemination Objective</th>
<th>Project Month (*)</th>
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</table>
| Road Traffic Accident Scenarios and Rider Needs (WP1)  | • Authorities (Policy Makers)  
• End Users   | Generate need to awareness, focusing on aspects where PIONEERS can bring improvements | M8                |
| Current Standards gap analysis and input to SdDO’s (WP7)| • Standards Development Organisations (SDO)       | Influence to define new standards of homologation                                      | M30               |
| Benefit assessment of improved protection and use (WP6) | • Authorities (Policy Makers)  
• End Users   | Generate need to awareness, focusing on aspects where PIONEERS has brought improvements | M36               |
| Business and Exploitation Plan (WP1)                   | • Makers                                         | Adopt the results of PIONEERS                                                          | M30               |

(*) Planned Month (To be confirmed 100%)
10 General Activity Monitoring

In the next versions of this document, all communication, dissemination or international cooperation activity will be included in this document.

This document is the initial version; therefore, no activity is included yet.
11 Acknowledgement

The author(s) would like to thank the partners in the project for their valuable comments on previous drafts and for performing the review.

Project partners:

<table>
<thead>
<tr>
<th>#</th>
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<td>UNIVERSITA DEGLI STUDI DI FIRENZE</td>
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Table 1. Acknowledgement
12 Annexes

12.1 Annex 1. Branding guide

12.1.1 Project Colours

In the following image are detailed the composition of the different colours that are part of the PIONEERS project logo. These colours are preferential in the Project documentation.

![PIONEERS Logo with Color Compositions](image)

*Figure 13. Official Project colours definition*
12.1.2 Logo usage

Different versions of the project logo have been defined. These versions are not the main version, but they are also official and, therefore, can also be used in some specific cases:

Figure 14. Official Logo - Just a positive ink

Figure 15. Official Logo - Just a negative ink
Other accepted options to include the logo (in simplified version) are the following:
Figure 19. Official Logo - Simplified version with different colours

Figure 20. Official Logo - Different compositions available (1/2)
12.2 Annex 2. Screenshots of 5 templates

In the next figures are shown different screenshot of the PIONEER project templates

![Screenshots of Word Templates to manage PIONEERS meetings](image)

*Figure 22. Word Templates to manage PIONEERS meetings*
D. 8.1 Project Management Quality and Risk Procedures v1

Due delivery date: M3
Actual delivery date: M3

Organisation name of lead participant for this deliverable: DIADA

<table>
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<td>Ethics Requirement</td>
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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 769054.

Figure 23. Word Template used to Deliverables
Figure 24. Power Point Templates