

ESRIUM

Grant Agreement No. 101004181

Deliverable D6.3 Communication kit – Final version



H2020-SPACE-EGNSS-2019-2020



ACKNOWLEDGEMENT:



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ESRIUM – GA No. 101004181 EGNSS-ENABLED SMART ROAD INFRASTRUCTURE USAGE AND MAINTENANCE FOR INCREASED ENERGY EFFICIENCY AND SAFETY ON EUROPEAN ROAD NETWORKS	
D6.3 Communication kit – Final version	
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Project partners
JOANNEUM RESEARCH Forschungsgesellschaft mbH – Institute DIGITAL (JRD), ASFINAG Autobahnen- und Schnellstraßen-Finanzierungs-Aktiengesellschaft (ASF), Virtual Vehicle Research GmbH (VIF), Finnish Geospatial Research Institute (FGI) of the National Land Survey (NLS) of Finland, FH OO FORSCHUNGS & ENTWICKLUNGS GMBH (FHO), Evolit Consulting GmbH (EVO), NNG Software Developing and Commercial LLC (NNG), ENIDE SOLUTIONS .S.L (ENI), Politecnico di Milano (POL)
Abstract
<p>ESRIUM is a multi-national project with the common goal to increase the safety and resource efficiency of mobility on the road. The key innovation will be formed by a homogeneous, accurate and recent digital map of road surface damage and road wear. Further addressed as “road wear map”, it will contain unique information, which is of value to multiple stakeholders: road operators will be able to lower the road maintenance effort by optimal planning. Further, road operators will be able to lower road wear and increase traffic safety especially for heavy vehicles: considering the market introduction of partly automated truck fleets and platoons, the precise track of these vehicles can be adjusted by communicating precise routing recommendations in- and cross-lane. Truck fleet operators following these recommendations can receive tolling benefits and increase the general safety for their vehicle fleet. Especially with the increasing levels of autonomy, systems will utilize infrastructure support to handle the requirements of the automated driving task and additional external requests. In ESRIUM, these opportunities are addressed by utilizing C-ITS infrastructure and EGNSS based localization in planning the trajectories of such automated vehicles.</p> <p>Key to the ESRIUM innovation is a precision localization service, which provides reliable locations of road damages and of the vehicles using the roads. Considering a European-level business-case, only Galileo may provide such a service in homogeneous quality, even at very remote locations on the European continent.</p>

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EXECUTIVE SUMMARY

This document, Deliverable D6.3 “*Communication Kit – Final Version*,” falls under WP6 “*Dissemination, Exploitation*.” It serves as the evolved iteration of Deliverable D6.2 “*Communication Kit – Initial Version (including website)*,” a key output from Task T6.1 “*Communication & Dissemination Activities*.” This final version comprises an array of communication tools meticulously crafted to enhance the impact of our communication efforts. These tools are designed to ensure consistent, widespread, and timely dissemination of ESRIUM's concepts, objectives, and solutions to a diverse range of audiences and the general public.

D6.2 played a vital role in underpinning the communication strategy established in D6.1 “*Dissemination and Communication Strategy and Plan*.” Throughout the lifespan of the project, the communication kit in D6.2 has been continually updated and expanded to cater to the evolving communication needs of the ESRIUM partners.

With the project reaching its conclusion, D6.3 encapsulates all the refinements and expansions, presenting itself as the comprehensive and final version of our communication toolkit.

DOCUMENT REVISION

Version	Changes to content	Author	Status	Date
0.1	Table of content	Vesna Boskovic	Draft	13.11.2023
0.2	Main body	Vesna Boskovic	Draft	13.11.2023
0.3	Revision by JRD	Martina Uray	Draft	14.11.2023
0.4	Ready for external review	Vesna Boskovic	Draft	14.11.2023
1.0	Integrated comments from DRS	Vesna Boskovic	Final	18.12.2023

ACRONYMS USED

Acronym	Explanation
CDE	Communication, Dissemination, Exploitation
D	Deliverable
EC	European Commission
EU	European Union
H2020	Horizon 2020
KOM	Kick-Off Meeting
KPI	Key Performance Indicators
T	Task
WP	Work Package
Y	Year

SECTION 1 INTRODUCTION

1.1 Objectives of D6.3

WP6 "*Dissemination, Exploitation*" is dedicated to effectively disseminating knowledge and information about the project's research and innovative outcomes. Deliverable D6.3, building upon the foundational work of D6.2, plays a critical role in this process. Its objectives include:

- Defining and implementing a refined communication and engagement strategy, aimed at promoting ESRIUM's progress and outputs. This strategy focuses on streamlined public dissemination and the uptake of ESRIUM's concepts, tools, and results within a robust network of stakeholders;
- Developing and updating impactful communication materials, tools, and channels. These are tailored for targeted promotion, ensuring the mainstreaming of the project's results, benefits, and outcomes across various stakeholders at all geographical levels and relevant sectors;
- Enhancing the visibility of the project and public engagement, thereby broadening the project's acceptance, endorsement, and participation among its key influencers;
- Coordinating scientific outreach through the development of open-access papers and active participation in scientific and industrial events;
- Managing ESRIUM innovations in terms of products, services, and business concepts. This management involves:
 - Analyzing and tracking relevant market developments and assessing the market potential for ESRIUM solutions;
 - Developing and validating new business models based on ESRIUM outcomes;
 - Steering technical developments toward business-relevant solutions and providing coordinated feedback on business models' viability and market take-up strategies to other Work Packages;
 - Developing and supporting the implementation of exploitation plans for ESRIUM solutions and technologies, in line with the previously developed business plan;
 - Supporting the exploitation of knowledge assets developed in the project by the interested scientific and industry communities.

As a key output of T6.1 "*Communication & Dissemination Activities*", D6.3 includes the project brochure, posters, general presentations, and more. These communication tools have been specifically designed and updated to amplify the impact of our communication activities and to ensure coherent, extensive, and timely communication of ESRIUM's concepts, objectives, and solutions to multiple audiences and the public.

1.2 Target audience of D6.3

D6.3 stands as a key public deliverable, offering the final suite of communication materials tailored for consortium partners to effectively promote the ESRIUM project among the targeted stakeholders, as outlined in D6.1. This deliverable encompasses an array of resources, including updated brochures, posters, and presentations, each crafted to support the strategic dissemination goals of the project. Furthermore, aligning with our commitment to accessibility and transparency, D6.3, like all public deliverables in this project, will be made freely available on the ESRIUM website. This ensures that our advancements and insights are readily accessible, fostering broader engagement and understanding among our target audiences and the general public.

1.3 Structure of D6.3

After this brief introduction of SECTION 1, SECTION 2 to SECTION 5 will be dedicated to the description of specific communication tools, whereas annexes will provide additional thumbnails, screenshots and templates. Finally, a conclusion is given in SECTION 6.

SECTION 2 BRAND IDENTITY

To foster a unified and recognizable brand identity for ESRIUM, we've crafted a distinct project logo (see ANNEX 1), chosen by the consortium from three designs, and created tailored Microsoft Word (ANNEX 2) and PowerPoint templates (ANNEX 3) for consistent branding in communications.

These efforts aim to ensure a uniform visual identity across presentations and written deliverables. While these templates are accessible to consortium members on the ESRIUM-Cloud in the '\Templates' folder, the effectiveness of our branding guidelines is exemplified in various project presentations. These can be viewed in the "*Learn*" section of the ESRIUM website, showcasing how the consortium has successfully adopted the provided templates to reflect ESRIUM's cohesive brand image in their presentations.

SECTION 3 PRINTED COMMUNICATION MATERIAL

3.1 Brochure

The brochure (ANNEX 4), an evolved version of the initial leaflet presented in D6.2, effectively encapsulates ESRIUM's core concepts, marking the project's progression. This final update integrates the latest results, vision, mission, and objectives, alongside the ESRIUM website and social media channel details.

Designed for extensive dissemination, this leaflet is being and will continue to be distributed by all project partners at various events, conferences, and workshops. Complementing its physical distribution, the brochure is also readily available for download on the project's dedicated webpage at <https://esrium.eu/index.php/print/>, ensuring easy access for interested individuals and organizations.

3.2 Roll-up

The first ESRIUM roll-up banner (ANNEX 5) provides the main information about the project challenge, proposed solution and partners involved, as well as the contacts to enable following the project activities. The banner aims to establish the visibility of ESRIUM during conferences, workshops, and other events. It will be updated when new relevant information is available, and all versions will be freely accessible on the dedicated webpage (<https://esrium.eu/index.php/print/>).

3.3 Press releases

Press releases play a vital role in broadcasting ESRIUM's milestones and achievements to media professionals. Released periodically, these press releases highlight significant project events, including but not limited to the kick-off meeting, workshops, test weeks, and the final event, as outlined in Table 1.

Press releases are freely accessible on the dedicated webpage (<https://esrium.eu/index.php/press-releases/>). The 1st press release published after the KOM is presented in ANNEX 6.

While WP leaders are primarily responsible for reporting results to enable the creation of these press releases, all project members are encouraged to disseminate them to local and national media outlets within their respective countries. This approach amplifies the visibility and impact of

ESRIUM's progress and outcomes. Additionally, any planned publication activities, such as source, publication date, and target audience, must be pre-communicated to the consortium by the responsible partner, as detailed in D6.1.

Expected timeline	ESRIUM event	Press release no.
2020	Kick-off meeting	Press release 1
2021	Workshop 1 - <i>Traffic Infrastructure Mapping and Automated Damage Assessment Systems</i>	Press release 2
2022	Workshop 2 - <i>Automated Road Condition Monitoring And Wear Map Creation Achieves Success</i>	Press release 3
2023	ESRIUM Test Week	Press release 4
2023	Final event	Press release 5

Table 1: List of planned press releases.

3.4 Tailored printable material

For the second workshop, the consortium decided to opt for customized printed materials to enhance the event's engagement and effectiveness. Accordingly, we specifically designed a unique banner and brochure that were tailored to fit the workshop's objectives and themes represented in ANNEX 7. These bespoke materials not only enriched the visual appeal of the workshop but also served as effective tools for conveying the key messages and information pertinent to the event.

3.5 Location of printable material

All printable dissemination material as well as already published press releases can be found on the ESRIUM-Cloud in the folder **Dissemination** (available only for consortium members) as well as on the ESRIUM website (<https://esrium.eu/learn/>).

SECTION 4 PROJECT WEBSITE

The ESRIUM project's website, (<https://esrium.eu/>) serves as the central hub for up-to-date information on the project's activities and achievements, catering to a diverse audience including scientists, policymakers, industry professionals, and the general public.

As a dynamic repository, the website hosts a range of materials such as public deliverables, academic publications, press releases, and presentations. It also features specific pages dedicated to showcasing ESRIUM's results, offering guidelines, advice, and recommendations, thus doubling as an educational tool.

Additionally, the website highlights ESRIUM's participation in events that promote green, safe, and smart mobility, with dedicated sections like "Join" showcasing workshops and other activities.

The website, primarily in English, also connects to partner organizations' sites, broadening the project's reach and impact. Post-project, the ESRIUM website will remain active for at least five years, providing stakeholders with continuous access to project achievements and contact information for further inquiries. In tandem, social media profiles will be maintained to ensure ongoing accessibility to the project's outputs.

Some screenshots of the project website are available in ANNEX 8.

SECTION 5 SOCIAL MEDIA

Specific profiles have been activated for ESRIUM on different social media platforms at the beginning of the project (M1):

- Twitter (https://twitter.com/Esrrium_H2020) This social media will be used as the main news service of the project, posting at least weekly updates about ESRIUM activities and linking them to the wider ongoing conversation about the project-related topics through some specific hashtags (#RoadDamageSensing, #MobileMapping, #AutomatedDriving, etc.).
- LinkedIn group (<https://www.linkedin.com/groups/9011218/>). The ESRIUM project has established a dedicated LinkedIn group, to facilitate knowledge exchange among experts both within and outside the ESRIUM community. Recognizing the enthusiasm of participants for utilizing their personal LinkedIn channels for project promotion, the consortium decided to launch this specific LinkedIn project page to foster stakeholder engagement.
- LinkedIn page ([ESRIUM: Overview | LinkedIn](#)). The primary goal is to foster a growing community of stakeholders, continuously expanding throughout the project's lifespan. This channel serves not just as a platform for sharing insights and developments but also as a dynamic space for engaging with a broader network of professionals interested in the project's objectives and outcomes.

Some screenshots of ESRIUM profiles on social media are available in ANNEX 9.

SECTION 6 CONCLUSIONS

The ESRIUM project effectively established a specialized Work Package (WP6) focusing on Communication, Dissemination, and Exploitation (CDE) activities, with dedicated competences to ensure impactful communication and outreach. This final document, D6.3 "*Communication Kit – Final Version*," is the culmination of the efforts under WP6 and, more specifically, Task 6.1 "*Communication & Dissemination Activities*." All partners are expected to engage in CDE activities, therefore ESRIUM's communication kit will be constantly updated to address their specific needs that might arise throughout the project lifetime. The additional materials that will be produced in the future will be uploaded on ESRIUM website and online repositories, as well as included in D6.3 "*Communication kit- Final version*" (M36). It represents an evolution from the initial D6.2 "*Communication Kit – Initial Version (including website)*," incorporating all enhancements and updates necessary for comprehensive and effective dissemination.

The communication tools and strategies developed have been intricately designed to maximize the reach and impact of the project, ensuring coherent, extensive, and timely communication of ESRIUM's objectives, activities, and solutions to a diverse array of target groups. An integral part of this strategy has been the ongoing involvement and contribution of all consortium partners in these CDE activities. Recognizing the dynamic nature of the project and the evolving needs of its stakeholders, the ESRIUM communication kit has been regularly updated throughout the project's lifecycle. These updates reflect the latest advancements and insights gained during the project, ensuring that all materials remain relevant and effective.

Future additions and refinements to the communication tools will continue to be made available through the ESRIUM website and other online platforms, adhering to the commitment of keeping the project's stakeholders well-informed and engaged. This final version of the communication kit encapsulates the project's journey and lays down a foundation for continuous dissemination and exploitation of the project's results, even beyond its conclusion.

SECTION 7 REFERENCES

ESRIUM (2020), Grant Agreement

ESRIUM (2021), D6.1 *“Dissemination and communication strategy and plan”*.

ANNEX 1 ESRIUM LOGO



Figure 1: ESRIUM logo.

ANNEX 2 OFFICE WORD TEMPLATE



ESRIUM

Grant Agreement No. 101004181

**Deliverable <No.>
<Title of Deliverable>**



H2020-SPACE-EGNSS-2019-2020



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Figure 2: ESRIUM Word template.

ANNEX 3 OFFICE POWER POINT TEMPLATE

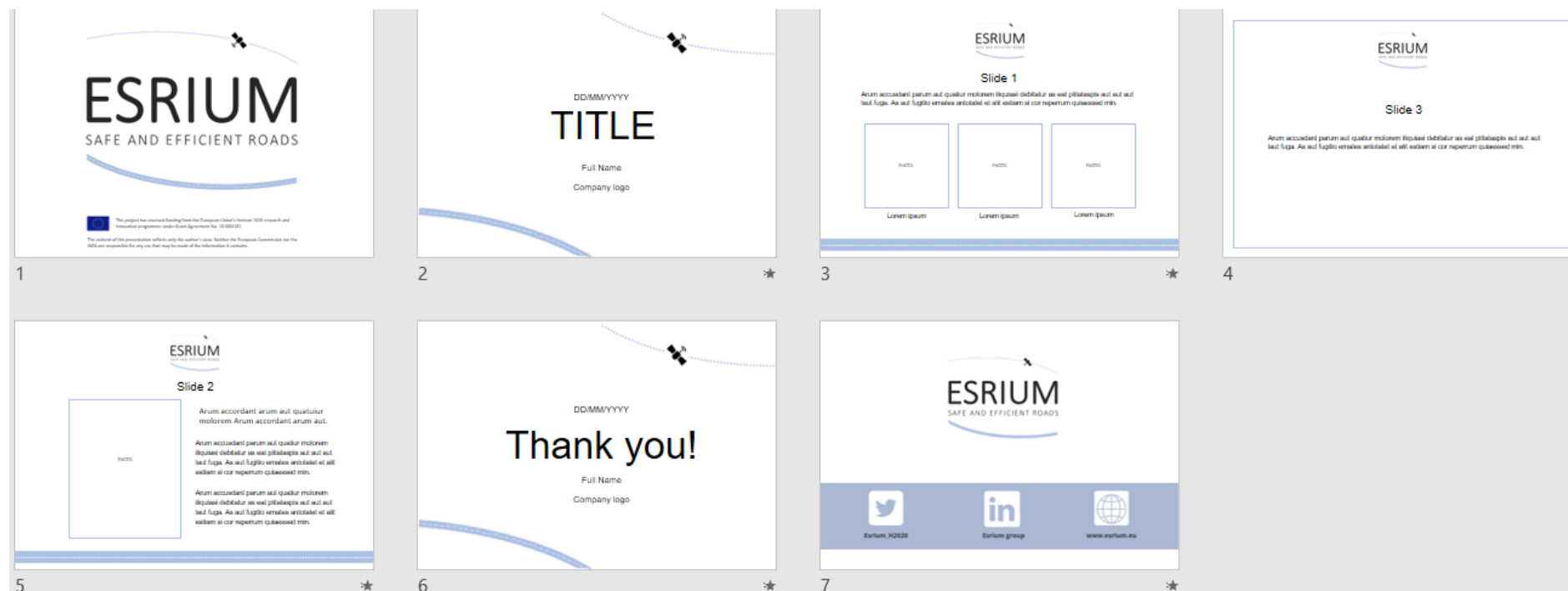


Figure 3: ESRIUM Microsoft Power Point (.pptx) template.

ANNEX 4 BROCHURE

Use Cases

The overall objective of ESRIUM is to foster safer and more efficient roads towards a smarter, safer, greener transport system through an EGNSS-based digital map.

Based on the planned functionalities and the identified three key target groups, suitable application scenarios were formulated, resulting in **four different use cases**.

-  Routing recommendations within and between lanes based on the road wear map, provided via C-ITS messages
-  AI-based road damage prediction to support enhanced road maintenance planning
-  Routing recommendations within and between lanes based on the road wear map, provided via C-ITS messages
-  C-ITS Message 'GNSS-correction data' provision

Our Team
















Contact Us

 info@esrium.eu
 www.esrium.eu

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 @Esrium_H2020

Scan me!



ESRIUM

SAFE AND EFFICIENT ROADS

EGNSS-enabled Smart Road Infrastructure Usage and Maintenance for increased energy efficiency and safety on European road networks





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101019167.



Our Challenge

-  Transportation becomes smarter by exploiting detailed **driving recommendations** received from the road operator in every automated and connected car.
-  Transportation becomes safer by allowing the vehicle to drive on **undamaged road surface**.
-  A longer paving lifetime makes **road operations** greener and more resource-efficient.

Our Mission

Our key innovation is an **EGNSS-based data platform**. Our innovative **digital road wear map** will generate **routing recommendations** in-lane and cross-lane based on

- Road damage locations
- Road damage type
- Recent repair interventions
- Prediction on temporal evolution of road damages depending on environmental and traffic conditions.

Our Solution

Our solution consists in an EGNSS-based digital map of road damages and safety risks that will allow for route adjustments through I2V communication free of charge. These recommendations will lead to a more balanced use of the road surface and to a longer lifetime of the road infrastructure.

-  ESRIUM regularly captures the status of the road surface. The system combines data coming from cameras, sensors and EGNSS-enhanced localisation devices.
-  The ESRIUM platform operator extracts relevant info from the raw data to recognise, classify, georeference and integrate road damages into the digital road wear map. It automatically generates safety warnings.
-  Road operators can communicate driving recommendations to balance the road usage to better manage traffic and avoid safety risks. They can also optimise their maintenance planning.

Objectives

-  Create a highly detailed EGNSS-referenced digital road wear map.
-  Create a new mid-priced sensor system for detecting road damage.
-  Implement EGNSS- localization system to provide accurate, authenticated yet low-cost position information in real-time.
-  Broadcast precision routing recommendations.
-  Broadcast potentially dangerous locations.
-  Provide road damage state and evolution to the customer.
-  Develop a business-case based on the ESRIUM services.
-  Demonstrate smart automated routing based on broadcasted information.

Figure 4: ESRIUM brochure.

ANNEX 5 ROLL-UP THUMBNAIL



Our challenge

ESRIUM is an international project fostering safer and more efficient roads towards a smarter, safer, greener transport system. The key innovation will be an EGNSS-based digital map of road surface damage and road wear. The road wear map will contain unique information for the road operators to enhance road maintenance planning and to provide route recommendations to automated vehicles.

Our solution

The imbalanced usage of the road surface contributes to its degradation, leading to safety risks especially for connected and automated vehicles. The problem becomes even worse with harsh weather conditions. Our solution consists of an EGNSS-based digital map of road damages and safety risks that will allow for route adjustments through I2V communication free of charge. These recommendations will lead to a more balanced use of the road surface and to a longer lifetime of the road infrastructure.



ESRIUM regularly captures the status of the road surface through a sensors, cameras and EGNSS-based localisation devices to send them to the platform operator.

The data platform operator extracts relevant information from the raw data, integrates it into the digital map and automatically generates safety warnings.

Road operators can communicate route recommendations to CAV drivers and truck fleet operators to better manage traffic and avoid safety risks, while optimising road maintenance planning.

Our team



Esrium_H2020



Esrium group



www.esrium.eu



ESRIUM has received funding from the European GNSS Agency under the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004181.

Figure 5: ESRIUM roll-up thumbnail.

ANNEX 6 PRESS RELEASE



Press Release

The European project “ESRIUM” to use and maintain EGNSS-enabled smart road infrastructure launched remotely

1st February 2021 - The 9-partner strong consortium that makes up the “EGNSS-enabled Smart Road Infrastructure Usage and Maintenance for Increased energy efficiency and safety on European road networks” (ESRIUM) project came together online to kick-start the project on 9th December 2020.

The project received a funding grant of €3 million by the European Commission under the programme Horizon 2020 to foster greener and smarter road usage, road maintenance, and increase road safety. It includes 7 work packages and covers a range of applications. After an overview by coordinator JOHANNHEIM RESEARCH FORSCHUNGSGESELLSCHAFT mbH, each work package leader presented their plan and mapped out next steps in the virtual meet-up.

ESRIUM key innovation will be formed by a homogeneous, accurate and recent **digital map** of road surface damage and road wear. ESRIUM's core proposition is a **data platform**, which hosts highly detailed EGNSS-referenced map data of road damage and associated safety risks at centimeter-level resolution. Further addressed as “road wear map”, it will contain unique information, which is of value to multiple stakeholders: road operators will be able to lower the road maintenance effort by optimal planning. Further, road operators will be able to lower road wear and increase traffic safety especially for heavy vehicles by suggesting driving adjustments to use the road surface more evenly.

Considering the market introduction of partly automated truck fleets, the precise track of these vehicles can be adjusted by communicating precise routing recommendations in- and cross-lane. For truck fleet operators this will increase the general safety for their vehicle fleet. Further, **incentive measures** for following these recommendations will be investigated. Especially with the increasing levels of autonomy, systems will utilize infrastructure support to handle the requirements of the automated driving task and additional external requests.

In ESRIUM, these opportunities are addressed by utilizing C-ITS infrastructure and EGNSS based localization in planning the trajectories of such automated vehicles. Key to the ESRIUM innovation is a precision localization service, which provides **reliable localization information** of road damages and of the vehicles using the roads. Considering a European-level business-case, only **Galileo** may provide such a service in homogeneous quality, even at very remote locations on the European continent.

The members, from **5 different countries**, come from the business and academic community and will work together for the next three years for the replicability and sustainability of project results.

You can follow ESRIUM on [LinkedIn](#) and [Twitter](#) to keep updated with its next developments.



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Press Release

Project Factsheet

Duration:	1 December 2020 - 31 November 2023
Total cost:	€ 3 410 893,75
EC contribution:	€ 3 000 000
Coordinator:	JOHANNHEIM RESEARCH FORSCHUNGSGESELLSCHAFT mbH
Partners:	JOHANNHEIM RESEARCH FORSCHUNGSGESELLSCHAFT mbH, VIRTUAL VEHICLE RESEARCH GMBH, AUTOBAHNEN- UND SCHNELLSTRASSEN-FINANZIERUNGS- AKTIENGESellschaft, HAARHITTAUSLAUFOS, FH OÖ FORSCHUNGS & ENTWICKLUNGS GMBH, EVOLUT CONSULTING GMBH, ENIDE SOLUTIONS S.L., NING SZOFTVERFEJESZTO ES KUTATASOKI KFT, POLITECNICO DI MILANO

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LinkedIn:	https://www.linkedin.com/groups/9011218/
Twitter:	@Esrium_H2020

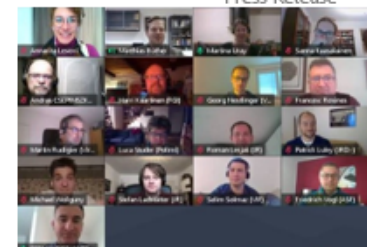


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Press Release



ESRIUM online Kick-off meeting, 09/12/2020.



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Figure 6: ESRIUM KOM press release.

ANNEX 7 TAILORED PRINTED MATERIAL

Workshop banner



Workshop brochure



Figure 7: ESRIUM workshop printed material screenshots.

ANNEX 8 WEBSITE SCREENSHOTS

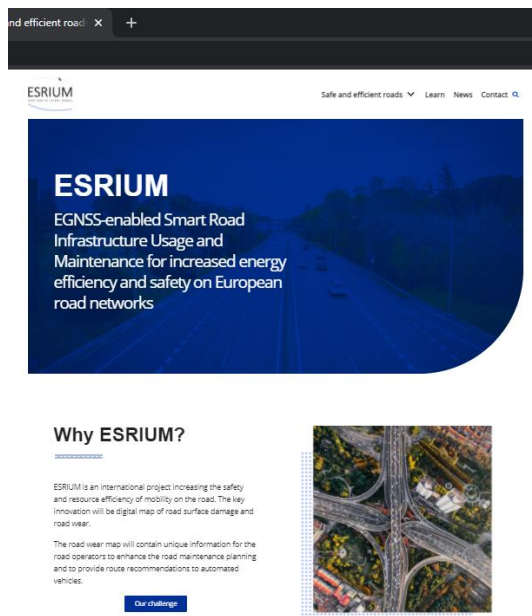


Figure 7: ESRIUM website screenshots –Homepage.

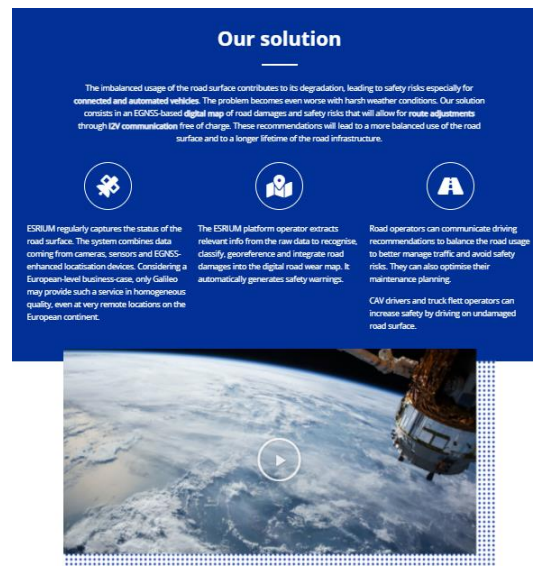


Figure 8: ESRIUM website screenshots – Our solution.

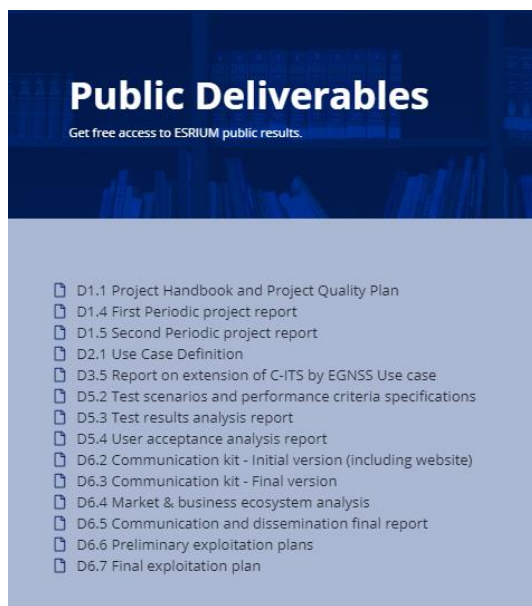


Figure 9: ESRIUM website screenshots –Public Deliverables.

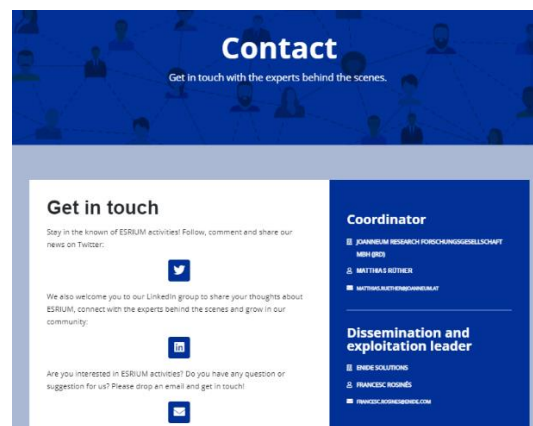


Figure 10: ESRIUM website screenshots – Contacts.

ANNEX 9 SOCIAL MEDIA SCREENSHOTS



Figure 11: ESRIUM profile on Twitter.

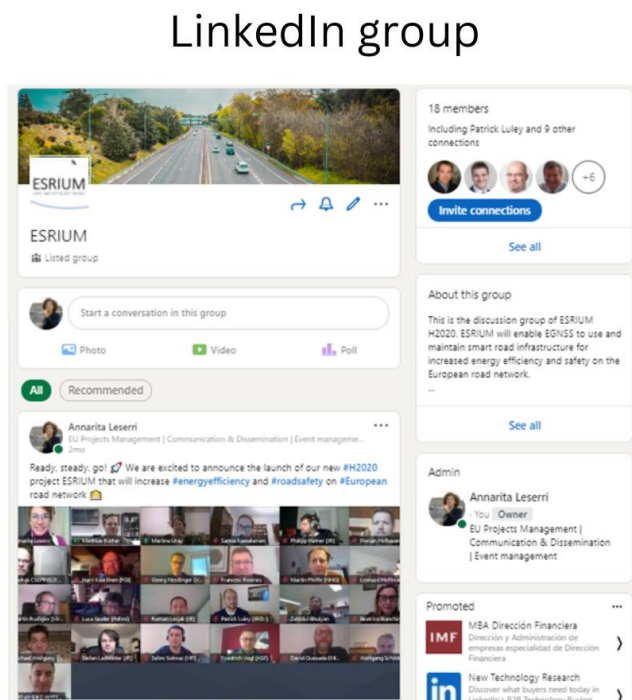
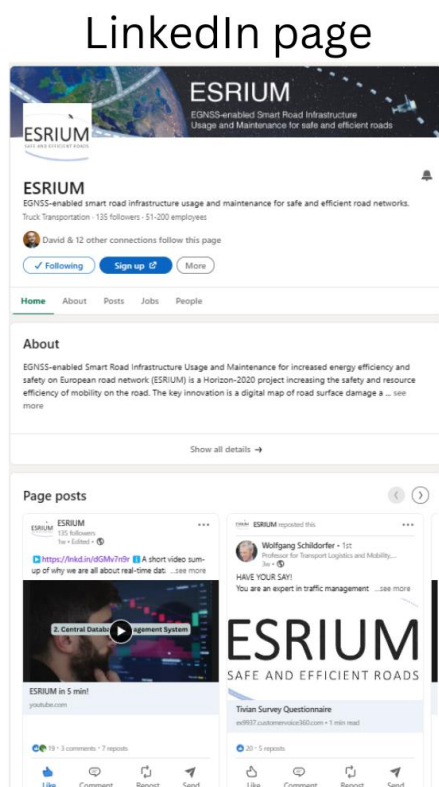


Figure 12: ESRIUM on LinkedIn.