AICENTIVE

WP7D1 Plan for Communication & Dissemination

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Date: 12.07.2023

The AI CENTIVE project is funded within the RTI Initiative of the ICT of the Future "IKT der Zukunft" - an initiative of the Austrian Federal Ministry for Climate Protection, Environment, Energy, Mobility, Innovation and Technology (BMK) (FFG Grant number 894776)

DIO Data Intelligence Offensive

webLyzard technology

MODUL TECHNOLOGY

GeoSphere Austria

BOKU UNIVERSITÄT FÜR BODENKULTUR WIEN

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Terms and Abbreviations

Terms	Abbreviation
KPI	Key Performance Indicator
AI	Artificial Intelligence
WPD	Work Package Deliverable
IA	Impact Assessment

Documents History

Date	Status	VersionVersion	Person
28.02.2023	Document created	0.1	Ana Turcan
03.03.2023	Feedback 1, DIO-Team	1.0	Ana Turcan, Lisa Kolar
10.07.2023	Feedback 2, DIO-Team	1.5	Aramazt Khabayan
11.07.2023	Incorporating comments, feedback	2.0	Lisa Kolar, Aramazt Khabayan
12.07.2023	Incorporating comments, pre-final version	2.5.	Lisa Kolar
12.07.2023	Final version	3.0.	Aramazt Khabayan

1. Summary

Together with the communication and dissemination channels that have already been set up, this document forms the results WP7D1 – "Plan for communication and dissemination" of the AI-CENTIVE project (FFG grant number 894776). It provides an overview of the communication and dissemination activities planned within the project and a guide for the consortium partners.

The activities and tools used to disseminate the vision of AI-CENTIVE are recorded here, along with the path of identifying the various target groups used to disseminate the project results on the one hand and to gather input to develop joint solution strategies on the other.

In addition, the roles of the partners are explained, which are used to maximize the visibility of the project.

2. General information about the project

AI-CENTIVE stands for AI-Based Optimization of Incentive Schemes for Sustainable Mobility. We will encourage challenges in citizen's mobility behavior, anticipate mobility needs when moving between locations in Austria, while promoting most sustainable environmentally friendly options as alternatives to private cars.

Today, the data on mobility choices, available options, and the contexts in which they are taken is split across data silos in different organizational networks and requires efficient knowledge extraction to be turned into actionable information.

The AI-CENTIVE project brings together state-of-the-art AI research, the integration of complex data ecosystems and development of intelligent platforms and applications. Based on AI models for prediction of future mobility behavior, citizens can be incentivized to choose more sustainable mobility options in the place of remaining barriers to more sustainable behavior. Allowing for data security and privacy, the sharing and merging of project related specific data via a common mobility data ecosystem will allow new AI models to be trained by Intelligent Systems which learn how and why citizens make certain mobility choices and predict their future mobility choices based on varying contexts such as the availability of more environmentally friendly options.

1.2 Vision, Mission, Strategy

The content orientation and goal definitions of a project are central and essential for successful communication of project relevant outcomes, so they are briefly listed here.

1.2.1 Vision

AI-CENTIVE will integrate and learn from complex data in order to anticipate mobility needs when moving between locations in Austria. We will encourage changes in citizen's mobility behavior through appropriate incentives, e.g. earning points and receiving discounts. The

optimal mobility options will be learnt through innovative AI models backed by a knowledge graph that can predict future mobility choices based on different contexts and mobility path modelling. Using the same data and models, a professional visual analytics dashboard will also support decision making by professional stakeholders when devising strategies to increase sustainable mobility in Austria.

1.2.2 Mission

The mission of the project is to build and manage a complex mobility data ecosystem which supports and incentivizes more sustainable transportation options instead of favouring the use of private cars. The goal would be to enable and incentivize Austrian citizens to find more sustainable mobility choices, increasing awareness and affecting public opinion to develop a more positive attitude towards those sustainable mobility choices.

The multi-task approach of AI-CENTIVE will be focused on multimodal models of mobility activity, knowledge graphs and data analytics (with explainability), with the main goal being to develop AI-based incentivisation techniques for influencing citizen's mobility choices.

1.2.3 Strategy

The communication and dissemination strategy of AI-CENTIVE focuses on the one hand on the immediate successes and results and on the other hand on the long-term impact that will result from the project. Dissemination aims at the public announcement of the results to audiences such as scientific communities, industry stakeholders, policy makers, and companies from different industrial sectors, while general communication promotes the awareness of the project and its results among the general public, including civil society and mass media. AI-CENTIVE dissemination activities promote the acceptance, impact, and reach of the project results. In addition, they are made available to potentially interested parties in the long term, even after the end of the project. Furthermore, the establishment of a community from the target groups of the mobility and data industry is initiated. The communication activities aim to create public awareness and thus to give AI research and resulting innovation a positive influence on future developments in various sectors. The channels of the AI-CENTIVE project can be used for both communication and dissemination purposes, so they are considered from both perspectives in the following chapters. AI-CENTIVE is thus primarily aimed at market participants from the mobility sector and the data economy as well as at the scientific community, but also addresses the general public and the media. Implementation-focused solution approaches will encourage challenges in citizens' mobility behavior, promoting most suitable environmentally friendly options as alternative to private cars.

This will also be reflected in communication: the results should be easily accessible for diverse target groups and applicable in their own field. By highlighting the potential and benefits of data sharing, a deliberate incentive will be created. The methods and applications developed here will not only be presented, but backgrounds to them (while respecting any IPR guidelines) will be illuminated, for example through interviews with the project partners, in

order to make the project results available to a broad target group. The challenges and opportunities, such as the enormous optimization potential around sustainable mobility choices of citizens in Austria when moving between locations, are prepared, and communicated by the work of WP7. A media mix with a multi-channel approach is used in order to provide broad, but target-group-oriented information.

1.2.4 Impact and expected result

In terms of communication, the aim is to create awareness of the topic over the course of the project and to build up a community that supports and promotes the goals of the project. In a first step, the impact of the project primarily extends to the mobility topic and industry, but due to future scaling potentials, the communication extends from the beginning to the target group "sustainability", "mobility transition", “artificial intelligence” and "data".

Leading relevant initiatives in a coordinating role in the field will be provided with information from the beginning and considered in the community building of the project. In addition, national initiatives, such as the Green Data Hub, and international initiatives such as Mobility Data Space Germany GmbH are proactively addressed for multiplier effects. This is to guarantee that feedback from other areas is also integrated into the project, that there is a constant exchange with the community and that the project results are sustainably secured. By addressing the community as broadly as possible, an embedding of the project results and partners in the national and European data service ecosystem should also be ensured beyond the end of the project.

2 Stakeholders

2.2 Internal Stakeholders

The project consortium is made up of a wide variety of organizations from research. In addition to MODUL Technology GmbH (MOD), the research institutions include Universität für Bodenkultur Wien (BOKU) and Geosphere Austria. The ummadum Service GmbH (UMM) and the webLyzard technology gmbh (WLT) provide support from the technological environment. With a focus on communicative expertise, the Data Intelligence Offensive (DIO), as a cooperation platform for the promotion of data management, are pursuing a targeted and broad reception of the project. Especially at the beginning, there will be more proactive communication with all partners until the appropriate structures have been established. Experience and proven best practices from other projects will be used. Monthly jour fixe will take place in WP7 in order to keep the flow of information between the research and practice partners, to be able to react quickly to news and to ensure coordination and transparency of all activities.

2.3 External Stakeholders

Due to the nature of the project, the external stakeholders are mainly located in Austria. Through connections of the consortium partners to initiatives such as the Mobility Data Space

Germany GmbH, Gaia-X Association, IDSA, BDVA, Green Data Hub etc., DAH region initiatives and European networks are also actively involved. This will provide the consortium with information and best practices from the European context, while focusing on ensuring a broad reception of results in Austria.

2.4 Stakeholders Needs

Based on the identified stakeholders, specific stakeholder groups with similar interests will be identified in the run-up to the project. To efficiently address the broad communication and dissemination target group, clusters of interest are addressed in the form of relevant initiatives. Here, the AI-CENTIVE consortium is already in active exchange: for example, active cooperation is being sought with other projects from the sustainable mobility environment.

2.4.1 Involvement plan for stakeholder groups

In accordance with the results of the stakeholder analysis, the stakeholder needs analysis and the stakeholder groups identified from this, concrete opportunities for involvement are assigned to these groups. This makes it possible to address the groups in a clearly understandable, targeted and application-oriented manner. This targeted approach contributes to the exploitation of the results in accordance with the exploitation strategy.

2.4.2 Internal Communication

Internal communication thrives on a proactive, personal exchange. Regular JourFixe meetings (for WP7: monthly), consortium meetings, steering committees, etc. ensure a constant exchange between the consortium partners. This way, a feedback process is established that collects all opinions and at the same time guarantees that all important aspects of the work packages are discussed regularly. Involvement of all partners is particularly important in WP7: a regular, high-quality internal communication flow makes it possible to identify project results and progress at an early stage and to implement appropriate communication measures (externally). The shared repository on Google Drive serves as a repository and information for all, a shared mailing list for all WP7 responsible persons also ensures a regular flow of information.

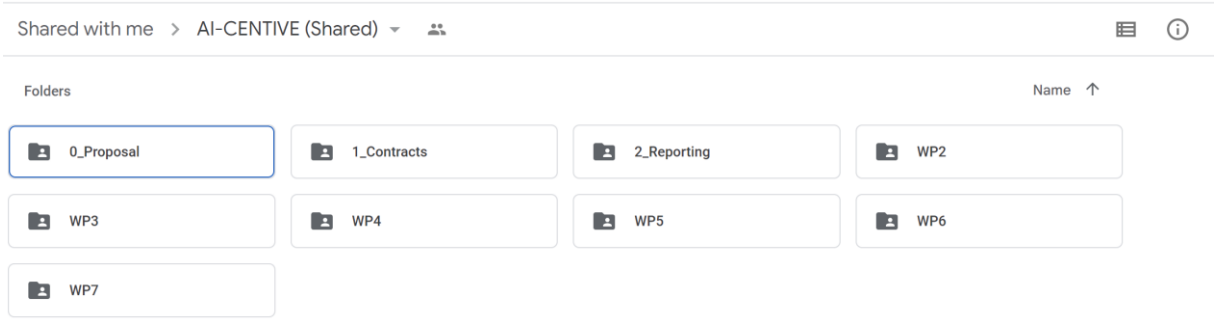

Figure 1 – AI-CENTIVE File (Screenshot)

2.4.3 Mainstream Media

The topics and results of AI-CENTIVE are also of interest to the media as a target group and are therefore also part of the project's dissemination plan. This requires the use of different channels and various media and communication activities. The active participation of all partners within the consortium plays a crucial role in fulfilling this task.

Thanks to the distribution of AI-CENTIVE partners across Austria and their contacts in general, the consortium will be able to use its regional and national networks to disseminate AI-CENTIVE news through digital as well as non-digital reports and articles.

3 External Communication and Dissemination

A multi-channel approach is used for external communication. This guarantees a holistic external appearance of the project and creates a clear, uniform image. WP7 is constantly gathering feedback from the community for the continuous improvement and optimization.

3.1 Visual language

The visual language should reflect the project as best as possible and create a recognition value. In order to connect the aspects of data and the mobility industry, sustainability is taken in the visual language to always highlight and connect these two notions. The color scheme light green / dark green also represents the connecting elements: the dark green reflects the domain of sustainable mobility, and the light green links closely with nature, and represents high vitality, freshness, liveliness, and imagination.

3.1.1 Imagery & Logo

The standard logo contains the short name of the project, additionally a small abbreviation square format icon was developed. With both variants - available in CMYK and RGB as well as in all common formats - the logo can easily be used on a wide variety of products (online as well as print). It is used for all communicative measures.

Figure 2 – AI-CENTIVE Project Logo and Icon

3.1.2 Presentation

A first interim flyer will be designed and printed in small quantities, with a view to conserving resources. The promo materials will be further developed over the course of the project and printed as needed, always with sustainability in mind. The PDF versions of the materials will be made available to all consortium partners so that small quantities can also be produced in House, for example. A downloadable version will be uploaded to the downloads section on the AI-CENTIVE website.

Stickers may be produced for use throughout the project, which are kept simple, with just the project logo and web address. In this way, attention is centrally drawn to the project and website as the first and most important source of information.

Other materials planned include flyers that clearly illustrate project progress/results, roll-ups for presentation at events, and goodies for live events (for example, notepads, bags with the project logo). For all materials, sustainability is highly taken into consideration to ensure that only as much needed is produced and will be consumed during the project period.

3.1.3 Website and Channels

Website

The project website (https://aicentive.eu/) is the main communication tool of the project and is constantly being expanded and optimized accordingly. The work on the website started in M1 of the project and the online launch of a landing page took place in M4. From M3-M5 the website was constantly extended (further project information, outcome section, English

spelling check proficiency, newsletter registration) and will be iteratively extended in the course of the project. WP7 builds on prior knowledge from other projects here to create an informative platform for the mobility and data science community.

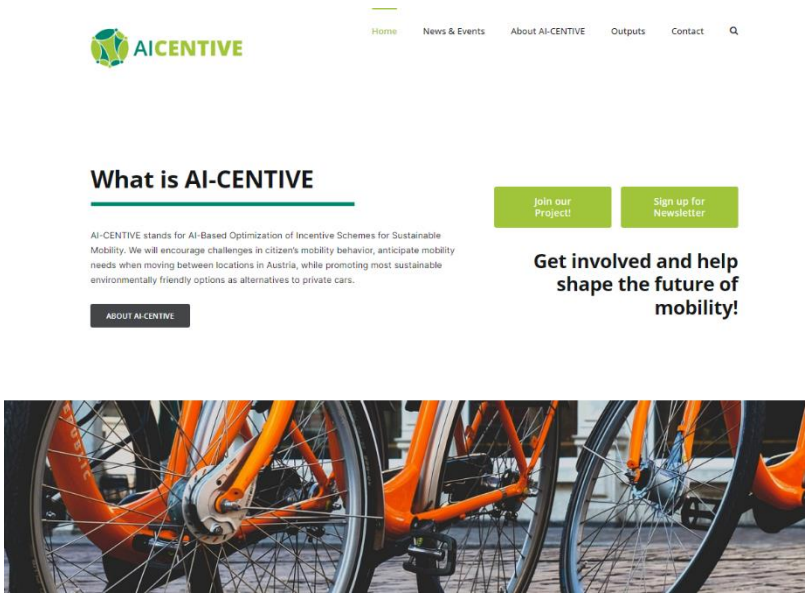

Figure 3 – AI-CENTIVE Website, landing page

Social Media

During M4 more communication social media channels were developed like LinkedIn and Twitter (@AI-CENTIVE). To increase recognition AI-CENTIVE will regularly use the hashtags #aicentive #sustainable #mobility #AImodelling #data #dataecosystem #incentiveschemes #alternativestoprivatecars #futureofmobility #greenmove. Regular updates will be made in the form of posts / tweets / re-tweets throughout the duration of the project.

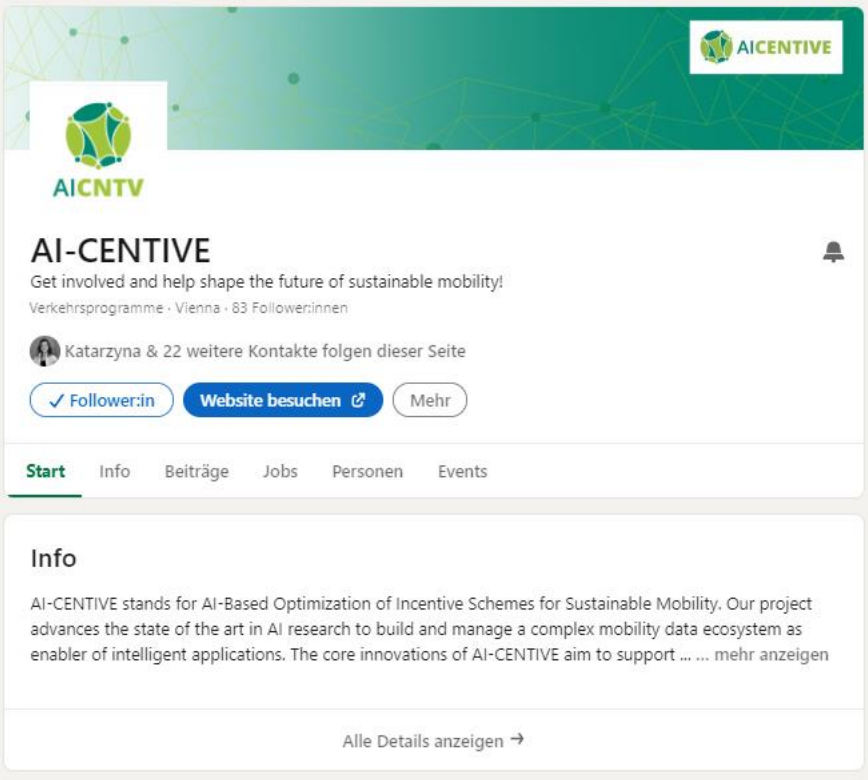

Figure 2 – AI-CENTIVE LinkedIn Channel

Newsletter

An AI-CENTIVE newsletter will be sent out from M7, as the first major dynamics in the project are foreseeable in this month. However, registration - and thus expression of interest in project progress - is already possible from M4 (from the launch of the website). The newsletter will be set up quarterly for stakeholders. Corresponding email addresses will be collected from all consortium partners in a GDPR compliant manner or obtained via the designated form on the website. The newsletter will provide a concise overview of new developments and progress in the project and complement the other dissemination channels.

The anticipated Brevo (previously known as SendinBlue) e-mail marketing tool is GDPR compliant and has proven its practicality in various other projects. The personal data will be hosted in Austria. (The company's data protection management is certified by TÜV Rheinland and is regularly audited). The planned reach of the newsletter is at least 150 people by the end of the project.

Press releases

Three press releases are planned throughout the duration of the project. The timing and content will be coordinated as part of the WP7 JourFixe appointments. Regional media contacts of the AI-CENTIVE partners will be used to spread news about the project as widely as possible.

3.2 Events

The consortium commits itself to hold own events for efficient community building and dissemination of the project results, as well as to participate in relevant events in the national (Austria) context. The focus is on results and impacts of the project work.

In order to build community, raise awareness for the project as well as reception of results WP7 will organize topic-specific workshops, webinars and expert talks.

3.2.1 Internal Kick-Off

In M1, the internal kick-off took place as an online meeting. The project partners met for 6 hours working meeting for project planning.

3.2.2 Participation in relevant for AI-CENTIVE project events

In order to communicate AI-CENTIVE itself and the project's progress and results to the outside world, participation in relevant industry events is planned. All partners will participate, provide information about the project, gather feedback from the community, and communicate the project's progress. In addition, participation is also intended to promote networking with other projects and the community as a whole.

Table 3 – possible relevant events for AI-CENTIVE

Title event	Location	Date/Time
Innovation Advances Towards the Future of Managing Traffic	Vienna, Austria	26.06. – 30.06.2023
Data Spaces Discovery Day	Vienna, Austria	19.10.2023
Green Peak Festival	Vienna, Austria	08.09.2023
Klima / Mobilität / Energie – EMC / JKU-Kongress	Linz, Austria	22.09.2023
17th International Conference on Travel Behavior Research	Vienna, Austria	14.07 – 18.07-2024

3.2.3 Public Kick-Off

The Public Kick-Off of the project is planned as an open event with participants from the industry, research, public administration. The event has already taken place as a hybrid event and was held in Vienna on the 26th of June 2023.

The aim of such public event is to collect suggestions and learnings for the project through a lively exchange with the participants. The Public Kick-Off was therefore planned as an interactive event in order to involve as many participants as possible.

The Public Kick-Off was divided into two panel discussions. The first round was dedicated to introducing the current stage of AI-CENTIVE and its core goals. Perspectives were shared by the consortium partners about the various aspects of the project, starting with research and predictions on mobility behavior in Austria to showcasing the utilized platforms within the project. The second panel discussion consisted of external cooperation partners that emphasized on the role of data in reducing car dependency, the challenges of data accuracy and the demand to provide independent transportation alternatives.

In addition to a pure networking session, mobility AI modelling and access to open data sets discussions touched upon the challenges and opportunities at length and integrated as many viewpoints as possible into the project implementation.

3.3 Awareness and sensitization programs

From a research perspective, WP7 addresses the so-called "third mission", i.e. the communication of findings from science and research to other sectors, in particular civil society, mainly Austrian citizens. Creating awareness for incentivization of sustainable mobility plays a significant role within the network-related exploitation plan. For this purpose, it is planned to make the results from the project available to the widest possible target audience.

It is very much about raising awareness, on the one hand for the topic of data spaces (energy transition, mobility transition, smart cities), but also regarding AI modelling research for sustainable mobility, supported by intelligent data use. For this purpose, the project will be integrated as a data circle “incentivization of sustainable mobility” in ecosystem of the DIO Mobility Data Space.

3.4 Scientific Publications

The scientific target group of AI-CENTIVE are research institutions that research and implement innovative AI methods in the field of sustainable mobility choices modelling, as well as companies that want to use such methods and solutions, e.g., the AI-CENTIVE developed knowledge graph, to improve the quality of life of Austrian citizens. Scientific exploitation is primarily carried out by the research partners within the framework of scientific publications. Technology and application partners will be involved in scientific exploitation. To this end, relevant publication channels ranging from popular science journals and conferences to international journals with a high scientific reputation will first be identified. Together with the partners of work packages 2-6, relevant topics for publications will be identified and suitable author groups defined. Finally, the necessary steps to publication will be planned in a publication roadmap. This roadmap will be continuously reviewed and updated regarding the completeness of the published results and their timeliness.

4. Measures for Impact Assessment

4.1 Impact Assessment

In WP7 of the AI-CENTIVE project, DIO follows an impact-oriented measuring approach.

For the impact survey, DIO in WP7 of AI-CENTIVE evaluates the impact of the project activities at 3 levels:

1. What has changed
2. Why has it changed
3. To what extent has it changed.

For this purpose, Key Performance Indicators (KPI) are defined for the survey of communication and dissemination progress (see Table 4.).

As a first starting point, the outcome is measured; subsequently, an impact measurement is carried out: what did the communication measures bring to the project (beyond more visibility)?

4.2 Key Performance Indicators (KPIs)

To evaluate the progress of the communication and dissemination activities, the consortium has defined Key Performance Indicators (KPIs) that will be used throughout the project cycle as indicators of the success of the measures.

Measure	Indicator	Target
Event participation[44]	# events	25
Event organisation	# events (# participants/event)	8 (>25)
Website	# visitors per month	>150
Blog posts, interviews	# articles per year	12
Press releases	# or press releases per year	2
Social Media	# community members / followers at M36	>100 (LinkedIn, Twitter) >50 (Youtube)
Newsletter	# episodes, # recipients / end at M36	6 (>150)

Table 4 - Communication measures, performance indicators and targets

Monitoring takes place monthly, and reporting takes place annually in the form of a communication, dissemination, and exploitation report (M12, M24, M36). In addition to the integrated reporting tools of the website and social media, continuous reporting is carried out in the form of Excel tables to be able to classify ongoing activities and their quantitative impact. All communicative measures are recorded.

4.3 Reporting

AI-CENTIVE follows a proactive reporting policy both internally and towards the funding bodies and the community. The public deliverables are published on the website and further

processed in the form of various communication activities. The annual reports from WP7 collects, analyzes, and evaluates the communication and dissemination activities undertaken by the consortium. The final report in M36 covers all communication and dissemination activities throughout the project lifetime and how much of this plan was achieved.