



# ENSEMBLE

## EUROPEAN COMMISSION

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### ENSEMBLE

**EN**abling **Sa**fE **M**ulti-**B**rand **p**Latooning for **E**urope

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## Revision history

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1.1	09/08/2018	Carmela Canonico, ERTICO	Updated section and format	Revised by consortium
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3.0	12/06/2019	Dalila Coviello, ERTICO	First yearly update – draft	Revised
3.1	25/06/2019	Marika Hoedemaeker, TNO	Quality check of first yearly updated	revised
3.2	01/07/2019	Dalila Coviello	Finalised	Final
3.3	15/04/2020	Dalila Coviello	Update for resubmission as per PO request	Final



# EXECUTIVE SUMMARY

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## CONTEXT AND NEED OF A MULTI BRAND PLATOONING PROJECT

### *Context*

Platooning technology has made significant advances in the last decade, but to achieve the next step towards deployment of truck platooning, an integral multi-brand approach is required. Aiming for Europe-wide deployment of platooning, 'multi-brand' solutions are paramount. It is the ambition of ENSEMBLE to realise pre-standards for interoperability between trucks, platoons and logistics solution providers, to speed up actual market pick-up of (sub)system development and implementation and to enable harmonisation of legal frameworks in the member states.

### *Project scope*

The main goal of the ENSEMBLE project is to pave the way for the adoption of multi-brand truck platooning in Europe to improve fuel economy, traffic safety and throughput. This will be demonstrated by driving up to seven differently branded trucks in one (or more) platoon(s) under real world traffic conditions across national borders. During the years, the project goals are:

- Year 1: setting the specifications and developing a reference design with acceptance criteria
- Year 2: implementing this reference design on the OEM own trucks as well as perform impact assessments with several criteria
- Year 3: focus on testing the multi-brand platoons on test tracks and international public roads

The technical results will be evaluated against the initial requirements. Also, the impact on fuel consumption, drivers and other road users will be established. In the end, all activities within the project aim to accelerate the deployment of multi-brand truck platooning in Europe.

### *Abstract of this Deliverable*

This document defines the overall strategy including identification of target groups and how they are going to be addressed, with the messages and the tools and channels to be employed.

It is a plan for all communication activities related to the dissemination and communication of the ENSEMBLE project results to specific target audiences and with key messages. It will serve as the comprehensive reference for all communication activities and events over the course of the project and outlines the strategies and measures to be employed by the ENSEMBLE project consortium in order to achieve its objectives.

In addition, this document will describe communication procedures to be followed by all ENSEMBLE partners.

Please note that the Communication Plan will be updated once a year, based on an evaluation of the strategy's effectiveness, with changes made accordingly and communicated to the consortium. The current document is the first yearly update.



# TABLE OF CONTENTS

<b>1.</b>	<b>INTRODUCTION</b>	<b>7</b>
1.1.	Background	7
1.2.	Aim	7
1.3.	Structure of this report	8
<b>2.</b>	<b>ROLES AND RESPONSIBILITIES</b>	<b>9</b>
2.1.	Dissemination Activities	9
2.2.	Consortium partners	10
2.3.	Monitoring procedures and tools	11
<b>3.</b>	<b>DISSEMINATION AND COMMUNICATION STRATEGY – GENERAL OVERVIEW</b>	<b>14</b>
3.1.	Objectives	14
3.2.	Key messages	15
3.3.	Target audiences	15
3.4.	Stakeholder matrix	16
<b>4.</b>	<b>COMMUNICATIONS PROCEDURE</b>	<b>18</b>
4.1.	General dissemination approval procedures	18
4.2.	Visual identity and guidelines	20
<b>5.</b>	<b>TOOLS AND TECHNIQUES</b>	<b>25</b>
5.1.	Project website	25
5.2.	Videos & animation	28
5.3.	Printed materials	28
5.4.	Media, press relations and articles	32
<b>6.</b>	<b>EVENTS</b>	<b>35</b>
6.1.	Local events	35
6.2.	Final event	35

# 1. INTRODUCTION

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## 1.1. Background

Truck platooning has a great potential to improve road safety, reduce emissions and increase transport efficiency, and it addresses different challenges on many level, from technical challenges of platoon connectivity to social challenges of other road users' acceptance of the platoon.

To adequately address these heterogeneous aspects, ENSEMBLE firstly aims to conceptualise an un-branded platoon-enabled “white label truck” (a vehicle that collects all the common features among different OEMs), in order to define a multi-brand platooning concept and generic interface between vehicles of different brands. In the second phase, the focus will shift to the implementation, verification, and validation of platooning technology, using simulations, experiments on a test track, and ultimately driving on public highways in a multi-brand setting.

This communication plan defines the overall strategy including identification of target groups and how they are going to be addressed, with the messages and the tools and channels to be employed.

## 1.2. Aim

The purpose of this document is to define a consistent and efficient method of disseminating progress in the ENSEMBLE project, through the planning of communication activities that will help to disseminate the ENSEMBLE project results as widely as possible.

The dissemination and communication plan will provide an exhaustive overview and sound categorisation of the various target groups and the activities to actively engage them in the project and to encourage their buy-in of the project results.

The aim is to create a comprehensive and central reference of all dissemination activities and events over the course of the project.

This document also sets forth the strategies and measures to be employed by the ENSEMBLE project consortium in order to achieve the main objectives of the project dissemination activity, listed in the section 2.1 Objectives.

The focus of these communication activities will progress during the course of the project to serve different purposes in each phase of the project:

- During the first half of the project, activities will aim at gathering information on organisation and user needs; workshops and events will be organised to receive feedback and collect new requirements.
- During the second half of the project, they will rather aim at building momentum for commercial development opportunities.



In addition, this document will describe dissemination procedures to be followed by all ENSEMBLE partners during their activities, to fulfil the above objectives.

### **1.3. Structure of this report**

The ENSEMBLE dissemination and communication plan will first identify roles and responsibilities of the consortium partners and then give a general overview of the dissemination and communication strategy.

A communication procedure with the general approval procedure and the visual identity and guidelines is outlined, followed by tools and techniques that will be used to promote the project awareness.

Finally, events to be planned and internal communication rules are tackled and the Annex I - List of dissemination event is provided. The annex will be updated periodically.

## 2. ROLES AND RESPONSIBILITIES

### 2.1. Dissemination Activities

The ENSEMBLE project has established dissemination activities and a dissemination leader, here called Dissemination Manager (DM). ERTICO – ITS Europe (ERTICO) will act as leader of the dissemination activities.

ERTICO has been working in close cooperation with the project partners that have dedicated resources pertaining to work package 6. Together they have initiated and developed communication activities and kept an overview of the dissemination work done.

The following table describes the responsibilities of the partners contributing to the dissemination activities:

**Table 1 ENSEMBLE dissemination responsibilities**

Task	Leader	Description of task	Contribution
Project Identity	ERTICO	ERTICO will be responsible for the preparation of the project logo and templates for documents (presentations, text documents, news and article, etc.)	ENSEMBLE management team will contribute to the project identity preparation by giving feedback to the draft versions
Project website	ERTICO	ERTICO will be responsible for the development and content of the website. All ENSEMBLE partners will contribute to the content of the website.	ENSEMBLE management team will contribute to the project website creation by giving feedback to the proposed design and by reviewing the major content.
Project Flyer	ERTICO	A project flyer will be produced by ERTICO at the beginning of the project (M4)	Partners with resources for activities 5.4 will participate in the preparation of the flyer by giving feedback to the draft versions
Presentations and conferences	ERTICO	All partners will contribute to dissemination at national and international conferences.	All ENSEMBLE partners
Promotion via press	ERTICO	ENSEMBLE pilots will be promoted via international press releases, articles and specialised	The MS Leaders and the participants in activity 5.4 will

Task	Leader	Description of task	Contribution
		<p>publications. Also at local level the project will produce national press material.</p> <p>ERTICO will lead this activity and will keep track of the produced press material.</p>	<p>contribute to the production of press material.</p> <p>Release of material for the international press should be coordinated through ERTICO.</p> <p>MS will coordinate local press activities.</p>
Liaison to ETPC Platform	ERTICO	The agreed ENSEMBLE results will be regularly communicated to the ETPC members	All ENSEMBLE partners will contribute to describe and will agree on which project results to be communicated to ETPC members.

The Dissemination Manager is responsible for:

- Keeping track and reporting back to the EC on dissemination activities;
- Ensuring proper use of public dissemination materials and respect of partners' IPRs confidentiality;
- Ensuring consistency of published content;
- Ensuring the quality of the material produced within the project;
- Securing optimum use of the project dissemination resources.

## 2.2. Consortium partners

Although the dissemination activities are defined within the WP6, all the ENSEMBLE partners are requested to actively contribute by:

- Identifying and informing the consortium about dissemination opportunities (e.g. events, press articles, etc.);
- Contributing content to e.g. publications, website, newsletters, etc.;
- Submitting technical papers and presenting the project results at relevant conferences and congresses which they are visiting;
- Ensuring liaison with related initiatives;
- Promoting ENSEMBLE on a Member State and local level;
- Helping to promote and organise ENSEMBLE sessions at International events.

Each consortium partner will promote the ENSEMBLE project and its relevant developments, achievements and news utilising its websites, its social media channels and its promotional/informative tools and platforms such as newsletters, members' groups, etc.

### 2.3. Monitoring procedures and tools

This joint effort has the objective of raising awareness towards ENSEMBLE and creating a community of stakeholders and experts. In order to ensure its effectiveness, the Dissemination Manager and the project coordinator have established a series of monitoring procedures and tools, namely:

- Dissemination Approval Procedures: to guarantee homogeneity and deliver a compelling message to the right target audience, ENSEMBLE consortium partners will inform the manager at an early stage about any related planned dissemination activity and seek prior approval. This procedure is detailed in paragraph 4.1 of this deliverable.
- Dissemination Register: in order to keep track of all the implemented communication and dissemination activities, each partner is asked to fill in the register, in Excel format, which has been developed by ERT and made available through the online collaborative tool (SharePoint). The Dissemination Register will allow the WP Leader and the Dissemination Manager to monitor the implementation of the actions throughout a specific timeframe (i.e. per year), evaluating their outcomes (i.e. number of attendees for live events, number of readers for news and articles, number of participants for workshops and presentations). The Dissemination Register will facilitate the role of the DM in encouraging the collective participation of the consortium to promote the ENSEMBLE project and identifying the audience to be targeted and/or the most participative groups among the public.
- KPIs: to concretely measure the results of all dissemination and communication activities, the WP Leader, in cooperation with the project coordinator, has set a series of Key Performance Indicators (KPIs), or success criteria), to assess the actions taken and tailor the future steps of ENSEMBLE Dissemination Strategy based on the interim evaluation of these figures. The KPIs cover both face-to-face and online activities throughout the whole lifecycle of the project. Table 3 below presents the success criteria in detail:

Table 2 Communication KPIs

Channel	Target	Output	KPIs	Reached (revision I)
<b>Project website</b>	Industries, Users, Institutions, Research, Other road users	up to 500 visitors per month	up to 100/month new visitors up to 400/month returning visitors	See figure 10
<b>Blogs and social media</b>	Industries, Users, Institutions, Research, Other road users	creation of Linked in networks Linked In posts > 1/month >50 tweets first year	10 initiated discussions on Linked In followers > 100/ > 150 re-tweets	20 initiated discussions on LinkedIn, < 100 followers, 18 tweets for “platooningENSEMBLE”
<b>One-to-one conversations</b>	Industries, Users, Institutions, Research,	subscribers (“how did you hear about ENSEMBLE”) > 10/year	Constructive Feedback: 10/year	
<b>Scientific publications</b>	Research/RTO	Submitted papers > 3/year journals >1/year	60% published	1: JSAE international May 2019
<b>Other publications</b>	Industries, Users, Institutions, Research	articles > 2/year press releases > 1/year	> 10 journalists reached	Car2Car newsletter nov 2018 EUCAR project book 2018 TNO white paper on VDI website
<b>Project workshop / ETPC network meeting</b>	Industries, Users, Institutions, Research	participants > 70/event	Satisfaction > 75% (4-5 rating)	80% (based on oral feedbacks)
<b>Final event</b>	Industries, Users, Institutions, Research	Registrations > 600	65% of actual attendance	To be organised

Channel	Target	Output	KPIs	Reached (revision I)
<b>Conferences and Congresses</b>	Industries, Users, Institutions, Research	presentations > 10/year maximum audience > 1,000	Successful completion	See dissemination register
<b>Trade shows</b>	Industries	exhibition stand > 3 visitors > 10,000	Successful completion	

Communication activities will be reviewed annually, with the update of this deliverable, to ensure that the consortium has met the targets and adjust future actions accordingly, if needed.

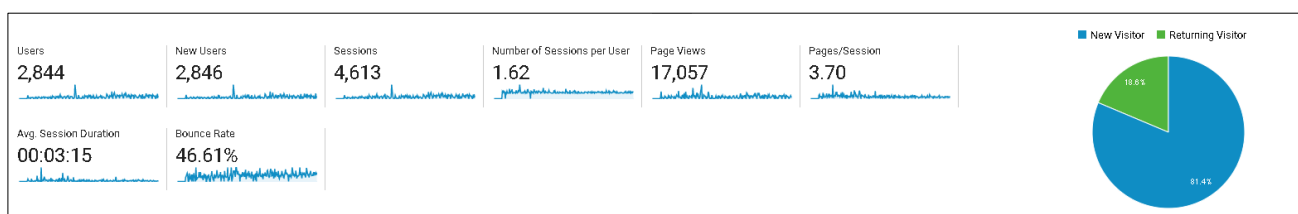


Figure 1: ENSEMBLE website insights (Sept 2018- May 2019. Source: Google Analytics)

### 3. DISSEMINATION AND COMMUNICATION STRATEGY – GENERAL OVERVIEW

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The important attributes of an effective communication strategy are:

- Definition of dissemination objectives;
- Identification of the target audience (stakeholder groups);
- Communication of the appropriate or key messages;
- Use of appropriate communication methods and tools.

In this vision, the following sections address:

- The key communication and dissemination objectives;
- The key messages for communicating to the key stakeholders;
- The key stakeholders that the communication strategy should address;
- The method by which the key messages are communicated to key stakeholders (stakeholder matrix).

#### 3.1. Objectives

The main objectives of the ENSEMBLE dissemination and communication plan are to:

- Raise awareness on motivation and reasoning behind the project;
- Facilitate the understanding of the project concepts and results across identified target audience groups;
- Influence practices, products and standards.

Also, to maximise the impact of the project, other objectives are identified as follow:

- Facilitate the exchange of information, optimise the impact and liaise with similar initiatives to increase the visibility of the project;
- Promote the project results and communicate the societal impact and benefits;
- Communicate an integrated and consistent image of ENSEMBLE both externally and internally, by providing and promoting the use of an ENSEMBLE identity by all partners;
- Encourage collaboration and participation of partners in external communication throughout the lifetime of the project and beyond;
- Communicate how the project results can be exploited by European countries and ITS stakeholders which are not participating to the ENSEMBLE project;
- Share major findings with the ETPC community;
- Create and maintain direct links with European Standardisation Bodies.

## 3.2. Key messages

The key messages for the ENSEMBLE Project have been identified as the following:

- The benefits of ENSEMBLE solutions being deployed by the project. E.g. multi-brand platooning in a cross-country environment.
- Availability of robust ENSEMBLE deployment enabling solutions, testing methodologies, architecture and business cases for other EU stakeholders to take advantage of.
- Project results and outcomes from testing, deployment evaluation and analysis.

## 3.3. Target audiences

The project will prioritise high-level audience groups that have a close dialogue with the consortium, to ensure a wide acceptance of the project's findings and develop solutions from relevant stakeholders. We can identify the following main groups:

### 1 Industries (for business exploitation).

Examples include, though not limited to: vehicle manufacturers and automotive suppliers (both from within the consortium and outside, i.e. MAN, IVECO, DAF, DAIMLER, VOLVO GROUP, SCANIA, CLEPA, ACEA); ICT & software suppliers; infrastructure suppliers; insurance companies; telecommunication. These industries will be targeted through ENSEMBLE partners' network.

### 2 Users (for acceptance, usability and impact assessment as well as take-up aspects).

Examples include, though not limited to: active players along the supply chain e.g. freight and logistic operators, hauliers, fleets; sector or geographical organisations of industrial end users, e.g. clusters, associations (EReg); user groups impacted by automation e.g. public transports; end-user associations, e.g. citizen association interested in security/privacy issues. Key users will be identified during the first stage of the project and targeted with specific dissemination and communication activities.

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

Examples include, though not limited to: policy makers at European, national or regional level (EC, ministries, regional governments); local, regional or national public authorities; standardisation bodies (through the European Standardisation Organisations); vehicle certification bodies; national authorities for privacy; national or regional funding bodies; road operators and traffic management centres, etc.

#### 4 Research (for cross-fertilization and transfer of results to follow-up initiatives)

Examples include, though not limited to: other pilot (Artic Truck Platoon Challenge, Peloton 1000miles cross country demo), automation and other initiatives covering relevant subject matters; wider research community; operators of test sites and living labs to integrate piloted IoT technologies for future autonomous driving applications, etc.

#### 5 Other road users

A minor, but crucial target group are other road users that will share the road with these innovative lorries and trucks. An element of the communication strategy will focus on highlighting the importance of understanding truck platooning and its benefits for mobility and road transport.

### 3.4. Stakeholder matrix

Based on the target audiences and key messages, the following matrix has been developed to map our strategy, see next page:

**Table 3 Key messages matrix**

Target audience	Channels	Tools	Key messages
Industry	Website, media, events	Website, media, industry events, printed communication materials, videos	<ul style="list-style-type: none"> <li>The benefits of ENSEMBLE solutions being deployed by the project. e.g. multi-brand platooning in a cross-country environment.</li> <li>Availability and exploitation of robust ENSEMBLE deployment enabling solutions, testing methodologies, architecture and business cases for other EU stakeholders.</li> <li>Project results and outcomes from testing and deployment evaluation and analysis.</li> <li>Opportunities for business exploitation</li> </ul>
Users	Website, media, events, videos	Website, media, events, printed communication materials, videos	<ul style="list-style-type: none"> <li>The benefits of ENSEMBLE services and bundles being deployed by the project. E.g. multi-brand platooning in a cross-country environment.</li> <li>Availability and exploitation of robust ENSEMBLE deployment enabling solutions, testing methodologies, architecture and business cases for other EU stakeholders.</li> </ul>
Institutions	Website, media, events	Website, media, public events, printed communication materials, videos	<ul style="list-style-type: none"> <li>The benefits of ENSEMBLE services and bundles being deployed by the project. E.g. multi-brand platooning in a cross-country environment.</li> <li>Availability and exploitation of robust ENSEMBLE deployment enabling solutions, testing methodologies, architecture and business cases for other EU stakeholders</li> </ul>

		<b>n materials, media</b>	<ul style="list-style-type: none"> <li>• Opportunities for business exploitation</li> </ul>
Research	<b>Website, media, journals and papers, technical workshops and events</b>	<b>Website, media, technical workshops, printed communication materials, videos</b>	<ul style="list-style-type: none"> <li>• Project results and outcomes from testing and deployment evaluation and analysis.</li> </ul>
Other road users	<b>printed communication materials, videos,</b>	<b>Website, media, printed communication materials during on road demonstrations, videos</b>	<ul style="list-style-type: none"> <li>• Messages to encourage understanding about the benefits of platooning on efficiency and the environment.</li> </ul>

An update on the focus and the messages will be carried out during the project, to ensure that all the required stakeholders have been addressed.

## 4. COMMUNICATIONS PROCEDURE

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### 4.1. General dissemination approval procedures

Dissemination from all partners and at Member State level is warmly encouraged. Nevertheless, to guarantee homogeneity and to allow the Dissemination Manager (DM) to fulfil their responsibilities, consortium partners will inform the manager at an early stage about any ENSEMBLE related dissemination activity undertaken, and seek prior approval for:

- Production of national newsletters, brochures, flyers, posters;
- Submission of papers or articles in scientific, technical or general publications;
- Presentations at external (not organised by ENSEMBLE) workshops, conferences and other events;
- Press releases and interviews directly concerning the project or about the project;
- Creation of ENSEMBLE-related content for external public web pages;
- Exhibition stands and demonstrations.

Once approval has been given, the consortium partners are requested to review the final output of the dissemination activity (final video, final interview). If the final output does not seem to be a fair representation of the project activities, the information should be forwarded to the DM who will assess the suitability of the product and its eventual use.

The DM will assist consortium partners in delivering a compelling message, according to ENSEMBLE Corporate and visual identity.

The requests form for presentations at events/conferences and for publications has to be submitted by email to the Dissemination Manager and the Coordinator.

Those activities that do not require previous approval from the DM or the consortium:

- Use of own images when attending events, for example via Twitter, LinkedIn and other social medias (although the approval of the people in the picture – when not part of a public background – should always be asked);
- Press releases or texts that refer to the project by name, but our part of the Consortium's own corporate strategy;
- Internal communication within the organisation.

#### *Travelling outside Europe*

Any partner willing to disseminate ENSEMBLE results at any conference or workshop outside of Europe must consider the following:

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The European Commission do not commit/validate a-priori any international trip. It is up to the partners themselves to judge whether the expenditures (time, costs) are 'technically' necessary for the project and its expected outcomes, are in the scope of the project as stated in the grant agreement, and to make sure that the costs are reasonable and directly related to the project.

Also, trips outside Europe have a higher chance of being accepted by the EC in case more than one presentation or meeting is planned. Preferably, these trips have a multiple purpose that combines e.g. a conference presentation with a local visit or another important international meeting (for the benefit of ENSEMBLE)

The EC can request reporting on the activities/expenditures at the moment of the intermediate/final request for payment to allow us to assess the above.

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### Disclaimer

As the project is co-funded by the European Union, dissemination, communication and publication materials must clearly acknowledge the receipt of EU funding through:

- The display of the EU flag
- The following text referring to Horizon 2020: "This project is co-funded by the European Union under the Horizon 2020 (H2020) Research and Innovation Programme (grant agreement No 769115)".

A disclaimer will also be included on the website, stating:

*“ENSEMBLE is co-funded by the EU under the Horizon2020 (H2020) Research and Innovation Programme (grant agreement No 769115). The content of this website reflects solely the views of its authors. The European Commission is not liable for any use that may be made of the information contained therein. The ENSEMBLE consortium members shall have no liability for damages of any kind that may result from the use of these materials”*

### Logos use policy

Any publication or any other material (e.g. invitation) prepared by consortium members, on behalf of ENSEMBLE and in the framework of their assigned tasks in the project, shall at least display the project logo and EU flag and funding statement. In addition, the legal entity logo can be displayed provided it is clearly mentioned that it is a member of the ENSEMBLE consortium, a project coordinated by TNO.

At national level, partners are encouraged to produce dissemination material. In that case, the provisions for displaying the project logo, EU flag, funding statement, and ENSEMBLE consortium and project coordinator mention still apply.

### *Copyrights*

The illustrations and graphics produced in the framework of the project are property of the consortium and may not be used by external parties without prior approval by the ENSEMBLE coordinator and/or Dissemination Manager and without clearly acknowledging ENSEMBLE as source.

## **4.2. Visual identity and guidelines**

It is important that the project has a distinct identity and branding that can be clearly recognised as ENSEMBLE. This is why a set of graphics, including fonts, colours and guidelines (use of the logo) have been developed.

The graphics can be used freely by all consortium members, however all external bodies, except for the European Commission, must ask for permission before using them.

### *Brand*

ENSEMBLE's brand is often the first thing people see when encountering the project. It represents our project, our personality and our appearance. It is important we ensure our brand integrity is always maintained.

The golden rule when using the ENSEMBLE brand is: It must be used consistently and in-line with our guidelines which can be found in this deliverable. (Inconsistency leads to confusion and weakens the branding). Applying these guidelines correctly ensures that our messages are always clear, they reinforce each other and they always express the true character of the ENSEMBLE brand.

### *Our logo*



Figure 2 ENSEMBLE logo

### *Logo size and use*

The master logo should always appear fully intact. The text should never be amended or removed. At the minimum size, always use the master logo in full. Each element and its position in relation to

each other have been carefully designed and must never be stretched, altered or distorted. Master logos for all applications are available for use from the marketing department. Always follow these guidelines to ensure consistent use.

### Colours



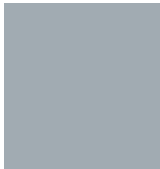


Figure 3 ENSEMBLE alternative logos

Colour is a powerful means of identification. Consistent use of our new logo colours will help us build visibility and recognition for ENSEMBLE and will set us apart from our competitors.

The colour logo is made up of a range of colours: You should always try to use the full colour logo on a white background as shown here.

In situations where the logo must be reproduced in black and white, the one-colour logo should be used. In situations where the logo must appear on a dark coloured background, then the one-colour reversed logo should be used.

		
Dark blue	Cyan	Grey
C = 100 M = 86 Y = 8 K = 0	C = 88 M = 0 Y = 11 K = 0	C = 21 M = 11 Y = 9 K = 23

R = 29	R = 0	R = 161
G = 70	G = 179	G = 171
B = 148	B = 220	B = 178
# 1D4694	#00B3DC	#00B3DC

Figure 4 ENSEMBLE colours

**Our colours:** Colour is a primary means of visual communication. The use of a limited colour palette will help build a strong external recognition of ENSEMBLE.

**Core colours:** Strong colours are used within the master logo. They can be used carefully as highlight or background colours in documents also.

**Secondary colours:** Any secondary colours should be chosen to neutrally compliment the Core colours and should be used sensitively with these colours. Always ensure that White, and our Core colours are more dominant.

### *Incorrect use*



Figure 5 ENSEMBLE logo incorrect use

### *Fonts*

Our primary identity typeface is Lato, to be used in all printed and web materials. There are 10 styles available, to be used according to the specific material and criteria of the designer.

As a basic rule, use Lato Black all in uppercase in the main heading. For subheadings, use Lato Bold in upper and lowercase letters. For body copy, use Lato Light.

## Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,./=+&\_£@!(%)\$|?>”:

### LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT

#### Phasellus leo mauris, venenatis a vulputate vitae

Aliquam quis lorem non mi volutpat maximus. Aliquam consequat pretium urna eu cursus. Praesent sollicitudin, lorem et finibus consectetur, elit tortor porta turpis, et varius lacus ipsum id neque. Aenean iaculis turpis ut ultricies elementum. Phasellus leo mauris, venenatis a vulputate vitae, rutrum in lectus. Sed malesuada suscipit tellus, vitae congue orci lobortis vitae. Nulla a malesuada ipsum, ut feugiat ipsum. In sodales libero et cursus ultrices. Vivamus a ante id lacus gravida pretium. Aenean aliquet tellus faucibus hendrerit tempor. Donec bibendum nulla vel tincidunt finibus. Nunc quis odio dapibus, sollicitudin sem porta, bibendum tortor. Cras iaculis leo vel libero dignissim, nec auctor quam rutrum.

Thin  
Thin Italic  
Light  
Light Italic  
Regular  
Regular Italic  
Bold  
Bold Italic  
Black  
Black Italic

For office materials, use Arial.

## Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,./=+&\_£@!(%)\$|?>”:

## Arial Bold

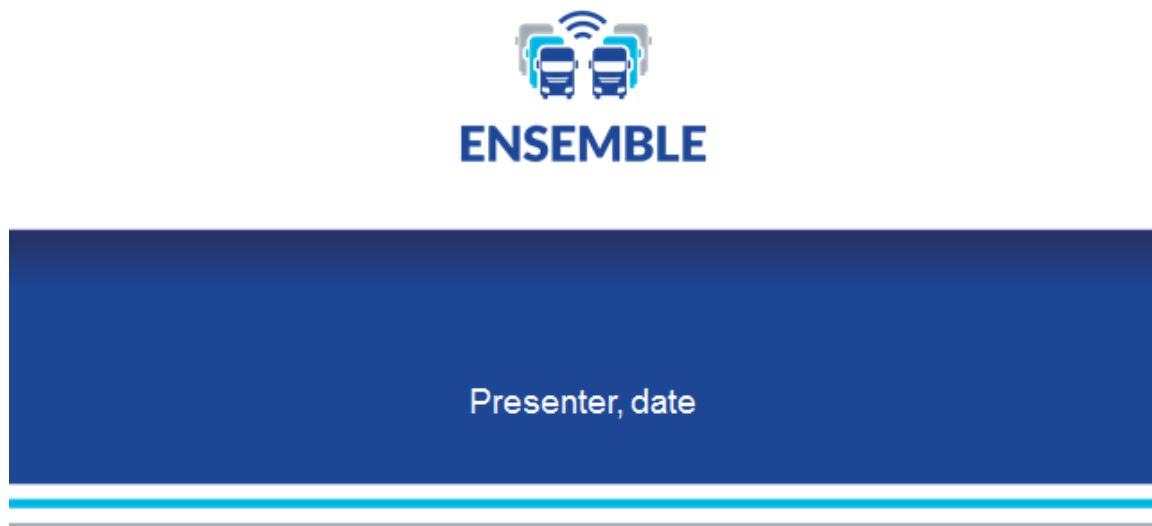
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,./=+&\_£@!(%)\$|?>”:



### *PowerPoint Presentation*



**Figure 6 ENSEMBLE PPT template**

A PowerPoint (PPT) presentation template of the project has been developed. All partners are using this template when presenting the project internally, as well as externally to third parties.

Project partners can add their logo to the original PPT but should check with ERTICO before presenting. Furthermore, partners should inform ERTICO of where and when presentations will be given. They can do this by filling in the dissemination register on the ENSEMBLE SharePoint.

A standard presentation has been developed based on the template with input received by all work package leaders, taking responsibility for their respective work packages and led by ERTICO.

## 5. TOOLS AND TECHNIQUES

The objective of the dissemination and communication strategy is to ensure the project's key messages are effectively communicated to the target audiences and to support the project's overall objectives. This strategy will be supported by a range of communication tools, channels and techniques, and by capitalising on the network of consortium partners

To achieve an effective communication of the core messages, ENSEMBLE will use a number of different tools for internal and external communication.

### 5.1. Project website

The project website acts as the main communication hub, central repository and news channel for all public information. Web 2.0 “community” elements have been added to link to established social media platforms on related subjects, so to share and get feedback on our work progress.

The project website went live on July 2018, and can be found here: <http://platooningensemble.eu>

The homepage:

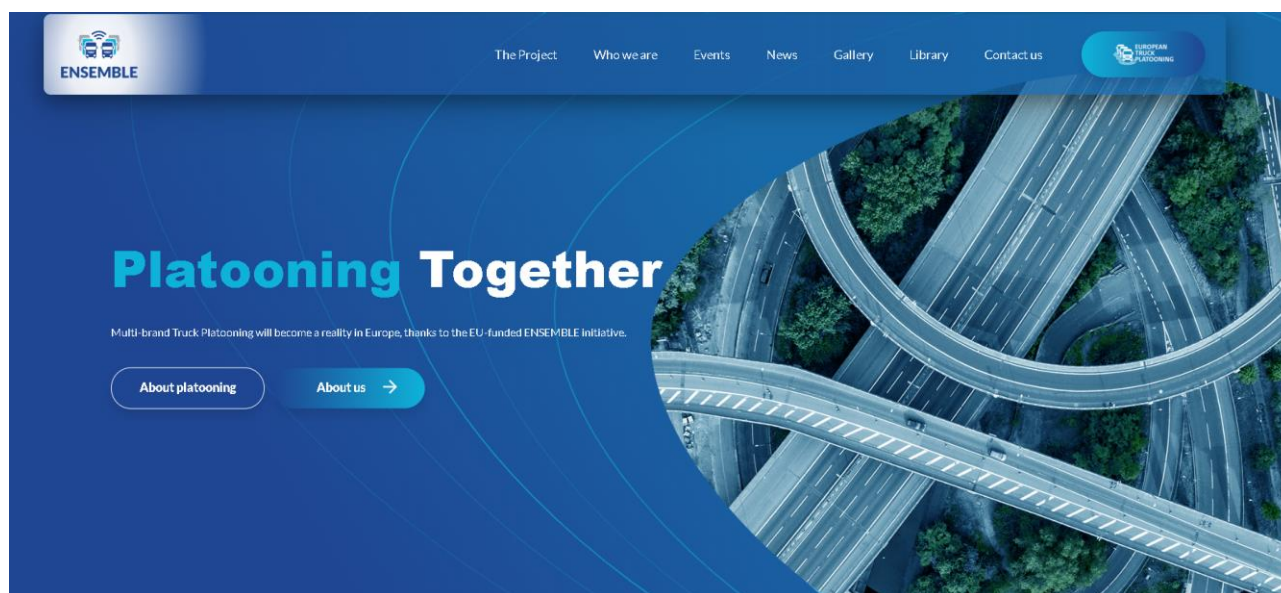


Figure 7 ENSEMBLE website homepage

The website is the main interface for the ENSEMBLE project, serves as the backbone for all communication activities and gathers all project information together, including facts and figures, news, press releases, events and consortium data.

The website is being updated, throughout the project's implementation, with public information about the status of activities, events, news, test sites and any other relevant information. The website is designed to be user friendly and will be regularly updated. (!)

The website consists of a homepage with a navigation menu at the top, with sections for static content containing project information. The navigation menu includes dedicated pages about the consortium members, news and events, a photo gallery and a library to gather the official deliverables and any kind of presentation and material used to promote the ENSEMBLE project internally and externally. The published public and EC approved project deliverables are downloadable in pdf format.

### *Website guidelines*

The contents of the information and news on the website can cover the following subjects:

- News directly generated by the project
- News that mention the project
- News of interest to the projects
- Events organised by the project
- Events related to the topics addressed by the project

The news are regularly published in relation to project events, outcomes and results. The content produced for the social media channels can be linked to those news items or articles to draw more traffic to the website.

The full list of news and press releases is available in the Dissemination Register (Annex I).

### *Social media, posts and content*

The project's social media presence plays an important role in the development of the ENSEMBLE community.

All social media posts are following the criteria listed below:

- Compulsory hashtags to gather all the ENSEMBLE-related content, in compliance with the EC Social Media Guide for H2020 R&I projects<sup>1</sup>:
  - #platooningensemble
  - #H2020
  - #INEA
- Other hashtags to be used in rotation, when possible and according to the content which is being published:
  - #truckplatooning

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<sup>1</sup> [http://ec.europa.eu/research/participants/data/ref/h2020/other/grants\\_manual/amqa/soc-med-guide\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amqa/soc-med-guide_en.pdf)

- #interoperability
  - #automatedtransport
  - #intelligenttransport
  - #automateddriving
- Picture attachments/included in the text, when possible or appropriate;
- Tags of relevant project partners' Twitter/LinkedIn accounts.

All social media interactions with externally produced content are objective and relevant to the projects' aims.

The content of the social media posts can be on the following subjects:

- News directly generated by the project;
- News that mentions the project;
- News of interest to the project;
- Events organised by the projects;
- Events related to the topics addressed by the projects.

The content should also respect the following rules:

- Specific reference to brands should be justified;
- Tweets should be strictly objective

### *Twitter*

The project relies on partners' Twitter accounts, leveraging the already well-built pull of stakeholders included in each organisation's network. In particular, ENSEMBLE content has been promoted through ERTICO Innovation Twitter account, which counts 6.708 followers as per June 2019. This choice wants to maintain the audience and amplify the reach of the ENSEMBLE project rather than starting from scratch.

### *LinkedIn*

To ensure further diffusion of ENSEMBLE mission and vision, the consortium has agreed to launch a dedicated LinkedIn account, the Platooning ENSEMBLE Community, with the objective of promoting and sharing relevant project content, raising awareness on the platooning topic, advantages and current European projects and involving more stakeholders/interested persons in the discussions. The account has been launched in M6 and counts, as of June 2019, 110 members.

The list of the main social media activities is included in the Dissemination Register (Annex I).

## 5.2. Videos & animation

Two professional project videos are foreseen; some in-house videos including footage from the OEMs will be also produced to highlight the project progress. The videos are intended to communicate and explain the project in a more appealing way.

### *Animation Video*

In M11, in occasion of the EUCAD Conference held in Brussels, a professional animated video presenting the project concept and objectives has been launched to help communicate to a wide audience and promote the ENSEMBLE project. ERTICO lead the development and production of the animation, with the support of relevant consortium partners.

The video is currently available on the ERTICO YouTube Channel and in the website project library, and it has been used during events and booth demonstrators, such as the 13<sup>th</sup> ITS European Congress (3-6 June, Brainport).

### *Project video*

A professional project video presenting the project achievements, interviews with partners and relevant stakeholders and project results will be produced upon the closure of the project. ERTICO will lead the development and production of the animation with the support of relevant consortium partners.

The project video will be used for dissemination and communication activities such as events, in the media and will be made available on the project website, as well as on social networks such as YouTube and the European Commission online channels (if deemed appropriate by the European Commission). It will include footages of the final demonstration in 2021.

## 5.3. Printed materials

During the course of the project, the consortium will produce a number of printed materials. These include the following:

### *Project brochures*

The brochures shall be developed for use at events by project partners to advertise the ENSEMBLE project. At least two brochures were foreseen during the project (M4 - Initial, M35 – Final, D6.4). ERTICO lead the creation and production of the initial brochure (part of D6.2) incorporating the project's visual identity, and the inputs of the relevant consortium partners.



Figure 8: ENSEMBLE Initial Brochure

The D6.4 ENSEMBLE Final Brochure, with format to be identified, will be made available at M35 to summarise and to pave the road to further exploitation of project's finding and achievements.

### *Standard presentation*

A standard public presentation has been made available for all project partners for use when participating in events where they are presenting ENSEMBLE information. The presentation will be updated regularly with latest results and developments.

### *Posters and roll-ups*

A roll-up has been developed to be used at events by project partners to advertise the ENSEMBLE project. The production has been led by the Dissemination and Communication manager and supported by WP7 partners, incorporating the project's visual identity. The posters roll-up is available for all consortium members upon request.



Figure 9: ENSEMBLE Roll-up

### *Images and photographs*

ENSEMBLE consortium dedicated considerable effort to build a graphic library to be used to represent the project when needed. Some of the partners provided the Dissemination Manager with specific cabin-view pictures, upon agreement of the whole consortium to use them as promotional material for the project.

Some professional photographs have been purchased for use in the design and development of communication tools and materials.

An infographic has been developed with the support of an external designer, after approval from the consortium, to be included in the project brochure and used for other printed material (poster and sticker displayed during the EUCAD Conference in April 2019 and the 13<sup>th</sup> ITS European Congress in June 2019).

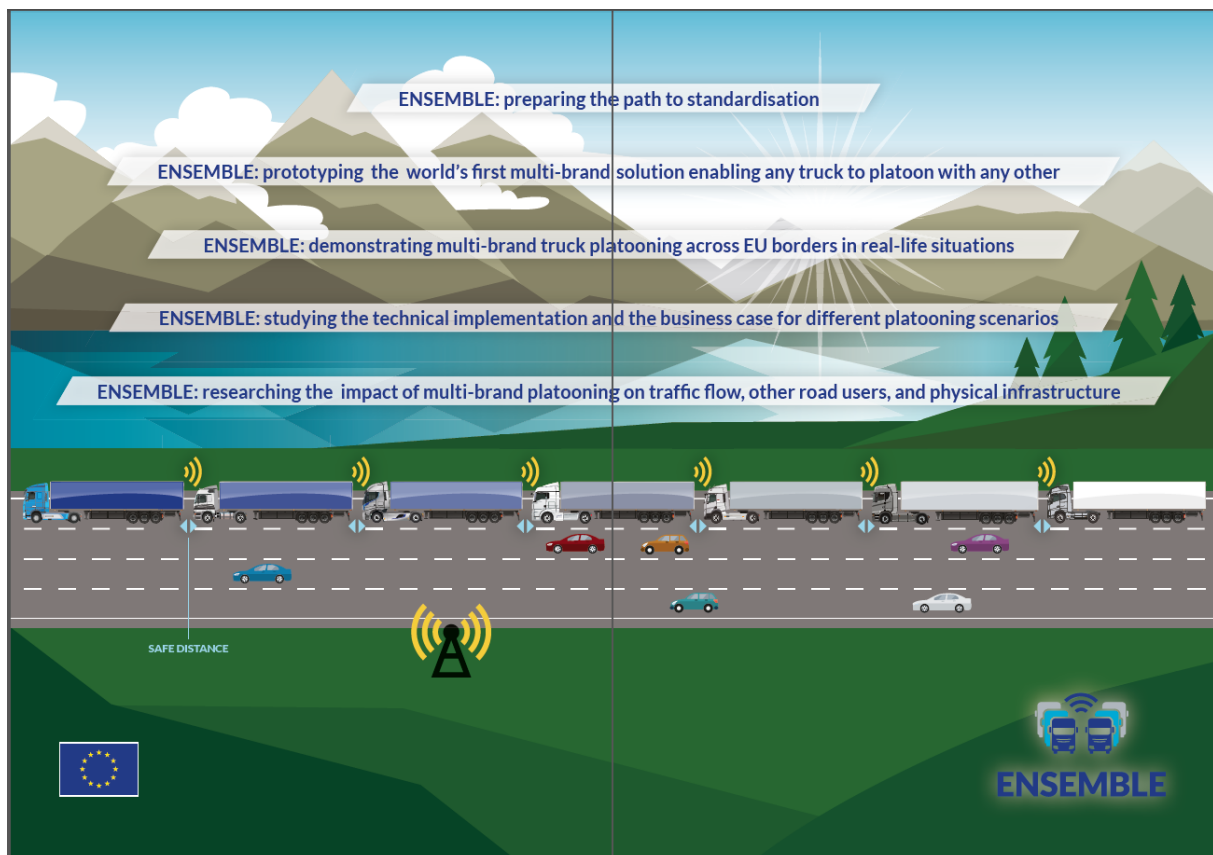


Figure 10: ENSEMBLE infographic for poster and sticker

At important events and milestones, a professional photographer can be hired to take pictures of events and demos. The images will be used for internal and external dissemination and communication materials, such as presentations, brochures, articles etc. If the images are copyrighted, the source has to be mentioned.

## 5.4. Media, press relations and articles

### Media

Media is not considered as target group for the project but more as a communication channel to address the different audiences. For this reason an initial list of relevant magazines, blogs, and

specialised websites has been drawn up below, while others in different languages will be compiled and included as the project progresses.

This list will include European and International media, such as:

- Traffic Technology International
- ITS International
- Thinking Highways
- Vision Zero International
- Hanser automotive
- National publications in the areas of automotive, technology, and mobility will also be targeted.

### *Press relations*

The Dissemination and Communication Manager (ERTICO) will lead press activities and the drafting of press releases. Press releases will be issued when key milestones are reached such as the start of the demonstration phase. The press releases will be drafted in English and presented to the consortium before publication. Partners will have five working days to comment.

The press releases can then be translated and adapted to local audiences and distributed to national media contacts by consortium partners. The press release will also be distributed to the ERTICO press list (about 1200 contacts), while other consortium members are obliged to help spread the press release using their own press networks.

Press briefings and conferences may be organised, for example at large events, and should be organised with the involvement of local authorities and relevant representatives of the industry. These activities will be organised mainly at local/national level with the support of the pilot site leaders.

Press announcements and invitations can be used to invite the media to participate in ENSEMBLE events, or to inform them about those events, as well as to provide them with an overview of the project's objectives in the cities and regions. These can be drafted by the Dissemination and Communication Manager with support from the consortium and the relevant local press office and sent to the media at least one week before an event. The content should be short, clear and presenting the ENSEMBLE project, the event, the benefits of the project and the pilot city/region. The press announcement will be in English, but local press offices should translate it into their language.

The press announcement will be followed by a press release, sent to the same media/journalists in different languages.

Local media will also play a fundamental role in the dissemination of the project and its services. The pilot site leaders will support the translations, promotion of events and distribution of press materials especially when a meeting is organised in their cities. Targeted interviews and articles should focus



on the local deployment and communicate the benefits of ENSEMBLE technologies, especially in urban areas and for vulnerable road users.

In the first year of the project 3 press releases were published, these can be found in Annex 2.

### *Articles*

ENSEMBLE partners, led by the Dissemination and Communication Manager, will write articles and participate in interviews for inclusion on the website. Some longer features will be prepared for possible inclusion in external media and magazines.

Each partner who writes an article, especially if planned for external media, will inform the Dissemination and Communication Manager of articles that will be, or are published, in the media. Each partner should check the content of the article with the Dissemination and Communication Manager and the Project Coordinator before publication, if it includes direct references to other ENSEMBLE partners or information which might be sensitive for the project.

## 6. EVENTS

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Meetings, workshops and congresses can be used to present the project to industry experts and to collect their feedback. In Annex 1 the current status of the ENSEMBLE dissemination register can be found, showing all events where one of the partners has been presenting the project.

Consortium members are encouraged to exploit dissemination and communication opportunities available in other projects. This cross-promotion can further enhance the project's outreach to grow the private-public communities.

Throughout the duration of the project, ENSEMBLE will be presented at different levels (direct participation, stand, promotional materials, session, paper etc.) at events. Each partner is required to indicate in the dissemination register (only relevant for ENSEMBLE or where they presented the project) where and what they participated in or to which they are planning to attend.

### 6.1. Local events

Workshops and events should also be organised locally. Most of the events will be half day events and should coincide with consortium meetings or around a major project milestone to facilitate other ENSEMBLE partners' participation.

The workshops will enable the consortium, public authorities, users, local media and other relevant target groups to experience and discuss the progress and the results of the project.

Where possible, the workshop will be followed by a press conference or media event. Local partners should cooperate with ERTICO in the organisation of such events and make the first contact with the local media.

### 6.2. Final event

An event for ENSEMBLE will be organised at month 36 for the final demonstration of the project (task 5.6). A better description of the event requirements will be set up at M24, after the first results of the project will be shared, and following the General Assembly discussion and planning to see if the project is meeting its targets.





## ANNEX 1. DISSEMINATION REGISTER

Table 2: Events

Date	Place	Partner	Activity	Title	Description	Partner attendance	Audience	Link
09/07/2018	San Francisco - USA	TNO	Conference	Automated Vehicles Symposium 2018	Tremendous advances in automated vehicles are resulting in some interesting and exciting enhancements to the transportation industry. During previous Automated Vehicles Symposia, these trends and advancements have been outlined, and key areas where transportation companies have had to rethink the entire scope of the business have been identified.	Maurice Kwakkernaat	ITS experts	<a href="http://www.automatedvehiclesymposium.org/home">http://www.automatedvehiclesymposium.org/home</a>
30/05/2018	Montreal - Canada	IFSTTAR	Conference	MOVIN'ON	World Summit on Sustainable Mobility	Bernard Jacob	ITS experts	<a href="https://movinon.michelin.com/en/the-programming-2018/">https://movinon.michelin.com/en/the-programming-2018/</a>
16/09/2018	Copenhagen, Denmark	TNO	Conference	ITFVHA	International Task Force on Vehicle-Highway Automation	Bastiaan Krosse	representatives from government ministries, state departments of transportation, vehicle manufacturers, Tier One suppliers, academic institutions, private infrastructure providers, and associations	

Date	Place	Partner	Activity	Title	Description	Partner attendance	Audience	Link
18/09/2018	Copenhagen, Denmark	TNO	Conference	ITS World Conference	Transforming Freight Movement through ITS	Marika Hoedemaeker	ITS experts	<a href="https://itsworldcongress.com/">https://itsworldcongress.com/</a>
19-09-2018	Copenhagen, Denmark	TNO	Conference	ITS World Conference	Break out session EC	Marika Hoedemaeker	ITS experts	<a href="https://itsworldcongress.com/">https://itsworldcongress.com/</a>
17-21-09-2018	Copenhagen, Denmark	ERTICO	Conference	ITS World Conference	Exhibition stand	ERTICO	ITS experts	<a href="https://itsworldcongress.com/">https://itsworldcongress.com/</a>
03/11/2018	Daegu, Korea	TNO	Conference	DIFA	Daegu International Future Auto Expo	Daan de Cloe		<a href="http://difa.or.kr/english/">http://difa.or.kr/english/</a>
08/11/2018	Muscat, Oman	TNO	Conference	IRU World Congress		Marika Hoedemaeker		<a href="https://www.iruworldcongress.com/">https://www.iruworldcongress.com/</a>
20/11/2018	Lelystad, NL	TNO	Conference	Car2Car	12th Car2Car Forum	Marika Hoedemaeker		<a href="https://www.car2car.org/index.php?id=302">https://www.car2car.org/index.php?id=302</a>
15/11/2018	Tokyo, Japan	TNO	Workshop	SIP-adus	5th SIP-adus workshop on connected and automated driving systems 2018	Maurice Kwakkernaat	breakout session of next generation transport	<a href="http://en.sip-adus.go.jp/">http://en.sip-adus.go.jp/</a>
16-11-2018	Tokyo, Japan	TNO	Networking		Tri-lateral working group on road automation	Maurice Kwakkernaat	Japanese METI project on truck platooning	
26/03/2019	Brussels, Belgium	ERTICO	Conference	ETPC Challenge	ENSEMBLE Status of WP 2 6 4 Platoon level A ETPC Progress on last workshop CASE 2022 ETPC Vision 2022	ERTICO	representatives from government ministries, state departments of transportation, vehicle manufacturers, private infrastructure providers, and associations	
15/01/2019	Washington, USA	TNO	Conference	TRB	Presentation in session 1468	TNO, Scania	world wide transportation experts	<a href="http://www.trb.org/AnnualMeeting/AnnualMeeting.aspx">http://www.trb.org/AnnualMeeting/AnnualMeeting.aspx</a>

Date	Place	Partner	Activity	Title	Description	Partner attendance	Audience	Link
15/01/2019	Washington, USA	TNO	Conference	TRB	Presentation in session 1421	TNO	world wide transportation experts	<a href="http://www.trb.org/AnnualMeeting/AnnualMeeting.aspx">http://www.trb.org/AnnualMeeting/AnnualMeeting.aspx</a>
10/03/2019	Berlin, DE	CONTINENTAL	Conference	6th Tech AD	Presentation in session	Continental	Technical experts	
06/03/2019	Sophia Antipolis, France	VOLVO	Workshop	10th ETSI ITS Workshop	Presentation in session	Volvo	Technical experts on communication	<a href="https://www.etsi.org/events/1471-etsi-its-workshop-2019">https://www.etsi.org/events/1471-etsi-its-workshop-2019</a>
27/03/2019	Munich, Germany	TNO	Conference	3rd autonomous trucks international conference	Presentation	TNO, MAN, DAF	international experts	<a href="https://www.vdi-wissensforum.de/en/event/autonomous-trucks/">https://www.vdi-wissensforum.de/en/event/autonomous-trucks/</a>
02/04/2019	Brussels, Belgium	TNO	Conference	EUCAD 2019	Panel member in freight and logistics breakout session	TNO		<a href="https://connecte.dautomateddriving.eu/eucad2019/">https://connecte.dautomateddriving.eu/eucad2019/</a>
03/06/2019	Eindhoven, NL	TNO	Conference	ITS Europe conference	presentation in SIS and in TS	TNO, CLEPA		<a href="https://2019.itsin-europe.com/">https://2019.itsin-europe.com/</a>
22/05/2019	Yokohama, Japan	IDIADA	Conference	JSAE Annual Congress	Presentation and paper	IDIADA	international experts	<a href="https://www.jsae.or.jp/2019haru/english/">https://www.jsae.or.jp/2019haru/english/</a>
27/04/2020	Helsinki, Finland	IDIADA	Conference	TRA 2020	Presentation and paper	IDIADA	international experts	<a href="https://traconference.eu/">https://traconference.eu/</a>
16/04/2019	Barcelona, Spain	IDIADA	Conference	Jornada Vehículo Industrial STA	Presentation	IDIADA	Technical experts	<a href="https://www.stauto.org/7a-edicion-de-la-jornada-vehiculo-industrial/?page=CiviCRM&amp;q=civicrm/event/info&amp;reset=1&amp;id=109">https://www.stauto.org/7a-edicion-de-la-jornada-vehiculo-industrial/?page=CiviCRM&amp;q=civicrm/event/info&amp;reset=1&amp;id=109</a>



Date	Place	Partner	Activity	Title	Description	Partner attendance	Audience	Link
26/06/2019	Naples, Italy	TNO	Conference	European Control Conference 2019!	Presentation and paper	TNO	Technical experts	<a href="https://www.researchgate.net/publication/332864688_Achieving_an_L2_string_stable_one_vehicle_look-ahead_platoon_with_heterogeneity_in_time-delays">https://www.researchgate.net/publication/332864688_Achieving_an_L2_string_stable_one_vehicle_look-ahead_platoon_with_heterogeneity_in_time-delays</a>
15/07/2019	Orlando, US	TNO	Conference	Automated Vehicles Symposium	Presentation	TNO		<a href="https://www.automatedvehiclesymposium.org/home">https://www.automatedvehiclesymposium.org/home</a>

Table 3: ENSEMBLE News and Press releases

Date	Partner	Activity	Description	Link
02/02/2018	ERTICO	Press Release	First news released from ENSEMBLE project: <2018 02 02 ENSEMBLE_press release final.doc>	<a href="http://erticonetwork.com/multi-brand-truck-platooning-become-reality-europe-eu-co-funded-ensemble-project/">http://erticonetwork.com/multi-brand-truck-platooning-become-reality-europe-eu-co-funded-ensemble-project/</a> <a href="https://eutruckplatooning.com/News/967655.aspx?t=TOGETHER+IS+A+REALITY+WITH+ENSEMBLE+ERTICO+newsletter+of+7-2-2018">https://eutruckplatooning.com/News/967655.aspx?t=TOGETHER+IS+A+REALITY+WITH+ENSEMBLE+ERTICO newsletter of 7-2-2018</a>
02/02/2018	TNO	Press Release	First news released from ENSEMBLE project: <2018 02 02 ENSEMBLE_press release final.doc>	<a href="http://www.logistiek.nl/distributie/nieuws/2018/2/platooning-wordt-truckmerk-onafhankelijk-101162119">http://www.logistiek.nl/distributie/nieuws/2018/2/platooning-wordt-truckmerk-onafhankelijk-101162119</a> <a href="https://www.ttm.nl/nieuws/truckfabrikanten-platoonen-samen-ensemble/94895/">https://www.ttm.nl/nieuws/truckfabrikanten-platoonen-samen-ensemble/94895/</a> <a href="https://www.transport-online.nl/site/88198/multi-merk-truckplatooning-wordt-een-realiteit-in-europa-dankzij-het-ensemble-project/">https://www.transport-online.nl/site/88198/multi-merk-truckplatooning-wordt-een-realiteit-in-europa-dankzij-het-ensemble-project/</a> <a href="http://www.infrasite.nl/news/news_articles.php?ID_nieuwsberichten=21563">http://www.infrasite.nl/news/news_articles.php?ID_nieuwsberichten=21563</a> <a href="https://truckstar.nl/grootscheepse-praktijkproef-truckplatooning-heel-europa/">https://truckstar.nl/grootscheepse-praktijkproef-truckplatooning-heel-europa/</a> <a href="https://transportenmilieu.nl/nieuwsarchief/item/multimerk-platooning-in-ensemble-project">https://transportenmilieu.nl/nieuwsarchief/item/multimerk-platooning-in-ensemble-project</a>
02/02/2018	IDIADA	Press Release	First news released from ENSEMBLE project: <2018 02 02 ENSEMBLE_press release final.doc>	<a href="https://diariodetransporte.com/2018/02/este-ano-habra-truck-platooning-las-carreteras-europeas/">https://diariodetransporte.com/2018/02/este-ano-habra-truck-platooning-las-carreteras-europeas/</a>
02/02/2018	SCANIA	Press Release	First news released from ENSEMBLE project: <2018 02 02 ENSEMBLE_press release final.doc>	<a href="https://www.webwire.com/ViewPressRel.asp?ald=219754">https://www.webwire.com/ViewPressRel.asp?ald=219754</a>

02/02/2018	VOLVO	Press Release	First news released from ENSEMBLE project: <2018 02 02 ENSEMBLE_press release final.doc>	<a href="https://www.volkswagenag.com/en/news/2018/02/scania_multi_brand_platooning.html">https://www.volkswagenag.com/en/news/2018/02/scania_multi_brand_platooning.html</a> <a href="http://www.volvogroup.com/en-en/news/2018/feb/truck-platooning-on-european-roads.html">http://www.volvogroup.com/en-en/news/2018/feb/truck-platooning-on-european-roads.html</a>
23/11/2018	ERTICO	News	ENSEMBLE presented during the ETPC Network Workshop	<a href="https://platooningensemble.eu/news/ensemble-presented-during-the-etpc-network-workshop">https://platooningensemble.eu/news/ensemble-presented-during-the-etpc-network-workshop</a>
19/12/2018	Steering Board	Press Release	Using ITS G5 for efficient truck platooning	<a href="https://platooningensemble.eu/news/using-its-g5-for-efficient-truck-platooning5c1a203e7a226">https://platooningensemble.eu/news/using-its-g5-for-efficient-truck-platooning5c1a203e7a226</a>
26/03/2019	ERTICO	Press Release	ENSEMBLE at the ETPC event in Brussels	<a href="https://platooningensemble.eu/news/ensemble-participated-to-the-etpc-event-in-brussels-on-the-26th-of-march5c9a211854463">https://platooningensemble.eu/news/ensemble-participated-to-the-etpc-event-in-brussels-on-the-26th-of-march5c9a211854463</a>
04/04/2019	ERTICO	Press Release	EUCAD 2019: a successful event for ENSEMBLE	<a href="https://platooningensemble.eu/news/ensemble-successfully-participated-to-the-conference-in-brussels5ca621c0e7245">https://platooningensemble.eu/news/ensemble-successfully-participated-to-the-conference-in-brussels5ca621c0e7245</a>
06/05/2019	ERTICO	News	Platooning ENSEMBLE is now an animated video	<a href="https://platooningensemble.eu/news/platooning-ensemble-is-now-an-animated-video5cd0436a5da79">https://platooningensemble.eu/news/platooning-ensemble-is-now-an-animated-video5cd0436a5da79</a>
22/05/2019	ERTICO	News	Launch of the ENSEMBLE survey	<a href="https://platooningensemble.eu/news/ensemble-survey-10-minutes-to-have-your-say5ce55ea12a705">https://platooningensemble.eu/news/ensemble-survey-10-minutes-to-have-your-say5ce55ea12a705</a>
07/06/2019	ERTICO	Press Release	The success of ENSEMBLE at the 13th ITS European Congress	<a href="https://platooningensemble.eu/news/the-success-of-ensemble-at-the-13th-its-european-congress5cfa32abb09b9">https://platooningensemble.eu/news/the-success-of-ensemble-at-the-13th-its-european-congress5cfa32abb09b9</a>

Table 4: ENSEMBLE Social media activities

Date	Partner	Activity	Social media	Link
02/02/2018	ERTICO		LinkedIn	
19/09/2018	ERTICO	ENSEMBLE in Copenhagen for the ITS World Congress	LinkedIn	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6448172522230947840">https://www.linkedin.com/feed/update/urn:li:activity:6448172522230947840</a>
20/11/2018	ERTICO	#EU Truck platooning challenge - Network workshop	Twitter	<a href="https://twitter.com/ERTICO/status/1064844172631449600">https://twitter.com/ERTICO/status/1064844172631449600</a>
14/01/2019	ERTICO	New content on ENSEMBLE website	Twitter	<a href="https://twitter.com/ERTICO/status/1084752202495901703">https://twitter.com/ERTICO/status/1084752202495901703</a>
19/02/2019	ERTICO	Join the Platooning ENSEMBLE LinkedIn Community	Twitter	<a href="https://twitter.com/ERTICO/status/1097786596475260928">https://twitter.com/ERTICO/status/1097786596475260928</a>
28/02/2019	ERTICO	Next ETPC Event	Twitter	<a href="https://twitter.com/ERTICO/status/1101076179526795264">https://twitter.com/ERTICO/status/1101076179526795264</a>
17/03/2019	ERTICO	3rd international Autonomous Trucks conference free white paper by TNO	LinkedIn	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6511574571014062080">https://www.linkedin.com/feed/update/urn:li:activity:6511574571014062080</a>

25/03/2019	ERTICO	ENSEMBLE at EUCAD Conference	Twitter	<a href="https://twitter.com/ERTICO/status/1110121674572292097">https://twitter.com/ERTICO/status/1110121674572292097</a>
05/06/2019	CLEPA	ENSEMBLE animated video	Twitter	<a href="https://twitter.com/CLEPA_eu/status/1136215053097717761">https://twitter.com/CLEPA_eu/status/1136215053097717761</a>
05/06/2019	ERTICO	ENSEMBLE stand at ITS Congress	Twitter	<a href="https://twitter.com/ERTICO/status/1135852679849226241">https://twitter.com/ERTICO/status/1135852679849226241</a>
07/06/2019	ERTICO	ENSEMBLE booth at Automotive Congress	Twitter	<a href="https://twitter.com/ERTICO/status/1136269961477971968">https://twitter.com/ERTICO/status/1136269961477971968</a>

Table 5: ENSEMBLE Papers

Date	Partner	Activity	Description	Link
22/05/2019	IDIADA	Yokohama, Japan	Platooning regulatory state of the art based on the H2020 Project: ENSEMBLE	<a href="https://www.jsae.or.jp/2019haru/english/">https://www.jsae.or.jp/2019haru/english/</a>
27/04/2020	IDIADA	Helsinki, Finland	Platooning regulatory state of the art based on the H2020 Project: ENSEMBLE	<a href="https://traconference.eu/">https://traconference.eu/</a>
22/05/2019	IFSTTAR	Conference on WIM	Specifications for Multi-Brand Truck Platooning	<a href="http://www.is-wim.org/icwim8/">http://www.is-wim.org/icwim8/</a>
26/06/2019	TNO	European Control Conference 2019	“Achieving an L2 string stable one vehicle look-ahead platoon with heterogeneity in time-delays”	<a href="https://www.researchgate.net/publication/332864688_Achieving_an_L_2_string_stable_one_vehicle_look-ahead_platoon_with_heterogeneity_in_time-delays">https://www.researchgate.net/publication/332864688_Achieving_an_L_2_string_stable_one_vehicle_look-ahead_platoon_with_heterogeneity_in_time-delays</a>

## ANNEX 2. ENSEMBLE PRESS RELEASES

### TOGETHER IS A REALITY WITH ENSEMBLE

The partners of the ENSEMBLE consortium, including all six European commercial truck manufacturers and led by TNO, announce their commitment to implement and demonstrate multi-brand truck platooning over the next 3 years.

Multi-brand Truck Platooning will become a reality in Europe thanks to the EU co-funded ENSEMBLE project.

The ENSEMBLE consortium will implement and demonstrate multi-brand truck platooning on European roads over the next three years. This paves the way for the adoption of multi-brand truck platooning in Europe that will improve fuel economy, CO2 emissions, traffic capacity and throughput for the road freight sector.

The main aim of the ENSEMBLE project is to ensure safe platooning when using different branded trucks and carry out impact assessment for infrastructure, road safety and traffic flow. Traffic and road authorities will be approached to jointly define road approval requirements. Platoon Operation Levels will be defined to guide the design of different platooning functionalities and strategies, reflecting the full diversity of trucks with platooning functionality.

Through real-world testing across national borders the impact on traffic, infrastructure and logistics will be assessed, whilst gathering relevant data of safety-relevant scenarios and necessitating harmonisation of approval requirements.

With the possibility of multi-brand platooning available for trucks driving on European roads, a single truck can form a platoon with any other truck. This could result in fuel savings for a large group of vehicles on today's roads. Moreover, it will influence traffic flow, especially on highly congested corridors. Platoons will appear in normal traffic, causing smoother traffic and higher vehicle density and thus improving road throughput. Thanks to automated dynamic control between the trucks, truck operations are safer and less stressful. At highway entries, exits and junctions platoons will automatically increase vehicle gaps to give way to other road users.

The project will start half way through 2018 and will last three years. The first year will concentrate on bundling the requirements and development of a reference design with acceptance criteria. This reference design will be taken up by the OEMs and suppliers for implementation on their own trucks during the second year, while the knowledge partners will perform impact assessments with several criteria. Year three of the project will focus on testing the multi-brand platoons on test tracks and international public roads. The technical results will be evaluated toward the initial requirements. Also, the impact on fuel consumption, drivers and other road users will be established. The final ENSEMBLE multi-brand truck platooning demonstration is planned on public roads in 2021.

#### The ENSEMBLE Partners

The ENSEMBLE project is led by TNO. All six European truck manufacturers will bring in their fore-running technological position on platooning: DAF, DAIMLER, IVECO, MAN, SCANIA and VOLVO GROUP (VOLVO TRUCKS & RENAULT TRUCKS). CLEPA represent the equipment and components' suppliers and will supporting research, innovation and deployment as drivers for industrial growth. Specific suppliers will support the OEM implementations: ZF, NXP and WABCO. ERTICO – ITS Europe, being the platform for the cooperation of all relevant stakeholders to develop and deploy ITS in Europe, will ensure outbound focus by involving stakeholders and by being the link to the European Truck Platooning Community. The consortium is completed by the knowledge partners: IDIADA (validation and legal challenges), IFSTTAR (impact assessment on infrastructure, traffic flow, road safety and perception by users and logistics), KTH (platooning services) and VU Brussel (business case of platooning).

### ENSEMBLE starts tackling biggest challenges of large-scale deployment of multi-brand truck platooning

**On 1 June, the ENSEMBLE consortium officially started its activities towards the implementation and demonstration of multi-brand truck platooning on European roads. As it paves the way for the adoption of multi-brand truck platooning in Europe that will improve fuel economy, CO2 emissions, traffic capacity and throughput for the road freight sector, the results of ENSEMBLE provide new opportunities with societal and economic impact. Through real-world testing across national borders, the impact on traffic, infrastructure and logistics will be assessed, whilst gathering relevant data of safety-relevant scenarios and the corresponding harmonisation of approval requirements required. The challenging journey began with a kick-off meeting in Eindhoven.**

#### Accelerating multi-brand truck platooning

During the first year, the project partners will concentrate on setting the specifications and developing a reference design with acceptance criteria. This reference design will be taken up by the OEMs and suppliers for implementation on their own trucks during the second year, while the knowledge partners will perform impact assessments with several criteria. Year three of the project will focus on testing the multi-brand platoons on test tracks and international public roads. The technical results will be evaluated against the initial requirements. Also, the impact on fuel consumption, drivers and other road users will be established. In the end, all activities within the project aim to accelerate the deployment of multi-brand truck platooning in Europe.

#### Worldwide attention

Since the first discussions between project partners and eventually the approval of the project proposal by the European Commission, ENSEMBLE has received growing attention from multiple parties in the logistics sector and Ministries of Transport all around the world. ENSEMBLE is confident about achieving the defined results, through pre-competitive collaboration, required for the next level of innovation in transport & logistics.

Ronald Paul, Chief Operating Officer at the Port of Rotterdam: "Port of Rotterdam is partner in a European truck platooning project because it contributes to our ambition to offer sustainable solutions, through innovation, for traffic safety and swift accessibility of our port."

Mark Frequin, Director General of the Dutch Ministry of Infrastructure & Water Management: "The Ensemble project will play a key role in the development of truck platooning, since it will lay the foundation for multi-brand truck platooning. This is a necessary step towards large-scale deployment of this technique. The Ministry follows the developments of truck platooning closely because of the promising perspective that it will contribute to traffic safety, fuel efficiency and therefore CO2 reduction."

#### The ENSEMBLE Partners

The ENSEMBLE project is led by TNO. All six European truck manufacturers will bring in their pre-eminent technological position on platooning: DAF, DAIMLER, IVECO, MAN, SCANIA and VOLVO Technology (VOLVO TRUCKS & RENAULT TRUCKS). CLEPA represents the suppliers of automotive equipment and components and will support research, innovation and deployment as drivers for industrial growth. The following suppliers are also a partner of the project: NXP, ZF, Bosch, Continental, Brembo and WABCO. ERTICO – ITS Europe, being the platform for the cooperation of all relevant stakeholders to develop and deploy ITS in Europe, will ensure outbound focus by involving stakeholders and by being the link to the European Truck Platooning Community. The consortium is completed by the knowledge partners: IDIADA (validation and legal challenges), IFSTTAR (impact assessment on infrastructure, traffic flow, road safety and perception by users and logistics), KTH (platooning services) and VU Brussel (platooning business case). This project is partly funded by the European Commission.

### ENSEMBLE press release June 2018



**ENSEMBLE press release February 2018****Using ITS-G5 for efficient truck platooning**

**The Horizon 2020 ENSEMBLE project is paving the way to enable the first generation multi-brand truck platooning with the involvement of all European truck brands by 2022. The aim of platooning is to increase road traffic safety, as well as efficiency, by introducing ad hoc wireless communication between vehicles and smart road infrastructure. Platooning holds significant potential for making road freight transport safer and cleaner. Moreover, it represents a key step towards higher levels of automation, attractive for both hauliers and consumers. Industry has invested heavily over the last few years and is now at the stage of generating an early return on investment. ENSEMBLE has chosen ITS-G5 using the 5.9 GHz frequency band as the technology of choice for efficient truck platooning.**

Benefits of platooning include synchronised acceleration changes between vehicles, a reduced carbon footprint due to the effects of the slipstream and importantly, safer and more efficient goods transport on European roads. The technology selected by the ENSEMBLE project for short-range wireless communication between platooning vehicles and other road traffic participants is ITS-G5 (based on IEEE 802.11p) using the 5.9 GHz band. ITS-G5 was selected due to its maturity and the fact that it has been tailor-made for instant communication. ITS-G5 offers cyber secure connectivity for the convoy and in digital road infrastructure, traffic management and is essential for the journey to full C-ITS services. It is of uttermost importance that ITS-G5 have access to the whole frequency band at 5.9 GHz to secure the future for platooning and all other safety applications.



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ENSEMBLE press release December 2018	
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