

Overview of NordicWay 2 Communication and Dissemination

NordicWay 2

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1 Introduction

The purpose of this document is to provide an overview of the communication and dissemination activities in the NordicWay 2 project. It is based on inputs from all project partners and contains an overview of the many diverse communication activities performed, including important events arranged and hosted by the NordicWay 2 project.

The aim of the communication and dissemination activities has been to ensure an efficient communication of results, lesson learned and key milestones achieved in the project, thus also drawing attention to the importance of C-ITS and the benefits of European cooperation and CEF.

Further, a proper exchange of information to relevant European platforms such as C-Roads and the CCAM Platform (Cooperative, Connected and Automated Mobility Platform) and disseminating the NordicWay findings through these platforms and other relevant platforms also.

This document is a deliverable (M17) of the NordicWay 2 Activity 4 Communication.

1.1 NordicWay objectives

The main objective of NordicWay2 is to deploy studies with pilot activities in order to further develop interoperable Day-1 and Day 1.5 C-ITS services and as well support infrastructure readiness for connected and automated driving in Denmark, Finland, Norway and Sweden.

The European Commission co-finances the project under the Connecting Europe Facility (CEF) program.

The actions of the project started in February 2017 and continue until December 2020

To deliver on the overall objective, four specific objectives with nine activities define NordicWay2.

The first specific objective is to contribute to the harmonisation and interoperability of the C-ITS services in Europe. This objective has been met by ensuring that the architecture, systems and services put in place are interoperable and in line with European developments, including the specifications and other interoperability and harmonisation requirements agreed by the C-Roads Platform.

The second objective is to support the deployment of "Day-1" and "Day-1.5" C-ITS services in Nordic countries and extend its use in vital road freight transport routes subject to extreme weather conditions and in urban and interurban environments. This objective has been met by deploying pilots in Norway (activity 5), Finland (activity 8) and Sweden (activity 9) that tested the use of C-ITS services - on peripheral networks, on the Scan-Med corridor and within urban and interurban environments.

The third specific objective is to support the infrastructure readiness for connected and automated driving in Nordic countries. This objective has been met by testing the infrastructure readiness for connected and automated driving on major freight routes of the comprehensive network in Norway (activity 6) and by analysing the automated driving in snowy and icy arctic conditions in Finland (activity 7)

The fourth specific objective is to assess the socio-economic impacts of the piloted Day 1 and Day 1.5 C-ITS services as well as the effect on user mobility and traffic behaviour and on public acceptance. This specific objective has been met by carrying out an evaluation activity which has covered all these aspects.

The NordicWay2 project involves the EU-countries Denmark, Finland and Sweden and the non-EU member Norway as active members in the project. The project has engaged ministries, road administrations and road operators together with a multitude of operators for services, car manufacturers and suppliers of equipment.

2 External communication

2.1 Communication and dissemination activities

NordicWay has conducted a wide range of activities on dissemination to external parties via numerous communication channels – All activities are listed in the table below.

Table 1 External communication

Type of Information	Description	Time of delivery/launch
NordicWay Web	NordicWay 2 web site www.Nordicway.net The web site contains all the videos and presentations from the project.	From start of the project. Use of existing NordicWay web site (the former NordicWay results are accessible from the web site which now covers also NordicWay 2 and NordicWay 3)
NordicWay YouTube channel	NordicWay 2 YouTube channel with some of the videos produced by the project https://www.youtube.com/channel/UCiwtPH2DNQSxaEQi_4OtenQ	April 2020
PR materials and video	NordicWay 2 Brochure (on www.NordicWay.net) NordicWay 2 film: Tour de NordicWay 2 – A video cavalcade of short visits to some of the NordicWay 2 demonstration sites with real life pilots	- September 2018 (at ITS World Congress 2018) - December 2020
Presentations and pilot videos	Various presentations at congresses, seminars and relevant platforms etc. (www.Nordicway.net) 1. ITS World Congress Copenhagen, September 2018, 6 presentations in technical sessions/ special sessions and in addition: a) Nordic Pavillion in exhibition, Video presentation in continuous loop on screens b) Nordic Pavillion in exhibition, Carmenta presentation «Emergency vehicle approaching» c) Demonstration video showing the NordicWay2 demonstration on geofence technology and signalized intersections 2. Finnish Winter Road Congress, February 2018, The arctic intelligence test ecosystem 3. ITS Conference Norway, 16 March 2018, Is C-ITS suitable for traffic regulations 4. ITS EU Seminar Trafikverket, 31 May 2018, Stockholm Sweden	Throughout the project

	<ol style="list-style-type: none"> 5. NordicWay Overall presentation, for use by all partners, September 2018 6. Annual ITS Ireland Conference, 9 November 2018, Ireland 7. EU EIP Forum, 14-15 November 2018, Utrecht 8. ITS Arena Conference, 3 April 2019, Oslo, ITS pilots in urban areas 9. NVF Smart Mobility Services and Intelligent Infrastructure seminar, April 2019 10. Launch of the Swedish Pilot, May 2019 11. Workshop on common challenges and GDPR, May 2019, Gothenburg 12. Workshop on common challenges and GDPR, vehicle industry perspective, May 2019 13. Workshop on common challenges and GDPR, telecom perspective, May 2019 14. Workshop on common challenges and GDPR, GDPR and connected vehicles, May 2019 15. ITS Europe, Eindhoven, June 2019 <ol style="list-style-type: none"> a) Status of large-scale C-ITS deployments across Europe b) C-ITS hybrid communication to support interoperable services in Europe c) Harmonization of evaluations d) NordicWay2 Finnish C-ITS Deployment pilot 16. C-ITS Deployment in Finland, September 2019, Messages in the Finnish pilot 17. Digital Transport Days, October 2019, Digitalization of TEN-T: From research to deployment 18. European Transport Conference, October 2019, The Day 1 C-ITS application GLOSA 19. ITS World Congress, Singapore, October 2019, Nordic Pavilion in exhibition, Video presentation in continuous loop on screen 20. EU EIP & C-Roads Workshop, Brussels, November 2019 <ol style="list-style-type: none"> a) Data Privacy and GDPR, The Finnish pilot b) NordicWay2 GDPR workshop c) Finnish lessons on C-ITS ecosystems in NordicWay2 d) NordicWay2 Ecosystem evaluation 21. 5GAA Conference, November 2019, C-ITS Day 1 Services Finnish Pilot 22. Future of Mobility Conference, Dubai, November 2019 23. Video launched December 2019, Emergency Vehicle Approaching, A NordicWay 2 C-ITS pilot 24. Video launched April 2020, NordicWay 2 Geofence pilot 25. Finnish C-ITS pilot demonstration, Showcase 6 May 2020 <ol style="list-style-type: none"> a) Finnish C-ITS Deployment pilot demonstration, video launched b) NordicWay 2 by EEE Innovations Consortium 	
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	<ul style="list-style-type: none"> c) Technical evaluation field tests, Tampere, Finland d) NordicWay2 Ecosystem evaluation <ol style="list-style-type: none"> 26. Video launched June 2020, NordicWay 2 Swedish pilot, Dynamic Access Control 27. Video launched September 2020, NordicWay 2 Norwegian pilot: Traffic Ahead warning 28. Video launched September 2020, NordicWay 2 Norwegian pilot: Mobile Road works warning 29. Video launched September 2020, NordicWay 2 Norwegian pilot: On street parking information in Trondheim 30. Video launched September 2020, NordicWay 2 pilot on Road Works warning 31. Video launched October 2020, NordicWay 2 Traffic Signals pilot in Sweden 32. Swedish Pilot showcase, 23 Oct 2020 – Many presentations on the Swedish demonstration sites, services, evaluations and highlights included in the showcase (see below under showcases) 33. Norwegian Pilot showcase, 29 Oct 2020 <ul style="list-style-type: none"> a) Services piloted b) Test sites c) Interchange d) Automatic speed adaption e) ITS Perception – Lidar technology f) Sensor network for vehicle speed profiling g) Smart road signs and weather stations h) Services Skibotndalen i) Mobile Road works and Traffic ahead warning j) Nordic Tour route and technology k) In-vehicle speed limits l) The C-ITS test beds E8 Borealis and E6 Patterød m) Showcase Q&A 34. ITS Europe congress, virtual, November 2020 – NordicWay 2 Ecosystem evaluation 35. NordicWay 2 Final workshop, Webinar on Evaluation results, 17 Dec 2020 <ul style="list-style-type: none"> a) Evaluation approach b) Ecosystem evaluation results c) Technical evaluation results d) Cellular C-ITS Corridor – User acceptance of C-ITS e) NordicWay Interchange & Nordic Tour f) Socio-economic evaluation g) Feasibility for C-ITS service provision in the Nordic countries 	
Articles, notices etc.	<ul style="list-style-type: none"> • Teknisk Ukeblad (Norwegian technical magazine): “This road has been closed 39 times...New technology to predict the problems” 	February 2018

	<ul style="list-style-type: none"> • PSI-Group-article in magazine Production-Manager: AI prediction of travel time • Ingeniøren (Danish technical magazine): “C-ITS may force hybrid cars to use electricity” • Many other articles have mentioned NordicWay, but a full list has not been possible to include 	<p>February 2018</p> <p>September 2018</p>
Press releases	<ul style="list-style-type: none"> • “Finnish competence is used to solve problems caused by winter conditions to automated transport” (Finnish Transport Safety Agency Trafi) • “VTI simulators are used to create service for emergency vehicles” (Swedish National Road and Transport Research Institute, VTI) • Launch of Swedish Pilot (Trafikverket) • Artic Challenge, Final results of project investigating road transport automation in winter conditions give solution proposals for vehicles and the Finnish road network (Finnish Transport Infrastructure Agency & Traficom) 	<p>October 2017</p> <p>September 2018</p> <p>May 2019</p> <p>December 2019</p>
PR Events and demonstrations and showcases	<ul style="list-style-type: none"> • Launching events to announce the start of the pilots in the different countries • NordicWay 2 demonstration at ITS World Congress Demonstration area in Copenhagen, 2018 (E.g. The Nordic Transport ministers attended) • NordicWay Tour, a data logging expedition through all NordicWay 2 countries, 5000 km with 5 border crossings (The story about NordicWay was shown in e.g. national Norwegian Television, Sept. 2019) • Finnish Pilot Showcase, large on-line event with many participants (6 May 2020) • Swedish Pilot Showcase, large on-line event with more than 300 participants (23 Oct. 2020) • Norwegian Pilot Showcase, large on-line event with many participants (29 Oct. 2020) 	<p>2018 and 2019</p> <p>ITS World Congress 17-21 September 2018</p> <p>September 2019</p> <p>May 2020</p> <p>October 2020</p> <p>October 2020</p>
Final Workshop on Evaluation results	<p>Large on-line workshop to publish the results and lessons learned to partners, EC, C-Roads Platform, C-ITS stakeholders etc.</p> <p>https://www.youtube.com/watch?v=F8rGp8Vlr2Y</p>	<p>17 December 2020</p>

The NordicWay 2 web site **www.Nordicway.net** has been used to show press releases, major test results, presentations, videos, showcases, key milestones and deliverables etc. during the project.

NordicWay 2 template for documents and presentations

All partners have used the NordicWay 2 templates for documents and deliverables. Hereby it is also ensured that the obligation to include the EU logo “Co-financed by the European Union, Connecting Europe Facility” is fulfilled. The template can be found at the NordicWay 2 workspace eRoom which is an internal eRoom for partners only (and is operated by the coordinator, Norwegian Public Roads Administration).

2.2 Exchange of information with European platforms incl. C-Roads

An essential part of the NordicWay 2 project is to participate and contribute to the C-ROADS project for harmonisation of C-ITS services in Europe. Ensuring a proper exchange of information within C-ROADS and potentially with all other relevant European platforms is an important task of NordicWay 2. The NordicWay 2 partners are committed to disseminate findings and relevant results and to take up challenges that would benefit from European discussions and consensus.

3 Internal Communication

Internal communication relates to all information flows between partners in NordicWay2. The Project Management, the Activity leaders, technical coordination and the Pilot Managers are responsible for timely flow of information, progress reports and contribution of results. The PMB is an essential forum for coordination and exchange of information since the project activities are discussed and their progress reported. The Project manager has communicated with partners in connection with the PMB meetings as well as for coordination and compilation of reports and deliverables to the European Commission.

Each partner needs to coordinate the activities under their responsibility and organise internal communication to safeguard that policies, technical agreements, plans etc. are communicated to the partners concerned and to ensure that feedback from measures are brought back to the NordicWay2 management level. In addition, Project manager and Activity leaders have been expected to give a summary status report at the project management board meetings.

In order to simplify the information sharing regarding project management issues a workspace has been set up. When updating documents in the workspace it is important to let others know by sending an e-mail. The Project Manager can request that documents should be added by a certain date.

3.1 Internal Communication reporting and actors

The reporting plan (table 2 below) shows who is expected to report what, to whom, when and how.

Table 2 Reporting plan

Who	What	To Whom	When	How
Project Manager	PMB meeting Agenda	PMB	approx. 2 weeks before PMB meetings	Workspace and email
Project Manager	Detailed progress report	PMB	Every other PMB meeting (Yearly)	Presentation at PMB meetings
Technical Group secretariat	Progress status report	PMB	At PMB meetings	workspace and presentation at PMB meeting
Project secretariat	PMB Minutes	PMB	2 weeks after PMB meetings	Workspace and email
Activity leader	Progress status report	PMB	At PMB meetings	Workspace and presentation at PMB meeting
Pilot Manager	Pilot Status Report	PMB	At PMB meetings	Workspace and presentation at PMB meeting
Partners	Progress report input	Project Manager	Yearly (periods ending 31.12)	Workspace and/or email