

DISSEMINATION, COMMUNICATION AND EXPLOITATION PLAN

Project Deliverable D7.1



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LIST OF ABBREVIATIONS AND ACRONYMS

ACRONYM	MEANING
D	Deliverable
EI	Expected Innovation
EU	European Union
GA	Grant Agreement
KER	Key Exploitable Result
KPI	Key Performance Indicator
M	Month
T	Task
TRL	Technology Readiness Level
WP	Work Package

DELIVERABLE EXECUTIVE SUMMARY

Deliverable D7.1 – Dissemination, Communication and Exploitation Plan presents the overall strategy and framework for the dissemination, communication and exploitation activities of the SMARTIN project. It establishes a clear roadmap to ensure that SMARTIN's objectives, progress and results are effectively promoted, shared and exploited across Europe.

The document outlines the objectives and key actions guiding communication and dissemination activities throughout the project's 36-month duration. It identifies target audiences, key messages and outreach channels, and establishes a framework for monitoring and reporting to ensure coherent and compliant implementation. This includes a timeline of planned activities, measurable Key Performance Indicators (KPIs) and internal procedures with tracking tools for recording communication, dissemination and scientific outputs in line with Horizon Europe requirements.

The Communication Plan presents the project's visual identity and branding elements, along with the main communication channels and tools. An editorial plan outlines the expected frequency and scope of communication activities across the project lifecycle. A dedicated section also addresses pilot communication activities, summarising the approach for communication at local, regional and national levels in the four pilot sites. The full Pilot Communication Strategy is presented in below.

The Dissemination Plan defines the strategy for sharing SMARTIN's technical and scientific outcomes through publications, academic workshops, conferences, training sessions and capacity-building events. It also covers stakeholder engagement activities and clustering with other EU-funded initiatives to ensure alignment, interoperability and cross-project collaboration.

The Exploitation Strategy provides an initial framework for identifying Key Exploitable Results (KERs), supporting their market readiness and ensuring long-term sustainability. It also includes provisions for knowledge management, intellectual property rights and contributions to standardisation, helping to maximise SMARTIN's lasting impact beyond the project's lifetime.

The strategy and plan presented in this deliverable will remain active and evolving throughout the project's duration. It will be updated as needed to reflect progress, lessons learned and new opportunities for maximising the visibility and uptake of SMARTIN's innovations.

1 INTRODUCTION

1.1 PROJECT OVERVIEW

SMARTIN brings together leading research institutions, industry partners and public authorities to reimagine the way transport infrastructure is planned, monitored and managed across Europe and accelerate the adoption of innovative digital tools.

The project harnesses the power of digitalisation, artificial intelligence and data-driven innovation to improve the performance, safety and environmental sustainability of transport networks. By leveraging existing advanced digital technologies and developing further tools for monitoring, predictive maintenance and performance assessment, the implementation of SMARTIN aims to improve the safety, efficiency, resilience and inclusiveness of urban mobility systems.

A key ambition of the project is to ensure that digitalised infrastructure assets and mobility optimisation services can operate in harmony. AI-driven analytics will fuse data from multiple sources and geospatial levels, enabling proactive incident detection and supporting infrastructure providers in efficient operations and maintenance management. This will be achieved through the development of an integrated platform that brings these technologies seamlessly together as coherent system of systems, creating interconnected synergies.

The project is driven by a co-creation approach, engaging stakeholders in the design and development of user-centric solutions, which are both scalable and transferable. These innovations will be tested and validated under real-world conditions at four pilot sites across Europe. They will showcase their potential to improve infrastructure accessibility and resilience, promote multimodality, and accelerate the uptake of digital solutions.

Ultimately, SMARTIN contributes to the objectives of the European Green Deal, Vision Zero and Digital Europe, helping Europe move towards a more connected, inclusive and low-carbon transport future.

1.2 PURPOSE OF THIS DELIVERABLE

This deliverable presents a comprehensive strategy and plan to maximise the impact of the dissemination, communication and exploitation activities of the SMARTIN project. It provides a common framework for all partners to ensure that the project's results, activities and achievements are promoted in a consistent and effective manner throughout the project's duration.

The document outlines the key objectives, target audiences and main messages guiding SMARTIN's outreach efforts, together with the channels, tools and activities to be used to reach them. It also defines a timeline of actions and a set of KPIs to monitor progress and measure impact.

In addition to communication and dissemination, the deliverable introduces the project's exploitation strategy, which defines how the results, innovations and knowledge generated within SMARTIN will be further developed, transferred and sustained beyond the project's lifetime. It outlines the methodology

for identifying KERs, developing business models and exploring standardisation and market uptake pathways to ensure long-term value creation and impact.

D7.1 sets out the guidelines and methodologies that partners will follow to ensure coherent implementation of all dissemination, communication and exploitation actions, including procedures for monitoring, reporting and EU funding acknowledgment.

This plan will remain active and adaptable throughout the project's duration and will be updated twice to reflect the project's progress, lessons learned and emerging opportunities: at M18 (D7.2 – Dissemination, communication and exploitation plan: mid-term update) and M36 (D7.6 – Dissemination and communication final report).

1.3 INTENDED AUDIENCE

This deliverable is a public document. It is primarily intended for SMARTIN partners, as it serves as a practical guide for the planning and implementation of the project's dissemination, communication and exploitation activities.

External stakeholders and the wider public may also refer to this document to gain insight into the strategic approach, key messages and planned actions guiding SMARTIN's outreach, knowledge sharing and result exploitation efforts.

2 COMMUNICATION AND DISSEMINATION STRATEGY

2.1 OBJECTIVES

The communication and dissemination strategy of SMARTIN is designed to maximise the project's visibility, ensure effective stakeholder engagement, and foster the uptake of project results during and beyond its lifetime. The strategy follows the European Commission's recommendations for Horizon Europe projects and is guided by the following objectives:

- Develop a strong brand identity for SMARTIN, supported by a clear communication and dissemination plan.
- Create and maintain effective communication tools and channels to ensure wide visibility of SMARTIN's goals, activities and results.
- Promote SMARTIN's developments and achievements through the project channels and the partners' channels and networks.
- Raise awareness of SMARTIN's vision, objectives and activities among the wider community, ensuring that project progress and results are communicated in a clear, engaging and accessible way.
- Engage and mobilise stakeholders across all levels of the transport and mobility ecosystem, from policymakers and industry to researchers, civil society and citizens.
- Promote knowledge transfer by tailoring messages and outputs to specific target groups, ensuring that technical, policy and social innovations are communicated in a way that is relevant and actionable for each audience.
- Stimulate dialogue and co-creation through interactive formats such as workshops, consultations, pilot-level activities and online exchanges, ensuring two-way communication and incorporating stakeholder feedback into project activities.
- Cross-fertilise with related initiatives at EU and international level by establishing links with sister projects, networks and platforms, promoting interoperability and reinforcing synergies across Europe.
- Support exploitation and sustainability by disseminating project results in a way that facilitates adoption, replication and market uptake, contributing to long-term business and policy impacts.

2.2 TARGET AUDIENCES AND KEY MESSAGES

SMARTIN's communication and dissemination activities will target a set of stakeholder groups identified in the Grant Agreement (GA) as being most relevant to the project. Each group has distinct needs and expectations that SMARTIN will address, delivering benefits at policy, economic, technological and societal levels. Throughout the project's lifecycle, all partners will engage with these groups to encourage collaboration, dialogue and knowledge sharing, ultimately supporting the uptake and exploitation of project's results.

To ensure relevance and clarity, specific key messages have been prepared for each stakeholder group. These messages are tailored to their needs and interests in order to maximise the impact of SMARTIN's activities and highlight the added value of the project's results. They can be refined and updated as the project evolves and new opportunities for engagement arise.

TABLE 1 – TARGET AUDIENCES AND KEY MESSAGES

TARGET AUDIENCE	KEY MESSAGES
Public Authorities (national, regional, local)	• SMARTIN provides advanced tools to improve infrastructure management, reduce disruptions and increase safety. • Supports public authorities in achieving sustainability and climate targets through digitalisation.
European Institutions	• Contributes to EU transport, digitalisation and climate objectives, reinforcing European leadership. • Strengthens synergies with EU strategies and ensures results feed into EU policy frameworks.
Digital Europe Associations, NGOs and sector organisations	• Promotes knowledge exchange and collaboration across sectors and transport modes. • Provides evidence-based insights and solutions for NGOs and associations to advance digital transformation.
Technology clusters and service providers	• Offers open-source tools, innovative applications and opportunities for new services. • Facilitates data-driven collaboration through European Data Spaces and mobility optimisation services.
Horizon Europe programme stakeholders	• Creates synergies with sister projects and EU initiatives to maximise results and interoperability. • Provides replicable models and shared lessons learned for Europe-wide impact.

Researchers and Academia	• Provides access to pilots, datasets and innovative methodologies for scientific research. • Encourages collaboration in publications, conferences and joint studies for future transport solutions.
Policymakers and Standardisation Bodies	• Supplies evidence to support regulatory alignment and new policy development. • Contributes to the standardisation of digital infrastructure and ensures compliance with EU and global standards.
General Public and Mobility Users (including vulnerable groups)	• Demonstrates tangible benefits of digital tools for daily mobility, making transport safer, faster, greener and more reliable for everyone. • Addresses inclusiveness and accessibility by focusing on the mobility and safety needs of vulnerable groups, supported by targeted campaigns and local co-design activities.
International Practice Stakeholders	• Contributes European best practices and solutions to international debates on sustainable mobility. • Facilitates global cooperation, knowledge sharing and alignment with international organisations (UN, OECD).

2.3 TIMELINE

The communication and dissemination activities of SMARTIN will be implemented over 36 months and are divided into two main phases, aligned with the project's development cycle and Task 7.1 requirements.

Phase I – Preparation Phase (M1–M6)

Before implementing the dissemination and communication plan, the consortium will establish the foundations for a consistent and effective strategy. Activities will include:

- **SMARTIN branding and visual identity:** Creation of the project logo, templates and a unified visual identity to ensure instant recognition and coherence in all outputs (see 3.1).
- **Website and social media launch:** Deployment of the project website and social media channel(s), serving as the central hub for updates and engagement.
- **Stakeholder mapping:** Identification of existing and potential target stakeholders (see 2.2), with initial engagement planning to raise awareness of the project.

- **Editorial plan:** Preparation of a content plan outlining key communication and dissemination activities across the entire project lifecycle (see 3.3).
- **Coordination mechanisms:** Establishment of reporting and contribution processes across the consortium.

Deliverable D7.1 (this plan) is the main outcome of this phase, providing a roadmap for all subsequent activities.

Phase II – Execution and Assessment Phase (M7–M36)

Once the foundations are in place, SMARTIN will intensify its activities to ensure visibility, stakeholder engagement and knowledge transfer. The objectives of this phase are to:

- Maximise project visibility by communicating key messages across multiple channels to reach diverse audiences.
- Recruit and engage stakeholders in co-design and social innovation activities to ensure user-centred results.
- Share scientific and technological advancements in a timely manner within and beyond the consortium.
- Establish connections for knowledge transfer with related EU projects, clusters and international initiatives.
- Gather feedback and validate results to improve project activities and outcomes.
- Attract potential users and stimulate market uptake, ensuring sustainability beyond the project.
- Foster further development by linking results to new initiatives and long-term policy and industrial priorities.

Dissemination and communication activities will be monitored and evaluated against predefined KPIs (see 3.5 and 4.4). Adjustments will be made as needed to respond to opportunities and challenges, ensuring maximum impact throughout the project lifecycle. The outcomes of this phase will be captured in the updated dissemination and communication deliverables D7.2 (M18) and D7.6 (M36).

2.4 POTENTIAL BARRIERS AND MITIGATION MEASURES

While SMARTIN's communication and dissemination strategy is designed to be comprehensive and robust, several potential barriers may affect its implementation. Anticipating these challenges is essential to ensure the effectiveness and sustainability of project activities.

TABLE 2 – POTENTIAL BARRIERS AND MITIGATION MEASURES

BARRIER	MITIGATION MEASURES
Limited stakeholder engagement	• Use partners' established networks to mobilise participation. • Target invitations with clear benefits for stakeholders. • Organise interactive formats (workshops, co-creation sessions) to make engagement valuable.
Information overload in the mobility and transport sector	• Build a strong SMARTIN brand identity with consistent visual style. • Highlight SMARTIN's unique added value (AI-driven analytics, harmonisation with EU initiatives, inclusiveness). • Engage in clustering and joint events with sister projects to strengthen synergies.
Difficulty in reaching citizens and vulnerable groups	• Translate technical content into accessible, citizen-friendly language. • Use a mix of communication formats (written, visual and audio) to reach people with different needs and preferences. • Engage local communication teams in pilot cities to adapt materials to cultural contexts. • Collaborate with community organisations, local associations, schools and influencers for wider reach.
Content not tailored to the right audience	• Tailor content to the specific needs, expertise and interests of each stakeholder group. • Differentiate between technical, policy-oriented and citizen-facing materials.
Uneven partner contribution	• Provide clear guidelines, templates and reporting tools. • Set up simple contribution and reporting processes. • Monitor partner contributions and follow up regularly to ensure balance.
Insufficient measurement of impact	• Define clear KPIs from the outset. • Use analytics tools (Google Analytics, LinkedIn Insights, newsletter metrics). • Conduct 6-monthly reviews to assess progress and adapt activities.

2.5 PROCEDURES AND REPORTING

To ensure a coherent and consistent implementation of all communication and dissemination activities, SMARTIN will establish internal procedures and reporting mechanisms to track progress and maintain compliance with Horizon Europe requirements. These procedures guarantee that all partners follow common standards for quality, branding and acknowledgment of EU funding.

A dedicated **internal guideline document** will be prepared and shared with all partners via the project's SharePoint, detailing how to plan, coordinate, execute and report communication and dissemination activities. It will also include instructions on:

- Correct use of the SMARTIN visual identity and branding.
- How to acknowledge EU funding in line with the GA.
- The process for planning and reporting activities.

To facilitate systematic monitoring, SMARTIN will implement a **tracking tool** available on SharePoint, consolidating all communication, dissemination and scientific activities into one Excel file with dedicated tabs and categories.

This tracker will include:

- **Communication Activities:** Records general communication outputs such as website news items, social media posts, newsletters, videos and other promotional materials.
- **Dissemination Events:** Records participation in events, conferences, workshops and trainings.
- **Scientific Dissemination Activities:** Monitors publications, conference papers, presentations, theses and other academic outputs, ensuring open-access compliance and links to repositories such as Open Research Europe.

The tracker captures essential information including the type of activity, title, date, partner involved and links to supporting materials. Before carrying out any communication or dissemination activity, partners must inform ERTICO in advance via email and update the relevant section of the tracker to ensure coordination and visibility of all outreach actions. Partners must also record their activities promptly after completion and upload supporting materials (presentations, papers, visuals, etc.) to the dedicated SharePoint folders.

2.5.1 EU FUNDING REFERENCE

In line with Article 17 of the GA, all SMARTIN communication and dissemination materials and activities must include the funding reference “**Co-funded by the European Union**” alongside the official EU emblem (Figure 1 – EU funding reference). The following disclaimer must also be used:

“Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.”



Figure 1 – EU funding reference

3 COMMUNICATION PLAN

3.1 VISUAL IDENTITY AND BRANDING

A strong and consistent visual identity is essential for ensuring that SMARTIN is easily recognisable, professional and aligned with Horizon Europe visibility requirements.

The project's branding has been designed to reflect its innovative, inclusive and forward-looking approach to digitalisation in transport infrastructure. The adoption of this visual identity and associated templates ensures that all SMARTIN partners communicate in a recognisable and EU-compliant manner across all materials and channels.

The visual identity consists of a project logo (Figure 2 – SMARTIN logo), available in different formats and variants depending on the intended use, as well as clear guidelines on the correct use of the logo, the colour palette (Figure 4 – Colour palette), font policy and the mandatory EU funding acknowledgement and disclaimer (see 15.1).

All visual identity and branding guidelines have been shared with project partners via SharePoint and will also be made publicly available on the project website.

3.1.1 LOGO

The primary **SMARTIN logo** (Figure 2 – SMARTIN logo) combines a modern typographic wordmark with a clean, circular emblem symbolising connection, flow and coordinated movement. The emblem features a loop of gradient arcs representing integration, continuous evolution and the synergy between technology and sustainability. At its centre, a hub connects to four evenly spaced spokes, evoking the image of mobility infrastructure and highlighting SMARTIN platform's role as a unifying nexus. The blue wordmark reinforces clarity, trust and innovation in the field of transport and mobility governance.



Figure 2 – SMARTIN logo

An **additional emblem** (Figure 3 – Additional emblem) has also been developed, incorporating four small icons (bike, car, boat, train) to represent the modes of transport tested in the project's pilot sites. While not adopted as the primary logo due to visibility concerns in print formats, this variant provides a strong link to multimodality and will be used mainly for digital communication.



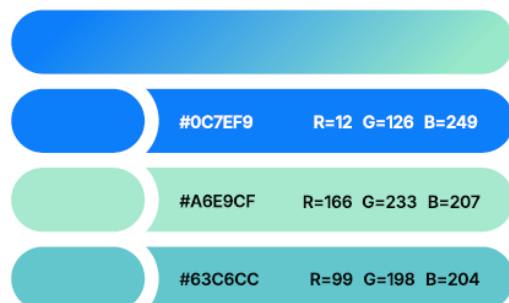
Figure 3 – Additional emblem

3.1.2 COLOUR PALETTE

The SMARTIN colour scheme (Figure 4 – Colour palette) is built around vibrant tones of blue and green, symbolising trust, sustainability and innovation. Accent shades (gradient tones from azure blue to mint green) are used to highlight key elements and provide a modern, dynamic appearance across digital and print materials.

DIGITAL COLOUR PALETTE

Primary colours

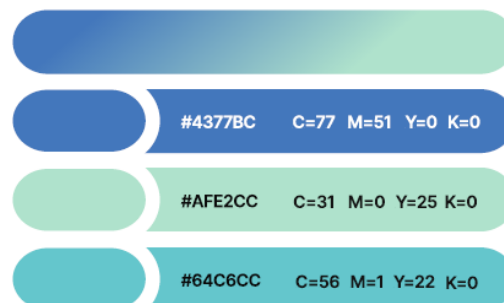


Secondary colours



PALETTE FOR PRINTING

Primary colours



Secondary colours

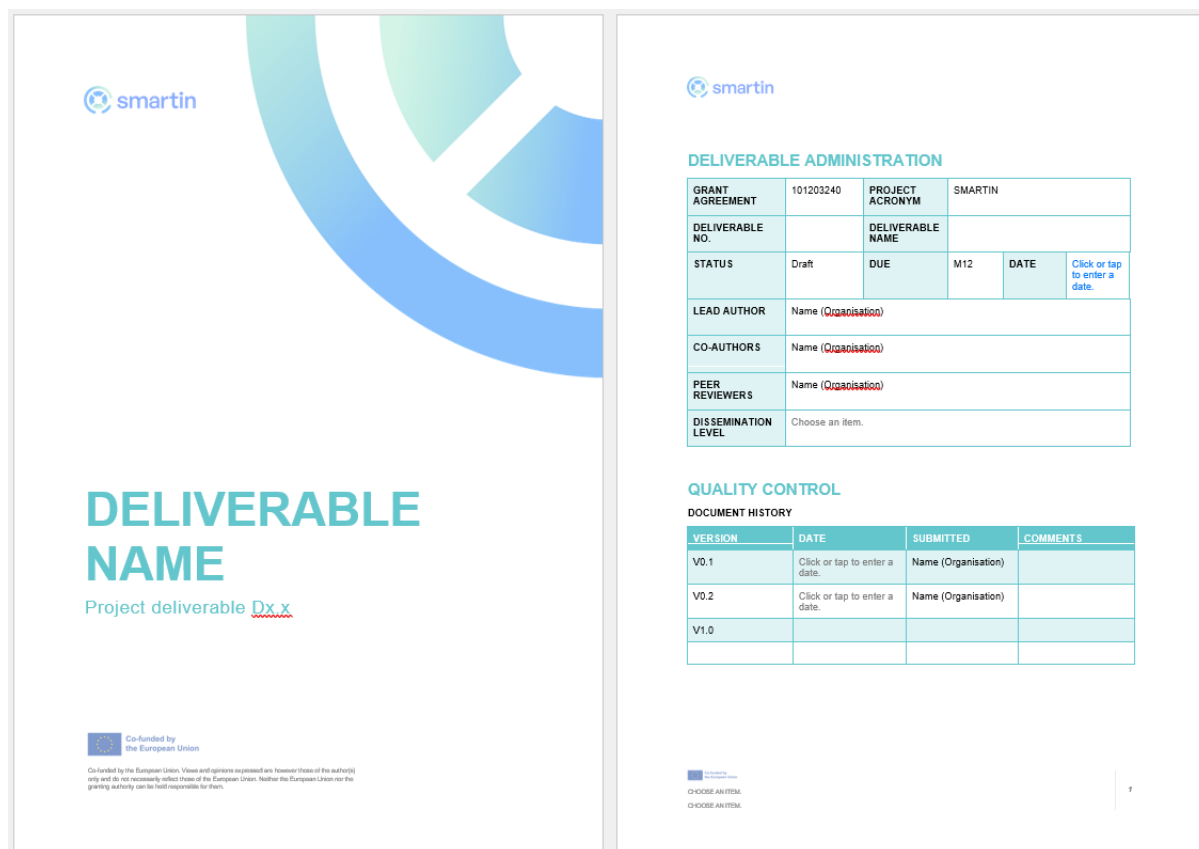


Figure 4 – Colour palette

3.1.3 TEMPLATES

To ensure coherence across all project outputs, dedicated templates have been developed in line with the project's visual identity. These include:

- Word template for deliverables (Figure 5 – Deliverable template)
- Word template for meeting agendas and minutes (Figure 6 – Meeting template)
- PowerPoint template for presentations (Figure 7 – Presentation template)



The figure displays a two-page Word template for deliverables. The left page is the cover, featuring the 'smartin' logo, a large blue and green curved graphic, and the text 'DELIVERABLE NAME' followed by 'Project deliverable Dx.x'. The right page contains two main sections: 'DELIVERABLE ADMINISTRATION' and 'QUALITY CONTROL'.

DELIVERABLE ADMINISTRATION

GRANT AGREEMENT	101203240	PROJECT ACRONYM	SMARTIN		
DELIVERABLE NO.		DELIVERABLE NAME			
STATUS	Draft	DUE	M12	DATE	Click or tap to enter a date.
LEAD AUTHOR	Name (Organisation)				
CO-AUTHORS	Name (Organisation)				
PEER REVIEWERS	Name (Organisation)				
DISSEMINATION LEVEL	Choose an item.				

QUALITY CONTROL

DOCUMENT HISTORY

VERSION	DATE	SUBMITTED	COMMENTS
V0.1	Click or tap to enter a date.	Name (Organisation)	
V0.2	Click or tap to enter a date.	Name (Organisation)	
V1.0			

At the bottom of the right page, there is a small 'Co-funded by the European Union' logo and a footer area with the text 'CHOOSE AN ITEM.' and a page number '1'.

Figure 5 – Deliverable template



NAME OF EVENT

Click here to enter a date. | VENUE

NAME OF THE MEETING

DATE(S), PLACE

DAY 1: 3 JULY 2024, DAY

☐ ☐

TIME	DESCRIPTION	PRESENTER (S)
00:00 – 01:00	Welcome	Name / Name
00:00 – 01:00	Keynote 1	Name / Name
00:00 – 01:00	Keynote 2	Name / Name
00:00 – 01:00	Keynote 3	Name / Name
00:00 – 01:00	BREAK	
00:00 – 01:00	Welcome	Name / Name
00:00 – 01:00	Keynote 1	Name / Name
00:00 – 01:00	Keynote 2	Name / Name
00:00 – 01:00	Keynote 3	Name / Name
00:00 – 01:00	END OF DAY 1	

DAY 2: 3 JULY 2024, DAY

☐ ☐

TIME	DESCRIPTION	PRESENTER (S)
00:00 – 01:00	Welcome	Name / Name
00:00 – 01:00	Keynote 1	Name / Name
00:00 – 01:00	Keynote 2	Name / Name
00:00 – 01:00	Keynote 3	Name / Name



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1

Figure 6 – Meeting template

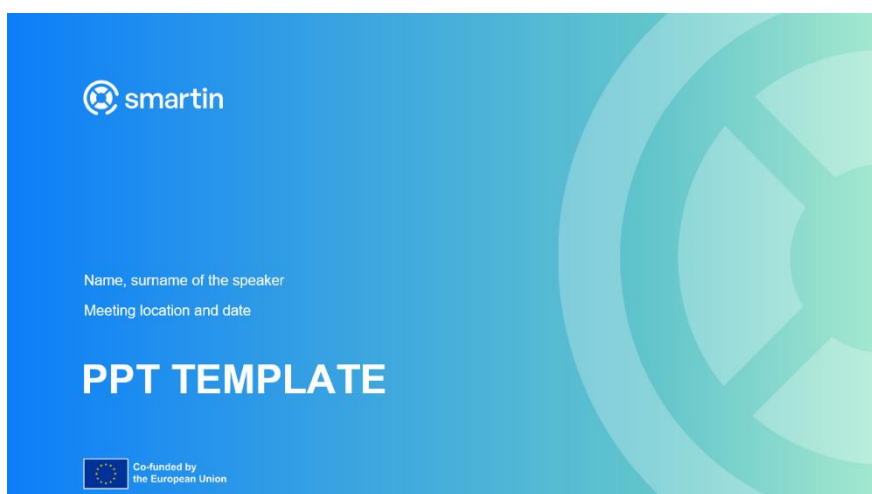


Figure 7 – Presentation template

3.2 COMMUNICATION CHANNELS AND TOOLS

SMARTIN will use a diverse mix of communication channels and tools to ensure wide visibility, targeted outreach and effective engagement with its stakeholders. Each channel will serve a specific purpose and will be adapted to the needs of the identified target groups (see 2.2). By combining digital platforms and visual materials, the project will maximise its reach and ensure that communication is both impactful and inclusive.

3.2.1 WEBSITE

The SMARTIN website is the project's central communication and information hub. It will provide continuously updated content on the project's objectives, activities, events, pilot sites and results, serving as the primary reference point for stakeholders and the public.

The website is structured around six main sections, as illustrated in the sitemap below (Figure 8 – Website structure):

- **Homepage:** Introduces the project at a glance, featuring the SMARTIN logo and tagline, key facts and figures, a visual overview of the pilot sites, partner logos and a dynamic feed of the latest news and events.
- **About:** Presents the project overview, objectives, key outputs and links to sister and related EU-funded projects.
- **Pilots:** Dedicated pages for the four demonstration sites describing their context and goals.
- **News & Events:** A regularly updated section presenting news and event items with images and short previews, each linking to a dedicated subpage with full articles or event details.
- **Knowledge Hub:** A repository of publicly available project materials, including deliverables, publications, promotional content and other press and media materials.
- **Connect:** Provides the names and LinkedIn profiles of project coordinators and a newsletter subscription form, alongside access to past newsletter issues.

The website will be hosted at www.smartin-project.eu. It is currently under development and is expected to be launched by M5. It will be maintained by ERTICO with continuous content input from project partners, Work Package (WP) Leaders and Pilot Leaders to ensure that project results, news and activities are presented in a timely and engaging way.

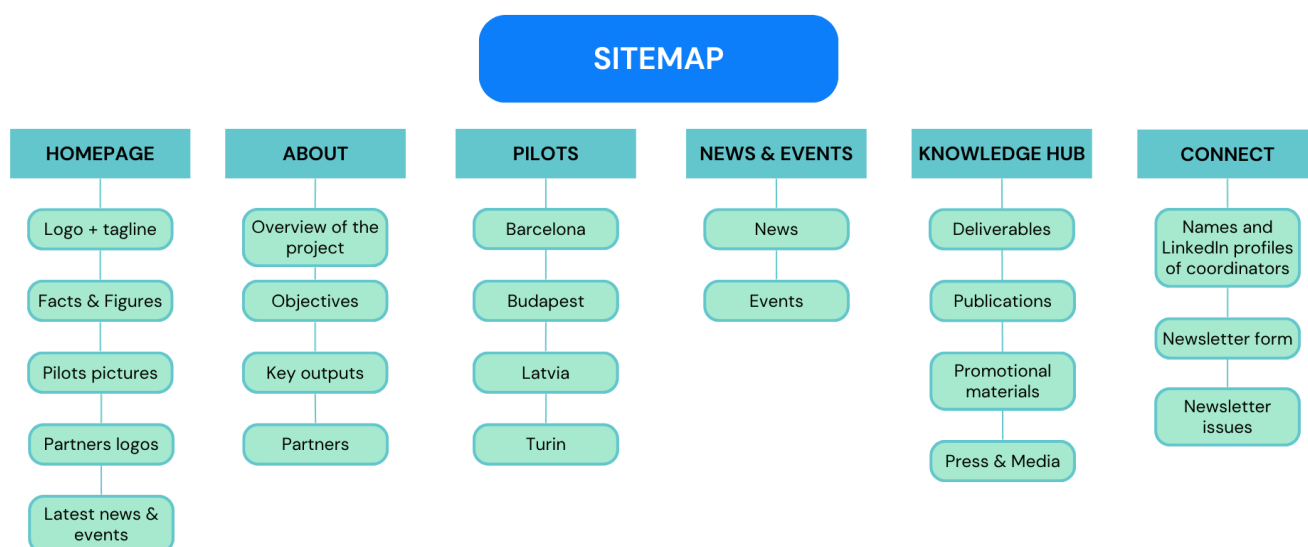


Figure 8 – Website structure

3.2.2 SOCIAL MEDIA

Social media is a key component of SMARTIN's communication strategy, enabling dynamic, real-time interaction with stakeholders and the wider public. The project will maintain an active presence on selected platforms, each chosen for its effectiveness and relevance to SMARTIN's objectives.

- **LinkedIn:** The official SMARTIN LinkedIn page (already online – [SMARTIN LinkedIn](#)) serves as the project's primary social media channel. It will be used to share updates, milestones, publications, event announcements and more, while fostering dialogue with stakeholders, policymakers and industry experts.

All project partners are requested to follow the SMARTIN LinkedIn page, interact with the posts by liking, commenting or sharing them within their networks to help boost the page's visibility, and contribute with relevant content. When posting content related to SMARTIN on their own organisational accounts, partners should always tag the SMARTIN LinkedIn page. The [CINEA LinkedIn page](#) should also be tagged for major news or key achievements. Partners are encouraged to use the hashtag **#SMARTINproject**, together with other relevant hashtags such as **#HorizonEU**, **#Transport**, **#TransportInnovation**, **#DigitalInfrastructure**, **#SmartMobility**, **#ITS**.

- **YouTube:** Video content will play an important role in demonstrating SMARTIN's results and pilot activities. To maximise visibility, SMARTIN will leverage the [ERTICO YouTube channel](#), which already reaches a large mobility-focused audience and regularly features video materials from other Horizon Europe projects. A dedicated SMARTIN playlist will be created within the channel to host all project-related videos. In addition, the YouTube channels of project partners will be used where relevant to further extend the project's reach and engagement. Each pilot site will produce one or more short promotional videos showcasing its specific context, activities and results in real-life conditions. Additional videos will highlight project milestones, events, partner insights and cross-cutting topics.
- **Decision not to use X/Twitter:** Based on an assessment of ERTICO's and partners' experiences with other Horizon Europe projects, engagement on X has consistently been low, with limited interaction and impact compared to LinkedIn. For this reason, SMARTIN will not create an X account during the project. Resources will instead be concentrated on the channels with higher impact, ensuring efficient use of time and effort while maximising visibility.

Social media activities will follow the editorial plan (see 3.3) and will be monitored against dedicated KPIs (see 3.5).

3.2.3 NEWS AND PRESS RELEASES

Regular publication of news and press releases will ensure continuous visibility and engagement throughout the project's lifecycle. These materials will inform a broad audience about SMARTIN's progress, milestones, events and results, complementing the communication carried out through social media and other channels.

The overall coordination and publication of news articles, press releases and non-scientific publications will be managed by ERTICO, with active contributions from all project partners, particularly WP Leaders and Pilot Leaders, who are expected to share updates and relevant information from their activities. All general publications will be linked on the project website and shared through social media and partner channels to maximise reach.

News published on the project website will cover a range of topics, including but not limited to:

- General updates on project progress, milestones and outcomes.
- Reports from pilot activities and workshops.
- Highlights of partner contributions and collaborations.
- Announcements of project participation in external events and conferences.

These articles aim to present SMARTIN's work in clear and accessible language for a wide audience, including policymakers, industry actors, researchers and citizens. All news items will be promoted through the SMARTIN's LinkedIn channel and newsletter, ensuring cross-platform visibility.

Press releases will be prepared to announce key project milestones or public-facing activities. A first press release was sent out in M3, following the on-site – and second – Kick-off Meeting, to inform the media of the official launch and first in-person consortium meeting of SMARTIN. Press releases will be

coordinated by ERTICO and prepared in English. Partners may translate and adapt them for local use, particularly for dissemination at pilot level to reach regional and national audiences.

SMARTIN will also contribute to **non-scientific publications** in printed or online industrial journals, targeting stakeholders beyond the academic community. These articles will help disseminate project results and good practices to professionals in the transport, infrastructure and mobility sectors. Partners drafting non-scientific articles or contributions to professional magazines are requested to share their drafts with ERTICO for review and alignment before publication to ensure consistency, branding compliance and coherent messaging across all communication channels.

3.2.4 NEWSLETTER

The SMARTIN newsletter will be published bi-annually and distributed through a subscription form available on the project website, in full compliance with GDPR. Each issue will provide concise and engaging updates on the project's progress, pilot activities, events, results and upcoming opportunities, targeting stakeholders, policymakers and the wider mobility community.

The newsletter will be coordinated by ERTICO, with content contributions from all project partners, WP Leaders and Pilot Leaders. All editions will be archived on the project website under the “Connect” section to ensure long-term visibility and access.

While the GA initially planned for a newsletter every two months, the frequency has been adjusted to a biannual schedule to ensure higher content quality and more meaningful updates aligned with the project's key milestones and reporting periods. This approach will enable each issue to feature substantial progress and tangible outcomes, resulting in stronger engagement and greater overall impact.

3.2.5 OTHER PROMOTIONAL MATERIALS AND TOOLS

In addition to the website, social media and newsletters, SMARTIN will produce a variety of supporting communication materials to further enhance visibility, engage different audiences and disseminate results in attractive and accessible formats.

- **Infographics:** They will be created to present complex concepts, data and project outcomes in a clear and visually appealing way. These tools will be particularly useful to illustrate results from pilots, technical WPs and policy contributions, making them accessible to non-expert audiences. Infographics will be shared through the project website, social media and events.
- **Leaflets and QR cards:** A general SMARTIN digital leaflet will be produced in the early stages of the project to present the objectives, consortium, pilot sites and expected results. Updated versions may be produced to highlight interim findings. A final printed leaflet will be developed towards the end of the project to showcase the main tools, results and lessons learned. Leaflets will be made available for download on the project website and promoted through the distribution of QR code cards at conferences, workshops and stakeholder meetings. These QR cards will link directly to the

project website, social media channels and digital leaflet, ensuring up-to-date access without the need for frequent reprinting.

- **Roll-up banners:** Branded roll-ups will be designed for display at project meetings, pilot events and external conferences, ensuring strong visibility and professional representation of the project.
- **Podcast:** SMARTIN will not launch a dedicated podcast series at the beginning of the project, as a post-proposal review of similar Horizon Europe initiatives showed that stand-alone podcasts tend to generate limited engagement. Instead, the project will initially focus on strengthening its visibility through other communication channels. The possibility of developing podcast content will be re-evaluated later in the project if relevant and engaging material becomes available. In that case, SMARTIN will aim to contribute to established podcast playlists or mobility-focused platforms to ensure higher visibility and impact rather than producing isolated episodes.

In addition to project-wide materials, pilot-specific communication materials will be developed in local contexts to engage citizens and stakeholders at national and regional levels. These will be detailed in the Pilot Communication Strategy (below).

3.3 EDITORIAL PLAN

The editorial plan outlines the main outreach and visibility actions planned throughout the SMARTIN project (M1–M36). It ensures a regular and coherent flow of information across all channels and formats, aligned with project milestones and pilot activities.

This plan will be periodically reviewed and updated to reflect progress and emerging opportunities.

TABLE 3 – EDITORIAL PLAN

QUARTER / MONTHS	ACTIVITY	MAIN OUTPUTS
Q1–Q2 (M1–M6)	Launch & Awareness	• Visual identity and templates • Press release (#1 in M3) • Project website and LinkedIn page launched • Regular LinkedIn activity • Newsletter (#1 in M6) • Presentation leaflet and QR cards
Q3–Q4 (M7–M12)	Active Engagement	• Initial set of infographics and roll-up banners • Monthly website news • Regular LinkedIn activity • Intro video • Newsletter (#2 in M12)
Q5–Q6 (M13–M18)	Knowledge Sharing	• Updated infographics • Monthly website news

		• Regular LinkedIn activity • Newsletter (#3 in M18) • Videos on pilot teasers • Non-scientific publication #1
Q7–Q8 (M19–M24)	Clustering & Dissemination	• Updated infographics • Monthly website news • Regular LinkedIn activity • Newsletter (#4 in M24) • Videos on pilot demonstrations • Non-scientific publication #2
Q9–Q10 (M25–M30)	Demonstration & Impact	• Updated infographics • Monthly website news • Regular LinkedIn activity • Newsletter (#5 in M30) • Non-scientific publications #3
Q11–Q12 (M31–M36)	Closure & Legacy	• Monthly website news • Regular LinkedIn activity • Newsletter (#6 in M36) • Videos on pilot results • Non-scientific publication #4 • Press Release #2 • Summary infographic • Final leaflet

3.4 PILOT COMMUNICATION ACTIVITIES

A strong emphasis within SMARTIN's communication and dissemination framework lies on the four pilot sites which will demonstrate the project's solutions in diverse transport and urban contexts.

Each pilot will develop and implement its own local communication activities to maximise engagement and visibility at national, regional and local levels. These actions will ensure that citizens, authorities, industry and other local stakeholders understand the project's objectives, outcomes and benefits in real-life conditions.

Pilot communication will follow the objectives and visual identity of the project while adapting messages, languages and formats to local contexts. A summary of the pilot-specific approach is provided in below – Pilot Communication Strategy, which outlines the structure, objectives and tools for local communication teams, including how they will collaborate with the central project coordination and WP7 leaders.

3.5 KPIS FOR COMMUNICATION ACTIVITIES

To ensure the effectiveness and impact of SMARTIN's communication activities, a set of KPIs has been defined. These indicators enable the consortium to monitor progress, measure engagement and evaluate the reach and visibility of the project across all channels.

The KPIs have been defined in line with the indications provided in the GA, but some thresholds have been readjusted to reflect the project's actual duration of 36 months instead of the initially foreseen 48 months. In addition, certain targets were recalibrated to ensure they remain realistic and achievable, as some of the original figures in the GA were overestimated due to the extended timeline indicated there.

All indicators will be monitored throughout the project lifecycle and reviewed periodically to assess performance and identify opportunities for optimisation and improvement.

TABLE 4 – KPIS FOR COMMUNICATION ACTIVITIES

CHANNELS & TOOLS	KPI	FREQUENCY	THRESHOLD
Website	# of unique visitors	Monthly	≥50
	# of page views	By M36	≥5500
	# of web articles/news	Monthly	≥1
Newsletter	# of newsletters published	Yearly	≥2
	# of newsletters subscribers	By M36	≥250
Magazine/News	# of non-scientific publications	By M36	≥4
Press Release	# of press releases published	By M36	≥2
Social Media	# of LinkedIn followers	By M36	≥500
	# of LinkedIn impressions	Monthly	≥800
Video	# of short videos published	By M36	≥10
	# of aggregated views (YouTube / LinkedIn)	By M36	≥2500
	# of aggregated listens	By M36	≥400
Promotional Materials	# of QR code scans	By M36	≥2500
	# of infographics created	By M36	≥4

4 DISSEMINATION PLAN

4.1 DISSEMINATION CHANNELS

Dissemination channels include scientific publications, workshops and trainings, participation in conferences, and stakeholder engagement activities. These are supported by dedicated tools such as the project website, open-access repositories, visual materials and training resources, ensuring that SMARTIN results are widely accessible and easily transferable across Europe.

4.1.1 SCIENTIFIC PUBLICATIONS

SMARTIN will actively disseminate its research results and technical findings through scientific publications, including peer-reviewed journal articles, conference papers and presentations, and academic theses, at both national and international levels. The objective is to maximise the scientific and technical impact of the project and contribute to advancing knowledge in areas such as transport infrastructure digitalisation, artificial intelligence, predictive maintenance and multimodal mobility management.

All scientific publications produced by project partners will follow the principles of open access, in full compliance with Horizon Europe's open science policy. Publications will be made freely available through recognised open-access platforms, such as Open Research Europe, and linked from the project website to ensure accessibility and long-term visibility. Research and academic partners will lead the preparation and submission of scientific outputs, supported by technical and methodological input from industrial and institutional partners.

In addition to journal and conference publications, SMARTIN foresees its research data and results to be used or referenced in Master's and PhD theses, further supporting academic dissemination and long-term knowledge transfer.

A preliminary **list of target journals**, identified in the GA, includes:

- Transportation Research Part A–F
- Journal of Intelligent Information Systems
- Transportation Research Board (Publications)
- Transport Policy Journal
- Open Transportation Journal

This list will be refined and updated in consultation with project partners throughout the project's lifetime to ensure alignment with evolving research topics and results.

All publications and presentations will acknowledge EU funding and comply with Article 17 of the GA, ensuring proper attribution and visibility for the Horizon Europe programme.

4.1.2 WORKSHOPS AND TRAININGS

Workshops and training sessions will foster direct interaction with stakeholders, knowledge transfer and the exchange of technical expertise. These activities will ensure that project results are effectively understood, validated and replicated by relevant user groups, including infrastructure operators, policymakers, researchers and citizens.

SMARTIN will organise a set of online and in-person workshops and trainings. These will include:

- **Academic and technical workshops:** Organised or co-organised by project partners, to present research findings, discuss lessons learned from the pilots and encourage cooperation between academia, industry and public authorities.
- **Training sessions and webinars:** Designed to enhance cross-sectoral knowledge exchange and support the implementation and replicability of SMARTIN solutions. These activities will engage stakeholders from pilot locations and beyond, including public authorities, infrastructure operators and technology providers, and will be delivered in local languages where appropriate to ensure inclusiveness and transferability at the EU level. A capacity-building package will be developed and made available through the project website and the Factual Academy platform, including e-courses, webinars and discussion forums. Developed in collaboration with SMARTIN's technical partners, these activities are closely linked to the stakeholder engagement activities outlined in section 4.2, by fostering dialogue, collaboration and feedback across sectors and regions.
- **Joint workshops with related projects:** Organised in collaboration with Horizon Europe clustering initiatives (see 4.3). These sessions will facilitate cross-project dialogue, harmonisation of approaches and the exchange of best practices.
- **Final event:** It will serve as the main dissemination and capacity-building event of the project. It will bring together key stakeholders, policymakers, researchers and industry representatives to present the project's main results, success stories and policy recommendations. The workshop will also provide a platform for discussion on the long-term sustainability and exploitation of SMARTIN outcomes and will be accompanied by the publication of the final leaflet.

4.1.3 EVENTS AND CONFERENCES

SMARTIN partners will participate in leading scientific, institutional and industry events to showcase project achievements and pilot results, and foster synergies with other initiatives and stakeholders in the transport and mobility sectors. These activities will also support clustering and harmonisation efforts under Horizon Europe (see 4.3).

The following list includes a preliminary **selection of events and conferences** where SMARTIN is expected to be represented, as identified in the GA:

- ITS European Congress
- ITS World Congress
- Transport Research Arena (TRA) Conference
- Transportation Research Board (TRB) Annual Meeting

- European Transport Conference
- International Transport Forum (ITF) Annual Summit
- European Mobility Week
- Fédération Internationale de l'Automobile (FIA) related events
- European Transport Safety Council (ETSC) events and expert workshops
- DG CONNECT, DG RTD and DG MOVE related events

Participation in these and other relevant events will be coordinated by ERTICO, in collaboration with project partners, to ensure consistent representation and alignment with the overall dissemination and communication strategy. Additional events may be identified and added to the dissemination tracker throughout the project's duration based on emerging opportunities and partner networks.

4.2 OTHER STAKEHOLDER ENGAGEMENT ACTIVITIES

As part of Task 7.2, SMARTIN develops adaptive governance models for all its tools and solutions through various activities, including stakeholder engagement involving external organisations. The partner leading this activity will follow the next steps for the development of governance models:

1. **One-to-one meetings** (semi-structured interviews) with the tool owners within the project to develop prototype governance models for these solutions. In this first step, the aim is to identify the relevant types of organisations and their respective roles for these stakeholders:
 - Regulators: What is the role of public authorities as regulators and how are the regulators likely to affect the tools uptake? What tools or policy instruments can they leverage to support or steer the tools uptake?
 - Infrastructure owners and operators: Who are those who act as infrastructure owners and as operators for each tool?
 - Beneficiaries: Who are the beneficiaries of the tools and what are our expectations of the respective benefits for them?
2. **Desktop research** to analyse the regulatory environment for each tool.
3. **Engagement with external stakeholders** to adapt the governance models to different stakeholders' needs and different contexts. In order to validate the governance models, workshops will take place involving external stakeholders related to each category mentioned above. It is anticipated that the following stakeholders will be included:
 - External departments or public authorities from SMARTIN's pilot cities and other cities,
 - Non-governmental associations that may represent citizens as beneficiaries of the tools,
 - Researchers from not-for-profit institutions or academia who may be interested in adopting these tools for R&D projects and who can analyse the policy and governance implications of these tools,
 - Policymakers from national and European level institutions and Standardisation Bodies who can provide insights into policy and regulatory aspects of the tools.

The workshops will take place online to ensure wide participation of the target groups. Additionally, the potential to organise workshops during conferences or events where SMARTIN will participate will also be examined.

4. Testing and validating the governance models through the SMARTIN pilots

Following these activities, the aim is to have validated and adapted governance models outlining the roles and responsibilities of all relevant stakeholders and an in-depth understanding of the policy context and how it may evolve in the future.

4.3 HARMONISATION AND CLUSTERING WITH EU-WIDE INITIATIVES

Exchange, collaboration and synergies with other EU-wide initiatives are fundamental when operating in a dynamic, cross-sector ecosystem such as the one in which SMARTIN will be developed, in order to avoid duplication and enrich the knowledge base through cooperation. The project consortium boasts the presence of diverse valuable actors and stakeholders from different sectors, who will put their network of industrial and scientific relations at the service of the project to maximize and amplify the results achieved.

ERTICO is a PPP organisation with up to 120 partners connecting eight ITS sectors. It coordinated dozens of European projects and is the organizer of the ITS Congresses. As the coordinator of SMARTIN, it will be the main facilitator of clustering and networking activities. Within T7.3, it will contribute to harmonization activities by creating a **“Multiplier group”**, through which it will promote interaction with existing programs and between various stakeholders.

FIT Innovation, as leader of WP7 and leader of T7.3, will be responsible for facilitating knowledge exchange and promoting the interoperability of the project's innovative solutions, developing a harmonization framework for the coordination and alignment with other EU-wide initiatives.

The main categories of EU initiatives that will be considered in SMARTIN are:

- **Sister projects of the Horizon Europe programme**, namely the project MITHOS and MOVEO, and any other relevant EU funded projects (with particular regard to the “Climate, Energy and Mobility” cluster of Horizon Europe).
- **Standardization actions** within the existing digital data platforms (e.g., TN-ITS, NAPCORE, Mobility Data Spaces, ESA).
- **Data and mobility platforms** (e.g., European Data Spaces, ITS Directive).
- **Policy frameworks** (e.g. Green Deal, Digital Europe, SUMPs).

Harmonization and coordination activities will be carried out through various collaboration mechanisms, such as participation in clustering events and joint workshops, the exchange of best practices and recommendations between stakeholders and parallel/sister projects, contribution to strategic actions and agendas (e.g. SRIA), as well as alignment with existing networks (ADASIS, SENSORIS, NAPCORE, etc.).

Finally, the establishment of the Transport Infrastructure Performance Advisory Board (TIPAB) within WP1 will provide expert and independent input that will also promote SMARTIN's activities externally and increase its visibility.

4.4 KPIS FOR DISSEMINATION ACTIVITIES

To monitor the performance and impact of dissemination activities, SMARTIN has established a set of KPIs aligned with the objectives of WP7 and the requirements of the GA. Some thresholds have been readjusted to reflect the project's actual duration of 36 months, and to ensure that they remain realistic and achievable. All indicators will be tracked throughout the project and reviewed periodically to ensure progress toward dissemination goals.

TABLE 5 – KPIS FOR DISSEMINATION ACTIVITIES

KPI CATEGORY	OBJECTIVE	THRESHOLD
Scientific / technical publications and workshops	Publication of SMARTIN results in open-access international and national scientific or technical literature	6 journal publications
		12 conference papers & presentations (including 1 special issue)
		4 Master & 3 PhD thesis
		4 academic workshops
Liaison with EU and international initiatives, industry events, and collaboration with other projects	Exhibition and participation in specialised events, networks, fora and platforms in which several partners are prominent members	Participation in 20 relevant events
		4 joint events with related projects
		3 conferences with SMARTIN special sessions
Capacity building / Training	Cross-sectoral workshops and trainings on SMARTIN solutions implementation, engaging stakeholders from pilot locations and in local languages to ensure replicability in a broader EU scale	2 physical workshops
		4 online trainings
		≥120 trained participants
Final Event & Final Leaflet	Organisation of the SMARTIN final event (M36) and publication of a final leaflet showcasing project tools, lessons learned and if relevant policy recommendations	≥50 participants at final event
		~100 final leaflets distributed

5 EXPLOITATION STRATEGY

As part of the SMARTIN project, a suite of technologies, digital solutions and innovative governance models will be developed to optimise and improve urban infrastructure management and optimise the mobility of people and goods. Given the innovative nature of the outputs that will be implemented, it is necessary to develop a targeted exploitation strategy aimed at facilitating and fostering the rapid scalability, adoption, and deployment of technologies and solutions in a consistent, functional and synergic manner. In light of this, the primary purpose of this exploitation plan is to outline strategic approaches that help maximize the impact and sustainability of the outcomes generated by the SMARTIN project. The exploitation plan aims to outline and analyse key outputs created during the project's lifespan, ensuring that these continue to benefit value chain stakeholders and the wider community beyond the project end.

This chapter is part of the broader framework of SMARTIN communication, dissemination and exploitation activities and, consequently, should be considered a relevant component that – in synergy with the other activities described in this deliverable – will contribute to giving visibility and momentum to the technological, societal and policy results of the project.

D7.1 introduces a preliminary exploitation strategy, outlining the **preliminary KERs**, with a **segmentation of the market** and relevant stakeholders, a conceptual roadmap to describe **the exploitation pathways** by type of partner/stakeholder, approach to standardisation and a description of the **initial IPR strategy**.

The exploitation strategy should be considered a living section of this document, which will be reviewed and updated at the project's mid-term (D7.2 - M18) and finalised at its end, at M36 (D7.4). The implementation of project activities will enable a dedicated market analysis to be carried out based on the target stakeholders' groups that will be refined during the course of the project.

The cross-cutting objective of SMARTIN is to advance the technologies and digital solutions implemented during the project from a starting TRL 4-6 to a TRL 7.

5.2 KEY EXPLOITABLE RESULTS

Following the preparation of the project proposal, consultation with the consortium partners and the preparation of the SMARTIN GA led to a list of preliminary KERs, grouping together the essential outputs considered by the exploitation strategy.

In SMARTIN, KERs are considered as outputs with market and impact potential. For this reason – starting from the Expected Innovations (EIs) highlighted in the GA – the project covers various type of KERs (e.g. technologies, methodologies, models, platforms, knowledge assets, etc.) that are considered with reference to different and multiple possible exploitation modalities (e.g. commercial, policy-level, open source, etc.).

Based on the preliminary analysis carried out within the consortium, the GA envisages a two-folded approach to exploitation, with two different levels of exploitation priority:

1. **Exploitation of innovations in specific Use Cases:** with high exploitation priority, these KERs are characterized by high market potential, industrial partner involvement, cross-pilot applicability and alignment with EU goals (Green Deal, Digital Europe and Vision Zero). These include the EIs listed in GA (EI2.2, EI2.3, EI2.4, EI2.5, EI3.1, EI3.2, EI3.3, EI3.4, EI4.1, EI4.3, EI4.4) that will be tested in the four SMARTIN pilots in Spain (Barcelona), Italy (Turin), Latvia and Hungary (Budapest).
2. **Exploitation of knowledge, methodologies and Open Innovation approach:** considering EIs that act as enablers for high priority KERs and can be indirectly exploited mainly through dissemination and knowledge transfer activities.

The table below provides an overview of SMARTIN's EIs, sorted according to the objectives set out in the GA (O1, O2, O3, O4, O5, O6).

TABLE 6 – SMARTIN EXPECTED INNOVATIONS

O1 – Integrated Knowledge Base navigator	O2 – Holistic monitoring of infrastructure and services	O3 – Integrated infrastructure and mobility management platform
- EI1.1: knowledge-based navigator for digital solutions supporting transport infrastructure. - EI1.2: suite of models for infrastructure performance assessment. - EI1.3: smart data models for infrastructure management optimization. - EI1.4: big-data architecture for data process and storing.	- EI2.1: suite of tools for VRUs infrastructure monitoring and assessment. - EI2.2: AI algorithms and data fusion techniques for infrastructure defect detection. - EI2.3: suite of tools for dynamic Digital Twins generation. - EI2.4: infrastructure maintenance diagnosis and prognosis tool with predictive analysis. - EI2.5: infrastructure health monitoring and control system.	- EI3.1: generative AI models for incident detection and evolutionary prediction. - EI3.2: data-driven solution for performance prediction of collective transport. - EI3.3: suite of tools for the optimization of infrastructure elements. - EI3.4: dynamic resource allocation and vehicle routing. - EI3.5: collaborative tool for orchestration of mitigation measures for transport disruption.
O4 – Multimodal and user-centric planning	O5 – Deployment and validation of SMARTIN solutions	O6 – take-up and exploitation of SMARTIN's innovations
- EI4.1: AI-based predictive models for multimodal transport. - EI4.2: large-scale planning framework for multimodal services. - EI4.3: nudging context-aware for optimisation routing service.	- EI5.1: SMARTIN solutions demonstration across four thematic areas. - EI5.2: SMARTIN demonstration reports with impact assessment and contribution to their long-term sustainability.	- EI6.1: impact creation approach for communication and dissemination of SMARTIN results. - EI6.2: governance model for SUMP's alignment of SMARTIN solutions. - EI6.3: capacity building guidelines for use and integration of SMARTIN service and innovations.

- EI4.4: user-centric solution for multimodal dynamic sharing of space. - EI4.5: taxonomy of user behaviours supporting the development of digital tools.		- EI6.4: harmonisation framework for alignment of SMARTIN solutions with other EU initiatives. - EI6.5: exploitation plan for long-term social and business acceptance, economic sustainability and IPR protection. - EI6.6: SMARTIN solution adoption acceleration approach. - EI6.7: standardisation plan including international, regional and industry standards.
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The initial exploitation strategy clusters the KERs starting from SMARTIN's EIs.

The criteria considered for clustering will also be adopted for monitoring and reviewing the preliminary KERs, these include market demand; technical maturity; competitive advantage; scalability; revenue potential; standardisation alignment.

The analysis of the EIs led to the identification of **6 KERs cluster** for SMARTIN:

- Cluster A: Digital Infrastructure Assessment & Data Platform.
- Cluster B: Predictive Maintenance & Digital Twin.
- Cluster C: Smart Mobility Management & Optimization.
- Cluster D: User-centric Multimodal Solutions.
- Cluster E: Demonstrations & Validation.
- Cluster F: Knowledge Transfer, Governance & Standardization.

Each cluster corresponds to specific EIs and is assigned with potential exploitation methods and target markets to focus on. Clustering allows for an integrated approach to the exploitation of the developed solutions. The table below provides an overview of the identified KERs, broken down by cluster.

TABLE 7 – SMARTIN KEY EXPLOITABLE RESULTS

KER CODE	KER NAME	EI INPUT	EXPLOITATION TYPE	TARGET MARKET
Cluster A: Digital Infrastructure Assessment & Data Platform				
KER-A1	Infrastructure performance assessment and digitalisation road mapping platform	EI1.1, EI1.2, EI1.3	SaaS Platform; consulting.	Transport authorities; Infrastructure managers
KER-A2	Federated mobility big-data architecture	EI1.4	Data platform; API services	Public transport operators; Mobility service providers

Cluster B: Predictive Maintenance & Digital Twin				
KER-B1	AI-powered infrastructure defect detection suite	EI2.2	Software licensing; Technical services	Infrastructure maintenance companies; Road authorities
KER-B2	Dynamic Digital Twin platform for transport infrastructure	EI2.3	SaaS Platform; Integration services	Cities; Regional transport authorities; Asset managers
KER-B3	Predictive maintenance decision support system	EI2.4, EI2.5	Decision support software; Advisory services	Infrastructure operators; Maintenance service providers
KER-B4	VRU-focused infrastructure monitoring tool	EI2.1	Specialized software; Accessibility consulting	Municipalities, Urban planners; Accessibility advocates
Cluster C: Smart Mobility Management & Optimization				
KER-C1	Generative AI Suite for Incident Detection & Prediction	EI3.1	Real-time analytics platform; AI-as-a-Service	Traffic management centres; Emergency services
KER-C2	Public Transport Performance Prediction System	EI3.2	Predictive analytics service; Data-driven insights	Public transport operators; Mobility planners
KER-C3	Infrastructure Optimization Toolbox	EI3.3	Optimization software; Expert system	Transport planners; Infrastructure designers
KER-C4	Dynamic Resource Allocation & Fleet Management Platform	EI3.4	Fleet optimization software; Routing services	Logistics companies; Shared mobility operators; Transit agencies
KER-C5	Collaborative Network Disruption Management Tool	EI3.5	Decision support system; Scenario planning tool	Network managers; Multimodal coordinators
Cluster D: User-Centric Multimodal Solutions				

KER-D1	AI-driven transport demand prediction models	EI4.1	Predictive analytics; Forecasting service	Transport planners; Mobility operators
KER-D2	Multimodal journey planning framework	EI4.2	Planning software; Methodology	Regional authorities; MaaS providers
KER-D3	Personalised multimodal routing with context-aware nudging	EI4.3, EI4.4	Mobile app; API services; White-label solution	MaaS operators; Cities, App developers
KER-D4	User behaviour taxonomy and digital tool uptake framework	EI4-5	Methodology; Research insights, Training	Academia; Policy makers; Service designers
Cluster E: Demonstration & Validation				
KER-E1	Pilot-validated SMARTIN solutions portfolio	EI5.1, EI5.2	Showcase; Best practices; Case studies	Cities considering adoption of SMARTIN results; EU projects
Cluster F: Knowledge Transfer, Governance & Standardisation				
KER-F1	SUMP-aligned governance model for digital infrastructure	EI6.2	Governance framework; Policy toolkit	Municipalities; Regional authorities;
KER-F2	Capacity building package for SMARTIN solutions	EI6.3	Training programs; Workshops; E-learning	Infrastructure managers; Transport planners
KER-F3	EU harmonisations and standardisation framework	EI6.4, EI6.7	Standards contributions; White papers; Interoperability specs	Standardisation bodies; EU initiatives; Industry
KER-F4	Dissemination and impact creation toolkit	EI6.1, EI6.6	Communication toolkit; Replication methodology	EU projects; Cities network

Of the KERs listed above, at this preliminary stage it is possible to identify some with greater commercialization and exploitation potential, considering the target markets and type of exploitation. Others, on the contrary, have more complex exploitation pathways. SMARTIN's KERs will be constantly

monitored and updated throughout the life of the project and will be refined at M18 and validated at M36 when necessary.

5.3 PATHWAY TO MARKET

Each SMARTIN partner is committed to maximising the impact of the project's results and promoting the rapid scalability and adoption of the innovation developed. Each actor will undertake to promote SMARTIN's outputs across Europe, not only with a view to their exploitation, but also to establish collaborations with relevant initiatives and stakeholders, in order to capitalise on what has been implemented in the long-term.

The transnational nature of the consortium will facilitate significant **penetration into target markets** to foster the deployment of the identified KERs and exploit them through a **defined IPR management strategy**.

Thanks to the synergy with communication and dissemination activities, actors and stakeholders outside the consortium will also be involved in the implementation of the exploitation plan, through participation in EU-wide fairs and exhibitions and the organisation of dedicated events (including at the local level in the SMARTIN pilot demonstrators).

The initial categorisation of target stakeholders follows the consortium structure and is based on the classification included in the GA (see Part B: Technical Description – Table 8). For this preliminary exploitation plan, the table has been updated in light of the identified KERs. Below is the table with the **KERs assigned to stakeholder groups**, including the activities planned for the short/medium-term:

TABLE 8 – PATHWAY TO MARKET OF SMARTIN KERs

STAKEHOLDER TARGET GROUP	KEY EXPLOITABLE RESULTS
Public Authorities and NGOs: Raised situational awareness, data collection capacity, and deployment roadmaps	
Will exploit the results of the pilot demonstrations at local, regional and national level, aiming to scale up the SMARTIN implementation roadmaps based on local understanding and service deployment for positive change of traffic efficiency, optimality and road safety for today's and future challenges. Utilise SMARTIN multiplier group to embed public involvement in policy beyond the project and guide road users' education program tailored to local culture and situation. Promote outputs to their stakeholders' networks and peer authorities. They will benefit from the SMARTIN policy recommendations and standardisation outputs.	KER-A1: Raised situational awareness and data collection capacity; KER-B2: Deployment of roadmaps; KER-E1: Pilots evidence; KER-F1: Policy recommendations; KER-F2: Education programs
RTOs: Follow-up Research, Consulting Services and Educational material	

RTOs will exploit results in SMARTIN by promoting new research projects, enhancing its education materials and graduate/undergraduate programs to widen research capacity. The majority of RTOs in the SMARTIN consortium are member of EU and international initiatives and therefore will enhance future SRIAs and research capacity in EU, strengthening its international leadership in Vision Zero. SMARTIN results may foster future cooperation among RTOs, inspiring methods transfer and liaison with industry stakeholders.	KER-B1: Suite of tools for monitoring; KER-C1: Research advancement; KER-C5: Orchestration of mitigation measures; KER-D1: Research capacity enhancement; KER-D4: Educational material
Government organisation and Association: Transferability of the solutions, Capacity Building and Policy Recommendations for Road Infrastructure Safety	
Demonstration results will be disseminated, and solutions will be communicated and exploited by ITS National and European/international association, through exhibitions and participation in specialised events, forums and platforms such as the ADASIS, SENSORIS, NAPCORE, IRF, ERTC, ERA, etc. in which also SMARTIN partners are prominent members of. This will allow to conduct transferability and capacity building actions. The consortium will consolidate lessons learned from the project demonstrations and will derive policy recommendations to facilitate culture of better road safety, infrastructure maintenance. SMARTIN's results will enable dynamic capacity use and user-centric demand management in multimodal systems across Europe.	KER-D2: Large-scale planning; KER-F2: Capacity building guidelines; KER-F3: Solutions harmonisation; KER-F4: Transferability support
SMEs, Consultancy and Industry: Improved Services and New Commercial Projects	
These stakeholders – starting from SMARTIN's industrial partners – will exploit the results of the road user behaviour nudging services aiming to scale up SMARTIN solutions for dynamic road user safety diagnostics enhanced by digital technologies. Actors from the private sector could offer services applied to their own situations and support on the use and implementation of the SMARTIN digital solutions.	KER-B1: Improved services; KER-B2: New commercial projects; KER-B3: Commercial applications; KER-C2: Service optimisation; KER-C4: Operational efficiency; KER-D3: User behaviour services

Starting from this distribution of KERs, the user-centric approach adopted in SMARTIN will allow for constant monitoring of the adequacy of the exploitation plan, thanks to the **co-creation activities** carried out within the project's pilot (WP2), the **co-design initiatives** developed during the demonstrations (WP6), and the **engagement strategy** designed within WP7.

When the project will become more mature, the exploitation strategy will be enriched with individual exploitation plans, in which each SMARTIN partner will indicate which KERs they intend to exploit, how, and with which pathway. The final result will be included in D7.4 "New value proposition and exploitation plan" (M36).

5.4 KNOWLEDGE MANAGEMENT AND INTELLECTUAL PROPERTY RIGHT STRATEGY

SMARTIN stands out for its wide range of digital innovations, models, and methodologies, which represent fertile ground for capitalising on and commercialising the expected results. Therefore, to promote the optimal exploitation, it is necessary to define how and under what conditions the intellectual property of the developed solutions will be managed. IPR coordination will be managed in accordance with the applicable IPR restrictions and as provided for in the Horizon Europe Programme and the GA.

Background IPR

The development of SMARTIN technologies will involve the contribution of existing proprietary assets by the consortium partners (such as software, know-how, resources, products, etc.). All existing assets used by the partner are and will remain their property during and after the end of the project. For all sensitive information, the most restrictive approach possible will be adopted, compatible with the pursuit of the project's objectives.

Foreground IPR

Access to the results and outputs of the project will be guaranteed to all consortium partners who have contributed to their implementation. Each of them will have the opportunity to use and exploit the project results without fee or charge, including the right to sublicense to their affiliates. The results are the exclusive property of the partners who generated them.

In line with the Open Science approach, the principle “as open as possible, as closed as necessary” will be respected. The results, publications, and deliverables of the project will only be closed in the presence of legitimate claims, and for the time strictly necessary. A Data Management Plan (D1.2, D1.3, D1.6) will be prepared in the first stages of the project and will be regularly updated to regulate these and other aspects related to data management.

5.5 CONTRIBUTION TO STANDARDISATION

In SMARTIN, standardization is an integral part of the exploitation strategy. One of the project's objectives is to facilitate the adoption and commercial scale-up of the innovations developed. In this regard, standardization processes facilitate replicability and interoperability, especially for TRL7 solutions (which is the expected TRL of SMARTIN's KERs).

The project has a specific task dedicated to standardization and multiplication (T7.5) led by ERTICO. Furthermore, KER-F3 of the exploitation plan “EU harmonization and standardization framework” includes and links EI6.4 (harmonization framework) and EI6.7 (standardization plan).

The areas of standardisation addressed in SMARTIN are related to:

- **Data management and collection:** requirements for collection, transmission, storage and processing of monitoring data.

- **Interoperability:** relations among digital engineering and ICT standards (IoT, BIM, GIS, Semantic Linked Data).
- **IT Platforms:** harmonised design of platforms for infrastructure monitoring and management.
- **AI and analytics:** enabling easy data analytics, reporting and AI compliance (e.g. AI Act).

In this sense, the main standardization bodies that will be targeted are:

- **Technical/infrastructural level:**
 - CEN TC/250 (Eurocodes)
 - CEN TC278 (Road transport and traffic telematics)
 - ISO TC 204 (Intelligent transport systems)
- **Digital/IoT level:**
 - ETSI TC SmartM2M (IoT solutions)
 - ETSI ISG MEC (edge computing)
 - ETSI TC ITS
- **Industrial level:**
 - SAE International
 - IEEE

Activities devoted to standardisation and multiplication will be included in the dedicated deliverable D7.5 “Standardisation plan”, due at M36.

6 ROLES AND RESPONSIBILITIES

Dissemination, communication and exploitation activities in SMARTIN are carried out across multiple levels (European, national, regional and local) involving diverse project partners with complementary expertise. To ensure consistent and effective implementation, clear roles and responsibilities are defined within WP7 – Dissemination, Communication, Exploitation and Standardisation.

These activities are coordinated under the leadership of FIT Innovation (WP7 Lead), supported by ERTICO, FACTUAL and all project partners. Coordination mechanisms ensure continuous collaboration and information flow between task leaders, WP Leaders, Pilot leaders and the consortium at large.

FIT Innovation (WP7 Leader and Leader of Tasks 7.3 & 7.4)

- As WP7 Leader, ensures overall coordination and coherence of dissemination, communication, harmonisation and exploitation activities.
- Leads Task 7.3 (Harmonisation and clustering of SMARTIN solutions with EU-wide initiatives), facilitating knowledge exchange and alignment of SMARTIN's results with other EU-funded projects, platforms and policy frameworks.
- Leads Task 7.4 (Exploitation and roll-out), managing the identification of KERs, defining business models and developing the SMARTIN exploitation strategy to ensure long-term sustainability and market readiness.
- Oversees the preparation of the final exploitation plan and contributes to clustering and standardisation efforts.

ERTICO – ITS Europe (Leader of Task 7.1)

- Leads Task 7.1 (Dissemination and communication activities), overseeing the development, implementation and assessment of the project's communication and dissemination strategy.
- Manages the creation and maintenance of the SMARTIN visual identity, website, social media, newsletters, press releases and promotional materials.
- Coordinates reporting on all dissemination and communication activities and ensures alignment with Horizon Europe visibility and acknowledgment requirements.
- Supports partner contributions by providing templates, guidelines and shared tools for communication and dissemination.

FACTUAL (Leader of Task 7.2)

- Leads Task 7.2 (Adaptive transport infrastructure governance and capacity building), focusing on stakeholder engagement, governance model design and validation.

- Organises workshops, trainings and capacity-building activities to strengthen the skills of end-users and stakeholders in pilot locations and ensure EU-level replicability.
- Develops and hosts knowledge-sharing materials through the Factual Academy platform, in collaboration with technical partners.
- Provides input to the communication team to ensure consistency between stakeholder engagement and dissemination actions.

WP Leaders and Pilot Leaders

- Ensure that the outputs, milestones and results of their respective WP and pilot sites are effectively communicated and disseminated within the project and to external stakeholders.
- Provide regular content and updates to ERTICO and the WP7 team for inclusion on the project website, newsletters, social media and press releases.
- Coordinate with ERTICO on the planning and timing of dissemination activities to ensure coherence with the overall communication plan and editorial calendar.
- Identify opportunities for scientific dissemination (publications, conferences, workshops, etc.) and ensure that these are reported in the relevant trackers.
- Support the preparation of non-scientific publications, promotional materials and pilot-specific content, ensuring consistency with the SMARTIN visual identity and messaging.
- At the local level, Pilot Leaders coordinate their local communication teams and oversee the implementation of the Pilot Communication Strategy (45 1), ensuring alignment with central communication efforts and visibility at national and regional levels.

All Project Partners

- Actively contribute to dissemination, communication and exploitation activities by providing regular updates, inputs and materials related to their WPs and pilot sites.
- Participate in communication efforts, including but not limited to drafting news articles, providing content for the project website and social media (e.g. scientific publications, pilot news, event highlights), contributing to podcasts and videos with relevant insights, interviews and good practices.
- Disseminate SMARTIN news, materials and results through their own channels, translating communication materials where relevant and liaising with local media to maximise visibility and outreach.
- Support the organisation of project events such as workshops, webinars and conferences, and represent the project at dissemination and clustering events.
- Report all dissemination and communication activities using the project's internal trackers and follow guidelines outlined in this deliverable to ensure coherent implementation across the consortium.

7 CONCLUSIONS

Deliverable D7.1 – Dissemination, Communication and Exploitation Plan defines the overall strategy guiding all outreach, engagement and result-uptake activities within the SMARTIN project. It provides a structured approach to ensure that the project's vision, objectives and outcomes are effectively communicated, disseminated and exploited across Europe and beyond.

The plan sets out clear objectives, roles and responsibilities for all partners, detailing the tools, channels and mechanisms to be used for communication, dissemination, stakeholder engagement, harmonisation with EU-wide initiatives and exploitation of results.

This document serves as a living framework that will evolve alongside the project's progress. As SMARTIN advances from development to demonstration, the communication and dissemination activities will adapt to reflect key milestones, pilot achievements and emerging opportunities for visibility and impact.

The next updates to this plan – D7.2 (Dissemination, communication and exploitation plan: mid-term update) and D7.6 (Dissemination and communication final report) – will assess the implementation of the strategy, measure results against the defined KPIs and refine actions to maximise the long-term uptake and sustainability of SMARTIN's innovations.

ANNEX

PILOT COMMUNICATION STRATEGY

Purpose and Objectives

The Pilot Communication Strategy defines the framework for implementing SMARTIN's communication and dissemination activities at local level.

Its main objectives are to:

- Raise awareness of the SMARTIN project, its pilots and expected results among citizens and local stakeholders.
- Support co-creation and engagement activities to ensure user-centred solutions.
- Strengthen the visibility of SMARTIN innovations within local transport ecosystems.
- Ensure consistency with the overall project communication and dissemination strategy while allowing local flexibility and adaptation.

Local Communication Teams

Each pilot will establish a local communication team composed of the Pilot Leader, key implementing partners and communication staff.

The teams will:

- Coordinate regularly with ERTICO and WP7 partners to align with the central communication plan.
- Translate and adapt centrally developed materials (e.g. leaflets, infographics, press releases) to local languages and cultural contexts.
- Identify relevant local events, media outlets and multipliers for dissemination.
- Collect content (e.g. testimonials, success stories, visuals) to feed into the project website, social media and newsletters.
- Report their communication and dissemination activities using the internal tracker (see 2.5).

Local Channels and Tools

Local communication teams will deploy a mix of digital and physical tools to reach their audiences effectively.

Social media:

- Create or use of existing local channels to share project updates, milestones and pilot news.
- Always tag the main [SMARTIN LinkedIn page](#), use the project hashtag **#SMARTINproject** along with relevant hashtags such as **#HorizonEU**, **#Transport**, **#TransportInnovation**, **#DigitalInfrastructure**, **#SmartMobility**, **#ITS**.
- Collaborate with local influencers or community pages for citizen-facing initiatives.

Events:

- Participate in and organise local events such as urban sustainability weeks, mobility days, fairs, festivals or other events
- Display branded materials and provide links to the SMARTIN website and social media.
- Coordinate timing and messaging with central campaigns to ensure visibility on project channels.
- Share photos and short summaries for promotion on the central website and LinkedIn page.

Co-design and engagement activities:

- Use co-design local activities (e.g. workshops, consultations, testing phases) as multiplier platforms to communicate project's objectives and collect feedback from end-users.
- Ensure inclusiveness and two-way communication between the project and end-users to improve the usability and acceptance of SMARTIN solutions.

Visual and digital materials:

- Use and adapt digital leaflets, QR card design and infographics in local languages to promote pilot actions.
- QR codes should link directly to the main project website or to specific pilot pages.

Videos:

- Each pilot site must produce at least one short promotional video highlighting its context, innovations and results. Videos in the local language are welcome to enhance engagement with local audiences.
- Before publication on the main project channels, AI-based translation tools will be used to provide English subtitles or voiceovers, ensuring accessibility and consistency across all platforms.
- Additional short clips (e.g. interviews, demonstrations) will be produced in collaboration with ERTICO.
- All videos will be shared with ERTICO for upload to the official SMARTIN YouTube playlist, as well as inclusion on the website and social media.

Local press and media:

- Translate and distribute press releases to national and regional outlets.
- Inform ERTICO before publication and share any coverage links for inclusion in the Communication Tracker.

Compliance with EU Funding and Branding Rules

All local communication activities must comply with Horizon Europe visibility requirements and the SMARTIN visual identity guidelines.

- Each material must include the EU emblem and the funding statement: **“Co-funded by the European Union.”**
- The disclaimer text provided in section 2.5.1 must be added to all communication and dissemination materials.

- All communication materials (visuals, videos, etc.) must comply with SMARTIN's visual identity (see 3.1).
- Only official SMARTIN templates and branding elements shared on SharePoint should be used to ensure visual coherence across all pilots.

Interaction with Central SMARTIN Channels

Key local communication activities will be integrated into the broader communication ecosystem described in section 3.2.

- When publishing local news or posts, local communication teams should link back to the SMARTIN website and tag the [SMARTIN LinkedIn page](#).
- Major milestones, videos and event updates should be shared with ERTICO for amplification through central channels (LinkedIn, website, newsletter).
- Local communication teams must contribute content for web articles, videos, podcasts, interviews or other cross-pilot features coordinated by ERTICO.
- Coordination calls will be scheduled between WP7, Pilot Leaders and local communication teams to align timing, messaging and content priorities.

Monitoring and Reporting

Each local communication team is responsible for tracking its own activities (e.g. social media posts, local press coverage, event participation) using a local reporting template or short summaries shared with the WP7 team.

Activities with broader dissemination relevance (e.g. workshops, trainings, publications, public events) must be recorded in the central tracker in the dedicated tabs: Dissemination Events and Scientific Dissemination Activities. This will allow consistent reporting and integration in the upcoming deliverables D7.2 and D7.6.

Alignment and Knowledge Transfer

Good practices and lessons learned from each pilot will be shared across the consortium to foster mutual learning and coherence.

These insights will feed into the project's final dissemination outputs, notably the final leaflet and other legacy materials developed under WP7.

Note: This is a living document. Visual and practical guidelines will be further developed and shared with partners via SharePoint.