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Field Operational Tests Networking and Implementation**



**FOT-Net blueprint for dissemination support to FOT
projects in Europe**

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1 About FOT-Net

Field Operational Tests (FOT) are large-scale test programmes aiming at a comprehensive assessment of the efficiency, quality, robustness and acceptance of ICT solutions used for smarter, safer, cleaner and more comfortable transport solutions. In Europe, these tests have mostly been carried out at the national level in the past, but there is now a growing need to incorporate FOTs into a common European framework. This will enable learning processes between individual FOTs and will foster the comparability of their results.

FOT-Net's main aim is to establish a strategic networking platform for all stakeholder groups from public and private sectors playing an active role in running or future national, European and international FOTs (e.g. US and Japan). Based on this networking platform FOT-Net will:

- provide an overview of FOT activities in Europe and beyond and will be the point of reference for anyone interested in FOTs, their organisation, their set up and their results;
- encourage knowledge exchange between individual FOTs and between different stakeholder groups;
- foster the significance and comparability of FOT results by promoting a common European FOT methodology (the FESTA methodology);
- contribute to improve visibility of available FOT results at national and European level;
- raise public awareness for the potential of ICT based functions for safer, cleaner, and more comfortable road transport.

2 Why use FOT-Net for disseminating your FOT activities

FOT-Net offers you the opportunity to increase the visibility of your FOT results at European level. The FOT-Net Portal, newsletter, press activities and events will be used to raise awareness of your activities and results.

Altogether, the dissemination and awareness activities of FOT-Net will:

- contribute to providing an overview of FOT activities;
- increase the visibility of FOT projects;
- raise awareness for the benefits of ICT based functions among the general public.

3 Aim of this document

One of the main objectives of FOT-Net dissemination activities is to promote the findings and results of various Field Operational Tests carried out at European and national level. This blueprint has been developed for the individual FOT projects and aims to inform them on how they can cooperate with FOT-Net for common dissemination and awareness activities, which services FOT-Net can provide to them, how they can address the general public, and which information would be needed from their side in order for FOT-Net to carry out common dissemination and awareness activities. The blueprint will allow the FOT projects to develop their dissemination activities in line with the activities planned by FOT-Net.

Thus, the aim of this document is to give guidance to FOT projects on what FOT-Net offers in order to support the dissemination of their results. This document specifies which means and media FOT-Net uses and how (past, current, and planned) FOT projects can make use of them.

4 Aim and target groups of FOT-Net dissemination activities

4.1 Aim of FOT-Net dissemination activities

The overall aim of FOT-Net dissemination activities is:

- to promote the findings and results of various Field Operational Tests carried out at European and national level;
- to promote the FOT-Net networking activities across various stakeholder groups and increase participation of key-stakeholders in FOT-Net activities;
- to create awareness, understanding and support about Field Operational Tests carried out in Europe for safer, more comfortable and more efficient transport networks across Europe.

4.2 Target groups

Following the before mentioned objectives, FOT-Net dissemination activities will address three different target groups: specialist audience, decision makers from public authorities and FOT funding organisations, and the general public. The main messages will vary according to the three target groups as will the media and means used for dissemination and awareness-raising.

Specialist audience, ICT/ITS professionals

This target group includes ICT/ITS professionals in public and private sectors, including automotive industry, equipment manufacturers, research, and public authorities. These professionals are involved in the development, testing, and deployment of ITS technologies.

Towards this target group, FOT-Net aims at:

- highlighting the societal benefits of applications and systems tested in FOTs in order to promote their uptake as commercial products;
- informing about the benefits of field operational tests itself for the validation of systems and services as a step towards market implementation;
- promoting the recommended FOT methodology (FESTA) in order to encourage the adoption of this methodology in current and future FOTs to facilitate comparing and benchmarking of the results;
- promoting FOT-Net as communication tool amongst the FOT community.

To achieve these objectives FOT-Net will inform the specialist audience about:

- the concept of FOT for testing and validating services and systems;
- the FOT methodology as suggested by the FESTA project, any suggested modifications or additions, and experience with its application;
- finalised, on-going and planned FOT projects:
 - technical details of systems or services tested;

- hypothesis behind the tests;
 - methodology applied;
 - test procedures;
 - involved stakeholders;
 - results;
 - etc.
- FOT-Net events (seminars and stakeholder meetings) and other opportunities for knowledge exchange (e.g. FOT-Net forum), and FOT-Net support for dissemination of FOT-projects;
 - other relevant events.

Decision makers

This target groups includes decision makers from public authorities and public funding organisations for FOTs at local, regional, national and European level. FOT-Net communication towards this target group aims at:

- fostering a policy framework which is favourable for the deployment of ITS systems;
- raising awareness for the potential benefits of ITS technologies for safer, cleaner and more efficient road transport in order to promote the implementation of these systems and services;
- promoting the concept of FOTs as a tool for informed decision making about implementation of ITS systems;
- promoting the recommended FOT methodology (FESTA) in order to encourage the adoption of this methodology in current and future FOTs to facilitate comparing and benchmarking of the results;
- promoting FOT-Net as communication tool amongst the FOT community.

Thus, dissemination towards decision makers will focus on:

- the systems and services tested in FOTs, the test results and the potential effects of the services on transport objectives (road safety, energy consumption, congestion mitigation, etc.);
- necessary investments, potential business cases and steps for implementation of the tested services;
- the contribution FOTs can give to decision making;
- the FOT methodology as suggested by the FESTA project,
- FOT-Net events (seminars and stakeholder meetings) and other opportunities for knowledge exchange (e.g. FOT-Net forum), and FOT-Net support for dissemination of FOT-projects;
- other relevant events.

Public authorities can be involved in FOTs as a test site and/or as a funding body. Communication with this target group must take into account that the group includes public authorities and organisations that are already involved in FOT activities as well as those authorities and organisations which could potentially be involved in the future. For the latter, the main focus will be on raising awareness of the societal potential of ITS technologies and the potential of FOTs for informed decision making.

The general public

The general public does not have a particular interest in Field Operational Tests and their results. Communication with this target group rather aims at:

- raising awareness of the general potential of ICT-based functions for safer and cleaner road transport with the objective to support the market penetration of ICT systems;
- raising acceptance for FOTs and for public investment in ITS.

It will be essential to focus on the advantages that these functions provide for the individual in everyday use. Communication will be based on very concrete examples of the use of ICT-based functions (tested in FOTs) and their societal benefits.

4.3 FOT-Net contact database

FOT-Net maintains a targeted contact database, the so called FOT-Net Forum. This database is built upon contacts collected in the predecessor project FESTA, and relevant contacts from the respective FOT-Net partners. In the course of the project, the FOT community in Europe (and beyond) has been invited to subscribe to the Forum.

This procedure of setting up the database guarantees that all included contacts are highly relevant for FOT issues. With date of May 2009, this database contains about 600 contacts from industry, research, public authorities and media.

This database will be also be used to disseminate findings of the respective FOT projects across Europe.

5 Dissemination tools

FOT-Net uses a range of dissemination tools to reach out to the identified target groups. In the following section the tools are presented and for each tool a description on how FOT projects can make use of it is given.

The following table gives an overview of the dissemination tools and which target group(s) they address. The tools addressing the general public are covered separately under chapter 7.

Tool	Specialist audience	Decision makers	General Public
FOT Portal – the FOT-Net website	X	X	
FOT-Net Newsletter	X	X	
FOT-Net News Flash	X	X	
FOT-Net Brochure	X	X	
FOT-Net Writing Pads	X	X	
Press releases to specialised press / Articles	X	X	
Articles in FIA members' magazines			X
Press releases to general media			X

5.1 FOT Portal – the FOT-Net website

FOT-Net's website www.fot-net.eu is the main dissemination tool for all information concerning the FOTs and FOT-Net project.

The main functions of FOT-Portal are to:

- provide access, by means of direct links, to all identified FOTs at National, European and global levels;
- disseminate the latest FOT-related news on campaigns, achievements, meetings and events;
- share presentations, reports and any other material to report on the discussion which took place in the FOT Network activities: stakeholders workshops, international workshops and seminars;
- disseminate good practice examples and success stories;
- store electronic versions of the FOT-Net communication printed material such as brochure and newsletter;
- provide a central information contact point: info@fot-net.eu.

The FOT Portal contains the following pages/ elements:

- a home page providing the gateway to the FOT-Net project, with quick access to the main FOT-Net resources: news, events, interactive forum, etc.;
- a section providing an attractive explanation of the FOT-Net project, its context and Field Operational Tests in general;
- a section describing the FOT-Net activities and how to get involved (seminars, workshops);
- access to the FOT Wikipedia (<http://wiki.fot-net.eu/>) which is a free encyclopedia of FOTs that anyone can edit (but is monitored by FOT-Net); it includes a catalogue of FOTs, a FOT glossary, and frequently asked questions about FOTs;
- a FOT forum which can be used for discussion of certain FOT issues among the FOT community;
- a news and events section presenting all upcoming meetings and events but also relevant information on achievements, campaigns, funding and policy developments;
- a library section, listing all FOT-Net deliverables, presentations, meeting reports and any other relevant publication (including archives);
- a section describing the partnership possibilities and how to get involved;
- a media desk including pictures and press releases;
- contact details.

How you can make use of the FOT Portal

The FOT Portal is FOT-Net's most important and most flexible dissemination tool. It offers several options for you to share information about your FOT.

- **FOT catalogue on FOT-Net wiki**

The wiki catalogue is an open information source which can be edited by anyone. In order for FOT-Net to be able to monitor the wiki catalogue, you'll have to log in before being able to modify the text. For creation of your personal account for log in, go to http://wiki.fot-net.eu/index.php?title=Special:UserLogin&type=signup&returnto=FOT_sheet_template.

If your FOT is already included in the online catalogue, you can easily edit the text to add or modify information. If your FOT is not yet included, you can upload information by using the FOT factsheet template, which you can download from http://wiki.fot-net.eu/index.php?title=FOT_sheet_template and which is available in annex 1.

If you experience any problems, please contact FOT-Net at info@fot-net.eu.

- **FOT glossary on FOT-Net wiki**

Instead of setting up your own glossary in your project or on your FOT project website, you can refer to the existing glossary on the FOT-Net wiki (http://wiki.fot-net.eu/index.php?title=FOT_Glossary). This glossary is based on results of the FESTA project (<http://www.its.leeds.ac.uk/festa/>), the predecessor of FOT-Net, and is now updated and monitored by the euroFOT project (<http://www.eurofot-ip.eu/>).

- **News**

The news section contains FOT related information e.g. on planned or recently started FOTs, FOT results, relevant policies, methodological issues of FOTs, and publications such as FOT projects newsletters. The news items in this section will be included in FOT-Net news flashes that are sent to the FOT-Net Forum on a regular basis. If you wish to publish your FOT news here, please contact info@fot-net.eu.

- **Events**

The events section contains any FOT related seminars, conferences, workshops, and demonstrations. To announce your FOT events here, contact info@fot-net.eu.

- **FOT-Net discussion forum**

If you want to disseminate detailed findings on FOT methodology or results and are interested in feedback from the expert community, you can use the FOT-Net forum (<http://www.fot-net.eu/en/forum/>). The forum is moderated by FOT-Net. It allows logged-in users to comment on existing subjects and to start discussions on new subjects. You can use the forum to disseminate interesting aspects of your FOT work.

5.2 FOT-Net Newsletter

The FOT-Net newsletter addresses two target groups: specialist audience (ICT/ITS professionals) and decision makers. Its aim is to bring detailed information on FOT activities to the target group. The newsletter informs about aims, approaches, events, and results of national, European, and international FOT projects, FOT related national and European policies, relevant events, and FOT-Net activities.

The newsletter is issued twice a year. The first two issues were published in September 2008 and March 2009. Further issues are scheduled for August 2009, February 2010, and August 2010.

Content

The newsletter is structured along standardised sections for easy recognition:

- Editorial;
- Feature article, e.g. interview with FOT organisers;
- News from FOT projects: to inform about ongoing European, national and international FOT activities; information from other (research) projects potentially relevant for future FOT projects will be included as well;
- Stakeholder meetings: dates, agenda, outcomes;
- FESTA methodology and seminars: general information, announcement of seminars, outcomes of seminars in particular with regard to suggested confirmation, clarification or modification of the methodology;
- Related events / Policy news / other relevant information.

Distribution

All newsletters are available for download from the FOT Portal (<http://www.fot-net.eu/en/library/>). The FOT community will be made aware of a new issue via a FOT-Net news flash.

In addition to the electronic version, printed copies are distributed at relevant events, e.g. eSafety events, ITS congresses and FOT project events.



How you can make use of the FOT-Net Newsletter

FOT-Net welcomes all articles with news about FOT projects. If you wish to contribute to one of the next issues of the newsletter, contact us 2 months before the newsletter is scheduled for publication. The next issues are scheduled for:

- August 2009;
- February 2010;
- August 2010.

FOT-Net will include your contribution when planning the content and will inform you about the maximum length of your article and the deadline for delivery of the final text. The deadline usually will be about 6 weeks before publication date. Please send the logo of your FOT and illustrating pictures (300 dpi resolution, preferably eps format or highest jpg quality) together with the article.

If you wish to distribute FOT-Net newsletters at events you are organising or attending, please inform FOT-Net at least 4 weeks before the newsletter's publication date about the number of copies you will need. FOT-Net will include your request in the order for printed copies. Note that there may also still be printed copies available of earlier issues.

Contact: info@fot-net.eu

5.3 FOT-Net Writing pads

FOT-Net has produced A4 writing pads which present in the left column logos and web addresses of 13 FOT projects. The writing pads are distributed at FOT-Net events (stakeholder meetings and seminars) and other relevant events where FOT-Net partners are present.

How you can make use of the FOT-Net writing pads

If you want to see the logo and web address of your FOT project on the next edition of the FOT-Net writing pads, please contact us. Printing of the next edition is planned for January 2010.

You are welcome to distribute FOT-Net writing pads at your FOT project event. Please contact us at least 2 weeks in advance in order to allow shipping in due time.

Contact: info@fot-net.eu



5.4 FOT-Net Brochure

The FOT-Net brochure will address both the specialist audience and the decision makers. Its aim is to give an overview of FOT activities in Europe (and beyond), summarising main objectives and achievements of FOT projects, showing the motivations of stakeholders, and giving an outlook on future activities. The brochure is due for early 2010. The precise aim, content and structure of this brochure will be defined by the FOT-Net consortium in the coming months. More information will be made available to you in due time.

5.5 Press releases to specialised press

FOT-Net will issue press releases to report on success stories and important benchmarking results of FOTs. In addition to FOT projects' own media activities, FOT-Net's role is to add a European dimension to the information.

For national FOT activities, the main added value of FOT-Net media activities is disseminating their activities at European level and in the context of European policy and FOT activities.

For the European FOTs, FOT-Net can add the link to other FOT projects and support putting their activities and results in the broader context of European and international FOT activities and results.

In particular, FOT-Net aims at issuing press releases or publishing articles on the different functions and systems tested in FOTs. FOT-Net will explain the functions/systems, the expected added value, will give an overview of related FOTs and will summarise available results and open questions to be addressed in further tests. FOT-Net will focus on the following functions tested in FOTs respectively on collection of naturalistic driving data:

- Advanced drivers assistance systems
- Nomadic devices
- Naturalistic driving
- Cooperative systems

The press releases will be disseminated to all major newspapers, specialised publications on transport, science and technology, editors of leading television channels and motor club associations.

In particular, partners seek to publish FOT-Net related articles in relevant specialised publications such as:

- Thinking Highways;
- Local Transport Today;
- Traffic Technology International;
- Intelligent Highway;
- IET Intelligent Transport Systems;
- ITS Solutions;
- Eurotransport;

- ITS International;
- Automotive news;
- World Highways.

Furthermore, where partners are in contact with national press, they will use these contacts to place information about FOT-Net and FOT projects in relevant magazines.

FOT-Net will identify events / periods where the press usually should be more interested in the issue and therefore is more likely to make use of FOT-Net press releases and articles.

FOT-Net partners will work in close cooperation with the individual FOT projects. The media activities will be synchronised with their own media activities in order to avoid overlap.

How you can make use of FOT-Net press releases / articles

Contact FOT-Net at any time you have news about your FOT and would like to disseminate at European level. FOT-Net will see to include your information in its press releases and articles. Planning and preparation of these publications will be easier the sooner you inform FOT-Net about expected news and results.

FOT-Net will contact you when preparing publications that relate to your FOT in order to gather in-depth and the most recent information.

Contact: info@fot-net.eu

6 Dissemination at events

FOT-Net will use the FOT-Net stakeholders meetings and seminars, and events organised by others to disseminate FOT-Net activities and information about FOT projects.

6.1 FOT-Net stakeholders meetings

FOT-Net organises stakeholders meetings twice a year. Stakeholders meetings are gathering European players interested in Field Operational Tests to share information, results and developments of trials which are carried out at the European and national levels. The aim of these meetings is to foster cooperation and exchange of information about the results – i.e. the socio-economic impact assessment - of these field tests.

How you can make use of FOT-Net stakeholders meetings

You can use the stakeholders meetings to raise awareness for your FOT activities by actively contributing either by giving a presentation or by participating in the discussions. All stakeholders meetings foresee long time slots for discussion among presenters and the audience.

You can also display material on your FOT during the meetings (posters, leaflets, newsletters, etc.).

Future meetings are planned for Autumn 2009, Spring 2010, and Summer 2010.

Contact us to learn about future meetings and to discuss your participation at info@fot-net.eu.

6.2 FOT-Net seminars

To improve significance, visibility, comparability and transferability of available Field Operational Test results at the National and European level, a common European Field Operational Test methodology has been developed. The FESTA project has developed a handbook on Field Operational Test methodology, which gives general guidance on organisational issues, methodology and procedures, data acquisition and storage, and evaluation. FOT-Net organises seven seminars in order to explain and discuss the FESTA methodology. These seven seminars will be tailored to specialists and experts who (plan to) work on the activities of a (future) Field Operational Test. The seminars are set up in an interactive way and aim at the exchange of experiences.

How you can make use of FOT-Net seminars

You can use the seminars to raise awareness for your FOT activities by actively contributing either by giving a presentation or by participating in the discussions.

You can also display material on your FOT during the seminars (posters, leaflets, newsletters, etc.).

Further seminars are planned for October 2009, Spring 2010, and Summer 2010.

Contact us to learn about future seminars and to discuss your participation at info@fot-net.eu.

6.3 Relevant events at national, European and international levels

FOT-Net will seek to disseminate information on FOT projects and the FOT-Net platform at existing events. Relevant events are for example:

- ITS America Annual meeting and exposition (1-3 June 2009);
- COGIST'09 and MobiTIC - French events on ITS (29 June – 1 July 2009);
- 10th ITS Asia Pacific Forum & Exhibition in Bangkok (8-10 July 2009);
- ITS world congress in Stockholm 2009 (and linked to this the second FOT-Net international workshop; 21-25 September 2009);
- IX Transport Systems Telematics Conference in Katowice (Poland) (4-7 November 2009);
- ITS 2010 demonstration in Japan;
- eSafety forum plenary meetings;
- ERTICO general assemblies;
- Annual FIA Conference Week;
- POLIS annual conferences;
- National ITS conferences;
- any other events where consortium members are invited to speak.

Further relevant events will be added in the course of the project.

Besides dissemination at these conferences, FOT-Net will identify opportunities at the national level for the organisation of dissemination events. In order to increase the dissemination scope, these FOT-Net dissemination events should be linked to relevant events organised by FOT projects, public authorities or public FOT funding organisations. These include seminars, conferences and demonstration events. Dissemination activities could for example be workshop sessions on FOTs or exhibition material on FOTs and FOT-Net as part of the event programme.

FOT-Net will inform relevant stakeholders about these opportunities (via the FOT-Net contact database) and will actively address relevant stakeholders in this issue.

How you can make use of FOT-Net activities at events

FOT-Net aims to be present at key events and promote relevant findings of the respective FOT-projects, either through an information stand, presentations or posters. To this end, it will produce posters with information covering the following functions tested in FOTs:

- Advanced drivers assistance systems
- Nomadic devices
- Naturalistic driving
- Cooperative systems

7 How to address the general public

7.1 Rationale

It is generally recognised that it is important to raise the awareness of European citizens on EU research in the field of transport, as well as on the recommendations coming out of such research in terms of how transport can be made more sustainable, more efficient and safer. The added value of FOT projects is that they go one step further in actually applying research on a large scale through the practical implementation and assessment of concrete ITS functions that could significantly impact on people's lives. The general public may not have a particular interest in Field Operational Tests and their detailed results, but what they might want to hear is how the future tools coming out of FOT activities could become part of and positively contribute to their everyday mobility activities. Communication with this target group should therefore aim at:

- raising awareness of the general potential of ICT-based functions for safer and cleaner road transport with the objective to support the market penetration of ICT systems;
- increasing acceptance for FOTs and for public investment in ITS.

In that respect, it will be essential to focus on the advantages these functions provide for the individual in their everyday use as well as for society in general. Communication should be based on very concrete examples of the use of the ICT-based functions (tested in FOTs) and their societal benefits, on success stories and important benchmarking results.

The ultimate aim of dissemination of and communication on FOTs towards the public is indeed to make people aware of the existence of these ICT based functions and to encourage a favourable opinion about and attitude towards these systems. As these systems are not available on the market yet, the actual use of them by the public and the resulting positive impacts on for example safety and traffic efficiency in reality fall outside the scope of the FOT activities. On the longer run however, making certain knowledge more explicit through dialogue and enlarging people's knowledge base through scientific results, can contribute to changes in attitudes and behaviour, as well as to more active citizenship with respect to transport policy.

The public can be approached both in a direct and indirect way. In the first case they are addressed directly, e.g. through public events, showcases, etc., while in the second case the information reaches them through intermediary channels such as the media.

The first decision to be made is *when* you choose to approach the general public. In view of the research and assessment aims you have in your FOTs, it may be in the interest of the project not to communicate at all at certain stages, for example in order to make sure that the test drivers are not being influenced by such communication. In that case, it may be better to wait with any large-scale promotion activities until the end of the field tests. This is a strategic choice to be made by each FOT project.

Below, some examples are given of how FOT projects can reach the public both through press and media channels as well as by means of more directly targeted channels and tools. Indications are also given of which stages of the project might especially be interesting and suitable to reach out to the general public.

7.2 Press & media

The most effective way of reaching the public is through the general press and media. However, not only do they reach large audiences at once, they also function as important opinion makers. In that respect, it is therefore crucial that the information they receive is clear, while pointing out the benefits of the system. It is important to identify milestones within your FOT project which offer opportunities to communicate a specific message to the press and thus reach the general public through them.

7.2.1 European press & media: FOT-Net activities

On the European level, FOT-Net will issue press releases to major newspapers (e.g. European Voice, European Agenda, Euractiv...), editors of leading television channels (e.g. Euronews) and motor club associations at stages which provide key opportunities to actually communicate newsworthy information.

The European eSafety initiative also aims at creating awareness of safety relevant ICT-based functions among policy makers and end-users. FOT-Net partners ERTICO and FIA are members of this initiative. This will allow FOT-Net to use the channels of the eSafety initiative (eSafety Support, eSafetyAware, COMeSafety) for addressing the various target groups (researchers, policy, and the wider public). More particularly, eSafetyAware! seeks to accelerate the market introduction of life-saving safety technologies by organising information campaigns and dedicated events aimed at creating awareness of eSafety benefits among policy-makers and end-users. The communication platform is open to all with an interest in eSafety, and includes members from industry, public authorities and user organisations.

How you can make use of FOT-Net dissemination activities towards the general public

Contact FOT-Net at any time you have news about your FOT you would like to disseminate towards the general public at European level. FOT-Net will include your information in its press releases and articles. Planning and preparation of these publications will be easier the sooner you inform FOT-Net about expected news and results.

FOT-Net will contact you when preparing publications that relate to your FOT in order to gather in-depth and the most recent information.

FOT-Net will maintain a liaison with eSafety platforms and keep up-to-date with relevant events which are organised. FOT-Net partners will make sure to distribute the press releases and outcomes to the various eSafety platforms where relevant and make sure these are distributed via their channels.

FOT-Net will also explore the possibility of organising a workshop between successful adaptive systems that are already on the market and the current FOTs. Currently eSafetyAware is disseminating the benefits of five adaptive systems. The idea could be to exchange best practice with this group (on the basis of successful cases) on how to bring FOT results to decision makers.

Contact: info@fot-net.eu

7.2.2 National press and media

The general public can best be reached via national press and in the national language. It pays off to especially target the national press where and when field tests are taking place. The respective test sites should therefore be the main liaison to national and local media as they can promote their trials and tested applications in their own country and region, and report on results and success stories. Special attention should be paid to opportunities where the press and media would be able to actually test the applications and thus experience their benefit at first hand, e.g. through road shows, exhibitions, and showcases.

Example 1: UK FOT on ISA

The UK FOT project on Intelligent Speed Adaptation (ISA) organised a briefing and demo over three days in London for some members of parliament, officials from the Ministry and other selected individuals (e.g. from motoring organisations). The Minister for Roads also drove with one of the test vehicles. When the trials started, the Ministry issued a press release (see Annex 2). Simultaneously they also organised a 'Press Day' when journalists were invited to drive the cars, which received a lot of coverage. After that, it was a conscious decision from the government to keep the project fairly quiet and withhold all results until the end. Results were released via a press notice to relevant journalists.

Example 2: Dutch Assisted Driver FOT

The project kicked-off with a clear landmark meeting and press release for the national media. A demo-day was organised before the start of the pilot. With the actual kick-off of the pilot, another landmark meeting took place with driving cars as PR moment for the press. After that, regular test drives were organised with high level people to let them have a real life experience of the systems that were being tested. At the end of the project, a big closing event took place where all results were presented.



Assisted Driver: effects of combination of Advanced Cruise Control and Lane Departure Warning. Demonstration day in 2005 with 200 visitors (all stakeholders) and 30 vehicles from the industry (for free). Testrides by all stakeholders possible on Lelystad circuit and on highways surrounding the area



A major information channel towards the general public are the FIA European club magazines covering a total of 34 million members in Europe, to which articles about the benefits of the systems that are being developed could be sent. FIA is a FOT-Net consortium partner. For assistance, contact info@fot-net.eu.

7.3 Other dissemination tools and channels

7.3.1 Demonstration days and road shows for the public

To unveil FOTs to the general public and to raise awareness of the general potential of ICT-based functions for safer and cleaner road transport, demonstrations at events are necessary. Those demonstration events have to be built around applications tested by FOT projects and can be organised by individual FOT projects. Such European and/or national public road shows can display the tested systems, showing their potential benefits by offering hands-on experience to a non-specialised audience of end-users. Such events at the same time serve other stakeholders as well, including technical experts and especially high level decision makers and public authorities (see also 7.2.2).

7.3.2 Linking up to other major events

As said before, it is important to select key moments within the FOT project at which you choose to communicate to and address the public, whether it is directly or through the media. It is equally important however, to make use of well-established other events which could offer a platform or framework for promoting the message you want to convey. Examples of such event opportunities are:

- Car fairs and shows
- European Mobility Week (www.mobilityweek-europe.org)
- Green Week (<http://ec.europa.eu/environment/greenweek/>)
- Sustainable Energy Week (<http://www.eusew.eu/>)
- European Road Safety Day

FOT-Net seeks to support events organised by the FOT projects by announcing them via its dissemination channels.

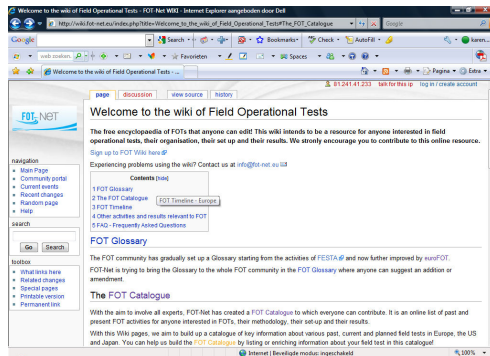
7.3.3 Print media

A leaflet could be produced for the general public, focussing on the end products, highlighting the benefits for the user and impact on e.g. safety. It could be distributed through road shows, car fairs, ministries, car clubs, car dealers, etc.

7.3.4 Digital media

The various applications of the internet offer interesting and new opportunities for reaching out to a potentially very wide and large audience and engaging with them in a very interactive way. Examples include:

Wikipedia

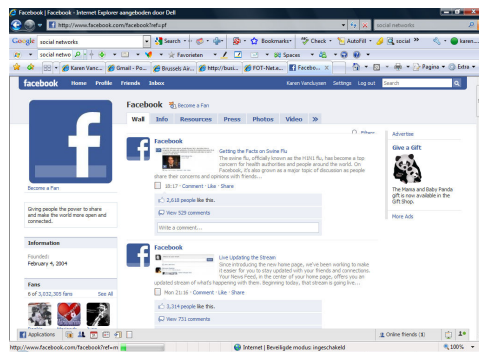


Wikipedia is a multilingual, web-based, free-content encyclopedia. Wikipedia is written collaboratively by volunteers from all around the world. Anyone with internet access can make changes to Wikipedia articles. Since its creation in 2001, Wikipedia has grown rapidly into one of the largest reference web sites.

FOT-Net has created the 'FOT Wiki'. The FOT Wiki is an open catalogue of all FOTs. It can be accessed and modified freely by the FOT network.

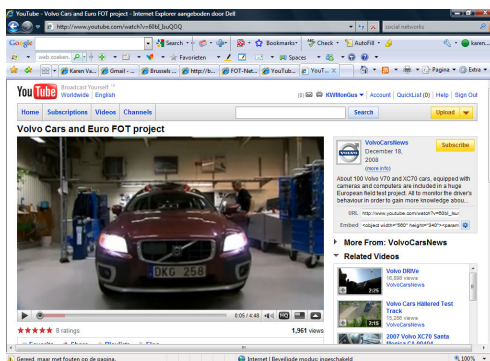
The Wiki intends to be a resource for anyone interested in field operational tests, their organisation, their set up and their results. Through the Wiki we aim to build up a catalogue of key information about various past, current and planned field tests in Europe, US and Asia-Pacific. For more information, visit <http://www.fot-net.eu/en/catalogue/>

Social networks



Online social networks such as Facebook and LinkedIn provide opportunities to share information and gain support for FOT activities and events. Visit for example www.facebook.com and www.linkedin.com.

YouTube



A videoclip can be a powerful PR tool. It can be used as a Video News Release and can also promote your FOT to a potentially very wide audience through sites such as YouTube. This channel has already been used by euroFOT for example.

See:
http://www.youtube.com/watch?v=60bl_IsuQQQ

7.4 Public involvement

Whatever the benefits of the new functions your FOT is representing, the actual societal impact will not be realised without the eventual effective adoption and use of the systems and end products by the public. Even though this goes beyond the scope of the FOTs, some projects may find it useful to anticipate and examine how adoption could be encouraged in a later stage. Within the UK FOT on ISA, three successive approaches were used to examine how to encourage adoption. The first step was a literature review. The second step was a set of focus groups – with private motorists and with fleet managers. The final stage was a Stated Preference survey of drivers. Information about this methodology and the results are available in the project's final report: <http://www.cfit.gov.uk/docs/2008/isa/pdf/isa-report.pdf>.

8 Conclusion

This blueprint aimed to inform individual FOT projects on how they can cooperate with FOT-Net for common dissemination and awareness activities, which services FOT-Net can provide to them, how they can address the general public, and which information would be needed from their side in order for FOT-Net to carry out common dissemination and awareness activities.

We hope that this document gives you guidance on what FOT-Net offers in order to support the dissemination of your FOT results. Do not hesitate to contact us if you wish to make use of any of the services described here or if you would welcome any other sort of support from our side.

We are available to assist you through info@fot-net.eu!

9 Annex 1: Structure of FOT factsheet template

1 Details of Field Operational Test

- 1.1 Type of project
- 1.2 Number of partners
- 1.3 Main Contact person
- 1.4 Start date and duration of project
- 1.5 Start Date and duration of FOT execution
- 1.6 Geographical Coverage
- 1.7 Abstract
- 1.8 Link with other related Field Operational Tests
- 1.9 Objectives
- 1.10 Results
- 1.11 Lessons learned
- 1.12 Availability of data
- 1.13 Main events
- 1.14 Useful links

2 Financing

- 2.1 Overall
- 2.2 Public
- 2.3 Private

3 Champions and Contact persons

4 Applications and equipment

- 4.1 Applications tested
- 4.2 Vehicle
- 4.3 Drivers
- 4.4 Infrastructure
- 4.5 Test equipment (Dataloggers, Video cameras...)

4.6 Collected data

5 Methodology

5.1 Key milestones of the project

5.2 Pre-simulation / Piloting of the FOT

5.3 Criteria to achieve scientific results, such as selection of drivers statistically

5.4 representative of the population etc, minimum sample sizes...

5.5 Method for the baseline (system OFF during a specific amount of time, kms)

5.6 Techniques for measurement and data collection (wireless data transfer, data pickup...)

5.7 Methods for the liaison with the drivers during the FOT execution

5.8 Methods for data analysis, evaluation, synthesis and conclusions

6 Sources of information

Annex 2: UK ISA FOT Press Release

Department for Transport News Release

News Release 2003/0063:
28 May 2003

SPEED BEHAVIOURAL RESEARCH TRIAL TO BEGIN

New research trials looking at how 80 drivers behave when their speeds are controlled will begin in Leeds next week, Road safety minister David Jamieson announced today.

The research will examine how people's driving changes when they drive specially modified vehicles which detect, and keep the vehicle within, the speed limit for the road they are on. The trials will look at driver behaviour with and without the speed limiters on.

Global positioning technology tells the car where it is and what the speed limit is. Each time the limit changes the driver is notified of the change, and the new limit is set. The accelerator pedal then vibrates when the car reaches the limit, alerting the driver. The car will then stay at that speed unless the driver opts out of the system, brakes or stops accelerating.

The driver can opt in or out of the system at any time by using buttons on the steering wheel or override it at any time by a kickdown on the accelerator. The system can also be disabled at the touch of a button in an emergency.

David Jamieson, Road safety Minister said:

"This trial will be useful for assessing how drivers respond when the car they are in actively tells them that they are being kept to the speed limit. We will also be looking to see how drivers' behaviour changes over time.

"We're not planning to make the use of speed limiting technology mandatory, but we're keen to see what we can learn from this trial. We know that speed kills and I look forward to seeing what findings this brings."

An earlier research project suggested that if vehicles used an intelligent speed limiter with a driver select function, such as the one used in the trials, fatal accidents could be reduced by 19% and injury accidents by 10%.

Notes to Editors

The research is being carried out by University of Leeds and MIRA (formerly the Motor Industry Research Association).

Twenty cars have been equipped with the system. Each will have a volunteer driver for six months. There will be four sets of trials, therefore 80 drivers.

Intelligent Speed Adaptation (ISA) is a means of automatically keeping the vehicle within the speed limit. This can be done by signals transmitted by Global Positioning Satellites (GPS), the same as those that are currently used by navigation systems, providing the vehicle with information about its position on the road. Systems onboard the vehicle can then determine the maximum speed of the vehicle according to any particular speed limit.