Grant Agreement Number: 687458

Project acronym: inLane

Project full title: Low Cost GNSS and Computer Vision Fusion for Accurate Lane Level Navigation and Enhanced Automatic Map Generation

D. 6.3

Marketing Materials

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Project co-funded by the European Commission within Horizon 2020 and managed by the European GNSS Agency (GSA)		
Dissemination level		
PU	Public	**X**
PP	Restricted to other programme participants (including the GSA)	
RE	Restricted to a group specified by the consortium (including the GSA)	
CO	Confidential , only for members of the consortium (including the GSA)	

Document Control Sheet

Deliverable number:	D6.3
Deliverable responsible:	ERTICO (Andrea Toth)
Work package:	WP6
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Abstract
The aim of deliverable D6.3 is to launch the initial dissemination and marketing material for the inLane project, including the set-up of the project website and establishment of social media presence. The type of deliverable has been classified as OTHER (including the logo, templates for the project, website, social media presence, brand guidelines, etc.). Nonetheless, this document presents a short overview of the materials produced at the start of the inLane project. The overall dissemination and marketing plan of the project is aligned with the information already provided in the inLane Description of Action (as per Grant Agreement number 687458).

Legal Disclaimer

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1. Executive Summary

The aim of the inLane project is to deliver lane-level information to an in-vehicle navigation system giving drivers the opportunity to select the optimal road lane, even in the case of dense urban and extra-urban traffic. Moreover, inLane will reduce the risks associated with last-moment lane-change manoeuvres and will enable a new generation of enhanced mapping information based on crowd sourcing.

As part of the inLane project, WP6 has the following objectives:

- To actively promote the results and benefits of the inLane project to the widest possible audience, including European and national stakeholders.

- To prepare the overall strategy for the inLane exploitation and operation plan; the clear understanding of possible primary and secondary markets for the project results; and the development of a plan for the exploitation of the project results on the national, European and international level.

- To manage and protect new knowledge of results. The exploitation plan will be coupled with the dissemination activities to enrich each other.

In particular, task 6.2 is devoted to the scientific and industrial dissemination of the project, according to the dissemination plan designed as part of task 6.1.

2. Introduction

2.1 Purpose of Document

As part of WP6 within the inLane project, task 6.2 includes all the scientific and industrial dissemination activities. The project results will be published in journals, magazines, conferences and events on a national and European level. In order to do so, a list of scientific dissemination actions will be defined at the beginning of the project within D6.2 (preliminary version included in the DoA).

Moreover, proactive cooperation will be sought with ongoing projects in order to maximise the impact pan-European impact of the project. These events will be scheduled at the beginning of the project. Project presentations will be made in conferences, workshops, panels, professional exhibitions, industrial forums, etc. Dedicated presentations concerning the importance of standardisation and the contribution of inLane will be made at workshops or side event, organised at the occasion of the ITS congresses.

As an output of this task is D6.3, which includes the initial marketing materials, press kit, website set-up and social media presence.

2.2 Intended Audience

The dissemination level of D6.3 is public. This document is only intended to be a guideline for the different materials developed as part of the deliverable (OTHER).

3. Marketing Materials

This section is intended to guide and summarise the different dissemination materials produced so far, and will be updated throughout the lifetime of the inLane project.

3.1 Logo

Figure 1 inLane Primary Logo

3.2 inLane Brand Guidelines

The brand guidelines for inLane have been issued, see document attached as part of the marketing materials: <inLane_brand_guidlelines.pdf>.

3.3 Document Templates

Different document templates have been created to be used during the inLane project, see document attached as part of the marketing materials: <inLane template draft .docx> (Word document for deliverables), <InLane_master.pptx> (PowerPoint presentation).

3.4 Website

The following website has been created for the project, and will be continuously updated:

✓ http://inlane.eu/

3.5 Social Media Presence

The dissemination leader (ERTICO) will be the mail responsible for maintaining social media feeds, although all partners will contribute using their own communication channels, in order to reach a wider and already established audience:

✓ https://twitter.com/ertico #inlaneproject

✓ https://www.facebook.com/ErticoNetwork

✓ https://www.linkedin.com/in/erticonetwork

4. Conclusions

This document presents a very short summary and guideline of the marketing and dissemination materials created for the inLane project. The materials have been submitted within the <D6.3MarketingMaterial_inLane.zip> folder. These materials (as well as all the online content: website and social media feeds) will be updated and expanded throughout the lifetime of the project.