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Navigation and Enhanced Automatic Map Generation

D 6.4

Report of Annual Dissemination Activities

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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)	

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Abstract
This document presents a report of the annual dissemination activities on the INLANE project in 2016

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Abbreviations and Acronyms

Acronym	Definition
EC	European Commission
PO	Project officer
GA	Grant Agreement
WP	Work Package

Table of Contents

Executive Summary	8
1. Introduction	9
1.1 About INLANE	9
1.2 Purpose of Document	9
1.3 Intended audience.....	10
1.4 Structure of the document.....	10
2. Chapter 1: Dissemination Strategy and Materials	11
2.1 Objectives	11
2.2 Overview of dissemination channels.....	11
2.3 Dissemination materials	13
2.3.1 Logo and brand guidelines.....	13
2.3.2 Document templates	13
2.3.3 Website	13
2.3.4 Social media presence.....	14
2.3.5 Business card.....	14
2.3.6 Project flyer	15
1. Chapter 2: Dissemination activities - Overview	16
1.1 Online activities	16
1.2 Events	18
2. Chapter 3: Metrics	20
3. Summary and plans for the next year	23
4. Conclusion	24

List of Figures

Figure 1- INLANE primary logo.....	13
Figure 2 - INLANE Business card	14
Figure 3 - INLANE Flyer.....	15
Figure 4 - inlane.eu metrics: Number of sessions.....	20
Figure 5 - inlane.eu metrics: Number of unique users	20
Figure 6 - inlane.eu metrics: Top popular pages	20
Figure 7 - inlane.eu metrics: Highlights.....	22

List of Tables

Table 1 – Overview of communication tools	12
Table 2 – News, website posts published on inlane.eu	16
Table 3 – Events organised, attended - 2016.....	18
Table 4 - Summary of key dissemination activities carried out in 2016	23

Executive Summary

The current document serves highlights the major dissemination activities of the INLANE predict in 2016 including a short overview of the dissemination strategy and objectives and details on the various communicaiton activities, metrics, and plans for the next year.

In particular, the document explains the key objectives outlined in the INLANE Dissemination Plan (D6.1), provides an overview of the various dissemination channels including online and offline, presence at events, visual printed materials and so on.

One of the main dissemination activities highlighted was the establishment of the visual identity. The INLANE logo and branding guidelines were developed in accordance with the consortium and utilized in further promotional materials such as the website or the business card. Further, active cooperation was established with the project, Cloud LSVA

A follow-up to this document will be produced in M30 reporting on the activities of the project in Y2 and Y3.

1. Introduction

1.1 About INLANE

Lane-level positioning and map matching are some of the biggest challenges for navigation systems. We need more accurate and more reliable positioning systems to cater to the growing demand from applications such as enhanced driver awareness, intelligent speed alert and simple lane allocation.

There is also a question around the adaptability of navigation systems to these applications.

This depends firstly on the availability of an accurate common reference for positioning (an enhanced map) and secondly, on the level of the provided pose estimation (integrity).

With the help of crowdsourced real-time updates, INLANE foresees the generation of local dynamic maps (LDM) that help ADAS applications with enhanced dynamic scene information. Delivering lane-level information to an in-vehicle navigation system and combining this with the opportunity for vehicles to exchange information between themselves, will give drivers the opportunity to select the optimal road lane, even in the case of dense urban and extra-urban traffic.

Every driver will be able to choose the appropriate lane and will be able to reduce the risks associate with last-moment lane-change manoeuvres.

We propose new generation, lowcost, lane-level, precise turn-by-turn navigation applications through the fusion of EGNSS and Computer Vision technology.

1.2 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 D6.4 (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.

1.3 Intended audience

The dissemination level of D6.4 is public. This document is only intended to report on the various public dissemination activities outlined in the Dissemination plan (D 6.1).

1.4 Structure of the document

The current document consists of the following main chapters:

- Chapter 1: Dissemination strategy and Materials
- Chapter 2: Overview of Dissemination activities
- Chapter 3: Metrics
- Chapter4: Summary and plans for the next year

2. Dissemination Strategy and Materials

2.1 Objectives

A Dissemination Strategy has been developed (D6.1) outlining the key objectives, target audiences and messages that the communication and dissemination efforts of INLANE would like to meet

The key objectives of the current work package can be summarized as follows:

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

These main aims will be reached by following the guidance of the Dissemination Strategy, providing yearly reporting on the dissemination activities and making adjustments where necessary. The main pillars of the plan can be identified as:

- awareness/ exposure
- dissemination of results: primarily at events and using the website,
- outreach to the community: using ERTICO's extensive network of cca. 13,000 stakeholders to build up a common group

2.2 Overview of dissemination channels

The table below describes the various communication channels and the specific audiences targeted.

Table 1 – Overview of communication tools

Tool	Description	Target audience
Website	The main up-to-date communication channel informing on the latest developments, providing background information on the project, partners etc.	ITS, computer vision and GNSS community
Online news	Informing about updates, developments, participation to events	ITS, computer vision and GNSS community
ERTICO Network website	Online information portal dedicated to Intelligent Transport Systems (ITS).	ITS community
ERTICO Network newsletter	Weekly highlights on news, events, policy and more	ITS community
ERTICO Network social media	Twitter (2600 followers) and LinkedIn accounts (500+ participants in the group)	ITS community
ERTICO Network database	Targeted e-mail to approx.. 13,000 stakeholders	ITS community
Presentations	General introductory presentation of INLANE	As per the event targets / GNSS community
Business card	A business card sized flyer containing the main contacts and logo of the project	Event attendees / ITS Congresses
Flyer / leaflet	General introductory 4 page flyer	ITS Congresses, other events
Partner dissemination channels	Websites, press releases, social media	As per partner
Conference papers/ scientific publications	Scientific/technical papers developed /	As per event

2.3 Dissemination materials

The following materials have been created and reported in the frames of the deliverable D 6.3: “Marketing materials”.: logo and brand guidelines, document templates, website and social media presence.

2.3.1 Logo and brand guidelines

A logo for the INLANE project has been developed along with the necessary brand guidelines and made available for the partners to use.

Figure 1- INLANE primary logo



2.3.2 Document templates

Different document templates have been created to be used during the INLANE project, including Word document template for deliverables and reports and a PowerPoint presentation template.

2.3.3 Website

The following website has been created for the project, and will be continuously updated:
<http://inlane.eu/>

2.3.4 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>

2.3.5 Business card

A business card containing the logo, and basic contact information was created and distributed at the 11th ITS European Congress (6-9 June 2016, Glasgow, UK) and at the ERTICO offices.

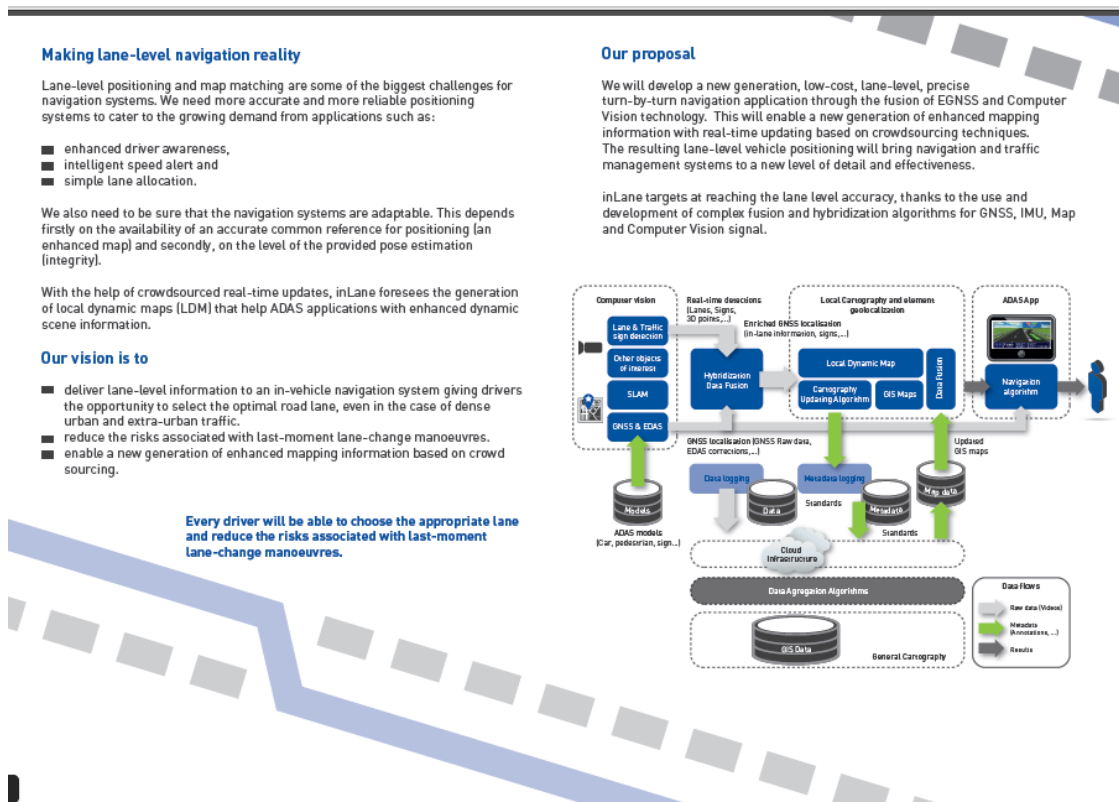
Figure 2 - INLANE Business card



2.3.6 Project flyer

A general, introductory flyer was developed describing the vision and proposed work of the project in making lane level navigation a reality. The flyer will be distributed at various events (such as the European and World ITS Congresses, workshops, etc.).

Figure 3 - INLANE Flyer



3. Dissemination activities - Overview

3.1 Online activities

Online articles, posts, events and other form of website content have been published on the official project website: <http://inlane.eu/> as well as the ERTICO network: <http://erticonetwork.com/> . Weekly newsletters of the ERTICO Network have included news pieces on the project.

Table 2 – News, website posts published on inlane.eu

Title	Type	Date	Link	Statistics (combined inlane.eu and erticonetwork.com)
inLane kicked off in beautiful Prague!	Announcement	26.02.2016	http://inlane.eu/test-article-2/	12 views
Smart mobility focus at ESS16	News	06.04.2016	http://inlane.eu/smart-mobility-focus-ess16/	19 views
Glasgow meets inLane	Presentation announcement	11.05.2016	http://inlane.eu/glasgow-meets-inlane/	88 views
We're attending ESS16!	Presentation announcement	12.05.2016	http://inlane.eu/were-attending-ess16/	72 views
inLane takes the stage in Glasgow	Presentation summary	13.06.2016	http://inlane.eu/great-audience-technical-session-glasgow/	55 views
inLane	Presentation	14.06.2016	http://inlane.eu/inlane-	81 views

@ESS16	summary		ess16/	
SaPPART meets inLane	Presentation announcement	31.08.2016	http://inlane.eu/sappart-meets-inlane/	78 views
Stop by Booth 2913 to learn about the future of lane-level navigation	Presentation announcement	26.09.2016	http://inlane.eu/stop-booth-2913-learn-future-lane-level-navigation/	27 views
Learn about inLane at Space Info Days 2016	Presentation announcement	03.10.2016	http://inlane.eu/learn-inlane-space-info-days-2016/	40 views
inLane presents new-generation navigation approach at Space Info Days 2016	Presentation summary	05.10.2016	http://inlane.eu/inlane-presents-new-generation-navigation-approach-space-info-days-2016/	114 views
Camera to Map Alignment: inLane paper presented at IEEE ITSC 2016	Presentation summary	29.11.2016	http://inlane.eu/camera-map-alignment-inlane-paper-presented-ieee-itsc-2016/	113 views
inLane @ Smart City Expo 2016	Presentation summary	01.12.2016	http://inlane.eu/inlane-smart-city-expo-2016/	44 views

3.2 Events

The consortium represented the INLANE project at 7 different events in 2016. This included giving project overviews, presentations, and presence at exhibitions. Giving presentations has been especially effective at building interest and raising awareness, the key objective of the dissemination activities for the first year.

Table 3 – Events organised, attended - 2016

Event	Date	Place	Dissemination type	Impact	Link
European Space Solutions 2016	30.05-03.06.2016	The Hague, Netherlands	Presentation and panel discussion (Smart Mobility session)	1,481 attending participants	http://inlane.eu/inlane-ess16/
11th ITS European Congress	06-09.06.2016	Glasgow, UK	Presentations (TS14, SIS22) and display at the ERTICO stand	2000 attending participants	http://inlane.eu/great-audience-technical-session-glasgow/
inLane advisory board meeting	27.09.2016	Brussels, Belgium	Combined with the Cloud LSVA AB and Open group meeting	15 attendees	Invite-only event
H2020 Space Information Days	04-05.10.2016	Prague, Czech republic	Presentation of the project	191 registered attendees	http://inlane.eu/learn-inlane-space-info-days-2016/
23rd ITS World Congress	10-14.10.2016	Melbourne, Australia	Joint stand with GSA	11,000 attendees	http://inlane.eu/stop-booth-2913-learn-future-lane-level-navigation/

SaPPART Meeting	19-21.10.2016	Athens, Greece	Presentation of the project	30 participants	http://inlane.eu/event/satellite-positioning-performance-assessment-road-transport-sappart-meeting/
IEEE ITSC 2016	01.11.2016	Rio de Janeiro, Brazil	Conference paper presented	400 attendees expected	http://inlane.eu/camera-map-alignment-inlane-paper-presented-ieee-itsc-2016/

4. Metrics

Inlane.eu Website statistics

The following graph shows the performance of the inlane.eu website as an overview of sessions per day.

Figure 4 - inlane.eu metrics: Number of sessions

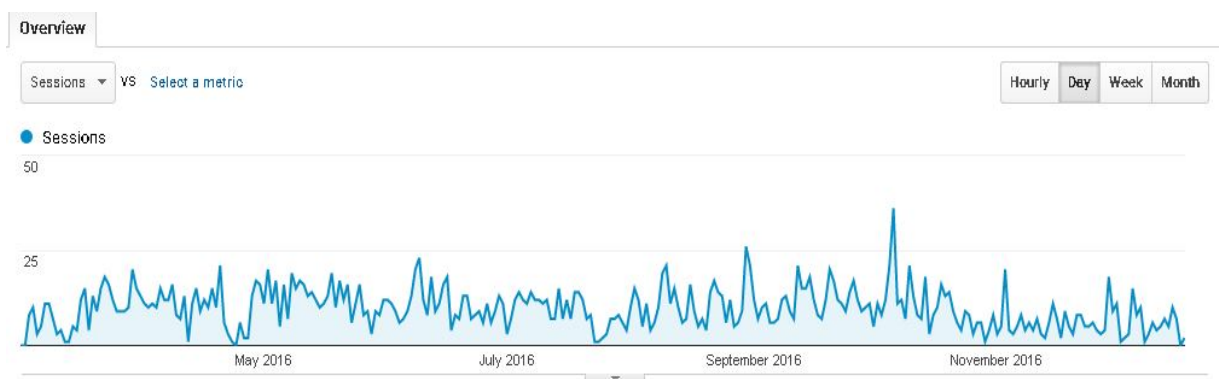


Figure 5 - inlane.eu metrics: Number of unique users

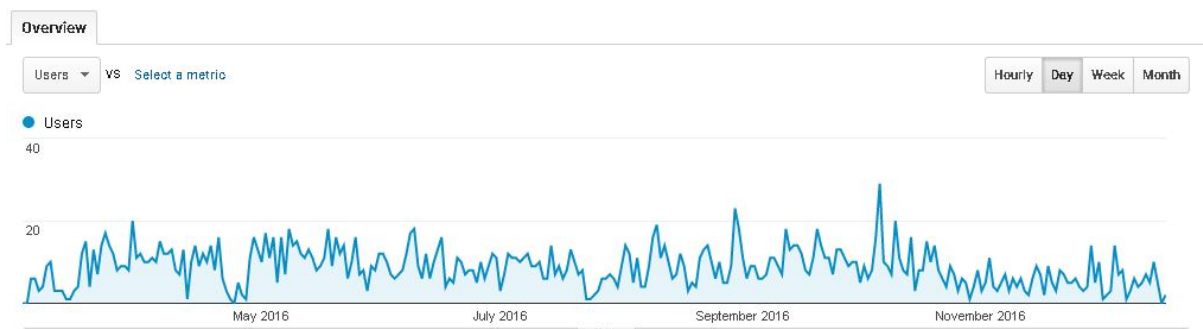


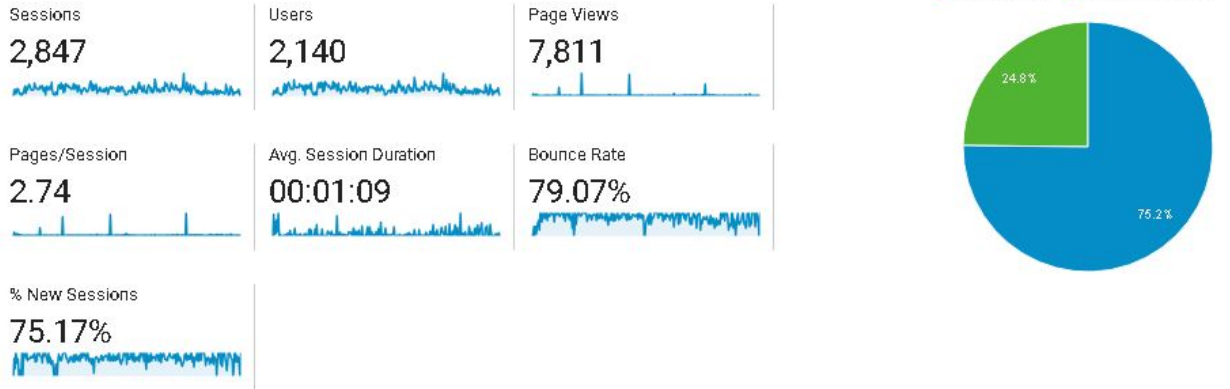
Figure 6 - inlane.eu metrics: Top popular pages

Top most popular pages of the website and the unique page views per page:

Page ?	Page Views ?	Unique Page Views ?
	7,811 % of Total: 100.00% (7,811)	4,322 % of Total: 100.00% (4,322)
1. /	5,633 (72.12%)	2,625 (60.74%)
2. /consortium/	360 (4.61%)	262 (6.06%)
3. /about/at-a-glance/	231 (2.96%)	185 (4.28%)
4. /new/	218 (2.79%)	160 (3.70%)
5. /about/objectives/	212 (2.71%)	161 (3.73%)
6. /library/	203 (2.60%)	131 (3.03%)
7. /activities/	188 (2.41%)	161 (3.73%)
8. /events/	120 (1.54%)	102 (2.36%)
9. /about/	114 (1.46%)	84 (1.94%)
10. /contact/	90 (1.15%)	70 (1.62%)

Highlights of the project website performance in 2016 can be seen below.

Figure 7 - inlane.eu metrics: Highlights



5. Summary and plans for the next year

As outlined in the “Analysis of Strategic Communication Priorities and Dissemination Plan” (D6.1), the dissemination plan proposed highlights the importance of building up the dissemination strategy in three main phases, explained below.

- **Awareness building phase** (making the project known): to raise awareness on INLANE motivation and reasoning behind the project.
- **Participation phase** (targeting defined user groups): to let identified target groups understand the concepts of INLANE and the achieved results. In this phase, presentations and examples will be disseminated through the portal and selected events.
- **Action** (influencing practices, products and standards): to receive feedback in the form of demonstration of the results, alternative approaches or new reference implementations. This phase will include events with the end users, gathering new requirements for INLANE, etc.

In its first year, the INLANE project communication efforts focused on raising awareness about the project and its potential. Hence, the key activities revolved around presentations at events such as the European Space Info days, ESS16, or the ITS Congresses.

Table 4 - Summary of key dissemination activities carried out in 2016

Activity	Comments
Visual identity / guidelines identification	Finalised in February 2016
Document/ presentation templates	Finalised in February 2016
Website	Live from 1 march 2016
ERTICO network communication tools (website, newsletters, social media)	Launched in March 2016
Business card	Created in May 2016
Introductory brochure	Created in September 2016
Presentations at events	7 events attended throughout 2016

In the next year, the project aims to further strengthen its position and involve more active participation of the stakeholder base identified and reached.

6. Conclusion

This Deliverable provided an overview of the dissemination activities that have been used in order to gain awareness and visibility about the project and put the base for the community building process coming up in the following year.

The current report follows the guidance of the developed dissemination strategy and approach (D6.1).