



SHared automation **O**perating models for **W**orldwide adoption

SHOW

Grant Agreement Number: 875530

**D15.5: Dissemination material and mechanisms
of the project – updated**



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Executive Summary

The current deliverable is the first update of *D15.2 Dissemination material and mechanisms of the project* (submitted at M6). The present document builds on, integrates and updates D15.2, in which the consortium presented the project's dissemination material (logo, website, templates, leaflet and roll-up poster) created by the Task leader of A15.1: Dissemination and communication (ERTICO), in cooperation with the whole consortium, as key part of the SHOW visual identity to support the promotion of the project throughout all planned communication and dissemination activities, online and offline.

In the current deliverable, the reader will be presented with the newest communications and dissemination assets produced and/or updated between M6 and M24, such as the new version of the project leaflet, the project promotional video, the SHOW stickers for testing vehicles. D15.5 describes also the changes and improvements on the SHOW website, such as the creation of new sections (e.g. citizens' engagement section).

The document includes as well a chapter focused on the description and update of SHOW social media multiplication strategy and tools, led by ITML, as well as a detailed technical description of the Social media Periscope for You Tool (SPY Tool) deployed by ITML for SHOW. The multiplication strategies and tools focus, particularly, on Twitter, LinkedIn and Facebook.

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Abbreviation List

Abbreviation	Definition
A	Activity
DX	Deliverable n. X
EC	European Commission
SEO	Search Engine Optimisation
SPY	Social media Periscope for You
UC	User Case
WP	Work Package

1 Introduction

1.1 Purpose of the document

The current deliverable D15.5 Dissemination material and mechanisms of the project – updated follows and updates *D15.2 Dissemination material and mechanisms of the project* submitted at M06.

The purpose of this document is to revise and update the comprehensive summary of the SHOW dissemination brand identity and material (logo, website, templates, leaflet and poster) and mechanisms that have been designed for the project and that are a key part of SHOW Communication and Dissemination strategy presented in D15.2.

Together with the presentation of the logo, visuals and templates, website and printed material, developed in line with the project visual identity, this deliverable includes also the presentation of the Social Media multiplication strategy and tools (A15.3), providing an overview to the reader of the monitoring techniques that have been developed and will be applied to SHOW social media channels to maximize the impact of each communication activity that will be implemented by the whole consortium.

1.2 Intended Audience

The dissemination level of D15.5 is public. The intended readership of this document includes both the project's Consortium and external stakeholders. The document will act as a summary of SHOW's visual identity and all available dissemination material and channels for the implementation of its dissemination strategy throughout the project, and a specific overview of the social media strategy and multiplication mechanism that the SHOW consortium will put in place.

1.3 Interrelations

The project logo, website and dissemination material (leaflet and poster) and social media accounts constitute a key part of SHOW brand identity and communication strategy and, as such, are crosscutting to all project activities. This present deliverable is interrelated with Deliverable *D15.1 Dissemination and Communication Plan*, *D15.2 Dissemination material and mechanisms of the project*, *D15.3 Project Video*, and *D. 15.4 Dissemination and Communication Plan update and activities*.

2 SHOW visual identify

2.1 Logo

Designed during the project's kick off phase, the SHOW logo is the first representation of the project and has been developed along with the brand and visual identity that will be kept consistently on all project's products (website, printed material etc.) to ensure SHOW is clearly recognisable by the audience.



Figure 1: SHOW logo (source: SHOW)

SHOW logo consists of two key elements: the icons and the written part. The icons represent the automated vehicles and their integration into the urban public transport infrastructure. The bigger symbol (three curved lines and a dot) represents the Wi-Fi network.

The written part includes the project's acronym and a tagline that summarises the main objective of SHOW: the integration of automated mobility in the urban landscape.

The logo is available in several variations (positive and negative included) for different uses, as outlined in these guidelines, for different reproduction purposes (presentations, brochures, roll-ups, website, etc.).

No update to the logo has taken place.

2.2 Colour, palette and font

The primary colours of the project are Violet and Green.

Green, which is also one of the logo's accent colours, suggests the idea of eco-friendly solutions and sustainability, one of the core ideas behind SHOW.

Apart from the core colours, two additional secondary colours (yellow and dark grey) have been chosen to neutrally compliment the primary ones.

The full SHOW Brand identity and guidelines document is attached as Appendix I of D15.1 and D15.2.

No update to the branding identity of SHOW has taken place.

The full document featuring SHOW branding guidelines can be found in Appendix I of this document.

2.3 Templates

Following the above-described visual identity, the consortium has developed several templates to ensure that each piece of content or communication activity implemented by the partners is depicted/supported by visuals in a consistent manner. The templates have been made available to the SHOW consortium on the online Cooperation Tool.

2.3.1 Word format templates

SHOW templates created in Word format are the following:

1. Deliverables template;
2. Internal reports template;
3. Meeting agenda template;
4. Meeting minutes template;
5. Peer review report template

2.3.2 PowerPoint

A PowerPoint template has been developed, according to the established project's visual identity, to present SHOW or some of its relevant activities/work packages during consortium meetings, conferences or other events that will be identified throughout the project's lifecycle.

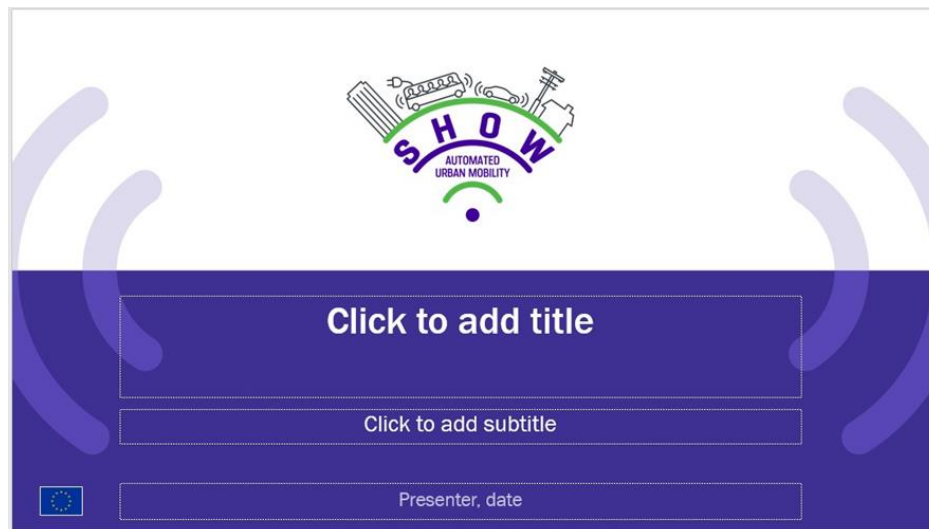


Figure 2: Cover page SHOW PPT template

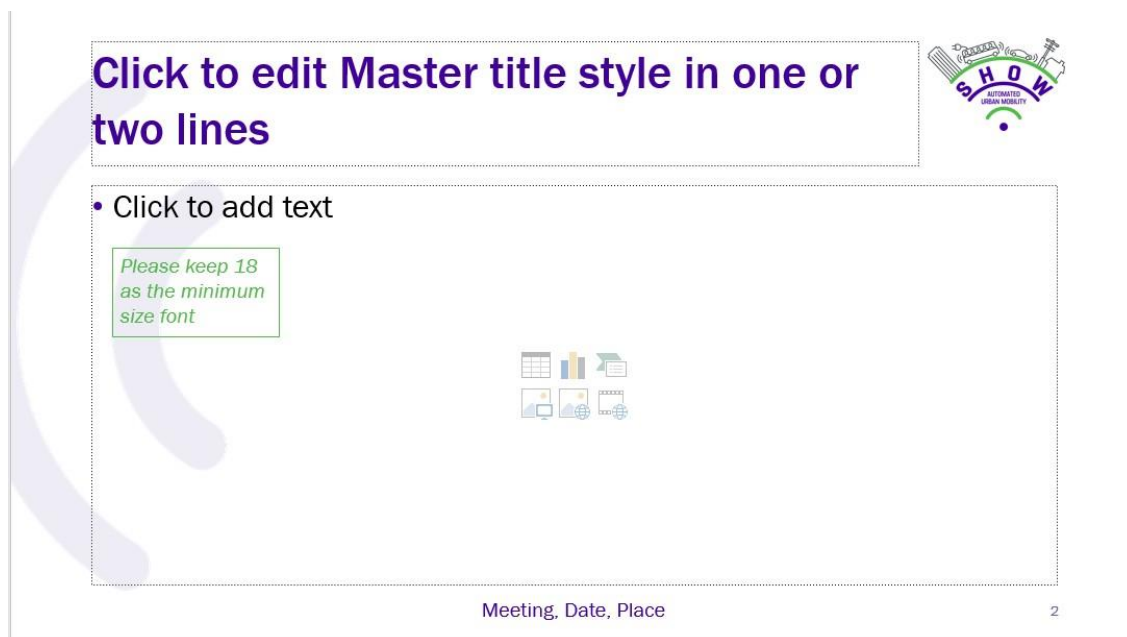


Figure 3: Content page SHOW PPT template

2.4 Communications and dissemination material

2.4.1 Leaflet

SHOW leaflet is one of the key dissemination tools, to be used both in digital and printed version, for the presentation of the main facts and figures of the project during the relevant events or webinars.

The leaflet will act as an informative summary, to give the readers/audience an overview of most relevant SHOW-related information.

As shown in the figure below, the leaflet is in A5, recto-verso format, in colours. All graphics and visuals comply with the project's brand identity and the product acknowledges the EC funding programme, as per the EC requirements.

The latest version of the project's leaflet is depicted below (and it is available for download directly from the SHOW website [here](#)). The leaflet will be always kept up-to-date to reflect the latest status of the project.

The front page of the leaflet (recto) features a captivating and eloquent image that visually illustrates the scope and objectives of SHOW: to advance sustainable urban mobility through the deployment of shared, connected, electrified fleets of Automated Vehicles (AVs). The illustration showcases an integrated fleet of AVs in an urban environment functional to the needs of its users and respectful of other road users (e.g. bike riders). The easiness through which the image exemplifies SHOW's goals and its attractiveness make the leaflet the perfect communication and dissemination asset.

The recto of the leaflet also includes SHOW's logo, the tagline, and the disclaimer of EU funding including the EU flag as per article 38 of the Grant Agreement.



Figure 4: SHOW Leaflet, recto (source: SHOW)

The second page of the leaflet (verso) features some key facts about SHOW project. From how many European cities are involved in demonstrations, to the number of automated vehicles to be tested and passengers transported, the leaflet offers a clear and easy overview of SHOW, its size and its goals. The graphical elements are complemented by a concise but exhaustive description of the project, which highlights its objectives, SHOW's the real-life demonstrations and its global collaboration.



Figure 5: SHOW leaflet, verso (source: SHOW)

2.4.2 Roll-up banner and poster

Following the same concept and brand identity, SHOW consortium has developed a roll-up banner and a poster, with the same look and feel, to be used during relevant events and conferences to showcase the project and visually communicate SHOW's mission and vision through its graphic identity. The files of both the [poster](#) and the [roll-up banner](#) are available for download on the website of the project (section "[media kit](#)").

The main elements of the products are:

- SHOW logo and tagline (full project name);
- EC flag and disclaimer, as per the European Commission's requirements about dissemination;
- Visuals developed ad hoc, using the project's colour palette, to express the core idea and objective of the project: the integration of automated vehicles in the urban environment.



Figure 6: SHOW roll-up banner (source: SHOW)



Figure 7: SHOW poster (source: SHOW)

The printed physical copies of the project's roll-up banner have been actively displayed at relevant events and conferences, hence increasing awareness around the project.



Figure 8: SHOW 2nd Pan-European workshop (source: SHOW)

2.4.3 SHOW Public Presentation

To facilitate and streamline communication and dissemination efforts, as well as to unify the tone of voice across all the consortium members, a [SHOW public presentation](#) has been developed. Available to all the members of the consortium (and downloadable from the SHOW website [here](#)), the public presentation offers a clear overview of the project, its goals, the key strategic impacts, the planned demonstrations and

the SHOW stakeholder forum. This public presentation offers a base layer for all consortium members, who may then modify and tailor it to their needs and the target audience.

SHOW public presentation is developed using SHOW PPT template and project brand identity. It features the disclaimer on the EU funding as per article 38 of the grant agreement.

The SHOW public presentation is updated on a regular basis.

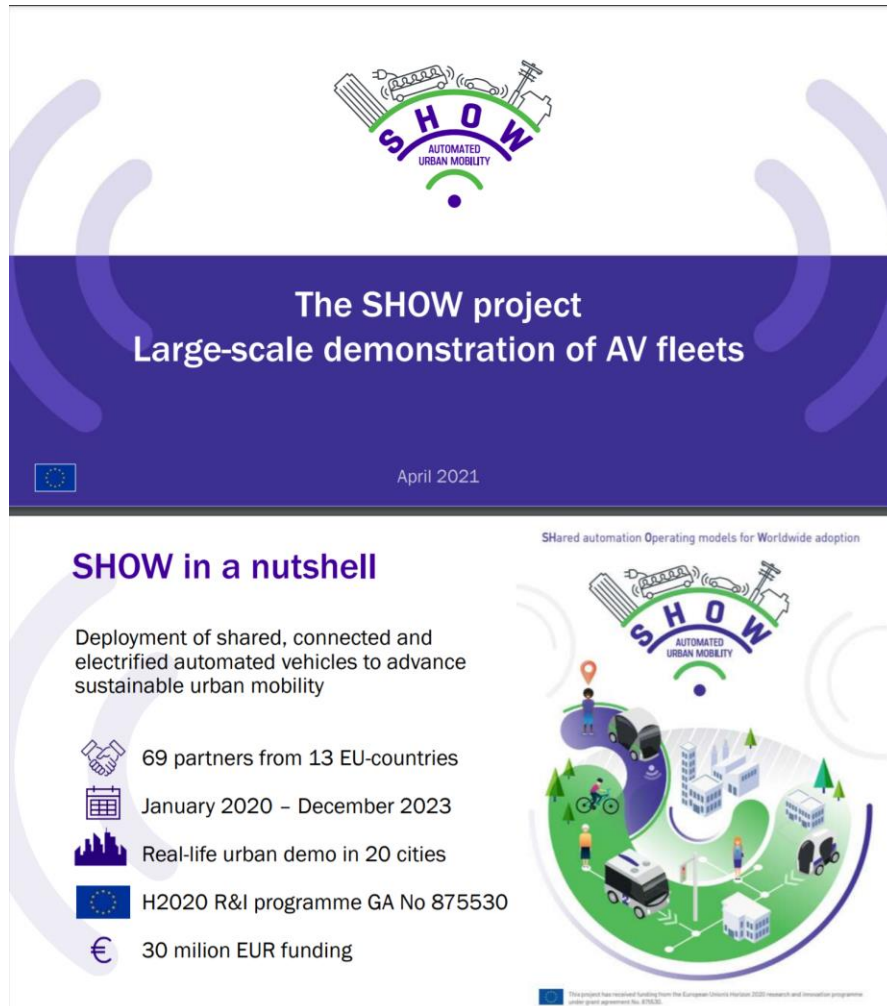


Figure 9: Examples from SHOW public presentation (source: SHOW).



Figure 10: SHOW Project Coordinator, Dr. Henriette Cornet, presenting SHOW.

2.4.4 SHOW stickers

In order to ensure proper promotion of the SHOW project and recognition of the EU funding during trials and demo testing, a set of project stickers has been developed. Provided to all SHOW partners, the stickers will be applied to testing vehicles, materials and equipment. To accommodate and suit different sizes and shapes of vehicles, three different versions of the stickers have been developed. All versions of the stickers respect SHOW branding guidelines and feature the SHOW logo, the EU flag and the disclaimer on EU Funding. The logos of the consortium partners may be inserted and/or modified to reflect the entities, which are carrying out the demonstrations in the different locations.



Figure 11: SHOW sticker version 1 (source: SHOW)



Figure 12: SHOW sticker version 2 (source: SHOW)



Figure 13: SHOW sticker version 3 (source: SHOW)

2.4.5 SHOW promotional video

A short and informative animated video of the project has been developed using the project's brand identity and established visuals. The short and crisp video offers an overview of the project and its objectives and is ideal for social media promotion, promotion at fairs and conferences, and during general presentations. Designed to suit both general and technical audiences, the video is a very versatile and useful promotional tool. More details on the video may be found in the *D15.3 Project video* (M24).

The product acknowledges the EC funding programme, as per the EC requirements.

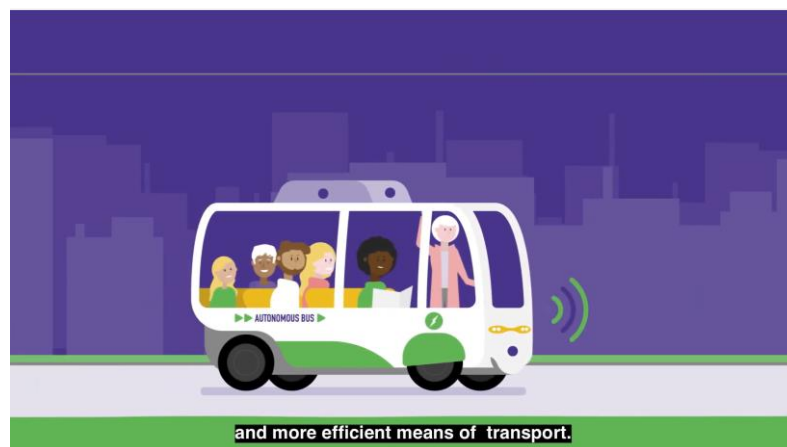


Figure 14: Shot from SHOW promotional video 1 (source: SHOW)



Figure 15: Shot from SHOW promotional video 2 (source: SHOW)



Figure 16: Shot from SHOW promotional video 3 (source: SHOW)

Next to the SHOW project video, the consortium is developing two series of videos focused on the activities carried out at SHOW pilot sites. A detailed description of those complimentary videos is available in the *D15.3 Project video*.

2.5 Next steps: new planned assets

2.5.1 Real-life demonstrations' brochure

In the third year of the project (starting from M25), SHOW's partners will develop an additional tool to communicate about the project: SHOW Real-life demonstration brochure. This new brochure will be made available to the whole consortium and publicly in both digital and printed versions and it will be displayed at relevant events and/or webinars.

Differently from the existing SHOW leaflet (described in section 2.4.1 of the current document), the planned brochure will be a long document spanning over several pages. The length of the brochure will therefore allow an in-depth focus on the demonstrations carried out in the framework of the project, their technical structure and the results expected.

Thanks to its structure, the SHOW brochure will be complementing the project's leaflet and the video testimonials/interviews on the demonstration activities (cf. *D15.3*).

The brochure will be developed in A4 format and colours, featuring pictures taken live at the different trials and pilots. All graphics and visuals comply with the project's brand identity and the product acknowledges the EC funding programme, as per EC requirements.

The brochure is planned as of Y3 in order to focus on the first concrete results obtained during the demonstration phases. The brochure may be updated before the end of the project to include the final results of the real-life demonstrations.

2.6 SHOW website

2.6.1 General overview of the website

The SHOW website is the project's public "window" and acts as the main information hub, providing users with relevant information regarding the project, its partners, its pilot sites and the evolution and results of SHOW throughout its lifecycle. The domain of the SHOW website is www.show-project.eu.

The captivating, user-friendly and informative project's website runs on the WordPress Content Management System platform, which is user-friendly and allows simple management, document upload and content publication. The website has been launched in the second half of 2020 and is been updated and improved continuously ever since. It is user-friendly and easily accessible via desktop, mobile phone and/or tablet.

The website will be active for the entire project's duration and beyond, presenting the consortium, the scope, the objectives and the pilot site (static content) as well as the latest news and attended/planned events (dynamic content). D15.4 offers an overview of the dynamic content published on the SHOW website so far (cf. section 2.4.2.2 for a general overview of the performances of the website, section 3.1.1 for an overview of articles and interviews published on the SHOW website).

The SHOW website has been created using the project's brand identity and established visuals, to ensure SHOW's online reputation and recognition and well as to strengthen SHOW's brand identity for possible future market uptake. Moreover, it is GDPR compliant and respects all requirements regarding privacy, data usage, and cookie policy.

The project coordinator (UITP), with the support of the Task Leader (ERT), manages the content upload; all partners contribute with relevant or useful material to disseminate the progress of the project and general ITS and CCAM information and news.

The content creation follows the European Commission's requirements, SHOW brand identity guidelines (see Appendix 1 of this document) and the Dissemination procedures that the consortium has put in place. In order to deliver good and engaging content, website metrics regarding audience engagement, new and returning users and activities on the websites are monitored frequently and improvements are implemented regularly.

The hub section of the website includes a library to gather all the material produced around the SHOW project, including (but not limited to) printable dissemination material, deliverables, presentations, media clips, open access scientific publications.

SHOW website has been created, using the project's brand identity and established visuals, to ensure SHOW online reputation and recognition. and to act, for the consortium and the external audience, as an information hub providing the users with all relevant information regarding the project, its partners, its pilot sites and the evolution and results of SHOW throughout its lifecycle.

The website will be active for the entire project's duration and beyond, presenting the consortium, the scope, the objectives and the pilot site (static content) as well as the latest news and attended/planned events (dynamic content).

The hub section will include a library to gather all the material produced around the SHOW project, including (but not limited to) printable dissemination material, deliverables, presentations, media clips.

Moreover, the website is also directly linked to the official project's social media accounts (Twitter, LinkedIn, YouTube and Facebook), to widen the interactions and the audience reached and to ensure a maximisation of SHOW impact and exposure and the continuous engagement with the different target groups.

2.6.2 Website structure

2.6.2.1 Website guidelines

The content that will be published on the website includes the following:

- News directly related to SHOW, its activities and outcomes;
- News relevant/connected to SHOW topics and goals;
- News of interest for the consortium' partners;
- Events organised by the project, or related to SHOW topics, or in which one or more partner(s) will participate to promote/present SHOW;
- Interviews with the SHOW partners;
- Media clips (news from other sources in which the project is mentioned);
- Newsfeed from the Twitter channels of the project;
- Videos and other relevant communications and dissemination material;
- Public deliverables;
- SHOW open access scientific publications.

In order to maximise the appeal of the website, as well as to increase the SEO (Search Engine optimisation) performances of the website, whenever possible each news and article published on the website will feature a picture, relevant external links and tags to partners/stakeholders/other actors engaged in the activity. Finally, if the post or article is related to an event, the date, location and title of the event are clearly mentioned, and a link or reference to the external source (organiser, host etc.) is included.

2.6.2.2 Website structure

The structure of the SHOW website evolved and expanded over the last months. From a first central core composed of few key sections aiming at sharing the most relevant information about and results from the project (such as objectives, consortium), more specific sections were planned, developed and added, such as the CCAV Glossary. Those additions make SHOW website a real information hub for CCAM and future mobility. SHOW website is structured as follows:

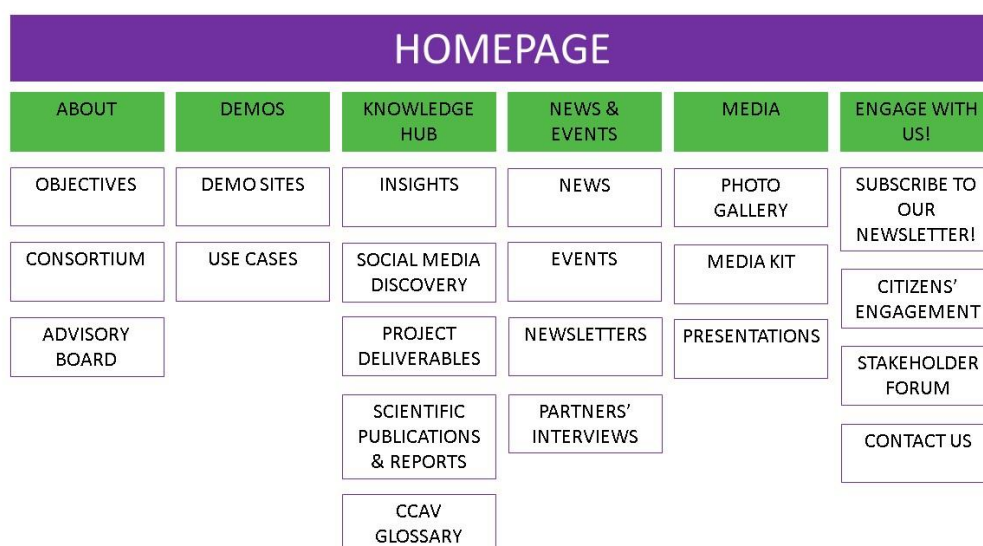


Figure 17: Structure SHOW website (source: SHOW)

More specifically, the main sections and subsections feature the following elements:

- **Homepage:** Short description of the project, the main facts and figures, link to the news section, a Twitter feed and the project promotional video;

SECTION ABOUT

- **Objectives:** The objectives page offers a more detailed information about the project and its primary objectives;
- **Consortium:** The Consortium page has been restructured in order to clearly showcase each member and underline the variety of SHOW consortium. The section now includes all the logos and profiles of SHOW consortium partners, their websites, and a short descriptive text;
- **Advisory board:** the page features a list of the members of SHOW's Advisory Board

SECTION DEMO SITES

- **Pilot Sites:** provides specific information for each Mega site, Satellite site and Followers site of the project, as well as the SHOW open call to new Follower

Sites. An interactive map and discovery tool will be added, as well as more information, pictures and video from each demo site.

- **Use cases:** the section use cases will be populated with topical and thematic real-life content and results, cross-cutting the different SHOW demo sites. The content will focus on SHOW-identified Use Cases clustered in 3 UCs families: Automated mobility in cities, Automated mixed mobility in cities, and Added Value services for Cooperative and Connected Automated mobility in cities.

SECTION KNOWLEDGE HUB

- **Insights:** This section features articles on key results and technical news from the project.
- **Social Media Discovery:** The Social Media Discovery page focuses on the Social Media monitoring tool called the SPY (**S**ocial media **P**eriscope for **Y**ou) tool launched by SHOW.
- **Project Deliverables:** this is the public repository of SHOW public deliverables (published once approved by EC).
- **Scientific publications and reports:** this is the public repository of SHOW open access scientific publications and reports.
- **CCAV Glossary:** this section features the CCAV Glossary the SHOW Consortium agreed upon for the duration of the project. Featuring specific terms and their exhausting definitions, the glossary list is continuously growing and counts today over 175 entries.

SECTION NEWS & EVENTS

- **News:** a dedicated section for uploading the relevant news regarding the project; it is updated on a regular basis with new and engaging content. So far, 29 articles published in the first 24 months.
- **Events:** this section is a repository gathering all past and upcoming relevant events, in which SHOW has been/will be represented;
- **Newsletter:** this section features all the past issues of the project's newsletter, including in the information flow also interested stakeholders, who haven't subscribed to the SHOW mailing list yet.
- **Partners' interviews:** the section focuses on ad hoc interviews with SHOW partners and is linked to one of SHOW's successful social media campaigns. 9 partners' interviews have been published.

SECTION MEDIA

- **Photo Gallery:** This is the SHOW visual repository, featuring mainly images and pictures from SHOW events and workshops.
- **Media Kit:** this section offers the opportunity to see and download informative/promotional material about SHOW (SHOW leaflet, poster, roll-up banner, and public presentation);
- **Presentations:** this is the repository of presentations and materials used to showcase SHOW at external events.

SECTION ENGAGE WITH US!

- **Newsletter sign-up form:** for subscription to the SHOW yearly newsletter. Privacy disclaimers are visible and more information is provided through an easy to access direct link.
- **Citizens' engagement:** this section offers more information about the user

engagement activities in SHOW (surveys, Ideathons and Hackathons, customized engagement strategies per pilot). The user acceptance surveys are also directly accessible from this page.

- **Stakeholder forum:** information about the stakeholder forum and direct sign-up form;
- **Contact us:** this page includes the main contacts from the consortium and a direct contact form;

To facilitate the navigation, the top menu bar is always present on every page, so that users may explore freely different sections of the website. The footer of the website (always present on every page) includes the EU funding disclaimer, the EU flag, the links to the project's social media accounts, the button to subscribe to SHOW's newsletter, and a direct link to SHOW disclaimer policy. The website is continuously subject to layout/structure updates, according to the consortium's decisions and the project's needs. Screenshots from the current version of the website are featured in Appendix II of this deliverable.

3 Social Media

With the use of social media, SHOW aims to raise awareness about the project's progress and findings which can assist in targeting important audiences, generating discussions and channelling scientifically and probably commercially significant results within the Transport & Mobility domain. Towards this end, SHOW's social media dissemination objectives that are aligned with the main dissemination objectives of the project are the following:

- To facilitate the maximisation of the dissemination and the communication of SHOW progress and outcomes to the wider ecosystem.
- To ensure the wider dissemination of the project's results to all potentially interested parties and share the best practices of the project.
- To present the project progress, technologies and results outside the scope of the SHOW consortium, ensuring large awareness amongst a broad range of external stakeholders.

The awareness tactics that are deployed by the team and the impact expected are outlined in section 2.5 of *D15.1 Dissemination and Communication Plan* (M6) and its update, *D15.4 Dissemination and Communication plan activities and update* (M24).

3.1 Twitter & Facebook

Twitter and Facebook are useful to inform and engage our target external audience groups and their respective communities. Building a community/being part of an already existing community is crucial for dissemination via these Social Media platforms. In order to provide SHOW key target audiences, the local communities and, more broadly, any interested stakeholders, with the latest information's, news, events and achievements of SHOW, as well as to engage in open and fluid discussion with them, an official Twitter handle ([@SHOW_H2020](#)) and an official Facebook account ([SHOW.H2020](#)) have been launched.

Via the SHOW Twitter and Facebook social media channels are easier for followers to engage with the SHOW project, either by following, mentioning, retweeting/sharing, commenting, or interacting with tweets and posts. Thanks to the high engagement that SHOW posts register regularly (average engagement rate in 2021 for Twitter was 1,4%), increases organically the outreach of SHOW.

To expand even further and to connect to already existing communities and build our own, SHOW is going to use the available hashtags such as #automatedmobility, #sharedautomation, #autonomousvehicles, #transport, #MaaS, #CCAV, #CCAM, etc. Furthermore, relevant stakeholders, project partners, institutions (e.g. CINEA), platforms (e.g. [CCAM](#), [CAD](#)) are regularly tagged in SHOW posts. In the next phase, increased interaction with other H2020 funded projects is expected.

Finally, to create *momentum* around SHOW and gather all the social media posts and news around the SHOW project, the communication and dissemination team has launched the project's own hashtag #SHOWh2020, which is now widely used by all the members of the consortium.

A more in-depth look at the social media channels, the tactics used and the ways that impact is measured are outlined in section 2.5.1 of *D15.4 Dissemination and Communication Plan update and activities*, while a more detailed look at the social media performances may be found in section 3.1.3 of D15.4.

3.2 Youtube

Internet video sharing via YouTube has been used by the SHOW project as a public engagement tool with the project's findings. The [SHOW YouTube channel](#) has been launched in September 2021. As of 15 December 2021, it counts 14 subscribers and hosts 4 project videos (cf. *D15.3 Project video* for a detailed overview of SHOW video assets).

A more in-depth look at the social media channels, the tactics used and the ways that impact is measured are outlined in section 2.5.3 of *D15.4 Dissemination and Communication Plan update and activities*, while a more detailed look at the social media performances may be found in section 3.1.3 of D15.4.

3.3 LinkedIn

LinkedIn is a Professional Network through which SHOW can address very specific, professional target groups. It is mainly functional for targeted networking and to create a sustainable SHOW network in which the status of the project and project outcomes can be shared.

In 2020, the communication team set up the SHOW LinkedIn page ([@SHOW](#)). During these first months, the SHOW LinkedIn page kept growing organically and it counts so far 437 followers (update 15 December 2021). SHOW's LinkedIn page is updated on a regular basis and has quickly become a key channel for the promotion of the project and to share with key interested stakeholders SHOW's milestones and achievements.

A more in-depth look at the social media channels, the tactics used and the ways that impact is measured are outlined in section 2.5.2 of *D15.4 Dissemination and Communication Plan update and activities*, while a more detailed look at the social media performances may be found in section 3.1.3 of D15.4.

3.4 Multiplication strategy

The first version of the SHOW Multiplication Strategy was defined in *D15.2 Dissemination materials and mechanisms of the project*. Today, the SHOW multiplication strategy is been re-assessed and updated on a regular basis in a concerted way by SHOW Dissemination Task Force. SHOW Dissemination Task Force has been launched in early 2021 (the initial concept of the task force can be found in the original multiplication strategy of the project) and consist of WP15 Leader (ERTICO) and the different tasks leaders of WP15. When it was created, the SHOW Dissemination Task Force agreed to specify detailed communication and dissemination strategy to increase social media users' awareness and engagement through specific actions to be taken by the dissemination team (ITML, ERTICO, and UITP).

The SHOW Dissemination Task Force applied, reviewed and updated (when needed) a list of actions (listed below). Those actions have been applied to SHOW Twitter and LinkedIn accounts (both launched in 2020). Initial best practices and successful measures have been also applied to the newest SHOW social media channel launched in the second half of 2021 (Facebook and Youtube). Here is the list of actions:

1. Revamp SHOW's social media profiles/accounts to keep the profile fresh
 - a. Use the same profile & cover image on every social media network
 - b. Update profile bios to be consistent across all social media networks.
2. Create and maintain a posting schedule by posting messages related to the project and following the defined guideline (check section **Error! Reference source not found.**) on a regular and consistent basis to boost project's visibility and to grow users' engagement
3. Continually iterate and optimize SHOW's posting strategy.
 - a. Analyze and cluster information (Twitter & Reddit posts and users) which is related to CCAM/CCAV topics (Challenges, Road Safety, Public Transport, Logistics)
 - b. Using the updated version of the SPY tool (check section **Error! Reference source not found.**) to identify trending hashtags and keywords on Twitter & Reddit related to the project. The newest trends are shared within the SHOW dissemination Task Force weekly.
 - c. Leverage the key findings from the "SPY Trends report" to publish the SHOW's "message of the week" ([here](#) is one example).
 - d. Using the updated version of the SPY tool (check section **Error! Reference source not found.**) to identify i) the top (/most important) users, ii) the sentiment polarity of the clustered & analysed opinions, iii) the associations between the top users and top keywords and iv) to provide a timeline with the analyzed social media items and

a world map that includes geo-located clusters the published twitted (geolocation) of the published opinions

4. Shorten the response times and respond quickly to comments/mentions made on social media.
5. Get closer to the project's social media audience by using interactive features of social media networks such as polls and chats.
6. Run digital events such as live video tutorials, workshops, and Q&As and disseminate them through the project's the social media
7. For Big/Large events that the project organizes or participates in, experiment with ads and new ad types to boost awareness: Such as Carousel ads, Takeover ads, and video advertising
8. Measure SHOW's social media accounts' success in getting followers and raising users' engagement:
 - a. Circulate between the dissemination task force the monthly routine report on social media statistics – Currently, the information is elicited by the Hootsuite analytics tool¹ and the analytics tools of Twitter ²and LinkedIn³

3.4.1 Social media guidelines and KPIs

To assess the result of the project's social media strategy there is a need to establish a particular set of metrics to identify the posts' "popularity". To this end the team monitors regularly the following indices for every post made by the project:

1. **Clicks:** Clicks are particularly reflective of the quality of the title and the image included in the post. This provides a measure of engagement.
2. **Likes/Shares:** These metrics are reflective of the quality of the content. "Like" is a passive way used by social media users to approve the content, while a share indicates the actual dissemination of content to additional users' connections.
3. **Comments:** Similarly to Shares, Comments indicate the active engagement of the user, but the post is not furtherly disseminated, thus in contrast with shares, comments do not have an effect on the post's reach.
4. **Followers:** The total number of people following the content. Moreover, an active follower is someone that has interacted with our content within the past month.
5. **Impressions:** Indicates the number that an individual post has shown up in individual newsfeeds.
6. **Website Traffic Data:** Measures the traffic that is redirected to the website from social media posts. It is a good indication of the quality of the posts.

These KPIs are being taken into consideration when planning the social media strategy and integrating best practices and winning tactics to increase engagement and outreach. Those KPIs complement the official yearly performance KPIs monitored listed in the KPIs table "Annual KPIs for Dissemination activities" in section 4.1.2.3 of D15.4.

Following the results highlighted by the KPIs above and the performances, the dissemination team integrates evolving best practices in its activities when drafting social media posts and selecting the right messages and tone of voice.

¹ <https://www.hootsuite.com/>

² <https://analytics.twitter.com/>

³ <https://www.linkedin.com/company/42879146/admin/analytics>

Finally, SHOW social media channels have been structured following the guidelines listed below, which as of today, are still regarded as valid:

1. An easy to remember username.
2. A recognizable photo/brand logo.
3. Keyword-rich descriptions (that still sound natural).
4. A trackable link back to the project's website.

Moreover, in the case of multiple posts, e.g. during a project demo, or the participation in a large event, instead of one big post, or multiple consecutive posts, the communication team usually breaks down the event into multiple concise posts, disseminated a couple of hours apart. Furthermore, the team will also target posting in the hours that have the maximum effect. Looking at research data, these are generally the best times that content should be posted:

1. Facebook – (Thursdays/Fridays) between 1pm and 3pm
2. Twitter – (weekdays) between 12pm and 6pm
3. LinkedIn – (Tuesday – Thursday) between 7am/8am and 5pm/6pm

Additionally, specific guidelines should be followed for each social media platform. These can be viewed below:



Figure 18: Social media per platform purpose and strength (source: ITML)

Finally, the project's consortium partners are actively and regularly encouraged to create educational blogs and videos, which are then re-shared on SHOW's official social media channels. This practice allows the dissemination of educational content in parallel with project promotion, hence determining increased engagement.

3.4.2 Social media listening: SPY Tool

The SPY tool is a social media analytics tool that has been developed under the WP1 activities and analyses social media opinions on CCAM/CCAV topics (Challenges, Road Safety, Public Transport, Logistics) and provides aggregated insights and trends on the classified level of users' acceptance using interactive and high-quality visualizations. In the SPY tool several state-of-the-art technics have been

applied for the data analysis, namely Named Entity Recognition (NER) – for data mining, document embedding for text classification and Sentiment analysis it is using ML algorithms based on Recurrent Neural Network and Elastic Search Kibana toolkit – to provide dashboards with charts, interactive controls, markdown, and more.



Figure 19: Overview SPY tool (source: ITML)

The offerings of the SPY tool are social media user's opinion insights and trends on:

1. Top keywords used
2. Top (/most important) users
3. Sentiment polarity of the analyzed social media opinions
4. Associations between the top users (most important users) and the top keywords (most frequently used keywords)
5. Timeline and world map (geolocation) of social media opinions clusters
6. Multiple social media support

3.4.2.1 Methodology in a nutshell

The approach that is followed to extract social media users' opinions on a topic is a cross-industry standard process for data mining and the most widely used analytics model as it is a robust and well-proven methodology. This approach includes the following four general steps:

- a) Business Understanding and data collection
- b) Text pre-processing and filtering
- c) Data analysis
- d) Metadata Interpretation

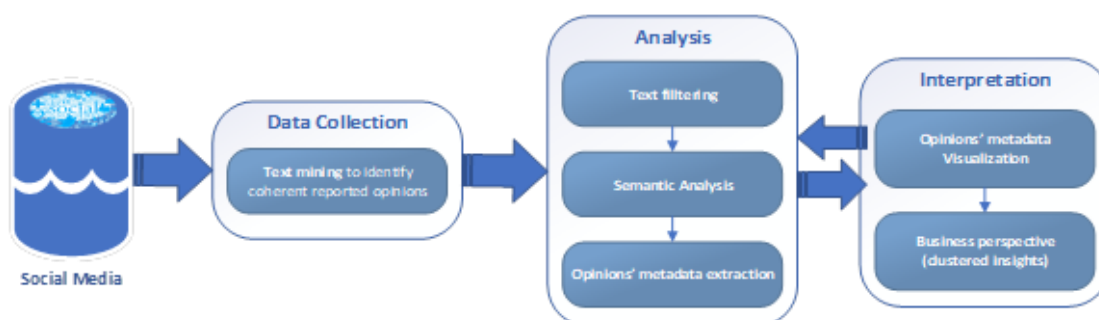


Figure 20: Social media users' opinions insights extraction methodology (source: ITML)

3.4.2.2 Technical details of the SPY tool

The SPY tool consists of the following four modules:

- 1) The SM Data miner (use of the free of use social media APIs – i.e. Twitter Streaming and Reddit APIs)
- 2) The Data analyzer (use of Tensorflow ML library and flair NLP library)

- 3) The Metadata Repository (use of ElasticSearch)
- 4) The Metadata Visualizer (use of Elasticsearch for document retrieval and Kibana for visualization dashboard software)

The SM Data miner utilizes the free of use social media APIs (i.e. Twitter Streaming and Reddit APIs) and based on a given list of keywords that are considered to be relative to the CCAM/CCAV topic of interest, social media data (users, posts, reactions, post's geolocation – whenever is available, post's DateTime, etc.) are collected to be classified and analyzed by the Data Analyzer module tool. The Data analyzer consists of two key machine learning subcomponents: (i) the custom Relevance Classifier trained to preprocess and filter out irrelevant to the context social media posts and (ii) the Sentiment Analyzer that generates the desired metadata. The Relevance Classifier is built on TensorFlow machine learning technologies and is trained on a manually annotated set of collected social media data achieving high accuracy and relevance filtering of collected data to the context of the topics of interest. As the filtered and classified subset of the collected social media items is determined, using NLP models built on the Flair technologies the Sentiment Analyzer generates a sentiment scoring for the analyzed social media items (numerical indicators of the sentiment) and the Data Analyzer stores the classified and semantic analyzed data into an ElasticSearch instance, the Metadata repository. Aggregation and export of certain metadata fields providing search and data visualization capabilities into meaningful plots are provided by the Metadata Visualizer which is based on Kibana technologies. The overall SPY tool abstract architecture can be described by the following figure:

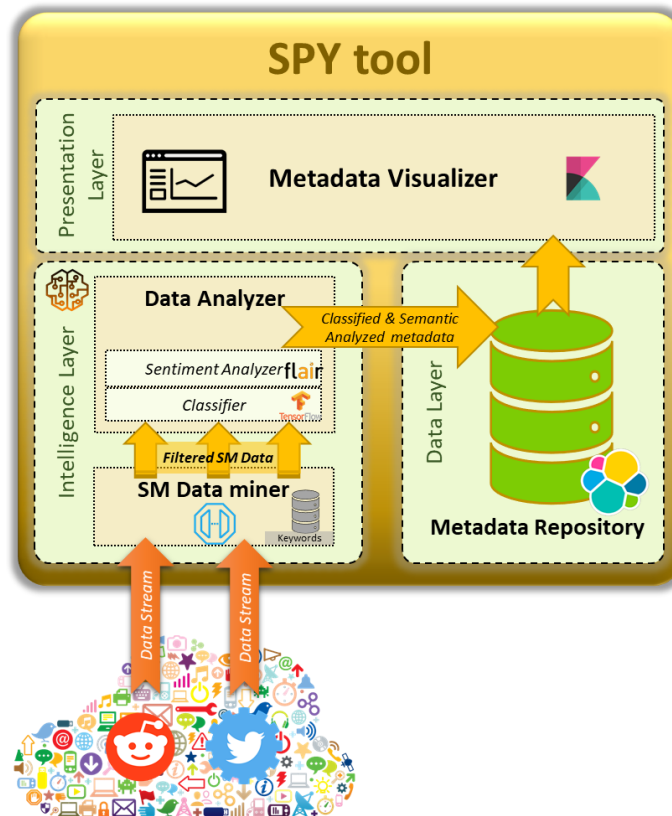


Figure 21: SPY tool architecture (source: ITML)

4 Conclusions

Deliverable 15.5 is the update to D15.2 (submitted at M6). The purpose of this document is to describe the current status of SHOW promotional material, with reference to the project's brand identity, together with the project's website, to be used as a dissemination tool and an information hub, and SHOW social media accounts to maximize the impact and wideness of its promotion. It also offers an overview of the evolution of the communications materials developed by the consortium as a whole and the developments registered over the first 24 months of the project. It also depicts new long-term tactics (e.g. section 3.4) and next steps (e.g. the real-life demonstrations brochure planned for Y3 of the project, as described in section 2.5 of the current document).

Given the breadth of D15.5 reach, this deliverable is complementary to *D15.1 Dissemination and Communication Plan* (deliverable 15.1) and its update D 15.4. Finally, it is related to the D15.3 SHOW video. No update is foreseen for D15.5. Any further development and/or update of the SHOW dissemination material and/or of the mechanisms of the project will be captured in *D15.6 SHOW dissemination and communication activities* (M48) and *D15.9 Final Project Video* (M48).

In the following pages, Appendix I displays the full branding identity guidelines of SHOW; Appendix II features an overview of the SHOW website.

References

- [1] SHOW (2020). Grant Agreement number 875530 – SHOW - H2020-DT-ART-2018-2019-2020 / H2020-DT-ART-2019
- [2] SHOW (2020). D15.1: Dissemination and Communication Plan. Deliverable of the Horizon-2020 SHOW project, Grant Agreement No. 875530.
- [3] SHOW (2020). D15.2: Dissemination material and mechanisms of the project. Deliverable of the Horizon-2020 SHOW project, Grant Agreement No. 875530.
- [4] SHOW (2020). D15.3: Project Video. Deliverable of the Horizon-2020 Deliverable of the Horizon-2020 SHOW project, Grant Agreement No. 875530.
- [5] SHOW (2020). D15.4: Dissemination and Communication Plan and activities update. SHOW project, Grant Agreement No. 875530.

Appendix I

1. Visual identity and guidelines

It is important that the project has a distinct identity and branding that can be clearly recognised as SHOW. This is why a set of graphics, including fonts, colours and guidelines (use of the logo) have been developed.

The graphics can be used freely by all consortium members. However, all external bodies, except for the European Commission, must ask for permission before using them.

2. Brand, logo and fonts

Our brand

Our brand is often the first thing people see when encountering SHOW. It represents our project, our personality and our appearance. It is important we ensure our brand integrity is always maintained.

The golden rule when using the SHOW brand is to use it consistently and in-line with our guidelines and communication procedures. (Inconsistency leads to confusion and weakens the branding). Applying these guidelines correctly ensures that our messages are always clear, they reinforce each other and they always express the true character of the SHOW brand. You can find the general Dissemination procedures to refer to at [this link](#) (protected by password, for consortium use).

Our logo

Concept behind the Logo

The starting point for a project brand identity is based around the title of the project: SHared automation Operating models for Worldwide adoption (or shorter, SHOW).

Being the recognisable element of the project visual identity, the logo must be simple and easy to understand, and not too overcrowded with messages.

SHOW logo, as presented in these guidelines, has two key elements: the icons and the written part. The different icons represent the automated vehicles and their integration into the urban public transport infrastructure. All icons are displayed on a bigger symbol (three curved lines and a dot) representing the Wi-Fi network. Green, one of the colours chosen for the project's logo, suggests the idea of "green" and sustainability, one of the core ideas behind SHOW. The written part includes the project's acronym and a tagline summarising the main objective of SHOW: the integration of automated mobility in the urban landscape.

The main colours for the project are Violet and Green.

The logo has several options (positive and negative included) for different uses, as outlined in these guidelines, for different reproduction purposes (presentations, brochures, roll-ups, website etc.).



Figure 22: SHOW logo

We have created a bold, versatile logo for the SHOW. The icon represents a vibrant mix of mobility services pointed directly at the individual user. The shape is dynamic and the colour range is exciting and energetic. The typography is simple, direct and bold. It is an engaging device that encompasses the SHOW project.

Logo size and use

The master logo should always appear fully intact. The text should never be amended or removed. At the minimum size, always use the master logo in full. Each element and its position in relation to each other have been carefully designed and must never be stretched, altered, or distorted. Master logos for all applications are available for use from the marketing department. Always follow these guidelines to ensure consistent use.

Colours

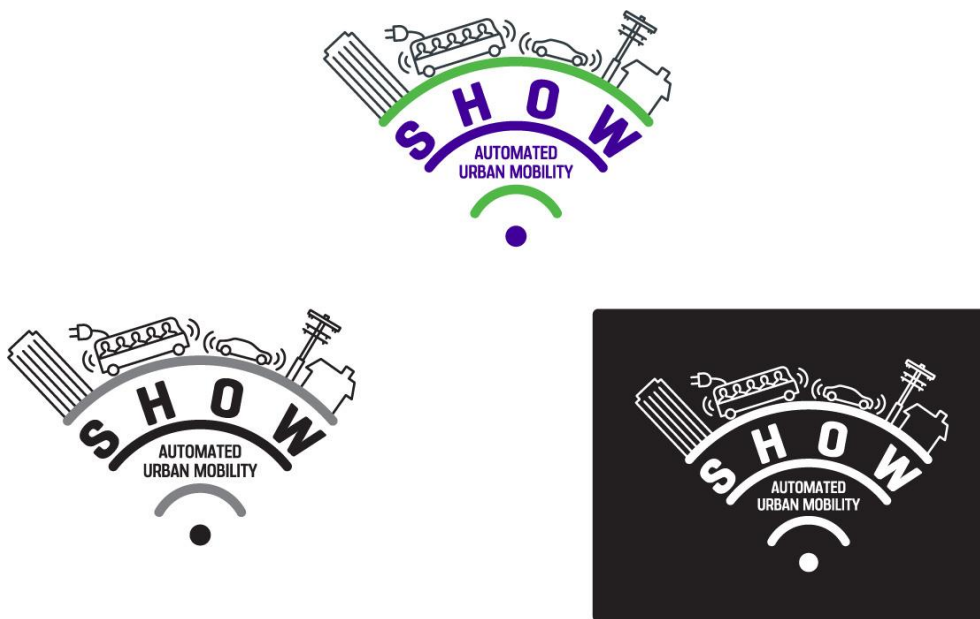
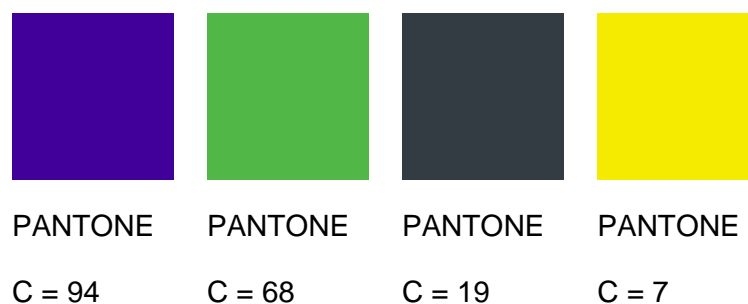


Figure 23: SHOW alternative logos

Colour is a powerful means of identification. Consistent use of our new logo colours will help us build visibility and recognition for SHOW and will set us apart from our competitors.

The colour logo is made up of a range of colours: You should always try to use the full colour logo on a white background as shown here.

In situations where the logo must be reproduced in black and white, the one-colour logo should be used. In situations where the logo must appear on a dark coloured background, then the one-colour reversed logo should be used.



Never reproduce the logo on a coloured or textured background	Never place the elements in a different position from the original logo	Never alter the colours of the logo or reproduce the colours as tints	
M = 100	M = 0	M = 0	M = 0
Y = 0	Y = 100	Y = 100	Y = 100
K = 0	K = 0	K = 0	K = 0
Never distort or stretch the logo	Never enclose the logo in any kind of shape	Never recreate the logo using a different typeface	
B = 153	B = 72	B = 66	B = 0
#5D8F94	# 51B848	#333C42	#F5EB00

Figure 24: SHOW colours

Our colours: Colour is a primary means of visual communication. The use of a limited colour palette will help build a strong external recognition of SHOW.

Core colours: Strong colours are used within the master logo. They can be used carefully as highlight or background colours in documents also.

Secondary colours: Any secondary colours should be chosen to neutrally compliment the Core colours and should be used sensitively with these colours. Always ensure that White, and our Core colours are more dominant.

Incorrect use

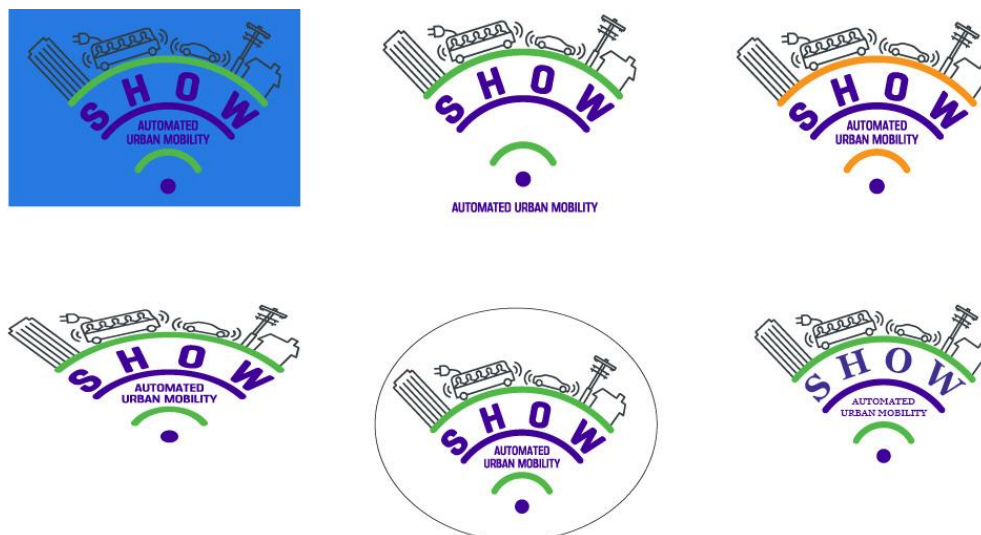


Figure 25: SHOW logo incorrect uses

Fonts

Our primary identity typefaces are Barlow and Barlow Semi-Condensed, to be used in all printed and web materials (PPT presentations, brochures, flyers and other promotional material, etc.). The use of Barlow Semi-Condensed is reserved to headings and subheadings. For all other types of text content, use Barlow.

In the case of Barlow, we suggest using 12 of the 18 styles available, to be chosen according to the specific material and criteria of the designer. As for headings, you may use 6 of the 18 styles available.

As a basic rule for formatting texts, use Barlow Semi-Condensed Extra Bold the main heading. For subheadings, use Barlow Semi-Condensed Bold. For body copy, use Barlow Regular.

Barlow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./=+&_@!(%)\$|?>":

Barlow Semi-Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./=+&_@!(%)\$|?>":

Mintur SHOW corem quia etur?

Tiurepudis et qui beatus, odita sam, imaxim valoris

Des que nimporio opta es que earcid utesequis ent, ut alitatem qui asit illesequisti aliquam lam estis maiorem. Itatem quoniam sam quae es simus atis reperatempa nonsequ iaspercimus doluptatiae cullaccat eatum eum et est, utPellessi dolent, simoluptur, qui nus volupta quas isi in et essunto minte autem et ut provitium facitae odi debis ad ut vollupt atestrum dolores solupienis et ute nonecep erist, consedi temquia videllescil magnimp errorer ovidebi tiurepudis et qui beatus, odita sam, imaxim valoris nimi, culpa quos exerum as aut estiasp no.

Barlow	Barlow Condensed	Semi-
Light	Bold	
Light Italic	Bold Italic	
Plain	Extrabold	
Plain Italic	Extrabold Italic	
SemiBold	Black	
SemiBold Italic	Black Italic	
Bold		
Bold Italic		
Extrabold		
Extrabold Italic		
Black		
Black Italic		

For office materials (such as the content of official deliverables, press releases and other documents), use Helvetica. Body copy must be set at 11pt.

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,./=+&_£@!(%)\$|?>”:

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,./=+&_£@!(%)\$|?>”:

PowerPoint Presentation

A PowerPoint (PPT) presentation template of the project has been developed. All partners will use this template when presenting the project internally, as well as externally to third parties.

Project partners can add their logo to the original PPT but should check with ERTICO before presenting. Furthermore, partners should inform ERTICO of where and when presentations will be given.

A template has already been created and is available at the following locations on the Cooperation Tool:

16x9 ([link](#))

A standard presentation will be developed based on the template with input received by all work package leaders, taking responsibility for their respective work packages and led by ERTICO.

Notices/Disclaimer

As the project is co-funded by the European Union, dissemination, communication and publication materials must clearly acknowledge the receipt of EU funding through:

- The display of the EU flag
- The following text refers to Horizon2020: “This project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under grant agreement No. 875530”).

A disclaimer will also be included on the website, stating:

“SHOW is co-funded by the EU under the H2020 Research and Innovation Programme (grant agreement No 875530). The content of this website reflects solely the views of its authors. The European Commission is not liable for any use that may be made of the information contained therein. The SHOW consortium members shall have no liability for damages of any kind that may result from the use of these materials.”

Any publication or any other material prepared by the consortium members, even if at a national level, on behalf of SHOW and in the framework of their assigned tasks in the project, shall at least display the project logo and EU flag and funding statement.

Appendix II



Figure 26: SHOW website - homepage and main menu

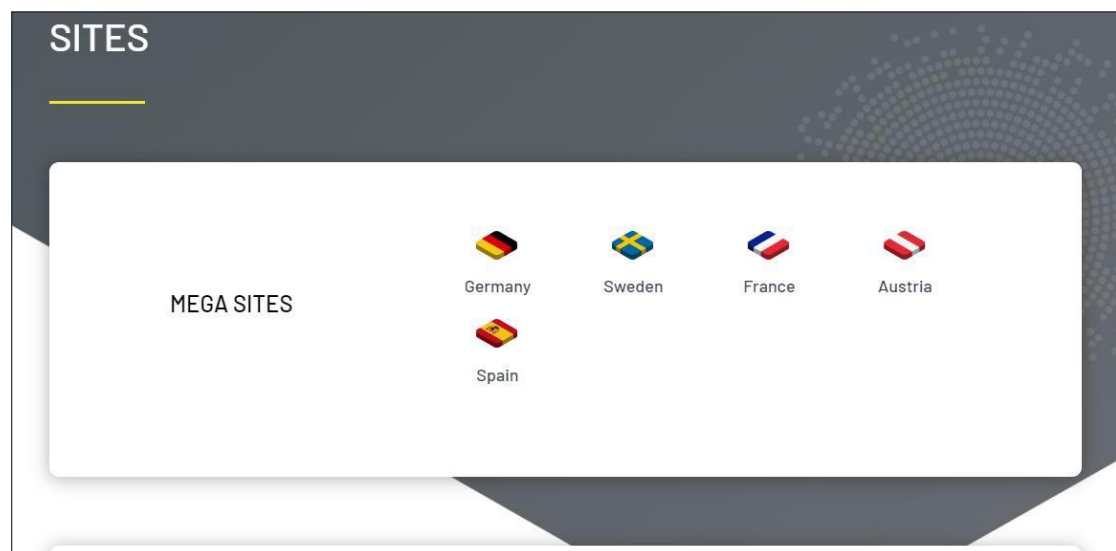


Figure 27: SHOW pilot sites page

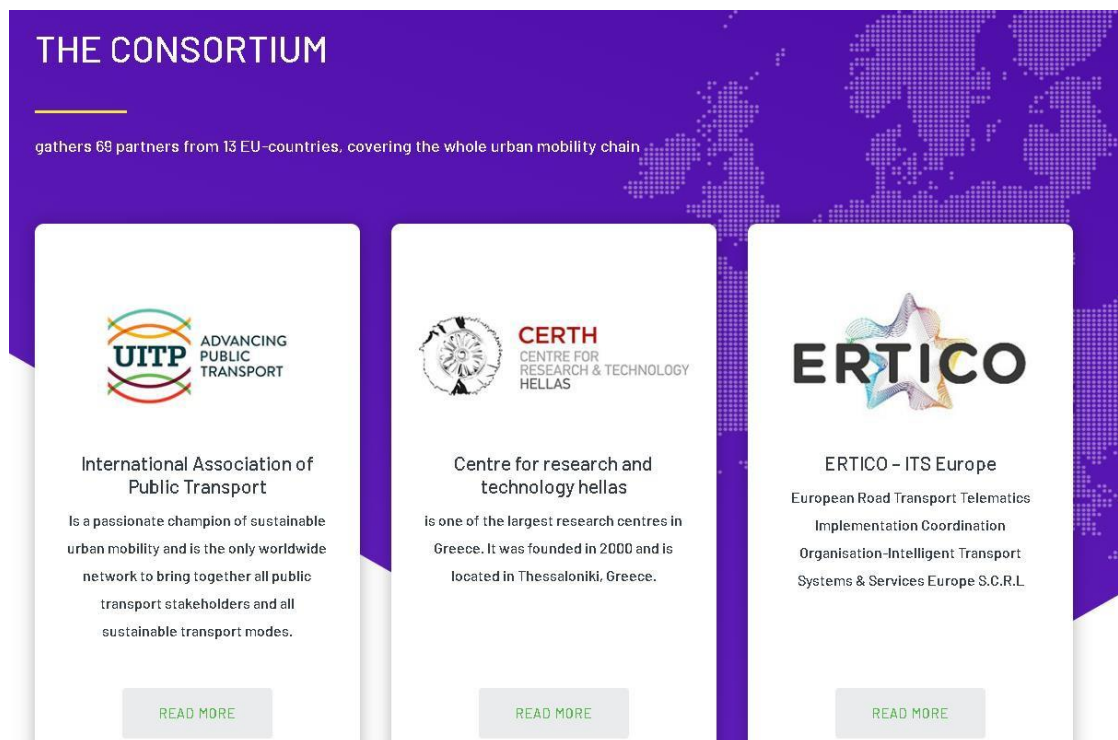


Figure 28: SHOW consortium page

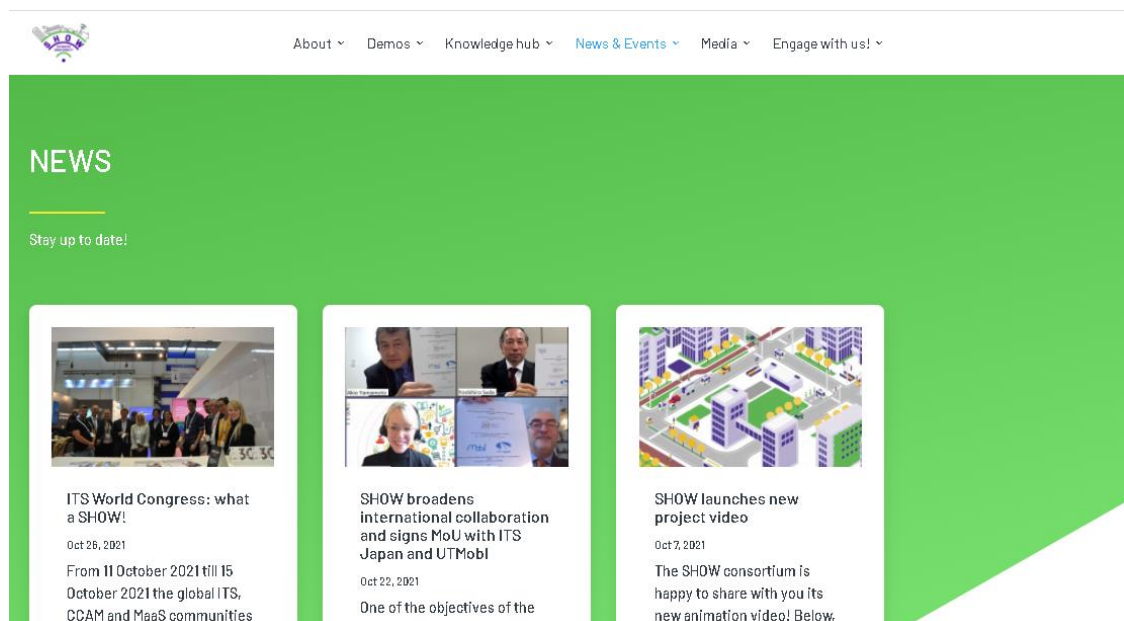


Figure 29: News Section

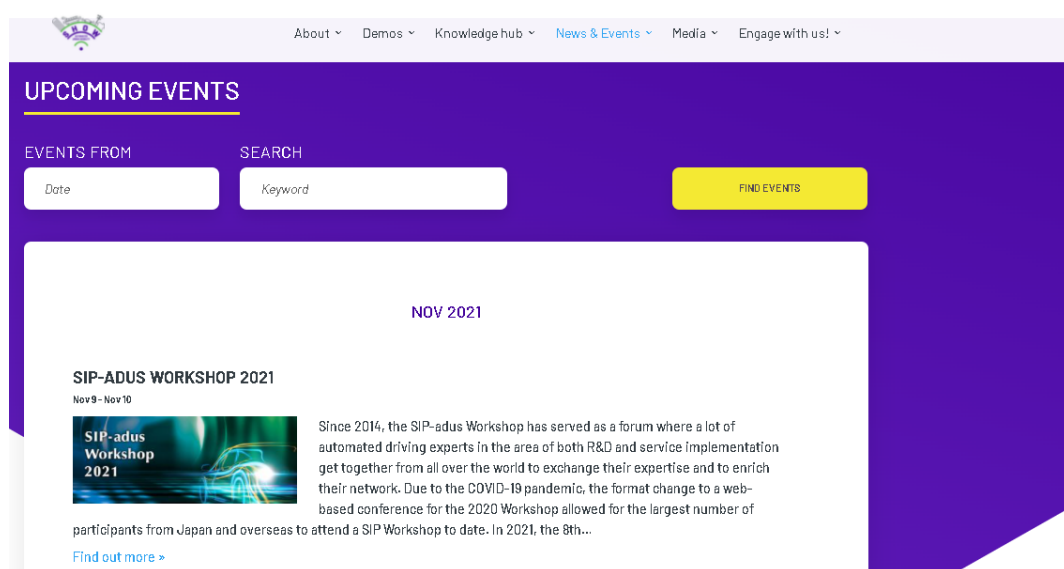


Figure 30: Events section

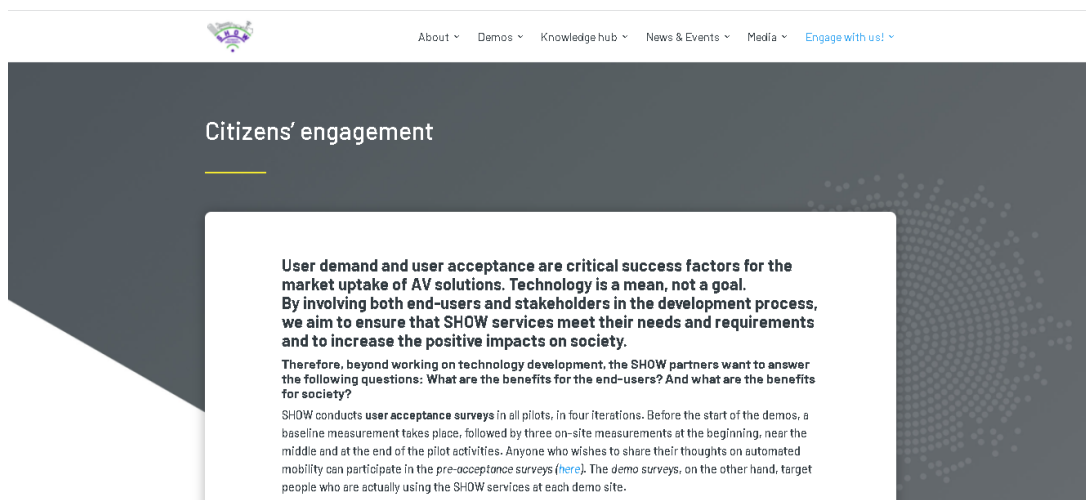


Figure 31: Citizens' engagement section

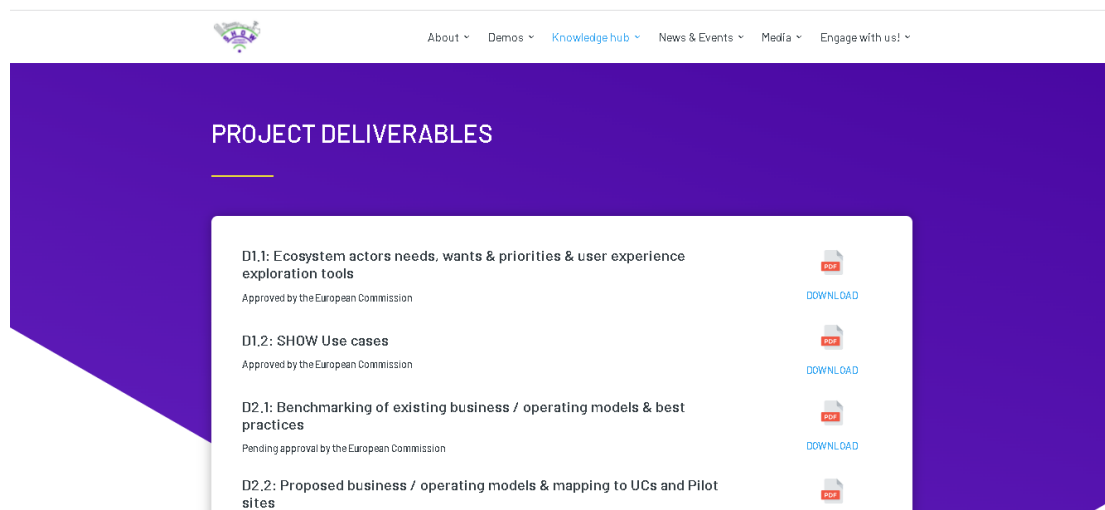


Figure 32: project deliverables repository

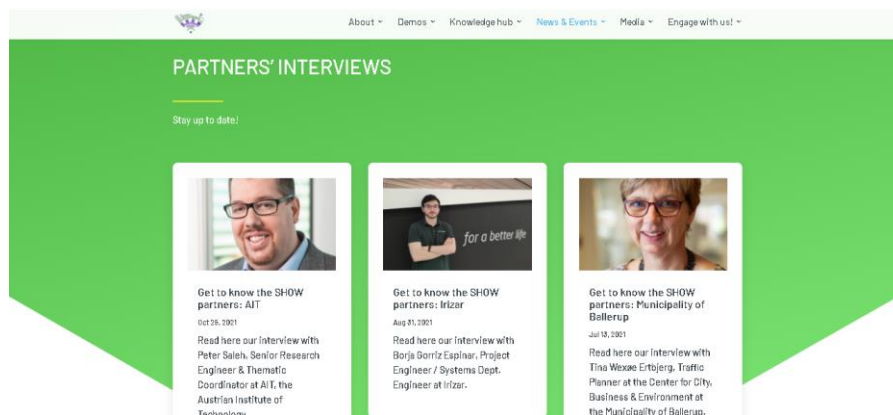


Figure 33: Partners' interviews

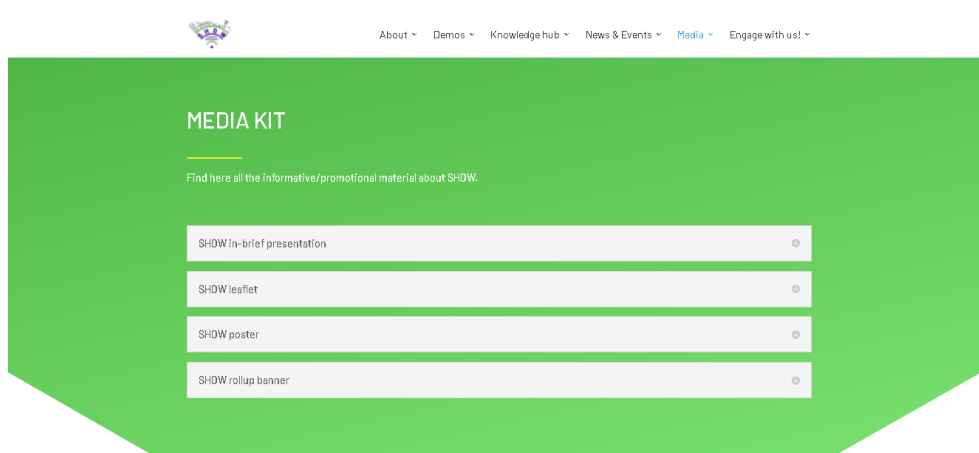


Figure 34: Media Kit

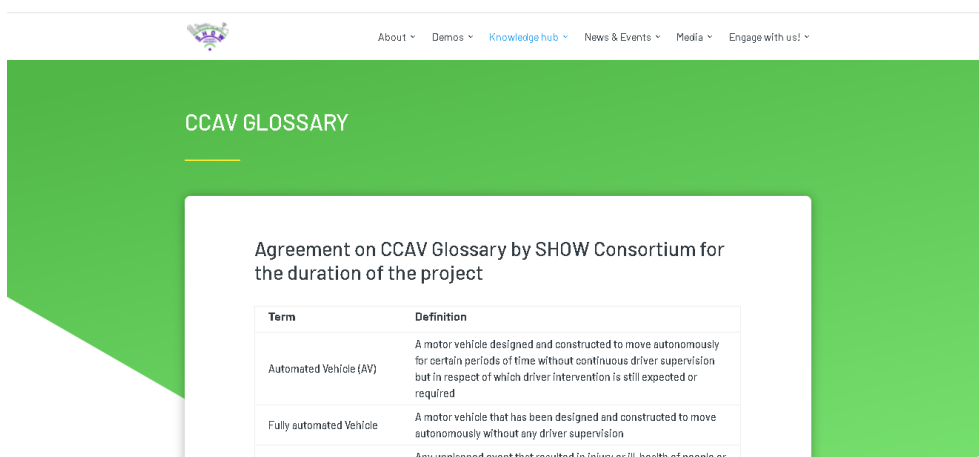


Figure 35: CCAV glossary

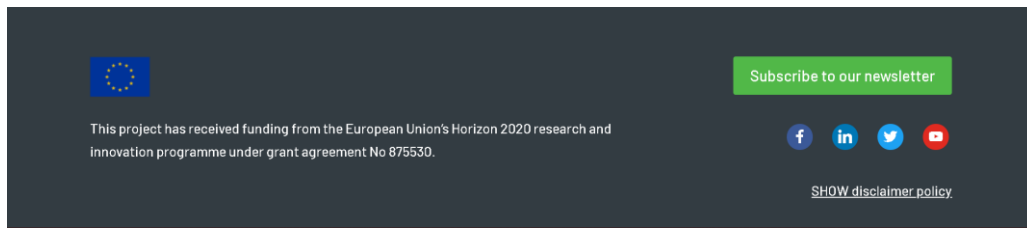


Figure 36: Footer with EU funding disclaimer