Autonomous self-adaptive services for TRansformational personalized inclUsivenesS and resilience in mobiliTy

D6.3 Communication and Dissemination Plan.v2

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List of acronyms and abbreviations

Abbreviation	Description
AI	Artificial Intelligence
ASAM	Association for Standardization of Automation and Measuring Systems
CCAM	Connected, Cooperative & Automated Mobility
CENELEC	European Committee for Electrotechnical Standardization
D&C	Dissemination and Communication
EC	European Commission
EFFRA	European Factories of the Future Research Association
ETSI	European Telecommunications Standards Institute
EU	European Union
EUCAD	European Conference on Connected and Automated Driving
FEDRO	Federal Roads Office
GDPR	General Data Protection Regulation
HE	Horizon Europe
ICT	Information and Communication Technology
IEEE	Institute of Electrical and Electronics Engineers
ISO	International Organization for Standardization
ITS	Intelligent Transportation Systems
KER	Key Exploitable Results
KIAT	Korea Institute for Advancement of Technology
LE	Large enterprises
OEM	Original equipment manufacturer
PRM	Persons with reduced mobility
PTA	Public transport authority
PTO	Public transport operator
RIA	Research Innovation Action
SAAM	Swiss Association for Automated Mobility
SEFRI	The State Secretariat for Education, Research and Innovation (Swiss)
SME	Small & medium enterprise
SNV	Schweizerische Normen-Vereinigung (Swiss Association for Standardisation)
SSH	Social Sciences and Humanities
WCAG	Web Content Accessibility Guidelines

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Executive summary

This deliverable D6.3 – "Communication and Dissemination Plan.v2" is the second version of D6.1 and describes the dissemination and communication plan as well as framework for the knowledge generated by the project, including communication policy, identification of the key target groups, and definition of appropriate dissemination channels, resources, and responsibilities. It also describes the dissemination activities and materials that have and will be produced.

This report is organized into six main sections:

- **Dissemination & Communication Strategy**: The first section defines the project's dissemination and communication strategy, outlining the core objectives of the consortium and highlighting key differences between the current deliverable and the previous version.
- **Target Audience**: The second section identifies key audiences for communication and dissemination efforts.
- **Communication Channels**: The third section describes the channels through which AutoTRUST will promote the project, including conferences, exhibitions, scientific publications, and partnerships with relevant EU initiatives and other projects.
- **Dissemination Plan**: The fourth section outlines a three-phased dissemination plan, including:
  - Raising awareness/interest among key stakeholders;
  - Increasing acceptance of Key Exploitable Results (KERs);
  - Promoting uptake and replication of KERs.
- **Progress Monitoring & Evaluation**: This section measures the success and effectiveness of the proposed communication and dissemination strategy applied throughout the project.
- **Partner Contributions**: The final section details the specific dissemination and communication effort of each consortium partner. Each partner is responsible for contributing to engagements and activities related to the dissemination and communication strategy to enhance public awareness and visibility of the AutoTRUST project.

1. Introduction

AutoTRUST (Autonomous self-adaptive services for TRansformational personalised inclUsivenesS and resilience in mobiliTy) is a European project with the objective to develop and demonstrate a novel AI-leveraged self-adaptive framework of advanced vehicle technologies and solutions which optimise usability, accessibility, perception, and experience on-board, and when boarding/off-boarding, in terms of security, privacy, well-being, health and assistance.

AutoTRUST will provide enhanced inclusiveness and trust in the interaction between users and new automated modes of road transport and mobility services in the transition from human-driven to automated vehicles. Considering the challenge of enabling wider user acceptability and contributing to the creation or amendment of standards and influence on EU regulation, AutoTRUST will be in the position to make a significant contribution to the EU's agenda on inclusive and resilient mobility.

To reach this objective, effective dissemination and making sure that AutoTRUST results will reach the right target group is integral to its success. The communication and dissemination activities are carried out throughout the entire project regarding all relevant tasks. A transversal collaboration across work packages will be pursued.

1.1. Purpose and structure of the document

This document presents the different dissemination and communication activities and timelines, to become a reference resource to be used and updated over the whole project's duration.

Following the Introduction, which sets the stage for the document's purpose, audience, and its interconnections within the project's framework, the structure continues as follows:

Sections:

- **Section 2. Communication and dissemination strategy**, where the core elements of the communication and dissemination plan are outlined.
- **Section 3. Target communication and dissemination** groups, presenting the different stakeholders for dissemination activities.
- **Section 4. 4. Communication and** dissemination channels, that are required in order to achieve the objectives of the defined strategy.
- **Section 5. Dissemination planning**, where appropriate activities are described for future dissemination of the project results.

- **Section 6. Communication and dissemination monitoring and evaluation,** where detailed information of the KPIs that monitor the tools and activities are discussed. KPIs are critical components to assess the performance and the efficiency of the tools and activities of the dissemination and communication plan.
- **Section 7. Individual dissemination plans**, where the individual involvement per partner as part of the communication and dissemination strategy is assessed.
- **Section 8. Conclusion**, where the content of the document is discussed, reflecting AutoTRUST's strategic direction and the related results of the project.

1.2.   Intended Audience

The AutoTRUST D6.3 "Communication and Dissemination Plan.v2" is devised for public use in the context of dissemination and communication activities of the AutoTRUST consortium, comprising members, project partners, and affiliated stakeholders. This document mainly focuses on the communication and dissemination of the project, thereby serving as a referential tool throughout the project's lifespan.

1.3.   Interrelations

The AutoTRUST consortium integrates a multidisciplinary spectrum of competencies and resources from academia, industry, and research sectors, focusing on novel AI-leveraged self-adaptive framework for transformational personalised inclusiveness and resilience in connected, cooperative & automated mobility (CCAM). The project integrates a collaboration of fifteen active partners from ten EU and associated countries (Switzerland, United States, Korea), ensuring a broad representation for addressing security, privacy, well-being, health, and assistance, leading to enhanced inclusiveness, trust, and safety in the interaction between users and automated vehicles.

AutoTRUST is categorised as a "Research Innovation Action – RIA" project and is methodically segmented into 6 WPs, further subdivided into tasks. With partners contributing to multiple activities across various WPs, the structure ensures clarity in responsibilities and optimises communication amongst the consortium's partners, boards, and committees. The interrelation framework within AutoTRUST offers smooth operation and collaborative innovation across the consortium, ensuring the interconnection of the diverse expertise from the various entities (i.e., Research Institutes, Universities, small & medium enterprises (SMEs), and large enterprises (LE)). The D6.3 "Communication and Dissemination Plan.v2" addresses all activities of the AutoTRUST project related to the communication and dissemination activities.

1.4. D6.3 vs. D6.1: Key Differences

D6.3 presents substantial revisions relative to D6.1, with primary changes detailed in section 4 and section 7.

Section 4, Communication and Dissemination Channels, has been expanded to offer a comprehensive overview of the project's communication strategy. Revisions include updated information on the website, LinkedIn, and X, as well as the inclusion of additional platforms such as Instagram and Facebook. The section also details recent updates on publication dissemination, reflecting current outputs and communication priorities.

Section 7, Individual Dissemination Plans, has been revised to present both current and planned dissemination activities for each partner. These updates ensure that partner-specific activities align with the overall communication strategy and incorporate the latest developments.

Overall, D6.3 enhances the clarity and scope of the project's dissemination and communication efforts, offering a more detailed and current framework for both collective and individual activities.

2. Communication and dissemination strategy

The AutoTRUST Dissemination and Communication (D&C) strategy will ensure that the project outcomes (concepts, scientific results, tools, methodologies, results of validation and evaluation work, contribution to European standardisation activities, etc.) are widely disseminated to the appropriate target communities at appropriate times and via appropriate methods, and external stakeholders who can contribute additional value to the development, evaluation, uptake and exploitation of these outcomes can be identified and encouraged to participate.

The goal is to engage with targeted audiences and organisations with a recognisable, clear and effective message that can communicate the project vision and achievements and stimulate interest in the project technologies and objectives. The dissemination plan includes the key actions, materials and timing of activities to be carried out by partners throughout the project. Based on the dissemination plan (Section Dissemination planning), each partner, in line with their own competencies, will promote results in its specific areas, and the whole consortium will promote the project results as a unique solution that crosses the boundaries of each partner's competence.

The consortium will follow the following eight core objectives, ensuring the success of D&C activities:

- **Increase Awareness** of the research project among the target group and stakeholder groups. To achieve this goal, the consortium partners will address relevant working groups of national and European standardisation Organisation using their established personal participation in standardisation work. Existing contribution to standardisation work of project partners is provided in *D6.5 – Exploitation, innovation and standardisation activities.v2*.

- **Knowledge Sharing** and research synergies will be established with relevant entities (e.g., research networks of partners, external researchers interested in collaborations, sister projects etc.) through publishing articles in scientific journals, presenting the results at conferences and exhibitions, and creating target communication materials, especially for manufacturing and supply chain companies.

- **Stakeholder Engagement** in the research project will ensure that the stakeholder perspectives are incorporated into the research and to facilitate the adoption of the research outcomes. Dissemination activities and co-creation approach in AutoTRUST will help towards effective stakeholder engagement.

- **Active Dissemination of Results** aiming at a broad audience, including the general public, policymakers, and other stakeholders, to demonstrate the impact and value of the AutoTRUST outcomes.

- **Collaboration and Networking** to establish and maintain alliances and joint efforts with other academic and industrial entities to create new partnerships and novel innovation avenues.

- **Social Media Engagement** to leverage the social platforms for the outreach of the project's activities, engage with the relevant audience, and build a community around the AutoTRUST research and impact.

- **Capacity Building** among the target group to promote the adoption and implementation of the outcomes on research and technology levels. Dissemination through Open Source and Open Access will also make technology solutions, research findings and data openly accessible to the public, enabling broader dissemination and encouraging further research and collaboration. It should be noted that project results subject to patents must be patented before they are communicated to the outside. Overwise they cannot be protected by patents because the knowledge is publicly available. Project partners need to take this into consideration when communicating project results.

- **Evaluation and Feedback** to continually evaluate the effectiveness of dissemination and communication strategies and incorporate feedback from stakeholders to improve and refine strategy over time and based on the progress and project timeline.

3. Target communication and dissemination groups

The communication of AutoTRUST begins in the first months of the project and continues throughout its lifetime. AutoTRUST identifies eight target groups, namely the Automotive Industry, Transport Community, Public Actors, Research & Technical Experts, Citizens (e.g., passengers), Social Sciences and Humanities (SSH) experts, Standardisation Bodies and Policy Makers and (Cyber)Security and Safety Management Companies.

Tailoring the communication to these different identified stakeholders, allows the development of a wide-reaching dissemination plan that will ensure maximal impact of the project findings.

- **Target Group 1**: Automotive Industry (autonomous vehicles manufacturers/providers, original equipment manufacturers (OEMs), etc.). This group includes the main beneficiaries of the AutoTRUST solution. Reaching them is critical for the project's success. Consequently, the approach to communication will be tailored to their needs and expectations to take advantage of their specificities for maximum effect and engage them for future collaboration.

- **Target Group 2**: Transport Community (e.g., Transport authorities, transport service providers, smart mobility integrators, authorities, fleet operators, etc.). Key messages should focus on the success cases of the demonstration of AutoTRUST digital tools tailored towards vehicle owners (transport operators) as well as the benefits of the utilisation of the AI-leveraged tools for facilitating passengers experience in CCAM.

- **Target Group 3**: Public Actors (e.g., Smart City Authorities and Governments). This Target Group consists of residential and commercial users, including smart city authorities, who can benefit from the AutoTRUST results. AutoTRUST will showcase its benefits for enhanced travel safety, improving smart mobility and reducing CO2 emissions.

- **Target Group 4**: Research & Technical Experts (e.g., information and communications technology (ICT)-related experts, Research Community). AutoTRUST will open new markets to relevant technology and service providers, as well as foster innovative approaches on their technologies, being a key target group. The messages to transmit are how AutoTRUST will optimise the on-board experience and ensure inclusiveness in automotive and transport domains, as well as conclusions on the market analysis and roadmap. In addition, the scientific community and technical experts are also key audience to enlarge replication and dissemination of results.

- **Target Group 5**: Citizens (e.g., regular citizens, persons with reduced mobility (PRMs)). Citizens represent a diverse and broad audience crucial to the dissemination and communication strategy of AutoTRUST. This group encompasses individuals who are end-

users of automotive technologies and transport systems, including regular citizens and those with specific needs such as PRMs.

- **Target Group 6**: Social Sciences and Humanities (SSH) Experts (e.g., researchers, academics, and professionals in fields such as sociology, psychology, economics, and ethics). They provide valuable insights into the societal impacts, ethical considerations, and human factors related to automotive technologies.

- **Target Group 7**: Standardisation Bodies and Policy Makers (e.g., International Organization for Standardization (ISO), European Telecommunications Standards Institute (ETSI), European Commission (EC), Ministries of Transportation). Developing and implementing standards to ensure the safety, accessibility, reliability, and interoperability of automotive technologies supported by the policy makers is necessary to influence the regulatory framework related to the adoption of novel automotive technologies in transportation systems. The key messages related to them are the market evaluation, successful use cases, regulatory aspects, lessons learnt, socioeconomic analysis, contributing to EU policies and directives.

- **Target Group 8**: (Cyber)Security and Safety Management Companies (e.g., SME and LE, Public Transport Operator (PTO), Public Transport Authority (PTA)). This group specialises in providing and utilising security solutions and safety management services as part of their service operations to protect automotive systems from cyber threats and ensure operational safety.

4. 4. Communication and dissemination channels

A multi-channel strategy supports the implementation of the communication and dissemination plan to the wide variety of target groups and stakeholders. The following communication means/channels will be used to support the dissemination strategy.

4.1.   Logo and visual identity

The AutoTRUST logo, Figure 1, and visual identity was created in September 2023 by the project coordinator CERTH. It communicates the core values of the Autonomous self-adaptive services for TRansformational personalised inclUsivenesS and resilience in mobiliTy project.

Figure 1 AutoTRUST logo

The central design features a bus, symbolising mobility and transportation. Inside the bus, three figures represent inclusiveness and community, highlighted with plus signs and a star, suggesting positivity, personalisation, and excellence. The person standing beside the bus symbolises assistance and service adaptability, while the cone adds a touch of safety and resilience. The use of teal colour conveys trust, reliability, and innovation.

To ensure consistent use of the AutoTRUST logo and colours, a range of templates has been developed, including a PowerPoint and a document templates. The use of these templates is encouraged among all consortium partners when the AutoTRUST project is presented in both internal and external meetings.

4.1.1. Supporting visual material

To further strengthen the project identity, a roll-up was designed in accordance with the project's colours and fonts and was launched at the 5th EUCAD 2025 conference, where AutoTRUST

showcased its progress, technical strengths, and practical impacts towards making the future of mobility adaptive, inclusive, and secure.

Figure 2 AutoTRUST Roll-Up Poster

The central design of the roll-up features a bold depiction of the AutoTRUST logo along with clear images of the pilot sites, including:

- Pilot #1: Padua, Italy; Patras, Greece
- Pilot #2: Nicosia, Cyprus
- Pilot #3: Geneva, Switzerland
- Pilot #4: Crest, France

In the second section of the design, the roll-up includes text that briefly outlines the purpose and objectives of the project and gracefully illustrates project partners and their respective countries of origin in the third section. Additionally, the roll-up includes a QR code that links to the AutoTRUST website and a banner that indicate project sponsors and funding sources.

4.1.2. Accessibility of project material

To support partners in using the project logo and other material correctly and consistently, an explicit guideline was provided, including rules and recommendations on how to communicate about the AutoTRUST project, how to use the project logo, and how to correctly include the acknowledgements of all relevant fundings. Additionally, Siemens provides guidance documents and practical workshops to project partners, ensuring that project documents and (web) materials—such as the project website or online user surveys—are accessible for all, including people with disabilities. The accessibility requirements cover, for example, sufficient colour contrast, font size, alternative text for images, and keyboard-only navigation. These are based on the applicable requirements of the well-known Web Content Accessibility Guidelines (WCAG) 2.2, compliance level AA (see also EN 301 549). Accessibility checks of the AutoTRUST website and documents are an ongoing process throughout the project's lifetime.

4.2.   AutoTRUST Website

The AutoTRUST website is available at https://autotrust-he.eu/. Publicly launched in September 2024 and currently under internal revision to ensure WCAG and web accessibility compliance, the AutoTRUST website aims to showcase project progress and activities at specific events and pilot sites.

4.2.1. General

The AutoTRUST website is a crucial tool for achieving the dissemination and communication goals of the project. It serves the primary platform for engaging with external stakeholders, including policymakers, industry professionals, service providers, drivers and passengers, and citizens in general. The website's content will be continuously updated to reflect the project's progress and activities at pilot sites and will remain available for up to four years after the project's conclusion to further support ongoing dissemination and exploitation efforts.
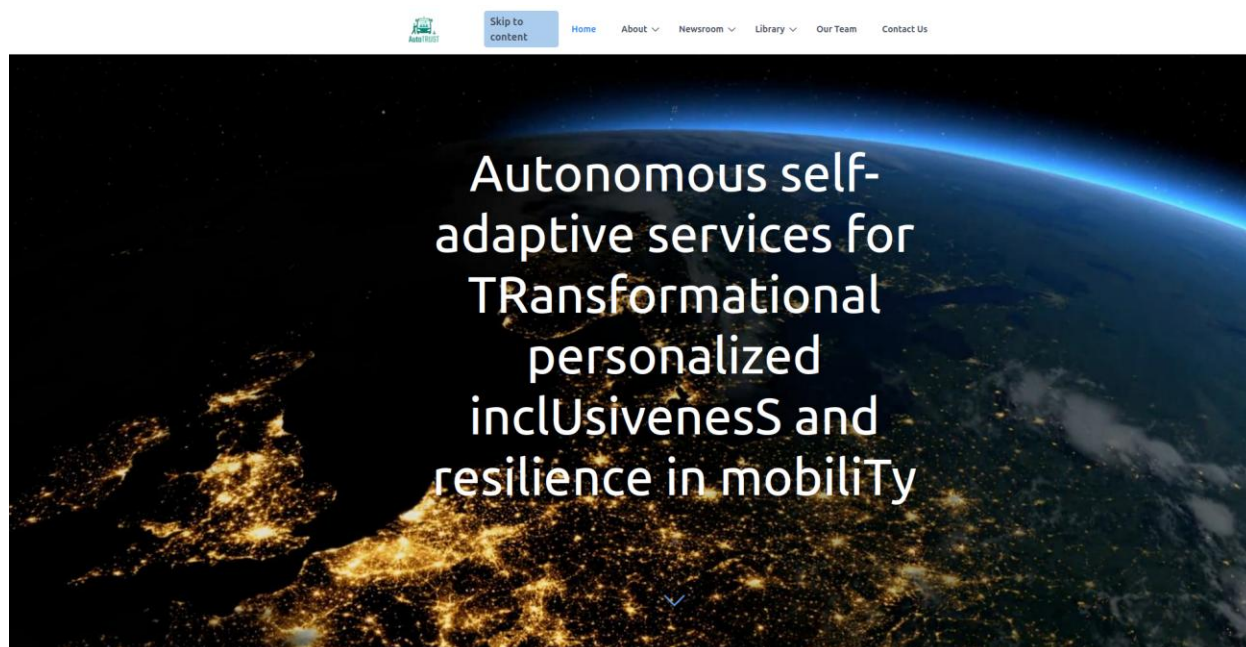
Figure 3 AutoTRUST Website

4.2.2. Structure

- **SKIP TO CONTENT:** allows users to bypass the top navigation menu and access the core project information directly
- **HOME**: provides an overview of the project and links to other sections and pages within the website. Furthermore, it contains basic information about the project (budget, duration, coordination, and consortium).
- **ABOUT**: highlights objectives, work packages, pilot sites and project sites. It also elaborates on how AutoTRUST fits into the wider CCAM community, provides details on the deployment sites with involved partners and services.
- **NEWSROOM**: provides updates on project developments, activities, events, and regular news items.
- **LIBRARY**: comprises a list of deliverables and publications related to the project.
- **OUR TEAM:** includes the names of contributors and key personnel involved in the project.
- **CONTACT**: this page includes the contact details of the Project Coordinator, Communication, and Dissemination Manager.
- **FOOTER**: displays the EU, The State Secretariat for Education, Research and Innovation (SEFRI) and Korea Institute for Advancement of Technology (KIAT) co-funding authorities.

Table 1 outlines the initial schedule of blogs posting by consortium partners, starting from September 2024 until the end of the project.

Table 1: Blog Post Plan

Month	Partner	Month	Partner	Month	Partner	Month	Partner
M5	CERTH	M13	HOLO	M21	CERTH	M29	HOLO
M6	AviSense.AI	M14	CARITAS	M22	AviSense.AI	M30	CARITAS
M7	SIEMENS	M15	UNIGE	M23	SIEMENS	M31	UNIGE
M8	ALKE	M16	TPG	M24	ALKE	M32	TPG
M9	UIA	M17	Waveye	M25	UIA	M33	KATECH
M10	UCY	M18	KATECH	M26	UCY	M34	BETI
M11	Waveye	M19	BETI	M27	Waveye	M35	MORAI
M12	NPT	M20	MORAI	M28	NPT	M36	CERTH

4.2.3. Social media

Alongside the website, social media will be one of the major tools utilised to communicate with all stakeholders. At the start of the project, both an X account and LinkedIn page have been set up. A social presence will be established, also exploiting the partners channels (e.g.: CERTH 23k+ followers, UNIGE 170k+, Siemens 7m+, CARITAS 18k+, UCY 31k+). Press releases will be regularly produced, and promotional material created.

4.2.4. X

X is a globally renowned social media platform, utilised in the AutoTRUST project to maximise audience reach. By tapping into X's extensive user base, we engage a diverse audience, including policymakers, industry leaders, passengers, and the public. Strategic posts and updates on X disseminate key project information, fostering real-time communication and feedback. This approach ensures that our messages are amplified and accessible, raising awareness and support for AutoTRUST's objectives.

URI: https://x.com/AutoTRUST_EU
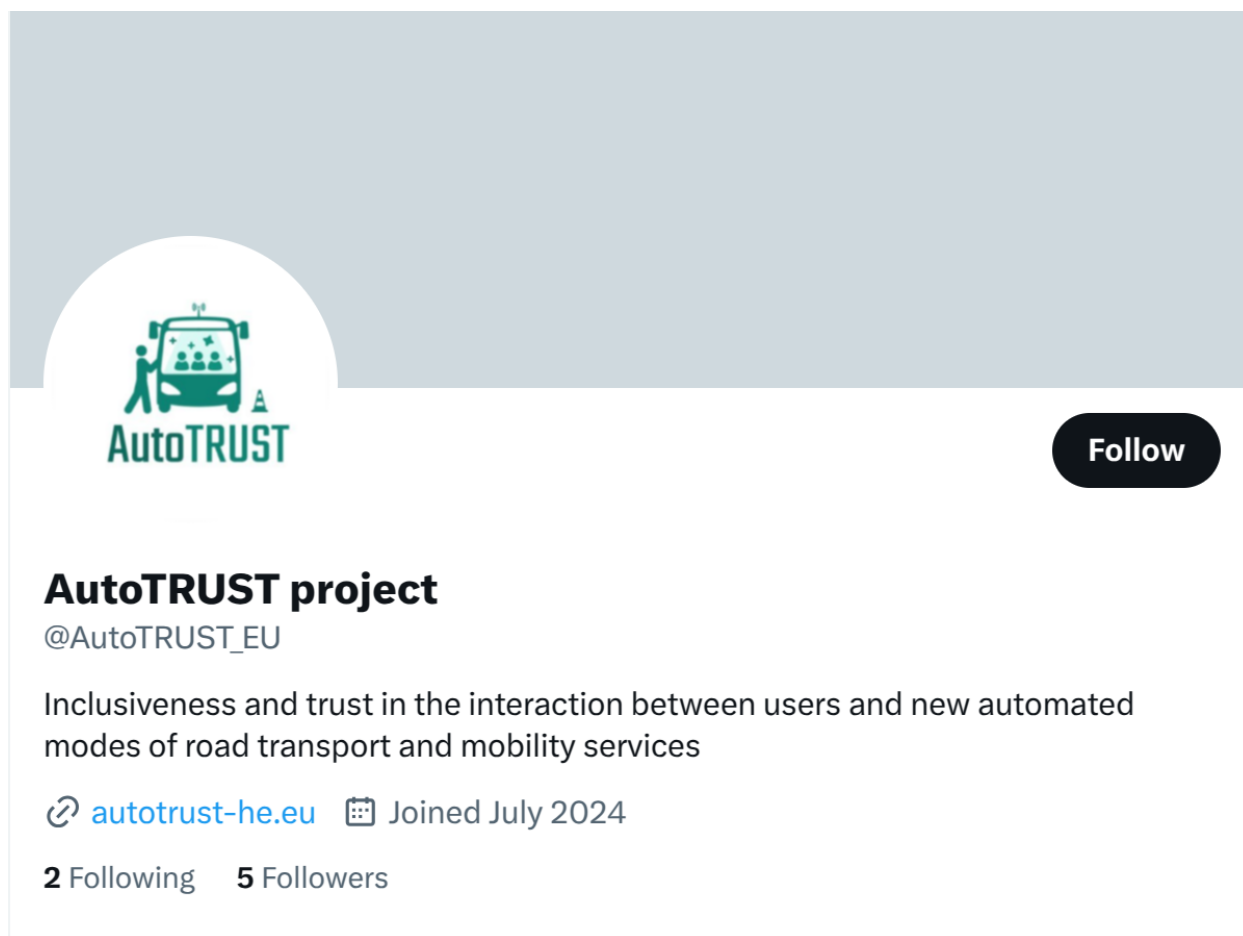
Figure 4 AutoTRUST X page

Table 2 lists the posts published by partners on the X platform.

Table 2: Posts Published by Partners on X

Date	Author	Language	Link to the post
28/05/2024	CDC	PT	https://x.com/caritascoimbra/status/1795483784969851219
12/08/2024	CDC	PT, EN	https://x.com/caritascoimbra/status/1823032549029073095
14/05/2025	UCY	EN	https://x.com/KIOSCoE/status/1922534665774113063
19/05/2025	UCY	EN	https://x.com/KIOSCoE/status/1924385303772405760

4.2.5. LinkedIn

LinkedIn, a top professional networking platform, is used for targeted posts and updates in which we share project developments and research findings. LinkedIn facilitates professional discussions and collaborations, ensuring our messages reach an influential audience, promoting engagement with AutoTRUST's goals.

URI: https://www.linkedin.com/company/autotrust-project
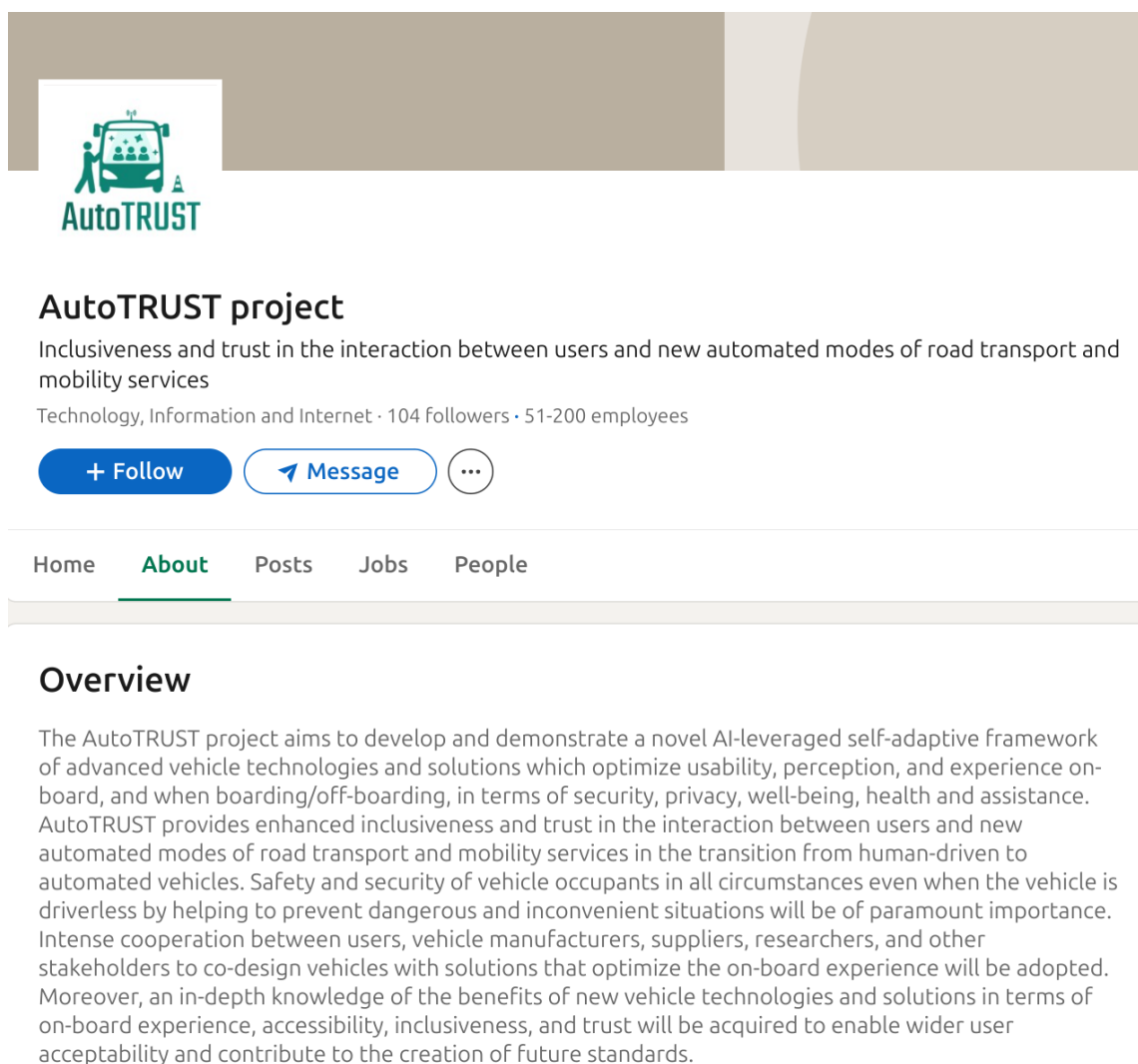
Figure 5 AutoTRUST LinkedIn page

Figure 6 below shows that from October 2024 to October 2025, the analytics dashboard recorded strong visitor engagement and steady follower growth. The project had 362 page views from 164 unique visitors, which suggests a good mix of new and returning users. Of these, 254 page views came from desktop and 108 from mobile, showing that people accessed the platform on different devices. Both desktop and mobile usage increased during busy periods, which points to a user experience that works well across platforms.
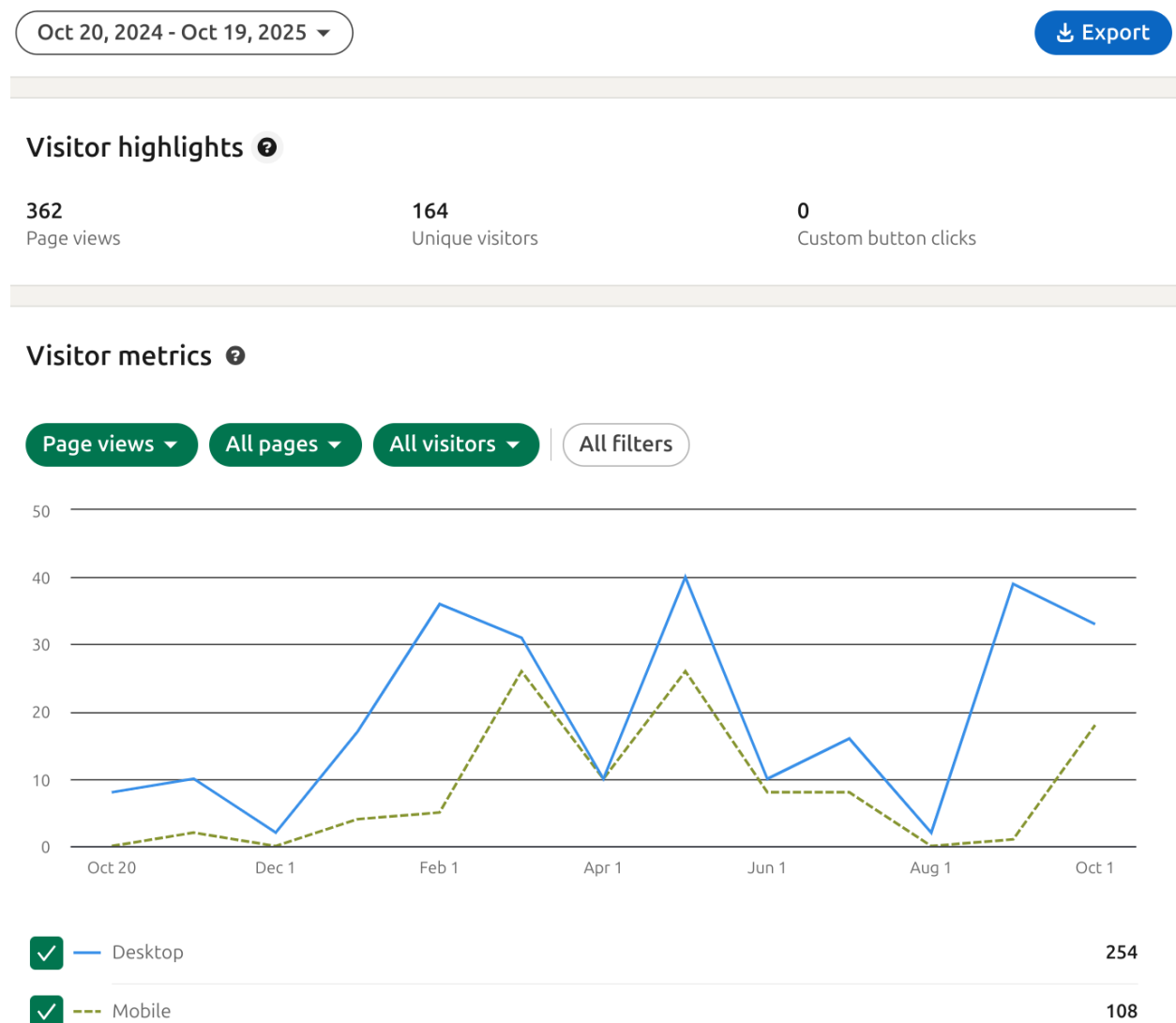
Figure 6 AutoTRUST LinkedIn page - visitor highlights

Follower metrics presented in Figure 7 also show that the project is attracting and keeping a dedicated audience. Over the same period, the AutoTRUST page gained 88 new followers, reaching a total of 104. All of this growth happened naturally, without any paid promotions, which highlights real interest and ongoing community support for the project.

Oct 20, 2024 - Oct 19, 2025 ▾

⬇ Export

Follower highlights ❓

104
Total followers

88
New followers in the last 365 days

Follower metrics ❓

✅ —— Sponsored		**0**
✅ --- Organic		**88**
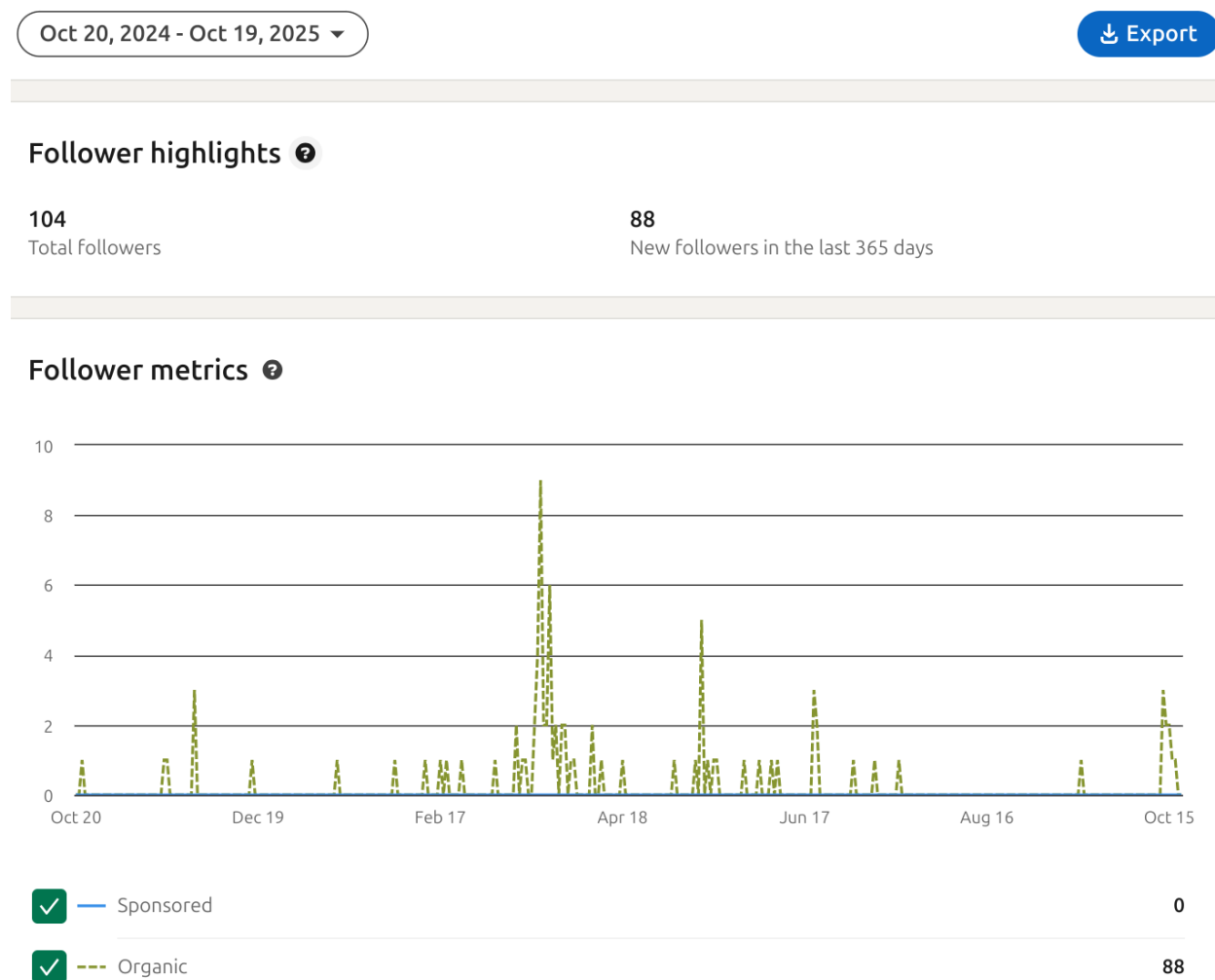
Figure 7 AutoTRUST LinkedIn page - follower highlights

As shown in Figure 8, the visitor demographics from the analytics dashboard for October 2024 to October 2025 highlight the project's strong cross-industry reach. Most engagement came from professionals in Software Development (12.2%), Research Services (11.9%), IT Services and IT Consulting (10.8%), followed by Computer and Network Security, and Renewable Energy Equipment Manufacturing. Engagement from sectors such as Higher Education, Public Relations,

and Business Consulting also reflects the project's ability to reach a broad and diverse audience. This distribution shows outreach across industries and the project's success in establishing itself as a relevant and accessible resource for professional communities.

Visitor demographics ⊘

Industry ▾

Software Development · 44 (12.2%)

Research Services · 43 (11.9%)

IT Services and IT Consulting · 39 (10.8%)

Computer and Network Security · 35 (9.7%)

Renewable Energy Equipment Manufacturing · 33 (9.1%)

Appliances, Electrical, and Electronics Manufacturing · 30 (8.3%)

Technology, Information and Internet · 21 (5.8%)

Motor Vehicle Manufacturing · 15 (4.1%)

Higher Education · 12 (3.3%)

Public Relations and Communications Services · 10 (2.8%)

Figure 8 AutoTRUST LinkedIn page - visitors by industry

Complementing this, the follower industry demographics, as shown in Figure 9, illustrate the project's sustained impact in building a specialized and engaged community. Many followers are in Research Services (22.1%), highlighting strong credibility in knowledge-driven fields. Other notable groups include Higher Education (11.5%), Software Development (7.7%), and applied technology sectors such as Motor Vehicle Manufacturing (5.8%), Telecommunications (3.8%), and IT Services and Consulting (3.8%).

Follower demographics ❓

Industry ▾

Research Services · 23 (22.1%)

Higher Education · 12 (11.5%)

Software Development · 8 (7.7%)

Motor Vehicle Manufacturing · 6 (5.8%)

Non-profit Organizations · 4 (3.8%)

Telecommunications · 4 (3.8%)

IT Services and IT Consulting · 4 (3.8%)

Public Relations and Communications Services · 3 (2.9%)

Urban Transit Services · 3 (2.9%)

Appliances, Electrical, and Electronics Manufacturing · 2 (1.9%)
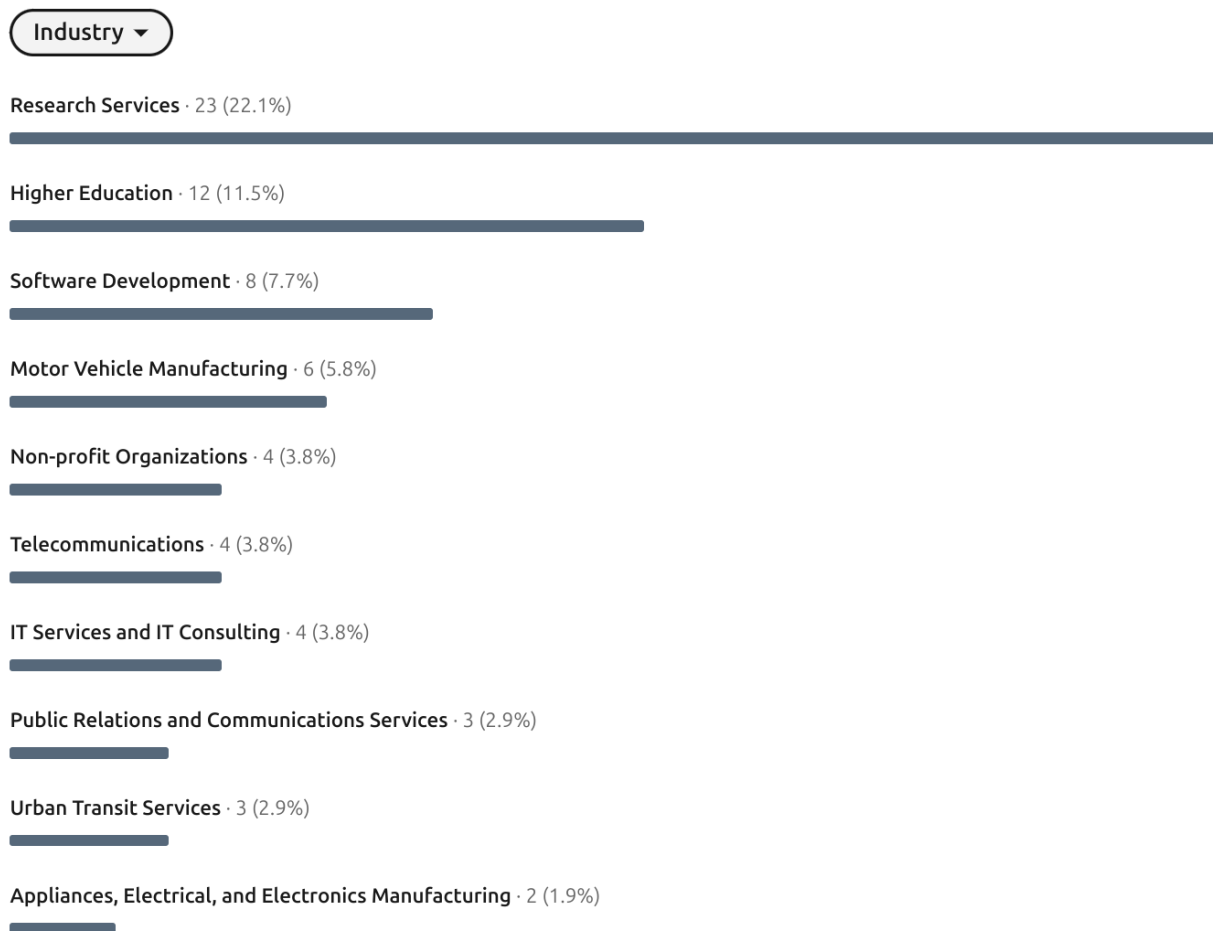
Figure 9 AutoTRUST LinkedIn page – followers by industry

Figure 10 shows that visitors from October 2024 to October 2025 came from many countries, highlighting the project's international reach. Most engagement was from Geneva (Switzerland, 15.2%), Nicosia (Cyprus, 11%), and Padova (Italy, 10.5%), with additional activity from Thessaloniki, Munich, Milan, and Katerini. A significant portion, labeled as 'Others' (34.5%), suggests the project is drawing interest from a broad global audience, not just its local network.

Visitor demographics ⊙

Location ▾

Geneva Metropolitan Area, Switzerland · 55 (15.2%)

Nicosia, Cyprus · 40 (11%)

Greater Padova (Padua) Metropolitan Area, Italy · 38 (10.5%)

Thessaloniki Metropolitan Area, Greece · 32 (8.8%)

Greater Munich Metropolitan Area, Germany · 27 (7.5%)

Greater Milan Metropolitan Area, Italy · 24 (6.6%)

Katerini, Greece · 13 (3.6%)

Lausanne Metropolitan Area, Switzerland · 8 (2.2%)

Others · 125 (34.5%)
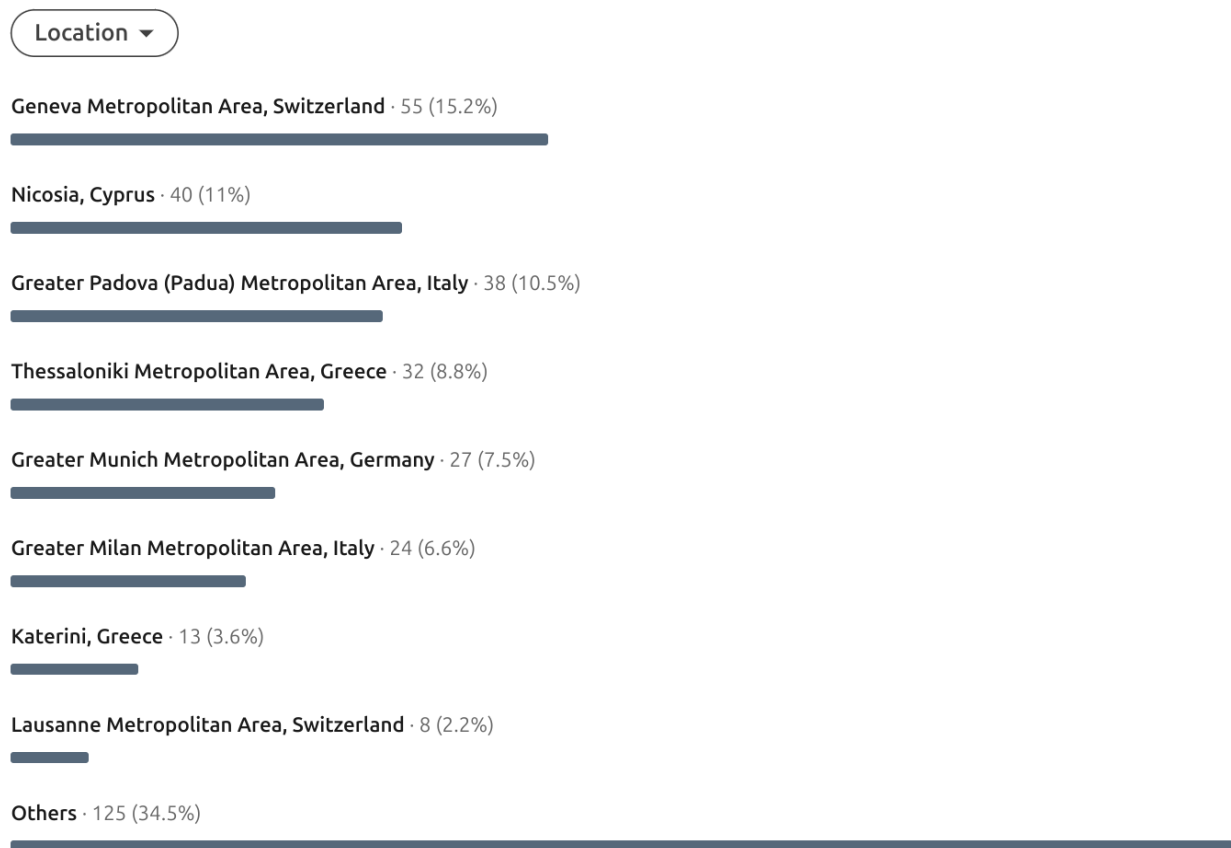
Figure 10 AutoTRUST LinkedIn page - visitors by location

Lastly, Figure 11 shows that the project's reach has led to steady engagement from followers in different locations. Thessaloniki (5.8%) and Milan (4.8%) have the highest numbers, with more followers in Cyprus (4.8%), Germany (4.8%), Ireland (2.9%), and Portugal (2.9%). There are also followers from Seoul Incheon, South Korea (2.9%), showing the project's growing presence in Asia. These patterns show a strong European base and increasing international interest.

Considering growth, industry, and location data together, we see the project gaining momentum worldwide and attracting interest from a wide range of professionals. Building a strong, engaged community without paid campaigns shows its authenticity and lasting global impact.

Follower demographics ❓

Location ▼

Thessaloniki Metropolitan Area, Greece · 6 (5.8%)

Greater Milan Metropolitan Area, Italy · 5 (4.8%)

Nicosia, Cyprus · 5 (4.8%)

Stuttgart Region, Germany · 5 (4.8%)

Greater Patras Area, Greece · 5 (4.8%)

Greater Padova (Padua) Metropolitan Area, Italy · 4 (3.8%)

Geneva Metropolitan Area, Switzerland · 4 (3.8%)

Greater Dublin, Ireland · 3 (2.9%)

Coimbra Metropolitan Area, Portugal · 3 (2.9%)

Seoul Incheon Metropolitan Area, South Korea · 3 (2.9%)

Figure 11 AutoTRUST LinkedIn page – followers by location

Metrics

Impressions ▼

Organic	8,960
Sponsored	0

Figure 12 AutoTRUST LinkedIn page – Impressions

Since the project's launch, our LinkedIn page has published 7 original posts and reposted 26 posts from our network. As it is shown by Figure 12, through this activity, we generated a total of 8,960 impressions. This number reflects the visibility our project has achieved within the LinkedIn community in a relatively short time, without the use of sponsored content. It demonstrates that the page is successfully reaching and engaging a broad audience, strengthening the project's presence and recognition among professionals and stakeholders. Table 3 lists the posts published by partners on the LinkedIn platform.
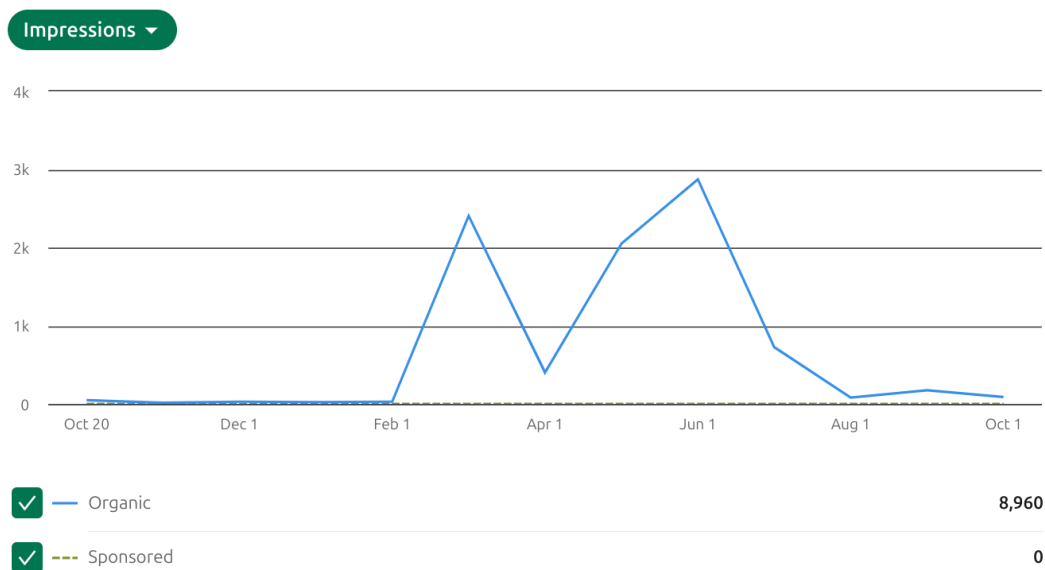
Table 3: Published Posts on LinkedIn

Date	Author	Language	Link to the post
28/05/2024	CDC	PT; EN	https://www.linkedin.com/feed/update/urn:li:activity:7201249472134148096
12/8/2024	CDC	PT	https://www.linkedin.com/feed/update/urn:li:activity:7228797876263354368
25/09/2024	UNIGE	EN	https://www.linkedin.com/feed/update/urn:li:activity:7244684579716890626
25/09/2024	UNIGE	EN	https://www.linkedin.com/feed/update/urn:li:activity:7244685394653380610
15/11/2024	CDC	PT	https://www.linkedin.com/feed/update/urn:li:activity:7263200093892214785
12/2/2025	UNIGE	EN	https://www.linkedin.com/feed/update/urn:li:activity:7295365726159204352
27/02/2025	CDC	EN	https://www.linkedin.com/feed/update/urn:li:activity:7300835369598517248
7/3/2025	UNIGE	EN	https://www.linkedin.com/feed/update/urn:li:activity:7303789877131632640
10/3/2025	UNIGE	EN	https://www.linkedin.com/feed/update/urn:li:activity:7304778973664759808
14/03/2025	UNIGE	EN	https://www.linkedin.com/feed/update/urn:li:activity:7306250042951028737
21/03/2025	UNIGE	EN	https://www.linkedin.com/feed/update/urn:li:activity:7308895485530951680
28/03/2025	MORAI	EN	https://www.linkedin.com/posts/morai_horizoneurope-autotrust-autonomousvehicles-activity-7310222056791433216-0Q34?utm_source=share&utm_medium=member_desktop&rcm=ACoAABwgdqEBSlz9L16T3To5P9KAIM7gKzapvRM

Date	Author	Language	Link to the post
13/05/2025	UNIGE	EN	https://www.linkedin.com/feed/update/urn:li:activity:7328036491220205568
21/05/2025	UNIGE	EN	https://www.linkedin.com/feed/update/urn:li:activity:7330893537221222400
28/05/2025	UNIGE	EN	https://www.linkedin.com/feed/update/urn:li:activity:7333451463492341776
28/05/2025	UNIGE	EN	https://www.linkedin.com/feed/update/urn:li:activity:7333460775023382528
31/05/2025	UNIGE	EN	https://www.linkedin.com/feed/update/urn:li:activity:7334681882468528128
20/06/2025	UNIGE	EN	https://www.linkedin.com/feed/update/urn:li:activity:7341852092820598785
19/05/2025	UCY	EN	https://www.linkedin.com/posts/kios-coe_research-innovation-eucad2025-activity-7330147687620624385-m2TO?utm_source=social_share_send&utm_medium=member_desktop_web&rcm=ACoAAAx4HtwBa-teH49D_ymmCBK3G3J6hyjwViE
16/10/2025	BETI	EN	https://www.linkedin.com/posts/pierre-chehwan_innovation-publictransport-ai-activity-7384538109906112512-EyTe?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAAhr3cB3SAd-QsxLMCE21J62wSXkfl24UQhttps://www.linkedin.com/posts/pierre-chehwan_innovation-publictransport-ai-activity-7384538109906112512-EyTe/?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAAhr3cB3SAd-QsxLMCE21J62wSXkfl24UQ

4.2.6. Youtube

YouTube is a key video-sharing platform for the AutoTRUST project, enabling us to reach a wide audience with visual content.

URI: https://www.youtube.com/@AutoTRUSTproject

AutoTRUST project

@AutoTRUSTproject · 4 subscribers

AutoTRUST project aims to develop and demonstrate a novel AI-leveraged self-adaptive ...more

autotrust-he.eu

Subscribe

Figure 12 AutoTRUST YouTube channel

4.2.7. Zenodo Community

Zenodo is an open-access repository, through which we ensure that project findings, datasets, and reports are accessible.
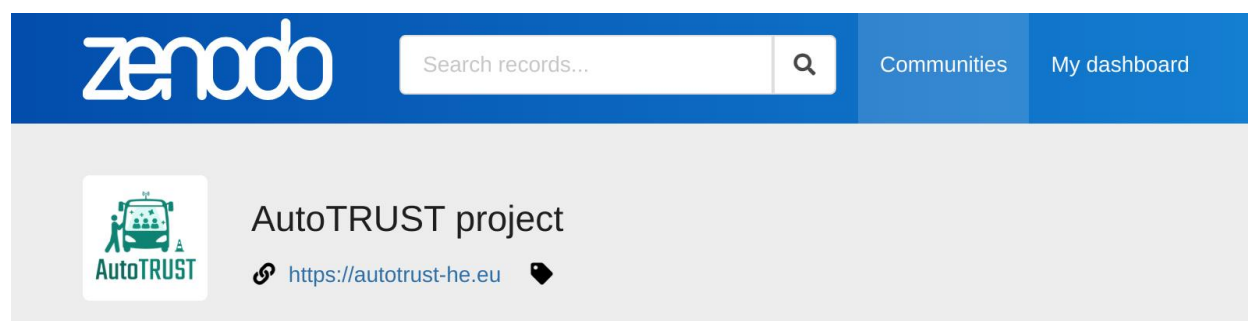
URI: https://zenodo.org/communities/autotrust

Figure 13 AutoTRUST Zenodo community group

4.2.8. Other social media platforms

During the project's lifetime other platforms will be investigated and evaluated if such platforms are appropriate for engagement with a wider audience. Table 4 lists the posts published by partners on other social media platforms.

Table 4: Published Posts on Other Social Media Platforms

Date	Author	Language	Platform	Link to the post
28/05/2024	CDC	PT	Facebook	https://www.facebook.com/caritascoimbra/posts/pfbid028YQhjeoSquKgKaoN8fLC1YxDYB22MDdexHfGvzePpMSwwgwXP4vD7LYdeqx4oJivl
28/05/2024	CDC	PT	Instagram	https://www.instagram.com/p/C7hJumTNwJD/
12/8/2024	CDC	PT	Facebook	https://www.facebook.com/caritascoimbra/posts/pfbid0VGvVGT62Yx4GUr3K2AWQsdfo8DhgDrznerePwNLcPxRXrPmzaNCinUP4SJsY4CFwl
30/10/2024	CDC	PT	Facebook	https://www.facebook.com/caritascoimbra/posts/pfbid02QhDMS8vCPwmzzL8ig3ERZAQ9EGALVj637qardJxk2wBC88LtL8pzZck1NVZRV3cyl
30/10/2024	CDC	PT	Instagram	https://www.instagram.com/caritascoimbra/p/DBwThIKN6fE/?next=%2F
27/02/2025	CDC	PT	Facebook	https://www.facebook.com/caritascoimbra/posts/pfbid06dhWKyqSgb8z7CoFUfCvqYcZ6H5Vqj995ececNKJ4VHoq6dC8dj1d9MMF3yqA6Czl
13/05/2025	UCY	EN	Facebook	https://www.facebook.com/KIOS.CoE/photos/-exciting-news-from-the-autotrust-projectthe-kios-research-and-innovation-center/1240428754791820/?_rdr

4.3.   Videos

According to the dissemination planning, during the first phase, one general project video will be developed to highlight the AutoTRUST vision, objectives and partners. Its main purpose is to create general public awareness about the project.

In the second phase, the focus will be given to the technology's development progress and the user engagement and involvement throughout the project.

In the final phase of AutoTRUST, each pilot site will create a video showcasing the integrated solution into their eco-system. Finally, a video recapping the achieved results will be released by the end of the project.

4.4.　　Publications

4.4.1. Open Access Knowledge Repository

AutoTRUST public access deliverables, including the following have been made available for download on the website (autotrust-he.eu/Library/Deliverables):

- D2.1 Best Practices, Users' Requirements and UCD Methodology.v1
- D6.1 Communication and Dissemination Plan.v1
- D6.2 Exploitation, Innovation and Standardization Activities.v1

Other media, including reports and presentations will be made available on the website as well as recommended open initiatives (e.g., Zenodo, OpenAIR).

4.4.2. E-Newsletter

AutoTRUST will create an e-newsletter to share project updates and announce relevant news for stakeholders, including information from related communities. The release schedule will be flexible, typically every six months, based on project activities and events. The newsletter will comply with GDPR regulations, ensuring only those who have given explicit consent to receive it.

4.4.3. Scientific publications and data

The project's results will be published in international scientific and technical literature. In D6.1, we provided a list of potential journals and conferences for partners to submit their papers. In this version, we present a list of papers that have already been published. Table 5 summarizes these publications.

Table 5: List of Scientific Publications

No.	Title	Corresponding event/conference/scientific journal	Authors	Partner(s) involved	DOI
1	Optimizing Cooperative Multi-Object Tracking using Graph Signal Processing	IEEE International Conference on Multimedia and Expo Workshops (ICMEW)	M. Damanaki, N. Piperigkos, A. Gkillas and A. S. Lalos	AviSense.AI	10.1109/ICMEW68306.2025.11152179
2	Federated Data-Driven Kalman Filtering for State Estimation	IEEE 26th International Workshop on Multimedia Signal Processing (MMSP)	N. Piperigkos, A. Gkillas, C. Anagnostopoulos and A. S. Lalos	AviSense.AI	10.1109/MMSP61759.2024.10743751
3	Fast and Accurate Outlier-Aware Lidar Super-Resolution for Slam Applications	IEEE International Conference on Image Processing (ICIP)	C. Anagnostopoulos, A. Gkillas, N. Piperigkos and A. S. Lalos	AviSense.AI	10.1109/ICIP55913.2025.11084730
4	Guided Model-based LiDAR Super-Resolution for Resource-Efficient Automotive scene Segmentation	IEEE International Conference on Multimedia and Expo Workshops (ICMEW)	A. Gkillas, N. Piperigkos and A. S. Lalos	AviSense.AI	10.1109/ICMEW68306.2025.11152197
5	Distributed intelligence in industrial and automotive cyberphysical systems: A review	Frontiers in Robotics and AI	Nikos Piperigkos, Alexandros Gkillas, Gerasimos Arvanitis, Stavros Nousias, Aris Lalos, Apostolos Fournaris, Panagiotis Radoglou-Grammatikis,	AviSense.AI	https://doi.org/10.3389/frobt.2024.1430740

No.	Title	Corresponding event/conference/scientific journal	Authors	Partner(s) involved	DOI
			Panagiotis Sarigiannidis, Konstantinos Moustakas		
6	A holistic perception system of internal and external monitoring for ground autonomous vehicles: AutoTRUST paradigm	2025 IEEE International Smart Cities Conference	Alexandros Gkillas, Christos Anagnostopoulos, Nikos Piperigkos, Dimitris Tsiktsiris, Theofilos Christodoulou, Theofanis Siamatras, Dimitrios Triantafyllou, Christos Basdekis, Theoktisti Marinopoulou, Panagiotis Lepentsiotis, Elefterios Blitsis, Aggeliki Zacharaki, Nearchos Stylianidis, Leonidas Katelaris, Lamberto Salvan, Aris S. Lalos, Christos Laoudias, Antonios	AviSense.AI, UCY, CERTH, ALKE	https://doi.org/10.48550/arXiv.2508.17969

No.	Title	Corresponding event/conference/scientific journal	Authors	Partner(s) involved	DOI
			Lalas, Konstantinos Votis		
7	3D Spiking Convolutional Networks for Robust Human Activity Recognition in AV Cabins	Proceedings IEEE International Conference Imaging Systems and Techniques (IST)	D. Manolakis, A. Lalas, K. M. Oikonomou, A. Gasteratos, and K. Votis	CERTH	DOI pending

4.5.　Liaison with relevant EU initiatives

The consortium will seek liaison with the most relevant EU communities involving potentially interested stakeholders, including the relevant smart manufacturing, logistics, data spaces and data modelling & digital twins communities, such as EFFRA, EIT Digital, IDSA, GAIA-X, Data Space Support Center (DSSC), Digital Factory Alliance(DFA) & Data Space 4.0, EU Team Dataspaces, EU Open Data Portal, AIOTI, AI4Europe, FIWARE, NESSI, BDVA.

4.6.　Collaboration with relevant projects

The consortium will seek liaison and collaboration with relevant initiatives and other Horizon Europe and Horizon H2020 projects (e.g. ULTIMO, SHOW, nIoVe, AVENUE, OPEVA, Trustonomy) and other Horizon Europe (HE) projects to complement project activities with synergies and disseminate results to a specialised audience. Priority will be given to the other projects funded under CL5-2023-D6-01-01.

All the national and international research and innovation activities that are linked to AutoTRUST are presented in the following table. The synergies established so far (as of M18) are identified in the last column.

In addition to these collaborations, further liaison with related CCAM, AI and cybersecurity initiatives is planned throughout the project's duration, within the framework of WP6 – Dissemination, Exploitation and Standardisation. These activities aim to ensure alignment with ongoing EU research actions under the CCAM Partnership, promoting data interoperability, standardisation, and shared progress on trustworthy and inclusive automated mobility. The collaborating entities and the general context of these liaisons are being defined through continuous interaction with CCAM Association, EUCAD, and relevant Horizon Europe projects. The specific collaboration mechanisms and, where applicable, bilateral or multilateral agreements will be formalised during the upcoming reporting period under the coordination of AviSense.AI and CERTH, in the context of Task 6.4 – Standardisation and Concertation Activities.

Table 6: Key research and innovation activities linked to AutoTRUST & so far synergies.

Project relevant to AutoTRUST	Key item(s) that are relevant and will be brought in AutoTRUST	How AutoTRUST will build on that cooperation	Relevant WP(s)	Through which common Partner(s)	So far synergies (as of M18)
ULTIMO (HORIZON-CL5-2022-D6-02-04) https://www.ultimo-project.eu	• Shared mobility pilots on large-scale CCAM deployment. • Data exchange and operational validation frameworks. • AI-based passenger management and service orchestration. • Real-life pilot data from fully automated urban fleets.	AutoTRUST will provide relevant **AI, perception, and personalization modules** to be tested in ULTIMO pilots, and will in turn **leverage datasets and validation results** from ULTIMO for improving its algorithms for user trust and inclusiveness.	WP3, WP4, WP5	CERTH, TPG, UNIGE, SIEMENS	• Bilateral technical alignment between AutoTRUST and ULTIMO pilot leaders. • Agreement on potential data and technology exchange for mutual validation. • Common participation in EUCAD 2025 Cybersecurity session.
NATWORK (HORIZON-CL4-2023-DATA-01) https://natwork-project.eu	• Network security and resilience mechanisms for distributed automotive systems.	AutoTRUST will **integrate NATWORK's network security expertise and tools** into its architecture for safe data exchange and	WP3, WP5	CERTH	• Technical exchange meetings on RIS methodology and security-by-

Project relevant to AutoTRUST	Key item(s) that are relevant and will be brought in AutoTRUST	How AutoTRUST will build on that cooperation	Relevant WP(s)	Through which common Partner(s)	So far synergies (as of M18)
	• Risk Identification Systems (RIS) and intrusion detection frameworks. • Expertise in trustworthy communication architectures.	multimodal fusion, while contributing **use cases for in-vehicle and V2X cybersecurity validation.**			design principles. • Planned integration of NATWORK tools for risk and network monitoring in WP3 security layer.
EUCAD 2025 – Cybersecurity Workshop *(with ULTIMO, CHORUS, SELFY, AI4CCAM, CONNECT, CITCOM, DistriMuSe)* https://www.connectedautomateddriving.eu/eucad/eucad2025/programme/	• Cross-project exchange on cybersecurity and resilience frameworks for CCAM. • Topics: sensor fusion, distributed trust, TARA (UNECE R155 / ISO 21434), and AI-driven risk assessment • Alignment of trust-based and explainable AI methods across projects.	AutoTRUST contributes **insights on distributed AI perception, cooperative situational awareness, and trust-based frameworks**, joining forces with ULTIMO, CHORUS, SELFY, AI4CCAM, CONNECT, CITCOM, and DistriMuSe.	WP2, WP3, WP6	UNIGE, CERTH	• Participation of AutoTRUST experts in EUCAD cybersecurity panel (April 2025). • Joint discussion on AI-driven risk and resilience mechanisms. • Identification of research gaps and future collaboration on

Project relevant to AutoTRUST	Key item(s) that are relevant and will be brought in AutoTRUST	How AutoTRUST will build on that cooperation	Relevant WP(s)	Through which common Partner(s)	So far synergies (as of M18)
					trust frameworks.
FAME (CCAM CSA – Data Sharing & Interoperability) https://www.ccam.eu/events/fame-3rd-stakeholder-workshop/	• Data governance, standardisation and interoperability frameworks for CCAM. • CCAM Data Space and FAIR data principles. • Stakeholder workshops on data reusability and ethical sharing.	AutoTRUST contributes **feedback on multimodal in-cabin and environmental data handling**, aligning its Data Management and Ethics strategy with FAME's guidelines. FAME outputs will be used to refine **WP3–WP5 data pipelines and metadata standards.**	WP2, WP3, WP6	CERTH, UCY	• Presentation of AutoTRUST at the FAME 3rd Stakeholder Workshop (Oct 2024). • Exchange of best practices on ethical and FAIR data reuse. • Alignment with CCAM Data Space interoperability framework.

5. Dissemination planning

AutoTRUST will apply an impact-driven Dissemination, Exploitation and Communication (D&E&C) strategy consisting of three major phases with a view to reach, engage and synergise key target groups and stakeholders, maximizing the potential short-term outcomes and long-term impacts of the project and the wide scale roll-out of Key Exploitable Results (KERs).

5.1. Phase I – Raise awareness/interest among key stakeholder (Year 1)

During this phase, AutoTRUST will establish a common project identity, raising awareness and interest regarding the project's expected results e.g., by promoting the project's website and distributing tailored D&C material. Moreover, it will involve relevant stakeholders in the co-creation of AutoTRUST solutions, also helping in raising the awareness and interest in project activities and outcomes.

5.2. Phase II – Enhance acceptance of KERs (Year 2 – Year 3):

During this phase, AutoTRUST will focus on disseminating its KERs with a view to clearly demonstrate the benefits of the novel solutions through demonstrations and presentations, supporting future exploitation of results. Key activities to be conducted during Phase II include publications about project results, presentations and demonstrations at conferences, events, workshops and participatory activities (e.g., clustering, networking) to promote knowledge exchange.

5.3. Phase III – Foster uptake and replication of KERs (Year 3 and beyond):

During this phase, AutoTRUST will focus on promoting the final KERs and Business Models (BMs) development, creating the preconditions for stimulating broader scalability/replication of project outcomes and engagement of new end-users and wider audiences. The end-goal of Phase III is to facilitate the market uptake of its KERs and ensure that project's results will continue to be disseminated after project's end.

5.4. Detailed planning

5.4.1. Internal communications

Table 7 details strategies and tools to ensure effective, timely, and transparent communication among project team members and stakeholders within the organisation.

Table 7: Internal Communications

Tool	Description/Contents	Timing	Responsible partner
Internal project documents	Meeting minutes, reports, budget tables, guidance, activity outlines, conference documentation	Continuous throughout the project life and beyond	Leading partner
Communication & Dissemination Plan	Aims, targets, messages, tools, indicators	End of M3 (July 2024)	UNIGE, CERTH
Conference documentation and minutes	Summarised information and links to presentations, discussions, outcomes	Published 2 weeks after each partner meeting or conference	Leading partner in collaboration with the hosting entity
Internal section of the AutoTRUST via Microsoft Teams	Repository for internal project documents	Continuously throughout the project	CERTH
Logo	Different variations (colour, full, acronym)	End of M4 (August 2024)	ALKE
Press kit	Kick-off press release including project summary, aims, objectives, logo, AutoTRUST publicity material	End of M4 (August 2024)	CERTH
Templates	Word and PowerPoint templates to be used for internal and external correspondence, documents and presentations	End of M3 (July 2024)	CERTH

Tool	Description/Contents	Timing	Responsible partner
Poster	Project poster to be displayed in partner's premises	End of M4 (August 2024)	UNIGE

5.4.2. External communications

Table 8 outlines approaches and channels to effectively communicate project progress, goals, and outcomes to external stakeholders and the broader community.

Table 8: External Communications

Tool	Description/Contents	Timing	Target group	Responsible partner
Website	Project details, objectives, pilots, partners, news etc	End of M3 (July 2024)	All	UNIGE
Social Media	Social media accounts created, and project updates posted	Continuously throughout the project	All	UNIGE with all partners' support
Newsletters	Targeted newsletters produced to disseminate project news	Throughout the project with regular intervals	TG#1, TG#2, TG#3, TG#4, TG#6, TG#8	UNIGE, and CERTH with all partners' support
Publications	Scientific results and implementation advancements	Continuously throughout the project	TG#4, TG#6, TG#7	All partners
Videos	Promotional tool to advertise the scope and objective of the project and describe project results	On a regular basis throughout the project	All	UNIGE with all partners' support
Blogs	Relevant development within the project in link	On a regular basis throughout the	All	All partners

Tool	Description/Contents	Timing	Target group	Responsible partner
	with entity's internal expertise	project, as per calendar schedule in Table 1.		

5.5.   Participation and planned participation in events

Table 9 describes the opportunities for engaging in relevant events to promote the project and foster collaboration with external stakeholders. It describes the events already participated (up tp M18 -31 October 2025), and the planned activities for the next months. The table will be further elaborated in the consecutive versions of this deliverable.

Table 9: Participation in events and planned activities

Date	Location	Event name	Contribution	Target group	Responsible partner
25 September 2024	Berlin, Germany	InnoTrans	Networking	Industry/commercial	SIEMENS
09 November 2024	Lecce, Italy	AS³ - Automotive Software Summer School	Lecture	Scientific community	UNIGE
11 June 2024	Zurich, Switzerland	ETHz guest lecture	Lecture	Scientific community	UNIGE
27-31 January 2025	Champéry, Switzerland	CUSO Winter School	Presentation/speaker/panel	Scientific community	UNIGE
13-15 March 2025	Lausanne, Switzerland	Insomnihack - Swiss CyberSecurity Conference	Presentation/speaker/panel	Scientific community	UNIGE
24 March 2025	Brussels, Belgium	FAME (CCAM CSA – Data Sharing &	Dissemination & Networking	Scientific community & stakeholders	CERTH

Date	Location	Event name	Contribution	Target group	Responsible partner
		Interoperability) Data workshop			
10 April 2025	Nicosia, Cyprus	Focus Group for Target Group 1 - Disabled passengers	Presentation/speaker/panel	Public/passengers/customers	UCY, NPT
13-15 May 2025	Ispra, Italy	EUCAD 2025	Booth/promo/demo activities Dissemination & Networking	Other (please specify)	CERTH, ALKE, AviSense.AI, UCY, UNIGE
13-15 May 2025	Ispra, Italy	EUCAD 2025	Presentation/speaker/panel	Other (please specify)	UNIGE
02 June 2025	Genève, Switzerland	Swiss Cybersecurity - Smart Cities Security	Presentation/speaker/panel	Industry/commercial	UNIGE
12-13 June 2025	Lausanne, Switzerland	SuRI2025 – the Summer Research Institute on Security, Systems, and Formal Methods	Presentation/speaker/panel	Scientific community	UNIGE
10 July 2025	Holon Premises (Paderborn Germany)	Visit vehicle manufacturer HOLON	Networking	Public/passengers/customers	SIEMENS
26 September 2025	Nicosia, Cyprus	European Researcher Night2025	Networking	Other (please specify),	UCY, NPT
16 October 2025	Nicosia, Cyprus	2025 IEEE ITSS R8 Chapters Meeting	Networking	Scientific community	UCY
10-12 February 2026	Brussels, Belgium	Conference on Results from Road	Presentation/speaker/panel	Scientific community & stakeholders	CERTH

Date	Location	Event name	Contribution	Target group	Responsible partner
		Transport (RTR)	Dissemination & Networking		
18-21 May 2026	Budapest, Hungary	Transport Research Arena (TRA)	Booth/promo/demo activities Dissemination & Networking	Scientific community & stakeholders	CERTH

6. Communication and dissemination monitoring and evaluation

Monitoring of dissemination and communication activities is a continuous process in AutoTRUST, with formative and summative evaluation by month 18 of the project and at the end of the project, the final Communication and Dissemination report, will summarise the overall impact of the activities carried out over the project life course.

6.1. Methodology

To ensure that there is a record of all dissemination actions undertaken during the project, a dissemination MS Excel tracker has been created to list all dissemination and communication activities. The purpose of this tracker is to list all events AutoTRUST partners are involved in, as well as press releases, media articles, blogs, highlighting or mentioning AutoTRUST. Furthermore, a template for announcing any communication and dissemination event was created to ensure homologised format on the reporting of communication and dissemination events participation.

6.2. Communication and dissemination KPIs

Table 10 provides an overview of the defined KPIs and the actions to successfully achieve each KPI.

Table 10: KPI Actions

KPI	Action
Website visits (3500+ visits)	Project updates, news, public deliverables, linking from socials platforms
Social Media posts (300+)	Post updates and progress, foster collaboration with other projects. Actively engage with stakeholders and wider population.
Social Media followers (800+)	Actively promote the available channels through other media (e.g. posters).
Brochures (6+)	Aggregate updates and progress, formalise coherent story for publication.
Videos (5+)	Create a script for the video execution aligned with the current phase of the project.
Blog posts (32+)	Per month a consortium partner provides an insight of their activities/interests within the project.

KPI	Action
Press releases (12+)	Per partner outreach to the press. (Launch, ongoing progress/milestones, and/or final outcomes)
Posters, banners (2+)	Design and provide the graphical outlook of the project and physical prints for use in events.
Scientific publications (15+)	Outreach scientific community through collaborative and individual publications in recognised journals and conferences.
Book	An opportunity for publishing a book at the end of the project (also involving other sister projects) will be explored.
Project collaboration >4	Collaboration with relevant EU and other relevant projects through creating of joint workshops and webinars, inclusion of the partnership mentioning on corresponding projects' website and social media.
1 meeting per year and 1 joint activity	Organise plenary meetings and workshops.

7. Individual dissemination plans

The dissemination and communication plan was defined and thoroughly described in the previous parts of the document. However, involvement of all partners is essential for AutoTRUST project to achieve high visibility and build awareness. Each consortium partner will be responsible for contributing different activities related to dissemination and communication of the project. In the following sub-sections, the individual input per partner is explained further.

7.1. CERTH

CERTH, a leading European Research Institute in the ICT field, will leverage its expertise to enhance the dissemination strategy for the AutoTRUST project. This strategy will employ a multi-faceted approach, targeting key sectors such as academia, research, and industry, to maximise the impact and visibility of the project's advancements and results. The main stakeholder groups include academia, with researchers and institutions focused on automated vehicles, intelligent transport systems, and urban mobility; industry, particularly companies and organisations in transport and smart city technologies; the public sector, encompassing government agencies, municipalities, and urban planners; and finally the general public, as users and potential adopters of automated vehicle technologies and public transportation solutions.

To achieve this, CERTH will focus on presenting AutoTRUST project results at major European and international conferences, thereby reaching a wide audience of researchers, industry professionals, and policy-makers. These conferences include the European Transport Conference, the European Conference on Connected and Automated Driving (EUCAD), the Conference on Results from Road Transport (RTR), the Transport Research Arena (TRA), the European Conference on Antennas and Propagation (EuCAP), and the Mediterranean Conference on Control and Automation (MED). In addition, CERTH aims to engage in significant European and international events that offer excellent opportunities for networking and broad dissemination of project results. Such events include IAA Transportation, InnoTrans, the European Mobility Expo, the International Mobility Summit, the Tomorrow. Mobility World Congress, the Global Mobility Call, the ADAS & Autonomous Vehicle Technology Expo, the ITS European Congress, and the UITP Summit.

Publishing the project's findings in high-impact scientific journals will further ensure wide dissemination and recognition within academic and professional communities. Target journals include IEEE Access, IEEE Communications Magazine, IEEE Transactions on Antennas and Propagation, IEEE Systems, the Journal of Urban Mobility, the European Transport Research

Review, the EURASIP Journal on Audio, Speech, and Music Processing, and Transportation Research Procedia. Alongside these efforts, CERTH will organise and participate in various events that promote the project's objectives. These will include dedicated workshops designed to engage researchers and industry professionals in discussions about AutoTRUST solutions and innovations, special sessions within larger conferences highlighting project-related topics, and community outreach activities that disseminate AutoTRUST's outcomes to local and diverse communities, thereby fostering broader public understanding.

Another major element of the dissemination strategy is collaboration with significant European and international organisations in the fields of connected, cooperative and automated mobility (CCAM) and automated vehicle technologies. CERTH will work closely with the CCAM Partnership to strengthen collaboration on automated mobility solutions and synergies between projects and stakeholders, with ERTICO – ITS Europe to support the development and deployment of intelligent transport systems and services, with the European Association of Automotive Suppliers (CLEPA) to advocate for the automotive supply industry, with the International Transport Forum (ITF) on global transport policy and economic research, and with the European Automobile Manufacturers Association (ACEA) to advocate for the European automobile industry. In addition, CERTH will engage with key organisations for the development and promotion of standards in automated and connected mobility, such as the International Organization for Standardization (ISO), the British Standards Institution (BSI), the European Committee for Electrotechnical Standardization (CENELEC), the European Telecommunications Standards Institute (ETSI), the Institute of Electrical and Electronics Engineers (IEEE), the International Telecommunications Union (ITU), the Automated Vehicle Safety Consortium (AVSC), the Society of Automotive Engineers (SAE), and the Association for Standardization of Automation and Measuring Systems (ASAM).

Finally, CERTH will actively use social media platforms, including LinkedIn, X, and YouTube, together with the project website, to enhance visibility and engagement. This will involve posting consistent updates on social media to share dissemination activities, upcoming events, and project milestones, as well as regularly updating the project website with progress reports, detailed case studies, and insights from industry experts.

7.2.   AviSense.AI

 AviSense.AI's dissemination and communication activities within the AutoTRUST project are designed to increase visibility of its role and innovations, strengthen its positioning as a leading SME in XR-enhanced cooperative perception and trustworthy driver assistance, and

communicate project results to relevant stakeholders while supporting the consortium's overarching mission of building human-centered and trustworthy automated mobility solutions.

The company will target a diverse set of audiences. The primary focus will be on automotive OEMs and Tier-1 suppliers as potential adopters of cooperative XR technologies, mobility ecosystems including CCAM associations and ITS networks, the research and innovation community working on AI, XR and cooperative perception, and policy and regulatory bodies shaping the future of road safety and AI governance. A secondary focus will include wider public and citizen communities concerned with automation trust, media and professional outlets in technology and mobility, as well as investors and funding agencies.

Communication will revolve around a set of key messages. AviSense.AI will emphasize how AutoTRUST enables trustworthy automation by introducing interfaces that enhance driver trust and situational awareness. Its leadership in ergonomic analysis and interior adaptation will also be presented as a crucial element for aligning safety, comfort, and inclusiveness in future vehicle design. In parallel, AviSense.AI will communicate its role as a pioneering deep-tech SME contributing cutting-edge technologies to Europe's CCAM.

To reach these audiences, AviSense.AI will use a combination of its own corporate channels, project-level channels, and external outreach. On its website, a dedicated AutoTRUST section will be created to showcase project activities, news, and results. Updates will also be regularly posted through social media such as LinkedIn and X/Twitter, complemented by short videos on YouTube and mentions in AviSense.AI's quarterly newsletter. These will be amplified by contributions to the project's central communication activities, including its website, newsletters, and press releases. Externally, AviSense.AI will maximize visibility by participating in international events such as Tomorrow.Mobility and ITS Europe, contributing to scientific conferences and publications, and engaging in policy-oriented forums linked to the AI Act and road safety initiatives.

Dissemination activities will follow a timeline aligned with project milestones. The early phase focuses on kick-off announcements and raising awareness about AviSense.AI's role. Mid-term communications will highlight the results of AviSense.AI, complemented by visual content such as blog posts and infographics. As the project progresses, AviSense.AI will release demonstration videos showcasing XR overlays and exterior analysis results, while also participating in major exhibitions to present outcomes to industry and policy audiences. In the final phase, emphasis will be given to joint dissemination of project results, including whitepapers and exploitation roadmaps that place AviSense.AI's contributions in a wider innovation and market context.

Impact will be measured through a set of key performance indicators. These include the number of posts and impressions generated on AviSense.AI's channels, growth in online community engagement, participation in external events, (co)-authored scientific publications, and coverage in media or mobility newsletters.

7.3. SIEMENS

The Siemens Accessibility Competence Center advises the various Siemens divisions and their customers on the subject of accessibility. To this end, it is important that we are in constant dialogue with people and their organizations who represent different types of disabilities.

In Germany, older or disabled people have major reservations and concerns about the use of autonomous shuttles, even though they could benefit from expanded mobility services.

In lectures and workshops, we try to explain the use of AVs on the one hand and to identify and collect the needs of the different user groups on the other.

We successfully feed the identified user accessibility needs into European and German standardization work on accessibility (see deliverable D6.5 Annex A.2 for details).

On the subject of accessibility, we are in contact with various German and European projects for the introduction of AVs as well as network operators. These include, for example, the manufacturer Holon, the Bitkom working group "intelligent mobility", and various German ministries.

7.4. ALKE

ALKE's dissemination plan is based on the expertise of this company, which has been in business for almost 30 years and has had a range dedicated to electric mobility for over 25 years. Recently, it has also set up a division that is developing autonomous driving solutions for future commercial purposes. ALKE will work to share the results obtained thanks to AutoTRUST with those primarily in its sector. Certain features developed and tested in this project will be studied for future industrialisation and shared with key customers with whom it has been collaborating for years.

ALKE has a wide range of channels through which to promote these results, starting with its website and social media accounts, which are followed by thousands of operators, including customers and end users of ALKE vehicles, public institutions, European and non-European multinational companies, and operators in the service, tourism and commercial sectors. An important element for ALKE will be both promotion and seeking feedback on what has been achieved in AutoTRUST in order to refine solutions developed based on new requirements from

the field with real case studies. ALKE will also collaborate synergistically with other partners in the project to make the entire consortium's communication more effective.

In terms of the timeline, the bulk of ALKE's dissemination activity is expected to take place in the latter part of the project, as soon as the various solutions have been prototyped and integrated on board the demonstrator provided by ALKE. This is because ALKE users are accustomed to seeing integrated solutions so that they can test them in real life. Videos will be developed and shared to showcase the results obtained in a dynamic way.

7.5.   UIA

Universitetet i Agder (UIA) will actively contribute to the dissemination and communication activities of AutoTRUST by leveraging its expertise in social sciences, human factors, and interventionist research approaches. UIA will support the development and implementation of the dissemination and communication strategy, ensuring that project outcomes are effectively communicated to academic, industrial, and societal audiences. UIA will exploit its SSH expertise to reach communities concerned with ethical, societal, and human-centred aspects of autonomous transport, broadening the project's visibility beyond core technical domains. By bridging technical and societal dissemination channels, UIA will ensure that AutoTRUST's findings gain attention among both scientific peers and wider stakeholder groups, thereby reinforcing the project's impact. UIA will draw on its strong scientific reputation and active participation in international research networks to disseminate. UIA has already organized several workshops and plans to conduct more, providing interactive platforms to engage stakeholders and gather feedback.

7.6.   UCY

Reference Period: 01 August 2024 – 31 October 2025

Building upon the communication and dissemination strategy described in D6.1 – Communication and Dissemination Plan v.1, UCY has continued its active dissemination efforts to promote the visibility and impact of AutoTRUST.

Following the structure and objectives of its individual dissemination plan, UCY has undertaken a range of activities targeting scientific, industrial, and public audiences through events, publications, digital channels, and stakeholder engagement.

Events and Public Engagement
During the reporting period, UCY actively represented AutoTRUST in multiple events of European and national relevance, contributing to the visibility of the project's research and pilot activities.

- **Focus Group for Target Group 1 (Pilot 2 – Adaptive Bus Public Services):** In collaboration with project partner NPT, UCY organized a focus group engaging disabled passengers, including individuals with mobility, visual, hearing, and rheumatic impairments. The session aimed to gather insights into the challenges faced by disabled passengers using public transport in Nicosia, providing valuable input for the design and testing of Pilot 2 activities.

- **EUCAD 2025 (5th European Conference on Connected and Automated Driving):** UCY participated in EUCAD 2025, held at the Joint Research Centre (JRC), Ispra, Italy (13–15 May 2025). There we presented our work through a live demo on automated in-vehicle environmental monitoring, developed within AutoTRUST. Our demo presentation highlighted the role of environmental sensing in enhancing trust, safety, and comfort in autonomous transport systems.

- **European Researchers' Night 2025 (Nicosia, Cyprus):** UCY and NPT jointly participated in the European Researchers' Night 2025, where AutoTRUST was showcased through an interactive kiosk. Visitors were introduced to the project's objectives and had the opportunity to explore a live demonstration of the in-vehicle environmental and air quality monitoring system installed in NPT's buses.

- **2025 IEEE ITSS R8 Chapters Meeting (Nicosia, Cyprus):** UCY featured AutoTRUST during the IEEE Intelligent Transportation Systems Society Region 8 Chapters Meeting 2025, an event promoting collaboration among universities, research institutes, industry, and authorities in the ITS domain. AutoTRUST's objectives and pilot activities were disseminated to a technical audience and ITS community members.

Scientific and Technical Publications

UCY contributed to scientific dissemination through peer-reviewed publications and ongoing research work aligned with AutoTRUST objectives.

- **Accepted Paper (2025 IEEE International Smart Cities Conference):** Title: "A Holistic Perception System of Internal and External Monitoring for Ground Autonomous Vehicles: The AutoTRUST Paradigm." This joint paper (AviSense.AI, UCY, CERTH, ALKE) presents research results on in-vehicle air quality and thermal condition monitoring, forming part of UCY's contribution to AutoTRUST's pilot evaluation activities.

- **Work in Progress:** UCY is preparing a paper on a dynamic environmental comfort-based seat selection framework for public transport vehicles, aiming for submission to the IEEE International Conference on Intelligent Transportation Systems (ITSC) 2026.

Social Media and Online Communication

UCY disseminated AutoTRUST updates and achievements through its official KIOS CoE social media accounts (LinkedIn, Facebook, and X). These channels are broad and are used to engage the academic community, industry stakeholders, and the public.

Representative posts:
- Facebook – 13/05/2025
- X – 14/05/2025
- X – 19/05/2025
- LinkedIn – 19/05/2025

Blog Contributions

As part of the AutoTRUST project's online outreach, UCY prepared a dedicated blog post published on the official project website:

- "Enhancing Passenger Well-being Through In-Vehicle Environment Monitoring – KIOS at EUCAD 2025." The post summarizes UCY's contributions to environmental monitoring technologies and their role in improving safety and passenger well-being in autonomous mobility.

UCY Summary of Individual Dissemination Plan Activities During Reporting Period

Overall, UCY has actively implemented its individual dissemination plan, as outlined in **D6.1**, achieving significant visibility of AutoTRUST across scientific, industrial, and public domains.

The activities carried out between **01 August 2024, and 31 October 2025** have strengthened stakeholder engagement, increased awareness of the project's innovative outcomes, and reinforced UCY's role in advancing smart, inclusive, and trustworthy mobility solutions.

UCY Individual Dissemination Plans

The structure of the UCY individual dissemination plan encompasses the use of diverse communication channels, from academic publications and conferences to social media and press releases, ensuring that the project outcomes will be disseminated effectively to different stakeholders. The UCY individual dissemination plan includes:

- Publication of high-quality scientific journal papers and participation in conferences, to disseminate the project outcomes on computer vision for passengers' behaviour detection and monitoring in-vehicle environmental quality (thermal comfort and air quality). Examples of possible journals are Elsevier's Environmental Research, Springer's Journal of Reliable Intelligent Environments, and Elsevier's Science of the Total Environment.

- Dissemination of the project outcomes and activities through the KIOS Center of Excellence (KIOS CoE) website and newsletter. The project is already posted on the KIOS CoE website.
- Featuring project related events and project outcomes by posting on KIOS CoE social media accounts (e.g. LinkedIn, Facebook, X). Dissemination and communication of the project to different stakeholders and academic audience through KIOS CoE social media accounts will be very important as KIOS CoE has over 3.1K followers on Facebook, over 7K followers on LinkedIn, and over 1.1K followers on X platform.
- Dissemination of project results to relevant stakeholders through the KIOS Innovation Hub (e.g., Ministry of Transport).
- Dissemination to local stakeholders through the IEEE ITSS branch that KIOS CoE is leading, leveraging various events, similar to those in the past such as the 2023 IEEE ITSS Cyprus Chapter Workshop, that will be organised during the lifetime of the project.

7.7.   Waveye GmbH

Waveye GmbH's individual dissemination plan is focused on effectively communicating the innovative aspects and benefits of Waveye GmbH's technologies developed in AutoTRUST to relevant stakeholders, including industry professionals, potential customers, and investors. The goal is to build awareness, foster collaborations, and drive the technology adoption.

Specific Dissemination Activities:

- **Publications and Conferences:**
    - Publication of research papers and giving invited talks at leading conferences such as IEEE ICASSP.
- **Industry Workshops:**
    - Co-Organization of workshops and webinars to demonstrate Waveye GmbH's technology and its applications.
    - Collaboration with academic institutions to conduct joint webinars and knowledge-sharing sessions.
- **Strategic Partnerships:**
    - Engagement in strategic partnerships with automotive OEMs and technology providers to validate and integrate Waveye GmbH's solutions.
    - Active participation in collaborative projects and research initiatives to drive innovation and practical applications.
- **Online Presence and Social Media:**

- o Maintaining an active online presence on social media platforms (LinkedIn, Twitter) to share updates, success stories, and insights into Waveye GmbH's advancements.
- o Regularly updating Waveye GmbH's website with blogs, news articles.
- **Trade Fairs and Exhibitions:**
  - o On-site presence at exhibitions and trade shows such as CES, Embedded Vision Summit, Automate, etc.
  - o Setting up demonstration booths and distributing promotional materials to engage with industry professionals and potential customers directly.

7.8.   NPT

NPT's individual dissemination plan outlines communication, engagement, and outreach activities, some of which have already been implemented, while others are scheduled as part of future efforts to promote public awareness and engagement with the project:

Public Outreach

- **Bus Wrap Campaign**: Large-scale, eye-catching advertisements will be displayed on buses operating across multiple routes in Nicosia, promoting both the AutoTRUST project and Pilot 2 - Adaptive Bus Public Services in Nicosia. The campaign will run concurrently with the pilot's implementation, ensuring real-time visibility. This initiative is intended to generate high public exposure by reaching a broad and diverse audience at street level, increasing awareness of the project among everyday commuters and passersby.
- **Central Video Advertisement:** A video advertisement will be displayed on the prominent 75-inch digital screen located in Solomos Square, Nicosia's busiest transport hub, reaching thousands of daily visitors and commuters. This campaign will run concurrently with the live Pilot 2, maximising real-time visibility and engagement with the project and Nicosia's pilot.
- **Vending Machine Screens:** A video advertisement will be displayed on vending machine screens installed at strategic locations in central Nicosia and Larnaca, including the airport. This placement ensures consistent visibility to both travellers and local residents, reaching diverse audiences in high-traffic areas throughout the pilot period.
- **WIFI Network Promotion:** A video campaign and direct links to the project will be embedded within the WI-FI network on NPT's buses and depot, frequently accessed by bus passengers, who generate terabytes of data usage daily. This approach leverages high connectivity to maximise reach and encourage interactive engagement with the AutoTRUST project and Pilot 2 in Nicosia.

- **Bus Station Posters:** Informative posters will be prominently displayed at key bus stations, providing essential details about the project alongside a QR code that directs users to the project webpage. This ensures easy access to additional information and encourages deeper engagement among commuters and passersby.

Digital Dissemination

- **Website Feature:** A dedicated section on the CPT group's website provides a concise overview of the project, along with direct links to the full project page. This section serves as a cross-channel promotion and facilitates deeper engagement with the project content.

- **Blog Contribution:** Blog contributions will be published on the project's official website, offering insights into key milestones, stakeholder perspectives and lessons learned. These posts aim to humanise the project, keep audiences informed, and support ongoing engagement with both technical and non-technical readers.

- **Social Media Outreach:** Regular posts and updates about the project will be shared through the CPT group's official Facebook, LinkedIn, and Instagram accounts to enhance online visibility and boost engagement. This ongoing digital presence aims to reach diverse audiences and keep stakeholders informed.

Stakeholder Communication

- **Employee Newsletter:** Project updates have been and will continue to be featured in Cyprus Public Transport (CPT)'s staff newsletter, "PameNews", distributed in both print and digital formats in English and Greek to over 600 employees across the CPT group. The June 2025 issue included an article with photos covering the Focus Group meeting for the Nicosia Pilot (Pilot 2), which engaged disabled passengers, including individuals with mobility, visual, hearing, and rheumatic impairments. This ongoing communication fosters internal awareness and inclusivity regarding project activities.

- **Press Release Distribution:** Official press releases will be distributed to CPT group's network of media contacts, ensuring coverage by major national news outlets. This activity aims to amplify the project's visibility, increase public awareness, and highlight key milestones to a broad audience through trusted media channels.

Events

- **Workshop with Targeted Stakeholders:** Focus Group for Target Group 1 (Pilot 2 – Adaptive Bus Public Services): In coordination with the technical partner supporting Pilot 2, UCY conducted a focus group that brought together disabled participants, representing a range of mobility, visual, hearing, and rheumatic conditions. The session aimed to better

understand the obstacles these individuals encounter on public transport in Nicosia. Their feedback is being used to guide the development and assessment of Pilot 2 activities. The Focus Group meeting served as a communication activity for the end-users of the pilot service, highlighting the project's approach to community engagement and information sharing with both internal and external audiences.

- **European Researcher's Night 2025**: The AutoTRUST project was presented at NPT's booth in collaboration with UCY during the Researcher's Night on 26/09/2025, held at the Cyprus State Fair in Nicosia. Students and members of the public were offered an overview of the adaptive public transport services provided by AutoTRUST, with particular emphasis on passenger safety, protection, well-being, and health. Interactive demonstrations led by representatives from NPT and UCY showcased the environmental and air quality monitoring system scheduled for installation in NPT's pilot fleet. Banner and video displays enabled attendees to gain practical experience and a deeper understanding of the project's objectives and forthcoming developments.

7.9. CARITAS

Cáritas Coimbra will actively contribute to dissemination and communication activities through a range of initiatives. Its primary objective is to enhance the visibility and outreach of the project by integrating end users into the process through co-creation sessions, participatory methodologies, awareness campaigns, and the development of tailored communication materials.

In close collaboration with Task 1.4 and Work Package 2, Cáritas Coimbra has already planned several sessions focusing on co-creative and qualitative assessments involving older adults, care providers, and other relevant stakeholders. Within the framework of the AutoTRUST project, a set of dissemination materials is being developed, including activity books designed to address public transportation and technological advancements in an engaging and playful way. These educational and recreational materials (such as colouring pages, word searches, and similar exercises) are designed to engage users in a creative and accessible way, supporting daily care routines in day care centres and nursing homes.

Cáritas Coimbra maintains an established network of social media channels, which will be used to share and amplify project outputs, repost dissemination materials, and highlight local engagement activities.

Moreover, dissemination and communication efforts will extend to the ethical dimensions of the project. Cáritas Coimbra will promote the ethical framework and methodology for the responsible development of new technologies through dedicated sessions, fairs, and

conferences. A comprehensive ethics manual, to be published at the conclusion of the project, is currently being designed.

Finally, Cáritas Coimbra plans to disseminate project outcomes in social and community-oriented environments, including local NGO fairs, networking events, and collaborations with other EU-funded initiatives, fostering synergies and long-term impact.

7.10.   UNIGE

The University of Geneva (UNIGE), through its Information Security (I-Sec) laboratory, will exploit the results of AutoTRUST by advancing its long-standing research trajectory in cybersecurity, privacy-preserving AI, and socio-technical risk analysis. Building on prior experience in EU-funded projects such as AVENUE, nIoVe and ULTIMO, UNIGE will capitalise on AutoTRUST to deepen its methodological expertise in federated learning, secure data aggregation, and explainable AI, with a strong focus on safeguarding user rights and trust in connected and automated mobility. The tools, frameworks, and conceptual models developed in the project will directly feed into the lab's academic outputs, leading to high-impact publications in the domains of intelligent transport systems, AI security, and human-centred computing. These outcomes will not only reinforce UNIGE's scientific excellence but also strengthen its positioning as a European hub for user-centric cybersecurity research.

Exploitation at UNIGE will also be oriented towards education, capacity-building, and knowledge transfer. Further, UNIGE will expand its established collaborations with local and international stakeholders, including public transport operators such as TPG (also partner in the project), regulators, and civic organisations (such as the Swiss Association for Autonomous Mobility, SAAM), to promote the adoption of privacy-preserving, trustworthy, and inclusive digital mobility services. By actively engaging in standardisation and policy dialogues, the university will contribute to shaping emerging European and international norms around secure, transparent, and inclusive AI.

Within AutoTRUST, UNIGE will primarily exploit KERs linked to its core expertise in information security and socio-technical analysis. The university will lead the exploitation of the secured and privacy-preserving AI/ML framework, which integrates homomorphic encryption, differential privacy, and federated learning to enable trustworthy model training and inference in mobility contexts. This constitutes a significant exploitable asset, as it directly addresses regulatory compliance (GDPR) while safeguarding sensitive multimodal mobility data. In parallel, UNIGE will build upon its leadership in risk perception and quality-of-life modelling, developing tools that translate human factors into machine-readable profiles for adaptive, inclusive vehicle services. These models, enriched by participatory social science methodologies, will provide added value

to transport operators, policymakers, and industry stakeholders who seek to enhance user trust and inclusiveness in automated mobility. Both KERs will be disseminated through academic publications, integrated into educational programmes and events, and prepared for wider uptake in standards discussions, future projects and collaborative innovation ecosystems, ensuring their long-term sustainability and impact.

7.11. TPG

The Public Transport Operator of Geneva (TPG) is acting as the end-user representative, bringing its extensive field experience to the project through concrete use cases.

TPG's in-depth knowledge of local regulations, operational requirements and practical constraints makes it a particularly valuable pilot site. This enables TPG to observe and communicate developments and progress directly from the field, ensuring that project activities and outcomes remain closely aligned with the population's needs and expectations.

As well as acting as a testing ground, TPG will play an active part in dissemination and communication activities, sharing practical insights and engaging with a wide range of stakeholders and European partners.

TPG will also contribute to workshops, conferences, and webinars. These dissemination efforts will also extend to social media and other communication channels (linkedIn or TPG website) to promote visibility and awareness of the project.

Moreover, TPG's implications in other Europeans projects (AVENUE, nIoVe, Ultimo or CCAMBassador) allow for connections to national and international actors throughout the world and for further dissemination of AutoTRUST activities.

7.12. Waveye Inc.

Waveye Inc. individual dissemination plan includes the following components:

- **Online Presence and Social Media:**
  - Maintaining an active online presence on social media platforms (LinkedIn, Twitter) to share updates, success stories, and insights into Waveye's advancements.
  - Regularly updating Waveye's website with blogs, news articles.
- **Trade Fairs and Exhibitions:**
  - On-site presence at exhibitions and trade shows such as CES, Embedded Vision Summit, Automate, etc.

- o Setting up demonstration booths and distributing promotional materials to engage with industry professionals and potential customers directly.
- **Investor Relations:**
  - o Maintaining close relationships with investors, partners, and potential customers by conducting presentations, pitch events and live technology demos.

Providing regular progress reports to stakeholders.

7.13.   KATECH

KATECH individual dissemination plan includes the following components:

- **Trade Fairs and Exhibitions:**

  - o On-site presence at exhibition shows such as CES and ITS World Congress, etc.
  - o Setting up demonstration booths and distributing promotional materials to potential stakeholders as well as customers directly.

- **Workshops and Conferences:**

  - o Invited talks at leading conferences or workshops such as Special Interested Session (SIS) in ITS World Congress

- **Media:**

  - o Promote the project and its results to Korean medias such as online newspapers

7.14.   MORAI

Morai is a technology start-up specializing in simulation software based on digital twin technology for the validation and verification of autonomous systems. Our mission is to accelerate the safe and effective adoption of autonomy. Our solutions are designed to support researchers, certification bodies, and industry partners working toward safer and more reliable autonomous mobility.

Within the AutoTRUST project, we are extending our scope to in-cabin monitoring systems, focusing on the detection of risky passenger behaviours. This represents a significant innovation. Whereas most existing in-cabin monitoring technologies—such as Driver Monitoring Systems—focus solely on the driver, our approach monitors all passengers in the vehicle. This broadens safety coverage to reflect the realities of shared and autonomous mobility.

The importance of this approach becomes clear in the context of autonomous and remotely controlled vehicles. Remote operators may need to access in-cabin information to intervene during critical events. However, direct video monitoring inevitably raises privacy concerns. To address this challenge, our system integrates monitoring with simulation, enabling the replacement of real passenger data with virtual humans. This preserves privacy while still providing accurate behavioural information to the remote system, ensuring effective intervention when required.

By combining comprehensive passenger monitoring, privacy-preserving simulation, and remote intervention capability, Morai provides a holistic solution that directly responds to real-world challenges in autonomy.

As a growing technology start-up, Morai will disseminate its concepts and results through multiple channels: patent applications, participation in international exhibitions and technology showcases, and the publication of academic papers. These activities will ensure that our innovation reaches both the scientific community and industrial stakeholders, supporting the safe and accelerated adoption of autonomous systems.

7.15. BETI

BETI will deploy, test, and contribute to the fine-tuning of AutoTRUST technologies for shared and public transport. Acting as the voice of the mobility operator, BETI plays a central role by leveraging its strong field expertise to translate real operational needs into practical use cases. Its close understanding of local contexts, passenger habits, user expectations, regulatory frameworks, and day-to-day operational challenges makes BETI an ideal environment for pilot activities and experimentation.

By directly observing real-world behaviors and sharing its hands-on experience and feedback, BETI ensures that the project's objectives and solutions remain closely aligned with both passenger expectations and operator realities.

In addition to hosting trials, BETI will play an active role in dissemination and communication. The organization will support partners through common consortium plans like workshops, conferences, and webinars, to share progress and project outcomes. These efforts will be complemented by targeted communication on LinkedIn, which is BETI's main professional outreach channel. With a large and engaged community following its team's posts, BETI is recognized on Linkedin, and widely followed, as a leading innovator in the mobility ecosystem, helping to strengthen awareness and visibility of the AutoTRUST project.

8. Conclusion

The deliverable D6.3 – "Communication and Dissemination Plan.v2" provides the communication and dissemination activities of the AutoTRUST Project that aim to exert an impact on various levels, including regional, national, European, and international levels. This deliverable is the updated version of D6.1, taking into account all the updates up to M18. The execution of the dissemination and communication plan aims to establish solid communication connections, produce efficient, effective, and sophisticated dissemination materials, and establish a strong visual identity that aligns with the relevant research and innovation activities of Horizon Europe and other EU, national, and international programmes relevant to its priorities.

This document outlines the strategy and tools that will be employed to propel these priorities within the dissemination and communication initiatives of the AutoTRUST project. It has defined the goals of the dissemination and communication strategy and identified multiple stakeholder groups, the target end user, and how and where to deliver them. An action plan has been developed to communicate the activities within the Work Package through the appropriate channels, tools, and media, considering the work that has already been initiated. The project's dissemination and communication activities will be assessed and monitored through KPIs to ensure widespread adoption of the project and evidence-based innovations.

A key element for the dissemination and communication plan to succeed is the individual involvement of all partners. Each consortium partner will be responsible for contributing to different activities related to dissemination and communication of the project. This will allow AutoTRUST project to achieve high visibility and share knowledge on themes it manages.

It has been ensured that for the dissemination and communication plan developed, all the factors that will contribute to the visibility and impact of the AutoTRUST Project have been taken into consideration.

The deliverable D6.4 – "Communication and Dissemination Plan.v3" due to M36 will provide the updated communication and dissemination activities of the AutoTRUST Project that aim to exert an impact on various levels, including regional, national, European, and international levels.