



LIFE E-VIA

“Electric Vehicle noise control by Assessment and optimisation of tyre/road interaction”

LIFE18 ENV/IT/000201

Deliverable	1 – Dissemination Plan
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Action/Sub-action	D1.1 Public awareness and dissemination of results – Dissemination Plan
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Authors	Raffaella Bellomini, Francesco Borchì, Lucia Busa, Sara Delle Macchie, Sergio Luzzi
Beneficiary	VLENROSE
Contact person	Raffaella BELLOMINI
E-mail	Raffaella.bellomini@vienrose.it
Project Website	https://life-evia.eu/



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1 Project's description

1.1 Introduction

Exposure data from the European Environment Agency (EEA) demonstrate that more than 100 million EU citizens are affected by high noise levels negatively impacting human health. Traffic noise alone is harmful to the health of almost every third person in the WHO (World Health Organization) European Region. 20% of Europeans are regularly exposed to night sound levels that could significantly damage health, especially in urban areas. As emerged in Noise in Europe Conference (April 2017) and in the WHO guidelines published in October 2018, the increased stringency of EU at source standards needs to be balanced against other effective measures such as road surface and/or tyre improvements and urban planning measures as well.

One of the solutions universally recognized as the best to reduce noise in urban areas, from both the point of view of noise and air quality, is the introduction of electric mobility. Similar effects can also be observed for the contribution of the tyre rolling resistance to the vehicle's energy consumption.

Thus, for the changed requirements of Electric Vehicles (EVs) there is a need for in-depth investigations of tyre/road interaction. Last but not least, even for the application of the Directive 2002/49/EC, the coefficients to apply the CNOSSOS model (Directive 996/2015/EC) to new traffic spectra and new vehicles are completely missing.

1.2 Project objectives

The LIFE E-VIA project intends to:

- tackle noise pollution from road traffic noise focusing on a future perspective in which electric and hybrid vehicles will be a consistent portion of flow;
- combine knowledge of road optimization and tyre development in order to test an optimized solution for reducing noise in urban areas and Life Cycle Cost with respect to actual best practices.

The main project objectives are:

- 1) To reduce noise for roads inside very populated urban areas through the implementation of a mitigation measure aimed at optimizing road surfaces and tyres of EVs. Two road surfaces, at least 5 different EV types, one reference ICE Vehicle (ICEV) and at least 3 types of tyres per vehicle type (including tyres specifically designed for EVs) will be tested.
- 2) To estimate the mitigation efficiency and potential of tyres, pavements and traffic (traffic spectrum, speeds, handling conditions) at a higher and comprehensive level: a Life Cycle Analysis (LCA) and a Life Cycle Cost Analysis (LCCA) will be performed to demonstrate the individual and synergistic efficiency of pavement surfaces, tyres and vehicles (including the comparison between internal combustion vehicles, mixed traffic, and EV traffic).
- 3) To contribute to EU legislation effective implementation (EU Directives 2002/49/EC and 2015/996/EC), providing rolling noise coefficients within the Common Noise Assessment Method (CNOSSOS-EU), specifically tuned for EVs which are actually in need of data for practitioners, agencies, and departments aiming at developing future scenarios.
- 4) To contribute to national and Italian regional policies, issuing guidelines about use and application of the methodology output of the project, which will be adopted, through the Regional Env. Agency (ARPAT), supporting the project, by Tuscany Region, strongly interested in noise issues. Calabria Region and Città di Reggio Calabria also expressed their interest.



- 5) To raise people's awareness of noise pollution and health effects explaining the opportunities provided by EVs through specific dissemination and promotional events, also investigating people perception regarding noise in terms of soundscape methodology and involving them in noise data acquisition.
- 6) To demonstrate and promote sustainable road transport mobility (electric), reducing noise emission by 5 dB(A) at receivers roadside and achieving also CO₂ emissions reduction (21%), based on the Italian context (LPG, CNG, Hybrid, EV, petrol cars, diesel cars) and the concerned literature.
- 7) To encourage low-noise surfaces implementation in further EU and extra-EU scenarios, demonstrating durability and sustainability, through in-depth LCA&LCCA.

1.3 Project expected results

Quantified achievements:

- 1) Reduction of noise levels are expected for the sake of citizens health, for EV and ICEV, with pavements/tyres having life cycle costs comparable to those of standard road surfaces and tyres. Regarding Lden and Lnight, the proposed mitigation action should lead to a reduction of at least 5 dBA at receivers living at road side.
- 2) At the end of the project, about 2000 people are going to be positively affected by the reduction of noise (Lden/Lnight reduction of at least 5 dB(A)), in the pilot area. Results and effects, measured during the project, will be modelled for the estimation in future applications. A quantification of health benefits in terms of Disability-Adjusted Life Year (DALY) reduction will be provided.
- 3) CO₂ reduction with electric cars use in the mitigated area, i.e. 29 tons CO₂ reduction per year (where the contribution of tyres was taken into account in terms of about 2 g/km). Specific actions are intended to promote electric market and raise awareness.

Outputs:

- ✓ Development and optimization of a new methodology for:
 - the prediction of the noise emitted by tyres in contact with the proposed quiet asphalt with the aim to optimize them in the future for a growing number of electric vehicles;
 - adapting quiet pavements to the evolution of the car fleet by optimizing them from the acoustic point of view to reduce the exposure to noise where the transit speed determines an ineffective use of the electric motor due to the presence of rolling noise.
- ✓ New optimized road surface able to enhance performances of EVs, compliant with low-noise EUGPPC: improved environmental solutions (new quiet tyres for electric cars tested) capable of being widely taken up by the society in general and by the economy in particular.
- ✓ New emission model for electric cars, helping EU legislation implementation: coefficients for rolling noise as for CNOSSOS-EU prediction model will be provided in order to evaluate their contribution within strategic noise mapping according to Directive 2002/49/EC.
- ✓ New testing framework to develop surfaces for mixed fleets with increasingly electric and hybrid vehicles proportion.
- ✓ Annual electric car festival to promote and support electric and sustainable mobility.

1.4 Project partners

Comune di Firenze - Florence Municipality has a long-time experience in EU-funded projects. It has been involved in several projects tackling smart cities opportunities and sustainable mobility issues. It promotes several project and initiatives to enhance electric vehicles use and to raise people awareness on pollution due to traffic.

The DIIES department of UNIRC (Università Mediterranea) combines its commitment to research and teaching, creating an "Environment Polytechnic" on climate change, greenhouse effect, traffic noise, and carbon offsets. DIIES group here involved focuses on quiet pavements, surface texture, pavement-tyre interaction, acoustics, measurement issues, and LCA.

VIE EN.RO.SE. is one of the leading scientific companies in Italy working in acoustics and environmental engineering with huge expertise in noise control and noise reduction and serves as a consultant on a number of aspects of acoustics. VIE is also specialized in soundscape research and application; in activities of people involvement; in organizing events related to acoustics and noise issues.

iPOOL srl is a spin-off society of National Research Council, CNR in Pisa. A team of researchers supports for planning, developing and marketing of high-performance products. It offers highly qualified services in R&D of analytical and instrumental technologies for industrial and environmental processes. iPOOL has a several years experience in CPX method of low-noise road surfaces made with rubber from ELTs.

UNI EIFFEL is a major player in the EU research on the city and the territories, transportation, and civil engineering. It conducts applied research and expert appraisals in the fields of transport, infrastructure, natural hazards and urban issues with the aim of improving the living conditions of citizens and, more widely, promoting the sustainable development of societies.

Continental Reifen Deutschland GmbH develops intelligent technologies for transporting people and their goods. Tyre manufacture is a core part of its business, being EU's second largest manufacturer, and the world's 4th one. CRD with its key engagement in R&D is present in Hannover with 1.180 employees. Continental supports the efforts for lower tyre/road noise by the development of technologies decreasing noise without compromising safety and environment. Technical achievements are directly integrated into products, contributing to lower noise in urban environments.



2 Communication Strategy

2.1 Summary

Communication and dissemination actions will:

- raise awareness of the general public;
- increase knowledge, skills and competencies of policymakers;
- contribute to the research of the scientific community.

Dissemination (Actions D1 and D2) regards all activities concerning the Project promotion to stakeholders, the involvement of the general public, scientific communication and organization of events dedicated to the communication of results. Dissemination targets both mandatory activities (e.g., website, notice boards, layman report), technical ones (e.g. conferences, publications in newspapers, scientific journals) and contributes to reach awareness. The main objective of Dissemination is to structure a dynamic, multidisciplinary and spread system to inform, communicate, make transferable and replicable the method tested in the pilot area, involving stakeholders, general public end users.

Another goal is to make people aware of the health risks caused by road traffic noise impact and bad air quality, encouraging and stimulating people to act in first person to reduce impacts that are daily generated. A carefully elaborated, detailed and well-targeted dissemination action is the key to achieve this goal.

According to their privileged target audience, dissemination actions are divided into Information and awareness raising activities regarding the Project to the general public and stakeholders (D1) and Technical dissemination activities to stakeholders who could usefully benefit from Project's experience (D2), as illustrated in Figure 1.

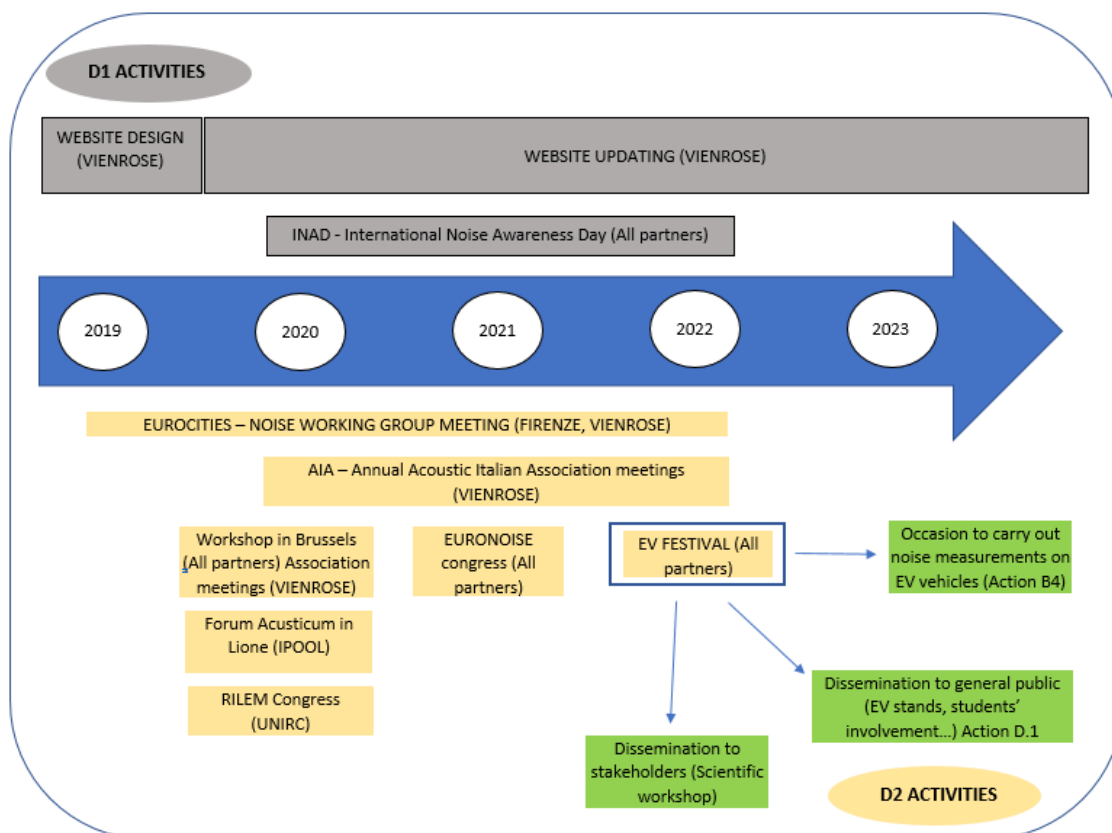


Figure 1: Plan of D1 and D2 activities

2.2 Purpose of the Communication Strategy

The purpose of the communication strategy is to provide clear tailor-made messages to the audience targeted by the project, in accordance with the programme publicity rules, as well as the EU and programme precise communication and visibility requirements. The communication plan will be updated on a trimester base.

2.3 Stakeholders and target audience

In the LIFE E-VIA project different categories of stakeholders are involved and with different level of expertise. So, actions are various in order to address all the interests.

Main groups are:

- 1) General public and NGO: citizens that are beneficiaries of the mitigation actions and raising awareness initiatives and NGO involved in noise and air pollution, promoting a better quality of life and citizen awareness about urban environment;
- 2) Regions and public bodies responsible to define standard for pavements replacement
3. Entities: road managers, private and public authorities responsible for laying roads and its management, included sustainable mobility and its planning;
- 3) Entities: road managers, private and public authorities responsible for laying roads and its management, included sustainable mobility and its planning;
- 4) Companies: any kind involved in the market of asphalt production, laying and in the recycling of materials for asphalt production, in the tyre market or in the EV market;
- 5) Researchers and Technicians: mechanical and civil engineering, noise experts, research centres developing technologies in the market of pavements, tyres and EV.

1) General public

Public is involved in the project actions in order to assess the efficacy of the pavements and the comfort of EV in terms of soundscape analysis of new scenarios. In fact, noise quality assessment will be performed after the laying of new surfaces through surveys in which also the attitude to noise will be evaluated (see action B5). NGO could give support to reach public participation targets also to action B5 questionnaires collection, that is important to guarantee a correct evaluation of citizen response to the project actions. General public will also be invited to participate to the EV festival that will be organized to test action and to raise awareness about the EV market and its opportunities (see action D2). Moreover, still during the EV festival, soundwalks open to the General public, passing also through the pilot road, will be organized and questionnaires about citizens' perception will be collected. NGO will be invited too in order to facilitate the dissemination of the project towards public.

It is expected to receive feedback in order to promote citizen participation in the organization of the public events and to better manage info delivery about the project results. Another activity to be carried out during Action B5 regards interviews to be made with passengers of electric buses in the pilot area, in order to evaluate their perception of EV comfort in correspondence of different asphalts present in the pilot city. Moreover, several activities aimed at involving citizens and in particular the youngest ones are foreseen in the frame of the International noise Awareness Day (INAD) which is an occasion, widespread through social network (FB, twitter ..) to increase awareness. Each year, different strategies to involve citizens (schools, workplaces, local associations,...), based on INAD topics, will be adopted. Specifically:

- UNIRC will involve one or more local high schools and (in case) music academy teachers/students. Students will be asked to develop, in the framework of an open contest, a proposal for the optimal "EV sound" (low-speed issue). This activity will be carried out in compliance with the UN Regulation N.138 (Acoustic Vehicle Alerting Systems, to be adopted by 2021). It all stems from the experience gained in several countries and from research that shows the danger of vehicles so silent that they are not perceived by other road users. As a prize for this contest, a visit to the laboratory for tests on road, railways and airport materials of UNIRC, and a visit to CRD's R&D facilities in Hanover are foreseen and attentively considered in terms of costs.



- CRD will also raise awareness about the issues of sustainable mobility and the use of tires that optimize vehicle safety, emissions and noise levels by including information about the project in the regular program for visitor groups (e.g. pupils, students, customers...,) to the R&D NVH labs.

- UNI EIFFEL will realize and promote a video of the prototype construction, to involve stakeholders in the themes of electric vehicles and low noise asphalt - FIRENZE since 2017 promotes the provision of educational and training courses aimed at schools in Florence and coordinates them in a single project called "The Keys of the City".

Within this project framework, teachers, students and their families are offered a variety of educational paths, training courses, workshops and visits and the LIFE E-VIA project will have the possibility of promoting environmental activities related to noise and EV. Another activity is the "Week of sound", a campaign to raise awareness for the social issues related to sound through a variety of events, conferences and forums. Finally, the general public will have the opportunity of being updated of the project progresses through the website and the social network pages of the project, where measurement data of noise and air quality will be presented.

2) Regions and public bodies responsible to define standard for pavements replacement

Apart from the Tuscany / Calabria region that have shown interest in adopting the project's output Guidelines, an activity of involving Italian and non-Italian public bodies (regions, departments, cities) is planned for the dissemination and proposal for the adoption of the guidelines. In particular, via Eurocities Noise Working Group, where results and Guidelines will be presented, Associated Beneficiaries will present characteristics of tested pavements and methodology defined throughout the project, to be proposed as standard.

3) Entities

In addition to Florence Municipality authority, partner of the project, other authorities are targeted by the project. In fact, the aim of the project is to test new methods for implementing mitigation actions using recycled materials in pavements suitable for EV all over Europe. First of all, municipalities of Ravenna, Rimini, Forlì, Reggio Calabria and Paris have already shown their strong interest in the proposal.

Moreover, this group include road managers that might be private companies or local public authorities. Tuscany and Calabria regions and the Tuscany Regional Agency for Environmental Protection (ARPAT) already expressed their support to the project and will be involved in the dissemination of project results and in the networking during its implementation.

4) Companies

Companies in the road laying, asphalt plant, recycling of scrap tyres, tyres construction and EV market are targeted by the project because a side effect will be to boost these markets in order to produce more effective asphalt concretes based on renewable materials and optimized tyres, specifically studied to reduce noise pollution and to avoid higher wearing rates due to increased loads. The project intends to provide companies with data able to improve their technologies and to assure the effectiveness of the pavements and EV tyres coupling to mitigate noise pollution. Furthermore, the setup of a lot of dissemination events in which the project outcomes will be presented will facilitate the exchange of experiences between companies and authorities offering important contact opportunities. In particular dissemination events (D1 and D2 actions) will be able to foster the active participation of companies not only in terms of exhibition opportunities but also in terms of roundtables, discussion opportunities that may lead to the improvement of final project outcomes.

5) Researchers and Technicians

Mechanical and Civil engineering, noise experts, research centres are targeted by project actions. In fact, the project wants to provide the scientific community with technical methods on asphalt mixtures and tyres characteristics optimized for EV and with values for the new mapping method CNOSSOS for EV. Associations strictly involved in the acoustic field, such as AIA (Italian Acoustic Association) and Acoucité, and technical

assessment centre (Bruitparif) will be the first stakeholders addressed to share the project's outcomes, due also to the interest they have shown in the project idea. Researchers and Technicians will be the target of technical dissemination that will be mainly live contact events like workshops and international conferences. Other means will be the website, with the availability of all the technical deliverables, the social networks but also the scientific publications on the project findings that will be published on technical journals and bulletins for noise and engineering.

Finally, networking with other projects on noise and road traffic issues will also offer other opportunities for sharing opinion and to address issues arisen from the scientific community. To this aim we already gathered the interest of LIFE NEREiDE beneficiaries supporting the LIFE E-VIA project. These activities will contribute to improve the final results of the project, both in terms of better technical methods and larger dissemination of the outcomes. Of course, sharing with people outside the project will also highlight the limits of the project findings, thus the right applicability could be identified and explained in the deliverables.

The target audience will be addressed through communication and dissemination actions.

More specifically, dissemination includes the design of project's website, the production of promotional and informative material and various events for dissemination. In Table 1 dissemination materials of interest for each of the stakeholders category is reported.

Table 1: Target audience and dissemination

Stakeholders/Target audience	Press releases	Publications	Website	Events	Social media
General public			X		X
Local media	X	X	X	X	X
Local, regional, national authorities	X		X	X	
European Commission & relevant to the project EU communities		X	X	X	X
Scientific community		X	X	X	
Technicians (<i>Mechanical and Civil engineering, noise experts</i>)		X	X	X	X
Companies (<i>e.g. road laying sector, asphalt plant, recycling of scrap tyres, tyres construction and EV market</i>)		X	X	X	

All of the above are further described in the following sections.

3 Project identity

3.1 Logo and visual guide

The Project's logo is characterized by clarity, consistency, and minimality.

The primary colours are the following:

- Green, which recalls the environment and the urban landscape
- Yellow, which recalls electricity

Moreover, a tyre and an electric car, which are the main objects of the project, are present in the logo (Figure 2).



Figure 2: LIFE E-VIA logo



3.2 Communication material Templates

Templates are useful tools to ensure a consistent appearance of the project and to increase the recognition value of the project. Templates for different communication and dissemination purposes and hints for the application are provided following:

- Word document template
- Power point document template
- Leaflet template

All deliverables should be produced using these templates.

3.2.1 Word Document template

LIFE E-VIA

“Electric Vehicle noise control by Assessment and optimisation of tyre/road interaction”

LIFE18 ENV/IT/000201

Deliverable	XXX
Content	
Action/Sub-action	XXX
Status - date	XX-XX-XXXX

Authors
Beneficiary
Contact person
E-mail
Project Website

Figure 3: Screenshot of the Word template for documents generated by the project

3.2.2 Power Point template

The power point template should be used for presentations at scientific conferences, stakeholder workshops, internal workshops or any other event. It includes the LIFE E-VIA, the LIFE Programme and partners logos (Figure 4, Figure 5, Figure 6).

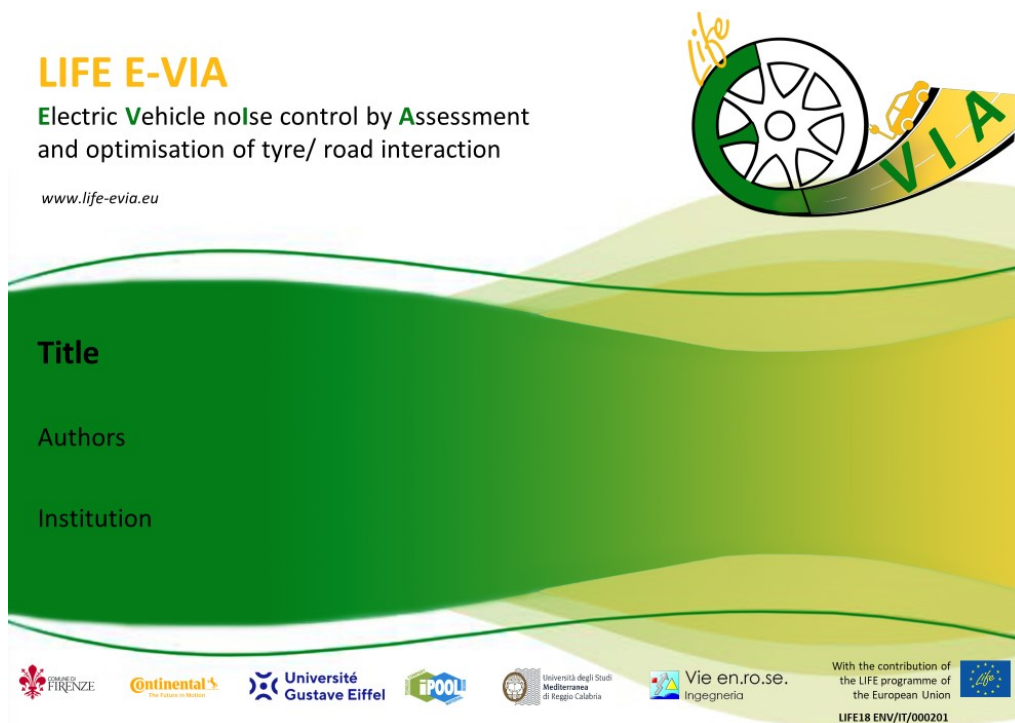


Figure 4: Screenshot of the PowerPoint title slide

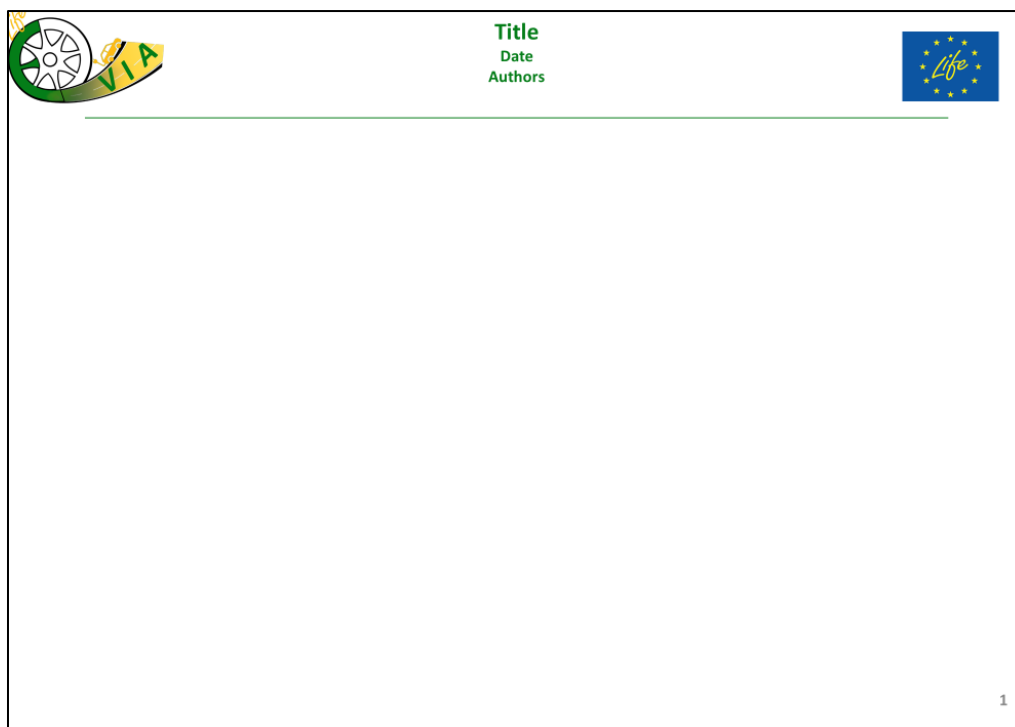


Figure 5: Screenshot of the PowerPoint body slide



Figure 6: Screenshot of the PowerPoint final slide

3.2.3 Leaflet template

The leaflet template should be used for scientific conferences, workshops, any other event organised by LIFE E-VIA partnership. It includes the LIFE E-VIA, the LIFE Programme and partners logos (Figure 7, Figure 8).

[illegible]

Figure 7: First page of the leaflet template

[illegible]

Figure 8: Second page of the leaflet template

4 Communication tools

The following communication materials should include a clear and visible mention of the EU funding and if needed a disclaimer (e.g. website, newsletter, ppt, word document, etc.).

Mention of the EU funding

The project “Electric Vehicle noise control by Assessment and optimisation of tyre/road interaction” LIFE18 ENV/IT/000201” has received funding from the LIFE Programme of the European Union.

Disclaimer

The sole responsibility for the content of communications/publications lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EASME nor the European Commission are responsible for any use that may be made of the information contained therein.

4.1 Website

The website (www.life-evia.eu) has been developed as the information hub for the LIFE E-VIA project, with the intention to support knowledge exchange even beyond the project's conclusion for three years. The information is provided in English language.

The website architecture is structured as it follows:

«Home page»: LIFE/project/partners logos, project's description, news and events (the last three in evidence), related links to other projects or initiatives, links to social networks.

«Project»: description, beneficiaries, objectives, foreseen actions, expected results, actions' description.

«Progress and Results»: Gantt chart, list of deliverables, list of milestones, progress of single actions (planned starting/ending date, actual starting/ending date, percentage of completion, ...).

«Documents»: publications, deliverables, reports, presentations.

«News and events»: last news in evidence and archive organized with monthly folders.

«Gallery»: photos and brief description of dissemination events.

«Contacts»: references of people involved in the project for each partner (email address, office phone number).

“Reserved area” for partners.

After the Monitoring meeting held on 21st February 2020 in Florence, it was agreed with the Project's monitor to add a “FAQs” and a “Stakeholders” folders for the Networking activities and it has been done accordingly (Figure 9).

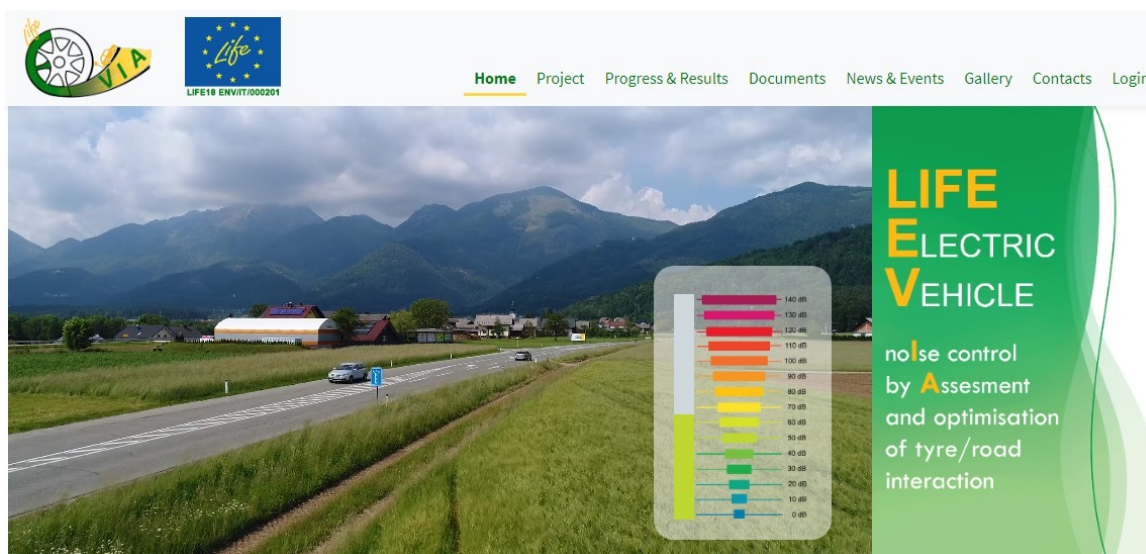


Figure 9: LIFE E-VIA website Home Page

The LIFE E-VIA website has been designed by Smarts S.r.l. (Vie en.ro.se external contracting) with inputs and contents assistance provided by Vie en.ro.se Ingegneria and project's partners in order to respect specifications indicated in the project.

4.2 Social media

The creation of a dedicated Facebook, LinkedIn and Twitter page in English has been implemented.

The social media channels will remain active and will serve as a dissemination platform providing LIFE E-VIA information and publicity material in an electronic format such as the Layman's report, project video, etc. and also useful information and updating about the thematic of interest for the project.



LIFE E-VIA

LIFE18 ENV/IT/000201

Facebook

LIFE E-VIA
Electric Vehicle noise control by Assessment and optimisation of tyre/ road interaction

Comune di FIRENZE Continental The Future in Motion Université Gustave Eiffel iPOOL Università degli Studi Mediterranea di Reggio Calabria Vie en.ro.se. ingegneria

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Home Post Recensioni Foto Community Informazioni Crea una Pagina

Ti piace Segui già Condividi

Invia un messaggio

Post

LIFE E-VIA
30 giugno · 🌐

The new report by the European Environment Agency (EEA) confirms that exposure to noise has a major impact on people's physical and mental well-being.

It has been estimated that road noise pollution impacts at least 20% of the European population living in urban areas where traffic noise levels are harmful to health.

According to the World Health Organization (WHO), long-term exposure to noise pollution is associated with the risk of negative effects on people's physiological... Altro...

Ancora nessuna valutazione

Informazioni LIFE E-VIA

THE PROJECT LIFE E-VIA

LinkedIn

LIFE E-VIA
Electric Vehicle noise control by Assessment and optimisation of tyre/ road interaction

Comune di FIRENZE Continental The Future in Motion Université Gustave Eiffel iPOOL Università degli Studi Mediterranea di Reggio Calabria Vie en.ro.se. ingegneria

With the contribution of the LIFE programme of the European Union LIFE18 ENV/IT/000201

Messaggio Altro...

LIFE E-VIA EUROPEAN PROJECT · 1°
Project Manager presso Comune di Firenze
Firenze, Toscana, Italia · 14 collegamenti · Informazioni di contatto

Comune di Firenze

Twitter



4.3 Project Video

A video of the prototype construction will be produced by the end of 2021, to involve stakeholders in the themes of EVs and low noise asphalt. Moreover, a promotional video about EV FESTIVAL will be produced within March 2023.

4.4 Press releases

Three press conferences will be organized by FIRENZE within July 2022 to keep the local and national media (newspapers, TV and radio stations) informed about the progress of the project and its beneficial impact. Information about the upcoming project events and publicly available material will also be given. Press releases will be written in local languages and English and will be announced in the press and other media. They will also be uploaded on the project website. A clear reference to the project being funded by the European Union will be made in the press releases.



4.5 Publications

Within the project's duration, at least 17 scientific papers are expected to be published. The addressed target will be the scientific national and international community and the preferred topics will be Noise, Bituminous asphalts, Smart cities, Electric mobility.

More in details,

in 2020 3 scientific papers are foreseen:

1 in Italian Acoustic Association Congress: (attendance in last years: 400 people), VIENROSE

1 in the 9th FORUM ACUSTICUM (1200 people expected) - Lyon (France)

1 in RILEM (International Symposium on Bituminous materials) on tracks design - UNIRC coupling study

in 2021 7 scientific papers are foreseen:

1 UNI EIFFEL, EV emission on existing tracks in Nantes

6 - The Euronoise Congress (1000 people expected) to be held in Porto (Portugal) – All partners involved, and a special structured session devoted to E-VIA Life project, with scientific papers presented by partners and networked projects each partner will present a paper, related to its specific activity in the project

in 2022 7 scientific papers are foreseen:

1 presented and co-signed by all partners to present the LIFE E-VIA project in Italian Acoustic Association Congress: (attendance in last years: 400 people)

1 UNI EIFFEL - International Congress, Noise results on the prototype

1 CRD, DAGA-National acoustic association

1 at Italian Acoustic Association Congress (attendance in last years: 400 people),

2 at Italian Acoustic Association Congress (attendance in last years: 400 people), General project's impacts

VIENROSE - Results of the track efficiency tests (IPOOL),

-1 international congress (VIENROSE) Soundscape analysis

In addition, 3 Articles for 3 peer-reviewed open access journals e.g., Materials , MDPI, and Applied Acoustics (UNIRC), 2 Open source articles on peer-reviewed international journal for dissemination of the obtained results (IPOOL) and 1 Article published in an open access top ranked journal (UNI EIFFEL) will be prepared.

4.6 Leaflet

Leaflets will be distributed in the upcoming project events and those in which the partners will participate.

4.7 Notice boards

15 noticeboards in English language will be produced and disseminated within December 2022, together with 5 noticeboards in Italian language, 5 in French language and 5 in German language (m 0.7x1 or more) will be made during project lifetime, printed in almost 100/30 copies each.

Notice boards describing the project in the local language and English will be produced and will be placed at the locations of the project partners in strategic spots accessible and visible to the public. The notice boards to present the project at the locations of the project partners will remain for at least 3 additional years after the project's end.

4.8 Events

During the project lifetime 4 events fully devoted to the project itself will be organized:

- Workshop in Reggio Calabria, date tbd to be organised by UNIRC. The other partners will attend and present a scientific contribution. On this occasion the students' contest awarding will be organized
- Workshop in Brussels with the European Tyre and Rim Technical Organisation (ETRTO, association of European tyre, rim and valve manufacturers), date tbd to be organised by CRD. The other partners will attend and present a scientific contribution
- Final event: International Congress in Florence, foreseen in the first trimester of 2023, to disseminate in the international community final results of the project to be organised by FIRENZE (Location, catering, secretariat, event advertisement, gadget) and co-organised by VIENROSE (leaflet, noticeboard, scientific materials). The other partners will attend and present a scientific contribution. 400 participants are foreseen.
- A special dissemination event will take place in Firenze after the completion of action B3, possibly to be replicated annually, the ELECTRIC VEHICLES FESTIVAL. It will have a double connotation. In fact there will be a conference, during which representatives of some European cities virtuous in the use and promotion of electric vehicles will be invited to speak and from which it will also emerge how these policies affect the market, as well as representatives of private individuals who use electric vehicles for the transport of people and goods. The organisation of the conference events will be carried out by the municipality of Florence itself. In addition, an external company will be contracted to organize a more demonstrative part of the Festival during which the main European electric car dealers will be invited to exhibit electric vehicles (possibly not only cars but also bicycles and mopeds) at specially designed stands, also giving participants the opportunity to test vehicles in special areas giving rise to a "concert of electric vehicles".

From a technical point of view, it is expected that the electric cars participating to the festival will cross the pilot road and this will allow the project partners to carry out measures to weigh and count these vehicles and to carry out a series of environmental assessments. Further benefits of the festival will include the possibility to demonstrate the benefits of support for electric vehicles (objective 5), to disseminate the guidelines to stakeholders (objective 4) and to actively involve schools in the event, in relation to the INAD and "Keys of the City" events described in Action D1.3.

4.9 Layman's report

Towards the end of the project (2023), a printed and electronic version of Layman's report will be produced in the local languages and English. The report will inform the general public about the project, also attracting the interest of decision-makers and stakeholders.

5 Timetable of Actions

In Table 2: D1 and D2 project deliverables Table 2 the list of LIFE E-VIA deliverables associated to actions D1 and D2 is reported.

Table 2: D1 and D2 project deliverables

Code	Name of the Deliverable	Deadline
1	Dissemination Plan	30/09/2019
3	Life E-VIA Website	31/12/2019
8	Video of the prototype construction	31/12/2021
11	3 press conferences	31/07/2022
15	1 Article Published in an open access top ranked journal	31/12/2022
16	1 Article for local magazines about EV Festival	31/12/2022
17	1 radio campaign	31/12/2022
18	15 noticeboards in English language	31/12/2022
19	2 Open source articles on peer-reviewed international journal for dissemination of the obtained results	31/12/2022
20	3 Articles for peer-reviewed open access journal (e.g., Materials, MDPI, and Applied Acoustics)	31/12/2022
21	5 noticeboards in French language	31/12/2022
22	5 noticeboards in German language	31/12/2022
23	5 noticeboards in Italian language	31/12/2022
24	Proceedings of workshop in Reggio Calabria and students' contest awarding (USB Keys) - 50 copies	31/12/2022
25	Report on yearly participation in INAD (3 reports 2020,2021,2022)	31/12/2022
26	1 promotional video about EV FESTIVAL	31/03/2023
35	Layman's report	31/01/2023



26	17 different scientific papers to be presented in national / international congresses	31/03/2023
37	Proceedings of Final Event in Florence (USB Keys) - 400 copies	31/03/2023

In Table 2: D1 and D2 project deliverables Table 3 the list of LIFE E-VIA milestones associated to actions D1 and D2 is reported.

Table 3: D1 and D2 project milestones

Name of the Milestone	Deadline
Life E-VIA Website launching	31/12/2019

6 Management and monitoring

On a trimester basis a report on website design and statistics on visits is updated and published on the website. At the same time, a useful table of dissemination plan, summarising all the deliverables and deadlines of each dissemination activities, was produced. This table (Figure 8) will be continuously update with the activities carry out from all partners, so that it provides the current state of the art for D1 and D2 actions.

In order to manage dissemination activities during the COVID-19 pandemic, the following strategy will be applied:

- Meetings and events will be organised in digital mode where possible
- Workshops will be organised in digital mode where possible or post-poned
- Regarding the participation to congresses, it will be maintained if they will be organised in digital mode, or postponed accordingly

In case of meetings/events/ workshops that will be held online, list of participants and satisfaction questionnaires from participants will be collected.



Dissemination Plan Ref.n.	Deadline	Code	Issued on	Description
1	01/09/2019			Dissemination plan
2	01/12/2019	1		Life E-VIA Website
3	01/12/2021	3		Video of the prototype construction
4	01/07/2022	8		Press conferences
		11_a		
		11_b		
		11_c		
5	31/12/2022			1 Article published in an open access top ranked journal
		15		
6	31/12/2022			1 Article for local magazines about EV Festival
		16		
7	31/12/2022			1 Radio campaign
		17		
8	31/12/2022			Noticeboard in English language printed in almost 100/300 copies each
		18_1		
		18_2		
		18_3		
		18_4		
		18_5		
		18_6		
		18_7		
		18_8		
		18_9		
		18_10		
		18_11		
		18_12		
		18_13		
		18_14		
		18_15		
9	31/12/2022			2 Open Source Articles on peer-reviewed international journal for dissemination of the obtained results
		19_1		
		19_2		
10	31/12/2022			3 Articles for peer-reviewed open access journal (e.g., Materials, MDPI and Applied Acoustics)
		20_1		
		20_2		
		20_3		



Dissemination Plan Ref.n.	Deadline	Code	Issued on	Description
11	31/12/2022			Noticeboard in French language printed in almost 100/300 copies each
		21_1		
		21_2		
		21_3		
		21_4		
		21_5		
12	31/12/2022			Noticeboard in German language printed in almost 100/300 copies each
		22_1		
		22_2		
		22_3		
		22_4		
		22_5		
13	31/12/2022			Noticeboard in Italian language printed in almost 100/300 copies each
		23_1		
		23_2		
		23_3		
		23_4		
		23_5		
14	31/12/2022			Proceedings of workshop in Reggio Calabria and students' contest awarding (USB Keys) - 50 copies
	Workshop in Reggio Calabria	24		
15	31/12/2022			Report on yearly participation in INAD (3 reports 2020,2021,2022)
		25_1		
		25_2		
		25_3		
16	31/01/2023			1 promotional video about EV FESTIVAL
		26		
17	31/01/2023			Layman's report
		35		
18	31/03/2023			Scientific papers to be presented in national/international congresses
		36_1		
		36_2		
		36_3		
		36_4		
		36_5		
		36_6		
		36_7		
		36_8		
		36_9		
		36_10		
		36_11		
		36_12		
		36_13		
		36_14		
		36_15		
		36_16		
		36_17		
19	31/03/2023			Proceedings of Final Event in Florence (USB Keys) -400 copies
	International Congress in Florence	37		
OTHER DISSEMINATION ACTIVITIES				
20	31/12/2022			Events
		E_1		
		E_2		
21	31/12/2022			Six-monthly meetings of the EUROCITIES Environmental Working Groups
		M_1		
		M_2		
		M_3		
		M_4		
		M_5		
		M_6		
Other activities				
Meeting				
Project kick off meeting				

Figure 10: Table of dissemination plan

Together with the previous documents, more qualitative presentation has been designed, containing the reference of each dissemination activities and some photos or graphics. It will be periodically update, such as the dissemination plan table and the website, at least on a trimester basis.

The figure 9 shows the slides type used in the Dissemination Photo-album.



Figure 11: Dissemination Photo-album