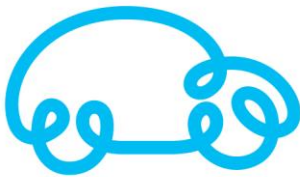


# Dream-like simulation abilities for automated cars



**DREAMS4CARS**

**Grant Agreement No. 731593**

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<b>Nature of deliverable</b>	<input checked="" type="checkbox"/>	R - Report	
	<input type="checkbox"/>	DEM – Demonstrator, pilot, prototype, plan designs	
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	<input type="checkbox"/>	O – Other – Software, technical diagram	
<b>Dissemination Level/ Audience</b>	<input type="checkbox"/>	PU – Public, fully open	
	<input checked="" type="checkbox"/>	CO - Confidential, restricted under conditions set out in MGA	
	<input type="checkbox"/>	CI – Classified, information as referred to in Commission Decision 2001/844/EC	

Version	Date	Modified by	Comments
0.1	28.2.2017	Hermann Heich	TOC, structure of deliverable
0.3	12.3.2017	Hermann Heich	Editing
0.5	13.3.2017	Hermann Heich	Adding current status of dissemination activities.
0.8	14.3.2017	Hermann Heich	Feedback from Mauro Da Lio incorporated
0.9	16.3.2017	Mauro Da Lio	Final feedback and quality check
0.95	21.3.2017	Hermann Heich	Language check and final editing
1.0	30.3.2017	Hermann Heich	Final version

## Executive Summary

This Dissemination and Communication Plan introduces the Dreams4Cars project dissemination and communication strategy and gives guidance on its implementation as the project progresses. The document will be used by the consortium to ensure high visibility, accessibility and promotion of the project and its intermediate and final results. Furthermore, it is one of the elements to ensure an efficient exploitation after the end of the project. Although exploitation in Dreams4Cars is dealt with in separate deliverables, namely D6.6 and D6.7, there is an obvious link between dissemination, communication and exploitation. Consequently, dissemination, communication and exploitation are embedded in Work Package 6.

Dissemination and communication are closely linked, but are different by nature. In contrast to dissemination, communication has other target groups, and conveys messages in a language that is understood by non-experts. The dissemination and communication strategy in Dreams4Cars takes account of these differences, aiming to satisfy both.

If properly planned and implemented, dissemination and communication are key elements in paving the way towards exploitation and contributing to the sustainability and impact of the project.

This report has been issued at an early stage of the project, which is why it is lacking in several details such as a good number of specific dissemination activities, events and journals which will feature Dreams4Cars. The document provides a strategic outline for creating Dreams4Cars awareness among its target groups. The aim is to update the relevant part of this report as the project develops.