



Advancing Sustainable User-centric  
Mobility with Automated Vehicles

DELIVERABLE

## **D7.3 Communication and dissemination plan, reports and materials – Final version**



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# Acronyms

|                |                                                           |           |                                                                |
|----------------|-----------------------------------------------------------|-----------|----------------------------------------------------------------|
| ADS            | Automated Driving Systems                                 | HARA      | Hazard Analysis and Risk Assessment                            |
| AI             | Artificial Intelligence                                   | IPR       | Intellectual Property Rights                                   |
| AM             | Automated Mobility                                        | IT        | Information Technology                                         |
| AMB            | Automated Minibus                                         | ITU       | International Telecommunications Union                         |
| API            | Application Protocol Interface                            | LaaS      | Logistics as a Service                                         |
| AV             | Automated Vehicle                                         | LIDAR     | Light Detection and Ranging                                    |
| BMM            | Business Modelling Manager                                | MaaS      | Mobility as a Service                                          |
| CAV            | Connected and Automated Vehicles                          | MEM       | Monitoring and Evaluation Manager                              |
| CB             | Consortium Body                                           | MT        | MobileThinking                                                 |
| CERN           | European Organization for Nuclear Research                | OCT       | General Transport Directorate of the Canton of Geneva          |
| D7.1           | Deliverable 7.1                                           | ODD       | Operational Domain Design                                      |
| DC             | Demonstration Coordinator                                 | OEDR      | Object and Event Detection and Response                        |
| DI             | The department of infrastructure (Swiss Canton of Geneva) | PC        | Project Coordinator                                            |
| DMP            | Data Management Plan                                      | PEB       | Project Executive Board                                        |
| DTU test track | Technical University of Denmark test track                | PGA       | Project General Assembly                                       |
| EAB            | External Advisory Board                                   | PRM       | Persons with Reduced Mobility                                  |
| EC             | European Commission                                       | PTA       | Public Transport Authority                                     |
| ECSEL          | Electronic Components and Systems for European Leadership | PTO       | Public Transportation Operator                                 |
| EM             | Exploitation Manager                                      | PTS       | Public Transportation Services                                 |
| EU             | European Union                                            | QRM       | Quality and Risk Manager                                       |
| EUCAD          | European Conference on Connected and Automated Driving    | QRMB      | Quality and Risk Management Board                              |
| F2F            | Face to face meeting                                      | RN        | Risk Number                                                    |
| FEDRO          | (Swiss) Federal Roads Office                              | SA        | Scientific Advisor                                             |
| FM             | Fleet Management                                          | SAE Level | Society of Automotive Engineers Level (Vehicle Autonomy Level) |
| FOT            | (Swiss) Federal Office of Transport                       | SAN       | (Swiss) Cantonal Vehicle Service                               |
| GDPR           | General Data Protection Regulation                        | SDK       | Software Development Kit                                       |
| GIMS           | Geneva International Motor Show                           | SLA       | Sales Lentz Autocars                                           |
| GNSS           | Global Navigation Satellite System                        | SMB       | Site Management Board                                          |
|                |                                                           | SoA       | State of the Art                                               |
|                |                                                           | SOTIF     | Safety Of The Intended Functionality                           |
|                |                                                           | SWOT      | Strengths, Weaknesses, Opportunities, and Threats.             |
|                |                                                           | T7.1      | Task 7.1                                                       |
|                |                                                           | TM        | Technical Manager                                              |
|                |                                                           | TPG       | Transport Publics Genevois                                     |

|      |                                                                                   |
|------|-----------------------------------------------------------------------------------|
| UITP | Union Internationale des<br>Transports Publics<br>(International Transport Union) |
| V2I  | Vehicle to Infrastructure<br>communication                                        |
| WP   | Work Package                                                                      |
| WPL  | Work Package Leader                                                               |



# Executive Summary

This deliverable describes the ULTIMO communication and dissemination plan as well as all activities undertaken from M1 until M18 of the project. Following publication of D7.1 (Dissemination strategy and plan) in M6, D7.2 reports on the implemented communication channels, materials developed, messages disseminated, and stakeholders targeted. Furthermore, a first analysis of the strategy is done, taking into account the KPIs set in D7.1.

The work done in T7.1 is closely related to T7.2 (Stakeholder Engagement & Exploitation), therefore some overlap with D7.5 (Stakeholders Engagement & Exploitation Plan) might be present in this deliverable, certainly regarding stakeholders targeted, and activities undertaken by the partners.

The ambition of the ULTIMO project is to create an economically viable, large-scale and AV-based shared public transport service in different regions in Europe. To achieve this goal, it is key to involve a large number of stakeholders and consider communication and dissemination activities as of the utmost importance to ensure the societal, environmental, technical, and political impact on local, and (inter)national levels.

As indicated in D7.1, the first phase of the strategy focused mostly on *communications*, thus, its purpose was to inform, promote and communicate about project vision and objectives. Therefore, in M1-M18 of ULTIMO, the project has:

- Positioned itself as a strong brand through consistent use of a visual identity and supporting materials;
- Launched and continuously updated the website;
- Published support materials including a leaflet;
- Created a project video as well as various other videos;
- Sent out over 40 press releases and has been published in multiple (international) press articles or online media;
- Launched and continuously updated social media accounts X (formerly Twitter), LinkedIn and YouTube, regarding activities undertaken;
- Launched various content communications initiatives such as an e-newsletter, an interview campaign and blogposts;
- Focused on highlighting the deployment sites with many local communication activities;
- Had its social media serve as a platform for all the project partners to submit then promote their communication-related activities;
- Made first steps in liaising with other international CCAM initiatives;
- Attended and spoken at many sector events to promote the ULTIMO vision;
- Ensured citizen engagement through three Hackathon events and;
- Utilised partners' networks to raise awareness on the project.

In the rest of D7.2 we will provide further insights into these activities and provide a plan for the rest of the project.

# Introduction

During the past few years many projects and initiatives were undertaken deploying and testing Automated Vehicles (AVs) for public transportation and logistics. However, in spite of their ambition, all of these projects stayed on the level of experimentation and never reached the level of a large-scale commercial deployment of transport services. The reasons for this are many, the most important being the lack of economically viable and commercially realistic models, the lack of scalability of the business and operating models, and the lack of user oriented services required for large end-user adoption of the solutions.

The ULTIMO project aims to create the very first economically feasible and sustainable integration of AVs for MaaS public transportation and LaaS urban goods transportation. ULTIMO aims to deploy in three sites in Europe 15 or more multi-vendor SAE L4 AVs per site. A user centric holistic approach, applied throughout the project, will ensure that all elements in a cross-sector business environment are incorporated to deliver large-scale on-demand, door-to-door, well-accepted, shared, seamless-integrated and economically viable CCAM services. We target the operation without safety driver on-board, in a fully automated and mission management mode with the support of innovative user centric passenger services.

ULTIMO's innovative transportation models are designed for a long-term sustainable impact on automated transportation in Europe, around the globe and on society. The composition of the consortium ensures the interoperability between multiple stakeholders by making adoption of new technology at minimum costs and maximum safety. The integration of the ongoing experiments of previous AV-demonstrator projects ensures highest possible technical and societal impacts from the very beginning of the project, as well as during the project lifetime and even long after its completion.

## 1.1 On-demand Mobility

Public transportation is a key element of a region's economic development and the quality of life of its citizens. Governments around the world are defining strategies for the development of efficient public transport based on different criteria of importance to their regions, such as topography, citizens' needs, social and economic barriers, environmental concerns, and historical development. However, new technologies, modes of transport and services have appeared, which seem very promising to support regional public transport development strategies .

On-demand transport is a public transport service that only works when a reservation has been recorded and will be a relevant solution where the demand for transport is diffuse and regular transport is inefficient.

On-demand transport differs from other public transport services in that vehicles do not follow a fixed route and do not use a predefined timetable. Unlike taxis, on-demand public transport is usually also not individual. An operator or an automated system takes care of the booking, planning and organization.

It is recognized that the use and integration of on-demand automated vehicles has the potential to significantly improve services and provide solutions to many of the problems encountered today in the development of sustainable and efficient public transport.

## Fully Automated Vehicles

A self-driving car, referred in the ULTIMO project as a **Fully Automated Vehicle (AV)**, is a vehicle that can sense its environment and moving safely with no human input.

The terms *automated vehicles* and *autonomous vehicles* are often used together. The Regulation 2019/2144 of the European Parliament and of the Council of 27 November 2019 on type-approval requirements for motor vehicles defines "automated vehicle" and "fully automated vehicle" based on their autonomous capacity:

An "automated vehicle" means a motor vehicle designed and constructed to move autonomously for certain periods of time without continuous driver supervision but in respect of which driver intervention is still expected or required

"Fully automated vehicle" means a motor vehicle that has been designed and constructed to move autonomously without any driver supervision

In ULTIMO, we aim to operate **Fully Automated mini and micro shuttles for shared public transportation**. In relation to the SAE levels, the ULTIMO project will operate SAE Level 4 vehicles.

SAE  
INTERNATIONAL

SAE J3016™ LEVELS OF DRIVING AUTOMATION

SAE  
LEVEL 0

SAE  
LEVEL 1

SAE  
LEVEL 2

SAE  
LEVEL 3

SAE  
LEVEL 4

SAE  
LEVEL 5

What does the human in the driver's seat have to do?

You **are** driving whenever these driver support features are engaged – even if your feet are off the pedals and you are not steering

You must constantly supervise these support features; you must steer, brake or accelerate as needed to maintain safety

You **are not** driving when these automated driving features are engaged – even if you are seated in "the driver's seat"

When the feature requests,  
you must drive

These automated driving features will not require you to take over driving

These are driver support features

These are automated driving features

What do these features do?

These features are limited to providing warnings and momentary assistance

These features provide steering  
**OR** brake/acceleration support to the driver

These features provide steering  
**AND** brake/acceleration support to the driver

These features can drive the vehicle under limited conditions and will not operate unless all required conditions are met

This feature can drive the vehicle under all conditions

Example Features

- automatic emergency braking
- blind spot warning
- lane departure warning

- lane centering  
**OR**
- adaptive cruise control

- lane centering  
**AND**
- adaptive cruise control at the same time

- traffic jam chauffeur

- local driverless taxi
- pedals/steering wheel may or may not be installed

- same as level 4, but feature can drive everywhere in all conditions

Figure 1: SAE Driving Automation levels (©2020 SAE International)

# The ULTIMO dream for public transportation

Our city has a population of 700.000, and the local PTO (Public Transport Operator) deploys 3.000 Km of public transportation services' routes, with 4 backbone tram lines, 8 backbone large bus/trolley lines, and 340 fully automated multi-manufacturer mini and micro-shuttles in an on-demand, door-to-door shared public transport service. The fleet of the 340 automated mini-busses is composed of different vehicle generations and models from different manufacturers, as it was purchased in different batches during the last 12 years (it all started with the first 15 bought by a European project in 2013/14). It is today composed of the first 15 twelve-years old vehicles from manufacturer A, 160 eight-years old vehicles from manufacturer B and 160 two-years old vehicles from manufacturer A, which are the new generation of manufacturer's A vehicles. These last 160 vehicles re-placed the last 70 old, driver based, thermic busses that reached the end of their life after 18 years in operation. The change from driver large busses to automated mini-buses and from fixed line service to on-demand, door-to-door, for the last area of the city, was decided 6 years ago, and was based to the great success of the already deployed AV-based services in the other parts of the city.

The integration of new vehicles in the PTO fleet was done within just a few days, thanks to the now standardised APIs of the automate vehicles' connection with the AV fleet management and orchestration service, that allows a plug-and-operate functionality but also enables the combination of AVs with all other means of transport, offering a seamless citizen centric journey to the users. Similarly, the now standardized High Definition (HD) maps between the vehicle manufacturers, allowed us to reuse the maps created in the past for the 3.000 Kms of routes of the city, with small adaptations for the new vehicle capabilities. At the same time of the purchase of the last 160 AVs, we also switched to a new AV fleet management and orchestration service, from another provider, which offers more precise trip time estimations, considering also traffic jams in the city and weather conditions (that affect traffic in the city). The replacement was made within just two weeks, thanks to the new standardised interfaces between AV fleet management and PTO MaaS services.

Passengers are now able to reserve, via their mobile phone app, on the fly or with pre-reservation trips from one side of the city to another, using the optimal transport mode available for them, with a combination of different transport modes, and having the automated vehicle arriving next (or almost) to their door entrance and bringing them to their final destination or to a backbone transport connection. All trips are offered with highly reliable and accurate transport and arrival times, based on real time, dynamic route changes of the vehicles, responding to the passenger needs. Many passenger services are available in the AVs via a mobile phone app, adapted to all passengers' needs, from special needs passengers (visually impaired, wheel-chair users, pregnant women, elderly, children), to persons transporting suitcases or a baby-stroller, providing adapted information of their trip (where to get-off, PTO general information, and even infotainment, like city related information and historical facts and anecdotes, related to their current position).

With the full suppression of on-board operators, automated in-vehicle monitoring provides a multitude of passenger services, which were, and are developed with a continuous collaboration and innovation between users and the PTO. An on-board unit identifies locally (that is, in the bus) incidents and events, like aggressions, vandalism, forgot-ten objects, littering, accidents, etc., and raises incident alarms to the PTO back-office. The PTO officer at the back-office evaluates the incident and decides, based on the operator policies, what action

to take: dismiss the incident, or stop the vehicle and call one of the intervention teams to go to the vehicle and take the required action. The back-office operator, based on the number of incidents and intervention time legal obligations, can deploy any of the 15 intervention teams available in the city, ready to reach within a few minutes any AV. At the back-office, service operators are able, with one set of screens linked to the fleet management, to follow the vehicle status, trip reservations, routes chosen, open and closed road segments (due to works, accidents, etc. thus adapting dynamically the trip routings), while in a second set of screens, the back-office operators can follow the passenger services' incidents and the status and location of the intervention teams. The two systems, although independent, are linked so that the back-office operator can transfer incidents to intervention teams and turn-on, when possible and under the local legal re-strictions, video connection to inspect the incident.

The public transport services are operating 24/7 with different active vehicles, depending on passenger transport demands. The PTO, being eco-sensible, has defined that the vehicle must have an average occupancy of at least 3 passengers. This of course has implications, especially in off-peak hours, in the transport delays, but it is fully justified for an optimal and eco-responsible operation. Exceptions are made for people with special needs or when the passenger is ready to pay an additional price.

While at peak-hours the full 340 strong fleet of AVs is in service for public transportation, in the off-peak and night hours, due to the reduced transportation needs, part of the fleet is not serving passenger transportation. However, because having a vehicle waiting idly is a waste of resources, the PTO has signed an agreement with Logistics as a Service (LaaS) Service providers. During the off-peak hours the unused vehicles are dynamically chartered by the different LaaS providers to be used for other types of incidental transport of goods or even non-public transportation of passengers. Local shops and enterprises use the service, on demand with dynamic reservation, to offer home delivery of on-line purchases, or B2B delivery of goods from an urban consolidation centre to the distribution centre (hub, many to one or one to many [7], or even transport their VIP customers directly to their offices or exposition centres. This way they can deliver the goods to their customers in the city, with a delay of just 60 minutes with affordable prices, as the last mile is the most inefficient part of the goods delivery chain. The goods sent can include books from local bookshops or libraries, supermarket bags or even documents exchanged between companies or waste. The local shops are even using the service in the early hours (5 o'clock in the morning) for re-provisioning their shops for the day. The so chartered AVs are "returned" to the PTO for public transport at the peak-hours automatically, at the end of the chartered time period.

## 2 WP7 Recap

### 2.1 WP7 objectives

Within ULTIMO, WP7 combines the tasks of working towards promoting automated mobility in ITS and ensuring the impact of the project findings. In the project, an 'impact first' strategy has been set up, ensuring the right channels, tools, and materials will be set up alongside an appropriate timeline and activities.

ULTIMO 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 audiences and stakeholders, maximising the potential short-term outcomes and long-term impacts of the project and the wide scale roll-out of Key Exploitable Results (KERs).

Within ULTIMO, all partners will contribute, upon invitation by the CINEA, to common information and dissemination activities to increase the visibility and synergies between HE/H2020 supported actions.

Ultimately, WP7 has the following objectives:

- Raise awareness and guarantee maximum visibility impact of the project objectives, progress/developments and results towards key target audiences;
- Encourage stakeholders to actively participate in ULTIMO activities and build ownership and community regarding automated mobility;
- Ensure knowledge exchange and collaboration with other (EU and international) initiatives, which will allow cross-fertilisation and the creation of synergies to maximise the project's impact in the CCAM sector;
- Gain sustainability over time therewith enlarging the community and engaging (local) stakeholders, to enhance acceptance of ULTIMO solutions in a long-term perspective;

The maximum effect will be ensured through the implementation of four key components:

- Develop the ULTIMO brand, so it becomes a synonym for Automated Vehicles' based public transportation of passengers and goods;
- Develop and implement an impact-oriented project online and offline strategy to outline a pathway for the sustainability of the ULTIMO movement;
- Establish communication partnerships with pre-existing excellent technology (SHOW, AVENUE), public transportation organisations, automated vehicle providers, fleet management service providers, networks, and associations;
- Amplify, monitor and evaluate the ULTIMO messages through strategic clustering and knowledge sharing.

## 2.2 Target groups & timeline

As described in D7.1, the target groups of the ULTIMO dissemination and communication strategy are as follows:

- **Automotive industries and manufacturers:** They shape a major share-holder group that is directly interested in ULTIMO advances;
- **Policy makers on local, national and EU level:** Essential to unlock the exploitation of project results and the realisation of the long-term impact of ULTIMO;
- **Public transport operators:** Results on how to deploy and operate fleets of AVs will be of great interest to PTOs looking to advance on CCAM;
- **Transport authorities and transport service providers:** This target group includes transport authorities and service provider's enterprises willing of becoming future customers;
- **Logistic service providers:** This target group includes mainly the urban logistic transportation service providers willing to adopt the business models that ULTIMO suggests;
- **Research and academia:** This target group corresponds to research and academic organisations, scientific journals, committees and other working groups in research fields related to the ULTIMO work;
- **Smart cities and governments:** Residential and commercial end-users, including smart city's authorities can benefit of ULTIMO's results and insights;
- **Standardisation bodies:** ULTIMO outcomes aim to advance scalability through standardisation bodies;
- **Passengers/citizens/associations:** citizen engagement will be an essential part of the ULTIMO project, as citizens will be the ones ultimately using AV services.

The identification of key stakeholders and the collaboration with them throughout the project will allow the consortium to constantly assess the demand for the incremental outcomes of ULTIMO, which will conclude with the elaboration of an exploitation plan that encourages the design of innovative business models for user-oriented services and products based on CCAM.

## 2.3 Phases of the dissemination strategy

Which audiences are targeted, through which channels and via which activities, depends on the phase within the ULTIMO project. While in the first phrase the focus will mainly lie on increasing wide-spread public visibility of the project (communications), the latter stages will ensure that key project results will be made available to relevant stakeholders (dissemination), including scientific community, policy makers, industry, etc.

Table 1 provides a schematic overview of the activities planned, as well as the phase in which they will be conducted.



Table 1: Overview of dissemination activities per project phase

|         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Phase 1 | <b>Awareness:</b> Increase public visibility about ULTIMO and inform stakeholders about objectives and planned outcomes.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|         | <b>Channels &amp; tools:</b> <ul style="list-style-type: none"> <li>• Develop visual identity and position ULTIMO as a brand;</li> <li>• Launch/updating of website;</li> <li>• Launch/updating of social media accounts (LinkedIn);</li> <li>• Publication of support material such as brochures;</li> <li>• Creation of a general project video;</li> <li>• Attendance to events to present ULTIMO objectives and scope;</li> <li>• Citizen engagement through workshops participations;</li> <li>• Utilise partners' networks to introduce the project.</li> </ul>                                                                                                                                                                                                                                                     |
| Phase 2 | <b>Engagement and understanding:</b> Active involvement of practitioners and stakeholders in deployment sites and beyond. Focus on local dissemination. Highlight work done in sites and how it benefits CCAM and wider urban mobility community.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|         | <b>Channels and tools:</b> <ul style="list-style-type: none"> <li>• Continue to update ULTIMO website;</li> <li>• Ensure local language (FR, DE,NO) inclusion on website;</li> <li>• Social media promotion (with focus on deployment sites);</li> <li>• Other communication campaigns and material focused on informing about deployment sites;</li> <li>• Creation of videos about deployment sites;</li> <li>• Organisation of project events;</li> <li>• Attendance to conferences and other events;</li> <li>• Local events in deployment sites, citizen engagement events;</li> <li>• Press and online news coverage, also on local level;</li> <li>• Scientific papers to relevant journals and conferences;</li> <li>• (Possibility to) Engage influencers to communicate about ULTIMO and its results</li> </ul> |
| Phase 3 | <b>Engagement and adoption:</b> Make public and promote results of the project, promote the exploitation of the ULTIMO business models and solutions.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|         | <b>Channels and tools:</b> <ul style="list-style-type: none"> <li>• Campaigns on social media and other communications campaigns;</li> <li>• Press and media;</li> <li>• Enhance liaison with practitioners and stakeholders;</li> <li>• Enrich website with results;</li> <li>• Submit scientific papers to relevant journals and conferences;</li> <li>• UITP project Brief recapping results;</li> <li>• Creation of video recapping results;</li> <li>• Presentation of results at conferences and other events;</li> <li>• (Possibility to) Engage influencers to communicate about ULTIMO and its results;</li> <li>• Organisation of Final Event presenting project outcomes.</li> </ul>                                                                                                                           |



# 3 Communication and dissemination activities

In the following chapters we will describe the communication and dissemination activities conducted until M36 in more detail.

## 3.1 ULTIMO as strong brand

The visual identity of the ULTIMO project has played an important role in establishing the project as a strong brand. Consistent use of the visual identity enhances project content and ensures that stakeholders following our project's progress can readily associate information.

### 3.1.1 ULTIMO visual identity

While more information on the ULTIMO logo/visual identity can be found in D7.1, in this report we'll briefly touch upon the different logos developed and used.



*Figure 2: Different variations of the ULTIMO logo*

As can be seen in Figure 2, various versions of the ULTIMO logo have been developed. Having multiple logo versions ensures seamless adaptability across various platforms. A horizontally oriented logo might fit better in some contexts, while a vertical version might be more suitable in others. This adaptability preserves the visual identity's integrity in every scenario.

To further strengthen project identity, other material has been developed, including banners, a poster and a roll-up.



Figure 3: ULTIMO roll-ups

Alike the logo, different versions of the roll-up have been created (see Figure 3), so partners can showcase the one best suited for their event/occasion. The same thing was done for the ULTIMO posters, of which two different versions were created to best suit the consortium's needs or set-up/audience of the event.

### 3.1.2 Guidelines & accessibility of project material

To support partners in using the project logo and other material correctly and consistently, an extensive set of (visual) guidelines and templates has been created. These guidelines include the visual charter (colours and fonts), rules and recommendations on how to communicate about the ULTIMO project, how to use the project logo, and how to correctly include mention of EU funding.

Also included are guidelines on how to ensure accessibility of documents and (web) material to all, including to people with disabilities. Examples touch upon how to ensure sufficient colour contrast, or font size. These tips will ensure that all materials developed in the project will follow the WCAG (Web Content Accessibility Guidelines).

## 4.1 Basics

### Construction of a white bar behind a blue headline

For better readability of the headline in the image, a white bar can be placed behind the blue headline. The headline in the colour ULTIMO-blue is set according to the design grid. For each individual line, with a distance of  $1/4 X$  from all edges of the text (orientation on the letter „I“ in the font size used smaller than  $1 X$ , if the headline is larger than  $1 X$ , the distance must be increased to  $1/2 X$ ). It is important to ensure that the text and bars do not extend beyond the image. The headline should not be longer than 3 rows.

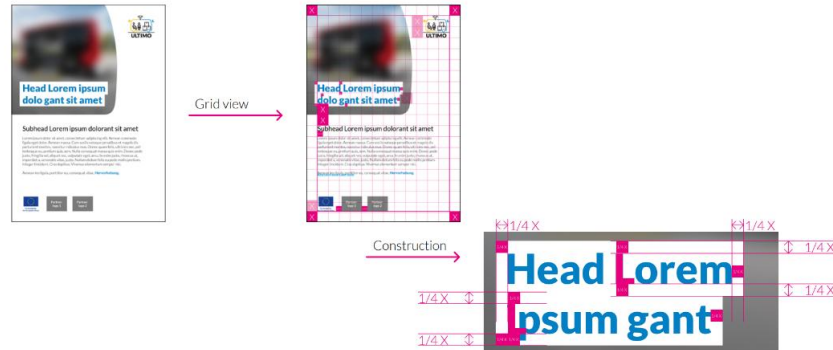


Figure 4: page from the ULTIMO visual guidelines

## 3.2 ULTIMO website

The ULTIMO website can be accessed via <https://ultimo-he.eu/>. It was launched in March 2023.

### 3.2.1 Website set-up

The ULTIMO website is one of the most important tools in achieving the set dissemination and communication objectives. It is platform where the project consortium will communicate with external stakeholders, including policy makers and industry, but also passengers and citizens. The fact that the website has to be informative to a wide array of stakeholders, means this platform must be widely accessible in format and tone. Therefore, all content on the website is clear, to the point and free of jargon.

As was already discussed in D7.1, the ULTIMO website has been developed carefully to follow WCAG guidelines, ensuring accessibility to people with disabilities. This means for example ensure sufficient contrast of colours, clear descriptions of images, and keyboard access.

### 3.2.2 Content

The ULTIMO website is one of the key avenues to get the message out about what the project is doing and has accomplished so far, as well as insights by project partners. Over this past reporting period, there have been news items featuring activities at the demo sites, ULTIMO general assemblies, other events where ULTIMO participated (UITP Summit, EUCAD 2025), promotion of the ULTIMO webinar series, workshops and hackathons organised by project partners, and a continuation of our 'meet the partners' campaign, amongst other topics. Beyond this, the website also showcases not only partner organisations but the individual experts contributing to ULTIMO. This personal perspective helps foster networking and connections at the individual level, which is a distinctive aspect compared to many other EU-funded projects. The website ensures that progress and activity of the project is publicised

and amplified to our key audiences, and ensuring stakeholders are informed about ULTIMO's latest developments.

## News



### Why PATHFINDER?

- We are PATHFINDERS because:
  - We *lead* with vision
  - We *test* with purpose
  - We *inspire* with results
  - Our *work* is a catalyst for EU strategies and future mobility policies



Co-funded by the European Union



Regio Bus



### Key takeaways from ULTIMO's 6th General Assembly in Herford

Aug 19, 2025 |



### First user experience insights from ULTIMO pilot site in Oslo

May 22, 2025 |

Herford, the German deployment site of the ULTIMO project, is getting ready to launch. The first autonomous vehicle arrived in March. It is a small electric shuttle bus that is currently learning the route before starting full test operations.

[read more](#)

Figure 5: News section of the ULTIMO website

The website is continuously updated, including any modifications to the partners' section, as well as the Members section', allowing visitors to get to know the team behind the ULTIMO and their exact role in the project.

As the website is one of the main platforms to inform passengers and citizens about the deployment of automated mobility in their region, all website content can be translated to the local languages of the deployment sites (French, Norwegian and German).

### 3.2.3 Measuring the impact

The WordPress' tracking Tool MonsterInsights has been used to register the number of visitors and sessions to the ULTIMO website. As can be seen in Figure 7, the ULTIMO website has built on its early success and since 1 April 2024, has had a significant increase of visitors, totalling over 10,000 sessions, nearly 30,000 page views and 4,200 unique users in total (compared to 1,454 in the last communication and dissemination report). ULTIMO's website is therefore far exceeding its KPI in this regard.

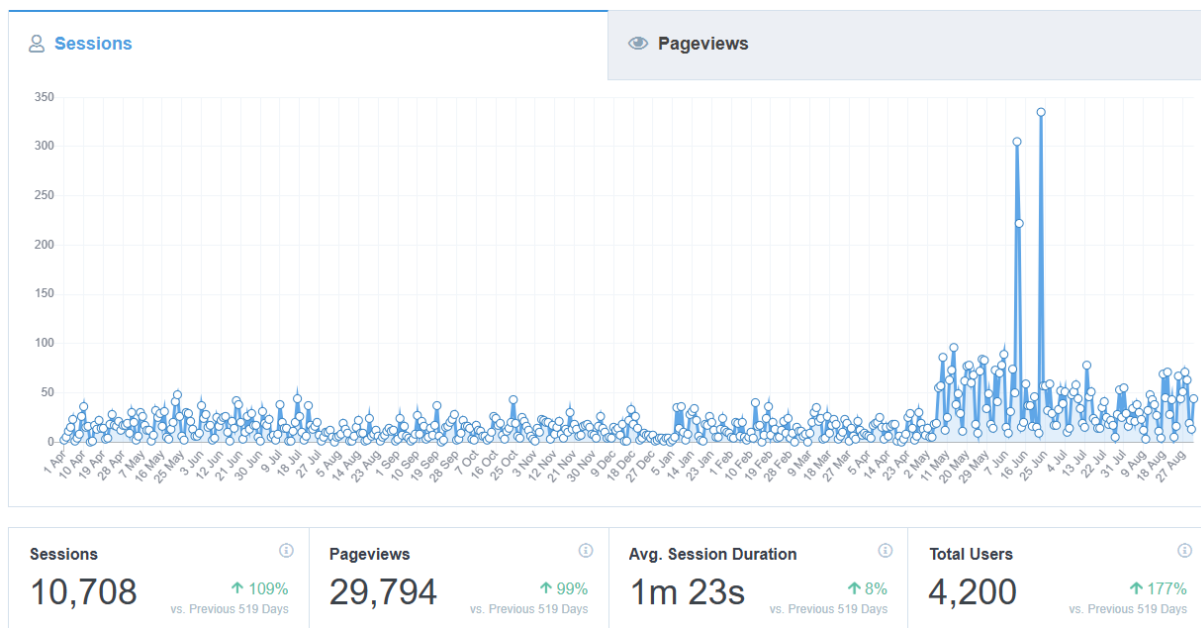


Figure 6: ULTIMO website visits

When looking at the countries where ULTIMO web visitors are accessing the website from (Figure 8), ULTIMO clearly has a global reach with the US and Japan both in the top ten, the latter most likely due to collaboration with the Japanese Cool4 Initiative. Countries hosting the project's three demo sites are also all in the top ten. it is noticeable that the top three countries are those where the deployments will take place.

| Top 10 Countries |               |  |       |
|------------------|---------------|--|-------|
| 1.               | Germany       |  | 1,884 |
| 2.               | Belgium       |  | 1,033 |
| 3.               | United States |  | 1,021 |
| 4.               | France        |  | 915   |
| 5.               | Switzerland   |  | 908   |
| 6.               | Spain         |  | 534   |
| 7.               | Netherlands   |  | 477   |
| 8.               | Norway        |  | 420   |
| 9.               | Japan         |  | 333   |
| 10.              | Austria       |  | 257   |

Figure 7: Demographics of ULTIMO website

## 3.3 Social media

Alongside the website, social media is one of the major tools utilised to communicate to all stakeholders. The project is currently using LinkedIn as its main social media channel as well as a YouTube channel. Due to a lack of engagement on the platform, it was decided by project partners to stop using X to focus efforts on LinkedIn, where our key audiences are very active, as well as the YouTube channel.

### 3.3.1 X

After noticing decreasing engagement over the past year on X, and after discussion within the project's WP7 team and Executive Board, it was decided to stop using X and focus efforts on the project's LinkedIn profile where our key audiences are very active, and follower growth is strong. This allows the ULTIMO team to concentrate efforts on a platform that brings more benefits in terms of reach and opportunities to connect with relevant stakeholders.

At the time of writing, the ULTIMO X account has 803 followers.

### 3.3.2 LinkedIn

The ULTIMO LinkedIn account ([www.linkedin.com/company/ultimo-project/](https://www.linkedin.com/company/ultimo-project/)) has been the most important and successful social media platform in the project, seeing the reaching of and high engagement from nearly all target groups. The project account actively engages with project partners to help amplify recent developments as well as connect with external partners on joint sessions and events. Follower growth has been strong over the course of the project and there continues to be strong engagement from project partners and beyond.

Besides promoting news articles on the website, LinkedIn has also become a key platform for promoting registrations for the ULTIMO webinar series, and showcasing recent videos (like at the EUCAD 2025 conference), all the while still sharing updates from project partners.

ULTIMO's strong involvement in EUCAD not only generated valuable visibility but also demonstrated the project's active contribution to shaping the wider European dialogue on automated mobility including underlining the impact of our investment and reinforcing our relevance for EU stakeholders.

At the time of writing (September 2025), the ULTIMO LinkedIn account counts 1,592 followers (compared to 835 in March 2024).

### 3.3.3 YouTube

Due to the ULTIMO Webinar Series and other project videos (both completed and to come), it was essential to have a YouTube channel for the project (<https://www.youtube.com/@ULTIMOproject>). The channel currently has 49 subscribers and has posted 17 videos, including the recordings of the entire webinar series.

The project also developed three videos covering the live demonstration at the EUCAD 2025 conference, with each one already having over 100 views. The project also foresees videos for each demo site which will also be hosted on the YouTube channel, along with upcoming webinar recordings and any other video material developed within the project.

### 3.3.4 Measuring the impact

As set in D7.1, the KPI for social media in Y3 was '8 posts/month. This KPI has been reached with the project aiming to do at least two posts per week on average, plus reshares of other partner posts related to the project.

For LinkedIn, September 2024 – September 2025 (as LinkedIn analytics only allow you to go back one year), the ULTIMO LinkedIn page has gained 2,166 page views while ULTIMO posts have gained 64,000 organic impressions in total (the number of times content is displayed to our followers or extended network without paying for it).

These statistics show that ULTIMO manages to 1) lead many stakeholders to its page/content and 2) its content is also very well by people on LinkedIn. This last statement is also underlined by the fact that engagement on individual ULTIMO posts is very high: our posts are gaining many likes, shares, reactions and clicks.

## 3.4 Videos

In the first reporting period, ULTIMO has developed various videos for different purposes. They are all available on our YouTube channel: <https://www.youtube.com/@ULTIMOproject>.

Since the last reporting period, the ULTIMO webinar series has kicked off, with all recordings being put on the YouTube channel in a dedicated playlist. Additionally, at the EUCAD 2025 conference, ULTIMO organised a live demonstration that moved participants in two Navvya shuttles between two points on site. From this, three videos were developed, including a short version, and a longer version going into more technical detail about the demonstration, and a video about ULTIMO at EUCAD2025 overall. All of these videos have already received over 100 views after being live for just one month so far.

In the final stage of the project, video content will be developed for each of the demo sites to highlight what has been achieved through the ULTIMO project. All of these videos will be hosted on the project's YouTube channel while being promoted on LinkedIn to relevant stakeholders, including the academic community, industry and policymakers.

## 3.5 E-Newsletter

ULTIMO has created a project e-newsletter aiming to communicate project updates and news to all relevant stakeholders. Apart from delivering news about the project, the goal is also to provide a platform to the sector with relevant, more general CCAM news.

### 3.5.1 Measuring the impact

Since April 2024, ULTIMO has sent three newsletters so far, as well as three additional mailings for specific events. The project account now has 160 subscribers, already surpassing the year 3 KPI of 150 subscribers. On average the projects' mailings are getting an open rate of around 50%.

Generally, the newsletter will be released every six months, depending on the activities and events to report to subscribers. The newsletter has a global audience with the majority (as of



the last campaign sent in June of 2025) being based in Germany, the United States, Estonia, Portugal and France.

## 3.6 Press and media

Although not listed as dedicated stakeholder group within ULTIMO, press and media are considered an important target group for the project for dissemination purposes. Because of its inherent ability to reach large number of public (including ULTIMO stakeholders), it is widely used to convey message to build public opinion and awareness, and it can be used to educate people on the benefits of automated mobility and CCAM.

ULTIMO partners have been very active in communicating to the press: a total of 14 press releases was sent out, so far, with more expected as operations at demo sites become established. Table 2 includes all press releases by ULTIMO partners.

*Table 2: Press release by ULTIMO partners*

| Date       | Partner       | Title                                                                                                           | Language | Link                                                                                                                                                                                                                                                                                                                                                           |
|------------|---------------|-----------------------------------------------------------------------------------------------------------------|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1/12/2022  | UITP, DB, all | Unlocking large-scale and passenger-centric automated mobility: new EU project ULTIMO launches                  | EN       | <a href="https://cms.uitp.org/wp/wp-content/uploads/2022/12/ULTIMO_I_aunchPRfinal.pdf">https://cms.uitp.org/wp/wp-content/uploads/2022/12/ULTIMO_I_aunchPRfinal.pdf</a>                                                                                                                                                                                        |
| 1/12/2022  | ArgYou        | Neue autonom fahrende Busse für die Schweiz und Europa                                                          | DE + FR  | <a href="https://argyou.com/de/argyou-news-neues-nachrichten-mobile/autonom-fahrende-busse-schweiz-europa.html">https://argyou.com/de/argyou-news-neues-nachrichten-mobile/autonom-fahrende-busse-schweiz-europa.html</a>                                                                                                                                      |
| 22/12/2022 | UNIGE         | 55 million to develop the public transport of the future                                                        | EN       | <a href="https://www.unige.ch/communication/communiques/en/2022/55-millions-pour-developper-les-transports-publics-du-futur">https://www.unige.ch/communication/communiques/en/2022/55-millions-pour-developper-les-transports-publics-du-futur</a>                                                                                                            |
| 1/1/2023   | RUTER         | Ruter's new self-driving service will pick you up on demand                                                     | NO + EN  | <a href="https://ruter.no/om-ruter/presse/presserom/#/pressreleases/ruters-nye-selvkjoerende-kjoeretoey-vil-plukke-deg-opp-paa-bestilling-3225352">https://ruter.no/om-ruter/presse/presserom/#/pressreleases/ruters-nye-selvkjoerende-kjoeretoey-vil-plukke-deg-opp-paa-bestilling-3225352</a><br><br>(Translated EN version available via ULTIMO Sharepoint) |
| 5/3/2023   | RUTER         | Ruter's annual report 2022                                                                                      | NO       | Homepage for report: <a href="https://aarsrapport2022.ruter.no/">https://aarsrapport2022.ruter.no/</a><br>Chapter on self-driving transport: <a href="https://aarsrapport2022.ruter.no/ar-et-2022/fra-dor-til-dor-med-selvkjoerende-kollektivtransport/">https://aarsrapport2022.ruter.no/ar-et-2022/fra-dor-til-dor-med-selvkjoerende-kollektivtransport/</a> |
| 10/5/2023  | ZF            | ZF at UITP Barcelona 2023: Showcasing the Autonomous, Connected and Electrified Future of Public Transportation |          | <a href="https://press.zf.com/press/en/releases/release_55424.html">https://press.zf.com/press/en/releases/release_55424.html</a>                                                                                                                                                                                                                              |
| 3/6/2023   | DB            | Herford will fahrerlose Busse                                                                                   | DE       | Herforder Kreisblatt, Westfalen-Blatt<br>(Text available on Sharepoint)                                                                                                                                                                                                                                                                                        |
| 9/6/2023   | DB            | Spannendes Projekt: Ab 2024 sollen in Herford selbstfahrende Busse unterwegs sein                               | DE       | <a href="https://www.nw.de/lokal/kreis_herford/herford/23582800_Spannendes-Projekt-Ab-2024-sollen-in-Herford-selbstfahrende-Busse-unterwegs-sein.html">https://www.nw.de/lokal/kreis_herford/herford/23582800_Spannendes-Projekt-Ab-2024-sollen-in-Herford-selbstfahrende-Busse-unterwegs-sein.html</a>                                                        |
| 11/6/2023  | DB            | Fahrerlose Busse in Herford: Ein richtiger Schritt oder nicht zuverlässig genug?                                | DE       | <a href="https://www.nw.de/lokal/kreis_herford/herford/23585246_Fahrerlose-">https://www.nw.de/lokal/kreis_herford/herford/23585246_Fahrerlose-</a>                                                                                                                                                                                                            |



|            |                      |                                                                                                                         |    |                                                                                                                                                                                                                                                                                 |
|------------|----------------------|-------------------------------------------------------------------------------------------------------------------------|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|            |                      |                                                                                                                         |    | <a href="#">Busse-in-Herford-Ein-richtiger-Schritt-oder-nicht-zuverlaessig-genug.html</a>                                                                                                                                                                                       |
| 13/06/2023 | DB                   | Selbstfahrende Kleinbusse in Herford können bis 60 km/h fahren                                                          | DE | <a href="https://www.nw.de/lokal/kreis_herford/herford/23587748_Selbstfahrende-Kleinbusse-in-Herford-koennen-bis-60-km-h-fahren.html">https://www.nw.de/lokal/kreis_herford/herford/23587748_Selbstfahrende-Kleinbusse-in-Herford-koennen-bis-60-km-h-fahren.html</a>           |
| 16/06/2023 | DB                   | Viel Begeisterung für selbstfahrende Busse von Herforder Politikern                                                     | DE | <a href="https://www.nw.de/lokal/kreis_herford/herford/23588772_Viel-Begeisterung-fuer-selbstfahrende-Busse-von-Herforder-Politikern.html">https://www.nw.de/lokal/kreis_herford/herford/23588772_Viel-Begeisterung-fuer-selbstfahrende-Busse-von-Herforder-Politikern.html</a> |
| 27/09/2023 | Tpg & Padam Mobility | Les Transports publics genevois ouvrent au grand public leur service de véhicules automatisés sur le site de Belle-Idée | FR | <a href="https://www.tpg.ch/fr/service-de-vehicules-automatisees">https://www.tpg.ch/fr/service-de-vehicules-automatisees</a>                                                                                                                                                   |
| 29/12/2023 | DB                   | Im Herbst 2024 rollt der erste selbstfahrende Bus durch Herford                                                         | DE | <a href="https://www.nw.de/lokal/kreis_herford/herford/23744078_Im-Herbst-2024-rollt-der-erste-selbstfahrende-Bus-durch-Herford.html">https://www.nw.de/lokal/kreis_herford/herford/23744078_Im-Herbst-2024-rollt-der-erste-selbstfahrende-Bus-durch-Herford.html</a>           |
| 2/4/2025   | Ruter                | Nå kan du bestille selvkjørende transport                                                                               | NO | <a href="https://ruter.no/presserom#/presseleases/naa-kan-du-bestille-selvkjoerende-transport-3367911">https://ruter.no/presserom#/presseleases/naa-kan-du-bestille-selvkjoerende-transport-3367911</a>                                                                         |
| 9/9/2025   | DB                   | Autonomes Fahren: ULTIMO-Shuttles nehmen in Herford den Testbetrieb mit Fahrgästen auf                                  | DE | <a href="#">Autonomes Fahren: ULTIMO-Shuttles nehmen in Herford den Testbetrieb mit Fahrgästen auf</a>                                                                                                                                                                          |

## ULTIMO in the media

Thanks to the effort of the partners, contacts with the press and the various dissemination activities undertaken, news about ULTIMO has been published in a wide array of media and press titles: online, offline, and even via radio (Radio Lac) and TV (LemanBlue TV). From well-known sector titles such as Intelligent Transport Magazine and MetroMagazine to smaller blogs and websites of fellow EU-initiatives: ULTIMO has made its appearance in many local, national and (non-EU) international media, as can be seen in Table 3.

Table 3: ULTIMO in the media

| Source                | Date       | Title                                                                                             | Language/Country of Publication | Link                                                                                                                                                                                                                                                      |
|-----------------------|------------|---------------------------------------------------------------------------------------------------|---------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Future transport news | 02/06/2022 | EU-Funded ULTIMO Project to Deploy Autonomous Shuttles                                            | EN/UK                           | <a href="https://futuretransport-news.com/eu-funded-ultimo-project-to-deploy-autonomous-shuttles/">https://futuretransport-news.com/eu-funded-ultimo-project-to-deploy-autonomous-shuttles/</a>                                                           |
| Bus-news.com          | 24/11/2022 | EU-Funded ULTIMO Project Brings Padam Mobility on Board as Technology Partner for New AV Projects | EN/UK                           | <a href="https://bus-news.com/padam-mobility-as-technology-partner-for-new-av-projects/">https://bus-news.com/padam-mobility-as-technology-partner-for-new-av-projects/</a>                                                                               |
| UITP.org              | 1/12/2022  | Unlocking large-scale and passenger-centric automated mobility: new project ULTIMO launches       | EN/ BE                          | <a href="https://www.uitp.org/news/unlocking-large-scale-and-passenger-centric-automated-mobility-new-project-ultimo-launches/">https://www.uitp.org/news/unlocking-large-scale-and-passenger-centric-automated-mobility-new-project-ultimo-launches/</a> |
| ArgYou                | 1/12/2022  | New autonomous driving buses for Switzerland and the EU                                           | EN/CH                           | <a href="https://argyou.com/en/argyou-news-">https://argyou.com/en/argyou-news-</a>                                                                                                                                                                       |

|                                |            |                                                                                                           |        |                                                                                                                                                                                                                                                                                         |
|--------------------------------|------------|-----------------------------------------------------------------------------------------------------------|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                |            |                                                                                                           |        | <a href="https://www.mobile/autonomous-bus.html">mobile/autonomous-bus.html</a>                                                                                                                                                                                                         |
| ArgYou                         | 1/12/2022  | Neue autonom fahrende Busse für die Schweiz und Europa                                                    | DE/CH  | <a href="https://argyou.com/de/argyou-news-neues-nachrichten-mobile/autonom-fahrende-busse-schweiz-europa.html">https://argyou.com/de/argyou-news-neues-nachrichten-mobile/autonom-fahrende-busse-schweiz-europa.html</a>                                                               |
| FerPress                       | 1/12/2022  | UITP lancia ULTIMO, progetto europeo per una mobilità automatizzata su larga scala                        | IT/IT  | <a href="https://www.ferpress.it/uitp-lancia-il-nuovo-progetto-europeo-ultimo-per-una-mobilita-automatizzata-su-larga-scala/">https://www.ferpress.it/uitp-lancia-il-nuovo-progetto-europeo-ultimo-per-una-mobilita-automatizzata-su-larga-scala/</a>                                   |
| Metro Magazine                 | 5/12/2022  | New European Project Launches To Examine Automated Mobility                                               | EN/USA | <a href="https://www.metro-magazine.com/10188152/new-european-project-launches-to-examine-automated-mobility">https://www.metro-magazine.com/10188152/new-european-project-launches-to-examine-automated-mobility</a>                                                                   |
| Intelligent Transport Magazine | 6/12/2022  | New project to advance large-scale roll-out of user-centric autonomous vehicle services                   | EN/UK  | <a href="https://www.intelligenttransport.com/transport-news/141857/new-project-advance-large-scale-roll-out-user-centric-autonomous-vehicle/">https://www.intelligenttransport.com/transport-news/141857/new-project-advance-large-scale-roll-out-user-centric-autonomous-vehicle/</a> |
| PV Magazine                    | 7/12/2022  | Nieuw EU-project Ultimo moet toepassing geautomatiseerde mobiliteit bevorderen                            | NL/NL  | <a href="https://pvmagazine.nl/nieuw-eu-project-ultimo-moet-toepassing-geautomatiseerde-mobiliteit-bevorderen/">https://pvmagazine.nl/nieuw-eu-project-ultimo-moet-toepassing-geautomatiseerde-mobiliteit-bevorderen/</a>                                                               |
| Saam.swiss                     | 8/12/2022  | SAAM brings Swiss expertise to the European ULTIMO Project                                                | EN/CH  | <a href="https://www.saam.swiss/saam-brings-swiss-expertise-to-the-european-ultimo-project/">https://www.saam.swiss/saam-brings-swiss-expertise-to-the-european-ultimo-project/</a>                                                                                                     |
| Eltis.org                      | 22/12/2022 | New EU project fosters integration of autonomous vehicles in public transport services in European cities | EN/BE  | <a href="https://www.eltis.org/in-brief/news/new-eu-project-fosters-integration-autonomous-vehicles-public-transport-services">https://www.eltis.org/in-brief/news/new-eu-project-fosters-integration-autonomous-vehicles-public-transport-services</a>                                 |
| LemanBlue TV                   | 22/12/2022 | Des navettes sans chauffeur circuleront à Genève dès 2025                                                 | FR/CH  | <a href="https://www.lemobleu.ch/fr/Actualites/Geneve/20221222110837-Des-navettes-sans-chauffeur-circuleront-a-Geneve-des-2025.html">https://www.lemobleu.ch/fr/Actualites/Geneve/20221222110837-Des-navettes-sans-chauffeur-circuleront-a-Geneve-des-2025.html</a>                     |
| Radio Lac                      | 22/12/2022 | Un service de navettes autonomes en projet à Genève                                                       | FR/CH  | <a href="https://www.radiolac.ch/actualite/geneve/un-service-de-navettes-autonomes-en-projet-a-geneve/">https://www.radiolac.ch/actualite/geneve/un-service-de-navettes-autonomes-en-projet-a-geneve/</a>                                                                               |
| MyScience                      | 22/12/2022 | 55 million to develop the public transport of the future                                                  | EN/CH  | <a href="https://www.myscience.org/news/wire/55-million-to-develop-the-public-transport-of-the-future-2022-unige">https://www.myscience.org/news/wire/55-million-to-develop-the-public-transport-of-the-future-2022-unige</a>                                                           |

|                                 |            |                                                                                                                 |       |                                                                                                                                                                                                                                                                                                                                                                           |
|---------------------------------|------------|-----------------------------------------------------------------------------------------------------------------|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| India Education Diary           | 30/12/2022 | University Of Geneva 55 Million To Develop The Public Transport Of The Future                                   | EN/IN | <a href="https://indiaeducationdiary.in/university-of-geneva-55-million-to-develop-the-public-transport-of-the-future/">https://indiaeducationdiary.in/university-of-geneva-55-million-to-develop-the-public-transport-of-the-future/</a>                                                                                                                                 |
| LeMessenger                     | 03/01/2023 | On verra bientôt circuler des navettes autonomes a Geneve                                                       | FR/FR | <a href="https://www.lemessenger.fr/53018/article/2023-01-03/verra-bientot-circuler-des-navettes-autonomes-geneve">https://www.lemessenger.fr/53018/article/2023-01-03/verra-bientot-circuler-des-navettes-autonomes-geneve</a>                                                                                                                                           |
| Dagsavisen / Ruter's press room | 31/01/2023 | Self-driving public transport responds to sustainability challenges                                             | EN    | <a href="#">In sharepoint folder</a>                                                                                                                                                                                                                                                                                                                                      |
| World Economic Forum, Davos     | 27/01/2023 | Driverless buses are arriving soon in these 3 European cities                                                   | EN/CH | <a href="https://www.weforum.org/agenda/2023/01/autonomous-buses-geneva-project/">https://www.weforum.org/agenda/2023/01/autonomous-buses-geneva-project/</a>                                                                                                                                                                                                             |
| Open Geneva                     | 17/02/2023 | Encouraging citizen participation to co-create the autonomous public transportation system of the future        | EN/CH | <a href="https://opengeneva.org/wp-content/uploads/2024/03/EN-version-Press-release-ULTIMO-feb.-2023-1.pdf">https://opengeneva.org/wp-content/uploads/2024/03/EN-version-Press-release-ULTIMO-feb.-2023-1.pdf</a>                                                                                                                                                         |
| Open Geneva                     | 24/02/2023 | Open Geneva relève un nouveau défi!                                                                             | FR/CH | <a href="https://mailchi.mp/670b32ef007b/open-geneva-ultimo">https://mailchi.mp/670b32ef007b/open-geneva-ultimo</a>                                                                                                                                                                                                                                                       |
| Dagsavisen                      | 16/03/2023 | Fears scooter-chaos with self-driving cars                                                                      | NO/NO | <a href="https://www.dagsavisen.no.translate.goog/oslo/nyheter/2023/03/16/frykter-sparkesykkel-kaos-med-selvkjorende-biler/?x_tr_sl=no&amp;x_tr_tl=en&amp;x_tr_hl=no&amp;x_tr_pto=wapp">https://www.dagsavisen.no.translate.goog/oslo/nyheter/2023/03/16/frykter-sparkesykkel-kaos-med-selvkjorende-biler/?x_tr_sl=no&amp;x_tr_tl=en&amp;x_tr_hl=no&amp;x_tr_pto=wapp</a> |
| Nouvo TV documentary series     | 18/04/2023 | Autonomous vehicles, trains, airplanes                                                                          | FR/CH | <a href="https://tv.blue.ch/details/tv/single/Nouvo-id-t036777b5d8c0ff6">https://tv.blue.ch/details/tv/single/Nouvo-id-t036777b5d8c0ff6</a>                                                                                                                                                                                                                               |
| Topcarnews                      | 11/5/2023  | ZF at UITP Barcelona 2023: Showcasing the autonomous, connected and electrified future of public transportation | EN/VT | <a href="https://topcarnews.net/zf-at-uitp-barcelona-2023-showcasing-the-autonomous-connected-and-electrified-future-of-public-transportation-s243051.html">https://topcarnews.net/zf-at-uitp-barcelona-2023-showcasing-the-autonomous-connected-and-electrified-future-of-public-transportation-s243051.html</a>                                                         |
| Afia.pt                         | 11/5/2023  | ZF at UITP Barcelona 2023: Showcasing the autonomous, connected and electrified future of public transportation | EN/PT | <a href="https://afia.pt/zf-at-uitp-barcelona-2023-showcasing-the-autonomous-connected-and-electrified-future-of-public-transportation/">https://afia.pt/zf-at-uitp-barcelona-2023-showcasing-the-autonomous-connected-and-electrified-future-of-public-transportation/</a>                                                                                               |
| Automotive world                | 11/5/2023  | ZF at UITP Barcelona 2023: Showcasing the autonomous, connected and electrified future of public transportation | EN/UK | <a href="https://www.automotiveworld.com/news-releases/zf-at-uitp-barcelona-2023-showcasing-the-autonomous-connected-">https://www.automotiveworld.com/news-releases/zf-at-uitp-barcelona-2023-showcasing-the-autonomous-connected-</a>                                                                                                                                   |

|                                          |            |                                                                                                     |       |                                                                                                                                                                                                                                                                                                                                                           |
|------------------------------------------|------------|-----------------------------------------------------------------------------------------------------|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                          |            |                                                                                                     |       | <a href="#">and-electrified-future-of-public-transportation/</a>                                                                                                                                                                                                                                                                                          |
| Sustainable Bus                          | 12/5/2023  | ZF to showcase new CeTrax 2 with 3-speed transmission at UITP Summit                                | EN/IT | <a href="https://www.sustainable-bus.com/components/zf-uitp-summit-barcelona-2023/">https://www.sustainable-bus.com/components/zf-uitp-summit-barcelona-2023/</a>                                                                                                                                                                                         |
| Open Geneva                              | 08/06/2023 | Elaborer les services transports publics autonomes en co-cr  ant avec les citoyen-n  s              | FR/CH | <a href="https://opengeneva.org/wp-content/uploads/2023/06/Communiqu  %CC%81-de-presse-Mai-2023-hackathon-ULTIMO.pdf">https://opengeneva.org/wp-content/uploads/2023/06/Communiqu  %CC%81-de-presse-Mai-2023-hackathon-ULTIMO.pdf</a>                                                                                                                     |
| Erticonetwork                            | 19/06/2023 | ERTICO IS PART OF THE CLEAN PUBLIC TRANSPORT AGENDA AT THE UITP SUMMIT                              | EN/BE | <a href="https://erticonetwork.com/ertico-is-part-of-the-clean-public-transport-agenda-at-the-uitp-summit/">https://erticonetwork.com/ertico-is-part-of-the-clean-public-transport-agenda-at-the-uitp-summit/</a>                                                                                                                                         |
| Padam Mobility.org                       | 29/09/2023 | ULTIMO PROJECT INTRODUCES ITS FIRST AUTOMATED ON-DEMAND SERVICE IN GENEVA POWERED BY PADAM MOBILITY | EN/FR | <a href="https://blog.padam-mobility.com/en/2023/09/29/the-ultimo-project-introduces-the-first-automated-on-demand-service-in-geneva-with-padam-mobility-as-technical-partner/">https://blog.padam-mobility.com/en/2023/09/29/the-ultimo-project-introduces-the-first-automated-on-demand-service-in-geneva-with-padam-mobility-as-technical-partner/</a> |
| ConnectedAutomateddriving.eu             | 28/11/2023 | ULTIMO autonomous vehicles in Oslo ready for action                                                 | EN/BE | <a href="https://www.connectedautomateddriving.eu/blog/ultimo-autonomous-vehicles-in-oslo-ready-for-action/">https://www.connectedautomateddriving.eu/blog/ultimo-autonomous-vehicles-in-oslo-ready-for-action/</a>                                                                                                                                       |
| SHOW project website                     | 29/01/2024 | ULTIMO project uses SHOW use cases to test automated last-mile logistics in Geneva                  | EN/BE | <a href="https://show-project.eu/2024/01/19/ultimo-project-uses-show-use-cases-to-test-automated-last-mile-logistics-in-geneva/">https://show-project.eu/2024/01/19/ultimo-project-uses-show-use-cases-to-test-automated-last-mile-logistics-in-geneva/</a>                                                                                               |
| ConnectedAutomateddriving.eu             | 21/02/2024 | ULTIMO drives transport development in Herford                                                      | EN/BE | <a href="https://www.connectedautomateddriving.eu/blog/ultimo-drives-transport-development-in-herford/">https://www.connectedautomateddriving.eu/blog/ultimo-drives-transport-development-in-herford/</a>                                                                                                                                                 |
| CCAM.eu                                  | 20/03/2024 | CCAM brokerage day and super-charged Multicluster meeting on 18-19 March 2024                       | EN/BE | <a href="https://www.ccam.eu/ccam-brokerage-day-and-super-charged-multicluster-meeting-on-18-19-march-2024/">https://www.ccam.eu/ccam-brokerage-day-and-super-charged-multicluster-meeting-on-18-19-march-2024/</a>                                                                                                                                       |
| NRK - Norwegian Broadcasting Corporation | 16/12/2024 | Test self-driving vehicles                                                                          | NO/NO | <a href="https://tv.nrk.no/serie/dagsrevyen-21/sesong/202412/episode/NNFA21121624">https://tv.nrk.no/serie/dagsrevyen-21/sesong/202412/episode/NNFA21121624</a>                                                                                                                                                                                           |
| NRK - Norwegian Broadcasting Corporation | 16/12/2024 | Live from Groruddalen                                                                               | NO/NO | <a href="https://tv.nrk.no/serie/nyheter/sesong/202412/episode/NNFA09121624">https://tv.nrk.no/serie/nyheter/sesong/202412/episode/NNFA09121624</a>                                                                                                                                                                                                       |

|                                                 |            |                                                                                   |                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-------------------------------------------------|------------|-----------------------------------------------------------------------------------|---------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| NRK - Norwegian Broadcasting Corporation        | 16/12/2024 | Ruter is launching self-driving vehicles                                          | NO/NO                                       | <a href="https://sistenytt.opoint.com/customer=1548&amp;art=1576834&amp;uid=IE6riX0UZWE">https://sistenytt.opoint.com/customer=1548&amp;art=1576834&amp;uid=IE6riX0UZWE</a>                                                                                                                                                                                                                                                                                                                                                               |
| NRK - Norwegian Broadcasting Corporation        | 16/12/2024 | A new step for self-driving cars: The city councilor took their first ride.       | NO/NO                                       | <a href="https://groruddalen.no/nyheter/nytt-skritt-for-selvkjorende-biler-ruter-slipper-pa-passasjerene/">https://groruddalen.no/nyheter/nytt-skritt-for-selvkjorende-biler-ruter-slipper-pa-passasjerene/</a>                                                                                                                                                                                                                                                                                                                           |
| NRK - Norwegian Broadcasting Corporation        | 18/12/2024 | NRK - Norwegian Broadcasting Corporation                                          | NO/NO                                       | <a href="https://www.nrk.no/norge/snart-kan-du-sitte-pa-i-selvkjorende-biler-i-oslo-1.17171683">https://www.nrk.no/norge/snart-kan-du-sitte-pa-i-selvkjorende-biler-i-oslo-1.17171683</a>                                                                                                                                                                                                                                                                                                                                                 |
| voyagerr.com                                    | 20/03/2025 | Project ULTIMO – Fostering Automated Vehicles in Public Transportation            | EN/UK                                       | <a href="https://voyagerr.com/ultimo-project-article/">https://voyagerr.com/ultimo-project-article/</a>                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| voyagerr.se                                     | 30/03/2025 | EU-Funded ULTIMO Project                                                          | SE/SE                                       | <a href="https://voyagerr.com/sv/eu-finansierat-ultimo-project/">https://voyagerr.com/sv/eu-finansierat-ultimo-project/</a>                                                                                                                                                                                                                                                                                                                                                                                                               |
| Horizon - The EU Research & Innovation Magazine | 22/04/2025 | Self-driving vehicles: the road to cheaper, sustainable urban transport in Europe | EN/BE                                       | <a href="https://projects.research-and-innovation.ec.europa.eu/en/horizon-magazine/self-driving-vehicles-road-cheaper-sustainable-urban-transport-europe?pk_source=newsletter&amp;pk_medium=email&amp;pk_campaign=08052025&amp;pk_content=transport-science-in-society">https://projects.research-and-innovation.ec.europa.eu/en/horizon-magazine/self-driving-vehicles-road-cheaper-sustainable-urban-transport-europe?pk_source=newsletter&amp;pk_medium=email&amp;pk_campaign=08052025&amp;pk_content=transport-science-in-society</a> |
| IAA Mobility Website                            | 05/09/2025 | IAA Voices – Lars Abeler in Interview                                             | Interview in DE / EN<br><br>Published in DE | <a href="https://www.iaa-mobility.com/en/newsroom/news/iaa-voices/iaa-voices-interview-lars-abeler">https://www.iaa-mobility.com/en/newsroom/news/iaa-voices/iaa-voices-interview-lars-abeler</a>                                                                                                                                                                                                                                                                                                                                         |

## 3.7 ULTIMO publications

A first leaflet has been published in M10 of the project. It includes general information about ULTIMO, including its vision, objectives, partners and deployment sites. Ahead of the EUCAD 2025 conference in May 2025, the project leaflet was updated to show progress made in the project so far and to ensure everything in the leaflet is up to date. The updated leaflet includes milestone reached in the project demo sites, as well as the latest achievements that stem from the ULTIMO project.

This leaflet has been disseminated at sector events to provide a comprehensive overview of ULTIMO in one document to many target audiences, including policymakers. It is available in the library on the website.

| ULTIMO MILESTONES                                                                                                                                                                                                                                                                                                                                                                                                              | ACHIEVEMENTS AND DEVELOPMENTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p>Successful start of DRT service in Grorud-dalen Valley (Demo Site Oslo) with 5 vehicles from Nio with ADS from Mobileye and operated by Holo for RUTER AS.</p>                                                                                                                                                                            | <ul style="list-style-type: none"> <li>✓ MaaS/LaaS platforms have been further developed. Integration of fleet management providers started and partially completed.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|  <p>4 co-creation workshops in Geneva, Herford and Oslo had been conducted to gather new insights, ideas and requirements of future users.</p>                                                                                                                                                                                                | <ul style="list-style-type: none"> <li>✓ First survey results in Groruddalen (Oslo) show that one-third of commuting trips would shift from private cars to a AV integrated into a MaaS.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|  <p>Requirements from passengers with special needs are collected and taken into account in all developments.</p>                                                                                                                                                                                                                             | <ul style="list-style-type: none"> <li>✓ Potential scenarios and requirements for achieving cross-sectorial business models were defined and a first pricing strategy for DRT Service in Oslo is developed to evaluate societal benefits of AV in MaaS.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|  <p>Research on different approaches for HD Maps has started! Explored the interplay between vehicle HD-Maps and fleet orchestrator maps.</p>                                                                                                                                                                                                 | <ul style="list-style-type: none"> <li>✓ First L4-vehicle is in operations set-up mode in Herford. Start of testrides with passengers planned for August 2025.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|  <p>Collaboration with the following projects was established: MODI (<a href="https://modiproject.eu">https://modiproject.eu</a>) on HD Mapping, Cool4 (Japan) on mobility needs, impact assessment and international harmonisation, NeMo.bil (<a href="https://nemo-bil.de">https://nemo-bil.de</a>) on standardisation and AV in MaaS.</p> | <ul style="list-style-type: none"> <li>✓ LaaS concept for tpg / Geneva has been developed and a first test prototype was successfully operated. No working on real implementation to test when the L4-vehicles of tpg are in operations.</li> <li>✓ Ten key passenger services and 14 vehicle and infrastructure services for L4-operations were identified. Implementation and adaptation of the services has started in the demo sites.</li> <li>✓ Multivariate impact analysis covered five dimensions: Governance, Economic, Social, Environmental, and Technical have started and first insights will be available soon.</li> <li>✓ Sustainable business models for the sites will be finished by July 2025.</li> <li>✓ A webinar series was established successfully. Up to now 4 webinars with more than 500 attendees had been conducted.</li> <li>✓ Accessibility in motion – Siemens experts collaborate with Benteler to develop an inclusive and innovative production model of the HOLON Mover, ready for everyday use.</li> </ul> |

Figure 8: ULTIMO updated leaflet

Regarding other publications for the project, the deployment sites may decide to create a publication aimed at local stakeholders, including citizens and passengers. These publications will be in the local language and set out the objectives of the local services, with as main aim to engage local people and create awareness about the relevance of the service. Also these types of publications are currently under discussion.

As already explained in D7.1, the results of the ULTIMO project will also be disseminated through a Project Brief created by UITP. This type of publication is meant to summarise sometimes technical results into a publication widely accessible for different types of stakeholders. The Project Brief will leverage the extensive network of UITP in the public transport sector and will be disseminated widely to reach all desired target groups of the project.

## 3.8 Scientific publications

Throughout the project's lifetime, various scientific publications will be submitted to conferences and magazines, seeking to disseminate project results to the scientific and academic community.

By September 2025, 12 peer-reviewed and open access publications have been published in the framework of the ULTIMO project. An overview is given below in Table 2.



Table 4: ULTIMO peer-reviewed papers

| Date          | Partner                         | Title                                                                                                                                   | Authors                                                                             | Corresponding event/conference/scientific journal                                                                 | DOI                                                                                                   |
|---------------|---------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| 9/2/2023      | UNIGE                           | An Automotive Reference Testbed with Trusted Security Services                                                                          | Teri Lenard, Bela Genge, Pirooska Haller, Anastasija Collen, Niels Alexander Nijdam | Electronics (journal)                                                                                             | <a href="https://doi.org/10.3390/electronics12040888">https://doi.org/10.3390/electronics12040888</a> |
| 20/3/2023     | UNIGE                           | Symbiotic Analysis of Security Assessment and Penetration Tests Guiding Real L4 Automated City Shuttles                                 | Meriem Benyahya, Pierre Bergerat, Anastasija Collen, Niels Alexander                | Telecom (journal)                                                                                                 | <a href="https://doi.org/10.3390/telecom4010012">https://doi.org/10.3390/telecom4010012</a>           |
| 29/08/2023    | UNIGE                           | A Systematic Review of Threat Analysis and Risk Assessment Methodologies for Connected and Automated Vehicles                           | Meriem Benyahya, Teri Lenard, Anastasija Collen, Niels Alexander                    | ARES '23: Proceedings of the 18th International Conference on Availability, Reliability and Security (conference) | <a href="https://doi.org/10.1145/3600160.3605084">https://doi.org/10.1145/3600160.3605084</a>         |
| 5/10/2023     | UNIGE                           | Analyses on standards and regulations for connected and automated vehicles: Identifying the certifications roadmap                      | Meriem Benyahya, Anastasija Collen, Niels Alexander                                 | Transportation Engineering (journal)                                                                              | <a href="https://doi.org/10.1016/j.treng.2023.100205">https://doi.org/10.1016/j.treng.2023.100205</a> |
| 15-18/04/2024 | CERTH, TPG, Siemens, Sensible 4 | CCAM for the users; Matching the user needs with vehicle capabilities in ULTIMO project                                                 | Evangelia Gaitanidou, Quentin Matthewson, Linda Mathe, Povilas Valiauga             | TRA 2024                                                                                                          | Not yet published                                                                                     |
| 2/9/2024      | CS, Ruter                       | Governance of automated vehicle in the urban transport system: Insight from a willingness-to-use survey and Norwegian cultural context. | "Wale Arowolo, Magnus Larsson, Isabelle Nicolai"                                    | Transportation Research Interdisciplinary Perspective Journal                                                     | <a href="https://doi.org/10.1016/j.trip.2024.101040">https://doi.org/10.1016/j.trip.2024.101040</a>   |
| 25/8/2025     | UNIGE                           | Machine Learning-Based Decision Analytic Model for Optimal Route Selection in Autonomous Urban Delivery: The ULTIMO Project             | Shervin Zakeri, Dimitri Konstantas, Prasenjit Chatterjee, Ali Vaez Jalali           | Decision Making: Applications in Management                                                                       | <a href="https://doi.org/10.31181/dmame7220241114">https://doi.org/10.31181/dmame7220241114</a>       |

|            |        |                                                                                                                                         |                                                                                 |                                                         |                                                                                                     |
|------------|--------|-----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|---------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
|            |        |                                                                                                                                         |                                                                                 | t and Engineering                                       |                                                                                                     |
| 30/9/2024  | UNIGE  | A novel ML-MCDM-based decision support system for evaluating autonomous vehicle integration scenarios in Geneva's public transportation | Shervin Zakeri, Dimitri Konstantas · Shahryar Sorooshian · Prasenjit Chatterjee | SPRINGER - Artificial Intelligence Review               | <a href="https://doi.org/10.1007/s10462-024-10917-w">https://doi.org/10.1007/s10462-024-10917-w</a> |
| 27/3/2025  | HSPF   | Scenario-Based Analysis of Automated Mobility Service Costs in Urban Areas – The Case of Oslo                                           | Charly Beye, Nicole van den Boom, Adrian Boos, Guy Fournier                     | TRA Conference                                          | 10.1007/978-3-031-85578-8_36                                                                        |
| 19/06/2025 | UNIGE  | TARA 2.0 for Connected and Automated Vehicles                                                                                           | Meriem Benyahya, Anastasija Collen, Teri Lenard, Niels Alexander                | IEEE Transactions on Intelligent Transportation Systems | 10.1109/TITS.2025.3574638                                                                           |
| 19/07/2025 | HSPF   | Driving Toward the Future: Assessing Electric Automated Vehicle Deployment Scenarios in Suburbs                                         | van den Boom, N., Boos, A., Beye, C., Fournier, G.                              | TRA Conference                                          | 10.1007/978-3-031-95284-5_21                                                                        |
| 30/7/2025  | ArgYou | Early Digital Market Insights own Autonomous Vehicles (AVs)                                                                             | Christoph Glauser, Peter Kropf, Ricco Kämpfer, Loris Schmid                     | AHFE Conference paper                                   | 10.54941/AHFE 100 6413                                                                              |

## 4 Partners as ULTIMO Ambassadors: stakeholder engagement & local dissemination

All ULTIMO partners play a vital role in the communication and dissemination strategy. From the start of the project, members have been encouraged to disseminate the ULTIMO vision, objectives and developments to their networks, which include cities and public transport authorities, industry, transport operators, universities and associations, alongside engineering groups and specialists.

Various activities have been (and will be) undertaken to ensure (local) stakeholder engagement. These activities include:



- A participatory process implemented on all three project sides which includes in-person hackathons and online deliberation, with the goal to allow active citizen involvement in exploring, testing and validating use cases;
- Workshops on citizen engagement;
- Local dissemination activities, including informing citizens in the local language;
- Acting as ULTIMO ambassadors through sharing of project content via respective networks;
- Local press outreach, including press releases in local language;
- Local events, especially when services are launched, to inform the wider community about the existence of the services and the benefits it has to offer.

While the exact stakeholder engagement activities from every partner are described in more detail in D7.5 and in the Dissemination Tracker, in this chapter we will provide a more general overview of the dissemination activities undertaken by the partners, whereby we highlight certain examples.

## 4.1 Local dissemination activities

An essential factor in ensuring uptake, and thus acceptance of ULTIMO solutions and CCAM innovations in general is citizen and stakeholder engagement. To facilitate this, the ULTIMO dissemination & communication strategy has a heavy focus on engaging local stakeholders, including passengers and citizens. Activities have, and will be, focus(ed) on informing stakeholders about ULTIMO and – more broad – about automated mobility, and very practically what the deployment and use of AVs will mean for them.

Partners in the deployment sites (Oslo, Herford and Geneva) have very actively contributed to the dissemination strategy with various activities and materials.

### 4.1.1 Oslo

For the Oslo site, where the first automated vehicles were deployed in November 2023, many local and international activities were undertaken. With the commencement of services by Ruter, several events were organised and the ULTIMO project website and social media promotes these events as well – such as [here](#) when users testing the service and also [here](#) regarding first user insights.

As referenced earlier in the press section, there has also been much media coverage of developments at the Oslo site and also local press releases about the service. In the Figure below is a social media post about user testing beginning in Oslo, one of the highest-performing posts on the LinkedIn channel this past year.

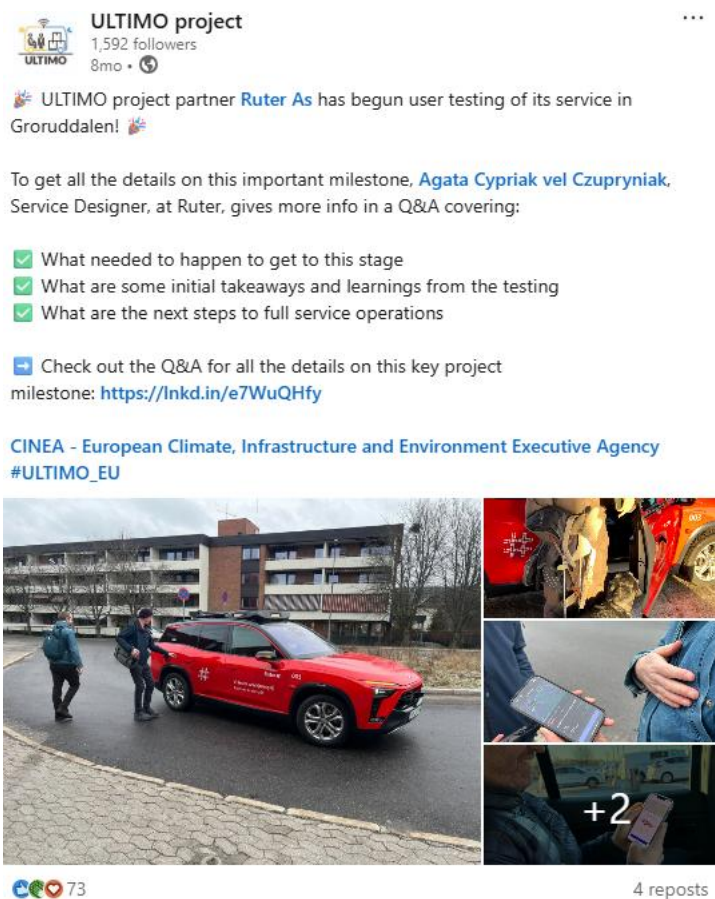


Figure 9: Social media post about Oslo

## 4.1.2 Geneva

Also in Switzerland the dissemination activities have continued, informing local citizens and press about ULTIMO and the deployment site. In addition to providing information, future user engagement events were held to raise awareness of the mobility of the future.

For example, a hackathon was organised in Geneva to get the youth perspective of on-demand transport with TPG joining Open Geneva for the event, which was also featured on the project website.

Open Geneva's promotion of co-creation events, including flyers and posters distributed at universities, libraries and retirement homes, gave the Ultimo project wide public exposure. The Open Geneva community, with its wide range of ages, profiles and skills, has enabled the ULTIMO project to be widely distributed in the canton of Geneva.

Furthermore, through the Swiss Association of Autonomous Mobility (SAAM), ULTIMO plays an important role in building up national expertise as intended by the project. Monthly SAAM DAYs are held with all its approximately 40 members, during which the ULTIMO project is consistently discussed and updates on its current status are shared. This exchange ensures that the project's progress reaches a wide range of stakeholders and strengthens the Swiss ecosystem in autonomous mobility.



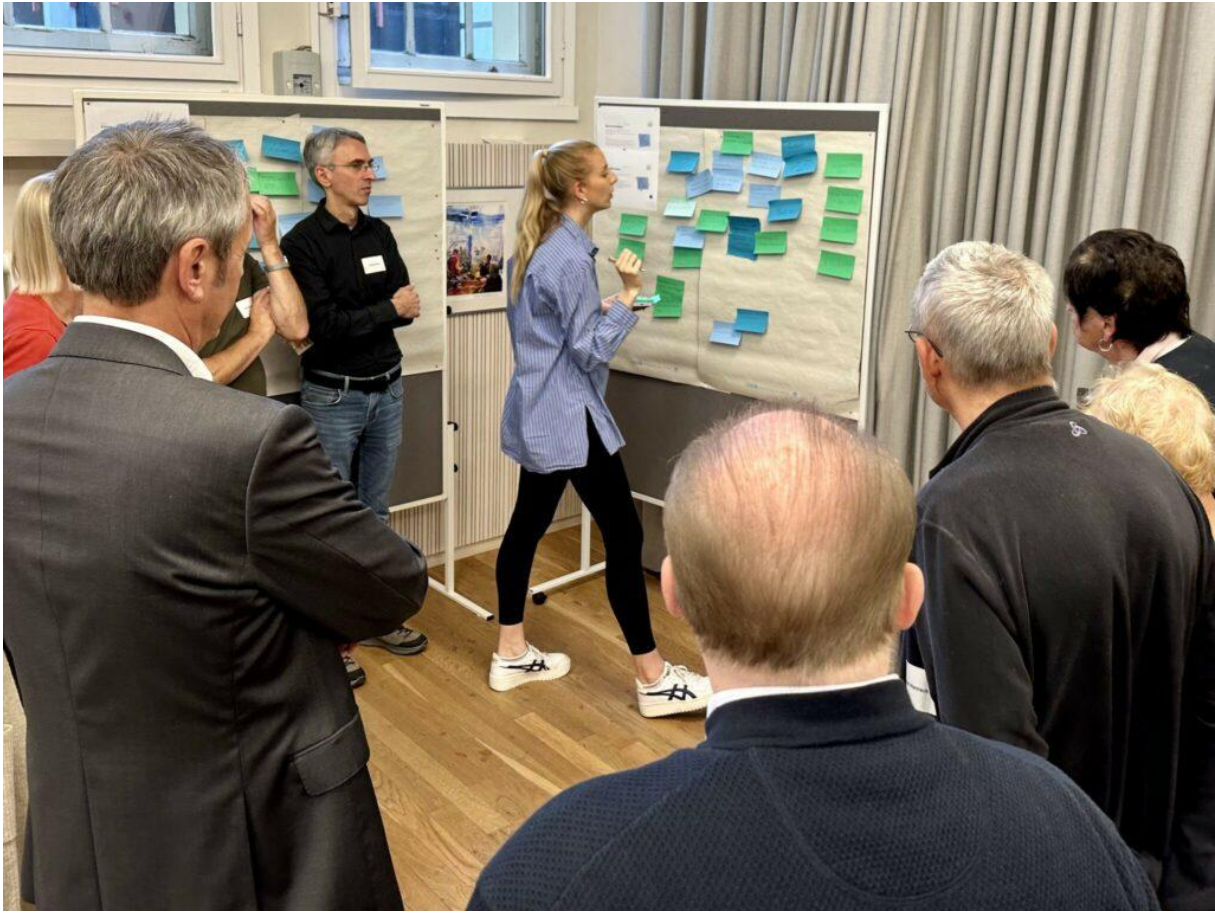
Figure 11: Photo taken at the youth hackathon in Geneva

## Herford, Germany

Herford has also seen local activities since the last update. A local co-creation workshop was organised where 40 participants split into groups to discuss four topics about autonomous transport over four hours. The event and its takeaways were [featured on the project website](#).

Another step of note has been the launch of a dedicated [ULTIMO section on the main DB Regio website](#), which went live on 8 September 2025. This page provides up-to-date information on the operations in Herford, along with practical guidance for passengers on how to use the service. The launch coincides with the start of passenger operations on 10 September 2025.

Also at the Herford level was the arrival of vehicles for the ULTIMO project, also covered with [a news article](#) and social media promotion by the project, which also generated local press interest.



*Figure 10: Co-creation workshop in Herford*

## Citizen engagement

Citizen engagement is a central aspect in ULTIMO: it raises awareness and interest in the project among future users, ensures that the solutions developed are truly rooted in the needs and preferences of the community and contributes directly to creating a sense of ownership and responsibility for the project, which strengthens its acceptance and implementation.

The partner in charge of citizen engagement is Open Geneva and activities are mainly taking place in WP2 (Passenger use cases and vehicle ODDs for ITS/CCAM). Since project kick-off, multiple hackathons have been organised in Oslo and Geneva: more information about them and about citizen engagement in general can be found in the deliverable 2.3.

Within WP7, partners have ensured insights and outcomes of the citizen engagement actions have been disseminated to a broader public with news articles and social media posts, including the article on the latest youth hackathon organised in Geneva.



## 5 Events

Events have already played a pivotal role in the first phase of the ULTIMO dissemination strategy. Directly starting from project launch, partners have attended conferences and exhibitions, as well as had direct meetings, to raise awareness on ULTIMO and discuss its vision with relevant stakeholders. The events attended by ULTIMO partners are very different in nature and include both large, sector-wide conferences (ITS European Congress, the UITP Global Public Transport Summit, EUCAD, among many others) as well as smaller workshops and meetings.

In addition, various events have been organised by project partners to engage local communities, notably in the deployment sites and in the framework of citizen engagement activities. In chapter 6, we provide more details on events that will be organised by ULTIMO in the future.

In table 5 we provide an overview of all the events attended by the ULTIMO members.

*Table 5: ULTIMO events M1 – M18*

| Date                    | Location                   | Event                                                               | ULTIMO contribution                                                   | Audience type                                                                                                                 |
|-------------------------|----------------------------|---------------------------------------------------------------------|-----------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| 10/11/2022              | Oslo, Norway               | The Norwegian Public Transport Conference                           | Presentation/speaker/panel                                            | All target groups: PTOs, PTAs, experts, CCAM community, industry, scientific community, everyone with an interest in mobility |
| 16-17/11/2022           | Online                     | Conference on "Autonomous Vehicles and Public Transport in Europe"  | Networking                                                            | All target groups: PTOs, PTAs, experts, CCAM community, industry, scientific community                                        |
| 30/11/2022 - 01/12/2022 | Brussels, Belgium          | POLIS Annual Conference                                             | Booth/promo/demo activities                                           | Policy makers/cities                                                                                                          |
| 8-9/12/2022             | Brussels, Belgium          | ISO TC 204 WG17 meeting                                             | Development of standards related to CCAM                              | Standards development organizations                                                                                           |
| 1-3/02/2023             | Jacksonville, Florida, USA | UITP North America Forum                                            | Panel discussion during JTA Autonomous Vehicle Network Technical Tour | Policy makers/cities                                                                                                          |
| 14-16/02/2023           | Brussels, Belgium          | Conference on Results from Road Transport Research (RTR conference) | Networking and presenting project                                     | Entire sector, with a focus on academic community and researchers                                                             |
| 24/03/2023              | Geneva, Switzerland        | Futures workshop : Imaginons le                                     | ULTIMO Hackathon                                                      | Public/passengers/customers                                                                                                   |

| Date          | Location            | Event                                                             | ULTIMO contribution                                                  | Audience type                                                                          |
|---------------|---------------------|-------------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------------------------------------|
|               |                     | Transport Public du Futur                                         |                                                                      |                                                                                        |
| 27-28/03/2023 | Oslo, Norway        | Mobility 2023                                                     | Presentation/speaker/p<br>anel                                       | All target groups: PTOs, PTAs, experts, CCAM community, industry, scientific community |
| 27/28/03/2023 | Berlin, Germany     | VDV-Congress on Future Autonomous Driving within Public Transport | Presentation/speaker/p<br>anel                                       | All target groups: PTOs, PTAs, experts, CCAM community, industry, scientific community |
| 14/04/2023    | Oslo, Norway        | MODI                                                              | Presentation/speaker/p<br>anel                                       | All target groups: PTOs, PTAs, experts, CCAM community, industry, scientific community |
| 03-04/05/2023 | Brussels, Belgium   | EUCAD2023; conference and demonstrations                          | Networking                                                           | CCAM Community, including policy-makers                                                |
| 22-24/05/2023 | Lisbon, Portugal    | ITS European Congress 2023                                        | Presentation of ULTIMO                                               | CCAM/ITS Community, entire sector                                                      |
| 04-07/06/2023 | Barcelona, Spain    | UITP Global Public Transport Summit                               | Side-event on ULTIMO vision, material presented at booth, networking | Entire public transport sector, including policy-makers, industry, PTOs and PTAs       |
| 15/06/2023    | Oslo, Norway        | Norwegian Map Authority                                           | Presentation/speaker/p<br>anel                                       | Scientific community                                                                   |
| 30/06/2023    | Oslo, Norway        | Norwegian Public Roads Administration, Director                   | Presentation of ULTIMO                                               | Public Transport Authorities                                                           |
| 21/09/2023    | Oslo, Norway        | Viken Municipality - Mobility Conference                          | Presentation/speaker/p<br>anel                                       | Policy makers/cities                                                                   |
| 20/08/2023    | Oslo, Norway        | Smarte Veger                                                      | Presentation/speaker/p<br>anel                                       | Policy makers/cities                                                                   |
| 23-24/06/2023 | Geneva, Switzerland | Hackathon Ultimo                                                  | Hackathon                                                            | PTO, Public/passengers/customers                                                       |
| 26-30/06/2023 | Vienna, Austria     | 4th International Symposium on Freeway and Tollway Operations     | Presentation/speaker/p<br>anel                                       | All target groups: PTOs, PTAs, experts, CCAM community, industry, scientific community |
| 14/08/2023    | Arendal, Norway     | Arendalsuka                                                       | Presentation/speaker/p<br>anel                                       | Policy makers/cities                                                                   |

| Date          | Location            | Event                                                         | ULTIMO contribution        | Audience type                                                                                                                 |
|---------------|---------------------|---------------------------------------------------------------|----------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| 04-10/09/2023 | Berlin, Germany     | ZUKUNFTSPLATTFORM NAHVERKEHR                                  | Presentation/speaker/panel | All target groups: PTOs, PTAs, experts, CCAM community, industry, scientific community, everyone with an interest in mobility |
| 31/10/2023    | Sursee, Switzerland | SATW TecDay                                                   | Presentation/speaker/panel | Public/passengers/customers                                                                                                   |
| 11/9/2023     | Oslo, Norway        | Norwegian Public Roads Administration                         | Presentation/speaker/panel | Authorities                                                                                                                   |
| 24/10/2023    | Oslo, Norway        | Full day at "Kuben" High School in Groruddalen                | Community engagement event | Public/passengers/customers                                                                                                   |
| 01/11/2023    | Oslo, Norway        | Urban Growth Administration                                   | Presentation/speaker/panel | Policy makers/cities                                                                                                          |
| 13/11/2023    | Oslo, Norway        | The Taxi Commission ("Drosjeutvalget")                        | Presentation/speaker/panel | Shared mobility experts                                                                                                       |
| 14/11/2023    | Glarus, Switzerland | SATW TecDay                                                   | Presentation/speaker/panel | Public/passengers/customers                                                                                                   |
| 14-17/11/2023 | Tokyo, Japan        | Mobility Innovation Week Japan 2023                           | Presentation/speaker/panel | Scientific community                                                                                                          |
| 16/11/2023    | Brussels, Belgium   | ECTRI TG Safety meeting                                       | Presentation               | Researchers                                                                                                                   |
| 24/11/2023    | Bergen, Norway      | Urban Development Conference 2023 on Mobility                 | Presentation/speaker/panel | Policy makers/cities                                                                                                          |
| 24-25/11/2023 | Geneva, Switzerland | Smart City Xperience 2023                                     | Hackathon                  | Public/passengers/customers                                                                                                   |
| 27/11/2023    | Vienna, Austria     | erenz 2023: Digital besser ankommen                           | Networking                 | Authorities                                                                                                                   |
| 11/12/2023    | Vienna, Austria     | Forum Automatisierte Mobilität 2023 (BMK)                     | Networking                 | Other (AV community Austria including all trials/pilots and test environments supported by the ministry BMK)                  |
| 13/12/2023    | Vienna, Austria     | Kooperations-Workshop: Transport von SAF mit dem Binnenschiff | Networking                 | Authorities, Operators, Industry/Commercial                                                                                   |

| Date            | Location                         | Event                                                              | ULTIMO contribution                                                               | Audience type                                                                          |
|-----------------|----------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| 01/2024-12/2024 | Various Locations in Switzerland | SAAM day events                                                    | Networking, presenting progress of the project                                    | PTOs, PTAs, experts, CCAM community, industry, scientific community, cities, cantons   |
| 10-11/01/2024   | Oslo, Norway                     | Ultimo Hackathon Oslo                                              | Hackathon                                                                         | Public/passengers/customers                                                            |
| 12/1/2024       | Bulach, Switzerland              | SATW TecDay                                                        | Presentation/speaker/p<br>anel                                                    | Public/passengers/customers                                                            |
| 22/01/2024      | Bærum, Norway                    | Mobilitet Fornebu                                                  | Presentation/speaker/p<br>anel                                                    | Public/passengers/customers                                                            |
| 09/02/2024      | Oslo                             | Oslo eCarExpo                                                      | Networking                                                                        | Industry/commercial                                                                    |
| 11-13/02/2024   | Brussels, Belgium                | RTR Conference                                                     | Networking                                                                        | Authorities, Operators, Industry, scientific community                                 |
| 14/02/2024      | Teams                            | SAAM DAY                                                           | Networking                                                                        | Industry/commercial                                                                    |
| 05/03/2024      | Online                           | PAVE Europe Web panel                                              | Presentation/speaker/p<br>anel                                                    | CCAM Community                                                                         |
| 6-7/03/2024     | Berlin                           | VDV-Kongress im Rahmen von mobility move                           | Presentation/speaker/p<br>anel                                                    | All target groups: PTOs, PTAs, experts, CCAM community, industry, scientific community |
| 19/03/2024      | Brussels, Belgium                | CCAM Association Multiclustet meeting                              | Panel discussion                                                                  | CCAM community                                                                         |
| 20/03/2024      | Geneva, Switzerland              | L'innovation dans la mobilité                                      | Booth/promo/demo activities                                                       | Public/passengers/customers                                                            |
| 15-18/04/2024   | Dublin, Ireland                  | Transport Research Arena (TRA)                                     | Material at booth, session in collaboration with SHOW project, talk at UITP Stand | Entire PT sector but a focus on the academic/scientific community                      |
| 6/5/2024        | Bern, Switzerland                | Diskussionsforum Astra                                             | Presentation/speaker/p<br>anel                                                    | Policy makers/cities                                                                   |
| 23/5/2024       | Online                           | ALICE Webinar                                                      | Presentation/speaker/p<br>anel                                                    | Industry/commercial                                                                    |
| 4/6/2024        | Paris, France                    | USA-France Meeting: 'strategie vehicule automatise - DGITM/DMR/TUD | Presentation/speaker/<br>panel                                                    | Authorities                                                                            |
| 11/6/2024       | Biel, Switzerland                | Mobility & Transportation Conference                               | Presentation/speaker/<br>panel                                                    | Policy makers/cities                                                                   |



| Date       | Location               | Event                                                                                                                       | ULTIMO contribution                   | Audience type                                                                     |
|------------|------------------------|-----------------------------------------------------------------------------------------------------------------------------|---------------------------------------|-----------------------------------------------------------------------------------|
| 9/7/2024   | Nuremberg, Germany     | Mobility Night                                                                                                              | Keynote on status of AV in PT         | Scientific community / Industry / Commercial / Policy makers, PTO / PTA, Citizens |
| 27/7/2024  | Nice, France           | AHFE 2024                                                                                                                   | Presentation/speaker/panel            | Scientific community                                                              |
| 6/9/2024   | Gif-sur-Ivette, France | Working Paper Days                                                                                                          | Presentation/speaker/panel            | Scientific community                                                              |
| 6/9/2024   | Stavanger, Norway      | National Bicycle Conference                                                                                                 | Presentation/speaker/panel            | Public/passengers/customers                                                       |
| 19/11/2024 | Göteborg, Sweden       | PAVE General Assembly                                                                                                       | Presentation/speaker/panel            | Industry/commercial                                                               |
| 21/11/2024 | Vienna, Austria        | ITS Austria Konferenz                                                                                                       | Presentation/speaker/panel            | Public/passengers/customers                                                       |
| 27/11/2024 | Karlsruhe, Germany     | POLIS Conference                                                                                                            | Presentation/speaker/panel            | Policy makers/cities                                                              |
| 28/11/2024 | Luleå, Sweden          | Public Transport Day                                                                                                        | Presentation/speaker/panel            | Authorities                                                                       |
| 4/12/2024  | Geneva, Switzerland    | UNECE : (GE.3) Group of Experts on drafting a new legal instrument on the use of automated vehicles in traffic 9th session) | Presentation/speaker/panel            | Policy makers/cities                                                              |
| 12/12/2024 | Barcelona, Spain       | Barcelona Tech Spirit                                                                                                       | Presentation/speaker/panel            | Industry/commercial                                                               |
| 12/2/2025  | Brussels, Belgium      | RTR 2025                                                                                                                    | Presentation/speaker/panel            | Industry/commercial                                                               |
| 4/3/2025   | Berlin, Germany        | Mobility Move                                                                                                               | Presentation/speaker/panel            | Operators                                                                         |
| 9/4/2025   | Lucerne, Switzerland   | Swiss Transport Club                                                                                                        | Presentation/speaker/panel/networking | Industry/Commercial                                                               |
| 13/05/2025 | Ispra, Italy           | EUCAD                                                                                                                       | Booth/promo/demo activities           | Scientific community                                                              |
| 27/05/2025 | Berm, Switzerland      | Road Safety Council Meeting                                                                                                 | Presentation/speaker/panel/networking | Industry/Commercial                                                               |

| Date                    | Location               | Event                                                                                     | ULTIMO contribution                              | Audience type                                                                           |
|-------------------------|------------------------|-------------------------------------------------------------------------------------------|--------------------------------------------------|-----------------------------------------------------------------------------------------|
|                         |                        |                                                                                           |                                                  |                                                                                         |
| 3/6/2025                |                        | Association of Public Transport Operators                                                 | Presentation/speaker/p<br>anel/networking        | Industry/Commerical                                                                     |
| 11/6/2025               | Cologne,<br>Germany    | polisMOBILITY                                                                             | Booth/promo/demo<br>activities                   | Industry/commercial                                                                     |
| 12/6/2025               | Bern,<br>Switzerland   | Astra Discussion<br>Forum                                                                 | Presentation/speaker/p<br>anel/networking        | Industry/Commerical                                                                     |
| 14/6/2025               | Bern,<br>Switzerland   | Swiss Association of<br>the Blind and<br>Visually Impaired                                | Presentation/speaker/p<br>anel/networking        | Industry/Commerical                                                                     |
| 16/6/2025               | Hamburg,<br>Germany    | UITP Summit – Side<br>event                                                               | Presentation/speaker/p<br>anel                   | Public transport sector                                                                 |
| 18/6/2025               | Hamburg,<br>Germany    | UITP panel<br>discussion                                                                  | Presentation/speaker/p<br>anel                   | Public transport sector                                                                 |
| 27/6/2025               | Paris, France          | CCAM Paris                                                                                | Presentation/speaker/p<br>anel                   | Public transport sector                                                                 |
| 3/7/2025                | Vienna,<br>Austria     | Workshop on<br>Rethinking Mobility:<br>Data-Driven<br>Pathways to a<br>Sustainable Future | Organised workshop                               | Academia and transport<br>stakeholders                                                  |
| 4/7/2025                | Zurich,<br>Switzerland | Innoforum Mobility                                                                        | Presentation/speaker/p<br>anel                   | Public transport sector                                                                 |
| 26/8/2025               | Zurich,<br>Switzerland | Colloquium on<br>mobility and the<br>environment                                          | Presentation/speaker/p<br>anel                   | Public transport sector                                                                 |
| 7/9/2025 -<br>12/0/2025 | Munich,<br>Germany     | IAA Mobility                                                                              | Stand and presentation<br>of the Herford vehicle | Scientific community /<br>Industry / Commercial / Policy<br>makers, PTO / PTA, Citizens |

## 5.1 Measuring the impact

If we look at the KPI set for this action (at least 15 events attended in Y3) we can already see that ULTIMO has already met this goal.

# 6 Strengthening CCAM sector: twinning & liaison activities

To expand the reach of ULTIMO, a large focus is on fostering external cooperation with European Horizon projects, other European projects and international projects on CCAM. The liaison and clustering activities with other relevant projects and initiatives allows cross-fertilisation and the creation of synergies with key stakeholders from the sector to maximise project outcomes and impact within the CCAM sector.

Through partners' leading involvement in already running initiatives (e.g. the CCAM Partnership) and other EU CCAM projects (e.g. SHOW and FAME), the Consortium will leverage opportunities for knowledge exchange and partnerships towards exploitation.

## 6.1 CCAM Partnership and wider ecosystem

### **ULTIMO side-event at the UITP 25 Summit in Hamburg**

Reflecting on the experience ULTIMO and related initiatives, the project has hosted a dedicated side event titled "Overcoming deployment barriers for automated mobility in Europe" during the UITP Summit in Hamburg on Monday, 16 June. As the world's largest event dedicated to public transport and urban mobility, the Summit brought together mobility professionals from across the globe to discuss the future of public transport. It was the occasion for ULTIMO to share the most recent insights and learnings about the complexities of deploying CCAM services within public transport systems.

With around 80 people in the room, the side-event has been introduced by a keynote delivered by Christian Merkt, the CCAM Partnership Chairman. Then, panellists part of the CCAM partnership ecosystem and members from the UITP Automated Mobility Working discussed in a first session "What are the barriers facing CCAM deployers in Europe?" the key challenges facing CCAM deployment in Europe. The second session "How do we overcome the barriers and on what timeline" explored the opportunities to leverage to move forward in a timely, effective and responsible manner.

### **EUCAD**

The ULTIMO project had a strong presence at the EUCAD 2025 conference. Besides speaking on panels and the project stand, there was also a live demonstration of autonomous public transport using two Navya shuttles, [which can be viewed here](#). These vehicles offered conference attendees the unique opportunity to experience L4 autonomous driving firsthand, without a visible safety driver intervening, though one was discreetly on board. The rides were supported by advanced AI-based safety systems, remote technical monitoring, and real-time supervision, showcasing the project's commitment to safe and scalable autonomous mobility.

ULTIMO was prominently featured in several high-level sessions throughout the conference:

- **Cybersecurity and Digital Infrastructure:** Panels on advancing CCAM cybersecurity and harmonizing HD maps drew large audiences, with ULTIMO experts sharing insights on overcoming current challenges and building resilient digital ecosystems.
- **Mission-Oriented Approaches:** We emphasized the need to engage smaller and medium-sized public transport authorities (PTAs) and operators (PTOs) in the transition to CCAM.
- **Scaling Demonstrations:** Lars Abeler called for stronger joint efforts across Europe to achieve maturity in L4 public transport, underlining the importance of collaboration across the AV ecosystem.
- **Strategic Vision for 2030 and Beyond:** Moderated by John McSweeney and Emilie Blotière, this session explored how automated mobility can help meet EU climate and mobility targets, with strong support for developing a European “Digital Driver.”

## 6.2 International Collaboration

As part of its liaison activities, ULTIMO will work together with international organisations to exchange knowledge and experience and foster collaboration to strengthen the international CCAM community and activities.

### **TRA event in Dublin 24: SHOW**

The ULTIMO project has been presented in pair with the SHOW project at the Transport Research Arena in Dublin. TRA is the largest European research and technology conference on transport and mobility. Throughout the conference, both projects have been showcased at booths from partners UITP and Swarco (including various materials and presentations) and at the occasion of sessions such as follows:

#### **SHOW & ULTIMO: “Automated vehicles in the Public Transport Mix” (UITP Stand 17/04/24)**

- “Success Factors and Added Value of International Cooperation in the Context of Inclusive CCAM Services – Learnings from Large-scale Demonstration Projects in the EU & Japan.” (18/04/24)

### **COOL4**

The Cool4 project is a Japanese project part of the RoAD to the L4 initiative, which aims to develop Level 4 autonomous mobility services. Cool4 stands for *Cooperative Level 4 Automated Mobility Service in mixed traffic environments* and is funded by Japan’s Ministry of Economy, Trade and Industry (METI) and the Ministry of Land, Infrastructure, Transport and Tourism (MLIT). One of its key pilot tests involves since 2021 an automated driving bus between Kashiwanoha Campus Station and the University of Tokyo. The project focuses on

infrastructure coordination, vehicle-to-vehicle and vehicle-to-pedestrian communication, and social acceptance of autonomous mobility.

An MoU between COOL4 and ULTIMO was signed during the 2023 Japan Mobility Innovation Week: Memorandum of Understanding promoting knowledge exchange and harmonisation of standards between Europe and Japan (photo can be seen below). Since then, there has been much collaboration between the two projects in meetings and presentations, including at TRA 2024, the SHOW final event, ITS World Congress Dubai 2024, Mobility, Mobility Move'25 in Germany, as well as many exchanges in between.



*ULTIMO und COOL4 representatives together with Andrea de Candido with the signed MoU*

One of the key moments was the participation of ULTIMO at Japan Mobility Innovation Week in 2024. The project was represented by Guy Fournier, scientific advisor and board member of ULTIMO who presented the first research results on “How to shape mobility of the future which serves general interest: potential emerging mobility services with automated vehicles and their related ecosystems in cities”. Guy explained automated vehicles are not neutral in terms of benefits and depend, like other technologies, on the way they are implemented to enable societal economic, social and environmental benefits.

The event brought together a high-level audience with global stakeholders from Japan and beyond together for fruitful discussions. Groundwork was put in place for future collaborations among projects.

### **Korea Transport Institute**

Project partner Ruter has also been exchanging with the Korea Transport Institute, including several meetings and exchanges on self-driving public transport, the ambitions on AVs, ULTIMO pilot sites, ODD descriptions, conditions of operations, scope of users, and other connectivity and communication specs.

WP7 will explore further opportunities for collaboration through international conferences and events, such as TRB, Urban Mobility Days,

IEEE ITCS, ADAS & Autonomous Vehicle Technology Expo, and more.

## 6.3 Webinar series

Since the last update, the ULTIMO webinar series has kicked off, providing a key avenue for exchange with external projects, promotion of ULTIMO and reaching a larger audience. All webinar recordings are saved on the project's YouTube channel [on their own playlist](#).

Below is a table overview of the webinars that have taken place so far in the project:

| Date       | Title                                                                                             | Speakers                                                                                                                                                                                                                                                                                                     | Attendance |
|------------|---------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| 9/7/2024   | Unveiling Tomorrow's Transportation: Visionary Integration of AVs into Public Transport Networks  | 1. Endre Angelvik, Ruter, Norway<br>2. Thorsten Moeginger, RMS, Germany<br>3. Tobias Brzowski, New Mobility Solutions, Germany<br>4. Koen Schietecatte, De Lijn, Belgium                                                                                                                                     | 71         |
| 23/10/2024 | Strategic Roadmaps for Automated Public Transport: from Vision to Reality                         | 1. Thomas Drewes, Head of Autonomous Driving, DB Regio Straße, Germany<br>2. Julian Sandiano, Head of Business Unit and Product Development, Bahnen der Stadt Monheim GmbH (BSM), Germany<br>3. Michael Talbot, Deputy Head and founding member of CCAV, Centre for Connected and Autonomous Vehicles (CCAV) | 89         |
| 15/1/205   | Beyond Data Blocking: Data Empowerment in and for AV Mobility & Logistics as-a-Service Ecosystems | Arthur van der Wees, Arthur's Legal B.V.                                                                                                                                                                                                                                                                     | 80         |
| 20/3/2025  | Supply & Demand in AV Markets – Insights from Europe, USA and Asia                                | 1. Bertrand Mourey and Issam Mamlouk, Navya mobility, France<br>2. Ricco Kämpfer, P3 automotive GmbH, Germany                                                                                                                                                                                                | 95         |

|           |                                           |                                                                                                                                                                                                   |    |
|-----------|-------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|           |                                           | 3. Martin Russ,<br>Austriatech, Austria<br>4. Maranda McBride,<br>NCAT University, USA<br>5. Christoph Glauser,<br>ArgYou Market Research                                                         |    |
| 28/5/2025 | Advancing Safety in<br>Automated Mobility | 1 AWARE2ALL - Aleksander Jevtic, FICOSA, Spain<br>2 AI & AI4CCAM - Arnaud Gotlieb, Simula Lab, France<br><br>3 AVENUE Philippe CHRÉTIEN, CEESAR, France<br>4 Daniel Tötzl, Yunex Traffic, Austria | 41 |

The webinar series will continue in the final year of the project, covering even more topics and making connections with other projects and external stakeholders.

## 7 Impact and KPI assessment

Within ULTIMO, there is a proactive and ongoing assessment of impact achieved in and by the project via internal and external communication and dissemination. Set under T7.4, all the user related content will be evaluated during the whole project by proactive measurements and an internal evaluation process will be created and implemented in close collaboration with all the partners relying on a constant feedback or mirroring loop about the projects progress identified by the consortium and each of the partners.

In this report we will look at the KPIs as set in D7.1, and report whether the KPI has been achieved or not (Table 6). In case a KPI is not yet, (part of) the dissemination will be slightly edited to see how we can achieve the KPIs in the next reporting period.

Note for Table 6: seeing we are currently in Y3 of the project this column has already been included.

### 7.1.1 Communication and dissemination KPIs

Table 6: ULTIMO Communications KPIs

| KPI                                               | Year 1 target                            | Year 2 target                                | Year 3 target           | KPI Y3 met? | Comments |
|---------------------------------------------------|------------------------------------------|----------------------------------------------|-------------------------|-------------|----------|
| <b>Communication &amp; dissemination strategy</b> | Communication & Dissemination plan & 1st | Updated plan & 2nd year activities available | Updated plan & 3rd year | Yes         | /        |



| KPI                      | Year 1 target                                                                                                                      | Year 2 target                                                                                                         | Year 3 target                                                                                                                                                  | KPI Y3 met?          | Comments                                                                                                                      |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-------------------------------------------------------------------------------------------------------------------------------|
|                          | year activities available                                                                                                          |                                                                                                                       |                                                                                                                                                                |                      |                                                                                                                               |
| <b>Website</b>           | Web stats: 500 visits                                                                                                              | Web stats: 1000 visits                                                                                                | Web stats: 2000 visits                                                                                                                                         | Yes and far exceeded | This KPI has been surpassed with over 4,000 visits in the past year.                                                          |
| <b>News feeds</b>        | 10 articles/news on project's and partners' websites                                                                               | 15 articles/news on projects and partners' websites                                                                   | 20 articles/news on project's and partners' websites                                                                                                           | Yes and far exceeded | The 20 articles/news mark was already met in year 2 and thus this KPI is far exceeded.                                        |
| <b>Publications</b>      | <ul style="list-style-type: none"> <li>• First project leaflet created</li> <li>• 500 copies of 1st leaflet distributed</li> </ul> | First leaflet: 1000 copies distributed                                                                                | 2nd leaflet created <ul style="list-style-type: none"> <li>• 500 copies 2nd leaflet distributed</li> <li>• Creation local deployment sites leaflets</li> </ul> | Mostly               | An updated leaflet has been created and the printing KPI was already met in year 2, local leaflets have not yet been created. |
| <b>Technical leaflet</b> |                                                                                                                                    |                                                                                                                       |                                                                                                                                                                |                      | KPI set for Y4: at least 75 downloads.<br>No data available for now, as leaflet has not yet been created.                     |
| <b>E-Newsletter</b>      | <ul style="list-style-type: none"> <li>• 1 annual newsletter sent out</li> <li>• At least 60 subscribers</li> </ul>                | <ul style="list-style-type: none"> <li>• 2 annual newsletters sent out</li> <li>• At least 100 subscribers</li> </ul> | <ul style="list-style-type: none"> <li>• 2 annual newsletters sent out</li> <li>• At least 150 subscribers</li> </ul>                                          | Yes                  | Two newsletters have been sent out in the past year and subscribers are now at 160.                                           |
| <b>Social media</b>      | 4 posts/month Twitter and LinkedIn (and multiplication                                                                             | 5 posts/month Twitter and LinkedIn (and multiplication                                                                | 8 posts/month Twitter and                                                                                                                                      | Yes                  | The project is now averaging at least 2 posts a week.                                                                         |

| KPI                                     | Year 1 target                                                | Year 2 target                               | Year 3 target                                      | KPI Y3 met?          | Comments                                                                                                                                                                          |
|-----------------------------------------|--------------------------------------------------------------|---------------------------------------------|----------------------------------------------------|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                         | in partners accounts)                                        | n in partners accounts)                     | LinkedIn (and multiplication in partners accounts) |                      |                                                                                                                                                                                   |
| <b>Videos</b>                           | First video created focussed on general objectives           |                                             | Video material created for deployment sites        | Not yet              | Video material not yet created for the project as this will come once demos are up and running.                                                                                   |
| <b>Attending events</b>                 | At least 6                                                   | At least 10                                 | At least 15                                        | Yes and far exceeded | ULTIMO partners have attended well over 50 events already.                                                                                                                        |
| <b>Presentations about ULTIMO given</b> |                                                              |                                             |                                                    | Yes                  | KPI is given for Y4: 15 presentations given. By M18, ULTIMO partners have already given over 35 presentations on the project, so we have already exceeded this KPI.               |
| <b>Organisation of own events</b>       | 4                                                            | 6                                           | 6                                                  | Yes                  | The 6 event mark was already passed in year 2.                                                                                                                                    |
| <b>Scientific publications</b>          | -                                                            | -                                           |                                                    | -                    | KPI is set for year 4.                                                                                                                                                            |
| <b>Press releases</b>                   | At least 2 (to be distributed through all Partners channels) | At least 1 (including local press releases) | At least 3 (including local press releases)        | Yes                  | In total, ULTIMO partners have published over 12 press releases.                                                                                                                  |
| <b>Concertation/Twinning</b>            |                                                              |                                             |                                                    | Well on track        | KPI set for Y4: <ul style="list-style-type: none"> <li>Collaborate with at least 2 projects (either adopting ULTIMO services or collaborating on recommendations) and;</li> </ul> |

| KPI                      | Year 1 target | Year 2 target                   | Year 3 target | KPI Y3 met?   | Comments                                                                                                                                                                                                      |
|--------------------------|---------------|---------------------------------|---------------|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                          |               |                                 |               |               | <ul style="list-style-type: none"> <li>At least 2 events organised jointly with other projects</li> </ul> <p>ULTIMO partners on track to meet this objective, e.g. through development of webinar series.</p> |
| <b>Know-how exchange</b> |               |                                 |               | Well on track | <p>KPI set for Y4: at least 5 'substantive exchanges'.</p> <p>ULTIMO partners well on track to meet this: much collaboration ongoing with other initiatives.</p>                                              |
| <b>Exploitation</b>      | -             | 1st issue of exploitation plans |               | Yes           | D7.5 submitted in M18.                                                                                                                                                                                        |

## ULTIMO impact strategy

In ULTIMO, many KPIs are defined at the beginning of the project, among them dedicated KPIs on communication impact. Some of them have been newly defined in the proposal and some of the KPIs are mirrored from the AVENUE and SHOW projects, to enable comparative evaluations. Other KPIs are defined by the partners and the pilots. All KPIs will be assessed towards the end of the project, some of the monitored KPIs are already analysed at mid-term review wherever possible, such as some of the WP7 KPIs.

All partners are dedicated to developing impact on technological, societal, scientific and public (media) levels. Information generated in the context of ULTIMO is tested regularly for digital impact on all the relevant channels which are most frequently used by the users in general and by the AV community in particular.

Each ULTIMO deployment site is supported systematically to achieve its most possible local, regional and national impact in each of the countries involved and in their national/regional language when showing the AVs fully in operation. The partners will proactively promote the pilot presentations and the new vehicles with regards to a broader impact also in all other countries.

The “impact first” strategy analyses proactively and ad hoc all contents generated and delivers the impact KPIs directly to the teams working on the contents, on the use cases and on the pilot sites, with the aim of having the strongest possible positive immediate impact on the users, passengers, transportation as well as on society as a whole and to the AV expert

community and on all other interested the stakeholders. On the ULTIMO website even a new API (ArgYou.com) with impact first measures was tested for the first time (beta) for creating and ultimate direct user-impact on the online text while writing and editing the website content under <https://ultimo-he.eu>.

On the digital channels, like search engines, social media and e-platforms a continuous project name monitoring is measuring the online impact of ULTIMO by researching important specific keywords names and brands and their communication KPIs during the four years period of the project.

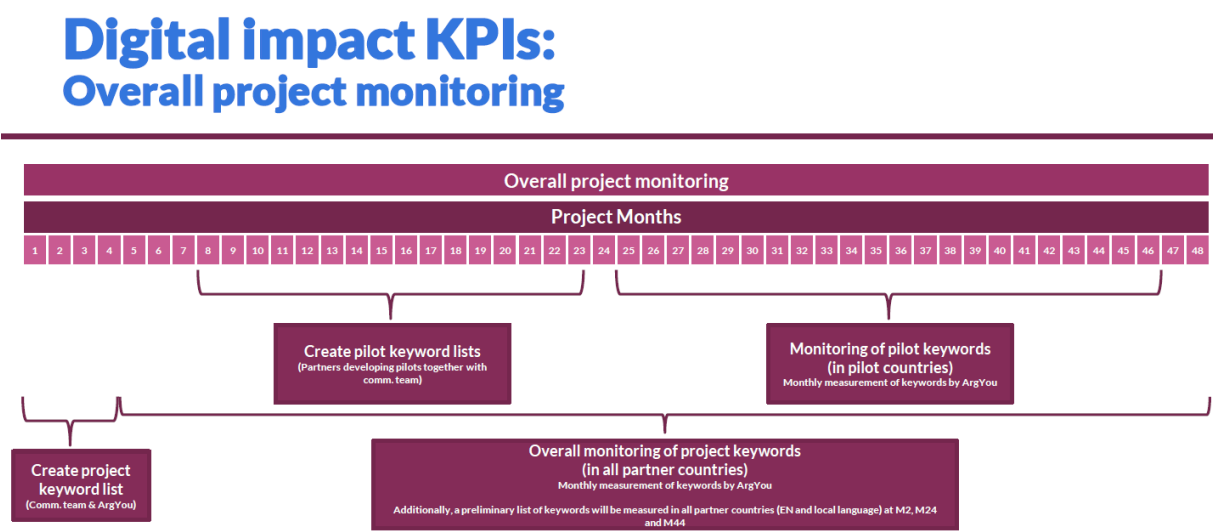


Figure 11: Visualisation of the overall project keyword monitoring strategy

## 8 Conclusions

When analysing and evaluating M1-M18 of the ULTIMO project in terms of communication and dissemination, we can see that through a wide variety of (digital) communication materials and tools, the attendance and organisation of various events, media and press outreach, collaboration with other (international) CCAM initiatives, and targeted (local) activities, the project is on a very good track to fulfil its communications objectives and achieve the desired outcomes of the project.

Already in the first phase of the project, which is focused on ‘increasing public visibility about ULTIMO and informing stakeholders about objectives and planned outcomes’, ULTIMO has been established as a strong brand whereby it has communicated its vision to all of its relevant stakeholders, including policymakers, operators and passengers as well as citizens. Here, the use of partners’ networks has been vital: they have been acting as true ambassadors for the project and have mobilised their respective networks.

All KPIs have been met except for one (the newsletter), with many of them already far exceeding the KPI’s set for Y2 or even Y4 (the end of the project).

In the months and years to come, the focus of the ULTIMO Consortium when it comes to dissemination will shift to achieving active involvement of practitioners and stakeholders in

deployment sites and beyond, whereby certain activities in particular, will carry the focus as of M18:

- Local dissemination by the partners will be even more important than in Y1. Also highlighting the activities/achievements of the deployment sites from central channels will be important: their lessons learned are incredibly valuable for the sector;
- Twinning and liaison activities will truly kick-off, and a series of webinars is currently in the making. The organisation of own events will further enhance ULTIMO as a brand and frontrunner on the deployment of automated mobility services;
- Strongly linked with twinning and liaison activities, also international collaboration will become more important in the mid and last phases of the project, whereby know-how exchange and cooperation are vital to ensure sufficient sector impact;
- Dissemination of ULTIMO learnings and results at sector events, including large conferences such as the TRA and the UITP Summits, but equally smaller-scale workshops and meetings;
- Extra efforts will be undertaken to create a larger followers' base for the newsletter;
- A constant focus will remain on communications activities: through insightful articles and interviews on the website, relevant content on social media (and high engagement), videos, press and media outreach.
- ULTIMO will further position itself as a leading source on the large-scale, user-centric deployment of automated vehicles. The increasing connection between national policies and European projects supports this goal.
- The project's outcomes and practices directly contribute to advancing automated vehicles, including in national strategies that also reflect advancements at the European level thereby maximizing ULTIMO's influence throughout Europe.

Ultimately, all dissemination and communication activities within ULTIMO will aim to position the project as a true reference in the field of automated mobility, seeking to create a project legacy that will be utilised and referenced long after project completion.