ROADVIEW

Robust Automated Driving in Extreme Weather

Project No. 101069576

Deliverable 9.4

Stakeholder Report and Strategy

WP9 – Communication, Dissemination, and Exploitation

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Partner short names

HH	Hogskolan Halmstad
accelCH	accelopment Schweiz AG

Abbreviations

AV	Autonomous Vehicles
CCAM	Connected Cooperative Automated Mobility
D	Deliverable
DG	Directorate General
EC	European Commission
EU	European Union
IP	Intellectual Property
M	Month
MS	Milestone
OEM	Original Equipment Manufacturer
SMEs	Small and Medium-sized Enterprises
R&D	Research & Development
TRL	Technology Readiness Level
WP	Work Package

Executive summary

Objectives

The objective of D9.4 – Stakeholder Report and Strategy – is to ensure active involvement and engagement of the stakeholders of the ROADVIEW project. This entails identifying and analysing stakeholders based on their influence and interests, developing a detailed engagement strategy that specifies channels, tools, techniques, and activities, and establishing evaluation metrics and feedback mechanisms to monitor engagement effectiveness.

Methodology and implementation

The ROADVIEW project employs a comprehensive, iterative methodology to identify, manage, and engage stakeholders effectively throughout its lifecycle. ROADVIEW partners are regularly requested to identify and segment stakeholders into relevant groups and sub-groups, as they emerge. Subsequently, these stakeholders are analysed using the accelENGAGE® tool where partners were asked to evaluate their influence and interest, aiding in tailoring precise engagement strategies. Finally, an engagement strategy, inspired by the Quadruple Helix Model[1], is developed, focusing on fostering sustained interactions with the stakeholders. This strategy adapts based on continuous feedback and emerging stakeholder needs, ensuring relevance and effectiveness in meeting the project's objectives.

Outcomes

The ROADVIEW consortium has identified five primary stakeholder groups and twelve corresponding sub-groups, including the scientific community, the automotive industry, policymakers, end-users, and the general public. Each group was assigned to one of the four engagement clusters (manage close, keep satisfied, keep informed, and monitor) based on the results of the consortium's evaluation. Subsequently, a tailored engagement strategy for each cluster was developed, encompassing channels and techniques to be used, as well as tailored activities. The deliverable has been updated to include Key Performance Indicators (KPIs) and targets for evaluation – building on those outlined in D9.2 and D9.3 – to facilitate ongoing monitoring and assessment. Additionally, an overview of the activities implemented thus far is provided, reflecting the overall effectiveness of the proposed strategy.

Next steps

The next steps involve continuously monitoring current stakeholders and identifying new ones as they emerge. Interests and influence of the stakeholders will also be periodically re-assessed, using the accelENGAGE® tool, and the engagement strategy adjusted accordingly to align with stakeholders' requirements.

[1] Cai, Y., & Lattu, A. (2021b). Triple helix or quadruple helix: Which model of innovation to choose for empirical studies? Minerva, 60 (2), 257–280. https://doi.org/10.1007/s11024-021-09453-6

1 Introduction

In the past ten years, significant progress in robotics, communication technologies, and sensory advancements has spurred rapid development within the Autonomous Vehicle (AV) sector. These self-driving vehicles stand at the forefront of innovative breakthroughs, poised to transform the landscape of mobility. With cutting-edge technologies, AVs effectively handle navigation, detect and circumvent potential road hazards, and adjust to changing traffic scenarios, thus increasing the safety and efficiency of transporting both people and goods. Reflecting their growing significance, the AV industry has seen substantial expansion, reaching a global market worth USD 158.31 billion in 2023.[2]

However, despite this robust financial growth and swift technological advances, the adoption of AVs across Europe remains relatively restricted. Most of these vehicles have been conditioned and trialled in ideal weather settings. For broader adoption, it is crucial that AVs reliably operate under adverse conditions such as ice, fog, or heavy snow. In response to this challenge, the ROADVIEW project, supported by the Horizon Europe programme of the European Union (EU), has been initiated. This project focuses on developing and integrating state-of-the-art in-vehicle systems designed for sophisticated traffic detection and prediction in severe weather conditions, pushing the envelope on autonomous driving technology to reach a Technology Readiness Level (TRL) 7.

This deliverable, **stakeholder report and strategy (D9.4),** focuses on defining the stakeholders of the ROADVIEW project, clustering them based on their specific interests and influence. Additionally, it aims to tailor engagement activities to effectively address these aspects, ensuring that each stakeholder group receives targeted and meaningful interactions. Effective stakeholder engagement is poised to maximise the project impact and the exploitation of the results by ensuring active stakeholder involvement throughout the ROADVIEW project's Research and Development (R&D) process.

1.1 Deliverable objectives

The overarching objective of the ROADVIEW Stakeholder Report and Strategy (D9.4) is to maintain ongoing engagement with all project stakeholders to ensure that the project's outcomes align seamlessly with their needs and interests. To achieve this, specific goals have been defined for this deliverable:

1. **Stakeholder identification and analysis:** Map out ROADVIEW stakeholders, cluster them based on their interests and influence on the project, and define engagement requirements.
2. **Defining a stakeholder engagement strategy:** Develop a comprehensive plan detailing engagement channels, engagement techniques, and engagement activities.
3. **Ensure monitor and evaluation**: Define metrics of evaluation for the engagement activities and establish feedback mechanisms for the stakeholder groups.

1.2 Strategy for stakeholder identification, analysis and engagement

The ROADVIEW project adopts a comprehensive and iterative methodological approach to systematically identify, cluster, manage, and engage stakeholders throughout the project lifecycle. This approach consists of three defined processes, as illustrated in Figure 1, and is designed to dynamically integrate new stakeholders as they become relevant to the project and its results. Partners are requested to update the

- **Process 1 – Identification & clustering:** In the initial stage, consortium partners collaborate to delineate and document stakeholder groups. This involves identifying primary stakeholder categories and further segmenting these into concrete sub-groups that have specific relevance to the project's objectives. This step leverages both qualitative assessments and the existing networks of the partners to ensure a robust identification process.
- **Process 2 – Stakeholder analysis:** Following the identification process, a detailed stakeholder analysis is conducted using the accelENGAGE® tool developed by ROADVIEW partner, accelCH, which assesses stakeholders based on two key dimensions: their level of influence over the project results and their interests. Additionally, this stage involves the definition of specific areas of interest within the project and of a set of engagement requirements which will be fundamental for the definition of the engagement strategy.

[2] Precedence Research. (2023, March). Autonomous Vehicle Market. https://www.precedenceresearch.com/autonomous-vehicle-market

- **Process – Engagement:** In the final stage, a tailored stakeholder engagement strategy is developed. Based on the Quadruple Helix Model, an empirical framework for innovation and societal progress, this strategy outlines specific activities and initiatives aimed at fostering effective and sustained interactions with key stakeholders. The strategy is dynamic, allowing for adjustments based on ongoing feedback and emergent stakeholder needs throughout the project duration. This ensures that the engagement processes remain relevant and effective in achieving the project's goals.

Figure 1. ROADVIEW stakeholder management process

To ensure effective stakeholder management, ROOADVIEW partners are requested to update the accelENGAGE® tool on an annual basis.

2 Stakeholder identification and analysis

This section describes the methodological approach used to identify and analyse the stakeholders of the ROADVIEW project. It then reports on the defined key stakeholders and categorises them into four groups based on their level of interest in and influence over the project. The section concludes with a detailed examination of each group, focusing on their areas of interest within the project, and their engagement requirements.

2.1 Approach to stakeholder identification and analysis

Stakeholder identification is the first step for recognising who the main stakeholders are, their areas of expertise, and their potential contributions and/or interest in the project. The goal is to pinpoint external experts and non-experts who have potential interest in the project results. Achieving this ensures more effective and focused strategies for communication, dissemination, and exploitation of the project's results. In the context of ROADVIEW, the main stakeholders' groups were identified by the project consortium during the proposal writing phase. Under the guidance of accelCH, partners were requested to collaboratively identify the main stakeholders with an interest in the ROADVIEW project and technology and knowledge. Once identified, these were categorised into major groups and further divided into respective sub-groups to ensure comprehensive coverage.

Following project approval, accelCH requested all partners to provide concrete examples for each sub-group, identifying for example specific companies, research institutes, regulatory bodies, and standardisation bodies relevant to the project. Then, partners assessed and assigned a grade from 1 to 10 for each stakeholder based on their interest in the project, and their influence on the project's results, with 1 indicating low interest/influence, and 10 indicating high interest/influence. Interest in this context refers to the degree to which the results of the ROADVIEW project are perceived as valuable, useful, or beneficial by stakeholders, potentially influencing further research, development, or commercial and non-commercial exploitation. Influence, on the other hand, refers to the capacity to affect the project's results, including its success or failure, through decision-making (law, regulations, standards, etc.), resource allocation, and strategic direction.

Stakeholders were classified using the ad-hoc Excel-based accelENGAGE® tool developed by the ROADVIEW partner, accelCH. This tool allows for continuous monitoring and assessment of the changing interests and influence of stakeholders on the project. Instructions and criteria for evaluating stakeholders' interests and influence were provided to all partners, ensuring an objective evaluation. The outcome of this process was a stakeholder database. Managed by accelCH, the database is stored in HH's Shared Teams folder, making it easily accessible to all partners. The data acquired in this phase is confidential and was acquired in compliance with the EU's GDPR rules. This structured and detailed phase culminated in a thorough understanding of the stakeholders' landscape, making a stakeholder database for the ROADVIEW project.

The second phase of the process consisted of the **stakeholder analysis phase**. To have a better understanding of the identified stakeholders, data collected via the accelENGAGE® tool was analysed and stakeholders were

organised into four engagement clusters using the interest/influence matrix model.[3] The matrix is a strategic tool used to categorise stakeholders based on their level of interest in the project and their ability to influence its results. In the matrix, the X-axis represents the stakeholders' interest, while the Y-axis represents their influence, both on a scale from 0 to 10.

For the ROADVIEW stakeholder analysis, values from 0 to 5 indicate low interest or influence, while values from 6 to 10 signify high interest or influence. Table 1 summarises the classification of each stakeholder group into clusters, based on the information gathered from partners. Additionally, each cluster was aligned with a stakeholder management strategy to guide the stakeholder engagement activities.

Table 1. Clustering model in relation to the ROADVIEW stakeholders' management strategy

Cluster	Influence	Interest	ROADVIEW management strategy
Manage closely	6-10 (High)	6-10 (High)	High-effort; This group is a key player for the development of the project technology and their lack of involvement can lead to the project's failure.
Keep satisfied	6-10 (High)	0-5 (Low)	Medium-high effort; This group can significantly impact the project if their requirements are not met.
Keep informed	0-5 (Low)	6-10 (High)	Medium effort; This group can provide valuable support if it is integrated.
Monitor	0-5 (Low)	0-5 (Low)	Minimal effort; This group's impact on the project is marginal.

2.2 ROADVIEW stakeholders

Within the context of the ROADVIEW stakeholder analysis, five main stakeholder groups and twelve respective sub-groups were identified. These are visualised in Figure 2. Stakeholders are revised regularly using the accelENGAGE® tool.

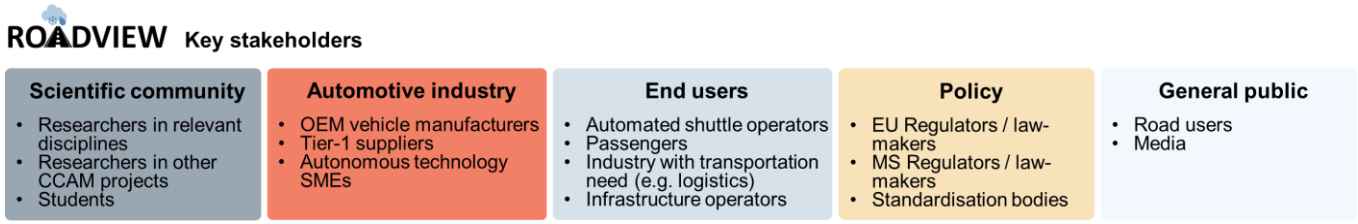

Figure 2. ROADVIEW stakeholder groups and subgroups

After identifying the ROADVIEW stakeholder groups, these were organised into four clusters according to their grade of interest in and influence on the project: Manage Closely, Keep Satisfied, Keep Informed, and Monitor (See Table 1). This classification is based on the average scores for influence and interest assigned by the ROADVIEW consortium partners using the accelENGAGE® tool, and it helped in tailoring engagement efforts according to the influence and interest levels of each stakeholder group. The results of the clustering are visualised in Figure 3.

[3] Sridharan, M. A. (2024). Interest-influence matrix. Think Insights. https://thinkinsights.net/strategy/stakeholder-analysis/

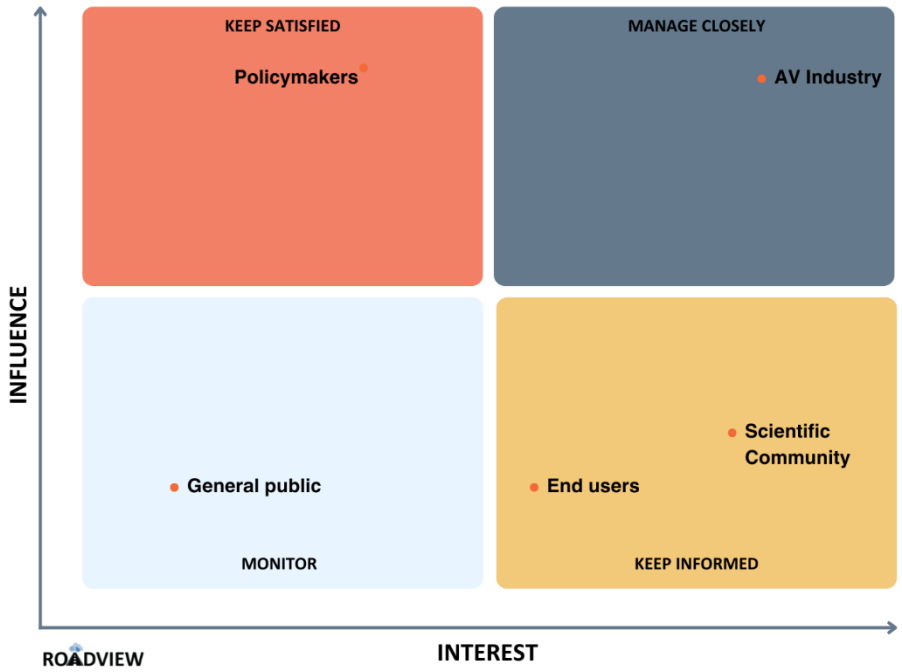

Figure 3. ROADVIEW clusters based on the interest/influence matrix model

During this process, partners were also asked to pinpoint specific examples for each sub-group. These examples are compiled in accelENGAGE® tool and available to all partners for consultation. In compliance with GDPR, only publicly available information was collected, with no personal data being shared.

2.3 Stakeholder analysis: Interest, influence and requirements

Building on the categorisation proposed in section 2.3, this section aims to report on the specific interests these stakeholders hold in both the ROADVIEW project and its underlying technology. By aligning these interests with strategic actions, clear and actionable requirements will be defined. These requirements are designed to not only engage stakeholders effectively but also to harness their unique perspectives and resources to drive the project towards success. Thus, the objective here is to establish a comprehensive framework that ensures all stakeholder expectations are addressed, thereby facilitating a collaborative and supportive environment throughout the project lifecycle. Defining requirements and their interests is the first step to making an actionable plan to engage with the project stakeholders.

2.3.1 Automotive industry (manage closely)

The AV industry plays a crucial role in the success of the ROADVIEW project, consisting mainly of Original Equipment Manufacturers (OEMs) and Tier-1 suppliers (companies supplying products and components directly to the manufacturers). These key players are central to designing, producing, and supplying essential components and systems across the sector. Additionally, the industry encompasses a mix of small and medium-sized enterprises (SMEs) specialising in autonomous technology. These SMEs provide niche solutions and are instrumental to the rapid development of autonomous systems and technologies.

Input gathered through the accelENGAGE® tool indicates that this group has a significant interest in the project technology, averaging a score of 8. The automotive industry's keen interest in ROADVIEW primarily focuses on the Intellectual Property (IP), processes, and technologies emerging from the project. As early adopters, they aim to acquire ROADVIEW IP and leverage the innovations to introduce new products and services to the market ahead of competitors.

Their influence on the project is notably strong, also averaging a score of 8. Given the automotive industry's role in manufacturing the technologies developed by ROADVIEW, this group requires an engagement strategy that takes into consideration their technical needs, allowing for regular updates and meetings and inclusion in the decision-making process.

Cluster	Groups	Interest in the project	Requirements
Manage Closely	Autonomous Vehicles industry	• **Adopting innovations:** Be early adopters of ROADVIEW results to gain a competitive edge. • **Intellectual property:** Purchase of project-derived intellectual property. • **Market leadership:** Capitalise on the new products and services proposed by ROADVIEW, aiming to be the first to introduce them to the market.	• Regular updates and meetings. • Inclusion in decision-making processes.

2.3.2 Policymakers (keep satisfied)

Policymakers represent a crucial interest group for engagement. This group includes EU and national regulators, lawmakers, and standardisation bodies. EU and national regulators and lawmakers play a key role in shaping and implementing legislation and policies that set industry standards, ethical guidelines, and the regulatory conditions under which AVs may operate. Standardisation bodies are essential for creating and upholding technical standards that ensure interoperability, safety, and quality assurance across various sectors.

Despite their limited direct involvement, their interest in the project is modest, with a rating of 4. If properly managed, they are anticipated to utilise the insights from ROADVIEW to (1) establish a legal framework permitting the operation of autonomous vehicles; and (2) develop uniform standards throughout Europe for the technology produced by ROADVIEW and other researchers, ensuring interoperability.

Nevertheless, their influence on the project is substantial, rated at 9. The group's role is critical to the success of the ROADVIEW project, as they can foster a supportive environment for deploying the technologies developed from the project. It is therefore vital to devise a well-thought-out engagement strategy involving regular communication and exchanges about policy requirements, aimed at maintaining their favourable disposition towards the project.

Cluster	Groups	Interest in the project	Requirements
Keep Satisfied	Policymakers	• **Establishing a legal framework:** Establish legal frameworks that enable AVs to operate efficiently. • **Developing uniform standards:** Develop uniform standards across Europe for all AV technologies. • **Ensuring Interoperability:** Ensure interoperability of emerging AV technologies to facilitate seamless operation across different systems and regions.	• Strategic communications and knowledge exchange on policy requirements. • Keep them favourably disposed towards the project.

2.3.3 Scientific community (keep informed)

The scientific community spans a wide range of bodies, such as universities, research centres, and organisations focused on furthering understanding in autonomous driving sectors, including those specialising in Artificial Intelligence, Autonomous Vehicles, and Information & Communication Technology. Connected Cooperative Automated Mobility (CCAM) members also form a considerable part of this group, with expectations that the findings from ROADVIEW will influence future cross-disciplinary efforts to advance CCAM systems.

Input from the accelENGAGE® tool shows that this group has demonstrated significant interest in the project and scientific progress, with an average interest score of 8. The interest of the scientific community centres around the knowledge and data produced by ROADVIEW, aiming to set new benchmarks and initiate projects, contribute to the scientific dialogue through subsequent publications, and cultivate fresh research ideas, thus elevating AV research to a more advanced TRL.

However, their influence on the project remains limited, with an average influence score of 3. Yet, they can provide valuable insights if managed properly. Due to their positioning, this group requires regular updates and information about the latest developments.

Cluster	Groups	Interest in the project	Requirements
Keep Informed	Scientific community	• **Initiating new benchmarks and projects:** Leverage the knowledge and data from ROADVIEW to establish new benchmarks and initiate further R&D projects. • **Scientific contributions:** Contribute to the field through follow-up publications based on ROADVIEW's findings, advancing AV research to a higher TRL using insights from ROADVIEW.	• Regular updates and info sessions. • Ensure they are informed and up to date with the recent innovations.

2.3.4 End users (keep informed)

End users constitute another group that requires ongoing engagement. This includes operators of automated shuttles, industries with transport needs, infrastructure operators, and passengers. They have shown some interest in the project and its scientific developments, evidenced by an average interest score of 6. Their interest primarily revolves around reducing costs linked to delays and inefficiencies in transportation caused by adverse weather or complex traffic situations; enhancing the trustworthiness of CCAM vehicles to prevent accidents and ensure passenger safety; and improving the efficiency of their operations regardless of weather conditions.

Despite their stake, this group's influence on the project is relatively limited, with an average score of 3. Due to their role, they require regular updates and detailed information on the latest developments.

Cluster	Groups	Interest in the project	Requirements
Keep Informed	End users	• **Reduction of costs:** Reduce costs associated with delays and inefficiencies in transportation due to adverse weather or complex traffic scenarios. • **Safety enhancements:** Increase the trustworthiness of CCAM vehicles, preventing accidents and ensuring passenger safety. • **Increase efficiency:** Increase efficiency of their operations under any weather conditions.	• Regular updates and info sessions. • Ensure they are informed and up to date with the recent innovations.

2.3.5 General public (monitor)

Lastly, the general public, which includes road users and the media, is a group that needs occasional engagement. This group has demonstrated a moderate interest in the project, with an average rating of 3. Their main concerns are improved road safety, reducing the environmental impact of the automotive sector, and the efficient allocation of EU funds. However, their influence is relatively limited, also rated as an average of 3. Occasional and general communication is essential to maintain their ongoing support for the project.

Cluster	Groups	Interest in the project	Requirements
Monitor	General public	• **Enhanced safety:** Significantly reduce road accidents through the widespread adoption of CCAM solutions. • **Environmental impact:** Lower CO_2 emissions via the deployment of CCAM technologies, contributing to environmental sustainability. • **Efficient use of EU funds:** Ensure the effective utilisation of European taxpayers' money in advancing innovative transportation solutions.	• Occasional updates and general communications. • Ensure support in the project.

3 Engagement strategy

This section describes the methodological approach used to engage the stakeholders of the ROADVIEW project. It then defines the key engagement channels and techniques used for the project. Next, it concludes with an overview of the engagement activities organised by each cluster.

3.1 Approach to stakeholder engagement

Stakeholder engagement is the last process of the stakeholder management approach presented in section 1.2. The primary aim is to establish and sustain a meaningful relationship with key stakeholders who have an interest in the project and its results while ensuring public support for those who have a lower interest. Good stakeholder engagement can lead to many benefits for ROADVIEW, including:

- **Enhance stakeholder collaboration**: Establish a proactive engagement framework, ensuring their ongoing involvement and feedback throughout the project lifecycle.
- **Promote knowledge exchange:** Organise activities to share recent developments, and exchange insights on the project success factors and barriers, in line with those activities defined in the D9.2 and D9.3.
- **Facilitate technology transfer:** Develop mechanisms for the effective transfer (e.g. licensing) of the project results, focusing on adaptability and compatibility with existing automotive infrastructures.
- **Support regulatory and policy frameworks:** Collaborate with EU/member states regulatory and standardisation bodies to support the formulation of standards and policies that facilitate the safe deployment of CCAM vehicles, especially in variable weather and traffic conditions.
- **Maximise project visibility:** Execute a comprehensive communication plan that publicises project milestones, achievements, and technological advancements to stakeholders and the general public through various channels and events.
- **Build and sustain public trust:** Inform and gather feedback from the community on the advantages and challenges associated with AV technologies, emphasising their safety, efficiency, and reliability in different environments.

The ROADVIEW stakeholder engagement strategy is based on the Quadruple Helix Model[4] to engage key external stakeholders of ROADVIEW by integrating four key sectors: academia, industry, government, and civil society. Academia contributes research expertise and cutting-edge knowledge, while industry offers practical application and commercialisation opportunities. Governments and governmental bodies – i.e. the EU and its executive branch, the European Commission – provide regulatory support and further funding opportunities, facilitating the project's alignment with broader policy goals. Civil society ensures that the project addresses real-world needs and ethical considerations, representing the public interest. By engaging stakeholders from all these sectors, ROADVIEW can benefit from diverse perspectives, foster innovation, and create outcomes that are socially relevant and widely accepted.

3.2 Engagement channels

To effectively engage stakeholders, it is essential to define engagement channels. An engagement channel refers to the various platforms that the project uses to interact with its audience. Science communication theory distinguishes direct and indirect communication channels.[5] **Direct channels** provide immediate, personalised interactions, deepening connections with the audience, who can directly interact with the ROADVIEW project. Meanwhile, **indirect channels** enhance reach through effective, expansive communication. Direct communication channels enable two-way interactions with a specific target audience. In contrast, indirect communication channels facilitate one-way messaging to a broader, intended audience (See Figure 4). ROADVIEW integrates both direct and indirect engagement channels in its engagement strategy to optimise stakeholder engagement and broaden its impact.

[4] Cai, Y., & Lattu, A. (2021b). Triple helix or quadruple helix: Which model of innovation to choose for empirical studies? Minerva, 60 (2), 257–280. https://doi.org/10.1007/s11024-021-09453-6

[5] Ross, S. (2024). *Direct vs. indirect distribution channel: What's the difference?* Investopedia. https://www.investopedia.com/ask/answers/052115/what-difference-between-direct-and-indirect-distribution-channel.asp

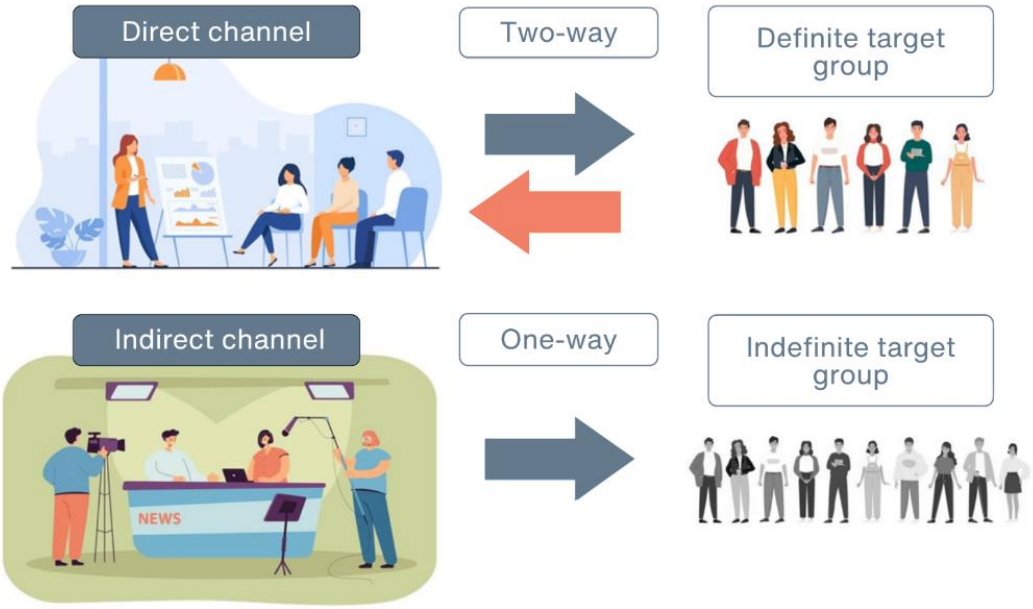

Figure 4. Direct vs indirect communication channels

Direct engagement channels for the ROADVIEW project have been identified and are actively being utilised. These channels include:

- **Conferences and symposiums:** Scientific results serve as an effective communication channel for the ROADVIEW project by providing credible evidence that enhances the visibility and impact of our findings within the academic and professional communities. ROADVIEW scientific results are actively being presented at well-renowned conferences and symposiums since the project's inception. A list of the most relevant conferences and symposiums is provided in D9.2, Plan for the Dissemination and Communication activities, submitted in M6.
- **Workshops and webinars:** Workshops and webinars offer an interactive channel for the ROADVIEW project, effectively disseminating results and fostering real-time dialogue and learning among diverse stakeholders and experts, while gathering feedback from stakeholders. The ROADVIEW project launched its webinar series, with two successfully delivered webinars, and three more planned throughout the project lifespan.
- **Focus groups:** Focus groups provide a dynamic forum for the ROADVIEW project, enabling targeted dissemination of results and the collection of in-depth feedback to refine and enhance ROADVIEW research results. Focus groups will be organised in the third year of the ROADVIEW project by THI to ensure a market-driven technology that meets the needs of industry.
- **In person/online events:** Organisation of events, such as the CCAM cluster event or the ROADVIEW final summit, or participation in e.g. policy-relevant events, serve as pivotal channels for the ROADVIEW project to exchange knowledge, disseminate results, and foster collaborative opportunities and discussions among key stakeholders and industry leaders and policymakers.

Indirect engagement channels for the ROADVIEW project include:

- **Open-access results:** The dissemination of results through scientific publications and/or datasets provides a robust communication channel for the ROADVIEW project, ensuring detailed, transparent sharing of findings with the project stakeholders. ROADVIEW scientific results and datasets are published regularly in peer-reviewed and open-access scientific repositories. A list of the most relevant journals and repositories is provided in D9.2, Plan for the Dissemination and Communication activities, submitted in M6.
- **Website:** Launched in 2022, the website works as the central online portal to disseminate the project results to the scientific community and communicate outcomes to the general public and wider non-expert audiences. The website is continuously updated by the ROADVIEW partner accelCH.
- **Social media:** Social media channels connect the ROADVIEW project with a dynamic global community, enabling to share updates, and engage with experts and the general public in real-time while multiplying the communication efforts of the project. LinkedIn, Twitter, and YouTube are the main social media platforms used for ROADVIEW and have been updated since the project's inception.

- **Print media:** Print materials, including roll-up banners, flyers, leaflets, posters etc., are being developed based on partners' needs. It ensures consistent, tangible dissemination of key information to diverse stakeholders, enhancing accessibility and engagement across regions where digital physical reach may be limited.
- **Online media:** Online media offers ROADVIEW an expansive channel for reach and immediate engagement with a global audience. Online media, including blog posts, newsletters, videos, demos etc., are being developed on a regular basis by the ROADVIEW partner accelCH with the contribution of the whole consortium.

3.3 Engagement techniques

In addition to the defined channels in the previous section, it is important to outline the corresponding engagement techniques. **Engagement techniques** encompass the specific strategies employed to enhance involvement and commitment, tailored to the unique needs and behaviours of each cluster. In the context of the ROADVIEW project, engagement techniques have been grouped into clusters and matched with preferred engagement channels, as outlined in Table 2.

Table 2. ROADVIEW engagement channels and techniques organised by each cluster

Cluster	Techniques	Channels
Manage closely (AV Industry)	• **Inform** about the results of the project and their industrial potential application. • **Consult** regularly for the definition of industry needs and requirements. • **Collaborate** for the commercialisation of the project-derived IP, upon completion of the project.	• Workshops and webinars. • In-person/online events. • Open-access results. • Conferences & symposiums.
Keep statisfied (Policymakers)	• **Inform** about policy requirements from the project and new standards required for the exploitation of results. • **Consider** existing policies and standards for a successful implementation.	• In-person/online events. • Standardisation groups.
Keep informed (Scientific community & end users)	• **Inform** about the project results and their innovative aspects. • **Consult** regularly to gather scientific feedback on the technology.	• In-person/online events. • Open-access results. • Conferences & symposiums. • Social media & website. • Print media. • Online media.
Monitor (General public)	• **Inform** about the benefits of the ROADVIEW research and its impact on their day-to-day life.	• Social media & website. • In-person/online events. • Online media.

3.4 Engagement activities

Ad-hoc engagement activities have already been outlined in D9.2 – Plan for Dissemination and Communication Activities and D9.3 – Initial Roadmap for Exploitation. As part of these plans, KPIs were defined to enable continuous review, efficacy and alignment with the project's objectives. Ongoing monitoring allows for dynamic adaptation and enhancement of engagement activities. An assessment of the ongoing activities will be provided as part of the Interim Impact Report (D9.5). Figure 5 provides an overview of the engagement activities defined as part of D9.2 and D9.3, organised by engagement cluster (See 2.1.). For more detailed descriptions of the engagement activities, please refer to D9.2 and D9.3.

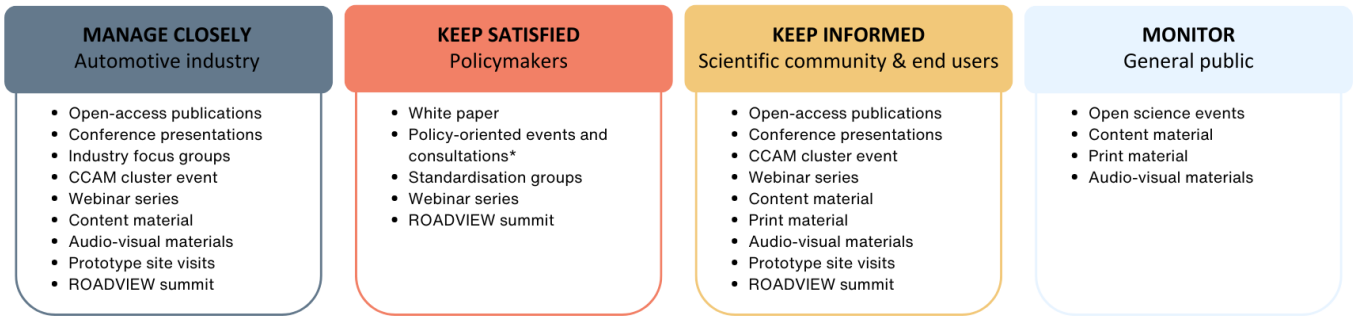

Figure 5. Engagement activities organised by cluster

* This activity was not included in D9.2 nor D9.3.

Additionally, based on feedback from the Project Officer and Technical Reviewer during the ROADVIEW first review meeting held on 30 April 2024, it became apparent that the project needs to deepen its engagement with policymakers. Consequently, ROADVIEW has identified key Directorate Generals (DGs) of the European Commission and relevant Ministries in partner countries that focus on mobility and road transport policies (see Table 3).

Through participation in these forums, ROADVIEW aims to influence CCAM policies in the forthcoming years. The project plans to achieve this by presenting the latest technological developments and discussing the regulatory requirements necessary for the swift and effective implementation of the project technologies.

Table 3. List of relevant policy-making institutions at the EU level and in partner countries

Institution	Event type	Region/country	KPI
DG Connect	Public consultations	EU	Participation in 1+ events
DG MOVE	Policy events and public consultations	EU	
Federal Ministry for Digital and Transport	Conference (policy-oriented)	Germany	
Ministry of Ecological Transition and Territorial Cohesion	Policy-oriented events	France	
Ministry of Transport and Infrastructure	Public consultations/ summit	Turkey	
Traficom	Policy events and public consultations	Finland	
Trafikverket	Policy events	Sweden	
UK Government – Department for transport	Public consultations	UK	

Since events from these institutions are not organised periodically, HH and accelCH, in collaboration with all project partners, will continually monitor the institutions' websites of the listed DGs and Ministries. This monitoring aims to identify suitable events or consultations where ROADVIEW can present its results and influence policy needs or changes.

4 Monitoring & Evaluation

Once a stakeholder engagement activity is completed, it is essential to document, review and assess the engagement process, as well as the input and feedback received from the stakeholders. With this, the consortium will be able to measure the effectiveness of an engagement activity and if needed define further action items, revisit original plans, revise the project goals and adopt the future steps. For the ROADVIEW project, quantitative metrics of evaluation and quantitative feedback mechanics have been defined.

4.1 Metrics of evaluation

The ROADVIEW consortium has collectively identified KPIs relevant to the engagement objectives, such as the number of participants in an event, the number of readers, viewers, etc. Each KPI was paired with specific and measurable targets, providing clear benchmarks for success.

By systematically collecting and analysing this data against the targets, the project can quantify the effectiveness of the strategy in engaging the intended audience. This structured analysis allows the ROADVIEW consortium to assess the impact of their initiatives, enabling focused improvements and alignment with the project's overarching goals. An updated version of the ROADVIEW metrics of evaluation for the engagement activities, originally provided in D9.2., is presented below (see Table 4).

Table 4. ROADVIEW metrics of evaluation – updated

Activity	KPI	Method	Target	Timing
Audio-visual materials	Number of views	YouTube metrics	3.000 views (cumulative)	Every 6 months
CCAM cluster event	Number of participants	Number of participants; User surveys	1 event 50 participants	Evaluation after the event
Conference Participation	Number of conference contributions; Audience Feedback	Number of participations; Peer reviews	Minimum 15 presentations at project-relevant events	Evaluation after each conference
Content material	Number of news articles and newsletters published; Reads	News entries on the website; Website metrics	At least 1 article every 2/3 months (16+ in total); 4+ newsletters	Every month
Industry focus groups	Number of participants; Number of events	Number of participations; Industry focus group outcome	Minimum 1 focus group organised	Evaluation after each event
Open science events	Number of participants Number of events where the ROADVIEW project is presented	Number of participants; User surveys	1+ event/year 50-100 visitors	Evaluation after each event
Open-access publications	Number of publications	Journals Feedback; Peer reviews	10 peer-reviewed publications	Every 3 months
Policy-oriented events and consultations	Number of events; number of shares of the white paper	Feedback from policymakers	1+ events attended;	Evaluation after each event

Print material	Number of distributions/use	Number of prints;	150+ distributed copies of each material	Evaluation after each event
Prototype site visits	Number of attendees; number of demo sessions	Feedback from participants; registrations	20+ attendees; 5+ demo sessions	Evaluation after the event
ROADVIEW summit	Number of attendees;	Feedback from participants (user testing); registrations	100+ participants	Evaluation after the event
ROADVIEW webinar series	Audience Feedback; Number of webinars; Number of participants	Feedback from participants; User surveys	Minimum 5 webinars; 20+ participants per webinar	Evaluation after each webinar
Standardisation groups	Number of contributions; number of new standards	Standardisation body feedback	Define/influence 1+ standards at the European level	Evaluation after end of the group
White paper	Number of shares; Number of downloads	Feedback from institutions	200+ downloads from the project website; white paper shared with 2+ relevant bodies	After the project completion

4.2 Feedback mechanisms

In the context of monitoring and evaluation, it is also crucial to implement robust feedback mechanisms for qualitative assessment for the stakeholders to engage with the project. This will help refine and enhance the ROADVIEW in-vehicle perception and decision-making systems, according to both user needs and expert insights:

1. **User surveys:** These provide a direct line to gather both quantitative and qualitative data on user perceptions and satisfaction, which can guide iterative improvements. In the context of ROADVIEW, ad-hoc surveys are developed for each relevant activity.
2. **Focus groups:** By engaging users directly in detailed discussions, these groups elicit nuanced feedback and in-depth suggestions, offering deeper insights into user experiences and potential areas for enhancement of the ROADVIEW technology. Ad-hoc industry focus groups have been organised as an activity.
3. **User testing:** This involves engaging a diverse group of users to demonstrate the ROADVIEW technology and for them to test new features or updates before they are broadly released, helping to identify usability issues and assess overall user experience. This mechanism will be implemented as part of the ROADVIEW summit activity
4. **Peer reviews:** Experts and stakeholders critically evaluate the system's technical and operational aspects through peer reviews, leading to high-level recommendations that significantly improve the quality and effectiveness of ROADVIEW knowledge and method. This feedback mechanism is used for all peer-reviewed publications and conferences.
5. **Social media & website metrics:** Monitoring social media platforms and the ROADVIEW website metrics can help capture user opinions, interests in, and discussions about ROADVIEW, providing insights into public perception and areas for enhancement.

4.3 Report on the implemented activities

During the first 24 months of the project, all engagement activities outlined in D9.2 and D9.3 have been successfully implemented as planned, with no significant deviations or shortfalls. Annex 1 offers an overview of these activities, measured against the defined KPIs. Overall, the implementation is progressing well and has successfully engaged a substantial number of ROADVIEW stakeholders, highlighting the effectiveness of the proposed strategy.

5 Outlook

Effective stakeholder identification, analysis, and engagement are critical to the successful implementation of the ROADVIEW project. This deliverable establishes standardised rules for these processes, clearly defining and describing the methods for identifying, analysing, and engaging with stakeholders. The ROADVIEW approach is designed to be cyclical, based on a three-step process, and flexible to incorporate new stakeholders as they emerge.

The task leader (HH), supported by the WP leader (accelCH), is responsible for regularly managing and updating the accelENGAGE® tool. This ensures that identified stakeholders remain relevant and that new stakeholders are tracked efficiently using the tool.

An engagement strategy has been outlined, detailing channels, tools, techniques, and activities for stakeholder engagement by cluster. This strategy will be regularly reviewed and updated, incorporating feedback from the stakeholders themselves.

Ongoing monitoring and evaluation of engagement activities are essential to identify areas for improvement and to focus project resources on the most successful activities. Activities will be monitored regularly through quantitative and qualitative assessments.

6 Annexes

Overview of implemented activities, along with their corresponding KPIs, measured against established targets and the outcomes achieved.

Activity	KPI	Target	Feedback mech.	Outcome
Audio-visual materials	Number of views	3.000 views (cumulative)	Social media metrics	6.000+ cumulative views
CCAM cluster event	Number of participants	1 event 50 participants	Peer-review feedback	Not delivered yet; Scheduled on 24 September 2024;
Conference Participation	Number of conference contributions; Audience Feedback	Minimum 15 presentations at project-relevant events	Peer-review feedback	20+ conferences; 6+ scientific events;
Content material	Number of news articles and newsletters published; Reads	At least 1 article every 2/3 months (16+ in total); 4+ newsletters	Social and website media metrics	20+ blog articles; 2+ newsletters delivered
Industry focus groups	Number of participants; Number of events	Minimum 1 focus group organised	Focus group feedback	Not delivered yet
Open science events	Number of participants Number of events where the ROADVIEW project is presented	1+ event/year 50-100 visitors	User survey	3 events attended; 200 cumulative participants
Open-access publications	Number of publications	10 peer-reviewed publications	Peer-review feedback	4 open-access publications; 3 datasets; 7 pre-prints publications; 5 conference proceedings;
Policy-oriented events and consultations	Number of events; number of shares of the white paper	1+ events attended;	n/a	Not attended yet
Print material	Number of distributions/use	150+ distributions	Social and website media metrics	2 roll-up banners created; Roll-up banners used at 7 events; 1 flyer; 2 leaflets; 150+ distributed copies of each material (except roll-ups)

Prototype site visits	Number of attendees; number of demo sessions	20+ attendees; 5+ demo sessions	User testing feedback	Not delivered yet
ROADVIEW summit	Number of attendees;	100+ participants	User testing feedback	Not delivered yet;
ROADVIEW webinar series	Audience Feedback; Number of webinars; Number of participants	Minimum 5 webinars; 20+ participants per webinar	User surveys	2 webinars organised; 140+ cumulative participants;
Standardisation groups	Number of contributions;	Define/influence 1+ standards at the European level	n/a	Contribution to 2 ETSI standardisation groups.
White paper	Number of shares; Number of downloads	200+ downloads from the project website; white paper shared with 2+ relevant bodies	n/a	Not submitted yet