



IN THE CENTER OF ECS DEVELOPMENT TO FURTHER
BOOST THE TRANSFORMATION OF MOBILITY, TOWARDS
ZERO EMISSION & ZERO FATALITIES.

D7.10 1st Dissemination & Communication Report

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Executive Summary

This deliverable presents the first comprehensive report on the dissemination and communication activities of the **ShapeFuture** project, which aims to drive innovation in Electronic Components and Systems (ECS) for highly automated vehicles.

The dissemination and communication strategy, aligned with the project's vision, provides a structured framework to ensure effective visibility, stakeholder engagement, and knowledge transfer throughout the project's lifecycle and beyond. It supports project partners by offering common tools, guidelines, and communication channels, fostering active involvement across the consortium.

Key pillars of the strategy include raising public awareness, engaging targeted stakeholders, and maximizing the project's societal and technological impact. A variety of tools have been employed to reach diverse audiences, including a dedicated website, social media presence, newsletters, press releases, conference participation, and a specialized Sentiment Analysis Toolkit developed to monitor public perception and optimize outreach activities.

The activities carried out so far have successfully built **ShapeFuture's** public profile, created initial momentum around its innovations, and established solid communication foundations that will be further developed in the coming project phases.

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Abstract

This deliverable presents the detailed dissemination and communication strategy for the **ShapeFuture** project, which aims to transform Electronic Components and Systems (ECS) for highly automated vehicles.

In alignment with the project's overarching goals, the strategy defines a structured approach to ensure the visibility and impact of **ShapeFuture's** work throughout its lifecycle and beyond. It provides a clear framework for sharing progress and results, while equipping project partners with shared tools and guidelines that require active participation from all.

The planned dissemination activities focus on two main objectives: **enhancing public awareness and engaging key stakeholders**. They will showcase **ShapeFuture's** vision, initiatives, and achievements to a wide audience.

Shape Future Overview

1.1 Project Outline

The **ShapeFuture** project aims to revolutionize Electronic Components and Systems (ECS) for highly automated vehicles by developing innovative solutions that enhance safety, security, reliability, and performance.

While significant advancements have been made in ECS technology, there are still challenges to overcome in areas such as perception, cognition, AI-enabled decision-making, resilient automation, and communications. Current systems may face limitations in terms of accuracy, robustness, efficiency, and integration with human-machine interfaces.

To address these challenges, **ShapeFuture** proposes a comprehensive approach that involves:

- **Developing innovative ECS solutions:** Creating new ECS components and systems that surpass existing capabilities in terms of performance, efficiency, and reliability.
- **Enhancing perception and cognition:** Improving the ability of ECS to accurately perceive and understand the environment, including objects, people, and other vehicles.
- **Advancing AI-enabled decision-making:** Developing AI algorithms that enable ECS to make intelligent and timely decisions in complex and dynamic environments.
- **Ensuring resilient automation:** Designing ECS systems that are robust and reliable, capable of operating in challenging conditions and recovering from failures.
- **Improving communications:** Enhancing the communication capabilities of ECS to enable seamless and secure data exchange between vehicles, infrastructure, and other systems.

Key Objectives:

- Advance vehicle safety, security, and reliability.
- Lead European ECS development and supply.
- Improve ECS accuracy, robustness, and efficiency.
- Create cognitive ECS with enhanced human interaction.
- Enable resilient automation and communication.
- Foster technology adoption and business sovereignty.

By addressing these key areas, **ShapeFuture** aims to drive innovation in ECS technology and contribute to the development of safer, more efficient, and sustainable highly automated vehicles. Additionally, the project will help to ensure European ECS value chain sovereignty by strengthening the region's position in this critical industry.

Linking the project vision & mission to the set of objectives



Figure 1: The Shape Future Project overview

The table below presents additional descriptive information about the Shape Future project, intended to be communicated to the project's target groups & stakeholders.

Table 1: The ShapeFuture Project

ShapeFuture Project Description
Shapefuture in the center of ECS development to further boost the transformation of mobility, towards zero emission & zero fatalities.
Expected outcomes
- Enhanced safety, security, and reliability - Leading-edge ECS development and supply - Improved ECS accuracy, robustness, and efficiency - Cognitive ECS with enhanced human interaction - Resilient automation and communication - Technology adoption and business sovereignty
Expected Impacts of ShapeFuture Project Activities
- Incorporation of novel ECS in various applications, development of new AI-based methods and tools, increased user acceptance of new perception systems. - Development of compact MEMS scanner modules for HMIs, demonstration of enhanced performance and KPIs through laser beam scanning. - Application of MARL-based strategies for decision making, integration of enriched sensor data from roadside units, use of non-von Neumann-based programmable hardware platforms, exploration of FPGA accelerators for safety-critical scenarios, combination of Bayesian Neural Networks for enhanced robustness, feature extraction, and true 3D cognition. - Deployment of AI-based channel selection algorithms for C-V2X communication, use of AI and computer vision components for environment perception, development of automated approaches for security and decision-making. - Increased stakeholder acceptance of ShapeFuture technologies through various identified channels.

Direct Users

- **Original Equipment Manufacturers (OEMs):** Companies that design and manufacture vehicles, such as car manufacturers.
- **Tier 1 and Tier 2 Suppliers:** Companies that supply components and systems to OEMs, including those involved in the development of ECS.
- **Research institutions:** Universities and research organizations that conduct research on ECS technology and its applications.
- **Government agencies:** Government departments and agencies involved in transportation, technology, and safety.

Shape Future Major project results

- **Enhanced Safety, Security, & Reliability:** Improved in-vehicle systems, increased resilience to cyber threats, and enhanced system reliability.
- **Advanced ECS for European Automotive Supply Chain:** Availability of leading-edge ECS components and systems, positioning Europe at the forefront of technology development.
- **Improved Perception Capabilities:** Increased accuracy and robustness of ECS for perception, smaller form factors, and lower power consumption.
- **Cognitive Features and Enhanced HMI:** Integration of cognitive capabilities, improved human-machine interfaces for a seamless user experience.
- **Cognitive Processing and Decision-Making:** Advanced cognitive capabilities for complex decision-making tasks, enhanced ability to learn and adapt.
- **Resilient Automation and Communications:** Resilient ECS systems, improved communication capabilities for seamless data exchange.
- **Increased Technology Acceptance & Business Sovereignty:** Widespread adoption of innovative ECS technologies, strengthened European business sovereignty.

Dissemination & Communication Strategy & Target Audience

1.2 Quintuple Helix Innovation Model

To achieve optimal communication and dissemination results for the Shape Future project, we will employ a tailored approach based on the **Quintuple Helix Innovation Model**. This model establishes an ecosystem that fosters collaboration and interaction between five key actors:

- Academia
- Government
- Industry
- Natural Environment
- Media and Culture-Based Public

By engaging with these actors within the Quintuple Helix ecosystem, we aim to create a more comprehensive and impactful dissemination and communication strategy based on the following Levels:

1. **On-Demand Level:** We will utilize a **Sentiment Analysis Tool** to monitor the general audience's sentiments and responses towards the project's priorities. This tool will enable us to **align our dissemination and communication efforts** more effectively, increasing their efficiency and impact.
2. **Supply Level:** The **ShapeFuture** communication strategy will be specifically tailored to address **key target groups and audiences** within the Quintuple Helix ecosystem. We will adopt a **multi-stakeholder approach**, focusing on essential players and stakeholders involved in the development and deployment of highly automated vehicles.

The **ShapeFuture** project targets a diverse range of Stakeholders:

- **Academia:** Research institutions and universities involved in ECS technology and related fields.
- **Government:** Regulatory bodies, transportation authorities, and government agencies involved in technology and innovation.
- **Industry:** OEMs, Tier 1 and Tier 2 suppliers, and other companies involved in the automotive industry.
- **Natural Environment:** Organizations and individuals concerned with the environmental impact of transportation and technology.
- **Media and Culture-Based Public:** Journalists, bloggers, social media influencers, and other public figures who can help disseminate information about the project.

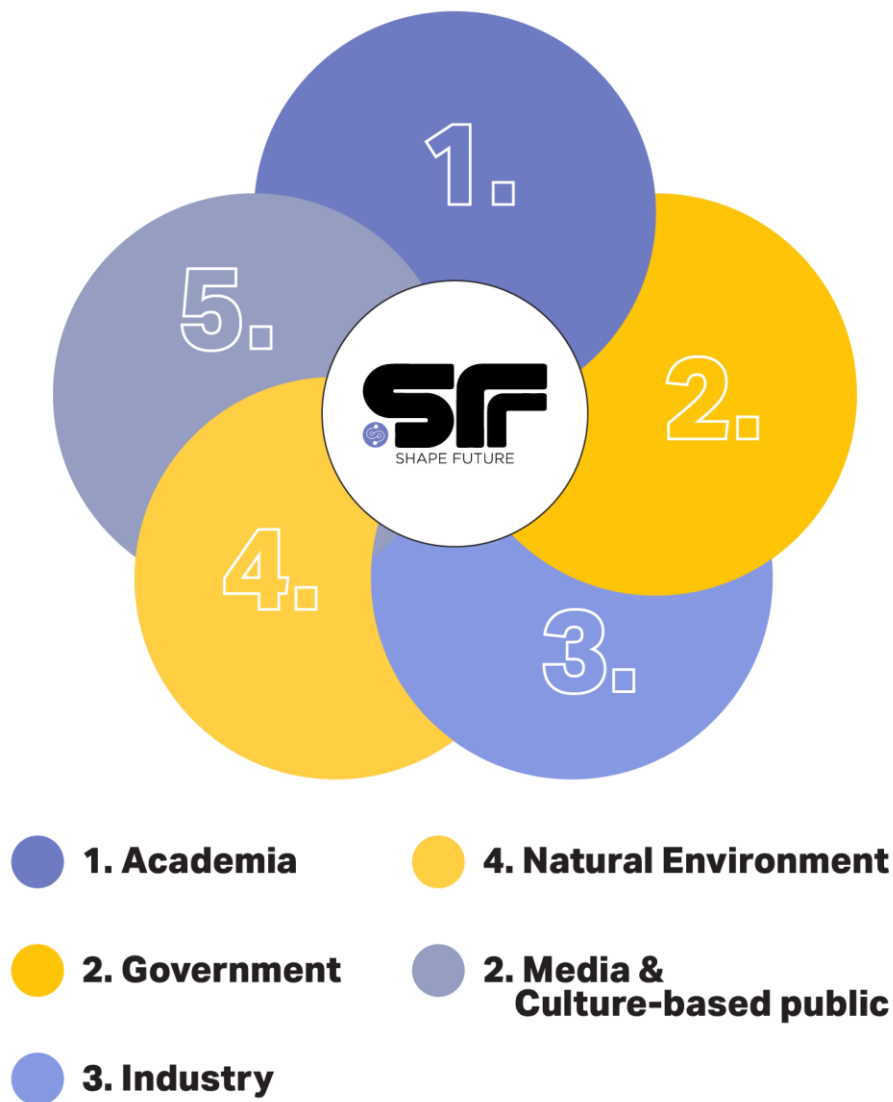


Figure 2: The Quintuple Helix Model

1.3 Tailored Messages

We develop tailored messages for each target group, highlighting the specific benefits and implications of the **ShapeFuture** project for their respective interests and concerns. These messages will be disseminated through various channels, including:

- **Website and social media:** Our dedicated project website and social media channels provide up-to-date information about the project's progress, achievements, and outcomes.
- **News releases and media outreach:** Press releases are issued to announce key milestones and achievements, and media outreach efforts is conducted to generate news coverage.
- **Presentations and conferences:** Project representatives participate in conferences, workshops, and other events to present the project's goals, progress, and results to relevant audiences.

- **Publications and articles:** Research papers, articles, and other publications are produced to disseminate the project's findings and insights to the academic and scientific community.
- **Stakeholder engagement:** Regular engagement with stakeholders is conducted to gather feedback, address concerns, and build support for the project.

By adopting this comprehensive approach, we aim to optimize our communication and dissemination efforts, ensuring they resonate with our target audiences and have a significant impact on the development and adoption of ECS technology for highly automated vehicles.

1.4 A tailor-made Sentiment Analysis Tool for research and innovation

The **ShapeFuture** project utilizes **a cutting-edge Sentiment Analysis Tool specifically designed for research and innovation**. This tool plays a vital role in our dissemination and communication strategy by extracting valuable knowledge from various sources.

1.4.1 Extracting Insights from Diverse Media Sources

The Sentiment Analysis Tool analyzes both **traditional and electronic media sources**. This includes news articles, social media posts, online forums, and other forms of public discourse. By analyzing these diverse sources, we gain a comprehensive understanding of the general audience's sentiment towards the project's priorities.

1.4.2 Optimizing Communication Through Sentiment Analysis

1. **Monitoring Sentiment:** The tool monitors the public's reactions and responses to **ShapeFuture's** goals and developments. This real-time sentiment analysis allows us to:
 - Identify key concerns and areas of interest: By understanding public perception, we can tailor our communication strategy to address specific needs and interests.
 - Track public opinion over time: Monitoring trends in sentiment helps us assess the effectiveness of our communication efforts and adjust them as needed.
2. **Aligning Dissemination and Communication:** Based on the insights gained from the Sentiment Analysis Tool, we can adapt our dissemination and communication outputs to better resonate with the audience. This leads to:
 - Increased Efficiency: The tool helps us target our communication efforts more effectively, maximizing the impact with fewer resources.
 - Enhanced Impact: Tailored messaging based on sentiment analysis encourages deeper engagement with the public and stakeholders, leading to a more significant project impact.

Innovation Dis.Co brings extensive experience in utilizing cutting-edge communication practices and AI algorithms for European Commission projects. This expertise plays a key role in:

- Identifying **Key Pathways for Stakeholder Engagement**: By analyzing sentiment data, we can identify the most effective ways to engage with different stakeholders, fostering collaboration and support for the project.
- Achieving Optimal Communication Outcomes: Utilizing the Sentiment Analysis Tool and our communication expertise, we aim to optimize communication with stakeholders and the public, maximizing the project's overall impact.

In conclusion, the **ShapeFuture** project's tailored Sentiment Analysis Tool is a valuable asset in our dissemination and communication strategy. It allows us to gather crucial insights from the public, refine our messaging, and ultimately achieve optimal communication outcomes for the project. (for all the Theoretical Background and the Methodology of the Sentiment Analysis toolkit, please see Deliverable D7.2 already submitted in M6)

1.4.3 Implementation Roadmap

The Sentiment Analysis Tool for Research and Innovation serves as a valuable tool throughout the project, fulfilling the following functions:

- Continuous Monitoring: The Sentiment Analysis Tool facilitates ongoing analysis, providing real-time feedback on market needs and evaluating the project's performance on an ongoing basis.
- Initial Report: At the outset of the project, an initial analysis was conducted to assess the project's standing. This report delved into people's sentiments toward the project's objectives, identified key concerns that need to be addressed, and informed the development of an effective communication strategy. This 1st report is described in the present Deliverable (D7.10).
- Intermediate Report: The Innovation Dis.Co team will process and present the analysis results to the consortium members during the second year. This intermediate report will offer comprehensive insights into the project's progress and outcomes.
- Final Evaluation Report: A comprehensive report will be generated to summarize the project's impact on people's awareness and sentiment toward the project's objectives. Key metrics, including sentiment analysis, the volume of discussions, and the reach and engagement of the project's communication materials, will be highlighted in this evaluation report.

The Sentiment Analysis Tool will play a pivotal role in ensuring that the project remains aligned with market needs and that the communication strategies effectively address concerns and foster positive sentiment among Stakeholders.

1.5 Sentiment Analysis

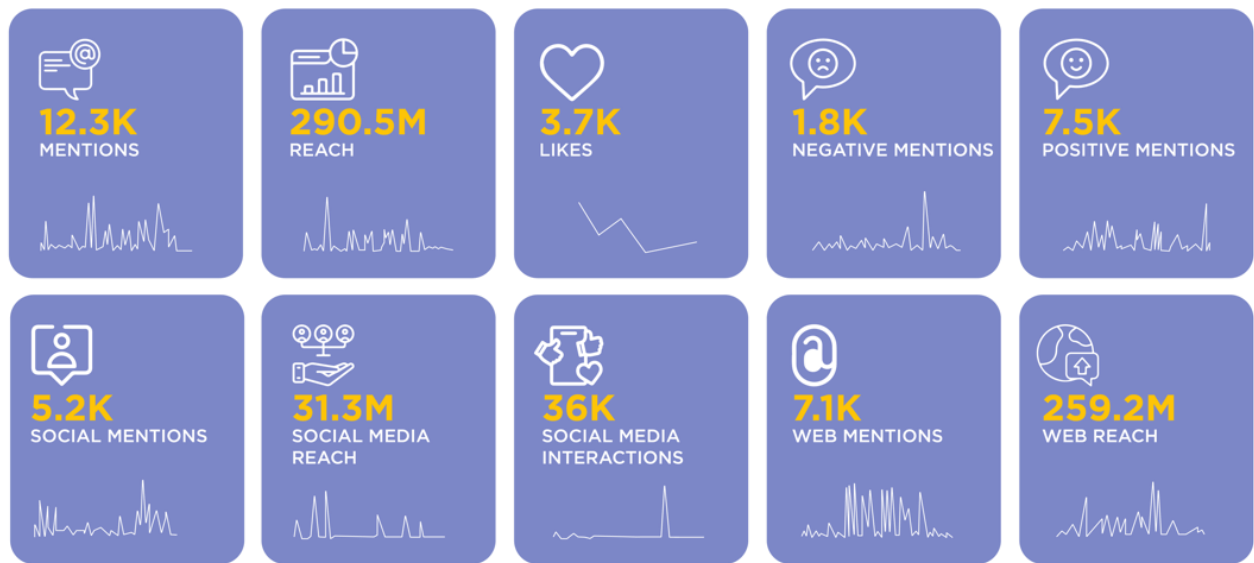


Figure 3: Sentiment Analysis Summary

The Sentiment Analysis chapter provides an initial examination of public perception surrounding key themes of the **ShapeFuture** project, including ECS Innovation, Automated Vehicles, European Mobility, AI-Enabled Decision Making, and the EU Automotive Supply Chain. By analyzing these **keywords** across various digital platforms, this chapter uncovers insights into how these topics resonate with the public and stakeholders. This first, short analysis tracks the first sentiment and engagement trends associated with the project but also helps shape and refine our communication strategy from now on to align with audience interests and concerns, ensuring that the **ShapeFuture** project's objectives are effectively communicated and well-received.

The Executive Summary as shown in Figure 3 above, provides a comprehensive overview of the digital footprint, reach, and sentiment of the people concerning the innovations in Electronic Components & Systems (ECS) since November 2024 (1stMay-31st Oct 2024) when the **ShapeFuture** project started. Key metrics include:

1. **Mentions:** A total of 12.300 mentions, indicating significant visibility and engagement across various platforms.
2. **Total Reach:** With a reach of 290.5 million, the project's topic concerns a wide audience, reflecting strong dissemination and message spread.
3. **Sentiment Analysis:**
 - o **Negative Mentions:** Out of the total mentions, 1.800 were identified as negative, representing a small portion of the overall sentiment but indicating areas for potential improvement or clarification.
 - o **Positive Mentions:** With 7.500 positive mentions, the campaign saw a favorable response from a majority of the audience.
4. **Social Mentions:** There were 5.200 social mentions, highlighting the public interest across platforms.

5. **Social Media Reach and Interactions:** Social media reach was 31.3 million, and interactions totaled 36,000, showcasing strong engagement from the audience and indicating that the topic interests social media users.
6. **Web Mentions and Web Reach:** A total of 7,100 web mentions were identified with a web reach of 259.2 million, illustrating robust online presence and visibility of the topic of Electronic Components and Systems (ECS) for highly automated vehicles beyond social media channels.

1.6 Mentions over time

We break down mentions by media type, highlighting trends and changes to pinpoint where **ShapeFuture** project is most actively discussed.

Mentions by Media Over Time

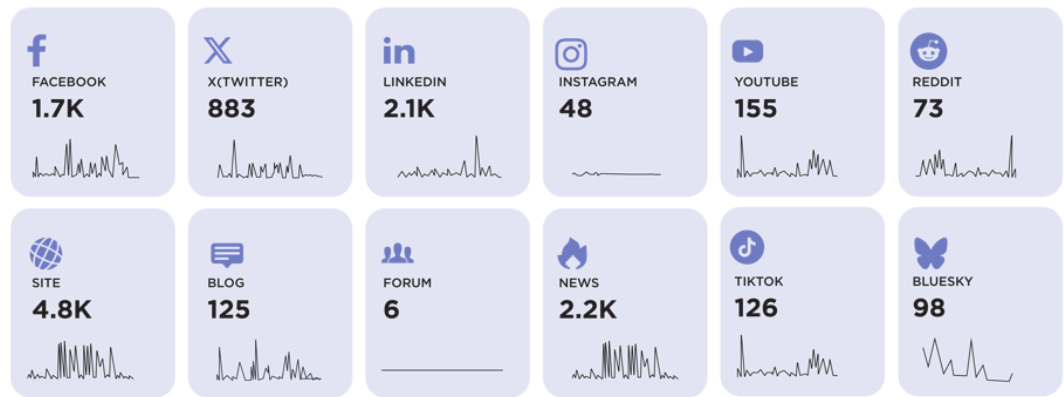


Figure 4: Mentions by media over time

31.3M
SOCIAL MEDIA REACH

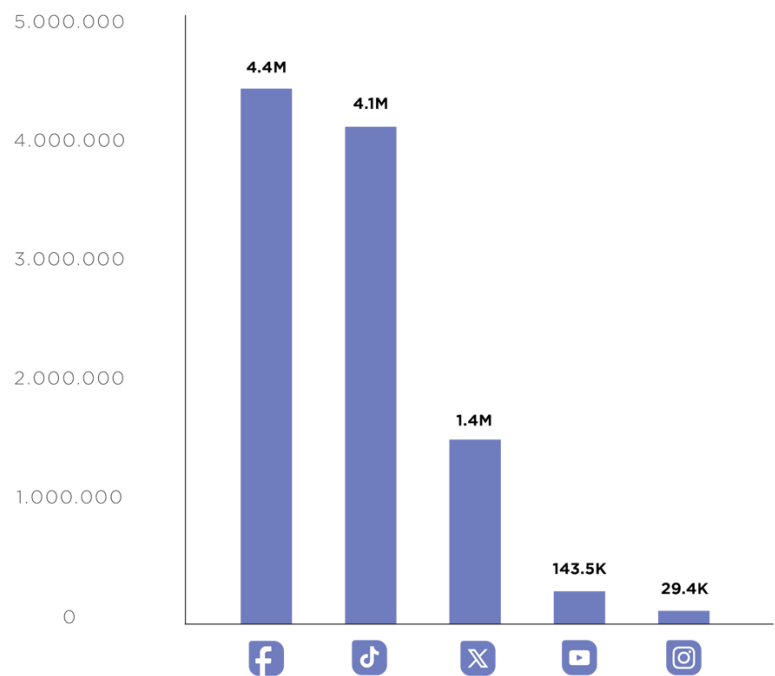


Figure 5: Social Media Reach

The media monitoring data shows that the highest volume of mentions comes from websites (4.8K), news outlets (2.2K), and LinkedIn (2.1K), indicating strong visibility in

professional and informational channels. Facebook (1.7K) and X/Twitter (883) also contribute significantly, while platforms like Instagram (48), Reddit (73), and forums (6) show lower engagement. This distribution suggests a communication strategy effectively targeting professional and content-heavy platforms, with potential to expand engagement on more interactive or visual platforms like TikTok and Instagram.

The below table shows examples of topics of **positive** and **negative** sentiment that arise concerning the **ShapeFuture** project, with a focus on ECS Innovation, Automated Vehicles, European Mobility, AI-Enabled Decision Making, and the EU Automotive Supply Chain:

Table 2: Examples of positive & negative topics analyzed on web

Positive topics	Negative topics
• Enhanced Safety and Resilience: Recognition of improvements in the safety, resilience, and operational reliability of automated vehicles through advanced ECS solutions. • Green Mobility and Sustainability: Praise for efforts to reduce carbon emissions, promote energy efficiency, and align with the EU Green Deal through sustainable ECS technologies. • Strengthening Europe's Technological Sovereignty: Positive sentiment about Europe's leadership role in ECS innovation, boosting competitiveness and strategic independence. • Inclusive Mobility Solutions: Support for innovations that improve accessibility, particularly for elderly, disabled, and underserved populations, enhancing social inclusion. • Smarter Decision-Making with AI: Approval of AI-enhanced decision systems that contribute to safer, more efficient, and adaptive automated vehicle behavior. • Innovation-Driven Job Creation: Optimism about the emergence of new, high-skilled jobs in AI development, ECS manufacturing, smart mobility services, and related fields.	• Workforce Displacement Risks: Concerns about job losses in traditional automotive manufacturing and transport sectors due to automation and AI integration. • Data Privacy and Cybersecurity Threats: Anxiety over potential misuse of personal data and vulnerabilities in AI-driven and connected vehicle systems. • Reliability and Safety Concerns: Doubts about the robustness of AI decision-making and ECS components in complex, real-world traffic scenarios. • High Cost of Adoption: Criticism over the increased costs associated with ECS technologies and concerns about affordability for consumers and cities. • Environmental Impact of ECS Manufacturing: Worries about the carbon footprint and resource intensity involved in ECS production and end-of-life disposal. • Infrastructure Gaps: Frustration that the advancement of ECS and automated vehicles may outpace the development of necessary infrastructure (smart roads, charging grids).

1.7 Languages

This chart displays mention volume by country, providing insights into the geographical spread of discussions related to **ShapeFuture** keywords.

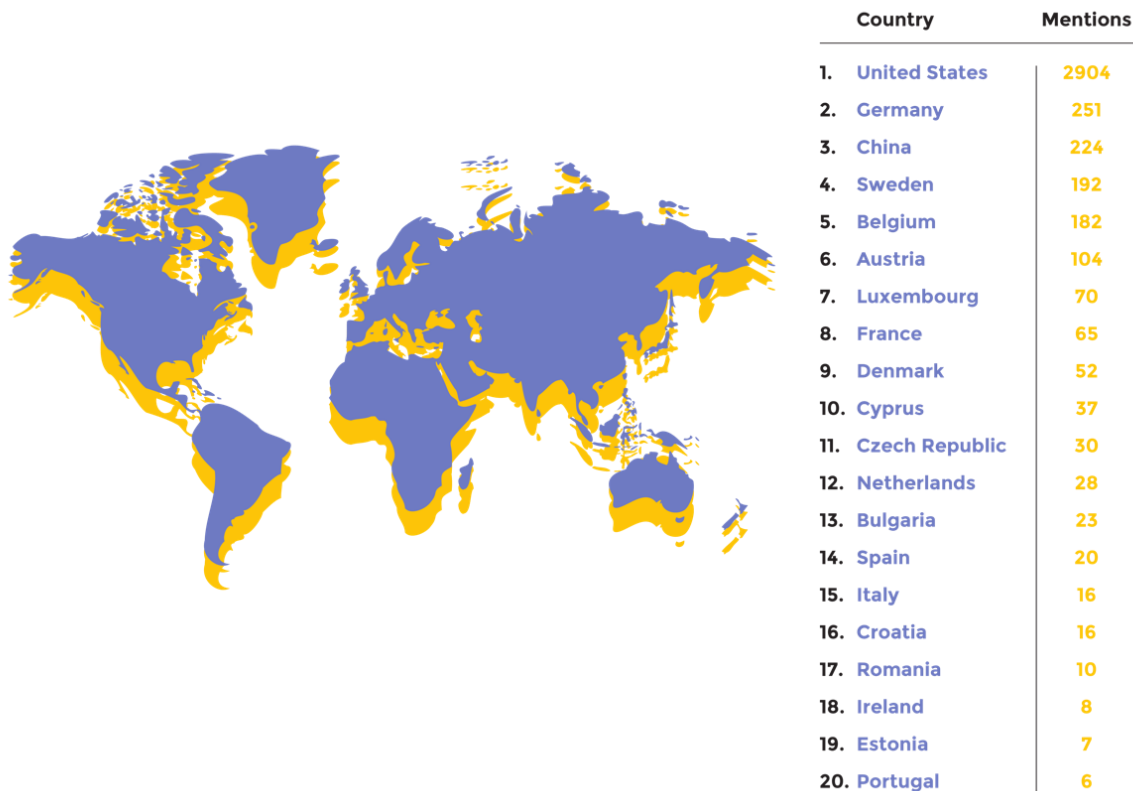


Figure 6: Mention volume by country

The global reach of discussions related to **ShapeFuture's** focus areas — ECS innovation, automated vehicles, AI-enabled decision making, and European mobility — is highlighted by a strong presence across multiple countries. The United States leads with the highest number of mentions (2904), followed by Germany (251), China (224), and Sweden (192). Notably, several European countries such as Belgium, Austria, Luxembourg, and France also show significant engagement. This geographic distribution confirms the growing global interest in **ShapeFuture's** fields of innovation, with a strong attention from European audiences.

1.8 Top trending hashtags

Top hashtags related to **ShapeFuture** keywords, showcasing the most popular discussions and emerging themes.

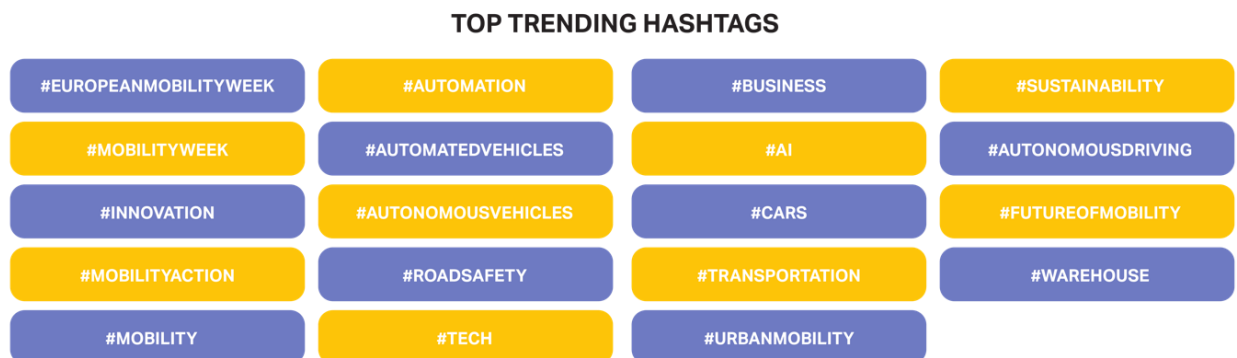


Figure 7: Top trending hashtags

1.9 Dissemination Roadmap

The **ShapeFuture** project was launched in May 2024 with an introductory kick off meeting. A critical phase in the project's dissemination strategy involved the development and implementation of the project's website. As the project unfolds, 3 dissemination plans will be executed, including the presentation of the dissemination strategy, project KPIs, the project's brand identity and the project's publications and dissemination activities. These activities will ensure the project's impact reaches a diverse audience, including researchers, policymakers, industry professionals, and the general public. We are now in the phase of the 1st dissemination & Communication report. The final dissemination event, scheduled for April 30, 2027, will mark the completion of these efforts, providing a platform to share the project's achievements and future prospects.



Figure 8: Dissemination & Communication Roadmap

Project Visual Identity

The visual identity package is already presented in Deliverable D7.2 submitted in M6 of the project.

The Project Visual Identity consists of the project logo, color palette, visual examples and typefaces.



Figure 9: The Project logo and inspiration



Figure 10: Color Palette



Figure 11: Visual examples

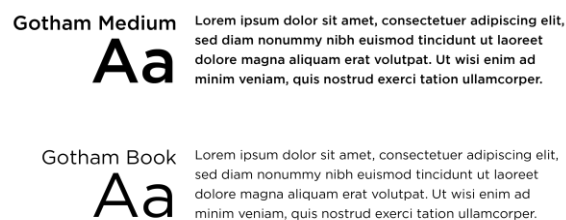


Figure 12: Typefaces

Project Website

The **ShapeFuture** project has taken the initial steps towards establishing a strong online presence by developing a website during the first months of the project (presented in Deliverable D7.2).

Today, **ShapeFuture's** website is updated as it features 15 technical and 2 impact **demonstrators**, highlighting our global and technical achievements in the ECS industry and our commitment to European digital sovereignty.

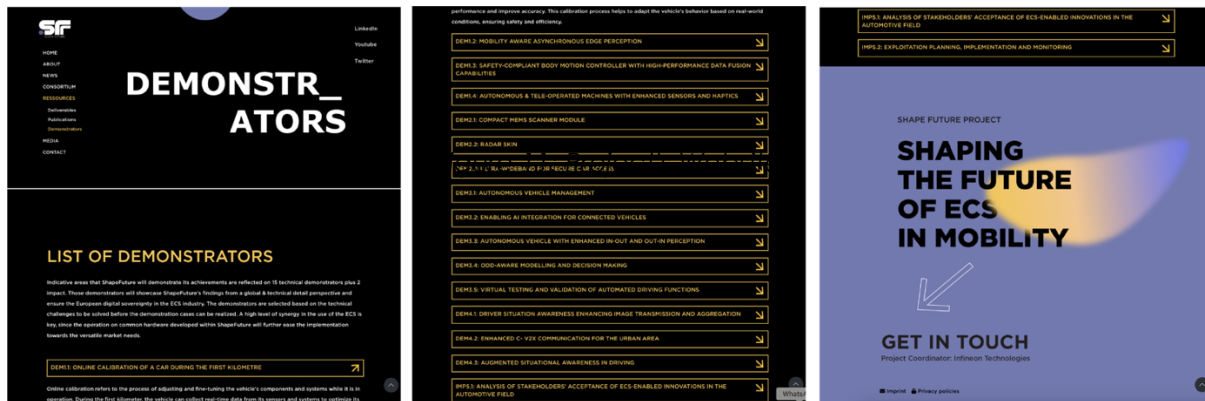


Figure 13: Demonstrators' page

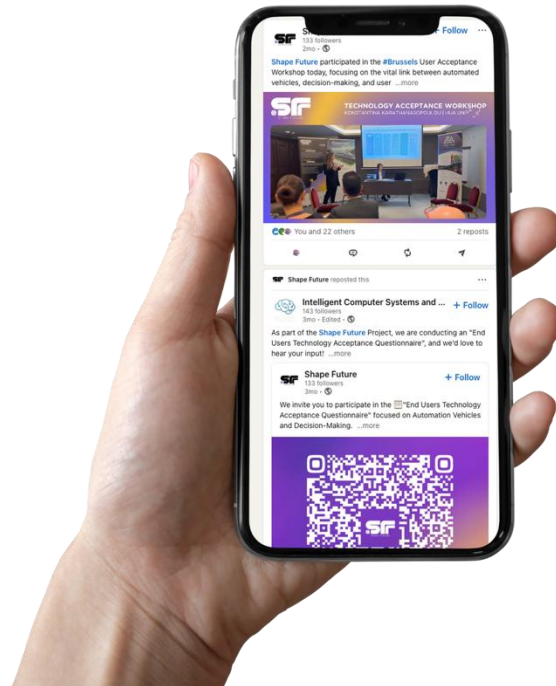
An important addition to the website is the creation of dedicated landing pages for each project meeting. These pages provide all the essential information partners need in one place — including meeting location details, transportation options, local maps, and practical tips about the host country. With just a single link, participants can easily access everything they need to plan their trip and navigate the meeting smoothly. These pages are accessible exclusively to project partners and are shared privately within the consortium.



Figure 14: Meeting dedicated landing page

ShapeFuture Social Media

The **ShapeFuture** project recognizes the importance of a strong online presence to effectively communicate project information and engage with a diverse audience. By utilizing social media platforms, the project aims to increase visibility, foster collaboration, and encourage public participation.



5.1 Social Media Strategy

The proposed social media strategy fits already analyses in Deliverable D7.2 submitted in M6.

1.10 Social Media Platforms

By utilizing the following social media platforms as part of the marketing strategy, **ShapeFuture** can effectively connect with its target audience, increase brand awareness, and drive engagement and traffic to its website.

Table 3: Social Media Platforms

Social Media Channel	Direct link
LinkedIn	https://www.linkedin.com/company/shape-future-project
Twitter	https://x.com/shapefutureeu
YouTube	https://www.youtube.com/channel/UCd5C3Wm_zs6njsx9jdWLcoQ



Figure 15: Project's LinkedIn Channel



Figure 16: Project's X (Twitter) Channel

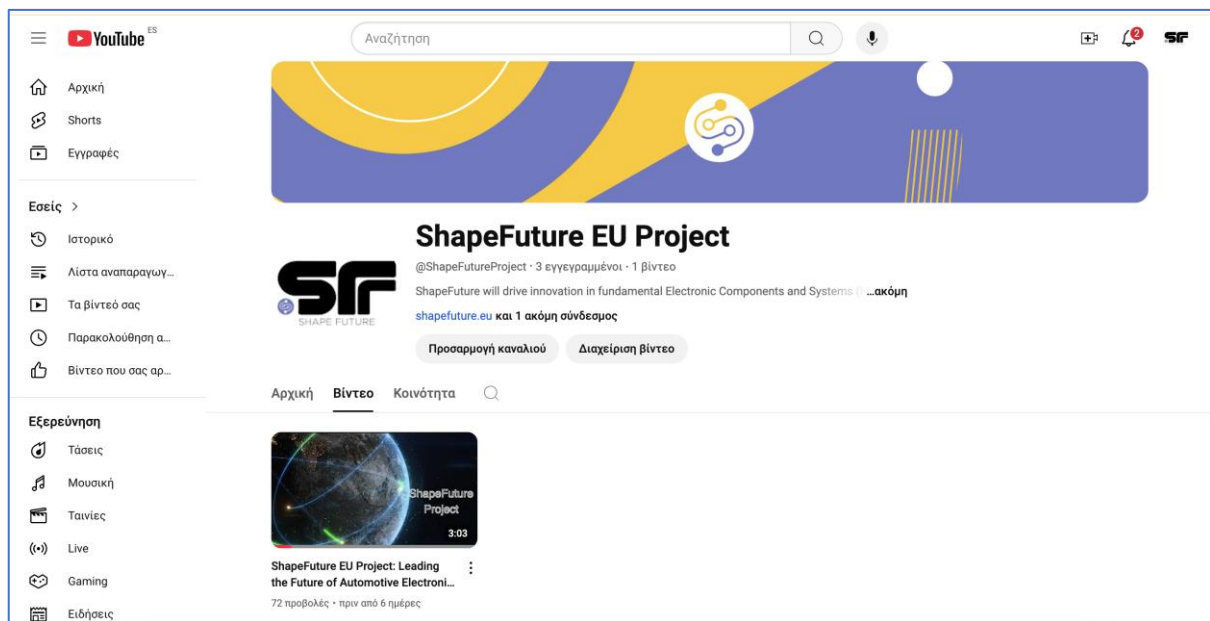


Figure 17: Project's YouTube Channel

LinkedIn & X

We actively manage our LinkedIn and X profiles, posting updates on a weekly or biweekly basis. Our content highlights the latest project developments, key milestones, upcoming events, partner achievements, and relevant industry news. This consistent activity ensures strong visibility for the project, fosters engagement with stakeholders, and builds a dynamic online community around our work.

YouTube

So far we have we have published two videos on our YouTube channel: "**ShapeFuture EU Project: Leading the Future of Automotive Electronic Components & Systems**" and "**ShapeFuture: Vehicles Demo @ CSIC**". These videos introduce **ShapeFuture** and its mission to revolutionize mobility by showcasing groundbreaking innovations in Electronic Components & Systems (ECS). We aim to engage researchers, industry professionals, and policymakers with this introduction to our project's advancements.



ShapeFuture EU Project: Leading the Future of Automotive Electronic Components & Systems

Figure 18: Project's 1st YouTube video

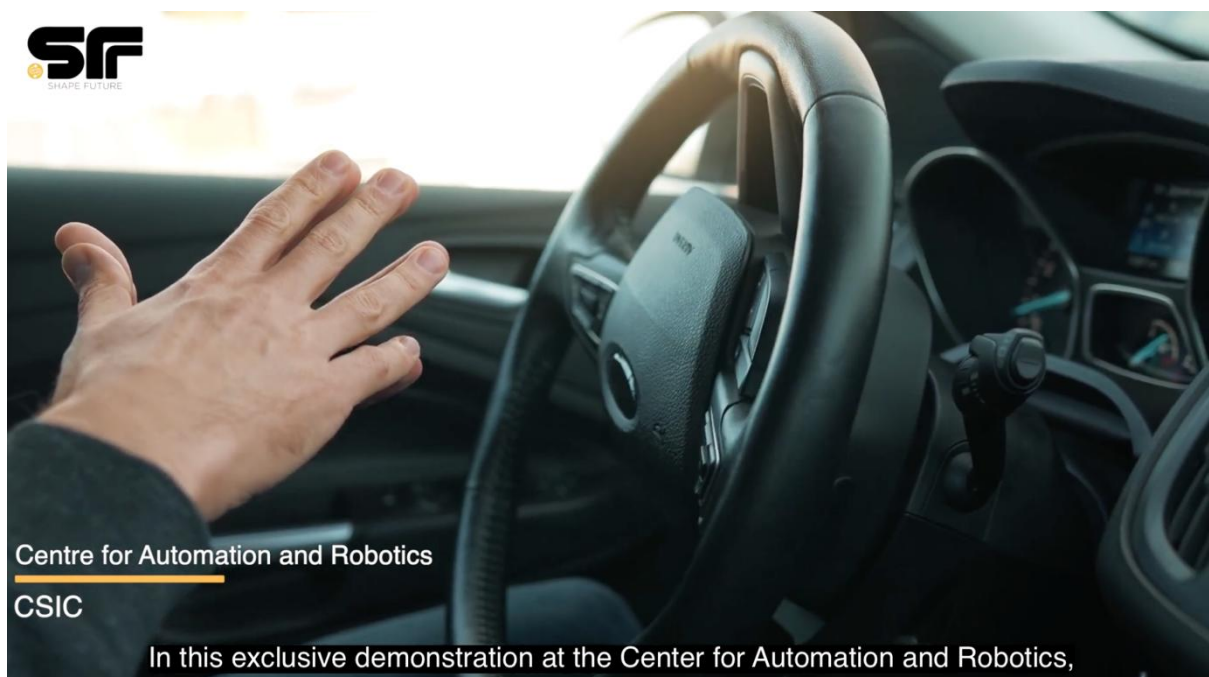


Figure 19: Project's 2nd Youtube video

Concerning our video strategy, a number of **video interviews** will be created during the project's lifetime, to inform project's audience on all technical aspects of the project.

A number of **general videos** will be created as well, presenting all the project's meeting and showcasing the project's progress.

The above videos are planned to be promoted through paid campaigns on project's social media platforms.

1.10.1 LinkedIn Analytics

Below, there is an overview of the first analytics for LinkedIn and the website:

The **ShapeFuture** LinkedIn page over the November - April period, has gained **356** reactions and **134** new followers. Additionally, the page has attracted **347** new unique visitors.

HIGHLIGHTS

6.886

IMPRESSIONS

356

REACTIONS

17

REPOSTS

VISITOR HIGHLIGHTS

836

PAGE VIEWS

347

UNIQUE VISITORS

FOLLOWER HIGHLIGHTS

134

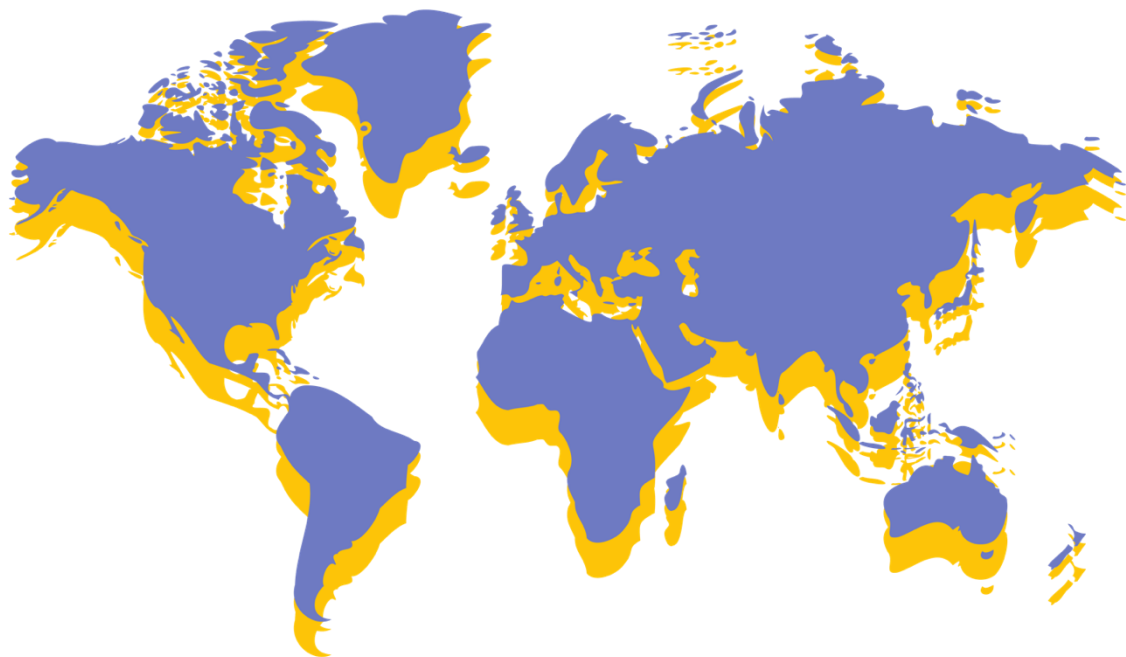
TOTAL FOLLOWERS

Figure 20: LinkedIn analytics

1.10.2 Website Analytics

Our website saw significant traction with **2,181** unique visitors. Notably, the highest engagement comes from users in the USA, Germany, and the UK, demonstrating global reach for **ShapeFuture**.

Website Analytics
Total Unique Visitors: 2181

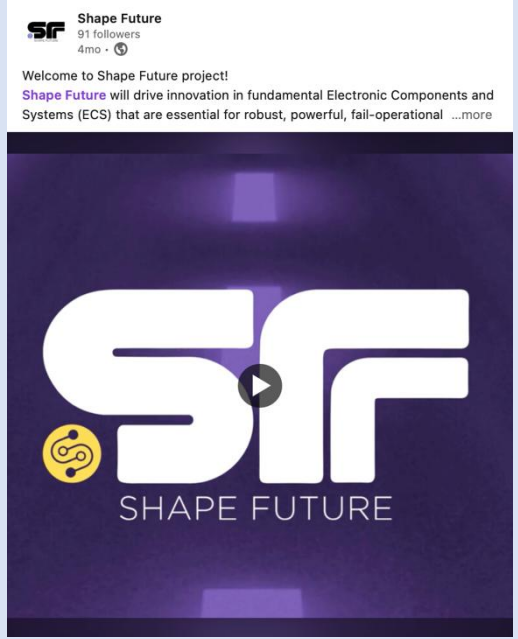
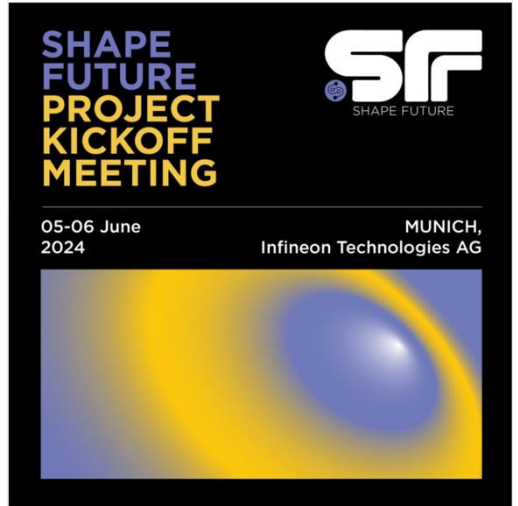


Country		Mentions		Country		Mentions		Country		Mentions	
1.	United States		778	12.	Austria		10	23.	India		2
2.	Germany		615	13.	Finland		10	24.	Korea		2
3.	United Kingdom		368	14.	China		9	25.	Poland		2
4.	Spain		85	15.	Netherlands		5	26.	Romania		2
5.	Greece		63	16.	Portugal		4	27.	Ukraine		2
6.	Italy		56	17.	Taiwan		4	28.	South Africa		1
7.	Turkey		56	18.	Venezuela		3				
8.	Russian Federation		27	19.	Australia		2				
9.	Sweden		24	20.	Belgium		2				
10.	Latvia		24	21.	Denmark		2				
11.	France		21	22.	Estonia		2				

1.10.3 Social Media activities report

The below table, includes several social media posts in all different social media platforms, together with a link leading to the specific posts:

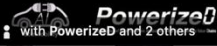
Table 4: Social Media Activity Report

Date	Topic	Material
31/5	Welcome to Shape Future project!	 The image shows a social media post from 'Shape Future' with 91 followers. The text reads: 'Welcome to Shape Future project! Shape Future will drive innovation in fundamental Electronic Components and Systems (ECS) that are essential for robust, powerful, fail-operational ...more'. The visual features a dark purple background with the large white 'Sf' logo and a yellow circular icon with a circuit-like pattern.
3/06	Just 2 days until the Shape Future Kick Off	 The image is a poster for the 'SHAPE FUTURE PROJECT KICKOFF MEETING'. It features the 'Sf' logo and the text 'SHAPE FUTURE PROJECT KICKOFF MEETING' in bold yellow and white. Below this, it says '05-06 June 2024' and 'MUNICH, Infineon Technologies AG'. The bottom half of the poster has a yellow and blue abstract graphic.

30/07	latest Shape Future news!	 Shape Future 91 followers 2mo · 🌐 Excited to share our latest Shape Future news! Swipe left to see the highlights of July's kick off meeting in Munich. 📱 ...more Shape Future Kick Off · 4 pages  Shape Future PROJECT KICKOFF MEETING Shape Future Kick-Off at Infineon Technologies in Munich held on 5th-6th June JULY NEWSLETTER  TING RECAP MEETING RECAP MEETING RECAP MEETING RE
5/09	Check out our first newsletter	 Innovation Dis.Co 161 followers 1mo · 🌐 Celebrating a Year of Innovation! 🎉 Check out our first newsletter and explore our exciting updates on our newest project Shape Future 📱, learn about our latest achievements and get inspired by our team's progress! Don't forget to subscribe 📧 https://lnkd.in/dn-eSr98 #InnovationDisco #Newsletter #News 

18/09	Just wrapped up the WP1 #ShapeFuture	SF Shape Future 91 followers 1mo · 🌐 Just wrapped up the WP1 #ShapeFuture project meeting! During the online meeting, we discussed ✓ key deliverables, ✓ we assigned responsibilities, and ✓ established a clear project and meetings ...more  SHAPE FUTURE WP1 KICK OFF MEETING September 18 2024 ONLINE MEETING
24/10	We are ready for our Shape Future Core Team Meeting	SF Shape Future 91 followers 4d · 🌐 We are ready for our Shape Future Core Team Meeting next week in Madrid! Stay tuned and follow our twitter x.com/ushapefutureeu for live project updates. ...more  SHAPE FUTURE CORE TEAM MEETING OCTOBER 29 & 30 2024 MADRID SPAIN
29/10	Kick Off Video	SF Shape Future 134 followers 5mo · 🌐 Want to see how we kicked off our journey to Shape the Future of mobility? Check out our video from the June kick-off meeting to learn more about our mission to drive advancements in safety, resilience, and intelligence ...more  ShapeFuture EU Project: Leading the Future of Automotive Electronic Components & Systems youtube.com

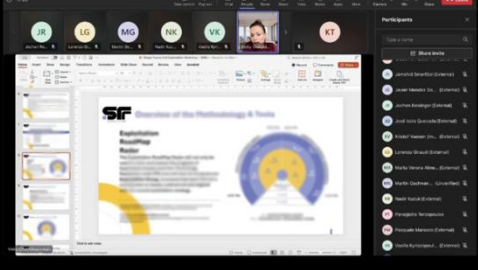
29/10	Shape Future Core Team meeting in Madrid	 Shape Future 134 followers 5mo · 🌐 🚀 We're excited to announce the start of our Shape Future Core Team meeting in Madrid today! Hosted by Jorge Villagra Serrano, we started by discussing the project's #goals, planning the workflow, and aligning ...more SHAPE FUTURE PROJECT CORE TEAM MEETING  October 29-30 2024 Madrid, Spain 
30/10	Another productive day at our #CoreTeamMeeting!	 Shape Future 134 followers 5mo · 🌐 Another productive day at our #CoreTeamMeeting! Today, both #InnovationStream leaders and #WorkPackage leaders shared their recent work, progress, and upcoming milestones. It's inspiring ...more SHAPE FUTURE PROJECT CORE TEAM MEETING DAY 2  October 29-30 2024 Madrid, Spain 

1/11	Madrid #CoreTeamMeeting	 Innovation Dis.Co 251 followers 5mo · Edited ·  Madrid #CoreTeamMeeting: Two days of fruitful discussions shaped the project's future! Our team presented the exploitation strategy & dissemination plan, ensuring the project's impact. The meeting wrapped up with the core team connecting with the wider Shape Future consortium, sharing key takeaways and important updates, where each partner shared their recent work, progress, and upcoming milestones. 🌟 Don't forget to visit innovation-disco.com and follow Shape Future for more updates. #InnovationDisco #ShapeFuture #ECS #Milestones #Madrid  INNOVATION DIS.CO Core Team Meeting October 2024  
5/12	#EFECS2024	 Shape Future 134 followers 4mo ·  We're ready! #EFECS2024 #ShapeFuture #ChipsJU  Innovation Dis.Co 251 followers 4mo · Edited ·  Tomorrow, we're heading to Ghent, Belgium for the European Federation of Electrical and Control Engineering (EFECS) 2024, where we'll be showcasing three projects: ...more INNOVATION DIS.CO INNOVATION DIS.CO AT EFECS 2024 GHENT, BELGIUM  

24/12	Stefano Delucchi (Aitek S.p.A. Funded Research team) had the exciting opportunity to participate in #EF ECS2024	Aitek S.p.A. 2,226 followers 4mo · Edited · 🌐 🌐 Last week, Stefano Delucchi (Aitek S.p.A. Funded Research team) had the exciting opportunity to participate in #EF ECS2024, the European Forum for Electronic Components, where he connected with leaders and ...more  👍❤️ You and 37 others 2 reposts
24/12	Merry Christmas	SF Shape Future 134 followers 3mo · 🌐 Wishing you a Merry Christmas filled with joy from the entire Shape Future team! 🎄 ...more 
1/1	HNY!	SF Shape Future 134 followers 3mo · 🌐 Happy New Year! 🎉 Wishing you success from the Shape Future Project. #ShapeFuture #HappyNewYear #EUproject 

14/1	"End Users Technology Acceptance Questionnaire"	Shape Future 134 followers 2mo · 🌐 We invite you to participate in the 📄 "End Users Technology Acceptance Questionnaire" focused on Automation Vehicles and Decision-Making. Your insights will play a crucial role in ✓ understanding user ...more  SCAN HERE End Users Technology Acceptance Questionnaire
30/1	#TechTalk2025	Shape Future 134 followers 2mo · 🌐 #TechTalk2025 is underway, and Shape Future is actively participating with our coordinator Jochen Koszescha in this important conversation about the future of #transportation. ...more ShapeFuture at TechTalk2025 · 4 pages TECH TALK 2025 INNOVATING FOR A SUSTAINABLE TOMORROW STRATEGIC EVENT 29-30 January 2025 Athens, Greece  👤 Vicky Chatzidogiannaki and 16 others
18/2	Shape Future participated in the #Brussels User Acceptance Workshop	Shape Future 134 followers 1mo · 🌐 Shape Future participated in the #Brussels User Acceptance Workshop today, focusing on the vital link between automated vehicles, decision-making, and user acceptance—crucial for our mission to ...more  👤 Vicky Chatzidogiannaki and 22 others 2 reposts

24/2	"End-User Technology Acceptance Workshops"	Shape Future reposted this Intelligent Computer Systems and Applications (ICSA) 138 followers 1mo · 🌐 We are excited to share that our series of "End-User Technology Acceptance Workshops" has officially kicked off! ...more PRESS RELEASE USER ACCEPTANCE WORKSHOP 18/02/25, Marivaux Hotel, Brussels Scope of the Workshop This workshop focused on strategies to increase user acceptance of cutting-edge AI-driven solutions in Electronic Components and Systems (ECS) and related applications, as well as to promote European technology independence in mobility, manufacturing, and energy sectors, through interactive discussions, gamified activities, and ethical debates. Key Achievements Our recent workshop brought together diverse speakers who shared insights on key factors influencing technology acceptance, including societal readiness, ethics, and regulatory challenges. Discussions also focused on ideas for ensuring the sustainability of technologies developed within research projects, emphasizing long-term impact and responsible innovation. Finally, the workshop fostered synergies among different projects, encouraging collaboration and knowledge exchange to drive future advancements. Additionally, it identified commonalities and distinctions across various domains and projects, facilitating a deeper understanding of shared challenges and unique approaches.
10/3	Newsletter	Shape Future 134 followers 1mo · Edited · 🌐 → Explore the work #ShapeFuture is doing in Electronic Components & Systems (ECS) to revolutionize the automotive industry. Our latest newsletter shares key updates on our progress, covering developments from ...more Newsletter March 2025 · 8 pages MARCH 2025 /NEWSLETTER/ ShapeFuture is at the center of ECS development, further boosting the transformation of mobility towards zero emissions & zero fatalities. 2025 www.shapefuture.eu

7/4	First online #ShapeFuture Exploitation Workshop	 Shape Future 134 followers 3d · 🌐 Great progress made today, during our first online #ShapeFuture Exploitation Workshop, organized by Innovation Dis.Co! We analyzed the exploitation strategy and the first round of ...more  #onlinemeeting  Katerina Georgantea and 17 others 2 reposts
9/4	Second online workshop	 Shape Future 134 followers 1d · 🌐 Another online #ShapeFuture Exploitation Workshop concluded today, organised by Innovation Dis.Co. This second workshop concentrated on our Small and Medium Enterprise (SME) partners, where 20 participants ...more  #onlinemeeting 

Dissemination and Communication Tools and Plan

1.11 Key Performance Indicators for dissemination and communication

To ensure that dissemination and communication activities deliver measurable impact, **ShapeFuture** defines a set of Key Performance Indicators (KPIs) and the concrete measures the consortium will implement to achieve them. This turns KPIs from static targets into an active management system with quarterly monitoring, corrective actions, and transparent ownership across partners.

Table 5: Initial project's dissemination & Communication KPIs

Channel	KPI	Method of measurement	Frequency	Threshold
Events - Up to 25 participants (Shape Future - organized events, international workshops, dissemination visits) Events - 25-100 participants	Number of events	Manually	End of project	>=40
	Number of audience contacts	Surveys	On schedule	At least 50% of the participants
	Number of participants Interested on ShapeFuture project	Surveys	On schedule	At least 40% of the participants
	Number of events	Manually	End of project	>=20
(professional events with relevant end-users and authorities, international	Number of audience contacts	Surveys	On schedule	At least 30% of the participants
	Number of participants interested on ShapeFuture project	Surveys	On schedule	At least 20% of the participants
Scientific workshops) Events - more than 100 participants (Conferences - Shape Future relevant)	Number of events	Manually	End of project	>=10
	Number of participants for Shape Future section contacted	Surveys	On schedule	At least 50% of the participants
	Number of participants for Shape Future section interested in the project	Surveys	On schedule	At least 40% of the participants
Journal publications	Number of journal publications by Shape Future partners	Direct reporting	End of project	>=60
Presentations in International Conferences	Number of conference presentations by ShapeFuture partners (persons involved)	Direct reporting	End of project	>=300

Effective dissemination and communication require not only clearly defined targets but also **measurable, realistic, and relevant indicators** that reflect the project's true scope and implementation strategy. The initial KPIs, defined during the proposal phase, successfully captured the project's ambitions and anticipated communication reach. As the project advanced and activities were further defined, the consortium identified opportunities to **refine and optimise** these indicators to ensure they remain closely aligned with actual tasks, resources, and expected outcomes. This refinement process allows the KPIs to become **more precise, directly measurable using available analytics tools, and fully reflective of the updated work plan and communication strategy**. By evolving the indicators in this way, ShapeFuture strengthens its capacity to track progress accurately and demonstrate meaningful impact throughout the project lifecycle.

The following tables present the revised Key Performance Indicators for **ShapeFuture**, structured by communication channel and activity type. These KPIs replace the original ones defined in the Grant Agreement and are designed to align with the updated dissemination plan and work package implementation.

Table 6: Communication Channels KPIs

Communication channel	KPI	Methods of measurement	Targeted
Website	Number of unique visitors	Google official Metrics. reports	5000
LinkedIn	New followers	LinkedIn Analytics	500 by month 36
	Impressions	LinkedIn Analytics	20.000 by month 36
	New repost/month	LinkedIn Analytics	150 by month 36
Youtube	No of views	YouTube Analytics	10.000 by month 36
Brochures	Number of Brochures distributed	Proceedings and media material of the events	1000 + by month 36
Posters	Number of posters produced	Meetings, proceedings and media material	8 by month 36
Materials by policy makers	Number of sets (mission's statement, slide-deck, brochures etc)	Meetings, proceedings and media material	5 by month 36
Promotional Videos	Number of videos published on the project's YouTube channel	Number of videos	2 by month 36

Communication channel	KPI	Methods of measurement	Targeted
Events (ShapeFuture-organized events,	Number of events	Reporting	15

Workshops)			
Events (External events, conferences, standardization workshops etc.)	Number of events	Reporting	60
Presentations in International Conferences	Number of events	Reporting	40
Scientific publications	Number of peer-reviewed papers/articles	Reporting	>=60

The updated KPIs fall into four main categories: **digital communication and outreach, content creation and materials, events and stakeholder engagement, and scientific dissemination**. Below is an overview of each KPI category, including a detailed explanation of its significance and the concrete measures **ShapeFuture** will take to achieve it.

1.11.1 Implementation Strategy

To ensure that all KPIs are achieved, **ShapeFuture** will adopt a structured, proactive, and adaptive approach throughout the project lifecycle. The strategy includes the following core components:

- **Annual Communication Plan:** A rolling 12-month plan aligning all communication and dissemination actions with project milestones, deliverables, and external events.
- **Editorial and Content Calendar:** Ensuring regular, high-quality content across all channels and maximising cross-platform visibility.
- **Partner Engagement:** All partners are responsible for contributing content, sharing news, and promoting project outcomes across their networks.
- **KPI Review:** WP7 will produce KPI dashboards comparing actual performance against targets. Underperforming metrics will trigger corrective actions such as increasing post frequency, reallocating budget to paid campaigns, or adding new event participations.
- **Feedback and Adaptation:** Insights from sentiment analysis, stakeholder surveys, and analytics reports will continuously inform and refine the communication strategy, ensuring maximum relevance and impact.

Below, there are Tables that describe our implementation strategy in detail. Each table is structured around four key components:

- The **communication channel or activity** where the dissemination actions will take place.
- The **specific KPI** defined for that channel, outlining the expected outcome.
- The **methods of measurement** that will be used to monitor progress and verify results based on reliable data sources (e.g. Google Analytics, LinkedIn Analytics, reporting records).
- The **target values** that **ShapeFuture** aims to achieve by the end of the project (Month 36).

Progress towards these KPIs will be continuously monitored and evaluated. Where necessary, adaptive measures will be implemented to optimise performance, reallocate resources, or adjust communication strategies. This dynamic and evidence-based approach ensures that **ShapeFuture's** dissemination and communication activities maximise visibility, engagement, and long-term impact.

Table 7: Digital Communication KPIs & how we will achieve them

Channel	KPI	Target by M36	How We Will Achieve It
Website	Number of unique visitors	5,000	- Maintain and regularly update the website with fresh, relevant content, including news, deliverables, events, and project milestones. - Optimise SEO (Search Engine Optimisation) with targeted keywords related to ECS, SDV, AI, and automotive innovation. - Cross-promote website content through LinkedIn, newsletters, and partner channels.
LinkedIn	New followers	500	- Develop a strategic content calendar with at least 2 posts per week (technical insights, partner highlights, video content, etc.). - Leverage partners' corporate and personal networks to increase reach. - Run targeted LinkedIn campaigns before and after major events. - Engage in active commenting and participation in relevant ECS and mobility discussions to boost visibility.
	Impressions	20,000	- Post a diverse mix of content formats (infographics, interviews, live updates, videos) to increase reach. - Use project hashtags and tag partner organisations to expand visibility. - Share updates from major conferences, demonstrations, and milestones.
	New reposts per month	150	- Encourage partners and stakeholders to actively repost project content. - Include "share prompts" in internal partner communications. - Publish highly shareable materials (quotes, infographics, visual snapshots) tailored for reposting.
YouTube	Number of views	10,000	- Publish at least 2 high-quality promotional or explainer videos showcasing project results and use cases. - Produce short clips from events, demos, and interviews for ongoing visibility. - Promote videos across all social media channels and embed them into the project website and newsletters.

Table 8: Communication material and how we will achieve KPIs

Material Type	KPI	Target by M36	How We Will Achieve It
Brochures	Number distributed	1,000+	- Produce updated brochures for each project phase (initial overview, mid-term results, final outcomes). - Distribute at conferences, workshops, and policy events. - Offer downloadable versions on the website and promote via mailing lists.
Posters	Number produced	8	- Design visually appealing posters summarising technical achievements and societal impacts. - Display at events, partner facilities, and exhibitions. - Ensure posters are updated with key project milestones.
Materials for policymakers	Number of tailored sets	5	- Co-create policy-oriented materials with partners involved in standardisation and regulation. - Schedule targeted policy briefings and distribute tailored packages (mission statement, slide deck, policy recommendations).
Promotional videos	Videos published	2	- Produce professional-grade videos highlighting project breakthroughs and potential impact. - Disseminate via YouTube, LinkedIn, website, and event presentations. - Include subtitles and translations to expand audience reach.

Table 9: Event Type KPIs & how we will achieve them

Event Type	KPI	Target by M36	How We Will Achieve It
ShapeFuture-organised events & workshops	Number organised	15	- Plan at least one major event annually, complemented by smaller thematic workshops. - Align event topics with sentiment analysis findings to ensure relevance. - Combine physical and online events to maximise reach. - Include interactive sessions (panels, demos, Q&A) to enhance engagement.
Participation in external events	Number attended	60	- Create an annual “Events Roadmap” identifying high-impact conferences and exhibitions. - Support partner participation with

			presentation materials and coordinated messaging. - Focus on events aligned with ECS, SDV, AI, and standardisation.
Presentations at international conferences	Number delivered	40	- Assign presentation responsibilities to partners with relevant expertise. - Proactively submit abstracts and panel proposals. - Leverage partner reputations to secure invited speaker slots.

Table 10: Scientific Dissemination KPIs and how we will achieve them

Scientific Dissemination	KPI	Target by M36	How We Will Achieve It
Peer-reviewed scientific publications	Number published	≥60	- Develop a publication roadmap aligned with project milestones. - Encourage collaborative publications between industrial and academic partners. - Use internal peer-review support to improve submission quality and acceptance rates. - Target both high-impact journals and specialised conferences to reach diverse audiences.

By implementing the measures outlined above, **ShapeFuture** will not only achieve but **exceed** the updated KPIs. This approach ensures:

- **Visibility:** Continuous exposure of project activities and results across multiple digital and physical channels.
- **Engagement:** Active participation of stakeholders through events, materials, and tailored messaging.
- **Impact:** Tangible contributions to technology acceptance, policy dialogue, and market adoption of **ShapeFuture** outcomes.
- **Evidence:** Reliable, quantifiable data demonstrating the success and reach of dissemination and communication activities.

The **ShapeFuture** project will disseminate information through regular newsletters. These newsletters, provide updates on project milestones, upcoming events, and relevant industry news. By adopting a reader-friendly format and incorporating engaging visuals, the newsletters aim to foster a deeper connection with our stakeholders. So far we have created two newsletters, posted on our website news, LinkedIn and shared via email.



Figure 21: Newsletter 1

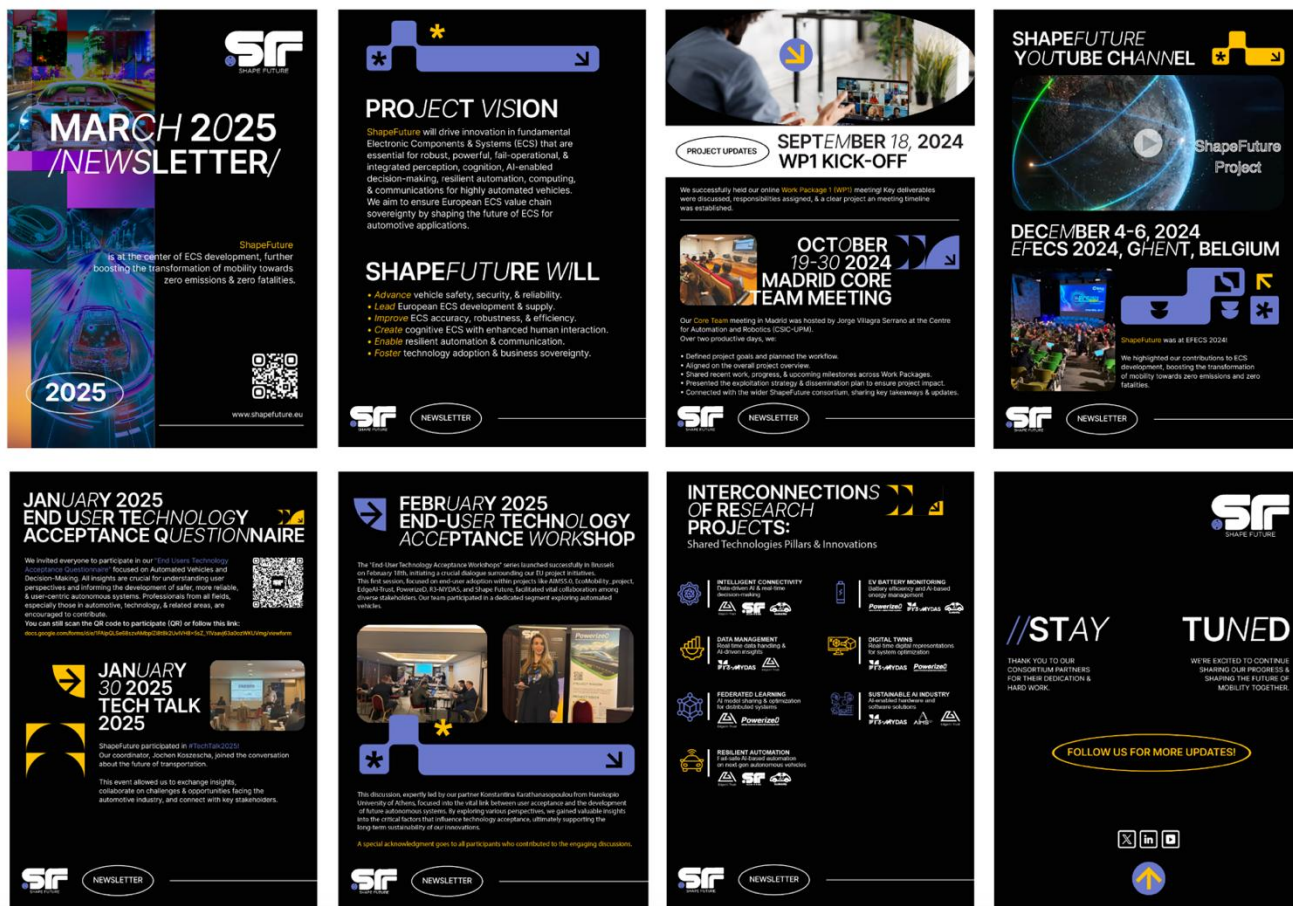


Figure 22: Newsletter 2

1.12 Shape Future promotional material

Below there is an update of the promotional material of the project presented in Deliverable D7.2:



1.12.1 Roll up Banners and posters



Figure 23: Roll-up banners & posters

1.12.2 Project's Information card & Brochure

The project's information card and brochures again serve as a visually appealing medium to engage & inform stakeholders during events, conferences, and other outreach activities, thus amplifying the project's visibility & impact.



Figure 24: Project's Info Card & Brochure examples

1.12.3 Linktree

The project's QR code as shown below, redirects to a *Linktree* list of all project accounts (website, social media, YouTube channel). The *Linktree* list acts as a digital hub, consolidating all essential links and resources related to the Project.

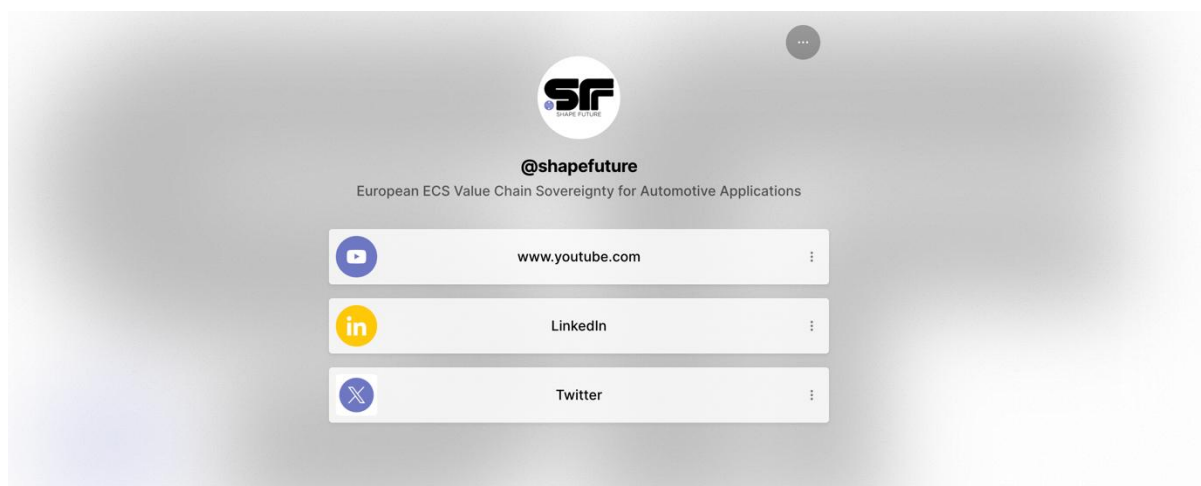


Figure 25: Project Linktree and QR code

1.13 ShapeFuture Publications

Scientific publications are a crucial component of the **ShapeFuture** project's dissemination strategy, as they enable the project team to share findings, methodologies, and innovations with the academic and scientific community. By publishing in reputable journals and presenting at international conferences, the project aims to contribute to the body of knowledge surrounding Electronic Components and Systems (ECS) for highly automated vehicles. These publications serve as a platform to validate research outcomes, promote the project's advancements, and engage with researchers, experts, and stakeholders in related fields.

Furthermore, scientific publications support the project's objectives by fostering collaborations, encouraging knowledge exchange, and positioning **ShapeFuture** as a leader in ECS innovation. Through these efforts, **ShapeFuture** not only amplifies its scientific impact but also strengthens the broader adoption and recognition of its technological contributions within the academic and industrial communities.

Below there is a list of the publications of the project until today:

Table 11: Project's Scientific Publications

Scientific Publications			
No	Title	Authors	Partner
1	On the Latency Performance of Mobile Mapping Services: towards Vulnerable Road Users Safety	Luca Bedogni, Carlo Augusto Grazia & Raoul Scalise	UNIMORE
2	Open Challenges in the Formal Verification of Autonomous Driving	Paolo Burgio, Angelo Ferrando & Marco Villani	UNIMORE
3	Evidential Semantic Lane-Grid for Unknown Space Analysis & High-Level Representation of Dynamic Occupancy Grids	Victor Jiménez-Bermejo, Vinicius Trentin, Antonio Artuñedo, Jorge Villagra	CSIC
4	Architectural Design Exploration of a Lane Detection Vision Pipeline for FPGA-based F1Tenth Autonomous Vehicles	Andrea Magnani, Gianluca Brilli, Andrea Marongiu	UNIMORE
5	Enabling the Proxy Computing Paradigm on DPU-based FPGA Acceleration	Gianluca Brilli, Paolo Burgio, Alessandro Capotondi, Andrea Marongiu	UNIMORE
6	Distributed Navigation with Dynamic Obstacles	Ellen H. J. Riemens, Raj Thilak Rajan	TUD

7	Domain-Aware Gaussian Process State-Space Models	Anurodh Mishra, Raj Thilak Rajan	TUD
8	On the Stability of Consensus Control under Rotational Ambiguities	Zhonggang Li, Student Member, IEEE, Changheng Li, and Raj Thilak Rajan, Senior Member, IEEE	TUD

Conclusions

After six months of coordinated efforts, the **ShapeFuture** project has successfully established a foundation for effective stakeholder engagement and communication. Key accomplishments include the launch of a fully functional project website and the creation of a cohesive brand identity that will enhance the project's visibility across multiple platforms.

Initial dissemination efforts, including the utilization of social media channels and sentiment analysis, have demonstrated positive audience engagement and a growing interest in the project.

As the project progresses, the ongoing use of tailored messages and stakeholder-specific communication strategies will ensure that **ShapeFuture's** objectives and achievements are conveyed effectively. These efforts are expected to increase stakeholder acceptance, foster collaborations, and contribute to the project's overarching goal of transforming mobility through advanced ECS technologies.

Looking forward, the project team is committed to building upon these foundations to further expand the project's impact on the future of automated vehicle systems in Europe.