



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

D7.3 Project newsletter No. 1

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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.

SHAPEFUTURE D7.3 / NEWSLETTER 1 /

ShapeFuture

is at the center of ECS development, further
boosting the transformation of mobility towards
zero emissions & zero fatalities.

2025



www.shapefuture.eu

Table of Contents

Executive Summary	4
Abstract	7
The Newsletter as a Dissemination Tool	7
Shape Future Overview	8
Newsletters	10
1.1 1st Newsletter Analysis	10
1.2 2nd Newsletter Analysis	13
1.2.1 Newsletter Distribution and Initial Impact.....	19
Conclusions	21

List of Figures

Figure 1: The Shape Future Project overview	9
Figure 2: Second ShapeFuture Newsletter.....	10
Figure 3: WP1 Kick-off meeting.....	11
Figure 4: Madrid Core Team meeting.....	11
Figure 5: EF ECS 2024 participation.....	12
Figure 6: End User Technology Acceptance Questionnaire.....	12
Figure 7: Tech Talk 2025 participation.....	13
Figure 8: End-User Technology Acceptance Workshop.....	14
Figure 10: Interconnections of Research Projects	15
Figure 11: Newsletter section on project's website.....	16
Figure 12: Newsletter LinkedIn post.....	17

Abstract

This deliverable details the dissemination and communication strategy specifically centered around the *ShapeFuture* newsletters. As a key tool for the *ShapeFuture* project, which aims to revolutionize Electronic Components and Systems (ECS) for highly automated vehicles, the newsletters serves as a vital channel for disseminating project progress and outcomes.

This strategy outlines the planned content, frequency, and target audience engagement for the newsletters throughout the *ShapeFuture* lifecycle and beyond. It provides a framework for project partners to contribute to and leverage the newsletters for maximum impact. The defined newsletters activities are designed to achieve two primary goals: **maintaining consistent public awareness of *ShapeFuture*'s advancements** and **directly engaging key stakeholders with relevant project insights**.

Through engaging articles, updates on activities, and highlights of outcomes, the *ShapeFuture* newsletters will be a crucial instrument in showcasing the project's objectives and achievements to a broad audience.

The Newsletter as a Dissemination Tool

The *ShapeFuture* newsletter serves as a crucial dissemination tool for the following reasons:

- **Regular Communication:** It provides a consistent and periodic channel for communicating project progress, achievements, and upcoming activities to a broad audience.
- **Stakeholder Engagement:** It facilitates engagement with various stakeholders, including consortium partners, the research community, industry professionals, policymakers, and the general public (European citizens).
- **Knowledge Sharing:** It enables the sharing of key project findings, technological advancements, and insights, contributing to the broader knowledge base in the field of ECS for automated vehicles.
- **Awareness Raising:** It helps raise awareness about the *ShapeFuture* project's objectives and its potential impact on the future of mobility.
- **Branding and Identity:** It reinforces the project's brand and identity, promoting its visibility and recognition.

Shape Future Overview

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.



Figure 1: The Shape Future Project overview

Newsletters

During the 1st year of the project we created 2 Newsletters which provides updates on key project activities, demonstrating progress and engagement.

1.1 1st Newsletter Analysis

The first *ShapeFuture* newsletter recaps the project's successful kick-off meeting at Infineon Technologies in Munich on June 5th-6th.



Figure 2: Team photo

The newsletter emphasizes the event's success due to team collaboration and expresses excitement for advancing future mobility.

SHAPE FUTURE PROJECT KICKOFF MEETING



Day 1

kicked off with an overview of the Shape Future project, its goals, & its overall impact. This was followed by project management strategies to ensure smooth execution. The afternoon featured an interactive poster session where participants explored technical advancements in areas like perception, cognition, decision-making, automation, & technology sovereignty. Interesting discussions followed, motivating knowledge sharing & collaboration.



PROJECT KICK-OFF SUCCESS

Figure 3: Day 1 of the kick off meeting

Day 1 included a project overview, project management strategy discussions, and an interactive poster session showcasing technical advancements in areas like perception and automation, fostering knowledge sharing.

Day 2

focused on dedicated work package sessions. Each session focused on a specific project area, addressing crucial aspects like defining requirements, designing the overall system architecture, developing core electronics, integrating hardware & software seamlessly, validating the developed system, & assessing its impact. These in-depth discussions provided a clear roadmap for future activities & project milestones.



Figure 4: Day 2 of the kick off meeting

Day 2 focused on work package sessions addressing key project aspects like hardware/software integration and impact assessment, establishing a roadmap for future activities.

1.2 2nd Newsletter Analysis

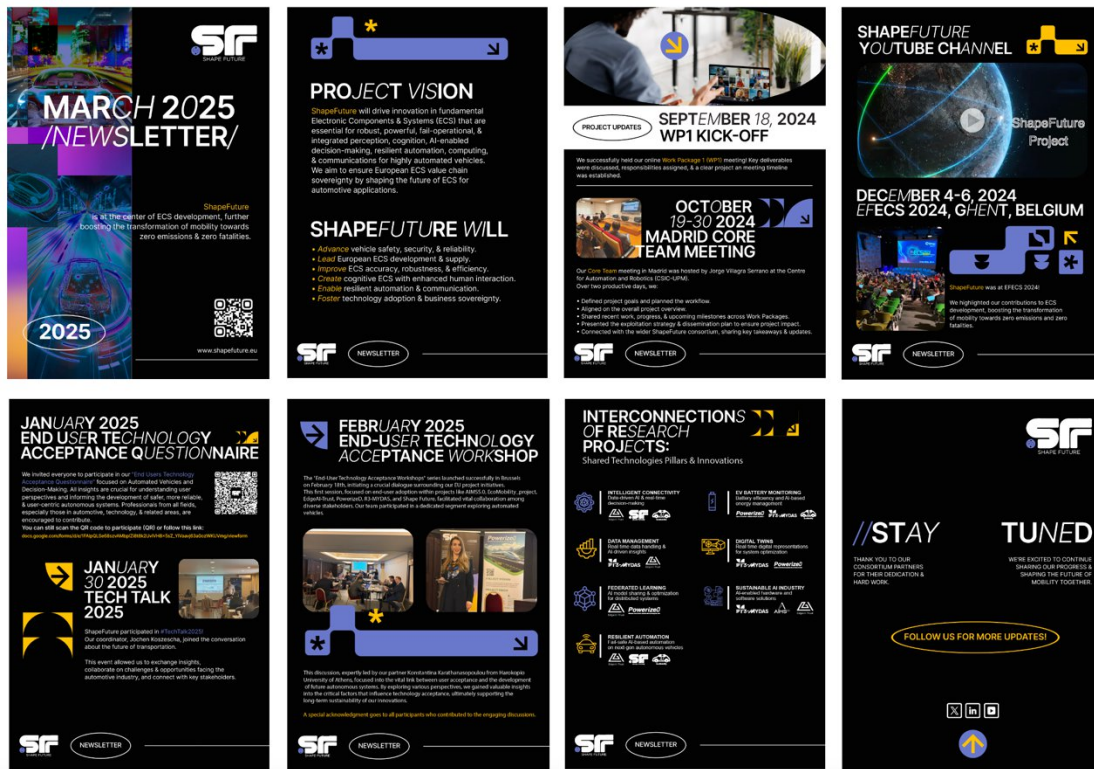


Figure 5: Second ShapeFuture Newsletter

WP1 Kick-Off Meeting (September 18, 2024):

- The newsletter reported on the successful online Work Package 1 (WP1) meeting. Including this update is important because WP1 kick-off signifies the start of focused work on a specific area within the project.
- It highlighted that key deliverables were discussed, responsibilities were assigned, and a clear project and meeting timeline was established. This information is crucial for demonstrating project organization and planning.



Figure 6: WP1 Kick-off meeting

Madrid Core Team Meeting (October 19-30, 2024):

The newsletter detailed the **Core Team meeting** hosted in **Madrid**. Core Team meetings are significant as they involve key project members and strategic decision-making and it also outlined the productive two days, including:

- Defining project goals and planning the workflow.
- Aligning on the overall project overview.
- Sharing recent work, progress, and upcoming milestones across Work Packages.
- Presenting the exploitation strategy and dissemination plan.
- Connecting with the wider **ShapeFuture** consortium, sharing key takeaways & updates



Figure 7: Madrid Core Team meeting

EF ECS 2024 Participation (December 4-6, 2024):

The newsletter reported *ShapeFuture's* participation in **EF ECS 2024** in Ghent, Belgium. Attending conferences like EF ECS is crucial for showcasing the project to a wider audience, networking with other experts, and staying up-to-date with the latest developments in the field.

It also highlighted *ShapeFuture's* contributions to ECS development and its role in boosting the transformation of mobility towards zero emissions and zero fatalities. This reinforces the project's relevance to key societal challenges.



Figure 8: EF ECS 2024 participation

End User Technology Acceptance Questionnaire (January 2025):

The newsletter announced the launch of the "End Users Technology Acceptance Questionnaire". This initiative is important because user acceptance is a critical factor in the successful deployment of automated vehicles. It explained the questionnaire's focus on Automated Vehicles & Decision-Making & emphasized that the insights gathered are crucial for understanding user perspectives & informing the development of safer, more reliable, & user-centric autonomous systems. In addition, it encouraged participation from professionals in all fields, particularly automotive, technology, and related areas.

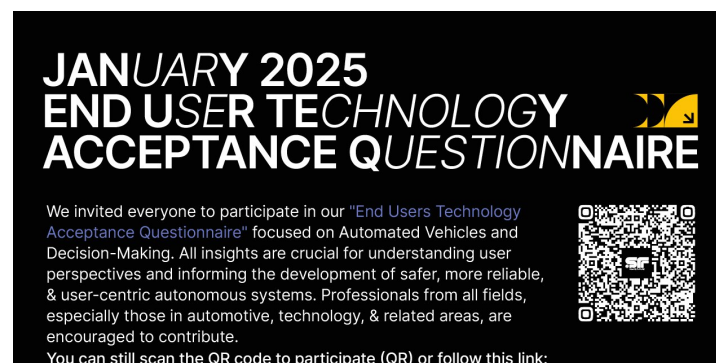


Figure 9: End User Technology Acceptance Questionnaire

Tech Talk 2025 Participation (January 2025):

The newsletter reported **ShapeFuture's** participation in **#TechTalk2025**. Participating in such events provides a platform for engaging in discussions about the future of transportation.

It mentioned that the project coordinator, Jochen Koszescha, joined the conversation. This highlights the project's active involvement in relevant dialogues. It also emphasizes on the importance of **the liaison with other projects**, as during the Tech Talk, representatives of other projects were participating in the conversation as well, such as Powerized, Fastlane, A-IQ Ready, ARCHIMEDES, AI4CSM, Cynergie4MIE.

Also, this newsletter section explained that the event facilitated the exchange of insights, collaboration on challenges and opportunities facing the automotive industry, and connection with key stakeholders.



Figure 10: Tech Talk 2025 participation

End-User Technology Acceptance Workshop (February 2025):

The newsletter described the successful launch of the "End-User Technology Acceptance Workshops" series in Brussels. A workshop essential for gathering in-depth feedback and fostering collaboration on the topic of user acceptance. The newsletter highlighted the collaboration among projects like AIMS5.0, EcoMobility, project, EdgeAI-Trust, PowerizeD, R3-MYDAS, and *Shape Future*. This demonstrates the project's engagement with a broader network of initiatives.

Finally, it detailed the dedicated segment exploring automated vehicles and emphasized the discussion's focus on the vital link between user acceptance and the development of future autonomous systems.

The graphic is a newsletter layout with a black background. At the top left is a blue square icon with a white right-pointing arrow. To its right, the title "FEBRUARY 2025 END-USER TECHNOLOGY ACCEPTANCE WORKSHOP" is written in large, white, sans-serif capital letters. Below the title is a paragraph of white text. Underneath the text are two rounded rectangular images: the left one shows a group of people in a meeting room, and the right one shows a woman standing next to a display board for the "PowerizeD" project. Below these images is a blue horizontal bar with a white asterisk icon on the left and a white right-pointing arrow icon on the right. Below the bar is another paragraph of white text. At the bottom left, there is a small dash "-" followed by a line of orange text.

**FEBRUARY 2025
END-USER TECHNOLOGY
ACCEPTANCE WORKSHOP**

The "End-User Technology Acceptance Workshops" series launched successfully in Brussels on February 18th, initiating a crucial dialogue surrounding our EU project initiatives. This first session, focused on end-user adoption within projects like AIMS5.0, EcoMobility_project, EdgeAI-Trust, PowerizeD, R3-MYDAS, and Shape Future, facilitated vital collaboration among diverse stakeholders. Our team participated in a dedicated segment exploring automated vehicles.

This discussion, expertly led by our partner Konstantina Karathanasopoulou from Harokopio University of Athens, focused into the vital link between user acceptance and the development of future autonomous systems. By exploring various perspectives, we gained valuable insights into the critical factors that influence technology acceptance, ultimately supporting the long-term sustainability of our innovations.

- A special acknowledgment goes to all participants who contributed to the engaging discussions.

Figure 11: End-User Technology Acceptance Workshop

Interconnections of Research Projects

The newsletter effectively highlights the interconnections of **ShapeFuture** with other research projects through shared technology pillars and innovations. This section is important because it demonstrates the collaborative ecosystem within which **ShapeFuture** operates and how it contributes to and benefits from related research efforts.

The shared technology pillars include:

- **Intelligent Connectivity:** Data-driven AI and real-time decision-making (ASF, EdgeAI-Trust, EcoMobility).
- **EV Battery Monitoring:** Battery efficiency and AI-based energy management (PowerizedD, I3-MYDAS, EcoMobility).
- **Data Management:** Real-time data handling and AI-driven insights (I3-MYDAS, EdgeAI-Trust).
- **Digital Twins:** Real-time digital representations for system optimization (I3-MYDAS, PowerizedD).
- **Federated Learning:** AI model sharing and optimization for distributed systems (PowerizedD).
- **Sustainable AI Industry:** AI-enabled hardware and software solutions (I3-MYDAS, AIMS 5.0, EdgeAI-Trust).
- **Resilient Automation:** Fail-safe AI-based automation on next-gen autonomous vehicles (ASF, EdgeAI-Trust, EcoMobility).

For each pillar, the newsletter lists the relevant projects, illustrating the synergy and knowledge exchange among them.

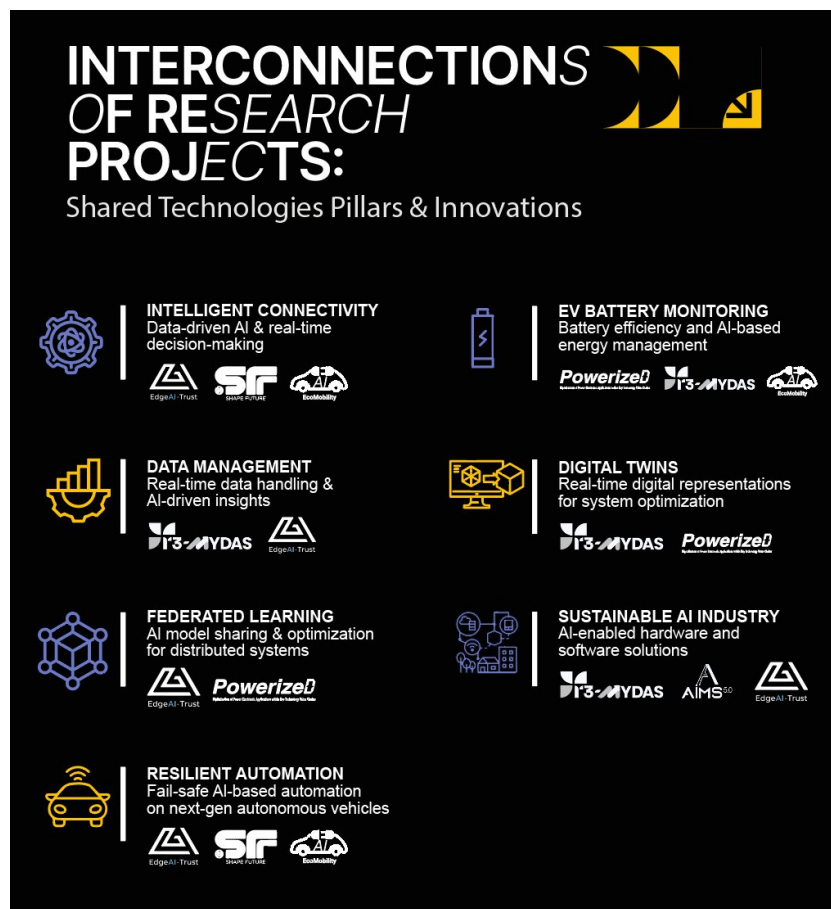


Figure 12: Interconnections of Research Projects

1.2.1 Newsletter Distribution and Initial Impact

The **ShapeFuture** newsletter has been strategically distributed to maximize its reach and impact:

Consortium Partners:

The newsletter was sent directly to all partners within the **ShapeFuture** consortium. This ensures that all project members are informed about the latest developments, promoting internal communication, alignment, and a shared understanding of project progress.

Project Website: The newsletter is available for download on the official **ShapeFuture** website: <https://shapefuture.eu/>. Making the newsletter accessible on the website allows anyone interested in the project to easily access the information. This increases transparency and broadens the dissemination of project results.



Figure 13: Newsletter section on project's website

LinkedIn: The newsletter was posted on the *ShapeFuture* LinkedIn page to reach a broader professional audience. LinkedIn is a valuable platform for connecting with industry experts, researchers, and potential stakeholders. The fact that the post has received 5 reposts indicates initial engagement and interest from the professional community. This suggests that the newsletter is effectively capturing attention and generating discussion.



Figure 14: Newsletter LinkedIn post

Conclusions

The *ShapeFuture* newsletters serve as a highly effective tool for disseminating project information, engaging stakeholders, and promoting the project's vision and achievements. The detailed content provides valuable insights into the project's objectives, activities, & progress.

The strategic distribution of the newsletters ensures that it reaches key audiences, & initial results demonstrate positive engagement. Continued use of the newsletters will be crucial for maximizing the project's overall impact.