

Research and Innovation action

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LEON-T

Low particle Emissions and IOw Noise Tyres



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1 - Introduction

This document presents the communication strategy used in the LEON-T project which is divided in two parts:

- 1: a description of the communication strategy for the general audience and
- 2: the communication strategy targeted at a specific audience. Throughout this deliverable, the challenges associated with each task will be presented as well as the possible solutions to solve them.

2 – General audience

2.1 – Means of communication

The website of the project (<https://www.leont-project.eu/>, see deliverable 7.2 for more information) has been created and is available online. The news and publication part of the website will have regular updates presenting the project. Each update will be relayed by the project's social networks, i.e. a LinkedIn group (<https://www.linkedin.com/groups/12596115/>) and a Twitter account (<https://twitter.com/LEONTProjectEU>). This will result in a dynamic website that will draw the interest of the public, thus generating some traffic. This traffic will then increase the visibility of the website on search engine (e.g. Google) for keyword related to the project.

2.2 – Generating traffic on the website

As of now, the project and its website are new, and the content is sparse. Thus, the website will be updated with news or article posted weekly.

2.3 – Generating interest on social media

Posts on social media will follow the activity of the website and will be updated regularly. To generate interest and link the project with other projects and subjects, a list of usable hashtags is maintained and regularly updated. The current list is presented below:

- #PartneringForACleanerFuture
- #EmissionsLegislation
- #EmissionsTesting
- #EmissionsMeasurement
- #LEONT

- #Tires
- #Noise
- #Cars
- #Trucks
- #NoiseEmissions
- #QuiterFuture
- #AirLessTires
- #airless
- #cleanTire
- #quiteTire
- #researchproject
- #engineering
- #TireDevelopment
- #testing

2.4 –KPIs (Key Performance Indicators)

Even though the social media and the website of the project have just been created, the first KPIs (Key Performance Indices) as defined below are encouraging and show interest for the project: 175 impressions on Twitter, 321 views of the LinkedIn group.

However, we note that the engagement on social media needs to grow considerably: 1.1 % engagement rate on Twitter, only 3 reactions for 5 posts on LinkedIn. The publication of the first concrete results and findings should solve the issue and draw more interest to engage the visitors to interact. As of the release of this document, the website metrics are not available, but a tracker was installed (Google analytics) to monitor the visits.

The chosen KPIs of the communication strategy would then be:

- the number of impressions and the engagement rate on Twitter.
- The number of views and the reaction to posts ratio on LinkedIn.
- The number of monthly visits and the number of pages visited for the website.

3 – Communication to targeted audiences

3.1 – Communication inside each partner

The LEON-T project includes 12 main international partners with high reputation in Academia, the Automotive Industry and Engineering Design Companies. Each partner will communicate and disseminate its activity related to the project and use their available

communication tools to disseminate the evolution of the project. This will draw interest of the project both for field specialists (e.g. engineers and researchers) and non-specialists (e.g. administrative staff, government officials and legislation experts). Some members of LEON-T also work in the European Commission, allowing the project to reach the political world.

3.2 – Communication of research activity

A major part of the project is research, and the results of those studies need to be spread widely and efficiently. LEON-T members will combine posters, presentations, seminars and the participation in scientific and engineering congresses as well as working groups. The technical and scientific results will also be published in international research papers, nationally and worldwide. Each research item will also be published in the News and Publications part of the website, disseminating the item to the general audience.

A selection of scientific congresses, papers, events and working groups can be found in the project description (Tables 2.2.2a and 2.2.2b, see Appendix 1 and 2).

Given the current global situation caused by COVID-19, some congresses and scientific events might be cancelled or delayed and, thus, the list of targeted congresses might change. As such, each partner will choose the events corresponding with their research subject, in or outside of the proposed selection.

Researchgate is a social network targeted to researchers and R&D engineers to disseminate research activity. This network allows researchers of different institute and universities to connect and share their work: articles, presentations, ask questions, posters, etc... To draw more interest for the project in the research community, a LEON-T project group was created in this social network (<https://www.researchgate.net/lab/LEON-T-Project-Thibaut-Marin-Cudraz>).

3.3 – Communication with specialists outside of research

The project proposal identified several stakeholders of non-research related activity that would be interested in the findings of the project:

- Tyre manufacturers.
- Other OEMs and automotive suppliers in their role of tyre designers and specifiers
- Vendors of equipment (potentially) used in tyre-related testing
- Policymakers involved in transport and public health
- Researchers/scientific community and other experts advising these policy makers on traffic-generated emissions and noise, and on health effects of traffic

- Clinical experts on health hazards posed by particulate, microplastics and noise exposure
- Standardization, homologation and certification organizations.
- National Road Authorities in their role of road designers and specifiers

Each partner will communicate vertically and share information with the corresponding domains of its interest. To allow horizontal communication, centralize and generate excitement and sharing information between fields around the project, a possible roundtable/webinar could be organized. Given the global situation, a lot of uncertainties might impede a presential event, but online solutions would solve this problem.

Appendices

Appendix 1: List of journals of interest preliminary identified by LEON-T partners

Name (tentative publication year based on deliverable)	Type	Frequency	Target audience	Examples of LEON-T developments and involved partners interested
ResearchEU-cordis	Magazine	Monthly	Policymakers, end-users, educational institutions	Project updates (mid-term, final evaluation), dedicated interviews with partners [IDIADA, AUDI, JRC]
Tyre Technology International	Magazine	Quarterly, and special edition annually	Tyre industry, policymakers, end-users, educational institutions	Project updates (mid-term, final evaluation), dedicated interviews with partners [IDIADA, AUDI]
Automotive Testing Technology International	Journal	Quarterly	Researchers/ Automotive developers	Methodologies for tyre testing and simulation [IDIADA, AUDI, FORD, LLG]

Name (tentative publication year based on deliverable)	Type	Frequency	Target audience	Examples of LEON-T developments and involved partners interested
Tyre Science and Technology	Journal	Quarterly	Researchers	Methodologies for TRWP environmental collection, chemical characterization and ageing [TNO, RIVM] and Airless tyre [VTI, ETU]
ERJ (European Rubber Journal)	Journal	Monthly	Rubber Community	Methods and tools for TRWP quantification and characterization [VTI, TNO, RIVM]
Environmental Science and Technology	Journal	Monthly	Policymakers and academia	TWP environmental fate modelling and quantification compared to microplastics [RIVM, TNO] Measurement of tyre/road wear particles. Peer reviewed papers of key findings [FORD, IDIADA]
Science of the Total Environment	Journal	Monthly	Policymakers and academia	Physico-chemical and toxicologic characterization tyre emission, including transformation processes and possible health impact [TNO, RIVM, VTI]
Environmental Health Perspectives	Journal	Monthly	Researchers	Results of sleep & cardiovascular outcome studies [UGOT, VTI, INSA]
Circulation (2023)	Journal	Weekly	Researchers	Final results of sleep & cardiovascular outcome studies [UGOT, VTI, INSA]

Appendix 2: List of events of interest preliminary identified by LEON-T partners

Name (date)	Type	Frequency	Target audiences	Examples of LEON-T developments and involved partners
UNECE PMP Informal Working Group	Informal Working Group meetings	Bi-yearly	Researchers, Industry, Policymakers, NGOs	HGV airless tyre development [VTI, ETU, IDIADA] Emission factors, wear test methodology [JRC, VTI, FORD, AUDI, IDIADA]

Name (date)	Type	Frequency	Target audiences	Examples of LEON-T developments and involved partners
TRWP platform	Tyre industry platform initiative		Tyre manufacturers, Researchers	Emission factors, wear test methodology, tyre wear and micro plastics [JRC, VTI, FORD, AUDI, IDIADA]
EUCAR Annual Conference (Brussels, 2022-23)	Conference	Yearly	OEMs, Researchers	HGV airless tyre development [VTI, ETU, IDIADA]
Transport Research Arena (2022)	Conference	Biannual	Polymakers, researchers, standardization bodies, end-users	Emission factors, wear test methodology, tyre wear and micro plastics [JRC, VTI, FORD, AUDI, IDIADA]
FISITA World Congress (2021-23)	Conference	Biannual	Researchers, Technologists, Policymakers	Modelling of tyre performance and noise [INSA] Airless tyre development [VTI, ETU, IDIADA]
International Styrian Noise, Vibration and Harshness Congress (ISNVH)(2022-24)	Conference	Biannual	Researchers, Technologists, Policymakers	Tyre performance modelling and noise [IDIADA] HGV airless tyre development [VTI, ETU, IDIADA] Knowledge about the relationship between tyre noise and subjective perception [INSA]
International Tyre Technology Expo 2022-23	Conference and Expo	Yearly	Researchers, Engineers, Technologists	Tyre performance modelling and noise [IDIADA] HGV airless tyre development [VTI, ETU, IDIADA]
Proceedings of the Institution of Mechanical Engineers, Part D	Journal	Monthly	Researchers, Technologists	Tyre performance modelling and noise [IDIADA] HGV airless tyre development [VTI, ETU, IDIADA]
SETAC SciCon / Europe meeting	Conference	Yearly	Industry, Policymakers, Academia	TWP environmental fate [RIVM, TNO, JRC]
International Symposium on Ultra fine Particles, Air Quality and Climate	Conference	Yearly	Polymakers, researchers	Physico-chemical characterization, transformation and associated health hazard of tyre particles [TNO, RIVM, VTI]
TAP (Transport and Air Pollution)	Conference	Yearly	Transport and AQ researchers, industry, authorities	Particle emissions and properties [VTI, IDIADA]
ICBEN Congress on Noise as a Public Health Problem (2023)	Conference	Every 3 years	Polymakers, researchers	Updates of final results of studies on cardiovascular effects [INSA, UGOT]
International Congress on Acoustics (2022)	Conference	Every 3 years	Polymakers, researchers	Updates of interim results of studies on cardiovascular effects [INSA, UGOT]

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Name (date)	Type	Frequency	Target audiences	Examples of LEON-T developments and involved partners
Euro Tyre	Conference	Yearly	Automotive industry and academia	Project results (ALL)