Research and Innovation action

NUMBER — 955387 — LEON-T

LEON-T

Low particle Emissions and lOw Noise Tyres

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Written by	Juan J García (IDIADA)	23/12/2022
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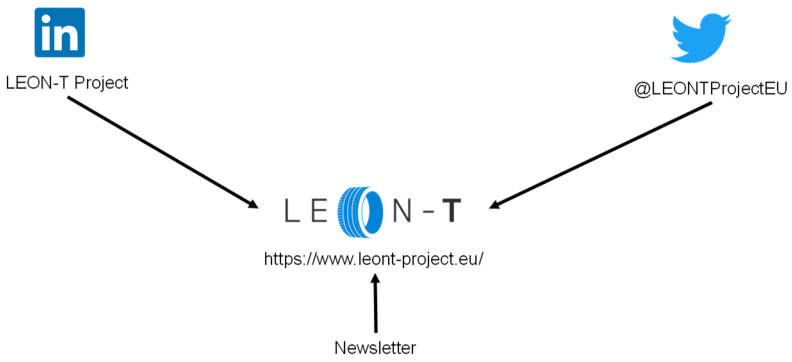
1 - Introduction

This document presents the evolution of the dissemination and communication activity carried out in the LEON-T project during the first eighteen months.
The current situation of the Advisory Board creation is also discussed.

2 – Communication

As described in D7.1, The main communication means used to disseminate the project activities are a project website, a Linkedin group and a Twitter account (see shown). It is important to note that the news and publication part of the website has had periodic updates describing new steps of the project. Each update is relayed by the project's social network Linkedin group and a Twitter account. It has been shown that this platform interaction has been effective in increasing the visibility of the project as it is reflected by the KPI figures presented next.



2.1 –Evolution of KPIs (Key Performance Indicators) for communication performance

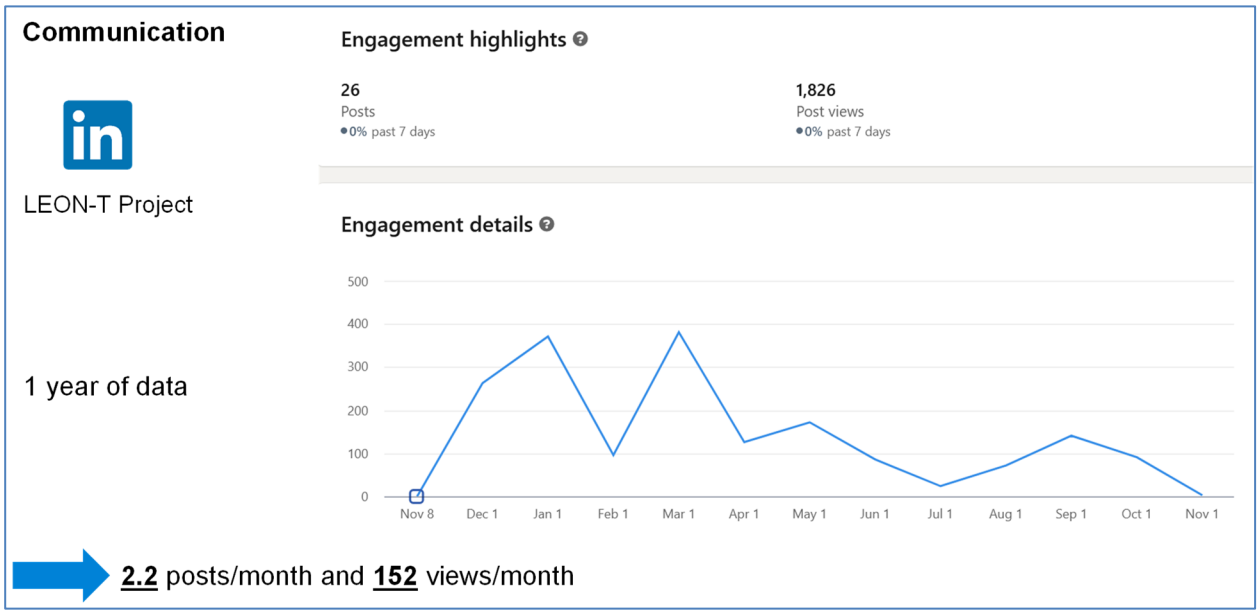
We have observed that the publication of the project activities, results and findings during the last 18 months have generated high interest to engage the visitors to interact. A tracker was installed (Google analytics) to monitor the visits to the website. The KPIs to monitor the evolution communication strategy are:

- 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**.

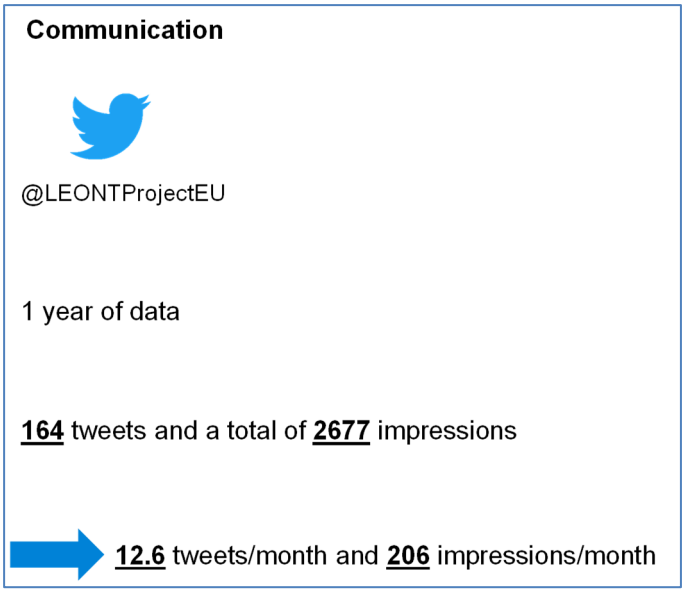
When deliverable D7.1 was created in January 2022, the first KPIs (Key Performance Indices) had the following values:

- 175 pressions on Twitter
- 321 views of the LinkedIn group.
- 1,1 Engagement rate on Twitter
- 3 Reactions for 5 posts on LinkedIn.

The figure below shows the evolution of the engagement in Linkedin during up to M18, with average values of 2.2 posts and 152 views per months



The figure below shows the evolution of the engagement in Twitter with average values of **12.6 tweets and 206 impressions** views per months respectively, with and engagement rate of 5%.



For the website the number of *Unique Visitors* and the *Page Views* has reached the following values in M18:

- Unique visitors: 960
- Page Views: 3581

3. Dissemination of research activity - Scientific /Technical papers

A major part of the LEON-T 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 and Journals 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 piece of work to the general audience.
A selection of scientific congresses, papers, events and working groups can be found in the project description in D7.1.

The production of conference and journal articles of LEON-T during 2022 is listed in the table below:

WP	Conference presentation	Peer-reviewed journal article
WP3		1
WP4	4	
WP5	1	
Total	**5**	**1**

We note that the maximum productivity has been achieved in WP4 – ‘Tyre noise effects’ , with 80% of all the congress papers. On the other hand,WP3 – ‘Microplastics’ has produced one Journal paper. More details are presented in Annex I.

WP2 – ‘Tyre wear and emissions’ is still in the process of generating experimental results that will be published in 2023. The expected scientific productivity of LEON-T for the period 2023-2024 is presented in the table below:

WP	Oral presentations in congress/conferences	Peer-reviewed journal article
WP2	2	1
WP3	3	5
WP4	4	4
WP5	3	1
Total	**12**	**11**

We can emphasise that the contribution of all WPs to the dissemination activity has been very positive. Still, it is foreseen that 2023 will be the most productive period of LEON-T with all WP's having produced more that 80% of their expected outcomes. WP7 will continue receiving images, videos, documents, etc. to add them to the website. The aim is to improve more the web page visibility and access more during the remaining 18 months.
We would like to emphasize that, on average, the expected scientific production of LEON-T during the period 2022-2024 will be one congress paper every 2 months and one journal paper every three months.

4. Liaison with external specialists

LEONT has already contacted various companies and institutions that could be interested in becoming members of the Advisory Board (AB). The situation of the invited members for the Advisory Board at 12/2022 is as follows*:

Type of organisation	invited	Accepted
OEM	1	1
Tier one supplier	3	TBD
Research Institute	1	TBD
Public Administrations	2	2

** The name of the AB partners is not revealed in this document (which will be public) due to confidentiality issues still to be checked with the partners.*

A total of 7 companies have been formally invited; three of them have accepted the invitation and are in the process of signing the Non-Disclosure-Agreement, NDA, (already available) between with the consortium. Four invitations are still under consideration and should give feedback by January 2023.

The consortium has internally agreed the following points related to information sharing between the consortium and the AB members:

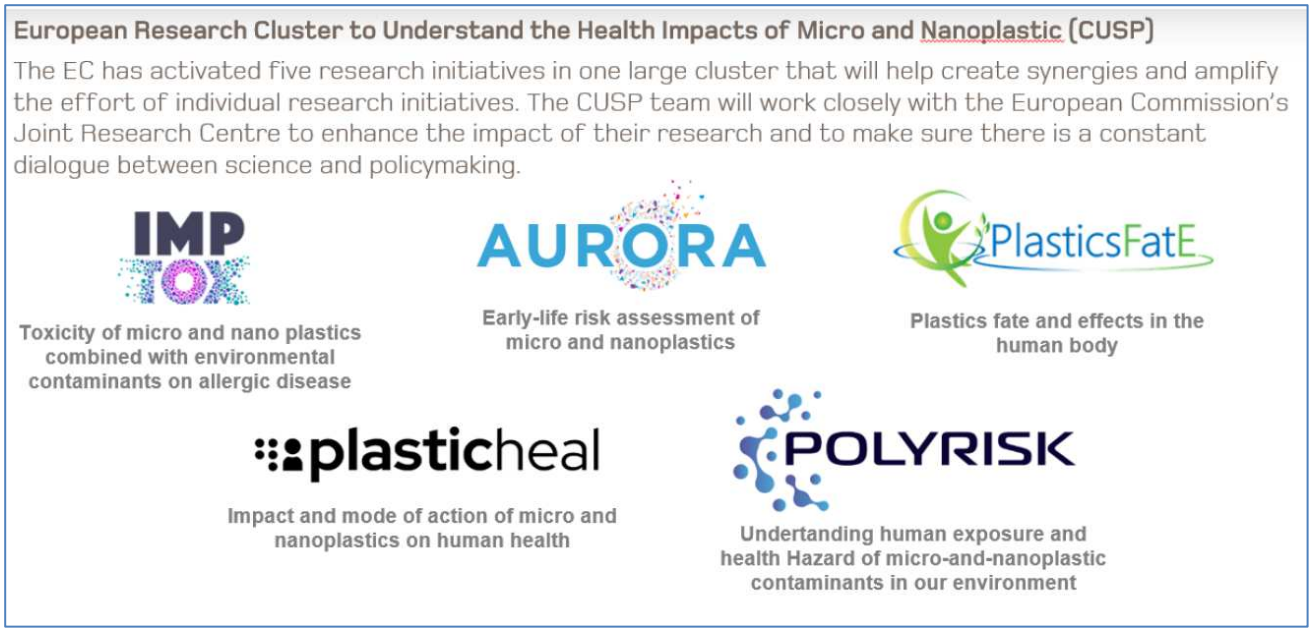
- The information to share with the AB must be agreed before by internal consultation within the consortium.
- We may create this group with relevant members just to be informative, but do not communicate results with them that are not public. This point can be discussed within the consortium on a case-base taking into consideration the fact that a NDA is available.

5. Liaison with other EC projects

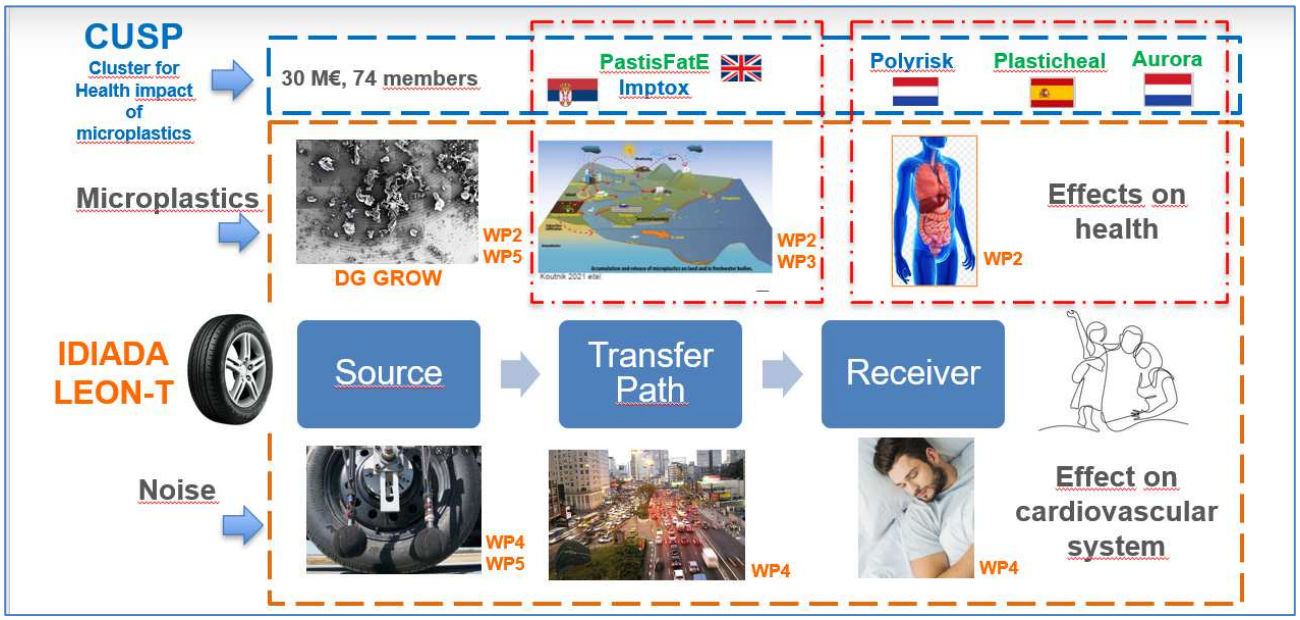
LEON-T's Consortium is aware of the existence of the European Research Cluster to understand the health impact of Micro and Nano-plastics (CUSP) made up of five specialized projects. The EC has activated five research initiatives covering different aspect of the impact caused by micro and nano-plastics, as shown below. These projects are called:

- IMPTOX
- AURORA
- PLASTICSFatE
- PLASTICHEAL
- POLYRISK

Since LEON-T is as a scientific/technical transversal project focused on the source, the propagation path and the effect of tyre pollution), the wide range of aspects covered by these five projects has been taken into consideration to explore possible collaborations between LEON-T and CUSP.



These possible collaborations are depicted in the figure below where the potential synergy between the CUSP's activity and LEON-T has been identified with orange boxes (dashed line) covering both the transfer path and the effects of microplastics. The figure shows in green the projects with which LEON-T has stablished contact to explore possible collaborations in the specific field of tyre particles impact on environment and health. These are PlasticsFatE, Plasticheal and Aurora.



Appendices

Appendix 1: List of publications of LEON-T in 2022

Working title	Dissemination activity	Year	Lead author	Journal/Venue	Comments
WP3: Microplastics					
Improved sample pre-treatment, thermo-analytical and microscopic methods for determination of TWP in environmental matrices	Publication: Peer-reviewed journal article	2022	P. Tromp	Chemosphere	
WP4: Tyre noise effects					
Synthesizing Sound Sources For Traffic Noise Health Impact Assessment	Conference presentation: Oral	2022	A. Gennel, M Smith, J.J. García	ICA 2022 in South Korea	
Espace acoustique perceptif des bruits de pneus	Conference presentation: Oral	2022	T. Marin-Cudraz Etienne Parizet , J.J. García	CFA 2022, Marseille, France	
Perceptual acoustic space of tyre noise	Conference presentation: Oral	2022	T. Marin-Cudraz Juan Jesus García, Etienne Parizet	Internoise 2022, Glasgow, Scotland	
Influence of various timbre parameters on the unpleasantness of tyre noise	Conference presentation: Oral	2022	T. Marin-Cudraz Anders Genell, Beatriz Bragado, J.J. García, Etienne Parizet	International Congress on Acoustics 2022, Gyeongju, Korea	
WP5: Airless tyre					
Airless tires – concepts, trials and potential performance	Conference presentation: Oral	2022	U. Sandberg	Technology Expo and Conference, Hannover, Germany.	