

# HeERO – Activities performed by the Romanian-American University

Dissemination activities



# Main dissemination activities

- The **Romanian-American University** will ensure the dissemination of results to partners, customers and other stakeholders
  - online (website, newsletters, e-questionnaire)
  - in print (brochures, flyers, previews, CD's)
  - through organizing workshops, conferences and other events
- **ITS Romania** will coordinate the eCall pilot at national level and will contribute to the Dissemination activities (WP5) and Deployment Enablers (WP6).

# Overall dissemination plan

## WP5 “Dissemination” will

- create awareness about the pilots
- spread the pilots’ results to the different defined target groups:
  - ministries in charge of transport and emergency communications
  - emergency services
  - all public authorities related to eCall
  - eCall industry players
- encourage the exploitation of these results and the continuation of the eCall implementation across Europe.

# eCall Stakeholders dissemination

- Announcements on partner websites
- Press releases
- Official videos dissemination to Stakeholders
- Articles in professional and general press
- Participation to specific workshops, conferences and seminars
- Flyers
- Brochures
- Electronic and printed newsletters

# Event organisation

- An important effort will be devoted to the organisation of national and international events, like conferences and workshops.
- The events will be dedicated to the promotion of the pilots' results among the largest number of eCall stakeholders in the vision of supporting and increasing the European consensus towards this safety solution

# Deliverables

- Site announcement in Romanian
- Editing the Romanian version of official dissemination materials
- Dissemination to stakeholders
- Presenting scientific papers at international workshops and conferences

# Events

- **2 national HeERO Workshops**
  - 1<sup>st</sup> on 12<sup>th</sup> May 2011 – today
  - 2<sup>nd</sup> in 2013 (tbd)
- **1 international HeERO conference**
  - 2012 (tbd)

# Thank you!

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For more information please visit [www.heero-pilot.eu](http://www.heero-pilot.eu)