

**CAMINO**

# **CAMINO.**

Blueprinting Automated Mobility on-Demand Deployment  
for Sustainable Public Transport

AOs Engagement Plan

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# The Consortium

## Partners, AOs and insights.



# Consortium

**CAMINO**

Gemeente Almere



City of Almere (NL), lead partner

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**ROSAS**

ROSAS Centre - Fribourg University of Applied  
Sciences for Engineering and Architecture (CH)



Flemish transport company De Lijn (BE)

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# Associated Organizations (AOs)

**CAMINO**

PTAs

Network Organisations



**HITRANS**

Highlands and Islands  
Transport Partnership  
(UK)



**NVBW**

Nahverkehrsgesellschaft  
Baden-Württemberg GmbH  
(DE)



**Hamburg**

Freie und Hansestadt  
Hamburg  
(DE)



**UITP**

Union Internationale des  
Transports Publics  
(BE)



**PAVE**

Partners for Automated  
Vehicle Education EUROPE  
(BE)



**SAAM**

Swiss Association for  
Autonomous Mobility  
(CH)

PTOs

*Citizen representatives*

*Tech. Prov.*

Researcher



**TRANSDEV**

TRANSDEV Group  
(FR)



**Keolis**

Keolis Nederland  
(NL)



**EPF**

European Passengers'  
Federation IVZW  
(BE)



**Padam**

Padam Mobility  
(FR)



**TCD**

The College of the Holy and  
Undivided Trinity of Queen  
Elizabeth  
(IE)

# The Engagement Plan - Methods

AOs Engagment Approach: methods.

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# Activity Engagement of AOs

AOs will be engaged in CAMINO in 4 ways:

## Knowledge sharing:

- AOs will play a consulting role during content creation providing valuable and constructive feedback concerning their areas of expertise.

## Seminars Attendance:

- AOs will be invited to the seminars, workshops and discussions that will take place during different activities of CAMINO. They will be invited and are expected to actively participate in the discussions offering insights from their experience.

## Conference attendance:

- AOs will be invited on the conferences CAMINO partners will present the results of the project (UITP Summit, ITS, POLIS), offering an opportunity to network, strengthen relationships with CAMINO community and benefit from the knowledge of the network.

## Partner meeting attendance:

- AOs will be invited to CAMINO partner meetings to share the progress of the process and be used as an opportunity to network, strengthen relationships within the CAMINO community and benefit from the knowledge of the network.

## Dissemination role:

- AOs are expected to actively contribute to the dissemination of the results of the project within their network to maximize the impact generated by CAMINO findings
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# Knowledge Sharing Engagement Strategy

AOs will be contacted via email to provide feedback regarding certain topics and aspects of the project. 2 kinds of emails are foreseen mainly:

## Monthly update of the project status email

- An email will be sent out with a detailed summary of the progress of the project. If relevant progress was done in a specific area where an AO is highly-knowledgeable, further details would be included in the description. The objective is sharing a general overview of the project and a targeted more-detailed section with progress and insights in each AOs' respective area of expertise.
- AOs are expected to replay with any sort of feedback or suggestion that believe can help to a further success of CAMINO.

## Feedback request email:

- An email would be sent out to specific AO with targeted and detailed questions or content revision-requests when the partners of CAMINO believe a specific AO has relevant expertise and can contribute to a further success of the project. These requests are not scheduled, and its quantity will depend on the development of the project.
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# Seminars Attendance Engagement Strategy

3 main activities make up this section:

## **Seminar date fixing exercise**

- When a Seminar or Workshop within the CAMINO community is being organized, an exercise to match most of our partners and AOs calendar to maximize attendance will be performed. An email summarizing the purpose and content of the seminar will be sent to all invitees, as well as a DOODLE to define the best date to conduct the seminar. Once this is arranged, the partners will develop an agenda and decide the activities, content and discussions that will happen. Once defined, a one-pager with the timing, location and agenda will be shared with the attendees. An outlook calendar invite will also be sent to track attendance.

## **Seminar participation and discussion engagement**

- Attendees are expected to actively participate and engage on the activities. Particularly, on the activities that are more closely related to their areas of expertise. The insights of the seminar provided by the discussions will be summarized and shared after the seminar is ended.

## **Networking with CAMINO community**

- The objective of seminars are not only to share knowledge regarding CAMINO assignments, but also to be used as a networking opportunity and to leverage human relations among the CAMINO community.
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# Conference Attendance Engagement Strategy

3 main activities make up this section:

## **Conference details and information email**

- When a Conference (UITP, POLIS, ITS) that CAMINO partners will attend to present the results of the project, an email summarizing the conference highlights, location and time details, main attendees and the content to be shared, will be sent out to the AOs. An outlook calendar invite will also be sent to track attendance.

## **Conference participation and discussion engagement**

- Attendees are expected to actively participate and engage on the activities. Particularly, on the activities that are more closely related to their areas of expertise. The insights of the conference provided by the discussions will be summarized and shared after the seminar is ended.

## **Networking within CAMINO and Conference communities**

- The objective of conferences are not only to share knowledge regarding CAMINO assignments, but also to be used as a networking opportunity and to leverage human relations among the CAMINO community and all the attendees of the Conference.
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# Partner Meetings Attendance Engagement Strategy

3 main activities make up this section:

## Partner Meeting date fixing exercise

- When a Partner Meeting within the CAMINO community is being organized, an exercise to match the majority of our partners and AOs calendar to maximize attendance will be performed. An email summarizing the purpose and content of the meeting will be sent to all invitees, as well as a DOODLE to define the best date to conduct the seminar. Once this is arranged, the partners will develop an agenda and decide the activities, content and discussions that will happen. Once defined, a one-pager with the timing, location and agenda will be shared with the attendees. An outlook calendar invite will also be sent to track attendance.

## Partner Meeting participation and discussion engagement

- Attendees are expected to actively participate and engage on the activities. Particularly, on the activities that are more closely related to their areas of expertise. The insights of the seminar provided by the discussions will be summarized and shared after the seminar is ended.

## Networking with CAMINO community

- The objective of Partner Meetings are not only to share knowledge regarding CAMINO assignments, but also to be used as a networking opportunity and to leverage human relations among the CAMINO community.
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# Dissemination Role Engagement Strategy

AOs are expected to actively contribute to the spread of the content created in the CAMINO project. 2 kinds of activities are foreseen mainly:

## Targeted Audience Dissemination

- AOs are expected to analyse targeted audience within their network to which CAMINO outputs can be useful and beneficial. When such is done, emails with summaries and access to CAMINO content will be sent. This network analysis is relevant because it will allow an easier access to potential end-users and expand the impact CAMINO can generate.

## Social Media and other channels Dissemination

- AOs are expected to use their networks in social media to expand the outreach of the content created (website, posts, videos). AOs play a key role in this aspect as they have access to a wide range of potential end-users, which would sky-rocket the impact generated by CAMINO.
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# **The Engagement Plan – Activity Involvement**

**AOs' Engagement Approach: Planification  
of AOs involvement in CAMINO activities.**

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# Deliverables & AOs engagement

## CAMINO

Activities & Deliverables		Task owner	AOs involvement											
			De Lijn			Almere				Rosas				
			UITP	PAVE	EPF	HITRANS	Keolis	TRANSDEV	NVBW	Hamburg	SAAM	Padem	TCD	
<b>A 1.1</b>	<b>Identifying and validating sustainable AMoD use cases for PTAs and PTOs</b>	<b>Rosas</b>												
I	Online seminar & design thinking workshop for high impact use cases	Rosas	A + K	A + K	A + K	A + K	A + K	A + K	A + K	A + K	A + K	A + K	A + K	A + K
D 1.1.3	Summary Paper of Terminal VA Greater Region Project	Rosas												
II	AMoD Use Case Assessments	Rosas												
D 1.1.1	Business model assessments for AMoD deployment scenarios	Rosas												
D 1.1.2	AMoD Use Case Design Methodology	Rosas	K	K	K	K	K	K	K	K	K	K	K	K
D 1.1.4	Summary of Associated Organisations Knowledge Exchange	PPs	K	K	K	K	K	K	K	K	K	K	K	K
<b>A 1.2</b>	<b>AMoD Readiness Framework: Readiness Assessments for AMoD Deployment</b>	<b>Almere</b>												
I	Define framework on Technical Readiness	Rosas	K	K		K	K	K	K	K	K	K		
II	Define framework on Market Readiness	De Lijn	K	K		K	K	K	K	K	K	K		
III	Define framework on Regulatory Readiness	Almere	K	K	K	K	K	K	K	K	K		K	
IV	Define framework on User Readiness	Almere	K	K	K	K	K	K	K	K	K	K	K	K
V	Define framework on Organisational Readiness	Almere	K	K		K	K	K	K	K	K		K	
VI	Develop a Use Case Readiness Matrix	Almere	K	K	K	K	K	K	K	K	K	K	K	K
D 1.2.1	AMoD Use Case Readiness Matrix	Almere												
<b>A 1.3</b>	<b>Preparing PTAs and PTOs for AMoD deployment in NWE</b>	<b>De Lijn</b>												
I	Define Roles and Responsibilities	De Lijn	K	K	K	K	K	K	K	K	K		K	
D 1.3.1	AMoD Collaboration Framework	De Lijn	K	K	K	K	K	K	K	K	K		K	
II	Allocating Budget and Resources for PTAs	Almere	K	K	K	K				K	K			K
III	Allocating Budget and Resources for PTOs	De Lijn	K	K	K		K	K						K
IV	Compiling CAMINO outcomes into PTA final strategies	Almere												
IV	Compiling CAMINO outcomes into PTO final strategies	De Lijn												
D 1.3.2	PTA Budget and Resources Guide For AMoD Deployment	Almere												
D 1.3.3	PTO Budget and Resources Guide For AMoD Deployment.	De Lijn												
<b>A 1.4</b>	<b>Disseminating project benefits and outcomes through the project communication strategy targeting PTAs and PTOs across NWE</b>	<b>Almere</b>												
I	Website development	Almere												
II	Social Media Campaign	Almere	D	D	D	D	D	D	D	D	D	D	D	D
III	Education campaign	PPs												
IV	Conference Attendance	PPs	A + D	A + D	A + D	A + D	A + D	A + D	A + D	A + D	A + D	A + D	A + D	A + D
V	Final CAMINO Partner Meeting	Almere	A	A	A	A	A	A	A	A	A	A	A	A
VI	Dissemination campaign	PPs	D	D	D	D	D	D	D	D	D	D	D	D
D 1.4.1	CAMINO communication strategy for the dissemination of project benefits, outcomes and results.	Almere	D	D	D	D	D	D	D	D	D	D	D	D
VII	Video Campaign	Almere	D	D	D	D	D	D	D	D	D	D	D	D
D 1.4.2	CAMINO Final Video, highlighting project activities, outcomes and results.	Almere	D	D	D	D	D	D	D	D	D	D	D	D
VIII	Online workshop	PPs	A + D	A + D	A + D	A + D	A + D	A + D	A + D	A + D	A + D	A + D	A + D	A + D
D 1.4.3	CAMINO online roadmap development workshop for 13 PTOs/PTAs	PPs	A + D	A + D	A + D	A + D	A + D	A + D	A + D	A + D	A + D	A + D	A + D	A + D
D 1.4.4	CAMINO Associated Organisations engagement plan	PPs												

**Engagement Method**

A: Attendance to a meeting or conference  
 K: Knowledge sharing  
 D: Dissemination