



ENSEMBLE

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ENSEMBLE

ENabling SafE Multi-Brand pLatooning for Europe

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Disclaimer:

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1. ENSEMBLE DIGITAL PRESENCE

ENSEMBLE's digital presence will be assured by a dedicated website linking with that of ETPC, and other relevant social media platforms. Such online presence will ensure an effective and efficient communication of ENSEMBLE news, results and events, in order to maximise the project's impact and involve the widest number of audience throughout its implementation.

1.1. ENSEMBLE website

ENSEMBLE's website domain is www.platooningensemble.eu.

The project website has been designed with the purpose of making all kind of project information easily available and accessible for users.

The ENSEMBLE website includes, in addition to the project's main objectives and consortium structure, dedicated sub-pages (please see Figure 1 to 5 below) with:

- Partners' logos and their role in the project;
- The latest project news and events;
- Photo gallery;
- Contact tab;
- Library including presentations, publications and public/approved deliverables, which will be available in downloadable .pdf format.

The above-mentioned sections will be updated and enriched throughout ENSEMBLE's lifecycle and implementation, to ensure an effective flow of information for consortium partners and users.

The website will act as an information hub, gathering the most relevant project outcomes, findings and results.

Moreover, its direct link to the ETPC platform will facilitate the consultation of project material and follow-up on events, conferences and workshops on platooning in general and ENSEMBLE in particular, with the final objective of creating a real community of platooning stakeholders.

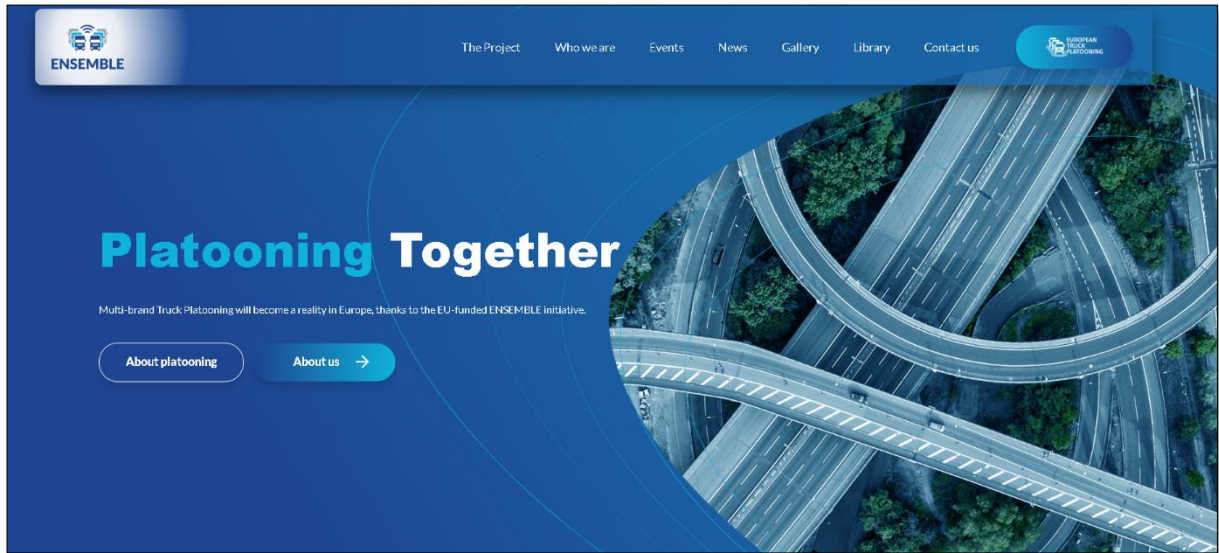


Figure 1: website's homepage



Figure 2: partners' logos section

OBJECTIVES

1. **Interoperable platooning** — when forming a scalable, multi-brand convoy – the vehicles must be compatible to ensure correct and safe operation. Platooning levels will be defined to break down the complexity of multi-brand platooning into manageable steps towards deployment on public roads whilst reflecting the full diversity of trucks.
2. **Safe Platooning** — in ENSEMBLE designing fail-safe and fault tolerant mechanisms is a priority to include safe interaction both within the platoon and with other road users using secure wireless communication. ENSEMBLE will approach the road authorities to jointly define road approval requirements taking into account the impact of platoons on the road and infrastructure.
3. **Real-life platooning** — Practical tests on closed testing grounds and in real life serve to an experience of 'learning by doing', to assess the impact on traffic and infrastructure and to promote multi-brand platooning through a presentation of a multi-brand platoon in real traffic conditions across national borders.
4. **Embedded platooning** — ENSEMBLE will design an interface to cloud-based services so that the platooning concept can be seamlessly integrated into the logistic value chain.

Figure 3: project's objectives

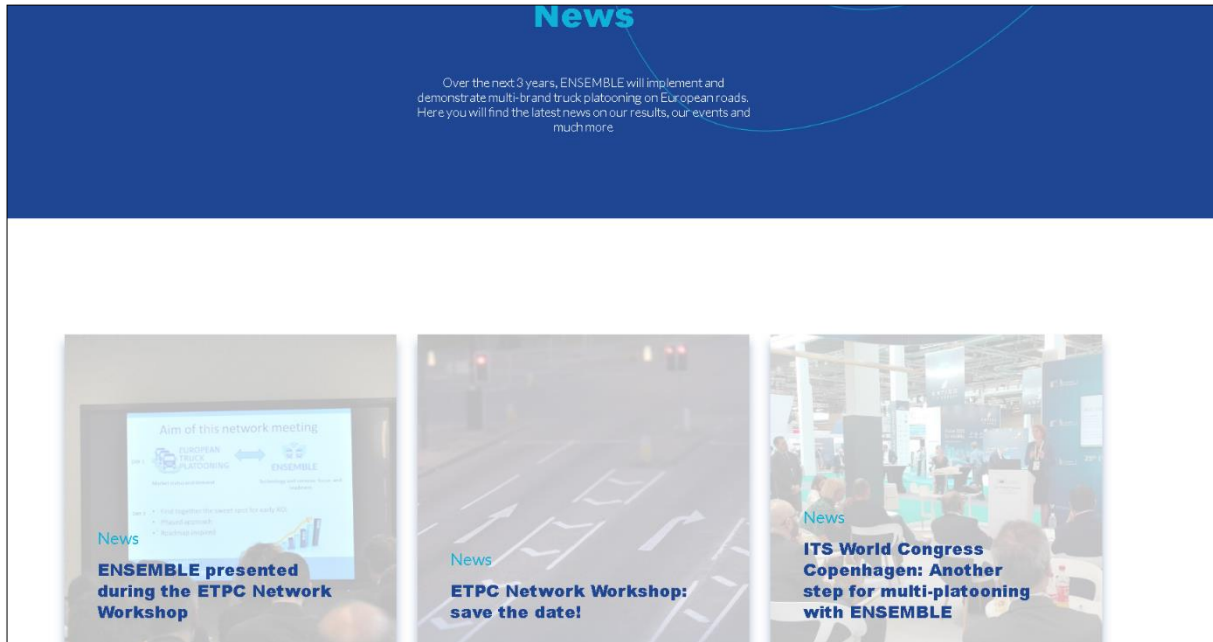


Figure 4: news' section

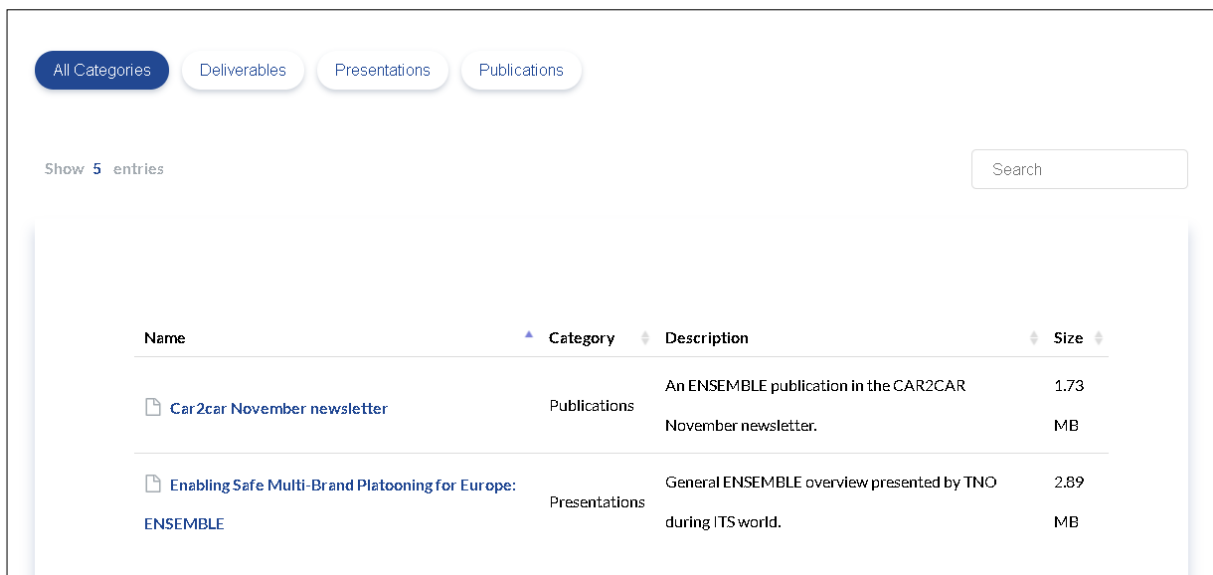


Figure 5: media library

To comply with the European recommendations for EU-funded Research and Innovation projects, the website includes the official EU logo and disclaimer (see Figure 6 below).

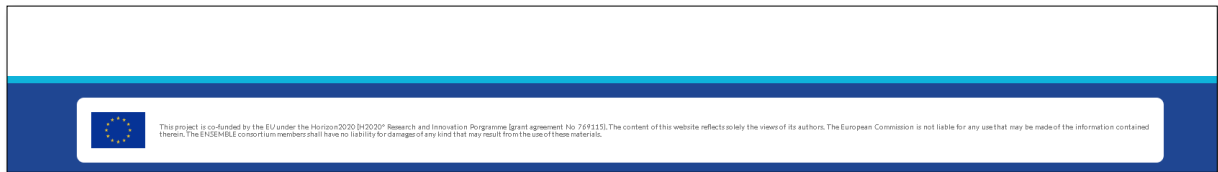


Figure 6: EC disclaimer

1.2. ENSEMBLE social media

ENSEMBLE's online presence will be enhanced through the use of relevant social media accounts, to give visibility to all news and information and extend the project's impact and possible targeted audience.

1.2.1. Twitter account

ENSEMBLE "live" news will be shared through the already established ERTICO Innovation Twitter account, which counts, as of December 2018, 6.105 followers.

In its role of WP Leader, ERTICO will supervise the activity, posting relevant content regarding ENSEMBLE's main events and results.

All consortium partners will contribute to the activity re-posting ENSEMBLE tweets on their own corporate and personal accounts, and creating, in collaboration with the WP Leader and the project Coordinator, relevant content when needed.

The consortium has been provided, in M6, with a list of useful hashtags to be used while posting content on Twitter. The list, available on the online common working space (SharePoint) includes both project-related hashtags (name of the project etc.) and EC hashtags for H2020 co-funded projects, as suggested in the EC Social media guide for EU funded R&I projects¹,

¹ http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amqa/soc-med-guide_en.pdf



Figure 7: ENSEMBLE Tweets on ERTICO Innovation

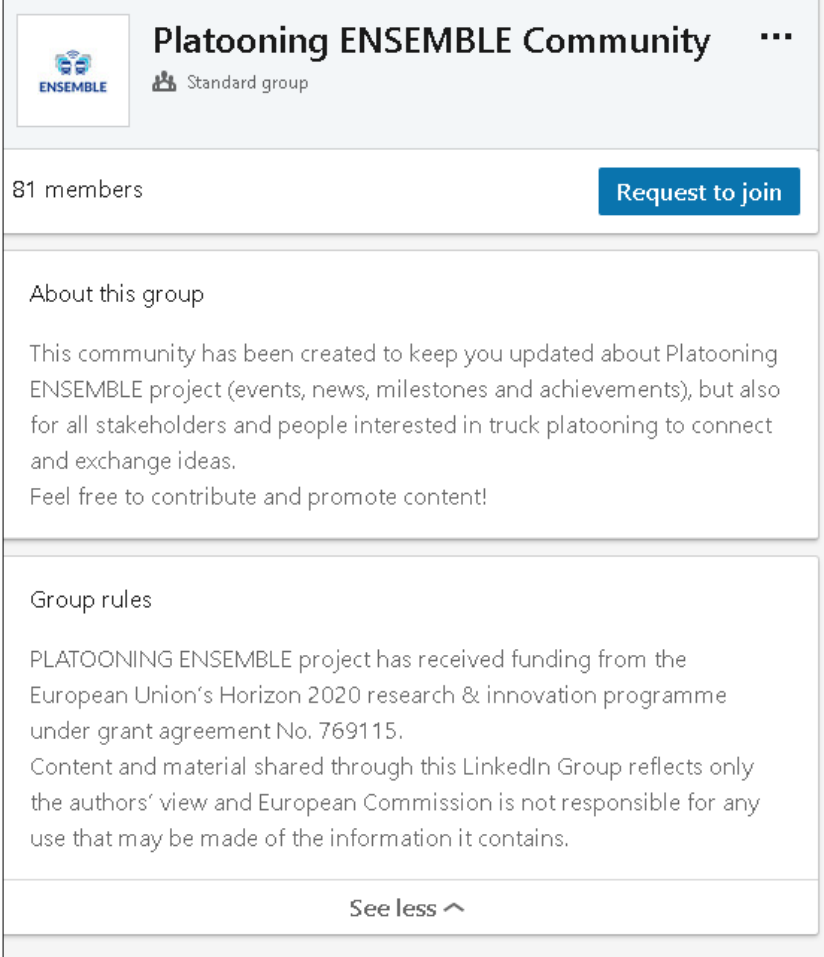
1.2.2. LinkedIn platform


A project LinkedIn group has been launched in M6, with the aim of creating a community of stakeholders and people interested in the truck platooning topic, but also to showcase ENSEMBLE's activities and results and promote the project and its events.

The LinkedIn group is named "Platooning ENSEMBLE Community" and as of December 2018 (and being only one month old), counts 81 members.

The project coordinator (TNO) and the WP Leader (ERTICO) are coordinating the activity and proposing relevant content to be shared on the group. All consortium partners have been invited to join and contribute to the community growth, launching/feeding productive discussions, following up on ENSEMBLE attended events and conferences as well as extending the invitation to their own network.

Platooning ENSEMBLE Community includes the EC official disclaimer, in order to comply with the EU regulation.



 **Platooning ENSEMBLE Community** ...
Standard group

81 members [Request to join](#)

About this group

This community has been created to keep you updated about Platooning ENSEMBLE project (events, news, milestones and achievements), but also for all stakeholders and people interested in truck platooning to connect and exchange ideas.
Feel free to contribute and promote content!

Group rules

PLATOONING ENSEMBLE project has received funding from the European Union's Horizon 2020 research & innovation programme under grant agreement No. 769115.
Content and material shared through this LinkedIn Group reflects only the authors' view and European Commission is not responsible for any use that may be made of the information it contains.

[See less ^](#)

Figure 8: ENSEMBLE LinkedIn group - disclaimer

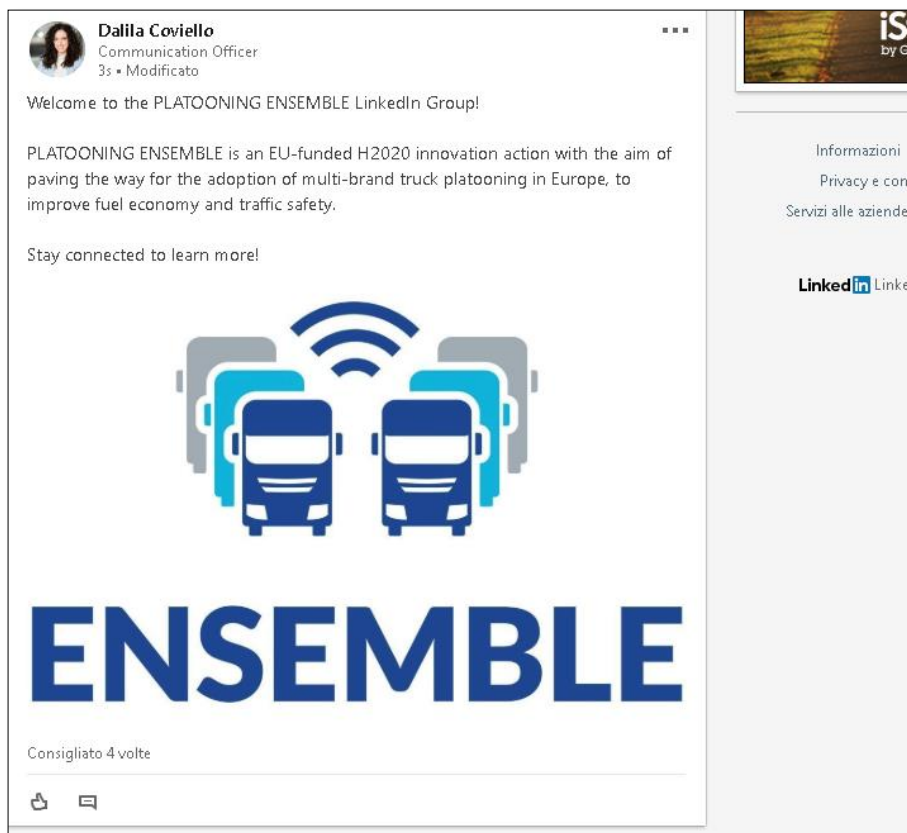


Figure 9: ENSEMBLE LinkedIn group - post