



# D9.1: DISSEMINATION AND COMMUNICATION PLAN



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# WP9 DISSEMINATION

## TASK 9.1 - Communication and dissemination strategy

### DEL. 9.1 DISSEMINATION & COMMUNICATION PLAN

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Author(s):	COU (Cyriel Diels, Azhar Ali, Alex Stedmon, Allison Duncan)
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Abstract:	This document describes how project findings and results will be disseminated and communicated to all interested parties from stakeholders to the general public. The approach is multipronged and adapted to the needs of each group. Dissemination and communication methods range from journal and newspaper articles to workshops and social media.
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## 1. DOCUMENT REVISION LOG

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### 3. EXECUTIVE SUMMARY

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The SIMUSAFE project (an acronym for "SIMULATOR of behavioural aspects for SAFER transport") aims at analysing and defining the individual variables related with risky uptake behaviour in urban traffic situations, trace cause-consequence data to evaluate risk awareness and perception, and determine core factors of risky behaviour and affected decision making processes. The ultimate goal is to obtain natural data from different actors (car drivers, motorbike drivers, bicycle drivers and pedestrians) in order to develop next-gen simulators whose AI components behave in the most realistic way possible.

The SIMUSAFE Dissemination and Communication Plan (D9.1) outlines the dissemination activities that will be performed in the context of the project in order to promote the project's results, enhance the understanding of the innovative approach of SIMUSAFE, and ensure that the project results are made available to relevant stakeholders. In particular this plan focuses on the definition of the strategy and methodology and presents the dissemination tools and activities, including the indicators that will be used for their assessment.

It aims to describe the SIMUSAFE approach towards dissemination, including detailed information on audiences and opportunities for dissemination, by considering the messages for different audiences about the objectives and the outputs of the project and its scientific and societal impact in the field of road safety. The audiences identified include academia, scientific / research organizations, commercial players and investors, end-users, European, national and local associations, European Union institutions, and the general public.

Dissemination activities will be performed in relation with all the research, training, and stakeholder engagement activities of SIMUSAFE. In this way, knowledge and awareness of the project activities will be promoted. Work Package 9 is devoted to the dissemination and communication activities chosen to ensure the maximum impact of the results of the project. As such, D9.1 is a "living document" that will be regularly updated throughout the project.

This document is organized in two main sections. After the introductory section with general project information, section two describes the strategic analysis performed for ensuring a successful dissemination plan. Details are provided on the objectives and approach for dissemination, targeted audiences, dissemination protocol, timeframe and monitoring mechanisms. The next section describes the concrete dissemination means that will rule the further dissemination of the project. These have been chosen to implement a systematic, decentralized, and synchronous dissemination protocol that will ensure continuity and effectiveness in disseminating project results to all stakeholders.

## 4. SIMUSAFE PROJECT'S CONTEXT

### 4.1. BACKGROUND AND PROJECT AIMS

Road transport is known to be the most dangerous of all transport modes and poses a major societal challenge for the EU. It has been claimed that 90% of road-traffic crashes are caused by driver error, with unsafe driver behaviour a significant factor in traffic crashes. Improving road safety means understanding the individual and collective behaviour of actors involved (drivers, two wheeled riders, and pedestrians) and the interactions between themselves and transport's safety-related systems and services.

The goal of **SIMUSAFE** (**SIMU**lator of Behavioural Aspects for **SAFEr** Transport), following the FESTA-V model methodology, is to develop realistic multi-agent behavioural models in a transit environment where researchers will be able to monitor and introduce changes in every aspect, gathering data not available in real world conditions. Driving simulators of several vehicles (cars, motorcycles, bicycles) and Virtual Reality (for pedestrians) will be used to simulate test environments.



Figure 1. Illustration of SIMUSAFE concept

This will also enable the evaluation of scenarios which are not possible even with naturalistic driving, i.e. dangerous conditions, multiple monitored actors in the same scene, under influence of substances. Data collected from simulations will be correlated with naturalistic driving tests, such that the simulation and model aspects are the closest possible to real world data.

From the developed model and collected data, impacting factors causing an event (crash, near collision, infractions) from the environment and road users will be identified and quantified. Such

knowledge will be the base for the development of more effective and proactive measures for the prevention and mitigation of such factors, with subsequent impact in the safety devices market, regulations, and driver education.

### 4.2. OBJECTIVES

#### Model Development and Data Collection

- An Actor Model of each type (car, pedestrian, two-wheeler) integrating neurometrics and aggregated vehicular/environmental data from naturalistic driving and simulators for identification and representation of driving patterns and computation of risk metrics.
- Neurometric indexes of risky attitudes and behaviours based on physiological parameters (HR/HRV, EMG, EEG; EOG, ECG, and GSR) jointly with contextual information (e.g., sleep duration/quality, activity intensity, weather, noise) will encompass risk perception, awareness, attention and decision-making.
- Integrated Data Collection Module for the filtering of raw data signals and Actor Model descriptor computation with connectivity to cloud-based infrastructure.
- A quantified risk-taking and risk potential metric for biometric/vehicle data based on the multi-agent model and its equivalent for a simulated virtual driver.
- Identification of Altered Driving Conditions (ADC) (such as risk-perception, awareness) and quantized risk assessment for each class of actor, accordingly with measured data and possible interactions with others actors/environment and its own conditions. Module for observed data incorporation from biometric/vehicle sensors into the simulated agent parameters, such that the behaviour can be reproduced in simulation environments in the large-scale.

#### Accurate Road User Simulation and Integration with Naturalistic Driving Tests

- Realistic Multi-Agent Simulator (MAS) models for driving and traffic simulators able to represent pedestrians, two-wheelers, and standard cars in traffic context as a dynamic system.
- Modular Application Program Interface (API) for automotive, two-wheelers or pedestrian simulators, and other actor classes integration.
- Distributed server-client infrastructure for multi-driver / multi model simulation and Distributed Artificial Intelligence (DAI) based simulation of the various entities of the traffic environment.
- Modular API for the integration of biometric and vehicle sensors into a simulation module.
- A built-in automated data analysis module based in Multi-Scale Entropy Analysis (MMSE) to determine relevant descriptors among the data flow produced by the (real/simulated) sensors of the platforms.
- A methodology for raw data correlation between simulators and naturalistic driving tests based on Principal Component Analysis (PCA).

- A module for data incorporation of measured Actor Model into the Simulated Agent-Based Model such that the behaviour can be reproduced in the simulation environment in large-scale.
- Analysis and test tool which will reproduce standard test scenarios such as the National Highway Traffic Safety Administration (NHTSA) pre-crash scenarios and real-world scenarios.

### Social Impact

- Extraction tool of possible relevant factors from environment, drivers (individual or global factors), and other attributes after a test session.
- Develop interventions (training, regulation) on identified sources of events of interest (near-collisions, traffic jams, infractions) with data analytics tools and experts (psychologists, instructors, traffic authorities).
- Dissemination events in the form of workshops (14), conferences (54) and fairs (21) involving researchers and stakeholders.

## 5. SIMUSAFE DISSEMINATION STRATEGIC PLAN

### 5.1. AIMS

The objective of the SIMUSAFE Dissemination Plan is the identification and organization of the activities to be performed in order to promote the project's results and to bring its outcomes to the market. The Dissemination Strategic Plan outlines a regular flow of information and ensures that dissemination occurs as an integral part of the project rather than as an ad hoc or serendipitous activity.

Dissemination and communication are important tasks for the SIMUSAFE project. The goal is to disseminate the research, methods, products, and services of the project to the research community, commercial players and investors, end-users, European/national/international associations and institutions related to the field of road safety, and to the general public.

The Dissemination Strategic Plan has the following objectives:

- To inform about project activities and outcomes in an easy-to-understand manner;
- To describe the approach of SIMUSAFE partners towards dissemination, including detailed information on audience and opportunities for dissemination; and
- To consider adequate messages and means for different audiences about the objectives of the SIMUSAFE project and its scientific and societal impact.

The dissemination strategy outlined in this document:

- a) specifies in detail the target audiences and users of produced knowledge to tailor the dissemination activities and material for their specific needs;
- b) lays out a range of appropriate informational and instructional material and develops mechanisms for their effective dissemination;
- c) specifies communication means and channels to reach all members of the target audience;
- d) defines the best timing for dissemination to best contribute to on-going planning and management activities; and
- e) sets the performance indicators that will be monitored in order to track success and record the accomplished targets of dissemination.

The following table specifies the target audiences and the dissemination method appropriate for each group. This will be elaborated on in the following section.

*Table 1. Dissemination audiences and methods*

Target audiences	Dissemination method
Academic/scientific/research organizations in relevant fields	Conferences, journal articles, lectures and other classroom settings
Commercial players and investors	Conferences and technology fairs
End-users	Workshops

Government agencies and associations	Conferences and congresses
Government institutions	Conferences, congresses, workshops, and workshops
General public	Project website, social media, general news articles, press releases, interviews, and so on

The main objective of the dissemination strategy is to increase the impact of the SIMUSAFE project through activities that will raise awareness about the use of simulation technologies and the assessment and evaluation of road users' behaviour and cognition such that this information can aid in the development of new safety devices, screening techniques, and educational approaches not only for new drivers, but also citizens in general.

This can be achieved by working in the following directions:

- Dissemination of technical results of WP2-8. The main instruments are the scientific publications in journals and conferences, the organization of events, workshops, and conferences.
- Engagement with key stakeholders (i.e. the research community, commercial players and investors, end-users, European/national/international associations and institutions related to the field of road safety) through a range of targeted activities including events, workshops, and newsletters.
- Interact with the media in order to attract the attention of the stakeholders and the wider public and to mobilise it towards strengthening the interest to develop and implement new safety devices, screening techniques, and educational approaches. The aim is to inform the wider audiences of interested parties about the project and its results.
- Coordination and liaising with projects with related objectives in networking activities.

The SIMUSAFE dissemination plan could be used by consortium members, but also by the European Commission, for acquiring a complete picture of the most important activities undertaken or scheduled on the future route to full dissemination of the knowledge generated through its activities. More specifically, the document includes the SIMUSAFE dissemination strategy, describing the products to be disseminated, the target audiences, and the means for communicating with them. Furthermore, the planned and performed dissemination activities are presented, including events, conferences, articles to be published in scientific journals, project website, various dissemination materials (brochures, leaflets, newsletters), and any networking and knowledge exchange activities.

It should be noted that this deliverable is an evolving document, which will be regularly updated to give a cumulative overview of the project's undertaken and planned activities.

## 5.2. DEFINITION OF TARGET AUDIENCES

The communication measures and dissemination activities for promoting the goals and outcomes of the SIMUSAFE project will be tailored to the identified groups of core audiences: 1) Academia, scientific / research organizations; 2) Commercial players and investors; 3) End-Users; 4) European, national, and local associations; 5) European Union institutions; 6) General Public.

1. **Academia, scientific / research organizations** in the fields of Road safety, Social Science, Psychology, Driving Education, ICT, and Data Science. The research outcomes will benefit researchers by introducing accurate simulation environments allowing the study of behavioural changes in a controlled environment. Academics will benefit from the dissemination of the resulting scientific findings via conferences and journal publications. The outcomes of the research will be used in a number of teaching & learning settings thanks to the participation of MDH, COU, and UPORTO.
2. **Commercial players and investors.** Resulting simulators, data collection, and analytics systems will have wide applicability across the industrial research community. Commercial players are expected in fields of road safety, driving schools, data management, automotive, two wheelers, Apps developers, Training Centres, Cockpit Simulator Manufacturers, R&D Departments of aviation companies, autonomous driving etc... These stakeholders will be reached via conferences and fairs.
3. **End-Users** for the behavioural analysis algorithms. They include the professionals of the related research fields, and users in all transport modes, insurance companies or driving schools as users of the new training modules. Participation of EFA and AIPSS and the Advisory Board in the Project will provide a better understanding of their needs and an improved strategy to reach them via dissemination. Their interest will be reached through the three working areas defined as impact for the project (new training, new standards, and new products). Task 82, Identification of potential changes in standards, takes the knowledge gained during the previous work packages and transforms it into end-user workshops. The workshops will be available to end-users in the UK as well as Italy:
  - Month 31, AIPSS will present a workshop in Italy on Standards of the Examination Organizations;
  - Month 46, EFA will present a workshop in Italy on "New training modules considering new types of vehicles (AV, motorcycles, etc.)";
  - Month 35, EFA will present a workshop in the UK on "New training modules using simulators".
4. **European, national, and local associations** related with road transport such as European Transport Safety Council or the European Road Safety Observatory, The Association for European Transport European Union Road Federation (ERF), ERTICO, CIECA, European Cyclists' Federation (ECF), European Transport Safety Council (ETSC), European Transport Training Association (EuroTra), FIA Foundation, Institute of Transportation Engineers (ITE), International Council on Alcohol, Drugs and Traffic Safety (ICADTS), International Transport Forum (IRTAD), International Transport Union (IRU), MOVING International Road Safety Association, Le Conseil National de la Sécurité Routière, EuroSafe, and others. Their interest relies mainly in the possibilities for transport safety, infrastructure, and regulations. These possibilities will be taken into consideration in the business plan development and will be reached via conferences and congresses.
5. **Government institutions** (Range of institutions from European Commission and European Parliament to regional) as a response to the legal acts and recommendations referring to the actions to be taken in order to use gaming and gamification technologies for behaviour modification. The increase in the use of these types of technologies will be promoted during the project's lifetime.
6. **General Public:** The project will also try to make the general public aware of the effort the European Union is making regarding research and development as well as to promote business creation and new opportunities for the European Enterprises. This will be done via general

outreach such as the project website, [simusafe.eu](http://simusafe.eu), press releases by the partners regarding their roles in the project, and social media.

### 5.3. DISSEMINATION PROTOCOL

The goal of creating and following a dissemination protocol is to guarantee that results are disseminated periodically and that all consortium members are participating. In order to achieve this, the SIMUSAFE dissemination protocol needs to promote dissemination in a decentralized fashion (each partner working independently on dissemination mainly at local / national level) while synchronized with the project developments.

The dissemination is thought of as a bottom-up process, having as main role of the dissemination manager to stimulate the production of dissemination material in an organized and synchronized fashion by the different partners. The following SIMUSAFE dissemination guidelines distinguish between different types of articles that partners can use to promote their research and development in both academic and commercial settings:

- **Short news:** Describe shortly part of the research one research group or company is doing (i.e. in demonstrations, knowledge exchange events, or presentations). Short news should not exceed 200 words. The goal is to have short news be published on the SIMUSAFE website every month.
- **Events and meetings:** Describe upcoming events. A regular email is sent to all members to update upcoming events.
- **Academic results:** Academic results, workshops, publications are described whenever required. Every quarter, the partners will be asked to send updates.
- **Newsletter:** Four digital newsletters will be created during the project lifetime which will summarize important news and be published on the website.
- **Factsheets:** Factsheets will be released at the end of each research cycle. These will be single page documents with graphics and bullet points concisely summarizing the work done in that cycle. Information included, for instance, may be: number of participants per mode, facts about partners involved in current cycle, and so on.
- **Articles and interviews on professional publications and general press:** Every six months all partners will be encouraged to look for the possibility to have project results published and to send scans of publications each time this is done.
- **Social media:** The project will focus on sharing “snippets” of project news and information via Twitter and LinkedIn. Snippets can include photos, observations, announcements, or other relevant material. All partners will be required to post “snippets” about their work on SIMUSAFE occasionally, tagging @simusafe and #H2020 to keep both the project and Horizon 2020 active and relevant in social media.

A constant monitoring mechanism in the format of a dedicated section on the internal SIMUSAFE repository will be created with the aim of operationalizing the aforementioned activities (see below 5.5 Monitoring and Evaluation). This mechanism will facilitate dissemination reporting, which is an important activity for the dissemination procedure, not only for keeping a complete record of what happened, but mainly as the tool “at hand” to spot shortcomings or delayed activities. In the SIMUSAFE project, the consortium partners are to report each and every dissemination and communication activity that they perform during the whole duration of the project.

### 5.4. TIMETABLE

Table 1 (overleaf) provides an overview of the different dissemination activities and their timing.

The goal of the first year is announcing the start of the project and establishing working frames. In the first year, the SIMUSAFE consortium will gather information about potential dissemination routes and will design and launch the project website, the SIMUSAFE identity, the project leaflet and poster, a PowerPoint template, dissemination protocol, and social media channels.

The goal of the years 2 and 3 is to operationalize the dissemination protocol by using the webpage and the social media to publish the outcomes of the project and to serve as channels for the stakeholders to stay updated with the project advances. This period will also see the publication and dissemination of fact sheets and digital newsletter, as well as the active participation of the partners in trade fairs, conferences, workshops and other external events. In addition, press releases, interviews, press articles, and scientific publications are expected to be developed and published. Throughout this period there will also be regular interactions with related projects.

The goal of the last half of the final year is to demonstrate and disseminate the outcomes of the project. Several workshops will be held focusing on new standards creation, new training modules, and new devices implementation. In addition, workshops will be organized around specific topics such as embedded sensor systems and multi-actor simulation.

Following the project end, the goal of dissemination is to exploit the results in wider context. The achievements of the project will be spread with a view to influence the development of new devices, training programmes, and standards.



## 5.5. MONITORING AND EVALUATION

The outcomes of the dissemination activities will be collected by all SIMUSAFE partners and will be periodically assessed by means of a section on the internal SIMUSAFE repository that will contain information on the various types of dissemination interactions. This information will be analysed by the WP9 leader in order to document SIMUSAFE dissemination progress, to determine the most effective dissemination channels, to highlight success factors, and also to find areas of improvement. To assess the success of the dissemination and communication efforts to be conducted in SIMUSAFE, the below table summarizes the dissemination performance indicators.

*Table 3. Dissemination performance indicators*

DISSEMINATION PERFORMANCE INDICATORS	OBJECTIVES	EXPECTED
Evidence of debates in the media	Increased awareness of state-of-the-art European research	4 debates
Evidence of transfer of research and innovation into practice (patents, prototypes, licenses)	Strengthened competitiveness and growth of companies	2 Licences 4 New Patent applications
Number of articles in Scientific Magazines	Increased awareness of state-of-the-art European research	34 Articles
Number of articles in Press	Increased awareness of state-of-the-art European research	64 Press releases
Number of people asking for feedback or more information in the Media or the Website	Involvement of European citizens in active two-way dialogue with science experts and other stakeholders	60 persons
Participation in project events and seminars	Collaboration with other projects and retrieval of feedback	54 participations in Conferences
Participation in Fairs	Strengthened competitiveness and growth of companies	21 participations
Papers in conference presentations	To promote the project results	18 Papers
Survey to 400 Users	To improve the project during the test	400 surveys
Trends in website visits	Improve general public awareness of the project	10.000 visits
Media Campaign	Improve general public awareness of the project	1 Campaign
Thesis (PhD, MSc)	Increase European Scientific profiles	5 theses
Workshops	Obtain feedback from end users and other stakeholders	14 Workshops

## 6. SIMUSAFE DISSEMINATION TOOLS

Different dissemination tools and materials will be produced and used throughout the entire course of the project. Furthermore, the dissemination tools described here will be designed and studied according to the different communication needs, to various event typologies and being tailored to closely follow the evolution of the project.

### 6.1. PROJECT'S CORPORATE IDENTITY

The logo plays an important role in the dissemination and communication of the project. The logo for SIMUSAFE was designed by the project lead during the submission stage and was unanimously accepted by partners as the project logo. The logo includes the project acronym SIMSAFE as well as its meaning. It is accompanied by a depiction of a road and three faces representing road users displaying different expressions indicating different cognitive and emotional states of the road users which lie at the heart of the SIMUSAFE project.



Figure 2. SIMUSAFE logo

### 6.2. INTEGRATION WITH HIGHER EDUCATION ACTIVITIES

The SIMUSAFE project will promote public engagement experience via Educational community events. The research developed within the project will be integrated into training programs, and will be a topic of study for students engaged on the project. The outcomes of the research will be used in teaching & learning settings as detailed in the table below.

Table 4. Overview of educational community events

PARTNER	ACTION
MDH	Research and development will be promoted by BSc/MSc and part of PhD thesis in the area of Information fusion, Data mining, knowledge discovery, Learning, reasoning and model creation.
COU	The research is closely aligned with the Human Factors MSc programme within the Human System Integration group and will provide input to MSc research projects and dissertations. Within the Centre for Mobility and Transport 1 to 2 PhD projects will be supported based around multi-actor simulation and road safety with an emphasis on the validity and reliability of bicycle simulation.
U PORTO	The outcomes of this project will be used in a number of different taught modules, both at MSc and PhD levels, namely the MSc Program in Informatics and Computing Engineering and the PhD Program in Informatics Engineering. It is expected lead to 1 PhD thesis supervision (three years) and 3 MSc dissertations supervisions (one year each).
BRAINSIGNS	Three master graduations in Biomedical Engineering and one PhD Doctorate in the analysis of EEG during attentive and cognitive state related to driving habits. The investigations and the relative scientific publications will be in the area of automatic classification of mental state of the drivers during their activities. The three master theses are envisaged in the Biomedical Engineering course at the Faculty of Engineering in Rome, where Prof. Babiloni held a course in Industrial Neuroscience. The PhD will support the research during the project and the automatic rejection of ocular and muscle artefacts from EEG recordings
UCSC	The outcomes of this project will be used in a range of different teaching modules: <ul style="list-style-type: none"> <li>- It is expected 1 PhD thesis supervision (three years);</li> <li>- 2 MSc dissertations supervisions;</li> <li>- teaching modules within the post-graduate professionalization course in Traffic Psychology at UCSC.</li> </ul>

In addition, the Project will also create four new training programs to be introduced in already existing driving lessons.

### 6.3. MEDIA

Social media plays an important role in dissemination and interaction with the general public. The SIMUSAFE website ([www.simusafe.eu](http://www.simusafe.eu)) will be used to present any promotional materials, recent activities and achievements of the SIMUSAFE team. In addition to the website, the following social media platforms have been set up: Facebook (<https://www.facebook.com/SIMUSAFE>), twitter (<https://twitter.com/simusafe>), and LinkedIn (<https://www.linkedin.com/company/simusafe>) which are directly linked to the main SIMUSAFE website. The LinkedIn platform will also create the opportunity to invite other experts related to the field and thus enable potential cooperation within the project.

One Dissemination measure in the project to the general public is the creation of a Media Campaign in order to promote awareness of the project findings, which will be designed in M41-M42 and made available publicly after the project conclusion. The SIMUSAFE website has been available since M3 and will be updated regularly through the life of the project. The first project fact-sheet and press release will be issued by the end of Research Cycle 1 and will be updated in the middle and in the project conclusion.

## 6.4. PRINT MATERIAL AND WEBSITE

Follow up exposure of the project in the print media will be maximized, with project up-dates via all the partners' website, as well as the project website and via both the Universities' publicity departments to regional / national media. Four newsletters will be created during the lifetime of the project with each designed to reach a different specific target audience.

Also, Project brochures and a poster will be created on two occasions due to the length of the project: At the beginning of the project (M3) with general information of the project in order to reach the first 4 stakeholder groups (i.e. Academia, scientific / research organizations, Commercial players and investors, End-users, European, national and local associations) with the brochure and Academia, scientific/ research organizations with more scientific information with a poster. The process will be repeated in M36 with another brochure and poster. They will be distributed during national and international events (commercial fairs, conferences, and workshops targeted in the next points). The poster will be available in English; the brochures will be translated into the partners' languages and available for public distribution.

For the general public and all parties interested in getting general information on SIMUSAFE project fact-sheets will be created at the end of each research/analysis cycles with information that could be interesting for European, national and local associations, and European Union institutions, and will be disseminated via the website. In the website, there will be also an update of the latest news, public deliverables, and reports. Finally, a brochure with more detailed information of the results of the project will be created by the end of the project at M40. The SIMUSAFE website is live and will be updated continuously as new project information and news arrive.

## 6.5. CONFERENCES

The project researchers will attend leading conferences, presenting the project objectives and results, in the various disciplines encompassed by the project. A working calendar of all the proposed conferences is shared in the SIMUSAFE repository so all partners can coordinate their conference attendance in conjunction with other partners when applicable. See the table below:

*Table 5. Overview of target conferences*

PARTNER	ACTION
ITCL	Attend 4 congress with 1 poster and assist to 2 conference among the International Conference on Multimedia Computing and Systems; International Symposium on Advanced Intelligent Systems; IEEE International Conference on Computer Supported Cooperative Work in Design
IBM	IBM will target to publish and attend in IoT related conferences, and particularly UBIComp, MobiSys, and IUI.
IFSTTAR	Driver Distraction and Inattention Conference (Goteborg, 2018, 2020) ; AHFE, 2019
BRAINSIGNS	IEEE-EMBS (2017 South Korea; 2018 Hawaii, USA), Society for Neuroscience, Society for Applied Neuroscience (SAN 2018) EUROCONTROL-FAA Safety Seminar, the European Airline Training Symposium and the European Association for Aviation Psychology annual meeting, bioengineering conferences like the IEEE EMBC.
EFA	EFA meeting; UE Commission Day Study on Driver Training Texting and medical requirements; CIECA seminars and National Driving School Conference (UNASCA)

MDH	Attend 4 congress with 1 poster, and assist to 3 conferences (e.g. EAI International Conference on IoT Technologies for HealthCare, International Conference on Modern Intelligent Systems Concepts, IEEE International Conference on Intelligent Transportation Systems, etc)
AIPSS	Will participate at the H2020 transport infoday in Brussels and related brokerage event each year
Senseair	Will attend to ESV (Detroit 2017, 2019) and ICADTS (2019)
PROMETEO	Total 6 Congress: 4 congress as speaker and 2 with a Poster among these: <a href="http://www.seguridadvialydiscapacidad.aspaym.org/">http://www.seguridadvialydiscapacidad.aspaym.org/</a> ( <a href="http://www.copc.cat/Documentos/files/Secciones/VIARIA/CONGRESO%20INTERNACIONAL%20SEGURIDAD%20VIAL.pdf">http://www.copc.cat/Documentos/files/Secciones/VIARIA/CONGRESO%20INTERNACIONAL%20SEGURIDAD%20VIAL.pdf</a> )
UCSC	Attend 2 traffic psychology conferences with posters on local and international level (selected among ICTTP, International Conference on Traffic and Transportation Psychology, ICAP, International Congress of Applied Psychology, TPI workshops), conferences supported by EFPA.
TMSI	Attend 2 of this conference each year (Total: 8 Conferences) <ul style="list-style-type: none"> <li>• Society for Neuroscience</li> <li>• EMBC: annual international conference of the IEEE Engineering in Medicine and Biology Society</li> <li>• ISEK: International Society of Electrophysiology and Kinesiology</li> </ul>
COU	Annual conference paper presentation at Driving Simulation Conference (DSC) and assist to the International Conference on Applied Human Factors & Ergonomics (AHFE) conference. Additional conferences may include Transportation Review Board (TRB) and International Conference on Traffic and Transportation Psychology (ICTTP).
UPORTO	Four international conference papers (Example: IEEE Intelligent Transportation Systems Conference; IEEE Intelligent Vehicles Symposium; Autonomous Agents and Multiagent Systems; European Conference on Artificial Intelligence; The International Multidisciplinary Modelling and Simulation Multi-conference
DELPHI	SAE World Congress 2020, Detroit, USA; SAE 2019 Augmented and Virtual Reality

During the project lifetime the Conferences and events organized by the European Commission, publicized on the Commission's Research & Innovation website ([www.ec.europa.eu/research/index.cfm?pg=conferences&filter=all](http://www.ec.europa.eu/research/index.cfm?pg=conferences&filter=all)) and on the CORDIS website ([www.cordis.europa.eu/news/home\\_en.html](http://www.cordis.europa.eu/news/home_en.html)) will be followed to see if other conferences or events could be beneficial for the project purposes and may be included in the list of possible events in the Dissemination/Communication plan. Also possible coordination with other related projects could be performed such as assisting to conference or network sessions promoted by them.

### 6.6. PARTNERS' RESOURCES

Other dissemination measures expected within the project are those that will make use of the partners' own resources. The partnership of the SIMUSAFE project will promote the results through their own websites, Facebook, and Twitter accounts, as well as networks of clients/providers. Some of the partners also will promote the project by other means such as described below:

*Table 6. Overview of dissemination activities using partners' resources*

PARTNER	ACTION
IBM	IBM will also work to inform the public about the project through media outreach, web sites, and publications. Similarly, IBM will also aim to disseminate results within international networks of large organizations of the different industries.

IFSTTAR	Special Session at the Driver Distraction and Inattention International Conference (Co-organized by Ifsttar, SAFER and ARRB)
BRAINSIGNS	Will present the results of SIMUSAFE to the SID conference of EUROCONTROL, to the workshop of the Horizon2020 SESAR-JU conference of the project MINIMA (in which participates) In the occasion to the meetings with the Federal American Aviation (to be programmed in 2018). Will bring the experience with the SIMUSAFE project for cross-fertilization with the aeronautic domain.
EFA	EFA CONGRESS and Articles in the Italian driving school association magazine (Tergicristallo) and on-line edition (iltergicristallo.it).
MDH	EAI International Conference on IoT Technologies for HealthCare, Workshop of the Swedish Artificial Intelligence Society; Medicinteknikdagarna
AIPSS	Workshop in Rome at ROMA TRE University; OWN annual meeting.
UCSC	Workshops and seminars within the post-graduation course in Traffic Psychology in which local/national authorities (public administration, public health services, and/or police) and various stakeholders are invited. Possible law influence on the local/national /traffic ministry.
COU	Special session on multi-actor simulation for road safety research at the UK based Annual Chartered Institute of Ergonomics and Human Factors (CIEHF). Articles will be published in the CIEHF magazine as well as the ITS(UK) annual review. A workshop on multi-actor simulation will be organised at the UK Transport Systems Catapult.

## 6.7. SCIENTIFIC PUBLICATIONS

The following journals will be targeted for possible future publications: open access journals will be chosen when possible and the pay-per-view fees will be paid in order to guarantee the open access for the readers (open access gold model). A free electronic copy of all the conference proceedings and the public documents will be stored into online archives to provide open access to them (open access green model). Partners will submit 34 articles during the project lifetime to one of these outlets:

*Table 7. Target outlets for scientific publications*

<ul style="list-style-type: none"> <li>• Ergonomics</li> <li>• Accident Analysis and Prevention</li> <li>• Human Factors</li> <li>• Innovate Magazine</li> <li>• Expert Systems with Applications,</li> <li>• Computational Intelligence (CI)</li> <li>• IEEE Transaction on Neuronal System and Rehabilitation (IEEE TNSRE)</li> <li>• IEEE Transaction in Biomedical Engineering (IEEE TBME)</li> <li>• Transactions of SCS International</li> <li>• Autonomous Agents and Multi-Agent Systems</li> <li>• SAE Technical Papers</li> <li>• Simulation &amp; Gaming</li> <li>• Computers in Human Behaviour</li> <li>• Le strade</li> <li>• IEEE Transactions on vehicular technology</li> <li>• IEEE Transactions on Human-Machine Systems</li> <li>• IEEE Transactions on Systems, Man, and Cybernetics</li> </ul>	<ul style="list-style-type: none"> <li>• IEEE Transaction of ITS Vehicles</li> <li>• IEEE Transactions on Intelligent Transportation Systems</li> <li>• IEEE Intelligent Systems Magazine</li> <li>• PLoS ONE</li> <li>• Proceedings of the National Academy of Sciences (PNAS)</li> <li>• Frontiers on Human Neuroscience</li> <li>• IEEE Review in Biomedical Engineering (IEEE RBME).</li> <li>• NeuroImage</li> <li>• The International Journal of Aviation Psychology</li> <li>• Journal of Neural Engineering</li> <li>• Journal of Cognitive Engineering and Decision Making</li> <li>• Czecho-slovak psychology</li> <li>• Transportation Research Record (TRR)</li> <li>• Transportation Research Parts B, C, F</li> <li>• Accident Analysis and Prevention</li> <li>• Traffic and Transport Psychology Part F</li> <li>• Safety Science</li> </ul>
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Additionally, the Consortium will edit an international reference book on the use of neurometric indicators for transport safety.

In the following table a detailed description of the number of articles to be published by partners committed to scientific dissemination can be seen:

*Table 8. Number of scientific articles to be published per partner*

Articles	ITCL	IBM	IFSTTAR	BRAINSIG NS	MDH	AIPSS	UCSC	TMSI	COU	UPORTO	DELPHI	TOTAL
M24-42	3	2	3	7	4	3	2	1	2	2	2	33
M42-50	2		1	1	1		1	1	1	1		10

Project results are expected to be complex and technical. A specific effort will be made to make the final results easy to share. Special effort will be made to edit graphical and textual contents, tailoring them to the best format. Different formats will be designed to support web-based access to results, presentations for the general public, support to demo for prospective customers' decision-makers.

## 6.8. FAIRS

SIMUSAFE will promote partners' participation in exhibitions and fairs to publicise the knowledge of the new products. The project partners will participate in these fairs during the project lifetime as explained in the table below, and after the project is finished with a booth to present project results.

*Table 9. Overview of target fairs and exhibitions*

PARTNER	ACTION
ITCL	Assist to Driving Simulation Conference (DSC) as exhibitors at the end of the project
IBM	Organizer of InterConnect and Wow. Participate in CES. Or World of Watson (WoW) 201X
BRAINSIGNS	ATC Global, World ATM Congress, Farnborough International Air Show, Le Bourget International Air Show
Sensair	IFDAT, participate as exhibitor, Annual; DATIA, participate as exhibitor, Annual; Possibly attending as speaker in one/both conferences.
LINK	Participation in INTERMOT and EICMA (2 last years of the project)
DELPHI	Participation in Active Safety Europe 2019, Munich, Germany

Another dissemination event that could be considered is participation in the Excellence in Road Safety Awards, and sharing the findings of the Project.

At the end of the project, a report on the evaluation of dissemination and communication effectiveness will be generated, considering, for example, the number of media cuttings, numeric count of publicity material, search engines performance and feedback on the organized events.

## 6.9. WORKSHOPS

In total, 14 workshops will be held throughout the duration of the project with the objective of influencing policy makers and relevant stakeholders. Each of the workshops could be organized as part of other congresses or conferences in order to increase the number of attendees to the event. The Consortium may evaluate to join two workshops scheduled for the last month of the project in a final conference

*Table 10. Overview of SIMUSAFE workshops*

PARTNER	COUNTRY	WORKSHOP SUBJECT
ITCL	SPAIN	Workshop on Simulators for behavioural training
AIPSS	ITALY	Workshop on standards of the examination organizations
Senseair	SWEDEN	Workshop on New standards related with Screening Device
COU	UK	Workshop on Wheelers Safety Standards and multi-actor simulation
APTIV	POLAND	Workshop on Automotive standards/ New Autonomous vehicle standards
APTIV	POLAND or GERMANY	Workshop targeted to automotive manufacturers: Enhancing active safety algorithms using SIMUSAFE traffic actors' models in standard and new AV
Senseair	SWEDEN	Workshop targeted to Car, motorcycle and cycle manufacturers: Health and ICT sectors
Senseair	SWEDEN	Workshop on Drivers' Health monitoring
BRAINSIGNS	ITALY	Workshop targeted to App developers
BRAINSIGNS	ITALY	Workshop targeted to car manufacturers
EFA	ITALY	Workshop on new training modules considering new types of vehicles (AV, motorcycles...)
EFA	UK	Workshop on new training modules using simulators
UPORTO	PORTUGAL	Workshop on new training modules to increased usage of 'soft' modes of transport

## 6.10. LIAISON WITH OTHER PROJECTS

The European Commission has previously financed a number of projects with related objectives, and a common approach to the one proposed here. These include other projects for Risk analysis: Accident causation, behavioural/social factors; Vulnerable users; Influence of alcohol, drugs and medicines on driving habits and capabilities; Virtual Reality and Autonomous Driving; Naturalistic Driving and Field

Operational Tests; Methodologies/best practices for drivers training, evaluation and rehabilitation; Safety and sensors in transport; Transferability models to other transport modes; and Project impact.

It is intended to maximize effectiveness, efficiency and value for money by carrying out a brief review of the approaches, practices and outcomes of these related projects in order to ensure that best practice can be replicated, that lessons are learnt from previous experiences, and that outputs can be presented in a consistent and complementary manner.

In Task 9.5, information was collected on the approaches taken, innovative methods for successful and efficient collection of benchmark data, and most successful strategies used to generate material and quantifiable outcomes. Critical analysis on this information set was undertaken by UPORTO in order to select the best practice learning which should be applied to the SIMUSAFE project. D9.5 was delivered in M6 with the following structure:

Assessment of past projects to identify lessons learnt and evaluate different approaches to tasks that will be undertaken:

- Summarizing these findings and grouping by SIMUSAFE Work Packages and tasks
- Evaluating these summaries
- Identifying recommendations for SIMUSAFE

Some of the Project coordinators of the most relevant projects could be reached in order to invite them to participate in a project meeting or meet with them for possible collaborations (M35), and once the project is finished some of them will be contacted in order to see if they could be interested in promoting the simulator in their project websites or among their stakeholders (M40). Also we will try to promote among them the possibility of using the created simulator for future projects in which behavioural analysis is required.