



Delivery Report for

MeBeSafe

Measures for behaving safely in traffic

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Deliverable 6.8



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Deliverable 6.8



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1 Executive Summary

The purpose of the this report is to follow up on communication and dissemination activities during the first year of the MeBeSafe project.

Two press releases have been produced and up to ten articles have been published from external media providers. The project has established an online presence with a project website and social media accounts on Twitter, LinkedIn and ResearchGate.

Individual members of the project have attended dissemination events such as international conferences and twinning actions. Furthermore, the work package leaders conducted several workshops on selected items of the work packages.

The communication and dissemination activities are expected to increase during the second year of the project.



2 Introduction

The scope of this report covers the communication and dissemination activities for the project's first year (May 2017 – April 2018). Further, it is linked to previously identified objectives and strategies described in the project's dissemination plan (confidential Deliverable D6.6).

The consortium has been asked to inform the projects communication officer about all dissemination and other relevant activities connected to their work within the work packages. The activities gathered contained events, paper presentations, press releases and further activities linked to the dissemination plan (confidential Deliverable D6.6). All partners have delivered their tasks in satisfactory time and quality.

The first part of the report covers statistics and activities concerning dissemination channels such as the project's website and social media channels as well as media coverage from external media providers. The second part covers dissemination events attended by individual members and other activities such as workshops and meetings.

3 Communication and Dissemination

This chapter covers all communication and dissemination activities during the project's first year. The chapter also include internal workshops and meetings.

3.1 Dissemination channels

This chapter describes the activities and statistics related to the project's website, social media channels and external media coverage.

3.1.1 Website

The major hub for all public communication activities is the project's website www.mebesafe.eu which also serves as repository for all public information on the project. The website was launched in time¹ on October 2017 (M6). During January 2018 - April 2018 a substantial increase of visitors has been recognized. The project aim is to have at least 100 visitors in average every month.

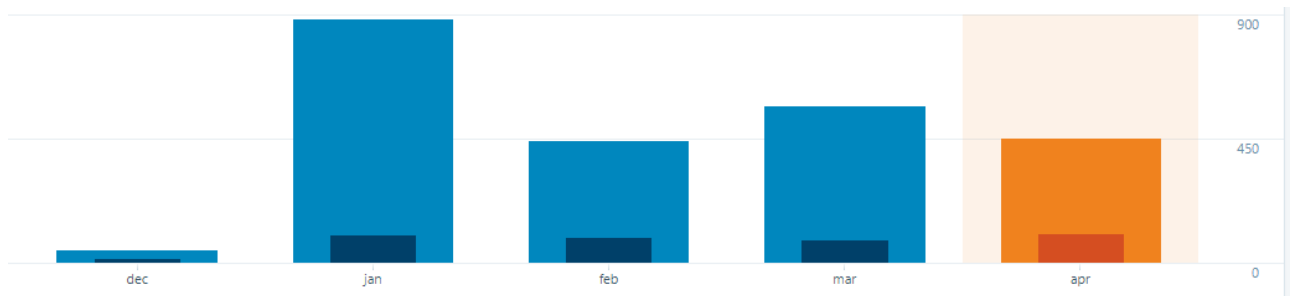


Figure 3.1 Website traffic – visitors (dark area) and displays (light area) 2017-2018 (Wordpress, 24.04.2018)

Visitors avg. /month	Displays avg. /month	All time views
102	442	2324

Table 3.1 Website traffic (Wordpress, 24.04.2018)

¹ Deliverable: D6.4 - Project website, Due Date M6.



3.1.2 Social media

The project visibility is being increased via the twitter account, created on October 17th, 2017: *twitter@mebesafe*. The followers are expected to be professional target audiences e.g. traffic safety planners, vehicle safety systems developers and policy makers, research scientists etc.. The activities for this channel are expected to increase with increasing number of tweets. In order to attract the scientific audience as well, a project site has been created on *www.researchgate.com*, named: *Measures for behaving safely in traffic MeBeSafe*. This channel has been identified at a later stage as it is a renowned platform to reach the relevant academic target audience. A LinkedIn account, named *MeBeSafe – Measures for Behaving Safely in Traffic*, has also been created to further establish a presence on social media. The account has currently eight followers (LinkedIn, 24.04.2018). The engagement on social media is expected to increase when the project progress into the second year.

Followers	Following
18	36

Table 3.2 Twitter statistics (Twitter, 20.04.2018)

Followers	Reads
15	185

Table 3.3 Research Gate statistics (ResearchGate, 24.04.2018)

3.1.3 News media

The project has produced two press releases and the media coverage has been satisfactory counting at least ten articles from external media providers. In addition to this most partners within the project have produced news articles themselves (see table 3.4 and 3.5). The tagline *MeBeSafe* has therefore established a good presence on Google Search and dominates the first search pages (Google, 23.03.2018).



Date	Headline
August 17 th , 2017	MeBeSafe – Making traffic safer through behaviour-changing nudging measures (MeBeSafe press release 1, 2017)
February 8 th , 2018	Starting point for measurement activities for improving traffic safety within the EU project MeBeSafe in Eindhoven (MeBeSafe press release 2, 2018)

Table 3.4. Press releases

Media provider	Headline	Date
Safe Car News	MeBeSafe aims to reduce traffic accidents by influencing the behaviour of road users (Safe Car News, 2017)	November 28 th , 2017
Virtual Vehicle	MeBeSafe: "Nudging" for more Traffic Safety (Virtual Vehicle)	
trafficechnologytoday.com	European MeBeSafe project aims to make traffic safer through 'nudging' techniques (Frost, 2017)	September 25 th , 2017
Hét multimediale platform voor verkeerskundigen	EU-project MeBeSafe: onbewust gedrag verkeersdeelnemers bewust beïnvloeden (Verkeerskunde, 2017)	August 31 st , 2017
Automotive world	Road safety shifts: nudges carry more power than smacks (Automotive World, 2017)	October 11 th , 2017
Verkeer in Beeld	In dit project gaan gedragswetenschappen en	August 31 st , 2017



	verkeerskunde hand in hand (Verkeer in Beeld, 2017)	
Telematik-Markt.De	Verkehrs-Telematik: EU-Projekt MeBeSafe startet Datenerhebung in Eindhoven (Telematik-Markt.De, 2018)	February 19 th , 2018
Europabanken.no	Gjør trafikken sikrere med nudging (Europabanken.no, 2017)	August 22 nd , 2017
Automotive world	Is there a psychologist in the house? If not, there should be (Automotive World, 2017)	November 17 th , 2017
Heijmans	Heijmans onderzoekt verkeersveiligheid (R, Heijmans onderzoekt verkeersveiligheid)	February 8 th , 2018
Safetwissen	Starting Point for Measurement Activities for Improving Traffic Safety within the EU Project MeBeSafe in Eindhoven (Safetywissen, 2018)	March 28 th , 2018
Safer	MeBeSafe - Making traffic safer through behaviour-changing nudging measures (Safer, 2017)	August 25 th , 2017
Chalmers University of Technology	Säkrare trafik med hjälp av beteendeförändrande „nudging“ åtgärder (Chalmers, 2017)	August 30 th , 2017

Table 3.5. Media coverage



3.2 Dissemination events

This chapter covers dissemination events such as paper presentations, twinning actions and other project activities. The chapter ends with a summary of all of the work package's internal workshops and meetings.

3.2.1 Paper presentations

26th Aachen Colloquium Automobile and Engine Technology 2017, Germany

A paper titled *Nudging: The Art of Running a Minimal Interference Safety Play* was presented at 26th Aachen Colloquium Automobile and Engine Technology 2017 on October 9th - 11th, 2017 in Aachen, Germany by Dr. Phil. Mikael Ljung Aust, Volvo Cars Safety Centre & Prof. Dr. Phil. Maximilian Schwalm, Institute for Automotive Engineering (ika) - RWTH Aachen University.

Further, the paper was published in the conference proceedings.

6th Annual International Cycling Safety Conference, US

A paper titled *MeBeSafe: Developing and testing infrastructure & car based nudges to improve cyclist safety* was presented at the 6th Annual International Cycling Safety Conference on September 21st - 22nd, 2017 in Davis, California, US by Divera Twisk, SWOV Institute for Road Safety Research & Stefanie de Hair-Buijssen, TNO – Netherlands Organisation for Applied Scientific Research.

3.3 Project activities

3.3.1 Twinning Action US-EU

US project 'Using Behavioral Economics to Better Understand Managed Lanes' from the US Department of Transportation (US DOT) to be twinned with EC project 'Measures for Behaving Safely in Traffic (MeBeSafe)'

On May 16th, 2017, Prof. Dr. Phil. Maximilian Schwalm was invited to Washington D.C., US in order to meet up with the representatives of the to be twinned project. Prof.



Schwalm presented the MeBeSafe project at the delegation of the European Union to the United States, Washington, DC.

Prof. Dr. Phil. Maximilian Schwalm, Institute for Automotive Engineering (ika) - RWTH Aachen University; Dr. Bingxin Yu, Federal Highway Administration (FHWA), U.S. Department of Transportation; and Dr. Mark Burris, Texas A&M University.

3.3.2 Workshops and meetings

WP1

WP1 Meeting/ Workshop #1

Date: June 27th - 28th, 2017

Participants: ika, Chalmers/ SAFER, TNO, Shell, SWOV, Cranfield University

Host: Institute for Automotive Engineering (ika)

Purpose: The purpose of the meeting/ workshop was to draw up detailed plans for the work in WP1 and the main content of Deliverable D1.1.

Location: Institute for Automotive Engineering (ika), Seminar Room, Steinbachstr. 7, 52074 Aachen, Germany

WP1 Meeting/ Workshop #2

Date: September 7th - 8th, 2017

Participants: ika, Chalmers/ SAFER, Volvo, TNO, Shell, SWOV, FCA Italy, Cranfield University, BMW Group, CRF

Host: Chalmers/ SAFER

Purpose: The main purposes of the meeting/ workshop were to (i) present the outcome of in-depth literature reviews on nudging, coaching and underlying strategies respectively and (ii) discuss how to integrate nudging and coaching into a coherent framework on which to base the further development of nudging and coaching interventions.

Location: SWOV Institute for Road Safety Research SWOV, Seminar Room, Bezuidenhoutseweg 62, 2594 AW The Hague, The Netherlands



WP2

WP2 1st progress meeting:

Date: September 21st, 2017

Participants: ika, Volvo, TNO, Cygnify, BMW Group, Offis, Virtual Vehicle, CRF

Host: TNO

Purpose: Kick-off the activities in WP2, align tasks, approaches and timing.

Location: virtual

WP2 2nd progress meeting:

Date: November 29th, 2017

Participants: ika, Volvo, TNO, University of Firenze, FCA Italy, Cygnify, BMW Group, Offis, Virtual Vehicle, CRF

Host: TNO

Purpose: Align tasks, approaches and timing.

Location: virtual

WP2 workshop on HMI design:

Date: January 30th, 2018

Participants: ika, Volvo, TNO, Cygnify, BMW Group, Offis, Virtual Vehicle, CRF

Host: Offis

Purpose: First step towards the development of HMI options based on method proposed by Offis.

Location: Offis, Escherweg 2, 26121, Oldenburg, Germany

WP2 workshop on evaluation by simulation tool chain for solution selection (WP2.5)

Date: March 3rd, 2018

Participants: TNO, BMW Group, Virtual Vehicle

Host: Virtual Vehicle



Purpose: Define architecture for simulation tool chain to support the selection of the most feasible solutions out of the HMI options. Also the determination of parameters in the solutions based on the simulation tools was discussed.

Location: ARCOTEL Wimberger, Vienna, Austria

WP2 test series 1:

Date: December 8th - 17th, 2017

Participants: TNO, Cygnify

Host: TNO

Purpose: Collect cyclist flow data with time (24/7) at a given intersection in Eindhoven with observation camera's , as input to the Static World Model.

Location: Strijp, Eindhoven, The Netherlands

WP2 test series 2:

Date: April 16th - 17th, 2018

Participants: TNO, Cygnify

Host: TNO

Purpose: Collect host and target data from the perspective of the host vehicle at the same intersection. Data consists of the fused data provided by the host and ground truth data from host vehicle and selected targets.

Location: Strijp, Eindhoven, The Netherlands

WP2 – Task 2.1: Workshop Meeting on CRF's Simulator Study

Date: November 16th, 2017

Participants: ika, CRF

Host: CRF

Purpose: Discuss specifications and usability of direction of attention sensor in CRF's Simulator Study

Location: CRF, Turin, Italy



WP2 – Task 2.1: Organizational Aspects of Simulator Study CRF

Date: March 2nd, 2018

Participants: ika, CRF

Host: CRF

Purpose: Discussion of organizational aspects of simulator study at CRF

Location: virtual

WP2 – Task 2.1: Follow-up, Organizational and Contextual Aspects of Simulator Study
CRF

Date: March 9th, 2018

Participants: ika, CRF

Host: CRF

Purpose: Follow-up discussion of organizational aspects of simulator study at CRF

Location: virtual

WP3

WP3: Telephone conference

Date: June 8th, 2017

Participants: ika, ISAC, Chalmers/ SAFER

Host: Institute for Automotive Engineering (ika)

Purpose: task leader conference on organizational aspects

Location: virtual

WP3: Kick-off

Date: June 14th, 2017

Participants: ika, ISAC, Chalmers/ SAFER, TNO, Heijmans, SWOV, BMW Group

Host: Institute for Automotive Engineering (ika)

Purpose: Kick-off Conference Call of WP3

Location: virtual



WP3 Driver Nudge

Date: July 6th, 2017

Participants: ika, ISAC, Heijmans

Host: Institute for Automotive Engineering (ika)

Purpose: Organizational Meeting

Location: Institute for Automotive Engineering, Aachen, Germany

WP3 Driver Nudge

Date: September 25th, 2017

Participants: ika, ISAC, Heijmans, City of Eindhoven

Host: Heijmans, City of Eindhoven

Purpose: Meeting with City of Eindhoven on Testing Location for Field Test

Location: City of Eindhoven, The Netherlands

WP3 Driver Nudge

Date: November 8th, 2017

Participants: ika, ISAC, TNO, Heijmans, VUFO, BMW Group

Host: Institute for Automotive Engineering (ika)

Purpose: Design of Measures Workshop

Location: Institute for Automotive Engineering, Aachen, Germany

WP3 Driver Nudge

Date: November 9th, 2017

Participants: ika, ISAC, Heijmans, BMW Group

Host: Institute for Automotive Engineering (ika)

Purpose: Follow-up Design of Measures Workshop & Organizational Aspects

Location: Institute for Automotive Engineering, Aachen, Germany

WP3 Driver Nudge: Baseline Measurement

Date: January 8th - 12th, 2018



Participants: HEY, ISAC, measured vehicles (anonymized)

Host: HEY, ISAC

Purpose: Baseline measurement of real life testing location in Eindhoven

Location: John F Kennedylaan, Eindhoven, The Netherlands

WP3 Driver Nudge

Date: January 10th, 2018

Participants: ika, ISAC, Heijmans, BMW Group

Host: Institute for Automotive Engineering (ika)

Purpose: Nudging Measure Specification and Organizational Aspects

Location: Institute for Automotive Engineering, Aachen, Germany & virtual

WP3 Driver Nudge

Date: April 6th, 2018

Participants: ika, ISAC, Heijmans, BMW Group

Host: Institute for Automotive Engineering (ika)

Purpose: Progress Meeting

Location: Institute for Automotive Engineering, Aachen, Germany & virtual

WP3 Driver Nudge

Date: April 17th, 2018

Participants: ika, ISAC, Heijmans, BMW Group

Host: Institute for Automotive Engineering (ika)

Purpose: 1st Regular Conference Call

Location: virtual

WP3 Driver Nudge

Date: April 9th - 25th, 2018

Participants: recruited subjects from outside the project

Host: Institute for Automotive Engineering (ika)



Purpose: Conduction of 1st Simulator Study

Location: Institute for Automotive Engineering, Aachen, Germany & virtual

WP3 Cycling Nudging #1

Date: March 19th - 20th, 2018

Participants: Chalmers/ SAFER, Cranfield University, Sw. Transport Administration (STA), Amparo

Host: Chalmers/ SAFER

Purpose: The purpose was to ideate visual cycling nudges to test in short experiments during spring -18, as well as discuss study design principles for these experiments.

Location: Chalmers University of Technology/ Industrial and Materials Sciences/ Design & Human Factors, Seminar Room, Hörsalsvägen 5, 412 96 Gothenburg, Sweden

WP4

Kick-Off WP4

Date: September 6th, 2017

Participants: Volvo, Shell, SWOV, Cranfield University, Cygnify, Virtual Vehicle

Host: SWOV

Purpose: Kick-Off

Location: The Hague, The Netherlands & virtual

Progress workshop WP4

Date: February 8th, 2018

Participants: Volvo, Shell, SWOV, Cranfield University, Cygnify, BMW Group, Virtual Vehicle

Host: Chalmers/ SAFER

Purpose: Find agreement on achievements



Location: SAFER, Lindholmen Science Park Room "Bohlin" (until 13.00h). After lunch: Room "Aldman", Gothenburg, Sweden

WP6

Virtual Kick-Off

Date: May 12th, 2017

Participants: MeBeSafe Consortium (ika, ISAC, Chalmers/ SAFER, Volvo, TNO, Shell, Heijmans, SWOV, University of Firenze, FCA Italy, Cranfield University, Cygnify, VUFO, BMW Group, Offis, Virtual Vehicle)

Host: Institute for Automotive Engineering (ika)

Purpose: Official project Kick-Off

Location: Virtual telephone conference

Kick-Off

Date: June 26th - 27th, 2017

Participants: MeBeSafe Consortium (ika, ISAC, Chalmers/ SAFER, Volvo, TNO, Shell, Heijmans, SWOV, University of Firenze, FCA Italy, Cranfield University, Cygnify, VUFO, BMW Group, Offis, Virtual Vehicle)

Host: Institute for Automotive Engineering (ika)

Purpose: First face to face consortia meeting/ workshop

Location: Institute for Automotive Engineering (ika), Seminar Room, Steinbachstr. 7, 52074 Aachen, Germany

1st General Assembly Meeting

Date: February 9th, 2018

Participants: MeBeSafe Consortium (ika, ISAC, Chalmers/ SAFER, Volvo, TNO, Shell, Heijmans, SWOV, University of Firenze, FCA Italy, Cranfield University, Cygnify, VUFO, BMW Group, Offis, Virtual Vehicle)

Host: Chalmers University/ SAFER



Purpose: 1st regular consortia meeting on project updates and political project inherent decisions

Location: Chalmerska Huset, Södra Hamngatan 11, SE-411 14 Gothenburg, Sweden



4 Conclusion

The project members have attended a variety of dissemination events and showed excellent (team-) work within the work packages. The media coverage has been satisfactory and the MeBeSafe tagline is well established on Google Search. The project is in its first year and the first results have recently been published. The communication and dissemination activities are expected to increase over the course of the second year. Regular contact between the partners has been established via regular phone calls, meetings and workshops.



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