

# SAFE-UP

PROACTIVE SAFETY SYSTEMS AND TOOLS FOR CONSTANTLY UPGRADING  
ROAD ENVIRONMENT

## D7.1 Project Dissemination strategy and dissemination plan

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## List of Abbreviations

AV	Autonomous Vehicles
AD	Autonomous Driving
CA	Consortium Agreement
CAV	Connected Automated Vehicles
DMP	Data Management Plan
DPO	Data Protection Office
EC	European commission
FAIR	Findable, Accessible, Interoperable and Re-usable data
GA	Grant Agreement
GDPR	General Data Protection Regulation (EU) 2016/679
MaaS	Mobility as a Service
NDD	Naturalistic Driving Data
OEM	Original Equipment Manufacturer
ORDP	Open Research Data Pilot in Horizon 2020
PTW	Powered two-wheelers
RTO	Recovery Time Objective
R&D	Research and Development
SC	Steering Committee
SotA	State of the Art
VRU	Vulnerable road user
WP	Work-Package

## Executive Summary

SAFE-UP is a Horizon 2020-funded project that will support improving safety in future mobility, through the following products and technology within the three pillars of the project:

- Future safety-critical scenarios: extended microsimulation tools by including enhanced behavioural models; new metrics for describing non-safety-critical and safety-critical traffic interactions;
- New safety technologies: enhanced active safety features capable of VRU detection under bad weather conditions, advanced intervention functions to avoid critical events, and communication framework for timely warning provisions to drivers and VRUs.
- Safety assessment methodologies: new occupant models and updated tools for overall impact assessment.

This report describes the dissemination and exploitation strategy of the SAFE-UP project, designed to guarantee a successful implementation of these activities, reaching its targets. It builds upon the foreground drafted in the proposal submitted, and further elaborates each of the different relevant pieces of content, tailoring such activities to SAFE-UP.



# 1. Introduction

The results obtained in SAFE-UP will support improving safety in future mobility, through the following products and technology within the three pillars of the project:

- **Future safety-critical scenarios:** extended microsimulation tools by including enhanced behavioural models; new metrics for describing non-safety-critical and safety-critical traffic interactions;
- **New safety technologies:** enhanced active safety features capable of VRU detection under bad weather conditions, advanced intervention functions to avoid critical events, and communication framework for timely warning provisions to drivers and VRUs.
- **Safety assessment methodologies:** new occupant models and updated tools for overall impact assessment.

These aspects are breakthroughs and might stand alone as products and technologies. Together they maximise the potential impact on future safety in AD as a whole.

## 1.1 Dissemination Overview

Having acknowledged the importance of the project results, significant efforts in communication and dissemination have been planned. SAFE-UP's methodology includes dedicated work packages on training schemes (WP6) and dissemination (WP7) which will aim to engage with all types of traffic participants (e.g. drivers, riders, VRUs) to convey a clear message on the benefits entailed in the new active and passive safety technologies. The aim will be also to avoid any misunderstandings surrounding how this type of disruptive technologies work and ensure that their increased safety is very well perceived by the public.

The communication and dissemination plan will include a range of different activities which aim to spread a well-defined set of messages, founded in the results of the research performed in the project, to a variety of target audiences. To maximise dissemination, a variety of communication channels (project website, Twitter, LinkedIn, sector-specific online media, and conferences), with a measurable impact on the visibility and impact of the R&D results.

## 1.2 Dissemination Deliverables

We summarise below the deliverables committed for this WP7 related to dissemination & exploitation activities, all of them to be coordinated by BaxCo:

- 7.1 Dissemination strategy and plan
- 7.2 Project website and brand identity



- 7.3 Roadmap
- 7.4 Collection of dissemination activities
- 7.5 Position paper
- 7.6 Report on exploitation results and business cases supported



# SAFE-UP STRATEGIC COMMUNICATION FRAMEWORK



FIGURE 1. STRATEGIC COMMUNICATION FRAMEWORK



## 2. Dissemination: Objectives and Structure

SAFE-UP's aim is to engage with all types of traffic participants (e.g. drivers, riders, VRUs) to convey **a clear message on the benefits entailed in the new active and passive safety technologies**. The main objective is to maximise the impact of the project outcomes for increasing safety in future AD, especially for VRUs. The aim will be also to avoid any misunderstandings surrounding how this type of disruptive technologies work and ensure that their increased safety is very well perceived by the public.

Three different methods of communications are going to be followed: publications of results in international research articles with a high index of impact, presentation in congresses/conferences, and active presence in social media. Academic and research partners CEA, CERTH, CHALMERS, IKA, THI, TNO, TUD, TUE, and UNIFI will be responsible for communication of project results in the academic community.

IDIADA, AIMSUN, AUDI, BOSCH, TME, VIF, ZF and ALV will be responsible for communication of project advancements through their value chain partners.

BAX will coordinate all communication activities, identifying interesting opportunities for dissemination, and together with IDIADA represent the project at conferences, exhibitions, and other relevant events.

### *2.2 SAFE-UP Communication Group*

All of the consortium will provide relevant contact information of the communication officers for their respective organisations. This will lead to the creation of the **SAFE-UP Communication Group**. The Communication Group will be led by Sophie Rasbash from Bax & Company.

The group's purpose is to better guide the communication activities, materials and efforts whilst removing any internal barriers to effective communication. Their aim is:

- To enhance scope, impact, and visibility of SAFE-UP and its results.
- To facilitate communication/collaboration between communication departments of all of the project partners.
- To increase the reach of SAFE-UP's communication outputs and results by sharing them through communication channels of **all** project partners.
- To extract relevant news on a local level and share it with the project consortium.



### 2.3 Budgeted dissemination effort

The budget for WP7 will be used to support various communication efforts. In addition to the hours provided by BaxCo and the partners, external experts will also contribute to the project – in the first stages, this includes hiring a graphic designer for the logo and paying for the website server and domain [safe-up.eu].

Looking ahead, the budget could also cover design and potential publication of any policy papers and the road map, as well producing specific communication materials, as well as to promote events as well as the project itself.

<b>Work package</b>	7	<b>Start Date or Starting Event</b>															M01	
<b>Work package title</b>	<b>Dissemination and exploitation</b>																	
<b>Participant number</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
<b>Short name of participant</b>	IDI	AIM	AUDI	BOS	CEA	CER	CHA	IKA	THI	TME	TNO	TUD	TUE	UNI	VIF	ZF	BAX	ALV
<b>PMs</b>	2.5	0.5	0.5	0.5	0.5	1	1	1	1.5	0.5	1	1	1	1	0.5	0.5	18	0.5

FIGURE 2. WP7 BUDGET

### 3. Dissemination Rules

All partners will follow dissemination rules as described in the Grant Agreement, subsection 29.1 quoted below.

#### Obligation to disseminate results

*Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).*

*This does not change the obligation to protect results in Article 27, the confidentiality obligations in Article 36, the security obligations in Article 37 or the obligations to protect personal data in Article 39, all of which still apply. A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of — unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate.*

*Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.*

*If a beneficiary intends not to protect its results, it may — under certain conditions (see Article 26.4.1)— need to formally notify the Agency before dissemination takes place.*

#### Open access to scientific publications

*Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.*

*In particular, it must:*

*(a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications; Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.*



(b) ensure open access to the deposited publication — via the repository — at the latest:

(i) on publication, if an electronic version is available for free via the publisher,  
or

(ii) within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.

(c) ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

The bibliographic metadata must be in a standard format and must include all of the following:- the terms “European Union (EU)” and “Horizon 2020”;- the name of the action, acronym and grant number;- the publication date, and length of embargo period if applicable, and- a persistent identifier.

#### Information on EU funding — Obligation and right to use the EU emblem

Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

(a) display the EU emblem and

(b) include the following text: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 861570”.

When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Agency. This does not however give them the right to exclusive use.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

## 4. Activities

### 4.1 Target Audiences

SAFE-UP has identified the different following key audience groups that partners will target for project dissemination:

TABLE 1 TARGET AUDIENCES

TARGET AUDIENCE	Example organisations	Motivation of engagement	Key project outputs to promote	Main relevant COMs activities
<b>RESEARCH</b> RTOs, unis. and R&D departments (specify area/expertise)	ECTRI, ERTICO	- Cross-fertilisation of our R&D results; transferring SotA results to other initiatives (in principle all, except from BAX) - Educational (academic courses) for unis, RTOs	Technical developments  Training courses	Events Publications Website
<b>BUSINESS</b> For-profit Industry (no R&D departments): automotive manufacturing (OEMs, TIER1-2), SW companies, telecoms, infrastructure companies, insurance companies	ACEA, CLEPA, EUCAR	- Business exploitation (aim for everyone) >TIER1-2 target OEMs >OEMs >RTOs target TIER1-2 >Aimsun, IDIADA and BAX	Technical developments (need to concretise)	Events Publications
<b>INSTITUTIONS</b> Policy-makers & Standardisation bodies authorities	EuroNCAP, DG MOVE, Rotterdam	- Active involvement in development for better take-up - Implementation of recommendations concluded in the project	Policy paper	Website Newsletter Events
<b>USERS</b> Citizens, VRUs, drivers (also commercial); user associations	FEVR, POLIS, EPF, RACC, FEMA	- Raise awareness of trend/topic/ - Increase acceptance, usability and uptake of results	Training courses	Social media Website

Above are the main stakeholder categories, and the activities that the project will use to engage with each group. The website and social media will serve as a 'catch-all' mechanism to reach out to and inform nearly all types of stakeholders. Specific approaches (such as training courses) will complement this for certain types of stakeholders. The diversity of the planned approaches will ensure that the various groups are contacted in the right form to convey the project's messages that are relevant to them.

TABLE 2. TIMELINE

Stakeholder group	Y1			
	M1-6	M3-6	M6-12	Long-term



<b>Research communities</b>	Engagement through social media and website, direct outreach to individuals for WP6 Safety Network	Engagement through social media and website, direct outreach to individuals for WP6 Safety Network	Engage through events and direct contact through the Safety Network, share information through the newsletter	Engage through events and journals to use SAFE-UP findings in further research
<b>Business</b>	Engagement through social media and website, direct outreach to individuals for WP6 Safety Network	Engagement through social media and website, direct outreach to individuals for WP6 Safety Network	Engage through events and direct contact through the Safety Network, share information through the newsletter	Direct contact with businesses through events and social media to share relevant technical developments
<b>Institutions</b>	Engagement through social media and website, direct outreach to individuals for WP6 Safety Network	Engagement through social media and website, direct outreach to individuals for WP6 Safety Network	Engage through events and direct contact through the Safety Network	Engage through events to feed into the policy paper/roadmap
<b>Users</b>	Engagement through social media and website, direct outreach to individuals for WP6 Safety Network	Engagement through social media and website, direct outreach to individuals for WP6 Safety Network	Engage through social media and training courses - raising awareness of general road safety measures	Raising awareness of general road safety updates through social media and the website.

## 4.2 Communication activities

Below is an overview of the activities and metrics used to monitor and evaluate their effectiveness. In addition, quality KPIs will be identified – including important events and publications to target in particular.

**TABLE 3. COMMUNICATION CHANNELS AND KPIs**

Name	Target	Metrics	Quality Target
<b>SAFE-UP website</b>	All audiences	Volume of content available 3,000 unique visitors 50 content downloads 100 inbound links	N/A



<b>Newsletter</b>	All audiences	300 readers 300 opens/downloads per newsletter	Email addresses – official EU ones, businesses and organisations identified in the stakeholder engagement map
<b>LinkedIn</b>	Researchers, industry (suppliers, OEMs), educational	300 SAFE-UP page followers Increasing # of posts	Key demographic: Seniority – Senior, Manager, Director, Partner Industry – Public policy, Manufacturing, Transportation & Logistics, Located - Europe
<b>Twitter</b>	All audiences	400 followers Increasing # of interactions Use of hashtag	Key accounts, including: ETSC, ACEA, ARTRAC, Euro NCAP
<b>ResearchGate</b>	Researchers	50 followers 100 downloads	N/A
<b>Search Engines</b>	All audiences	Ranking on first page for relevant key phrases	N/A
<b>Events</b>	Researchers, industry (suppliers, OEMs), educational	SAFE-UP presented at 25 events 800 visitors to SAFE-UP exhibits	From list of identified events of interest
<b>Trade Press</b>	Readers of trade magazines. Standardisation bodies	50 articles with SAFE-UP mentions Size of exposed audience	From list of identified journals of interest

All partners are responsible for publishing papers promoting their work in SAFE-UP. Breaking down the project’s overall KPIs means that each partner will be expected to produce at **two to three** papers and present SAFE-UP at **two** external events. Close coordination with other WP leaders will be used to identify the topic and timing for each task/WP.

### 4.3 Identified publications of interest

A list of publications of interest preliminary identified by SAFE-UP partners.

TABLE 4. PUBLICATIONS OF INTEREST

Name (tentative publication year based on deliverable submission)	Type	Frequency	Target audience	Examples of SAFE-UP developments and involved partners interested
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Accident Analysis & Prevention (2021 – TNO & IKA 2022 – IKA & TNO, 2023 - CERTH)	Journal	Monthly	Researchers, Educational institutions	Evaluation of training activities, Training methodology [CERTH/UNIFI]; Future accident scenarios [WP2 partners, e.g. TNO]; Human behaviour in future traffic interactions (VRU behaviour models) [IKA]
European Journal of Training and Development Studies (EJTDS) (2021 – UNIFI, 2022 – CERTH)	Journal	Quarterly	Academics, Researchers	Training evaluation methodology, knowledge adaptation and awareness [CERTH/UNIFI]
Research EU – cordis (2021, 2023)	Magazine	Monthly	Policy- makers, end- users, educational institutions	Project updates (mid-term, final evaluation), dedicated interviews with partners [IDI/BAX]
ETRR-European Transport Research Review (2021 – CHA, 2022 – IKA)	Peer- reviewed journal	Monthly	Academics, researchers, policy- makers	VRU behaviour models [IKA], impact assessment methodology [CHA]
IEEE Transactions on Intelligent Transportation Systems (2021-22)	Journal	Monthly	Academics, researchers, educational institutions	Safety and risk metrics [WP2 partners, e.g. TNO]
Journal of Research on Technology in Education (2021 – UNIFI, 2022 – CERTH)	Journal	Quarterly	Academics, Researchers, educational institutions, end-users	Training methodology and evaluation, knowledge adaptation and awareness [CERTH/UNIFI]
Safety Science (2021 – CHA, 2022 – IDI)	Peer- reviewed journal	Monthly	Vehicle safety specialist at OEM and Tier1,	Future safety-critical traffic interactions [WP2 partners, e.g. CHA, IDI];
Traffic Injury Prevention (2021)	Peer- reviewed journal	Monthly	Researchers	Future accident scenarios and HBM development [WP2, CHALMERS]
Transportation Research Part C: Emerging Technologies (2022-23)	Journal	Monthly	Academics, researchers, educational institutions, vehicle safety specialists	Driver behaviour uncertainties [WP2 partners, e.g. AIM, IDI]
Intelligent Transport (2021, 2023)	Magazine	Quarterly	Policymakers, end-users,	CAVs roadmap, position paper [WP7, BAX]

			educational institutions, OEMs and TIER1s	
Transportation Research Part F: Traffic Psychology and Behaviour (Elsevier) (2021 – UNIFI, 2022 – CERTH, IKA)	Journal	Monthly	Academics, Researchers, Educational institutions	Evaluation of training activities, Training evaluation methodology, knowledge adaptation and awareness, [CERTH/UNIFI]; PTW rider model [UNIFI]; Human behaviour in future traffic interactions (VRU behaviour models) [IKA].

#### 4.4 Conferences and events

Consortium partners will represent the project at international, regional and local events (congresses, seminars, conferences, workshops, and fairs). Below are just some examples of conferences and events that SAFE-UP partners plan to attend:

TABLE 5. EVENTS OF INTEREST

Name (first expected date based on deliverable submission)	Type	Frequency	Target audience	Examples of SAFE-UP developments and involved partners interested
Digital Learning Annual Conference (2022-23)	Conference	Yearly	Academics, Researchers	Training methodology and evaluation, raising awareness methodologies, behavioural adaptation – [CERTH]
ESV - International Technical Conference on the Enhanced Safety of Vehicles (2021 – CHA, IKA) 2023 – IKA, BOS)	Conference	Biannual	Researchers, OEMs, Suppliers, Educational institutions	Use case selection [CHA]; VRU behaviour models [IKA], passive safety systems & assessment [ Bosch]
EUCAR Annual Conference (Brussels, 2022-23)	Conference	Yearly	OEMs, Researchers	Active and passive safety system technologies [AUDI, BOS, CERTH, IDI]
CLEPA Annual Conference (Brussels, 2022-23)	Conference	Yearly	Tier 1 suppliers, Researchers	Active and passive safety system technologies [AUDI, BOS, CERTH, IDI]
HFES International Meeting (2021, 2022)	Conference	Yearly	Researchers, Educational institutions. OEMs	Human behaviour in future traffic interactions (VRU behaviour models) [IKA]
International HUMANIST Conference “Human	Conference	Biannual	Researchers, HMI specialists	VRU warning, C-ITS communication, HMI, training [CERTH]



Factors in a changing transport era” (2022)				
ICTR– International Conference on Transportation Research (2021 - BAX, 2023 – CERTH, BAX)	Conference	Biannual	Academics, Researchers, Policymakers	Training methodology and evaluation, raising awareness methodologies, behavioural adaptation – [CERTH] CAVs roadmap, position paper [WP7, BAX]
International Research Council on the Biomechanics of Injury (IRCOBI) (2021 –IKA; 2022 – IKA, BOS)	Conference	Yearly	Researchers, Educational, OEMs, suppliers	VRU behaviour models [IKA], passive safety systems & assessment [Bosch]
IEEE Vehicular Networking Conference (2022)	Conference	Yearly	Researchers, Educational institutions, Tier 1 suppliers, OEMs,	Cooperative ITS for VRU detection and collision-free path planning [CEA, WP3]
IEEE Intelligent Vehicles Symposium (2021, IKA; 2022, IKA & CEA)	Conference	Yearly	Researchers, Educational institutions, Tier 1 suppliers, OEMs,	Cooperative ITS for VRU detection and collision-free path planning [CEA]; Human behaviour in future traffic interactions (VRU behaviour models) [IKA]
IRCOBI - International Research Council on Biomechanics of Injury (2021 - CHALMERS, 2023 - ViF)	Conference	Yearly	Researchers, OEMs, Suppliers	HBM development and integration results [CHALMERS, ViF]
ITS Europe (2022)	Forum	Yearly	Academics, Researchers, Educational institutions, policymakers	Traffic simulation results [WP2 participants, e.g. AIMSUN]
Road Safety & Simulation Conference (2022)	Conference	Biannual	Academics, Researchers, policymakers	Traffic simulation results [WP2 participants, e.g. AIMSUN]
Vehicle Electronics and connected services, Gothenburg, Sweden (2022-23)	Symposium	Yearly	All vehicle electronics researchers and suppliers, Esp. vehicle safety technologies and Tier 1 suppliers	Specific scope for vehicle safety technologies from WP3 and WP4 [AUDI, BOS, CERTH, IDI]

International Conference in Traffic and Transport Psychology (ICTTP) (2022-23)	Conference	Yearly	Academics, Researchers	Training evaluation, raising awareness methodologies, behavioural adaptation – [CERTH]
Transport Research Arena (2022)	Conference	Biannual	Policymakers, researchers, standardisation bodies, end-users	Training activities [CERTH, UNIFI]
Carhs – International Symposium Human Modeling and Simulation in Automotive Engineering (2022)	Conference	Biannual	Researchers, OEMs, Suppliers	HBM development and integration results [CHA; VIF]
Carhs SafetyWeek (2022-23)	Conference	Yearly	Vehicle safety specialist network, Tier 1 suppliers, OEMs, Researchers	Vehicle safety technologies from WP3 and WP4 [AUDI, BOS, CERTH, IDI]
ICSC International Cyclist Safety Conference (2022-23)	Conference	Yearly	Vehicle safety specialist network, Tier 1 suppliers, OEMs, Researchers	Vehicle safety technologies from WP3 and WP4 [AUDI, BOS, CERTH, IDI]

#### 4.5 Monitoring

All partners will be responsible for updating a shared folder on the document sharing platform, detailing their dissemination efforts – in particular, the publication links and relevant information for any external publications in external journals. Partners will also need to include ‘evidence’ of events, both externally and internally organised, such as participant lists and photos. This information is crucial to ensuring high-quality, accurate reporting.

Additionally, the website traffic will be regularly monitored using Google Analytics, as well as the social media accounts (in terms of followers and engagement), and the newsletter will be tracked in terms of its audience and engagement (opens and click-throughs). This statistical monitoring will be done by BaxCo



The communications group that will be set up and managed by BaxCo will meet regularly (once a month or every other month, before General Assemblies, as needed) to ensure partners are up to date on the latest coms developments and on track with their dissemination activities.

## 5. Channels

### 5.1 Project website

There will be a SAFE-UP website with the dual aim of providing technical insights for a more niche audience as well as highlight the project's overall ambition of making future mobility safer.

The website will act as a hub for all our online communication efforts, and as a repository for all public information on the project. We will add a subscription element to our website in order to build a community to keep regularly updated through newsletters.

There will be regular blog posts, sharing both news on the project and insights on the sector and topic by expert partners (format to be defined, could include also personal interviews with key people involved and external stakeholders).

### 5.2 Social media

In addition to the project website, SAFE-UP has an official Twitter account and a LinkedIn company page. The Twitter handle is [@SAFE\\_UP](#) and the LinkedIn company page is for [SAFE-UP H2020](#). Combined, the accounts already have 89 followers before the website has even launched.

Both channels were set up once the logo had been voted on in the SAFE-UP kick-off meeting, in order to share them directly with the partners and to capitalise on a panel discussion with experts on the 25<sup>th</sup> of June that was part of the kick-off meeting by live-tweeting it. The day's tweets quoting the panels and marking the project launched garnered over 5.5k impressions.

To ensure the project has a dynamic presence on social media, the Twitter account will be updated roughly once a week with project or partner updates, as well as relevant industry news. The LinkedIn account will be updated monthly – it will also be used as a platform to engage with other projects and share/discuss updates. A Slack channel has been created in the project Slack group for partners to share any relevant news items (#industry\_news) for partners to share any relevant updates or news items that could be shared on either social media account.

### 5.3 Newsletter

The newsletter will be sent out at least twice a year, containing both, major information about project status and developments achieved, as well as some of those key insights shared in the website by partners and experts.



## 6. Materials

### 6.1 Dissemination package

BAX, as WP7 leaders, in coordination with IDIADA and other WP7 partners, will create a dissemination package comprising the following key materials:

- A general press release
- Digital poster/leaflet
- Social media examples
- Stock photos

Digital documents will be available to all project partners. Additional material for events and presentations could include:

- Flyers
- Roll-up banners
- Folders

### 6.2 Outreach measures

#### Direct private conversations

We anticipate we will over the course of the project engage in direct conversations with a number of relevant public-sector bodies (within the EU and outside), industry bodies, insurers and other projects in related fields and other organisations.

#### Publications – scientific and professional

We believe that professional publications will have a far greater impact than scientific papers, and in our communications efforts, we will prioritise those publications directed at our target audiences. The effort required to create publications for these non-peer-reviewed publications is considerably lower than for scientific papers, and their audience reach is considerably higher.

#### Conferences and other events, including trade shows and exhibitions

Partners will present and promote the project at a variety of international, regional, and local events. There will be a dedicated collection of posters and roll-ups that will be available to partners.



## Conclusions

In this document we have described the key audiences that SAFE-UP is planning to reach and the channels it will use to build up its communications efforts.

Attending key industry events and publication in widely-read and respected journals are both crucial to the communication strategy. Showcasing SAFE-UP demos' technical progress and results, as well as the project's overall holistic approach to road safety will help ensure that the project results and recommendations are implemented as widely as possible. A list of key events and publications has been included as a starting point in this document but will be updated regularly as the project progresses to reflect changing priorities and the event landscape.

Through the multiple channels listed, SAFE-UP will endeavour to reach the right stakeholders to help shape the future of road safety while raising awareness of road safety developments with the general public.

