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D9.3
Communication / Dissemination plan

Safe tolerance zone calculation and interventions for driver-vehicle-environment interactions under challenging conditions

iDREAMS

Project identification

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[1] *i-DREAMS quality assurance process:*
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Due date – 1 month: end review
Due date – 5 days: ready for submission / co-ordinator submits

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Glossary and abbreviations

Word / Abbreviation	Description
BARRA	Barraqueiro Transportes, project partner
CA	Consortium Agreement
CARDIOID	CardioID Technologies, project partner
CDP	Communication / Dissemination Plan
DKM	Data & Knowledge Management committee
DSS	DriveSimSolutions, project partner
EAB	Expert Advisory Board
ETSC	European Transport Safety Council, project partner
EU	European Union
GA	Grant Agreement
GA*	General Assembly
GDPR	General Data Protection & Regulation
INEA	Innovation and Networks Executive Agency
IPR	Intellectual Property Rights
KfV	Kuratorium für Verkehrssicherheit, project partner
LOUGH	Loughborough University, project partner
NGO	Non-Governmental Organization
NTUA	National Technical University of Athens, project partner
OEM	OEM's
OSEVEN PC	OSeven Single Member Private Company, project partner
PO	Project Officer
POLIS	Promotion of Operational Links with Integrated Services, association internationale, project partner
SC	Steering Committee
SEO	Search Engine Optimization
TA	Target Audience
TUD	Technische Universiteit Delft, project partner
TUM	Technische Universität München, project partner
UAB	User Advisory Board
UHASSELT	Hasselt University, project co-ordinator
UM	Univerza v Mariboru, project partner
WP	Work Package

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Introduction

This deliverable presents the i-DREAMS Communication / Dissemination Plan (CDP). Before elaborating on our CDP we would like to bring the overall goal of i-DREAMS to the attention:

i-DREAMS aims to develop a system that can monitor driver state (e.g. attention/alertness), the driving context (e.g. speed limits, weather) and driver behaviour (e.g. lane positioning, headway) in order to assist drivers. Real time warnings and alerts will be given when safety falls below a critical threshold with the aim of keeping drivers within a 'safety tolerance zone'. The safety tolerance zone is a continuum that includes normal or safe driving, a 'danger phase' where this risk of a collision is increased and an 'avoidable accident phase' where action needs to be taken to avoid a collision. If the i-DREAMS system detects that the driver has entered the danger phase a warning will be given and if it detects the transition into the 'avoidable accident phase' an instruction to take action will be given. The driver will also be provided with information following their trip (post trip intervention) to advise about when they were safe and unsafe.

Our main communication/dissemination ambition is to make knowledge, generated throughout the course of the i-DREAMS project, available to stakeholders an researchers without delay and to promote the project and its results towards the public.

The CDP starts (chapter 1) with summarizing a set of rules for regarding the use of acknowledgements in all communication, dissemination and IPR activities as well as on all equipment, infrastructure and major results funded by the grant. These rules protect copyrights and prevent conflicts between partners. Since the consortium has a shared responsibility for dissemination and communication, it is important that each person involved in i-DREAMS (whether as researcher from various disciplines or as supporting staff member) is aware of these obligations as set out in the Grant Agreement (GA) and the Consortium Agreement (CA). Chapters 2 to 6 describe our approach, our Target Audiences (TA) and the TA goals, the tools and activities we use to disseminate/communicate and the questionnaire we use to monitor the impact and effect of our activities on a quarterly basis.

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1 Rules for disseminating publishable output / communicating about the project

The binding rules and procedures applicable for dissemination of results and knowledge generated within i-DREAMS are stipulated in the Consortium Agreement and in the Grant Agreement. Breaches against these obligations may result in the grant being reduced (Article 43 of the GA) or any of the other measures described in chapter 6 of the GA.

1.1 Applications for IPR Protection of Results (Article 27.3)

Include the following standard sentence in each application filed by or on behalf of a beneficiary:

The project leading to this application has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 814761.

1.2 Standards Incorporating Results (Article 28.2)

If results are incorporated in a standard, the beneficiary shall ask the standardisation body to include the following statement in (information related to) the standard:

Results incorporated in this standard received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 814761.

1.3 Dissemination (Article 29.4) and communication (Article 38.1.2) activities

The following must be included in all dissemination and communication activities:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 814761.

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1.4 Infrastructure, Equipment, Major Results (Article 38.1.2)

The following must be displayed on all infrastructure, equipment and major results funded by the grant:

This *[infrastructure][equipment][insert type of result]* is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 814761.

1.5 Disclaimer excluding Agency responsibility

All the communication or dissemination material that transmits project content must indicate:

This publication reflects only the author's view. The European Commission is not responsible for any use that may be made of the information it contains.

2 Process towards a communication / dissemination plan

In working out this plan, we took into account the different definitions for 'communication' and 'dissemination' in H2020. **Communication** is defined as "taking strategic and targeted measures for promoting the action itself and its results for a multitude of audiences, including media and public, and possibly engaging in a two-way exchange". **Dissemination** is defined as "the public disclosure of the results by and appropriate means including by scientific publications in any medium". Concretely this means that **communication** focuses on both the project and the results. It aims to reach multiple audiences beyond the project's own community (including the media and the public). The goal is to inform and reach out to society. **Dissemination** is focused on making results widely available and, therefore, aims to reach audiences that actually use the results such as the scientific community, industry and other commercial actors, professional organisations and policy makers. In other words, dissemination enables the use and uptake of results (European IPR Helpdesk, 2018).

Keeping those definitions in mind, we have identified **8 target audiences** in i-DREAMS, incorporating both audiences interested in using the project results as well as the wider audience. The target audiences are described is chapter 3.

For each target audience, we will **define goals via the knowledge-attitude-behaviour** approach, not to realize behavioural changes with the target audiences, but to be able to formulate as clearly as possible what we want to inform them about.

	Strategy
Knowledge *What does the target audience need to know about the process/realisations?*	• Provide information • Eliminate knowledge shortages • Refute incorrect knowledge
Attitude *What attitude do we want the target audience to have towards the process/realisations?*	• Reinforce positive feelings • Weaken (possible) negative feelings
Behaviour *What is do we expect from the target audience?*	• Remain informed about the process and progress throughout the project • Gain experience with the process/realisations where relevant

The results of this exercise are described in chapter 4.

To fulfil these goals, each group is **targeted via several media and activities with a specific planned frequency** (described in chapter 5). Impact and effect of this strategy is monitored throughout the project. When necessary, the strategy is adjusted (see chapter 6).

3 Target audiences

We distinguish 3 types of target audiences. **Primary audiences** are groups who are most affected by the action or for whom the action has the greatest impact. In other words, stakeholders who experience immediate effect of the process/realisations: the *i-DREAMS team* and the *scientific community*. **Secondary audiences** are those who are informed about the process, but they are not directly involved and don't experience an immediate effect. However, this can change in the future, for example when results become market-ready. They can then become primary groups: *public*, *policy makers*, *industry*, *European Commission*. **Intermediary audiences** are stakeholders with a mediating role and help to distribute information on the process and the results: *associations* and *media*.

3.1 i-DREAMS team (primary)

Firstly the i-DREAMS team consist of the **researchers and supporting staff of the 13 different consortium partners**: Universiteit Hasselt (UHasselt, BE – co-ordinator), National Technical University of Athens (NTUA, EL), Loughborough University (LOUGH, UK), European Transport Safety Council (ETSC, BE), Oseven Single Member Private Company (OSEVEN PC, EL), Technische Universitaet Muenchen (TUM, DE), Barraqueiro Transportes (BARRA, PT), Kuratorium Fuer Verkehrssicherheit (KFV, AT), DriveSimSolutions (DSS, BE), CardioID Technologies (CARDIOID, PT), Polis (POLIS, BE), Univerza V Mariboru (UM, SL) and Technische Universiteit Delft (TUD, NL).

Important to ensure a smooth project progress is a consortium of parties and people where everybody knows what is expected of them within the project. Knowing the rules and the deadlines, being aware of the responsibilities, remaining up-to-date about the projects' direction, achievements, planning and targets is imperative to ensure success.

3.2 Scientific community (primary)

Dissemination within the scientific community is a pre-requisite to successfully implement the project. Knowledge exchange is crucial for assessing the state-of-the-art, project planning, evaluation of project results and exploitation of results. i-DREAMS aims to create interest for relevant research work with the research community by sharing information about the project's methodological approach in defining and investigating the concept of 'safety tolerance zone' and by making datasets available on the basis of the project Data Management Plan, the Consortium Agreement on IPR and the FAIR data principles.

3.3 Public (secondary)

By defining the public as one of the target groups, we immediately distinguish the **general public** versus the **interested public**, but in both cases we refer to individual road users.

People are generally interested in their own road safety, but they are bombarded with news about crashes, injuries and fatalities. News reporting has almost reached its point of saturation when it comes to creating awareness about road safety behaviour. It is therefore imperative that communication about project's objectives and results is communicated in a

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way that the **general public** gets interested and becomes aware of the added personal value for them.

The **interested public** on the other hand, no longer needs to be convinced. The interested public comprises of everyone who is interested in the topics of driver safety and driver behaviour. In contrast to the general public, this group knows precisely what information it wants and actively seeks for it.

Our goal is to inform and convince **individual road users** (thus the interested ones as well as the general public) of the added value of the system we will develop and in a later stage to use the developed system to monitor and steer their own driving behaviour towards safe driving behaviour.

3.4 Policy makers (secondary)

When defining the policy makers as a target group, we refer to **local authorities, as well as regional, national authorities and EU Institutions**. Besides a regular knowledge exchange via the User Advisory Board (see section 5.21.2), several additional communication activities will aim to reach this target group. The partners ETSC and POLIS will act as the central multipliers to European, regional, national and local authorities through their networks. ETSC as the leading transport safety organization in Europe will act as the perfect interface between research and policy (EU and national level). POLIS, a network of European cities and regions, directly accesses cities and regional and local authorities, thanks to their strong links with stakeholders in EU and city administrations.

It is our goal to encourage authorities to use data systems at population level to plan mobility/safety interventions, set up road user incentives and optimise traffic and environmental conditions.

3.5 Industry (secondary)

'**Industry'** is the denominator we use for OEM's (Original Equipment manufacturers[2]), the vehicle industry, public transport companies (like De Lijn, NMBS…), private transport companies (e.g. truck, bus, taxi companies like Essers, De Zigeuner, Über), insurance companies (e.g. Ethias, AG Insurance…), road operators, railway agencies and fleet management companies[3].

By working according to the needs of these companies, we target the group of **professional road users**. The most important way to include this target group, is via participation in the User Advisory Board. The UAB will help steer the project towards a system that will be market-ready and usable in the summarized different industries. Besides involvement in the UAB, several additional communication activities will aim to inform this target group about the progress and the results.

[2] An OEM is a company that has a special relationship with computer and IT producers. OEMs are typically manufacturers who resell another company's product under their own name and branding.
[3] Fleet management companies provide businesses with services and products enabling them to organize and maintain their fleet more efficiently. The best example is vehicle tracking, with the functions of monitoring and sending real-time reports and alerts. Most of the services offered by fleet management companies cover the entire vehicle lifetime.

3.6 Commission (secondary)

Throughout the course of the project, INEA is an important communication stakeholder. Via the coordinating partner, Hasselt University, we will keep them informed at all times about project progress, possible implementation challenges, status of contract obligations and the administration of the EU's financial contribution.

3.7 Associations (intermediary)

By 'associations' we mean NGOs, user organisations (e.g. Responsible Young Drivers, TreinTramBus) and training centres on road safety/mobility (e.g. Vlaamse Stichting Verkeerskunde). They are very active in influencing road safety policy formulation and/or training. They generate important impulses for the progress in road safety and contribute to setting the agenda in the member states as well as on the European level.

The contacts that each individual project partner has with these stakeholder associations will be used to create partnerships to maximise the promotion and dissemination of the results and recommendations issued in the framework of the project.

3.8 Media (Intermediary)

Under the denominator 'media' we consider the national press of the countries involved in the project as well as European multipliers. It is an important target group, since much of the information provided about the goals, relevance, methods and results will pass a national medium to reach one or more of the other target groups described above. All project partners will identify relevant national press contacts. When necessary, press distribution lists will be updated and/or expanded during the project.

Relevant media are (daily) newspapers, national specialist publications but also political press at European level like 'New Europe' or 'EUobserver'.

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4 Target audience goals

Per target audience we have identified goals following the knowledge-attitude-behaviour approach. Based on the KNOWLEDGE that the target audience needs to have about the project and the project goals, we will provide them with information, steered by the questions in the grey column, to pursue a specific (positive) ATTITUDE towards our project and project goals and to finally obtain the desired BEHAVIOUR from them.

Target Audience (TA)	**TA Type**	**What does the TA (need to) know about the process / realisation? (KNOWLEDGE)**	**What is the TA's desired attitude towards the process / realisation? (ATTITUDE)**	**What is the TA's desired behaviour towards the process / realisation? (BEHAVIOUR)**
i-DREAMS team *(researchers and supporting staff of the 13 consortium partners)*	Primary	• What is my role in the project and what is the role of other consortium members? • What is expected from me and what are my deadlines? • Where can I find all the relevant material to carry out my work? • How can I contact other consortium members?	• The i-DREAMS team is motivated to execute the project in accordance with the H2020 rules described in the Grant Agreement (GA) and the different Annexes of the GA.	• The i-DREAMS team carries out the tasks and responsibilities attributed to them as described in the GA and the different Annexes of the GA.
Scientific community *(other researchers, scientific experts)*	Primary	• What is the current state-of-the-art on operator/vehicle/environment interactions and the role of human factors? • What progress can be made? • Where can we learn more about project methods and results?	• The scientific community wants to know more about our methodological approach and the datasets we make available. • The scientific community wants to contribute to our approach. • The scientific community wants to pick up where we have left	• The scientific community (e.g. individual researchers) follows us on social media and registers for our newsletter. • Selected scientific experts (with industry experience) participate in our Expert Advisory Board. • Researchers participate in our User Advisory Board.

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		• How can we use the project methods/results?	and want to book further progress with our material.	• The scientific community (e.g. other projects) forms partnerships with us. • The scientific community reads /consults our project output (reports, publications, datasets…) • The scientific community invites us to present our research methods and results. • The scientific community collaborates with us.
Public *(interested and general public)*	Secondary	• What is the research about? • How can the research results be relevant and useful in our everyday lives?	• The individual road user is interested in the system we are developing and wants to know more about it.	• Individual road users follow us on social media and register for our newsletter. • Individual road users want to use the system we develop because they are convinced of the added personal value.
Policy makers *(local, regional, national and EU level)*	Secondary	• How can the project results facilitate and improve policy decision making to help realise the ambitious road safety goals? • How can we use the results?	• Policy makers understand the added value of our work for policy decision making. • Policy makers want to contribute their input to make sure we can serve their needs better. • Policy makers want to use our project results.	• Policy makers (from different levels) follow us on social media and register for our newsletter. • Policy makers (from different levels) participate in our User Advisory Board. • Authorities use our data systems at population level to plan mobility/safety interventions, set up road user incentives, optimise enforcement and enhance

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				community building on safe travel.
Industry *(OEM's, vehicle industry, public transport, private transport, road operators, insurance, railway agency, fleet management…)*	Secondary	• Is the research focussing on the correct research questions/needs? • How can we use the results to improve products, processes, productivity, quality…?	• Industry understands the added value of our work for their business • Industry wants to contribute their input to make sure we can serve their needs better. • Industry wants to use our project results.	• Industry representatives follow us on social media and register for our newsletter. • Industry representatives participate in our User Advisory Board. • Industry uses our system to improve behaviour and safety of all travellers and all modes. • Industry takes up our recommendations on ICT infrastructure and tools for better travellers' connectivity and interaction with the system and devices.
Commission *(INEA)*	Secondary	• What progress is made? • Are all the goals met? • Are all the deliverables submitted in time and of sufficient quality? • Are all the milestones reached? • Is the budget being spent correctly?	• INEA is satisfied with our project progress, our approach, our management, our expenditure and the deliverables we submit.	• INEA approves our deliverables. • INEA approves our submitted costs. • INEA proceeds with payments according to the costs submitted and the stipulations in the GA.
Associations *(NGO's, user groups, training centres)*	Intermediary	• How can the project results impact road safety of different road users? • How and when will the project results be implemented?	• Stakeholder associations understand the added value of our work for road safety.	• Stakeholder associations follow us on social media and register for our newsletter. • Stakeholder associations actively share our social media

			• Stakeholder associations want to know more about the progress we make. • Stakeholder associations want to help promote our project communication.	posts or publish articles about i-DREAMS in their own media (e.g. websites, newsletters, journals, brochures). • Stakeholder associations provide us a forum to communicate about i-DREAMS during their own events.
Media *(national general press, national specialist press, political press)*	Intermediary	• What is the research about? • How can the research (results) be relevant and useful in people's everyday lives? • What is new, innovative, relevant … thus newsworthy … to dedicate an article, radio or tv item to it?	• Journalists feel that the project objectives and results are useful in people's everyday lives. • Journalists feel that our communication is newsworthy enough to dedicate an article, radio or tv item to it.	• Journalists follow us on social media and register for our newsletter. • Journalists dedicate articles, radio or tv items to i-DREAMS on a regular basis (e.g. when they receive status updates via press releases).

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5 Communication / Dissemination tools and activities

The target audiences, identified in chapter 3, will be addressed by a broad range of tools and activities. **The consortium has a shared responsibility for dissemination and communication and is committed to promoting the project's activities, progress and results on a regular basis.**

The selected tools and activities to communicate and disseminate i-DREAMS news and output are summarized below. They are chosen to reach the various target audiences, described in chapter 3, as effectively and efficiently as possible taking into account the target audience goals described in chapter 4. They vary from online to offline media, of scientific nature on the one hand to more easy-to-read material on the other hand. But also several types of events and meeting formats are included. **Annex 1 provides a matrix overview of the entire communication / dissemination plan**, showing the different target audiences, tools and activities, responsibilities and availability/frequency of occurrence.

5.1 Editorial team

Hasselt University, project co-ordinator and responsible for task 9.3 (continuous communication and dissemination) has established an editorial team of three people from the Transportation Research Institute. Two of those employees are masters in communication sciences and are responsible for all the communication and marketing activities of IMOB. The project co-ordinator joins the editorial team to make sure that a birds-eye perspective on all the project activities is available at all times. The editorial team meets on a weekly basis. The main tasks include:

- Encouraging the project partners to provide input on their activities;
- Processing and editing this input;
- Publishing the input via one or more communication tools.

The editorial team decides which information is relevant for which channel (e.g. website, newsletter, social media post, press release…) and will arrange for further actions and realizations.

The editorial team imposes on all the project partners a responsibility to inform the editorial team about all developments and available results and to help promote i-DREAMS news according to the tips and instructions provided by the editorial team.

5.2 Dropbox

Dropbox is a cloud service for saving files online. The user can synchronize files with different computers and mobile devices and share them with third parties at the same time. Within the i-DREAMS consortium we use Dropbox as the internal working platform that only consortium members can access if they are specifically invited thereto. It is used as an information exchange platform and as a repository for working documents, reports, presentations, contract templates and other information that is shared between partners. This way an instant availability of documents and information for all partners is ensured at all times. Invited consortium members have "can edit" access rights. This means that they can edit, delete, comment and add files to the Dropbox.

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Audiences targeted	i-DREAMS team
Availability / frequency	Available as of project kick-off (M1).
Who is responsible?	The editorial team sets up Drobox and the project partners are required to use it.

5.3 Mailing lists

To communicate as efficiently as possible within the consortium, we try to avoid mailing to people for whom the message is not relevant. To be able to do so, 14 mailing lists were set up. For work packages 1 to 9, separate mailing lists (idreams-wp*x*@uhasselt.be) were created to efficiently communicate about a work package to the researchers involved. Idreams-wpl@uhasselt.be can be used to email all the WP leaders and their back-ups. Furthermore, mailing lists were created per governing body: idreams-sc@uhasselt.be (for Steering Committee [SC]), idreams-ga@uhasselt.be (for General Assembly [GA*]), idreams-dkm@uhasselt.be (for Data and Knowledge Management committee [DKM]). And lastly, the mailing list idreams-all@uhasselt.be exists to use in cases when we need to communicate to everybody (researchers as well as supporting staff) involved in i-DREAMS, for example to prepare a mid-term review.

Audiences targeted	i-DREAMS team
Availability / frequency	Mailing lists available as of June 2019 (M2).
Who is responsible?	The editorial team sets up the mailing lists and the project partners are required to use it.

5.4 Slack

Slack is cloud-based groupware that is used as a communication tool. Collaboration in groups and teams is promoted through chat conversations. Shortly after the start of i-DREAMS, Slack was introduced as an alternative to the abovementioned mailing lists. The goal was to try out this tool and to see if it can help to avoid email overload and to make sure that the right message reaches the right person in the most effective way. For each of the abovementioned mailing lists, a Slack channel is created. This allows to 'chat' and share documents with all the members of the specific channel. Besides avoiding email overload, another important reason to introduce Slack is because recently Slack is one of the tools that has merged with Dropbox. This allows us to foresee an integrated platform that serves as a document repository on the one hand and as an efficient communication tool on the other.

Audiences targeted	i-DREAMS team
Availability / frequency	Slack available as of 23 July 2019 (M3).
Who is responsible?	The editorial team sets up Slack and the project partners are required to use it.

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5.5 Co-ordinator 'Mailchimp' mails

As co-ordinator of i-DREAMS, Hasselt University is in close contact with the Project Officer (PO) and has a first-hand insight in all administrative and logistical tasks and to do's. To efficiently inform consortium partners about these type of issues, we use Mailchimp for our mailings. Mailchimp is a marketing automation platform and an e-mail marketing service. It allows us to email in a specific, recognizable project lay-out, so the recipients immediately recognise project information and see new instructions coming in. By working with a specific visual identity in our mails, we can increase the response rate, but we can also monitor who has or has not read our message, to timely plan follow-actions if necessary. This is a helpful tool to assist in working towards deadlines. Furthermore, it allows us to plan communication in advance throughout the course of the project, which makes it easier to implement a systematic approach.

Audiences targeted	i-DREAMS team
Availability / frequency	Available as of start of grant agreement preparation phase (January 2019)
Who is responsible?	The editorial team sets up Mailchimp mails and manages the Mailchimp contacts according to GDPR.

5.6 Templates / corporate identity manual

As already stipulated in the first paragraph of chapter 5, the consortium has a shared responsibility regarding communication and dissemination activities. To make sure the correct visual identity is used in all our output by everyone involved in i-DREAMS, the following **templates** have been worked out and made available for the entire consortium:

- Template for deliverable reports
- Template for meeting minutes
- Template for periodic review report
- Template for PowerPoint presentations
- Templates for email signature banner
- Template for newsletters
- Template for stationary
- Template for registration lists for events (including GDPR note)
- Template for stickers (for i-DREAMS infrastructures, equipment and other types of results)
- Template for GDPR notification mini-banners (to display on the registration desk during events)

Each template contains the project logo, the EU emblem and the correct reference to the funding agency. The templates are depicted in Annex 2.

Audiences targeted	i-DREAMS team
Availability / frequency	Template for deliverable reports, meeting minutes, review report, powerpoint presentations, email signature available as of June 2019 (M2).

	Template for newsletters, letters, registration for events, stickers, GDPR notification available as of September 2019 (M5).
Who is responsible?	The editorial team sets up the templates and the project partners are required to use them and not use any other formats.

5.7 Website

The project website, www.idreamsproject.eu, was launched at the project's kick-off meeting on 22-23 May 2019 in Hasselt and will remain online up to five years after the project end date. The website is designed, hosted and maintained by Hasselt University and serves as the central medium containing up-to-date project information at all times.

The website provides general information about i-DREAMS, its aims and output, project updates and information about the consortium partners. Documents such as public deliverables, (open access) publications and newsletters are published online. An up-to-date calendar providing an overview of upcoming project events and activities, as well as links to related projects and networks can be found on the website. A news section called "Insights on i-DREAMS" is integrated in the site to inform visitors about relevant news and ongoing developments. These "insights" can be easily shared via Facebook, Twitter and LinkedIn.

In maintaining the website, special attention goes out to SEO (Search Engine Optimization). This means that the content of the website is optimized in function of the most frequently used keywords. To obtain a good insight into the most frequently used keywords, the number of (unique) visitors, when the website is visited the most and the way those visitors land on the website, Google Analytics is used. Several screenshots of the website are depicted in Annex 3.

Audiences targeted	i-DREAMS team, scientific community, general/interested public, policy makers, industry, Commission, associations, media
Availability / frequency	The website is available as of the project kick-off (M1). Hasselt University maintains and updates the website at least bi-weekly and strives for at least 800 unique visitors per year of which a third spends at least 2 minutes on site.
Who is responsible?	The editorial team sets up and manages the website.

5.8 Triptych flyer

The triptych flyer is a project leaflet outlining the scope, goals and team of i-DREAMS. It is designed in English, close to the project start and made available in printable PDF form to all the consortium partners and downloadable on the project website. The aim of the flyer is to give interested parties a quick insight in i-DREAMS. The flyer can be printed by each partner for their own use. It serves as promotional material to be used at external dissemination activities or to give away to any of the target audiences to get acquainted with i-DREAMS in order to enhance collaboration. The leaflet is depicted in Annex 4.

Audiences targeted	scientific community, policy makers, industry, associations
Availability / frequency	Available as printable/downloadable PDF as of September 2019 (M5).

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	We plan to distribute at least 500 copies of the triptych flyer throughout the course of the project.
Who is responsible?	The editorial team realizes the flyer, to be distributed by the project partners.

5.9 General PowerPoint presentations

To make sure that i-DREAMS is introduced in the same way by project partners to external stakeholders, the editorial team will prepare 2 general presentations about the project: one short version and one long version. These presentations are worked out in the correct PowerPoint i-DREAMS template. PDF versions of these presentations will be published on the project website. Both presentations are depicted in Annex 5.

Audiences targeted	i-DREAMS team, scientific community, policy makers, industry, associations
Availability / frequency	Available as PPT for the consortium partners as of September 2019 (M5). Published as downloadable PDF on the website as of September 2019 (M5)
Who is responsible?	The editorial team realizes the PowerPoint presentation, to be used by the project partners.

5.10 Brochure

The project brochure is a small booklet describing the main project results and application possibilities. The booklet will be designed in English and available in hard copy by the closing event. Furthermore, the booklet will be made available in printable PDF form to all the consortium members and downloadable on the project website. It will serve as promotional material to be used in exploitation activities.

Audiences targeted	scientific community, policy makers, industry, associations
Availability / frequency	Available as printable/downloadable PDF by the closing event. We also foresee 1 hard copy for each participant of the closing event.
Who is responsible?	The editorial team realizes the brochure, based on input of the project partners. To be distributed by the project partners focusing on further exploitation activities.

5.11 Video

i-DREAMS will post an explainer video about the project on the landing page of the website. An explainer video is a short animated video that focuses on explaining an idea, product or concept in a simple, engaging and compelling way, by using a clear and concise language and appealing and attractive visuals that quickly grab the viewer's attention. Explainer videos have become very popular. Some sites see conversion rates increase by as much as 144% after including an explainer video.

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The video will explain the main project goals and application possibilities and will be used to engage stakeholders. Views are boosted through promotional actions via social media, newsletters, press releases …

Audiences targeted	i-DREAMS team, scientific community, general/interested public, policy makers, industry, Commission, associations, media
Availability / frequency	The video will be ready in December 2019 (M6) and aims for at least 4000 views.
Who is responsible?	The editorial team works out the final storyline, integrating feedback of project partners. Realization will be done by the company Zologie.

5.12 Newsletters

Twice per year (six in total), a newsletter will be sent to a list of stakeholders that have registered for the newsletter. We chose to work this way (opt-in via online registration on the i-DREAMS website with the possibility to opt-out) to assure compliance with the General Data Protection Regulation (GDPR) that entered into force on 25 May 2018. All the project partners will encourage their own contacts to register for the newsletter.

Articles in newsletters cover achieved milestones, recent results, new developments, planned activities and events and published project output. Content setting will start three months before the publication of a newsletter. The content will be provided by the project partners via the WP leaders. The editorial team will edit the input to make sure that all the articles are written in a comprehensive language. Editing is carried out in close collaboration with the WP leaders, to make sure nothing gets lost in translation.

The first newsletter will be sent in January 2020 covering news and developments, carried out in the first half year of the project. To send out the newsletter, we will use Mailchimp. This tool helps us to monitor how well the newsletter is received by tracking information such as the number of opened mails, clicks, bounced emails and (un)subscriptions. Newsletters will also be published in PDF on the project website on a dedicated webpage. Each new issue will be promoted via our project's social media channels, to boost new registrations.

Audiences targeted	i-DREAMS team, scientific community, general/interested public, policy makers, industry, Commission, associations, media
Availability / frequency	The first issue will be sent in January 2020 (M7). Other issues will appear every 6 months leading up to 6 issues in total. The aim is to have about 100 stakeholders register for the newsletter, excluding the members of the i-DREAMS team.
Who is responsible?	The editorial team realizes the newsletters, based on input of the project partners. Distribution via email will be carried out by the editorial team to a list of registered people.

5.13 Popular articles

Opportunities for articles in popular magazines (often more locally oriented) like e.g. a university/organization magazine, stakeholder newsletter, annual report… are actively pursued by each consortium partner. They are a great way to inform their own contacts about project status, innovative methods, interesting results … When input is obtained from

the project leaders, the editorial team will work out popular articles in accessible English. These articles can be locally translated by other consortium partners in their own national language, to increase chances for being accepted in local, popular media.

Audiences targeted	scientific community, interested public, policy makers, industry, associations
Availability / frequency	The goal is to appear at least 3 times in popular and local media, about once a year
Who is responsible?	Realized by the editorial team in English, based on input of the project partners. To be translated in national languages by project partners.

5.14 Policy briefs

A policy brief may be considered as a synthesis of a result distilling key findings and tailoring them to policy makers' needs using accessible language. The goal is to provide a concise summary of a particular issue, the policy options to deal with it, and some recommendations on the best option. Our policy briefs are aimed at policy makers and others who are interested in formulating or influencing policy. Policy briefs will be published in PDF on the project website.

Audiences targeted	policy makers, Commission, associations
Availability / frequency	The goal is to create at least 3 policy briefs, one per year. The first one will appear in April 2020 (M12).
Who is responsible?	Realized by the editorial team, based on input of the project partners.

5.15 Social media

The power of social media is no longer under discussion and is a proven fact by now. They can help us share valuable project information with interested groups and people … and this way forming, as it were, an i-DREAMS community. By interacting with like-minded and interested contacts, we are able to create buzz about the project, form a community and thus facilitating exploitation activities. We have chosen to work with three social media to fulfil several target audience goals. For all three media, news posts of the website can be shared via personal Facebook, Twitter and LinkedIn accounts.

5.15.1 Facebook

Facebook focuses mainly on individuals adding their friends and family to their pages so that they can stay connected and interact easily. Not only does the i-DREAMS Facebook page offer an opportunity to easily group our consortium members' individual contacts, it is also a convenient medium to use when specific audiences are targeted. For example, for WP3 and WP9 a stakeholder survey has been worked out. Stakeholders are invited to complete this survey exploring the needs of various transport modes with regards to driver monitoring and interventions. By using Facebook Adds, we can specifically target relevant stakeholders and invite them to complete the survey.

i-DREAMS Facebook page: https://www.facebook.com/I-DREAMS-2822103587816183/

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Audiences targeted	interested public, associations
Availability / frequency	The goal is to have at least 500 followers by the end of the project. We plan to post at least once a week from the project account.
Who is responsible?	Supervised by the editorial team and supported by the project partners.

5.15.2 Twitter

Whereas Facebook networks people, Twitter networks ideas and topics. Twitter focuses on quick, real-time information allowing people to use hashtags to easily connect ideas and topics. This makes searching for a topic very simple. That is the most important reason to create an i-DREAMS Twitter account. It makes it easy to connect with people and organizations actively following up on topics like driving behaviour, safety interventions, human factors, data systems etc.

i-DREAMS Twitter account: @iDREAMS_project

Audiences targeted	i-DREAMS team, scientific community, interested public, policy makers, industry, Commission, associations
Availability / frequency	The goal is to have at least 500 followers by the end of the project. We plan to post at least once a week from the project account.
Who is responsible?	Supervised by the editorial team and supported by the project partners.

5.15.3 LinkedIn

LinkedIn Groups are hubs on LinkedIn that provide a place for professionals in the same field or with similar interests to share content, find answers, make contacts and establish themselves as experts. For that reason, we have created an i-DREAMS LinkedIn Group. To form a group of like-minded contacts, we count on the effort of the entire consortium to encourage their own contacts to follow the group. The editorial team of Hasselt University carries the main responsibility for delivering group content. However, partners have the right and obligation to join, share and contribute to group discussions and information updates.

i-DREAMS LinkedIn group: https://www.linkedin.com/groups/12248312/

Audiences targeted	i-DREAMS team, scientific community, interested public, policy makers, industry, Commission, associations
Availability / frequency	The goal is to have at least 150 followers by the end of the project. We plan to post at least monthly.
Who is responsible?	Supervised by the editorial team and supported by the project partners.

5.16 Press releases

To try to get broad attention for achieved results, reached milestones or relevant events, we will work out concept articles (press releases) for news media. Press releases will be emitted at least twice per year with a minimum of 6 in total throughout the project. The editorial team of Hasselt University will prepare drafts of press releases in English and hand them over to each consortium partner, who will translate them into their national language. Each partner has the right to tailor the press release to their own role in the project, in order to increase

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changes for media take-up. Press releases will be simultaneously launched to the national press networks of each participating country.

Audiences targeted	media
Availability / frequency	Twice per year with a minimum of 6 in total throughout the project.
Who is responsible?	Prepared by the editorial team in English and translated in local language and personalized by project partners. Distribution via press network of each partner.

5.17 Deliverables

Intermediate progress output is reported via 31 public deliverables that will be made available on the i-DREAMS website. Online publication however is under embargo when there are scientific publication opportunities and always depends on the permission from the Commission. Six deliverables will be made available for the consortium and the Commission only. The total set of 37 deliverables include the mid-term review report and the final review report.

Audiences targeted	scientific community, interested public, policy makers, industry, Commission, associations
Availability / frequency	Twice per year with a minimum of 6 in total throughout the project
Who is responsible?	Realized by the lead partner, responsible for each deliverable.

5.18 Journal papers

i-DREAMS partners will publish articles in scientific journals. Those articles will be written by researchers from partner institutions directly involved in experiments and studies. Publishing will comply with Open Access requirements in Horizon 2020. Open Access publications will also be published on the project website and in the Continuous Reporting Module of SyGMa.

Audiences targeted	i-DREAMS team, scientific community, Commission
Availability / frequency	At least 12 with Open Access standards during the project duration as of M12
Who is responsible?	Realized by the project partners.

5.19 Proceeding papers / presentations

The project partners will take part in different events, such as conferences or workshops. They will report on i-DREAMS research and introduce the project in general. The aim is to disseminate project results on national as well as international level. The process of identifying the most relevant conferences and other events is an ongoing process. A working list with known events which are considered as “must-go” can be found in Annex 6. Decisions on attendances will be taken during the monthly WP leader telco meetings and will

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be based on the scope of the event, the project budget, responsibilities and availability of researchers.

Publications in conference proceedings linked to the aforementioned events, written by consortium team members will also comply with Open Access requirements in Horizon 2020. Some of these publications can be presented via PowerPoint presentations and/or posters. Furthermore, it is possible that i-DREAMS team members give presentations during workshops, summer schools, showcase events … about the project. All these publications and presentations will be published on the project website and in the Continuous Reporting Module of SyGMa.

Audiences targeted	i-DREAMS team, scientific community, Commission
Availability / frequency	At least 30 with Open Access standards during the project duration as of M9
Who is responsible?	Realized by the project partners.

5.20 Roll-up banners

Two identical roll-up banners were made, to visualize the project for participants during i-DREAMS events. The banners show the project logo, title, team members and the obligatory reference to the EU funding. Both banners were used for the first time during the kick-off meeting. The roll-up banners are depicted in Annex 7.

Audiences targeted	i-DREAMS team, scientific community, policy makers, industry, Commission, associations, media
Availability / frequency	2 roll-up banners available as of the kick-off meeting (M1).
Who is responsible?	Realized by the editorial team.

5.21 Project meetings

5.21.1 i-DREAMS events

Five events will be organized by the i-DREAMS team of which three are gatherings of the project team, together with representatives of the EU and reviewers to discuss the project's approach, progress and results:

- The **project kick-off** was organized 22 and 23 May 2019 at the Holiday Inn Hotel in Hasselt (Belgium). The goal of the kick-off was to discuss all the aspects of the project to ensure a smooth start. It regards aspects such as: financial and administrative aspects, status and work plan of each work packages, management processes, contractual matters, etc. Each consortium partner was represented and participated actively in the discussions. The Project Officer (PO) could not participate, but input was provided to the consortium regarding the information the PO wanted to inform the consortium about. This input has been integrated in the presentations.

Audiences targeted	i-DREAMS team, Commission, media
Availability / frequency	Once, in May 2019 (M1)

Who is responsible?	Organized by Hasselt University

- The mid-term review meeting will be organized halfway throughout the project. De consortium will gather with the PO and reviewers for a mid-term evaluation of the project work and result. The conclusions of the mid-term review meeting will have a steering effect on the second half of the project.

Audiences targeted	i-DREAMS team, Commission,
Availability / frequency	Once, in October 2020 (M18)
Who is responsible?	Organized by Hasselt University

- During the final review meeting the i-DREAMS consortium gathers with their PO and reviewers for a final evaluation of the project work and results. The meeting will mark the end of the three-year project activities.

Audiences targeted	i-DREAMS team, Commission,
Availability / frequency	Once, after project end date
Who is responsible?	Organized by Hasselt University

Two events will be organized to reach wider target audiences to disseminate and discuss (intermediate) results with them:

- Before starting the simulator experiments and the field trials, a **technical workshop** is organised to present the developed prototypes of the data back office and analysis tools (MS4, M21), the active in-vehicle interventions and simulation scenario's (MS5, M20) and the post-trip interventions via smartphone app and web-platform (MS6, M20). This technical workshop serves as a forum to fine-tune possible critical points of attention by discussing them with relevant stakeholders.

Audiences targeted	i-DREAMS team, scientific committee, policy makers, industry, Commission, associations
Availability / frequency	Once, in 2021 when technology is ready to be presented to stakeholders, exact time to be defined later in coordination with technical partners
Who is responsible?	Organized by Hasselt University

- We plan to organize a **closing event** where we invite all the different stakeholders to present them our project results and recommendations in a user-friendly way.

Audiences targeted	Review: i-DREAMS team, Commission (+ reviewers) Event: i-DREAMS team, scientific committee, public, policy makers, industry, Commission, associations, media
Availability / frequency	Once, in April 2022 (M36)
Who is responsible?	Organized by Hasselt University

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5.21.2 User Advisory Board (UAB)

The impact of the project will be maximised through the User Advisory Board, which will be established right at the start of the project and will act as a counselling body throughout the project's lifetime. The UAB shall consist of core stakeholders comprising public authorities, companies, and key international organizations representing road users, associations, fleet operators, insurance companies. The role of the User Advisory Board is to support the consortium in ensuring the research continues to address the key issues as well as providing a major route to implementation of the results. At the moment of submitting this deliverable, the User Advisory Board has not been constituted yet.

Audiences targeted	i-DREAMS team, scientific community, policy makers, industry, associations
Availability / frequency	At least 2 meetings (M12, M30)
Who is responsible?	Organized by ETSC and POLIS

5.21.3 Expert Advisory Board

The Expert Advisory Board (EAB) consists of a group of experts in the field of road safety, human factors and automation. They will support the consortium in strategic choices throughout the project. Strategic orientations are discussed with them and they will be asked to reflect on the project progress. It is expected that from their academic and industry expertise, these experts will provide useful input in terms of knowledge, network, policy orientations etc. The EAB consists of the following members:

- Professor Judith Charlton (Director of MUARC)
  Monash University Accident Research Centre (Australia)
- Dr. Ward Vanlaar (Chief Operating Officer)
  Traffic Injury Research Foundation (Canada)
- Dr. Wael Khaleel Alhajyaseen (Assistant Professor)
  Qatar Transportation and Traffic Safety Center, Qatar
- Dr. Carol Flannagan (Research Associate Professor)
  University of Michigan Transportation Research Institute (USA)
- Professor Samuel G. Charlton
  School of Psychology, University of Waikato (New Zealand)

Audiences targeted	i-DREAMS team, scientific community, industry
Availability / frequency	At least 2 meetings (M8, M20)
Who is responsible?	Organized by ETSC

5.21.4 General Assembly

The General Assembly (GA*) is the ultimate decision-making body of the consortium and consists of one representative of each consortium partner. The GA* is chaired by the co-ordinator and decides on all matters regarding content and progress of the project, finances, intellectual property rights, evolution of the consortium and the appointment of Steering Committee members. The GA* gathers at least once a year or at any other time upon request. A more detailed description of the role and responsibilities of the GA* is described in the consortium agreement.

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Audiences targeted	i-DREAMS team
Availability / frequency	At least once a year (M8, M17, M26)
Who is responsible?	Organized by Hasselt University together with local host (= project partner, depending on venue)

5.21.5 Steering Committee

The Steering Committee (SC) is the main supervisory body for the execution of the project. The SC reports to and is accountable to the General Assembly. The SC is chaired by the co-ordinator and includes the work package leaders and a secretariat and is responsible for the proper execution and implementation of the decisions of the GA*. Furthermore the SC monitors the effective and efficient implementation of the project's research progress and all administrative, financial and logistical matters. The SC gathers at least quarterly or at any other time upon request. A more detailed description of the role and responsibilities of the CA is described in the consortium agreement

Audiences targeted	i-DREAMS team
Availability / frequency	At least 10 quarterly meetings (M5, M8, M11, M14, M20, M21, M26, M29, M32)
Who is responsible?	Organized by local host (= project partner, depending on venue) or via teleconferencing

5.21.6 Data and Knowledge Management Committee

The Data and Knowledge Management Committee (DKM) is the second supervisory body, with a particular focus on data flow management and protection. The DKM shall also report to and be accountable to the General Assembly. The DKM consists of the co-ordinator, the work package leasers, OSeven PC, CardioID and DSS. The DKM is chaired by the co-ordinator and is responsible for all technical, legal and ethical issues with respect to data management. The DKM gathers at least twice a year or at any other time upon request. For the moment already four meetings of the DKM have been planned. A more detailed description of the role and responsibilities of the DKM is described in the consortium agreement.

Audiences targeted	i-DREAMS team
Availability / frequency	At least twice a year, but already 4 meetings are planned (M5, M8, M18, M29)
Who is responsible?	Organized by local host (= project partner, depending on venue)

5.21.7 Work Package telco's

To ensure smooth progress in each work package, it is important that researchers involved gather on a regular basis. These work package discussions are organised via teleconferencing. Telco's are initiated by WP leaders. At every telco a date is agreed for the next one.

Audiences targeted	i-DREAMS team
Availability / frequency	At every telco a date is agreed for the next one.
Who is responsible?	Initiated by WP leaders

5.21.8 Work Package leader telco's

Not only alignment within a work package, but also alignment over the work packages is very important to ensure coherency amongst team members and tasks. By organizing a monthly telco between the work package leaders, we make sure that problems and challenges are identified without any delay, to be able to work towards solutions that ensure that deadlines for milestones and deliverables are not compromised. The WP leader telco's are included in the calendar depicted as Annex 8.

Audiences targeted	i-DREAMS team
Availability / frequency	Monthly telco in the second week of each month
Who is responsible?	Planned by each WP leader

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6 Survey to monitor impact / effect

The CDP will be a fixed item on the agenda of the quarterly steering committee meetings. Therefore, a quarterly evaluation of the progress with respect to the communication and dissemination plan will be made. To monitor the obtained impact / effect of our communication and dissemination actions/media, we will use the survey template below. Per action/medium summarized in the CDP matrix, the questions in this short survey template will be answered. General conclusions will be made, based on the completed survey templates per medium / actions. These conclusions will be described in a concise *impact/effect assessment report*.

Medium / Action:	
Description:	
Who was responsible for the execution?	
When has the execution been completed?	
Describe the obtained results of the execution.	e.g. Number of visitors on the website
Is there a deviation with respect to the CDP?	☐ Yes ☐ No
If yes, explain why?	
How does this deviation effect the CDP?	
Were there costs involved? If yes, detail further	
Other remarks:	

References

European IPR Helpdesk. (2018). *Making the most of Your H2020 Project. Boosting the impact of your project through effective communication, dissemination and exploitation.* Retrieved from: https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf

Annex 1: Matrix overview communication / dissemination plan

Medium / Actions	Target Audience: i-Dreams team	Scientific Community	Public: General	Public: Interested	Policy makers	Industry	Commission	Associations	Media	Who is responsible?	Planned availability / frequency	MAY 2019 M1	JUN 2019 M2	JUL 2019 M3	AUG 2019 M4	SEP 2019 M5	OCT 2019 M6	NOV 2019 M7	DEC 2019 M8	JAN 2020 M9	FEB 2020 M10	MAR 2020 M11	APR 2020 M12	MAY 2020 M13	JUN 2020 M14	JUL 2020 M15	AUG 2020 M16	SEP 2020 M17	OCT 2020 M18	NOV 2020 M19	DEC 2020 M20	JAN 2021 M21	FEB 2021 M22	MAR 2021 M23	APR 2021 M24	MAY 2021 M25	JUN 2021 M26	JUL 2021 M27	AUG 2021 M28	SEP 2021 M29	OCT 2021 M30	NOV 2021 M31	DEC 2021 M32	JAN 2022 M33	FEB 2022 M34	MAR 2022 M35	APR 2022 M36
Editorial team										Two members of IMOB-UHasselt and the project coordinator.	Weekly																																		
Dropbox	x									The editorial team sets up Dropbox and the project partners are required to use it.	Available as of project kick-off (M1)																																			
Mailing lists	x									The editorial team sets up the mailing lists and the project partners are required to use it.	Available as of June 2019 (M2)																																			
Slack	x									The editorial team sets up Slack and the project partners are required to use it.	Slack available as of 23 July 2019 (M3)																																			
Coordinator 'Mailchimp' mails	x									The editorial team sets up Mailchimp mails and manages the Mailchimp contacts.	Available as of grant agreement preparation phase (January 2019)																																			
Templates (deliverable reports, meeting minutes, review report, ppt presentations, email signature)	x									The editorial team sets up the templates and the project partners are required to use them and not use any other formats.	Available as of June 2019 (M2)																																			
Templates (newsletters, letters, registration for events, stickers, GDPR notification)	x									The editorial team sets up the templates and the project partners are required to use them and not use any other formats.	Available as of September 2019 (M5)																																			
Website	x	x	x	x	x	x	x	x	x	The editorial team sets up and manages the website.	Available as of project kick-off (M1) Updated bi-weekly, min. 800 visitors, 1/3 > 2min on site.																																		
Triptych flyer		x			x	x		x		The editorial team realizes the flyer, to be distributed by the project partners.	Available as printable/downloadable PDF as of September 2019 (M5)					1																														
General powerpoint presentations	x	x			x	x		x		The editorial team realizes the powerpoint presentation, to be used by the project partners.	Available as PPT for the consortium partners as of September 2019 (M5). Published as downloadable PDF on the website as of September 2019 (M5)					2																														
Brochure		x			x	x		x		The editorial team realizes the brochure, based on input of the project partners. To be distributed by the project partners focusing on further exploitation activities	Available a printable/downloadable PDF by final review/closing event (M36) 1 hard copy per participant of final review/closing event (M36)																																			1
Video	x	x	x	x	x	x	x	x	x	The editorial team works out the final storyline, integrating feedback of project partners. Realization will be done by the company Zologie.	Available as of December 2019 (M6) Min. 4000 views						1																														
Newsletters	x	x	x	x	x	x	x	x	x	The editorial team realizes the newsletters, based on input of the project partners. Distribution via email will be carried out by the editorial team to a list of registered people.	6 newsletters (M6, M12, M18, M24, M30, M36)						1						1						1					1						1						1
Popular articles		x		x	x	x		x		Realize by the editorial team in English, based on input of the project partners. To be translated in national language by project partners.	Once per year (M9, M21, M33)									1											1												1				
Policy briefs					x		x	x		Realized by the editorial team, based on input of the project partners.	1 per year (M12, M24, M36)												1											1												1
Facebook				x				x		Supervised by the editorial team and supported by the project partners.	At least 500 followers by the project end. We aim to post at least weekly from the project account																																			
Twitter	x	x		x	x	x	x	x		Supervised by the editorial team and supported by the project partners.	At least 500 followers by the project end. We aim to post at least weekly from the project account																																			
LinkedIn	x	x		x	x	x	x	x		Supervised by the editorial team and supported by the project partners.	At least 150 followers by the project end. We aim to post at least monthly.																																			
Press releases									x	Prepared by the editorial team in English and translated in local language and personalized by project partners. Distribution via press network of each partner.	twice per year (M1, M9, M16, M23, M29, M36)	1								1							1					1						1								1
Deliverables		x		x	x	x	x	x		Realized by the lead partner, responsible for each deliverable.	37 during project		1			5				1	3		1		1	2	1	1	4		4	1				1		1		1		1		4		4
Journal papers	x	x					x			Realized by the project partners.	At least 12 during the project duration as of M12																																			
Conference proceedings / Presentations	x	x					x			Realized by the project partners.	At least 30 during the project duration as of M9																																			
Roll-up banners	x	x			x	x	x	x	x	Realized by the editorial team.	2 roll-up banners available as of the kick-off meeting (M1).	2																																	
Kick-off	x						x		x	Organized by Hasselt University	Once, in May 2019 (M1)	1																																	
Mid-term review meeting	x						x			Organized by Hasselt University	Once, in October 2020 (M18)																	1																		
Final review meeting	x						x			Organized by Hasselt University	Once, after project end date																																			
Technical workshop	x	x			x	x	x	x		Organized by Hasselt University	Once, in February 2021 (M22)																				1														
Closing event	x	x	x	x	x	x	x	x	x	Organized by Hasselt University	Once, in April 2022 (M36)																																		1
UAB meetings	x	x			x	x		x		Organized by ETSC	At least 3 meetings (M12, M24, M30)												1											1							1				
EAB meetings	x	x				x				Organized by ETSC	At least 2 meetings (M8, M20)								1											1																

| | | |

Annex 2: Templates

Consecutively summarized below are the following templates:

2.1 Deliverable template
2.2 Meeting minutes template
2.3 Periodic review report template
2.4 Powerpoint template
2.5 Email signature banner
2.6 Newsletter template
2.7 Stationary template
2.8 Registration list template, including GDPR notice
2.9 Sticker templates
2.10 Mini banner templates for GDPR notices

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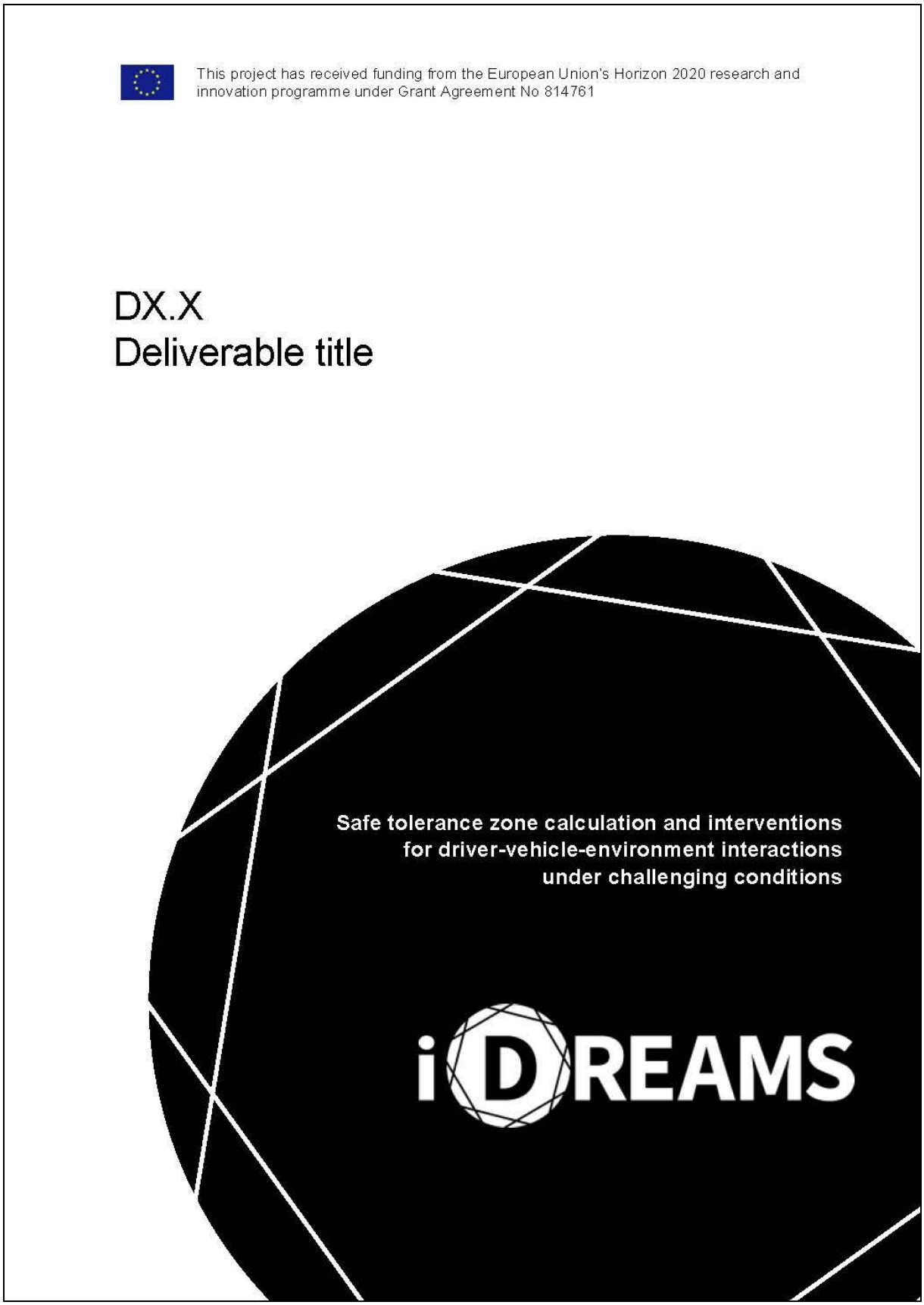
Annex 2.1 Deliverable template



Project identification

Grant Agreement No	814761
Acronym	i-DREAMS
Project Title	Safety tolerance zone calculation and interventions for driver-vehicle-environment interactions under challenging conditions
Start Date	01/05/2019
End-Date	30/04/2022
Project URL	www.idreamsproject.eu

Document summary

Deliverable No	
Deliverable Title	
Work Package	
Contractual due date	
Actual submission date	
Nature	
Dissemination level	
Lead Beneficiary	
Responsible Author	
Contributions from	

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Revision history (including peer review & quality control)

Version	Issue date	% Complete[1]	Changes	Contributor(s)
v1.0		0	Initial deliverable structure	Deliverable owner's name

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[1] *i-DREAMS quality assurance process:*
Due date – 3 months: ready for internal review
Due date – 2 months: start review
Due date – 1 month: end review
Due date – 5 days: ready for submission / coordinator submits

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2 Example Heading 1 7
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List of Tables

Table 1: Example caption for tables..... 7

Glossary and abbreviations

Word / Abbreviation	Description

1 Introduction

Goal of this section is to provide a brief outline of the objectives of the specific deliverable, how are those aligned and relevant with the overall project, and what was the approach followed in order to achieve them.

1.1 Deliverable overview and report structure

In this section a description of the deliverable's structure should be provided, outlining the respective chapters and their content. Do also include linkage to other project outputs (referencing to other specific deliverables), and summarize their respective contribution/value to this one.

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2 Example Heading 1

Example normal body text under Heading 1

2.1 Example Heading 2

Example normal body text under Heading 2

2.1.1 Example Heading 3

Example normal body text under Heading 3

Don't use more than 3 heading levels!!

- List example
- List example

Table 1: Example caption for tables

	Column 1	Column 2	Column 3	Column 4
Row one				
Row two				
Row three				

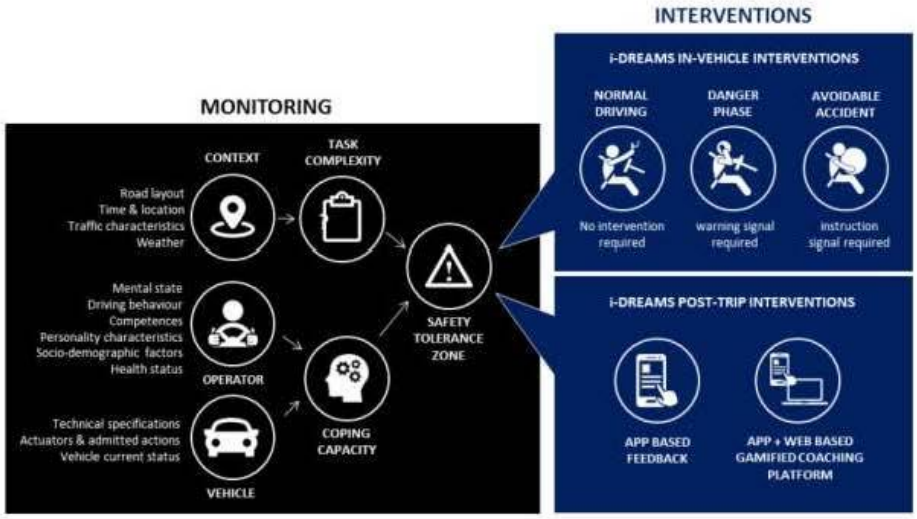

Figure 1: Example caption for figures

3 Conclusions

Purpose of this section is to summarize the outputs of the specific deliverable and how it has contributed to the overall project goals. Where applicable, do identify business impact, map business benefits with the project's innovative offerings and record user evidence.

Here, you may also pinpoint identified best practices, elaborate on potential future improvements, and specify the evolutionary roadmap forward.

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4 References

[1] Vorbach, J. E. (2001). The Vital Role of Non-Flag State Actors in the Pursuit of Safer Shipping, Ocean Development & International Law, 32(1), pp. 27-42

[2] Basements and crawl spaces. (2002, June 23). Retrieved from http://www.hud.gov/offices/hsg/sfh/ref/sfhp1-25.cfm

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Annex 1: Example Annex title

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Annex 2.2 Meeting minutes template

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 814761

Meeting Title

Meeting Minutes

[Date], [City]
[Venue], [Address]

Safe tolerance zone calculation and interventions for driver-vehicle-environment interactions under challenging conditions

iDREAMS

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Meeting identifier: [SC / DKM / GA / WP / UAB / EAB / iE / MR / FR][1]
Meeting taker: [Name], [Organization]
Distribution: [e.g. WP1 participants]

Participant list[2]

Date: [dd/mm/jjjj]		
Name	**Organization**	**Signature**

[1] Meeting identifiers: **SC**=Scientific Committee, **DKM**=Data & Knowledge Management Committee, **GA**=General Assembly, **WP**=Work Package meeting, **UAB**=User Adivisory Board, **EAB**= Expert Advisory Board, **iE**=iDREAMS event, **MR**= Mid-term review, **FR**= Final review

[2] Mandatory paper sign-off only in **physical meetings**. If the meeting lasts more than one day, please copy the participate table template for each day and foresee paper sign-off per day. In case of **teleconference meetings**, summarizing the participants is required, signatures are not required.

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Agenda

1. Item
   1.1. Subitem
   1.2. Subitem
2. Item
3. Item

Minutes

Meeting conclusions

Item no.[3]	Subject / Description	Type of result[4]	Responsible	Due date

[3] Align with agenda item numbers.
[4] **A**=Action, **D**=Decision, **I**=Issue

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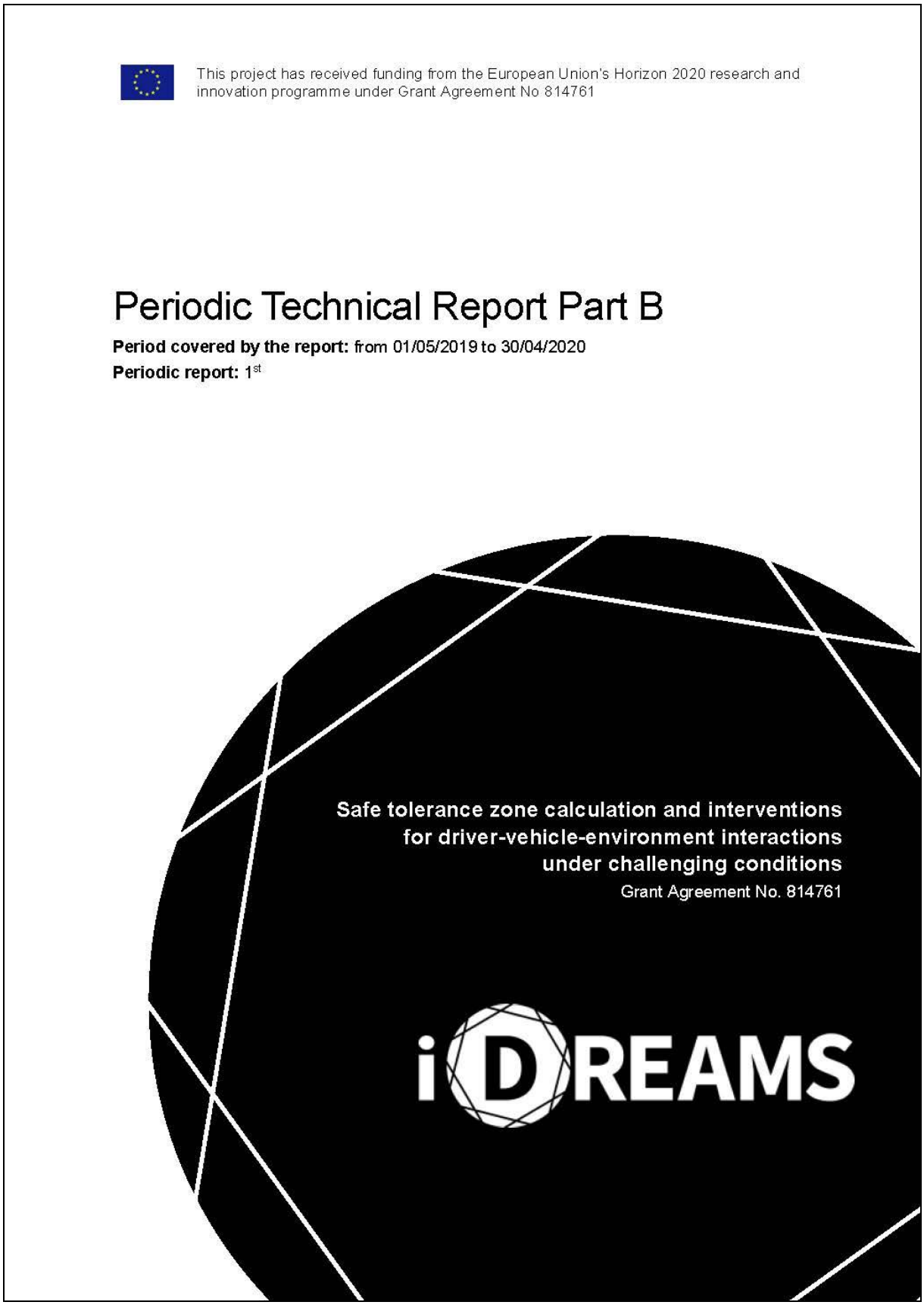
Annex 2.3 Periodic review report template



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3 Update of the data management plan (if applicable) **7**

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List of Tables

Glossary and abbreviations

Word / Abbreviation	Description

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1 Explanation of the work carried out by the beneficiaries and Overview of the progress

- Explain the work carried out during the reporting period in line with the Annex 1 to the Grant Agreement.
- Include an overview of the project results towards the objective of the action in line with the structure of the Annex 1 to the Grant Agreement including summary of deliverables and milestones, and a summary of exploitable results and an explanation about how they can/will be exploited.[1]

  (No page limit per work package but report shall be concise and readable. Any duplication should be avoided).

1.1 Objectives

List the specific objectives for the project as described in section 1.1 of the DoA and described the work carried out during the reporting period towards the achievement of each listed objective. Provide clear and measurable details.

1.2 Explanation of the work carried per WP

1.2.1 Work Package 1

Explain the work carried out in WP1 during the reporting period giving details of the work carried out by each beneficiary/linked third party involved.

1.2.2 Work Package 2

Explain the work carried out in WP2 during the reporting period giving details of the work carried out by each beneficiary/linked third party involved.

1.2.3 Work Package 3

Explain the work carried out in WP3 during the reporting period giving details of the work carried out by each beneficiary/linked third party involved.

1.2.4 Work Package 4

Explain the work carried out in WP4 during the reporting period giving details of the work carried out by each beneficiary/linked third party involved.

[1] Beneficiaries that have received Union funding, and that plan to exploit the results generated with such funding primarily in third countries not associated with Horizon 2020, should indicate how the Union funding will benefit Europe's overall competitiveness (reciprocity principle), as set out in the grant agreement

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1.2.5 Work Package 5

Explain the work carried out in WP5 during the reporting period giving details of the work carried out by each beneficiary/linked third party involved.

1.2.6 Work Package 6

Explain the work carried out in WP6 during the reporting period giving details of the work carried out by each beneficiary/linked third party involved.

1.2.7 Work Package 7

Explain the work carried out in WP7 during the reporting period giving details of the work carried out by each beneficiary/linked third party involved.

1.2.8 Work Package 8

Explain the work carried out in WP8 during the reporting period giving details of the work carried out by each beneficiary/linked third party involved.

1.2.9 Work Package 9

Explain the work carried out in WP9 during the reporting period giving details of the work carried out by each beneficiary/linked third party involved.

1.2.10 Work Package 10

Explain the work carried out in WP10 during the reporting period giving details of the work carried out by each beneficiary/linked third party involved.

1.3 Impact

Include in this section whether the information on section 2.1 of the DoA (how your project will contribute to the expected impacts) is still relevant or needs to be updated. Include further details in the latter case.

1.4 Access provisions to Research Infrastructures

If access to research infrastructures has been provided under the grant please include access provision activities.

Not applicable

2 Update of the plan for exploitation and dissemination of result (if applicable)

Include in this section whether the plan for exploitation and dissemination of results as described in the DoA needs to be updated and give details.

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3 Update of the data management plan (if applicable)

Include in this section whether the data management plan as described in the DoA needs to be updated and give details.

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4 Follow-up of recommendations and comments from previous review(s) (if applicable)

Include in this section the list of recommendations and comments from previous reviews and give information on how they have been followed up.

Not applicable.

5 Deviations from Annex 1 and Annex 2 (if applicable)

Explain the reasons for deviations from the DoA, the consequences and the proposed corrective actions.

5.1 Tasks

Include explanations for tasks not fully implemented, critical objectives not fully achieved and/or not being on schedule. Explain also the impact on other tasks on the available resources and the planning.

5.2 Use of resources

Include explanations on deviations of the use of resources between actual and planned use of resources in Annex 1, especially related to person-months per work package.

Include explanations on transfer of costs categories (if applicable).

Include explanations on adjustments to previous financial statements (if applicable).

5.2.1 Unforeseen subcontracting (if applicable)

Specify in this section:

a) the work (the tasks) performed by a subcontractor which may cover only a limited part of the project;
b) explanation of the circumstances which caused the need for a subcontract, taking into account the specific characteristics of the project;
c) the confirmation that the subcontractor has been selected ensuring the best value for money or, if appropriate, the lowest price and avoiding any conflict of interests.

5.2.2 Unforeseen use of in kind contribution from third party against payment or free of charges (if applicable)

Specify in this section:

a) the identity of the third party;
b) the resources made available by the third party respectively against payment or free of charges
c) explanation of the circumstances which caused the need for using these resources for carrying out the work.

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6 Periodic Financial Report

Individual financial statements (Annex 4 to the GA). More information in the Online Manual. The IT tool will show the applicable financial statement to your type of action

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7 Report on Explanations on the use of resources

A report on explanations on the use of resources per beneficiary. The report is generated automatically with the information inserted by the beneficiary at the time the financial statements are completed in the IT tool.

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Annex 2.4 Powerpoint template

Annex 2.5 E-mail signature banner

Annex 2.6 Newsletter template

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ARTICLE TITLE

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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AUTHOR NAME

ARTICLE TITLE

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AUTHOR NAME

iDREAMS

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Wetenschapspark 5 bus 6
3590 Diepenbeek
Belgium
On behalf of the i-DREAMS consortium

Contact

idreams-admin@uhasselt.be
www.idreamsproject.eu

Annex 2.7 Stationary template

www.idreamsproject.eu

TO
Name organization
Name contact person
Address and number
Postal code and city
County

Your message of	*Your reference*	*Our reference*
12 September 2019	XXYYZZ	XXYYZZ

12 September 2019

Subject: Subject description

Dear sir,
Dear madam,

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Yours respectfully,

Prof. dr. Tom Brijs
Project co-ordinator

UHasselt-IMOB, Wetenschapspark 5 bus 6, 3590 Diepenbeek, Belgium
Phone: +32 (0)11 26 91 55, Email: idreams-admin@uhasselt.be

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Annex 2.8 Registration list template

[Event name]
[Venue]
[Address]
[Date]

Declaration on photography/filming during this event

i-DREAMS wants to inform you that photographs and/or videos can be taken during this event for publicity or other purposes. This might include (but is not limited to) the use in our printed media, our website and social media, marketing brochures and press releases. You have the right to deny us permission to make and use these images at any time without giving a reason. In this case or in case of questions, please notify somebody from the i-DREAMS consortium, present at this event or contact us via idreams-admin@uhasselt.be.

More information on how we process data in accordance with the General Data Protection Regulation (GDPR), can be found in our privacy policy on www.idreamsproject.eu.

Participant list

Name	Organisation	I have read and understand the conditions and consent to my images being used as described.		Signature
		Yes	No	
		☐	☐	
		☐	☐	
		☐	☐	
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		☐	☐	
		☐	☐	

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Page **1** of **3**

[Event name]
[Venue]
[Address]
[Date]

Declaration on photography/filming during this event.

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Name	Organisation	I have read and understand the conditions and consent to my images being used as described.		Signature
		Yes	No	
		☐	☐	
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		☐	☐	

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 814761

Page **2** of **3**

[Event name]
[Venue]
[Address]
[Date]

Declaration on photography/filming during this event.

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		☐	☐	
		☐	☐	

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 814761

Page **3** of **3**

Annex 2.9 Sticker templates

More information on how to correctly provide acknowledgement of EU funding can be found at https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding_en.htm. Free sticker templates are offered in different formats for:

- Infrastructures under Horizon 2020
  https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/stickers/h2020-stickers-infra.html
  Simply enter the project number (814761) and choose the preferred format.

- Equipment under Horizon 2020
  https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/stickers/h2020-stickers-equip.html
  Simply enter the project number (814761) and choose the preferred format.

- Other types of results under Horizon 2020
  https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/stickers/h2020-stickers-result.html
  Simply enter the project number (814761) and a short description of the type of result and choose the preferred format.

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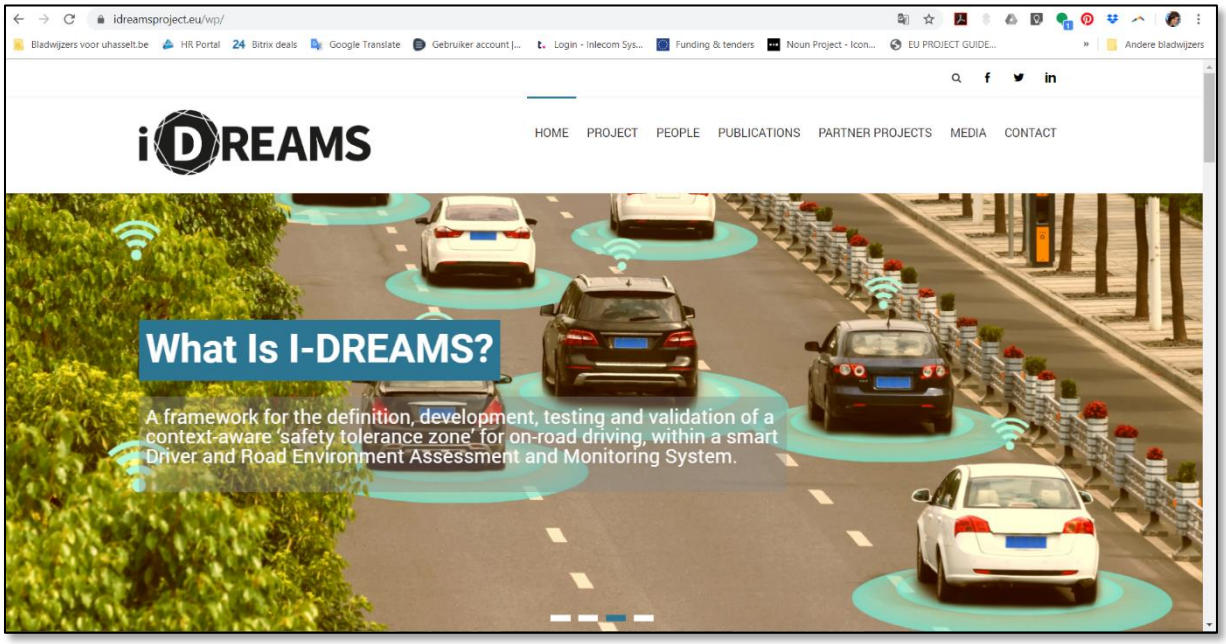
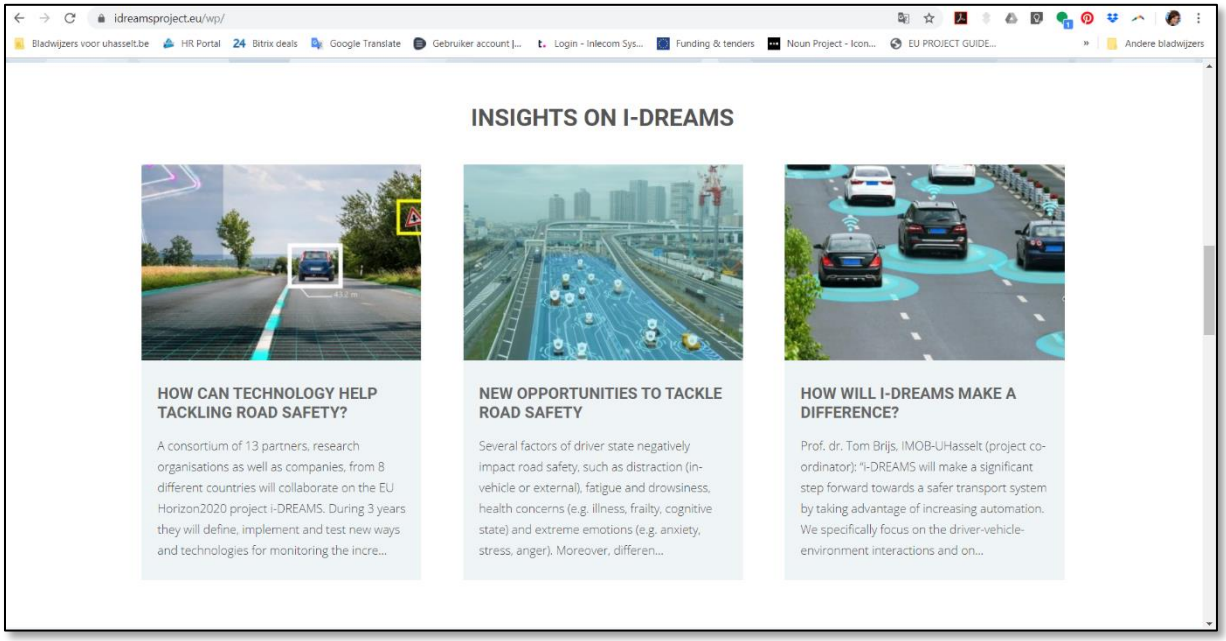
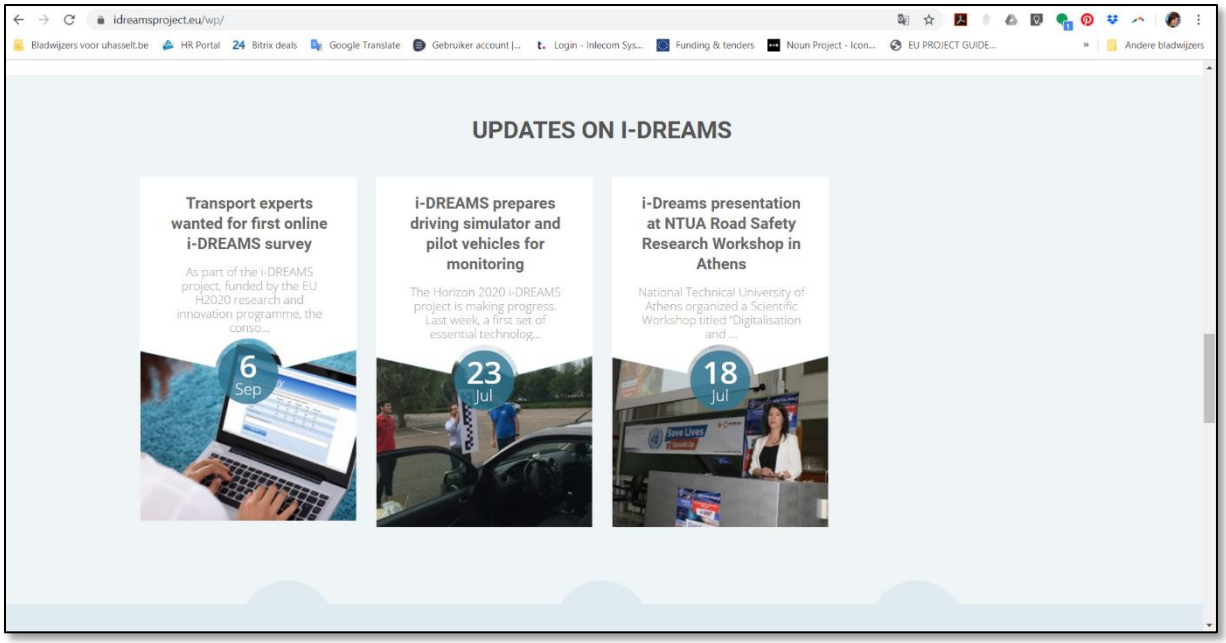
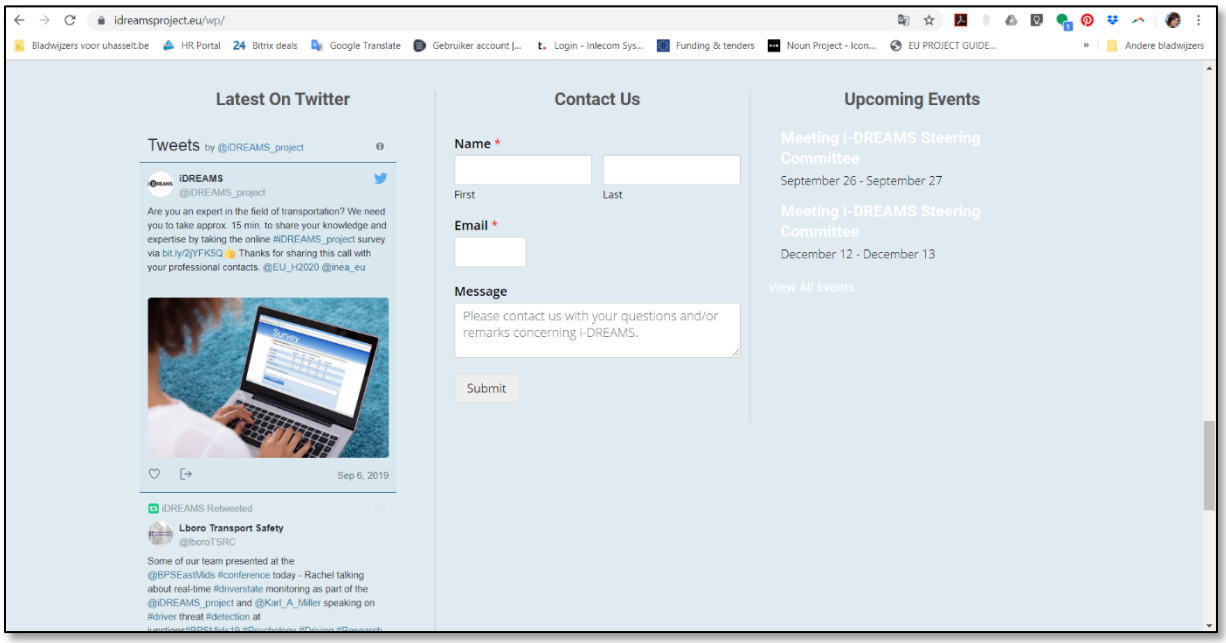
Annex 2.10 GDPR mini banner

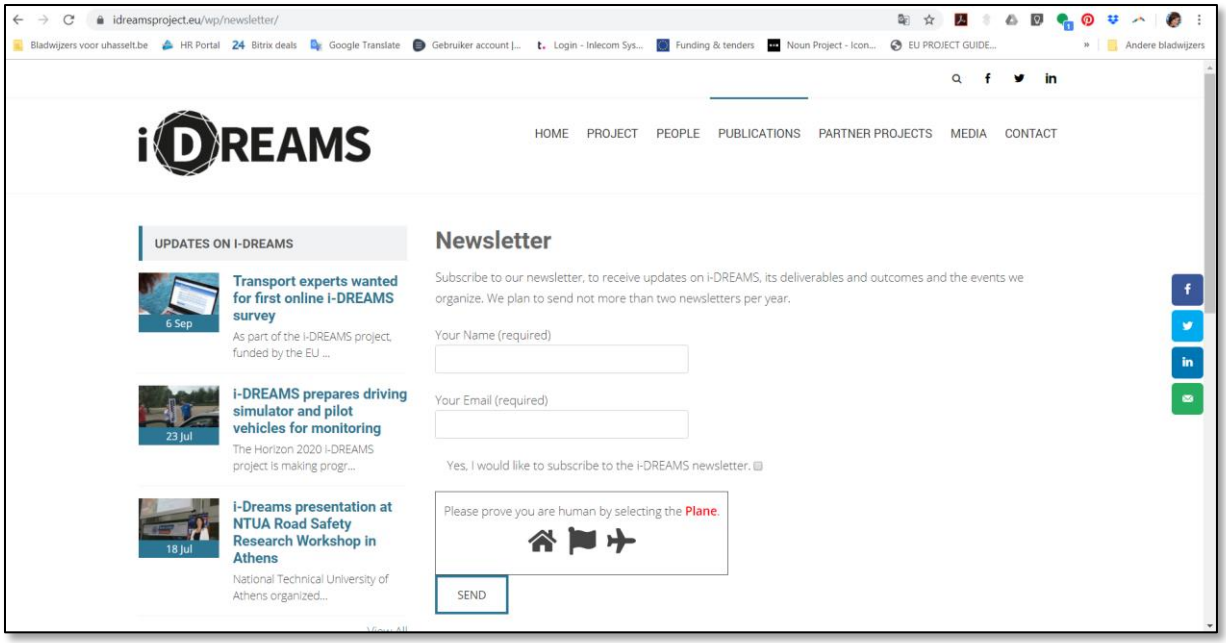
Annex 3: Screenshots of website






idreamsproject.eu/wp/
UPDATES ON I-DREAMS
Transport experts wanted for first online i-DREAMS survey
As part of the i-DREAMS project, funded by the EU H2020 research and innovation programme, the conso...
6 Sep
i-DREAMS prepares driving simulator and pilot vehicles for monitoring
The Horizon 2020 i-DREAMS project is making progress. Last week, a first set of essential technolog...
23 Jul
i-Dreams presentation at NTUA Road Safety Research Workshop in Athens
National Technical University of Athens organized a Scientific Workshop titled "Digitalisation and ...
18 Jul


idreamsproject.eu/wp/
Latest On Twitter
Tweets by @iDREAMS_project
iDREAMS
@iDREAMS_project
Are you an expert in the field of transportation? We need you to take approx. 15 min. to share your knowledge and expertise by taking the online #iDREAMS_project survey via bit.ly/2jYFK5Q Thanks for sharing this call with your professional contacts. @EU_H2020 @inea_eu
Survey
Sep 6, 2019
iDREAMS Retweeted
Lboro Transport Safety
@loboroTSRC
Some of our team presented at the @BPSEastMids #conference today - Rachel talking about real-time #driverstate monitoring as part of the @iDREAMS_project and @Karl_A_Miller speaking on #driver threat #detection at
Contact Us
Name *
First
Last
Email *
Message
Please contact us with your questions and/or remarks concerning i-DREAMS.
Submit
Upcoming Events
Meeting i-DREAMS Steering Committee
September 26 - September 27
Meeting i-DREAMS Steering Committee
December 12 - December 13
View All Events


idreamsproject.eu/wp/newsletter/
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CONTACT
UPDATES ON I-DREAMS
Transport experts wanted for first online i-DREAMS survey
6 Sep
As part of the i-DREAMS project, funded by the EU ...
i-DREAMS prepares driving simulator and pilot vehicles for monitoring
23 Jul
The Horizon 2020 i-DREAMS project is making progr...
i-Dreams presentation at NTUA Road Safety Research Workshop in Athens
18 Jul
National Technical University of Athens organized...
Newsletter
Subscribe to our newsletter, to receive updates on i-DREAMS, its deliverables and outcomes and the events we organize. We plan to send not more than two newsletters per year.
Your Name (required)
Your Email (required)
Yes, I would like to subscribe to the i-DREAMS newsletter.
Please prove you are human by selecting the Plane.
SEND

Annex 4: Triptych flyer

FINAL OUTPUT

i-DREAMS aims to realize the following outputs:

- The methodology and tools for monitoring operator capacity and task complexity to determine safety tolerance zones while travelling;
- An integrated set of monitoring and communication tools for intervention and support, including: in-vehicle assistance as well as feedback and notification tools, a gamified platform for self-determined goal setting with inclusion of incentive schemes, training and community building tools…;
- A user-license Human Factors database with anonymized data from the simulator and field experiments;
- Exploitation plans for commercial use of the i-DREAMS platform;
- Policy recommendations for authorities on how to implement the i-DREAMS platform to improve safety.

TEAM

The i-DREAMS team is composed trans-disciplinary and consists of 7 engineering universities and research centres (a), further completed with 4 companies and ICT groups (b). They all have strong connections with the transport industry. Two other partners with close links to transport safety stakeholders (c) complete the team.

(a) Hasselt University, National Technical University of Athens, Loughborough University, Technische Universität München, Kuratorium für Verkehrssicherheit, Univerza v Mariboru, Technische Universiteit Delft

(b) OSeven Single Member Private Company, Barraqueiro Transportes, DriveSimSolutions, CardioID Technologies

(c) European Transport Safety Council, Polis

MORE INFORMATION

Please visit our website or follow us on social media. You can also sign up for our newsletter or contact us directly.

Hasselt University
Transportation Research Institute (IMOB)
Project co-ordinator

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idreams-admin@uhasselt.be

www.idreamsproject.eu
@iDREAMS_project
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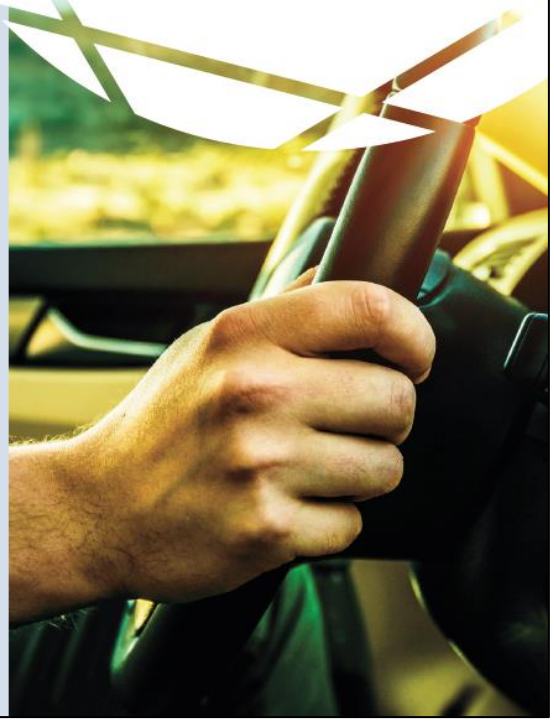
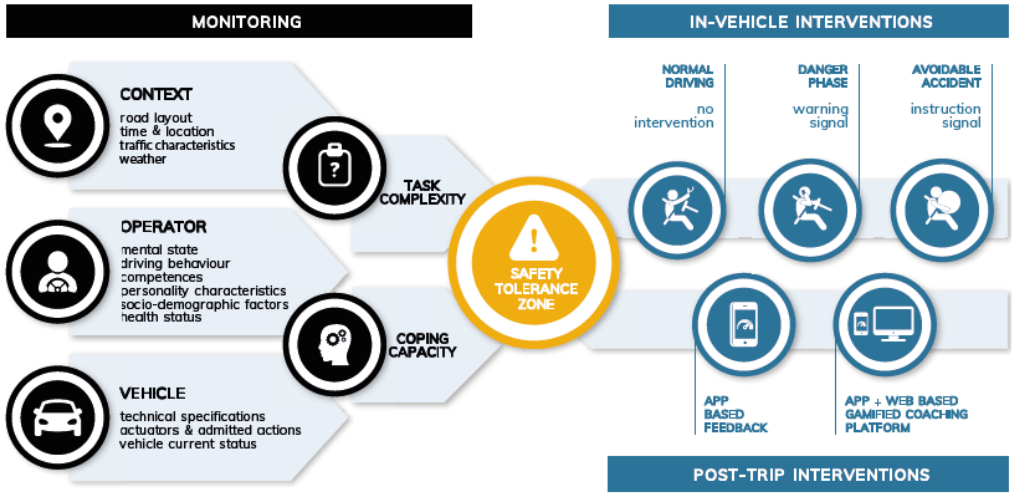
The content in this leaflet reflects the author's views. The European Commission is not liable for any use that may be made of the information contained therein.

The project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 814761.

i-DREAMS
www.idreamsproject.eu

Safety tolerance zone calculation and interventions for driver-vehicle-environment interactions under challenging conditions





5-COUNTRY 4-STAGE STUDY

Our empirical approach is organised in four stages, combining a series of simulator-based experiments (in lab) with an experimental field trial in a test bed of 600 participants spread over four different modes (i.e. car, bus, truck and rail) in five countries (i.e. Belgium, Germany, Greece, Portugal and the UK).

A trans-disciplinary scientific approach is adopted, involving transportation engineers, traffic psychologists and ICT engineers, together with the necessary contribution from industry and technology groups, as well as related stakeholders.

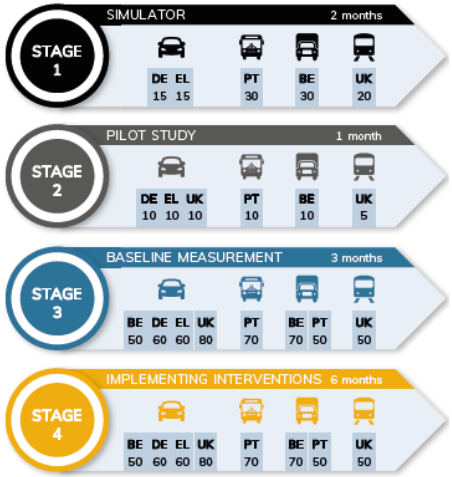
SAFETY TOLERANCE ZONE

In the era of digitization, the rapid steps in transport automation bring new challenging conditions, transforming the framework of operator/vehicle/environment interactions, and the need for increased understanding of the human factors affecting the behaviour of operators.

The i-DREAMS project, funded by H2020, is developing a system that can monitor driver state (e.g. attention / alertness), the driving context (e.g. speed limits, weather) and driver behaviour (e.g. lane positioning, headway) in order to assist drivers. Real-time warnings and alerts will be given when safety falls below a critical threshold with the aim of keeping drivers within a 'safety tolerance zone'.

The safety tolerance zone is a continuum that includes normal or safe driving, a 'danger phase' where this risk of a collision is increased and an 'avoidable accident phase' where action needs to be taken to avoid a collision. The i-DREAMS system that we develop detects when the driver enters the danger phase and issues a warning. When transitioning into the 'avoidable accident phase' an instruction to take action will be given. This is an in-vehicle intervention.

The driver will also be provided with information following the trip (post-trip intervention) to advise about when driving was safe and unsafe.



Number of vehicles per country to be tested
Total duration: 12 months

Annex 5: Short and long project presentation

Title slide

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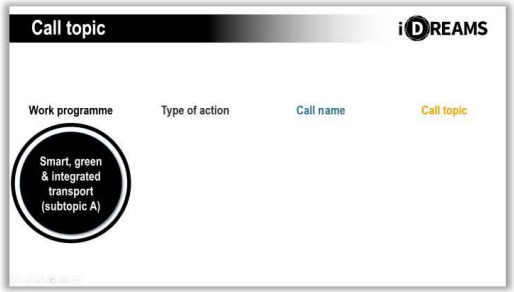
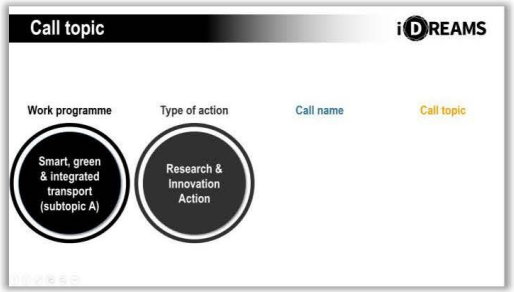
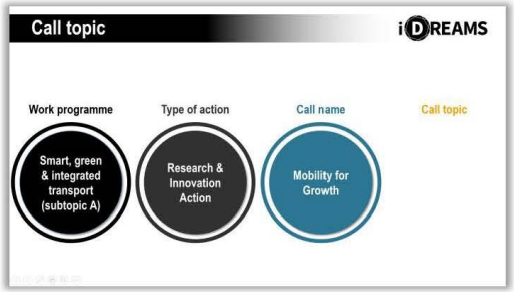
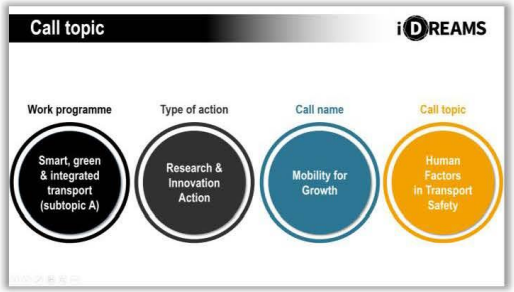
Call topic

Each section serves as a trigger to open and close the corresponding explanations.









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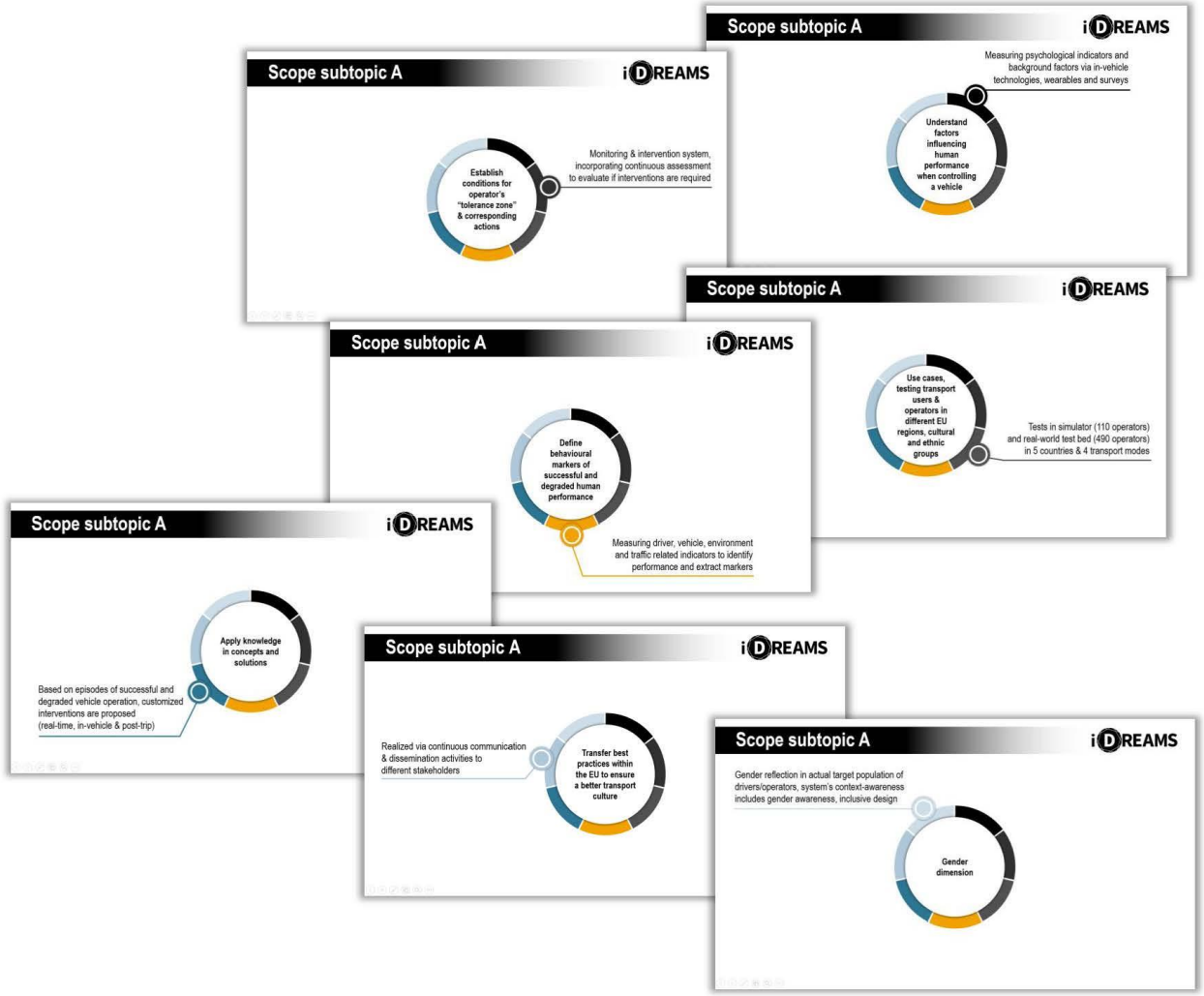
Scope subtopic A

The coloured buttons serve as triggers to open and close the corresponding explanations. For each button this implies:

- H2020 scope of subtopic 1, depicted in the circle
- The i-DREAMS answer, depicted outside of the circle



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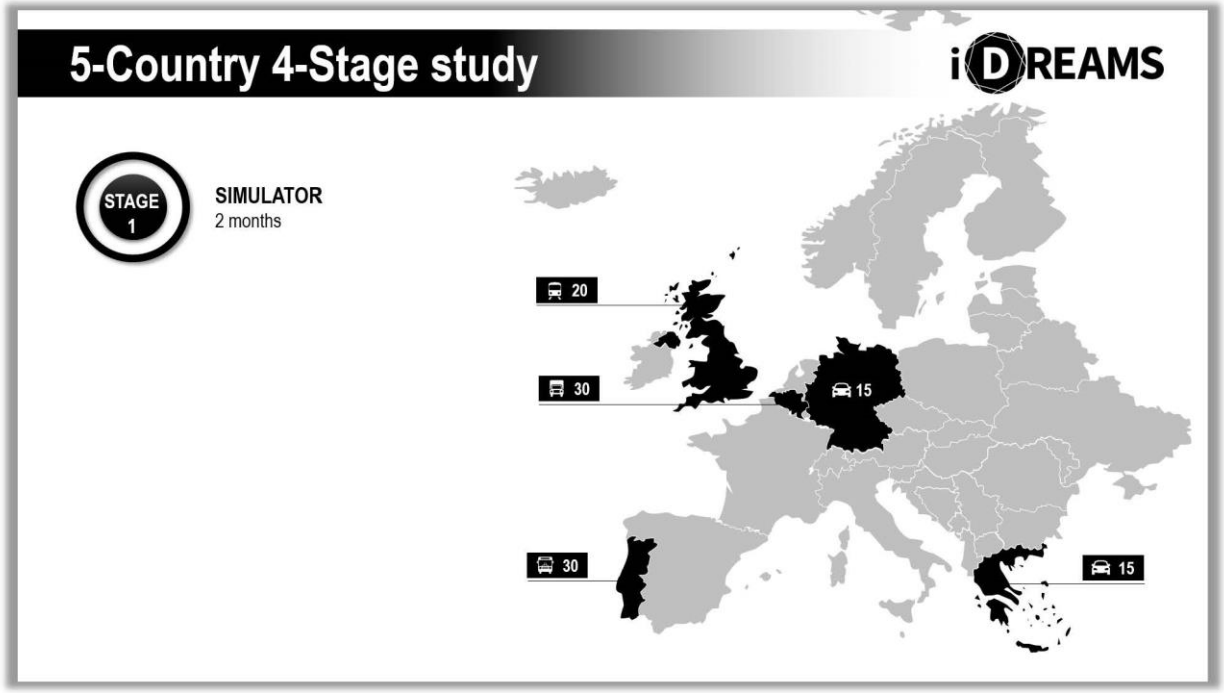
Safety Tolerance Zone

The goal of this figure is to elaborate on the overall goal of the project. You can zoom in and zoom out by clicking the different sections of the figure.

5-Country 4-Stage study

This slide can be used to elaborate on the content of Stage 1.
Each time ENTER is clicked, the data of 1 specific mode will be visualized.



5-Country 4-Stage study

This slide can be used to elaborate on the content of Stage 2.
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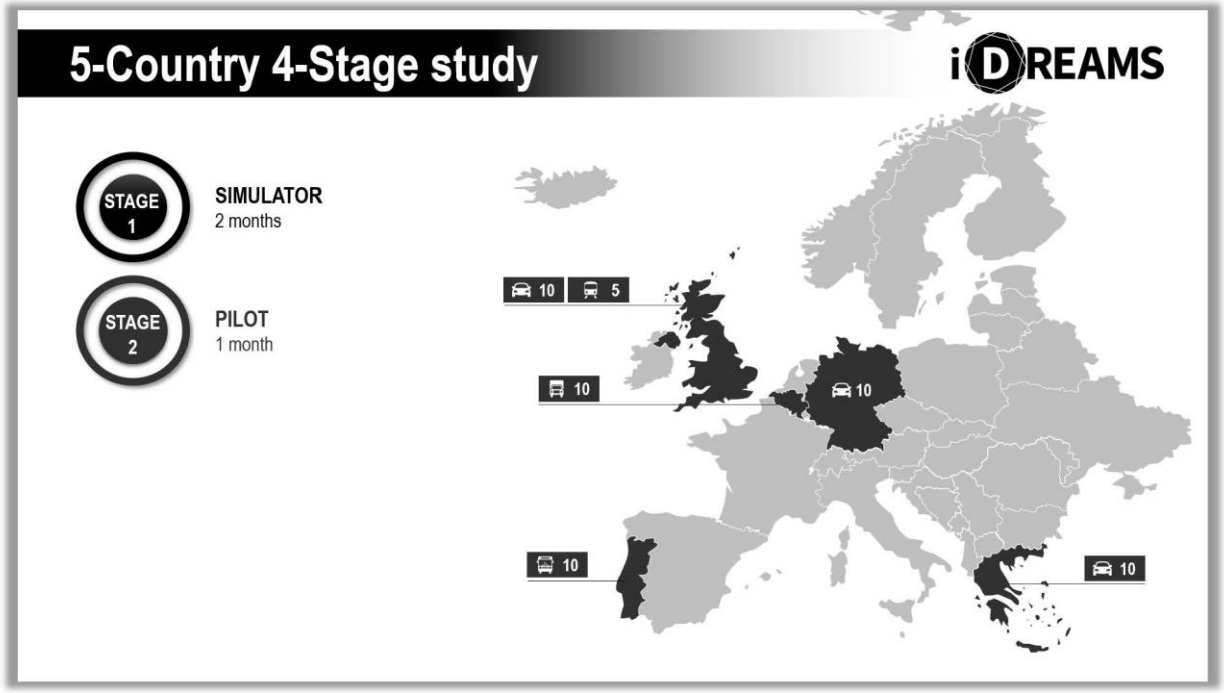

5-Country 4-Stage study

This slide can be used to elaborate on the content of Stage 3.
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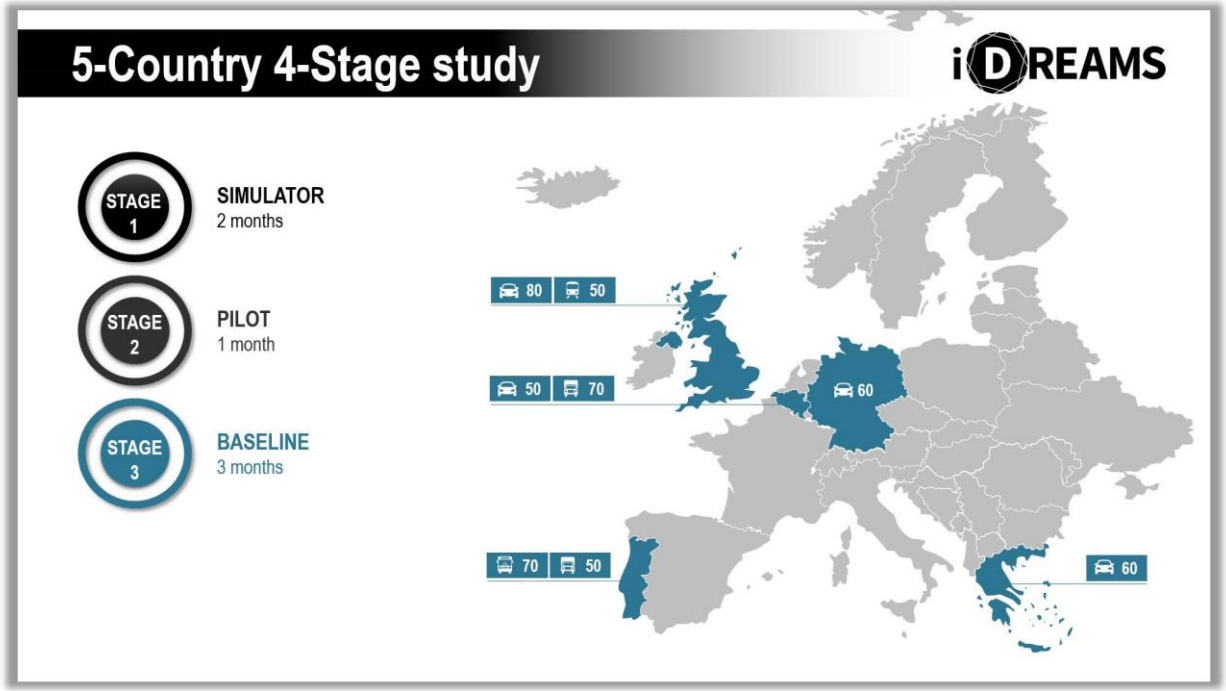
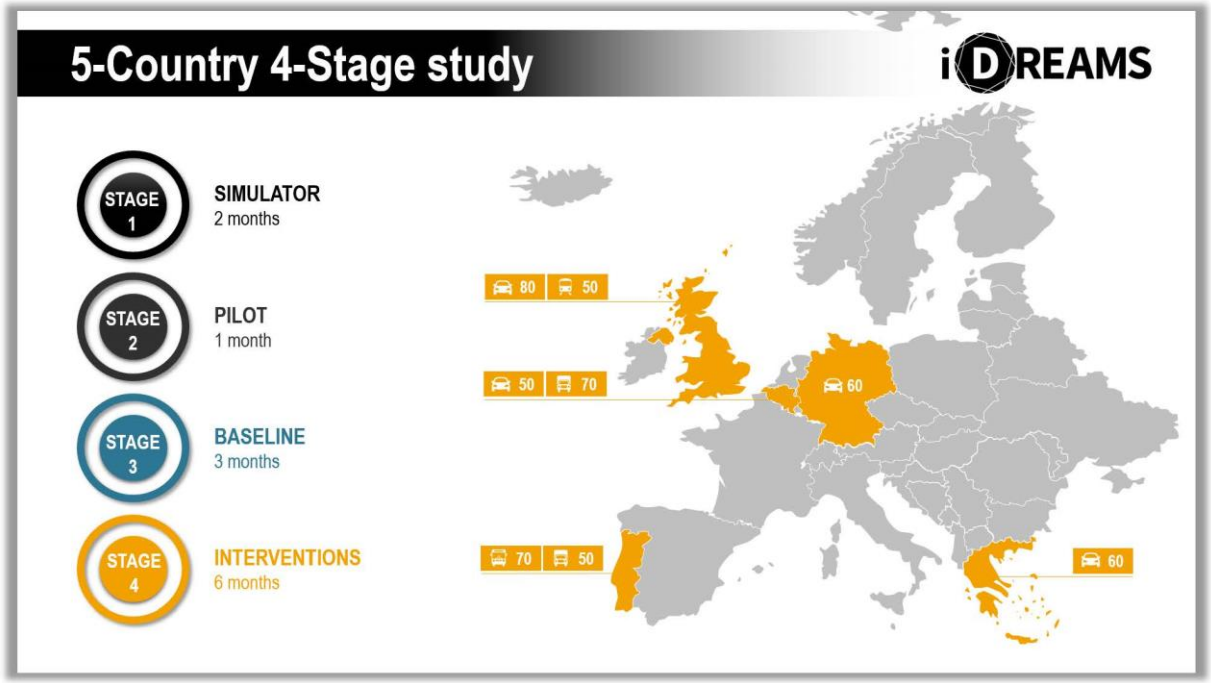


5-Country 4-Stage study

This slide can be used to elaborate on the content of Stage 4.
Each time ENTER is clicked, the data of 1 specific mode will be visualized.



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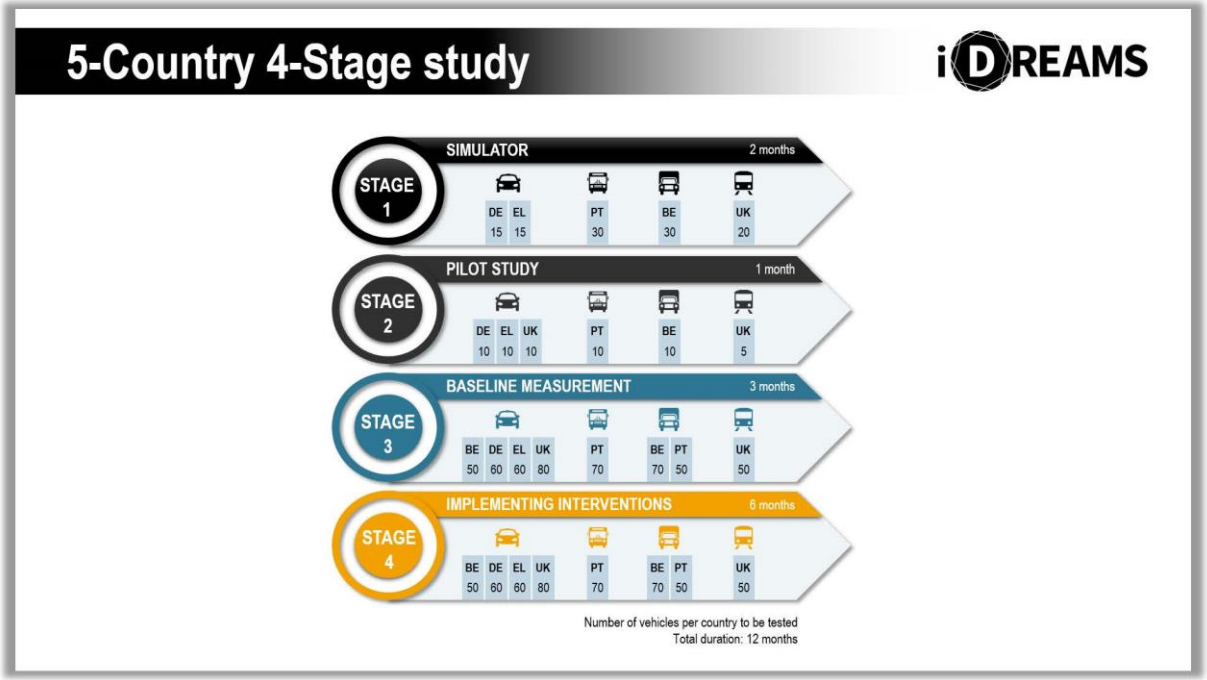
5-Country 4-Stage study

This slide visualizes the overview of the content of the previous 4 slides.



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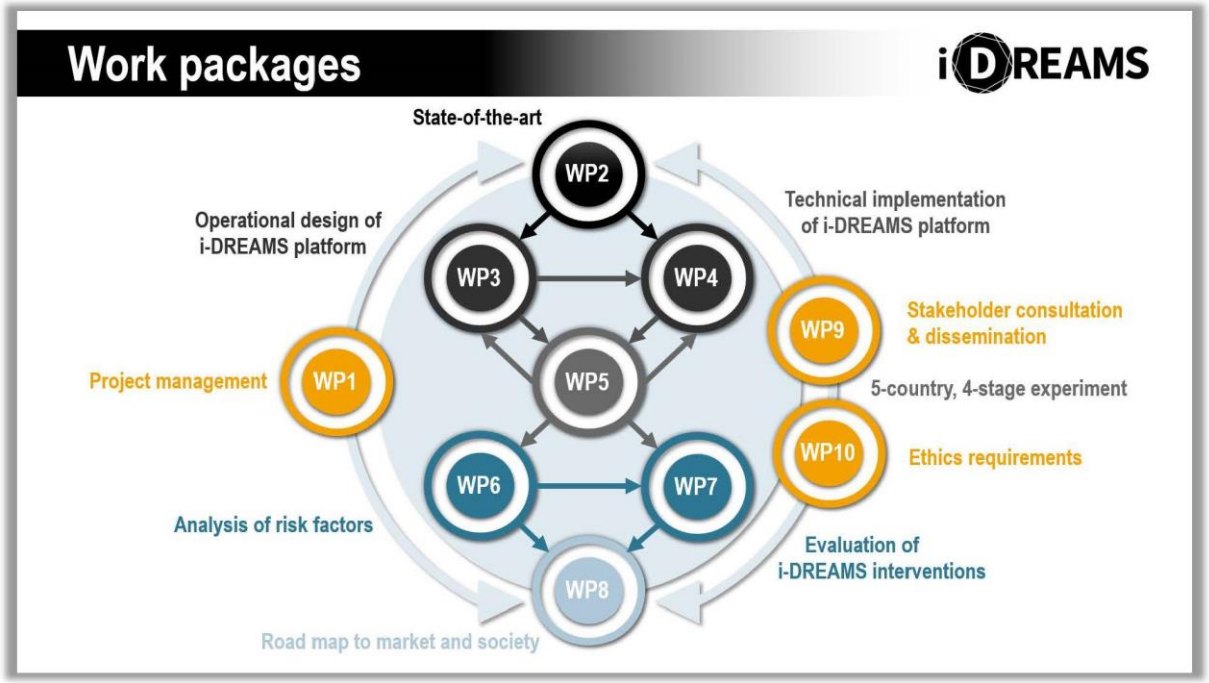
Work packages (only in long general PPT)

This slide visualizes the WP structure.
By clicking the circular buttons, info per WP can be opened and closed one by one.
By clicking the i-DREAMS logo, info per WP's can be opened and closed all at the same time.



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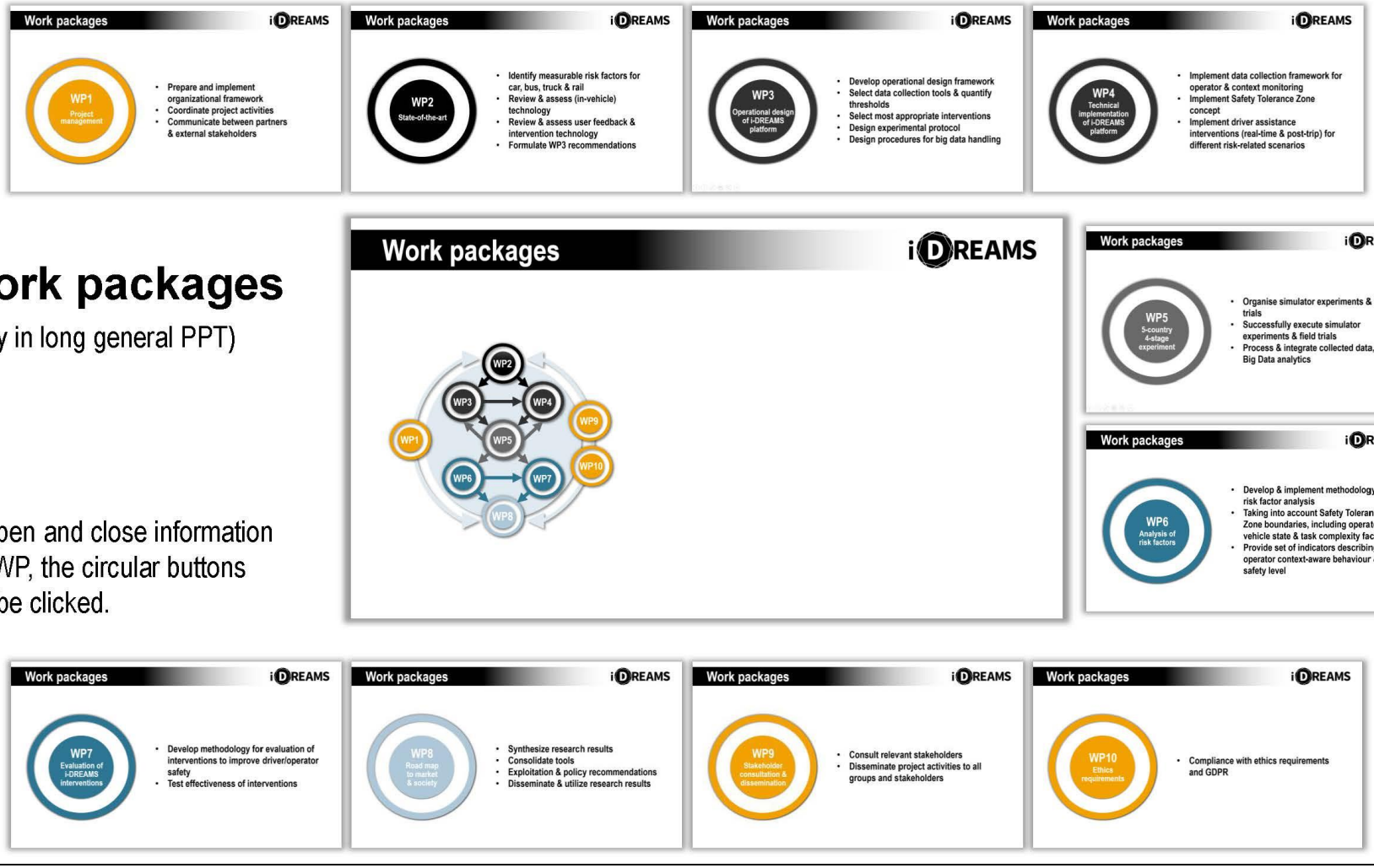

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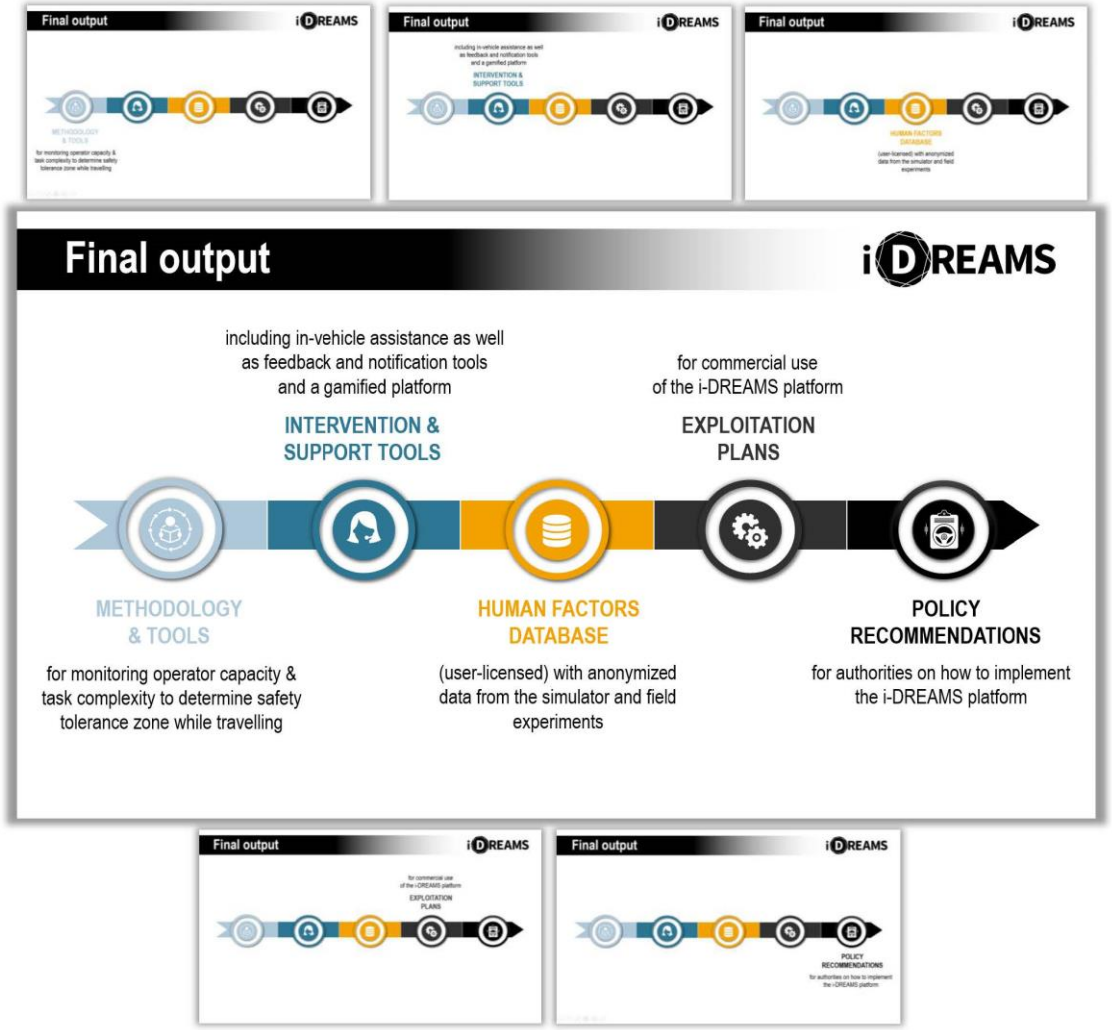
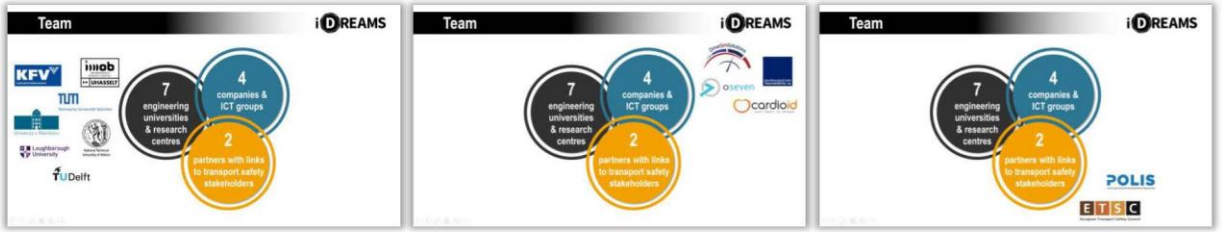
Final output

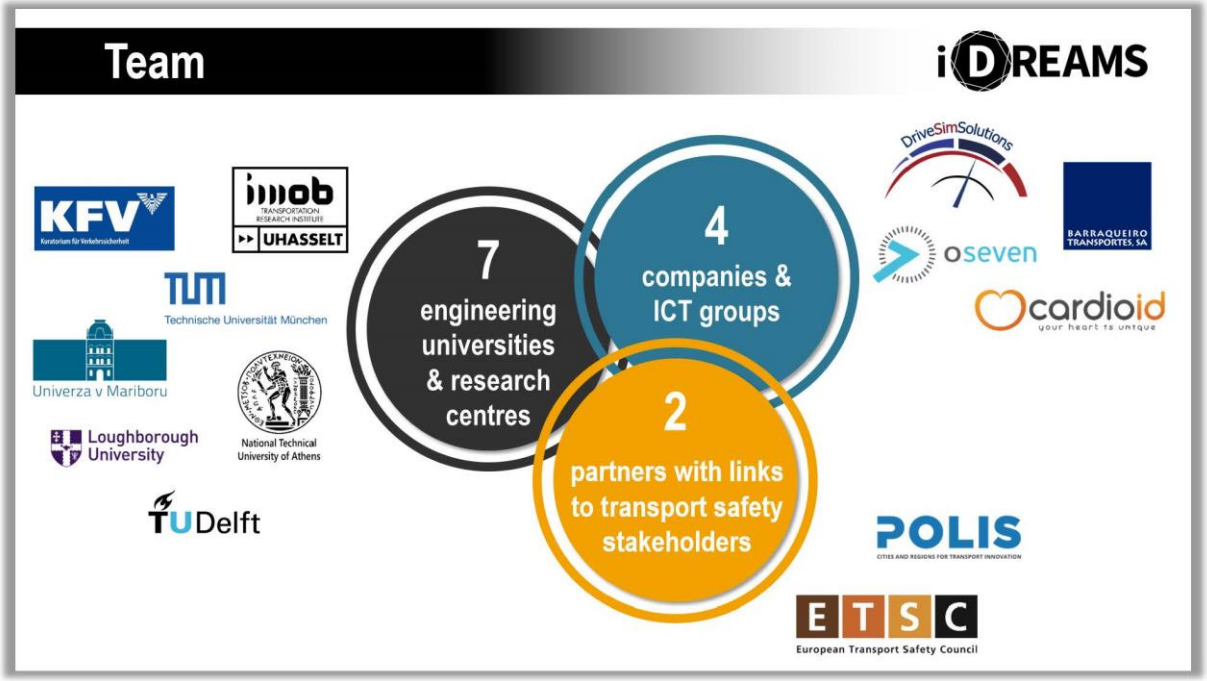
This slide visualizes the final output. Each circular button can be clicked to open and close the corresponding explanation.



Team

This slide visualizes the team. Each circular button can be clicked to open and close the corresponding organization logo's





Contact

This slide visualizes the general project's contact details.

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Annex 6: List of “must-go” events

- Annual Transport Research Arena (TRA)
- Annual Conference of the Transportation Research Board (TRB)
- Triennial World Conference on Transport Research (WCTR)
- Annual POLIS conference
- Bi-annual Road Safety and Simulation Conference
- Annual ICTC conference
- Annual ITS European Congress
- Annual International Conference on Traffic and Transport Psychology (ICTTP)
- Annual European Transport Conference (ETC)
- Annual International Conference on Vehicle Technology and Intelligent Transport Systems (VEHITS)

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Annex 7: Roll-up banners