



# Updated Project Dissemination Plan

## Deliverable 2.6





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Work package 2, Deliverable 2.6

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**Project Coordinator:**

Professor Pete Thomas, Transport Safety Research Centre, Loughborough Design School,  
Loughborough University, Ashby Road, Loughborough, LE11 3TU, UK

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**Report Author(s):**

Thomson, R., (SAFER), Sweden  
Van Strijp, M., (SWOV), the Netherlands  
Thomas, P. (LBORO), UK  
Yannis, G., Papadimitriou, E. (NTUA), Greece  
Durso, C., (ERF), Belgium  
Van den Berghe, W., (VIAS), Belgium  
Aigner-Breuss, E., Machata, K., (KfV), Austria

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# Executive summary



The final dissemination activities for the SafetyCube is presented in this report. The resulting activities reflected the original plan for sharing the project activities with relevant shareholders. The dissemination plan for SafetyCube can be considered as successful given the number of events, publications, presentations, and interest shown in the project website. The SafetyCube dissemination statistics are impressive: 63 presentations, 17 publications in conferences and journals, and 7 submissions to trade magazines. The team has organised 5 project level workshops, 3 work package level workshops, 2 TRA joint conference sessions and one webinar. Videos describing the project and training for users have been produced and posted on-line for future use.

SafetyCube had a strategy to use a core stakeholder group to guide the project, particularly at the beginning. The number of interested stakeholders grew and resulted in an excellent final conference with approximately 150 delegates. The core stakeholders can be viewed as ambassadors for the project and giving the project credibility.

The dissemination plan worked in 2 stages, an initial phase where stakeholders were solicited for input to help frame the problem and establish the scope. The second stage of the dissemination started when the main output, the Decision Support System, could be demonstrated with the first prototypes. At this point the team could start exporting information and the stakeholder consultation became more of a confirmation that the project was delivering the right tools.

The dissemination of information through a professional website was key for the project. The number of visitor hits peaked when new items of information were added and the updates were pushed out to relevant stakeholders through newsletters. This constant updating process is an excellent method to maintain interest in the project. The news item approach kept the website “fresh” and relevant for the audience.

The final dissemination plan differed slightly than that originally planned. The number of workshops and events at the beginning of the project was as expected. However, the original plan included more workshop training sessions later in the project. The plans for these training sessions changed as a result of discussions at the DSS launch event. The audience was unanimous in recommending that physical workshops and teaching seminars were less attractive than a number of training videos. The team created short explanatory videos for different element of the DSS and recorded a webinar that is being edited for a future upload to the project online web resources. The production of these online tools will provide more sustainable support for future use of the DSS without relying on human resources that may be difficult to provide after the project is completed.

# 1 Introduction



## 1.1 SAFETYCUBE

Safety CaUsation, Benefits and Efficiency (SafetyCube) is a European Commission supported Horizon 2020 project that developed an innovative road safety Decision Support System (DSS) that provides policy-makers and stakeholders with a structured, comprehensive, and user friendly tool. The tool incorporates information on the most appropriate strategies, measures and cost-effective approaches to reduce casualties of all road user types and all severities.

SafetyCube provides new resources:

1. to aid analysis for (a) Priority setting, (b) Evaluating the effectiveness of measures (c) Monitoring serious injuries and assessing their socio-economic costs (d) Cost-benefit analysis taking account of human and material costs
2. to provide peer reviewed safety data on key accident causation mechanisms, risk factors and the most cost-effective measures for fatally and seriously injured casualties
3. that provide an operational framework to ensure the project facilities can be accessed and updated beyond the completion of SafetyCube
4. to enhance the European Road Safety Observatory and work with road safety stakeholders to ensure the results of the project can be implemented as widely as possible

The core of the project is a comprehensive analysis of accident risks and the effectiveness and cost-benefit of safety measures focusing on road users, infrastructure, vehicles and injuries framed within a systems approach with road safety stakeholders at the national level, EU, and beyond having involvement at all stages.

### 1.1.1 Work Package 2

Work Package 2 focused on dissemination and implementation of SafetyCube results. It also has the goal to create an efficient network of stakeholders whose consultation will help identifying user needs for the European road safety Decision Support System as well as “hot topics” used as demonstrators within the project. Throughout the project, the stakeholders provided data, knowledge, and experiences to assist in identifying road accident risk factors in addition to directing the project’s research priorities.

## 1.2 PURPOSE OF THIS DELIVERABLE

This document provides an overview of the dissemination activities describing how stakeholders and partners were involved in the various dissemination activities. The document provides a history of the project-user interactions that provides confidence for users of the project results. In addition to demonstrating the project results are supported by the stakeholders, the deliverable is a reference for future development activities to both avoid repetition and identify stakeholder groups needing further interactions. The document also provides “lessons learned” information for future activities related to SafetyCube.

The general dissemination strategy is presented in Chapter 2. Chapter 3 describes the how the main stakeholders were identified and contacted and the outreach results are described in Chapter 4. Chapter 5 describes how the project interacted with other projects and Chapter 6 presents actions by the individual partners.

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## 2 Dissemination Strategy and Goals



This chapter describes the strategy and goals of the dissemination of SafetyCube.

The full benefit of a large project like SafetyCube is achieved when the project interacts with the outside world. This project produced a tool that can be used by stakeholders in road safety and this required an understanding of both the needs of the stakeholder as well how to inform these potential users of the tool's use and benefit.

The dissemination work package in SafetyCube was divided into different tasks that have different functions. The four main tasks were the 1) develop a dissemination plan, 2) develop a graphic profile for the project, 3) arrange and conduct workshops, and 4) establish and maintain a webpage. These tasks were used to establish dissemination activities for the project.

The dissemination plan that was developed at the beginning of the project had 2 initial activities that were used to establish the project's communication infrastructure. The project partners identified their capabilities and anticipated activities for the project. A project webpage structure and development plan were created and became a cornerstone for spreading news, results, and planned events for the duration of the project. A graphic profile was developed and used for presentations, posters, and publications. The original plan was subsequently updated as feedback from the stakeholders was collected, particularly after the midterm when the main deliverable, the DSS, was being released. Key working groups and conferences were identified where the project could obtain continuous exposure as well as useful feedback as the project deliverables were developed.

The overarching plan in the project was to maintain bilateral discussions with key stakeholders. Efforts at the beginning of the project to identify a reference group were fruitful. A core group of stakeholders participated in several meetings and workshops. These key stakeholders were a conduit from the project to their own organisations while an extensive mailing list provided contact at the individual level.

SafetyCube was one of five projects awarded that address accident causation and vulnerable road users. Interactions between these projects were identified, established, and maintained and joint workshops and conference sessions were held.



# 3 Stakeholder engagement



This chapter describes the stakeholder engagement.

Early in the project an efficient network of stakeholders was created. The consultation of the stakeholders in the project had the following objectives:

- At the beginning of the project, to identify user needs for the European road safety Decision Support system (DSS), as well as “hot topics” to be used as demonstrators within the project,
- Throughout the project, to provide data, knowledge and experiences, and assist in identifying road accident risk factors, and the project’s research priorities in implementation of related measures,
- As early as possible until the end of the project and beyond, to disseminate project (intermediate) results (workshops, web based and online channels, personal contacts and surveys etc.).

## 3.1 CORE STAKEHOLDERS

The core stakeholders invited to the first workshop were selected by the SafetyCube to represent different sectors of potential SafetyCube results. Organisations that supported the SafetyCube project application included:

- ACEA - European Automobile Manufacturer's Association
- Dutch Ministry of Environment and Infrastructure
- EARPA - European Automotive Research Partners Association
- ETSC - European Transport Safety Council
- EuroNCAP – European New Car Assessment Program
- European Cyclists’ Federation
- FEHRL - Forum of European National Highway Research Laboratories
- FERSI - Forum of European Road Safety Research Institute

- FEVR - European Federation of Road Traffic Victims
- FIA - Fédération Internationale de l'Automobile
- FIA Foundation
- GB - Department for Transport DfT
- HUMANIST - HUMAN centred design for Information Society Technology
- iRAP – International Roads Assessment Programme
- Spain - Ministry of Transport DGT
- WHO - World Health Organisation

This group of core stakeholders comprised consumer and road user groups as well as research and governmental bodies. Continuous interactions were maintained for these stakeholders. Organisations like FIA, Department for Transport, FEVR, and the ETSC were very active and participated in essentially all public events organised by SafetyCube. During the project some new connections were made, notably Parliamentary Advisory Council for Transport Safety (PACTS) and ESTRADA MAIS SEGURA that provided testimonials at the SafetyCube final conference.

### 3.2 EXTENDED STAKEHOLDERS

The core stakeholders represented European and International organisations that served as a representative to liaise with the SafetyCube project. To create point contacts with more individuals, the project team used “MailChimp” to create and maintain a list of stakeholders that received webpage updates and newsletters from the project. The list was created by the project members own contact lists as well as a self registration via the SafetyCube website. This list was over 300 at the end of the project.

### 3.3 KEY STAKEHOLDER ACTIONS

The main purpose of the project was to create a resource for individuals and groups addressing road safety issues. The project was dependent on obtaining the input from stakeholders on what issues to be addressed, how information could be accessed, and the format of the results when presented to the user. To meet this need, a series of workshops were held where different audiences were targeted. Brainstorming type workshops allowed for more open discussions and were very productive for identifying the main requirements of the users and creating a list of specifications for the DSS. Focus groups within specific domains (road user behaviour, infrastructure, serious injuries, etc.) complemented the general themed workshops.

As the DSS structure was developed in the project, SafetyCube’s dissemination strategy became more oriented to information spreading. The turning point for the project was the midterm workshop where the content and DSS structure could be first presented to a broad audience. Presentations were made to several international audiences with two main DSS events, the launch event in October 2017 and the final conference in March 2018. The final official dissemination activities for the project was during the TRA conference in April 2018 where SafetyCube had a significant presence.

# 4 Communication



Results of the SafetyCube project were disseminated through the main dissemination channels of a website (including reports, videos, and presentation material), project organised workshops, presentations at various meetings and conferences, and publications in journals, conferences, and trade magazines. This chapter describes the project communication methods. An inventory of activities associated with each channel is also provided.

## 4.1 WEBSITE

The website of the SafetyCube research project ([www.safetycube-project.eu](http://www.safetycube-project.eu)) was launched in August 2015. The objective of the SafetyCube website was to be the distribution hub for information about the project activities as well as disseminating intermediate and final results to the road safety community. All of the material and results became available on the website as the outputs were developed during the project. The key deliverable, the Decision Support System is hosted at a separate website (<https://www.roadsafety-dss.eu/>) and is linked from the main project website. The website was designed for computers (Figure 1) and mobile devices (Figure 2). Details on the structure of the website is provided in Deliverable 2.3 (Thomson, et al., 2015).

- The website was continuously updated throughout the project lifetime with all the latest news. The main results of the project available on the website (on April 30, 2018) are given in . The SafetyCube website provides access to all the project information. The project domain will be maintained in perpetuity.



Figure 1 The SafetyCube website






Figure 2 The SafetyCube website on tablet.

### 4.1.1 Newsletter Strategy

- A success in the dissemination activities in SafetyCube was the incorporation of news items on the SafetyCube website. Any event or activity of interest in the project was posted as a news item in the "News" section of the webpage. The most recent news items were also posted on the main website page (see ). When a number of news items were posted, a newsletter was generated and distributed via the project mailing list (see MailChimp description below). The original project plan was to send at least two newsletters a year and this was exceeded as a total of 9 newsletters were distributed during the

project. In addition to the situation when several news items had accumulated and warranted a newsletter, a newsletter could be issued before and after large workshops. This created publicity for the workshops encouraged delegates to reserve time in the schedules.

**Table 1: Overview of Website Contents Produced by SafetyCube**

<p>Under "News":</p> <ul style="list-style-type: none"> <li>• 65 different news items</li> </ul>	
<p>Under "Publications":</p> <ul style="list-style-type: none"> <li>• 38 presentations (more details in section 4.5)</li> <li>• 6 full text papers submitted to conferences</li> <li>• 3 Links to full text Journal articles</li> <li>• 24 Deliverables</li> <li>• 4 documents submitted to trade magazines</li> </ul>	
<p>Under "Links"</p> <ul style="list-style-type: none"> <li>• Links to international organisations and initiatives</li> <li>• Links to parallel projects within Horizon 2020</li> <li>• Links to Road Safety interest groups (including key stakeholders)</li> <li>• Reciprocal links with international knowledge systems"</li> </ul>	

The newsletters were integrated in the website by using Mailchimp. The newsletter articles were introductions to website posts and aimed at generating more traffic towards the website. Tracking the number of visits to the website showed that the number of website visits increased dramatically after each newsletter was distributed.

The MailChimp module was used to distribute the newsletter to the increasing distribution list by:

- manually adding addresses to use in the MailChimp module
- including the link to the SafetyCube newsletter in newsletter of partner
- including the link to the newsletter on website of a partner
- forwarding the newsletter through personal networks
- using a subscription box on the SafetyCube website to add address to MailChimp module

## 4.2 PUBLICATIONS: CONFERENCES, JOURNAL ARTICLES, AND OTHER CHANNELS

A number of conferences and journals were identified in Deliverable 2.3 (Thomson, et al., 2015) that were suitable for the SafetyCube project. Several papers have been written, submitted and accepted as a result of the work in work packages 3-8. Larger international conferences submissions such as the Transport Research Arena, Transport Research Board, and the Road Safety and Simulation Conference papers have been posted on the Project Website. The papers and posters submitted during the project are provided in Table 2. It is interesting to note that the project has had international attention with several presentations in the USA, Australia, and Africa as well as European venues.

**Table 2: List of Conference Publications and Posters**

Title	Authors	Conference	Date
Developing the European road safety decision support system	Thomas, P., Filtness, A., Yannis, G., Papadimitriou, E., Theofilatos, A., Martensen, H., & Diependaele, K.	Expert Symposium on Accident Research	Jun-16
Developing the European Road Safety Decision Support System	Yannis G., Thomas P., Martensen H., Papadimitriou E., Theofilatos A.	12th World Conference on Injury Prevention and Safety Promotion	Sep-16
Development of a road safety Decision Support System for road infrastructure	Papadimitriou, E., Yannis, G., Theofilatos, A., Thomas, P., Filtness, A., Martensen, H., Machata K., Elvik R. & Shingo Usami D.	1st European Road Infrastructure Congress	Oct-16
Overview of the European Road Safety Decision Support System	Pete Thomas, Ashleigh Filtness, George Yannis, Eleonora Papadimitriou, Athanasios Theofilatos, Klaus Machata, Heike Martensen, Kevin Diependaele	8th International Congress on Transportation Research in Greece	Sep-17
SafetyCube: Building a Decision Support System on Risks and Measure	Heike Martensen; Kevin Diependaele; Wouter Van den Berghe; Eleonora Papadimitriou; George Yannis; Ingrid Van Schagen; Wendy Weijermars; Wim Wijnen; Ashleigh Filtness; Pete Thomas; Klaus Machata; Eva Aigner Breuss; Susanne Kaiser, S.; Thierry Hermitte; Rob Thomson	Proceedings of the Road Safety and Simulation Conference	Oct-17
Comparative assessment and ranking of infrastructure related crash risk factors	Eleonora Papadimitriou, Ashleigh Filtness, Athanasios Theofilatos, Apostolos Ziakopoulos, George Yannis	Proceedings of the Road Safety and Simulation Conference	Oct-17
Driver distraction without presence of secondary tasks: Inattention, cognitive overload and factors outside the vehicle – an overview.	Apostolos Ziakopoulos, Athanasios Theofilatos, Eleonora Papadimitriou, George Yannis	Proceedings of the Road Safety and Simulation Conference	Oct-17
SafetyCube - Gathering and Presenting Evidence for Road Safety Decisions in a Decision Support System (DSS)	Pete Thomas, Robert Thomson, Heike Martensen, Susanne Kaiser, Eleonora Papadimitriou, Franck Leopold, Wendy Weijermars	Transportation Research Arena 2018	Apr-18
SafetyCube - the European Road Safety Decision Support System	George Yannis, Eleonora Papadimitriou, Athanasios Theofilatos, Pete Thomas, Ashleigh Filtness, Heike Martensen, Wouter Van den Berghe, Kevin Diependaele, Rune Elvik, Klaus Machata, Susanne Kaiser, Eva Aigner-Breuss, Wendy Weijermars, Thierry Hermitte, Rob Thomson	Transportation Research Arena 2018	Apr-18
Road user related risks and measures – evidence-based decision support for road safety policy	Susanne Kaiser, Eva Aigner-Breuss, Heike Martensen <sup>2</sup> Rachel Talbot, Athanasios Theofilatos	Transportation Research Arena 2018	Apr-18

Costs of road crashes in Europe	Wim Wijnen, Annelies Schoeters, Ward Vanden Berghe, Robert Bauer, Wendy Weijermars, Heike Martensen, Laurent Carnis, Rune Elvik	Transportation Research Arena 2018	Apr-18
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In addition to the posters and papers presented at conferences, SafetyCube also provided videos at the TRA conference in Vienna. This video is also viewable at from the project website or directly from YouTube: <https://www.youtube.com/watch?v=Y-mVUde3knU>.

The quality of a publication is higher when it submitted for peer review in a journal. The SafetyCube project has resulted in several journal publications as presented in Table 3. The time required for peer review process is difficult to anticipate and some submitted papers are still in the review process. The SafetyCube journal articles will be available by Gold or Green Open Access.

**Table 3: List of Journal Publications**

Title	Authors	Journal	Volume/ DOI
Meta-analysis of crash risk factors in freeway entrance and exit areas	Papadimitriou E. & Theofilatos A.	Journal of Transportation Engineering, Part A: Systems	Vol. 143, Issue 10
Meta-analysis of the effect of road work zones on crash occurrence	Theofilatos A., Ziakopoulos A., Papadimitriou E., Yannis G., Diamandouros K.,	Accident Analysis and Prevention,	108: pp. 1-8
Burden of injury of serious road injuries in six EU countries	Wendy Weijermars, Niels Bos, Ashleigh Filtness, Laurie Brown, Robert Bauer, Emmanuelle Dupont, Jean Louis Martin, Katherine Perez, Pete Thomas	Accident Analysis & Prevention	111:P184-192
How many crashes are caused by driver interaction with passengers? A meta-analysis approach	Theofilatos, A.Email Author, Ziakopoulos, A., Papadimitriou, E., Yannis, G.	Journal of Safety Research	65:P11-20
Implications of estimating road traffic serious injuries from hospital data, Accident Analysis & Prevention	K. Pérez, W. Weijermars, N. Bos, A.J. Filtness, R. Bauer, H. Johannsen, N. Nuytens, L. Pascal, P. Thomas, M. Olabarria,	Accident Analysis and Prevention	Open Access

Some results of the project were of interest to industrial organisations like road builders and operators. These partners subscribe to trade magazines where project activities could be presented, directing readers to other project results like the website. The trade magazines with SafetyCube articles are shown in Table 4.

**Table 4: Trade Magazines publishing SafetyCube Articles**

Title	Magazine	Date / Issue
SafetyCube: Al servizio della sicurezza	Le strade	Sept./Oct. 2015
Il Notiziario	Strade & Autostrade	115
Road safety for policy makers	World Highways	
Nuovi strumenti per la sicurezza stradale	Le strade	April 2017
Il Notiziario	Strade & Autostrade	127
Il Notiziario	Strade & Autostrade	129

### 4.3 PRESENCE AT WORKSHOPS / TECHNICAL MEETINGS EXTERNAL TO THE PROJECT

The SafetyCube researchers are involved in diverse working groups, committees, and projects. Many of these groups are suitable audiences and end-users for the SafetyCube project results and every opportunity to present SafetyCube activities and results was exploited. There were 2 key groups where the SafetyCube researchers presented several times – International Traffic Safety Data and Analysis Group (IRTAD) and CARE<sup>1</sup> Experts Meetings. Both of these groups are involved in analysing road safety data. The members of these working groups are both the analysts analysing data as well as the decision makers using the analysis results. A list of known SafetyCube presentations is provided in Table 5. Note that some presentations in Table 5 include papers in conference proceedings (Table 2).

**Table 5: List of Presentations by SafetyCube Partners**

When	Venue	Title	Who
Oct-15	CARE Experts Meeting	SafetyCube Safety CaUsation, Benefits and Efficiency	NTUA (George Yannis)
Oct-15	International Traffic Safety Data and Analysis Group	EC project SafetyCube	VIAS (Heike Martensen)
Jan-16	Transportation Research Board Annual Meeting	Safety CaUsation, Benefits and Efficiency	NTUA (Eleonora Papadimitriou)
Apr-16	Transportation Research Arena	Safety CaUsation, Benefits and Efficiency	NTUA (George Yannis)
Jul-16	Expert Symposium on Accident Research	Developing the European Road Safety Decision Support System	LBORO (Pete Thomas)
Sep-16	European Union Information Data	SafetyCube Horizon 2020 Information Day 2016 Thomas	LBORO (Pete Thomas)
Sep-16	12 World Congress on Injury Prevention and Safety Promotyion	Developing the European Road Safety Decision Support System	NUA (Apostolos Ziakopoulos)
Sep-16	12 World Congress on Injury Prevention and Safety Promotyion	Reporting road traffic serious injuries in Europe. Guidelines from the safetycube project (h2020)	ASPB (Catherine Pérez)
Oct-16	European Road Infrastructure Congress	Development of a road safety Decision Support System for road infrastructure	NTUA (George Yannis)
Oct-16	International Traffic Safety Data and Analysis Group	Design of the European Road Safety Decision Support System	NTUA (George Yannis)
Oct-16	International Traffic Safety Data and Analysis Group	Survey on MAIS3+ assessment (EU & EFTA) Practical guidelines for the registration and monitoring of serious road injuries	KFV (Klaus Machata)
Oct-16	International Traffic Safety Data and Analysis Group	Accident Cost Calculation in Europe A Joint Survey of InDeV and SafetyCube	Joint INDEV/SafetyCube BAST (Susanne Schonbeck)
Nov-16	Queensland Road Safety Research Network, QUT, Brisbane, Australia	SafetyCube: The European Road Safety Decision Support System	LBORO (Ashleigh Filtress)
Nov-16	International Cycling Safety Conference	Developing the European Road Safety Decision Support System	LBORO (Pete Thomas)
Jan-17	Transportation Research Board Annual Meeting	Developing the European Road Safety Decision Support System within the SafetyCube project	LBORO (Pete Thomas)
Jan-17	Transportation Research Board Annual Meeting	Roadside and Median Deficiencies within the SafetyCube Road Safety Decision Support System	NTUA (Eleonora Papadimitriou)
Jan-17	Transportation Research Board Annual Meeting	Analysis of road crash costs in EU countries	SWOV (Wim Wijnen)
Jan-17	Transportation Research Board Annual Meeting	Measuring serious injuries on European roads	KFV (Robert Bauer)
Jan-17	Transportation Research Board Annual Meeting	Framework for Assessing and Transferring Highway Safety Performance Measurement to Both Developing and Developed Countries	LBORO (Pete Thomas)
Jan-17	Transportation Research Board Annual Meeting	Roadside and Median Deficiencies	NTUA (Eleonora Papadimitriou)
Jan-17	Transportation Research Board Annual Meeting	Analysis of road crash costs in EU countries	SWOV (Wim Wijnen)

<sup>1</sup> CARE is the European Union's road accidents database  
[https://ec.europa.eu/transport/road\\_safety/specialist/statistics\\_en#](https://ec.europa.eu/transport/road_safety/specialist/statistics_en#)



Jan-17	transportation Research Board Annual Meeting	Measuring serious injuries on European roads	KFV (Robert Bauer)
Feb-17	Department for Transport, UK	Developing the European Road Safety Decision Support System	LBORO (Pete Thomas)
Feb-17	SAFER	Internal Seminar (Project Overview)	Chalmers (Rob Thomson)
Mar-17	10th International Conference on Managing Fatigue	Obstructive Sleep Apnea and Crash Risk: Case Study Results Within the Development of the European Road Safety Decision Support System	LBORO (Ashleigh Filtness)
Apr-17	CARE Experts Meeting	ICD to AIS for Road injuries Current practices & problems Discussion on possible solutions	SWOV (Niels Bos)
Apr-17	International Traffic Safety Data and Analysis Group	24th IRTAD Meeting	NTUA (George Yannis)
Apr-17	POLIS / ITF JOINT WORKSHOP ON ROAD SAFETY DATA IN EUROPEAN CITIES	Using hospital data to report road traffic serious injuries in Europe	ASPB (Catherine Pérez)
May-17	NTUA Workshop	The European Road Safety Decision Support System SafetyCube	NTUA (Eleonora Papadimitriou)
May-17	NTUA Workshop	Monitoring road safety risk factors and measures SafetyCube	NTUA (Apostolos Ziakopoulos)
May-17	International Traffic Safety Data and Analysis Group	Infrastructure risks and measures at the SafetyCube project	NTUA (George Yannis)
May-17	13th PRI World Congress	Collecting and disseminating evidence on safety impacts in the EU SafetyCube project	VIAS (Daniel Stijn)
May-17	Global Road Safety Partnership	Developing the European Road Safety Decision Support System	LBORO (Ashleigh Filtness)
Jun-17	XXV Reunión Científica de la Sociedad Española de Epidemiología	Años de vida por discapacidad por lesión por tráfico en seis países europeos	ASPB (Catherine Pérez)
Jun-17	Transportation Research Board Summer Meeting	Developing the SafetyCube Decision Support System	LBORO (Pete Thomas)
Sep-17	Conference of European Directories of Roads	Project activities	ERF Konstandinos Diamandouros
Sep-17	International Congress of Transportation Research	SafetyCube - the European Road Safety Decision Support System	NTUA (George Yannis)
Oct-17	International Co-operation on Theories and Concepts in Traffic Safety	ICTCT Workshop - Economic evaluation of road safety measures	VIAS (Stijn Daniels)
Oct-17	Road Safety and Simulation	Comparative assessment and ranking of infrastructure related crash risk factors	NTUA (Eleonora Papadimitriou)
Oct-17	Road Safety and Simulation	Driver distraction without presence of secondary tasks: Inattention, cognitive overload and factors outside the vehicle – an overview	NTUA (Apostolos Ziakopoulos)
Oct-17	International Traffic Safety Data and Analysis Group	SafetyCube the European Road Safety Decision Support System	NTUA (George Yannis)
Oct-17	International Traffic Safety Data and Analysis Group	SafetyCube - the European Road Safety Decision Support System	LBORO (Pete Thomas)
Oct-17	International Traffic Safety Data and Analysis Group	Economic Efficiency Evaluation (E <sup>3</sup> ) of Road Safety Measures – Results from the SafetyCube project	VIAS (Wouter Van den Bergh)
Oct-17	International Traffic Safety Data and Analysis Group	Serious road traffic injuries in Europe: Lessons from SafetyCube	SWOV (Wendy Weijermars)
Oct-17	International Traffic Safety Data and Analysis Group	SafetyCube IRTAD Conference 2017 Presentation	NTUA (Eleonora Papadimitriou)
Oct-17	International Traffic Safety Data and Analysis Group	An assessment of the effectiveness of formal tools to address road network deficiencies	NTUA (Eleonora Papadimitriou)
Oct-17	CARE Experts Meeting	SafetyCube CARE Experts Meeting 2017 Presentation	NTUA (George Yannis)
Oct-17	CARE Experts Meeting	Physical and psychological consequences of serious road traffic injuries	SWOV (Wendy Weijermars)
Nov-17	10th European Public Health Conference	Measuring serious injuries on European roads	KFV (Robert Bauer)
Nov-17	Parliamentary Advisory Council	SafetyCube - the European Road Safety Decision Support System	LBORO (Pete Thomas)
Jan-18	Transportation Research Board Annual Meeting	TRB - Serious road traffic injuries in Europe: Lessons from SafetyCube	SWOV (Wendy Weijermars)
Jan-18	Transportation Research Board Annual Meeting	TRB - SafetyCube the European Road Safety Decision Support System	NTUA (George Yannis)
May-18	British Psychological Society Annual Conference	Is child pedestrian education/training an effective road safety countermeasure?	LBORO (Rachel Talbot)



Jan-18	Transportation Research Board Annual Meeting	TRB - Road User related Risks & Measures in the European Road Safety DSS	KFV (Susanne Kaiser)
Apr-18	7th Transport Research Arena TRA 2018 Conference	SafetyCube – the European Road Safety Decision Support System	(NTUA) George Yannis
Apr-18	7th Transport Research Arena TRA 2018 Conference	Safety effects of infrastructure road safety measures	(NTUA) Athanasios Theofilatos
Apr-18	7th Transport Research Arena TRA 2018 Conference	Can light engineering measures make a difference? An overview of the effect of delineation and signage on road safety	(NTUA) Apostolos Ziakopoulos
Apr-18	Interview in the Austrian News Network (Österreichische Rundfunk-ORF)	"Hohes Tempo gefährlicher als Handy am Steuer" [High speed more dangerous than mobile phone at the wheel] Available: <a href="http://science.orf.at/stories/2907896/">http://science.orf.at/stories/2907896/</a>	(NTUA) George Yannis
Apr-18	26th Meeting of the International Traffic Safety Data and Analysis Group (IRTAD)	SafetyCube – the European Road Safety Decision Support System	(NTUA) George Yannis
Apr-18	Transportation Research Arena	Road user related risks and measures - evidence based decision support for road safety policy	KFV (Klaus Machata)
Apr-18	Technical Design Guidelines for the Safety of Roads and Railways (committee)	SafetyCube - Evidence based road safety work in Europe - the European Road Safety DSS	KFV (Eva Aigner-Breuss)
Apr-18	Transport Research Area Vienna	Costs of serious injuries	VIAS (Annelies Schoeters)

There are other presentations that may have been held by partners in internal or national settings that have not been reported to the project dissemination team. The information in Table 5 should be taken as the minimum number of SafetyCube project presentation outside the scheduled SafetyCube project meetings.

#### 4.4 WORKSHOPS

As described earlier in this document, the publication strategy was to be more oriented to user input in the beginning of project and then change to information spreading at the project developed. The list of events in Table 6 are workshops or conference sessions wholly or partially organised by the SafetyCube project. There were 5 project level workshops, 3 work package level workshops, 2 TRA joint conference sessions and one webinar. The agendas for the 5 project level workshops are provided in Appendix A.

To get the Stakeholders involved from the beginning of the project, a Kickoff Workshop was planned. This first workshop was a whole day event starting off with a presentation of the project and continuing with three speakers on the theme "Current Experience". During the day there were two breakout sessions with the goal to define the user needs for the DSS. All participants also were asked to write down their "hot topics" in terms of risk factors, safety effects and cost-benefit analyses to be examined within the project. A second workshop was held in connection to the IRTAD meeting in October 2015. This workshop had different stakeholders and the agenda was a continuation of the first workshop; collecting detailed information on the wishes for the DSS followed by addition and ranking of the "hot topics".

As the project entered the second year, results of the analyses were becoming available and initial versions of the DSS were being developed. A midterm workshop to present the available results and begin demonstrating the first DSS prototype was held in September 2016. Here stakeholders could begin commenting on the functions of the DSS. The DSS matures to a level where the system could go online to the general public and this was launched at a workshop in Brussels in October 2017. A final project conference was held in Vienna in March 2017. This event allowed the final DSS version to be demonstrated and allowed the audience to mingle with the DSS development team.

A significant output from the DSS launch event in October 2017 was the modification of the training program for the DSS. In the original workplan, physical workshops were planned to demonstrate the DSS functions to potential users. During the launch event, the audience was unanimous that a series

of short videos would be a more robust training approach. As a result, a DSS training manual with videos was developed. A general demonstration of the system was made in a webinar in April 2018. This webinar was recorded and an edited version of the video will be placed online for future reference.

All SafetyCube workshops and events were well attended, in particular the final conference, which was attended by approximately 150 delegates.

**Table 6: SafetyCube Project Workshops**

SafetyCube Topic	When	Type / Audience	Where	Audience Size
General Stakeholders	Jun-15	SafetyCube General Stakeholders	Brussels	30
General Stakeholders	Oct-15	IRTAD/ General Stakeholders	Ljubljana	150
Crash Costs	Jan-16	INDEV Project	the Hague	20
Infrastructure	Feb-16	Infrastructure operators, stakeholders	Brussels	20
Project Overview	Apr-16	Joint Conference Session	Warsaw	80
WP7 Serious Injuries	May-16	ETSC members	the Hague	25
Project Overview	Sep-16	MidTerm Workshop/ General Stakeholders	Brussels	50
DSS/Project	Oct-17	DSS Launch Event / General Stakeholders	Brussels	50
Project	Mar-18	Final Conference / General Stakeholders	Vienna	150
Webinar	Apr-18	Project and DSS presentation - Users	Webinar	45
Project	Apr-18	Joint Conference Session - TRA	Viena	80

## 5 Interaction with other European Commission-funded projects



SafetyCube is part of a cluster of projects sponsored by the European Commission.

Funding for the SafetyCube project was awarded in conjunction with 4 other projects that addressed road safety. These projects were:

- [PROSPECT – PROactive Safety for PEdestrians and CyclisTs](#)
- [InDeV – In-Depth understanding of accident causation for Vulnerable road users](#)
- [XCYCLE – Advanced measures to reduce cyclists’ fatalities and increase comfort in the interaction with motorised vehicles](#)
- [SENIORS – Safety-ENhancing Innovations for Older Road userS](#)

The project coordinators were in contact throughout the project duration to coordinate any joint activities. InDeV and SafetyCube incorporated information from the other’s projects into their dissemination material such as the [InDeV/SafetyCube joint workshop](#) and [SafetyCube/InDeV joint session at TRA 2018](#).

SafetyCube was in close contact with the InDev project team. The issues of serious injury recording and crash costs were of mutual interest and there was one joint workshop and a joint presentations by the 2 project groups at the 2018 TRA conference. The projects were presented their activities in joint TRA conference sessions in 2016 and 2018.

The SafetyCube final conference was attended by two other project teams (SENIORS and PROSPECT) and there were poster submissions by SENIORS, PROSPECT, and XCYCLE. The InDev was scheduled to present during the conference but was unable.

## 6 Individual Partner Dissemination Activities



Each partner in the project has their own internal interest in using and dissemination the SafetyCube project.

SafetyCube is a project where 17 partners collaborated with additional third parties working with some partners. Each partner has a unique background and role in both the project and road safety. Universities, research institutes, associations, and industry are represented in the project.

The dissemination of SafetyCube coordinated by the WP2 partners, described in Chapters 2-5, represent the official activities of the group. However, each partner has the possibility to exploit the SafetyCube results beyond the official project activities. The following list provides an overview of how each partner spread the SafetyCube results using their own internal network, participated in publications in journals and conferences, and how they incorporate the results into their own core activities.

### 6.1 ASPB

Partner	ASPB
Overview	ASPB, (Agència de Salut Pública de Barcelona). The Agència de Salut Pública de Barcelona (ASPB) is the public health provider responsible for public health in Barcelona. ASPB monitors population health status and determinants, develops and implements public health policies and acts as health authority. A specific line of research focus to studies on road safety.
<b>Dissemination Actions</b>	
	ASPB held a presentation at the 12th World Conference on Injury Prevention and Safety Promotion, Safety 2016 about the estimation of serious road injuries as well as POLIS / ITF Joint Workshop On Road Safety Data In European Cities and the XXV Reunión Científica de la Sociedad Española de Epidemiología. ASPB has just published an OpenAccess paper in AAP

### 6.2 AVP

Partner	AVP
Overview	AVP, Slovenian Traffic Safety Agency, is a legal body of public law in the field of road safety. AVP performs regulatory, developmental, technical, and other tasks regarding drivers and vehicles, analytical and research work in the field of road safety, prevention, education, and training. AVP also performs independent investigation of the factors and causes of traffic fatalities and provides expert work for preparation and implementation of national program of traffic safety. The agency is involved in bilateral relations and various international organizations.

Dissemination Actions	
International	The initial activities of the project were presented at the 2015 IRTAD conference in Slovenia and facilitated by AVP.
	AVP will disseminate to Slovenian Stakeholders in regular conferences, events and meetings. Further dissemination is anticipated in teaching activities at Faculty of Civil Engineering of Maribor and in form of expert articles in the mass media, which will present the results and findings of the project. We will also provide regular news on the progress of the project for the public at the Agency's web site.

### 6.3 VIAS INSTITUTE

Partner	VIAS (Formerly BRSI)
Overview	<p>The VIAS Institute in Belgium is dedicated to the reduction of the number of road-deaths. By developing, sharing and applying knowledge on road safety, <b>VIAS</b> is an important partner for all Belgian authorities, federal, regional as well as local.</p> <p>The VIAS knowledge center has a multidisciplinary team of 22 researchers and analysts. VIAS research reports, freely available via the institutes web-site, are routinely used by most Belgian road safety professional. VIAS has a very strong media coverage and features in newspaper articles or radio interviews on a daily basis.</p>
Dissemination Actions	
International National	<p>VIAS represents Belgium in several international expert groups, like IRTAD, CARE, ETSC and actively participates in several initiatives of those organizations. VIAS was active in a majority of the SafetyCube publications and presented at many conferences and technical workgin groups.</p> <p>VIAS has active dissemination activities in Belgium in all three languages.</p>

### 6.4 CIDAUT

Partner	CIDAUT
Overview	<p>FUNDACION CIDAUT (Centro de Investigación y Desarrollo en Transporte y Energía), is a non profit private research foundation , with the main aim of increasing competitiveness and industrial development of companies in the transport and energy fields.</p> <p>CIDAUT promotes the development and growth of the transport and energy sectors in the benefit of society by means of collaboration agreements between companies, universities and public administration bodies.</p>
Dissemination Actions	
	<p>CIDAUT included any relevant news of the project (mainly in the news involving CIDAUT) in its bi-monthly European Projects Newsletter, distributed to nearly 1000 subscribers.</p> <p>CIDAUT will include any relevant piece of news generated in the project in its national dissemination tool, SERVITEC, a service of technical news links dissemination sent by CIDAUT technical office daily to over 150 persons including staff from CIDAUT Spin-off companies.</p>

## 6.5 CTL

Partner	CTL
Overview	CTL stands for Research Centre for Transport and Logistics. It is a research centre at the University of Rome "La Sapienza" founded in 2003. Different Departments of the Engineering Faculty pertain to CTL, providing their competences. For all the research fields, the working method is articulated in order to ensure the innovation of the research results and their dissemination in real life.
<b>Dissemination Actions</b>	
International National	CTL supported the presentations at different working groups and co-authored the paper at the 1 <sup>st</sup> European Road Infrastructure Congress. CTL members provide courses on safety of transport systems at Sapienza University; dissemination is anticipated in workshops and teaching activities. CTL manages a news-magazine on road safety with recipients from academic and institutional sectors.

## 6.6 DEKRA

Partner	DEKRA
Overview	DEKRA has many very good contacts to media (television, newspapers and journals) in Germany and also some contacts to media in EU countries where DEKRA is located. Additionally there are possibilities to transfer results to politicians or organize meetings with politicians e.g. in Berlin or Brussels.
<b>Dissemination Actions</b>	
	DEKRA supported the project workshops, presenting at the MidTerm workshops. DEKRA also shares SafetyCube results through its representation on many national and international technical committees and advisory groups.

## 6.7 ERF

Partner	ERF
Overview	ERF, the European Union Road Federation, is a non-profit association which coordinates the views of Europe's road sector and acts as a platform for dialogue and research on mobility issues. ERF organizes its own national and international workshops and conferences. The ERF also has ongoing dissemination activities in terms of specialized press magazines, and own position papers.
<b>Dissemination Actions</b>	
	The ERF spread the project information through its newsletter with 6000 recipients. ERF was as core WP2 members supporting the organisation of the project workshops and also provided submissions to trade magazines. The ERF also organised the 1 <sup>st</sup> European Road Infrastructure Congress that provided a forum for SafetyCube. The ERF will disseminate among its members as well as to other relevant stakeholders in regular technical conferences and national events like National road congresses.

## 6.8 IFSTTAR

Partner	IFSTTAR
Overview	IFSTARR conducts applied research and expert appraisals in the fields of civil engineering and building materials, urban engineering, mobility of people and goods, components & systems and transport safety. The use and impact of infrastructures are considered from various angles: technology, economy, society, health, energy and human. IFSTTAR has ongoing dissemination activities in terms of conferences, academic journals, and its own technical report series.
<b>Dissemination Actions</b>	
	IFSTARR supported the project workshops and was a co-author on a conference publication.

## 6.9 LOUGH

Partner	Loughborough University (LOUGH)
Overview	Loughborough University's SafetyCube team comprises of experienced researchers in the field of transport safety working within two research groups, the Behavioural Safety and Injury Prevention group (formally part of the Transport Safety Research Centre) and the Infrastructure and Transport group. Both groups are active contributors to academic journals and national and international conferences.
<b>Dissemination Actions</b>	
	Loughborough University was a co-author on most SafetyCube publications (Table 2 and Table 3) and was central actor in the project dissemination activities (Table 5Table 6 Loughborough University will continue spreading SafetyCube results through it national and international contacts, not the least being UK relevant UK bodies such as DfT, PACTS, and the UK Road Safety Observatory.

## 6.10 NTUA

Partner	NTUA
Overview	The Department of Transportation Planning and Engineering of the School of Civil Engineering of the National Technical University of Athens (NTUA) is the leading transportation engineering research institute in Greece. NTUA has a leading role in the organisation of many national and international events on transportation issues with particular focus on road safety. In addition, NTUA is very active in publishing research results in international well-known scientific journals and presenting its work at national and international conferences and similar events. Finally, NTUA participates to numerous international Committees, Groups of Experts and Organisations related to road safety. NTUA publishes a monthly newsletter on road safety which is sent to more than 1.500 road safety experts and stakeholders worldwide.
<b>Dissemination Actions</b>	

	<p>NTUA researchers were co-authors on most SafetyCube publications. The presentation summary in Section 4.3 highlights the number of presentations made by NTUA staff. The website was developed and hosted by NTUA.</p> <p>NTUA presented the SafetyCube results to the key conferences on transport issues that are periodically organised in Greece NTUA also presented SafetyCube in internal workshops.</p>
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### 6.11 SAFER

Partner	SAFER
Overview	<p>SAFER, the Vehicle and Traffic Safety Centre at Chalmers, is a Centre of Excellence where 34 partners from the Swedish automotive industry, academia and authorities cooperate. SAFER organizes its own national and international workshops and conferences. The SAFER partners active in SAFETYCUBE, Chalmers and VTI, also have ongoing dissemination activities in terms of conference, academic journals, and own technical report series.</p>
Anticipated Dissemination Actions	
	<p>SAFER was the main organiser of many SafetyCube workshops and was a co-author on some papers. Posters at the TRA conferences were produced by SAFER.</p> <p>A presentation of the SafetyCube project was made to the Safer members in an internal seminar. The SafetyCube project is linked from the SAFER website. The DSS is a useful tool for the teaching and research activities of the SAFER partners.</p>

### 6.12 SWOV

Partner	SWOV
Overview	<p>SWOV Institute for Road Safety Research is the national institute for scientific road safety research in the Netherlands. SWOV knowledge is public information and it is made available to anyone who is (professionally) involved in traffic and road safety, both in the Netherlands and abroad.</p>
Dissemination Actions	
	<p>SWOV researchers involved in SafetyCube were lead authors on 2 papers and provided several presentations at international meetings and conferences. SWOV was a core dissemination partner supporting the planning of the workshops and preparing dissemination materials. SWOV researchers disseminated SafetyCube's results in conferences and events like the National Road Safety Conference (NVVC) and the National Traffic Engineering Conference (NVC). Additional ad hoc dissemination is anticipated in articles published on SWOV's website (NL &amp; EN). Also, SWOV can further disseminate SafetyCube and its decision support system, in workshops and through teaching activities at for example Delft University of Technology. particular.</p>



### 6.13 TOI

Partner	TOI
Overview	The Institute of Transport Economics (TOI) is the national center for transport research in Norway. It has three research departments, of which the Department of Safety, Security and Environment is partner in SafetyCube. The Institute has long experience from a large number of EU-projects.
<b>Dissemination Actions</b>	
International National	TOI Researchers involved in SafetyCube co-authored several SafetyCube papers and participated in most events. TOI also made several presentations in the SafetyCube workshops. Researchers will give presentations during the annual "Research Days", hosted by the Research Council of Norway in September each year.

# 7 Conclusion



The original dissemination plan for SafetyCube, Deliverable 2.3 (Thomson, et al., 2015) can be considered to have been successfully implemented. The project exceeded the number of events, publications, presentations, as well as developed a well visited project website. The project produced a useful tool for decision makers and this was reflected in the participation at different events.

SafetyCube had a strategy to use a core stakeholder group to guide the project, particularly at the beginning. The number of interested stakeholders grew and resulted in an excellent final conference with approximately 150 delegates. The core stakeholders can be viewed as ambassadors for the project and giving the project credibility. The willingness of external individuals to make testimonials about the project at the final conference is significant.

The dissemination plan worked in 2 stages, an initial phase where stakeholders were solicited for input to help frame the problem and establish the scope. The second stage of the dissemination started when the main output, the Decision Support System prototypes could be demonstrated to external groups. At this point the SafetyCube team could start exporting information and the stakeholder dissemination became more of a confirmation that the project was delivering the right tools in an appropriate format.

The dissemination of project material through a professional website was key for the project. The number of hits peaked when new items of information were added and these updates were pushed out to relevant stakeholders through newsletters. This constant updating process is an excellent method to maintain interest in the project. The news item approach kept the website “fresh” and relevant for the audience.

Of all the stakeholder groups consulted in the project, the automotive manufacturing sector was the least active. There were project partners connected to this sector but they could not develop any significant presence of EuroNCAP, ACEA, or EUCAR representatives at the official event. There were personal contacts and exchanges of SafetyCube at this level.

The final dissemination plan differed slightly than that originally planned. The number of workshops and events at the beginning of the project was as expected. However, the original planning included more workshop-based training sessions later in the project. The plans for these training sessions changed as a result of discussions at the DSS launch event in October 2017. The audience was unanimous in recommending that physical workshops and teaching seminars were less attractive than a number of training videos. The team created short explanatory videos for different elements of the DSS and recorded a webinar that is being edited for a future upload to the project online web resources. This approach reduced the project resources for training and resulted in a more sustainable project tool that is not dependent on personalised service for every new user.

In summary, the SafetyCube project was very dynamic and extensive. There has been: 63 presentations, 17 publications in conferences and journals, and 7 submissions to trade magazines. The team has organised 5 project level workshops, 3 work package level workshops, 2 TRA joint

conference sessions and one webinar. The number of individuals involved in the SafetyCube project workshops and presentations exceeds 1000.

## References

Thomson, R., Hagström, L., Skogsmo, I., Talbot, R., Thomas, P., Houtenbos, M., Yannis, G., Laiou, A., Durso, C., Elvik, R., Etienne, V., Hermitte, T., Kaiser, S., Leskovsek, B., Niewöhner, W., Perez, C., Usami, D., Verhoeven, V., Vázquez-de-Prada, J., Weijermans, W., **(2015) Project dissemination plan, Deliverable 2.3 of the H2020 project SafetyCube.**

# Appendix A: Agendas of Project Level Workshops SafetyCube Workshops

## SafetyCube Stakeholder Workshop

Venue: Gothenburg European Office

Rue du Luxembourg 3

Brussels, June 17<sup>th</sup>

10 a.m. - 16 p.m

**Purpose:** Provide stakeholder input to direct the activities of the Horizon2020 project SafetyCube addressing road safety. The SafetyCube project will develop a Decision Support System (DSS) for safety policy that will include reliable and easily accessible information to identify the most cost-effective measures that address road safety problems.

The two main goals of the workshop are to identify:

- 1) User needs for the European road safety Decision Support System.
- 2) "Hot topics" in terms of risk factors, safety effects and cost-benefit analyses to be examined within the project.

### Agenda

9:30-10:00	Registration / "Hot Topics" Bulletin Board
10:00-11:00	Welcome/Workshop Introduction Overview of SafetyCube Project Invited Speakers Theme "Current Experience"
11:00-12:15	Breakout Session 1
12:15-13:15	Lunch / "Hot Topics" Bulletin Board
13:15-14:30	Invited Speaker Theme "Current Experience" Breakout Session 2
14:30-15:00	Refreshment Break
15:00-16:00	Summary from Breakout Groups Analysis of "Hot Topics" Bulletin Board
16:00	Adjourn



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## SafetyCube Stakeholder Workshop

Venue:

Ljubljana, Slovenia

October 14<sup>th</sup>

10 a.m. - 3 p.m

**Purpose:** The SafetyCube project will have a follow up workshop in Ljubljana, Slovenia in connection to the IRTAD meeting. Stakeholders that participated in the SafetyCube 'kick-off' workshop provided 'hot topics' in road safety using the following guidelines:

- Current policy and research priorities must be taken into account;
- What precisely is it that requires attention?
- What are the risk factors and safety effects? Are cost-benefit analyses available?
- Which road safety issues need new evidence?

A total of 53 hot topics were identified and subdivided into six categories: Infrastructure, Human, Vehicle, Data, Vulnerable road users and Overall. Human and Vulnerable road users were the categories that were mentioned most frequently, with suggestions ranging from health-related issues to e-bikes and bicycle highways. The hot topics cover such a wide range that further discussion with stakeholders is necessary.

The workshop in Ljubljana will look further into the "hot topics" to establish high priorities issues, maturity level of countermeasures for the various "hot topics", and identify the analysis needs for the project.

### Agenda

8:30-09:00	Registration
9:00-10:30	Plenary Session: IRTAD + Slovenian Local Road Safety Councils <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Overview of SafetyCube Project</li> <li>• Invited Speakers</li> </ul>
10:30-11:00	Refreshments
11:30-13:00	Breakout Session – IRTAD Delegates
13:00-14:00	Lunch
14:00-15:00	Plenary Discussions/Feedback from Breakout Groups
16:00	Adjourn

Register



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**SafetyCube**  
Decision Support System Launch Event  
Brussels, October 5, 2017  
Nordic House  
Rue du Luxembourg 3,  
B-1000 Bruxelles,  
Belgium

10 a.m. - 15 p.m

**Purpose:** The SafetyCube Decision Support System (DSS) has become a functioning prototype with almost all functionality in place. The project team is proud to present the system for public access and will hold a first workshop to present and demonstrate the tool.

Participation is free, but registration is required

**Agenda**

9:30-10:00	Registration
10:00-10:30	How to support decision making – The SafetyCube Approach
10:30-11:00	Decision Support System – The SafetyCube Road Safety Resource
11:00-12:00	DSS Demonstrations with Audience Interaction
12:00-13:00	Lunch
13:00-14:00	DSS Demonstration and review of feedback from initial users
14:00-14:45	Breakout sessions
14:45-15:00	Closing discussions
15:00	Adjournment



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Road Safety Workshop:  
**First Viewing of the  
SafetyCube Decision Support System**  
Venue: BRSI  
Chaussée de Haecht 1405  
1180 Brussels,  
September 27, 2016  
9 a.m. – 16:00 pm

**Purpose:** Illustrate how existing road safety knowledge can be collected, structured and distilled into the SafetyCube Decision Support System (DSS) that can be queried in terms of safety risk factors and potential countermeasures, including crash scenarios. Key road safety stakeholders will have the opportunity to watch the methodology followed and test the SafetyCube DSS prototype, allowing vivid discussion for its further improvement.

**Agenda**

9:00-10:00	Registration Session Chair: <b>Robert Thomson</b> , SAFER
10:00-10:30	Overview of SafetyCube Project: <b>Pete Thomas</b> , Univ. Loughborough The European Commission Road Safety Vision <b>William Bird</b> , DG-Research
10:30-11:00	"Inspiration and Implementation" How SafetyCube DSS will lift road safety <b>Rune Elvik</b> , TOI
11:00-11:30	The scientific basis of the SafetyCube Decision Support System <b>Heike Martensen</b> , BRSI
11:30-11:45	Coffee Break
11:45-12:30	The SafetyCube Decision Support System prototype: <b>George Yannis</b> , NTUA
12:30-13:15	Lunch Break
13:15-14:00	Cost-benefit Information in the DSS, <b>Heike Martensen</b> , BRSI Accident Scenarios – <b>Walter Niewöhner</b> , DEKRA Overview of afternoon session
14:00-15:30	SafetyCube DSS parameters and examples: Behaviour - <b>Eva Aigner-Breuss</b> , KFV; Infrastructure – <b>Eleonora Papadimitriou</b> , NTUA SafetyCube DSS Stakeholder Feedback: <b>All Participants</b>
15:30-16:00	Closing Comments, European Commission: <b>Maria-Teresa Sanz-Villegas</b> , DG Move Road Map for DSS development / Regrouping and Summary <b>Klaus Machata</b> , KFV, <b>Pete Thomas</b> , Univ. Loughborough
16:00	Adjourn



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## Towards better decision making for road safety in Europe

SafetyCube (Safety CaUsation, Benefits and Efficiency) is a research project funded by the European Commission under Horizon 2020, in the domain of Road Safety. The project started in May 2015 and will be finalised in April 2018.

The primary objective of the SafetyCube project is to develop an innovative and web-based Road Safety Decision Support System (DSS) that will enable policy-makers and stakeholders to select and implement the most appropriate strategies, measures and cost-effective approaches to reduce casualties of all road user types and all severities in Europe and worldwide.

SafetyCube's Final Conference will gather stakeholders, experts and decision-makers from across Europe. The two-day conference will be hosted on 22 and 23 March 2018 in the Palais Auersperg in the city centre of Vienna, Austria (Auerspergstraße 1, 1080 Vienna).

## Conference Programme

### DAY 1 - 22 March 2018

09:00 Registration

#### Welcome Address

09:30 Prof. Pete Thomas, SafetyCube Co-ordinator | Loughborough University, Eva Echlinger-Vill, Austrian Ministry for Transport  
Othmar Thann, Director of KFV – Austrian Road Safety Board



#### Keynote Speeches

10:00 Violeta Bulc, Commissioner for Transport, European Commission, Video Address  
Antonio Avenoso, European Transport Safety Council

#### Overview of the project

Maura van Strijp | SWOV  
Klaus Machata | KFV



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 633485.

### DAY 1 - 22 March 2018

#### Session 1: Vision for Decision Support Systems and Tools:

Chair: George Yannis | NTUA

What are the stakeholder needs when faced with safety issues? What information, what analyses, how to investigate further?

11:00 Ingrid Skogmo, European Commission | DG-Research  
The SafetyCube European research project – Pete Thomas | Loughborough University  
The SafetyCube Methodology – Heike Martensen | VIAS  
Linking road safety risk factors and measures – Eleonora Papadimitriou | NTUA

#### Session 2: Consequences of Crashes

Chair: Wouter Van den Bergh | VIAS

The societal costs of crashes must be documented in a way that stakeholders can assess and choose different solutions to a road safety issue.

12:00 International road safety overview – Dinesh Mohan | IIT Delhi  
Serious injuries – Wendy Weijermans | SWOV  
Socio-economic costs of crashes in Europe – Wim Wijnen | SWOV

12:45 - 13:45 LUNCH

#### Session 3: Implementation of a Decision Support System – SafetyCube

Chair: Klaus Machata | KFV

13:45 The SafetyCube European Road Safety Decision Support System – Prof. George Yannis, NTUA  
Discussion

#### Testimonials & User Feedback

Fred Wegman | RTAD, SWOV, DELFT Univ.  
David Davies | PACTS  
Horst Schulze | FERSI  
James Bradford | EuroRap  
João Queiroz | Estrada Mais Segura, Lisbon University Institute

15:00 Refreshment Break

15:30 Hands-on user testing of the DSS with support of SafetyCube "personal trainers"

17:00 End of Day 1

19:00 Conference Dinner



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 633485.

### DAY 2 - 23 March 2018

#### Session 4: Challenges for road safety decision making

Chair: Heike Martensen | VIAS

This session brings forward the important lessons learned from the development of the SafetyCube DSS and discusses the current and future potential of the DSS in meeting the global challenges of decision support in road safety.

9:30 Lessons from applying the systems approach – Ashleigh Fittness | Loughborough University  
Challenges for transferability – Rune Elvik | TØI  
Meeting the needs of different stakeholders – Klaus Machata | KFV  
Integrating new measures and new technologies – Anne Gullaume | LAB

11:00 Refreshment break

#### Session 5: The Future of the European Road Safety Decision Support System

Chair: Pete Thomas | Loughborough University

The SafetyCube DSS is now open and fully operational and offers great potential to improving evidence-based approaches in road safety decision making. The following open questions for its future will be discussed:

- What are the steps and actions needed for making evidence-based a routine in Europe?
- What will be the future questions that policy makers will face in an era of rapid changes?
- How should SafetyCube DSS will further develop? What are the needs and priorities for improvement?

12:30 International Discussion Panel. Chair: Pete Thomas | Loughborough University

Maria-Theresa Sanz | European Commission  
Horst Schulze | FERSI  
RTAD – Veronique Feyssell | RTAD  
Antonio Avenoso | ETSC  
Ferry Smith | IRAP  
Eva Echlinger-Vill | bmvit

12:30 Lunch

Conference Adjournment



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