



# Project Dissemination Plan

## Deliverable 2.3





## Project dissemination plan

Work package 2, Deliverable 2.3

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# Executive summary



The dissemination plan for SafetyCube is presented in this report. This plan will guide the information flow in the remainder of the project. A final dissemination report will be provided at the end of the project to document how the project interacted with the stakeholders of road safety.

Stakeholders are grouped into different groups reflecting their influence on the project. A core group will be used to solicit advice for the project members. An extended stakeholder group is identified as mandatory targets for spreading the information. Additional audience members for the project can be recruited using the website and email.

A graphic profile for the project has been developed and reported in a previous deliverable (D2.2). This is used to provide a consistent appearance for the SafetyCube project in terms of reports, presentations, posters, and the webpage.

The partners are experienced in disseminating research results and a number of conferences, journals, and workshops have been identified for spreading the SafetyCube results as well as soliciting needs from the stakeholders. SafetyCube will host its own workshop series using the stakeholder network as an invitation list. Smaller thematic workshops will be held in consultation with the technical WP leaders. Two larger, project wide, workshops will be organised at the midterm and end of the project to lift the visibility of the project.

# 1 Introduction



## 1.1 SAFETYCUBE

Safety CaUsation, Benefits and Efficiency (SafetyCube) is a European Commission supported Horizon 2020 project with the objective of developing an innovative 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.

SafetyCube aims to:

1. develop new analysis methods 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. apply these methods to safety data to identify the key accident causation mechanisms, risk factors and the most cost-effective measures for fatally and seriously injured casualties
3. develop an operational framework to ensure the project facilities can be accessed and updated beyond the completion of SafetyCube
4. 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 is 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” to be used as demonstrators within the project. Throughout the project, the stakeholders will provide 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

To ensure that stakeholders and partners get efficiently involved in the project a plan with various dissemination activities is set up. This dissemination plan will cover all tasks of WP2 including a networking strategy and a time plan of the various dissemination activities. Dissemination is not only distributing the results of the project but includes the stakeholder input. This activity is significant to define the user needs of the Decision Support System that will be developed in the project.

SafetyCube will use activities like workshops and seminars to collect stakeholder input and inform about the project progress and results. Other dissemination fora include a webpage, newsletters, posters and presentations to reach and engage stakeholders.

## 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 will produce a tool that can be used by stakeholders in road safety and this requires an understanding of both the needs of the stakeholder as well how to inform potential users of the tool's use and benefit.

The dissemination workpackage in SafetyCube is divided into different tasks that have different functions. The four main tasks are 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 will be used to provide the dissemination activities for the project.

The dissemination plan described in this report addresses the main activities that will be undertaken. Outreach to the stakeholders needs to be coordinated and this is identified in the chapter on stakeholder engagement. This addresses how stakeholders are recruited and targeted for different communication strategies.

The communication channels used in the project are described in the Chapter 4. Different communication strategies are available and a graphic profile must be developed so that the project is recognizable in all its communication forms. A logo, colour scheme, and page layout are identified. Using the consortium background, different conferences and journals are identified for disseminating the results.

SafetyCube is one of five projects awarded that address accident causation and vulnerable road users. Chapter 5 describes how the cluster of projects will interact.

The last chapter describes how the partners will use their own dissemination activities to spread the SafetyCube project.



# 3 Stakeholder engagement



This chapter describes the stakeholder engagement.

Early in the project an efficient network of stakeholders was created. The consultation of the stakeholder in the project has 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.).

The stakeholders will be presented in Section **Error! Reference source not found.** and **Error! Reference source not found.** below and the stakeholders will be engaged by a range of methods presented in Section **Error! Reference source not found.**

## 3.1 CORE STAKEHOLDERS

The core stakeholders invited to the first workshop were selected by the SafetyCube core group. Stakeholders were selected to cover a wide range of interests and knowledge. In the core group are people from government, industry, research and consumers covering the areas vehicle, infrastructure and human behaviour.

## 3.2 EXTENDED STAKEHOLDERS

The stakeholder group will include primarily the EC High Level Group on road safety, the CARE-expert group, the road and vehicle industry, but also associations of road users, road safety institutes, traffic police, insurance companies, the health sector, urban planners, public and goods transportation operators and other relevant road safety groups and associations both at European and at Member States level.

The stakeholders, of all types, will be contacted throughout the project. The website will be the focal point for information related to the project.

# 4 Communication



This chapter describes the wide range of communication methods were used to engage the stakeholders.

## 4.1 WEBSITE AND SOCIAL MEDIA

The website of the SafetyCube Horizons 2020 research project ([www.safetycube-project.eu](http://www.safetycube-project.eu)) was launched in August 2015. The objective of the SafetyCube website is to provide information about the project and disseminating intermediate and final results to the road safety community. All of the material and results will be made freely available on the website as the outputs are developed during the project. The website is interactive, allowing responses to the information and intermediate results as well as the exchange of information between stakeholders and the members of the project and between the stakeholders themselves. The website is designed for computers (Figure 1) and mobile devices (Figure 2)

The SafetyCube project website is designed on three levels. The **first level**, the **homepage**, is more general, containing general information about the project, project identifiers (e.g. header photo and logo), a group of featured items, a short welcome text, a list with the latest project news, and a rolling presentation of the project partners. On the right column of the webpage there are four additional link-boxes. Three of them provide links respectively to:

- the Horizons 2020 - Transport webpage
- the SafetyCube project Newsletters and
- information on the future SafetyCube Decision Support System (DSS)

Another text box contains Traffic Safety Facts, which are interesting short road safety findings from European road accident statistics. Traffic Safety Facts are changed randomly for every change of page and/or page refresh and can be different for the different users. Additional linkboxes and text boxes might be added according to specific needs of the SafetyCube project. At the bottom of the homepage a funding reference, contact details and a disclaimer are also provided.

The **second level** consists of separate pages, within the website, providing specific information about the project. Specifically, the following pages are available:

- **the partners webpage** where all key information on project partners is included. For each partner detailed information concerning the institution (i.e. name, logo, weblink) and the key scientists (name, e-mail, photo, links to personal webpage, linkedin and researchgate) are provided
- **the work programme webpage** where the objective of the project, the methodology that will be followed to achieve this objective and the distribution of work in work packages is summarised
- **the news webpage** where all the latest information concerning the SafetyCube project is published and continuously updated
- **a webpage with useful links** that may be exploited for the purposes of the project or may also be of interest to the visitors of the SafetyCube project website. These links concern several **International Organisations** (e.g. Innovation Networks Executive Agency, EC Directorate-General for Research and Innovation, EC Directorate-General for Mobility and Transport, International Transport Forum, United Nations), **Research projects** (e.g. PROSPECT, InDeV, XCYCLE, SENIORS, DaCoTA, SafetyNet), **International Interest Groups** (e.g. European Automobile Manufacturer's Association, European Automotive Research Partners Association,

European Transport Safety Council, EuroNCAP, European Cyclists' Federation, Forum of European National Highway Research Laboratories, Forum of European Road Safety Research Institute, European Federation of Road Traffic Victims, iRAP) and

- **the publications webpage** where project deliverables, SafetyCube papers to scientific journals and conferences as well as SafetyCube presentations to conferences, workshops or similar events will be available shortly after their publication.

The **third level** refers to each new item published on the website. Each item consists of:

- a short and concise title describing the item, ending with the date of the subject of the item
- a picture related to the item contents (e.g. photo, illustration, diagramme, table, graphic)
- the date of publishing the item at the SafetyCube project website
- a brief descriptive and concise text,
- any relevant link to internal or external webpages and/or attachments and
- all relevant attachments.

The website will be continuously updated throughout the project lifetime with all the latest news.



Figure 1 The SafetyCube website



Figure 2 The SafetyCube website on tablet.

## 4.2 TEMPLATES FOR ALL COMMUNICATION MATERIAL

A graphic profile has been designed for the project that includes logo (Figure 3), colours (Figure 4) and fonts (Figure 5). Based on this graphic profile, templates have been developed for both Powerpoint (Figure 6) and Word (SafetyCube deliverables). These have been made available through the projects' filesharing system. The corporate identity has also been applied to the abovementioned website and will be applied to the integrated newsletter and other materials such as roll up banners and posters. Details on the graphic profile is available in (Tros 2015)

Consistently using the specific elements of the corporate identity for the website, newsletters, presentations, deliverables, announcements, invitations, posters and other project materials, improves the recognisability of the project and will improve its impact.



Figure 3 SafetyCube logo

R=246 G=143 B=53	R=252 G=195 B=146	R=254 G=223 B=195
R=0 G=0 B=0	R=119 G=119 B=119	R=198 G=198 B=198
R=19 G=92 B=169	R=137 G=154 B=205	R=190 G=198 B=228

Figure 4 SafetyCube colours

<b>Sofia Pro Soft:</b>	<b>Font used in logo</b>
<b>Corbel:</b>	<b>Alternative font: already installed in most Office products</b>

Figure 5 SafetyCube fonts



Figure 6 Example slide SafetyCube Powerpoint presentation

#### 4.3 NEWSLETTER STRATEGY

The intention is to send at least two newsletters a year. The newsletters will preferably be timed respectively before and after large workshops. This will allow us to announce the workshops and give them publicity, and disseminate their results informing stakeholders and interesting them for the project. Thus, the topics of the newsletters will rely on the workshops organised and the topics relevant to stakeholders and the phase of the project.

The newsletters will be integrated in the website by using Mailchimp. That means the newsletter articles are generally introductions to website posts and aimed at generating more traffic towards the website.

The newsletters will be sent to all SafetyCube partners through the MailChimp module. Their contribution in distributing this newsletter further is essential. Different options will be used:

- add addresses to use in the MailChimp module
- Include the link to the newsletter in newsletter of partner
- Include the link to the newsletter on website of partner
- Forward the newsletter
- Link to newsletter on social media (e.g. LinkedIn, Twitter)
- Subscription box on the website to add address to MailChimp module

#### 4.4 PUBLICATION OF JOURNAL ARTICLES

*Targets for Journals, create list of suitable journals for publishing project results*

- Thinking Highways
- Strade & Autostrade
- Le Strade
- Revue générale des routes
- Transportation Research Part F
- Accident Analysis + Prevention
- Traffic Injury Prevention
- Journal of Safety Research
- Int. Journal of Crashworthiness
- Behaviour Research and Therapy
- Accident Analysis & Prevention
- ESV Conference
- ESAR conference
- AAAM conference
- IRCOBI conference
- TIP 2017 (health impact of serious road injuries in Europe)
- TIP 2018 (risk factors related to serious road injuries)

#### 4.5 POSTER AND ORAL PRESENTATIONS ANTICIPATED AT ACADEMIC CONFERENCES

<a href="#">XXVth World Road Congress</a>	November 2-6, 2015	Seoul (South Korea)
<a href="#">2nd Global High-Level Conference on Road Safety</a>	November 18-19, 2015	Brasilia (Brazil)
<a href="#">95th Transportation Research Board (TRB) Annual meeting</a>	January 10-14, 2016	Washington (USA)
Transportation Research Board (TRB) 2017	TBD, 2017	TBD
<a href="#">Intertraffic Amsterdam 2016</a>	April 05-08, 2016	Amsterdam (Netherlands)
<a href="#">Transport Research Arena (TRA) 2016</a>	April 18-21, 2016	Warsaw (Poland)
Transport Research Arena (TRA) 2017	TBD, 2017	TBD
<a href="#">Via Nordica 2016</a>	June 08-10, 2016	Trondheim (Norway)
<a href="#">Road Safety on Five Continents (RS5C) (17th International Conference)</a>	May 17-19, 2016	Rio de Janeiro (Brazil)
<a href="#">12th World Conference on Injury Prevention and Safety Promotion, Safety 2016</a>	September 18-21, 2016	Tampere (Finland)
<a href="#">21st International Council on Alcohol, Drugs and Traffic Safety Conference</a>	October 16-19, 2016	Gramado (Brazil)
ICTTP	2018	

#### 4.6 PRESENCE AT NON-ACADEMIC EVENTS

SafetyCube intends to be present at targeted non-academic events where the project results can be disseminated. This includes tradeshows, information events, etc. As such opportunities often appear with quite short notice they will not be listed here but will be monitored by the SafetyCube partners.

#### 4.7 WORKSHOPS AND SEMINARS

To get the Stakeholders involved from the beginning of the project, a Kickoff Workshop was planned. The 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".

A midterm workshop to present mid-term results and collect updates on stakeholder needs is planned for November 2016. A final conference where the main findings of the project and in particular the DSS will be presented is planned in March 2017.

The main workshops named above will be allocated half the workshop budget and the other half will be saved for thematic workshops planned in close cooperation with the other WPs.

# 5 Interaction with other European Commission-funded projects



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

SafetyCube will coordinate its activities with the four sister H2020 projects

- [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](#)

Opportunities to co-host sessions in existing conferences will be explored. Coordinator meetings will be one opportunity to maintain contact among the projects.



# 6 Individual Partner Dissemination Activities



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

SafetyCube is a project where 17 partners are collaborating 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 will represent the official activities of the group. However each partner has the possibility to exploit the SafetyCube results. The following list provides an overview of how each partner may spread the SafetyCube results using their own internal network, complementary publications in journals and conferences, and how they may 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. In SafetyCube ASPB is involved in WP3 and WP7, and leads the task 7.1
<b>Anticipated Dissemination Actions</b>	
International	ASPB plan to send a presentation at the 12th World Conference on Injury Prevention and Safety Promotion, Safety 2016 about the estimation of serious road injuries. We also plan to publish a paper on a peer review journal, maybe AAP
National	

## 6.2 AVP

Partner	AVP
Overview	AVP, Slovenian Traffic Safety Agency, is a legal body of public law in the field of road safety. Agency 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. Agency 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.
<b>Anticipated Dissemination Actions</b>	

International	The results of the project will be presented at international conferences in which AVP will participate in the future.
National	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 BRSI

Partner	BRSI
Overview	<p>The Belgian Road Safety Institute, <b>BRSI</b>, is dedicated to the reduction of the number of road-deaths. By developing, sharing and applying knowledge on road safety, <b>BRSI</b> is an important interlocutor for all Belgian authorities, federal, regional as well as local.</p> <p>The BRSI knowledge center has a multidisciplinary team of 22 researchers and analysts. The BRSI's reports, freely available via the institutes web-site, are routinely used by most Belgian road safety professional. The BRSI has a very strong media coverage and features in newspaper articles or radio interviews on a daily basis.</p>
<b>Anticipated Dissemination Actions</b>	
International	The BRSI represents Belgium in several international expert groups, like IRTAD, CARE, ETSC and actively participates in several initiatives of those organizations. BRSI will present the SafetyCube project at the IRTAD meeting in Ljubljana and will most likely do the same at one of the next CARE meetings.
National	<p>The BRSI chairs the Belgian General Assembly of Road Safety. This commission consists of 27 full members and unites all important Belgian authorities and organizations that play a role in road safety. BRSI will promote the SafetyCube project at different phases (initial introduction, progress report, final result), assuring an optimal familiarity of the most important Belgian stakeholders with the project objective and results.</p> <p>A presentation of SafetyCube at the VSV-conference (Flemish foundation for road safety) for road-safety practitioners will be planned together with the organizers and depending on the main topic of the conference. Generally a presentation towards the end of the project is considered to be most effective.</p> <p>The BRSI is developing its own English newsletter (also available at the BRSI-website) and will give regular up-dates on the SafetyCube-project via this channel, once the newsletter is in place.</p>

### 6.4 CIDAUT

Partner	CIDAUT
Overview	FUNDACION CIDAUT (Centro de Investigación y Desarrollo en Transporte y Energía), is a non profit private research foundation , with

	<p>the main aim of increasing competitiveness and industrial development of companies in the transport and energy fields.</p> <p>In order to promote the development and growth of the transport and energy sectors in the benefit of society, CIDAUT efficiently manages the knowledge transfer process by means of collaboration agreements between companies, universities and public administration bodies, contributing to the creation of a more competitive business environment that generates new investment opportunities for the private sector in areas of technological innovation.</p> <p>Promoting the transfer of knowledge within the science-technology-company fields is essential to devise business strategies that are both innovative and less risky and supporting the business sector as regards technology monitoring to contribute to the transfer of technology and innovation as a way to stimulate the development and growth of the different sectors of society by accessing the know-how and expertise of technological research, innovation and development groups.</p>
<b>Anticipated Dissemination Actions</b>	
International	<p>CIDAUT will include any relevant news of the project (mainly in the news involving CIDAUT) in its bi-monthly European Projects Newsletter, distributed to nearly 1000 (987) subscribers.</p> <p>CIDAUT will also add a small description and a link to the web of the project to its corporate web, in the area of Dissemination of European Projects.</p>
National	<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 Cidaut staff, staff from Cidaut Spin-offs, founding companies' members and members of Patronage Board, and any other technological actors subscribed to this service.</p>

## 6.5 CTL

<b>Partner</b>	<b>CTL</b>
Overview	<p>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 pertains 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.</p>
<b>Anticipated Dissemination Actions</b>	
International	<p>Expected dissemination activities for CTL researchers are related to the publication and presentation of project results in international journals and conferences such as: Accident Analysis and Prevention, Safety Science, Transport Research Arena.</p> <p>Informative presentations can be also delivered at international working groups such as IRTAD and FERSI.</p>
National	<p>CTL will disseminate project results in appropriate national scientific conferences and to Italian stakeholders / decision makers. Presentations could be prepared in Italian to reach a wider audience.</p> <p>From several years, the CTL members provide courses on safety of transport systems at Sapienza University; dissemination is anticipated in</p>

	workshops and teaching activities. Finally, CTL manages a news-magazine on road safety with recipients from academic and institutional sectors.
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## 6.6 DEKRA

<b>Partner</b>	<b>DEKRA</b>
Overview	DEKRA is able to prepare press releases or to organize workshop with media. 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. One example to show how media workshops was organized is the APROSYS Workshop in our crash test facility. Additionally there are possibilities to transfer results to politicians or organize meetings with politicians e.g. in Berlin or Brussels.
<b>Anticipated Dissemination Actions</b>	
International	Similar to national level in Brussels, in other cities this may be possible. !budget question is open!
National	DEKRA is able to transfer results of the project to politicians on a parliamentary event (breakfast or diner). One other alternative is to do this by an expert talk with politicians working in the traffic committees. Additionally written summaries could be transferred to the channels used in the parliament for new information. To organize a workshop is one other possibility. This could include to talk with journalists from television, technical journals or newspapers. Results of SafetyCube could also transferred as a press release to the public.

## 6.7 ERF

<b>Partner</b>	<b>ERF</b>
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 have ongoing dissemination activities in terms of specialized press magazines, and own position papers.
<b>Anticipated Dissemination Actions</b>	
International	The ERF usually presents paper in international research events like Transport Research Arena and has boots in international events like Intertraffic. ERF also organize the AFB 20 (2) Roadside Safety Design Subcommittee on International Research Activities. ERF has a newsletter with 6000 recipients.
National	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

<b>Partner</b>	<b>IFSTTAR</b>
Overview	Ifsttar 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>Anticipated Dissemination Actions</b>	
International	Ifsttar Researchers involved in SafetyCube anticipate papers to be presented or published in road and traffic safety forums such as Road Safety on Five Continents (organization of a special session in coordination with other Safetycube partners), in Transportation Research Board Annual Meeting, in journals like Accident Analysis & Prevention, Traffic Injury & Prevention, European Transport Research Review, and international conferences like Enhanced Safety of Vehicles (ESV), Transport Research Arena (TRA), ...
National	Ifsttar will disseminate the SAFETYCUBE work to the French stakeholders involved in the management of road safety by making presentation in the regular workshop organised by the Centre For Studies and Expertise on Risks, Environment, Mobility, and Urban and Country planning (Cerema), by the French observatory for road safety (ONISR). Dedicated dissemination to road accident victims organization could be also organized (Association of the registry of motor accident victims annual meeting, French associations for the families of Traumatic brain injured people annual seminar, ...)

## 6.9 LOUGH

<b>Partner</b>	<b>Loughborough University (LOUGH)</b>
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>Anticipated Dissemination Actions</b>	
International	Loughborough University aims to disseminate work relating to SafetyCube at a variety of international conferences including the Association for the Advancement of Automotive Medicine (AAAM) annual conference, Enhanced Safety of Vehicles (ESV) and the World Congress on Injury Prevention (WCIP) and in journals such as Accident Analysis and Prevention.
National	SafetyCube activities will be disseminated nationally to a variety of stakeholders including the Department of Transport (DfT), the Parliamentary Advisory committee for Transport Safety (PACTS) and via the UK Road Safety Observatory. LOUGH also has links with local transport groups such as the Association of Industrial Road Safety Officers (AIRSO).

### 6.10 NTUA

<b>Partner</b>	<b>NTUA</b>
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>Anticipated Dissemination Actions</b>	
International	NTUA researchers, taking also advantage of their previous relevant experience, will fully exploit the potential for publication of the SafetyCube results in international well-known road safety related scientific journals such as "Accident Analysis and Prevention", "Safety Science", "Traffic Injury Prevention", "Injury Control & Safety Promotion", etc. Moreover, appropriate papers and/or presentations (oral and/or poster) will be submitted for publication at international conferences such as the Transport Research Arena, the World Conference on Transport Research etc. In every proper occasion, the SafetyCube results will also be disseminated to the international road safety Expert Group, Organisations and Committees to which NTUA is member such as OECD, IRTAD, UNECE, WHO, CEDR, ETSC, etc.
National	NTUA will present the SafetyCube results to the key conferences on transport issues that are periodically organised in Greece i.e. the Pan-hellenic Road Safety Conference, the International Congress on Transport Research and the Pan-hellenic Highway Engineering Conference. Furthermore, NTUA will disseminate the SafetyCube results in all other relevant events organised by road safety stakeholders in Greece e.g. National, Regional and Local Authorities, Academia, Industry, Professional Associations, NGOs etc.

### 6.11 SAFER

<b>Partner</b>	<b>SAFER</b>
Overview	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 conferee, academic journals, and own technical report series.
<b>Anticipated Dissemination Actions</b>	
International	SAFER Researchers involved in SafetyCube anticipate papers to be presented or published in road and traffic safety forums such as Road Safety on Five Continents, Transportation Research Board Annual

	Meeting, Accident Analysis and Prevention, Traffic Injury Prevention, Enhanced Safety of Vehicles (ESV). Formal and information presentations are anticipated in TRB Technical committees and international working groups like ISO standardization. In addition SAFER usually has a booth at the ESV exhibition.
National	The SAFER partners will disseminate among the SAFER partners as well as to Swedish Stakeholders in regular conferences and events like Transportforum, SAFER Project Day,. Additional ad hoc dissemination is anticipated in workshops, teaching activities at Chalmers University of Technology, and internal SAFER working groups. SAFER has a newsletter with 300 recipients.

### 6.12 SWOV

Partner	SWOV
Overview	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.
<b>Anticipated Dissemination Actions</b>	
International	SWOV researchers involved in SafetyCube anticipate papers to be presented or published in road and traffic safety forums such as Road Safety on Five Continents, Road Safety and Simulation, Transportation Research Board Annual Meeting, Accident Analysis and Prevention, Traffic Injury Prevention, Safety Science, Transportation Research Part B, Journal of Safety Research.
National	SWOV researchers will disseminate SafetyCube's results and progress 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 & EN). Attention will be drawn to them using social media and newsletters. Also, SWOV can further disseminate SafetyCube and its decision support system, in workshops and through teaching activities at for example Delft University of Technology. Dissemination activities will be targeted at policy makers and decision makers in particular.

### 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>Anticipated Dissemination Actions</b>	
International	TOI Researchers involved in SafetyCube anticipate papers to be presented or published in road and traffic safety forums such as Road Safety on Five Continents, Transportation Research Board Annual Meeting, Accident Analysis and Prevention, and Safety Science. In

	<p>addition the Institute will publish contributions to SafetyCube as research reports in its ordinary series of reports.</p>
National	<p>The Institute publishes a journal, Samferdsel, which is suitable for popularized presentations in Norwegian. The journal will be published electronically only from the next year. In addition, researchers will give presentations during the annual "Research Days", hosted by the Research Council of Norway in September each year.</p>



# 7 Conclusion



The dissemination plan for SafetyCube has been presented in this report. This plan will guide the information flow in the remainder of the project. A final dissemination report will be provided at the end of the project to document how the project interacted with the stakeholders of road safety.

Stakeholders are grouped into different groups reflecting their influence on the project. A core group will be used to solicit advice for the project members. An extended stakeholder group is identified as mandatory targets for spreading the information. Additional audience members for the the project can be recruited using the website and email.

A corporate identify for the project has been developed and reported in a previous deliverable (Tros 2015). This is used to provide a consistent appearance for the SafetyCube project in terms of reports, presentations, posters, and the webpage.

The partners are experienced in dissemination research results and number of conferences, journals, and workshops have been identified for the spreading the SafetyCube results as well as soliciting needs from the stakeholders. SafetyCube will host its own workshop series using the stakeholder network as an invitation list. Smaller thematic workshops will be held in collaboration with the technical WP leaders. Two larger, project wide, workshops will be organised at the midterm and end of the project to lift the visibility of the project.



# References



Tros, M.; Houtenbos, M. . 2015. "Dissemination Material Template." In *Deliverable Number 2.2 of the H2020 project SafetyCube*.