



UDRIVE

European Naturalistic
Driving Study



Overview of all dissemination activities

Deliverable 63.8

DOI: [10.26323/UDRIVE_D63.8](https://doi.org/10.26323/UDRIVE_D63.8)





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European Naturalistic Driving Study

EUROPEAN COMMISSION
SEVENTH FRAMEWORK PROGRAMME
FP7-SST-2012.4.1-3
GA No. 314050

eUropean naturalistic Driving and Riding for Infrastructure and Vehicle safety and Environment

Deliverable No.	UDRIVE D63.8	
Deliverable Title	Overview of all dissemination activities and their outcomes	
Dissemination level	Public	
Written By	Andrea Hrzic (ERTICO)	28-06-2017
Checked by	Marika Hoedemaeker (TNO)	30-06-2017
Approved by	Nicole van Nes (TNO)	30-06-2017
Status	Final	30-06-2017

Please refer to this document as:

Hrzic, A. (2017). *Overview of all dissemination activities and their outcomes*. UDRIVE Deliverable 63.8. EU FP7 Project UDRIVE Consortium. https://doi.org/10.26323/UDRIVE_D63.8

Disclaimer:

UDRIVE is co-funded by the European Commission, DG Research and Innovation, in the 7th Framework Programme. The contents of this publication is the sole responsibility of the project partners involved in the present activity and do not necessarily represent the view of the European Commission and its services nor of any of the other consortium partners.

Executive Summary

UDRIVE is a large-scale European Naturalistic Driving study that aims to collect in-depth knowledge about the behaviour of car drivers, truck drivers and motor riders in order to make road traffic safer and more environmentally friendly.

D63.8 “Overview of all dissemination activities and their outcomes” is a list of all the activities related to the dissemination including creation of dissemination materials for external events, presentations of the project at other conference and workshops, radio interview, published articles and other. All the partners of the UDRIVE project have contributed to the dissemination activities to relevant stakeholders. The partners have regularly provided information on their dissemination activities to the dissemination manager.

This overview is divided in several sections depending on public presentations, published materials etc.

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1 Introduction

1.1 About UDRIVE

Road transport is indispensable for the exchange of goods and persons, but at the same time has severe negative consequences, among others for road safety and environment. To meet the European road safety and emission targets, a next generation of measures is needed based on a far more in-depth understanding of road user behaviour.

UDRIVE is the first large-scale Naturalistic Driving study in Europe and aims to provide a first step toward this in-depth knowledge in a number of areas, as well as data for further research. Cars, trucks and powered two-wheelers (motorcycles and scooters) have been equipped with sensors and cameras for more than a year and provided continuous and detailed information about the driver and the vehicle in interaction with other road users. This will result in a wealth of information about everyday trips on European roads in 6 different countries.

During the 3 years of UDRIVE, the project consortium has engaged in various dissemination activities which then themselves have led to further dissemination, organised interview with the local media and radios, articles in specific industry-oriented as well as general media newspapers. Partners have also introduced and presented the project at fellow project events ranging from small workshops to bigger conferences such as the ITS World Congress with an audience of 10 000 people.

1.2 Objectives of D63.8 “Overview of all dissemination activities and their outcomes”

Deliverable D63.8 “Overview of all dissemination activities and their outcomes” is a clear report of all the dissemination activities that have been made by the project partners in the past 4,5 years of the project duration. The overview is a valuable tool and gives a detailed insight in the promotion made around the project. This overview will also provide clear guidance of the directions in which the UDRIVE project could seek further dissemination opportunities, especially when considering the promotion of the database available for further use. The list includes all types of dissemination including publications, conferences, workshops, web, press releases, flyers, articles published in the popular press, videos, media briefings, presentations, interviews, films, TV clips, posters and other.

Overview of dissemination activities – publications, articles, press releases etc.

Date	Activity details	Dissemination Type	Partner responsible
06-Oct-16	UDRIVE update on FND Newsletter 6 - http://2doubmisw11am9rk1h2g49gq.wpengine.netdna-cdn.com/wp-content/uploads/sites/7/2016/11/FOT-Net-Data-NL_Issue-06_final.pdf	Publication	ERTICO
23-Aug-16	Preparation of UDRIVE one pager for the Transport Safety Research Policy Cluster - Human Factors and Behaviour Workshop 'Workshop on safety and human factors'	Flyer	ERTICO
22-Aug-16	EUCAR Project book	Publication	ERTICO
19-May-16	Scientific Paper: The study design of UDRIVE: the naturalistic driving study across Europe for cars, trucks and scooters	Scientific Publication	Yvonne Barnard, Fabian Utesch, Nicole van Nes, Rob Eenink, Martin Baumann
11/05/2016	Vision Zero magazine article	Article	Loughborough University
18-21-Apr-2016	Abstract titled "Analysis of Naturalistic Data: Study Plan and Initial Results from the UDRIVE Project" invited to Outreach Marketplace, a one-day poster session (without the paper) during TRA2016	Publication	CHALMERS
18-21 April 2016	Paper of Helena for FOT-Net but with UDRIVE as example TRA2016	Publication	SAFER
15-Apr-16	UDRIVE article on EC Research and Innovation Infocentre Success Stories - http://ec.europa.eu/research/infocentre/article_en.cfm?&artid=39096&caller=SuccessStories	Article	SWOV
05-Apr-16	UDRIVE video: https://www.youtube.com/watch?v=Pb5QtY6suC0	Video	Loughborough University
01-Mar-16	UDRIVE update on FND Newsletter: http://2doubmisw11am9rk1h2g49gq.wpengine.netdna-cdn.com/wp-content/uploads/sites/7/2016/03/FOT-Net-Data-NL_Issue-05_v2.pdf	Article	ERTICO
Feb-16	Dutch National Newspaper - Article on NRC Weekend on UDRIVE and SHRP2	Article	SWOV

Feb-16	Press release	Publication	Loughborough University
Jan/Feb 2016	ITS International article - UDRIVE we will watch	Article	ERTICO/SWOV
Nov-15	re-submission of paper UDRIVE to martin.baumann@uni-ulm.de: the European naturalistic driving study EUROPEAN Transport - Research Review: An Open Access Journal	Publication	LEEDS
01-May-15	Article on EC Magazine: First-hand insight into drivers' natural behaviour - http://cordis.europa.eu/news/rcn/123051_en.html	Article	SWOV
07/04/2015	DLR-Verkehrsforscher suchen Testfahrer - recruitment article on Braunschweiger Zeitung	Article	DLR
2014	Ongoing European research projects on road safety published in Research Reports	Scientific publication	IBDiM
Feb-14	Autonomic road transport support systems (article) published in Urban and Regional Transport Journal	Article	IBDiM
2013	NDS as a tool for improving road safety in Poland published in Research Reports	Scientific publication	IBDiM

Overview of dissemination activities – conferences, workshops, media briefings..

Date	Activity details	Dissemination Type	Partner responsible
07-Jul-17	UDRIVE Regional Workshop - Spain	Event	CIDAUT
08/06/2017 - 09/06/2017	UDRIVE papers presented at NDRS 2017		
08-Jun-17	Car driver distraction: who, what, where and when	Presentation	Oliver Carsten (University of Leeds)
08-Jun-17	Automatic detection of phone use in Udrive data	Presentation	Laurette Guyonvarch (LAB)
08-Jun-17	When, where and how often do professional drivers use their mobile phones?	Presentation	Fabio Forcolin (AB Volvo) Jonas Bärghman (SAFER)
08-Jun-17	Car drivers overtaking cyclists: A European perspective using naturalistic driving data	Presentation	Jordanka Kovaceva (SAFER)
08-Jun-17	Interactions between car drivers and bicyclists: A naturalistic perspective on glances and speed choice	Presentation	Reinier Jansen, SWOV
08-Jun-17	How do drivers interact with pedestrians? Novel insights from UDrive	Presentation	Tsippy Lotan (Or Yarok)
08-Jun-17	The potential of simple technologies to collect and analyse naturalistic data	Presentation	Tsippy Lotan (Or Yarok)
08-Jun-17	Lessons learnt from UDRIVE Naturalistic Driving Study data collection	Presentation	Oscar Martin Perez (CIDAUT)
08-Jun-17	UDRIVE Naturalistic Driving Study: designing a data collection and pre-processing toolchain	Presentation	Clement Val (CEESAR)
08-Jun-17	SALSA: a smart application for large scale feature engineering	Presentation	Clement Val (CEESAR)
08-Jun-17	On data and metadata description in transport research: the UDRIVE project	Presentation	Karla Quintero (CEESAR)
08-Jun-17	Data tracking to enhance data protection in UDRIVE	Presentation	Erik Svanberg (Chalmers)
08-Jun-17	Personal driving style and fuel consumption	Presentation	Veerle Heijne (TNO)
09-Jun-17	Everyday driving and the prevalence of risky behaviour	Presentation	Eric Stemmler (DLR)
09-Jun-17	The perfect mismatch	Presentation	Jonas Bargman (SAFER)

09-Jun-17	A probabilistic framework for identifying safety critical events in naturalistic driving time series data	Presentation	Eric Stemmler (DLR)
09-Jun-17	Above Behaviors: Understanding Driver's Minding in Risky Situations	Presentation	Laurette Guyonvarch (LAB)
09-Jun-17	"Co-Driver" – ND Cameras Capture Unexpected Risks with Children On Board	Presentation	Martin Winkelbauer (KFV)
09-Jun-17	SCE Triggers for Powered Two-Wheelers – Mission Impossible?	Presentation	Martin Winkelbauer (KFV)
09-Jun-17	Time Headway Behind Motorcycles – a Particular Crash Risk?	Presentation	Martin Winkelbauer (KFV)
07-Jun-17	UDRIVE final event - the UDRIVE Experience - the Hague	Final Event	SWOV + ERTICO
26-Apr-17	UDRIVE Regional Workshop - Warsaw	Event	Ibdim (Jacek)
25-Apr-17	UDRIVE Regional Workshop - Braunschweig	Event	DLR (Mandy Dortzauer)
12-Apr	UDRIVE Regional Workshop - Paris	Event	IFFSTAR Helene
06-Apr-17	UDRIVE Regional Workshop - the Hague	Event	Tineke (SWOV)
20-Mar-17	5th International Conference on Driver Distraction and Inattention	Presentation	Helene Tattegrain (IFSTTAR)
08-Mar-17	UDRIVE Webinar 4 - Eco-driving	Webinar	Veerle Heijne (TNO) + ERTICO
08-Mar-17	UDRIVE Webinar 3 - Secondary tasks	Webinar	Oliver Carsten (Leeds) + ERTICO
08-Mar-17	UDRIVE Webinar 2 - Everyday driving	Webinar	Mandy Dortzauer (DLR) + ERTICO
07-Mar-17	UDRIVE Webinar 1 - Vulnerable road users	Webinar	Reinier Jansen (SWOV) + ERTICO
30 November - 1 December 2016	Midlands Intelligent Mobility Conference	Presentation	Ruth Welsh (Loughborough University)
17-Nov	ISO TC22/ SC39 / WG8 (HMI in cars) meeting in Boulogne-Billacourt, France	Presentation	Laurette Guyonvarch'h (LAB)
15-16 November 2016	UDRIVE presentation at National Road Safety Conference in the UK	Presentation	Ruth Welsh (Loughborough University)
12-Oct-16	Save the date presented and flyers distributed at FOT Net Data workshop at ITSWC16 in Melbourne	Presentation	Helena Gellerman (SAFER)
14-Sep-16	Presentation of UDRIVE at the Transport Safety Research Policy Cluster - Human Factors and Behaviour Workshop 'Workshop on safety and human factors'	Presentation	SWOV

30-Aug-16	Presentation at the NDRS 2016 conference in Australia	Presentation	Nicole van Nes (SWOV)
30 June - 1 July 2016	Instrumented vehicle at the Humanist conference	Presentation	Loughborough University
26-29 May, Chicago	American Humanist Association Conference	Presentation	Robert Thomson from Chalmers University
18-21 April 2016	IBDiM instrumented vehicle, poster, presentation and video at TRA 2016	Presentation	IBDiM
01-Mar-16	UDRIVE brochures at ACEM 2016 conference	Flyer distribution	ERTICO
08-Mar-16	Presentation UDRIVE: plan and reuse of data (research questions addressed and plans for the reuse of data) - FOT-Net Data Stakeholder Meeting	Presentation	Laurette Guyonvarch (Lab-France)
Mar-16	Presentation at the FND Stakeholder Meeting: "UDRIVE: plan and reuse of data" (research questions addressed and plans for the reuse of data)	Presentation	Nicole van Nes (SWOV)
November 9-11, 2015 in Sydney, Australia	UDRIVE presentation at Driver Distraction and Inattention conference	Presentation	SWOV
08/10/2015	Data sharing framework for naturalistic driving data Helena Gellerman, SAFER, Sweden- ITSWC15	Presentation	SAFER
01/10/2015	http://www.swr.de/blog/diedurchblicker/ Radio interview about NDS	Radio interview	DLR
16-Sep-15	Present the UDRIVE project to the EUCAR Strategic Pillar Group Safe and Integrated Mobility Program Board	Presentation	SWOV
01-Sep-15	UDRIVE Data Concept at FND Workshop on Data Anonymisation	Presentation	CEESAR
07-Jun-15	International Conference: Poland-Czech Republic cooperation in safe transport development - IBDiM's research on road safety (title)	Presentation	IBDiM
25-Mar-15	Fully instrumented truck on display. Posters. Automotive Week.	Presentation	SWOV
10/03/2015	UDRIVE presentation during FOT-Net Data Stakeholders Meeting	Presentation	SWOV
085/01/2015	Presentation UDRIVE at Swedish Transport Conference 'Transportforum'	Presentation	SAFER

13/10/2014	UDRIVE presentation at EUCAR	Presentation	Nicole van Nes (SWOV)
02/10/2014	UDRIVE presentation at ERTICO-EARPA joint workshop	Presentation	CHALMERS
7-11/09/2014	UDRIVE leaflet at ITS World Congress Detroit	Flyer distribution	ERTICO
28/08/2014	UDRIVE Presentation “From FOTs to NDS, Recent development in UDRIVE” at 4th Int’l Symposium on NDS	Presentation	Nicole van Nes (SWOV)
31/07/2014	UDRIVE presentation on “Large Scale Naturalistic Driving Observations in Europe” at UNSW – An Update on Road Safety Research Activities in Europe	Presentation	Nicole van Nes (SWOV)
29/07/2014	UDRIVE presentation on “Large Scale Naturalistic Driving Observations in Europe” at MUARC Annual Lectures series	Presentation	Nicole van Nes (SWOV)
16-17/07/2014	UDRIVE leaflets delivered during DRIVE C2X final event	Flyer distribution	ERTICO
10/07/2014	UDRIVE presentation at SHRP2 9th Safety Research Symposium	Presentation	Nicole van Nes (SWOV)
17/06/2014	Presentation of the UDRIVE project and its data protection concept during FOT-Net Data workshop “Do not let large data-sets go to waste!” in parallel to European ITS Congress Helsinki	Presentation	SAFER
16-17/04/2014	Presentation on TRA 2014 of papers “UDRIVE: the European naturalistic driving study” and “Background of Naturalistic Driving Studies, the experiences gained in the US and the lessons learned that will be applied in the European UDRIVE study”	Presentation	SWOV / ITS University of Leeds / KFV / ERTICO ITS Europe / DLR
19/03/2014	UDRIVE presented expectations on data sharing + UDRIVE leaflets (325 copies, English generic version) distributed during UDRIVE presented expectations on data sharing + UDRIVE leaflets (325 copies, English generic version) distributed during FOT-Net Data Workshop	Presentation	ERTICO
12/03/2014	UDRIVE stakeholder workshop	UDRIVE Event	ERTICO
26/11/2013	Workshop in collaboration with FOT-Net	UDRIVE Event	ERTICO

07/08/2013	Radio interview on Polish Radio PR1 - UDRIVE project (title)	Radio interview	IBDiM
2012	UDRIVE special session- European ITS Congress	Presentation	ERTICO

Outcomes of the dissemination activities

There are numerous outcomes of the dissemination activities listed above. This overview proves that UDRIVE partners have done a great promotion of the project in different media in their countries, within the EU but also on a global scale during international events such as the International Naturalistic Driving Symposium and the SHARP2 conference.

The main focus of the project dissemination has slightly shifted over the project duration. In the beginning of the project, a lot of communication and dissemination was focused on recruiting participants to the study in different operation sites in Europe. Partners have engaged with different local media ranging from newspapers to radios in order to recruit a decent number of participants willing to take part in this naturalistic driving study. Once the data collection had started, most of the dissemination included presenting the project and its research on various conferences focused on road safety, naturalistic driving but also the Intelligent Transport Systems European and World Congresses where UDRIVE project was often presented in relation with the FOT Net Data project or SHARP2. Flyers and other promotional materials have been distributed at events and conferences where UDRIVE could not have been presented “live” by project partners.

The extensive list of the dissemination activities provides a good insight into communication done and opens up opportunities for further promotion of UDRIVE, especially in terms of promoting the main results of the UDRIVE project which have been presented in a form of an online [Compendium](#).