



HEIDI Y1 dissemination and communication activities

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1. Executive Summary

Deliverable D8.4 gives an overview of all dissemination and communication activities of the first year of the HEIDI project. The deliverable lists all participations to conferences, workshops and publications that were funded within the HEIDI project.

Keywords: Dissemination, Communication, Conferences, Publications, Social Media

2. Objectives

In this deliverable, all activities related to the dissemination and communication of the project are presented. They have all happened in the first year of the project and are important for raising awareness of HEIDI.

All dissemination activities are tracked within the project and are regularly monitored by the WP Leader (TREE) and the responsible Task Leader (VIF).

The basis of this deliverable is the already submitted deliverables D8.1 “Project web page and identity materials” [1] and D8.2 “Dissemination and communication plan” [2] where all guidelines and rules for the consortium are presented. A report about the dissemination activities will be published at the end of every project year. Following up on this deliverable, the further deliverables D8.5 in M24 and D8.6 in M36 will be created.

The objectives of the dissemination and communication activities are promoting HEIDI and increasing the awareness of the research within the project on international and interdisciplinary level.

3. Dissemination and Communication activities Year 1

3.1 Website

The HEIDI project website is already online and accessible by everyone since the end of M3. It is updated regularly and the main tool used for dissemination. Information about the project, the HEIDI partners, news and results can be found on the webpage.

The whole website is explained in detail in the already submitted deliverable D8.1 [1].

The HEIDI webpage can be accessed using this link: <https://heidi-project.eu/>.

3.2 Social Media

The fastest way to share news and promote the project is via Social Media. For that reason, also the HEIDI project has an own LinkedIn profile. On this profile, regular updates are published. The posts usually contain the #HEIDI in order to make the project more visible.

About 100 people are currently following the journey of the HEIDI project on LinkedIn, while the posts reach up to 500 people per post.

Figure 3–1 and Figure 3–2 below show examples of posts that have been published in the name of HEIDI.



Figure 3–1: Example of HEIDI LinkedIn post 1

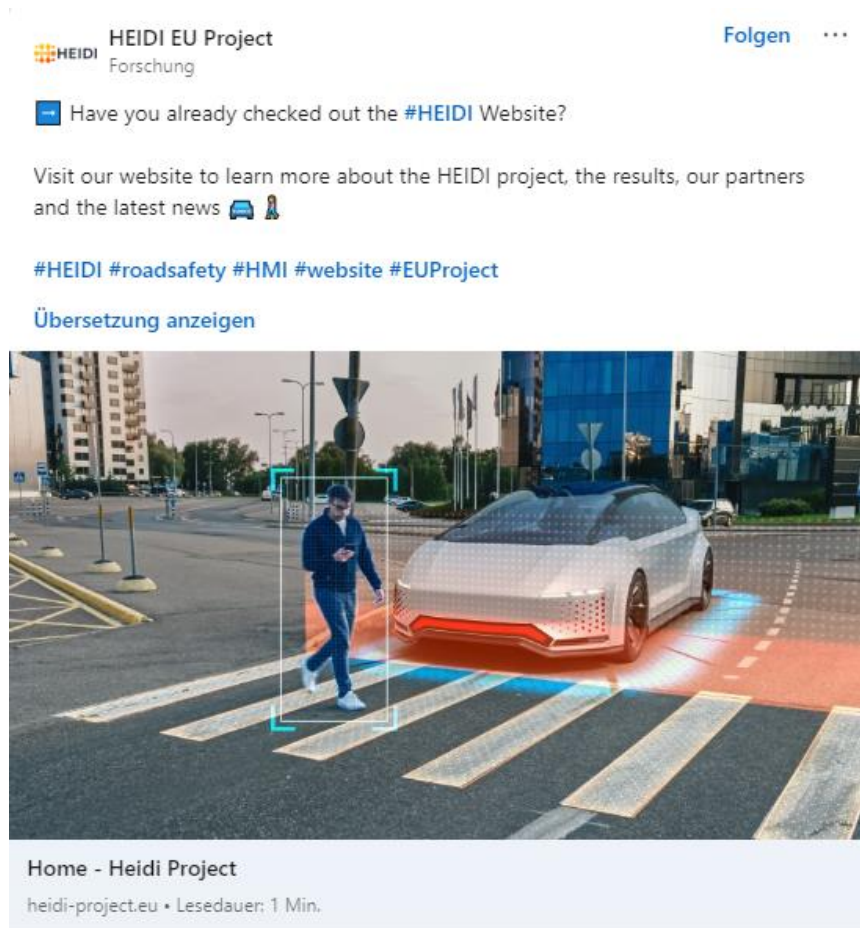


Figure 3–2: Example of HEIDI LinkedIn post 2

LinkedIn Account: <https://www.linkedin.com/company/heidi-eu-project/?viewAsMember=true>

3.3 Events/Conferences

Although HEIDI is only in the first year of the project, the partners have already been actively participating in international conferences and giving keynote speeches. The following subchapters present an overview of the participations in the first year. More participations are planned for the next 2 years of the HEIDI project.

3.3.1 Human Computer Interaction Conference

Paolo Pretto from VIF has given a keynote speech about “Fluid and Cooperative Vehicle – Pedestrian Interaction” at the “Human Computer Interaction Conference” in Ljubljana, Slovenia ([HCI Slovenia - Slovenian HCI community](https://www.hci-slovenia.com/) | [Slovenian HCI community](https://www.hci-slovenia.com/)).

More information can also be found in the respective news post on the HEIDI website: <https://heidi-project.eu/keynote-strongfluid-and-cooperative-vehicle-pedestrian-interaction-strong/>.

3.3.2 CAR.HMI Europe

In June 2023, Paolo Pretto from VIF was also invited to give a keynote speech about “Fluid holistic human-system interactions” at the “CAR.HMI Europe” in Berlin, Germany (<https://www.car-hmi.com/peoples/dr-paolo-pretto>).

There is also a news post on the website available: <https://heidi-project.eu/save-the-date-car-hmi-europe-keynote-dr-paolo-pretto/>.

3.3.3 International Symposium on Automotive Lighting

Robert Leute from Marelli Automotive Lighting Reutlingen has been accepted as a speaker at the “International Symposium on Automotive Lighting” in Darmstadt, Germany (https://www.lichttechnik.tu-darmstadt.de/fachgebiet_lichttechnik_lt/isal_lt/index.de.jsp). The conference will take place end of September 2023, after the submission of this deliverable.

3.4 Workshops

Besides internal workshops at the HEIDI General Assembly meetings, also two workshops at conferences and events have been held by project partners. Organizing and participating in workshops like these, immensely raises the awareness of the broad public and scientific community on the research conducted within the HEIDI project. Hosting more workshops at various events is planned for the next 2 years.

3.4.1 HADRIAN Final Event

The EU Project HADRIAN has come to an end this year. For this reason, a final event was organized in May 2023 in Graz, Austria. At the event, a workshop was organized to address how lessons learned in the HADRIAN project [3] can be taken-up by the HEIDI project.

2 HEIDI partners, Paolo Pretto from VIF and Miguel Angel Sotelo Vazquez from UAH, took part in the expert talk of the event, talking about the next problems fluid interactions should address and challenges of safe interactions.

3.4.2 Workshop at CAR.HMI Europe

As mentioned above, Paolo Pretto from VIF was invited as speaker to the CAR.HMI Europe. He not only gave a keynote speech, but also organised a workshop on “Cooperative HMI for safe and accessible interactions with vulnerable road users” onsite in Berlin.

3.5 Publications

Although still being early in the project, 3 publications have already been written. All of these publications are technical papers and intended for conferences. All of them have already been accepted:

- **From Signaling to Human-Machine-Interface: new Roles for exterior Lighting**, written by Robert Leute and Felix Maier from Marelli Germany, intended for the ISAL 2023 (https://www.lichttechnik.tu-darmstadt.de/fachgebiet_lichttechnik_lt/isal_lt/index.en.jsp).
- **Assessing human reliability to evaluate advanced driving automation solutions**, written by Christian Gross, Caitlin Velasquez and Peter Mörtl, intended for the ICTR 2023 (<https://www.ictr.gr/>).
- **Plausible Uncertainties for Human Pose Regression**, written by Lennart Bramlage, Michelle Karg and Cristobal Curio from RUAS, intended for the ICCV 2023 (<https://iccv2023.thecvf.com/>).

Further publications and also dissertations are planned for the next years of the HEIDI project.

3.6 Tracking and Monitoring of Dissemination Activities

All dissemination and communication activities are tracked within the project. This is done by the task leader VIF.

The tracking is done via an online SharePoint list, where all members of the HEIDI consortium have access to. The list is explained in detail in D8.2 [2].

4. Conclusion

Deliverable D8.4 gives an overview on all dissemination & communication activities of the first HEIDI project year. This deliverable was based on the already submitted deliverable D8.2 [2]. Updates on the dissemination and communication activities will be presented yearly in form of other deliverables.

All activities are monitored regularly.

Although many activities have already taken place during the first year of the project, many more are planned for the future in order to raise further attention for the research and the results of HEIDI.

5. Abbreviations

Term	Definition
D	Deliverable
EU	European Union
HADRIAN	Holistic Approach for Driver Role Integration and Automation Allocation for European Mobility Needs
HEIDI	Holistic and adaptivE Interface Design for human-technology Interactions
HMI	Human-Machine Interface
M	Month
PU	Public
R	Document, Report
WP	Work Package

6. References

- [1]. HEIDI Deliverable D8.1 “Project website and identity material”, 2022-11-30
- [2]. HEIDI Deliverable D8.2 “Dissemination and communication plan”, 2023-02-21
- [3]. HADRIAN website: <https://hadrianproject.eu/>, last accessed 2023-08-23