



HEIDI Y2 dissemination and communication activities

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1. Executive Summary

D8.5 “HEIDI Y2 Dissemination and Communication Activities” gives a detailed overview of all performed dissemination and communication activities in the second project year of HEIDI.

The deliverable includes objectives, followed by a description of all dissemination and communication activities, funded within the HEIDI project. A conclusion is provided in chapter 4.

Keywords: Dissemination, Communication, Clustering Activities, Horizon Results Booster

2. Objectives

Deliverable D8.5 presents all performed activities related to dissemination and communication of HEIDI within the second project year.

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

D8.5 covers the previously submitted and approved deliverables D8.1 “Project Web Page and Identity Materials” [1], D8.2 “Dissemination and Communication plan” [2] and D8.4 “HEIDI Y1 Dissemination and Communication Activities” [3]. A new report including all ongoing activities is published at the end of each project year. D8.6 will follow this deliverable and contain all Year 3 activities and is due end of M36.

The objectives of the dissemination and communication activities are promoting HEIDI and providing a platform for further activities for the final project year.

3. Dissemination and Communication activities Year 2

3.1 Website

The project website has been up and running since the beginning of the project. It is regularly updated by the Dissemination and Communication Leader (VIF).

News and events are included in the news section of the homepage and are presented in the form of blog posts. They are additionally shared via LinkedIn postings.

Under the “Results & Media” section, documents, such as public deliverables and publications, are available for download (see Figure 3–1 below).



Figure 3–1: Download of public deliverables

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

The website has daily views, which totals in more than 500 views from 17 different countries worldwide.

A detailed explanation of the website can be found in the previously submitted and approved deliverable D8.1 [1].

3.2 Social Media

The fastest way to share news and promote the project is via social media. For this reason, the HEIDI project uses an own LinkedIn profile & YouTube account. On the LinkedIn profile, which is also HEIDI’s main social media channel, regular updates are published. The posts usually contain the #HEIDI in order to make the project more visible. YouTube is only used to upload project videos (which are then shared on LinkedIn and the website afterwards), therefore this section of D8.5 will mainly focus on LinkedIn.

The LinkedIn profile is managed and operated by the Dissemination and Communication Leader VIF.

Currently, nearly 200 people are following the developments of the HEIDI project on LinkedIn, while the posts reach up to 900 views per post.

The follower demographics, based on industry, indicate the following five areas as the TOP 5 among followers:

1. Research services
2. Higher Education
3. Motor Vehicle Manufacturing
4. IT services
5. Transport, Logistics, Supply chain management

The industries indicated are based on the information of the individual profiles and are for guidance only.

Figure 3–2 below shows an example of posts that have been published on the HEIDI LinkedIn account.

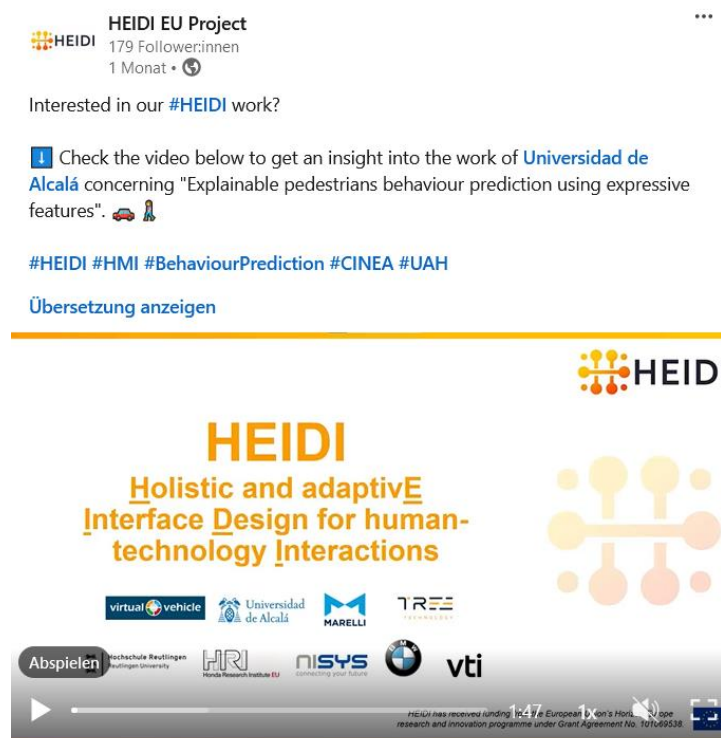


Figure 3–2: Example of HEIDI LinkedIn post

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

YouTube Account: <https://www.youtube.com/@HEIDIEUProject>

3.3 Events/Conferences

Likewise, during the second project year, HEIDI partners have been actively participating in events and international conferences. The conferences and events where HEIDI participated

are listed below. For the final project year, further conference and event participation has been planned.

Road Transport Research Conference

Paolo Pretto from the VIF coordinator team gave a presentation at the Conference on Results from Road Transport Research (RTR Conference) in Brussels, Belgium in February 2024.



Figure 3–3: HEIDI at RTR Conference

More information can also be found in the respective news post on the HEIDI website: <https://heidi-project.eu/heidi-at-rtr-conference-paolo-pretto-vif/>.

IEEE Intelligent Vehicles Symposium

In June 2024, the 35th IEEE Intelligent Vehicles Symposium (IV) took place on Jeju Island, South Korea. 4 HEIDI partners (RUAS, HRI-EU, UAH, VTI) presented publications and led a workshop onsite.



Figure 3–4: HEIDI at IV 2024

There is also a news post on the website available: <https://heidi-project.eu/heidi-at-ieee-iv-2024/>.

Fluid HSI Symposium

In June 2024, VIF organized a Fluid Human-System Interaction Symposium during the course of the HEIDI project in Graz, Austria. The goal was to discuss the interaction between drivers, vehicles, and road users for safe and efficient mobility in complex environments.

As the symposium was a great success, another edition is planned for 2025.

More information on the event can be found here: <https://fluid-hsi.at/>.

A news post on the HEIDI website is available here: <https://heidi-project.eu/fluid-hsi-symposium/>.

Transport Research Arena

For the Transport Research Arena 2024 (TRA), HEIDI initiated a joint submission together with 4 other EU projects (EVENTS, SOTERIA, AI4CCAM and PHOEBE). Although our contribution to the conference was unfortunately rejected, our initiative was nevertheless a success. As a result of this submission, the 5 projects joined forces and participated in the Horizon Results Booster and additionally founded a road safety cluster. More information will be provided in Sections 3.6 & 3.7.

3.4 Workshops

Alongside internal workshops at the HEIDI General Assembly meetings, three conference workshops and events have been held by project partners. Organizing and participating in workshops like these, raises the general public and scientific community's awareness of the research conducted within the HEIDI project. Workshop hosting at various events is planned for the final year.

Workshop and Podium Discussion at VI-GRADE Zero Prototypes Summit 2024

Paolo Pretto from VIF was invited to moderate a podium discussion and workshop on the topic of "The Future of Customer Experience in Automotive Technology" at the VI GRADE Zero Prototypes Summit, which took place in May 2024 in Udine, Italy.

Workshop at IV 2024

As well as multiple papers submitted and accepted for the IEEE Intelligent Vehicles Conference 2024, Maytheewat Aramrattana from VTI led an onsite workshop covering the topic of "Remote Operation of Intelligent Connected and Automated Road Vehicles". The conference took place in June 2024 in Jeju, South Korea.

Workshop at 3rd Human-Centered VRU Simulation Workshop

Florian Fischer from VTI presented the co-simulation approach that VTI developed for the HEIDI project at the 3rd Human-Centered VRU Simulation Workshop, which took place on 10th-11th June 2024 in Leeds, UK.

3.5 Publications

During the second year of the project, 9 publications have been written. Seven of these publications are technical papers and intended for conferences. All of them have already been accepted:

- **Experimental Insights Towards Explainable and Interpretable Pedestrian Crossing Prediction**, written by Angie Nataly Melo, Carlota Salinas and Miguel Ángel Sotelo from UAH, intended for ArXiv (<https://arxiv.org/abs/2312.02872>).
- **Enabling Cooperative Pedestrian-Vehicle Interactions using an eHMI**, written by Markus Amann, Malte Probst, Raphael Wenzel and Thomas H Weisswange from HRI-EU, intended for the IV 2024 (<https://iee-iv.org/2024/>)
- **Context-Aware Vehicle Lane Change Prediction based on Knowledge Graphs and Bayesian Inference**, written by Mohamed Manzour, Rubén Izquierdo and Miguel Ángel Sotelo from UAH, intended for the Eurocast 2024 (<https://eurocast2024.fulp.ulpgc.es/>)
- **Vehicle Lane Change Prediction based on Knowledge Graph Embeddings and Bayesian Inference**, written by M. Manzour, R. Izquierdo, A. Ballardini and M. A. Sotelo from UAH, intended for the IV 2024 (<https://iee-iv.org/2024/>)
- **Knowledge-based explainable pedestrian behaviour predictor**, written by N. A. Melo, L. Herrera, C. Salinas and M. A. Sotelo from UAH, intended for the IV 2024 (<https://iee-iv.org/2024/>)
- **Investigating Drivers' Awareness of Pedestrians Using Virtual Reality towards Modeling the Impact of External Factors**, written by Vinu Vijayakumaran Nair, Markus Rehmann, Stephan de la Rosa and Cristobal Curio from RUAS, intended for the IV 2024 (<https://iee-iv.org/2024/>)
- **Simulation Architecture for Driver-Pedestrian Co-Simulation**, written by Maytheewat Aramrattana and Lennart Ochel from VTI, intended for the DSC 2024 (<https://dsc2024.org/>)
- **Experimental Insights Towards Explainable Pedestrian Behavior Prediction**, written by Angie Nataly Melo, Carlota Salinas and Miguel Ángel Sotelo from UAH, intended for the Elsevier Expert System with Applications Journal.
- **“Warum muss ich übernehmen?”** Eine Fahrsimulatorstudie zur Untersuchung des Effekts von Erklärungen zu Übernahme-situationen auf Vertrauen und Akzeptanz, bachelor thesis written by Mateo Jukic from VIF.

Further publications are planned for the final year of the HEIDI project.

3.6 Participation in the Horizon Results Booster (HRB)

Following an invitation from the EU project SOTERIA, HEIDI was able to participate in the Horizon Results Booster Module A together with 4 other projects. All projects had to complete an online survey. As a result, we received a report for a joint R&I portfolio of our road safety cluster. While we are not yet sure whether we will also participate together in Module B, we have decided to at least continue together as a Road Safety Cluster and thus plan joint dissemination & communication activities.

3.7 Cohesion Activities – Road safety cluster

As a result of the joint TRA submission and the joint participation in the Horizon Results Booster, the 5 EU projects (HEIDI, SOTERIA, AI4CCAM, EVENTS, PHOEBE) have joined forces and founded a Road safety cluster. All five projects are funded as part of the Horizon Europe programme. At the moment we are still in the discovery phase, but regular meetings are being held and joint dissemination and communication activities are being implemented. A joint press release is planned for Autumn 2024. These activities aim to increase the visibility of the cluster and the outreach impact of the individual projects.

3.8 Advisory Board (AB)

One of our goals was to create an Advisory Board (AB). At the end of the second year of the project, we can announce that we have found three valuable members. These three members are:

- Wolfgang Huhn from GTB Lighting (International Automotive Lighting and Light Signalling Expert Group), Germany.
- Meng Lu from IEEE – ITSS (Institute of Electrical and Electronics Engineering-Intelligent Transportation Systems Society), Netherlands.
- Manuela Barbarossa from A.I.V.I.S (Associazione Italiana Vittime e Infortuni della Strada), Italy.

One meeting with our Advisory Board has already taken place, the next one is planned for October 2024. The AB helps us to take the right research path, both technically and in terms of standardization. Since the AB consists of interested stakeholders, we can steer our research in such a way that the results are still relevant after the end of the project duration.

3.9 Tracking and Monitoring of Dissemination Activities

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

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

4. Conclusion

The aim of this deliverable is to give an overview of all dissemination & communication activities which took place during the second year of the HEIDI project. This deliverable follows on from the submitted and approved deliverable D8.4 [3]. Another report on all activities during year 3 is due at the end of the project (M36).

The HEIDI consortium was very active during the second year of the project, nevertheless, many more dissemination and communication activities are planned for the final year.

5. Abbreviations

Term	Definition
AB	Advisory Board
D	Deliverable
EU	European Union
HEIDI	Holistic and adaptive Interface Design for human-technology Interactions
HMI	Human-Machine Interface
HRB	Horizon Results Booster
HSI	Human-System Interactions
IEEE	Institute of Electrical and Electronics Engineering
ITSS	Intelligent Transportation Systems Society
IV	Intelligent Vehicles
M	Month
PU	Public
R	Document, Report
R&I	Research & Innovation
RTR	Road Transport Research
TRA	Transport Research Arena
WP	Work Package
Y	Year

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]. HEIDI Deliverable D8.3 “HEIDI Y1 dissemination and communication activities”, 2023-08-29