



HEIDI Y3 dissemination and communication activities

Deliverable Number D8.6
Deliverable Type R – Document, Report
Dissemination Level PU (Public)
Author(s) Kerstin Schönbacher / VIF
Document Version & Status V1.0 | Final

Project Acronym HEIDI
Project Title Holistic and adaptive Interface Design for human-technology Interactions
Grant Agreement Number 101069538
Project Coordinator Virtual Vehicle Research GmbH
Project Website www.heidi-project.eu



Author(s)

Name	Organisation	Name	Organisation
Kerstin Schönbacher	VIF		

Reviewers

Name	Organisation	Date
Cristobal Curio	RUAS	2025-08-21
Katrin Walzer	VIF	2025-08-22

Change History

Version	Date	Name/Organisation	Description
V0.1	2025-08-04	Kerstin Schönbacher / VIF	Creation of First Draft, Structure added
V0.2	2025-08-12	Kerstin Schönbacher / VIF	Input chapter 3
V0.3	2025-08-20	Kerstin Schönbacher / VIF	Executive Summary & conclusion added, update chapter 3
V1.0	2025-08-21	Kerstin Schönbacher / VIF	Final version created

Table of Contents

- 1. Executive Summary 4
- 2. Objectives 5
- 3. Dissemination and Communication activities Year 3 6
 - 3.1 Website 6
 - 3.2 Social Media..... 6
 - 3.3 Events/Conferences 8
 - 3.4 Workshops 9
 - 3.5 Publications..... 9
 - 3.6 Final Event10
 - 3.7 Cohesion Activities – Road safety cluster11
 - 3.8 Other Dissemination & Communication Activities11
 - 3.9 Tracking and Monitoring of Dissemination Activities12
- 4. Conclusion13
- 5. Abbreviations14
- 6. References.....15

List of Figures

- Figure 3–1: Results and Media Section 6
- Figure 3–2: Example of HEIDI LinkedIn post 8
- Figure 3–3: Final Event Group Picture.....11

1. Executive Summary

Deliverable D8.6 summarizes the dissemination and communication activities conducted by the HEIDI consortium during the third and final year of the project. The primary objective of these activities was to promote the project's results, raise awareness of its research and maximize visibility among scientific, industrial, and public stakeholders.

HEIDI partners actively participated in conferences, workshops, and events, while also contributing to the EU Road Safety Cluster. Additional activities included participation in the UMO Mobility Survey and the HEIDI Final Event, which showcased project results to stakeholders and experts. Publications in journals and conference proceedings ensured scientific dissemination.

All activities were tracked using a consortium-wide SharePoint list, ensuring transparency and consistency in reporting. Overall, HEIDI successfully executed its dissemination and communication strategy.

Keywords: Dissemination, Communication, Clustering Activities

2. Objectives

The deliverable D8.6 provides an overview of all outreach and communication efforts carried out during the third year of the HEIDI project.

Throughout the project, dissemination actions were systematically recorded and their progress was continuously overseen by the Work Package leader TREE together with the task leader VIF.

This report builds upon earlier deliverables that laid the foundation for the project's visibility strategy, namely:

- D8.1 “Project Web Page and Identity Materials” [1],
- D8.2 “Dissemination and Communication plan” [2],
- D8.4 “HEIDI Y1 Dissemination and Communication Activities” [3], and
- D8.5 “HEIDI Y2 Dissemination and Communication Activities” [4].

The aim of these activities is to strengthen awareness and visibility of HEIDI among relevant audiences, highlight its progress, and ensure results are communicated effectively to stakeholders.

3. Dissemination and Communication activities Year 3

3.1 Website

Since the start of the HEIDI project in 2022, a dedicated website has been maintained to serve as its central communication hub. The site is continuously updated under the responsibility of the Dissemination and Communication leader VIF.

The homepage features a news section where project-related updates, announcements, and event highlights are regularly published in a blog-style format. These posts are also cross-shared on the project's LinkedIn account to further extend outreach and visibility.

A separate section, titled “Results & Media” (Figure 3–1), provides open access to various project outputs. Visitors can find and download publicly available deliverables, video materials, and scientific or technical publications.

The website is accessible at <https://heidi-project.eu/> and has attracted a broad international audience. With visitors from all continents, the site has already accumulated more than 10,000 individual views since its creation, indicating a steady interest in the project's progress.

Further details regarding the design, structure, and initial setup of the website were documented in deliverable D8.1 [1], which had been submitted and approved earlier in the project.

Results & Media

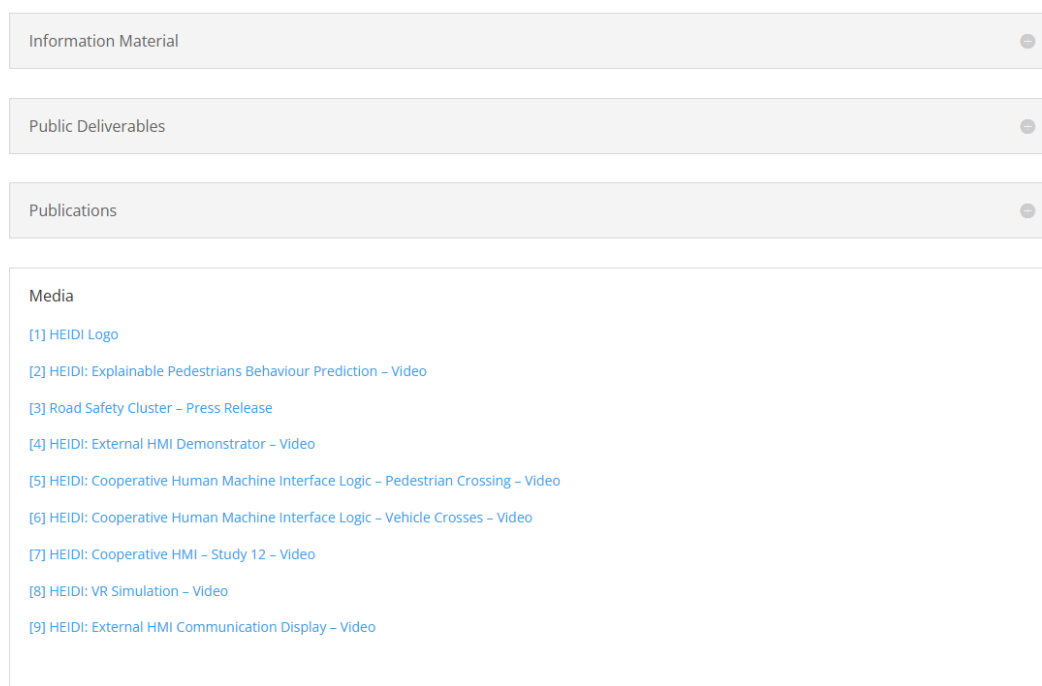


Figure 3–1: Results and Media Section

3.2 Social Media

Social media has proven to be one of the most effective channels for quickly disseminating information and enhancing the visibility of HEIDI. Up to now, the project maintains both a LinkedIn profile and a YouTube channel.

The **LinkedIn account** (<https://www.linkedin.com/company/heidi-eu-project/?viewAsMember=true>) serves as HEIDI's primary social media platform. It is actively managed by the D&C Task Leader VIF, who ensures that updates are published on a regular basis. Posts typically make use of a consistent set of hashtags, helping to strengthen the project's presence within relevant communities.

The profile has steadily grown in reach, and is now close to 300 followers. On average, individual posts generate up to 4,500 impressions, indicating that the project's messages are not only reaching its followers but also extending to wider networks. An analysis of the follower base suggests that the 5 most represented sectors include:

1. Research services
2. Automotive and motor vehicle manufacturing
3. Higher education institutions
4. IT and digital services
5. Semiconductor production

These categories reflect the professional information shared in LinkedIn profiles and should be interpreted as indicative rather than absolute. An illustrative example of previously published content is provided in Figure 3–2.

In addition, the project runs a dedicated **YouTube channel** (<https://www.youtube.com/@HEIDIEUProject>), also administered by VIF. This channel currently hosts seven videos, each presenting aspects of the research and developments achieved within HEIDI. The videos have been collectively viewed by more than 1,300 individuals, and the content is systematically cross-promoted through LinkedIn and integrated into the project website, ensuring maximum visibility across communication channels.

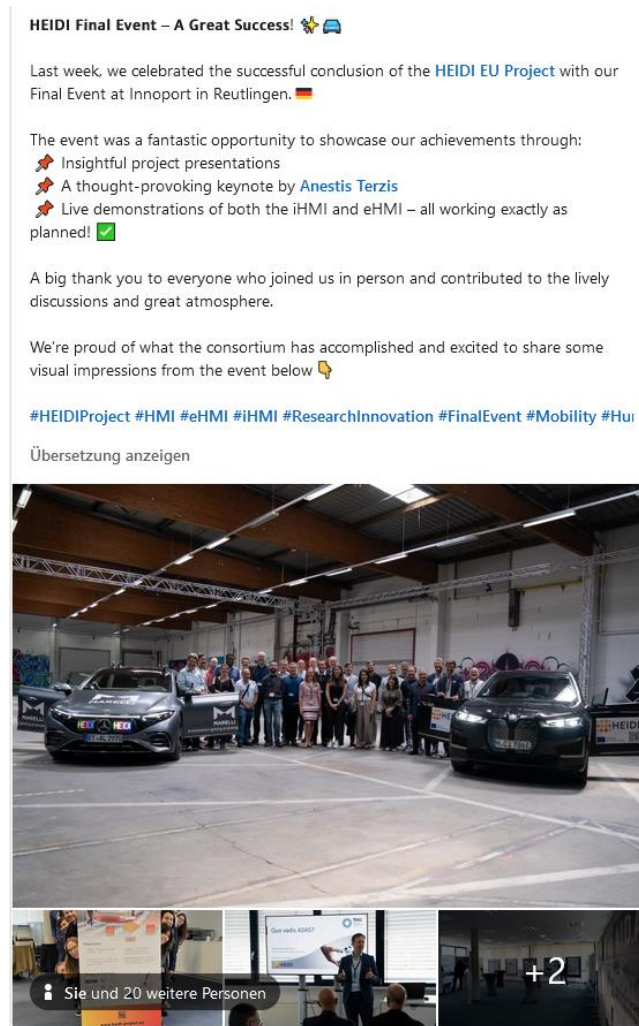


Figure 3–2: Example of HEIDI LinkedIn post

3.3 Events/Conferences

During the third year of the project, HEIDI partners actively engaged in a series of national and international events, ensuring the project was visible within both academic and industrial communities. These participations included oral presentations and poster sessions, offering opportunities to present HEIDI's research findings, foster collaboration, and exchange knowledge with experts in related fields. The events are described in detail in the following subsections.

HEIDI@AIDA Hall Opening, Reutlingen, Germany – October 2024

The official opening of the [AIDA hall](#) featured HEIDI as one of the highlighted research initiatives. The project demonstration attracted strong interest from stakeholders, offering visitors the opportunity to directly experience project outcomes. This event served as both a dissemination and networking platform, particularly strengthening ties with industrial partners.

Convegno AIVIS, Milan, Italy – March 2025

HEIDI was represented at the AIVIS conference, which brought together leading experts in vision and imaging systems. Paolo Pretto from VIF presented insights into HEIDI's approaches to human–machine interaction, sparking discussions on how the project's findings can support safer and more reliable applications in future vehicle systems.

SAFER Research Day, Chalmers, Sweden – May 2025

At SAFER's annual research day, HEIDI was showcased among cutting-edge mobility and safety projects. The presentation emphasized HEIDI's contributions to driver behaviour analysis and human factors research. The event attracted a wide audience from academia, industry, and public authorities, reinforcing HEIDI's visibility.

Fluid HSI Symposium, Graz, Austria – June 2025

At the Human-System Interaction symposium, HEIDI results were presented in the context of adaptive systems and user-centred design. The session fostered valuable discussions on integrating fluid interaction models into automotive applications, underlining HEIDI's interdisciplinary relevance.

Poster presentations

In addition to event participations, HEIDI was also present through poster contributions at the following conferences and forums during the last project year:

- Driving Simulation Conference (DSC 2024) – Strasbourg, France
- Transportforum – Linköping, Sweden
- ICTTP8 (International Conference on Traffic & Transport Psychology) – Curitiba, Brazil

Another poster presentation is planned at the RS5C (Road Safety on Five Continents) in Leeds, United Kingdom, in September 2025.

3.4 Workshops

Beyond the internal workshops regularly held during General Assembly meetings, project partners organized and contributed to dedicated conference workshops that provided valuable opportunities for exchange, feedback, and visibility of HEIDI's results.

Workshop at HCVRU (4th Human-Centred VRU Simulation Workshop) – April 2025

HEIDI partner VTI joined the HCVRU event to present their research and participate in a workshop. The workshop stimulated lively exchanges on how virtual reality can be applied to analyse and improve driver and pedestrian behaviour, highlighting HEIDI's innovative approaches to human-centred transport research.

IEEE IV 2025 – Workshop on Human Factors in Intelligent Vehicles & Supporting Vehicle–Pedestrian Interactions – Cluj-Napoca, Romania

At IEEE Intelligent Vehicles Conference 2025, one of the world's leading conferences on intelligent vehicles, HEIDI co-hosted a workshop dedicated to human factors in automated driving. The session addressed challenges in understanding and supporting interactions between vehicles and pedestrians, with a strong focus on practical implications for safety and usability. The workshop successfully gathered experts from academia and industry, providing a forum where HEIDI's results could be discussed in the wider context of intelligent mobility.

3.5 Publications

During the third year of the project, 6 publications have been written, accepted and published:

- **Towards Explainable Pedestrian Behavior Prediction: A Neuro-Symbolic Framework for Autonomous Driving**, written by Angie Nataly Melo, Carlota Salinas and Miguel Ángel Sotelo from UAH, published on MDPI (<https://www.mdpi.com/2076-3417/15/11/6283>).

- **RAG-based Explainable Prediction of Road Users Behaviors for Automated Driving using Knowledge Graphs and Large Language Models**, written by Mohamed Manzour Hussien, Angie Nataly Melo, Augusto Luis Ballardini, Carlota Salinas Maldonado, Ruben Izquierdo and Miguel Angel Sotelo from UAH, published on arXiv (<https://arxiv.org/pdf/2405.00449>)
- **Towards Incorporating Pedestrian Intention Predictions Into Behavior Planning Using Virtual Reality Co-Simulators**, written by Angie Nataly Melo Castillo, Markus Amann, Carlota Salinas Maldonado, Maytheewat Aramrattana, Thomas H. Weisswange, Malte Probst and Miguel A. Sotelo, intended for the IEEE IV 2025 (<https://ieeexplore.ieee.org/document/11097738>)
- **Optimal Behavior Planning for Implicit Communication using a Probabilistic Vehicle-Pedestrian Interaction Model**, written by Markus Amann, Malte Probst, Raphael Wenzel, Thomas H. Weisswange and Miguel A. Sotelo, intended for the IEEE IV 2025 (<https://ieeexplore.ieee.org/stamp/stamp.jsp?arnumber=11097656>)
- **Towards Relevant Human-Vehicle Interaction Data for Perceptive Machine Learning**, written by Markus Rehmann, Michael Brunner and Cristóbal Curio from RUAS, intended for the IEEE IV 2025 (<https://ieeexplore.ieee.org/document/11097661>)
- **Principled Input-Output-Conditioned Post-Hoc Uncertainty Estimation for Regression Networks**, written by Lennart Bramlage and Cristobal Curio from RUAS, put on arXiv (<https://arxiv.org/abs/2506.00918>).

In addition to the already published articles, the consortium is currently preparing five further publications. These are planned for submission by the end of 2025 and into 2026, extending the scientific impact of HEIDI beyond the official project timeline.

3.6 Final Event

In July 2025, the HEIDI project organized a Final Event, bringing together consortium members, stakeholders, and external experts to showcase the project's outcomes. Held at the [AIDA Hall](#) and the Innoport in Reutlingen, the event featured live real-world demonstrations of HEIDI's research on external and internal human-machine interactions, highlighting the project's contributions to increase smarter mobility. Participants engaged in discussions about the implications of HEIDI's findings for future vehicle design and road safety.

The Final Event represented a major dissemination activity for the project. It was promoted extensively through the project website, social media channels, and other communication platforms, ensuring broad visibility. Following the event, coverage extended further: it was featured on local German television (<https://www.rtf1.de/news.php?id=40748>), accompanied by two official press releases, and a dedicated article was published in the Driving Vision Magazine (<https://www.drivingvisionnews.com/news/2025/08/19/dvn-special-report-heidi-eu-project-%C2%B7-final-event/>). These combined efforts significantly enhanced the outreach and impact of the project, highlighting HEIDI's achievements to both professional audiences and the general public.



Figure 3–3: Final Event Group Picture

3.7 Cohesion Activities – Road safety cluster

The Road Safety Cluster, originally established in the second year of HEIDI, has further expanded during the project’s final year. What began as a collaboration between five Horizon Europe projects—HEIDI, SOTERIA, AI4CCAM, EVENTS, and PHOEBE—grew with the addition of three further initiatives in the past year: FRODDO, ProtAct-Us and V4SAFETY. Together, these eight projects form a strong network of EU-funded research activities addressing road safety from complementary perspectives.

The cluster meets on a regular basis to coordinate activities, exchange knowledge, and align communication efforts. Joint dissemination actions have been implemented to strengthen the overall visibility of the group and the reach of each individual project. A joint press release was issued in autumn 2024 (https://heidi-project.eu/wp-content/uploads/2024/12/Road_safety_cluster_Press-Release_1_v_1.0.pdf).

In February 2025, the cluster successfully organized a joint webinar titled “Road Safety Innovations in Complex Environments.” The event attracted more than 90 stakeholders from research, industry, and policy-making.

Through these activities, the Road Safety Cluster has evolved into a well-recognized community, ensuring that the outcomes of HEIDI and its partner projects achieve greater visibility and contribute more effectively to the shared goal of safer mobility.

3.8 Other Dissemination & Communication Activities

In addition to conferences, workshops, and social media, HEIDI carried out further dissemination and communication actions to broaden the project’s visibility. Project partners contributed to the UMO Mobility Survey, providing insights from HEIDI’s research to a wider audience in the mobility sector.

Furthermore, an article presenting HEIDI and its objectives was published in the AC Styria Magazine (in German), reaching regional stakeholders and raising awareness of the project within the local community in Austria.

3.9 Tracking and Monitoring of Dissemination Activities

All dissemination and communication activities carried out within the project were continuously recorded and monitored. The task leader VIF was responsible for maintaining oversight and ensuring that entries were up to date.

An online SharePoint list served as the central tool for tracking these activities. All consortium members had access and updated the list regularly, providing an overview of HEIDI's dissemination efforts.

4. Conclusion

Throughout its third and final year, HEIDI carried out a large number of dissemination and communication activities aimed at maximizing the project's visibility and impact. Activities included regular updates via the project website, social media channels, participation in conferences and workshops, contributions to the Road Safety Cluster, and additional initiatives such as the UMO Mobility Survey and regional publications. The HEIDI Final Event provided a platform to present the project's results to stakeholders, while scientific publications ensured that findings were shared with the broader research community.

All dissemination and communication activities were tracked via the consortium-wide SharePoint list, ensuring consistency and transparency in reporting. Taken together, these efforts demonstrate that HEIDI successfully implemented its dissemination and communication strategy, reaching diverse audiences and leaving a lasting impact on both the scientific community and stakeholders in mobility and road safety.

5. Abbreviations

Term	Definition
AIDA	Artificial Intelligence Data-Incubation Center
D	Deliverable
D&C	Dissemination & Communication
EU	European Union
HEIDI	Holistic and adaptive Interface Design for human-technology Interactions
HSI	Human-System Interactions
IEEE	Institute of Electrical and Electronics Engineering
IV	Intelligent Vehicles
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]. HEIDI Deliverable D8.4 “HEIDI Y1 dissemination and communication activities”, 2023-08-29
- [4]. HEIDI Deliverable D8.5 “HEIDI Y2 dissemination and communication activities”, 2024-08-27