

# i4Driving project website and social media profiles

D7.2 | October 2022



i4Driving

integrated 4D driver modelling under uncertainty

## Deliverable

Project Acronym	Grant Agreement #	Project Title
I4Driving	101076165	Integrated 4D Driver Modelling under Uncertainty

### DELIVERABLE REFERENCE NUMBER AND TITLE

D7.2

Website and social networks profiles

Revision: v1.0

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### DISSEMINATION LEVEL

X	P	PUBLIC
	C	CONFIDENTIAL

## Version History

Revision	Date	Authors	Organisaton	Description
Vo.1	10.10.2022	Marcello Montanino Vincenzo Punzo	UNINA	First draft

## Executive Summary

The present document is the deliverable D 7.2 - “Website and social networks profile” of the i4Driving project, funded by the European Commission’s Climate, Infrastructure and Environment Executive Agency (CINEA), under its Horizon Europe programme.

The main objective of the deliverable is to present the website and social media profiles created to share information about and promote the project. This is linked to task 7.2 under Work Package 7.

Ultimately the outputs of the i4Driving project are intended to have a material impact on the development of the connected and automated mobility (CCAM) eco-system and its ability to certify the safe deployment of CCAM technologies. In meeting the core objective of ‘laying the foundation for a new industry-standard methodology to establish a credible and realistic human road safety baseline for virtual assessment of CCAM systems’ an effective communication and dissemination plan is required.

The main objectives of the website and social media profiles are to communicate and disseminate information about the project. To this end the specific objectives of the plan are:

- To increase project visibility;
- To create synergies with relevant projects, initiatives and communities;
- To transfer knowledge and results to potential users and broaden the engagement of stakeholders; interested in using the developed tools and results;
- To ensure the wide dissemination and take-up of i4Driving assets (knowledge, tools, methods, etc.); via communications channels, dissemination and exploitation activities; and
- To build a legacy for i4Driving assets.

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# 1 Introduction

This document presents the website and social media profiles created for the i4Driving project, to help with communicating and sharing information about the project, its progress, outcomes and impact.

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- To build a legacy for i4Driving assets.

## 2 Channels

### 2.1 Website

A dedicated [website](#) was developed on the WordPress platform for the i4Driving project, serving as a central hub for effective communication and information sharing. The website aims to provide comprehensive and up-to-date content about the project, including its objectives, progress, outcomes, and impact. Through this platform, stakeholders, partners, and the public can easily access relevant project-related information, stay informed about the latest developments, and engage with the project team. The website serves as a valuable resource for promoting transparency, collaboration, and knowledge dissemination, enabling us to effectively communicate the importance and achievements of the i4Driving project to a wider audience.

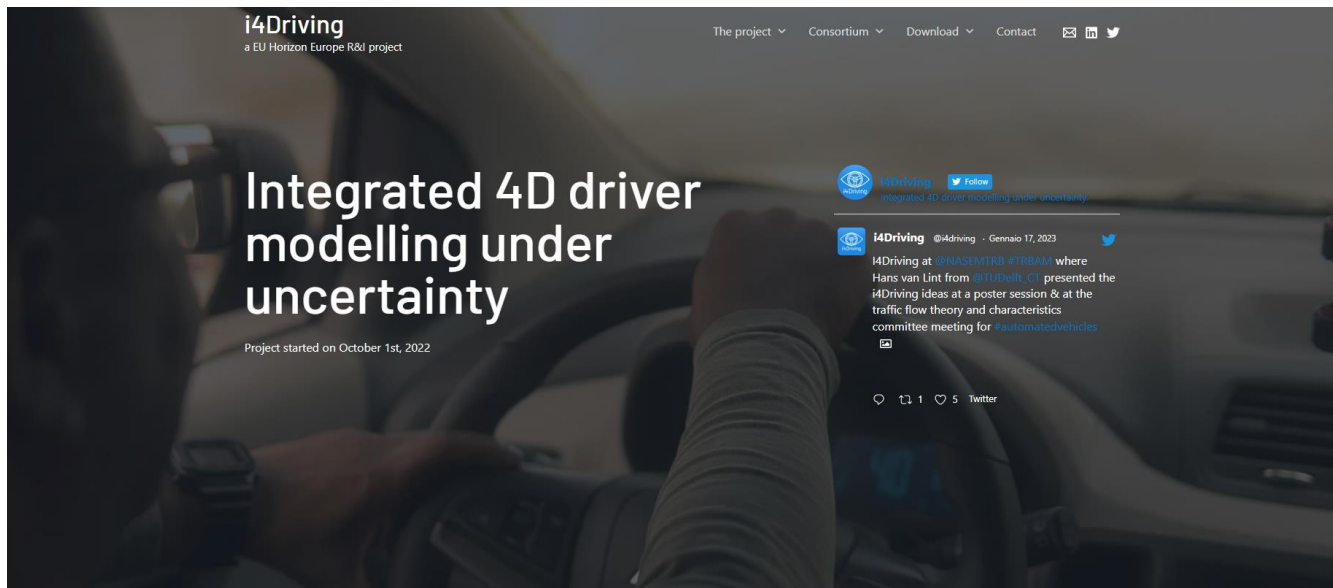


Figure 1. Website cover

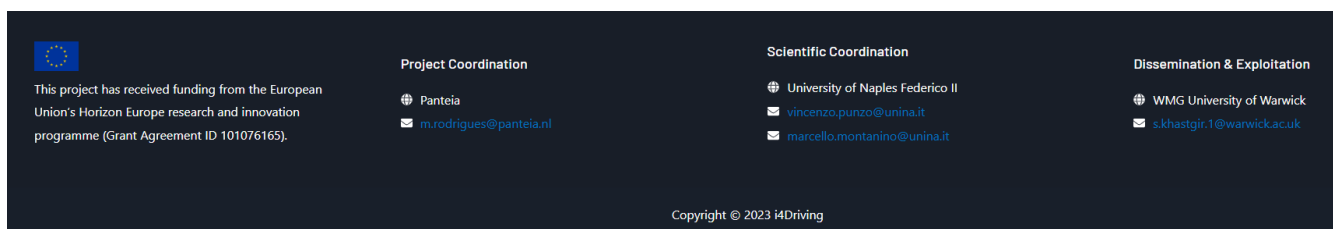


Figure 2. Website footer

Several pages were created under the website, namely:

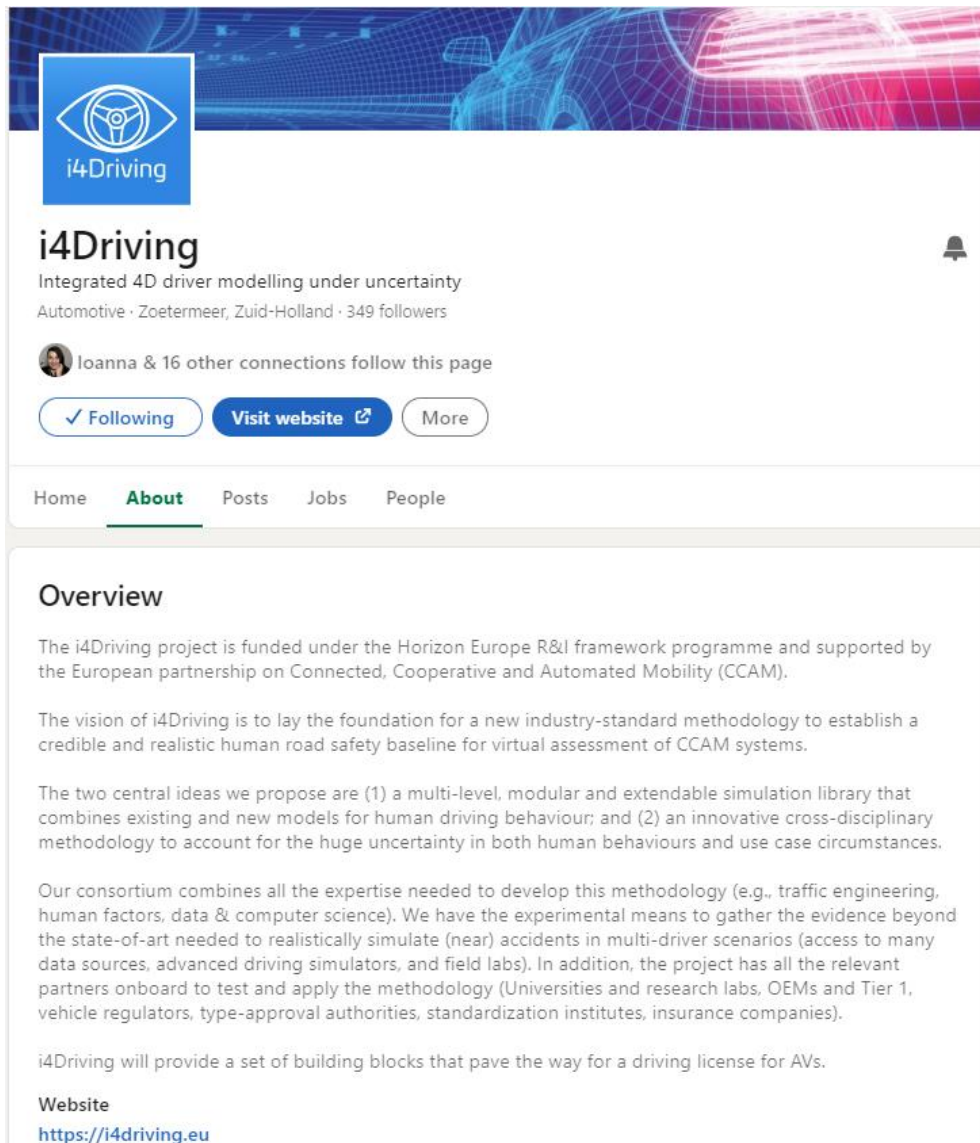
- ‘The project’: this contains information about the project (vision, challenges and objectives, methodology and impacts) and the workplan;
- ‘The consortium’: this contains an overview of the partners and the advisory board;
- ‘Downloads’: this contains all deliverables, repositories and publications; and
- ‘Contact’: this contains all contact information.

## 2.2 Social networks profiles

Dedicated social media profiles were developed on the WordPress platform for the i4Driving project, with the aim of enhancing communication, information sharing and collaboration. These social media platforms provide the project with a dynamic and interactive space to effectively engage with stakeholders, share updates on the project's progress, outcomes, and impact, and connect with other projects and relevant stakeholders in the field of autonomous driving and road safety. Through this social media presence, the consortium can easily disseminate information, foster dialogue and showcase the collective efforts of the project, thereby building a strong network and promoting awareness about the importance of our work. It also allows the consortium to stay connected with the wider community and keep them informed about the latest advancements and achievements in the i4Driving project.

### 2.2.1 LinkedIn

The [LinkedIn profile](#) was created to support the dissemination and communication activities, increase the i4Driving project's visibility, connect with other professionals/projects, share insights, thought leadership and valuable content related to the project.



The screenshot shows the LinkedIn profile for i4Driving. The profile picture is a blue square with a white steering wheel icon and the text 'i4Driving'. The banner image features a blue and pink grid pattern with a car silhouette. The profile name is 'i4Driving' with a notification bell icon. Below the name is the tagline 'Integrated 4D driver modelling under uncertainty' and the location 'Automotive · Zoetermeer, Zuid-Holland · 349 followers'. A section indicates 'Ioanna & 16 other connections follow this page'. There are three buttons: 'Following' (checked), 'Visit website' (with an external link icon), and 'More'. The navigation menu includes 'Home', 'About' (selected), 'Posts', 'Jobs', and 'People'. The 'Overview' section contains the following text:

The i4Driving project is funded under the Horizon Europe R&I framework programme and supported by the European partnership on Connected, Cooperative and Automated Mobility (CCAM).

The vision of i4Driving is to lay the foundation for a new industry-standard methodology to establish a credible and realistic human road safety baseline for virtual assessment of CCAM systems.

The two central ideas we propose are (1) a multi-level, modular and extendable simulation library that combines existing and new models for human driving behaviour; and (2) an innovative cross-disciplinary methodology to account for the huge uncertainty in both human behaviours and use case circumstances.

Our consortium combines all the expertise needed to develop this methodology (e.g., traffic engineering, human factors, data & computer science). We have the experimental means to gather the evidence beyond the state-of-art needed to realistically simulate (near) accidents in multi-driver scenarios (access to many data sources, advanced driving simulators, and field labs). In addition, the project has all the relevant partners onboard to test and apply the methodology (Universities and research labs, OEMs and Tier 1, vehicle regulators, type-approval authorities, standardization institutes, insurance companies).

i4Driving will provide a set of building blocks that pave the way for a driving license for AVs.

**Website**  
<https://i4driving.eu>

Figure 3. Overview of LinkedIn profile



### 2.2.2 Twitter

A [twitter profile](#) was also made for the i4Driving project. Twitter offers broader reach, real-time updates (shorter in nature in a style that is more conversational and encourages real-time engagement through replies, retweets, and likes), and engagement with a diverse audience (more suitable for general audiences interested in various topics, including news, trends, and real-time updates).

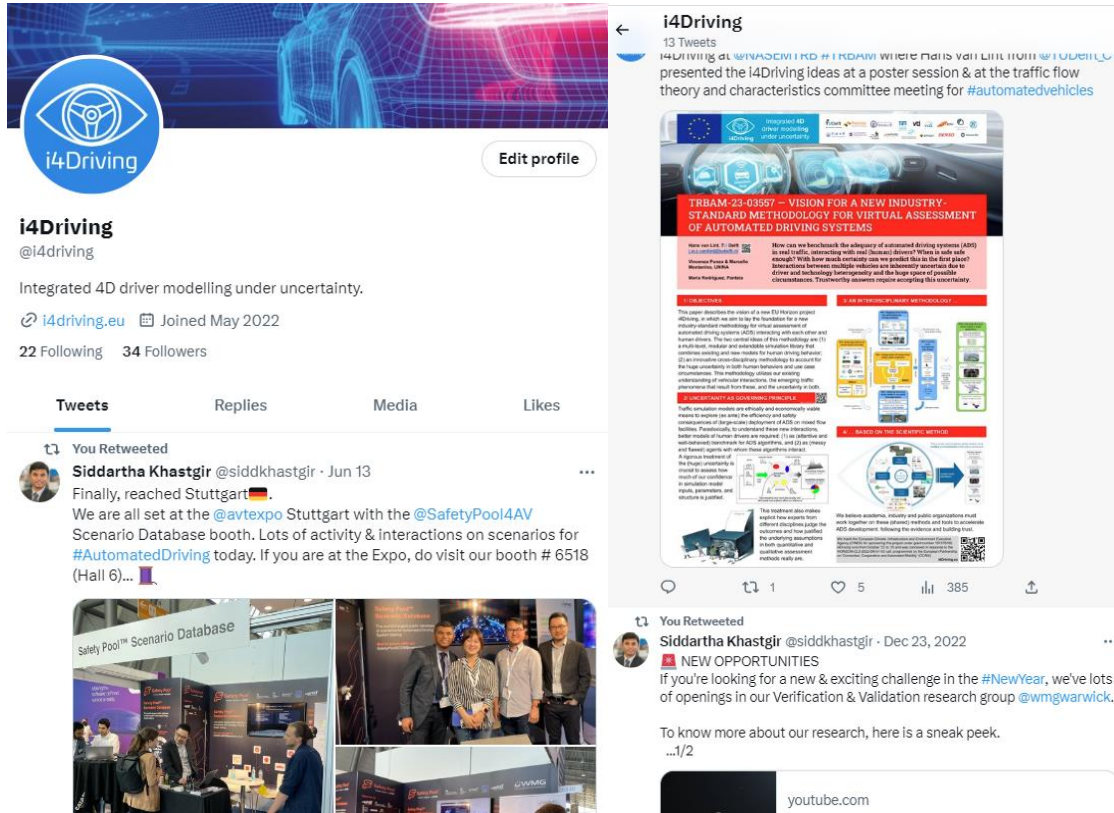


Figure 4. Overview of i4Driving Twitter page