# virtual

Open access
**virtual testing protocols**
for enhanced
**road user safety**

# Dissemination and communication strategy

Deliverable D7.2 – WP7 – PU

VIRTUAL – open access virtual testing protocols for enhanced road user safety

# Dissemination and communication strategy

Work package 7, Deliverable D7.2

| Project details: | |
|---|---|
| Project start date:<br>Duration:<br>Project name: | 01/06/2018<br>48 months<br>VIRTUAL - open access virtual testing protocols for enhanced road user safety |
| Coordinator: | Astrid Linder, Adj Prof, PhD – Research Director Traffic Safety<br>Swedish National Road and Transport Research Institute (VTI)<br>Regnbågsgatan 1, 417 55 Lindholmen, Göteborg, Sweden |
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|---|---|

## Revision history

| Date | Version | Reviewer | Description |
|------|---------|----------|-------------|
| 24-06-2019 | Draft | Maura van Strijp<br>WP leader (WP7) | Review round 1 |
| 26-06-2019 | Final draft | Astrid Linder<br>Coordinator | Review round 2 |
| 27-06-2019 | Final draft<br>Language review | Tina Mayberry | Review round 3 |
| 28-06-2019 | Final deliverable | Astrid Linder – VTI ➔ EC | |

# Table of contents

# Executive summary

This updated plan outlines dissemination and communication activities to be carried out by the VIRTUAL project partners to maximize project impact. A jointly defined plan will help make dissemination and communication more strategic, consistent and effective, and thus more powerful. Therefore, a clear and strategic relation between objectives, stakeholders, messages and tools is crucial.

VIRTUAL aims to establish a European hub for open -access virtual testing and demonstrate its success, which requires corresponding activities related to dissemination and exploitation. The objectives of WP7 consequently include developing and supporting a thriving interactive community, pitching project objectives, facilitating connections within the network and engaging with the community.

A final dissemination report will be provided at the end of the project to document the project partners' interactions with the stakeholders.



FINDING RELEVANT STAKEHOLDERS     PITCHING PROJECT OBJECTIVES     CONNECTING MEMBERS OF THE COMMUNITY

Developing the interactive community requires the steps above.

Publications, Year 1
- Elvik R (2019) Risk of non-collision injuries to public transport passengers: Synthesis of evidence from eleven studies, *Journal of Transport & Health*, Volume 13, June 2019, Pages 128-136, https://doi.org/10.1016/j.jth.2019.03.017.
- Linder A, Svedberg W (2019) Review of average sized male and female occupant models in European regulatory safety assessment tests and European laws: Gaps and bridging suggestions, *Accident Analysis & Prevention*, Volume 127, June 2019, Pages 156-162, https://doi.org/10.1016/j.aap.2019.02.030.

- Linder A, Svensson M (2019) Road Safety: Vehicle Occupant Safety Assessment and the Average Male as Norm, *Special issue of Interdisciplinary Science Review on Gender and Science,* https://doi.org/10.1080/03080188.2019.1603870.
- Silvano A P and Ohlin M (2019) NON-COLLISION INCIDENTS ON BUSES DUE TO ACCELERATION AND BRAKING MANOEUVRES LEADING TO FALLING EVENTS AMONG STANDING PASSENGERS, *Journal of Transport & Health*, JTH_2019_91_R2, https://doi.org/10.1016/j.jth.2019.04.006.

Conference presentations, Year 1
- Silvano A P and Linder A (2019) Falling of standing passengers on public transport: what makes us fall? A literature review, *Presentation at Transportforum,* Linköping Sweden, 9-10 January.
- Linder A, Östh J, Brolin K, and Svensson M (2018) The development of open source human body models for virtual testing of low severity vehicle safety: The ViVA model and the VIRTUAL project, JSAE Annual Congress (Spring), Yokohama Japan, 23-25 May.
- Linder (2018) The development of an open source human body model of an average female, ViVA, for low severity vehicle safety assessment. SIMBIO-M conference. Keynote, Stratford-Upon-Avon UK, 18-19 June.

Other activities, Year 1
- Meeting with Euro NCAP, Leuven Belgium, 24 January 2019.
- TEDX talk, https://www.youtube.com/watch?time_continue=6&v=jv06vMYCgYY, 6 Dec 2018.
- VIRTUAL workshop: OS-HBM development, Berlin Germany,17 October 2018.
- Joint VIRTUAL-OSCCAR-PIONEER (MG 3.2 funded projects) meeting, Athens Greece, 12 September 2018.
- Kick-off press conference with all Swedish partners (in Swedish), Stockholm Sweden, 14 June 2018.
- Presentaion at JSAE Impact Biomechanics Experts Committee workshop, Linder A.: The development of open source human body models for virtual testing of low severity vehicle safety: The ViVA model and the VIRTUAL project. Tokyo Japan, 22 May 2018.

Note:
A list of abbreviations frequently used in VIRTUAL can be found on the website:
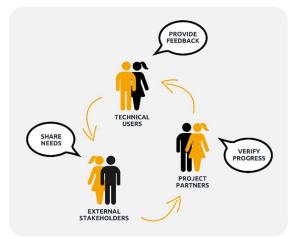https://projectvirtual.eu/abbreviations/

# 1  Dissemination and communication objectives, WP7

**The VIRTUAL project aims to create a safer road transport system by providing improved ready-to-use safety assessment tools. The open source strategy of this project is the key to ensuring high market penetration of the tools provided. However, first and foremost, VIRTUAL is meant to make a sustainable impact. Therefore, it has already been ensured that the results of the project, namely the Open Virtual Testing platform with all its contents, will continuously be available after this project has ended. Having such a structure in place will make a significant difference compared to previous projects on virtual testing and human body modelling.**

The project has a specific WP dedicated to maximising the impact of the VIRTUAL project. WP7 addresses dissemination and exploitation – of course, fully supported by the other WPs that will contribute with various input and content. The 15 project partners are experienced in disseminating research results.

VIRTUAL aims to establish a European hub for open access virtual testing in traffic safety and to demonstrate its effectiveness through the development of an active **community** of all relevant stakeholders, involving project partners, technical users and other stakeholders. WP7 will provide a crucial contribution to the development of this community. Such a community will allow project partners to verify that the progress made in the project is in line with expectations/needs and will enable external stakeholders to share their needs and experiences as progress is made. Facilitating the interaction and dialogue within the community from the start will contribute to maximising the impact of VIRTUAL and increase the exploitation opportunities as the project progresses.

For the community to thrive it is important to engage with members in a captivating yet comfortable manner, making the experience rewarding for them.

## 1.1 Objectives

The following specific dissemination and communication objectives of the VIRTUAL project have been defined, in order to influence behavior, develop opinion and raise awareness of specific target groups:

| Objective | Description |
|---|---|
| 1. | Maximise the impact of the VIRTUAL project, by widely disseminating research results. |
| 2. | Development of an active community of relevant stakeholders. |
| 3. | Ensure that end-users are aware about virtual testing, to create demand for new products and services. |
| 4. | Involve and get support from relevant media to promote further project communication and dissemination. |
| 5. | Facilitate interaction and dialogue within the community from the start; contribute to maximising the impact of VIRTUAL and increase the exploitation opportunities. |
| 6. | Generate events and communication tailored to the needs of stakeholders, approaching them through channels they are using. |

Dissemination and communication objectives have to be clear and SMART and be relevant to the target audience.

## 1.2 Positioning

VIRTUAL is based on unique transdisciplinary, scientific collaboration encompassing a wide range of skill areas which together contribute to the objective of improving traffic safety through VT. International experts are part of the consortium including automotive engineers, system engineers, economists, insurance specialists and safety researchers. The Consortium has the power to make a sustainable impact as it includes research institutions, automotive and insurance industry, SMEs, independent software vendors and stakeholders providing related software products.

VIRTUAL embraces new stakeholders which are not yet regarded as representatives of the traditional automotive field, but which emerge on the market in the context of automated vehicles, public transport, shared mobility and connectivity. VIRTUAL will enable these players to use VT and compete on the market. To make VT successful this project is meant to form a bridge between elaborate scientific methodologies related to HBMs and future transport needs. Its dedication to open source accessibility of Human Body Models and VT protocols distinguishes it from other approaches. Applying this open access strategy will pave way for successful and sustainable introduction of these technologies and thus contribute greatly to the development of measures to improve road safety.

## 1.3 Core message

VIRTUAL will bridge the gap between virtual testing using Human Body Models and physical testing with mechanical dummies for safety assessment of new vehicles and products. Open Source Human Body Models (OS-HBMs) of both men and women will be developed in a format that is scalable to represent all different ages and sizes for both car occupants, vulnerable road users (VRUs), and users of public transport.
Virtual testing will reduce the number of physical tests needed, while addressing a greater variety of crash scenarios and road users, actively promoting safety innovation which is meant to reduce the number of injuries and fatalities, and thus to provide safer road transport in Europe.

The VIRTUAL project contributes to improving the safety of urban road users by providing procedures and open access tools to assess the benefits of novel safety systems. The goal is to establish a European based global hub for Open Source Virtual Testing freely accessible on the internet and to demonstrate its success in attaining traffic safety. Open Source Human Body Models (OS-HBMs) of both men and women will be developed in a format that is scalable to represent all different ages and sizes for both car occupants, vulnerable road users (VRUs), and users of public transport.

**The project aims to:**

- Openly provide average female, male and child OS-HBMs for VT. The models will represent erect and seated adult males and females and will include postural control functions for human-like pre-crash responses. These models will be used in VIRTUAL to identify the best-integrated safety systems.
- Initiate a platform of models and protocols available to the public. This hub would be designed to ensure continued maintenance of the OS-HBMs and all related tools and models (bicycle models, post-processing software) once this research project has ended. Keeping the platform accessible uniquely safeguards the long-term impact on road safety in Europe.
- Make test protocols available for standardized use of VT in different assessment applications, currently neglected in regulations and consumer information tests.
- Demonstrate the power of HBMs and VT in safety assessments in specific test cases. These cases will demonstrate the ability of VT to complement physical test regulations.
- Reach a higher degree of bio-fidelity and assessment capability of the OS-HBMs by focusing on detailed OS-HBM development for these listed test cases. The OS-HBM will also be prepared for further development in listed test cases. The OS-HBM will also be prepared for further development in other test cases that must be addressed in future project.
- Provide adaption to future crash scenarios with automated vehicles. Future safety assessment must represent the much wider range of impact and usage scenarios as they occur in real traffic.
- Assess the economic efficiency of new safety systems based on VT, by developing a cost-benefit analysis tool appropriate for safety systems, which will be made available to all stakeholders. Cost-benefit analyses will also be conducted for specific cases.

## 1.4 Research findings and products

The VIRTUAL project contributes to creating a safer road transport system by providing improved ready-to-use safety assessment tools. The open source strategy of this project is the key to ensuring high market penetration of the tools provided.

By using open source software, the impact of the VIRTUAL simulation tools developed will increase. Exploitation will be ensured by targeting technical users and other stakeholders including Euro NCAP for a first application of VT protocols. The simulation tools for technical users will protect road users from injuries by optimizing designs, while the outcome provided by the tools may be of interest to other stakeholders. VIRTUAL has the potential to lead to design optimization. All insights gained from this project will be distilled into tools, open access publications, technical user groups and stakeholders. We expect VIRTUAL to result in various products and services highly suitable for exploitation with regard to the protection of road users.

VIRTUAL is meant to make a sustainable impact. Therefore, it has been ensured that the Open VT platform with all its contents will be continuously available after this project has ended. Having such a

structure in place will make a significant difference compared to previous projects on VT and human body modelling.

**Products:**
-Safe design concepts for erect occupants on public transport and cyclists.
-System concepts that provide equal protection to male and female occupants.
-Prototypes appropriate to accommodate the safety of occupants of future vehicles.
-Design concepts of a child seat that has the capacity to reduce injuries due to misuse and that is easy to transfer between cars.

**Tools:**
-OS-HBM adapted and evaluated for virtual testing of project test cases.
-Easy to use and easily accessible procedures for VT occupant safety.
-Reference cases, training sessions, and user manuals.
-Physical test devices for seat model verification.
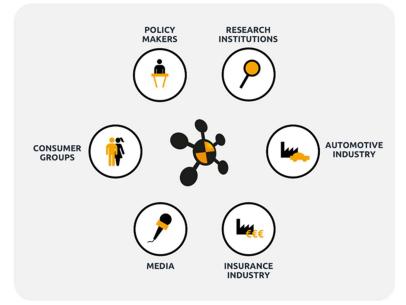
# 2 Target groups

**The target groups are the users, including potential users (persons, groups or organizations) that can affect or are affected by the project's objective and actions, therefore having an interest in the project. More specifically, actors who can guarantee research or generate future market uptake of the VIRTUAL project results. A basic premise behind target group analysis is that different groups have different concerns, capacities and interests and that these need to be understood and recognized when identifying problems, setting objectives and selecting strategies, to be able:**

- **To ensure direct involvement of the identified target audiences and wide dissemination/communication to other possible stakeholders;**
- **To help ensure that relevant and proper dissemination and communication activities are formulated to meet the specific communication needs of these audiences.**

The VIRTUAL project had identified seven target groups that the project would like to inform, influence and/or communicate with. Before disseminating/communicating, we have to think about the specific target in order to tailor messages to the respective groups and their specific needs.

Targets for dissemination and communication activities:

2.1 Technical users
2.2 Experts
2.3 European and national policymakers
2.4 Advisory bodies
2.5 Industry partners (automotive industry, OEM)
2.6 Media
2.7 Consumer groups (automobile clubs, public transport user associations)

## 2.1 Technical users

- Who: Manufacturers and developers of vehicles as well as suppliers; safety-testing laboratories/institutions; users of the Open VT platform
- Why: Technical users are a distinct target group who will use the tools developed in VIRTUAL to test the effects of injury protections for a larger range of scenarios and users than what is currently possible, as well as to estimate the costs and benefits of specific interventions.
- What do we want to achieve by disseminating/communicating to technical users: t.b.d.
- How: VIRTUAL will enable technical end-users to use the latest tools and models and broaden their knowledge about HBMs and VT through open access and educative events.

Core message: Improvement in HBM technology will allow faster development strategies and reduce physical testing requirements that create extra material processing and energy costs; reducing physical testing will thus benefit the environment.

## 2.2 Experts

- Who: Predominantly from research institutions and universities (high quality scientific research)
- Why: They are crucial in using research findings, also as a basis for further research and excellence in key fields; crucial actors in promoting further dissemination and exploitation.
- What do we want to achieve by disseminating/communicating to experts:
  To stimulate the advancements of virtual testing using OS-HBMs for the benefit of road safety of VRUs and users of public transportation?
- How: VIRTUAL has the potential to lead to design optimization. VIRTUAL will result in various products and services highly suitable for exploitation with regard to the protection of road users.

Core message: VIRTUAL will demonstrate how current road safety assessment can be complemented and improved by VT giving full credit to vehicle manufacturers and transport providers for their efforts to provide best real-world vehicle safety. VIRTUAL will close the gap between VT and standardized vehicle safety assessments by providing models of the humans (validated for safety assessment) and the protocols and criteria needed to identify the best road user protection beyond the scope of physical testing and provide a method for cost-benefit analysis of novel systems.

## 2.3 European and national policymakers

- Who: (Inter)national policy and decision makers of the partner countries.
- Why: They formulate, shape and decide policies, programmes and priorities.
- What do we want to achieve by disseminating/communicating to policymakers?
  Incentives by policymakers may enhance the use of VT.
- How: Through project website, social media, mailings, conferences, project coverage in the media (press releases)

## 2.4 Insurance companies

■ Who: Insurance companies
■ Why: Secure support for the long-term exploitation of the VIRTUAL infrastructure and instruments
■ What do we want to achieve by disseminating/communicating to insurance companies:
VIRTUAL will address new challenges for injury risk reduction and safer roads.
■ How: Through the website, press releases and the community

## 2.5 Industry partners

■ Who: Automotive industry, OEMs
■ Why: VIRTUAL will enable the European vehicle industry to produce more efficient safety systems and reduce injuries and fatalities.
■ What do we want to achieve by disseminating/communicating to industry partners:
That a new generation of safety assessments is applied in an earlier phase of product development, having a major impact on industry?
■ How: By increasing accessibility of Virtual Testing tools through Open VT platform.

## 2.6 Media

■ Who: Media including general and specialized magazines.
■ Why: Wide reach; can play an important role in shaping public opinion regarding VT for improved road safety at large.
■ What do we want to achieve by disseminating/communicating to the media:
Create media interest to increase their involvement and support; maximize media coverage.
■ How: Through press releases.

Message:
VT will reduce the number of physical tests needed while addressing a greater variety of crash scenarios and road users, actively promoting safety innovation, which is meant to reduce the number of injuries and fatalities, and thus to provide safer road transport in Europe.

## 2.7 Consumer groups

■ Who: Automobile clubs, public transport user associations
■ Why: End users and beneficiaries of the project results.
■ What do we want to achieve by disseminating/communicating to consumer groups:
Raise awareness about new technologies to be provided; stimulate demand for new products.
■ How: Through project website, social media, press releases.

Possible messages to target groups:

1. Traffic safety policymakers:
In line with current visions about safety on European roads, VIRTUAL will advance by providing models, tools and protocols for Virtual Testing for the purpose of road safety.
2. Insurance companies:
VIRTUAL will reduce the injury risk and address new challenges for safer roads.

3. Professionals and scientists in road traffic injury protection:
   VIRTUAL will fill various gaps, beyond the current use of existing HBMs to elevate virtual testing to higher application levels. VIRTUAL provides a strong foundation by warehousing current investments in open source tools and resources.
4. Automotive supply chain for safety systems:
   VIRTUAL will pave the way to a new generation of safety assessments which can be applied in a much earlier phase of product development. VIRTUAL will not only be a big step towards VT for the safety of road users, it will also have a major impact on industry by increasing accessibility of these tools.
5. Institutes that train technical users and stakeholders:
   VIRTUAL will enable technical end-users to use the latest tools and models, and broaden their knowledge about HBMs and VT through open access and educative events.
6. Consumer organisations:
   We expect VIRTUAL to result in various products and services highly suitable for exploitation with regard to the protection of road users.
7. Media:
   We expect VIRTUAL to result in various products and services highly suitable for exploitation with regard to the protection of road users (see 1.5 products).
   This particular European research project may serve as a strong example of how science has the potential to improve the safety of all European citizens.

# 3 Dissemination and communication strategy

**At the start of the project, the communication strategy has been developed in close coordination with the project partners. We will thus be able to optimise dissemination/communication according to the needs of the target groups, leading to better design and set-up tools, channels and events. The Dissemination & Communication Plan will include the following activities:**

- Development of the visual identity of the project
- Creation of (deliverable) templates
- Creation and regular updating of the public project website
- Creation of press releases at key points in the project
- Creation of social media accounts such as LinkedIn, Twitter, YouTube to disseminate the project
- Facilitate dialogues within the online community
- Pro-active dissemination through individual presentations
- Project video/animation highlighting the success of the project, which is to be disseminated through the project website and other relevant media
- Creation of the project community for communication amongst partners and stakeholders

## 3.1 Communication channels

Initially, we will need to target channels outside VIRTUAL to spread the word and create a basis for the VIRTUAL community. One task (T7.5) is dedicated to creating content like press releases, news items for social media networks (e.g., LinkedIn, ResearchGate), website items and content for newsletters of project partners.

In addition, we will explore how targeting popular science media (e.g., blogs, magazines, newspapers) can contribute to drawing attention to the project. The considerable press and media contacts available within the Consortium will be a starting point for this undertaking. Generally, at the start of the project, the focus will be on creating content that introduces VIRTUAL and explains what VIRTUAL will contribute to.

The following tools, channels and events will especially be designed/set up to ensure communication and dissemination:

- Newsletter
- Website
- Social media
- Online survey tool
- Video and explanimation
- Webinars/live broadcasting
- Workshops
- Press releases

■ (Networking) events

Many of these channels and tools foresee a two-way exchange to collect feedback and comments from the audiences, users, favouring public and societal engagement.

### 3.1.1 Brand identity

A brand identity has been developed at the start of the project, under Milestone 7.3.
The VIRTUAL website (M7.1 + M7.4) was launched end of August 2018, and the chosen social media channels have been up and running since July 2018.

The chosen identity has been applied to the abovementioned website and newsletter template, as well as other materials such as banners and digital flyers.

Consistently using the specific elements of the project identity for the website, newsletters, presentations, deliverables, announcements, invitations, posters, etc. will improve the recognizability of the project and will improve its impact.
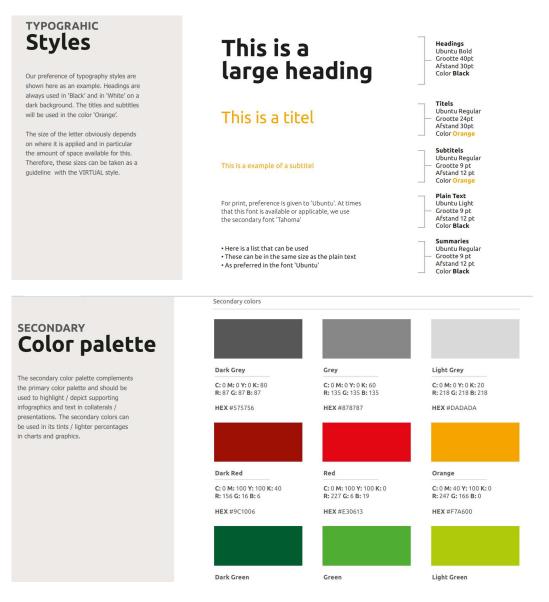
An initial set of communication tools were produced, such as a project logo, a roll-up banner (see below) and templates. These tools will help build the identity of the VIRTUAL project.
The logo will be put on all information carriers, including documents.



VIRTUAL roll-up banner

A brand guide has been developed on how to implement the project identity.

## TYPOGRAHIC
# Styles

Our preference of typography styles are shown here as an example. Headings are always used in 'Black' and in 'White' on a dark background. The titles and subtitles will be used in the color 'Orange'.

The size of the letter obviously depends on where it is applied and in particular the amount of space available for this. Therefore, these sizes can be taken as a guideline with the VIRTUAL style.

# This is a large heading

## This is a titel

This is a example of a subtitel

For print, preference is given to 'Ubuntu'. At times that this font is available or applicable, we use the secondary font 'Tahoma'

• Here is a list that can be used
• These can be in the same size as the plain text
• As preferred in the font 'Ubuntu'

**Headings**
Ubuntu Bold
Grootte 40pt
Afstand 30pt
Color **Black**

**Titels**
Ubuntu Regular
Grootte 24pt
Afstand 30pt
Color **Orange**

**Subtitels**
Ubuntu Regular
Grootte 9 pt
Afstand 12 pt
Color **Orange**

**Plain Text**
Ubuntu Light
Grootte 9 pt
Afstand 12 pt
Color **Black**

**Summaries**
Ubuntu Regular
Grootte 9 pt
Afstand 12 pt
Color **Black**

## SECONDARY
# Color palette

The secondary color palette complements the primary color palette and should be used to highlight / depict supporting infographics and text in collaterals / presentations. The secondary colors can be used in its tints / lighter percentages in charts and graphics.

Secondary colors

**Dark Grey**

**C:** 0 **M:** 0 **Y:** 0 **K:** 80
**R:** 87 **G:** 87 **B:** 87

**HEX** #575756

**Grey**

**C:** 0 **M:** 0 **Y:** 0 **K:** 60
**R:** 135 **G:** 135 **B:** 135

**HEX** #878787

**Light Grey**

**C:** 0 **M:** 0 **Y:** 0 **K:** 20
**R:** 218 **G:** 218 **B:** 218

**HEX** #DADADA

**Dark Red**

**C:** 0 **M:** 100 **Y:** 100 **K:** 40
**R:** 156 **G:** 16 **B:** 6

**HEX** #9C1006

**Red**

**C:** 0 **M:** 100 **Y:** 100 **K:** 0
**R:** 227 **G:** 6 **B:** 19

**HEX** #E30613

**Orange**

**C:** 0 **M:** 40 **Y:** 100 **K:** 0
**R:** 247 **G:** 166 **B:** 0

**HEX** #F7A600

**Dark Green**

**Green**

**Light Green**

VIRTUAL brand guide

## 3.1.2 Project website

The VIRTUAL website was launched in June 2018 and has approximately 2300 users to date. projectvirtual.eu is the hub for all online communication and public information. It is the gateway for involving stakeholders and the general public. Its objective is to provide information about the project and disseminating intermediate and final results to the main target audiences.
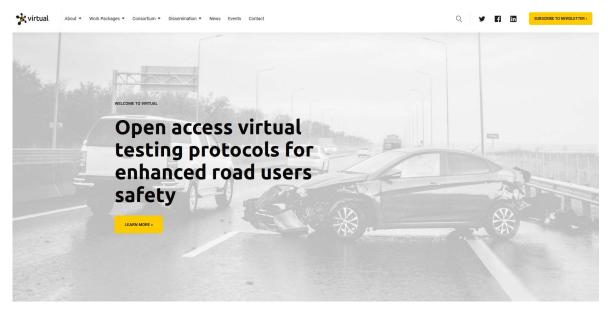
The website is in English and gives a comprehensive explanation of the project.
The website contains:

- A specific section explaining the project, under About
- A section explaining the set-up of the Consortium
- A section explaining the Work Packages
- A section covering all news items and an event overview
- A section where the project outcomes will be published (Dissemination)
- A contact form
- Social media buttons: Twitter, Facebook, LinkedIn

All of the material and results will be made freely available on the website as the outputs are developed during the project. The website is suitable for all devices (responsive).
The project will be continuously updated throughout the project lifetime with all the latest news.

**https://projectvirtual.eu**
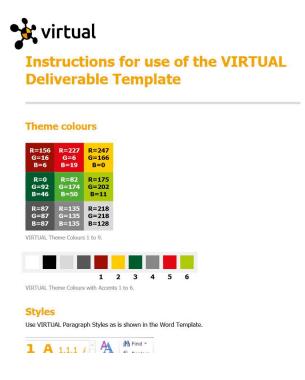
Homepage of the VIRTUAL website.

### 3.1.3   Templates

A project identity has been designed for the project that includes a logo, colors and fonts. Based on this identity, templates have been developed for both PowerPoint and Word (deliverables). The files have been made available in Webforum.

Instructions for use of the Deliverable template have been created; see example below.

**Deliverable template**

This dissemination strategy has been made using the VIRTUAL Deliverable Template.

**Presentation template**



Differenct basic slides have been prepared in the PowerPoint template.

## 3.1.4 Newsletter

Newsletters and Event flashes will be issued and published on the website (at least twice a year) and disseminated to the partners' respective institutional networks, to the stakeholders list, and to the community. We will announce workshops and give them publicity, and disseminate their results informing stakeholders and interesting them in the project. The topics will depend on the research results, the organized events and the topics relevant to stakeholders and the phase of the project.

The newsletter will be integrated into the website using Mailchimp. The newsletter articles are generally introductions to the website posts and aimed at generating more traffic to the website.

Possible content:
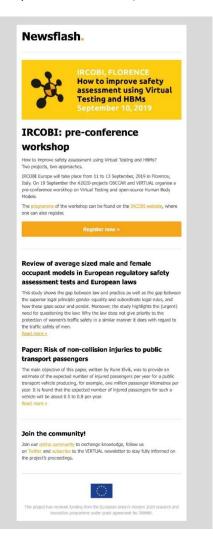
-project progress
-project results/outcomes
-announcements of events
-interviews with experts (research, best practices)
-summaries of events/conferences/workshops

Visitors may subscribe to the Newsletter on the Homepage of the website. They may unsubscribe at the bottom of the Newsletter.

VIRTUAL communicates according to the new GDPR rules (data collection/storage). https://projectvirtual.eu/privacy-statement/

Example Newsletter (April 2019):
https://mailchi.mp/39b1addb2e6c/ircobi-preconference-and-publications

Example Event flash: https://mailchi.mp/7190f671d3cd/virtual-workshop-register-now

### 3.1.5 Social Media

The following social media accounts have been created:

Twitter: https://twitter.com/eu_virtual
LinkedIn page: https://www.linkedin.com/company/virtual-project/
LinkedIn group: https://www.linkedin.com/groups/12127204/

### 3.1.6 Workshops

The Consortium will organise its own events for stakeholders and technical users. These range from demonstrations as part of the consultation meetings with our Advisory Group and the International Group to dedicated events/courses for technical users. The latter will focus on practical application and address technical topics on how to use the models, tools and protocols. These courses will be provided in formats such as workshops and webinars.

The objective is to generate events and communication tailored to the needs of stakeholders, approaching them through the channels they use.

We have prepared a catchy video in which project partners and workshop attendees summarise the outcome of the WP2 workshop (October 2018). This video also explains the VIRTUAL project and the impact it will have. The video was communicated via the website, newsletter and social media: https://projectvirtual.eu/2018/10/30/about-virtual-and-human-body-model-development/

YouTube link: https://www.youtube.com/watch?v=WcBaRxiI1WI

### 3.1.7  Events

A kick-off workshop was organized in the first 6 months of the project. The key objectives were to present the project plan, create a base for the VIRTUAL community and identify the needs of present and future stakeholders within the community.

On 10 September 2019 the H2020-projects OSCCAR and VIRTUAL will hold a pre-conference worskhop on Virtual Testing and open-source Human Body Models.

A **mid-term workshop** will be organized in M15 (due M24) to present mid-term results from all WPs and share updates with the growing VIRTUAL community, that now includes external stakeholders. The mid-term workshop will be an opportunity for face-to-face interactions between project partners, technical users and other stakeholders.

https://projectvirtual.eu/2019/04/11/ircobi-pre-conference-workshop/

Date:          10 September 2019
Venue:        IRCOBI, Italy
Content:      Specific, tailor-made event where participants' contributions are important. The event is based on the interest of the target group and on what VIRTUAL has achieved.

The target audience for the conference are:
- Research institutions
- Industry
- Policymakers
- Relevant EU projects
- Media

A **final event** will be arranged at which the main findings of the project will be presented as well as the continuation plans.

The final event is foreseen to take place at the end of the project (June 2022). Participants will be able to focus on the exchange of knowledge and experiences to get the most out of the event. A detailed strategy for the final event will be discussed in the run-up to the event so that the Dissemination & Communication Plan can be further detailed and updated accordingly.

#### 3.1.7.1  VIRTUAL events and dissemination opportunities

| Date | Event/congress | Location |
|------|----------------|----------|
| 3-4 July 2018 | VIRTUAL kick-off meeting ✓ | Gothenburg, Sweden |
| 17 October 2018 | VIRTUAL workshop: OS-HBM development ✓ | Berlin, Germany |
| 6-7 November 2018 | VIRTUAL PA meeting ✓ | Madrid, Spain |
| 10-13 June 2019 | ESV ✓ | Eindhoven, The Netherlands |
| 21-22 May 2019 | VIRTUAL PA meeting ✓ | Ljubljana, Slovenia |
| 14-16 May 2019 | European LS-DYNA conference ✓ | Koblenz, Germany |

| 10 September 2019 | IRCOBI pre-conference workshop / mid-term workshop | Firenze, Italy |
|---|---|---|
| 11-13 September 2019 | IRCOBI | Florence, Italy |
| 27-30 April 2020 | TRA Helsinki | Helsinki, Finland |

## 3.1.8  Direct private conversations

To stimulate interest in the VIRTUAL approach, the development of tools and their use in assessing effects, costs and benefits, the Consortium Partners will seize opportunities to inform relevant parties about the project, and engage in face-to-face conversations to get feedback on project achievements. They will also demonstrate the workings of VIRTUAL at networking events.

## 3.1.9  Scientific and professional publications

All scientific publications stemming from VIRTUAL will be made available through Gold Open Access. We will select the most appropriate peer reviewed journal(s) for each particular paper and foresee titles to include: Accident Analysis and Prevention, Traffic Injury Prevention, Safety Science, Journal of Biomechanics, Journal of Applied Biomechanics, PubMed, PlosOne, IATSS Research and the British Medical Journal. The focus of the publications is on advances in human body modelling, validation and injury assessment, particularly for crash scenarios not covered by existing regulations and physical testing.

Other relevant journals that were suggested by the project partners (through a Google Docs inventory form) at the start of the project:

International Journal of Crashworthiness
Journal of Mechanical Engineering
Verkeerskunde
Dyna - https://www.revistadyna.com/inicio-dyna
AAP
TIP
Transportation Research Parts F

## 3.1.10 Conferences

Consortium members attending conferences will represent the project on posters, podium presentations, demonstrations, and symposia. We will prepare a small collection of posters, animated slides, infographics, short videos, and banners that will be made available to partners. Events at which Consortium Partners plan to exhibit or be granted speaking time include conferences such as Transport Research Arena (TRA) 2020, Enhanced Safety of Vehicles (ESV) 2019, International Research Council on the Biomechanics of Injury (IRCOBI), CARHS Human Body Modeling Symposium, LS-DYNA User Conferences, etc.

Other relevant conferences, which were suggested by the project partners (through a Google Docs inventory form) at the start of the project:

Grazer Safety Update (organised by Carhs)
Trafikdage Aalborg
Transportforum
AXA Crash Tests

Events organized by Slovenian Traffic Safety Agency: Kongres o prometu in prometni infrastrukturi, Traffic and infrastructure congress, biennial
Concar expo congress
NVVC
Congreso de Ingeniería del Transporte (CIT 2018)
Congreso Nacional de Ingeniería Mecánica
Australasian Road Safety Conference (Australia)
Transportation Research Board (USA)
AAAM (USA)

## 3.1.11 General publications

Since road safety measures are known to generate a lot of public debate, it is expected that the general public will be interested in the VIRTUAL project. In a more general context, this particular European research project may serve as a strong example of how science has the potential to improve the safety of all European citizens. For this purpose, a few publications will be produced. To increase impact, any publications will be scheduled in line with national and European activities such as National Science Week, or similar activities, including public conversations through blogs and social media.

## 3.1.12 Media (including social and public conversations)

We will explore what the potential of external media, blogs and social media is, and what these media have to offer in getting the message of the project across and for attracting the attention of technical users and stakeholders. This strategy will be adaptive and its success rate will be monitored. LinkedIn groups, Twitter and active blogs are contenders. Targeting popular science media could contribute to attracting attention to the project.

A number of press releases are foreseen to enhance communication and dissemination about the VIRTUAL project. These should be issued when the project is doing something new, interesting or different that would interest local, national or European media. Press releases are important to encourage and incite journalists to write articles on the subject.

It is important to focus on the press release and make sure that it has news value. In addition, it is vital to consider the audience; to determine the tone, style, angle and content of the article. We will write in an appealing way about what the audience want to read. We have to consider what key information we want to communicate. Two or three basic messages will form the theme, and the article should be built around these messages using evidence and quotes.

At least two press releases are foreseen in the project, including all the information that journalists need to know – who, what, why, when, where, how.

| Press release | Month | Description | Message |
|---------------|-------|-------------|---------|
| 1 | 24 | Mid-term workshop | Share update – intermediate project findings |
| 1 | 48 | Final event | Share update – main project findings |

# 4 Monitoring success

**Project awareness indicators to date (M12):**

| Project awareness indicators | Number |
|---|---|
| Number of people reached – unique website visitors | 2300 |
| Number of website visits/sessions | 3868 |
| Number of (press) articles which mention VIRTUAL | 15 |
| Number of events organised | 1 |
| Number of press releases (to be) sent to regional/national/EU press | 4 |
| Number of workshops organised | 1 |
| Number of multimedia tools produced | 1 |
| | |
| Number of Twitter followers | 110 |
| Number of LinkedIn company page followers | 80 |
| Number of LinkedIn group members | 155 |
| Newsletters subscriptions | 99 |
| Number of YouTube views - https://youtu.be/WcBaRxiI1WI | 404 |

**Overview of communication activities to date:**

| Tool | Number |
|---|---|
| Newsletter | 2 |
| Event flash | 1 |
| Event invitation | 1 |
| Twitter posts | 35 |
| LinkedIn page updates/shares | 19 |
| YouTube videos | 1 |

# 5   Online/Social Media strategy

**Brand identity:**

The project has clear objectives. The main goals of the project are constantly kept in mind for both online and offline communication.

As stated in chapter 3, the project identity has been summarized in a brand guide. All social media channels are designed according to the brand guide.

VIRTUAL's logo and look & feel were designed by Something New. They were given the task to design the logo, brand guide and various templates.

**Tone of voice:**
The goal is to have a casual businesslike tone of voice online. Informative and with a clear call to action to visit the website or attend events.

**Community:**
The community will consist of the aforementioned stakeholders (chapter 2) in combination with parties which might be interested in the project proceedings/successes, such as the public.

1. LinkedIn:
   Most of the community members can be found in the LinkedIn group. LinkedIn is the tool that is being used by most of the stakeholders after analysis. The LinkedIn closed group is the ideal platform to have discussions, share event information, share new-items. The LinkedIn 'company page' is used for more general updates, such as success stories and event information.
2. Twitter:
   The VIRTUAL followers on Twitter are partly part of the community, but the general public can also take an interest in the project by following our updates.

**Workflow:**
Sanne van Gils will publish all content. All involved partners will deliver the defined input to Sanne.

The frequency of the posts will depend on the response/interaction and will relate to the milestones in the project blueprint. They will be divided in content themes.

**Engagement:**
All content will be informative, related to the project. Content should inspire, involve and activate the community-members. The stakeholders will need to be directed to our website and/or online community (or technical user forum). We need to be on the channels they are using, such a LinkedIn, Twitter and ResearchGate!

The social media channels therefore need to offer valuable information!
F
**Activation:**
The social media accounts have been activated (launched) at the start of the project. The goal is to build a relevant community as soon as possible. A mailing was sent to all stakeholders informing them

on the social media channels and the launch of the website. All partner communication should contain links to the various social media channels.

It is relevant that the Consortium is on social media and that all parties follow these channels. Each partner/region is equally responsible for getting the message across to the community (stakeholders).

**Traffic:**
It is key to generate traffic from the socials to the VIRTUAL website.
We want stakeholders to not only visit the website themselves, but also to act as VIRTUAL ambassadors, sharing and promoting the website and its contents within their (online) network.
We want to connect technical users and industry experts to VIRTUAL in order for them to actively use the tools and protocols developed in the project.
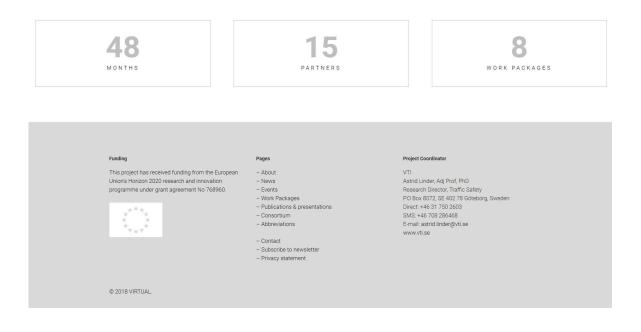
# 6 Visibility of EU funding

**VIRTUAL follows the rules regarding visibility of EU funding in the framework of Horizon 2020.**

All communication carriers and publications related to this project will display the European Union emblem and indicate that VIRTUAL has received funding from the EU.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 768960

| 48 | 15 | 8 |
|---|---|---|
| MONTHS | PARTNERS | WORK PACKAGES |

**Funding**

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 768960.

**Pages**

– About
– News
– Events
– Work Packages
– Publications & presentations
– Consortium
– Abbreviations

– Contact
– Subscribe to newsletter
– Privacy statement

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# 7 Dissemination and communication matrix

The matrixes below summarize the relation between objectives/what to achieve, the target audience, location, the event/tool, the timing and the target number to be reached.

Communication matrix

| Event/tool | Description/message | Target audience | Location/place | Indicator | Timing/Period |
|---|---|---|---|---|---|
| Banner | First information about the project | Public, all stakeholders | Online and printed | 1 banner | M5 |
| Website | Event and new updates, progress and results | Public, all stakeholders | Online | 1 website; 10.000 sessions | M3 – M48 |
| Social media / online community | Two way exchange | Technical users, stakeholders, policy makers | Online | 4 social media profiles/channels created and regularly updated (increasing amount) | M3-M48 |
| YouTube video | Project/HBM explanation | Public, all stakeholders | Online | 1 video | M5 |
| Digital newsletters | Newsletters and event flashes | Stakeholders, technical users, policymakers | Online | 8 digital newsletters, published on website, sent to at least 250 subscribers (increasing amount) | M3-M48 |
| Workshop OS-HBM development | Knowledge exchange | Research institutions, industry experts, project partners | Berlin | 43 | M5 |
| Mid-term workshop / Pre-conference workshop | OSCCAR and VIRTUAL organise a pre-conference worskhop on Virtual Testing and open-source Human Body Models | Stakeholders, technical users, community, policymakers, project partners | IRCOBI, Firenze | 40 | M15 (due M24) |
| Final conference/event | Face-to-face interaction & knowledge exchange, share project results | External stakeholders, media, technical users, project partners, community, policymakers | IRCOBI or ESV | 50 participants | M48 |

| Press releases | Media involvement, interest in the project | Media | Digital, online | 4 press releases | M12-M48 |
|---|---|---|---|---|---|

## Papers/Publications

| Event/tool | Description/message | Target audience | Timing | Location | Indicator |
|---|---|---|---|---|---|
| Scientific publication D2.3 | SP on child model applications in VIRTUAL | Public, all stakeholders, media | M28 | Website, ResearchGate | |
| Video workshop OS-HBM / VIRTUAL | Video on YouTube explaining the project and the successful OS-HBM workshop: | Public, all stakeholders, media | M5 | Website, social media, YouTube | 200+ views |
| Paper/Publication | Review of average sized male and female occupant models in European regulatory safety assessment tests and European laws https://doi.org/10.1016/j.aap.2019.02.030 | Public, all stakeholders, media | M11 | Accident Analysis & Prevention / VIRTUAL website | |
| Paper/Publication | Risk of non-collision injuries to public transport passengers: Synthesis of evidence from eleven studies https://doi.org/10.1016/j.jth.2019.03.017 | Public, all stakeholders, media | M11 | Journal of Transport & Health / VIRTUAL website | |
| Paper/Publication | Road safety: the average male as a norm in vehicle occupant crash safety assessment https://doi.org/10.1080/03080188.2019.1603870 | Public, all stakeholders, media | M11 | Interdisciplinary Science Reviews | |
| Presentation | TEDX talk, https://www.youtube.com/watch?time_continue=6&v=jv06vMYCqYY | Public, all stakeholders, media | M13 | YouTube | 1667 views (29 June 2019) |
| Paper/Publication | Non-collision incidents on buses due to acceleration and braking manoeuvres leading to falling events among standing passengers https://doi.org/10.1016/j.jth.2019.04.006 | Public, all stakeholders, media | M12 | Journal of Transport & Health | |

## Presentations

| Event | Location | Date |
|---|---|---|
| JSAE Impact Biomachanics Experts Committee workshop | Yokohama | 22 May 2018 |
| JSAE Annual Congress | Yokohama | 23-25 May 2018 |
| SIMBIO-M conference – keynote speaker – Development of an open source HBM of an average female, ViVA, for low severity vehicle safety assessment | Stratford-Upon-Avon | 18-19 June 2018 |

# 8 Conclusion

VIRTUAL aims to establish a European Hub for open access VT and to demonstrate its success, which requires corresponding activities related to communication and dissemination. Consequently, the objectives include developing an interactive community and making it thrive, pitching the project objectives, facilitate connections within the network and engaging with the community in ways that are captive while making the open access format comfortable and rewarding to use.

WP7 will continuously facilitate the interaction and dialogue within the community to maximise the impact of VIRTUAL and increase the exploitation opportunities as the project progresses.

Being part of the VIRTUAL community will provide influence, knowledge exchange, networking, previews of and access to new, state-of-the-art tools and models.