



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

## **Dissemination and communication strategy**

Deliverable D7.3 – WP7 – PU

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





# Dissemination and communication strategy

Work Package 7, Deliverable D7.3 – intermediate update for periodic review

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## Executive summary

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VIRTUAL is establishing a European hub for open access virtual testing and demonstrating 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.

This updated plan outlines dissemination and communication activities carried out (and still 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.

Every year an updated version of this plan is created as part of the deliverables in WP7. The first updated plan (D7.2), was submitted accordingly in M12. During the first periodic review in January 2020, intermediate results were presented.

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



Developing the interactive community requires the steps above.

**Note:**

A list of abbreviations frequently used in VIRTUAL can be found on the website:

<https://projectvirtual.eu/abbreviations/>

## Year 1

### 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 on 6 Dec 2018: <https://projectvirtual.eu/2019/01/14/female-crash-test-dummy-tedxkthwomen-event/>.
- VIRTUAL workshop: OS-HBM development, Berlin Germany, 17 October 2018.
- Joint VIRTUAL-OSCCAR-PIIONEER (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.

## Year 2

### Publications, Year 2

- Leo, C., Klug, C., Ohlin, M. and Linder, A. (2019), "Analysis of pedestrian injuries in pedestrian-car collisions with focus on age and gender", 2019 IRCOBI Conference Proceedings, Florence, Italy, 11.-13.9.2018, IRCOBI, pp. 256–257.
- Leo, C., Klug, C., Ohlin, M., Bos, N., Davidse, R. and Linder, A. (2019), "Analysis of Swedish and Dutch accident data on cyclist injuries in cyclist-car collisions", *Traffic injury prevention*. doi: [10.1080/15389588.2019.1679551](https://doi.org/10.1080/15389588.2019.1679551).



- Submitted for IRCOBI 2020 → to be published in online proceedings in September: David Bützer, Stefan Lang, Kai-Uwe Schmitt, Bettina Zahnd, Corina Klug: "Knee injuries in pedestrians and cyclists resulting from impacts with passenger cars – Frequency and associated factors based on Swiss insurance claims data".
- Katarina Bohman, Ronja Örtlund, Gustav Kumlin Groth, Pernilla Nurbo, Lotta Jakobsson (2020) Evaluation of users' experience and posture in a rotated swivel seating configuration, Traffic Injury Prevention (submitted - awaiting final approval).

### Conference presentations, Year 2

- Borderless research to save lives – a dinner event on how Vision zero can be addressed by collaboration. Side event to the 3rd Ministerial UN conference on road safety. Attended/presented by Chalmers, Volvo and VTI.
- Linder A, Davisde, RJ, Iraeus, J, John, J, Keller A, Klug, C, Krasna, S, Leo C, Ohlin, M, Silvano AP, Svensson, M, Wågström, L, Schmitt, K-U (2020) VIRTUAL - a European approach to foster the uptake of virtual testing in vehicle safety assessment, Transport Research Arena, TRA, Helsinki, Finland (Conference cancel due to corona pandemic).
- Linder A (2020) DAGENS LAGSTIFTNING FÖR UTVÄRDERING AV KROCKSKYDD – ENDAST MÄN, *Presentation at Transportforum*, Linköping Sweden, 8-9 January. <http://vti.diva-portal.org/smash/get/diva2:1411216/FULLTEXT01.pdf>.
- Svensson M, Kullgren A, Linder A (2020) VÄGEN FRAMÅT FÖR ÖKAD JÄMSTÄLLDHET: VILKA VERKTYG FÖR JÄMSTÄLLD TRAFIKSÄKERHET ÄR UNDER UTVECKLING?, *Presentation at Transportforum*, Linköping Sweden, 8-9 January. <http://vti.diva-portal.org/smash/get/diva2:1411216/FULLTEXT01.pdf>.
- I.P.A. Putra, J. Iraeus, J. Fice, M.Y. Svensson, A. Linder, R. Thomson (2020) Kinematics evaluation of female head-neck model with reflexive neck muscles in low-speed rear impact. Online presentation at the virtual edition of the SIMBIO-M conference.

### Other activities, Year 2

- Launch of the preliminary Cost Benefit Analysis tool: <https://virtual.openvt.eu/cost-benefit-analysis/cost-benefit-tool> (May 2020) (M6.2 & M.1.7)
- Linder, A (2020) Webinar 'Equality in the transport system': <https://www.youtube.com/watch?v=EMqpGMVEZGg&feature=youtu.be> (May 2020)
- Linder A (2020) By 2030: Safety performances of new cars assessed for both women and men, *Presentation as invited speaker at the NSF NSERC Workshop on Inclusive and Intersectional Research and Analysis in engineering and computer science*, 7 February 2020, Washington, US



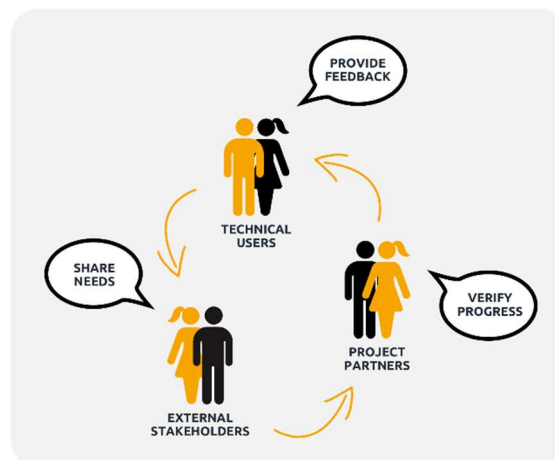
# 1 Dissemination and communication objectives

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.

## 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

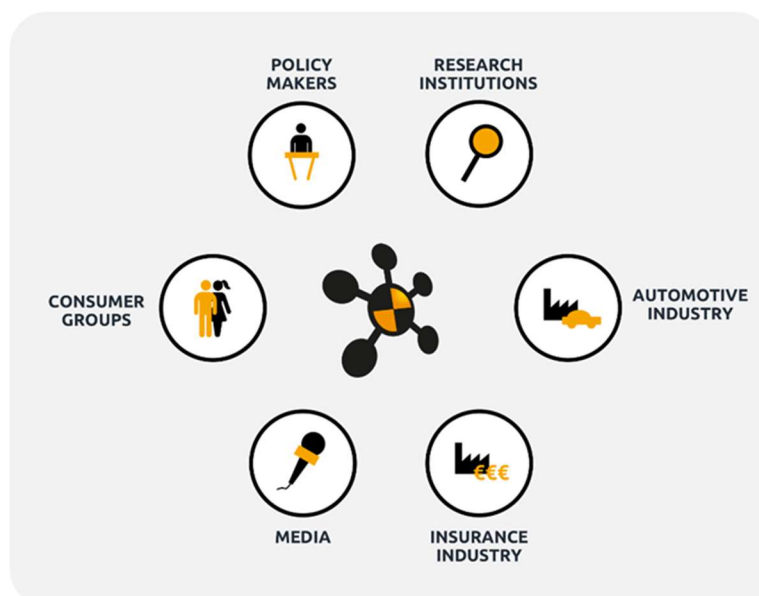
The target groups are the users, including potential users (persons, groups or organizations) that can affect or are affected by the project's objective and actions, therefore having an interest in the project. More specifically, actors who can guarantee research or generate future market uptake of the 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

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**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 explanation
- 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.

## 3.2 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.

### TYPOGRAPHIC 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 subtitle

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

		
<b>Dark Grey</b> C: 0 M: 0 Y: 0 K: 80 R: 87 G: 87 B: 87 HEX #575756	<b>Grey</b> C: 0 M: 0 Y: 0 K: 60 R: 135 G: 135 B: 135 HEX #878787	<b>Light Grey</b> C: 0 M: 0 Y: 0 K: 20 R: 218 G: 218 B: 218 HEX #DADADA
		
<b>Dark Red</b> C: 0 M: 100 Y: 100 K: 40 R: 156 G: 16 B: 6 HEX #9C1006	<b>Red</b> C: 0 M: 100 Y: 100 K: 0 R: 227 G: 6 B: 19 HEX #E30613	<b>Orange</b> C: 0 M: 40 Y: 100 K: 0 R: 247 G: 166 B: 0 HEX #F7A600
		
<b>Dark Green</b>	<b>Green</b>	<b>Light Green</b>



**VIRTUAL**  
**Typography**

The primary typeface chosen to communicate is **Ubuntu**. From body copy to headlines, from print to web, this typeface will cover all design needs. Ubuntu is an open source type family and available free from [www.googlefonts.com](http://www.googlefonts.com)

The family currently includes 3 weights, from Light to Black, in upright and italic styles.

In use of internal communication such as digital letters (mails), quotations, invoices and other text representations, an additional typeface can be used when a language isn't supported by the main primary typeface. **Tahoma** is the preferred typefaces that should be used when Ubuntu is unavailable.

VIRTUAL brand guide

**Ubuntu Light**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#%&\*()€

**Ubuntu Regular**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#%&\*()€

**Ubuntu Black**

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!@#%&\*()€**

Additional Font

**Tahoma**

abcdefghijklmnopqrstuvwxy

### 3.3 Project website

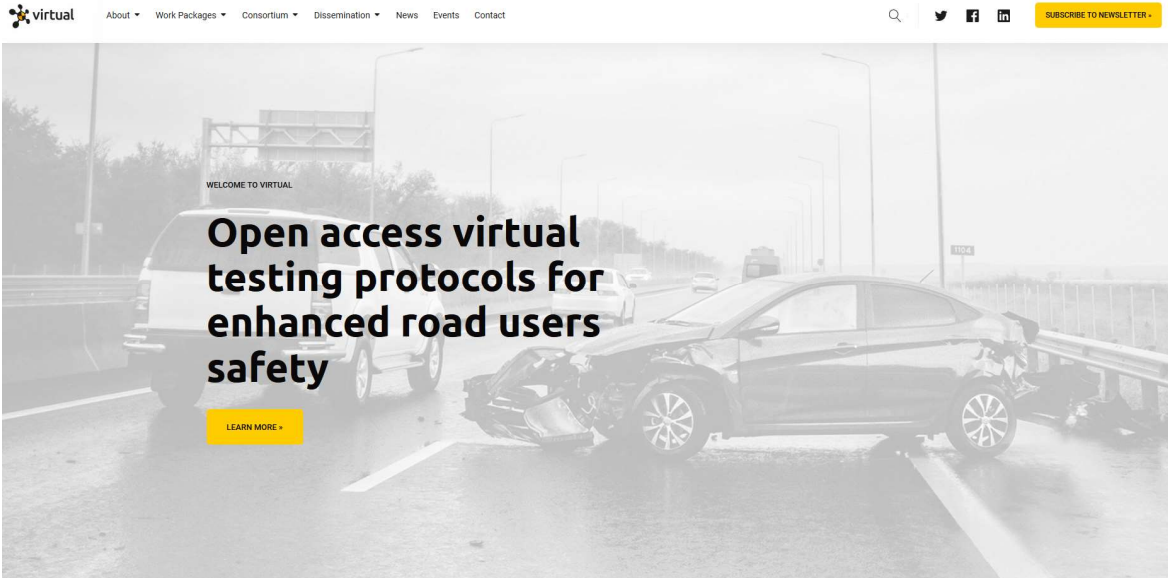
The VIRTUAL website was launched in June 2018 and has approximately 2300 users to date. [projectvirtual.eu](http://projectvirtual.eu) is the hub for all online communication and public information. It is the gateway for involving stakeholders and the general public. Its objective is to provide information 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.

### 3.4 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.



#### Instructions for use of the VIRTUAL Deliverable Template

##### Theme colours

R=156 G=16 B=6	R=227 G=6 B=19	R=247 G=166 B=0
R=0 G=92 B=46	R=82 G=174 B=50	R=175 G=202 B=11
R=87 G=87 B=87	R=135 G=135 B=135	R=218 G=218 B=128

VIRTUAL Theme Colours 1 to 9.



VIRTUAL Theme Colours with Accents 1 to 6.

##### Styles

Use VIRTUAL Paragraph Styles as is shown in the Word Template.



### 3.4.1 Deliverable template

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

### 3.4.2 Presentation template



Different basic slides have been prepared in the PowerPoint template.

## 3.5 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>

A screenshot of a newsletter email titled "Newsflash." The main content is a yellow banner for "IRCObI, FLORENCE" with the subtext "How to improve safety assessment using Virtual Testing and HBMs" and the date "September 10, 2019". Below this is a section for "IRCObI: pre-conference workshop" with a "Register now" button. The next section is "Review of average sized male and female occupant models in European regulatory safety assessment tests and European laws" with a "Read more" link. The final section is "Paper: Risk of non-collision injuries to public transport passengers" with a "Read more" link. At the bottom, there is a "Join the community!" section and a small European Union flag logo with text about funding from the Horizon 2020 research and innovation programme.

## 3.6 Social Media

The following social media accounts have been created:

Twitter: [https://twitter.com/eu\\_virtual](https://twitter.com/eu_virtual)

LinkedIn page: <https://www.linkedin.com/company/virtual-project/>

LinkedIn group: <https://www.linkedin.com/groups/12127204/>

## 3.7 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 (Berlin, 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>







Another video was made during the pre-conference workshop at the IRCOBI conference in Italy in September 2019.

Listen to what these experts in virtual testing have to say regarding virtual testing and the outcome of this workshop: <https://youtu.be/vvcFc5g8nbs>

## 3.8 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.

A mid-term workshop was organized in M15 to present mid-term results from all WPs and share updates with the growing VIRTUAL community, that now includes external stakeholders. The goal of the workshop was to gather the thoughts and ideas from experts and stakeholders within the virtual testing community.

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

On 10 September 2019 the H2020-projects OSCCAR and VIRTUAL held a pre-conference workshop on Virtual Testing and open-source Human Body Models. Around 80 world experts from various fields connected to virtual testing came together in Florence to discuss the chances and challenges of the application of HBMs in virtual safety assessments for internal product development. Strategies were discussed on how to overcome barriers and bottle necks for facilitating maximum use of HBMs.

In small groups certain topics were discussed, such as:

- expectations from Virtual Testing (VT) in safety assessment of new vehicles
- what are the needs and bottle necks from an industrial user perspective

Announcement: <https://projectvirtual.eu/2019/04/11/ircobi-pre-conference-workshop/>  
News-item: <https://projectvirtual.eu/2019/09/24/video-how-to-improve-safety-assessment-using-virtual-testing-and-human-body-models/>  
Video: <https://youtu.be/vvcFc5g8nbs>

A **mid-term review meeting** with the International Group was planned to take place from 24-26 June at SWOV, in The Hague. Due to Covid-19 this was rescheduled to September, however traveling is still problematic for some countries. Instead an online meeting will be scheduled. VIRTUAL will organise a workshop in September, on the usage of the VIRTUAL Open VT platform.

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.

### 3.8.1 VIRTUAL events and dissemination opportunities

Date	Event/congress	Location
22 May 2018	JSAE Annual Congress - Impact Biomechanics Experts Committee workshop ✓	Tokyo, Japan
14 June 2018	Kick-off press conference ✓	Sweden
18-19 June 2018	SIMBIO-M Conference ✓	Stratford-Upon-Avon, UK
3-4 July 2018	VIRTUAL kick-off meeting ✓	VTI, Gothenburg, Sweden
11 September 2018	Joint meeting VIRTUAL, OSCCAR, PIONEERS ✓ <a href="https://projectvirtual.eu/2018/09/11/joint-meeting-virtual-osccar-and-pioneer/">https://projectvirtual.eu/2018/09/11/joint-meeting-virtual-osccar-and-pioneer/</a>	Athens, Greece
17 October 2018	VIRTUAL workshop: OS-HBM development ✓ <a href="https://projectvirtual.eu/2018/09/11/joint-meeting-virtual-osccar-and-pioneer/">https://projectvirtual.eu/2018/09/11/joint-meeting-virtual-osccar-and-pioneer/</a>	Berlin, Germany
6-7 November 2018	VIRTUAL 1 <sup>st</sup> PA meeting ✓	UPM, Madrid, Spain
9-10 January 2019	Transportforum ✓	Linköping, Sweden
24 January 2019	EURO NCAP meeting ✓ <a href="https://projectvirtual.eu/2019/01/31/fruitful-meeting-between-euro-ncap-and-virtual/">https://projectvirtual.eu/2019/01/31/fruitful-meeting-between-euro-ncap-and-virtual/</a>	Leuven, Belgium
10-13 June 2019	ESV ✓	Eindhoven, The Netherlands
21-22 May 2019	VIRTUAL 2 <sup>nd</sup> PA meeting ✓	LU, Ljubljana, Slovenia
14-16 May 2019	European LS-DYNA conference ✓	Koblenz, Germany
10 September 2019	IRCOBI pre-conference workshop (with OSCCAR) ✓ <a href="https://projectvirtual.eu/2019/09/24/video-how-to-improve-safety-assessment-using-virtual-testing-and-human-body-models/">https://projectvirtual.eu/2019/09/24/video-how-to-improve-safety-assessment-using-virtual-testing-and-human-body-models/</a>	Firenze, Italy
11-13 September 2019	IRCOBI ✓	Florence, Italy
17-18 September 2019	SafetyUpDate Graz ✓ <a href="https://projectvirtual.eu/2019/09/19/safetyupdate-graz-assessment-of-vru-protection-with-hbm/">https://projectvirtual.eu/2019/09/19/safetyupdate-graz-assessment-of-vru-protection-with-hbm/</a>	Graz, Austria
29-30 October 2019	VIRTUAL 3 <sup>rd</sup> PA meeting ✓	AGU, Zurich, Switzerland
8-9 January 2020	Transportforum ✓	Linköping, Sweden
21-22 April 2020	CARHS, CAE Grand challenge - canceled	Congress park Hannau, Germany
27-30 April 2020	TRA – paper accepted - canceled	Helsinki, Finland
May 2020	Injury Biomechanics Symposium - canceled	Ohio State University, USA
12-13 May 2020	Safety of passengers conference - canceled	Warsaw, Poland
24-26 May 2020	IRCOBI Asia - postponed until 2021	Beijing, China
18-19 June 2020	SIMBIO-M Conference - canceled, on-line presentation	Turin, Italy
9-11 September 2020	IRCOBI Europe - canceled	Munich, Germany
8 September 2020	VIRTUAL – OSCCAR workshop: Progress in Virtual Testing for automotive applications	Online workshop



10 September 2020	VIRTUAL workshop: Introduction to the VIVA+ models and OpenVT platform - How can everyone contribute?	Online workshop
15-16 September 2020	Grazer Safety Update	Graz, Austria
19-20 November 2020	Carhs Human Modelling symposium	Wiesbaden, Germany
2021	ESV Conference 2021, workshop invitation from organisers	Yokohama, Japan
2022	TRA	

### 3.9 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.

### 3.10 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  
 AAP  
 Traffic Injury Prevention  
 Transportation Research Parts F  
 AAAM

### 3.11 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)

### **3.12 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.

### **3.13 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 (online M28, the planned meeting M24 canceled due to the corona pandemic)	Share update – intermediate project findings
1	48	Final event	Share update – main project findings



## 4 Online/Social Media strategy

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### **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!

### **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.

## 5 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**

MONTHS

**15**

PARTNERS

**8**

WORK PACKAGES

#### Funding

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



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#### Pages

- About
- News
- Events
- Work Packages
- Publications & presentations
- Consortium
- Abbreviations
- Contact
- Subscribe to newsletter
- Privacy statement

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## 6 Activities & achievements

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

### 6.1 KPI's

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
Pre-conference workshop	OSCCAR and VIRTUAL organise a pre-conference workshop on Virtual Testing and open-source Human Body Models	Stakeholders, technical users, community, policymakers, project partners	IRCOBI, Firenze	80	M15
TRA 2020	EC stand exhibition + paper	Stakeholders, technical users, community, policymakers, project partners	Helsinki, Finland	canceled	M22
Mid-term review/International group meeting	Knowledge exchange	International group, advisory group, project partners, stakeholders	SWOV, The Hague	Canceled → replaced with online VIRTUAL and VIRTUAL-OSCCAR	M28

					workshop, se below
VIRTUAL - OSCCAR workshop	Progress in Virtual Testing for automotive applications.	Research institutions, industry experts.	Online	Approx. 100 attendees	M28
VIRTUAL workshop	Introduction to the VIVA+ models and OpenVT platform - How can everyone contribute?	Research institutions, users, industry experts.	Online	Limited to 30 users	M28
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

## 6.2 Papers/Publications/Presentations

Event/tool	Description/message	Target audience	Timing	Location	Indicator
Video workshop OS-HBM / VIRTUAL	Video on YouTube explaining the project and the successful OS-HBM workshop: <a href="https://youtu.be/WcBaRxiI1WI">https://youtu.be/WcBaRxiI1WI</a>	Public, all stakeholders, media	M5	Website, social media, YouTube	460 views
Paper/Publication	Review of average sized male and female occupant models in European regulatory safety assessment tests and European laws <a href="https://doi.org/10.1016/j.aap.2019.02.030">https://doi.org/10.1016/j.aap.2019.02.030</a>	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 <a href="https://doi.org/10.1016/j.jth.2019.03.017">https://doi.org/10.1016/j.jth.2019.03.017</a>	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 <a href="https://doi.org/10.1080/03080188.2019.1603870">https://doi.org/10.1080/03080188.2019.1603870</a>	Public, all stakeholders, media	M11	Interdisciplinary Science Reviews	
Paper/Publication	Non-collision incidents on buses due to acceleration and braking manoeuvres leading to falling events among standing passengers <a href="https://doi.org/10.1016/j.jth.2019.04.006">https://doi.org/10.1016/j.jth.2019.04.006</a>	Public, all stakeholders, media	M12	Journal of Transport & Health	
Presentation	TEDX talk, <a href="https://www.youtube.com/watch?time_continue=6&amp;v=jv06vMYCgYY">https://www.youtube.com/watch?time_continue=6&amp;v=jv06vMYCgYY</a>	Public, all stakeholders, media	M13	YouTube	3504 views
Short communication	Analysis of Swedish and Dutch accident data on cyclist injuries in cyclist-car collisions	Public, all stakeholders, media	M17	Traffic Injury Prevention	

<https://doi.org/10.1080/15389588.2019.1679551>

Publication/ presentation	VÄGEN FRAMÅT FÖR ÖKAD JÄMSTÄLLDHET: VILKA VERKTYG FÖR JÄMSTÄLLD TRAFIKSÄKERHET ÄR UNDER UTVECKLING? <a href="http://vti.divaportal.org/smash/get/diva2:1411216/FULLTEXT01.pdf">http://vti.divaportal.org/smash/get/diva2:1411216/FULLTEXT01.pdf</a>	Public, all stakeholders, media	M20	Transportforum
Publication/ presentation	DAGENS LAGSTIFTNING FÖR UTVÄRDERING AV KROCKSKYDD – ENDAST MÄN <a href="http://vti.divaportal.org/smash/get/diva2:1411216/FULLTEXT01.pdf">http://vti.divaportal.org/smash/get/diva2:1411216/FULLTEXT01.pdf</a>	Public, all stakeholders, media	M20	Transportforum
Paper	VIRTUAL - a European approach to foster the uptake of virtual testing in vehicle safety assessment	Public, all stakeholders, media	M22	TRA
Paper	Paper submitted 5 January 2020, postponed to 2021	Public, all stakeholders, media	M23	IRCOBI Asia
Conference paper	Awaiting approval: Swivel-study – Evaluation of users experience and posture in a rotated swivel seat configuration	Public, all stakeholders, media	M24	AAAM (special issue in TIP)
Paper	Paper submitted: Knee injuries in pedestrians and cyclists resulting from impacts with passenger cars – Frequency and associated factors based on Swiss insurance claims data”. Published in online proceedings in September 2020	Public, all stakeholders, media	M27	IRCOBI Europe
Scientific publication D2.3	SP on child model applications in VIRTUAL	Public, all stakeholders, media	M28	Website, ResearchGate

## 6.3 Presentations

Event	Location	Date
JSAE Impact Biomechanics 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
Transportforum 2020 Presentations DAGENS LAGSTIFTNING FÖR UTVÄRDERING AV KROCKSKYDD – ENDAST MÄN and VÄGEN FRAMÅT FÖR ÖKAD JÄMSTÄLLDHET: VILKA VERKTYG FÖR JÄMSTÄLLD TRAFIKSÄKERHET ÄR UNDER UTVECKLING?	Linköping, Sweden	8-9 January 2020

Borderless research to save lives – a dinner event on how Vision zero can be addressed by collaboration  
 Side event to the 3rd Ministerial UN conference on road safety  
 Stockholm, Sweden  
 18 February 2020

SOMBIO-M Conference  
 Kinematics evaluation of female head-neck model with reflexive neck muscles in low-speed rear impact  
 Presentation by Chalmers at SIMBIO-M conference  
 Online presentation  
 18 June 2020

## 6.4 Project awareness indicators to date

Project awareness indicators	Number
Number of people reached – unique website visitors	4826
Number of website visits/sessions	7618
Number of (press) articles which mention VIRTUAL	25
Number of events/workshops organised	2
Number of press releases (to be) sent to regional/national/EU press	4
Number of multimedia tools produced	2
Number of Twitter followers	142
Number of LinkedIn company page followers	136
Number of LinkedIn group members	171
Newsletters subscriptions	123
Number of YouTube views - <a href="https://youtu.be/WcBaRxiI1WI">https://youtu.be/WcBaRxiI1WI</a> VIRTUAL workshop: Open source Human Body Model development (Oct. 2018)	460
Number of YouTube views - <a href="https://youtu.be/vvcFc5q8nbs">https://youtu.be/vvcFc5q8nbs</a> How to improve safety assessment using Virtual Testing and Human Body Models? (Sep. 2019)	300

## 6.5 Overview of communication actions to date

Tool	Number
Newsletter (Newsflash)	2
Event invitation (Eventflash)	3
Tweets	66
LinkedIn page updates/shares	22+
YouTube videos	2

## 6.6 Overview of dissemination results to date

Project mentions on external websites and news articles mentioning the project

### June 2018

Press release – Newsdesk:

<https://amp-mynewsdesk-com.cdn.ampproject.org/c/s/amp.mynewsdesk.com/se/vti/pressreleases/svenska-organisationer-deltar-i-och-leder-stort-eu-projekt-om-trafiksaekerhet-och-krockprovning-2541220>

### July 2018

Unitversity of Ljubljana:

[https://www.fs.uni-lj.si/en/news\\_archive/2018072309540985/With](https://www.fs.uni-lj.si/en/news_archive/2018072309540985/With)

### August 2018

Nordic – project introduction:

<http://nordicroads.com/swedish-organisations-in-eu-project-on-traffic-safety-and-crash-testing/>

Carhs – workshop announcement: <https://www.carhs.de/en/news/items/Pre-Conference-Workshop-on-Open-Source-Human-Body-Model-Development-8337.html>

### September 2018

SWOV – project introduction:

<https://www.swov.nl/en/news/eu-project-virtual-improving-road-safety-virtual-crash-tests/>

Safer Research - project introduction: <https://www.saferresearch.com/projects/virtual>

VTI - workshop invitation: <https://www.vti.se/en/news/eu-project-virtual-improving-road-safety-with-virtual-crash-tests/>

VTI – project introduction: <https://www.vti.se/en/news/swedish-organisations-in-eu-project-on-traffic-safety-and-crash-testing/>

### October 2018

Monash University – project introduction:

<https://www.monash.edu/muarc/news-and-events/articles/muarc-joins-new-eu-project>

### November 2018

Safer newsletter – project introduction: <https://mailchi.mp/chalmers.se/b394u0zr19-2691737>

### 2019

Carhs automotive CAE Grand Challenge 2019:

[https://www.carhs.de/en/conference\\_proceedings/product/automotive-cae-grand-challenge-2019.html](https://www.carhs.de/en/conference_proceedings/product/automotive-cae-grand-challenge-2019.html)



### January 2019

Carhs – rear impact HBM:

[https://www.carhs.de/en/news/items/VIRTUAL\\_simulates\\_Rear\\_Impact\\_with\\_the\\_ViVA\\_Human\\_Body\\_Model\\_9435.html](https://www.carhs.de/en/news/items/VIRTUAL_simulates_Rear_Impact_with_the_ViVA_Human_Body_Model_9435.html)

### February 2019

Carhs newsletter: <https://www.carhs.de/newsletter-archive/caenews-2019-02-15-en.html>

### September 2019

Die Presse – news item: <https://www.diepresse.com/5689588/virtuelle-crashtests>

### October 2019

Carhs – workshop IRCOBI / video:

[https://www.carhs.de/en/news/items/Video\\_How\\_to\\_improve\\_Safety\\_Assessment\\_using\\_Virtual\\_Testing\\_and\\_Human\\_Body\\_Models\\_11438.html](https://www.carhs.de/en/news/items/Video_How_to_improve_Safety_Assessment_using_Virtual_Testing_and_Human_Body_Models_11438.html)

SWOV – workshop IRCOBI / video:

<https://www.swov.nl/en/news/ircobi-europe-pre-conference-workshop-osscar-and-virtual>

Carhs - workshop IRCOBI / vide:

<https://www.carhs.de/newsletter-archive/caenews-2019-10-15-en.html>

### November 2019

Benot Magazine – news item:

<https://www.benot.de/politik/autosicherheit-immer-nur-maennliche-crash-test-dummies-gefaehrden-frauen-a-76b3034e-31bf-4788-bbda-330658e73b1>

### April 2020

Safer news - VIVA II has now been completed successfully

<https://www.saferresearch.com/news/viva-ii-has-now-been-completed-successfully>

Webinar 'Equality in the transport system':

<http://jamstaldtransport.se/aktiviteter/webbseminarium-12-maj-trafiksakerheten-kan-lyftas-av-mer-jamstaldhetsfokus/>

Webinar recording: <https://www.youtube.com/watch?v=EMgpGMVEZGg&feature=youtu.be>

### May 2020

SafetyWissen – news item:

<https://www.safetywissen.com/object/A11/A11.gin7375493ypuao7qb742543sq6xw163724189743/safetywissen>

German television program mentioning the core of the VIRTUAL project: female crashtest dummy begins at 01:14:00: <https://www.zdf.de/show/da-kommst-du-nie-drauf/da-kommst-du-nie-drauf-174.html>



## 7 Conclusion

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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.