Designing cooperative interaction of automated vehicles with other road users in mixed traffic environments

interACT D.7.2. interACT communication tools

Work package	WP7: Dissemination and Exploitation
Task(s)	Task 7.2: Communication tools and amplification of outreach
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Glossary of terms

Term	Description
Teamsite	Internal project management and file sharing platform at https://teamsites-extranet.dlr.de (accessible by interACT partners only)
Google Analytics	Google Analytics is a web analytics service offered by Google that reports website traffic

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List of abbreviations and acronyms

Abbreviation	Meaning
AV	Automated Vehicle
EC	European Commission
EU	European Union
e-newsletter	Electronic newsletter
HMI	Human Machine Interaction
PO	Project Officer
VRU	Vulnerable Road User
WP	Work package

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Executive Summary

The present document is the D7.2, entitled interACT communication tools, which is prepared within the WP7 framework of the interACT project.

interACT will study current human-machine interactions in mixed traffic, and will increase chances of safe deployment of automated vehicles (AVs) by developing novel software and HMI hardware components for reliable and user-centric communication among an AV, its on-board driver and other road users. It is expected that by reaching its goals the project will facilitate the gradual integration of AVs in future transport networks. In order to support the project goals a well-structure and targeted communication and dissemination strategy and plan has been planned and laid down in D7.1. In order to realise that strategy, a set of communication tools has been or will be designed in order to allow the project results to be communicated both to the wider public and key audiences using clear and well-conceived messages and visual tools. Through these communication tools, it will be feasible to reach out to all key audiences identified in D7.1 in an effective way, while realising the ambitious communication goals set out for the project.

interACT's communication tools shall, on the one hand form a coherent visual and brand identity for the project and, on the other hand, maximise penetration and comprehension of the project key messages to appropriate audiences. For addressing the first point, a coherent visual identity has been created for the project that will be applied in all possible tools. For the second point, a variety of tools have or will be realised in order to use different channels and enable a multi-level communication strategy.

The interACT communication tools will include both paper and electronic means. Thus, they will be able to cover all kind of communication activities and contain all possible information that the project would like to publish for communication purposes. The communication tools will be dynamic and will be updated alongside the communication strategy, not only in terms of content but also in terms of design, if deemed necessary. Emphasis will be given in the use of communication tools on activities and channels that will be able to maximise the project results impact while still providing the general interACT vision and how this is facilitated.

interACT communication tools will be designed centrally but will be available to the entire consortium for use. They will be used in both consortium and partner-specific events, when related to interACT. It has been noted already in D7.1 that communication and dissemination activities are both a partner-specific and a collective task, thus all partners are expected to take part in these activities on a different scale, and use the project's communication tools. Communication activities are managed by ICCS, the interACT communication and dissemination manager.

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1. Introduction

The purpose of this deliverable is to provide insight and detailed information for the interACT communication tools. The project communication tools are based on the same visual identity patterns and will be used for intra- and extra-project purposes. Thus, communication tools include amongst other standard project templates, posters and brochures, press releases and videos, the newsletter, social media presence and the project website.

Communication tools are and will be designed in a way so that they can be easily accessed and used by all project partners. All partners need to be aware of the available tools and use them at any given chance in order to produce a coherent brand identity of the project. The contribution of all partners in the creation of the content of the project communication tools is also essential to reflect both project and partners' individual work under the interACT framework.

1.1 Intended readership

This deliverable is disseminated both internally within the project consortium and externally to any interested parties outside the project. The intended readership primarily comprises the members of the interACT consortium, the European Commission (EC) and interACT Project Officer (PO).

The specific document could be used as a point of reference by the consortium partners in order to use the same and appropriate communication tools for interACT.

1.2 Relationship with other interACT deliverables

This deliverable lies within Work Package (WP) 7: "Dissemination and Exploitation" and relates to the following deliverables, which are closely linked to D7.2:

- D7.1: Communication Strategy and Plan (ICCS leader) which presented in detail the dissemination and communication plan of the project.
- D7.3: Proceedings of the interACT Final Event (ICCS leader) which will present the outcome of the interACT final event and demonstration.
- D7.4: interACT communication tools usage (DLR leader) which will discuss the communication tools usage during the project duration.

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2. Visual identity

A common and easily recognisable visual identity has been defined from the very beginning of the project in order to generate the partners' familiarisation with interACT, create public recognition and provide the interACT's visual presence to a positive visual stimuli. In this way a uniform and consistent appearance will be used throughout the whole project in all applicable communication and dissemination channels (website, leaflets, poster, templates, and presentations). This is the most effective way to ensure that a consistent identity of interACT is widely communicated.

The creation of the interACT's visual identity includes the design of specific elements – the interACT's logo and templates – to convey a professional and consistent appearance to every interACT's communication tools, activities and printed material.

2.1 Logo

A dedicated logo has been agreed by the project's partners from the beginning of the project in order to act as a trademark, promote instant public recognition and trigger reactions from the viewers even from the first performed communication and dissemination activities.

interACT's logo was chosen to be simple, easily recognisable and self-explanatory so that people could immediately grasp the main idea of the project. The interACT's logo is comprised of a symbol part and of a name part. The symbol presents the interaction of an AV with other road users, pedestrians, other drivers and cyclists, and the name is a set of letters forming the word "interACT".

The logo comes in two formats: logo only and logo with full name of the project. Both are valid for use in the appropriate formats.

Figure 1: interACT's logo

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Figure 2: interACT's logo with the full name of the project

2.1.1 Colour pallete

The interACT logo is made up of a range of colours that were carefully chosen and specified from the very beginning of the project. Keeping the project's colours cohesive in both print and digital use (online presence, communication tools, templates, documents etc.) is a big part of maintaining its visual identity and creates a strong and consistence visual presence. interACT's colour palette has been specified in detail and exact colour codes for each colour have been defined.

CMYK: 100% Black RGB: R35 G31 B32	CMYK: 70% Black RGB: R109 G110 B113	CMYK: 30% Black RGB: R188 G189 B192	CMYK: 40% M, 90% Y RGB: R188 G189 B192
CMYK: 88% C, 64% M, 31% Y, 12% K RGB: R47 G89 B125	CMYK: 68% C, 43% M, 20% Y, 5% K RGB: R92 G127 B162	CMYK: 38% C, 13% M, 15% K RGB: R133 G171 B203	CMYK: 12% M, 35% Y RGB: R255 G224 B173

Figure 3: interACT's colour palette

Furthermore, a logo manual which includes the guidelines for the appropriate use of the project logo has been also provided to the partners. The logo manual is uploaded on the project teamsite.

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2.2 interACT templates

A power point (ppt) presentation template for the project has been developed to be used for the project internal meetings and for the external audience (where other presentation rules do not apply). The ppt template comprises of a set of basic slides covering the front introduction slide, the closing slide, slide with bullets, slide with tables, and slide with columns. A deliverable template is also available to all partners. All project templates have been uploaded on teamsite. The layout of the power point presentation and deliverable template are presented in Annex 1 & 2.

2.3 EU Acknowledgement

As the project is funded by the European Union (EU), the European flag and the following acknowledgement text should appear on all outputs of the project.

Publications

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Other communication activities

"This work is a part of the interACT project. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 723395".

Infrastructure, equipment and major results

"This [infrastructure] [equipment] [insert type of result] is part of the interACT project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 723395."

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3. Communication material

3.1 Leaflets

The first version of the promotional leaflet for the interACT project has been already designed. The leaflet goal is to present the interACT project to a variety of audiences, including scientific and industrial audience and also conference attendees. That is why the content of the leaflet is kept as simple as possible while an effort was made for the design to have an eye-grasping effect.

interACT's leaflet contains all details and possible information an interested third party would like to know about the project, including contact and project's details, concept and objectives, interACT's approach as well as information regarding the consortium. In more detail, the leaflet includes the following sections:

- What is the interACT project about?
- What will interACT deliver?
- What is the interACT approach?
- Expected impact
- interACT at a glance

The interACT leaflet is available to all partners for usage and distribution at conferences, workshops, meetings and interACT's events.

The layout of the first interACT leaflet is shown in Annex 3

A second edition of the leaflet will be produced towards the end of the project.

3.2 Roll-up banner

A roll-up banner has already been designed displaying the project's visual identity and presenting the project concept. The roll-up banner will be used to promote the project in various conferences, workshops, exhibitions and other events related to the interACT field of research, drawing the attention of the audiences during the different events.

The roll-up banner with the help of appropriate illustrations explains to any interested party the challenge the interACT project needs to overcome, the aim of the project and the interACT enablers the consortium will work on to achieve its goals. In addition, the roll-up banner contains all important information about the project, including the starting date and the duration of the project, the EC funding, the contact details of the project coordinator as well as the links to the project's social media accounts and information about the consortium.

The interACT roll-up banner is available to all partners for usage at conferences, workshops, meetings and interACT's events.

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The layout of the first interACT roll-up banner is shown in Annex 4

A second edition of the roll-up banner will be produced towards the end of the project.

3.3 Press releases and media coverage

During its duration interACT will make every effort to forward press releases and announcements about interesting news to the mass media such as TV scientific programmes, but also to the press. The power of the mass media in today's society is significant and thus the project is trying to exploit any opportunity to reach the wider public. The messages to the media will be short and in layman's language so that they are easily understood by the inexperienced audience.

Communication through media will be focused on presenting specific interACT's key findings and achievements that will be interesting to the general public. Specialised media in the fields of Human Machine Interaction, Automated Vehicles, Human Factors in Transport, Psychological models, will be preferably targeted.

Press release is considered a valuable channel of communication for interACT, enabling all different key audiences to be informed of the interACT's achievements, developments and news. Project's press releases will be issued upon specific project's achievements to several media communication channels such as local or national radio and television, online newspapers and magazines and daily press, using also partners' communication channels.

The interACT partners will use their press contacts to communicate the developments of the project and will be responsible for translations and regional adaptations as well as to create media contact lists including key journalists and bloggers specialised in automation, technology and science. A dedicated subscription form for interested journalists and bloggers is available in the interACT's website, so that they are included in the relevant project's mailing list for project's press releases and news stories.

Although it has just started, interACT has been very active in using this channel, and several announcements have already been made. They are listed below:

Table 1: List of press announcements

Type	Media name	Date	Involved partners	Website link
Press announcement	verkehrsforschung.dlr.de	09 May 2017	DLR	http://verkehrsforschung.dlr.de/de/news/interaktion-von-automatisierten-fahrzeugen-mit-menschlichen-verkehrsteilnehmern-projekt

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Press announcement	i-sense.iccs.ntua.gr	11 May 2017	ICCS	http://i-sense.iccs.ntua.gr/news/press/item/1184-interact-launch-press-release-interact-designing-cooperative-interaction-of-automated-vehicles-with-other-road-users-in-mixed-traffic-environments
Press announcement	ictplus.gr	11 May 2017	ICCS	http://www.ictplus.gr/default.asp?pid=30&rID=50000&ct=1&la=1
Press announcement	bitcoinnews.gr	11 May 2017	ICCS	http://bitcoinnews.gr/index.php/news/technology/1042-interact
Press announcement	tee.gr	11 May 2017	ICCS	http://portal.tee.gr/portal/page/portal/INFO_TEE/INFO_2017/05_17
Press announcement	its.leeds.ac.uk	16 May 2017	LEEDS	http://www.its.leeds.ac.uk/about/news/interact/

Additionally, more media activities such as interviews, exclusive stories and editorials, designed to look and read like informative articles on interACT, will be planned for publications in the popular and subject press, being extra powerful tools for gaining valuable publicity and boost project's visibility.

3.4 Videos

Videos are proven to be an effective channel to engage with target audiences. Videos may be used across a number of online channels such as the project website and social media accounts. They may also be displayed at interACT's events as well as in project's presentations in conferences, workshops and exhibitions.

Two videos will be created promoting interACT's concept and achievements, one at the beginning of the project and the other one towards the end of it.

The script of the first video has been already prepared and can be seen in Annex 5. The first interACT video will be ready on M12.

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4. Electronic media

4.1 Website

The project website (www.interact-roadautomation.eu) is the most important communication channel of interACT and it will serve as a key element of engagement with the identified key audiences. It will hold information about the project's brand and provide information about the project such as: a general description of the project, the project objectives and impact, its partners, events and news. All public deliverables, presentations and scientific publications will be available on the website, providing the necessary information regarding progress and project results. In general, the website will present and explain in simple terms what the project is about and why the key audiences and general public should be interested in.

The website design and layout are in line with the interACT's brand identity and are visually attractive, informative and easy to navigate. The website is dynamic and flexible in terms of structure and functionality so that it can evolve and expand to meet the changing requirements of the project over time. Moreover, it is created with responsive web design techniques that make it applicable and fitting to all devices.

The website will be maintained and updated regularly with interACT consortium news and activities and will be maintained for five years after the project's duration to secure the appropriate communication of the project's findings.

4.1.1 Hosting and running

The web portal of interACT website is running on a server with the following characteristics: 4 CPUs @2.10GHz, 8GB RAM and expandable hard disk. The server is hosted in the premises of the Institute of Communication and Computer Systems (ICCS) in Athens, Greece. The website has been developed in a mobile friendly mode by using Wordpress Content Management System and is compatible with all available web browsers (Internet Explorer, Mozilla Firefox, Google Chrome, etc.). The Content Management System as well as the design are developed and customized by ICCS for the purposes of interACT.

4.1.2 Structure and content

Homepage

The homepage, being the point of entry for site visitors, presents essential project information and uses a simple layout to place focus on the branding and facilitate navigation. The header area contains a large project logo with the full project title and the "sticky" main upper navigation menu.

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Right below the header there is a visual banner with rotating imagery. In addition, information about the interACT project, the objectives and the expected impact are provided in the homepage in order to provide visitors with direct access to main project information without further search in the website. Also, information about the latest project news and tweets, as well as links to interACT's social media channels. Moreover, the homepage provides information about the consortium, through a dedicated "Our Partners" section.

At the bottom of the homepage the EU flag and the respective acknowledgment text are placed. Finally, the footnote contains an imprint section, which includes a disclaimer notice and website information, links to the interACT social media channels, subscription to interACT's newsletter and contact details of the project coordinator and the dissemination manager. This footnote appears not only on the homepage but in all website pages, providing quick access to communication with the interACT project (social media, contact details) and ensuring visibility of EU funding.

Visitors can be easily redirected to the homepage by clicking on the interACT logo that appears on the top left side of the website.

The layout of the interACT's website homepage is shown in Annex 6.

Horizontal navigation bar

The website has one horizontal navigation bar as depicted in the following picture:

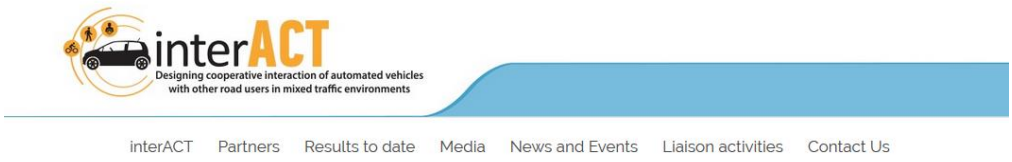

Figure 4: Horizontal navigation menu

The horizontal dropdown navigation menu comprises the following pages and subpages:

- *interACT* - this page comprises the following subpages:
  - About InterACT: presents the project's concept
  - interACT objectives: outlines the key objectives of the interACT project
  - Expected impact: presents the project's impact and results
- *Partners* - this page contains information about the interACT consortium. Detailed information is given about each partner including a short description of their organisation, their role in the project and contact details.
- *Results to date* - this page comprises the following subpages:

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- *Project deliverables* -this page contains a list with the project's deliverables and will include links to download public deliverables as well as an executive summary of the restricted ones
- *Presentations* - this page will contain the interACT related presentations performed in relevant conferences, workshops and other events of great importance
- *Publications* - this page will contain all project related publications to scientific journals and conference proceedings as well as poster presentations.

- *Media* - this page comprises the following subpages:
  - *interACT media pack*
  - *press clippings*
  - *press releases*
  - *newsletters*
  - *videos & photo gallery*

These subpages will contain the interACT media communication and relative press reports, the project's audio-visual and printed promotional material, all available for download.

- *News and Events* - this page will keep the visitors up to date with all project-related news such as organization of and participation in meetings, workshops, conferences and other events.
- *Liaison activities* -this page will contain information about the interACT's liaison activities
- *Contact us* - this page contains a contact form, providing an easy way to interested parties to contact the interACT consortium

The footnote comprises the following:

- General enquiries mail account
- Follow us (social media accounts)
- Imprint
- Subscribe to our newsletter
- Contact details of Project Coordinator and Dissemination manager
- EU flag and the respective acknowledgment text

4.1.3 Updating

WP7 leader, ICCS is responsible for updating the website on a continuous basis. The project website facilitates a broad range of communication activities. Project news and related news will be posted regularly. Information on upcoming events will be uploaded and updated frequently. The page "results to date" will be constantly updated with new presentations and publications.

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4.1.4 Monitoring

The website visiting tracker software Google Analytics has been added to the website and will provide at regular reporting times detailed insights into the interACT website traffic. Google Analytics tools are useful as they allow for measuring website traffic patterns; the number and duration of visits, the number of page views, the geographical location of the visitors, correlation with the timing of the project events, etc. This information can be used to optimise the structure, the content and the design of the website to match the preferences of its visitors.

4.2 Electronic newsletters

A periodic e-newsletter providing valuable information on interACT's developments, key findings, forthcoming events and other important news relevant to the project will be prepared and distributed to various contacts around the dates of major project's milestones, starting from M7.

interACT's e-newsletter will be disseminated via the project's website, social media and direct mailing to a dedicated list of recipients that includes also the Stakeholders Forum (see D7.1). The list of newsletter recipients will be constantly enriched both by all project partners and via a dedicated subscription form is uploaded on interACT's website.

Moreover, recipients of the e-newsletter will be encouraged to spread it to their own networks which is expected to gradually result in a substantial number of subscribers and to generate word-of-mouth referrals.

4.3 Social media accounts

Social media plays an important role in the communication of the interACT project and have tremendous potential for reaching our key audiences and raise awareness. The interACT project will provide results which are beneficial to a wide range of stakeholders including all road users, vehicle manufactures, road operators, drivers and passengers of passenger vehicles, vulnerable road users, the general public, the media and others. To communicate with these audiences, it is essential that the project has a presence across a number of social media channels to address key messages. Twitter, Facebook and LinkedIn accounts have been created and linked to interACT's website providing live feeds of interACT's news. In addition, a maintenance plan is put in place for managing streaming of information across these channels to secure and maintain followers.

4.3.1 Twitter

Twitter is an important social media platform for the interACT project which is used by representatives from many of the project's key audiences and is ideal for spreading concrete and brief news and, thus, engaging with users in real time. Twitter allows people to post and interact with 140-

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character messages, 'tweets'. Tweets can include news, status updates, opinions, responses to other users' tweets, links to interesting articles, multimedia content and more.

It has a global reach, such that users engaging with the account across the world will make aware of the project and its results.

interACT's Twitter account (@interACT_EU) went live on the 15th of September, 2017, when the first tweet was posted and will interact with relevant to interACT accounts focusing on e.g. AVs, human machine interaction, human factors in Transport, other EU-funded research projects and the other interACT's social media channels.

- A list of relevant stakeholders to follow will be developed and updated regularly
- Retweets will be used to raise awareness of relevant messages

4.3.2 Facebook

Facebook is a social media and social networking service whose mission is "to give people the power to share and make the world more open and connected[1]". Facebook enables people to stay connected with friends and family, build networks, express and share opinions and find out about what's going on around them.

interACT's Facebook account Interact_eu will be used as a key communication channel for interACT.

4.3.3 LinkedIn

LinkedIn is the most popular professional network on the internet. Professionals are signing up to join LinkedIn at a rate of more than two members per second[2]. Registered members are able to establish connections with professionals who are in their interest and interact in group discussions. It enables individuals and organisations to create profiles and connections with each other, search for relevant profiles using specific keywords, post and react to articles etc.

InterACT and LinkedIn

- interACT's LinkedIn account interACT_EU will enable to build a strong network with some of the interACT's key audiences such as research institutes, industry, policy makers and individuals involved in interACT's field.
- Project's news will be published on LinkedIn so as to attract more members

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[1] Facebook website. 2017. Newsroom – Company info Retrieved on 6 June 2017 from: http://newsroom.fb.com/company-info/

[2] LinkedIn website. 2017. About LinkedIn. Retrieved on 5 July 2017 from: https://press.linkedin.com/about-linkedin

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- Individuals and organisations being members of interACT's LinkedIn will increase engagement and raise awareness
- interACT will follow relevant experts to keep up to date with the latest news

4.3.4 Social media content

interACT's social media accounts will be daily managed by ICCS. All partners will participate by providing news, posting and retweeting regularly, so this is actually a collaborative effort among all partners.

The tweets and posts could be focused on the following:

- Project news and results
- Upcoming related to interACT events and conferences
- Current news on AVs, human machine interaction and human factors in transport
- Global research on AVs, human machine interaction and human factors in transport
- Audio-visual content

Some relevant hashtags that should be used when tweets and post are being shared are listed below:

#interACT_EU
#research
#science
#H2020
#Automated_vehicles
#HMI
#VRU
#EU-funded
#science
#InvestEUresearch

Over the following months, our main goal is to significantly expand our social networks, and to ensure that our followers receive frequent (but not overwhelming), interesting and engaging updates from the project.

Furthermore, social media campaigns will be planned and implemented in order to communicate the project's progress and outcomes and to effectively enhance interaction, to generate users' engagement as well as to reach new audiences.

4.4 Partners' communication channels

Partners are required to present the project through all their available publication networks and communication channels (such as newsletters, websites, social media, printed materials,

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announcements). Partners are also required to contact local media and other interest groups to raise awareness of the project.

4.5 Communication tools in different languages

The interACT communication tools will be produced in the language of the interACT project, namely English. Given the importance of multilingual information for some stakeholders, translations of some materials may be made where deemed relevant by local partners. The stakeholder(s) who launched the request will be responsible for the translation. Translations should always be quality controlled by a second native speaker of the target language.

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5. Conclusions and implications

interACT has deployed a concise communication strategy to reach multiple audiences in the most effective manner in order to maximise the project impact and make sure that the wider audience realise that these results could not be feasible without an EU project framework. The project concept, goals and expected impact will be communicated through various channels using a set of diverse communication tools. The latter are being deployed selectively in order to make sure that maximum impact is reached.

The present deliverable presents in detail the project available communication tools. All the tools are based following a coherent visual scheme that will allow interACT to create its own brand identity. Communication tools will be applied both for intra and extra-project communications. The specific deliverable will act as a point of reference so as project partners can make use of the appropriate communication tools, depending on the occasion.

A palette of communication tools have or will be designed including, but not limited to, templates for project documents and presentations, leaflets and posters, newsletters, videos, press releases, social media campaigns, project website. All these communication tools will be available either in electronic or (in some cases) printed formats for the partners to use. They will also be used in the project events (such as the interACT workshops).

The interACT communication tools are dynamic and will evolve alongside the project communication plan as laid down in D7.1. They will evolve (mainly) content-wise in order to reflect the project phases and adjust to specific audiences and occasions. Special care has been taken in order to minimise the carbon footprint of project communication tools.

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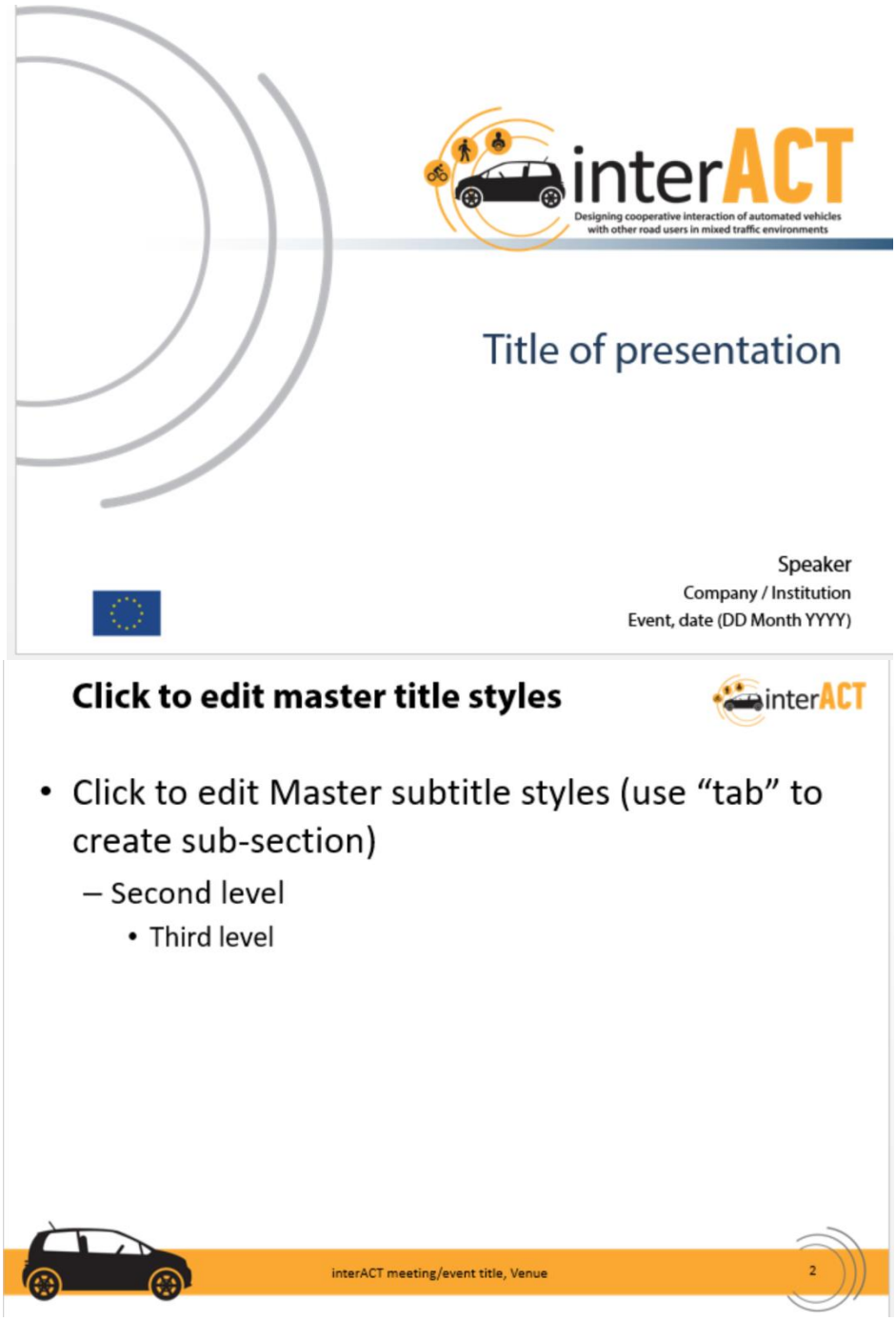
Annex 1: Power point presentation template



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Annex 2: Deliverable template

Below you may see the front page of the deliverable template.

Designing cooperative interaction of automated vehicles with other road users in mixed traffic environments

interACT D.x.y. Deliverable title

Work package	WPx: Name of Work Package
Task(s)	Task x.y: Name of Task
Authors	**Name- Organisation** (Main author), Name-Organisation, Name-Organisation
Dissemination level	Confidential (CO)
Status	Draft
Due date	07/06/2017
Document date	07/06/2017
Version number	x.x
	This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 723395.

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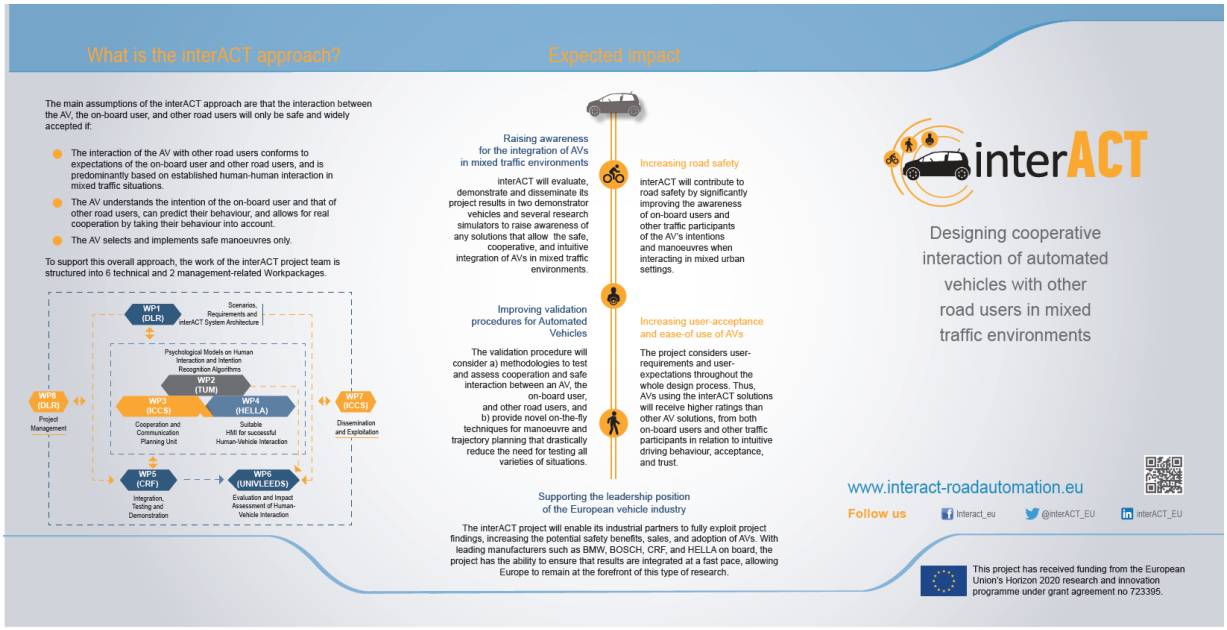
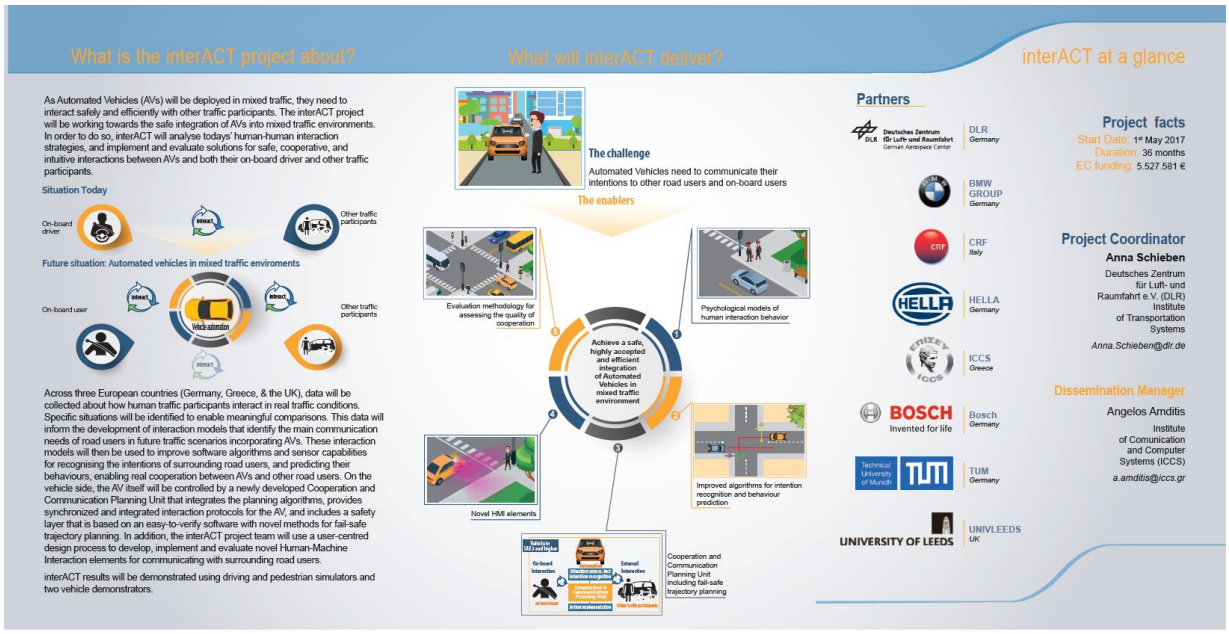
Annex 3: Layout of the interACT leaflet





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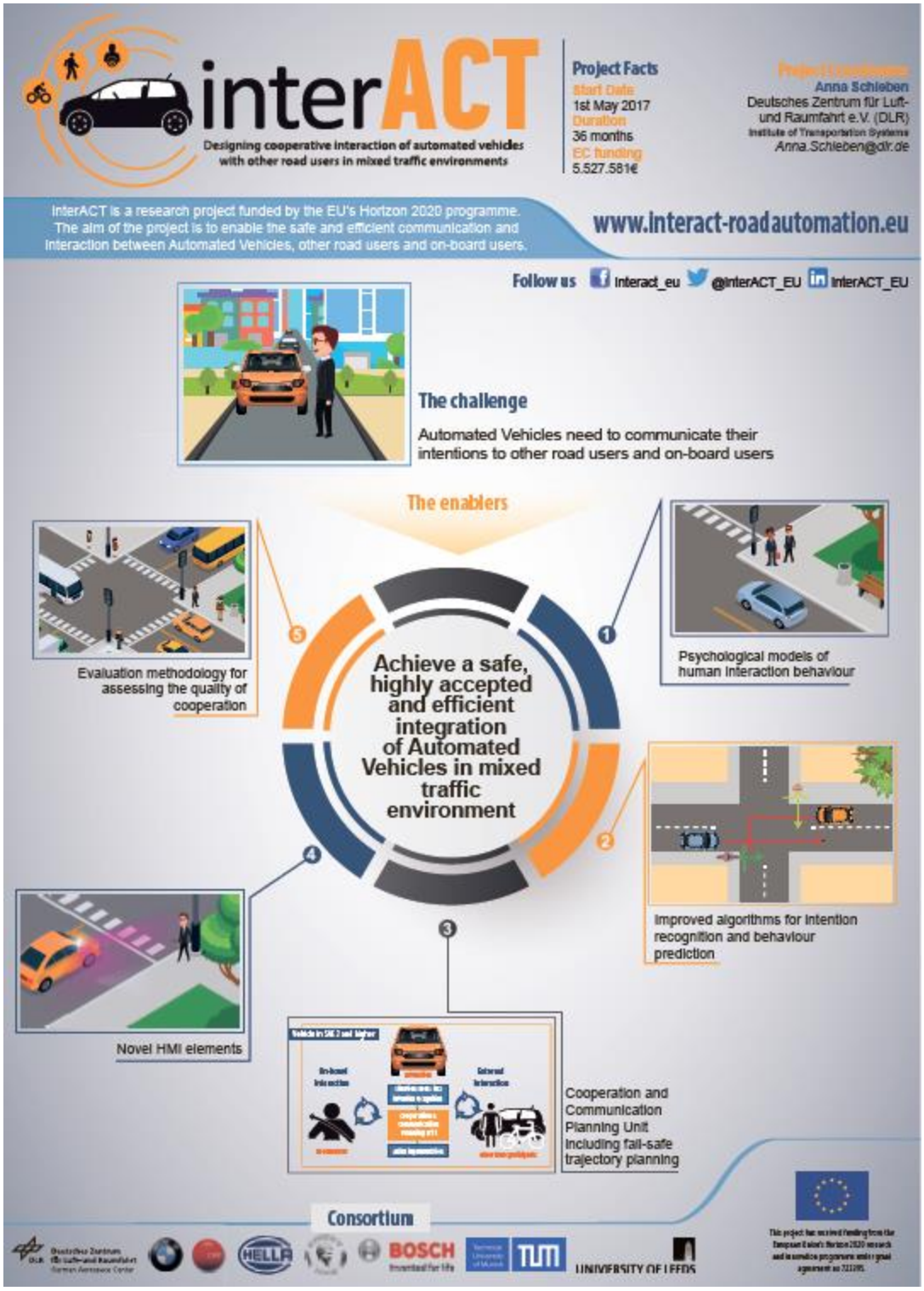
Annex 4: Layout of the interACT roll-up banner



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Annex 5: Video script

Video	Audio or Subtitles
 Designing cooperative interaction of automated vehicles with other road users in mixed traffic environments Grant Agreement number: 723395 —H2020-ART-2016-2017 *(all flying in)*	Music
(video showing an automated vehicle driving among standard vehicles and pedestrians for the interACT use cases WP 1)	Automated Vehicles are likely to be deployed soon in mixed traffic. For this, they will need to interact safely and efficiently with other non-equipped traffic participants, for example manually-driven vehicles, cyclists and pedestrians.
(videos showing cues from the observational studies in WP2)	Humans use multiple means of implicit cues, such as approach speed, and explicit communication, such as eye contact and gestures, as well as vehicle signals, to anticipate the intention of the other traffic participants on the road. Although they can differ across different regions and cultures, they allow effective coordination of future motion plans between different road users.
(animated video showing the challenge of interACT)	Currently Automated Vehicles have limited means for communicating their intentions to other road users. Thus, the conventional means of human-human communication needs to be replaced in some way. For example, an Automated Vehicle cannot properly communicate to a pedestrian its intention to give right of way. This limitation reduces the intuitive and cooperative interaction between the Automated Vehicles and others and the smooth traffic flow.

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(real life or animated video showing smooth flow at an intersection, vehicles starting, stopping)	interACT seeks to safely integrate Automated Vehicles in complex, mixed, traffic environments by ensuring that they can interact safely with other road users in an intuitive, expectation-conforming manner. The project is funded by Horizon 2020 programme, it started in May 2017 and ends in April 2020.
(real life videos from the instrumentation used during the observational studies in WP2, researcher doing the observation, asking questions etc.)	interACT researchers observe in three European countries how human traffic participants interact in selected use cases under real life conditions. The project is developing social-psychological models to compile a catalogue of interactions, identifying the main communication needs of road users in current and future traffic scenarios.
(video animation with the path prediction; researcher working on improving the sensors)	interACT is improving the software algorithms and sensor capabilities for assessing intention recognition and behaviour prediction of surrounding road users.
(video showing researcher programming some software code, discussing the structure of the CCPU)	The interACT team is developing a Cooperation and Communication Planning Unit. This unit integrates planning algorithms and provides synchronized and integrated communication protocol. The unit will incorporate a safety layer and novel methods for fail-safe trajectory planning.
(reseracher discussing different HMI options for on-board user and other traffic participants, some pics of early prototypes/drafts e.g. from Hella)	The project researchers are developing novel human-vehicle interaction designs and HMI elements for the interaction of the on-board user, the Automated Vehicle, and other road users to develop expectation-conforming behaviour of the AV.
(videos from research infrastructure used in WP6, simulators, vehicles, observation equipment)	Finally, the project develops and establishes new evaluation methods for studying interaction of road user with AVs and user acceptance
(real life or animated video showing an automated vehice smoothly circulating and interacting with pedestrians and other vehicles)	The vision of interACT is to develop novel, holistic interaction concepts for Automated Vehicles. These concepts will enable integration of AVs in mixed traffic environments, in a safe and intuitive way. The interACT solutions will foster an increased societal acceptance of AVs via improving their ease-of-use, road safety and traffic flow. The solutions will

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	significantly reduce certification costs.
Deutsches Zentrum für Luft - und Raumfahrt e.V. (DLR) Institute of Transportation Systems Bayrische Motoren Werke Aktiengesellschaft (BMW Group), Germany Centro Ricerche Fiat SCpA (CRF), Italy Hella KGaA Hueck & Co (HELLA), Germany Institute of Communication and Computer Systems (ICCS), Greece Robert Bosch GmbH (Bosch), Germany Technische Universität München (TUM), Germany University of Leeds (UNIVLEEDS), United Kingdom **Coordinator** Anna Schieben Deutsches Zentrum für Luft - und Raumfahrt e.V. (DLR) Institute of Transportation Systems Anna.Schieben@dlr.de **Dissemination Manager** Angelos Amditis Institute of Communication and Computer Systems (ICCS) a.angelos@iccs.gr www.interact-roadautomation.eu  This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 723395 This video was produced by ICCS with the kind contribution of the interACT consortium	Music

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(all flying in)	

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Annex 6: Layout of the interACT's website

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For more information:

interACT Project Coordinator

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Designing cooperative interaction of automated vehicles with other road users in mixed traffic environments