D7.1
Project Identity

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N. 953432.

WP7 – Communication and Dissemination

D7.1 – Project Identity

Contract number:	953432
Project acronym:	FitDrive
Project title:	Monitoring Devices for Overall Fitness of Drivers
Planned delivery date:	M2 (October 2021)
Leading partner:	AIPSS
Partners contributed:	ITCL, MDH, ADSYS, UNISAP, EFA, SECURETEC, XEE, EPDA, ASELSAN
Document date:	29/10/2021
Version:	1
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Deliverable type:	Report
Remarks:	This deliverable includes the logo and templates for printed and digital dissemination material and examples of the first dissemination activities
Status:	⦿ PU (Public) ○ PP Restricted to other programme participants (including the Commission Services) ○ Restricted to a group specified by the consortium (including the Commission Services) (please specify the group) ○ Confidential, only for members of the consortium (including the Commission Services

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Document Revision Log

VERSION	REVISION	DATE	DESCRIPTION	AUTHOR
0	1	21/09/2021	First scheme of the deliverable	Daniela Brucoli AIPSS
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1	0	21/10/2021	Version for the internal review	Carlo Polidori AIPSS
1	1	22/10/2021	Review	Rodrigo Sedano, Marteyn van Gasteren ITCL
1	2	22/10/2021	Review and integration	Manuel Picardi EFA
1	3	29/10/2021	Final review and formatting	Marteyn van Gasteren ITCL

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1. Executive Summary

This deliverable describes the project's identity designed for the communication and dissemination activities; it results in a combination of elements and tools that deliver a distinctive and recognisable project image that will be used throughout the project's development by the consortium partners.

The following sections will describe in the project imagery and provide some insights into the stories behind the chosen project logo. This deliverable is due at the very beginning of the project (month 2), meaning two months before the project website and social media (Deliverable D7.2), whose graphics are still under implementation and will also be used in newsletters and policy briefs: these means of communication are therefore described in this document without the related graphics.

Since some communication activities have been already initiated by the project partners, they are reported in the specific section.

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2. Contents

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3. FitDrive identity

3.1. Project logo

The first key image that outlines the project's identity is undoubtedly the logo: the FitDrive logo aims at combining the main objectives of the project in a single image: the improved monitoring of the fitness and performance of drivers, and the enhancement of the current transport system to reinforce safety and security on the road.

On one hand, the footprint of a tyre, slightly blurred to give a feeling of wear, represents the professional transport system, on which it is intended to act to improve its competitiveness. On the other hand, the heart, a universal symbol of love and care, represents both the health of professional drivers and the general road safety.

The two elements are integrated into the pattern, creating the feeling of being components of the same tyre, as an inseparable set, since both the fitness of drivers and the targeted improvement of the sector competitiveness must go hand in hand. The purple colour, evoking sensitivity and calm, stands out against the black background of the tyre pattern, creating a balanced and simple set of a harmonious combination of colours.

Figure 1: FitDrive Logo

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3.2. PowerPoint

A PowerPoint Presentation Template has been created to be adopted by all the FitDrive partners during presentations, meetings, conferences, and workshops to communicate important project-related information. Once created, it was uploaded and shared in the project cloud storage site.

The introductory and conclusive slides feature the project logo, the EU flag and the horizontal blended band with the blue and purple colours.

Figure 2: Power Point introductory slide

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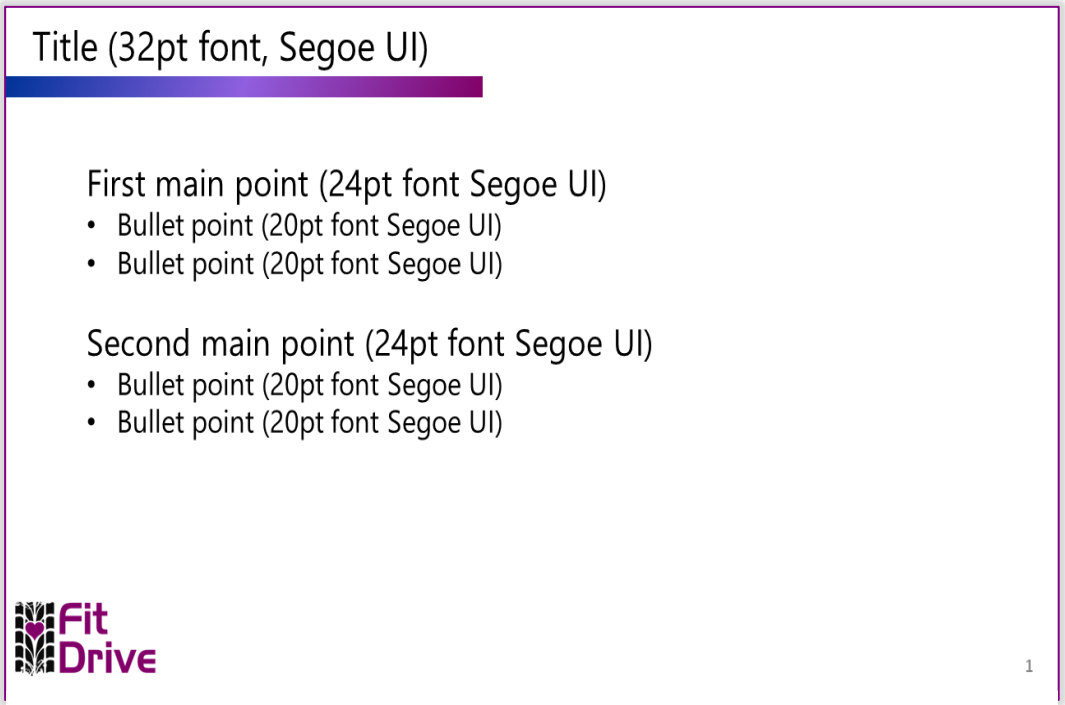

Figure 3: Power Point template font settings slide

Figure 4: Power Point conclusive slide

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3.3. Website

Planned to be designed and ready to use two months after the publication of this deliverable, scheduled for the end of December 2021, the FitDrive website is currently under construction.

Inscribed in the following URL, www.fitdrive.eu, the website will incorporate many elements that are consistent across all the communication and dissemination channels: the FitDrive logo, the EU flag and the distinctive colours that underlie the FitDrive branding identity.

More specifically, a consistent layout will be arranged according to the following scheme: in the upper section, an image showcasing the two sides of the coin behind the FitDrive concept will take over the website pages: on one side, it will portray the technological innovation that will be devised to enhance the safety and security of the current transport system, and on the other, it will feature a professional driver affected by fatigue, in need of further monitoring and supervision.

Below the main picture, a horizontal main menu will specify the categories in which the informative content will be structured. The major sections will be the following: home, project overview, partners, work packages, library and contact information:

- the home will be the landing page,
- the project overview will specify the technical and scientific project objectives,
- the partners will be displayed in the form of a data sheet list,
- the work packages will describe all the stages of the project development together with the assigned deliverables,
- the library will contain all the publications, articles, newsletters, and videos,
- the contact information will clarify the different means to get in touch for any project-related issue; it will also contain a contact form for the acquisition of new subscribers and potential stakeholders.

The landing page will have at its core a main frame with a brief overview of the principles at the basis of the project, the expected outcomes behind it, and a picture visually illustrating the main concept pillars. The lower part will be devoted to periodical updates, according to potential feed like news, events and announcements that will need to be highlighted.

An additional recurring item across all the website pages, will be the sidebar in which the FitDrive social media LinkedIn and Twitter accounts will be displayed and brought to the front for the acquisition of new followers.

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3.4. Brochure and posters

The brochure will be designed as a A4 double side printed Flyer in which the most relevant information about the FitDrive project will be briefly summarised.

In accordance with the website design and layout elements, a horizontal banner displaying the logo, the EU flag and the partners involved will be a consistent feature of the brochure's layout. More specifically, the content will be structured into four frames that will communicate and illustrate the project's overview and expected results. It will then be uploaded onto the website and put at the disposal of all the interested users. The brochure will be distributed at any events the FitDrive partners will attend.

In case a poster is needed, (e.g., if a scientific paper presented by one project partner is accepted in the poster session of a conference), it will have vertical A0 dimensions (or greater in height in case of roll-up) and the same layout as the brochure, with the proper proportions. The poster will be composed in such a way that it can be easily read from 1,5 meters, so as to allow reading even in the event of crowding in front of it. If a conference imposes its own template for posters, it will be arranged in a way to maintain as much as possible the project identity.

3.5. Newsletter

The FitDrive Communication and Dissemination Team will issue Newsletters (at least one each year) summarising the project's key news and findings, alongside dissemination events and possible workshops.

In line with the project's branding scheme, it will be composed by a page in A4 format and introduced by the horizontal banner previously mentioned, with the FitDrive logo, the EU flag and the project's partners highlighted.

It will serve the purpose of updating the relevant community on the project development and attract potential stakeholders to become part of the FitDrive network.

Each newsletter will then be uploaded onto the website in a downloadable PDF format.

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3.6. Policy Brief

A Policy Brief will be conceived to emphasise the main findings of the FitDrive project that will be disseminated among local and national policymakers at the end of the project.

The layout will follow the branding guidelines of the FitDrive project that will be applied in all the communication tools referenced above.

3.7. Social Media

The project will have two social media accounts: LinkedIn and Twitter. They will both emulate each other, using the same imagery from the project website and project logo, respectively for the banner and profile picture.

The LinkedIn and Twitter page will match in style, colours, and images to ensure that all visitors will receive a consistent image of the project's identity across all social media, tools, and communication platforms.

3.8. Project deliverables

The structure and font (Segoe UI) used in this deliverable is to be considered as a template for any other public deliverable, as well as for any other kind of communication, when possible.

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4. Partners' communication examples

This section includes the first communication activities from the FitDrive project partners during the first two months of the project.

MÄLARDALEN UNIVERSITY
SWEDEN

Menu

2021-09-21 News

Artificial Intelligence improves road safety

#globalgoals #artificialintelligence #AI

New technology with the help of AI will interpret different kinds of anomalous driving behaviours to minimise driving-related road safety risks for professional drivers. Photo: Pixabay

A new research project has been launched at MDH, where new technology with the help of artificial intelligence (AI) will interpret different kinds of anomalous driving behaviours to minimise driving-related road safety risks fo professional drivers.

The *FitDrive project* will design, implement, and test new methods, technologies and tools for monitoring an evaluating driving performance, reaction time, cognitive load (mental exertion), and physical fatigue for professional drivers.

Through a cloud-based Internet of Things AI system, current information about the driver's condition is communicated, partly to the driver themselves but also to the community e.g., police patrols and other relevant units within society's infrastructure – important information that improves traffic safety for both the individual and society.

Figure 5: Press release on FitDrive issued by MDH

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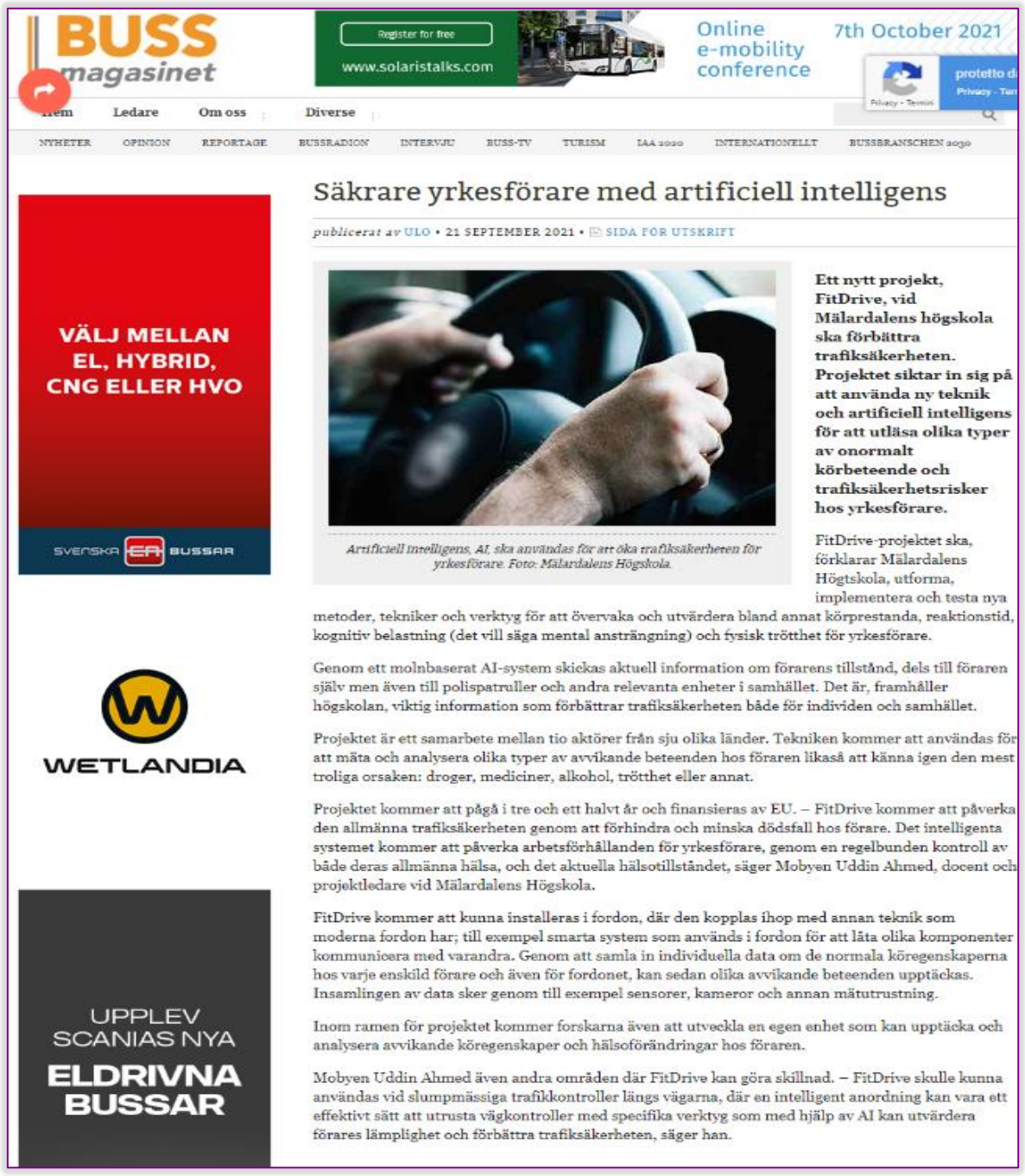

BUSS magasinet

Hem Ledare Om oss Diverse

NYHETER OPINION REPORTAGE BUSSRADION INTERVJU BUSS-TV TURISM IAA 2020 INTERNATIONELLT BUSSBRANSCHEN 2030

Säkrare yrkesförare med artificiell intelligens

publicerat av ULO • 21 SEPTEMBER 2021 • SIDA FÖR UTSKRIFT

Artificiell intelligens, AI, ska användas för att öka trafiksäkerheten för yrkesförare. Foto: Mälardalens Högskola

Ett nytt projekt, FitDrive, vid Mälardalens högskola ska förbättra trafiksäkerheten. Projektet siktar in sig på att använda ny teknik och artificiell intelligens för att utläsa olika typer av onormalt körbeteende och trafiksäkerhetsrisker hos yrkesförare.

FitDrive-projektet ska, förklarar Mälardalens Högtskola, utforma, implementera och testa nya metoder, tekniker och verktyg för att övervaka och utvärdera bland annat körprestanda, reaktionstid, kognitiv belastning (det vill säga mental ansträngning) och fysisk trötthet för yrkesförare.

Genom ett molnbaserat AI-system skickas aktuell information om förarens tillstånd, dels till föraren själv men även till polispatruller och andra relevanta enheter i samhället. Det är, framhåller högskolan, viktig information som förbättrar trafiksäkerheten både för individen och samhället.

Projektet är ett samarbete mellan tio aktörer från sju olika länder. Tekniken kommer att användas för att mäta och analysera olika typer av avvikande beteenden hos föraren likaså att känna igen den mest troliga orsaken: droger, mediciner, alkohol, trötthet eller annat.

Projektet kommer att pågå i tre och ett halvt år och finansieras av EU. – FitDrive kommer att påverka den allmänna trafiksäkerheten genom att förhindra och minska dödsfall hos förare. Det intelligenta systemet kommer att påverka arbetsförhållanden för yrkesförare, genom en regelbunden kontroll av både deras allmänna hälsa, och det aktuella hälsotillståndet, säger Mobyen Uddin Ahmed, docent och projektledare vid Mälardalens Högskola.

FitDrive kommer att kunna installeras i fordon, där den kopplas ihop med annan teknik som moderna fordon har; till exempel smarta system som används i fordon för att låta olika komponenter kommunicera med varandra. Genom att samla in individuella data om de normala köregenskaperna hos varje enskild förare och även för fordonet, kan sedan olika avvikande beteenden upptäckas. Insamlingen av data sker genom till exempel sensorer, kameror och annan mätutrustning.

Inom ramen för projektet kommer forskarna även att utveckla en egen enhet som kan upptäcka och analysera avvikande köregenskaper och hälsoförändringar hos föraren.

Mobyen Uddin Ahmed även andra områden där FitDrive kan göra skillnad. – FitDrive skulle kunna användas vid slumpmässiga trafikkontroller längs vägarna, där en intelligent anordning kan vara ett effektivt sätt att utrusta vägkontroller med specifika verktyg som med hjälp av AI kan utvärdera förares lämplighet och förbättra trafiksäkerheten, säger han.

Figure 6: Article about FitDrive published on the online magazine BUSS magasinet

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rassegne&notiziari

A cura di Carlo Polidori[1]

IL NOTIZIARIO AIPSS

www.aipss.it

PROSEGUE LA COLLABORAZIONE CON LA ASSOCIAZIONE ITALIANA DEI PROFESSIONISTI PER LA SICUREZZA STRADALE, ORGANIZZAZIONE SENZA SCOPO DI LUCRO CON IL MANDATO DI MIGLIORARE LA SICUREZZA DI TUTTI GLI UTENTI DELLA STRADA

AIPSS INIZIA DUE NUOVI PROGETTI EUROPEI

Dopo avere concluso con successo lo scorso 31 Maggio il progetto Europeo SImusafe, AIPSS ha iniziato il 1° Settembre due nuovi progetti di ricerca sulla sicurezza stradale finanziati dalla Commissione Europea con il programma Horizon2020, di cui si dà nel seguito una breve sintesi.

1. Horizon 2020 European Union Funding for Research & Innovation

Il primo progetto ha per acronimo FitDrive e il titolo esteso è "Monitoring devices for overall FITness of DRIVErs".
Tale progetto, la cui descrizione si trova al link https://cordis.europa.eu/project/id/953432/it, intende determinare lo stato di salute psicofisico, e di conseguenza l'idoneità alla guida, con tecniche di intelligenza artificiale e machine learning.
L'obiettivo è sviluppare un sistema che consenta di raggiungere un equilibrio tra la riduzione al minimo dei rischi per la sicurezza stradale legati alla guida, sia per l'individuo che per la comunità, e il mantenimento dello stile di vita del conducente e dell'indipendenza della mobilità legata al lavoro. Guidare un'auto è un compito complesso e dinamico ed esiste un'ampia gamma di condizioni che influiscono temporaneamente sulla capacità di guidare in sicurezza. I conducenti professionisti sono particolarmente colpiti dalla stanchezza. L'effetto principale della fatica è un progressivo ritiro dell'attenzione dalla strada e dal traffico che porta a prestazioni di guida compromesse.

2. Fit Drive

La pratica quotidiana dei conducenti professionisti include orari di lavoro prolungati, lavoro notturno prolungato, orari di lavoro irregolari, sonno scarso e orari di partenza anticipati che in molti casi portano alla stanchezza. L'affaticamento causa una minore vigilanza, tempi di reazione più lunghi, problemi di memoria, una coordinazione psicometrica più scarsa e un'elaborazione delle informazioni meno efficiente. I risultati di diversi sondaggi in tutto il mondo mostrano che oltre il 50% dei conducenti che guidano su lunghe distanze si è in qualche momento quasi addormentato al volante.
Il progetto implementerà e testerà un nuovo strumento per il monitoraggio e la valutazione delle prestazioni di guida, del carico cognitivo, dell'affaticamento fisico e del tempo di reazione. Il sistema creerà modelli neurofisiologici in grado di rilevare l'insorgenza di condizioni fisiche anomale dei conducenti sulla base dei dati ottenuti dai dispositivi IoT durante le attività lavorative e durante la guida. I modelli di intelligenza artificiale associeranno diversi tipi di comportamento anomalo alla sua causa più probabile: droghe, medicinali, alcol, stanchezza, Alzheimer incipiente ecc.; e un sistema basato su

3. Xxxxxxxxxxxx

Figure 7: Article on FitDrive issued by AIPSS and published on the Italian specialised magazine "Strade & Autostrade -October 2021

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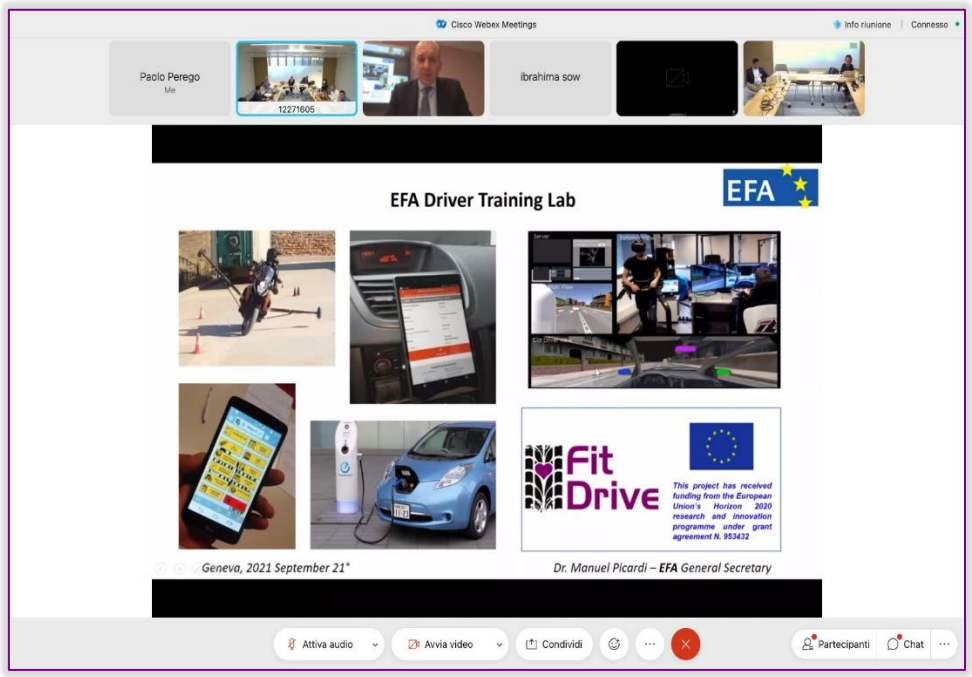

Figure 8: Photo of an online meeting organized by Manuel Picardi, EFA Partner, about FitDrive Communication Campaign

Figure 9: Power Point slide from Manuel Picardi, EFA Partner, at UNECE Conference, Geneva, 21 September 2021

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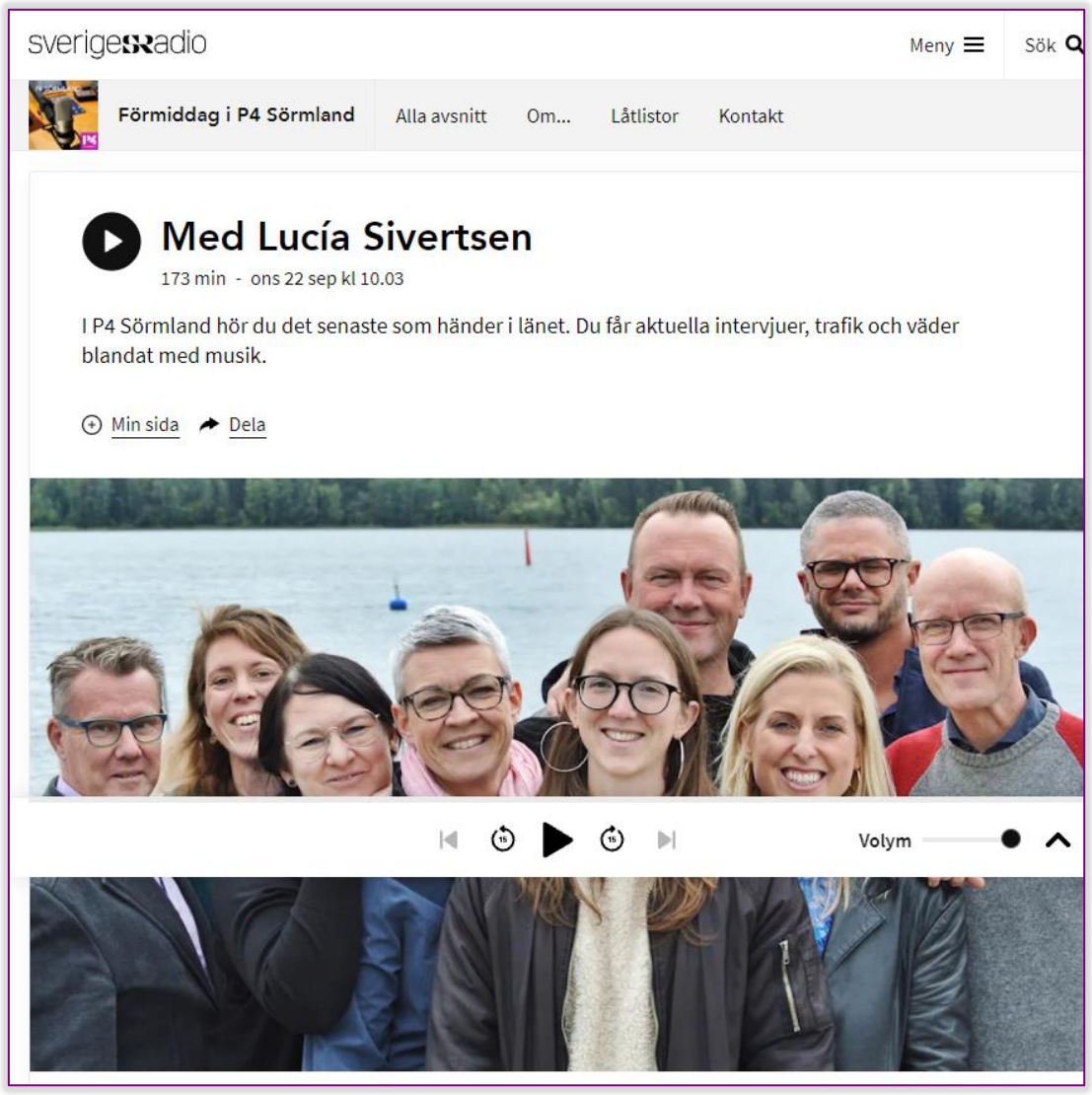

Figure 10: MDH partner presented FitDrive in the Swedish local Radio

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MENÚ

BURGOSconecta

Iniciar sesió

Economía | Autónomos Banca Empresas Fiscalidad Mercados Trabajo Vivienda

ITCL lidera un proyecto para minimizar los riesgos en la conducción de los conductores profesionales

La nueva herramienta monitorizará y evaluará el rendimiento de la conducción, la carga cognitiva, la fatiga física y el tiempo de reacción

Sede del ITCL. / BC

BURGOS CONECTA
Burgos
Jueves, 7 octubre 2021, 10:45

ITCL Centro Tecnológico lidera un proyecto europeo que busca reducir los riesgos en la conducción en conductores profesionales. Para ello, trabajará en los próximos meses en una **nueva herramienta capaz de monitorizar y evaluar el rendimiento de la conducción, la carga cognitiva, la fatiga física, y el tiempo de reacción**. Un proyecto enmarcado en el Programa Horizonte 2020 de la Unión Europea que cuenta con un montante de más de 3,4 millones de euros en el que participan socios de España, Italia, Suecia, Italia, Alemania, Irlanda, Francia y Turquía.

Enfocado a conductores profesionales, entre los que pueden englobarse profesiones como camioneros, conductores de autobuses y taxistas, 'FitDrive' pone el enfoque en el principal factor en accidentes de conductores profesionales: el cansancio y la fatiga. Así, el proyecto identificará distintos roles de conductores profesionales para analizar las causas que pueden afectar a la conducción y a su día a día.

Figure 11: Article about FitDrive retrieved from the online newspaper Burgos Conecta

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MDH utvecklar artificiell intelligens för trafiksäkerhet

21 september 2021 12:32

Med hjälp av artificiell intelligens (AI) ska ny teknik visa olika typer av onormalt körbeteende och trafiksäkerhetsrisker hos yrkesförare. Ett nytt forskningsprojekt har startats på Mälardalens högskola (MDH).

Göran Widerberg

Text

Anmäl text- och faktafel

Figure 12: Article about FitDrive published on the VLT online newspaper

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CENTRO TECNOLÓGICO

ITCL lidera un proyecto para minimizar riesgos en la conducción en conductores profesionales

- **La nueva herramienta monitorizará y evaluará el rendimiento de la conducción, la carga cognitiva, la fatiga física, y el tiempo de reacción**
- **Más del 50% de los conductores de larga distancia se han quedado dormidos al volante en algún momento de su vida profesional.**

BURGOS, 7 de octubre 2021. ITCL Centro Tecnológico lidera un proyecto europeo que busca reducir los riesgos en la conducción en **conductores profesionales.** Para ello, trabajará en los próximos meses en una nueva herramienta capaz de monitorizar y evaluar el rendimiento de la conducción, la carga cognitiva, la fatiga física, y el tiempo de reacción. Un proyecto enmarcado en el Programa Horizonte 2020 de la Unión Europea que cuenta con un montante de más de 3,4 millones de euros en el que participan socios de España, Italia, Suecia, Italia, Alemania, Irlanda, Francia y Turquía.

Enfocado a conductores profesionales- entre los que pueden englobarse profesiones como camioneros, conductores de autobuses y taxistas-'FitDrive' pone el enfoque en el principal factor en accidentes de conductores profesionales: el cansancio y la fatiga. Así, el proyecto identificará distintos roles de conductores profesionales para analizar las causas que pueden afectar a la conducción y a su día a día.

Los resultados de varias encuestas en todo el mundo muestran que **más del 50% de los conductores** de larga distancia se han quedado dormidos al volante en algún momento de su vida profesional.

Figure 13: Press Release on FitDrive issued by ITCL

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Artificial Intelligence determines fitness to drive and improve road safety risk

A new research project is now starting at Mälardalen University (MDH), where new technology with the help of AI will determine different kinds of anomalous behaviour to minimize any driving-related road safety risks for **professional drivers.**

The FitDrive project will design, implement, and test new methods, techniques and tool for monitoring and evaluating driving performance, reaction time, cognitive load (mental exertion), and physical fatigue for professional drivers.

Through a cloud-based Internet of Things AI system, current information about the driver's condition is communicated, partly to the driver himself/herself individually but also to the community e.g., police patrols and other relevant units within society's infrastructure - important information that improves traffic safety for both the individual and society.

In the project, which is a collaboration between ten actors from seven different countries, MDH plays an important role in applied artificial intelligence (AI) and multi-modal machine learning through IoT and cloud. The technology will be used to measure and associate different types of eventual anomalous behaviour and recognize its most probable cause: drugs, medications, alcohol, fatigue, etc.

Improves both road safety and working conditions

- FitDrive will have an impact on general road safety, by preventing and thereby reducing driver deaths. This intelligent system will affect working conditions for professional drivers, through a regular check of both their general and current health right now, says Associate Professor Mobyen Uddin Ahmed, and project leader at MDH.

FitDrive will be able to be installed in vehicles, where it is connected to other technology that a modern car provides; for example, CAN Bus which is a smart system used in vehicles to allow different components to communicate with each other.

By initially collecting individual data and vehicular parameters on the normal driving characteristics of each individual driver, various deviating behaviors can then be detected. The collection of data takes place through, for example, sensors, cameras, and other measuring equipment, and in the project a separate unit will be developed that can detect and analyze deviating driving characteristics and health changes in the driver.

Can be used for random traffic checks

The project will run for three and half years. It is funded by the EU's Horizon 2020 program and is a continuing research and development work in the field of road safety with projects carried out by the Artificial Intelligence and Intelligent Systems group at MDH previously says Mobyen.

Regarding road safety, for society at large, Mobyen also sees other areas where FitDrive can make a difference.

- FitDrive could be used for random traffic checks, set up along the roads, where an intelligent innovative screening device can be an effective way to couple road controls with specific tools for evaluating driver's fitness to increase road safety through AI, says Professor Shahina Begum, deputy leader of the Artificial Intelligence and Intelligent Systems group at MDH.

Figure 14: Press release on FitDrive issued by MDH

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Figure 15 Power Point slide from Manuel Picardi, EFA Partner, at the EDC Innovation Lab on 06 October 2021

Figure 16 Power Point slide from Manuel Picardi, EFA Partner, at the ANIECA congress on 16 October 2021

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5. Conclusions

This deliverable outlines the guidelines to promote a coherent and well-structured image of the FitDrive project, while ensuring effective communication tools to convey its identity.

It results in a distinctive project image that will be used by the consortium partners throughout all the stages of the project development.

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