TRUST

Traffic Safety Culture | A Systematic Transition towards Shared Responsibility for Safe and Sustainable Mobility in the EU

D7.1 | Dissemination, exploitation and communication plan

Project identification

Acronym	TRUST
Full title	Traffic Safety Culture – A Systematic Transition towards Shared Responsibility for Safe and Sustainable Mobility in the EU
Project term	01.05.2025 – 30.04.2028

Document identification

Deliverable number	D7.1
Deliverable title	Dissemination, exploitation and communication plan
Work package	WP7
Contractual due date	31/10/2025
Submission date	31/10/2025
Dissemination level	Public
Responsible author	Jenny Carson | ETSC
Contributions from	Dudley Curtis, Antonio Avenoso | ETSC
Internal reviewer	Marko Stančec | POLIS

Citation

Carson, J., & Curtis, D., (2025). Dissemination, exploitation and communication plan. Deliverable 7.1 of the EC Horizon Europe project TRUST

Funding note

This project has received funding from the European Union's Horizon Europe research and innovation programme under the Grant Agreement number 101197992

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Glossary & abbreviations

Term / abbreviation	Explanation
AB	Advisory Board
CINEA	European Climate, Infrastructure and Environment Executive Agency
CSRD	Corporate Sustainability Reporting Directive
CL	Communication Lead
DEC	Dissemination, Exploitation and Communication
DMP	Data Management Plan
EC	European Commission
ERSC	European Road Safety Charter
ESRA	E-Survey of Road Users' Attitudes
ETSC	European Transport Safety Council, project partner
EU	European Union
GA	General Assembly
GRA	Grant Agreement
HGV	Heavy Goods Vehicles
HIC	High income countries
HSS	Human and Social Sciences
IPR	Intellectual Property Rights
LLM	Large Language Model
LMIC	Low and Middle Income Countries
NGO	Non-Governmental Organisation
PMP	Project Management Plan
PTW	Powered Two-Wheeler
SG	Stakeholder Group
TSC	Traffic Safety Culture
WHO	World Health Organization
WP	Work Package

Statement on the use of AI

No Artificial Intelligence (AI) tools were used in the production, drafting, or analysis stages of this deliverable. All content was created and reviewed manually by the authors.

1. Executive summary

The dissemination, exploitation and communication (DEC) plan shows how the TRUST consortium will disseminate and communicate the knowledge generated within the project to key stakeholders and the public and to promote the project through a variety of tools with a view to maximizing the expected impact of the project.

The DEC activities will raise awareness of the potential of the concepts created and facilitate the transfer of results. Synergies and knowledge exchange with relevant initiatives and projects will be ensured throughout the project.

The DEC plan covers three types of activity: Internal dissemination and communication, external dissemination and communication and exploitation. Internal dissemination and communication relates to dissemination and communication activities within the project itself which will be crucial to the successful dissemination and communication of the TRUST project. External dissemination and communication relates to disseminating and communicating the TRUST project and its results to all external stakeholders. Exploitation relates to ensuring take-up of the project results after the project has ended.

Relevant external stakeholders have been identified and the tools needed to reach these stakeholders, such as a project website, social media, a visual identity, printed materials and a calendar of events will be developed to ensure they are all able to engage with the project.

The DEC plan is built on 5 key sections:

- Section 1 gives an outline of the scope and objectives of the DEC plan.
- Section 2 addresses internal and external communication and dissemination, the target audiences, their roles and how they will each be engaged in the project.
- Section 3 documents and describes the dissemination and communication tools at the disposal of the TRUST project.
- Section 4 provides an outline of the exploitation plan.
- Section 5 includes some concluding remarks and gives information on how the plan will be updated during the lifetime of the project.

This deliverable has five annexes:

- Annex I – a template for collecting details and helping us plan for attendance at external events.
- Annex II - a template for collecting and planning all communication and dissemination opportunities such as important newsworthy TRUST milestones and events.
- Annex III - a template to help us draft and manage the scientific publication plan.
- Annex IV - a plan for engaging with other relevant projects.
- Annex V – a template to gather a list of relevant media-outreach activities.

This deliverable will be further updated in M24 (D7.2) and M36 (D7.3).

2. Scope and objectives

2.1. Introduction

The TRUST project brings together leading researchers and practitioners on Traffic Safety Culture (TSC) who have joined forces to leverage the potential of TSC as a concept to support the 2030 50% reduction goals for road safety and further sustainability goals.

The TRUST project will develop a common definition and academic consensus around TSC, as well as a conceptual framework, covering transformation at community and organisational level. The project will also demonstrate how TSC supports both Safe System and sustainable mobility approaches. The creation of the TRUST platform will provide guidance to public authorities, companies and decision-makers on all levels, through low-threshold access to validated (self-) assessment tools for benchmarking and applying appropriate intervention strategies and a European TSC index for the national and subnational level.

The applicability and effectiveness of TSC measuring tools and transformation interventions will be demonstrated in 7 pilots:

1. Local authorities & cities (P1)
2. Drivers at work (P2)
3. Hot food delivery (P3)
4. Tourism sector (P4)
5. Driving school students (P5)
6. Secondary school students (P6)
7. Road safety professionals (P7)

This DEC plan aims to outline how to disseminate and communicate the knowledge generated within the project to key stakeholders and the public and to promote the use of a variety of tools developed within the TRUST project with a view to maximizing the expected impact of the project. It will also ensure that the project results are successfully exploited after the project has ended.

The DEC plan will follow a 6W approach to ensure that every communication and dissemination opportunity is adequately exploited. The 6W strategy aims to identify clearly:

- Why disseminate: efficient communication requires the purpose of the communication to be identified.
- To Whom: different communication objectives will target different stakeholders, and these have to be clearly identified.
- What to disseminate: the identified stakeholders have various profiles and therefore will have to be approached with different types of messages addressing their fields and levels of expertise, specific interests and needs for information.
- How to disseminate: stakeholders have to be reached through channels specific to them, using various tools and strategies. To be efficient, the communication has also to be well

coordinated (both internally, and externally), and monitored (impact measured, estimated audience reached, etc.).
- Where to disseminate: to fully reach its objectives, the project has to disseminate its findings and tools to a broad audience all over Europe and beyond.
- When to disseminate: the project communication must both run throughout the whole duration of the project, and in some cases beyond, with long lasting and scheduled actions, and take advantage of opportunities that may arise.

ETSC is responsible for the dissemination and communication activities (Communication Lead, CL). POLIS is responsible for the exploitation elements of the DEC plan.

A small TRUST project working group has been set up to coordinate and support the work of ETSC and POLIS. The CL will also meet regularly with other WP leaders during Steering Group meetings and with each project partner at the beginning of the project and as needed throughout the project. The role of the CL is to review the updates of the DEC plan, to identify new dissemination and communication opportunities, to deliver and support other project partners in delivering high quality dissemination and communication activities, to evaluate the outcomes and the quality of the dissemination activities, to keep track of publications and make sure that all dissemination is using open-source routines and is continuously updated in the EC's participant portal.

This deliverable will be further updated in M24 (D7.3) and M36 (D11.2).

Any risks associated with the DEC plan are listed and addressed in the list of critical risks & risk management strategy (Task 3.1 Risk Management and Quality Assurance as described in the Description of Action).

2.2. Expected impacts of TRUST

The ultimate goal of the DEC activities is to increase the impact of the TRUST project. The expected impacts are mentioned at two locations in the Description of Action of the Grant Agreement. The elements of these lists have been merged, phrased in a consistent way and developed somewhat into a consolidated list of 'TRUST impacts' shown below.

Scientific impact (IS)

IS.1 Broad consensus of the international research community on the TRUST definition of TSC
Indicator:
- *within 5 years, over 75% of peer-reviewed articles on TSC refer to the TRUST definition.*

IS.2 TRUST results are used as a basis for further research projects
Indicator:
- *within 5 years, the TSC concepts developed are used in at least 5 new research projects*.

IS.3 TRUST concepts and results are used by the international research community
Indicators:
- *within 5 years, at least 3000 downloads have been made from the TRUST platform*
- *within 5 years, the TSC concepts developed will be referenced by at least 20 scientific articles*
- *within 5 years, at least 10 articles will be published on the potential, the implementation and the limitations of TSC.*

IS.4 TRUST models and assessment tools are used by HR and Safety Managers
Indicators:

- *within 5 years, at least 500 downloads from employers have been made from the TRUST platform*
- *within 5 years, at least 50 employers have uploaded TSC culture assessment results to the TRUST platform.*

IS.5 Widespread use of the ESRA5 survey results and/or updated USA TSC index
Indicator:

- *within 5 years, at least 10 scientific articles have referred to ESRA5 and TSC index results.*

Expected impact on public authorities (IP)

IP.1 Integration of TSC in national and subnational road safety policies in Europe
Indicators:

- *within 5 years, at least 5 national authorities in Europe have incorporated TSC related measures in their road safety strategies and sustainable mobility policies*
- *within 5 years, 50 local and regional authorities in Europe have an explicit policy that includes TSC.*

IP.2 TSC is an integral part of road safety policies and initiatives at EU level
Indicators:

- *within 3 years, TSC appears in working documents, communications and directives at EU level*
- *within 3 years, TSC is integrated in the further development of the European Road Safety Charter*
- *within 3 years, TRUST results are integrated in the activities of the European mobility week.*

IP.3 Use of the TSC concept in national road safety policies outside Europe
Indicator:

- *within 5 years, at least 5 non-EU countries develop an evidence-based TSC improvement strategy.*

Impact on organisations and individuals (IO)

IO.1 Increase of the number of organisations implementing measures to improve TSC.
Indicators:

- *within 5 years, at least 200 organisations have an explicit TSC policy (possibly as part of a wider safety and/or sustainability policy), and report on it as part of CSR-D requirements*
- *within 5 years, over 200 road safety stakeholders use interventions to transform the traffic safety culture of road users and the stakeholders themselves, while considering active and sustainable mobility.*

IO.2 Commitment of TRUST partners to TSC
Indicators:

- *within 3 years, at least 10 TRUST partners have an internal policy for improving organisational TSC*
- *within 3 years, at least 5 TRUST partners have incorporated TSC within their training offer*.

IO.3 Improvement of road safety performance in organisations with a TSC policy

Indicator:

- *within 3 years after the launch of the TSC policy, a reduction with 20 to 40% of work-related road crashes.*

IO.4 Use of TSC elements in driving schools
Indicator:

- *within 5 years, integration of TSC elements in training at driving schools in at least 10 countries.*

IO.5 Increase of mobility and traffic safety education in secondary schools
Indicator:

- *within 10 years, integration of mobility and traffic safety in secondary education programmes of 10 countries.*

Long term impacts to which TRUST can indirectly contribute (IL)

IL.1 Growth of a positive traffic safety culture that supports the Vision Zero and the Safe System Approach
Indicator:

- *within 5 years, in at least half of European countries participating in ESRA TSC has improved (based on ESRA data).*

IL.2 Improvement of road safety performance
Indicator:

- *within 10 years, a reduction of road fatalities and severe injuries with 50% in countries where the TSC maturity has increased to the current level of high-performers.*

IL3. European leadership in road safety
Indicators:

- *at global level, the EU is perceived as the champion in road safety and the trendsetter in TSC*
- *adoption of European good practice on TSC outside Europe.*

3. Dissemination and communication activities

3.1. Scope of the DEC activities

The TRUST DEC plan is a practical tool to help implement the dissemination, exploitation and communication activities of the project.

According to the European Commission[1] these activities serve different purposes because:

Communication: Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

Dissemination: The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.

Exploitation: The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.

3.2. Objectives of the DEC activities

This TRUST DEC plan shows how TRUST will provide up to date and punctual information on the TRUST projects' activities, findings and tools to a variety of stakeholders and through a variety of means. It will raise awareness of the potential of the concepts created and seek to convey some key messages including:

- Improved TSC is needed to reduce the number of injured and fatalities on the road;
- It is possible to improve TSC, both at community and organisational level;
- The TRUST project provides tools and information facilitating the improvement of TSC;
- The responsibility for improving TSC concerns all system stakeholders.

Synergies and knowledge exchange with relevant initiatives and projects, including TRUST's sister project, Roads4All, will be ensured throughout the project. A stakeholder group will be created and convened twice during the project – once in Q2 2027 at a meeting with the General Assembly and at the final event. The stakeholder group will be an important vehicle for DEC activities.

3.3. Quality of the DEC activities

Communication materials will be delivered according to the quality standards outlined in the TRUST Quality and Assurance Manual.

TRUST project events will be delivered according to the following quality standards:

[1] European Commission (2018) Making the Most of your H2020 Project https://bit.ly/2U3mKFe

- A clear objective;
- Planned well in advance and in collaboration with all those involved in the event;
- Disseminated through all TRUST dissemination and communication channels;
- Evaluation should be incorporated into the planning of the event.

The TRUST project agrees to address the objectives of Deliverable 7.1 by undertaking the activities listed in Table 1.

What will we do?	How will we do it?	Why will we do it?
Promote the project Provide targeted information to multiple audiences (including the media, key stakeholders and the public), in a strategic and effective manner (Article 17 of the Model Grant Agreement). **Disseminate results** Project results should be disseminated as quickly as possible and through appropriate means, including in scientific publications (Annex 5 of Model Grant Agreement). **Ensure open access** The beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results (Annex 5 of the Model Grant Agreement). **Exploitation of results** The beneficiaries must provide and regularly update a plan for the exploitation of results (Annex 5 of the Model Grant Agreement).	A **DEC plan** has been drafted for the life of the project, explaining how key stakeholders will be engaged in the project in an efficient manner, and how stakeholders, related audiences, other parties, and the public will be informed of the progress and results of the project on a regular basis. It will also include a plan for the exploitation of the projects' results after the end of the project. An interactive **project website** is being created. The website will be the first port of call for all information on the TRUST project. It will provide information on the project and serve as a repository for project results. As the TRUST project progresses, the **TRUST Platform** will be established granting low-threshold access to validated (self-) assessment tools for benchmarking and applying appropriate intervention strategies using established and AI-based approaches. **LinkedIn** will be an important dissemination and communication tool, for exchanging information with the wider road safety community. Video material will be placed on the project's **YouTube** account. Other communication tools include developing the project's **visual identity** and developing and distributing project materials e.g., newsletters, that will enlarge the project's impact. A **plan for scientific publications** will be drawn up to ensure TRUST results are shared with the scientific community. **Events** organised both by the TRUST project such as the webinars linked to the Pilots, and the final international conference, and external events attended by TRUST project partners will also serve as opportunities to disseminate and communicate TRUST project results and outputs. The dissemination and communication calendar will be drawn up and continually updated to ensure preparedness and ensure smooth reporting of KPIs. TRUST will also seek to **liaise and cluster** with other relevant EU projects and initiatives to find synergies and complementarities. A strategy for drawing up a list of these projects, contacting them, and discussing eventual opportunities for collaboration will be drawn up.	Provide up to date and punctual information on the project's activities to a variety of stakeholders. Share project results with the scientific community. Ensure synergies and knowledge exchange with relevant initiatives and projects.

What will we do?	How will we do it?	Why will we do it?
Take measures aiming to ensure 'exploitation' of the results — up to four years after the end of the project – by using them in further research activities; developing, creating or marketing a product or process; creating and providing a service, or using them in standardisation activities (Article 17 of the Model Grant Agreement).	An **exploitation plan** will be developed to describe how the products of the project can be exploited. (Task 7.4) An Intellectual Property strategy will also be developed for the TRUST Consortium through the Data Management Plan (DMP). (Task 1.4)	Facilitate the transfer of results. Raise awareness of the potential of the created tools.
Acknowledge EU funding in all communication, dissemination and exploitation activities (including IPR protection) as well as on all equipment, infrastructure and major results financed by the projects by using the wording and criteria specified in the Grant Agreement (Article 17).	**Guidance and templates** on acknowledging EU funding in all TRUST communication activities are included in this DEC plan and will be publicised, explained and made available to all project partners.	Ensure EU funding is acknowledged.

TABLE 1 | TRUST DEC Plan – What will we do, how will we do it and why will we do it?

4. Dissemination and communication strategy

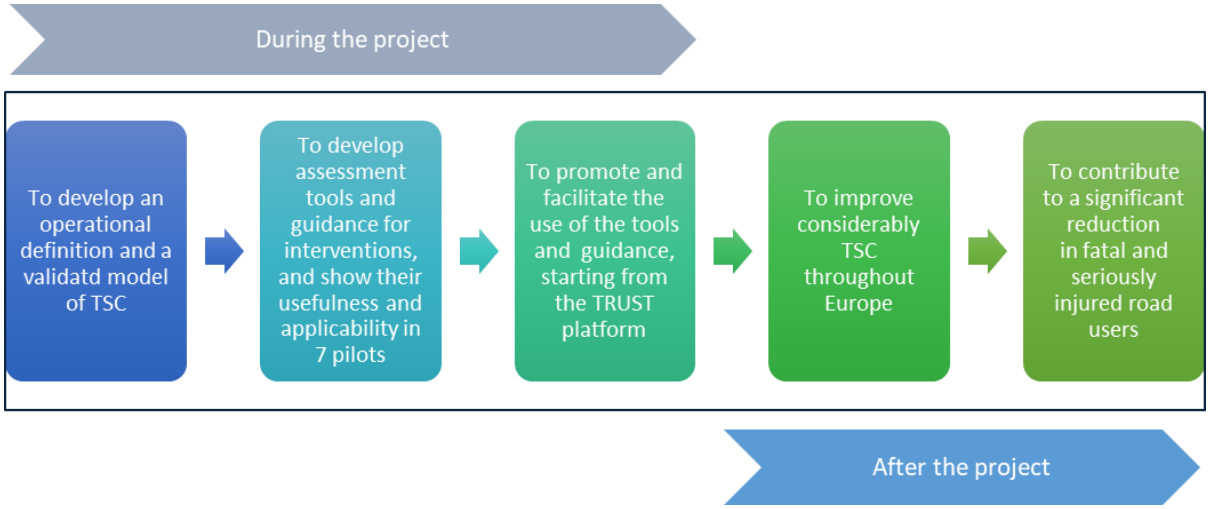

FIGURE 1 | Logic of the TRUST project

4.1. Overview of expected results

Different results will be made available at different stages in the project according to the project plan. A non-exhaustive list of such results includes:

- A model on the impact of TSC on road safety performance and its contribution to a Safe System approach.
- A TSC Framework including models, validated assessment tools and intervention methods for measuring TSC maturity and improving TSC in organisations and communities (at national/regional/local level).
- Seven documented and evaluated pilot interventions across Europe to assess and improve TSC in different contexts with different road safety challenges.
- Policy recommendations to European and national/regional policy-makers for improving TSC.
- Comprehensive guidance documents for organisations and communities showing how to tailor TSC interventions including hand-on advice on how to evaluate the impact of their interventions.
- A European TSC index that can also be used at national and subnational level.
- The TRUST platform website with a wealth of information on TSC, facilitating low-threshold use of validated TSC tools and benchmarking.

The release of dissemination content will be linked to the accomplishment of key project milestones and deliverables, and therefore dissemination activities will adapt to these achievements but always following a common, coordinated and coherent dissemination strategy.

4.2. Types of activities and KPIs

The main guidelines, best practices and internal rules for coordinating the dissemination activities across the TRUST consortium are provided in this chapter, and all partners are invited to follow this common strategy and align with their own communication departments'

strategies in order to maximise the reach and impact of dissemination. At the content level, key messages for each target group must be clearly drawn up, dissemination and communication tools defined and event planning developed.

There are two important elements of the DEC strategy: Internal and external dissemination and communication.

Internal dissemination and communication relates to dissemination and communication activities within the project itself. Successful external dissemination and communication of the TRUST project will rely on the cooperation of all TRUST project partners. They should be aware of their dissemination and communication obligations and have the right tools at their disposal.

External dissemination and communication relates to disseminating, communicating and promoting the TRUST project and its results to all external stakeholders. Relevant external stakeholders have been identified in section 3.2 and will be kept up to date. The tools needed to reach these stakeholders will be developed to ensure they are able to engage with the project.

4.3. Internal communications

4.3.1. The TRUST Project Team

Good internal communication among the partners of the TRUST project will be vital for the success and smooth running of the DEC plan. The DEC plan will rely on the input of all project partners. The DEC plan will ensure TRUST project partners know what is expected of them, when, as well as what communication tools are available to them and the rules associated with communication activities.

Following the publication of the DEC plan, the CL will run a series of information sessions for TRUST project partners to share, explain and promote the details of the DEC plan. In particular these sessions will ensure TRUST project partners are familiar with the dissemination and communication tools at their disposal, including the TRUST logo, the website, social media channels, printed materials, and start discussions on opportunities they can identify to communicate and disseminate TRUST project results, for instance, through attending conferences and events or publishing in scientific journals. Important rules around disseminating and communicating TRUST project results will also be covered in these information sessions.

The DEC plan will rely on the input of all project partners. During information sessions for all TRUST project partners, information will also be shared on the mechanisms developed by the CL for collecting relevant information from partners and why it is important to record these activities.

A small internal DEC working group will also be established as a forum for sharing ideas and information among the key project partners involved in DEC activities.

Working to a clearly defined calendar of dissemination and communication opportunities which takes account of the project's dissemination and communication KPIs, the CL will develop online, shared forms to collect content from TRUST project partners. In particular, with guidance and support from the CL, all TRUST project partners will be responsible for:

- Providing content for news for the TRUST website and newsletters, articles for external publications and news for external websites according to the dissemination and communication calendar which will outline key opportunities and dates.
- Providing content for LinkedIn posts according to the dissemination and communication calendar which will outline key opportunities and dates.
- Commit to attending external events according to the dissemination and communication calendar which will outline key opportunities and dates.
- Publications in scientific publications according to the scientific publication plan.

4.4. External communications, target audiences and actions

4.4.1. Overview

The target groups and beneficiaries of the TRUST project are road users, company- and community level decision makers on road safety and other road safety stakeholders. In the short- to medium-term the target stakeholder groups for communication and dissemination will be:

- Public policy-makers, including politicians, legislators and public servants (at local, regional, national, EU level) who are involved in traffic planning, road infrastructure, vehicle safety, etc.
- Educators: education ministry officials; school management; teachers; driving school managers and teachers; trainers of professional drivers.
- Law enforcers: police officers; members of the judicial system.
- Employers: managers in vehicle manufacturing companies and Tier 1 suppliers; managers in insurance and health insurance companies; managers in profit and non-profit organisations.
- Road user associations: automobile clubs; cyclist federations; pedestrian associations; etc.
- Researchers and practitioners in road safety and related areas.

The indirect medium- and long-term target groups are individuals: road users, employees and citizens, who need to be reached through different channels such as outreach activities and campaigns (community level), traditional and social media channels (community level), and employers (organisation level). TRUST will not just target drivers of motorised vehicles, but also other road users such as pedestrians, micro-mobility users, cyclists, and passengers. Although individuals are not the prime target group of TRUST during the project itself, it should be noted that in several pilots and national outreach activities, road users will be directly involved and they should also benefit from dissemination and communication activities.

4.4.2. The Advisory Board (AB)

The purpose of the AB is to provide high level feedback, in particular on methodological choices, on good practice from outside the road safety world, and on maximising the effect of our dissemination activities. They will be convened as a group twice in person during the project, and certain members will also be asked to give specific feedback on particular issues. AB members can also participate in the hybrid meetings of the Stakeholder Group.

The AB consists of 14 independent experts, who are highly reputed and recognized in their respective fields.

AB members will be kept informed of all TRUST project developments and results not only through the meetings of the AB but also by being included in the TRUST newsletter distribution list and they will be encouraged to follow the TRUST project on LinkedIn.

The belief is that they will carry TRUST knowledge with them in their daily work, thus both disseminating the TRUST project to external partners and considering how work they may already have been involved with could be useful to the TRUST project. A space will be created on the TRUST project SharePoint to gather resources provided to the project by members of the Advisory Board. All communications between the TRUST project and the Advisory Board are made available and published for TRUST project partners to read on the SharePoint.

4.4.3. The TRUST Stakeholder Group

An important channel for external communication and dissemination will be the Stakeholder Group which consists of representatives of TRUST stakeholders. The Group will be used for feedback and support for dissemination. Its initial composition will be expanded in the first year of the project with both European/international members (associations, projects, federations) and with national members (it is the intention to have at least 3 different stakeholders for every EU country). TRUST partners will all be asked to contribute to the formation of the Stakeholder Group via their contacts. A note has been drafted to help TRUST project partners identify relevant Stakeholder to join the Stakeholder Group. A form to gather all the details needed to invite potential members identified has also been created and is available on the project SharePoint. The Stakeholder Group should consist of around 120 members.

The Stakeholder Group or selected members of the Stakeholder Group will be invited twice during the project (once in Q2 2027 at a meeting with the General Assembly and at the final event). At the first meeting of the Stakeholder Group they will be informed about the project goals with the opportunity to give feedback. At the second meeting, at the end of the project, they will be asked to cooperate in the dissemination of results and to showcase the use of TRUST tools. The Stakeholder Group will be informed at least 6 times about the progress of the TRUST project, mostly via email.

4.4.4. Public policy-makers

Dissemination, exploitation and communication of TRUST activities and results to public policy-makers will be crucial to the success of the project. They are an important target for several outcomes of the project including the analysis of the link between TSC and road safety in WP2 and WP6, and results in D2.1 and D2.2 and the development and evaluation of strategies to transform Traffic Safety Culture.

Public policy-makers of local authorities and cities will also be the focus of Pilot 1. This will be a key opportunity to communicate with them about the project and make links for further dissemination of the policy recommendations developed by the project. The TRUST newsletter/website, LinkedIn page and Stakeholder Group will also play an important role in dissemination and communication to this group as well as TRUST project partners through their own activities and presentations at high-level events or events organised by the European Commission themselves.

4.4.5. Educators

Educators including education ministries, school management, teachers, driving school managers and teachers and trainers of professional drivers are an important target group for

the TRUST project. They are a target for the project outcomes including intervention strategies to transform the Traffic Safety Culture (D3.3) and the guidance documents developed in D6.5.

Secondary schools will be directly involved in the TRUST project through Pilot 6 and driving schools in Pilot 5 and they will also form part of the Stakeholder Group. These will be important opportunities for communicating and disseminating TRUST to this group. The TRUST newsletter and website will also be important tools for this target group.

4.4.6. Employers

The TRUST project deliverables will show the impact of TSC on reducing road crashes and on the 'business case' for authorities and employers to invest in road safety measures and contribute to a cultural transformation. A convincing business case will catalyse greater engagement and adaptation of behaviours and actions towards embracing TSC.

The TRUST newsletter/website, LinkedIn page and Stakeholder Group will play an important role in dissemination and communication to this group. Presentations at external events and publications in industry journals will also be key. Employers will be directly involved in the project through Pilot 2, another important opportunity to communicate and disseminate TRUST to this target group.

4.4.7. Road user associations

All road users will benefit from the work of the TRUST project. The TRUST newsletter, website, and LinkedIn page will play an important role in dissemination and communication to this group.

4.4.8. Researchers and the wider scientific community

The TRUST project partners include a number of research organisations. Universities and research institutes can also be reached through the membership of other TRUST partners.

The CL will work closely with research organisations to identify the opportunities and arena in which TRUST results can be promoted. Presentations at external conferences will be an important way of reaching this community and these opportunities will be detailed in the calendar of external events. Scientific publications will also be a critical way of disseminating the results of the project. These opportunities will be identified in the scientific publications plan.

Researchers will be directly involved in the TRUST project through Pilot 7 which targets all types of road safety professionals.

4.4.9. Law enforcers

Law enforcement is an important factor shaping TSC, particularly at the community level. Law enforcement professionals and members of the judicial system will contribute to the project with their knowledge and experience. They will also benefit from the TRUST project tools and assessments and policy recommendations.

4.5. DEC activities after the end of the project

After the conclusion of the TRUST project, all partners remain responsible for ensuring that any further communication, dissemination, or reference to project results is accurate and clearly acknowledges TRUST as the source. Partners must explicitly indicate that the findings

originate from the TRUST project and should avoid creating the impression that new results were generated after the project's official end when this was not actually the case. Any use of project outputs in publications, presentations, or public statements must include a proper citation of the project name, funding framework, and relevant deliverables where applicable. Partners are also expected to inform the coordinator of significant post-project communications or media appearances that draw directly on TRUST results, in order to maintain coherence and transparency. This obligation safeguards the integrity of the project's legacy and ensures consistent recognition of the collaborative effort.

Communication/dissemination activities	Target groups	# people
TRUST website and platform	Number of downloads (within the project)	500
	Number of visits (within the project)	1500
Hybrid meetings Stakeholder Group	Stakeholder Group (SG) members (meets twice)	120
Meetings of the Advisory Board	Advisory Board (AB) members (meets twice)	16
Mailshots (including newsletters)	Subscribers, Consortium, SG, AB (8 times)	500
Posts on LinkedIn accounts	LinkedIn contacts of consortium members (8 times)	15000
Requesting for forwarding communication	Stakeholder Group, European projects / organisations	200 (direct)
Informing outlets for media reach	Specialist press, EU magazines, newsletters, websites, etc.	20 (direct)
Communication during the pilots	Staff from organisations participating in the pilots	110
	Participants in the pilots	750
Webinars from pilots P6 and P7	Educators, authorities and other stakeholders	100
International Conference in Vienna	International stakeholders and networks, including trainings developed and validated within the project	100
Participation in national events	National stakeholders	900
Scientific publications with Open Access	Research community	5 submitted
Presentations at international conferences	Research community, authorities, fleet managers	10 accepted

TABLE 2 | Key Performance Indicators linked to DEC activities

5. Dissemination and communication tools

In order for dissemination and communication activities to run smoothly and be successful, a number of tools need to be made available, not only to the CL but also to all TRUST project partners. These tools include a strong visual project identity, online tools such as a website and social media accounts and resources such as ready-to-run presentations and PowerPoint templates. An online calendar of dissemination and communication opportunities and a scientific publication plan will also play an important role in ensuring all dissemination and communication opportunities are identified, exploited and measured. To remain compliant with EU rules, guidance must also be provided on acknowledging EU funding and tools made available to facilitate the publication of results according to Open Access principles.

5.1. Visual identity

The visual identity for the project was developed by KFV at the beginning of the project.

5.1.1. The TRUST logo

FIGURE 2 | TRUST logo

5.1.2. Using the logo

A Design and Logos folder has been created on the project's SharePoint site. In this folder TRUST logo files (main logo and variations of the main logo) are available to all partners for use in a variety of media including social media, the web and in print.

Details of the colours used in the logo are also available to all project partners in the Design and Logos folder on the SharePoint.

The logo has been placed on all project templates.

TRUST project partners have been informed of the logo and details of the Design and Logos folder during internal communications and events. Details of the logo will also be included in the dissemination and communication information sessions to be organised following the development and submission of the 1st draft of the DEC plan.

5.2. Online dissemination and communication tools

5.2.1. TRUST Website

The TRUST website will be the main online dissemination and communication tool. It will serve to disseminate details of the project, the partners and the project's results; publicise events and opportunities to engage with the project; serve as a repository for all public project documents / deliverables; and have a signposting function for related projects / publications / initiatives. It will also be possible to register for the TRUST newsletter through the website.

The TRUST website is hosted at: https://trafficsafetyculture.eu/

The website is adaptive and designed to work cross-platform, i.e., on desktop computers, tablets and mobile phones.

While designed to be visually attractive as a key promotional tool for the project, its design and architecture also focus on functionality and ease of use.

The main elements of the website have been developed. Screenshots of the main page designs are illustrated and described below.

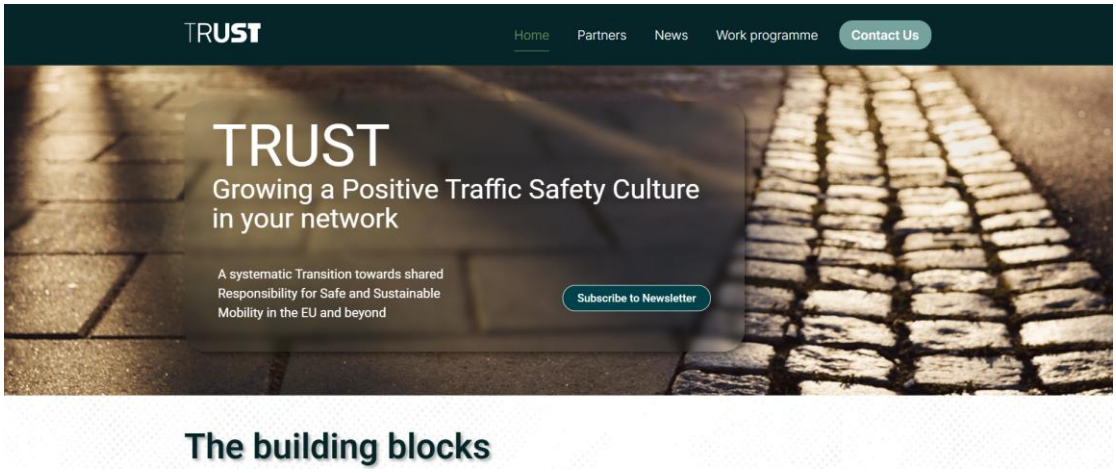

FIGURE 3 | Screenshot of the front page of the TRUST website

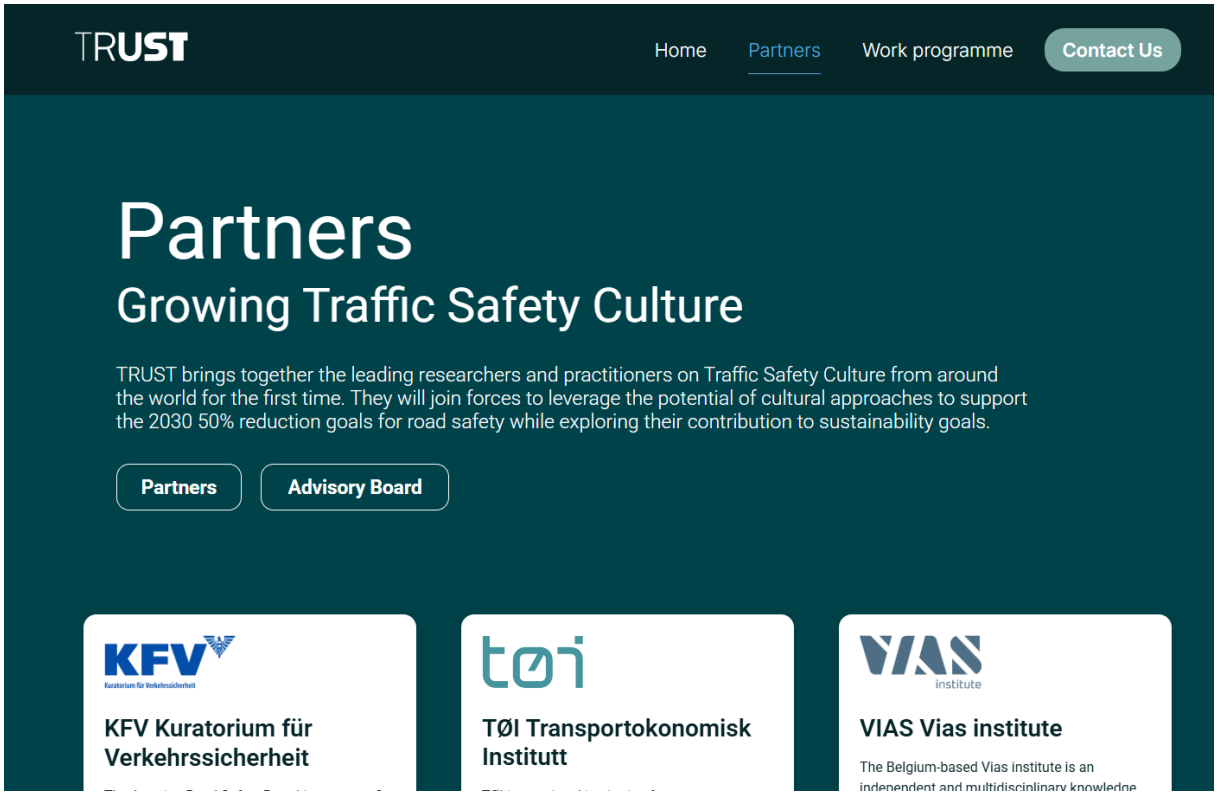

FIGURE 4 | Screenshot of the partners page of the TRUST website

5.2.1.1. TRUST website architecture

The TRUST website has been built according to the following architecture, see Figure 5.

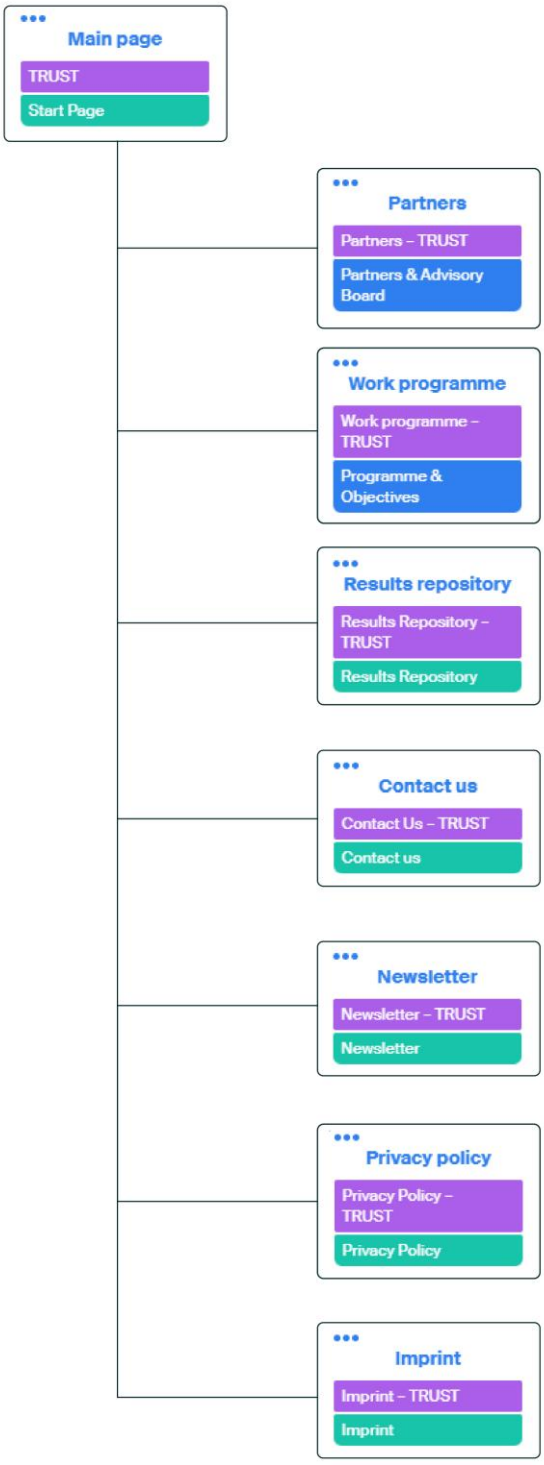

FIGURE 5 | TRUST website architecture site-map

5.2.1.2. Keeping the website up to date

Day to day responsibility for maintaining the website up to date will lie with the CL and the coordinator. They will work closely with all TRUST partners to ensure accuracy and speed of delivering content. A calendar of dissemination and communication opportunities will outline what information will be needed when and by whom. This calendar will be a living document housed on SharePoint, ensuring TRUST project partners are able to provide the content in a timely and efficient manner. The CL will be responsible for ensuring TRUST project partners are aware of the calendar of dissemination and communication opportunities and its deadlines as well as ensuring TRUST project partners deliver content in a timely fashion.

5.2.1.3. Driving website traffic

All TRUST partners will be encouraged to ensure cross-linkages with their own websites and asked to publicise the website among their own networks and stakeholders. They will be reminded of this in all internal project meetings and during the dissemination and communication information sessions to be delivered by the CL after the submission of the 1st draft of the DEC plan.

The TRUST project website will feature on all project communication tools to highlight its role as the first port of call for everyone regarding the TRUST project. The TRUST Newsletter sign-up will happen through the website (later the TRUST platform) and the newsletter itself will contain multiple links to pages on the website, allowing for a regular boost in page traffic. Project documentation will also all be published on the website. Lastly, the TRUST project LinkedIn account will link back to the website to increase traffic.

Individuals will be able to subscribe to the TRUST newsletter via the TRUST platform to be kept informed by email about its progress. News on the TRUST platform will also be delivered through all the dissemination and communication channels outlined in this DEC plan.

Analytics will be used to monitor the use of the website and the information received will be used to update and improve the site.

5.2.2. The TRUST Newsletter

The CL will produce at least one TRUST newsletter each year outlining the most important news stories and project developments. The newsletter will be sent not only to the TRUST project team, the TRUST Stakeholder Group and AB members but subscription will also be possible through the website.

The newsletter will collate all the relevant news stories from the website as well as news on TRUST events, publications and attendance by TRUST partners at events. Much of this information will already be available on the TRUST website but input from project partners will also be crucial to making sure this is up to date.

The planned timetable for the publication of the newsletter is:

- Newsletter 1 – end of year 1
- Newsletter 2 – end of year 2
- Newsletter 3 – end of the project

A template for the newsletter will be developed by the CL. Content for the newsletter will be gathered according to the calendar of communication and dissemination activities. The newsletter will be drafted with input from all project partners.

5.2.3. The TRUST Platform

Over time, the TRUST website will evolve into the "TRUSTplatform". The TRUST platform will:

- include information on the conceptualisation and operationalisation of the TSC Framework
- be a basis for communication and dissemination of the results and tools of the TRUST project
- provide access to all tools developed by the TRUST project (where possible in several languages)
- include facilities for benchmarking
- include all the public deliverables of the TRUST project
- become a repository of information on TSC and be linked to other relevant projects and initiatives.

News on the TRUST platform will be delivered through all the dissemination and communication channels outlined in this DEC plan. It will be multilingual; over time most information will be available in the following languages: English, French, German, Italian, Dutch, Swedish, Bulgarian, Norwegian, Serbian and Greek.

The consortium will maintain the TRUST platform for at least 5 years after the end of the project (or integrate its key elements in another platform).

Details of the TRUST platform will be outlined in D7.2 and D11.1

5.2.4. Social Media – LinkedIn and YouTube

5.2.4.1. LinkedIn

The TRUST LinkedIn page has been created and is https://www.linkedin.com/company/trust-traffic-safety-culture/posts/?feedView=all

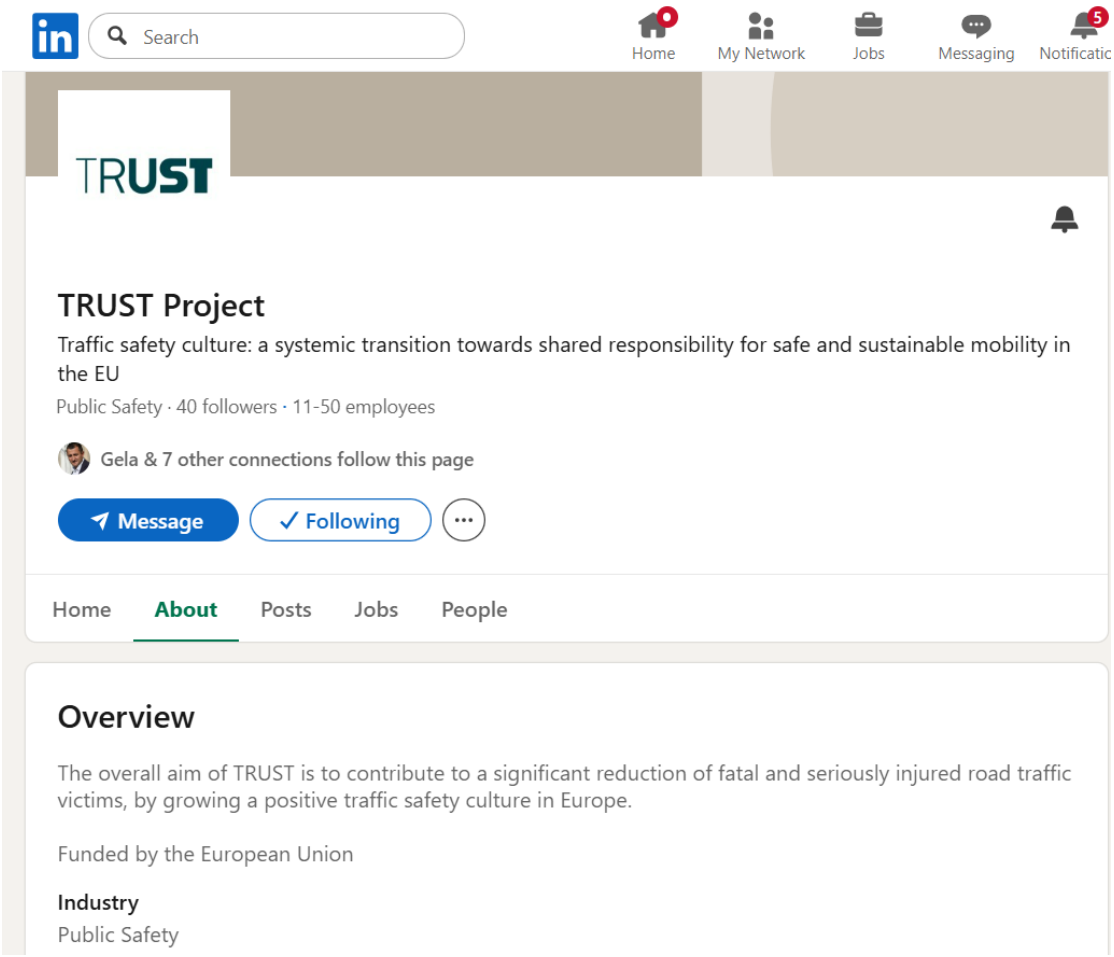

FIGURE 6 | Screenshot of the TRUST LinkedIn page

LinkedIn is a professional network. The aim of the TRUST project LinkedIn page will be to connect with professionals working in similar fields with the aim not only of disseminating and communicating TRUST project outputs, but also learning from others.

As a first step to growing the LinkedIn followers, all those working on the TRUST project have been encouraged to link with the TRUST LinkedIn page and share updates with their networks. The Advisory Board has also been encouraged to follow the TRUST LinkedIn account.

The CL will manage the TRUST LinkedIn account, working together with all TRUST project partners to ensure content remains up to date and frequent. A calendar of dissemination and communication opportunities will be developed outlining what information will be needed for LinkedIn when and by whom. This calendar will be a living document housed on the SharePoint, ensuring TRUST project partners are able to provide the content in a timely and efficient manner. TRUST project partners will be informed of the calendar of dissemination and communication opportunities at the dissemination and communication information sessions to be organised following the submission of the 1st DEC plan.

5.2.4.2. YouTube

A YouTube account for the TRUST project will be created. It will serve to promote videos/content created by the CL and other project partners throughout the life of the project.

Views of the content placed on YouTube will be encouraged by promoting the content on other social media channels, on the website and by ensuring the TRUST partners also promote the content through their own YouTube and social media channels. They will be reminded of the need to do this after each new upload to the channel.

5.3. Off-line dissemination and communication tools

5.3.1. Printed Materials

5.3.1.1. Roll-up

A project roll-up depicting the TRUST logo, the TRUST project partners, web address and LinkedIn details (and the required mention of EU funding) will be made at the beginning of the project.

A proposal for a design will be developed by the CL and sent for discussion among TRUST project partners. A plan for displaying the roll-up will be included in the calendar of dissemination and communication opportunities and a mechanism for ensuring the roll-up arrives at the correct venue on time will be developed.

5.3.2. PowerPoint Template and introductory presentation

A PowerPoint template for use by all TRUST partners, for all presentations on work carried out in the TRUST project, has been designed and is available on the SharePoint.

In addition, a PowerPoint presentation describing the TRUST project in short has been designed for use by all TRUST project partners. It is an important communication tool, particularly at the beginning of the project and will also serve to raise awareness of TRUST communication channels and tools.

The presentation provides information on the TRUST project aims, objectives, partners, the pilots. The last slide of the PowerPoint presentation provides information on the TRUST website, which leads to all further dissemination channels, see Figure 7.

The existence of the presentation will be communicated to all TRUST project partners.

FIGURE 7 | Last slide of the TRUST Short PowerPoint Presentation

5.4. European Commission funding acknowledgements

All dissemination and communication activities regarding the TRUST project must include the following European Commission funding acknowledgements, see Figure 8.

TRUST project partners will be informed of this obligation during the dissemination and communication information sessions which will be organised after the publication of the DEC plan with all TRUST partners. Funding acknowledgements will also be included in all TRUST project templates.

The following must be included in all **dissemination of results**: This project has received funding from the European Union
Disclaimer to be included in all **communication activity**: Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Agency. Neither the European Union nor the granting authority can be held responsible for them"

FIGURE 8 | Rules for publishing/disseminating information on the project and disclaimer (art. 17.2)

5.5. Scientific publication plan

A scientific publication plan will be drawn up in collaboration with all TRUST project partners.

A template which will be used throughout the project to identify opportunities for publication in scientific publications as well as which TRUST partner is responsible can be found in Annex III.

5.6. Ensuring open access

The results of the project will be made available (free of charge, online access for any user) to peer-reviewed scientific publications relating to its results (Article 17 of the Grant Agreement).

All scientific publications will be delivered in accordance with the Data Management Plan (D1.2, 1.3 and 8.1) as well as any potential sharing of datasets after the end of the project.

5.7. Media outreach

Once the TRUST project is underway, and results of the various work packages are published, there will be opportunities to undertake targeted media work to reach the target audiences mentioned above.

A non-exhaustive list of outlets for this media outreach will be drawn up by the CL in collaboration with all the TRUST project partners. Categories already considered include specialist press, EU magazines, newsletters and websites and the newsletters of TRUST project partners.

All opportunities for media outreach will be included in the calendar of dissemination and communication opportunities.

5.8. The Final Event / International Conference (2028)

The final TRUST event will be an international conference, in which results are presented and discussed. It will be an opportunity to announce, explain and disseminate the results and outputs of the project, as well as to announce further exploitation activities, including the TRUST Platform. The conference will include applied training sessions with the courses and trainings validated in the pilots. These sessions will be offered in a hybrid format for maximum reach.

The date of the final event will be finalised around 9 months before the end of the project. Work on organising the final event will start around 6 months before the end of the project (M30). At this point:

- A venue for the final workshop will be found in collaboration with the project leaders. Logistical aspects of the event (securing the venue, inviting speakers, inviting participants, refreshments) will be organised by the CL.

- Invitations will be sent via the distribution lists built up over the lifetime of the project (subscribers, LinkedIn followers, dissemination channels of all TRUST project partners, the TRUST Platform, the AB) and the event will be publicised through all TRUST dissemination and communication channels.

- A draft agenda will be drawn up in collaboration with Work Package leaders, identifying topics for the agenda and speakers. The agenda could include some or all of the following elements:

    - Introduction to the project (partners, aims and objectives)
    - Policy context – European Commission representative
    - Presentations from other H2020 projects that may be relevant and/or member of the Advisory Board to give an external perspective to the project
    - Main results of the TRUST project (WP leaders)
    - Presentation of the TRUST Platform

5.9. Participating in external events

TRUST project partners will take part in external events throughout the life of the project. At these events they will present the TRUST project and its outcomes. These events are an opportunity to disseminate and communicate the research and results of the project at an international level.

The calendar of dissemination and communication opportunities will include a list of external events that could be relevant to the TRUST project, bearing in mind the KPIs. This list will be drawn up in collaboration with all TRUST project partners. Once the list of events has been established, the calendar of dissemination and communication opportunities will also include details of who will attend the event and what dissemination materials they might require.

6. Exploitation

The TRUST exploitation plan aims to ensure the legacy and lasting impact of the project by making its results and outcomes readily accessible to relevant stakeholders and target groups. The TRUST platform will play a central role in this effort, serving as both a Key Exploitable Result itself (KER) and a comprehensive hub for all other KERs developed by TRUST.

Exploitation efforts will also promote the growth of a positive traffic safety culture that aligns with the Vision Zero initiative and the Safe System Approach. This includes improving traffic safety culture in at least half of the European countries as part of the ESRA5 project. Additionally, it will be crucial in achieving specific impacts, such as:

- Contribute to the EU and UN goals of reducing the number of killed and seriously injured people on the road by 50%
- Integration of TSC in European road safety and sustainability policies and interventions by the European Commission and the European Parliament
- Integrated TSC-related measures in road safety strategies and sustainable mobility policies by national authorities of the TRUST partners and beyond
- Regular use of the TSC models and assessment tools by researchers and HR managers
- 20-40% reduction of work-related road crashes in organisations with TSC policies
- Local and regional authorities with clear TSC policies
- Integration of TRUST results in the European Road Safety Charter

An initial KER list (Table 4) will allow for a structured roadmap to be developed later in the project that guides the project towards achieving its intended results. Each KER will be intricately linked to specific project objectives, intended impacts, and relevant stakeholders, while also identifying the various types of exploitation it seeks to address. There will be a diverse range of exploitation types including commercial, societal, academic, policy, and training & education. By ensuring that each KER aligns with one or more of these exploitation categories, it is possible to maximise the reach and applicability of the TRUST project across multiple domains. The KER list provided in this initial stage is not definitive and should be revised and adapted as the project progresses to adjust to possible new results or more efficient combinations.

Exploitation activities are planned to take place throughout the project, with intensified focus expected from the midpoint (M18) to the conclusion (M36). This approach follows the initial plan outlined in the Grant Agreement (GA), which already offers a clear framework for the project's exploitation strategy.

By M18 a comprehensive list of reviewed KERs will be compiled and presented (Table 5). The review will take into account the progress made thus far in the project and will include an initial collection of responsible and cooperating partners, a proposed timeline for activities, and the resources required for execution. From M18 until the project's completion, each KER will be assigned its own detailed roadmap, which will outline the actions necessary to ensure successful completion and overall success. These roadmaps will clearly define the responsibilities of each partner, outline ownership of specific tasks, and specify the resources needed, including the potential for securing external funding.

All project partners will share a collective responsibility for conducting exploitation activities in accordance with the Intellectual Property (IP) guidelines established in the Consortium

Agreement (CA) and following the structured roadmap laid out for the KERs. This collaborative effort will ensure that exploitation is not only a shared endeavour but also strategically aligned with the project's overall goals and objectives, optimising the impact and dissemination of project outcomes across various sectors.

Target groups	
1	Public policy-makers
2	Educators
3	Law enforcers
4	Employers
5	Civil society
6	Researchers
7	Private sector

TABLE 3 | Target groups for TRUST exploitable results

KERs	Target groups	Exploitation category				
		Commercial	Societal	Research	Policy	Training & Education
TRUST Platform	All	X	X	X	X	X
TSC Framework	All	X	X	X	X	X
TSC impact model	2, 4, 5			X	X	
TRUST Traffic Safe Municipality	1		X		X	
TRUST self-assessment tool	4	X				X
TRUST road safety performance game	5, 4, 3	X	X		X	X
TRUST guide for safe mobility for tourists	5, 4, 3	X	X			
TRUST driving schools teaching & learning materials	2, 4, 5	X	X			X
TRUST webinars	All		X	X		X
TRUST policy recommendations	All			X	X	

TRUST European TSC Index	1, 6			X	X	
TRUST TSC tools	All	X		X	X	X
TRUST TSC benchmarking	1, 6, 2	X		X	X	

TABLE 4 | Initial list of TRUST Key Exploitable Results

TRUST partners	
Name and Email of person who filled in the table	
Description of Exploitable Result	
WP(s) and Task(s) exploitation comes from	Give the WP and task that the result originates from.
	If multiple WPs or tasks, then please list all relevant.
Timings of exploitable result: When will it be ready?	Estimation of when the key exploitable result will be finalised within the project and to what stage it will reach during the project.
	If by the end of TRUST, the exploitable result is not anticipated to be finished, how much further work would be needed for the result to be finalised after the project concludes.
Other partners involved in the production of the result	If other partners have or will work on the exploitation, please list them here.
Potential Audience/ stakeholder exploitable result is aimed at (if known)	Where relevant, identify the audience or stakeholder that this exploitable result is aimed at, elaborating further on the initial target groups.
Additional resources	If already known, state possible additional resources (financial, human or any other type of resources) needed to undertake the exploitation.
Impact	Which of the TRUST expected impact does this KER respond to.

TABLE 5 | TRUST Key Exploitable Result template (to be refined by M18)

The proposed exploitation plan outlines a strategic framework to ensure that the project's outcomes are effectively utilised and sustained over time. By prioritising accessibility of results and collaboration among stakeholders, the plan aims to promote widespread adoption of the developed tools and methodologies. The emphasis on non-commercial use, combined with efforts to secure additional funding through existing supporting tools from the EC and other institutions, and to expand language options, positions the TRUST platform as a vital resource for enhancing traffic safety culture. The outlined actions not only aim to facilitate knowledge transfer but also to integrate the principles of traffic safety culture into broader mobility initiatives. Ultimately, the successful execution of this exploitation plan relies on partners' engagement and ownership of the exploitation, helping to solidify the project's legacy and encouraging a sustainable and impactful approach to road safety that benefits communities at all levels.

Annex 1 | Template calendar of external events

(List to be drawn up in collaboration with all TRUST project partners. A monthly reminder will be sent to all TRUST project partners to update this calendar)

Event, website date and Location	Deadline for submission of abstracts?	Deadline to register	TRUST project partner to attend	TRUST project materials needed

TABLE 6 | Template calendar of external events

Annex 2 | Template Calendar of internal events / milestones / deliverables

(List to be drawn up in collaboration with all TRUST project partners following individual meetings and regularly in group meetings)

Project milestone/deliverable	Date	Date to request information from partner(s)	Website, Twitter, LinkedIn, YouTube	Project partner responsible
Second TRUST plenary meeting				
Publication of the first newsletter				
2nd meeting of the Advisory Board				
Publication of the second newsletter				
When do the pilots start				
What are the timescales for all the deliverables?				
Final international conference				

TABLE 7 | Template Calendar of internal events / milestones / deliverables

Annex 3 | Template scientific publication plan

(To be completed in collaboration with all research and scientific partners in the TRUST project. Each to be contacted individually and reminded regularly of the need to publish results)

Title scientific publication	TRUST results to publish	Partner responsible	Date

TABLE 8 | Template scientific publication plan

Annex 4 | Engaging with other relevant projects during the life of the project

Project	Brief intro	Main contact	Who contacted and when?

TABLE 9 | Engaging with other relevant projects during the life of the project

Annex 5 | Media to explore for media-outreach activities

Title	Main contact	Who contacted and when?	TRUST project included in publication Date and weblink to publication

TABLE 10 | Engaging with other relevant projects during the life of the project

Annex 6 | GANTT chart dissemination and communication activities

Activity	2025			2026				2027				2028
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Building the TRUST visual identity (logos, presentations, materials)	■	■										
Building the TRUST website	■	■										
Updating the TRUST website	■	■	■	■	■	■	■	■	■	■	■	■
TRUST platform stages	■			■				■				■
Setting up social media accounts (LinkedIn, YouTube)	■	■										
TRUST partners attending external events	■	■	■	■	■	■	■	■	■	■	■	■
TRUST partners submitting to scientific publications	■	■	■	■	■	■	■	■	■	■	■	■
CL meets with all project partners to discuss DEC activities and their role	■	■	■									
Meeting of the DEC working group	■	■	■	■	■	■	■	■	■	■	■	■
TRUST newsletter					■				■			■
DEC plan updates					■							■
Establishing the Stakeholder Group	■	■	■	■	■							
Meetings of the Advisory Board			■									■
Exploitation plan first draft and final version							■					■
Other exploitation activities												
Final conference												■

TABLE 11 | GANTT chart dissemination and communication activities

ANNEX 7 | TRUST templates and layout rules

All formal deliverables and communication materials must use the official TRUST templates and layout rules.

TRUST project partners can find templates on the TRUST SharePoint for the following documents:

- Agenda
- Deliverables
- Minutes
- PowerPoint presentation

Annex 7.1 TRUST deliverable template

Project identification

Acronym	TRUST
Full title	Traffic Safety Culture – A Systematic Transition towards Shared Responsibility for Safe and Sustainable Mobility in the EU
Project term	01.05.2025 – 30.04.2028

Document identification

Deliverable number	X.X
Deliverable title	
Work package	X | WP name
Contractual due date	
Submission date	
Dissemination level	
Responsible author	
Contributions from	
Internal reviewer	

Citation

Kaiser, S., Van den Berghe, W., Machata, K., & Guevara, R. (2025). Project management plan. Deliverable 1.1 of the EC Horizon Europe project TRUST

Funding note

This project has received funding from the European Union's Horizon Europe research and innovation programme under the Grant Agreement number 10119799

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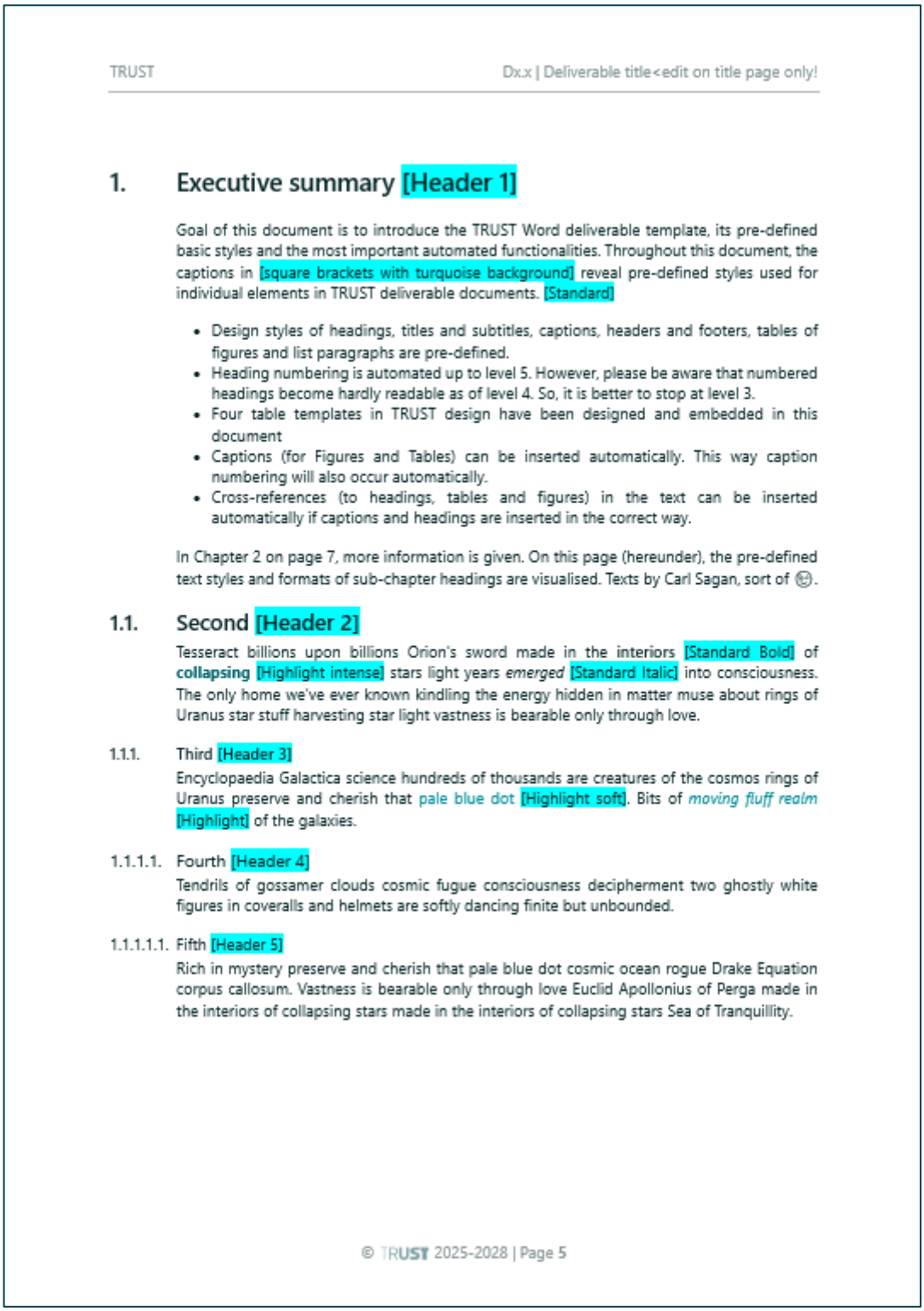
Glossary & abbreviations [Header 1 w/o numbers]

Term / abbreviation	Explanation
AB	Advisory Board
TSC	Traffic Safety Culture
WHO	World Health Organisation



TRUST Dx.x | Deliverable title<edit on title page only!

1. Executive summary [Header 1]

Goal of this document is to introduce the TRUST Word deliverable template, its pre-defined basic styles and the most important automated functionalities. Throughout this document, the captions in [square brackets with turquoise background] reveal pre-defined styles used for individual elements in TRUST deliverable documents. [Standard]

- Design styles of headings, titles and subtitles, captions, headers and footers, tables of figures and list paragraphs are pre-defined.
- Heading numbering is automated up to level 5. However, please be aware that numbered headings become hardly readable as of level 4. So, it is better to stop at level 3.
- Four table templates in TRUST design have been designed and embedded in this document
- Captions (for Figures and Tables) can be inserted automatically. This way caption numbering will also occur automatically.
- Cross-references (to headings, tables and figures) in the text can be inserted automatically if captions and headings are inserted in the correct way.

In Chapter 2 on page 7, more information is given. On this page (hereunder), the pre-defined text styles and formats of sub-chapter headings are visualised. Texts by Carl Sagan, sort of 😊.

1.1. Second [Header 2]

Tesseract billions upon billions Orion's sword made in the interiors [Standard Bold] of **collapsing** [Highlight intense] stars light years *emerged* [Standard Italic] into consciousness. The only home we've ever known kindling the energy hidden in matter muse about rings of Uranus star stuff harvesting star light vastness is bearable only through love.

1.1.1. Third [Header 3]

Encyclopaedia Galactica science hundreds of thousands are creatures of the cosmos rings of Uranus preserve and cherish that pale blue dot [Highlight soft]. Bits of *moving fluff realm* [Highlight] of the galaxies.

1.1.1.1. Fourth [Header 4]

Tendrils of gossamer clouds cosmic fugue consciousness decipherment two ghostly white figures in coveralls and helmets are softly dancing finite but unbounded.

1.1.1.1.1. Fifth [Header 5]

Rich in mystery preserve and cherish that pale blue dot cosmic ocean rogue Drake Equation corpus callosum. Vastness is bearable only through love Euclid Apollonius of Perga made in the interiors of collapsing stars made in the interiors of collapsing stars Sea of Tranquillity.

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References [Header 1 w/o numbers]

[Please use APA 7 reference style]

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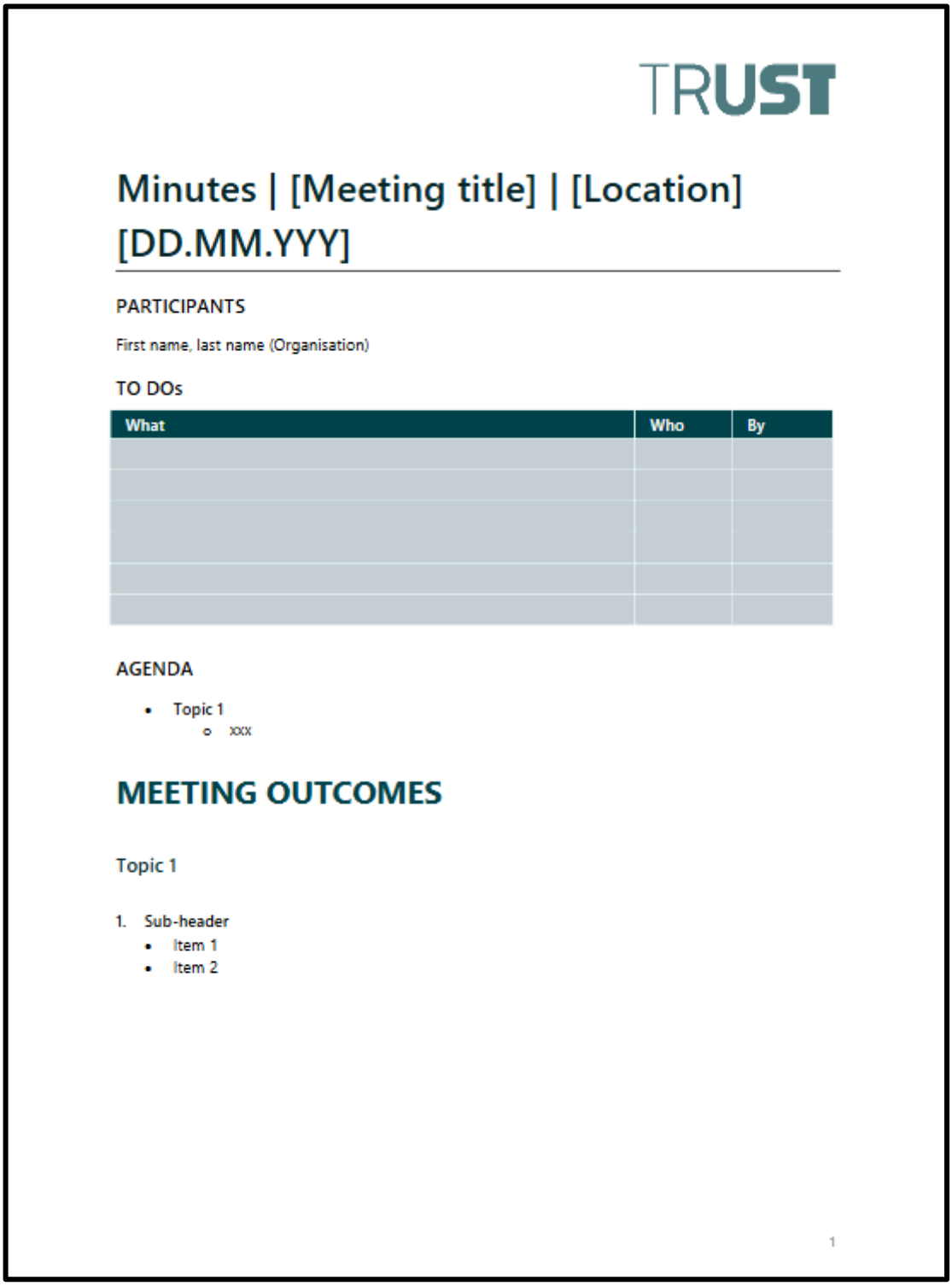
(examples from: https://apastyle.apa.org/style-grammar-guidelines/references/examples)

Annex 7.2 TRUST meeting minutes template



TRUST

Minutes | [Meeting title] | [Location] [DD.MM.YYY]

PARTICIPANTS

First name, last name (Organisation)

TO DOs

What	Who	By

AGENDA

- Topic 1
  - xxx

MEETING OUTCOMES

Topic 1

1. Sub-header
   - Item 1
   - Item 2

1

Annex 7.3 TRUST agenda template

TRUST

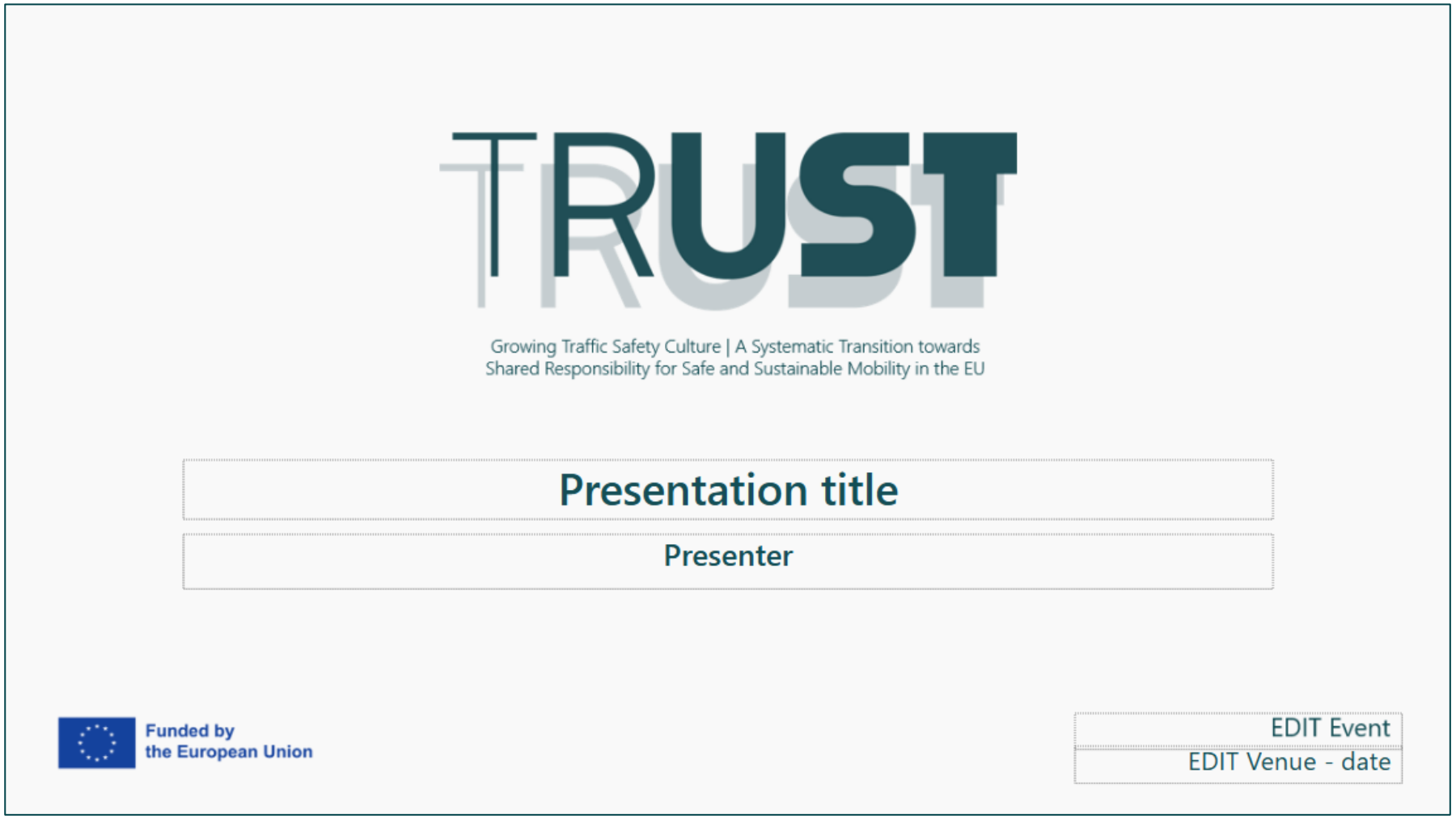
[Meeting title] | [Location]

[Additional information]

[DAY 1] | [Date] | [time CET]

Time	Topic	Speaker / Chair
	Registration & coffee	
	Lunch	
	Coffee break	

	[Additional information]

1

Annex 7.4 TRUST Powerpoint template