

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

D7.2 | TRUST Platform I

TRUST

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	7.2
Deliverable title	TRUST Platform I
Work package	7 Communication, Dissemination and Exploitation
Contractual due date	28.02.2026
Submission date	28.02.2026
Dissemination level	Public
Responsible author	Klaus Machata KFV
Contributions from	Susanne Kaiser, Branko Todorovic KFV
Internal reviewer	Jenny Carson ETSC

Citation

Machata, K., & Kaiser, S., (2026). TRUST Platform I. Deliverable 7.2 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

Disclaimer

The content of this publication is the sole responsibility of the publishers, and it does not necessarily represent the views expressed by the European Commission or its services. While the information in the document is believed to be accurate, the authors(s) or any other participant in the TRUST consortium make no warranty of any kind regarding this material. Neither the TRUST Consortium nor any of its members, their officers, employees or agents shall be responsible or liable in negligence or otherwise however in respect of any inaccuracy or omission herein. Without derogating from the generality of the foregoing, neither the TRUST Consortium nor any of its members, their officers, employees or agents shall be liable for any direct or indirect or consequential loss or damage caused by or arising from any information advice or inaccuracy or omission herein.

Copyright

© TRUST Consortium, 2025-2028. This deliverable contains original unpublished work except where indicated otherwise. Acknowledgement of previously published material and work of others has been made through appropriate citation. Reproduction is authorized provided the source is acknowledged.

Table of Contents

Glossary & abbreviations	4
1. The TRUST Platform – initial version	5
1.1. Publication date	6
1.2. Initial development of the website	7
1.3. Newsletters	8
1.4. Visibility of the website	8
1.5. Web analytics	9
1.6. Website architecture	10
1.6.1. Main landing page	11
1.6.2. Subpage Partners	12
1.6.3. Subpage Work programme	13
1.6.4. Subpage Results repository	14
1.6.5. Subpage Contact us	14
1.6.6. Subpage Newsletter subscription	15
1.6.7. Subpage Privacy policy	15
1.6.8. Subpage Imprint	16
2. Further development	17
2.1. Languages	17
2.2. Lifetime	17

Statement on the use of AI

Artificial Intelligence (AI) tools, including large language models, were used to support the drafting of the executive summary of this deliverable. Apart from that, no Artificial Intelligence tools were used in the production, drafting, or analysis stages of this deliverable. All content was created and reviewed manually by the authors.

Glossary & abbreviations

Term / abbreviation	Explanation
AB	Advisory Board
CMS	Content Management System
FERSI	Forum of Road Safety Research Institutes
GDPR	General Data Protection Regulation
IRTAD	International Traffic Safety Data and Analysis Group
QR code	Quick Response code
SEO	Search engine optimisation
TSC	Traffic Safety Culture
URL	Uniform Resource Locator

1. Executive Summary

Deliverable 7.2 presents the initial version of the TRUST website, which constitutes the foundation for the future TRUST Platform developed within the Horizon Europe project “Traffic Safety Culture – A Systematic Transition towards Shared Responsibility for Safe and Sustainable Mobility in the EU (TRUST)”. The website was officially launched on 20 October 2025 and publicly introduced at key road safety events, marking the first visible milestone in the project’s communication, dissemination and exploitation activities.

The current website <https://trafficsafetyculture.eu/> serves as a central information hub for the project, providing structured access to its objectives, partners, work programme and future results repository. Developed by KfV using the WordPress content management system and relevant plugins for design, newsletter management and search engine optimisation, the site ensures professional presentation, accessibility and visibility. In line with EU GDPR requirements, web analytics are implemented via Matomo, guaranteeing a privacy-friendly, cookie-less user experience.

At its current stage, the website comprises a main landing page and dedicated subpages for partners, work programme, results repository, contact details, newsletter subscription, privacy policy and imprint. The work programme section presents the project’s six main objectives and visualises implementation progress, while the results repository – presently still empty – will gradually host all validated outputs as they become available.

Over the course of the project (2025–2028), the website will evolve into the TRUST Platform. This transformation will include the integration of key exploitable results such as the Traffic Safety Culture (TSC) framework and impact model, assessment and benchmarking tools, pilot applications, training materials, webinars, policy recommendations and good practice examples. The platform will provide structured, user-oriented access to these tools and resources. It will progressively expand in functionality and content, with updated versions envisaged annually. The platform will be multilingual and maintained for at least five years beyond the project’s end to ensure sustainable dissemination and exploitation of TRUST results.

In summary, Deliverable 7.2 documents the successful establishment of the TRUST website as a dynamic and scalable communication instrument, laying the technical and conceptual groundwork for a comprehensive European platform on Traffic Safety Culture.

2. The TRUST Platform – initial version

This document aims to provide an overview of the state of play of TRUST’s website, which will evolve into a repository of validated knowledge and tools by the end of the project’s lifetime – the TRUST Platform.

2.1. Publication date

The TRUST website <https://trafficsafetyculture.eu/> was officially launched on 20. October 2025, see FIGURE 1. The launch, together with key information about the project objectives and envisaged results, was communicated widely across the road safety network, e.g. at the 40th Meeting of the International Traffic Safety Data and Analysis Group (IRTAD) on 2nd of October 2025, and the General Assembly of FERSI (Forum of Road Safety Research Institutes) on 19. November 2025.

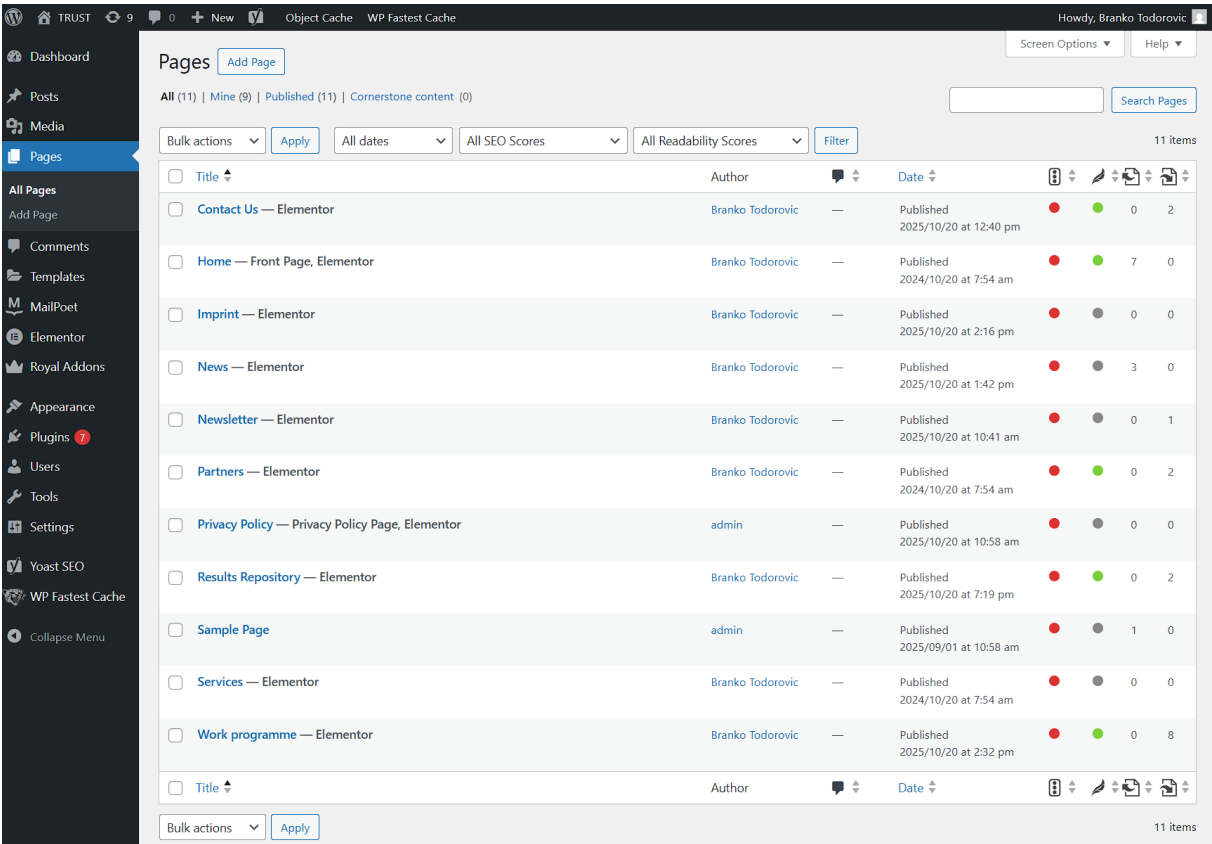


FIGURE 1 | Official launch date of TRUST’s website <https://trafficsafetyculture.eu/> on 20. October 2025.

The presentations at the abovementioned meetings were concluded with a slide showing the website’s URL as well as a QR code pointing at the same address, see FIGURE 2. By displaying a work zone sign, the preliminary character of the website was communicated, indicating that the site will gradually evolve into a more comprehensive repository at a later stage.



FIGURE 2 | Final slide of TRUST presentation, showing the website's URL and QR code. © work zone sign: www.ris.bka.gv.at.

2.2. Initial development of the website

The TRUST website was designed by experts of the KfV – Austrian Road Safety Board – and programmed by a subcontractor. Consultations on early versions of the site took place with all members of the TRUST consortium as well as members of TRUST's Advisory Board (AB).

Day to day responsibility for keeping the website up to date will lie with KfV. They will work closely with all TRUST partners to ensure accuracy and speed of delivering content. KfV uses the WordPress¹ Content-Management-System (CMS), currently the most frequently used CMS. Regular (re)programming and editing of the pages are accomplished using the WordPress Royal Elementor Editor, see FIGURE 3.

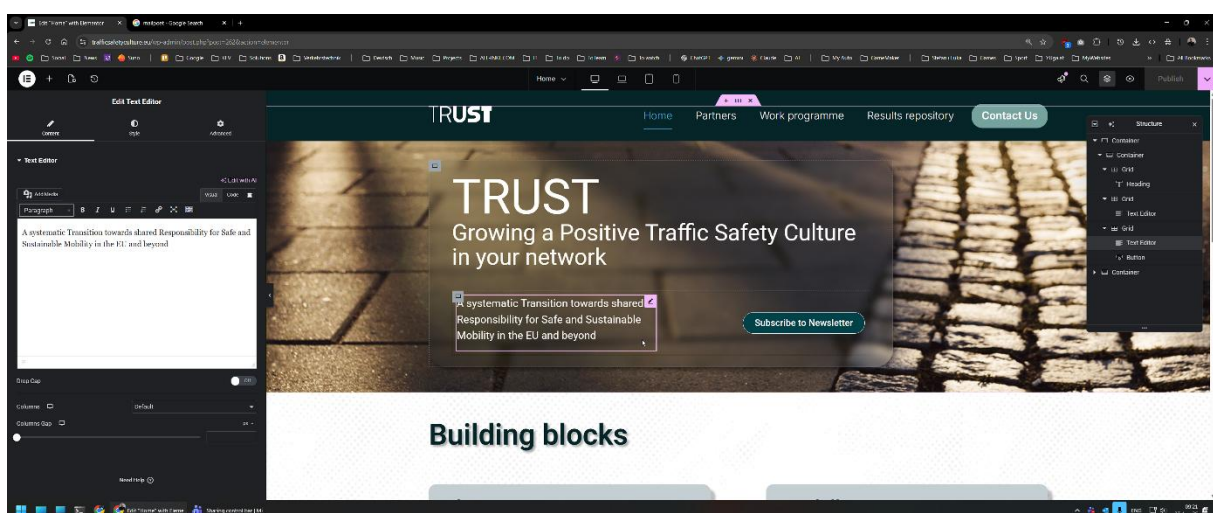


FIGURE 3 | User interface of WordPress Royal Elementor Editor.

¹ <https://wordpress.com/>

2.3. Newsletters

As described in D7.1, a TRUST newsletter will be sent at least once a year during the lifetime of the TRUST project. 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. A 'news' tab will be added to the website for all news stories.

The WordPress Plugin MailPoet² is used for the handling of TRUST newsletters. The software assists all required steps, such as

- semi-automatic creation of newsletter drafts based on new entries on the website's news section
- administration of respondent's email contacts
- execution of the mailing process itself.

For an example of MailPoet's user interface see FIGURE 4. Full access to the website's CMS and MailPoet has been granted to TRUST partner ETSC; ETSC will manage the collection and compilation of newsletters as well as the management of the newsletter mailings.

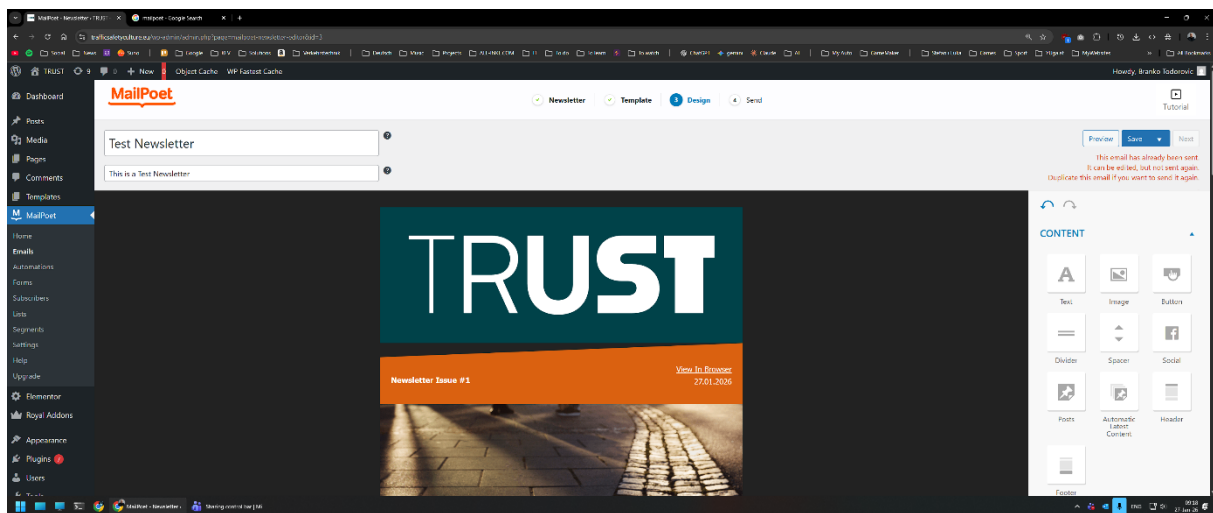


FIGURE 4 | User interface of MailPoet, a WordPress plugin for the handling of newsletters.

2.4. Visibility of the website

For matters of search engine optimisation (SEO), i.e. to increase the visibility of the TRUST website, the WordPress plugin "Yoast SEO"³ was implemented (see FIGURE 5). The tool helps optimising titles, descriptions, and content to ensure prime findability of the TRUST site for web crawlers and, consequently, for potential users. Special attention is given to reflect the most frequently used keywords when searching for the TRUST website.

² <https://www.mailpoet.com/>

³ <https://yoast.com/>

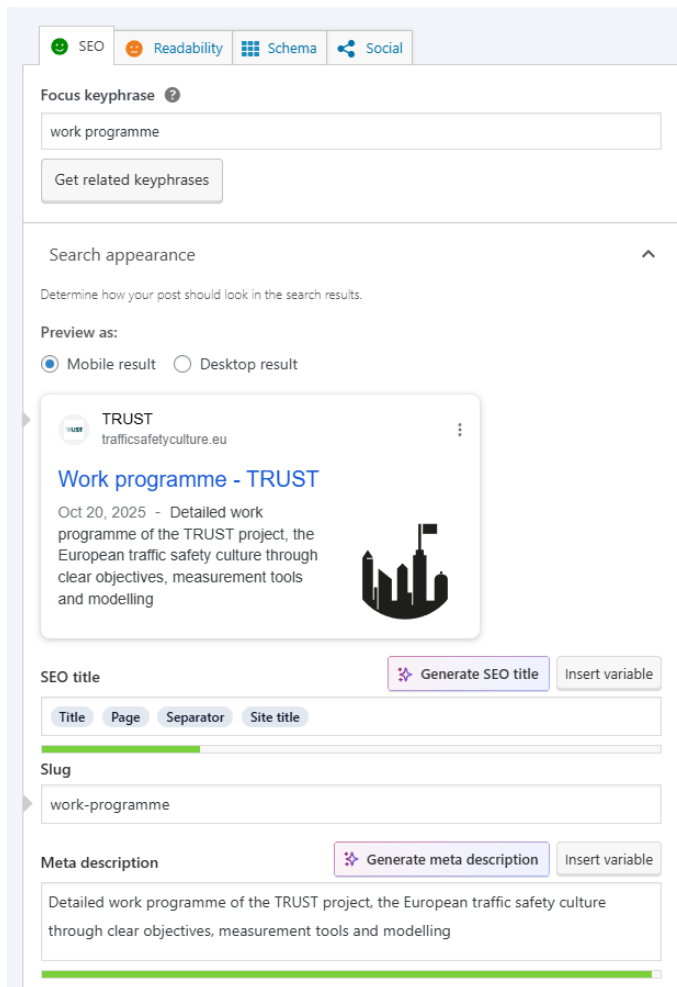


FIGURE 5 | User interface of Yoast SEO, a WordPress plugin for the optimization of website visibility.

2.5. Web analytics

A decision was taken not to use of Google Analytics on the TRUST website. As it is TRUST's aim to comply with EU GDPR regulations and provide website visitors with a cookie-less experience, we use the WordPress Plugin Matomo⁴ as an alternative. This open-source software ensures full user data privacy, and that no tracking of visitors beyond the use of the TRUST site takes place. Matomo allows carrying out a full range of web analytics such as compiling the most used keywords, creating anonymous visitor profiles, and measuring site visits and content interactions. For an exemplary view of the Matomo dashboard see FIGURE 6.

⁴ <https://matomo.org/>

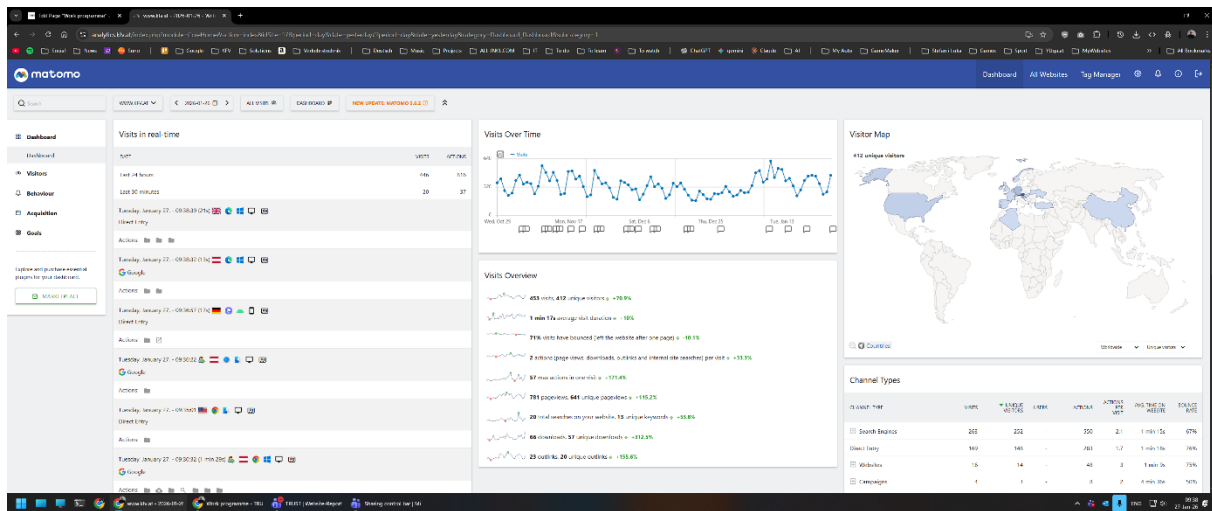


FIGURE 6 | User interface of the Matomo web analytics software.

2.6. Website architecture

The TRUST website <https://trafficsafetyculture.eu/> currently features a total of 7 pages in addition to the main landing page, see FIGURE 7. As soon as news items will become available, additional page(s) will be added.

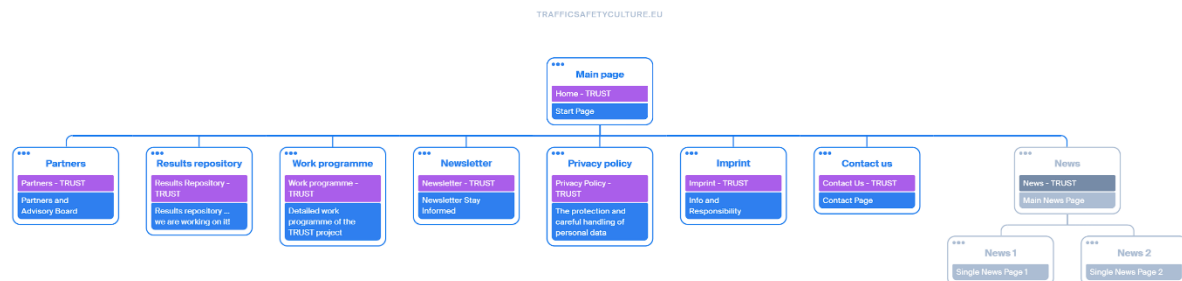


FIGURE 7 | TRUST website architecture.

2.6.1. Main landing page

The main page provides the entry point to all other featured subpages, invites visitors to subscribe to the newsletter and presents the “Building Blocks” of the project, i.e. its main objectives. Each of the building block tiles is linked to the respective section of the “Work Programme” page (see hereunder, chapter 2.6.3). Like all other pages, the footer line provides coordinator contacts, the EU funding logo as well as links to the project’s privacy policy and imprint, see FIGURE 8.

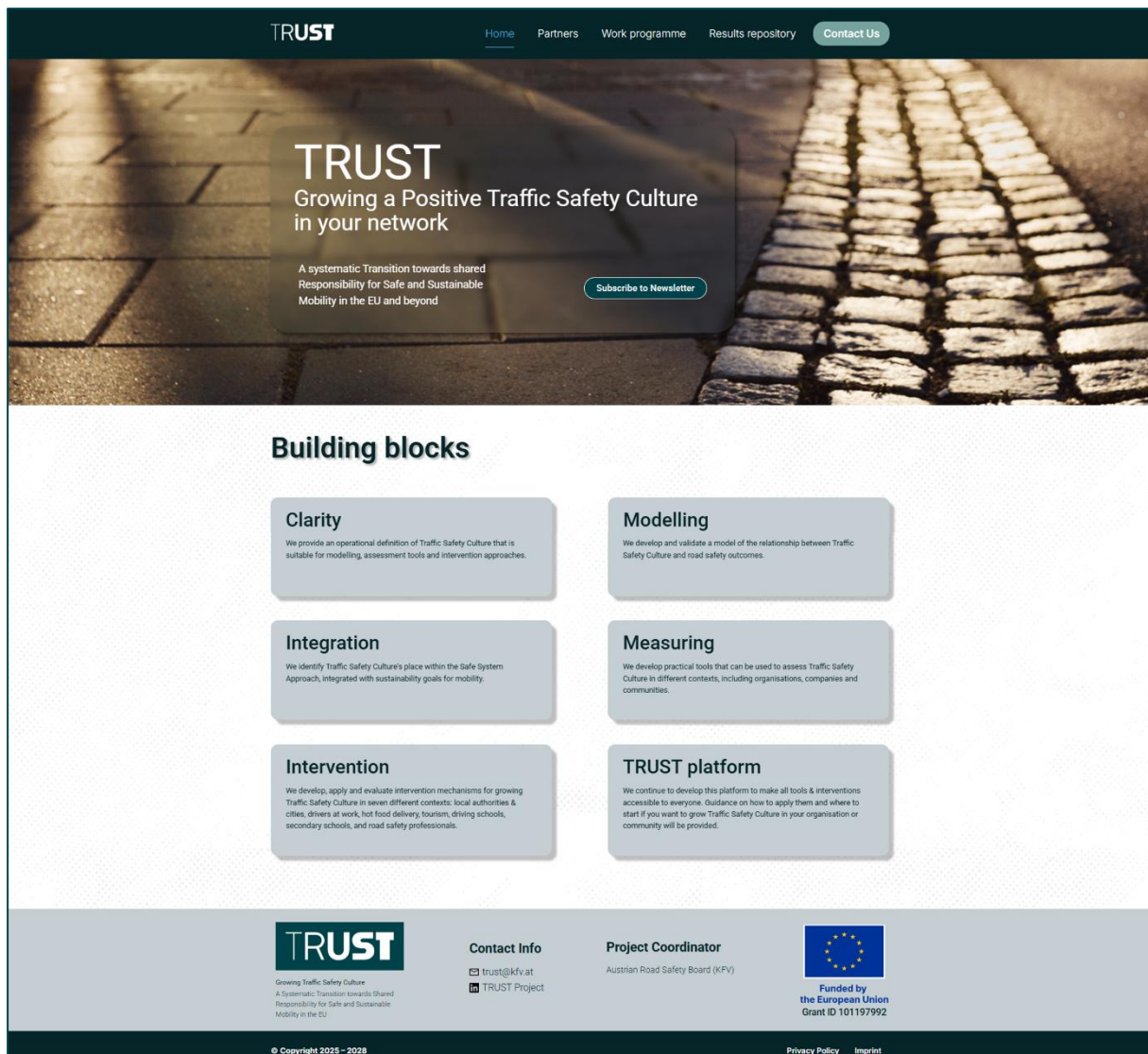


FIGURE 8 | Main page of the TRUST website.

2.6.2. Subpage Partners

The partner page features the full list of all TRUST consortium members and members of the Advisory Board (AB), the latter grouped by area of expertise. All tiles are linked to the respective websites and/or LinkedIn contacts, see FIGURE 9.

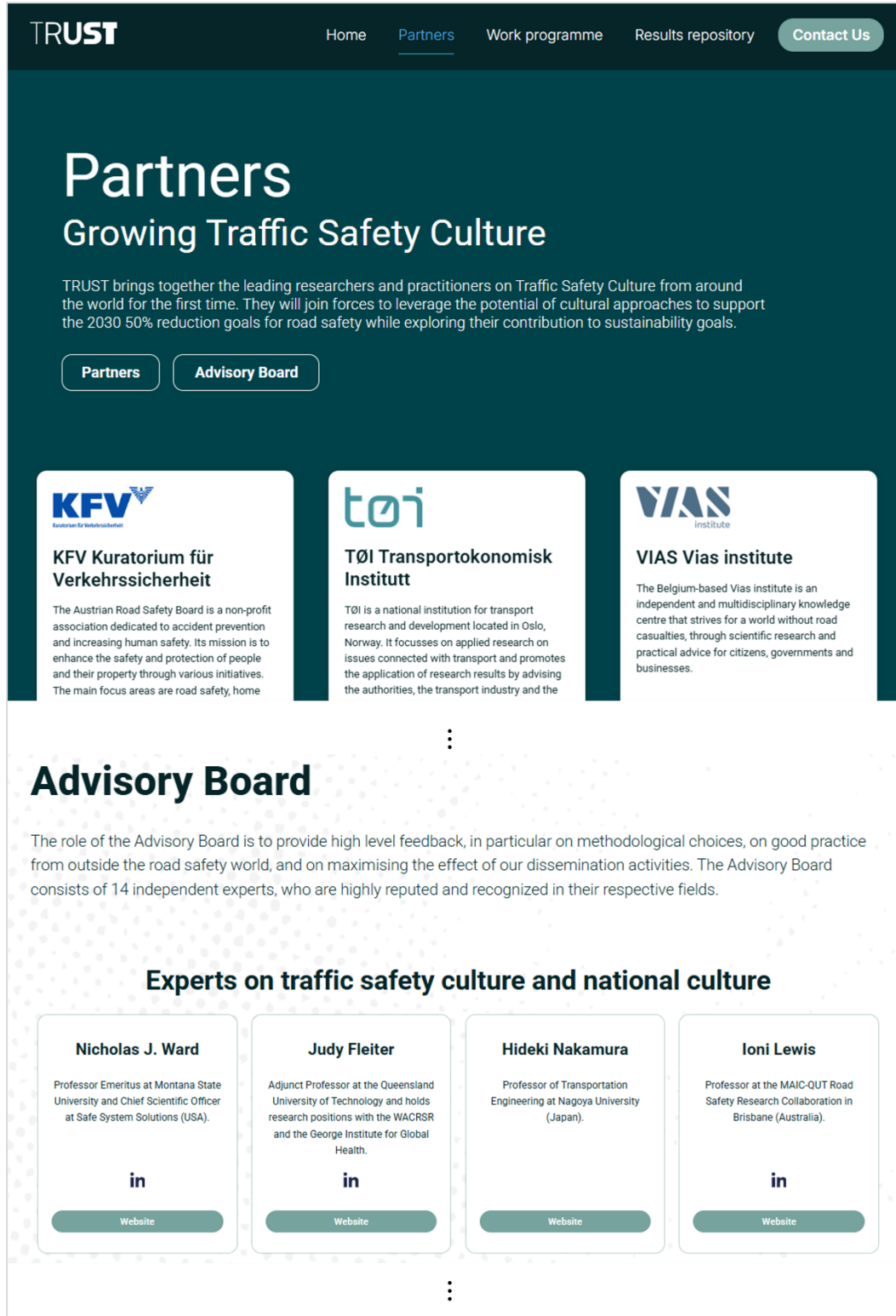


FIGURE 9 | Partners subpage of the TRUST website.

2.6.3. Subpage Work programme

The work programme page hosts descriptions of the project's six main objectives as introduced already on the main landing page (see chapter 2.6.1). By clicking the "+" signs, each of the tiles can be expanded to display the full detail, see FIGURE 10. All tiles feature an animated progress bar, indicating the degree of completion of the respective subtasks. As the project proceeds, links to (intermediate) results will be added to the respective tiles.

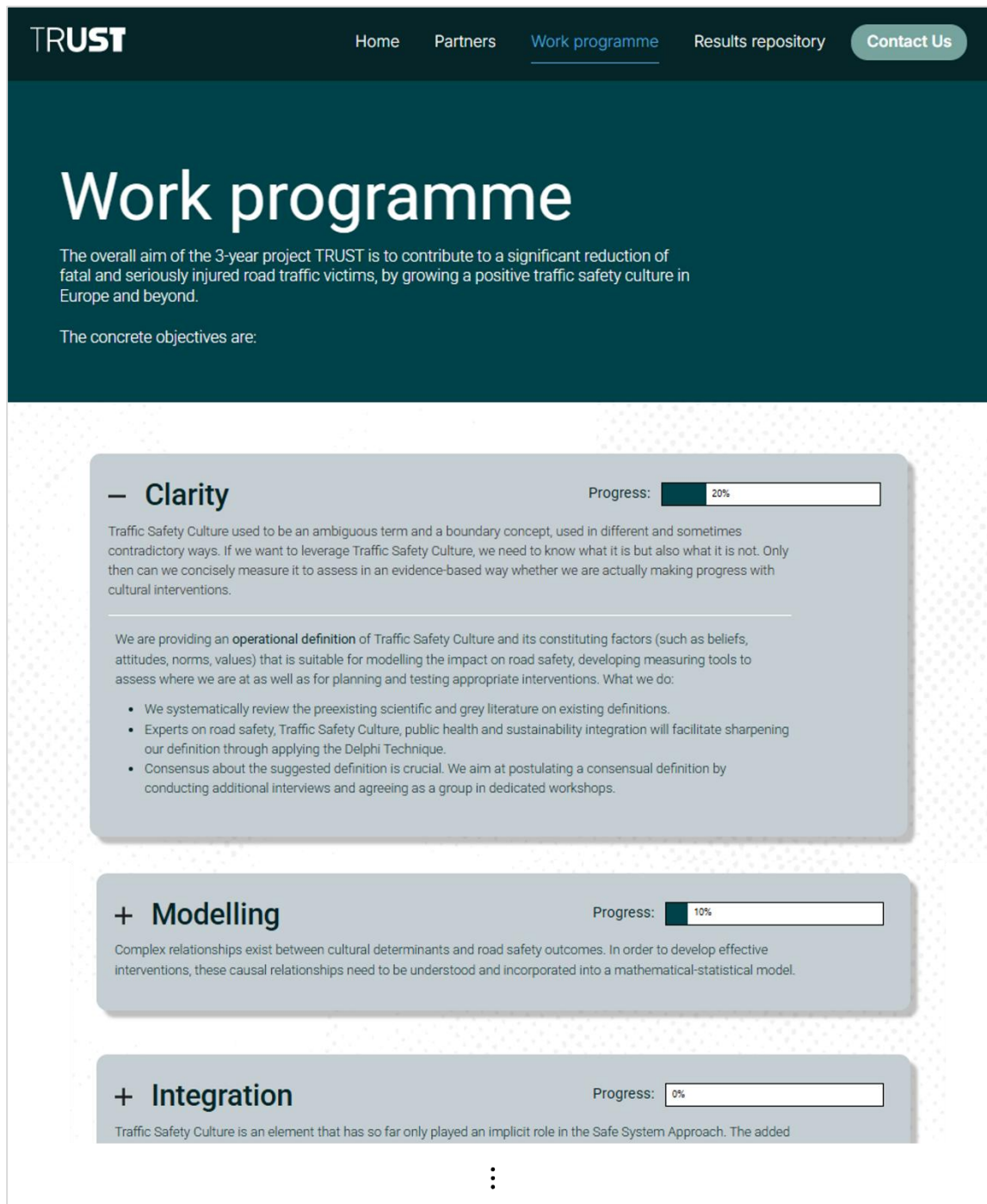


FIGURE 10 | Work programme subpage of the TRUST website.

2.6.4. Subpage Results repository

The results repository page is the – yet empty – container for all project results. This part of the website will gradually develop as the project unfolds, see FIGURE 11 and chapter 3.

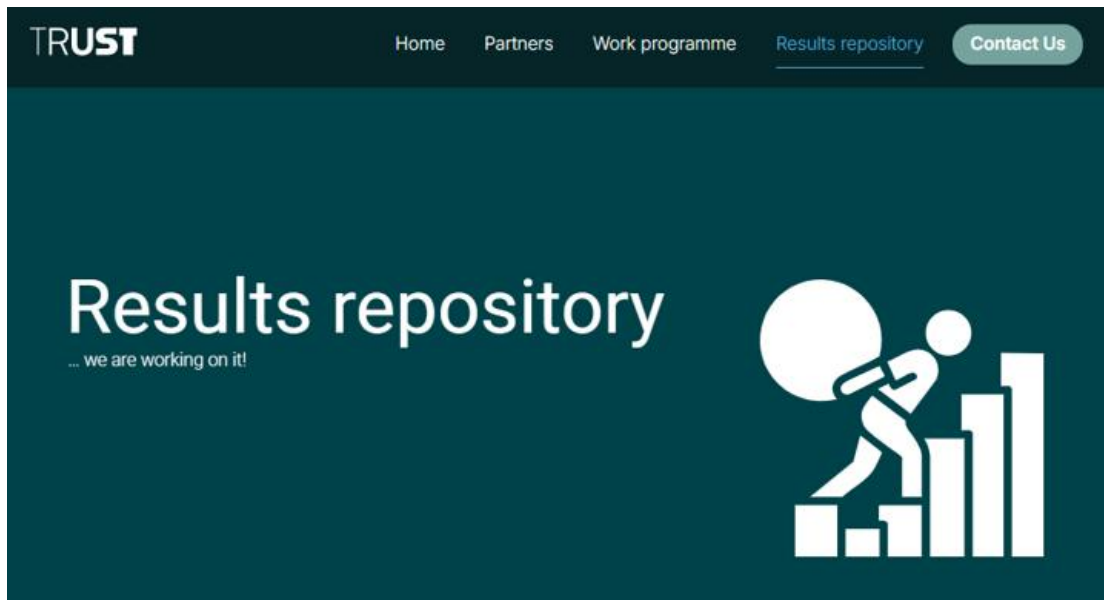


FIGURE 11 | The current state of the results repository subpage of the TRUST website.

2.6.5. Subpage Contact us

The Contact us page provides contacts to the TRUST coordinator & team, see FIGURE 12.

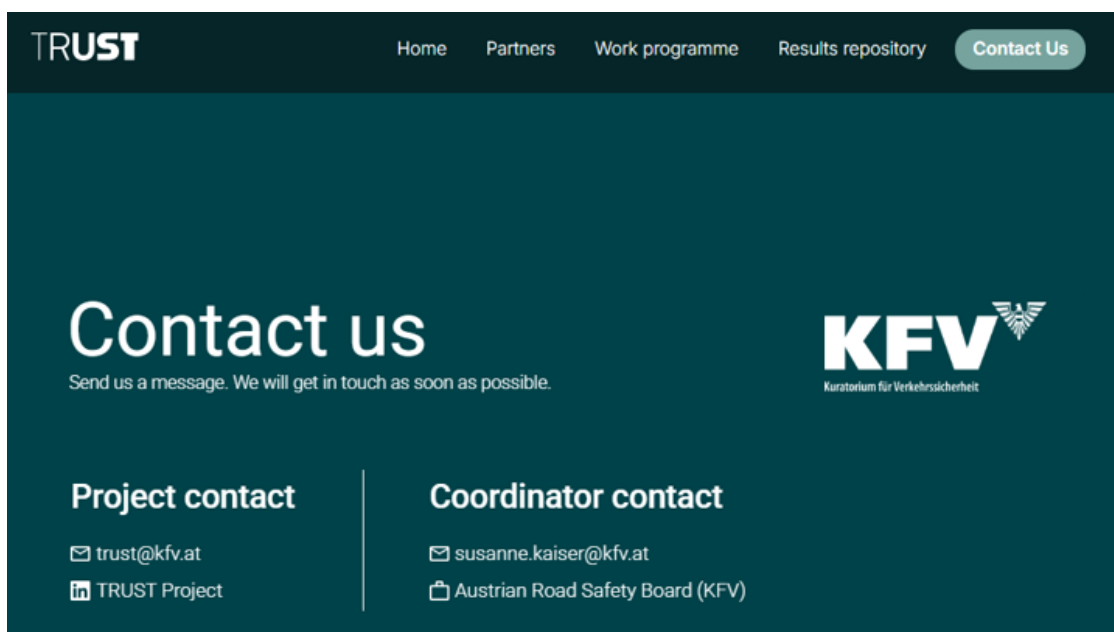


FIGURE 12 | Contact us subpage of the TRUST website.

2.6.6. Subpage Newsletter subscription

As described in D7.1, a TRUST newsletter will be published as least once a year during the lifetime of the project. The Newsletter subscription page prompts the visitor for an email address that the forthcoming TRUST newsletters shall be sent to, see FIGURE 13.

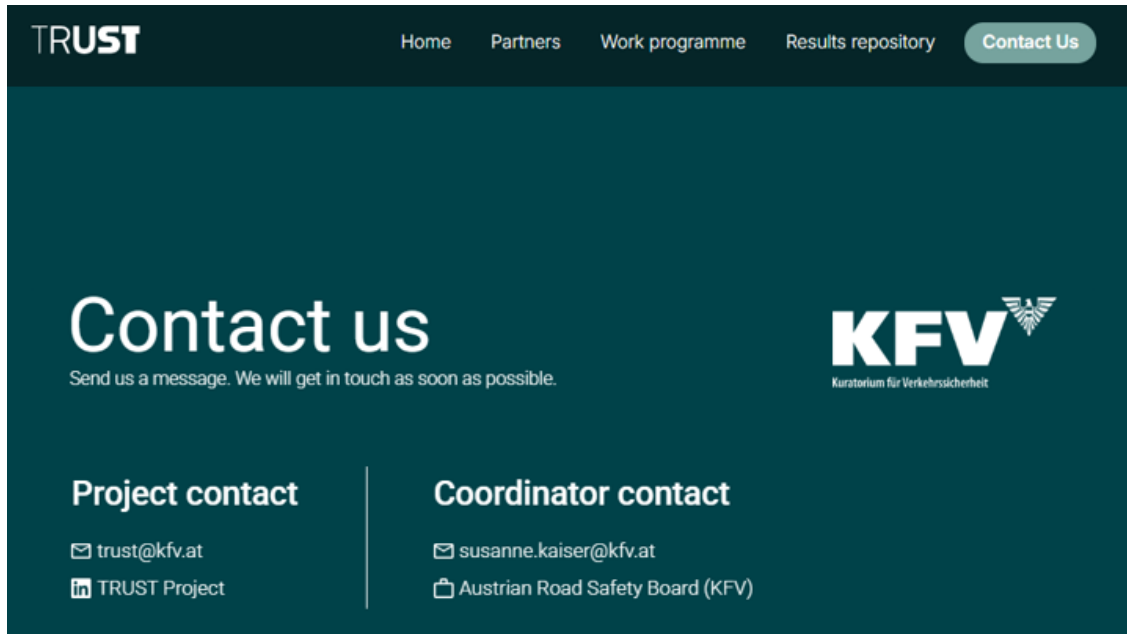


FIGURE 13 | Newsletter subscription subpage of the TRUST website.

2.6.7. Subpage Privacy policy

The privacy policy presents the KFV's data privacy policy, see Figure 14.

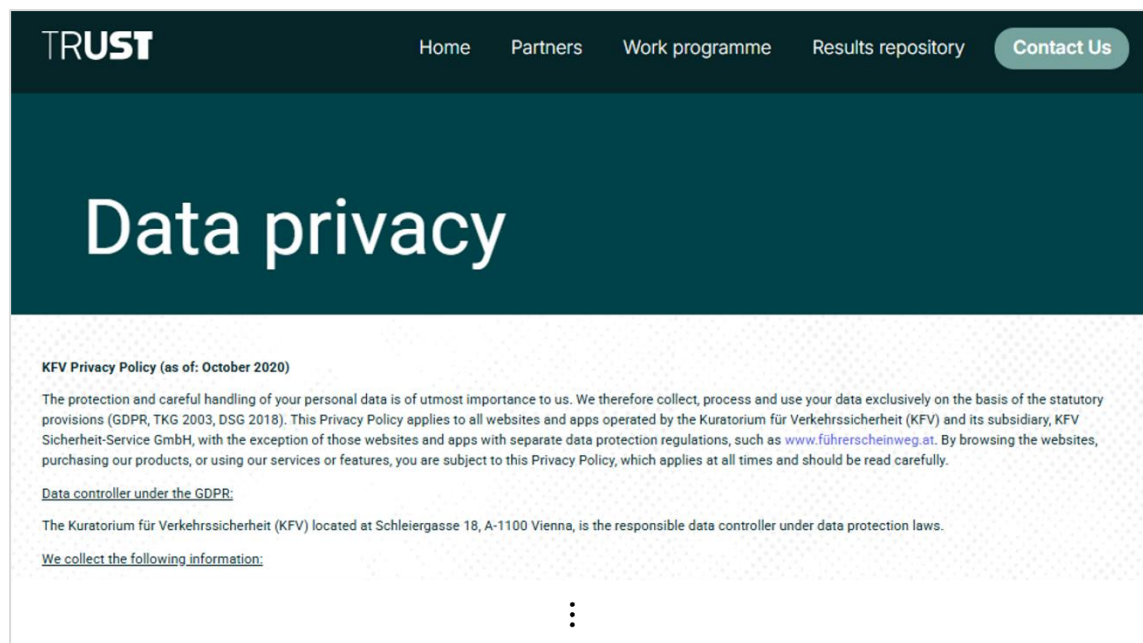


Figure 14 | Privacy policy subpage of the TRUST website.

2.6.8. Subpage Imprint

The imprint page provides legally required information on the project coordinator and website host (KFV) as well as to ETSC as the work package leader responsible for dissemination, exploitation and communication, see FIGURE 15.

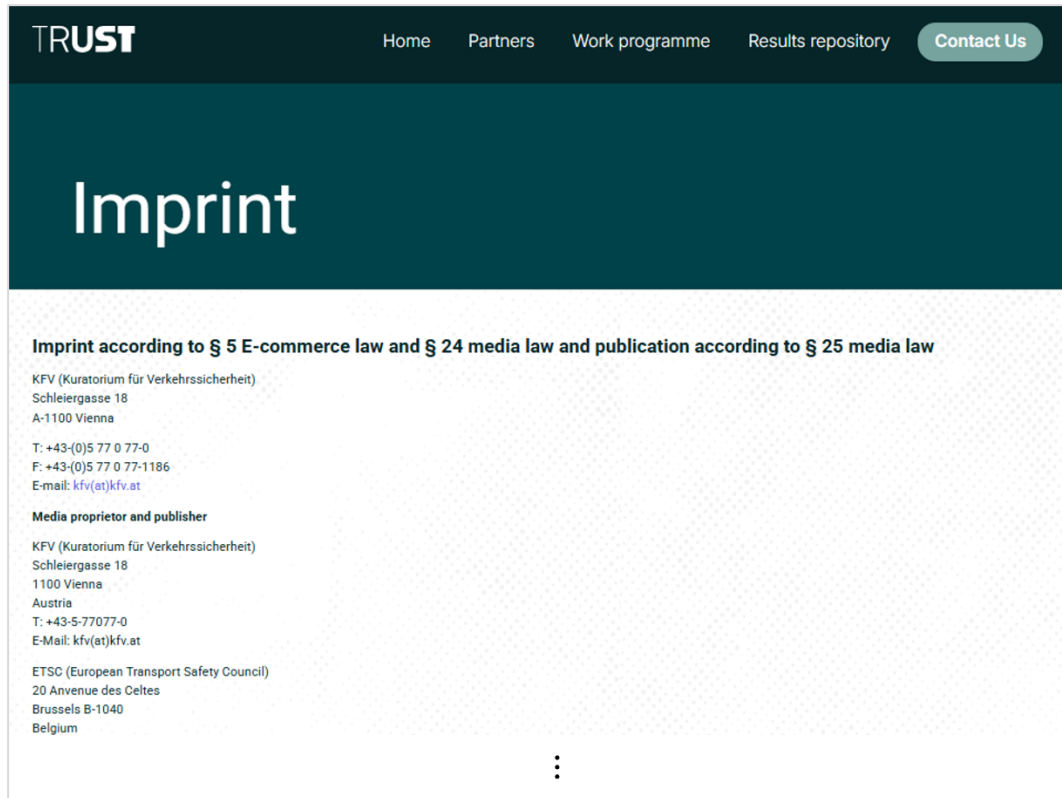


FIGURE 15 | Imprint subpage of the TRUST website.

3. Further development into the TRUST Platform

As the project unfolds and tangible results materialise, the website will grow both in terms of content and functionality to becoming the TRUST platform. The envisaged range of products is substantial and will include key exploitable results such as:

- TSC definition & framework
- TSC impact model
- TRUST assessment tool for organisations
- TSC index (national, sub-national) & guidance on components of TSC ('community level')
- TRUST benchmarking tool for organisations (including AI-based)
- TRUST Traffic Safe Municipality (Pilot 1)
- Course on importance of safety management and TSC for road safety in companies (Pilot 2)
- TRUST road safety performance game (Pilot 3)
- TRUST guide for safe mobility for tourists (Pilot 4)
- TRUST driving schools teaching & learning materials (Pilot 5)
- Webinar on developing and implementing road safety education in secondary schools (Pilot 6)
- TRUST webinars for road safety professionals (Pilot 7)
- TRUST policy recommendations
- Good/best practices for interventions (Community - National/regional/municipality – Organisation/ employers)

As of the first quarter of 2026, the consortium is still in the phase of defining all TRUST results and key exploitable results in detail, including the respective target audience. Based on these decisions we will define the range of functionalities of the future platform tailored to the different target groups. Only then it will be possible to determine the final platform architecture, i.e. how the future visitor will be presented with the wealth of TRUST results.

The technical options range from adding new results (sub)tabs to the existing site to setting up & linking other sites, hosting individual TRUST tools. The aim will be to provide a comprehensive, seamless and hands-on access to state-of-the-art TSC knowledge & tools. Implementation will take place gradually, and for each project year (2025-2028), the issuing of an extended version of the platform is envisaged.

3.1. Languages

The TRUST platform will be multilingual; much (but not all) of the information is planned to be available in the following languages, in addition to English: French, German, Italian, Dutch, Swedish, Bulgarian, Norwegian, Serbian and Greek. The project team masters all these languages. The intention will be to try to expand the number of languages outside the languages of the consortium, where possible.

3.2. Lifetime

KFV will maintain the TRUST platform for at least 5 years after the end of the project (or integrate its key elements in another platform). This is of particular importance for further dissemination and exploitation of TRUST results.