

**Tyre and Road Surface
Optimisation for Skid
Resistance and Further Effects**



Coordination Action FP7-217920

Seventh Framework Programme

Theme 7: Transport

D13

EC Contribution to Safer Roads

The research leading to these results has received funding from the European Community's Seventh Framework Programme (FP7/2007-2013) under grant agreement n°217920	
Main Editor(s)	Valerie Henry
Due Date	28.06.2010
Delivery Date	30.06.2010
Work Package	WP 5: Dissemination and Raising Awareness
Dissemination Level	Public (PU)

Project Coordinator	Mr. Manfred Haider, AIT, Austria phone: +43 50550 6256, e-mail: manfred.haider(at)ait.ac.at internet: http://tyrosafe.fehrl.org
---------------------	---

This project is part of the FEHRL Strategic Research Programme "SERRP IV" (www.fehrl.org).

Contributor(s)

Main Contributor(s)	Valerie Henry, FEHRL, Belgium +32 2 775 8244, valerie.henry@fehrl.org
Contributor(s) (alphabetical order)	

Review

Reviewer(s)	Marco Conter, AIT, Austria Manfred Haider, AIT, Austria
--------------------	--

Control Sheet

Version History			
Version	Date	Editor	Summary of Modifications
v1.0	28/06/2010	Valerie Henry	First draft in deliverable template format
v2.0	30/06/2010	Manfred Haider	Release version

Final Version released by		Circulated to	
Name	Date	Recipient	Date
Manfred Haider	30/06/2010	Coordinator	30/06/2010
		Consortium	30/06/2010
		European Commission	30/06/2010

Table of Contents

List of Figures	4
Abbreviations	4
Executive Summary	5
1 Introduction	6
2 Description of D13	7
2.1 General.....	7
2.2 TYROSAFE YouTube Video Competition	7
2.3 Promotional Video	9
3 Conclusions	10

List of Figures

Figure 1 TYROSAFE YouTube Channel.....	7
Figure 2 Video Competition promotional item	8
Figure 3 CARO, winning competition video.....	9
Figure 4 TYROSAFE Project Video D13.....	10

Abbreviations

Abbreviation	Meaning
WP	Work package

Executive Summary

This deliverable report describes the TYROSAFE D13, EC contribution to safer roads, through the form of visual media.

It performs the essential functions of:

- Dissemination tool
- Information resource
- Informing the general audience
- Transporting the core message

It is a key tool for WP 5 dealing with raising awareness of the project topics and disseminating the project results and activities, during and after the project. This report depicts the idea, concept, method, and output with regard to the project work and the objectives of WP 5.

1 Introduction

The TYROSAFE Project is a Coordination and Support Action (CSA) in the Seventh EU Framework Programme and aims at coordinating and preparing for European harmonisation and optimisation of the assessment and management of essential tyre/road interaction parameters to increase safety and support the greening of European road transport. This work will be performed in the following six work packages:

- WP1: Policies of EU countries for skid resistance / rolling resistance / noise emissions
- WP2: Harmonisation of skid-resistance test methods and choice of reference surfaces
- WP3: Road surfaces properties – skid resistance / rolling resistance / noise emissions
- WP4: Environmental effects and impact of climatic change – skid resistance / rolling resistance / noise emissions
- WP5: Dissemination and raising awareness
- WP6: Management

This deliverable was prepared within Task 5.2 “Dissemination and Raising Awareness” of WP 5. The role of WP 5 within TYROSAFE is to raise the public awareness of the project topics, disseminate results to the general public, strengthen the links to other research activities, to involve relevant stakeholders and to coordinate and facilitate internal communication and networking within the project.

This document describes the function of D13 as a key tool for external communication.

2 Description of D13

2.1 General

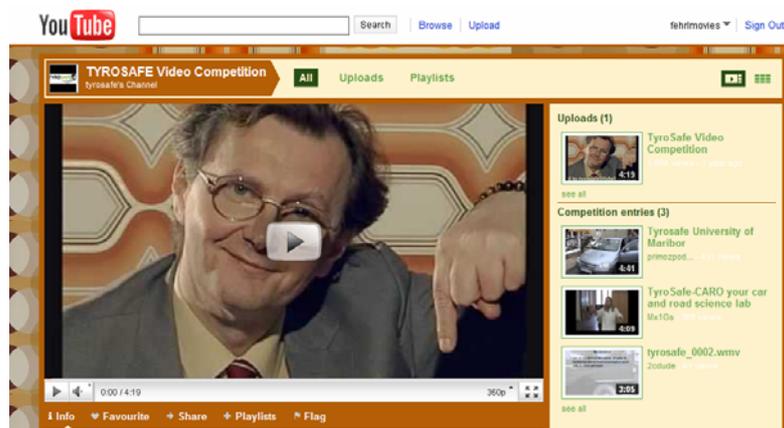
Various media was used to exploit the dissemination activities of WP5. D13 task was to develop a project video providing a visual and graphical representation of the project. In accordance with Annex 1, project videos would be created following two approaches: An online video competition open to the general public to involve and raise awareness with a wide audience. And in parallel, a professional video would be subcontracted containing the core messages which can be used for future dissemination. Both video concepts were to highlight the role played by skidding resistance for safety on European roads.

2.2 TYROSAFE YouTube Video Competition

As part of the process of raising awareness, the project team introduced the “TYROSAFE YouTube Video Competition“. This initiative gave an opportunity to a wider community – on a worldwide level - to take part and learn about the TYROSAFE project and its safety developments. The competition ran from 19 June 2009 to March 31st 2010. A panel of judges from the road research industry were selected to decide on a winner for the competition. The judging panel consisted of Manfred Haider – Project Coordinator, Steve Phillips – FEHRL Secretary General, Bill Bird – EC, DG Research, Maria Cristina Marolda – EC, DG Transport, and Egbert Beuving – EAPA.

The aim of the video competition was to have participants create a short video that conveyed the importance and raised awareness about the interactions between tyres, roads and safety. A dedicated YouTube Channel was set up, <http://www.youtube.com/user/tyrosafe> to achieve this goal through online promotion. An introduction video was produced to stimulate awareness and provide the guideline for the competition. This video is also available on the YouTube Channel and project website competition page, <http://tyrosafe.fehrl.org/index.php?m=61>.

Figure 1 TYROSAFE YouTube Channel



The competition was advertised with a promotional flyer to major universities in the areas of research, engineering, and the visual arts, and posted on many research related websites.

Figure 2 Video Competition promotional item



The aim of the "TYROSAFE YouTube Video Competition" is to create a short video that conveys the importance and raises awareness about the interactions among tyres, roads and safety. The video will be used to promote the Tyrosafe project to the general public at different exhibitions, seminars and project events. A panel of respected judges from the road and tyre industry and research community will decide on a winner. Surf to the TYROSAFE website for full competition details. The deadline for entry is 26 February 2010.

Enquiries and Further Information
E-mail: tyrosafe@fehrl.org
<http://tyrosafe.fehrl.org/>
<http://www.youtube.com/tyrosafe>

Mailing List - If you wish to join the TyroSafe mailing list, please send an e-mail with the subject "TyroSafe Mailing List" to tyrosafe@fehrl.org

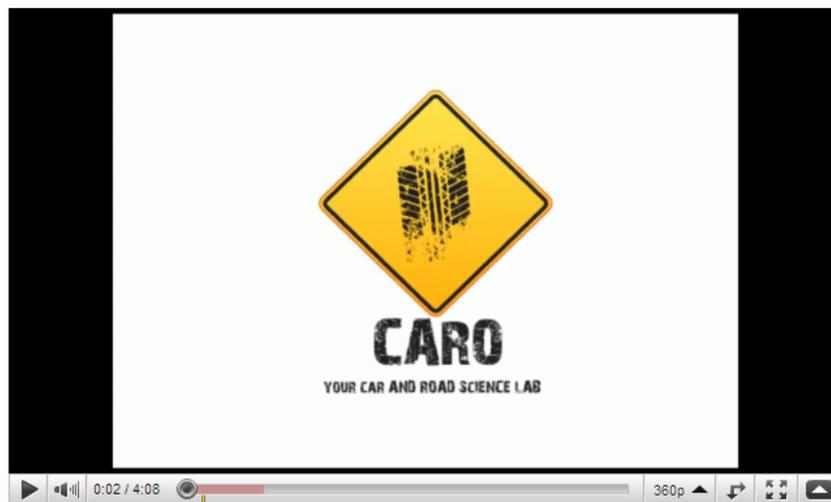


A Professor at the University of Maribor, Faculty of Civil Engineering, in Slovenia took up the idea by making this a class project. This shows that the competition did indeed prove to showcase to a larger community.

The winner of the TYROSAFE Video competition went to “CARO - Your car and road science lab”, from Gregor Salobir, Alma Muminović, Teja Pišek, Ana Repušič, Karmen Vesenjok, Gregor Švajger, and mentored by Matjaž Šraml, Klemenčič Mitja, from the University of Maribor. Their award was presented in the framework of TRA 2010 during the Final Seminar on 10 June 2010 in Brussels, Belgium.

This video is available on the TYROSAFE YouTube channel,
<http://www.youtube.com/user/tyrosafe#p/a/018204CDA1955EEF/1/tiSISMpRQCQ>.

Figure 3 CARO, winning competition video



2.3 Promotional Video

A promotional video covering the essential elements of the project and highlighting the role of road surfaces in providing safer, quieter and greener roads, was also developed. This video premiered at the Final Seminar.

The concept was guided by the goals set in Annex I: A project video will be created, that highlights the role of skidding resistance on European roads for road safety. The video will be developed for the general audience explaining the role of skidding resistance on European roads for road safety. It will describe the decisions that public authorities need to make and the value of the contribution made by the EC.

The video concept contained the following line of reasoning:

Skid resistance of road surfaces is an important factor in the effective grip experienced by road vehicles, which is in turn important for preventing accidents due to insufficient grip (especially in wet conditions). Providing good skid resistance is essential. Levels of road

safety should not be different depending on the specific country, but should be uniform and reliable throughout the EU. Currently this is not the case and systems of determining and managing skidding resistance (SR) differ across the EU. To provide consistent safety levels, a harmonized approach to SR is important. The same applies to noise emissions and rolling resistance.

The main output from this video was based on Deliverables D06, D08, D09 (= Roadmap for harmonization). The video is available on www.fehrl.tv, FEHRL's YouTube Channel, <http://www.youtube.com/user/tyrosafe> and on the TYROSAFE project homepage.

Figure 4 TYROSAFE Project Video D13



3 Conclusions

The TYROSAFE videos achieved the necessary function of acting as a dissemination tool to achieve a broad range of external project promotion.

The competition achieved a level of dissemination to individuals who would otherwise be uninformed of TYROSAFE and its research. The competition introduction video received 1,094 views, while the video submissions to the competition received 853 views in a matter of a few months. By introducing this form of dissemination, TYROSAFE was able to raise awareness to an otherwise, unaware public range of individuals.

Primary use of both videos will be for on-going awareness to the general public and road administrators, and as a visual means for continuing dissemination of the project's achievements.