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Cyclists might also adopt inappropriate speed at certain locations. MeBeSafe has found that flat stripes running across the road can help in slowing them down. These stripes get progressively closer together. And as they get closer and closer together on your approach, your perception is that you are going faster and faster, causing you to slow down.

Car drivers can drive too close to other cars. Using safety systems such as Adaptive Cruise Control (ACC) could prevent too close following. MeBeSafe developed two designs aimed to nudge drivers into using ACC to prevent close following. The nudges consist of visual cues that in different ways reflect each driver's use of ACC. And indeed, both the ambient display nudge and the competitive leaderboard nudge increased drivers' ACC use.

A way to make an impact over time is to use coaching. Partners in MeBeSafe have developed the DriveMate app, which measures the driving behaviour of truck drivers by in-phone sensors and delivers feedback and coaching material. At the same time it is protecting their data: the only one to see this data is the trucker whom it concerns. After analysing the driving behaviour, the app suggests that the trucker should meet up with a fellow truck driver and discuss certain topics, as truckers are the ultimate experts for their own job.

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"We are proud to present the results of 3.5 years of hard work and to show that our initial ideas did not only work in theory and the lab, but in the field tests across Europe as well", Stefan Ladwig, coordinator of MeBeSafe points out. "It is an honour for the coordinating team to have been part of this great research and innovation action activity already since the early set up phase together with the core team – composed of Volvo Car Corporation, TNO, SAFER/ Chalmers University, Shell and the Institute for Automotive Engineering (ika) of RWTH Aachen University. The success of MeBeSafe is inseparably bound to the professional consortium which shows a best fit regarding both team-spirit and excellence."

The final event of MeBeSafe took place digitally and will continue for the upcoming weeks. Presentations and further information on the developed measures will continuously be shared on the project's website and social media.

## MeBeSafe is a € 7.1 million H2020 RIA project, granted by the European Commission and coordinated by the Institute for Automotive Engineering (ika) – RWTH Aachen University. The project started on the 1st of May 2017 and will run until the 31st of October 2020.

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