

**PRESS RELEASE 19/61**

**22 May 2019**

**[European-wide project to improve road safety launched today](#)**



An EU project which aims to better understand the evolving relationship between motorists, vehicles and their environment using new technology has been launched in Belgium today.

It will investigate how technology for vehicle and driver monitoring can be used to mitigate the human factors which affect people's driving, such as fatigue, stress, anger, age, experience and reacting to distractions.

The three-year venture, i-Dreams, was launched in Hasselt, Belgium, today (May 22) and will share the data it collects with the goal of improving road safety.

The technology, in the form of in-vehicle sensors that capture detailed driving style and contextual data about the vehicle and road environment, will also be used to gather important data from motorists to help experts evaluate the risks drivers now face, and how to assist drivers in responding to them.

Loughborough University's [Dr Ashleigh Filtness](#), Lecturer in Road Safety in the [Design School](#), said: "This project will make a significant step forward towards a safer transport system by taking advantage of new technology for actively monitor the driver, environment and vehicle in an integrated manner.

"By comparing driver abilities to the challenges of the driving task means interventions can be put in place to assist drivers, and vehicles, to manage and avoid dangerous driving situations."

The project is funded by the European Union's Horizon 2020 research and innovation programme.

Loughborough's specific role will be to lead the operational design and the project framework, as well as developing the methodology for evaluating the field study data.

The i-Dreams team is: Loughborough University (UK), Universiteit Hasselt (project coordinator, BE), National Technical University of Athens (EL), European Transport Safety Council (BE), OSeven single-

member private company (EL), Technische Universitaet Muenchen (DE), Barraqueiro Transportes (PT), Kuratorium für Verkehrssicherheit (AT), DriveSimSolutions (BE), CardioID Technologies (PT), Polis (BE), Univerza v Mariboru (SI), Technische Universiteit Delft (NL).

More information about the project can be found at [www.idreamsproject.eu](http://www.idreamsproject.eu)

## **ENDS**

### **Notes to editors**

Loughborough University is equipped with a live in-house broadcast unit via the Globelynx network. To arrange an interview with one of our experts please contact the press office on 01509 223491. Bookings can be made online via [www.globelynx.com](http://www.globelynx.com)

Loughborough is one of the country's leading universities, with an international reputation for research that matters, excellence in teaching, strong links with industry, and unrivalled achievement in sport and its underpinning academic disciplines.

It has been awarded five stars in the independent QS Stars university rating scheme, named the best university in the world for sports-related subjects in the 2019 QS World University Rankings, University of the Year by The Times and Sunday Times University Guide 2019 and top in the country for its student experience in the 2018 THE Student Experience Survey.

Loughborough is in the top 10 of every national league table, being ranked 4th in the Guardian University League Table 2019, 5th in the Times and Sunday Times Good University Guide 2019 and 8th in The UK Complete University Guide 2020.

Loughborough is consistently ranked in the top twenty of UK universities in the Times Higher Education's 'table of tables' and is in the top 10 in England for research intensity. In recognition of its contribution to the sector, Loughborough has been awarded seven Queen's Anniversary Prizes.

The Loughborough University London campus is based on the Queen Elizabeth Olympic Park and offers postgraduate and executive-level education, as well as research and enterprise opportunities. It is home to influential thought leaders, pioneering researchers and creative innovators who provide students with the highest quality of teaching and the very latest in modern thinking.