

How to reach



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mebesafe.eu



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Measures for Behaving Safely in Traffic

Dissemination Event
Hotel Cristina Sorrento
March 15th, 2019

In partnership with:



UNIVERSITÀ DEGLI STUDI DI NAPOLI
FEDERICO II



ASSOCIAZIONE ITALIANA
per l'INGEGNERIA
del TRAFFICO
e dei TRASPORTI

Sezione
Campania e Molise



Agenda

14.30 – Registration

15.00: Welcome and opening workshop

Ing. Luiigi Di Matteo, FCA Italy Pomigliano Technical Center

Prof. Gennaro Nicola Bifulco, Naples University

Prof. Edoardo Cosenza, Naples Engineers Association Chief

Prof. Leonardo Di Mauro, Naples Architect Association Chief

Prof. Renato Lamberti, Campania and Molise Italy Association for Traffic and Transport engineering Chief

15.30: Measures for Behaving Safely in Traffic:
an introduction of applied nudging and coaching in
transportation research

Dr. Stefan Ladwig, MeBeSafe Coordinator

Institute for Automotive Engineering (ika), RWTH Aachen University

16.00: Nudging and coaching to improve the driver
behaviour

MeBeSafe psychological approach

Dr. Pontus Wallgren, Chalmers University

MeBeSafe: Coaching using an app

Dr. Mikael Ljung Aust, Volvo Cars

Italy researches to improve driver behaviour

Prof. Maria Antonella Brandimonte, Suor Orsola Benincasa University

Prof. Matteo D'Amore, Salerno University

16.45: Automated vehicle and driver reactions

MeBeSafe approach for vehicle automation

Dr. Thomas Chiarappa, TNO

Arch. . Anita Fiorentino, FCA Italy

Towards self-driving cars: challenges and technological solution

Prof. Stefania Santini, Naples University

Motorcyclist's behavior during emergency braking

Prof. Niccolò Baldanzini, Florence University

17.45 New road infrastructures for road safety

MeBeSafe approach: Nudging drivers towards an appropriate speed via infrastructure measures

Dr. Anna-Lena Köhler, Institute for Automotive Engineering (ika), RWTH Aachen University

Smart roads and autonomous vehicles testing

Prof. Gennaro Nicola Bifulco, Naples University

Sustainable mobility in Campania Region: an opportunity to networking

Dr. Giovanni Fabozzi, ANFIA R&D

18.45 Discussion and Conclusion