



**BRidging gaps for the  
adoption of  
Automated VEHICLES**



## PROMOTING AN INCREASED CONFIDENCE IN AUTOMATED VEHICLES BY THE SOCIETY

BRAVE's approach assumes that the launch of automated vehicles on public roads will only be successful if a user centric approach is used, where the technical aspects go hand in hand in compliance with societal values, user acceptance, behavioral intentions, road safety, social, economic, legal and ethical considerations.

BRAVE aims to improve safety and market adoption of automated vehicles, by considering the needs and requirements of the users, other road users concerned (drivers and vulnerable road users) and relevant stakeholders, assuring safe integration of key enabling technology advancements.



[www.brave-project.eu](http://www.brave-project.eu)



**BRAVE Project**



**@BRAVE\_H2020**



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# OUR OBJECTIVES

1

**Conduct a multidisciplinary study** (social, economic, security and ethical considerations) of the requirements and expectations of drivers and other stakeholders regarding the use of automated vehicles.

3

**Guarantee system robustness and reliability** under any possible scenario and condition.

5

**Enhance current Advanced Driving Assistance Systems** by the inclusion of new predictive algorithms to increase the accuracy of vehicles and vulnerable road users paths prediction to reduce the reaction time in emergency maneuvers.

2

**Develop innovative Human Machine Interface-paradigms** based on the conclusions of the previous study in order to bridge the gap between users and automation technologies.

4

**Help validation protocols evolve and propose advancements** on the regulation or consumerist assessment.

COORDINATOR



IN PARTNERSHIP WITH

