# Expected Impact

**Safer roads**
Improved communication between drivers and automated vehicles.

**Greater public trust**
Technologies designed around real users.

**Innovation for Europe**
New HTI solutions supporting Europe's automotive leadership.

**Better policies**
Recommendations for future standards and certification.

**Vision Zero**
Supporting the EU ambition of eliminating road fatalities by 2050.

## Stay in touch


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**Discover the project**

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# Consortium

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SENSEI

Societal-ready safE and transparent humaN-technology interactionS for the automatEd mobility ecosystem

# Safe, Inclusive and Trustworthy Human-Technology Interaction for Automated Driving

# About SENSEI

Automated driving is transforming the future of mobility, but technology alone is not enough. Drivers must be able to understand, trust and safely interact with increasingly automated vehicles.

SENSEI is a Horizon Europe Societal Readiness Pilot developing innovative Human-Technology Interaction (HTI) solutions for Level 2–3 automated driving.

By combining engineering, human factors, social sciences and humanities, SENSEI designs adaptive vehicle interfaces and personalised training methods that respond to the needs of diverse drivers, improving safety, usability and trust.

At the heart of the project are four demonstration sites in Germany, Greece, Spain and Türkiye, where different HTI technologies and Use Cases will be co-designed and tested with representative groups of drivers (GoIs), ensuring that solutions are shaped around real users, needs and contexts.

Through research, validation and collaboration with drivers, industry, policymakers and other key stakeholders, SENSEI contributes to a safer, more inclusive, trustworthy and human-centred automated mobility ecosystem.

# Our Objectives

**Understand people's needs**
Work with drivers and stakeholders to identify expectations, concerns and real-world challenges.

**Design smarter interaction**
Develop adaptive interfaces and personalised training methods for diverse users.

**Validate in real conditions**
Test solutions through advanced driving simulators and demonstrations across Europe.

**Support future deployment**
Provide recommendations for industry, certification bodies and policymakers.

**Build trust**
Promote safe, transparent and inclusive automated mobility.

# Our Human-Centred Approach

SENSEI follows a five-step methodology:

1. **Understand drivers' needs**
2. **Design adaptive HTI solutions**
3. **Validate through simulations and demonstrations**
4. **Scale through business models and policy recommendations**
5. **Create impact by supporting safe and trusted automated mobility**

