Europe launches SENSEI

New Horizon Europe project driving the future of safe and trusted automated mobility

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

Reggio Emilia, Italy, 29-30 June 2026 - a new European initiative is set to transform how people interact with automated vehicles.

The SENSEI project (Societal-ready safE and transparent humaN-technology interactionS for the automatEd mobIlity ecosystem) officially kicked off in Reggio Emilia, bringing together 11 partners from six countries to develop the next generation of safe, transparent and human-centred automated driving technologies.

Hosted by the University of Modena and Reggio Emilia (UNIMORE), the two-day Kick-Off Meeting marked the start of an ambitious Horizon Europe project that will redefine Human-Technology Interaction (HTI) for Level 2 and Level 3 automated vehicles.

As automation becomes increasingly common on Europe's roads, drivers are expected to share control with intelligent systems. Yet today's technologies often fail to explain their decisions, adapt to individual users or support smooth transitions between automated and manual driving, factors that can undermine safety and public trust.

SENSEI is tackling these challenges head-on.

Over the next three years, the consortium will develop adaptive and personalized interaction systems that help drivers better understand, trust and safely use vehicle automation. Rather than designing technology for people, SENSEI will design it with them, engaging diverse groups of drivers throughout the development process to ensure that future mobility solutions are inclusive, intuitive and responsive to real-world needs.

The project combines expertise in engineering, automotive innovation, artificial intelligence, psychology and social sciences to deliver solutions that are not only technologically advanced but also socially

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accepted. New adaptive interfaces, personalized training approaches and transparency mechanisms will be tested in both advanced driving simulators and real-world demonstration sites in Germany, Greece, Spain and Türkiye, providing valuable evidence for future deployment across Europe.

The Kick-Off Meeting laid the foundations for this collaboration through presentations of the project's six work packages, discussions on the four demonstration sites, and planning sessions that will guide the consortium's activities over the coming months. Participants also welcomed a presentation from the European Climate, Infrastructure and Environment Executive Agency (CINEA), highlighting the project's contribution to the European Union's vision for safer, smarter and more sustainable mobility.

Coordinated by the University of Modena and Reggio Emilia (Italy), SENSEI brings together an interdisciplinary consortium of leading academic institutions, research organizations and industrial partners, including Technische Universität Dresden (Germany), UTAC France (France), Vicomtech (Spain), FICOSA Automotive (Spain), EUROGAP (Spain), Fraunhofer-Gesellschaft (Germany), GOTECH Fahrzeugentwicklungs- und Konstruktionsgesellschaft (Germany), the National and Kapodistrian University of Athens (Greece), TOFAŞ Türk Otomobil Fabrikası (Türkiye), and PNO Innovation (Italy).



Beyond technological innovation, SENSEI will develop business models, policy recommendations and certification guidelines that support the large-scale adoption of automated mobility across Europe. By embedding a dedicated Societal Readiness methodology throughout the project, the consortium will continuously evaluate trust, inclusiveness and safety, ensuring that innovation keeps people at its core.

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By helping drivers and automated systems communicate more effectively, SENSEI will contribute to the EU's Vision Zero objective of eliminating road fatalities by 2050 while reinforcing Europe's leadership in trustworthy, human-centred automated mobility.

The journey has officially begun.

About SENSEI

SENSEI (Societal-ready safE and transparent humaN-technology interactionS for the automatEd mobIlity ecosystem) is a Horizon Europe project funded by the European Union. The project develops adaptive, transparent and inclusive Human-Technology Interaction solutions for Level 2–3 automated driving by combining engineering excellence with social sciences and humanities. Through co-design, personalised interfaces, innovative training methods and large-scale validation, SENSEI aims to make automated driving safer, more understandable and more widely trusted by society.

Get in Touch

Stay connected and follow SENSEI on LinkedIn to receive the latest updates, news and insights from the project.

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