

# The **BESMART** Project

## Duration

**36** months ( July 2018 – July 2021 )

## Objectives

1. Development of an innovative and seamless IoT application
2. Assessment and improvement of behaviour and safety of all drivers
3. Naturalistic driving experiment for 12 months

## The Experiment

- 200 drivers
  - car drivers, powered 2wheelers, cyclists
  - professional drivers **Νέα Οδός**
- Data collection by means of **smartphone** technology
- Identification of **critical risk factors**
- Development of measures by means of **smartphone applications** and a **web-platform**
- Personalised feedback
- Social gamification

## Impact

Innovative monitoring driver behaviour

Driver training and support

Improvement of driver behaviour

Continuous driver feedback

Better road safety culture

