

Theme: Press release Request: Safety in Cyclist and Autonomous Vehicle Interactions

G'day/Howdy/Hello..., [Name/Surname] or [Company Name] Team!

As part of a collaborative international scientific initiative focused on documenting the impact of scientific studies on politics, economics, and societal challenges, I contribute as a volunteer to track how governments, businesses, and NGOs/NPOs respond to and incorporate empirical evidence into their decision-making processes. This effort includes gathering and sharing organizational statements, interviews, comments, positions, and contributions, as these responses serve not only as indicators of engagement but also as signals to the wider public and professional communities about the priorities of leading organizations and key institutions.

These findings, along with organizational responses, are systematically compiled into extended reports and featured on a publicly accessible platform as part of the interdisciplinary Civilization Efficiency Index project ([methodology](#)). By distributing this content to diverse audiences, including advocacy groups, media, and stakeholders, the platform helps spotlight organizations' positions on critical issues. In doing so, it facilitates informed dialogue and enhances the visibility of organizations that apply empirical data from meaningful research relevant to their field of work. Do you have any press releases or related materials that mention how third-party research or its findings have impacted your organization's workflows? Links to news sources or interviews would also suffice.

Also, as part of the platform being developed by our community initiative, one of the featured studies is titled **“Reshaping cyclist mobility: Understanding the impact of autonomous vehicles on urban bicycle users”** conducted in Canada, Norway and Sweden by the research team at the Department of Geography, Trinity College Dublin ([study page here](#)). The main conclusions the researchers reached are highly relevant for anyone involved in bicycle advocacy: **Regulators need to emphasize improving AVs' verbal and non-verbal communication with cyclists to enhance safety and understanding.**

We would like to include your reaction to this study in our database ([study page here](#)). By ‘reaction,’ we mean any informal or non-binding expression of interest that requires minimal time and effort on your part, such as: press release; Statement of Intent; Open Letter to Stakeholders; a brief document outlining the company's commitment to investigating solutions for the issues raised; a “public interest statement” expressing the company's awareness, including an acknowledgment of the research and a pledge to integrate these insights into future development efforts, etc. We'll distribute this page, including your response, to cycling groups, ethical organizations, and academic communities, underscoring your organization's efforts to turn scientific research into tangible actions. Additionally, we will try to bring information to the authors of extended reports on UN indices, GII, GCI, EPI, and similar initiatives, underscoring your company's response to these important research insights. It's a valuable occasion for visibility, and, more importantly, a way to support a meaningful cause.

Indicative themes for short press release or brief document:

- Safety and Empathy in Autonomous Vehicle (AV) Design. Position the company as a leader in designing AV technology that not only prioritizes efficiency but also human factors and emotional safety.
- Talking Point: “We understand that safety is about more than just collision avoidance. True safety includes a sense of comfort and ease for all road users, and we are dedicated to enhancing AV design to communicate this more effectively” or “Our engineers and designers are exploring ways to make AVs more intuitive for all road users, with specific attention to ensuring that bicyclists and pedestrians can easily interpret vehicle actions. Our goal is to foster safer, more predictable shared spaces on the road.”

We sincerely hope that such an important topic won't be overlooked. In the press release, there's no need to mention our participation or the project itself. Neither we nor the project have any affiliations with the study's authors, their organizations, sponsors, or other involved parties. This initiative is entirely non-commercial and supported by a small team of [volunteers](#), including members contributing through SciStarter. The goal is simply to document the outcome (reaction) and ensure that the issue, backed by empirical data, has been brought to your attention.

Our volunteer community sincerely hope this effort soon leads to a link to a press release published on your site or social networking page; please be sure to share that link with us.

Citizen scientist, SciStarter member and CEI volunteer,
[Name/Surname]