

WELCOME



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WEBINAR From Principles to Practice:

Social Sciences and Humanities (SSH)

in AI-Driven CCAM

Tuesday 26 May 2026 | 14:00–16:00 CET | Online



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the European Union

ICCS & the EU CCAM Ecosystem

ICCS has a strong and longstanding presence in the European CCAM research ecosystem, with a mission to advance research and develop systems in key technological areas.

TOP 10 key player in EU CCAM ecosystem

Based on FAME analysis of 150+ EC projects & 1,350 stakeholders

6+ ongoing CCAM projects 21+ past

KEY RESEARCH AREAS

Automated Driving Functions Validation

Cybersecurity

CCAM Networking (C-ITS & V2X)



Our Flagship CCAM Project

HIDDEN

Hybrid Intelligence for Advanced Collective Perception and Decision-Making in Complex Urban Environments



14
Partners &
2 affiliated entities

5M
EU funding

4
Use Cases

36mo
Duration

What HIDDEN does:

HIDDEN develops **Collective Awareness (CA)** systems enabling connected and automated vehicles to detect occluded objects and vulnerable road users (VRUs) in real time — combining machine and human intelligence (**Hybrid Intelligence**) for safer, more ethical and explainable automated mobility.

Key innovations:

- Advanced behavioural models for predictive perception
- Driver gaze tracking and status monitoring for ethical, explainable decisions
- Simulation & real-world validation across Europe (8 AVs)
- Ethical, legal & regulatory AI alignment framework



HIDDEN Objectives & Use Cases

1

Design, develop and test **failsafe AI-based collective awareness** systems, focusing on detection of **occluded objects**, including VRUs, in **complex urban** settings.

2

Design, develop and test **predictive decision-making** agents that **utilise collective awareness** output and which are **explainable** and aligned with **human driving styles** and **ethical principles**.

3

Embed **human intelligence** in both perception and decision-making layers, while considering AI-related **ethical and societal aspects**, via the development of a dedicated toolset.

4

Reach out to **CCAM stakeholders**, in EU and beyond, concerning HIDDEN developments, engage in a continuous discussion with EU **type approval authorities** and **UNECE** working groups and promote mature results to standardisation.



USE CASE 1

Protect darting out child hidden by parked vehicle in a school zone

USE CASE 2

Protect worker hidden by vegetation in a road construction zone



USE CASE 3

Protect cyclist or micro-mobility user hidden by vehicle in a vehicles-cyclists shared zone

USE CASE 4

Protect vehicle hidden by buildings or a shuttle in an unsignalized intersection



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Why SSH Matters in CCAM

40%

of all Horizon Europe Pillar II topics (2021–2023) were SSH-flagged

SSH

is a cross-cutting requirement across ALL Horizon Europe clusters

2025 - 2027

Strategic Plan mandates full SSH involvement from design to execution

Source: EC Monitoring Report on SSH Integration in Horizon Europe, July 2025 | Horizon Europe Strategic Plan 2025–2027

Human behaviour

CCAM systems must reflect how people actually think, feel and respond — not just how engineers assume they do.

Ethics & responsibility

Who is responsible when an automated system fails? Ethical frameworks must be built in from the start.

Legal alignment

Systems must comply with evolving EU and international legal frameworks — SSH experts help navigate this.

Inclusion & equity

CCAM systems risk leaving vulnerable groups behind without deliberate, SSH-informed design choices.

Trust & acceptance

Without public trust, even the best technology will fail. SSH research tells us what builds — and breaks — trust.

Policy relevance

Research findings must translate into actionable policy. SSH bridges the gap between technical output and societal impact.



Today's Agenda

PART ONE — Expert Presentations | 14:00 – 14:55

14:00	Welcome & opening remarks	<i>Angelos Amditis, ICCS</i>
14:08	Social, ethical and behavioural integration in HIDDEN	<i>Andreas Riener, THI</i>
14:16	The human side of automation: Psychology and Behaviour in CCAM systems	<i>İbrahim Öztürk, University of Leeds</i>
14:24	Societal considerations in emerging technologies and traffic safety culture	<i>Pinelopi Alexiou, ICCS</i>
14:32	Leaving no one behind: diversity and inclusion in CCAM	<i>Giulia Renzi, ICOOR</i>
14:40	EU Policy Framework for Connected and Automated Mobility	<i>Louison Duboz, PAVE Europe</i>
14:48	Occlusions in CAV systems: constructing a legal framework	<i>Maria Cristina Gaeta, Jean Monnet Centre of Excellence ReCEPL4STAI, UNISOB</i>

PART TWO — Interactive Session | 15:00 – 16:00

15:00 – 16:00	Panel discussion, Q&A, and key takeaways — How do SSH principles translate into action? <i>Moderated by Carol Schweiger</i>
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Thank you for your attention!



Dr Angelos Amditis, ICCS



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This project has received funding under grant agreement No 101202228. It is funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the granting authority can be held responsible for them.