



eSafety

Progress in Sweden

Alf Peterson

Overall focus up to 2009 – Input within five main areas

1. Improve road safety
2. Facilitate efficient commuting
3. Support more efficient commercial transports
4. Provide quality-assured road and traffic data
5. Develop efficiency and reliability in the work on ITS

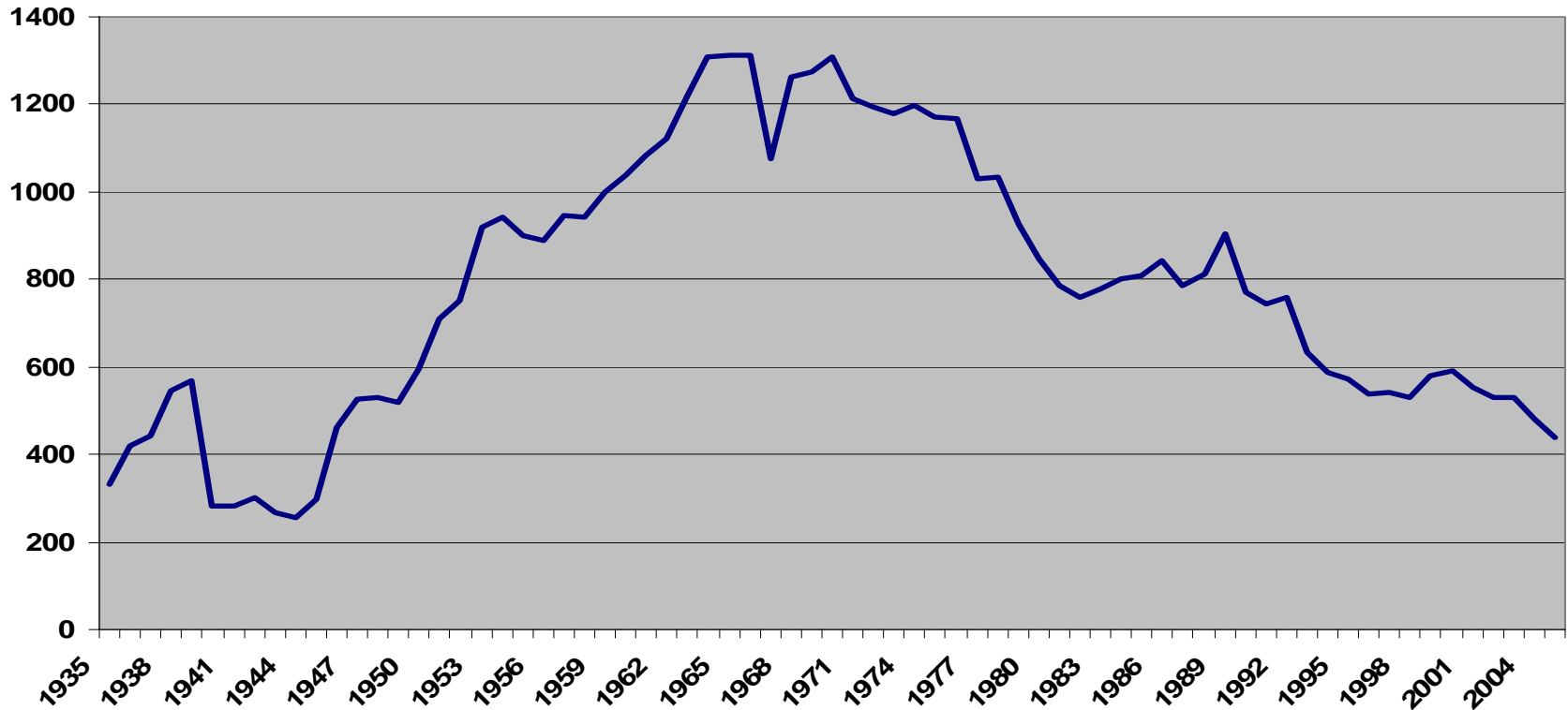


Focus on better road safety

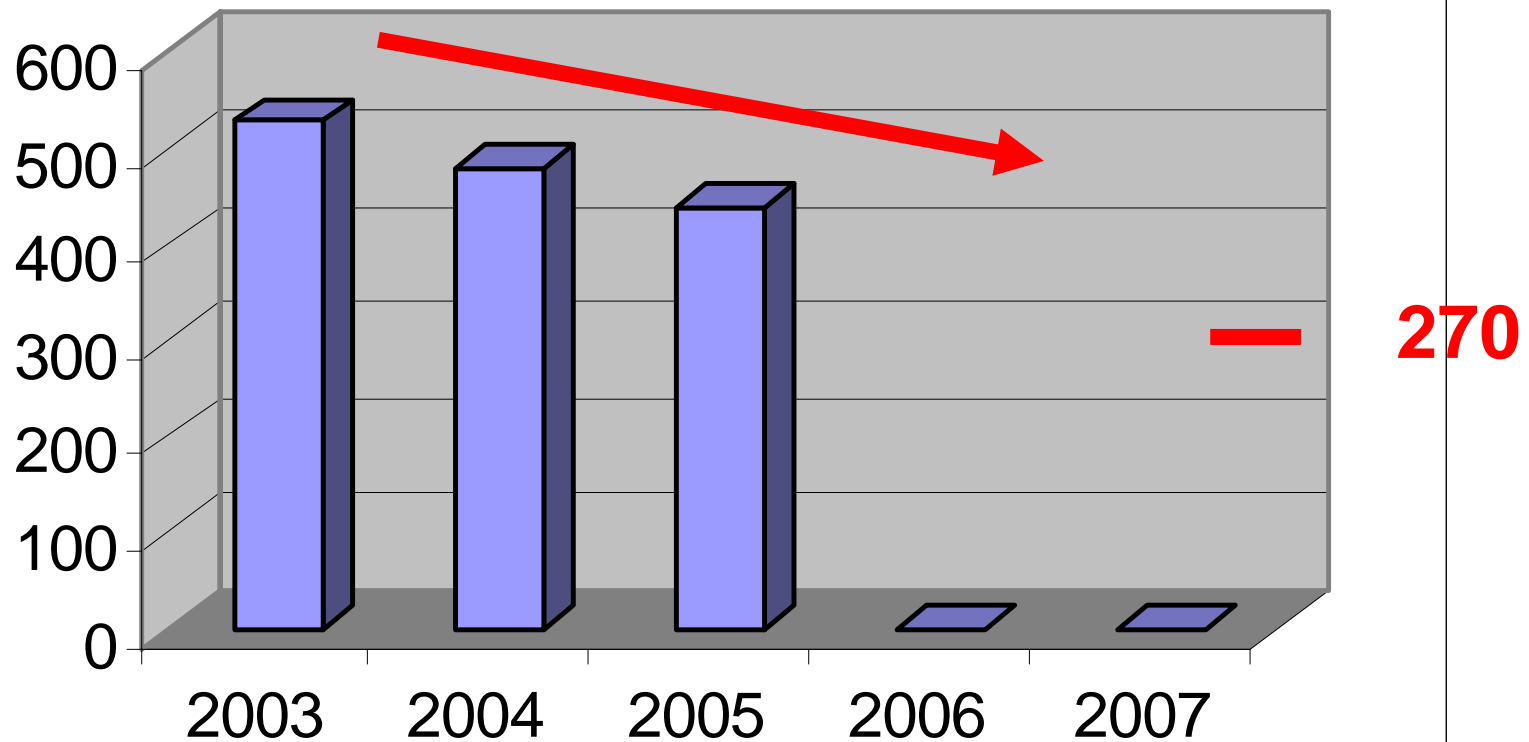
Focus areas for ITS activities up to 2009:

1. **Better compliance with the speed limit**
 - **Speed Alert,**
 - **Life Saver (speed enforcement)**
 - **Variable speed limits**
2. **Fewer people driving under the influence of alcohol**
 - **Alcohol detection systems**
3. **Fewer people driving with impaired ability**
 - **drugs, drowsiness, distraction,**
 - **Intelligent Vehicle Safety Systems – IVSS RD&D program**
4. **Faster emergency/rescue services at accidents**
 - **eCall**

Fatalities in Swedish Road Traffic 1935-2005



Fatalities in Swedish road traffic



SRA installs Speed Alert Systems

- 200 units
 - First generation - Keep it simple!
 - Informative with warning
 - GPS and digital map
 - Memory card (USB)
 - Covers all of Sweden
 - Possibility to switch it off
-
- Other parties will purchase systems based on the current requirement



Speed Alert in a Nordic perspective

- A initiative to co-operation between the Nordic countries concerning Speed Alert and digital infrastructure
- Joint effort to create a market for Speed Alert
- Joint project to demonstrate Speed Alert on selected Nordic corridors in 2009

Use of Alcohol Ignition Interlocks

30 % of the fatalities is alcohol related

– 50 % of single vehicle accidents

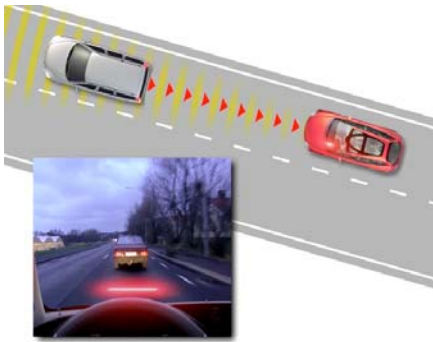
- Breath analyzer
- A quality assurance tool for companies
- Alternative to withdrawal of driving license
- 10.000 in use and increasing
- Strong political support
- Sweden pilot country in Europe
- Law in 2010?



eCall

- The Ministry of Industry, Employment and Communications named SRA the principal for the eCall service in Sweden
- The MoU is signed (MoU)
- Cost Benefit calculation performed
- SOS Alarm is instructed to draw up a proposal for how the eCall alarm can be managed
- SRA develops a plan and national platform for the introduction of eCall to 2009

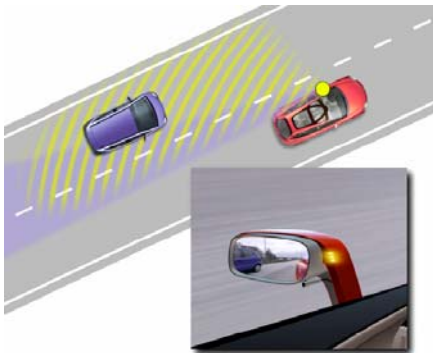
IVSS – Intelligent Vehicle Safety Systems



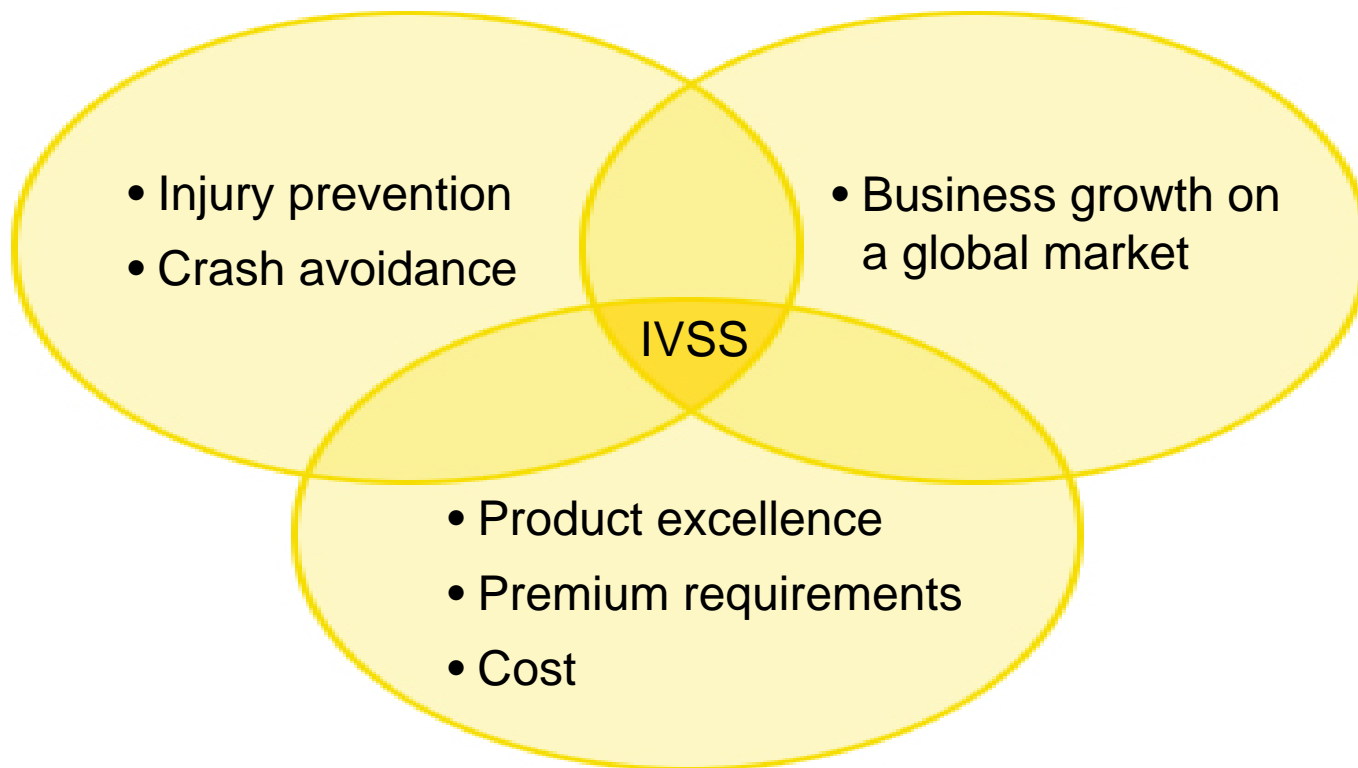
- Using IT and smart technologies to reduce fatalities and injuries

Focus Areas:

- Driver Impairment
- Speed “Sense, Alert & Respond”
- Crashworthiness & Biomechanics “Just before the unavoidable”



IVSS Opportunity Areas



New Initiatives

- Test Site Sweden – National ITS Test and Demonstration Area
- Road and Vehicle Safety Centre – Chalmers
- Field Operation Test Country
- ITS World Congress 2009

World Congress Planning



16th ITS WORLD CONGRESS

STOCKHOLM 2009

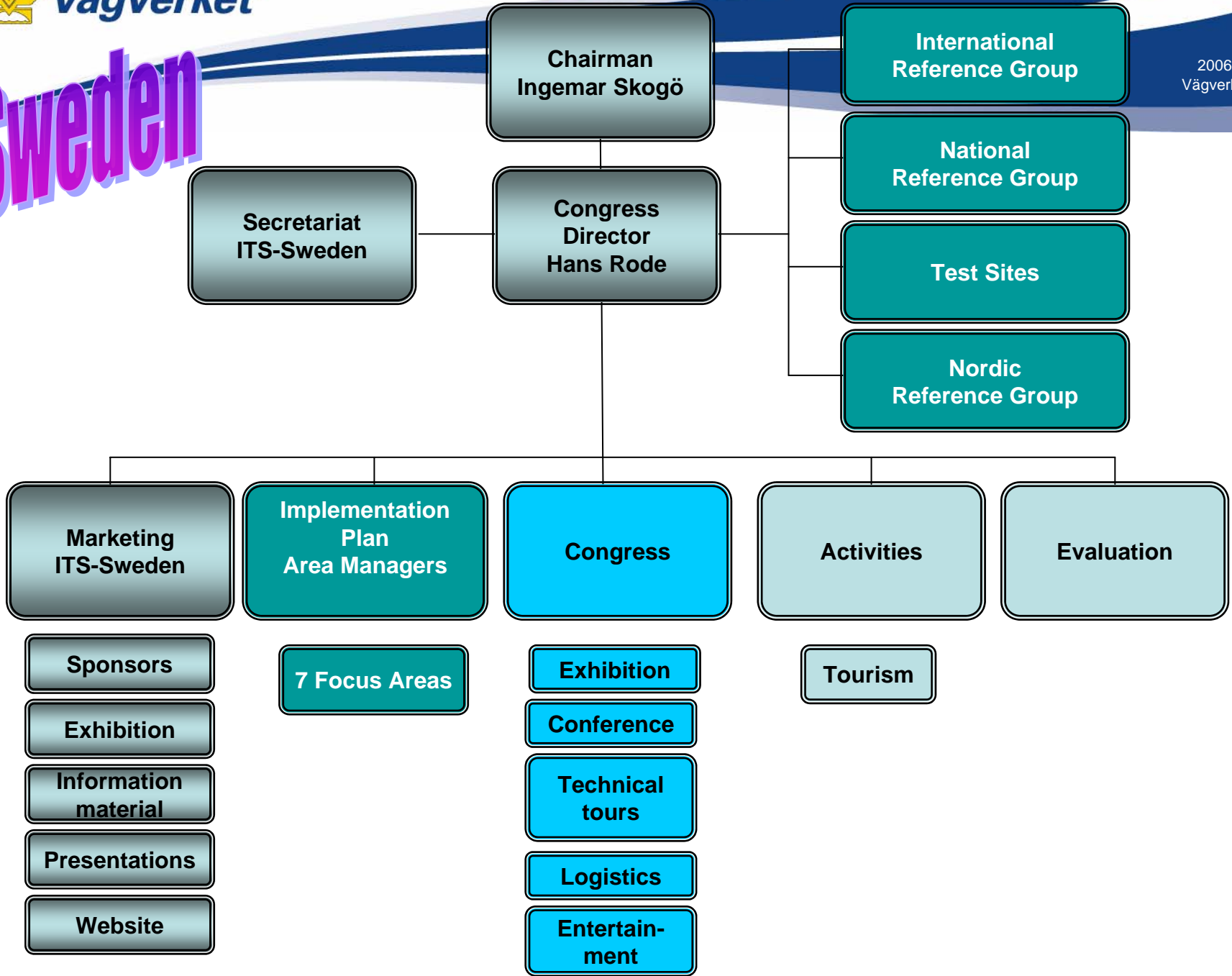
Theme: ITS in daily life

Intelligent Transport System and Services

- A well known topic all over the World
- A World Congress every year since 1994
- Has had a focus on cars and car makers
- Transforming to a multi transportation view
- Public Transport is entering as well as Gods Logistics
 - Rail and Road

Focus for the Congress in Sweden

- Useful for customers
- Multimodality – co-modality
- Implementation readiness
 - Implemented and used
 - Demonstrations in conjunction with the Congress / test sites
- Common interest for many players
- Market Swedish/Nordic expertise and knowledge

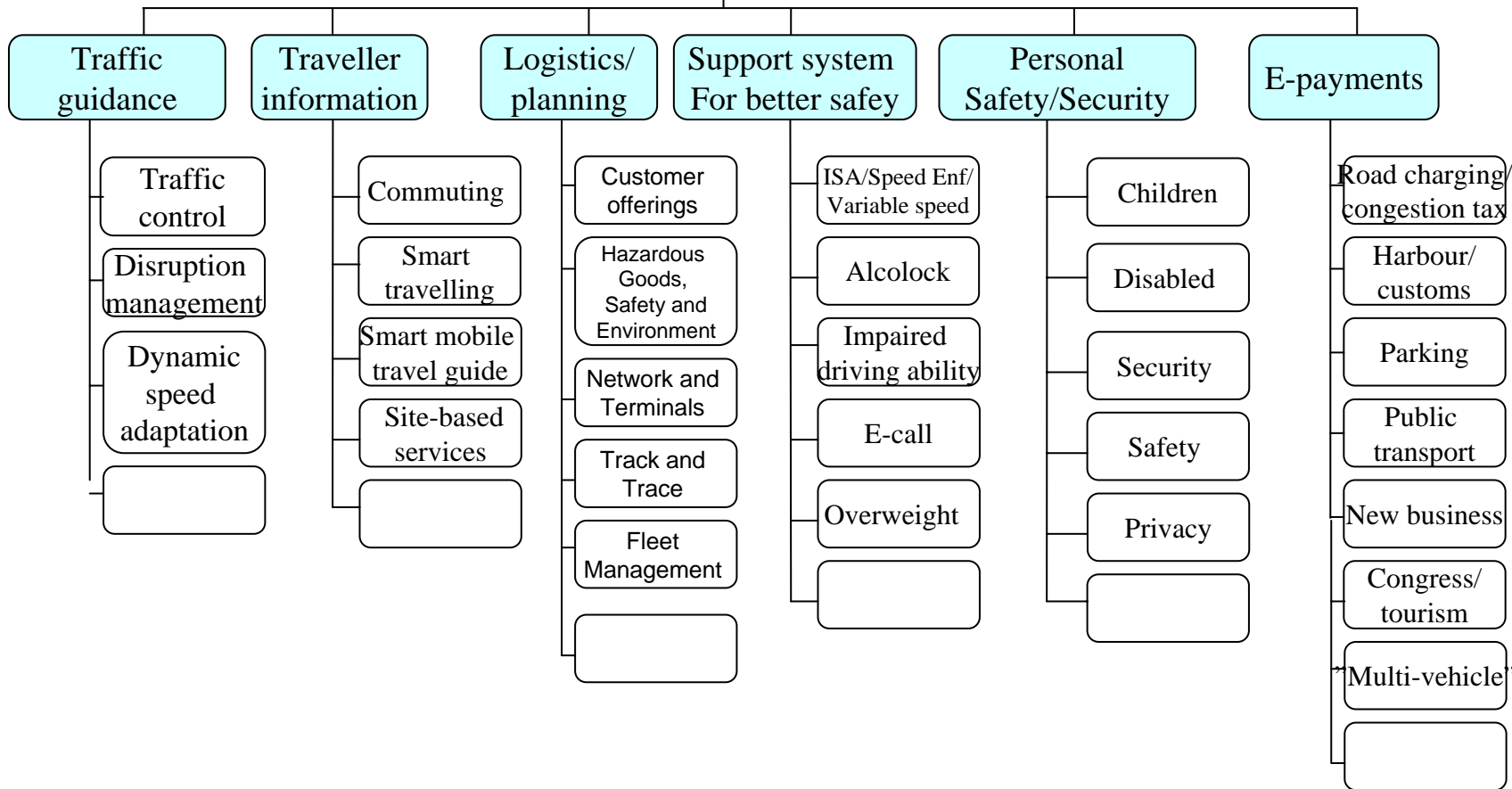


Goals for the ITS World Congress 2009 in Sweden

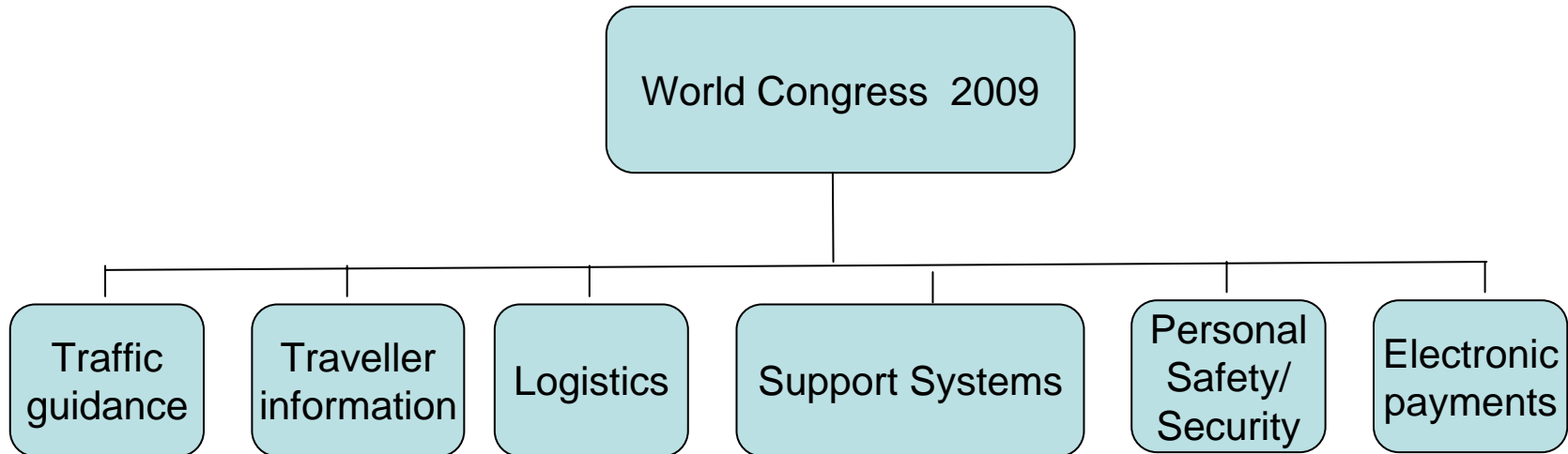
- Gather players from around the globe to **exchange knowledge** and **generate further development** within the field of ITS.
- Provide delegates and visitors with a **greater understanding** of what ITS is, including the benefits.
- Create a strong national driving force for **better collaboration** between private and public players with the aim to develop products and services of interest
- Create a shared view amongst those working on the World Congress as regards **common priorities and investments** in systems and services to be implemented or demonstrated by 2009.
- ITS must be **implemented** to a greater extent and used more widely than today
- Market **Swedish ITS know-how and Swedish technology**

Focus areas

Example of Applications



Horizontal Focus Areas



Each Area Respons includes a national multi transport responsibility

Horizontal Focus Areas

Education – a national graduate school. For each focus area

Digital Infrastructure, covering "geographic" needs and requirements for each focus area.

"Homeland security" – civil security

Evaluation – key elements for synergi, priorities

**Traffic
Guidance**

**Traveller
Information**

Logistics

**Support system
For better safety**

**Safety/
Security**

**Electronic
Payments**

Efficiency

Safety

Environment

Usability/Business Concepts

Horizontal Focus Areas

Education, System architecture, Digital Infrastructure, Evaluation, Quality systems, etc.

Thank you!

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