



Economic Recovery Plan Task Force

eCall Deployment

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Regarding ITS, the priorities of the Economic Recovery Plan are twofold:

- . Boost the demand from the professional and consumer markets on available ITS solutions (short-term benefits)
- . “Smart” investments to accelerate deployment of next generation innovative ITS solutions both on infrastructure and vehicle sides (medium term benefits)

deployment

- Market surveys to identify the status quo in key countries
- Impact/cost-benefit analyses
- Target groups specific awareness campaigns
- Systematic exchange of best practices
- Incentive schemes to promote the take-up of products and services with highest impact on safety and environment
- Pre-commercial procurements
- Public-Private Partnerships/stakeholder platforms

deployment

And EC specific instruments:

- Implementation framework: TEN-T program and EASY
- Community RTD funding: FP7
- Policy support framework: ICT-PSP (Information Communication Technologies Policy Support Programme within the CIP (Competitiveness & Innovation Framework Programme))
- Support to standardization

generation ITS solutions

Benefits:

- Short term economic benefits to industry by accelerating implementation and deployment phase
- Mid- term economic benefits to industry by faster return on investment
- Mid-term societal benefits in terms of road safety, efficient mobility and environmental impact

List of eSafety solutions:

- Pan-European eCall deployment
- Preparing the bases for the large-scale introduction of Cooperative Mobility Services

Address earlier business issues in order to validate not only technology but also economic feasibility of developed solutions

Identify barriers for deployment and devise enablers to overcome them

Support common standardization with involvement of all stakeholders to ensure pan-European interoperability and continuity of the service

Promote and support adoption of open architecture and associated reference implementation compliant to standards to prepare integration and implementation of future eSafety systems and services

- Set up Implementation Platforms for each top priority eSafety solution bringing together all stakeholders from public and private sectors playing a major role in implementation and operations
- Remove traditional “chicken & egg” barrier by investing first in “standardized” enablers implementation (e.g. roadside equipment, communication network, in-vehicle reference architecture)
- Intensify use of deployment preparation initiatives such as Field Operational Tests (impact assessment), pilots (stimulate first implementation) and showcases (show benefits)
- Foster global cooperation to exchange knowledge and share best practices

eCall deployment

1. Support the activities of the European eCall Implementation Platform, set up to coordinate the deployment of eCall in the different Member States in a timely and cost efficient way
2. Further encourage and support the set up of national and/or regional implementation platforms involving all relevant stakeholders
3. Develop national and/or regional (cross-border) field tests/pilot using the agreed standards (i.e., in-band-modem), protocols (application level application protocol) and procedures (operation requirements quality of service) to upgrade relevant infrastructure (PSAPs) develop first prototype in-vehicle systems and/or aftermarket products

eCall deployment

4. Based on successful pilots use pre-commercial procurement to purchase eCall solutions (embedded / aftermarket / nomadic solutions) to equip first public vehicle fleets.
5. In parallel, further accelerate process of PSAP upgrade (use of TEN-T Easyway /CIP instruments should be considered - and in-vehicle system developments, including cross border traffic to assess impact in "real-life" conditions and address implementation and operational aspects.
6. Promote eCall benefits by means of marketing and awareness campaigns to policy-makers, decision makers and end-users, use also the pilot results.
7. Agree on incentives, including financial ones, to ramp up deployment of eCall

- Open architecture is vital to upgrade existing solutions and enable next generation of cooperative mobility services
- Based on results of EU cooperative systems projects and recommendations of the eSafety SoA Working Group, need to close the gap to deployment by supporting:
 - The promotion of the standardization of an open communication and application architecture
 - The development of an associated reference implementation for the integration of additional mobility services and applications on the same platform such as eCall, navigation & traffic information, tolling and future cooperative mobility services.
- Accelerate standardization of such open architecture and the related interfaces through European Standardization Organizations.

System Deployment

1. Foundation of a Cooperative Systems Implementation Platform with stakeholders from public and private sectors that are playing a major role in “real-life” implementation and operations of cooperative mobility services
2. Identify the responsibilities, size and investment needed to set up a basic infrastructure, generating first benefits to the users
3. Standardize the basic service messages that need to be harmonized across vehicle manufacturers and across all possible infrastructure implementations
4. Develop market surveys on cooperative system and in-depth studies on business issues
5. Keep operational and maintain current cooperative system demonstration sites for future cooperative system pilot activities

System Deployment

6. Approval of a mandate to the European Standardization Organizations to identify standardization needs and ensure involvement of all stakeholders
7. Support participation by European experts in an international (US and Japan) task force for global harmonization on ITS communication standards
8. Organise cooperative service innovation contests under the coordination of the Cooperative System Implementation Platform
9. Organise pilot trials of cooperative system applications of interest to vehicle fleet owners/operators, to evaluate the performance, benefits and user acceptance with large numbers of drivers in real-life operating conditions
10. Carry out awareness campaigns under the coordination of Cooperative System Implementation Platform.

[Thank you for your attention