



eSafety International Cooperation Working Group Meeting

ITS World Congress

Meeting room: South Gallery Room 3

London, UK

Wednesday, 11 October 2006 - 11:00 - 12:45

Minutes

1 – Welcome

The chairman Jacob Bangsgaard, ERTICO, welcomed the participants to the meeting and presented the agenda which focused this time on user awareness. The minutes of the last meeting which took place on 9 November 2005 in San Francisco were approved.

2 – International Activities Raising the eSafety Awareness

Juhani Jaaskelainen, European Commission, informed the participants about the user awareness activities within the i2010 Intelligent Car Initiative. The i2010 Intelligent Car Launching Event is a good example on how publicity towards eSafety could be created. Similar events are planned for 2007 in the context of European Commission funded activities. eSafetyAware! was mentioned by Juhani Jaaskelainen as a new initiative aimed at increasing user demand. Surveys were made by Eurobarometer (a public opinion tool) on user awareness. The results from the survey will be presented at the eSafety Forum Plenary 8 November in Brussels. Juhani Jaaskelainen explained that FIA Foundation will be chairing the eSafetyAware! initiative. FIA Foundation is also a leading partner of EuroNCAP and links are being created between the two groups to explore the possibility of eSafetyAware! and EuroNCAP launching common activities.

Kristin Oxley, eSafety Support, made a presentation on behalf of David Ward, FIA Foundation, on eSafetyAware!. The background is to be found in the potential of active safety applications, and the challenge of creating public awareness of these benefits to the end user and to decision makers. It is difficult to explain/sell eSafety and there are some HMI concerns. Targeted efforts are needed to raise awareness and make the user demand eSafety. Kristin Oxley explained the aims of the new eSafety platform established in June 2006. Its' first activity will be a demonstration event on ESC and a high level seminar on the benefits of ESC. This will take place in Rome, Italy at the end of April 2007.

Ray Resendes, NHTSA, gave a presentation on eSafety awareness activities in the US. Mr Resendes explained that the US has encountered the same problems as Europe in terms of awareness. The US is however concerned with the possibility of raising false expectations. NHTSA is in the process of signing agreements and working with organisations that have brought the eSafety technologies into place. Another aspect covered by the US is the collection of data, and using it to deconstruct safety problems. The objective is to develop a safety impact methodology.

A discussion followed on how the US and Europe could ensure closer cooperation. Mr Resendes mentioned that his organisation would like to cooperate with eImpact and organised common workshops.

Setsuo Hirai, National Institute for Land and Infrastructure, Ministry of Land, Infrastructure and Transport, gave a presentation on activities in Japan. The last year has been important for the development and testing of eSafety in Japan. Demonstration events were conducted in 2006 in the context of the Smartway project. These events were also focused on awareness activities. Japan's future approach will be to conduct more demonstrations and from 2009 undertake nationwide eSafety deployment activities.

Kenji Wani, MLIT Japan, provided further comments to activities in Japan. Japan has an integrated approach on eSafety awareness. The industry and the government are working together and Mr Wani mentioned the quality of information as a key issue. He agrees with the approach of NHTSA, which is more oriented towards scientific information.

Mr Bangsgaard commented that the high level of awareness and demo activities in Japan became obvious to the participants of the ITS World Congress in Nagoya 2004. It was the first World Congress attracting end users and schools to the event. Mr Wani explained that Japanese people don't know ITS in itself, but they know about VICS and ETC which has helped when creating awareness for ITS.

Wang Xiaojing, ITS China, gave a presentation on activities in China. The presentation focused on Infrastructure, technology and highway emergency services. In terms of infrastructure, China continues to have serious problems on its highways. In what concerns technology, there have been a number of research projects. China has a 15 year plan divided in three periods. For its highway emergency system, China wants to improve the efficiency of these systems by investing in information collecting. In the next two years a highway incident reporting system will be implemented. Most investments for road safety is made on the highways as the traffic speed within the cities are very low due to congestion, thus resulting in fewer serious accidents. Mr Wang mentioned that they will bring the public to the ITS World Congress in Beijing 2007 and create showcases during the event.

The group discuss how a common assessment methodology could be created for field trials as it is difficult today to compare results from US, Japan, and Europe. Andre Vits, European Commission mentioned the FP7 planned Field Operational Tests as a good example on where international cooperation on assessment should be established. The

different architecture activities should be coordinated. Russell Shields, Ygomi, added that there is a political divide on technologies like ESC. ISO/TC204 and UN-ECE WP29 could be used to look into the issue of assessment harmonisation.

Amitabh Bajpai, AITS, presented the Indian road safety activities and the last years work on eSafety. The main focus in the eSafety area in India is on traffic management incl. RTTI, and emergency response services incl. eCall. The approach in India is different from some of the industrialised countries as they use a top down approach where the authorities need convincing about the benefits of ITS before the development can be commenced. India benefit today from a skilled IT sector but cooperation on good practice and transfer of know-how is still strongly demanded and exchange of researchers would be one beneficial approach. AITS will organise an eSafety seminar together with ERTICO in February 2007 and European companies will have the opportunity to make showcasing activities at this event. The main focus at the moment within eSafety in India is on promotion towards decision makers. Awareness activities targeting end users has been considered premature at this stage.

Mr Shields said that India seem to be focused on the same approach to traffic management as the US and that one action could be to explore the cooperation on something concrete as this. There is a lot of experience in the group and knowledge on innovative solutions so maybe we can share some lessons, he said.

3 - Closing Remarks and Next Steps

Mr Bangsgaard was satisfied with the attempt to discuss more concrete eSafety issues within the ICWG. For the future this might be the best approach to get some concrete discussions launched between regions. Mr Bangsgaard mentioned that he will approach the eSafety Forum and ask them for input on how the working group should be used in the future and he also asked the Working Group members to give their input.

Mr Jaaskelainen mentioned that the basic challenge is on how to make the transport system more efficient and safe. He also stressed that while in China and India the focus is more top down at the moment Europe is looking now at user demand to support the deployment efforts. He agreed that it is important not to create false expectations thus focus should be on technologies with proven benefits. Furthermore work needs to be done in terms of harmonisation of terminology.

Mr Resendes mentioned that the more focused topic for discussion was useful and he supports the idea of defining specific topics if interest to the entire group for future meetings.

Mr Bangsgaard thanked the participants and the meeting was adjourned 12.45. The next meeting will take place in Beijing during the 2007 ITS World Congress.

➤ **Action:**

All participants to send information to eSafety Support in order to disseminate it on the eSafety Support website:

eSafety Support Office
The Blue Tower
2nd floor
Avenue Louise, 326
B-1050 Brussels
Tel +32 (0) 2 400 07 18
Fax +32 (0) 2 400 07 01
E-mail: i.silva@esafetysupport.org

➤ **Action:**

The working group chair Jacob Banggaard to send out questionnaire to the eSafety Forum and to the ICWG to get feedback on the future priorities and activities of the Working Group. The result of the survey will be presented to the eSafety Forum Plenary 8 November 2006 in Brussels.