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# eSafety Year Review 2008

NOVEMBER

## Most outstanding achievements in promoting eSafety systems in Europe awarded



*Ms. Viviane Reding, European Commissioner for the Information Society and Media speaking at the award ceremony.*

At the 2008 award ceremony of eSafety Forum's "Saving Lives Awards", Ms. Viviane Reding, European Commissioner for the Information Society and Media, rewarded personalities and organisations having made outstanding contributions to accelerating the deployment of road safety systems based on Information and Communication Technologies (ICT). The laureates' activities have substantially improved road safety in Europe and supported the Commission's objective for 2010 to reduce by 50% the number of road fatalities on Europe's roads.

For 2008, the award winners were selected from the three categories of road safety stakeholders: Industry & Technology, Policy & Administration, and Lifetime Achievement.

The 2008 Industry & Technology award was presented to Robert BOSCH GmbH for their efforts to make cars safer and for their outstanding achievements, based on a focused marketing and communication strategy, to accelerate the deployment in the European market of eSafety technology ESC (Electronic Stability Control).

The 2008 Policy & Administration award was attributed to the Swedish Road Administration (SRA). The Swedish Road Administration was

rewarded for its innovative and effective initiatives contributing in different ways to the deployment of eSafety systems in Sweden.

The 2008 Lifetime Achievement award was credited to Dr. Gerhard Rollmann, Chairman of the Strategic Automotive Radar Frequency Allocation Group (SARA). Since becoming founder and chairman of the Strategic Automotive Radar Frequency Allocation Group (SARA) in 2001, his work has been fully dedicated to supporting the international frequency allocation process for automotive radar worldwide. Throughout his entire professional career Dr. Rollmann has shown full commitment in promoting road safety. ■



(Left to right) Mr. Anders Lie from SRA; MEP Zita Gurmai, European Parliament; Mr. Bernd Bohr from Robert BOSCH GmbH; Ms. Viviane Reding, EU Commissioner for the Information Society and Media; Dr. Gerhard Rollmann, Chairman of the SARA; Dr Hermann Mayer, CEO of ERTICO - ITS Europe.

## IRM Workshop discussed users' benefits and market penetration

The eSafety Forum's Implementation Road Maps Working Group, together with the eSafety Support organized around the prestigious Award Ceremony on 5 November 2008 at the Diamant Centre in Brussels, the Workshop: "User benefits drive the market".

Attended by around 80 eSafety stakeholders, the event brought together specialists of intelligent vehicle safety systems from all over Europe who shared their experience



(Right to left) Mr. Hans-Jürgen Mäurer, Co-Chair of IRM WG and Dr. Kerry Malone from TNO.

and address the main challenges of introducing intelligent vehicle safety systems into the market. The discussion focused on the current intelligent vehicle safety systems having large safety potential on reducing roads fatalities and how they can best be communicated to the end users.

The workshop took a closer look at the results from different studies on benefits of eSafety systems. The figures showed that Electronic Stability Control (ESC) has the biggest impact on reducing accidents and their consequences. However, to prevent the accident from occurring in the first place, there are other elements to be taken into consideration such as the responsibility and the real driver needs. The discussion pointed out that studies should also address the impact of in-vehicle safety systems on other road users, namely on motorcycles.

The interactive session enabled participants to find out that, after ESC, the most important safety technologies are Forward Collision Warning systems, eCall and Lane Departure Warning and to identify the dealership (others insurance, driving schools) as the most important bodies to promote ESC.

The main conclusions stressed the importance to communicate the real benefits to the citizens and to promote effective implementation of already advanced technologies and services. There are several services and products on the market that are ready to be used, but have not been deployed to a large extent yet and therefore stakeholders cooperation was also seen as essential to address common concerns and accelerate overall deployment. ■

## 10th eSafety Forum Plenary Meeting – safer and cleaner mobility

The members of the eSafety Forum met in Brussels on 6th November for the 10th eSafety Forum Plenary Meeting. The event featured presentations on Europe's needs to have a cleaner and safer mobility and on the future research challenges in the information and communications technologies (ICT). Another main topic presented at the meeting and welcomed by the participants was the final report of the "ICT for Clean and Efficient Mobility" working group.

The report presents a review of the potential benefits and their significant impact that ICT and ITS (Intelligent Transport Systems) applications can have on road transport energy efficiency and emissions of pollutants and CO<sub>2</sub>.



*Farewell message addressed to Mr. André Vits, EC Head of Unit of DG INFSO, by Mr. Hermann Meyer, Co-Chair of the eSafety Initiative from ERTICO-ITS Europe.*

The Forum concluded that the current technologies and applications developed by the open platform for vehicle-to-infrastructure communication and services should be adopted and used by all the other projects and more basic research is needed to create a harmonised set of core applications. Moreover the starting of the European-wide FOTs activities were considered to be necessary to assess the real impact of the introduction of the systems on the end users and on the traffic status. The results of these activities can become an important communication tool to raise awareness and to provide useful data to decision makers. ■

## The 15th ITS World Congress – "ITS Connections: Saving Time. Saving Lives"



*Mr. Antti Peltomäki, Deputy Dir. General of EC DG INFSO.*

The 15th World Congress on Intelligent Transport Systems (ITS) took place from 16 to 20 November 2008, in New York and was organised by ITS America with the support of ITS Japan and ERTICO-ITS Europe.

10.000 delegates, amongst who over 900 were European, attended this annual meeting point of transport executives from around the world to share high-tech transport insights and experiences.

The largest ITS event consisted of over 300 plenary, executive, special and technology sessions with over 1000 papers delivered, complemented by a large exhibition and many demonstrations, most notably on-the street demonstration of the U.S. Vehicle Infrastructure Integration (VII) systems, technical tours and many other workshops and other events. With the theme of "ITS Connections: Saving Time. Saving Lives", the main objective of the World Congress on Intelligent Transport Systems (ITS) is to promote awareness and deployment of ITS technologies and services.

Previous and current experiences have shown that impact assessments still need to be carried out to show the real benefits of such systems, proper investments need to be made in the right technologies, and last but not least, people need to be informed and understand the great potential of these high-tech systems. ITS enables people to make transport choices that save lives, time, and money. With a focus on practical deployment, as well as on education and innovation, the ITS World Congress enhances our ability to work together to provide users of the world's transport systems new levels of safety, reliability, convenience, accessibility, and choice. ■



## eSafety Observers agreed on national priorities to boost eSafety deployment at EU level

The yearly European meeting of eSafety Observers, hosted by ICCS/CERTH, took place on 8 October 2008 in Thessaloniki, Greece.

For the sixth time eSafety Observers met together with the European Commission and eSafety Support experts to look at the real needs of the different European countries, to discuss how the European Union can better fulfill these needs and to come up with specific recommendations based on the actual situation in the different Member States (MS).

30 participants, representing governmental organisation, ITS national organisations or other similar bodies from 20 European Member States (MS), provided their input on eSafety situation, progress, needs, and knowledge on national good practices.

Member States representatives highlighted two actions undertaken or going to be undertaken to facilitate significant progress to reach the eSafety initiative objectives at national level.

A series of best practices should be disseminated at EU level, included the development of an action plan for eSafety implementation at national level, the large take-up of pilot test on more eSafety technologies, the promotion of eSafety technologies in national languages and the implementation of section speed control.



(Right to Left) Mr. Francisco Ferreira, EC DG INFSO and Dr. Alessandro Carrotta, eSafety Support addressing the audience at the Observers meeting in Thessaloniki.

The major outcome of the meeting was the interest of Member States representatives in having tailor made actions supporting national deployment. For example the creation of local eSafety Fora would guarantee stakeholders' collaboration at national level, support the development of National ITS/eSafety organisations and the implementation of strategies with a clear identification of priorities and a budget estimate.

A strong cooperation between European eSafety Forum and National eSafety Fora would fulfill the need of synchronisation between decisions and actions undertaken at European and national level.

Finally, the eSafety Observers called for a specific structure to ensure interaction and knowledge transfer from most eSafety-advanced MS to the « learning » ones, and supply them with clear evidences to be shown to local stakeholders and decision makers. ■

## EU Commission and Industry set up 2010 priorities for Intelligent Car Initiative

On 17 September industry senior executives met with Viviane Reding, European Commissioner responsible for the Information Society and Media, and high level EU Commission representatives to discuss 2010 priorities for the Intelligent Car Initiative.

ICT and the Intelligent Car Initiative, of which eSafety Forum represents its first pillar, have played a key role in improving road safety in Europe, and there has been considerable progress in the targets set in 2003.

However the current economic situation and the climate change have made necessary to reassess the achievements of the last five years, and to set new targets for the next five years. The Intelligent Car Initiative remains the Commission's main instrument in this area, complemented in the future by the ITS Action Plan.

The industry representatives coming from the automotive, telecommunications, telematics and services sectors are fully supporting the intelligent vehicle safety systems and Intelligent Car Initiative and therefore it was agreed that the debate on the future directions of the Intelligent

Car Initiative and the eSafety Forum should be continued using the already established structures of the Forum.

Industry and EU Commission representatives agreed that the majority of the 28 Recommendations of the 2002 eSafety Working Group have been either completed or show good progress, and new targets are required for the next years.

Other important topics brought into discussion were the establishment of the eCall deployment Platform and the importance of getting Member States and other relevant stakeholders to join it and the lack of progress in some Member States regarding the standardisation process. Therefore industry is not considering 2010 as a realistic target date for eCall roll-out any more. The European Commission committed itself to find ways of improving the standardisation process and as a first step by taking this issue up with the responsible Commissioners.

At the same time industry welcomed Commission's efforts to look into the potential of ICT in clean mobility, and urged the Commission to continue to promote the use of ICT in this area by implementing the recommendations of the "ICT for Clean and Efficient Mobility" Working Group.

Both parties considered important to maintain the dialogue and decided to meet in the near future for a follow-up meeting. ■

## Publication of the eSafety - Implementation Status Survey 2007

On behalf of the eSafety Steering Group, eSafety Support together with the Implementation Road Maps Working Group released the final version of the "eSafety-Implementation status survey 2007" produced by the Technische Universität München.

The market situation of infrastructure-related safety systems depends on political and financial issues in every European country. According to the study most of the intelligent car systems are available in the high-end range cars and in the latest models, which means that they are not available for a large proportion of Europeans.

If you want to get a clear overview on the current status of market penetration and coverage of eleven priority eSafety systems in all EU member states plus Norway and Switzerland in 2005 and 2007 you can download the study from the eSafety Support website (<http://www.esafetysupport.org/>). ■

eCALL MoU TO BE SIGNED  
BY MORE MEMBER STATES



The target set for 2008 was to have 15 Member States signing the MoU, including Germany, France and the UK. At the end of 2008 the MoU has been signed by fourteen Member States (Austria, Cyprus, Czech Republic, Finland, Germany, Greece, Italy, Lithuania, the Netherlands, Portugal, Slovenia, Slovakia, Spain, Sweden) and three Associated States (Iceland, Norway, Switzerland), while the procedure for the signature has been started in other countries, with different status of advancement. Moreover, positive progress has been observed and countries like Luxembourg, Belgium and Hungary, have also announced their intention to sign.

As mentioned above the signature of the MoU counts 14 countries, which shows that Europe is willing to commit to the eCall service deployment. Some Member States are planning studies, while other Member States are either running or planning trials, including large-scale pilots. Based on their successful work and dedication to the eCall cause, The Netherlands, Finland and Sweden are expected to be the first countries with operational eCall.

The launch of national roll-out platforms and cluster building with exchange of best practices as well as FOTs will most likely encourage new signatures.

From the industry side, the automobile manufacturers have developed technical specifications for two possible solutions: a safely integrated mobile device-based and a basic vehicle-integrated solution. Furthermore, integrated eCall functionality has been proposed in an overall Telematics, Navigation or Tolling System.



**ICT for Clean and Efficient mobility working group issued final recommendations**

The Working Group on ICT for Clean and Efficient Mobility was established by the eSafety Forum in December 2006 with the purpose to identify and promote the potential benefits that ICT and ITS applications & services can bring towards cleaner and more energy-efficient mobility for people and goods. These technologies as specifically applied for environmental ends are collectively referred to as "Green ITS".

The report presents a review of the wide range of Green ITS already available or under development that can have a significant impact on road transport energy efficiency and emissions of pollutants and CO2.

The following seven types of Green ITS measure seem to offer the greatest potential for environmental benefits. This potential has been supported by an assessment of a significant body of research and the presentation of specific case studies supplied by Working Group members:

- Eco-driving support
- Eco-traffic management
- Eco-information and guidance
- Eco-demand and access management
- Eco-mobility services
- Eco-freight and logistics management
- Eco-monitoring and modelling.

While the WG believes that within each of the above areas of Green ITS the measures identified in this report can deliver substantial benefits, it is not possible today to form a reliable and quantitative estimate of these impacts, either singly or if implemented together, as most of these measures are still in an early stage of development and only few are deployed at a large scale.

Nevertheless, the Working Group believes that if all potential Green ITS measures would be implemented together and within a long-term concerted European programme supported by all key stakeholders, then an overall reduction of fuel consumption and CO2 emissions in the order of 25% is achievable.

**Intelligent Infrastructure Working Group started its activities**

The newborn Intelligent Infrastructure Working Group (IIWG) of the eSafety Forum held its first meeting on 18 September 2008 at the eSafety Support premises in Brussels.

The objectives of the IIWG are to address issues, which need to be solved at infrastructure level, in order to ensure the implementation of cooperative systems on the road infrastructure side with a focus on the trunk road network. The working group will also identify the most mature and relevant cooperative services as well as their essential implementation issues and key stakeholders, and aims to develop detailed recommendations concerning the deployment of intelligent infrastructure in Europe in the near future.

The IIWG is a European Group, open to all active participants of the eSafety Forum. All concerned stakeholders representing Road Authorities, Motorway Operators and Road Users as well as Automotive and ICT Industry stakeholders interested in cooperative systems are specially invited to join.

**Human Machine Interaction Working Group restarts its activities**

The Working Group on Human Machine Interaction (WG-HMI) which has been dormant since 2006 within the eSafety Forum, is ready to re-commence activities. The first meeting of the new working group took place 28 January 2009 at the European Commission premises in Brussels.

The WG-HMI focuses on the interaction between the driver and on-vehicle technology such as driver information and warning systems. The need for new activity in the area of HMI resulted from the outcome of publication of the "European Statement of Principles on HMI" (Known as the ESoP) and a subsequent meeting with Member States on 30 September 2008.

The WG-HMI will consider if there is a need to update the ESoP as a result of recent experiences with this document, technological development, particularly in the areas of nomadic devices and in warning systems. It is envisaged that the Working Group will report towards the end of 2009 with any identified update of the ESoP being a subsequent task for a small expert group.

## WORKING GROUP ACTIVITIES

The WG-HMI is a European Group, open to all active participants of the eSafety Forum. All concerned stakeholders representing Public Authorities, Road Operators and Road Users as well as Automotive and ICT Industry stakeholders interested in human interfaces and safety are especially invited to join.

### Intercontinental Co-operation Working Group (ICWG)

The ICWG focuses on the International Co-operation aspects of the ongoing work in the eSafety Forum, most notably the work in the active Working Groups. Intercontinental cooperation means in this context cooperation between Europe and other major ITS countries like USA, Japan, China and Australia.

The ICWG will support those issues which benefit from discussions at international level, in order to stimulate the implementation and deployment of eSafety services. Such issues can be technical or related to market deployment, such as regulation, taxes and incentives, standardisation and harmonisation, liability issues, privacy and security.

The ICWG will, in cooperation with the eSafety Working Groups and eSafety Partners, identify the most important issues which require international knowledge and experience.

### Nomadic Device Working Group becomes part of the eSafety Forum

Nomadic devices include all types of information and communication as well as entertainment devices that can be brought into the vehicle by the driver to be used while driving. Current examples are mobile phones, portable computers, Pocket PCs, PDAs, mobile navigation devices, iPods, DVD Players and future multi-functional smart phones.

The importance of a safe human machine interaction (HMI) for all information and communication devices when used in a vehicle and for mobile systems in particular has been stressed many times in resolutions, opinions and conclusions by several European institutions.

The NDF was first set up under the AIDE project to offer a communication platform for the many different stakeholders to discuss the implementation of the new ESoP via a voluntary agreement.

With the AIDE project coming to an end in April 2008 and due to its importance, the NDF became part of the eSafety initiative and its main objectives are to find a consensus among the different stakeholders and to draft a Memorandum of Understanding as the base for a voluntary implementation agreement. ■

## JUNE

### ITS Congress in Geneva makes a strong push for ITS

The 7th European Congress and Exhibition on Intelligent Transport Systems and Services was held in Geneva, Switzerland from 3-6 June. More than 1200 participants representing key industry stakeholders, IT companies, service providers, public authorities, user associations, universities and research institutes attended the Congress.

The Opening Session on 3 June, chaired by Mr Matthias Rapp, saw key personalities from European authorities and Switzerland presenting their views on ITS. The ITS exhibition featured nearly 40 exhibitors, among them was eSafety Support, present in the European Commission's stand.



*eSafety stakeholders discuss at the eSafety stand in the exhibition premises of the ITS Congress in Geneva.*

Alessandro Carrotta gave a presentation, on behalf of the eSafety Support, to enlighten the attendees on the eSafety initiative's last achievements and its next steps forward according to the defined priorities.



Highlights of the Congress included an international Plenary Session with distinguished speakers from different regions sharing their insights and Executive Sessions on co-modality and Swiss best practice examples, paying for mobility, and traffic and transport management. The results of many European Commission-funded projects were presented. The Intelligent Car Initiative, the activities of the eSafety Forum, the status of ITS Action plan, eCall, electronic tolling services, safe nomadic device integration, ICT for mobility services for goods, ICT for energy efficiency, field operational tests & Easyway, to name only a few, attracted many interested delegates.

Experts from Europe and around the world exchanged views in 5 Executive Sessions, 37 Technical Sessions, and 42 Special Interest Sessions, not to mention the numerous ancillary events. ■

## European Parliament adopts Intelligent car report

On February 4<sup>th</sup> 2008, MEP Zita Gurmai's report on the European Commission's Intelligent Car Communication "Towards Europe-wide Safer, Cleaner and Efficient Mobility" was submitted for discussions to the European Parliament Committee on Transport. After its adoption on April 2008 by the European Parliament Committee on Transport, the report was discussed and voted on by the Plenary of the European Parliament in Strasbourg on 19 June, 2008.

The report was adopted by a very a large majority. Out of 428 Members of the Assembly, 417 voted in favour, five abstained and 6 voted against. On the eve of the vote,



*eSafety Support staff informing the MEPs on the Intelligent Car Initiative report during February discussions at Committee on Transport level.*

an information event was organised by eSafety Support on the Parliament's premises, to raise awareness of the Intelligent Car Initiative and stimulate discussions among European decision makers.

The key eSafety issues brought forward in the Commission's Intelligent Car Communication are the deployment of the pan-European emergency call system eCall by 2010 and an accelerated introduction of Electronic Stability Control (ESC), in order to reach 100% availability of ESC by 2012. The report also urges stakeholders to work towards improving awareness and affordability of intelligent



*MEP Zita Gurmai addressing the audience at the side event organised in the European Parliament.*



*(Left to Right) Dr. André Vits, Mrs Zita Gurmai and Dr. Hermann Meyer.*

vehicle systems, and to improve safety of nomadic devices (devices such as navigation systems that can be used inside and outside the car). On the environmental side, the report calls for the development of a methodology for

measuring the impact of Information and Communication Technologies (ICTs) on reducing CO2 emissions. ■

MAY

## Commission proposes mandatory fitting of advanced vehicle safety systems

The European Commission proposes a new regulation package which foresees mandatory the introduction of the new existing technologies which can dramatically improve vehicle safety or reduce CO2 emissions.

The new regulation includes the following mandatory fitting of safety features in vehicles:

Electronic Stability Control Systems (ESC) on all vehicles; Advanced Emergency Braking Systems (AEBS) and Lane Departure Warning Systems (LDWS) on heavy-duty vehicles.

New car series and commercial vehicles should be equipped with ESC systems by 2012, while all new cars by 2014. ESC acts on the braking or power systems of a vehicle to assist the driver in maintaining control of the vehicle in a critical situation (caused, for example, by poor road conditions or excessive speed during cornering). As well as saving casualties, the widespread use of ESC in vehicles could significantly reduce the traffic congestion caused by accidents involving large vehicles.

In addition, the Commission has proposed in October 2007, that passenger cars need to be fitted with Brake Assist Systems (BAS) as from 2009. If the complete European car fleet is fitted with BAS, as many as 1100 pedestrian lives may be saved every year. The use of BAS can considerably reduce the stopping distance of a vehicle in an emergency situation with the effect that a collision with a pedestrian could be avoided altogether or would occur at least at a far lower speed.

The Commission proposal will also sweep away more than 150 existing Directives and replace them with one single Regulation, which is directly applicable in the EU and refers to harmonised UN standards.

Preliminary estimates suggest that the new proposals for fitting advanced systems to heavy vehicles could ultimately save around 2500 lives per year (around 500 for ESC and 1000 each for AEBS and LDW) and many more lives outside the EU since the legislation will encourage manufacturers to fit ESC as standard for a wider range of markets. Fitting ESC on cars is likely to save around 2000/2500 lives per year. The proposal also allows for the optional fitting of AEBS and LDW on cars, provided certain standards are met. ■

APRIL

## 9th eSafety Forum Plenary meeting—members meet to debate on European Commission ITS Action Plan

On 26 March 2008, the European Commission organised a public consultation workshop in order to collect stakeholders' views on an Intelligent Transport System (ITS) Action Plan in preparation.

The Action Plan recognises the role that Intelligent Transportation Systems (ITS) can play to deliver clean, efficient and safe and secure road transport. It aims to create a consistent and comprehensive policy framework, including both hard and soft measures, to unlock the full

potential of ITS in serving European and national policies. A draft discussion paper has already been released stressing a number of proposed areas of action.

On 25 April, the eSafety Forum members met in Ljubljana to discuss how the European Commission should go forward to deploy eSafety systems throughout Europe.

The eSafety forum participants identified and selected a number of key priority actions which are focusing on how ICT technologies could improve road safety and contribute





*Members of the eSafety Forum debating on the ITS Action Plan during the 9th Plenary Forum meeting in Ljubljana, Slovenia.*

to environmentally friendly and energy efficient transport solutions.

#### **Develop assessment methods**

The eSafety Forum recognised the urgent need to develop assessment methods to quantify the positive impact that ITS applications have on road safety and/or on clean mobility. In addition, eSafety stakeholders underlined the necessity to develop methods to assess the contribution of the different stakeholders involved in the ITS chain. The establishment of a tracking system to measure the progress of stakeholders in specific ITS domains could indeed facilitate the identification and resolution of potential problems.

#### **Create a level playing field for ITS systems and services**

The eSafety forum acknowledged that the actual implementations of ITS are very different among European Member States. New Member States are lagging far behind in terms of ITS infrastructure development. A European wide ITS 'toolbox' could be an important means to trigger deployment of eSafety systems. Therefore, the forum suggested defining a set of guidelines to support the establishment of a roadmap for the development of ITS infrastructures. The guidelines would encompass a minimum set of functionalities of ITS systems and services to be deployed across Europe.

#### **Work towards interoperable solutions**

The eSafety forum recognised the growing need for interoperable ITS solutions across Europe. The EU could play an important role in guaranteeing integration

and interoperability among different technological architectures and modalities. Therefore, standardisation should be pursued in many domains, without harming European competitiveness, and more research focus should be put on cooperative systems.

The conclusions of the eSafety Forum were sent to the European Commission to be integrated in the finalised ITS Action Plan.

#### **A few months later the EC Action Plan is issued on 16 December 2008...**

eSafety Forum welcomes the publication, in December 2008, of the European Commission Action Plan for the Deployment of Intelligent Transport Systems in Europe.

The Action Plan is accompanied by a Directive proposal providing a framework for the implementation of this ITS Action Plan. The Member States and the Commission will agree on common specifications aimed at ensuring the EU-wide coordinated deployment of interoperable ITS.

The members of the eSafety Forum have long been involved in activities that have accelerated the development and deployment of road safety systems based on Information and Communication Technologies (ICT) and welcomes the commitment of all EU institutions to bring ITS into the daily life of European citizens and making transport safer, greener, and more efficient.

The European Commission will report on the progress in the implementation of this Action Plan in 2012. This report will also review and, if necessary, extend the priority areas as well as the scope of the actions. ■

## Regional Observers meetings: from Ljubljana to Bucharest, passing by the European capital and Baltic countries

On 22 April, **Slovenia** was the host country to the Regional Observers' Meeting. This meeting aimed to review how eSafety players in Slovenia could cooperate and share experiences to increase awareness of eSafety systems such as eCall.

Organised by the eSafety Support project and with the support of the Slovenian ITS Association, the Regional Observers meeting aimed to review how eSafety players in Slovenia can cooperate and share experiences to increase awareness of eSafety systems such as emergency call (eCall).

With over 15 participants from Slovenia the meeting featured presentations by the European Commission and national eSafety Support experts, providing a useful summary of the eSafety initiative and its achievements to date at both the European and national levels. Topics discussed included enforcement, emergency assistance, RDS-TMC and traffic information, and eCall. The eSafety initiative, launched in 2002, is dedicated to halving the number of road deaths in Europe by 2010 through the development and deployment of eSafety systems.

The following month saw another Regional Observers Meeting taking place, this time in the European capital Brussels. The targeted countries were **Belgium** and **Luxembourg**. The meeting was organised on 23 May at ITS Belgium's premises. Representatives of the European Commission and eSafety Support experts discussed the current road safety situation, the progress of the eSafety



*Attendees of the eSafety Observers meeting in Bucharest, Romania.*

initiative in the two Member States and future actions to be taken to fulfill the eSafety initiative's objectives.

Organised by the eSafety Support project with the support of ITS Belgium, the Regional Observers meeting aimed at informing eSafety players in the two Benelux countries of the latest achievements and current priorities of the eSafety initiative at European level. Furthermore, an assessment of possibilities for future cooperation and exchange of good practice between the two partners featured prominently on the agenda.

The audience consisted of more than 25 participants representing a wide variety of sectors, including public authorities, research institutes, insurance companies, technology and service providers, and driving schools.



*Press Conference held in Vilnius, Lithuania, during the Regional Observers meeting for Baltic countries.*

The audience consisted of more than 25 participants representing a wide variety of sectors, including public authorities, research institutes, insurance companies, technology and service providers, and driving schools. The Luxembourgish observer described his rather small country's involvement in EU projects, and defined a number of good practice examples as well as areas for improvement. The observer from Belgium gave a thorough synopsis of Belgium's positioning towards eSafety and highlighted the country's participation in NextGenITS project as of May 2008.

On 19 June, the scenario was similar but this time it was the main road safety players from **Romania** who gathered in Bucharest to discuss actions regarding how intelligent car safety systems (eSafety systems) can help reduce the number of fatalities and injuries on Europe's roads.

The meeting was organised by the eSafety Support project and co-sponsored by ITS Romania, represented by its president, Mr. Mihai Lanciu. The purpose of this meeting was again to inform the key eSafety stakeholders in these two countries about the eSafety initiative and its latest developments as well as to provide them with networking opportunities with regional stakeholders. The meeting was also perceived by the participants as a platform for them to report on the latest developments in their country in road safety thanks to ICT.

After summer break, key road safety players representing national and European interests met on 25 and 26 September 2008 to review how hi-tech safety systems for cars, so called eSafety systems, can help reduce the number of fatalities and injuries on Europe's roads.

Organised by eSafety Support and co-hosted by the Stratum OÜ, the last European eSafety Observers meeting of the year took place in Vilnius, **Lithuania**. The event featured presentations by the European Commission and eSafety Support experts, giving an overview of the eSafety initiative, its current priorities and its achievements to date, while National road safety players from **Estonia, Latvia and Lithuania** provided a detailed status of eSafety development and deployment in the Baltic region.

Both, the EU Commission and national representatives had a fruitful debate on how eSafety experts can contribute to reach the eSafety initiative goal and increase awareness of eSafety systems such as emergency call (eCall) in Baltic countries. ■



*Robert Rijavec from Slovenia ITS Association speaking at the eSafety Observers meeting held in Slovenia.*

eSafety Support is an European Commission funded project assisting the eSafety initiative in its goal of reducing the number of fatal road accidents in Europe.

The project's main tasks are to stimulate and monitor the activities, progress and results generated by the eSafety initiative. It offers assistance to the eSafety Forum and its Working Groups, keeps all stakeholders up-to-date on eSafety progress and findings, and promotes the benefits of Intelligent Vehicle Safety Systems to the general public.

For more information, visit:  
**[www.esafetysupport.org](http://www.esafetysupport.org)**

or contact  
**[info@esafetysupport.org](mailto:info@esafetysupport.org)**