



eSafety and the Communication Platform

Alessandro Carrota
eSafety Support
15 June 2006
Göteborg, Sweden

Outline

- ❑ eSafety Support Introduction
- ❑ eSafety Communication Platform
- ❑ Surveying eSafety in the Member States

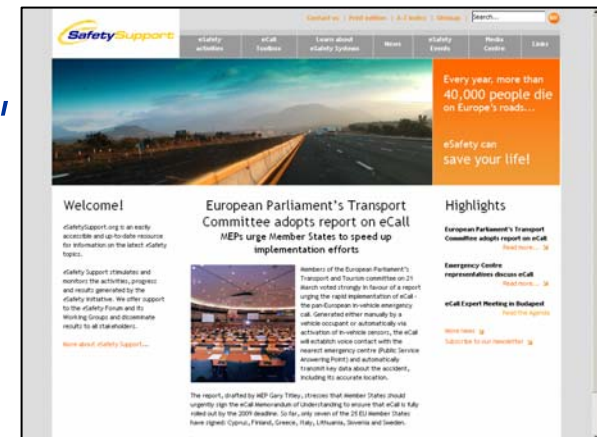
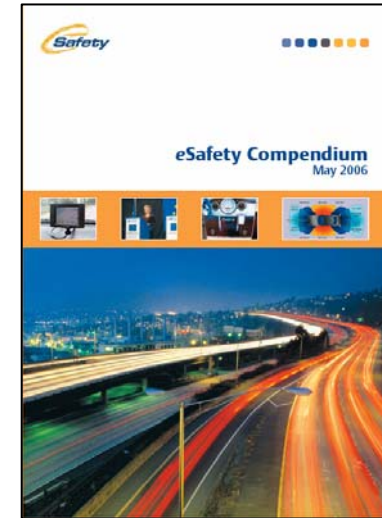
Supporting eSafety

- ❑ Stimulate and monitor the activities, progress and results generated by the eSafety initiative through support to the eSafety Forum and its Working Groups :
 1. The “ eSafety Support Function” : monitor the eSafety initiatives and stimulate activities
 2. Supporting the development of the Implementation Road Map
 3. Supporting the User Outreach effort
 4. Supporting the implementation process for eCall
 5. Disseminate eSafety activities



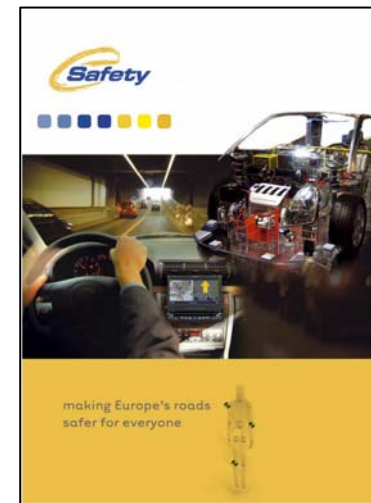
Supporting the stakeholders

- ❑ eSafety Compendium
- ❑ eSafety Support Secretariat
 - ❑ Administrative Support,
 - ❑ eCall Helpdesk
- ❑ eSafety Support Website:
 - ❑ Highlights,
 - ❑ Documents (reports, slides),
 - ❑ eSafety Calendar,
 - ❑ Links, ...



Supporting Dissemination

- ❑ eSafety Support Website
- ❑ Production of dissemination material:
 - ❑ Newsletters,
 - ❑ Brochures,
 - ❑ Press Releases,
 - ❑ Gadgets



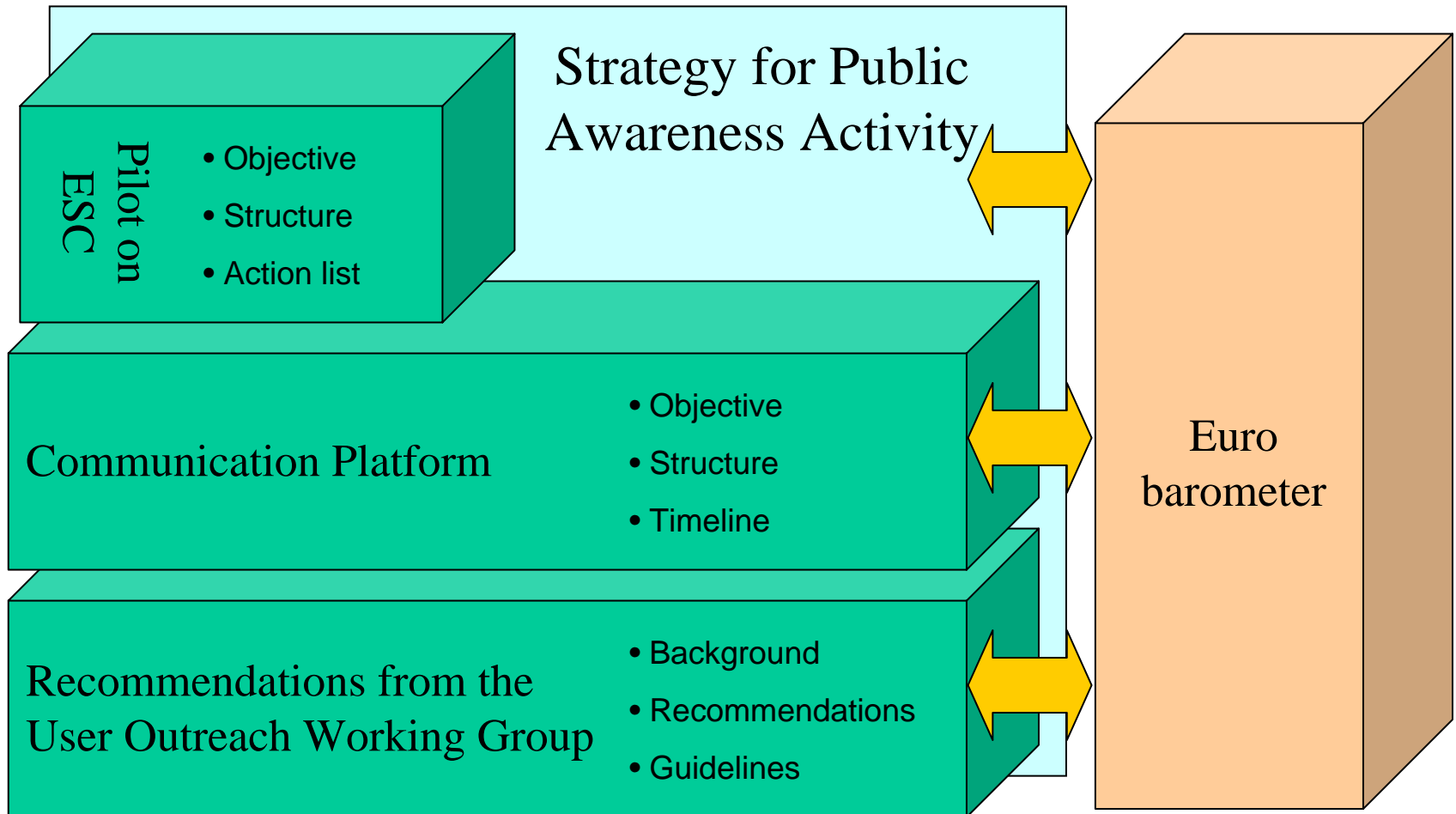
Supporting meeting organisation

- Steering Group Meetings
- Forum Plenary Meetings
- High Level Meetings
- Working Group support
- Regional Stakeholder Meetings
- Observers Meetings

Other meetings and events

The screenshot shows a Microsoft Internet Explorer browser window displaying the eSafetySupport.org website. The address bar shows the URL: http://www.esafetysupport.org/en/esafety_events/esafety_calendar/esafety_calendar.htm. The website header includes the eSafetySupport logo and navigation links: [Contact us](#), [Print edition](#), [A-Z Index](#), [Sitemap](#), and a search box. A secondary navigation menu contains: [eSafety activities](#), [eCall Toolbox](#), [Learn about eSafety Systems](#), [News](#), [eSafety Events](#) (highlighted), [Media Centre](#), and [Links](#). A breadcrumb trail reads: [You are here: Home / eSafety Events / eSafety Calendar](#). The main content area is titled "eSafety Calendar" and includes the heading "Download the eSafety calendars below:" followed by two links: [eSafety Calendar 2006 - 2008.xls \(415 KB\)](#) and [eSafety Calendar 2004 - 2005.xls](#). The footer contains logos for the European Union, Information Society Technology, Copyright 2005 | Disclaimer, and SCOPE Safety Observatory.

Communication Platform



UOWG Recommendations

- increase the public awareness;
- a “non-competitive” framework
- favour a simple and emotional communication;
- consumer protection tests;
- support communication with an eSafety label;
- secure the financing of the media work;
- more target group related communication;
- creation of a Communication Platform for safety;
- promote the eSafety systems following the Recommendations of the Implementation Road Map WG as long as feasible;
- stimulate relevant stakeholders to participate; run a Pilot Campaign on ESC;
- use of incentives to promote the deployment of eSafety.



eSafety Forum Conclusions

The eSafety Forum

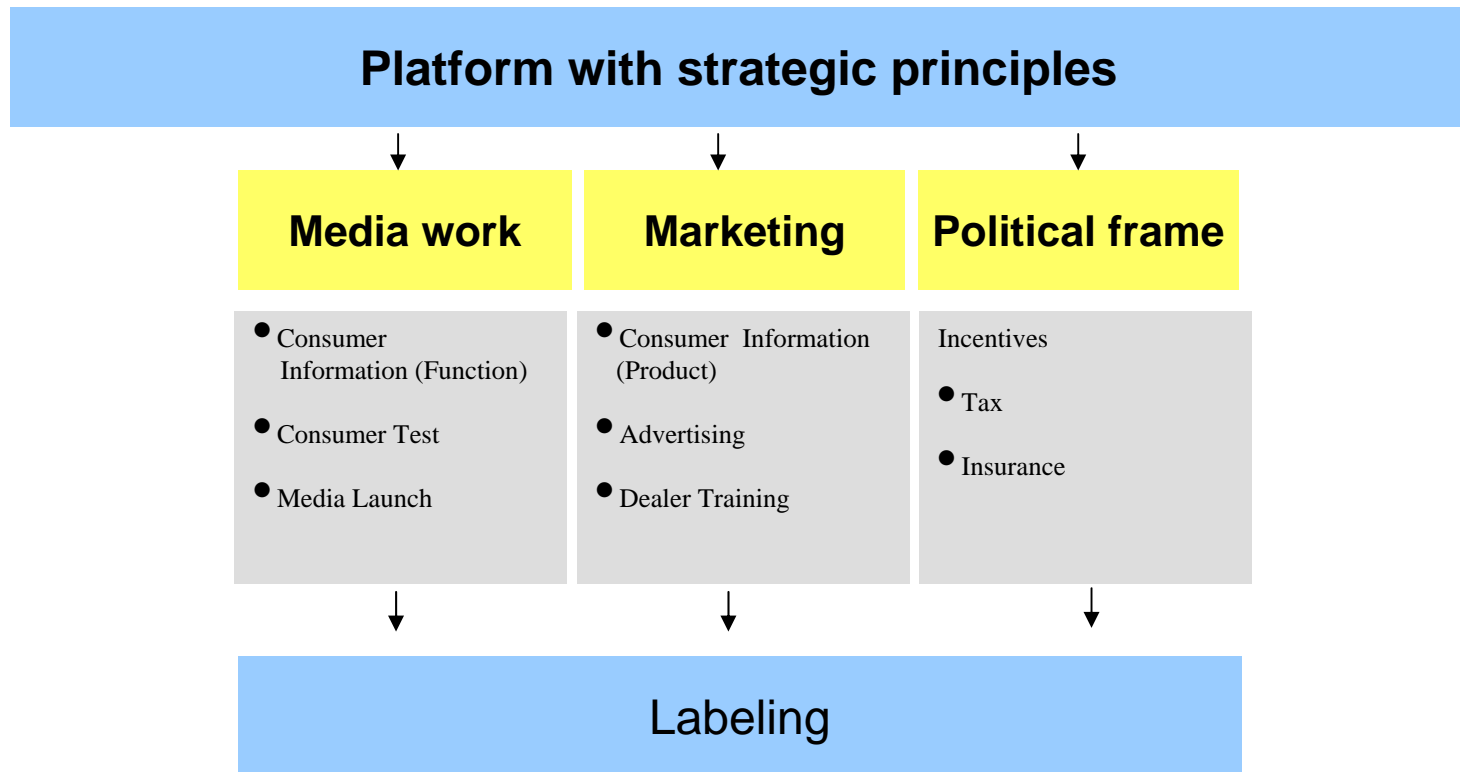
- *Decides* to establish the Communication Platform, as proposed by the User Outreach WG
- *Emphasizes* the need of having a broad involvement from all relevant stakeholders in the Platform
- *Takes note* of the announcement of FIA Foundation to take the leading role
- *Asks* eSafety Support to send without delay invitations to join the platform to all potential partners, inviting them to the first meeting
- *Invites* the Communication Platform, as its first task, to analyse the possibility of launching a pilot campaign on ESC
- *Takes note* on the links established with EuroNCAP and supports the cooperation with it

Key Objectives and Strategy

- ❑ Non-competitive framework
- ❑ Definition of communication tools
 - External communication (public)
 - Internal communication (dealers, driving schools, etc.)
- ❑ Development of Test Protocol and Rating Systems
- ❑ Development of media protocols
- ❑ Financing the Media work



Structure of the Platform



Pilot Campaign: ESC

- ❑ Why ESC?
- ❑ Media, Press Releases, Press conferences
- ❑ Introduction of ESC in driving schools' courses
- ❑ ESC simulators presented during events
- ❑ Public authority: promotion
- ❑ Training car dealers
- ❑ Incentives schemes
- ❑ Show-case event
 - ESC demo for the press
 - Workshop/seminar on ESC
 - eSafety Innovation award



Next steps for the Platform

- Meeting in Brussels next 29th June
 - Presentation of the Platform
 - Discussing Terms of Reference
 - Potential Campaigns to be launched

Regional Survey for eSafety

- ❑ The Implementation Road Maps WG identified:
 - ❑ 11 priority systems, whose deployment should be accelerated
 - ❑ the key implementation issues for each type of systems
 - ❑ the main actions required for accelerating the deployment of the priority systems.

- ❑ Objective: Find out for the current status of the deployment of the priority systems in European countries.

Country:	Respondent: e-mail (optional):	Organisation:														
Introduction																
The Implementation Road Maps Working Group of the eSafety Forum agreed on 11 priority systems, whose deployment should be accelerated in order to reduce road fatalities already in 2010. The systems are:																
Autonomous vehicle systems		Infrastructure related systems														
ESP/ESC (Electronic Stability Programme/Control) Blind spot monitoring Adaptive head lights Obstacle & collision warning Lane departure warning		E-call Extended environmental information (extended FCD) Real-time traffic and travel information RTTI Speed alert Dynamic traffic management (VMS) Local danger warning														
<small>For detailed description of the systems, see description on last page of survey.</small>																
The Implementation Road Maps WG identified the key implementation issues for each type of systems and the main actions required for accelerating the deployment of the priority systems. Now the WG and eSafetySupport wish to find out for the eSafety Forum the current status of the deployment of the priority systems in European countries by asking you kindly to answer the questions in this survey to the best of ability and to return the filled in survey to the eSafetySupport contact at the meeting or to Risto Kulmala by e-mail risto.kulmala@vtt.fi or by ordinary mail Risto Kulmala, VTT Transport and Logistics, P.O. Box 1000, FIN-02044 VTT, Finland.																
Questions																
1. How large part of the car fleet in your country is equipped with the system? Mark your estimate of the percentage of new cars sold in your country in this year.																
System	Percentage of new cars equipped with the system (%)															
	0-1	1-5	5-10	10-15	15-20	20-25	25-30	30-35	35-40	40-45	45-50	50-60	60-70	70-80	80-100	
ESP/ESC																
Blind spot monitoring																
Adaptive head lights																
Obstacle & collision warning																
Lane departure warning																
E-call																
Extended FCD terminal																
RTTI terminal																
Speed alert																
Any clarification of or comment to the response above																
2. How large part of the car fleet in your country is equipped with the system as an aftermarket or nomadic system ? Mark your estimate of the percentage of all cars in your country.																
System	Percentage of all cars equipped with an aftermarket/nomadic system (%)															
	0-1	1-5	5-10	10-15	15-20	20-25	25-30	30-35	35-40	40-45	45-50	50-60	60-70	70-80	80-100	
Lane departure warning																
E-call																
Extended FCD terminal																
RTTI terminal																
Speed alert																
Any clarification of or comment to the response above																



Thank You!

Alessandro Carrotta, eSafety Support
15 June 2006