

**eSafety Forum**  
**2-3 May 2006**

***European Commission***  
***The Intelligent Car Initiative***

**European Commission**  
**Directorate General Information Society and Media**

**Fabrizio Minarini**  
**Head of Sector**  
**ICT for Transport Unit**



Information Society  
and Media

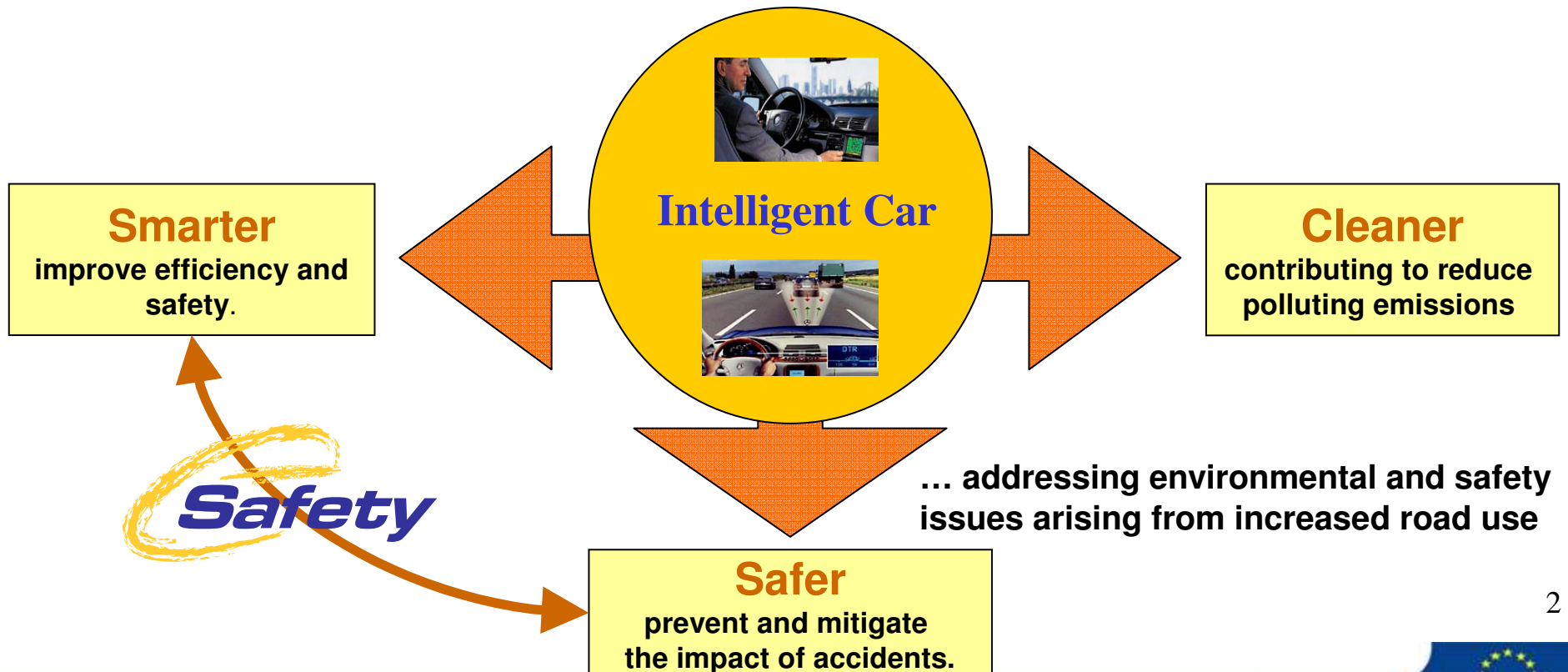


# i2010 and the Intelligent Car Initiative

On June 1, 2005 the Commission adopted the initiative  
“**i2010: European Information Society 2010 for growth and employment**”

The **Intelligent Car** is one of the i2010 Flagship Initiatives.

The objective is to improve the quality of the living environment by supporting ICT solutions for **safer, smarter and cleaner mobility of people and goods**.



**Held in Brussels' Autoworld Museum on 23 February 2006**

- **Commissioner Reding** presented the *Communication on the Intelligent Car Initiative*
- **display of**
  - ✓ **24 “intelligent” vehicles** equipped with safety features
  - ✓ **eight simulators** illustrating the way such safety devices function



- **more than 250 stakeholders**
- **85 journalists & camera teams**

▪ **400 registered**

## Demonstrators:

- 32 in Total
- 4 Dynamic Demo Cars
- 17 Static demo Cars
- 3 Demo Trucks
- 8 Simulators

## Around 400 Visitors

- eSafety Forum (Industry, Users)
- Associations
- European parliament
- Press
- Commission



- 93 Articles Press + Web
- 10 TV broadcasts
- Articles in 15 EU Countries
  - A; B; Cz; Dk; Fi; F; D; I; Irl; Lux; Pl; Sk; Es; NI UK
- Outside the EU in US; Mexico; South Africa
- All very positive and supportive.



## Why An Initiative on the Intelligent Car?

### 1. Transport related Problems

- Congestion
- Safety
- Energy efficiency

### 2. Market implementation is too slow

### 3. The challenge of Integration



## 1. Congestion

- Costs amount to 50 billion €/ year
- 10 % of the Road network is affected daily by traffic jams



## 2. Energy Efficiency & Emissions

- Road transport consumed 83% of the energy consumed by the whole transport sector 85% of the total CO<sub>2</sub> transport emissions



## 3. Safety

- still over 40.000 fatalities and 1.4 million accidents in the EU cost represent 2% of the EU GDP
- Human error is involved in almost 93% of accidents



- Market implementation takes too long
- Most intelligent systems are not yet on the market

→	ABS	→	20 years to full penetration
→	ESP	→	10 years to reach 40% of market
→	ACC	→	more than 25 years since development phase and yet a very low penetration rate

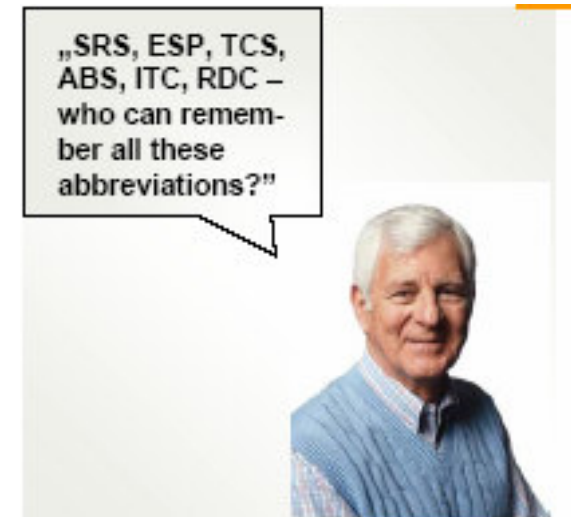
## Main reasons

- ✦ legal barriers
- ✦ competitive situation of the automotive sector
- ✦ high cost of intelligent systems
- ✦ lack of customer demand
- ✦ lack of information

## EUROTEST survey

Sample of almost 2800 drivers

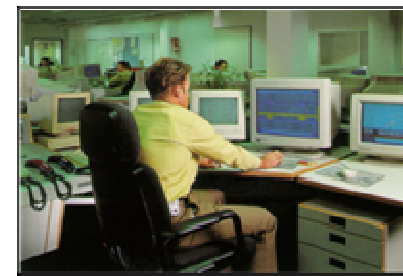
- **Only half the drivers were familiar with existing basic in-vehicle technologies** providing active and passive safety
- Only 50% of them knew what an ABS does
- Survey conclusions: “more needs to be done, on both the European and national level, **to raise the awareness about safer, cleaner and more economical driving**”



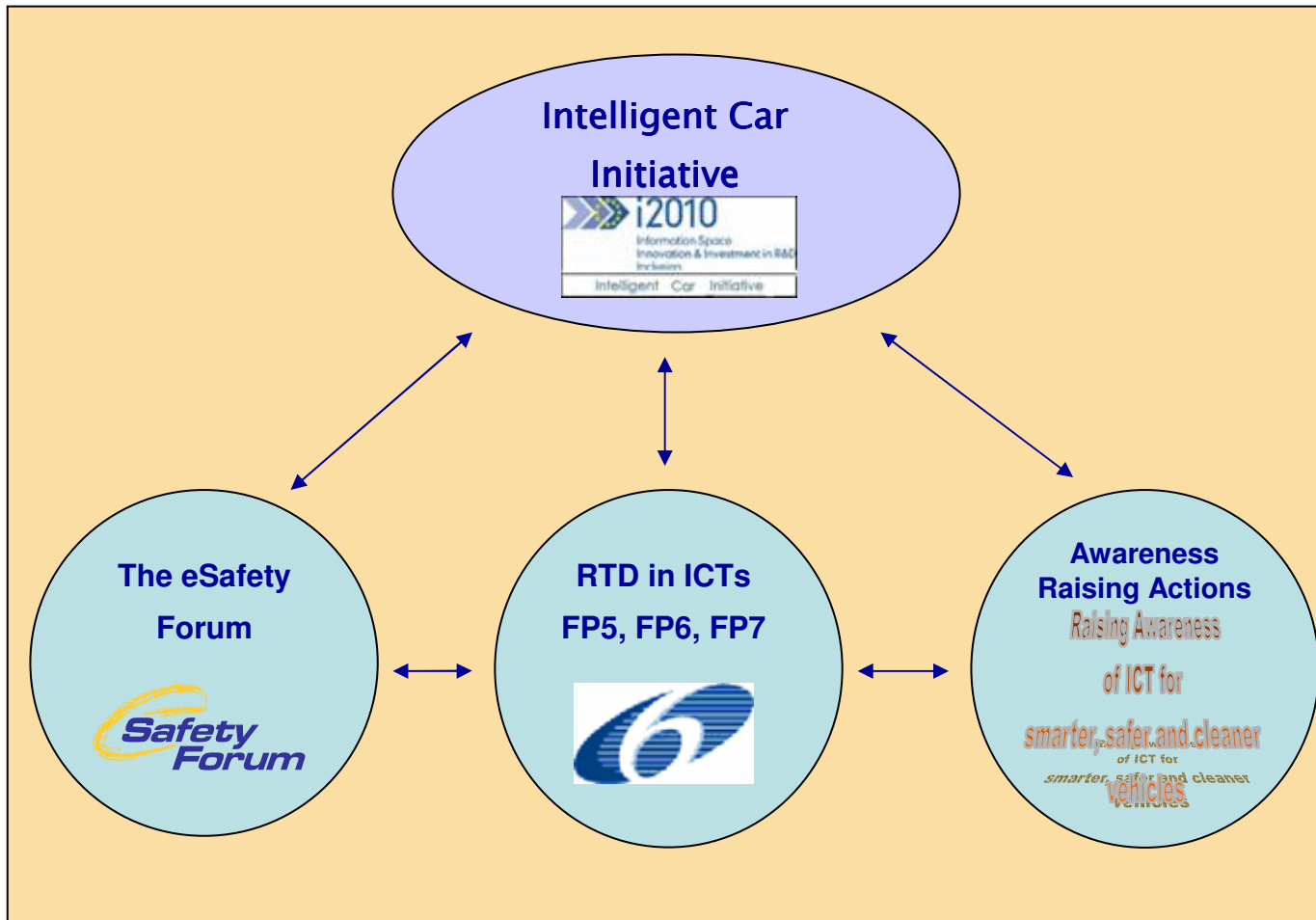
- Safety – Efficiency – Environment
- Stakeholders
  - Industry
  - Member States
  - Drivers
  - Academia and R&D institutes
  - Associations
- Vehicle – Infrastructure
- Vehicle – Vehicle
- Vehicle – Infrastructure - Driver

## Objectives of the Intelligent Car Initiative

1. Coordinate and support the work of relevant stakeholders, citizens, Member States and the Industry
2. Support research and development in the area of smarter, cleaner and safer vehicles and facilitate the take-up and use of research results
3. Create awareness of ICT based solutions to stimulate user's demand for these systems and create socio-economic acceptance



The i2010 Intelligent Car Initiative will build on the work of the eSafety initiative and follow a three – pillar approach:



(1) The eSafety Initiative and the



(2) RTD in Information and Communications Technologies

(3) Awareness raising Actions

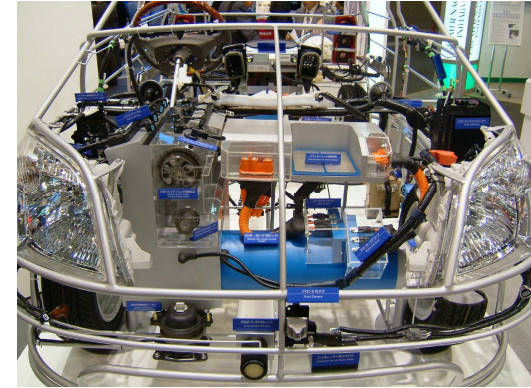
### Main action lines:

- Follow up the actions proposed in the 2nd eSafety Communication “Bringing eCall to Citizens” in relation to:
  - the signature of the eCall MoU
  - the state of implementation of the single emergency number 112 and E112,
  - the status of the PSAPs (Public Service Answering Points) upgrading
  - the provision of adequate location-enhanced emergency services and language support.
- Produce Commission Recommendation on HMI.

### Main action lines:

- Investigate the possibility to use incentive schemes supporting the purchase of vehicles equipped with advanced safety functions and after-market installations.
- To address the issues of spectrum needs
- To follow up the recommendation on the establishment of a European Code of Practice for the development and testing of Advanced Driver Assistance Systems.
- Extend the field of competence of the Forum to cover also the “clean mobility” aspects of the initiative.

- The Intelligent Car Initiative activities **build upon the achievements and results of EU Framework Programmes** on research and technological development.
- The long-term objectives of the Intelligent Car Initiative will be **part of the ICT priority in FP7**
- The research priorities of the Intelligent Car fully support the **ERTRAC strategic research agenda**



### Main action lines:

- Enhance performance of Active Safety Systems
- Further step in the development of truly Cooperative Systems (vehicle-vehicle, vehicle-road)
- Info-mobility services for persons and goods – a new step forward
- Field operational tests: Share objective data between key stakeholders: industry-operators-MS

### Workprogramme preparation:

- Working Groups have started work
- Wide consultation May-September
- November-December: Adoption of Workprogramme & Launch of first Calls.

The awareness pillar of the Intelligent Car Initiative will promote, active information dissemination to a wide audience:

- To raise drivers and policy maker's **knowledge about the potential of intelligent vehicle systems**
- To stimulate **user's demand** and create socio-economic acceptance
- To **facilitate the deployment** of mature technologies and systems in the initial phase of market penetration
- To encourage stakeholders initiatives supporting i2010



### 2006:

- **Eurobaromètre Survey:** Citizens knowledge of active safety devices
  - » Qualitative survey (2 Q)
  - » quantitative survey (3 Q)
- **2 studies:** - **Benchmarking MS initiatives/Industry (May)**  
- **Performance Testing (explore the needs -) (May)**
- **Participation in major conferences** (paper & exhibition):
  - **Transport Research Area – Göteborg, 12-15 June**
  - **ITS World Conference – London, 8-12 October**
- **i2010 High-Level Conference** -Helsinki, 27-28 November  
**eSafety Communication Platform**

### 2007:

- **Intelligent Car Event**
- **e-Impact & TRACE outputs**



Commission Communication  
**adopted** on 15 February 2006

