

eSafety is greening

The 7th eSafety Forum Plenary Meeting places emphasis on clean and efficient mobility

The 7th eSafety Forum Plenary gathered in La Hulpe/Brussels on 28 February & 1 March 2007. More than 90 stakeholders in the eSafety Initiative intensively discussed the role of Information and Communication Technologies (ICT) for clean and efficient mobility, learnt about other topics such as ongoing studies and were updated e.g. on the Commission's Recommendation on the Human-machine Interface (HMI).

The first day benefited from the demonstrations given for the final review of GST. Over the past three years, this Integrated Project was developing an open platform so that different telematics applications from a variety of service providers could be downloaded into cars from all sorts of brands and used in them. On five cars and six more demonstrators, Forum Members could see for themselves how successful this project had been. For instance, services, such as Incident Warning, could be purchased and paid via the car's iDrive controller and then activated and used for the journey. An eye-catcher was the Sussex police car (see photo), which showed the use by the police of information coming from an eCall, and also blue waves (a 'silent siren' informing the vehicles ahead about the approach of the police car by transmitting a warning onto the display in their dashboards), and virtual cones.



The second day hosted the actual Forum Plenary. It was opened by a welcome address by **André Vits**, Head of Unit 'ICT for Transport', European Commission. After his address, Vits gave the floor to **Ivan Hodac**, Co-chair of the eSafety Forum and Sec.-Gen. of ACEA.

Hodac highlighted that the car industry had brought many innovations to the market without regulation. Due to these innovations, the death toll on the roads decreased significantly while road transport tripled. In spite of these improvements in safety, the carmakers are now crucified for their environmental performance. However, ACEA had always supported the new Working Group on Clean and Efficient Mobility, and the combination of safety and environmental friendliness.

Hodac made critical remarks about the Commission's HMI Recommendation. In his view, it does not make reference to the most important industrial player, the nomadic devices

industry. For navigation systems alone, there were more than 150 companies not organised in any interest group, and therefore not taking part in the Nomadic Device Forum. Hodac called on this industry to organise itself and to participate actively in such fora.

In his introductory statement, **Arnold van Zyl**, CEO of ERTICO and second Forum co-chair, reminded the audience that Germany in 2006 had had the lowest number in traffic fatalities since related statistics had been established in 1948. However, a death toll of 5086 people, that is 14 per day, is still unacceptably high. Therefore, eSafety remains a priority on the agenda.

Referring to environmental concerns, van Zyl stated that bringing the car and the infrastructure into the communication network would result in an enhanced efficiency of the road network. Consequently, this would entail less fuel consumption, less CO₂ emissions and less traffic noise. The speaker quoted a TNO study showing that the use of navigation systems to find unknown places resulted in 15% less mileage, 18% less travel time and a 12% reduction in insurance claims. Van Zyl concluded that the safety technology is there. However, we needed to address topics such as liability, personal data exchange, user acceptance and the business case to make these technologies change our lives.

Wolfgang Hahn, DG for Road Construction, Road Transport and Traffic, German Federal Ministry of Transport, in his keynote speech presented the Presidency's views on eSafety and related topics. Hahn expressed German support for eSafety systems for two major reasons: the safety gains they promise and their undeniable economic importance. During its Presidency, Germany strives for a more concrete debate on eSafety at political level. Hence Minister Tiefensee's announcement to replace the standard 'informal Transport Council meeting' with an expert conference on the eSafety Initiative.

"We all know that information exchange from car-to-car and car-to-infrastructure will be decisive in the future." For Hahn the safe collection and transmission of such information (eSecurity) will therefore be given utmost attention by the Member States. Additionally, in an integrating Europe, cross-border compatibility of data will have to be increased. What are the frequency requirements for the safe transmission of data in road transport, and what should become the basic set of data for cross-border exchange are the questions immediately evoked by these future challenges.

In respect to the Commission's HMI Recommendation, adopted on 22 December 2006, Hahn called on the Commission to set out its further steps now. He also saw new questions coming up: Do we need more precise criteria to evaluate the HMI of nomadic devices? How can their misuse/manipulation be tackled? What is the input to be given to WG "eSecurity"?

Hahn also touched upon cross-cutting topics and developments beyond 2010: "What is the role of Advanced Driver Assistance Systems in road safety policy, engineering, for users and the economy?" Which legal framework is needed? Does the current framework meet future requirements? Is it necessary to adapt EuroNCAP to eSafety? Hahn underlined that the driver should continue to stay in the centre of attention: "It is a basic principle of road safety campaigns to appeal to the sense of responsibility of motorists and to avoid delegation of liability to a machine".

Last but not least, Hahn emphasised the significance Germany is attaching to eCall: "I would like to mark the high importance of this topic from the viewpoint of the Federal Republic of Germany." The speaker asked for the most efficient implementation of eCall in the Member States, and its integration as easy as possible into existing rescue systems. He concluded by stressing the "utmost importance" of the 'Minimum Set of Data' (MSD), and expressed his hope that the standardisation bodies would achieve consensus on the MSD very soon.

In the discussion following **Hahn's** keynote address, **Ivan Hodac** asked to quantify the impact on road safety and the environment of infrastructure adaptations and ecodriving. **Hahn** replied that next to road safety the environment was the other big challenge. We needed alternative fuels and propulsion systems. Some technologies such as biofuels and intelligent gear shift indicators were for today, others for tomorrow, e.g. hydrogen. **Jan Malenstein** (KLPD) requested to use telematics systems to train novice drivers and to reduce speed automatically where necessary. **Hahn** responded that Germany was skeptical about systems clipping the free will of the driver.

The "green" presentations were led off by **Paul Kompfner** (ERTICO). He reported on the work carried out so far in the new WG on "ICT for Clean and Efficient Mobility". This WG aims at "identifying and promoting the potential benefits eSafety (ICT) technologies ... can bring towards cleaner and more energy efficient mobility for people & goods". The WG identified seven ICT priority areas, three of which have particular eco-potential: Advanced Driver Assistance Systems, traffic management & control and monitoring, measurement and display by the vehicle of its eco-performance. Potential applications were split into 'Infrastructure' and 'Driver & Vehicle Applications', e.g. feedback on fuel consumption and emissions. For both kinds of applications, available scientific literature had been analysed by the WG to find out more on the positive eco-impact of some of the systems.

WG "ICT for Clean and Efficient Mobility" has only had two meetings yet. Kompfner therefore stressed that all findings are preliminary and that the work is ongoing.

Alexander Frötscher (AustriaTECH) reported on how co-operative systems (car-to-car and/or car-to-infrastructure communication) can contribute to clean and efficient mobility. In his statements he referred to the current Integrated Project COOPERS and a policy initiative called EASYWAY, which is under preparation. Estimations he quoted suggest that the deployment of ITS could lead to 25% less congestions, an increase in traffic safety of 25%, and a 10% reduction in CO₂ emissions.

The afternoon session started with a presentation on the 2006 Eurobarometer study given by **Leendert de Voogd** (TNS opinion). The topic of this opinion poll conducted in the 25 Member States of 2006 was the "Use of Intelligent Systems in Vehicles". Just three of the manifold results of the poll can be taken down here: A majority of Europeans would like to have ABS, ESC and eCall in their next car. Next to the price, safety is the citizens' most important criterion when buying a car. However, they do not want to pay extra for safety features as they want to purchase cars that are safe anyway.

Han Zwijnenberg (TNO) reported on the "Benchmarking study on activities in promoting and deploying Intelligent Vehicle Safety Systems (IVSS)" in the EU. This study, contracted by the Commission, is in the phase of data collection. It aims at knowledge about the level of information about IVSS, the level of promotional activities in the Member States and their sustainability to enhance deployment.

A presentation was also given on a second ongoing "Study on the feasibility for setting up of a performance testing programme for ICT-based safety systems for road transport". **Jan Jacobson** (SP Technical Research Institute of Sweden) laid out the approach, methodology and objective of this study.

On 22 December 2006, the European Commission had adopted a Recommendation on HMI, updating the old one from 2001. **Valérie Moutal** (European Commission) set out the reasons for and the content of the update. Moreover, she made a strong appeal that the new recommendation is effectively disseminated, taken note and made use of by designers, manufacturers, installers and fleet managers. Moutal also listed the specific

recommendations for the major stakeholder, i. e. automotive and nomadic devices industry, employers, points of sales, car rental companies, users and Member States.

During this Plenary meeting, participants in the Forum also received the latest details on

- A status report of the "Real-Time Traffic and Travel Information" WG (**Heinz D. Friedrichs**, Robert Bosch GmbH);
- The draft recommendations of the "Communications" WG (**Uwe Daniel**, Silicon Networks)
- The status of eCall standardisation, negotiations with Member States and other eCall business (**Emilio Davila**, European Commission)
- The activities of *eSafetyAware!*, in particular the launching of its first awareness-raising campaign 'Choose ESC!' (**Jacob Bangsgaard**, FIA Foundation);
- The 'Intelligent Car Initiative', especially the annual Intelligent Car Event, Versailles/France, 18 September 2007 (**André Vits**, European Commission)
- And the results and next steps of Integrated Project GST (**Peter Van der Perre**, ERTICO).

The 7th eSafety Forum Plenary ended with the adoption by the Assembly of the 'Conclusions'. The most important of those were:

- To **welcome** the support of the German Presidency for eSafety and, in particular, for the organization of the high-level conference on eSafety, Berlin, June 2007;
- To **congratulate** WG on "ICT for Clean and Efficient Mobility" for the quick start of their work, and to **highlight** that clear and measurable targets should be set for ICT's contribution to CO₂ reduction and other aspects of sustainable mobility;
- To **emphasise** the need to focus on the impact of ICT, asking all stakeholders to provide information to this WG on already available research results;
- To **encourage** the Member States to take up the HMI Recommendations in national regulations, and to **stress the importance** to integrate Nomadic Devices.

The Conclusions and all other proceedings of the 7th eSafety Forum Plenary can be found on:

http://www.esafetysupport.org/en/esafety_activities/esafety_forum/plenary_meetings/7th_esafety_forum_plenary_meeting_28_february_-_1_march_2007.htm

If you have questions which go beyond what can be found on the eSafetySupport web site (www.esafetysupport.org) or on the Commission's own eSafety web presence (http://europa.eu.int/information_society/activities/esafety/index_en.htm), please send an e-mail to eSafety Support (info@esafetysupport.org) or contact Juhani Jääskeläinen, Deputy Head of Unit, DG INFSO-G4, ICT for Transport (juhani.jaaskelainen@ec.europa.eu).