



Final Minutes of the 9th Plenary Meeting of the eSafety Forum

Ljubljana, Slovenia

Friday, 25 April 2008 from 09h00 to 14h00

Welcome of Hermann Meyer, ERTICO

The 9th Plenary session of the eSafety forum was opened by the new CEO of ERTICO, who introduced himself as the new co-chair of the eSafety Forum Steering Group. The agenda was presented and approved by the audience. It was reminded that the strong point of the Forum is its informal character, and the active role that everyone can play in it. Participants were called to actively participate and provide input to the various discussions.

The new members of the eSafety Forum introduced themselves:

- Maria Luisa Soria from SERAUTO
- Francesco Rosines from Atos Origin
- John Watson from Airbquity
- Christian Rousseau from Renault, replacing Daniel Augello
- Aki Lumiaho from Ramboll Finland

Report on ICT for clean and efficient mobility working group

Presentation by Wolfgang Reinhardt (ACEA) and Paul Kompfner (ERTICO)

Preserving the environment has become a top priority for public authorities and companies. Making transport system more efficient is a crucial way for improving the environment. This working group is looking at ICT applications which could contribute to a cleaner and more efficient transport system. There are many non-ITS related issues to address cleaner and more efficient transport. The chairs reminded that these non-ITS related issues will not be covered by this working group.

The working group has identified 5 priority areas:

1. Eco-driving support- improving safety and the environment

Driving differently can save up to 25% on fuel consumption. However, many barriers remain to achieve efficient and generalised eco-driving. High petrol prices could be an incentive for eco-driving, but, there is a general lack of awareness about the benefits of this driving behaviour. The working group identified various means to



support eco-driving: Awareness campaigns, training, R&D to develop vehicle integrated support systems and the use of driving simulators. The advantage which should be brought forward is the quick payback, as no major infrastructure changes are needed.

2. Traffic Management and Control

Congestion costs are estimated at 2% of the EU's GDP. Improved traffic management systems could reduce delay and congestion by up to 40%, with equivalent savings in fuel consumption. This can be done with today's state-of-the-art systems such as synchronisation of traffic lights or VMS. The main barriers of implementing traffic management are the important cost of these types of systems, the current lack of traffic data, organisational issues and the lack of standards. More research will be needed in order to convince people of benefits of traffic management systems, with solid arguments and hard facts. Future efforts should focus on the potential of co-operative systems. Public Authorities also need to invest in the state of the art technologies and co-operation between their different levels in order to harmonise the approach of eco-mobility and ensure interoperability.

3. Demand and Access Management

Cities such as London, Stockholm have already deployed intelligent access restriction charges, according to the polluter pay principle. The results of these measures are tangible. For example, in London the NOx emissions and PM10 from road traffic have registered an important decrease.

Even if a trend seems to have been set in Europe, establishing environmental zones with access restrictions systems remains a politically sensitive issue. Many barriers are preventing the establishment of such systems, such as their lack of interoperability and the lack of public acceptance.

4. Navigation and Travel Information

Studies indicate that mileage could be reduced by 16% when driving in unknown areas, up to 30% when searching for parking place. However there is lack of research data in this area. Several barriers were identified to unlock the potential of traffic information: traffic data remains incomplete and often inaccurate, traffic information is not always free of charge, RDS/TMC is not fully deployed yet and environmental features are not integrated in the navigation maps. It was noted that nomadic systems can not be neglected any longer as it has become a huge of the navigation market. Certified interfaces are urgently needed for nomadic devices. Therefore, their manufacturers should be considered as key stakeholders in this area.



5. Freight logistics and fleet management

Freight transport can have a huge impact on emissions reduction, as these vehicles drive 5-10 times more frequently than passenger cars. However, the potential impact of ITS measures for eco-efficiency, on productivity gains and optimised route and guidance for example, has not been studied or quantified yet. The following barriers were identified: fragmented market, local one-car operations, lack of standards, lack of interoperability, uncertainty on regulatory issues. A Champion will be needed to push forward the new concept of green logistics.

Conclusions

The potential of ITS applications for fuel saving and emission reduction is enormous. However, real figures and hard facts are missing in a number of areas, thus, more research will be needed. There is a general need to look into incentives for the wider public, not only for safety, but also from an environmental perspective. Developing ICT measures for eco-mobility requires a coordinated approach, involving all stakeholders, also at an international level, as the environment is a global challenge. The eSafety Forum has already undertaken cooperation agreements in the field of impact assessment of ITS applications for emissions cuttings with the Ministry for Transport of Japan (METI).

Discussions

Several questions were raised by the chairs to the audiences, triggering several discussions and raising certain ideas. A summary of the questions and discussions can be found hereunder.

How to create incentives to promote eco-mobility? How to make people care?

- Since fuel prices continue to rise, the price incentive for eco-mobility applications remains important. A taxation scheme based on level of CO₂ emitted by the car could become an incentive to buy low-emission cars.
- The general public mostly does not know the level of emission of the various cars. Creating awareness of vehicle efficiency is therefore crucial. In this context, several ideas were raised such as:
 - Eco labelling: the car industry should look at the appliances industry which has developed an excellent visual eco-labelling system. Additionally, when buying a car, the public should also be informed about tax incentives.
 - The vehicle can play a role in behaviour change by reminding the user of its eco-(un) friendly driving behaviour.
 - Eco-driving could be introduced in the driving licence directive: younger drivers need to learn new habits from the start.
 - Car retailers to be well briefed to sell all these new technologies.

They are the key persons who can generate awareness, once the devices are available on the market.

- Confusion exists between eco-driving and eco-buying. Introducing eco driving is not useful if public authorities are not working on traffic jams in the first place. Authorities need to look into the sustainability of eco-driving.
- Linking insurances to driver behaviour could be an incentive for eco-driving. Through ITS technologies, the driver behaviour can easily be measured. However, a business case is needed for insurance companies.
- The signage and predictability of journey is important. Excessive braking and speeding should be avoided. Immediate feedback on eco-driving behaviour should be given through the navigation system. This plays an important psychological part for the driver. Moreover, Environmental zones should be available on navigation systems, which should calculate the most fuel efficient way in its route guidance.

How can we better apply ICT to support eco-driving?

How can we bring all Europe's traffic management systems to state-of-the art?

- Bringing Europe's traffic management systems to the state of the art is a double challenge because technology moves fast and one has to look at applications of the future.
- The effects of road construction and related impact on emissions should be investigated. Construction works are often a place of congestions. ICT should help collect and analyse data to inspire more eco-friendly road construction. Guidelines for environmental construction for the future could be developed in this working group.
- Traffic management should be implemented also on inter urban roads. The monitoring on secondary roads should be improved. Traffic information should be tackled by everyone. Users show a great willingness to contribute to traffic information flow, but technology should be improved to exchange information. Cooperative systems should lead to better solution in the long term.
- Cross border traffic information is currently an issue. For example, with TMC, traffic information is not available about a country when driving in another. Therefore the redirection of the road is difficult.

How can we stimulate new solutions for traffic data collection?

Champion organisations which would take up new traffic data collection solutions are currently missing. If there is a market for it, traffic data collection will take up. The HD traffic service of TomTom is a good example of the success of new

traffic data collection cases.

How to establish a European framework for consistent and interoperable demand and access management schemes?

If Interoperable Road pricing is a solution, the question remains how to develop interoperability of road pricing without harming innovation. An open platform is needed for these solutions.

How to enable and stimulate deployment of on-board and on-line services for eco-navigation and journey planning?

More work should be done to improve the quality of the information of online services. The quality of traffic information is indeed crucial for the business. Embedded devices have very strict requirements, their HMI is safer and better usable, and therefore the embedded navigation systems are more expensive. The quality of online services is not the same as for the on-board services at the moment. Speed information can be for example used by nomadic devices, but the quality is not sufficient for embedded systems.

The ICT for clean and efficient mobility working group should finalise the report, at the latest before the next Forum Plenary meeting.

Session on the ITS Action Plan

Presentation of the ITS Action Plan and outcome of the stakeholder consultation- Andre Vits (European Commission)

The potential of ITS is enormous to support various EU policy objectives: as support to transport policy, environmental policy and as a vehicle for ICT and industry policies. However, to benefit from the potential of ITS, deployment of such systems need to be accelerated and synchronized. In this perspective, five Director Generals of the European Commission have initiated the elaboration of an ITS Action Plan. A draft discussion paper has already been issued, based on the input of 10-12 key-stakeholders interviews. Then, an open consultation process was launched. On 26 March 2008, an open consultation workshop has been organised to discuss the various inputs received. The objective of the Action Plan is to identify core ITS systems and applications which have an EU added value, are mature enough to be deployed and which can act as catalysts and have synergistic effects.

The draft Action Plan is currently structured in three core area's of actions, encapsulating seven targets and related policy objectives. (see presentation for more information)



1) Green transport

- Target 1: Optimised use of infrastructure: better European Road Traffic Management including the interaction with other transport modes
- Target 2: Less congestion on European freight corridors and in cities by developing European solutions for demand management (tolling and road pricing, congestion management.)
- Target 3: Enhancing the use of more environmentally friendly and energy efficient transport solutions

2) Safety and security

- Target 4: Improve safety/security of commercial transport operations (including control/respect of regulations on the social side, dangerous goods, etc.)
- Target 5: Improve road safety with Driver Assistance Systems such as ESC, e-Call, ACC, Lateral Support, Driver hypo-vigilance systems, “speed alert” and “alcohol-lock”.

3) Mobility priority of people and goods

- Target 6: Providing more reliable real-time traffic and travel information in a safe way.
- Target 7: Improving the efficiency of logistics chains

The aim of this eSafety Forum session is to bring forward the priorities, systems that have highest European potentials to be included in the Action Plan.

Discussions on the core areas of action- V. Blervaque (ERTICO)

The objective of this session is to identify the most relevant targets for the eSafety forum and define accordingly a small number (3-4) priority actions to be included in the ITS Action Plan, based on the core areas of actions and targets which have already been defined. Target 3 enhancing the use of more environmentally friendly and energy efficient transport solutions, has already been discussed by the Forum in previous session.

Several ideas and comments were raised about (new) actions to be included in the Action Plan. A summary of the discussions is provided hereunder.

- **Developing toolbox for new Member States:** There is a significant difference of ITS implementations among the various EU Member States. New Member States are often lagging behind in ITS infrastructure. For new



MS, it could be very useful to formulate guidelines or create an exchange platform to help new MS to deploy ITS technologies, such as a basic ICT infrastructure or real time travel information using VMS. This could be included in the horizontal activities of the ITS Action plan.

- **Improving data collection:** Data collection is a priority for many ITS applications. The ITS Action Plan should look at how to support improvements in data collection. For example, information collected at eCall PSAP's, should be shared with traffic management systems. Data and communication should be interchangeable.
- **Impact assessment of safety systems on the environment:** the benefits of safety systems on environment should be further studied.
- **Impact assessment on the progress of stakeholders groups:** Not only the impact of ITS systems on safety and the environment should be studied. Also the progress of the various stakeholders group should be tracked and measured.
- **Comments on the structure model of the ITS Action plan:** The Action Plan should review its structure according to the I2010 model, and develop policy according to the following drivers:
 - Commercial vehicle: productivity is key driver, automatic benefits on safety and environment
 - Private vehicle: safety is key driver
 - Multi modality: environment is the key driver
- **Interoperability among services and standardization:** Problems of interoperability are not technological but governance and business problems. Investments should be made in new infrastructure capable to merge different technologies and business models need to be developed accordingly.
- **Define a minimum set of services/ functionality to be included in every navigation systems.** In order to achieve a minimum set of services for all navigation systems, a structure needs to be built first. Then stakeholders are free to build and choose additional priority systems. Similar discussions are currently taking place in the EASYWAY project from the TEN-T programme. The project intends to come up with a road map for EU wide services. It was suggested to link the discussions of the eSafety forum with EASYWAY.

Three Priority Actions have been chosen by the eSafety Forum for the ITS Action Plan. These are the following:

- Work towards the integration and interoperability among different

technological architectures and modalities

- Conduct further assessments of impact of ITS on safety and environmental objectives
- Create recommendations, guidelines or requirements for a minimum set of ITS services or functionalities

Discussion on implementation priorities- Michael Egger (CEDR)

The Chair introduced the session with a speech about the need to think about the European road infrastructure throughout Europe, which is dramatically ageing and needs to be adapted to the new demands of mobility.

Various policy instruments have been identified in the Action Plan; financial support, standardization, legislations and other soft measures. The aim of this session was to identify the most relevant policy instruments for the three priority actions which just had been identified in previous session.

- **Integration and interoperability among different technological architectures and modalities:** Generally, there is a lack of awareness and communication between standardization fora and ITS fora. Also concerning project results. As an example, the results of GST are not used in telematics services, probably because there is a lack of demonstration, communication and dissemination of results. Exploitation of results should be improved. Moreover, standardisation activities should be done at high level, as it should not kill innovation. It is important support the work of the existing standard bodies, not create a new one.

The eSafety forum has identified standardisation as the top policy instrument for this priority Action.

- **Assessment of impact of ITS on safety and environmental objectives:** A common methodology needs to be developed.

The eSafety forum has identified soft measures on as the top policy instrument for this priority Action.

- **Minimum set of functionalities: guidelines for stakeholders:** In order to define a minimum set of ITS functionalities, the collaboration between the public and the private sector is of crucial importance. A lot of data and information is currently coming from private sector. Business models need to be defined on how the public sector can make use and share this traffic data.

The eSafety forum has identified standardisation as the top policy instrument for this priority Action.

Hereunder you will find an overview of the different policy instruments and their ranking according to their importance across the three pre-defined priority actions (see previous session). The ranking is a result of a voting from the eSafety Forum members.

Instrument	<i>Integration and interoperability</i>	<i>Impact assessment</i>	<i>Minimum set of services</i>
1. Financial Support	2	3	2
2. Standardisation Harmonisation	4	2	4
3. Legislation	1	1	1
4. Soft Measures	3	4	3

1: lower priority

4: top priority

Discussions on horizontal activities- Will Botman, FIA

The aim of this session is to present and comment on the 6 ‘horizontal’ activities which have been defined in the draft ITS Action Plan, and to discuss the relevance of these horizontal activities according to the Actions previously identified by the eSafety Forum. The various horizontal activities of the draft ITS Action Plan were shortly presented and discussed by the Forum:

1. Synergies (standardisation and open vehicle platform): It is important to consider not only the vehicle, but also its infrastructure. Therefore one should talk about an “Open architecture” in generic terms, and not only about “platform”.
2. Framework for road data and traffic information exchange
3. Legal aspects of data security, protection of data, liability (on the use of ITS, who is responsible?): Certification should be added in legal aspects. Legal questions are important to overcome barriers of ADAS introduction in market.
4. Involvement of public authorities: Framework for programme coordination (European ITS Committee): If a public authorities committee is set up, other stakeholders will be excluded from the discussions. The

committee should be a joint stakeholders activity, not only for Public Authorities. The Public Authorities committee could also serve as an instrument for developing new legislation. In the future, an Infrastructure equipment harmonization will be needed and legislation will be needed at EU level. Some members raised their skepticism about the need to legislate in the eSafety field, as everything seems to be a matter of standardization. However, examples from the past have showed that standardization is sometimes not enough.

5. Demonstrating (FOT's, impact assessment, business cases)

Hereunder you will find an overview of the different horizontal activities and their relevance for the three pre-defined priority actions (see previous session). The ranking is a result of a voting from the eSafety forum members.

Horizontal activities	Integration and interoperability	Assessment scheme	Guidelines, minimum set of standards
Synergies (standardisation and open vehicle platform)	Yes	No	Yes
Framework for road data and traffic information exchange	Yes	Yes	Yes
Legal aspects of data security, protection of data, liability	Yes	No	Yes
Involvement of public authorities	Yes	Yes	Yes
Framework for programme coordination (European ITS Committee)	Yes	Yes	Yes
Demonstrating (FOT's, impact assessment, business cases)	Yes	Yes	Yes



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Information items- eSafety forum working groups

Two reports from two eSafety working group were presented and endorsed:

- eRTD- Strategic RD ICT for mobility- Ulf Palmquist, EUCAR: An update of the Strategic Research Agenda was presented. The area international cooperation is becoming increasingly important. Cooperative systems are also pushed from the environmental perspective. For ITS, we need to look into business models and assessment of ICT systems performance.
- eCall implementation platform-W. Reinhardt, ACEA: The eCall driving group is advising a seven-step approach to go ahead: investigate the status in the Member States, define an overall vision, form national platforms working with those who have signed the MoU, form three regional clusters, set up regional eCall roll-out platforms, set up an European eCall platform.

Next Forum Plenary Meeting

The meeting was adjourned. Next eSafety forum meeting will take place in October in Brussels.

The 9th Plenary Meeting of the eSafety Forum

FINAL AGENDA - Ljubljana, Slovenia

Thursday, 24 April from 19.00 at the Best Western Premier Hotel Slon

Room: Ljubljana Restaurant

Friday, 25 April 2008 from 09.00 to 14.00 at the Cankarjev dom

Room: M3, 4

DAY 1 - 24 April

19.00 Cocktail
20.00 Dinner
Welcome speech
[Andre Vits, European Commission](#)

Keynote speech
[Dean Herenda, Under-Secretary of State, Slovenian Ministry of Transport](#)

DAY 2 - 25 April

08.30 Registration and Coffee
09.00 Start of 2nd Day of the 9th eSafety Forum Plenary Meeting
Chair: [Hermann Meyer, Chief Executive Officer, ERTICO - ITS Europe](#)
09.00 - 10.30 Forum Debate on the report of the "ICT for Clean Efficient Mobility" Working Group
Presentation of the report:
Co-chairs: [Wolfgang Reinhardt, ACEA](#) and [Paul Kompfner, ERTICO - ITS Europe](#)
Debate of the Forum
Adoption of the Forum Recommendations

10.30 - 14.00 Forum Debate on the "ITS Action Plan" of the European Commission
10.30 - 11.00 Presentation of the ITS Action Plan and the outcome of the stakeholder consultations
[Andre Vits, Head of Unit, European Commission DG Information Society and media, Unit ICT for Transport](#)
11.00 - 11.15 Coffee Break
11.15 - 12.45 Linear Session

[Core Areas of Action - Chair: Vincent Blervaque, ERTICO - ITS Europe](#)

The ITS Action Plan will aim at the roll-out of pan-European infrastructure and services, such as Real-Time Traffic and Travel Information, eCall, freight logistics services, road tolling and on longer term the Co-operative Systems. This break-out group will assess the candidate core actions presented in the ITS Action Plan from the point of view of the user needs, cost and potential impact, and formulate recommendations.

[Implementation priorities - Chair: Michael Egger, CEDR](#)



Implementation of the ITS Action Plan needs co-operation of the stakeholders and of solving organisational problems, financial support, standardisation and possibly the use of legislation complementing "soft measures" like voluntary agreements. This break-out group will assess the implementation issues of the ITS Action Plan and formulate recommendations on how to prioritize the services to be rolled out in Europe.

Related activities - Chair: Wil Botman, FIA

Several ongoing activities aim at deployment of ITS in Europe, at European level most notably the Intelligent Car Initiative and the eSafety Forum, Easyway project and the CIP programme, complemented with many national initiatives. The European Commission has already published Communications which aim to support the deployment of ITS in a number of areas, such as urban mobility, freight and logistics and intelligent vehicle safety systems. This break-out session will assess the added value of the ITS Action Plan in this complex environment, and give recommendations on "horizontal" actions such as the proposed framework for coordination.

12.45 - 13.15	Information Items: eSafety Forum Working Group Reports eRTD: Ulf Palmqvist, Eucar eCall Implementation Platform: Wolfgang Reinhardt, ACEA
13.15 - 14.00	Concluding session Reports of the chairs of the three Break-Out Sessions Chairs of the Sessions
14.00	Adoption of the Forum Recommendations on the ITS Action Plan Buffet Lunch



Participant List

Last Name	First Name	Company
ALBRECHT	Frank	German Ministry of Transport
BALISTRERI	Amelie	eSafety Support
BLERVAQUE	Vincent	ERTICO - ITS Europe
BOLTE	Fritz	BAST Bundesanstalt fuer Strassenwesen
BOTMAN	Wil	FIA European Bureau
BRUSSELMANS	Ariane	eSafety Support
CAMOLINO	Rui	ASECAP
CARROTTA	Alessandro	eSafety Support
CURCI	Natalino	UNIBFO/Polidream srl.
CYRAN	Yolande	EC - DG ENTR
DE MEYER	Pieter	FPS Mobility and Transport
DE SCHAETZEN	Maggie	eSafety Support
DIEHL	Manfred	Umicore AG & Co. KG
DUMITRESCU	Dorin	ITS Romania
EGGER	Michel	CEDR
FAJKA	Jindrich	Ministry of transport
GRILL	Johann	ADAC
HAGLEITNER	Walter	ADAS_Management-Consulting
HEDLUND	Bjorn	CLEPA
HENCHOZ	Jean-Michel	DENSO AUTOMOTIVE Deutschland
HERENDA	Dean	Slovenian Ministry of Transport
JAASKELAINEN	Juhani	European Commission - DG INFSO
JENSSEN	John Arild	Ministry of Transport and Communications
KOMPFFNER	Paul	ERTICO - ITS Europe
KORNEMANN	Horst	Continental
LAURELL	Anu	Ministry of Transport and Communications
LUMIAHO	Aki	Ramboll
MAES	Willy	EC - DG TREN
MEDEVIELLE	Jean Pierre	INRETS
MEYER	Hermann	ERTICO - ITS Europe
OLSEN	Sigurd O	Norwegian Public Roads Administration
PALMQUIST	Ulf	EUCAR
PELLISCHEK	Gloria	ERPC
PETTI	Stephane	Aisin AW Europe

PICHL	Martin	Ministry of Transport of the Czech Republic
REINHARDT	Wolfgang	ACEA
ROSINES	Francesc	Atos Origin
ROUSSEAU	Christian	Renault
RYDMELL	Christer	SRA/Vagverket
SANSONE	Fulvio	Oracle EMEA
SERGEYS	Filip	Honda Motor Europe Ltd.
SORIA	Maria Luisa	SERNAUTO
TERPSTRA	Tjerk	Ministry BZK
VITS	André	European Commission
WATSON	John	Airbiquity

