



## The 4th Plenary Meeting of the eSafety Forum Hannover, 2 June 2005

### Draft Minutes

#### 1. Opening of the Meeting

The Chairman, Mr. Frans de Bruijne, Director, Directorate-General for Information Society and Media (DG INFSO-A), opened the meeting welcoming the members of the Forum to this 4<sup>th</sup> Plenary Meeting, and introduced the High-Level speakers.

The chairman presented the agenda of the meeting (enclosed). The following documents were available for the meeting: RTD working group final report, Implementation Road Map working Group draft final report, draft EC report on Incentives Schemes applied by the Member States in the Transportation Sector, eCall MoU, EC 1<sup>st</sup> eSafety Communication.

#### 2. High-Level Opening Remarks

**Mr. Wolfgang Hahn**, Director General for Road Construction and Road Traffic, Federal Ministry of Transport, Building and Housing, Germany, welcomed the participants to this plenary session of the Forum. He stressed, from Germany's point of view, the importance of a comprehensive use of Safety technologies using a holistic approach involving driver, vehicle and road.

The innovation will help in the reduction of road fatalities, not only up to 2010 but beyond. Implementation road map group should not be restricted to 2010.

Concerning eCall Mr. Hahn welcomed the European initiative and said that a uniform approach could only provide benefits. However, more attention should be given to the different needs of implementation in the Member States. It is necessary that all the stakeholders participate in the eCall deployment.

He mentioned that positive experiences in the different Member States (like the Guidelines 2000 in Germany) should be shared. For Germany assuring privacy and data protection is an important concern.

Mr. Hahn announced that, after consultation with the *länder*, Germany will soon be ready to sign the MoU. He proposed to sign it together with other Member States on the occasion of the next eSafety High Level Meeting on 18<sup>th</sup> October.

Concerning Human Machine Interaction (HMI), Mr. Hahn supported the new update of the European Statement of principles (ESoP), which Germany and other Member States commented on 2002. He mentioned that the new version should cope not only with the question of nomadic devices, but also with the misuse of in-vehicle systems, and to cover also liability issues.

Mr. Hahn pointed out the importance of ICT based systems and services in tackling the congestion in Europe. In Germany, there are currently over 3 million users of RDS/TMC service. A public-private partnership is needed to develop further the Real Time Travel and Traffic Information services (RTTI) in Europe. RTTI should be free of charge in its basic version as a tool to tackle the congestion problem in Europe, with commercial added value services on top of it.

Mr. Hahn proposed a Memorandum of Understanding as a model to develop interoperable and harmonised data transmission systems for cross-border traffic information.

**Mr. Ivan Hodac, ACEA Secretary General** reconfirmed the support of the European Automobile Manufacturers Association to the eSafety initiative and was generally pleased with its progress. He pointed out, however, that the automotive manufacturers cannot do all the effort; collaboration of the other stakeholders is needed.

Mr. Hodac mentioned that a key issue concerning ICT based new products and services is affordability: automotive OEMs cannot afford to continue the installation of more and more expensive options in their vehicles.

He said that ACEA appreciates the work and progress of eSafety, but pointed out that the automotive manufacturers are disappointed with the lack of involvement of key stakeholders in certain areas, like the insurance sector in eCall. They are also waiting for the signature of the eCall MoU by key Members States.

Mr. Hodac noted that several working groups have already completed their work, and others were making substantial progress. Now it is essential to make a special effort on user awareness. We should explain clearly to the customer what are the Intelligent Vehicle Safety Systems and their benefits, in order to convince the user on the need to invest in them. The automotive industry is ready to support a common platform, which will undertake campaigns and other eSafety user awareness actions.

Mr. Hodac mentioned also that the CARS 21 initiative is looking into an effective regulation road map for the next 10 years, and he believed that eSafety should be part of the CARS 21 agenda.

**Mrs. Monika Sundström, Vice-Chairman of the Supervisory Board of ERTICO**, congratulated the Working Groups for their excellent work. She noted that the eSafety initiative had already reached a lot of visibility, and pointed out that it is now time to implement eSafety by putting the technologies to work in day-to-day applications.

Mrs Sundström pointed out that the eSafety initiative enjoyed the support of industry, Member States and the European Parliament, as expressed in the High Level Meetings. This support should now be translated into clear commitments, like the signature of the eCall MoU: The Member States should sign the MoU as soon as possible.

Mrs Sundström said that other priority items under eSafety initiative were HMI, introduction of RTTI services, deployment of active safety systems and digital maps with safety attributes. It is also necessary to define the implementation road map for all stakeholders to move together.

She congratulated the European Commission and all the stakeholders involved in the eSafety initiative for the work and results achieved so far. She also stressed the importance of exporting EU technologies to other areas in the world, and emphasised the importance of creating public awareness on the benefits of intelligent vehicle safety systems. eScope is an important tool for that, and user outreach should be a priority.

**Mr. Jean Meyer, President of FIA Region I**, introduced the vision of the automobile motor clubs. It is important to educate and convince the motorists about the benefits of eSafety and to promote their use with information campaigns. Mr. Meyer indicated also that it is important that dealers understand and promote eSafety systems, as they are the link between manufacturers and consumers.

Mr. Meyer presented EuroNCAP as an example of a successful scheme to raise user awareness, and to influence consumer behaviour and the automotive OEM strategies.

In a similar way, it is necessary to develop simple communication schemes to make consumers understand active safety, which is less visible than passive safety and more difficult to explain.

Mr. Meyer said that financial incentives could facilitate the deployment of eSafety technologies, and welcomed the draft study of the Commission. In the past there have been some examples of the use of tax incentives for cleaner vehicles, and they should be used for safety systems as well. Mr. Meyer emphasized that the incentives will also increase the public awareness. Insurance companies, which have already some projects in some Member States, could also provide incentives in the form of lower premiums. He concluded that the goal should be to dedicate more effort to active safety technologies and to educate appropriately both professionals and drivers.

**Mr. Kalistratos Dionelis**, Secretary General of ASECAP, congratulated the Forum for the impressive work done, and said that road operators and toll motorways operators should contribute to the work. Safety is implicit to the concept of road transport for road operators.

Mr. Dionelis explained that the road operators already use ITS tools to improve safety, and that there is a need of cooperation with the other stakeholders. Cooperative systems are needed: intelligent vehicles will be useless if they do not circulate through intelligent roads.

He said that good progress has been achieved by R&D in this area. Deployment is the next step that will bring benefits to the society, and for that it is necessary to identify all the players in the value chain, and all stakeholders have to work together, including the road operators.

Mr. Dionelis concluded that it is necessary to identify all key players in the value chain in order to build a sustainable business model.

**The chairman, Mr. de Bruïne**, thanked all the high level speakers for their remarks, adding a few concluding remarks from the European Commission perspective.

Mr. de Bruïne stressed the importance of the eSafety Forum, which supports the development of eSafety in a number of ways:

- Facilitating dialogue among the stakeholders
- Providing input for possible regulation (i.e, radio spectrum, eCall)
- Promoting the awareness

Mr. de Bruïne assured that Commissioner Reding supports the eSafety Forum and sees it as a key platform that joins the different stakeholders with different interests, and makes them work together towards a common goal.

He informed the Forum that the European Commission has adopted on 1<sup>st</sup> June a Communication presenting the i2010 initiative to promote ICT in Europe. eSafety will be part of it, and one of the three flagship projects will be in the area of transport and mobility, the “Intelligent Car”.

Mr. de Bruïne concluded by pointing out that there is still a lot of work to do for all stakeholders. The challenge to the European Commission and equally to the Member States is to foster the eSafety implementation and to produce results, which will benefit the citizens.

### **3. Towards pan-European deployment of eSafety**

**1. Mr. Jacob Bangsgaard, coordinator of eScope** gave an overview of the Results of the eSafety Observatory, and eSafety actions in the 25 Member States. eScope is supporting dissemination activities for user outreach.

Mr. Bangsgaard concluded by highlighting the strong progress in the last couple of years, although more focus is needed on deployment. Areas like eCall need political support, and more active participation of the Member States and other stakeholders. More focus is also needed on user outreach. Lives can be saved everyday if we progress.

**2. Prof. Risto Kulmala, chairman of the Implementation Road Maps Working Group,** reported on the ongoing work done by Working Group that he co-chairs. He presented the objectives and priorities of the Working Group, the approach the group has adopted for analysing the benefits and implementation potential of the Intelligent Vehicle Safety Systems, the rationale for choosing the priority systems, and examples of the implementation road map including ESP.

Prof. Kulmala also presented a list of recommendations concerning the deployment of in-vehicle systems and infrastructure related systems. He concluded by showing the next step of the WG, which will be to produce the final report, taking into account the recommendation of the Forum, the Steering Group and other WGs.

**3. Mr. Yiannis Moissidis, and Mr. Ad Bastiaansen, co-chairs of the Digital Maps Working Group,** presented the role of Digital Maps in deploying eSafety.

They presented the rationale, objectives and work plan of the Digital Maps WG, indicating that a very close cooperation between the private stakeholders and the public authorities is needed. The Digital Maps WG will report to the Safety Forum. The recommendations may then lead into guidelines for public authorities or other actions.

**4. Dr. Jürgen Trost, chairman of the Heavy Duty Vehicles Working Group,** presented the objectives, work and results attained of this WG that has already finished its work.

The group has prioritised safety functions on the basis of relevance to accident causes of Heavy Duty Vehicles. The group evaluated systems against four criteria: effectiveness, system costs, engineering costs, investments and produced a ranking of most effective eSafety systems for this group.

Dr. Trost indicated that Heavy Duty Vehicles would benefit from incentives to accelerate the deployment of existing technologies and systems in the market.

**5. Mr. Johan Grill, chairman from the User Outreach Working Group** gave an overview of the focus and activities of the WG. The WG expects to give recommendations by end 2005 or first quarter of 2006.

Mr. Grill presented the first interim conclusions of the WG:

- The group has developed a communication model
- The group proposes to create an eSafety label
- The group proposes creating a joint communication platform to enable cooperation and joint actions of different partners.
- The platform would work on three different topics: media work, marketing and political work (e.g. incentives from communications perspective), and would eventually lead into an “eSafety label”.

The working group has also considered some specific actions to increase user awareness, including Eurobarometer and pilot campaigns.

**6. Mr. Arnold van Zyl, chairman of the eSafety Working Group on RTD** presented the objectives, methodology and work plan of the Working Group and summarised the main recommendation of the WG. More effort should be invested in research on:

- Accidentology and impact assessment
- Human factors
- Interoperable cooperative systems for efficiency, safety and mobility
- ITS based services (e.g. post accident & emergency management)
- Non-technical issues (e.g. business models)

Mr. Van Zyl concluded by announcing the proposal of the RTD WG to investigate the possibility of launching a Joint European Technology Initiative (JETI) under FP7. The initiative would look into Cooperative systems for safety, efficiency and value added services. This would allow large scale testing, deployment and demonstration efforts.

**7. Ms. Cathy Jenkins, Chair of the ITSSG** gave an overview of the role of standardisation activities in deploying eSafety, and the status of the work in the Intelligent Transport Systems Steering Group (ITSSG) on Standardisation

Ms. Jenkins presented the evolution since 2002 and the work of ITSSG and the document published concerning the European strategic context for ITS standards, encouraging the Forum to read it and provide feedback.

She concluded that there is still a need to perform a systematic assessment of standards needed for eSafety, and put forward some questions concerning eSafety standards for reflection.

#### **4. Panel Discussion: How to accelerate the deployment of eSafety**

The chairman, Mr. Frans de Bruine, EC introduced the panel and the topic of the discussion, which was to focus on the possible ways to accelerate eSafety deployment in Europe.

**1. Mr. Jean-Louis Marsaud, Secretary General of Comité Européen des Assurances (CEA)** confirmed the interest of the insurance sector to be involved in the eSafety initiative. He said that the insurance industry can support this initiative, aiming at reducing the insurance risk with new technologies. He remarked, however, that for insurance sometimes the cost of a severe injury may be bigger than the cost of a fatality.

Mr. Marsaud proposed to increase the consumer awareness; the insurances could contribute in this action. First, however, it will be necessary to start creating awareness among the insurance companies themselves.

Mr. Marsaud assessed the question whether an insurance company would reduce their premium in case the insured vehicles are equipped with eSafety devices, which have potentially a positive impact by reducing the number of accidents. He pointed out that through the reduction of the number of accidents there would be an automatic reduction of premiums. The premium calculation, however, depends on a lot of other factors as well. He also said that the training of the drivers is an important issue, and could be organised with the help of the insurance companies.

Mr. Marsaud explained that only individual companies can provide premium incentives (and there have been already some experiences), and that he cannot imagine a general approach yet, as this is a very competitive sector. As a conclusion, he indicated some concerns of the insurance companies:

- There is a need of concrete figures on the benefits of eSafety systems, such as eCall
- It is important to estimate the increase of repair costs of complex systems such as the eSafety devices
- Data protection is an important issue.

**2. Prof. Dr. Gunter Zimmermeyer**, Director, Bosch, stressed the importance of eSafety in increasing road safety in Europe, and listed a number of issues that are relevant for equipment suppliers:

- Support to the eSafety initiative should continue beyond 2010
- There is a need to prioritise the eSafety functions; this should be done through the Implementation Road Maps Working Group
- The eSafety actions should be linked to the other mobility targets (environmental friendliness, comfort, efficiency)
- The best way to progress is through the voluntary commitment of the automotive industry.

He proposed “a Trojan horse” strategy as a useful tool to accelerate eSafety systems take-up. ESP and navigation are examples of systems that have other uses as well. eSafety could be part of broader in-vehicle telematics , electronics and navigation systems platform.

He also stressed the need for stronger cooperation between the stakeholders, in order to reduce the costs. eSafety Forum, and ERTICO are good foras for co-operation. Public-Private Partnerships are necessary to establish services like RTTI.

Prof. Dr Zimmermeyer concluded by reminding the audience of the speech of Max Mosley at the last High Level Meeting with industry in February 2005,

where he promoted the use of incentives as a good way forward. Insurance companies should consider reducing their premium. The market is changing; CEA and other insurance organisations should make a reflection on the opportunity. Correspondingly, the governments should consider tax incentives.

**3. Mr. Andre Vits, Head of Unit, EC, DG INFSO-G4,** presented a draft report on incentives schemes applied by the Member States to the transport sector, and asked the members of the Forum to provide comments on it.

This report contains information about the incentive schemes that have been used in the Member States, such as detaxation schemes, incentives for scrapping old cars, incentives on vehicle tax and fuel tax. The report was welcomed by the panel.

**4. Mr. Wolfgang Reinhardt, ACEA,** said that he would like to receive concrete proposals and contributions from the insurance sector. The eCall Driving Group has produced some extensive analysis on the socio-economic benefits of the eCall introduction, and they would appreciate insurance companies to comment on the figures.

Mr. Reinhardt appreciated the commitment made by Mr. Marsaud on the involvement of the insurance sector, as automotive manufacturers have requested this from the beginning, in order to develop a sustainable positive business case for eCall.

Mr. Reinhardt said that ACEA is not in favour of local state aid incentives, as they may introduce distortion in the market and reduce economies of scale, but of a common approach. It is necessary to produce common roll-out plans, standards and harmonised type-approval.

Mr. Reinhardt welcomed the document on incentives elaborated by DG INFSO, and said that it was important that the consumer gets the compensation directly, not via the car manufacturers.

The chairman commented that without incentives a quick take-up is unlikely to happen, but we need a clear inventory of incentives and their effects. Common awareness and drivers training are efficient tools, but someone has to pay for them.

**5. Mr. Rydmell, from Swedish National Road Authority,** commented that incentives have been used in Sweden, and the experiences have been positive. He mentioned that a common understanding from all stakeholders is needed, and then it becomes possible to create an ethical commitment to perform concrete actions.

In Sweden excessive speeding and drunk driving have been identified as priority issues to be solved.

Mr. Rydmell also welcomed the report on incentives as a good starting point.

- **Mr. Moissidis** (NAVTEQ), from the floor, commented that the introduction of catalysts in the cars could be a good example to analyse and follow. All stakeholders were involved and there were tax exemptions.

**6. Mr. F. Meyer, FIA**, encouraged all participants of the meeting to read and comment the Commission draft document, as it shows the potential of incentives to accelerate the eSafety deployment. The eSafety Forum and CARS 21 are making good progress, and should continue to work on this issue.

- **Mr. D. Augello** (Renault), from the floor, criticised insurance companies saying that they have not contributed positively to the business case with concrete actions. He invited the insurance companies to take a clear position, and to indicate whether they are really willing to commit towards eSafety implementation or not. He mentioned some positive examples in France related to environmental issues.

- **Mr. Marsaud** responded by saying that the business reality of motor insurances companies should be taken into account. CEA became only recently aware of the eSafety initiative, but is keen to continue discussions with stakeholders. Mr. Marsaud insisted that incentives policies can only be developed at individual company level.

- **Mr. Reinhardt** proposed to focus on creating awareness on technologies, with European campaigns like the 5' film campaign existing in Germany. Member States and EC could support these spots. He also proposed to use field tests and demos to create awareness.

- **Mrs. A. Lamberg** (Finnish Ministry of Telecommunications and Transport) explained that eCall is being implemented in Finland, and they are running a study with 800 accidents to calculate the exact figures for socioeconomic benefits, as demanded by the insurance companies.

**Mr. Ken Ducatel, member of the Cabinet of Commissioner Reding**, joined the meeting. He took the floor to express the support of the Commissioner to the eSafety Forum. He announced the adoption of the strategy communication i2010, in which Commissioner Reding proposes an ambitious programme for growth and jobs in the EU. The programme will cover various areas, with one – inclusion – including intelligent transport. There will be a flagship initiative “Intelligent Car”, which will be defined later.

Mr. Ducatel explained that Mrs. Reding has an interest in giving visibility to the results of research, and therefore bringing them towards deployment. This is why the Commissioner is interested in the eSafety initiative; it may bring a lot of benefits to society. He encouraged all stakeholders to support it as much as possible.

- **Mr. Johan Grill, FIA** raised the issue that nothing will happen if consumers are not willing to buy the new systems. There is a big opportunity in building the joint communication platform proposed by the User Outreach WG, bringing together all interested partners committed towards user awareness.

On the issue of who should pay for these actions, Mr. Grill took the example of a successful scheme, EuroNCAP. All committed partners should bring resources, including European Commission, and insurances.

- **Mr. F. Febucci**, from Driving School association proposed to prepare some training courses on ITS, and suggested to industry to introduce some eSafety devices into the training trucks for driving schools. These actions could promote awareness.

- **Mr. J. Trost** said that Heavy Duty Vehicles equipped with Electronic Braking Systems since 1994 have a 10% reduction in the number of accidents, which has produced benefits to the insurances.

## 5. Conclusions

The chairman, Mr. de Bruïne, EC concluded the meeting highlighting some of the most important conclusions of the day.

There is general interest towards joint actions in the area of User Awareness, and in particular towards the proposed joint communication platform for user outreach.

The incentives are seen as a useful tool for accelerating eSafety deployment. All stakeholders should read the Commission draft document and to comment it, proposing next steps and actions.

Involving young people on training schemas on eSafety systems is an interesting idea, and should be investigated further.

Finally, Mr. de Bruïne gave the floor to Andre Vits for closing the meeting. Mr. Vits draw the attention to the large number of interesting ideas and suggestion that arose during this Forum. They will be taken into consideration for drafting the 2<sup>nd</sup> eSafety Communication, which will be presented in September.

### NOTA BENE:

Due to the duration of the panel discussion, and the lively interaction with the floor, the last item in the agenda, the signatory event of the eCall Memorandum of Understanding, had to be postponed. The Commission is planning to organise it on the occasion of the High Level Meeting of 18<sup>th</sup> October.