



# eSafety Support Activities

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eSafety Support  
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Brussels, Belgium



# eSafety Support Objectives

- Supporting the European effort on eSafety and sustaining the work of the eSafety Forum activities including:
  - Supporting the effort of the eSafety Stakeholders
  - Supporting the development of the implementation road map
  - Supporting the implementation process for eCall
  - Supporting the user outreach effort
  - Disseminate eSafety activities



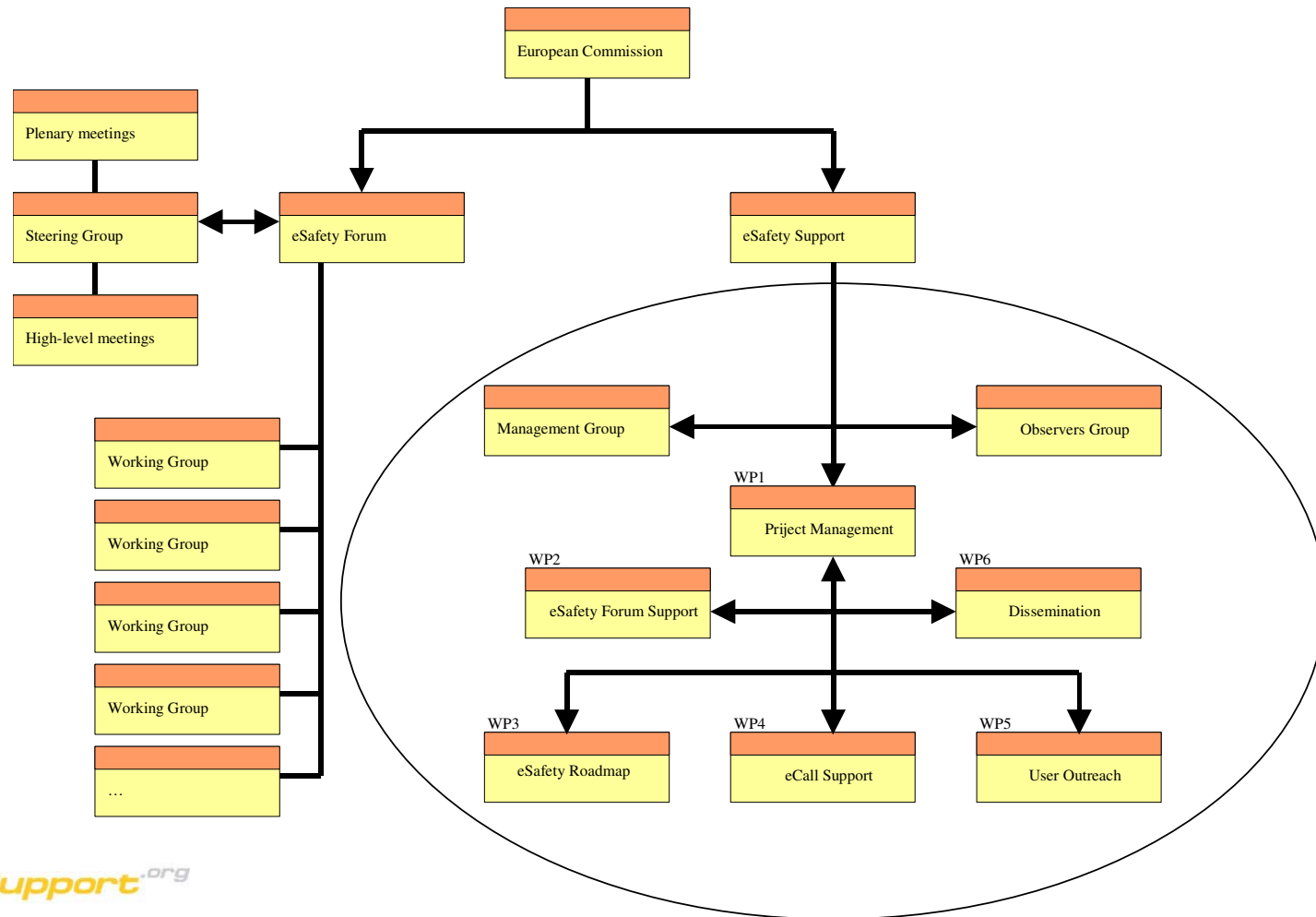
# Partners



ACEA



# Place in the eSafety frame



# Work Packages

- WP1 Project Management
- WP2 eSafety Forum Support
- WP3 eSafety Road Map
- WP4 eCall Support
- WP5 User Outreach
- WP6 Dissemination



# Running independent secretariat

- ❑ Support to all stakeholders
- ❑ Centre for all communication
- ❑ Guidelines from the Management Group and Steering Group
- ❑ Staff:
  - Jacob Bangsgaard, Director
  - Project Manager
  - Irina Silva, Project Assistant
  - Kristin Oxley, Communications Manager
  - Daniela Haiduc, Communications Officer
  - Michael Nielsen, eCall Support
  - Rasmus Lindholm, eCall Support
  - Intern



# Forum Support Activities

- Information collection and search facilitation
- Monitoring of progress
- Selection of good practice examples
- Working Group support
- Steering Group support
- Organise meetings and events
- Launch support studies/activities

# Meetings

- ❑ Plenary Meetings 1-2/year
- ❑ eSafety Steering Group - 6/year
- ❑ Working Group support events 1/year
- ❑ Regional Stakeholder Meetings 1/year
- ❑ Observers Meetings - 1/year



# Meetings

Event	Date	Where	Remarks
eSafety Steering Group Meeting	7 February	Brussels	
i2010 Intelligent Car Initiative launch event	23 February	Brussels	Press support, video recording
eSafety Steering Group Meeting	25 April	Brussels	
eSafety Forum Plenary Meeting	May	Vienna - Brussels ??	Stocktaking, focus on User Outreach and the Communications Platform
TRA - European Road Transport Research Conference	12 - 15 June	Gothenburg, Sweden	Organise a Regional Stakeholder Meeting before or during the Conference
i2010	27 - 28 September	Helsinki	Press event for eSafety?
ITS World Conference	8 - 12 October	London	eSafety Support Stand
eSafety Forum Plenary Meeting	November	Brussels	
Observers Meeting	November	Brussels	Meeting before or after the Plenary meeting

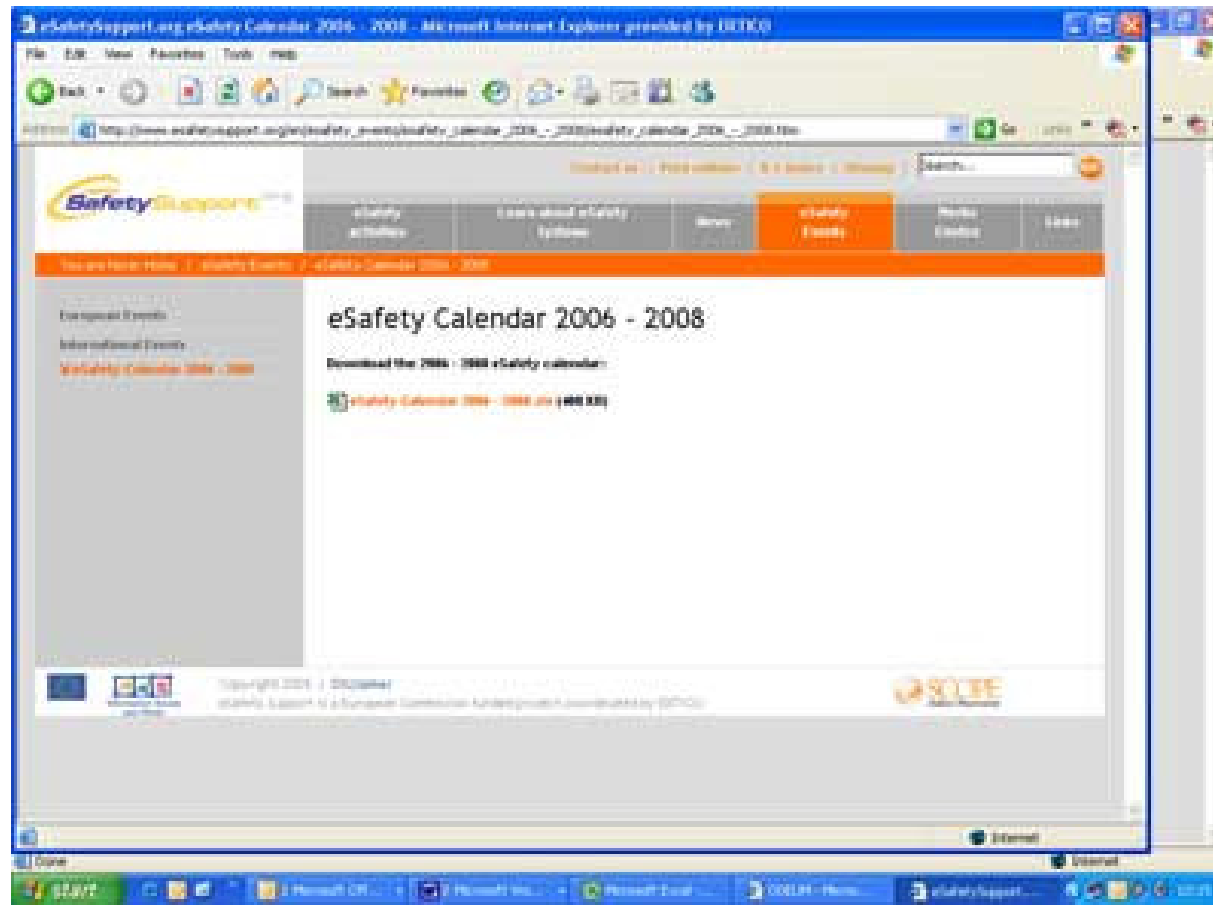


# Regional Observers Meetings

Place	Date	Host	Remarks
Portugal and Spain	May	Spain	
Italy, Malta, Cyprus and Greece	June	Malta	
Denmark, Finland and Sweden	June	Sweden	Before or during the European Road Transport Research Conference in Gothenburg, Sweden, 12 - 15 June
Estonia, Latvia and Lithuania	August	Estonia	Before or during the International Baltic Road Conference in Kuresaare, Estonia, 28 - 30 August
Czech Republic, Hungary, Poland, Slovakia and Slovenia Non-EU countries: Romania and Bulgaria	September	Slovenia	



# Other meetings and events



# Implementation Road Maps

- ❑ Maintain and update the implementation road map
  - Updating the present road map
  - Consider new priority systems
  - Simplified road map for decision makers
  - More concrete road maps for eSafety Forum SG selected priority systems with timelines and responsibilities
  - Advice on how to develop implementation road maps
- ❑ Maintain a database on impacts of eSafety systems
  - Integration of results from research

# eCall Support

- Organise eCall expert and Member State meetings
- Organise workshops
- Elaboration of the eCall tool box
- Update the status-of-work report
- Structure support material
- Disseminate activities, best practice demonstrations, key contacts and support points
- Set up a Help Desk



# User Outreach

- ❑ Increase the interest among the general public through awareness actions in form of events, media coverage, competitions, website, etc.
- ❑ Define messages, target groups, modes of communication, information material, media contacts, etc.
- ❑ Support the branding of eSafety
- ❑ Support the communications platform



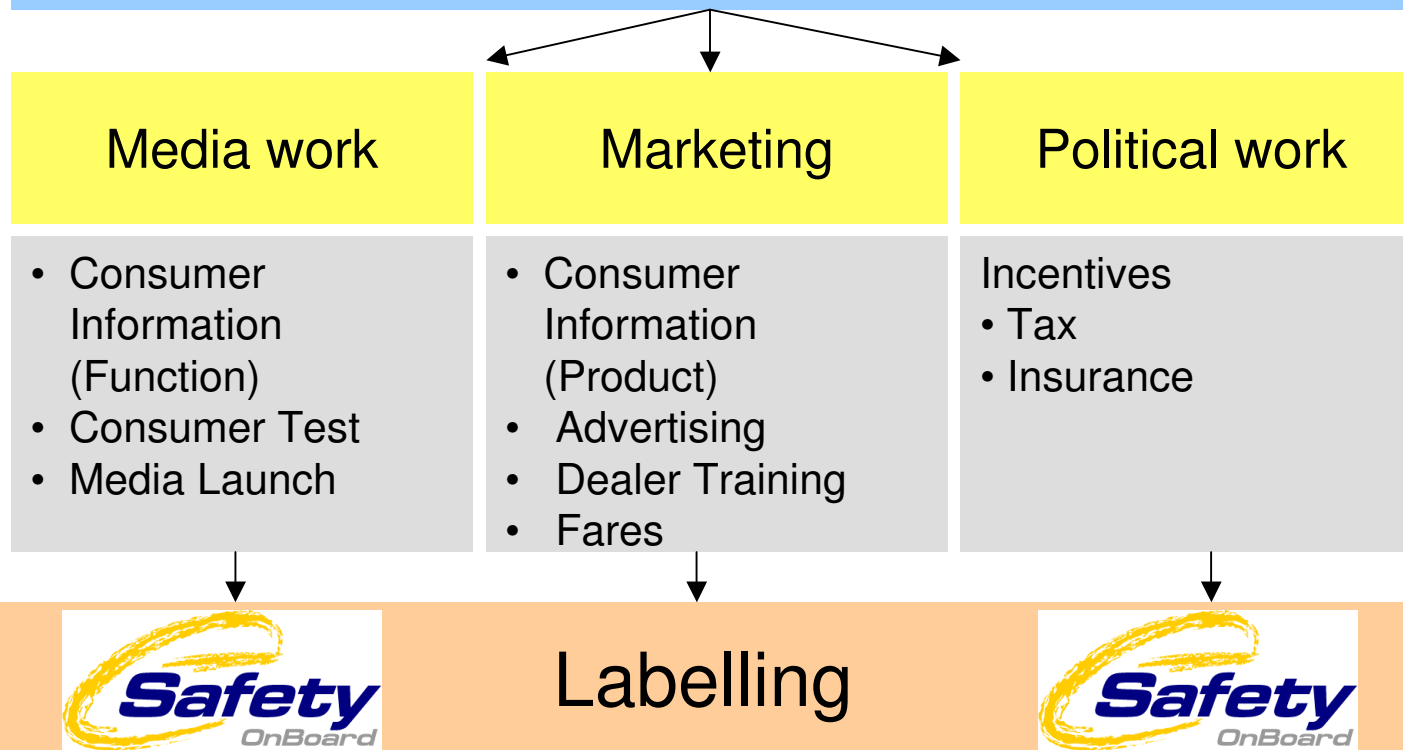
# User Outreach Working Group

- Simple and credible messages
- Technical communication must be avoided
- Media campaigns are effective but require constant news and are difficult to sustain for longer periods - ESC
- Consumer tests gives a high penetration in the media but difficult if products show only little differences
- Labelling needed to brand eSafety
- Cooperation of stakeholders needed



# Communication Platform

## Communication Platform



# Dissemination Activities

- Create the website platform
- Produce dissemination material (newsletters, brochures, posters, gadgets, stands, etc.)
- Establish contact to the professional press
- Promote results
- Create a communications task force
- Establish contact to national activities

# Support to the i2010 Intelligent Car Launching Event, 23 February 2006

- Video recording – material to be used for eSafety films
- Take pictures
- Hand out of eSafety material
- Establish press contacts
- eSafety Support website will provide information (press releases and pictures)
- Assist on logistics during event

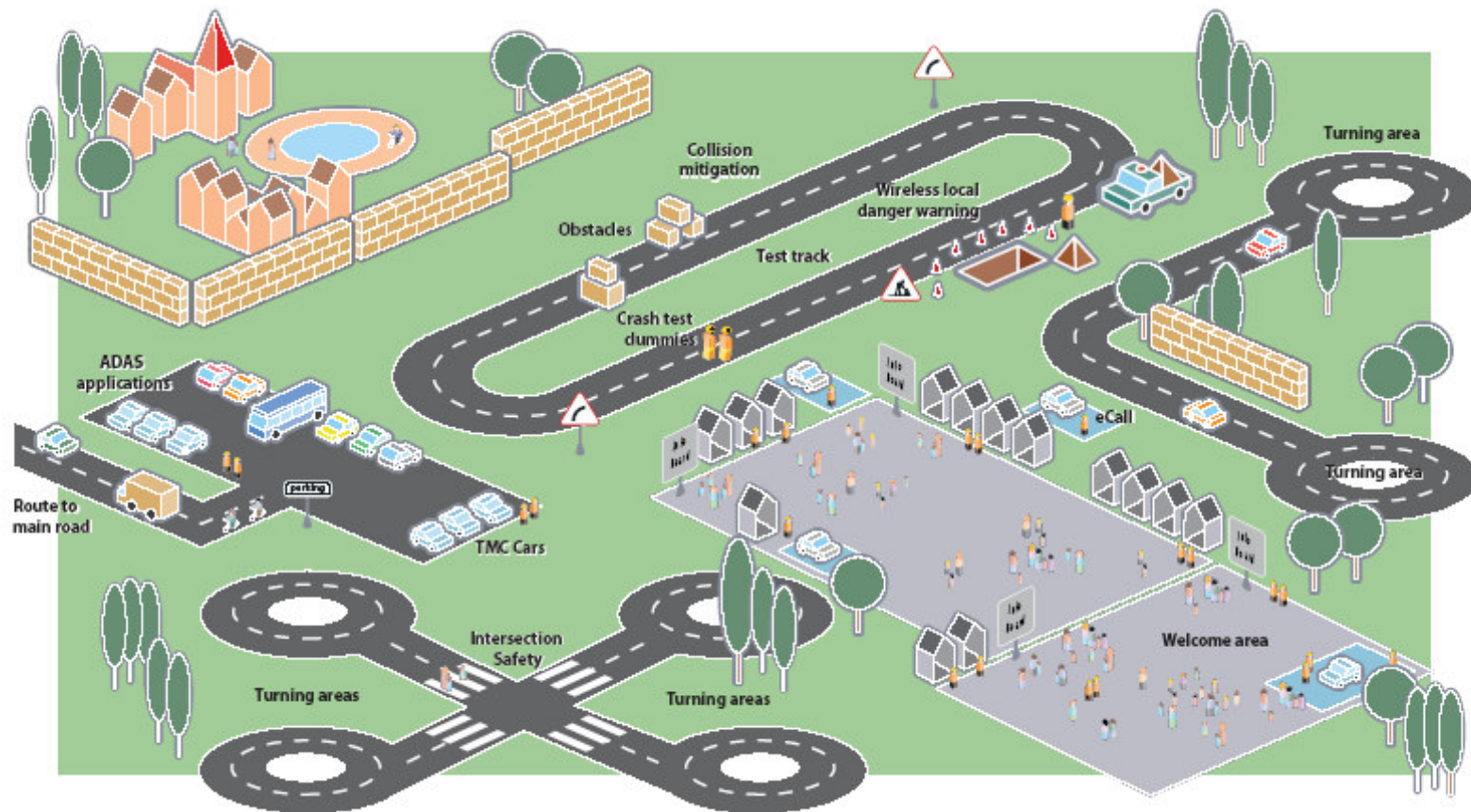


# ITS World Congress, London, 8 - 12 October 2006

- eSafety Stand
- Support to the eSafety demonstration in Commission stand
- Support mobility event



# ITS World Congress - Mobility event





# Activities in the first 6 months

- Forum events
- Public outreach - campaigning for ESC
- Establishment of the Communication Platform
- Contribution to the i2010 launch event
- Dissemination actions: website, newsletters, POS
- Participation in workshops and conferences
- Monitoring recommendations and working groups
- Setting up of the Observers group and regional meetings
- Specific actions on eCall
- Specific support to Road Maps
- Publishing of an eSafety folder/book with results till now
- Create new eSafety Brochure



# Thank You!

Jacob Bangsgaard  
[www.eSafetySupport.org](http://www.eSafetySupport.org)  
7 February 2006

