



**Implementation Road Maps
Working Group**

**Status of the
eSafety deployment workshop
14 November 2007**

Risto Kulmala

Workshop scope and objective

eSafety Deployment

Have we done enough to improve road safety?

Where do we stand on deployment of integrated vehicle safety systems?

Are we being left behind by Japan and the USA?



Expected results

- **The implementation situation in Europe and globally**
- **The best practices in promoting the deployment**
- **What Europe can learn from experiences in the different areas**



Programme - 1

Setting the scene

- Coffee and registration (9:00)
- Opening and welcome
- Clean and safe mobility – the new lifestyle?

Deployment of eSafety in different regions

- Deployment status and outlook, priorities and best practices in Japan
- Deployment status and outlook, priorities and best practices in the USA
- Deployment status in Europe
- Best practices in promotion of deployment in Europe



Programme - 2

Examples of best practices in deployment

- **Promotion of eSafety in other regions than Europe, Japan and USA**
- **Nomadic solutions (e.g. the role of nomadic devices in an integrated approach to road safety)**
- **OEM solutions**
- **Infrastructure based solutions**
- **European Commission's ITS Action Plan**



Programme - 4

Breakout sessions: What can we learn from each other in order to speed up deployment

- **Technological synergies, scales of economy**
 - **Chair Heinz Friedrichs or NN/Bosch**
- **Policy issues (PPP, legislation, incentives, lead markets, ...)**
 - **Chair Fritz Bolte**
- **Field Operational Tests to close the gap from R&D to deployment**
 - **Chair Vincent Blervaque**



Programme - 4

Awareness and conclusions

- **Building up customer awareness**
- **Conclusions from breakout sessions**
- **Closing remarks**

17:00 End of workshop



Overall status

- **Site reserved (Diamant Congress Centre)**
- **Programme drafted**
- **Speakers being contacted**
- **We need good speakers from Japan & USA**
- **Proposal to combine with International Cooperation WG meeting on the following day (15 November)**

