



## eSafety Newsletter 14 July 2008

**Agenda reminder:** the 10<sup>th</sup> eSafety Forum Plenary Meeting will take place on the 6<sup>th</sup> of November in the Diamant Centre. The Centre will also host the Intelligent Road Map workshop on the previous day.

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*Around 300 delegates from around the world gathered with the same aim: enhance the services offered to the automobile club members.*

### **eSafety Forum comments on EC ITS Action Plan**

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*The project aims to raise public awareness of Advanced Driver Assistance Systems via an EC-Funded TV Programme for Broadcast within Europe*

### **eSafety awards nomination open now!**

*Do not miss the opportunity to highlight outstanding examples of drive and commitment with regards to the acceleration of eSafety systems deployment in Europe*

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## eSafety Support promoting the eSafety initiative during the ChooseESC! Symposium

Creation date: 02 July 2008

The conference aimed at showing the progress made in ESC penetration in Europe, Canada and Australia. One of the messages conveyed is that the take-up of ESC for new cars in Europe is too slow or even, in some countries, stagnating. This doesn't help the EU to reach its objective of reducing the road fatalities of 50% by 2010. In the US, ESC will become mandatory from 2012. This is what Europe, Canada and Australia also aim at.

### Back on track thanks to ESC

Cars' safety is improving a lot thanks to different tools and technologies such as improved crash test standards crumple zones, seatbelts, air bags and the introduction of different safety technologies like ABS and ESC. ESC can prevent the accident from happening in the first place and it has been hailed the greatest road safety innovation since the seatbelt. ESC identifies the risk of a skid at an early stage - even before the driver does - and uses the vehicle's brakes to steer the vehicle safely back on track.

### High level ambassadors

Commissioner Reding strongly supports the campaign as she believes that there still is a lot to be done to convince the consumers to perceive safety technologies as essential. As she stated: "The European Commission has proposed to make ESC mandatory from 2012 but that does not mean that we can stop our promotion of safety technologies. We know that thousands of lives can be saved through our campaigning and training activities for safety technologies like ESC. We are obliged to tell the citizens that they should look for safety when they buy a new car as it might save their life one day."

Michael Schumacher has also strongly endorsed the campaign. In a video statement, the seven times F1 World Champion gave the following strong message to car buyers: "Next time you are buying a car think about ESC. Ask your dealer for a model that is ESC equipped. You never know when a crash might happen so don't take chances with the lives of you or your family. Make sure you choose ESC".



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The conference took place within the Autoworld

A big issue in the context of this campaign is the one of the car dealers and their will to know more about the system and, from there, to promote it. As ChooseESC! campaign chairman David Ward of the FIA Foundation explained: "We have been campaigning for Electronic Stability Control to be made mandatory for one year now. It's unacceptable that thousands of lives are lost as too many cars are still not fitted with this crucial life saving system. It's bad enough that many cars still don't have this life saving technology fitted as standard. What makes matters worse is that dealerships are doing a very poor job at explaining the benefits of ESC." Mrs Zita Gurmai, rapporteur on the Intelligent Car Report, shared this point of view: "Car dealers should be trained and encouraged to talk about safety devices, especially ESC, and to show to the clients why they need this feature in their new vehicle instead of promoting comfort and entertainment devices."

Dr Meyer, CEO of ERTICO ITS Europe, the public/private partnership pursuing the development and deployment of Intelligent Transport Systems and Services, identified ESC as one of the core technologies to reduce accidents and fatalities on the roads and expressed his will to see all available tools - ranging from passive, to preventive and anticipative - being promoted. He also pointed out that a successful strategy to promote the market penetration of ESC depended on effective incentives for all stakeholders - it had to be a win-win for everyone.

### **eSafety's presence**

eSafety Support was present at the event distributing brochures and promotional material. The interactive Car CD displaying all the different tools inherent to the vehicles and external to the vehicles was displayed. The attendees could discover, with the help of eSafety staff, the whole dimension of this tool, by trying it on the spot.



Commissioner Reding pleading for ESC

ESC is a safety technology that identifies the risk of a skid at an early stage - even before the driver does - and uses the vehicle's brakes to steer the vehicle safely back on track. Whether the skid is the result of an emergency avoidance manoeuvre or a simple error of judgement, ESC can help the driver maintain control. 4000 lives and 100.000 injuries could be avoided every year if all cars in the EU had ESC. At least 40% of the fatal car crashes are the result of skidding. Studies show that ESC could-reduce skidding accidents by up to 80%.

The ChooseESC! campaign is run by eSafetyAware! and is supported by Euro NCAP and the European Commission.

For further information about the campaign, please contact:

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## TRACE and eIMPACT conference in Paris on 26 June

Creation date: 27 June 2008

TRACE's main objective had to identify and assess the most promising solutions that can assist the driver or any other road users in a normal or in an emergency road situation. TRACE also had a crucial role to play in determining and updating the aetiology, i.e,

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causes of road accidents and to assess, from there, how the existing technologies and technologies to be developed can prevent them.

TRACE has made steps forward. The studies and reports developed on the subject are many and the completeness of the elements taken into account is nearly exhaustive. Indeed, in order to be able to prevent accidents, all the causes and their solutions have to be considered. These elements range from ontology, technology, endogenous and exogenous factors to cultural factors.

The project estimated that the combination of a fleet fulfilling the five star EuroNCap standards, integrating the ESC (Electronic stability control) and the EBR (Emergency Breaking) would imply a reduction of 70% of fatalities. The most promising systems, according to the studies, appear to be the Intelligent Speed Adaptation, the Automatic Breaking System and the Crash avoidance & warning.

Some of the challenges still to be faced include the evaluation of the most promising safety applications, the methodology used in terms of human factors analysis and the fact that each country still has a different definition of the variety of accidents and exposure to risk database.

eIMPACT evaluated the impact of stand-alone and co-operative intelligent vehicle safety systems IVSS and provides perspectives regarding how to introduce these systems on the market.

eIMPACT has moved a lot further and has tested a large amount of systems, the socio-economic impact assessment of IVSS is nearly complete. Among the main conclusions, it appears that the penetration rate is still too low and that a combination of systems is preferable to a single one. The discussions also highlighted that the deployment strategy should be relying on a multi-stakeholder perspective and that awareness-raising actions are needed to convince the consumers that indeed it's worth to pay the price.

The conference enlightened the attendees on the following issues:

- Insights into injury accident causation
- How have the safety benefits of IVSS (Intelligent Vehicle Safety Systems) been assessed?
- How has the cost-benefit analysis of IVSS been performed?
- What are the results of the assessments?
- What are the options and challenges in the deployment of IVSS?

For more information and to access the presentations of the day, please access the workshop's webpage at [www.eimpact.eu](http://www.eimpact.eu)

## The Intelligent car is on its way: European Parliament adopts Intelligent Car Report

Creation date: 19 June 2008

MEP Zita Gurmai's report on the European Commission's Intelligent Car Communication "Towards Europe-wide, Safer, Cleaner and Efficient Mobility" has been adopted by the Plenary of the European Parliament in Strasbourg on 19 June. A large majority of 417 MEPs out of 428 voted in favour of the report. The eSafety Forum, a multi-stakeholder platform whose mission is to promote the development, deployment and use of Intelligent Vehicle Safety Systems, welcomed this important political milestone.

The eSafety Forum took the opportunity of the EP hearing to raise awareness, understanding and support among European decision makers of the role intelligent vehicle safety systems can play in making Europe's roads safer, cleaner and more

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efficient. A cocktail reception attracted around 90 interested politicians and other stakeholders and featured speeches from European decision makers and eSafety stakeholder representatives.

The key eSafety issues brought forward in the Commission's Intelligent Car Communication are the deployment of the pan-European emergency call system eCall by 2010 and an accelerated introduction of Electronic Stability Control (ESC), in order to reach 100% availability of ESC by 2012. The report also urges stakeholders to work towards improving awareness and affordability of intelligent vehicle systems, and to improve safety of nomadic devices (devices such as navigation systems that can be used inside and outside the car). On the environmental side, the report calls for the development of a methodology for measuring the impact of Information and Communication Technologies (ICTs) on reducing CO<sub>2</sub> emissions.

The Parliament's Intelligent Car rapporteur, Mrs. Zita Gurmai, MEP, presented the progress made through her report and the next steps forward. She stated: *"Our most important task and responsibility is saving lives and to set out a strategy for safer, cleaner and more efficient mobility in the EU."* Mrs. Gurmai concluded by highlighting the benefits of eSafety systems: *"The intelligent car could save up to 6500 lives every year in Europe."*

Mr Hermann Meyer, CEO of ERTICO-ITS Europe, the multi-sector partnership pursuing the development and deployment of Intelligent Transport Systems (ITS), stressed the importance to move from research to deployment of eSafety systems: *"There is a need for an EU legislative framework in which creativity to develop Intelligent Transport Systems can thrive and deployment is fast and effective"*. He underlined that other modes of transport could also benefit from ICT: *"Intelligent Transport Systems can achieve cooperative, co-modal mobility, saving lives and protecting the environment"*.

Other Members of the European Parliament who took the floor were Mr Malcolm Harbour, Member of the Committee on Industry, Research and Energy, and Mr Brian Simpson, Member of the Transport and Tourism Committee. Both congratulated the industry for the steps taken towards eSafety; but highlighted the fact that it will take some time to see the fruits of all these efforts. *"But these steps are worthwhile"*, Mr Simpson said, *"especially since technology can help us reduce CO<sub>2</sub> emissions"*.

The European Commission, author of the Intelligent Car Communication, was represented by Mr André Vits, Head of the 'ICT for Transport Unit' within Directorate-General 'Information Society and Media'. He very much welcomed Mrs Gurmai's political achievement as shown by the result of the vote and expressed his great appreciation for her efforts to raise awareness of and promote this important initiative to deploy more intelligent technologies in cars for the benefit of all European citizens.



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Dr Hermann Meyer, Mr André Vits, Mrs Zita Gurmai, Mr Brian Simpson and Mr Malcolm Harbour

### The list grows on: the Slovak Republic signs the eCall MoU

Creation date: 13 June 2008

On 13 June 2008, Mr l'Ubomír Vázny, the Slovakian Minister of Transport, Posts and Telecommunications signed the eCall MoU in the presence of Viviane Reding, European Commissioner for the Information Society and the Media. Through this symbolic signature, the Slovak republic commits itself to the timely implementation of the pan-European in-vehicle emergency call system know as eCall.

"I am pleased that Slovakia gives its support to the deployment of this technology, which could save up to 2.500 lives a year", said Commissioner Reding at the signature event. "Slovakia's signature is a milestone, because now more than half of the EU Member States have committed to eCall. I call on the remaining EU Member States, as well as on other European countries, to take this signature as an example, and to follow suit. We cannot wait any longer: lives are at stake here", the Commissioner concluded.

#### Background

The pan-European in-vehicle emergency call system, "eCall", is a device that automatically calls the nearest emergency centre in the event of a serious traffic accident. During the call the exact location of the accident scene is transmitted to the centre, even if there is no voice connection, when for example all passengers have lost consciousness. Knowledge of the exact location reduces the response time of the rescue teams by 40 % in built-up areas and 50 % in rural environments. 2.500 lives could be saved in the European Union annually, and 15 % of serious injuries mitigated, if all European cars were equipped with eCall.

Other EU Member States that have signed the MoU so far are: Austria, Cyprus, Czech Republic, Finland, Germany, Greece, Italy, Lithuania, Portugal, Slovenia, Sweden, Spain and The Netherlands. Non-EU states Iceland, Norway and Switzerland belong to the signatories as well.

### Regional Observers meetings: from Ljubljana to Bucharest, passing by the European capital.

On 22 April, Slovenia was the host country to the Regional Observers' Meeting. This meeting aimed to review how eSafety players in Slovenia could cooperate and share experiences to increase awareness of eSafety systems such as eCall.

Organised by the eSafety Support project and with the support of the Slovenian ITS Association, the Regional Observers meeting aimed to review how eSafety players in Slovenia can cooperate and share experiences to increase awareness of eSafety systems such as emergency call (eCall).

With over 15 participants from Slovenia the meeting featured presentations by the European Commission and national eSafety Support experts, providing a useful summary of the eSafety initiative and its achievements to date at both the European and national levels. Topics to be discussed include enforcement, emergency assistance, RDS-TMC and traffic information, and eCall. The eSafety initiative, launched in 2002, is dedicated to



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halving the number of road deaths in Europe by 2010 through the development and deployment of eSafety systems.

The following month saw another Regional Observers Meeting taking place, this time in the European capital Brussels. The targeted countries were Belgium and Luxembourg. The 8th eSafety Regional Observers Meeting was organised on 23 May at ITS Belgium's premises. Representatives of the European Commission and eSafety Support experts discussed the current road safety situation, the progress of the eSafety initiative in the two Member States and future actions to be taken to fulfill the eSafety initiative's objectives.

Organised by the eSafety Support project with the support of ITS Belgium, the Regional Observers meeting aimed at informing eSafety players in the two Benelux countries of the latest achievements and current priorities of the eSafety initiative at European level. Furthermore, an assessment of possibilities for future cooperation and exchange of good practice between the two partners featured prominently on the agenda.

The audience consisted of more than 25 participants representing a wide variety of sectors, including public authorities, research institutes, insurance companies, technology and service providers, and driving schools. Mr George Simon, an engineer from Ponts et Chaussées Luxembourg, described his rather small country's involvement in EU projects, and defined a number of good practice examples as well as areas for improvement. Mr Peter Van de Perre, from ITS Belgium, gave a thorough synopsis of Belgium's positioning towards eSafety and highlighted the country's participation in NextGenITS project as of May 2008.

On 19 June, the scenario was similar but this time it was the main road safety players from **Bulgaria and Romania** who gathered in Bucharest to discuss actions regarding how intelligent car safety systems (eSafety systems) can help reduce the number of fatalities and injuries on Europe's roads.

The meeting was organised by the eSafety Support project and co-sponsored by ITS Romania, represented by its president, Mr Mihai Lanciu. The purpose of this meeting was again to inform the key eSafety stakeholders in these two countries about the eSafety initiative and its latest developments as well as to provide them with networking opportunities with regional stakeholders. The was also perceived by the participants as a platform for them to report on the latest developments in their country in road safety thanks to ICT.

In the first session, the European Commission - represented by Mr Francisco Ferreira from DG for the Information Society and the Media - and eSafety Support experts provided an overview of the eSafety initiative and eSafety Priorities. Right after, the eSafety Observers reported on the status of eSafety in Bulgaria and Romania.

Should you be willing to read more about the content of these different eSafety Regional Observers Meeting please refer to:

[http://www.esafetysupport.org/en/esafety\\_activities/esafety\\_observers/](http://www.esafetysupport.org/en/esafety_activities/esafety_observers/)

## eSafety Support backs 112 emergency number campaign

**Creation date:** 03 June 2008

eSafety Support was present during this important event to promote the European eCall initiative aiming at making Europe's roads safer for everyone, and highlight the importance of 112 implementation for eCall to be deployed across the EU.

The **eCall initiative** aims at the introduction of eCall system in all vehicles in Europe as standard option from 2010 on. In case of a serious accident, the vehicle will dial automatically 112, sending at the same time its accurate position and other data of the

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accident to the Emergency Response Centre.

112 is the free emergency number that all European citizens should refer to in case of emergency, especially when travelling across Europe. Its implementation will give a clear added-value to the emergency services in terms of efficiency and gain of time. There is unfortunately a shadow in the picture: that too few citizens know about the number. As Commissioner Reding stated, only one citizen out of five is aware of its existence. EU legislation requires Member States to guarantee not only that all end users of fixed and mobile services can actually call 112 but also that the emergency services can directly locate the distress call. The first step is of course, and this is also a national responsibility, to ensure that citizens are informed about the existence and the purpose of 112.

The official launch of the website entirely dedicated to 112 aimed at raising EU citizens' awareness towards this unique phone number. An 112 exhibition gave the participants an overview of the initiatives taken in various Member States and featured best practices on 112.

✎ For more information, please have a look at the new 112 website;  
[www.ec.europa.eu/112](http://www.ec.europa.eu/112)

### ITS Congress in Geneva makes a strong push for ITS

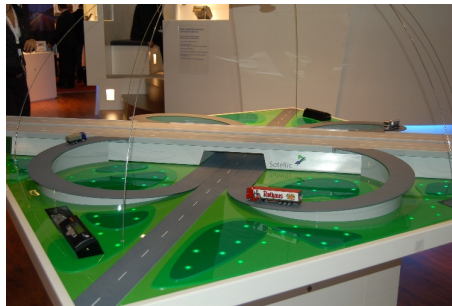
The 7th European Congress and Exhibition on Intelligent Transport Systems and Services was held in Geneva, Switzerland from 3-6 June. More than 1200 participants representing key industry stakeholders, IT companies, service providers, public authorities, user association, universities and research institutes attended the Congress.

The Opening Session on 3 June, chaired by Mr Matthias Rapp, saw key personalities from European authorities and Switzerland presenting their views on ITS. A group of musicians playing traditional Swiss horns contributed to the festive atmosphere. The ITS exhibition featured nearly 40 exhibitors, among them was eSafety Support, included in the European Commission's stand.

Alessandro Carrotta gave a presentation, on behalf of eSafety Support, to enlighten the attendees on the eSafety initiative, after defining what the initiative consists of, he explained its current status and its next steps forward according to the defined priorities.

Highlights of the Congress included an international Plenary Session with distinguished speakers from different regions sharing their insights and Executive Sessions on modality and Swiss best practice examples, paying for mobility, and traffic and transport management. The results of many European Commission-funded projects were presented. The Intelligent Car Initiative, the activities of the eSafety Forum, the status of ITS Action plan, eCall, electronic tolling services, safe nomadic device integration, ICT for mobility services for goods, ICT for energy efficiency, field operational tests & Easyway, to name only a few, attracted many interested delegates.

Experts from Europe and around the world exchanged views in 5 Executive Sessions, 37 Technical Sessions, and 42 Special Interest Sessions, not to mention the numerous ancillary events. A special highlight was the Gala Dinner on 5 June, which took place on board the MS Lausanne and offered the more than 400 guests a stunning view on Lake Geneva.



## Important industrial players signed the eCall Memorandum of Understanding (MoU): the case of Vodafone and Infineon

### Vodafone

This makes Vodafone the first Mobile Network Operator to put its signature under the MoU. This is a huge step forward as other important industrial players such as NXP semiconductors have also expressed their interest to sign. With their signature, these companies commit themselves to actively supporting the timely implementation and deployment of eCall, the pan-European in-vehicle emergency call system.

Commissioner Reding recently reiterated the importance of eCall deployment with the following statement “ eCall can save up to 2500 lives on European roads each year and mitigate injuries in 15% of all serious crashes”. She added “I call on other industrial majors and public authorities to sign up the eCall as soon as possible. We cannot wait any longer: lives are stake here”.

### Infineon Technologies

**Infineon Technologies is the first semiconductor maker to sign an MoU with the European Commission to advance the development of intelligent emergency call systems.**

The move adds momentum to eCall, a pan-European proposal launched by the Commission with the goal of encouraging EU member states as well as automakers, mobile operators, service businesses and automotive supply businesses to collaborate on the development of an integrated, automatic accident alert system for automobiles. The European Commission hopes that eCall will radically lower the number of accident victims in Europe and help to bring down accident-related costs.

The eCall system uses the CAN interface (Controller Area Network) to collect data from safety components in cars - airbags, rollover sensors, etc. If there is an accident, the data are sent to an emergency call centre via a cell phone module along with location data from a GPS navigation module. The information is automatically converted into plain text, which is displayed on the screen in the emergency call centre.

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Dr. Wolfgang Ziebart, President and CEO of Infineon Technologies, commented as follows on the signing of the MOU: *“With our competency in semiconductor solutions for automobiles as well as communications, I believe that Infineon is in an outstanding position to be ready to begin volume production for Europe’s eCall emergency call system according to plan, within the two-year timeframe. We’re already shipping initial samples to partners in the automotive industry for large-scale field testing.”*

Further information is available at [www.infineon.com](http://www.infineon.com)

To access the exhaustive list of signatures, please follow:

[http://www.esafetysupport.org/en/ecall\\_toolbox/memorandum\\_of\\_understanding\\_mou/](http://www.esafetysupport.org/en/ecall_toolbox/memorandum_of_understanding_mou/)

## eSafety Working Group on Service-oriented Architectures (SOA) : State of play

Creation date: 16 June 2008

The SOA Working Group plays a key role in identifying the benefits SOA has on eSafety and ITS, as well as devising a roadmap for SOA implementation. Recently, the SOA Working Group has analysed a wide range of use cases to identify a common value chain for actors involved in esafety as joint business. Use cases are mature models to capture users’ (system or person) interaction requirements and begin to establish some of the functional requirements before the building-up of a new system starts.

These use cases are exploited to identify useful interfaces for the orchestration of services by different classes of providers such as information providers, OEMs, PSAPs, service station, location based services providers and others. A domain model has been drafted and will be further developed. In parallel, the reporting document has been drafted and will be delivered to the Working Group members after the ITS Conference in Geneva . An important part of the work- which is still ongoing- is to identify the potential benefits that could stem from the application of SOA principles to eSafety applications and services. Closely related to this are the recommendations on how to practically introduce SOA services and avoid pitfalls. Here, the liaison activities with Sensoria project and Atos have been initiated to gain further insight from other perspectives.

A public workshop scheduled for September will present the current findings and involve stakeholders for them to share their feed-back, comments and suggestions for improvement.

## Commission proposes mandatory fitting of advanced vehicle safety systems

Creation date: 27 May 2008

The European Commission proposes a new regulation package which will introduce the following mandatory fitting of safety features in vehicles:

- Mandatory Electronic Stability Control (ESC) systems for new car series and commercial vehicles to be phased in from 2012, with all new cars being equipped by 2014. ESC acts on the braking or power systems of a vehicle to assist the driver in maintaining control of the vehicle in a critical situation (caused, for example, by poor road conditions or excessive speed during cornering). As well as saving casualties, the widespread use of ESC in vehicles could significantly reduce the traffic congestion caused by accidents involving large vehicles.

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- Advance Emergency Braking (AEBS) on large vehicles employing sensors to alert the driver when a vehicle is too close to the vehicle in front and, in certain situations, apply emergency braking to prevent or reduce the consequences of a collision (from 2013).
- Lane Departure Warning (LDW) Systems on large vehicles to assist drivers by warning them when their vehicle is in danger of leaving the lane unintentionally, mainly due to lack of driver attention (from 2013).
- In addition, the Commission has proposed in October 2007, that passenger cars need to be fitted with Brake Assist Systems (BAS) as from 2009. If the complete European car fleet is fitted with BAS, as many as 1100 pedestrian lives may be saved every year. The use of BAS can considerably reduce the stopping distance of a vehicle in an emergency situation with the effect that a collision with a pedestrian could be avoided altogether or would occur at least at a far lower speed (see IP /07/1453).

The Commission proposal will also sweep away more than 150 existing Directives and replace them with one single Regulation, which is directly applicable in the EU and refers to harmonised UN standards.

Preliminary estimates suggest that the new proposals for fitting advanced systems to heavy vehicles could ultimately save around 2500 lives per year (around 500 for ESC and 1000 each for AEBS and LDW) and many more lives outside the EU since the legislation will encourage manufacturers to fit ESC as standard for a wider range of markets. Fitting ESC on cars is likely to save around 2000/2500 lives per year. The proposal also allows for the optional fitting of AEBS and LDW on cars, provided certain standards are met.



[Click here for more information](#)

## 5- 8 May: FIA conference week

**Creation date:** 16 June 2008

Around 300 delegates from around the world gathered with the same aim: enhance the services offered to the automobile club members. The conference was organised into seven working groups or commissions to deal with the diversity of the issues; one of them was dedicate to Road Safety & Mobility.

### **Focus on the Road Safety & Mobility Commission**

The chair of this Commission, Mr Greg Hunting, General Manager of Public and International Affairs within the New Zealand Automobile Association, targetted the following issues:

- the cost and the safety of motoring and mobility
- the rights and responsibilities of mobile consumers

Guest speakers included Professor David Bellamy, an international consultant, author of a big amount of books, writer and presenter of hundreds of television programmes on botany, ecology and environment and Yves Toussaint of “Green Propulsion”, a spinoff of the University of Liège (Belgium) specialised in assessing best advanced technologies and developing cleaner prototype vehicles including vehicles with alternative fuels, electric vehicles, hybrid vehicles, fuel cell vehicles, etc.

Presentations included a campaign progress report on the “Make Roads Safe” campaign by David Ward from the FIA Foundation and a briefing on iRAP by John Dawson. John

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Dawson, Chairman of EuroRAP gave a briefing on the rapid growth of RAP across all FIA regions and stated that the total amount of automobile clubs participating in RAP was near 50.

### Presence of eSafety Support

eSafety Support was present at this Conference Week. Participants had access to brochures and information on eSafety activities, namely the latest eCall developments. The eCall video raised the interest of the international experts interested in adopting this life-saving technology in their countries.

### eSafety Forum comments on EC ITS Action Plan

Creation date: 30 April 2008

*On 25 April, eSafety experts met in Ljubljana to discuss how the European Commission should go forward to deploy eSafety systems throughout Europe.*

The European Commission is currently preparing an Action Plan on Intelligent Transportation Systems, which recognises the role that ITS can play to deliver clean, efficient and safe and secure road transport. It aims to create a consistent and comprehensive policy framework, to unlock the full potential of ITS in serving European and national policies. The Action Plan is expected to be finalised and published in July this year.

The eSafety forum met on 25 April in Ljubljana to comment on the Action Plan. A number of key priority actions were identified and selected by the participants, focusing on how ICT technologies could improve road safety and could contribute to environmentally friendly and energy efficient transport solutions.

#### Develop assessment methods

Firstly, the eSafety forum recognised the urgent need to develop assessment methods to quantify the positive impact that ITS applications have on road safety and/or on clean mobility. In addition, eSafety stakeholders underlined the necessity to develop methods to assess the contribution of the different stakeholders involved in the ITS chain. The establishment of a tracking system to measure the progress of stakeholders in specific ITS domains could indeed facilitate the identification and resolution of potential problems.



#### Create a level playing field for ITS systems and services

Secondly, the eSafety forum acknowledged that the actual implementations of intelligent transportation systems are very different among European Member States. New Member States are lagging far behind in terms of ITS infrastructure development. A European wide ITS 'toolbox' could be an important means to trigger deployment of eSafety systems. Therefore, the forum suggested defining a set of guidelines to support the establishment of a roadmap for the development of ITS infrastructures. The guidelines would encompass a minimum set of functionalities of ITS systems and services to be deployed across Europe.

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### Work towards interoperable solutions

Thirdly, the eSafety forum recognised the growing need for interoperable ITS solutions across Europe. The EU could play an important role in guaranteeing integration and interoperability among different technological architectures and modalities. Therefore, standardisation should be pursued in many domains, without harming European competitiveness, and more research focus should be put on cooperative systems.

### ICT for clean mobility

The eSafety forum also took the opportunity to debate the work of the ICT for Clean Mobility working group. Discussion focussed on the definition, priorities, potential impact and barriers of "Green ITS". Eco-driving, for example, represents an enormous potential and ICT systems encourage this behaviour. Only when driving differently, motorists can save up to 25% on fuel consumption and cost!

Other identified "Green ITS" priority actions identified by the working group included traffic management and control, demand and access management, navigation and travel information, as well as freight logistics and fleet management.

The working group concluded that the potential is enormous for ICT to add fuel savings and emission reductions, but more R&D is needed to develop and evaluate "green ITS", solutions in a coordinated approach across Europe.

### Smartest Cars Video Project to bring ADAS closer to the consumer

**Creation date:** 20 May 2008

The European Commission's i2010 Intelligent Car Initiative has stated the need for increased public awareness of today's Advanced Driver Assistance Systems (ADAS) such as forward collision warning, night vision, and lane departure warning.

The i2010 communication specifically calls for mass-media documentary programs as a key part of the Commission's strategy.

Under the First Call within the 7th Framework Programme, the European Commission Information Society Directorate has funded H3B Media to create a first-rate television program on crash-avoiding vehicles targeted at this goal of raising awareness. The program - with the working title of "Thinking Cars" will be engaging, entertaining and educational for the everyday TV viewer. It is intended to be shown on the major television channels throughout Europe, and potentially North America and other markets as well. Ideally, viewers watching the TV program will be motivated to ask for active safety equipment on their next vehicle purchase.

A key initial action for Thinking Cars is to consult with key players in the vehicle industry to gain input as to possible approaches to the video documentary. To this end, H3B Media has established an Industry Advisory Council (IAC) consisting of automotive manufacturers, suppliers, road authorities, and user groups, plus additional key stakeholders such as eSafetyAware.

The Thinking Cars creative team is currently assessing potential filming sites and developing the storyline for the program. The proposed program concept and approach will be presented to the IAC in summer 2008 for feedback. Filming is planned for September - December 2008, with an extensive post-production (editing) phase occurring during the first half of 2009. The program is expected to be ready for airing in fall of 2009. In parallel with the TV program development, the Thinking Cars team is in discussions with major national broadcasters for airing the program across Europe. The program will be produced in five languages: English, French, German, Italian, and Spanish.

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The Thinking Cars team is particularly interested in identifying persons working in the eSafety field who themselves have been involved in a car crash and would be willing to talk about their experience on-camera. If this is true of you, please contact Richard Bishop, SCVP Executive Producer for Research, at [Richard@H3BMedia.com](mailto:Richard@H3BMedia.com).

### **eSafety awards nomination open now!**

The eSafety Awards provide an invaluable opportunity to highlight the successes of the most outstanding, ambitious and innovative eSafety deployments and to reward those people and organisations most worthy of recognition and praise.

The Second edition of the eSafety Awards Ceremony will take place on 5 November 2008 at the Diamant Conference and Business Centre in Brussels, Belgium. The winners will be judged by an independent Jury Committee with high level members from the public and the private sector.

We are looking forward to receiving your nominations and appoint the most promising initiatives! [Click here to find out more about the Awards](#)