



Promotion of eSafety in the emerging markets of Brazil, China, India and South Africa

Mariana Andrade
Project Manager

eSafety Deployment Workshop
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Why international Cooperation with Emerging Markets?

- Increased number vehicles on roads
- Increased road accidents
- Scientific research itself is increasingly international
- The transport challenges are more global
- Leverage knowledge exchange to and from Europe and Emerging Markets
- Promote EU standards and technologies globally





International Cooperation Objectives

- Reduce number accidents/impact
- Safe transport for continued economic growth
- Improve quality life for citizens
- Need coordinated action

International Cooperation with Emerging Markets



Population: 188 Million
34,000 deaths/year



Population: 1095 Million
90,000 deaths/year



Population: 1314 Million
110,000 deaths/year



Population: 44 Million
13,000 deaths/year

Large majority of victims are pedestrians

Recent and current projects

Dynasty

EU-INDIA



eSafety Cooperation



International Cooperation Roadmap



Example: China



FAST RING -
ITS on Beijing Roads
PRINCE -
ITS Training



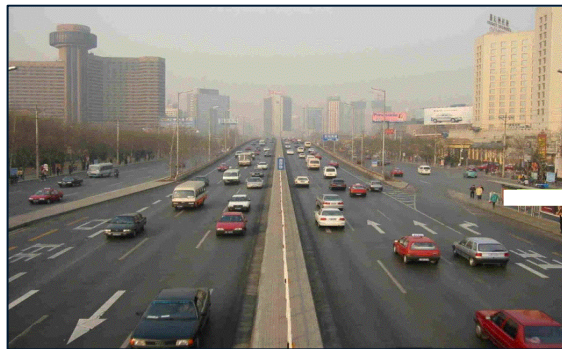
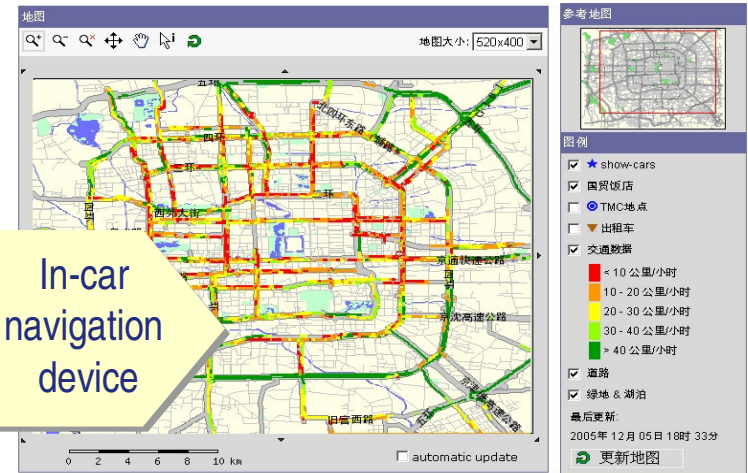
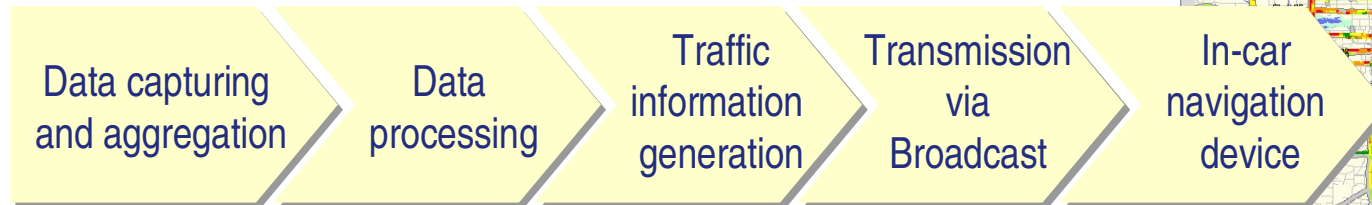
DYNASTY / China

Bringing TMC to New Markets

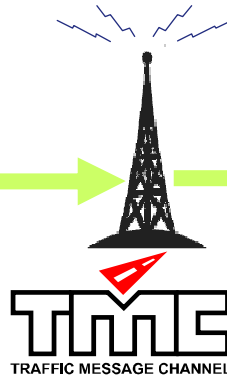
Project DYNASTY

Demonstrating a Platform for Dynamic Traffic Information Services for the City of Beijing

Duration: November 2004 – January 2006



Source: ERTICO, 2006



Other Projects

EU-INDIA



eSafety Cooperation

Establish first contacts with relevant local stakeholders

Jointly establish country priorities and common interests

Create feasibility studies and gap analysis of R&D needs

Create R&D and/ or demonstration projects

Technology uptake



SIMB





Key expected outcomes

- Define road transport problems in each region and set improvement targets
- Define R&D priorities and future cooperation areas
- Make recommendations for new innovative road research activities to be launched locally and in the EU
- Subsequent forming of Consortia and working groups

- Define common approach to standardisation issues and political strategies for transport technologies

Research Topics, Results of the Workshops (1)

Category:

Intelligent Transport Systems Research

ITS Policies and Development Trends

Standardization and Certification Aspects

City Planning and Implementation

Electronic Toll Collection

eSafety

Traffic Message Channel

Road Weather Information Systems

Transportation Security for Goods and People

Floating Car Data Collection

ITS for Public Transport

Research Topics, Results of the Workshops (2)

Category:

Infrastructure Research

Road Infrastructure Safety

Air Quality Issues

Road Pricing

Management Systems

Procurement Practices, Financing Arrangements

Alternative and Recycled Construction Materials

Heavy Vehicles and Road Wear

Public Transport Development

Research Topics, Results of the Workshops (3)

Category:
Automotive Research

Alternative Fuels

Emission and Fuel Economy

Intelligent Vehicle Dynamics

Advanced Digital Tools

Vehicle Safety



Priority Area 1: Awareness for decision makers, education, exchange, research

- Increase awareness of decision makers on eSafety
- Seminars/workshop to raise awareness of eSafety
- Create high profile pilot projects/showcasing of eSafety in Emerging Markets



Priority Area 2: Vulnerable Individual Protection Systems

- Research into methods protecting vulnerable road users
- Education and training for vulnerable road users
- Infrastructural- international standards, better pedestrian crossing, separated lanes for motorised transport

Priority Area 3: Integrated Traffic Management

- Feasibility study into traffic management requirements
- Traffic management centre pilot project
- Consider high heterogeneity on roads
- Separate vehicles into specific lanes
- Parking solutions in cities
- Management of catastrophes (floods, etc)
- Management of large scale events (World Cup, Commonwealth Games, etc)
- Usage & Interpretation of data
- Wireless sensor networks

Priority Area 4: Incident Detection and Emergency Response

- Study/assessment how can use European example
- Integrate IT and satellite based applications into the rescue service
- Single emergency number across countries
- Reduce time to reach an accident
- Accident data collection
- Accident prevention
- Multiple road use purposes in countries like India. Different flows and speeds
- E-Call experience-use of satellite based applications in emergency services



Priority Area 5: Commercial Vehicle Operations

- Freight and fleet management (vehicle tracking)
- National CVO architecture
- ETC- passing quickly/efficiently through toll booths
- EVI for commercial vehicles

Priority Area 6: Real time traffic information

- Collecting traffic data flow of roads
- Use/application of traffic data, traffic simulations programmes, etc.
- Real time traffic information for public transport
- Traffic Message Channel
 - Defining local requirements
 - Feasibility study/ demonstration
- Real time parking information



Priority Area 7: Public Transport

- E-ticketing multi modal use)
- Multimodal connectivity (buses, metro, train)
- Real time passenger information systems
- Bus fleet management
- Mobile phones for passenger information & ticketing
- Mobility services

Priority Area 8: Electronic Toll Collection

- Explore various options of ETC (German Toll Collect, GNSS/GSM based, DSRC based microwave, OFDM (Wi-max, Wi-Fi))
- Develop nationwide architecture-interoperability
- OBU system integration
- Heavy vehicle tolling
- Congestion charging
- Infrastructure financing and development
- ETC pilot projects/ demonstrations

Next Steps for SIMBA ITS Activities

- Establish Joint EU-Emerging Market country Expert Working Groups
- Closer/ regular technical meetings
- Defining requirements/feasibility studies
- Work towards pilot/demonstration projects





FINAL SIMBA EVENT - EUROPE

- **Location:** Brussels
- **Date:** 25 February
- **Attendees:** EU and Brazilian, Chinese, South African and Indian key stakeholders
- **Objectives:**
 - Define working groups to perpetuate SIMBA network
 - Define way forward
 - Visits to European traffic centres and other facilities
 - You are invited to attend!

WEBSITE: www.simbaproject.org

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DID YOU KNOW?

Every year 1.2 million people die and 10 million people are injured in road accidents worldwide.

The cost of traffic congestion accounts for 2% of Europe's GDP and this is even higher in developing countries.

Traffic pollution is killing tens of thousands of people every year.

WHAT CAN WE DO TO REDUCE ACCIDENTS, TRAFFIC JAMS AND POLLUTION?



▶ [Click the flags to find out more...](#)

▶ SIMBA - Transforming road transport through worldwide cooperation

Road transport is at the heart of every nation's economic and social well-being. Road accidents, congestion, lack of infrastructure and poor urban and interurban planning have a tremendous negative impact on the life of citizens.

▶ News Highlights

Start of SIMBA!
26 April 2006

▶ [See more SIMBA news](#)

Success through cooperation

Thank you!

