

# eSafety Forum Workshop

## "User Benefits Drive the Market"

and eSafety Awards Ceremony  
Diamant Conference & Business Centre  
Bd. A. Reyerslaan 80, B-1030, Brussels  
Wednesday, 5 November 2008, 09:00 - 17:15

### Setting the scene

Chair: Hans-Jürgen Maurer, Co-Chair IRM WG

9:00 - 9:30 Coffee and registration

9:30 - 9:45 Opening and welcome  
André Vits, European Commission

9:45 - 10:25 Keynote presentation: **Meaning of benefits of system to the customer?**  
Vito Mauro, Mizar Automazione

### Results from studies on benefits of eSafety systems

10:25 - 10:55 Effects of eSafety systems on accidents and their consequences - results from TRACE  
Yves Page, Renault

10:55 - 11:15 Coffee Break

11:15 - 11:45 Socio-economic assessment of 12 intelligent vehicle safety systems - results from eIMPACT  
Kerry Malone, TNO

11:45 - 12:15 Impacts of five cooperative systems - results from CODIA  
Risto Kulmala, VTT

### Awards ceremony

12:15 - 12:45 Presentation of the second "eSafety Deployment Awards"  
Viviane Reding, European Commission  
Hermann Meyer, ERTICO

12:45 - 13:30 Lunch

## User benefits and deployment - interactive session

Chair: Risto Kulmala, Co-Chair IRM WG

Each speaker to prepare two-three voting questions and to provide them before the workshop;  
voting results before the panel discussion

15 minutes speech + 5 minutes for voting

Voting system via eSafety Support (Alessandro Carrotta)

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|---------------|--|
| 13:30 - 13:50 | User awareness dimension - experiences from ChooseESC!<br>Jacob Bangsgaard, FIA Foundation |
| 13:50 - 14:10 | Marketing dimension<br>Sandra Pastore, Bosch   |
| 14:10 - 14:30 | Dealer training dimension<br>Carsten Weber, Safety-Technopro project                       |
| 14:30 - 14:50 | Fleet owner dimension<br>Vincent Rupied, Arval   |
| 14:50 - 15:10 | Coffee Break   |
| 15:10 - 15:30 | Incentives dimension - experiences from Safety Truck Plus<br>Matthias Stenau, DEKRA        |
| 15:30 - 15:50 | Infrastructure operator dimension<br>Jacques Boussuge, ASFA                                |
| 15:50 - 16:10 | Results of the interactive session - voting results<br>Hermann Meyer, ERTICO               |
| 16:10 - 16:50 | Panel discussion<br>Moderator: Hermann Meyer, ERTICO                                       |
| 16:50 - 17:00 | Closing remarks, Risto Kulmala, Co-Chair IRM WG  |
| 17:00         | Adjourn  |