

eSafety Deployment Workshop

Deployment of ICT systems for safer cleaner and more efficient Mobility: The Intelligent Car Initiative

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Intelligent Car Initiative: from passive to active system approach

Intelligent Car Systems

new solutions contributing to solve **societal challenges** related to transport:

Reduce the number of fatalities and injuries on the roads by alerting the driver of dangers

Increase overall performance of the transport systems by reducing congestion

Contribute to a more efficient use of fuels by better vehicle and traffic management



Intelligent Car Initiative: the Challenges

Congestion

- Represents a loss of 1% GDP yearly
- 10% of road network daily



Energy Efficiency & Emissions

- 71% of EU oil consumption goes to transport, out of which 60% to road transport



Safety

- More than 40.000 deaths on the roads (EU25-2005)
- 1.7 million injured persons (EU25-2005)
- Human error is involved in 93% of the accidents



The problem of market implementation

- Market implementation takes too long
- Most intelligent systems are not yet on the market

→	ABS	→	20 years to full penetration
→	ESP	→	10 years to reach 40% of market
→	ACC	→	more than 25 years since development phase and yet a very low penetration rate

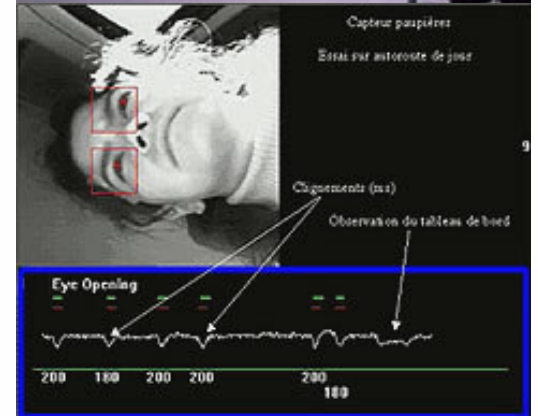
Main reasons

- ✦ legal barriers
- ✦ Interoperability
- ✦ competitive situation of the markets
- ✦ high cost of intelligent systems
- ✦ lack of customer demand
- ✦ lack of information

Intelligent Car: Objectives

Focus on Safer, Cleaner and Smarter Vehicles

1. **Coordinate and support** the work of relevant stakeholders, citizens, Member States and the Industry through eSafety Forum
2. Support **research and development** in the area of smarter, cleaner and safer vehicles and facilitate the take-up and use of research results
3. **Create awareness** of ICT based solutions to stimulate user's demand for these systems and create socio-economic acceptance



1st EC Communication: Awareness Pillar

Promote, active information dissemination to a wide audience:

- To raise drivers and policy maker's **knowledge about the potential of intelligent vehicle systems**
- To stimulate **user's demand** and create socio-economic acceptance
- To **facilitate the deployment** of mature technologies and systems in the initial phase of market penetration



achievements

1. Coordination and support eSafety

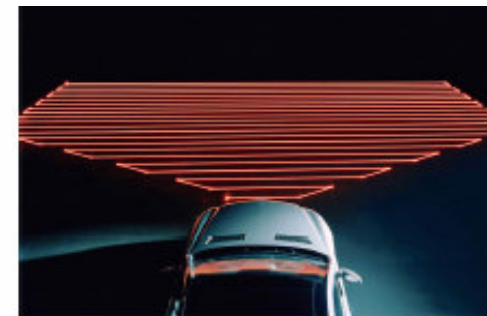
- eCall 3rd Com – Signatures MoU – EP Report
- HMI ESoP
- ADAS Code of Practice / Incentives
- Advances of the WGs

2. Research and development:

- Strategic Research Agenda
- Co-operative V/V & V/I systems
- ICT for Clean Mobility
- FOTs

3. Create awareness

- PReVENT exhibition – iCar events
- eSafety Aware
- Studies: Benchmarking - Eurobarometer



Intelligent Car Implementation

*new
Commission Communication*

Adopted 17/9/2007

**Towards Europe-wide
Safer, Cleaner and Efficient
Mobility:
The First Intelligent Car Report**



The new Commission Communication

- A Communication of Commissioner Reding in agreement with Vice-President Barrot
- Reports on the progress and achievements from the first 1 and ½ years of the Initiative
- Introduces new actions for reaping the benefits of Intelligent Vehicle Systems in Europe, aimed at the Member States, industry and the Commission
- Seeks the support of the Member States and the Industry for their prompt implementation
- A building block for the 2008 ITS Deployment Road Map



Actions for Safer Vehicles (1)

1. Member States who have not yet signed the eCall MoU should sign by the end of 2007.
2. The MS should carry out pilot tests in the 2007-2008 and upgrade their emergency infrastructures by 2010.
3. ETSI and CEN should complete the standards by mid-2008.
4. The European Commission will start negotiations with ACEA, JAMA, and KAMA on the voluntary inclusion of the eCall device in all new vehicles starting from 2010
5. Depending on the progress, new regulatory actions on the implementation of eCall may be envisaged in 2008.





Actions for Safer Vehicles (2)

6. The Commission will launch a consultation on how to speed up the availability of ESC (including as mandatory equipment).
7. The Commission will produce a set of guidelines on incentives for intelligent vehicle systems by mid-2008
8. The Commission will launch Field Operational Tests (FOT's) within FP7 by mid-2008.
9. The Commission will work with the eSafetyAware! platform in setting up further campaigns after ChooseESC!, set up an Intelligent Car web portal and promote the production of documentaries.

10. The ICT for clean mobility Working Group should identify the benefits of ICT systems and propose a methodology for measuring the impact of ICT in reducing CO2 emissions by 2008.
11. The Commission will address the best way forward to roll-out the most effective ICT low-CO2 technologies for both the vehicles and the infrastructure.

12. Stakeholders should develop proposals for safe use and fixing of nomadic devices, and to establish a standardised interface between the in-vehicle systems and the brought-in devices.
13. Stakeholders should work towards an open, pan-European, standardised and interoperable Communications Architecture for Co-operative Systems.
14. The Commission will continue to support further R&D under the ICT priority on Co-operative Systems in the time frame 2009-2010.
15. The Commission will continue to work with the Radio Spectrum Committee in solving the remaining spectrum issues.

- The Intelligent Car Initiative builds on three pillars for promoting Intelligent Vehicle Systems: the eSafety Forum, R&D and User Awareness.
- During the course of the first year of the Intelligent Car Initiative, considerable progress has been made in all three areas (all planned 12 actions started)
- This Communication reinforces the i2010 Intelligent Car Flagship Initiative by revisiting the steps that stakeholders, Member States and the Commission are taking in order to achieve safer, cleaner and smarter vehicles and mobility in Europe.
- The Commission will continue to follow the deployment of these actions and produce regular reports on the state of implementation.

***Thank you
for your attention!***

www.ec.europa.eu/intelligentcar

www.ec.europa.eu/information_society/activities/esafety/index_en.htm

www.esafetysupport.org www.esafetyaware.eu