

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 Mäurer](#), 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: Which benefits and which users?
[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"
[Zita Gurmai](#), [Member of the European Parliament](#)
[Viviane Reding](#), [European Commission](#)
[Hermann Meyer](#), [ERTICO](#)

12:45 - 13:30 Lunch + eSafety Forum Working Groups Poster Session



User benefits and deployment - interactive session

Chair: **Risto Kulmala, Co-Chair IRM WG**

- 13:30 - 13:50 User awareness dimension - experiences from ChooseESC!
[Irina Patrascu, eSafety Aware](#)
- 13:50 - 14:10 Marketing dimension
[Sandra Pastore, Bosch](#)
- 14:10 - 14:30 Dealer training dimension
[Carsten Weber, Safety-Technopro project](#)
- 14:30 - 14:50 Fleet owner dimension
[Vincent Rupied, Arval](#)
- 14:50 - 15:10 Coffee Break
- 15:10 - 15:30 Incentives dimension - experiences from Safety Truck Plus
[Matthias Stenau, DEKRA](#)
- 15:30 - 15:50 Infrastructure operator dimension
[Jacques Boussuge, ASFA](#)
- 15:50 - 16:10 Results of the interactive session - voting results
[Hermann Meyer, ERTICO](#)
- 16:10 - 16:50 Panel discussion
Moderator: [Hermann Meyer, ERTICO](#)
- 16:50 - 17:00 Closing remarks, **Risto Kulmala, Co-Chair IRM WG**
- 17:00 Adjourn