

Note of Meeting

eSafety Users Outreach Working Group

ERTICO, Brussels

19th September 2005

Participants

Johann Grill	FIA Chairman
Robert Sauter	ADAC
Wolfgang Reinhardt	ACEA, Chair eCall WG
Hans Jürgen Mäurer	DEKRA, Co-Chair Road Maps WG
Walter Hagleitner	ADAS Management Consulting
Juhani Jääskeläinen	European Commission
Jacob Bangsgaard	eScope
Stéphanie Chaufton	ERTICO
Sanna Hyytiäinen	ERTICO
Olivier Lenz	FIA

Apologies

Valérie Moutal	European Commission
Uwe Beutnagel-Buchner	Robert Bosch
Erich Bittner	Robert Bosch
Stephan Zwerschke	Robert Bosch
Filip Sergeys	Honda Motor Europe Ltd.
Roman Michalek	ÖAMTC
Alexander Bloch	auto motor und sport
Yiannis Moissidis	Navteq
J. Martin Rowell	Navteq
Tom O'Connor	Commercial Telematics Group Ltd.
Dirk Ockel	DaimlerChrysler

1. Welcome

The Chairman welcomed all participants. He announced that Mr Walter Hagleitner will arrive with a delay and present his view about the eSafety Common Media Platform. The agenda was adopted.

2. Minutes Meeting 05.07.2005

The notes of the meeting of 5th July 2005 were agreed.

3. eSafety Common Media Platform

The Chairman reported about the ad-hoc working group that has prepared terms of reference for the eSafety Common Media Platform. The main recommendation from the working group is that the eSafety Common Media Platform should bring together a lot of stakeholders and stay in the pre-competitive area.

Mr Wolfgang Reinhardt added that while the group comes up with ideas on user outreach, the initiative needs the support of the marketing departments of the OEMs (car manufacturers). For this reason he has asked the ACEA WG-ITS (workgroup ITS) to contact their respective marketing departments for feedback. WR has also

given a short introduction to the ACEA Communication Group. He mentioned that it might be difficult to convince the marketing departments to spend money on non-competitive activities so that good arguments are key. He outlined the problem that would occur if the eSafety Common Media Platform advertises devices that some manufacturers do not offer. If joint money is used this could favour just those manufacturers who offer the product. **Mr Juhani Jäaskeläinen** answered that the eSafety Media Platform will not force any manufacturer to market certain devices, but will only provide marketing support. **Mr Robert Sauter** pointed out that the promotion of CNG had been done in a similar manner on the basis of a yearly budget for a consistent promotion programme.

Mr Jacob Bangsgaard reported that ERTICO is currently negotiating with the EU Commission on getting financial support to set up a support office for eSafety. Its role would be to support the development of a strategy, the launch of small scale activities and offer a secretarial function to the eSafety Media Platform. However this office could not support large campaigns.

The Chairman strongly welcomed the possibility to use this secretariat for the eSafety Media Platform. **Mr Jäaskeläinen** stressed that the eSafety Media Platform is much more than a secretariat, but added that the secretariat could support the Platform to produce the campaign materials. **Mr Bangsgaard** added that the secretariat would support the eSafety Forum as well as the activities initiated by the eSafety User Outreach Working Group.

Mr Hans Jürgen Mäurer supported that the eSafety Media Platform is much more than a secretariat, but welcomed that the secretariat would support the Platform. He added that the German road authorities have already started with similar activities. He suggested that the systems to promote should be chosen according to the priorities defined by the Roadmap Working Group.

Mr Jäaskeläinen explained the stakeholders need to commit themselves. He mentioned the i2020 Car Flagship initiative and the Communication that has been adopted on the 14th of September, which addresses the issue of deployment. He called on the group to finalise the concept and then to sell it to potential partners.

Mr Hagleitner showed a series of slides and outlined his ideas about the eSafety Media Platform. He called for a holistic approach communicating all the benefits of eSafety devices and not to limit the communication to the main benefit. He added that the group needs to identify the target group.

Mr Mäurer added that the group needs a concrete project to sell to potential partners. **Mr Reinhardt** suggested setting up a test project to use as an example. **Mr Hagleitner** suggested using ESP as an example as the tremendous impact is proven. **Mr Mäurer** suggested using road safety agencies to launch the campaigns.

Mr Reinhardt showed a series of slides with ideas a small team has worked out during the summer break to start better discussions on this subject of an eSafety Media Platform. He stressed the need to outline the level of the demand as well as the willingness to pay. He remarked that the price of such devices should be low in order for them to be attractive. Moreover the consumers should clearly recognise their benefits.

W.Reinhardt also stressed that these ideas are not from ACEA and needs to be understood as input for discussion.

Mr Grill also suggested representing the pre-competitive and competitive phases as two parallel activities. He added that the proposals of Mr Hagleitner and this

presented by Mr Reinhardt should be merged into one document. He also called upon the group to define a pilot project to test the concept.

Mr Sauter mentioned that the RACC together with the Centro de Zaragoza will run a survey to find out what people know about eSafety.

Mr Jäaskeläinen asked the group to finalise the terms of reference of the eSafety Media Platform and Mr Grill to present the project to the eSafety Steering Group on the 20th of September and to the eSafety High Level Meeting on the 18th of October. He also suggested organising a workshop with all the relevant stakeholders.

Mr Jacob Bangsgaard said that the group needs an organisation to promote the project, an ambassador (e.g. Michael Schumacher, Max Mosley) to bring it to the public as well as a clear budget for campaigns. In order to define campaign budgets specialised organisations could be asked in each country.

Mr Hagleitner suggested approaching television companies and inviting them to the workshop. **Mr Sauter** pointed out that it is not easy to convince a television company of participating and that this would require giving them ready-to-use material. Mr. Reinhardt supported the idea but referred to the marketing experts when it comes down to details.

Mr Grill proposed that the report to the eSafety High Level Meeting could be based on the report to the eSafety Forum, additionally he would add the proposal on the eSafety Media Platform. He also suggested involving the member states as it is done in the EuroNCAP programme.

Mr Sauter pointed out that the eSafety Media Platform will need a lot of interesting news. This could be provided by consumer tests or for example by carrying out consumer surveys by the automobile clubs. **Mr Grill** stressed that the news needs to be interesting to be widely published in automobile club magazines. **Mr Reinhardt** said that a kind of EuroNCAP testing should be avoided as he believes that it is difficult to test eSafety. He stressed that governments should be convinced that they need to promote eSafety to reach their objectives in terms of halving the number of fatalities in Europe by 2010.

Mr Grill concluded that he will finalise the proposal for the eSafety Media Platform, prepare the report to the eSafety High Level Meeting, organise a workshop at the beginning of 2006 with the support of the secretariat to be set up and propose a pilot project based on the promotion of ESP. The order of priorities for the Platform should follow the recommendations of the Roadmap Working Group. Mr Sauter will support the chairman in this work.

Mr Reinhardt suggested as a first step to use the information from Robert Bosch concerning the promotion of ESP and suggested that members of the marketing departments of OEM car manufacturers should assist to the eSafety High Level Meeting in October. **Mr Hagleitner** suggested using the Verona event to promote the project.

4. Next Meetings

The next meetings are scheduled on:

Date	Time	Place	
6 th December 2005	10:30 – 14:30	ERTICO	Blue Tower, Brussels

The meeting closed at 16.30