

# Note of Meeting

## eSafety Users Outreach Working Group

ERTICO, Brussels

23<sup>rd</sup> March 2005

### Participants

Johann Grill	FIA Chairman
Wolfgang Reinhardt	ACEA, Chair eCall WG
Karl Obermair	ADAC
Uwe Beutnagel-Buchner	Robert Bosch
Hans Jürgen Mäurer	DEKRA, Co-Chair Road Maps WG
Roman Michalek	ÖAMTC
Stéphanie Chaufton	eScope
Juhani Jääskeläinen	European Commission
Valérie Moutal	European Commission
Filip Sergeys	Honda Motor Europe Ltd.
Olivier Lenz	FIA

### Apologies

Walter Hagleitner	ADAS Management Consulting
Christian Bangemann	auto motor und sport
James Remfrey	Continental Teves
Jesper Bové	eScope
Alfredo Filippone	ACEA
J. Martin Rowell	Navteq
Bernd Ostmann	auto motor sport
Tom O'Connor	Commercial Telematics Group Ltd.
José Papí	ERF
Rachel Boyer	ERTICO
Jacob Bangsgaard	eScope
Frank van West	FIA Foundation
Marco Ruffini	Philips Research Laboratories

### 1. Welcome

**The Chairman** welcomed all participants, in particular Olivier Lenz as a new member of staff of the FIA European Bureau. The agenda was adopted.

### 2. Minutes Meeting 19.11.2005

The notes of the meeting of 19<sup>th</sup> November 2004 were agreed.

### 3. Reply to the 20 Questionnaire

a) by eCall Working Group

**Mr Wolfgang Reinhardt** reported on the answers given to the 20 questions questionnaire that has been submitted to the eCall Working Group. The answers will

help to guide the group to develop guidelines for campaigns on eSafety. The questionnaire is going in depth into the subject and focuses on the users' knowledge, behaviour and attitude.

**Mr. Juhani Jäaskeläinen** outlined that there is a 10 % chance of being involved in a road accident in a lifetime and **Ms. Valérie Moutal** suggested to keep to key messages about the functions of eSafety for campaigns.

**The Chairman** suggested a twofold approach for communication on eSafety. On one side the communication could be supported by campaigns whereas on the other side a system of rating and labelling in analogy to the concept of EuroNCAP can help to bring a more lasting contribution. **Mr Wolfgang Reinhardt** expressed his fear, that a system of rating and labelling would take the responsibility away from the state and leave to the industry to carry unilaterally the financial burden. Instead of that he suggested that some financial incentive should be coming from the state. The chairman supported the suggestion of the tax authorities giving a financial incentive and added that insurers could also do so.

**Mr Karl Obermair** proposed for the campaign to use well-known images of rescue scenarios shared by a pan-European public (e.g. the idea of the Saint Bernard carrying the message that eCall helps to find and save persons after an accident or a "James Bond" plot combining humor and high-tech). **Ms. Valérie Moutal** suggested to position eCall rather as a mass product and warned from focussing the message towards a high-tech solution, as this would not get the support of public authorities.

b) by Road Maps Working Group

**Mr Hans Jürgen Mäurer** said that the Road Maps Working Group has already looked at campaigns as well as to the EuroNCAP rating and labelling. He suggested to develop European-wide campaigns like the "Year of ESP" running in Germany. Moreover he brought the idea to integrate eCall software into existing hardware, avoiding like that to bring in additional hardware. Mr Mäurer will distribute the Road Maps to the working group and was asked by Mr. Obermair to provide an example of one infrastructure and one combining infrastructure/vehicle device.

**Mr Wolfgang Reinhardt** suggested that all stakeholders should communicate in a similar way with the same messages (automobile clubs, car manufacturers, etc.)

**The Chairman** asked Mr. Mäurer to prepare the report of the working group by using the answers given to the 20 questions questionnaire in order to develop recommendations.

#### **4. Structure of report**

**Mr. Juhani Jäaskeläinen** outlined that the task of the working group is to come up with ideas for campaigns targeting at getting more awareness for eSafety technologies. It was agreed that the report should outline the objectives, give examples from the past, give action recommendations for campaigns and bring three concrete examples, one of them being eCall. The Commission wishes a preliminary report for the ITS Congress in Hanover. This interim report should give the objectives and first recommendations. Mr. Jäaskeläinen suggested to use the Austrian presidency of the European Union in 2006 to set a kick-off meeting.

## 5. Preparation of contribution to the ITS Congress, Hanover

**Mr. Juhani Jäaskeläinen** asked the preliminary report of the working group to be presented at the ITS Congress in Hanover.

## 6. Commission's support

### a) 4<sup>th</sup> Call Projects

The decision about the project that has been handed in by the FIA, ERTICO and ACEA supporting eSafety will be taken by the Commission by the end of April.

### b) Eurobarometer

**Ms. Valérie Moutal** distributed an information about a request to the Directorate General Information Society for an opinion survey on eSafety. The study would consist out of a more qualitative technical study and a more quantitative study in the 25 EU member states. **Mr Hans Jürgen Mäurer** suggested to use the questionnaire on eCall to incorporate the questions into the study.

### c) Commercial studies

**Mr. Olivier Lenz** presented a commercial empirical study that has been carried out by the market research organisation Frost & Sullivan about Telematics. **Mr Hans Jürgen Mäurer** suggested that the group should not spend money on such studies. It was agreed to not anymore follow this path. **Mr Karl Obermair** suggested to nevertheless get the questionnaire that Frost & Sullivan used to conduct the study.

## 7. Organisations to be approached

**Mr Hans Jürgen Mäurer** emphasised the importance of the presence of the part supplier industry in the working group and welcomed the participation of Robert Bosch. **The Chairman** asked Mr. Uwe Beutnagel-Buchner if he could bring to the next meeting some information about campaigns run by Robert Bosch. **Ms. Valérie Moutal** suggested to invite marketing people from car manufacturers to participate to the meetings of the working group. **The Chairman** offered to contact them and ask them to participate. **Mr. Roman Michalek** offered to get somebody from the Austrian Ministry of Transport to participate to the next meeting.

## 8. Next Meetings

The next meetings are scheduled on :

Date	Time	Place	
10 <sup>th</sup> May 2005	10:30 – 14:30	ERTICO	Blue Tower, Brussels
5 <sup>th</sup> July 2005	14:00 – 17:00	European Commission	avenue de Beaulieu, Brussels
20 <sup>th</sup> September 2005	14:00 – 17:00	European Commission	avenue de Beaulieu, Brussels
6 <sup>th</sup> December 2005	10:30 – 14:30	ERTICO	Blue Tower, Brussels

## 9. Any Other Business

There was no other business.

The meeting closed at 14.30