

## **Note of Meeting**

### **eSafety Users Outreach Working Group**

#### **AIT&FIA European Bureau**

**28th July 2004**

#### **Participants**

Johann Grill	AIT&FIA	Chairman
Adam McCarthy	AIT&FIA	
Tom O'Connor	Commercial Telematics Group	
Jacob Bangsgaard	ETRICO/eScope	
Rachel Boyer	ERTICO	
Arnold van Zyl	EUCAR	
Elina Holmberg	European Commission	
Frank van West	FIA Foundation	
Roman Michalek	ÖAMTC	

#### **Apologies**

Karl Obermair	ADAC
Juhaani Jaaskelainen	European Commission
Marco Ruffini	Philips Research Laboratories

#### **1. Welcome**

**The Chairman** welcomed the participants and introduced himself. A tour de table followed. The agenda was adopted.

**The Chairman** stated that the key to the successful completion of the eSafety strategy would be user take-up. He said that the role of this group is to investigate strategies to advise the Commission and other stakeholders as to how this could be achieved.

**Ms Rachel Boyer** informed the Groups that ERTICO had sent round a questionnaire to its members asking how they believe user take-up could be achieved. She said that she would send the results to the Working Group.

**Mr Arnold van Zyl** said that we need to ensure that the work of the Group is not limited in-car devices. It was agreed that the Group should look to inform not just ordinary users, but also policy-makers as to the benefits of all eSafety systems.

**The Chairman** said that the purpose of this first was to set such work parameters.

## **2. eSafety and Users**

**Ms Elina Holmberg** made a brief presentation on the eSafety initiative and noted that work was progressing in most areas, but the real need was now to create user awareness and demand for the systems.

## **3. Terms of Reference**

Following a discussion the Terms of Reference were agreed (attached). It was also agreed that the Working Group should identify strategies to raise user awareness, it should not sell the systems.

It is envisaged that the Group will work for around two years.

## **4. Planning of the Proceedings**

**The Chairman** asked the Group members as to their views about how the Group should proceed in it work.

A discussion followed where a number of activities for investigation were identified, these included:

- The use of events such as the ITS world congress which will be open to the public in Japan.
- Case studies technologies which have been successfully brought to market.
- The use of specific and general publications.
- The use of awareness campaigns.
- The need and use of demand studies.
- The need for implementation plans (contact with road maps WG)
- The measurement of success

These actions will be further elaborated on in the next meeting of the Working Group.

The need to be aware of the work of the other eSafety Working Groups was also agreed.

## **5. Organisations to be Approached**

It was agreed that groups such as infrastructure providers, telecoms operators, and rating programmes should be approached. Specifically, ERF, FEHRL, MasterTest, Euro NCAP, Nokia, Navtec, and Orange should be approached. The Chairman will coordinate approaching these groups.

## **6. Next Meeting**

The next meeting will be held on 7<sup>th</sup> September from 10.00-13.00 at ERTICO.

## **7. Any Other Business**

There was no other business.

## **eSafety User Outreach Working Group**

### **Terms of Reference**

The eSafety Forum on 25 March 2004 highlighted the importance of the driver in the eSafety strategy and underlined that user demand is essential for a positive business case. It therefore suggested that a User Outreach Working Group be formed to address this issue.

For a successful implementation the awareness of

- the existence of Intelligent Vehicle Safety Systems (eSafety systems),
- their contribution to road safety in general and
- their potential for reducing individual risk

is essential. Besides the awareness on new eSafety systems there are further influences defining the acceptance by the user and forming the basis for real demand.

The tasks for the working group therefore are:

- To investigate methodologies of how to improve the take up of eSafety systems amongst the general public
- To study good practices to make users aware of such technologies and systems, and their benefits
- To define the influencing factors for the acceptance of eSafety systems by the user
- To liaise with the other eSafety Working Groups and specify their specific requirements in respect of user awareness
- To develop recommendations to the increase of user awareness for eSafety systems, and propose actions for the stakeholders

The working group will concentrate on aspects of communication and consumer behavior in the context of eSafety. Therefore communication and campaign managers, media and marketing experts and representatives of user groups will be particularly invited to contribute to the working group. The working group is open for all eSafety stakeholders. It will hold regular meetings and work in line with the eSafety Terms of Reference for Working Groups.

24.6.2004  
J. Grill