



ERTICO

INTELLIGENT TRANSPORT SYSTEMS AND SERVICES - EUROPE

ITS – Realising the Potential Conference and Exhibition Olivier Mossé, Chief Executive Officer, ERTICO 5 November 2002

The eSafety Initiative: Using Intelligent Technology to Save Lives

Good afternoon ladies and gentlemen. I would like to thank the City of Dublin for inviting me to speak at this conference today, as its theme addresses the very reason my company was established — to realise the potential of ITS.

ERTICO is a multi-sector, public-private partnership pursuing the development and deployment of Intelligent Transport Systems and Services. We exist to promote a single successful pan-European ITS market and to ensure that European interests are fully represented throughout the world.

ERTICO's membership includes 95 partners representing the five key ITS sectors. Partners from industry include vehicle and electronics manufacturers, communications companies, service providers and IT developers. In addition, the Public Authorities of 14 Member States and 7 other countries are represented within ERTICO. And finally, infrastructure operators, such as motorway operators and telecommunication networks, as well as user groups and other industry organisations are also part of ERTICO.

On the most basic level, ERTICO brings all key ITS players to one table, with one clear goal: **making ITS part of everyone's daily life.**

To ensure that the potential of ITS is realised on a pan-European level, ERTICO leads a varied work programme that is 100 percent Partner driven. It begins by building common ground amongst its Partners, who actively participate in strategy formulation surrounding such issues as platform development, standardisation and market roll-out. This provides the necessary springboard to undertake joint development work on key ITS issues through various working groups, projects and user/developer fora.

Current ERTICO activities cover a wide range of topics and issues, including

- multimedia traffic and travel services
- international cooperation and other initiatives
- in-vehicle integration
- digital maps and positioning
- advanced driver assistance systems (ADAS)
- safety and security

This last category is of particular importance to all of the sectors represented within ERTICO as well as to the European Commission. For that reason, ERTICO, along with the automotive industry and other key partners, has worked with the EC to launch the eSafety Initiative.

As you may know, more than 40,000 people die on Europe's roads each year, with an additional 1.7 million injuries raising the cost even further — in both human and financial terms. One person in three will be injured in an accident at some point in their lives. The directly measurable cost of road accidents is of the order of 45 billion euros, with indirect costs being three to four times higher. The annual figure is put at 160 billion euros.

Road safety campaigns over the years have contributed to raising public awareness, but in a Europe of 15 different countries — and with that set to expand thanks to the Irish vote — it is very difficult to change driver behaviour and habits quickly. During the last decade, much work has been undertaken to improve vehicles and road infrastructure in Europe. Measures to improve road safety through both accident prevention and injury reduction have been widely promoted. The combined focus on driver behaviour and vehicle safety has contributed to the continuous reduction of the number of fatalities on Europe's roads, but everyone agrees that the toll is still too high.

Therefore, in its White Paper on European Transport Policy for 2010, the European Commission set out the ambitious goal of reducing the number of people killed by half by 2010. The application of telematics and active safety technologies — as proposed by the eSafety initiative — is a vital step towards achieving that goal.

As part of the eEurope initiative, eSafety is taking an integrated approach to road safety, where actions will address every phase of an accident. The goal is to accelerate the introduction of Intelligent Transport Systems and Services, namely active and passive safety technologies, into road transport in order to improve safety and mobility across Europe.

At the first high-level meeting on eSafety — organised last April by ERTICO, the European Commission and ACEA (Association of European Car Manufacturers) — Mr Erkki Liikanen, Commissioner for Enterprise and Information Society, encouraged participants from both the public and private sectors to work together on the finalisation of targets for an eSafety Action Plan and on the elaboration of an eSafety Road Map. The eSafety Action Plan will contain a list of actions and recommendations for EU Member States, industry and other stakeholders and will be communicated to the Council and European Parliament in the form of a Commission Communication.

Since April, a Working Group representing all concerned sectors has been assessing the actions needed to improve road safety and drafting a report that will be the basis for the official Communication. Participation in the Working Group includes representatives of the EC Directorates-General for the Information Society, Enterprise, and Transport and Energy as well as the automotive industry, component suppliers, telecommunications and service industries, infrastructure operators and other stakeholders like ERTICO, public authorities and user associations. A follow-up High-Level Meeting will take place on 14 November, where the Working Group Final Report will be presented and the next steps discussed.

Another important milestone for the eSafety initiative was the European Congress and Exhibition on ITS in Lyon this past September. Organised by ERTICO, this congress focused on the goals of the initiative and the progress made so far. It addressed issues such as emergency call, real-time traffic information, the infrastructure, active safety systems and many other important safety and security issues. The event attracted more than 700 participants including high-level representatives such as Mr Flemming

Hansen, the Danish Minister for Transport and current President of the European Council of Transport Ministers, as well as Mr Max Mosley, ERTICO Chairman and President of the FIA; and Mr Jean-Martin Folz, the ACEA Chairman and President of PSA Peugeot Citroën.

The integrated approach being taken by the eSafety Initiative will help ensure that the maximum benefit is obtained as the new intelligent technologies are implemented. New systems that use advanced information and communication technologies in new intelligent solutions for improved road safety can reduce the number of accidents on our roads, in particular in the pre-crash phase, when the accident can still be avoided or at least its severity significantly reduced. We know that almost 95% of the accidents are due to the human factor. In almost three-quarters of the cases the human behaviour is solely to blame. Drivers represent a significant safety risk and need some form of assistance at times. This is the area where Intelligent Integrated Safety, including Advanced Driver Assistance Systems, offers their greatest potential.

The development of appropriate sensors, actuators and processors has already permitted widespread implementation of ABS and stability systems, which help drivers to maintain control of the vehicle even when they have exceeded its 'normal' limits of handling. We are now looking towards the next generation of active safety systems, which will take into account not just the driver and the vehicle, but also the environment around the vehicle.

Co-operative systems will enable essential safety information to be exchanged between vehicles and with the infrastructure. By receiving information from outside of the vehicle, the systems will be able to assess the risk of an accident happening. Systems can then warn drivers so that they can take appropriate action, or the system itself can initiate appropriate action. If an accident becomes unavoidable, the systems could use that same information to optimise the passive safety systems. In addition, other safety systems can automatically summon assistance, furthering decreasing the likelihood of fatalities.

The potential of these systems to improve safety and security has already been demonstrated by a number of European RTD projects. ERTICO itself is involved in the E-MERGE project, which is working to ensure the pan-European availability and functioning of vehicle-based emergency call systems that include enhanced information such as position data. We are also developing an initiative known as Speed Alert, which is seeking to define a European strategy on intelligent speed management.

To realise the potential benefits of these developments, however, the new systems must be widely deployed in the marketplace. The technology is in some cases already fully developed. Unfortunately in most cases there is still an important gap between technology development and its deployment at a reasonable cost and in sufficient quantity. These technologies have to be assessed in co-operation with the industry in terms of their impact on the accident reduction and their cost, so that priorities can be set for their introduction. Liability, standardisation, certification, tax and other incentives need to be considered.

In the integrated approach to safety using new technologies, the European Commission, Member States, public authorities and industry all have an important role to play. The necessary actions, which include investments in safety-related information and road infrastructure, must be clearly identified.

The eSafety Initiative participants are working to assess those required actions, but without the ongoing active involvement of the larger ITS community — that is, people such as yourselves — even the best laid plans cannot be successfully implemented. Fortunately, we have events such as this one to help in getting the word out about ITS and its role in safety. I look forward to ongoing collaboration with the city of Dublin and other players attending this event and thank the organisers for this opportunity to present the extremely important eSafety Initiative. Together, I know that we can improve the safety of European roads and ultimately realise the full potential of ITS.