Final Conference

eIMPACT

Key Elements for Implementation Strategies

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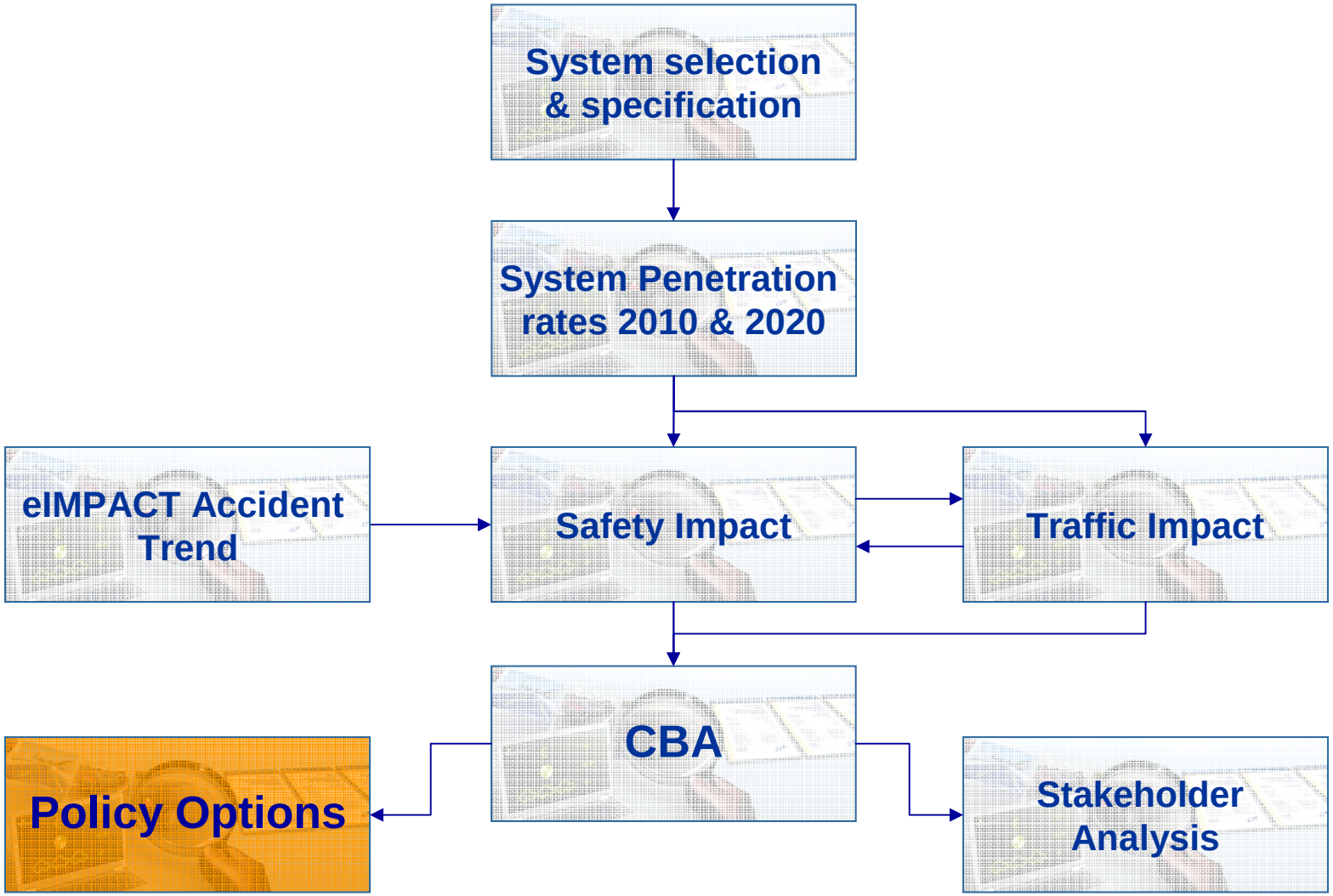
Overview

- Position within eIMPACT
- Methodology
- Main results
- Example
- Conclusions and recommendations

Key Elements for Implementation Strategies in eIMPACT



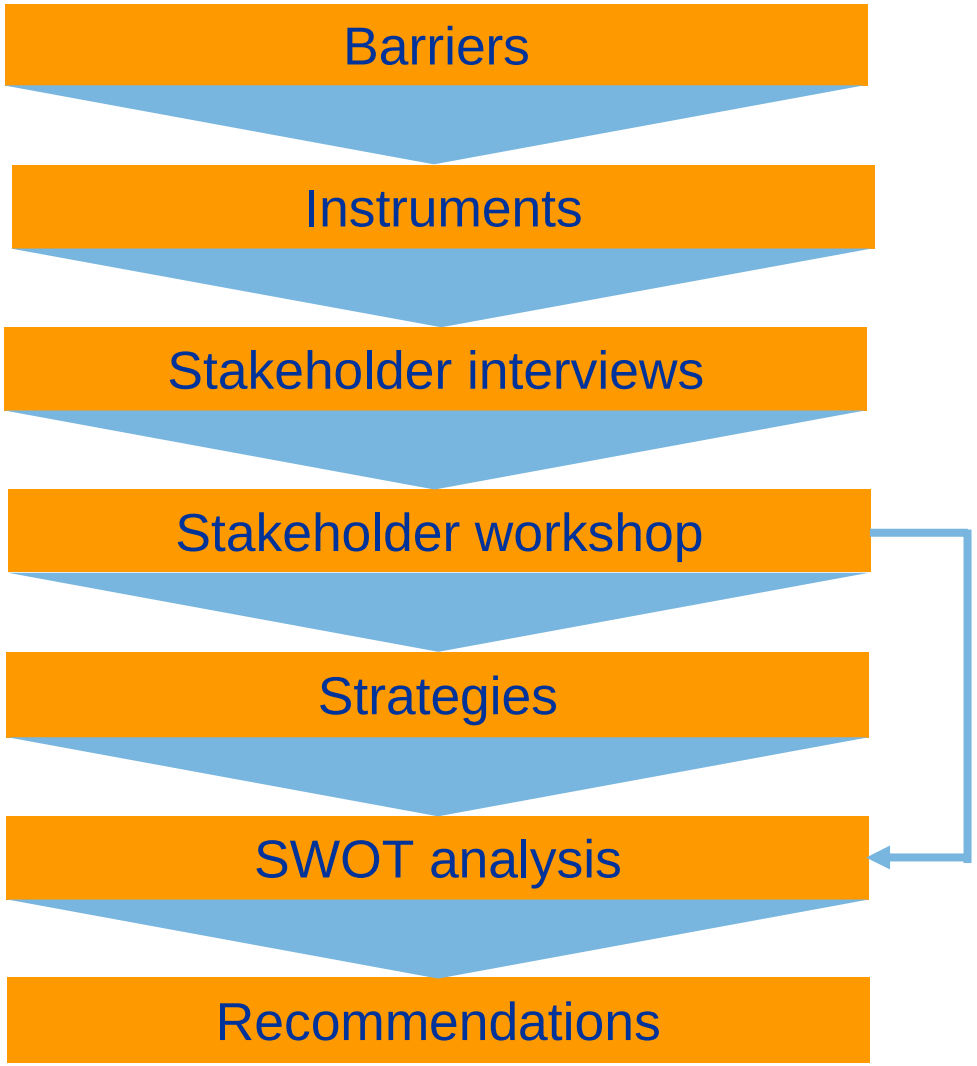
Objective of work package

- Define an implementation support strategy to speed up deployment of IVSS (or to identify key elements)

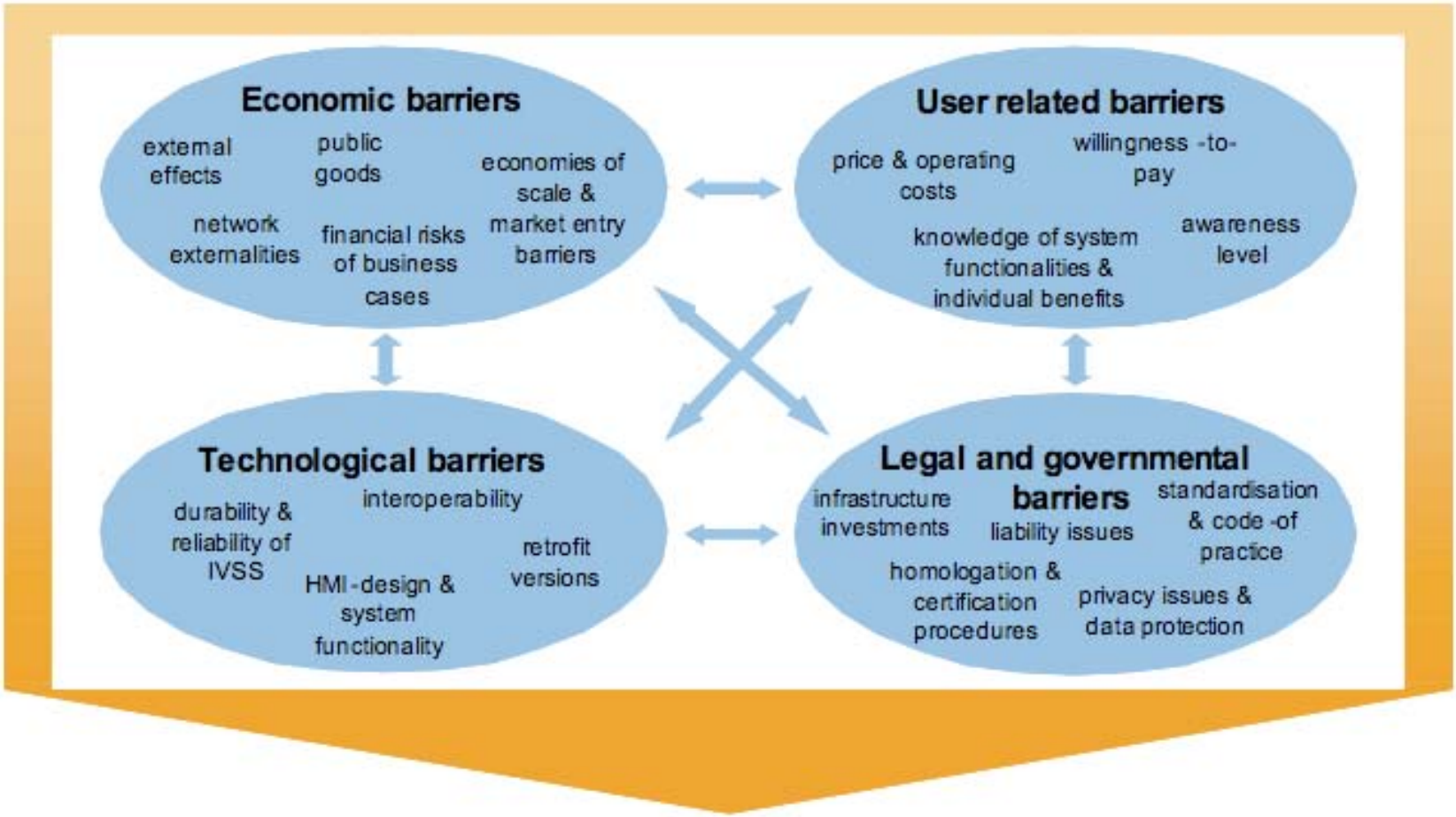
Because:

- IVSS are believed to have societal benefits with regard to the traffic flow in terms of safety, throughput and environment
- Current level of IVSS is too low, due to market imperfection
- Instruments available to address this imperfection and to overcome market barriers
- Not all instruments can be deployed by each stakeholder

Methodology



Main results – Barriers



Main results – Instruments (see conference package)

instruments	description
awareness campaigns	Use of different media channels to provide information on benefits and system function in order to improve user awareness and understanding
advertising media	Promotion of system via different media channels
driver education / training	Driver information and education about systems and training how to use them
cooperative research	Research conducted in the cooperation among various organisations in order to achieve more valid results.
awards	Use of awards to label products to convince customers to use or buy the system
field operational tests	To verify the functions and benefits of a specific system under real conditions in large-scale and/or long-term use
system as standard equipment	The OEMs voluntarily provide the systems in all vehicles

Main results – Interview results

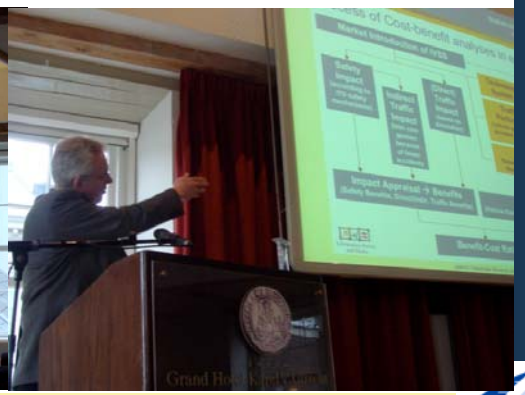
60 stakeholders from 8 countries (OEM, supplier, public sector, etc.)

Difference in instruments deployed and perceived effective

rank	Instrument deployed	rank	Instrument perceived effective
1	**Awareness campaigns**	1	Legislative mandatory equipment
2	Cooperative research	2	System as standard equipment instead of optional
3	Driver education - driver training	3	Insurance premium reduction
4	Field operational tests	4	Tax reductions
5	Advertising media	5	**Awareness campaigns**

Main results – Stakeholder workshop

- Workshop on February 26th 2008 in Utrecht, The Netherlands
- 35 participants from 11 countries
- Selected IVSS: Lane Keeping Support and SpeedAlert
- Interactive plenary session to gather input regarding instruments that can be used per stakeholder and the perceived importance and suitability of these instruments from a stakeholder perspective
- Interactive parallel sessions to discuss jointly agreed upon bundles of instruments

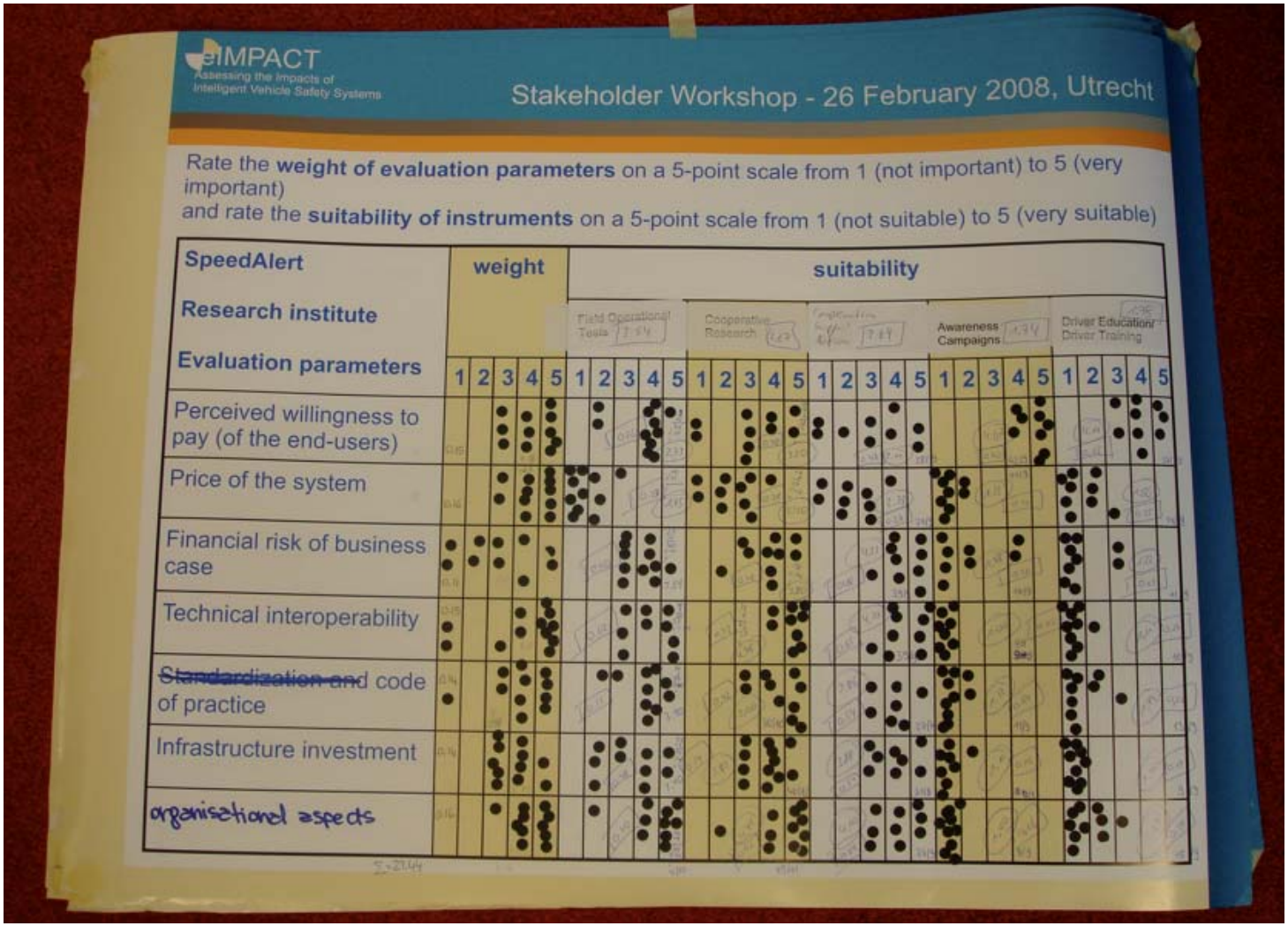
Main results – Stakeholder workshop

Main results

Two step approach:

- In a stakeholder workshop various strategies for specific (IVSS) can be constructed
  - Results from stakeholder workshop serve as a solid basis for further consideration
- SWOT analysis to explore viability of strategy

Example from stakeholder workshop: SpeedAlert



Example from stakeholder workshop: SpeedAlert

Stakeholder	**Instrument 1** (score)	**Instrument 2** (score)	**Instrument 3** (score)	**Instrument 4** (score)	**Instrument 5** (score)
OEM	field opera-tional tests 2.41	Cooperative Research 2.27	Advertising media 1.72		
Supplier	field opera-tional tests 3.31	Cooperative supportaction 3.08	Awareness Campaigns 2.74	Advertising Media 1.96	
Road operator	Voluntary Agreement 3.46	field opera-tional tests 3.09	Cooperative Research 2.89	Awareness Campaigns 2.71	Cooperative supportaction 2.34
Public sector	Awareness Campaigns 3.28	Tax Reduction 3.01	Voluntary Agreement 2.90	legislative mandatory Equipment 2.75	driver ed / training 2.62
Automobile club	Cooperative supportaction 3.23	field opera-tional tests 3.20	insurance pr Reduction 2.96	Awareness Campaigns 2.80	driver ed / Training 2.15
Research institute	Cooperative supportaction 3.52	Cooperative Research 3.27	field opera-tional tests 3.08	driver ed. / Training 2.11	Awareness Campaigns 2.08
Other	Cooperative Research 2.86	Cooperative supportaction 2.71	field operat-ional tests 2.53	Voluntary agreement 1.99	Awareness Campaigns 1.52

Example from stakeholder workshop: SpeedAlert

	Instrument 1 Awareness campaigns	Instrument 2 Cooperative support actions	Instrument 3 Field Operational Test	Instrument 4 Voluntary agreement
OEM	2.07	-	2.79	-
Supplier	2.06	2.92	3.50	-
Road operator	2.65	3.27	3.53	-
Public sector	2.83	-	-	3.24
Automobile club	2.37	4.10	3.50	-

Example from stakeholder workshop: SpeedAlert

- SWOT analysis (from an OEM perspective)
- Evaluation parameters (from workshop):
  - 18.7% Perceived willingness to pay
  - 18.7% Financial risk of business case
  - 17.8% Technical interoperability
  - 15.9% Infrastructure investment
  - 11.2% Price of the system
  - 9.3% Standardization and code of practice
  - 8.4% Organisational aspects
- Suitable instruments: Awareness campaigns and FOT
- Instrument combination is feasible and effective, but some threats have to be eliminated or mitigated

Conclusions

- There is a wide variety of deployment instruments available to stakeholders
  - Each stakeholder has a limited set of instruments to deploy
  - Large difference between the instruments perceived to be most effective, and those most often deployed by stakeholders
- Process for forming multi-stakeholder deployment strategy developed and empirically tested
- Deployment strategy involves key stakeholders, making use of their most viable instruments in a logical combination
- No single strategy exists for the speeding up of deployment of all IVSS

Recommendations

- Focus on a jointly agreed upon bundle of instruments to be used by all relevant stakeholders for a specific system
- Organize round table discussions for stakeholders on a regular basis
- Use the methodology from the workshop as a starting point for these discussions
- Appoint one organization or stakeholder to take the lead in organizing this process

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Deliverable 7:

Policy recommendations to promote selected intelligent vehicle safety systems

(WP4000)