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Large Scale Collaborative Project

7th Framework Programme

INFSO-ICT 224067

Stakeholder Forum activities

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Sub Project	SP n. 5	Dissemination, user awareness and exploitation	
Workpackage	WP n. 5.4	Stakeholder Forum	
Task n.	T n. 5.4.2	Stakeholder Forum activities	
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LIST OF ABBREVIATIONS

ABBREVIATION	DESCRIPTION
CG	Core Group
WP	WorkPackage
SP	SubProject
SH	Stakeholder/s
EC	European Commission
DoW	Description of Work

M (e.g. in M20)	(Project) Month

REVISION CHART AND HISTORY LOG

REV	DATE	AUTHOR	REASON
1.0	February, 18 2010	S.Fruttaldo, R.Montanari, P. Mononen, S. Franzen, K. Paglè, A.P. Morris J. Grill, M.H. Vega, M. Alonso	First release
1.1	March 3 2010	S.Fruttaldo, R.Montanari, P. Mononen, S. Franzen, K. Paglè, A.P. Morris J. Grill, M.H. Vega, M. Alonso	Second release

EXECUTIVE SUMMARY

The Deliverable 5.4.2 (Stakeholder Forums activities) is conceived as a report to inform about activities carried out in the Stakeholder Fora.

It is conceived as a dynamic document, following progresses in the Stakeholder Forum organization and set up and reporting relevant achievements.

It is substantially divided into **three sections**:

- The first one, represented by the **Executive Summary** and the **Introduction**, is not expected to change during the project life, at least in its core elements;
- The second one, represented by **activities carried out in the Stakeholder Fora** (Chapter 1), as general information on specific events, summarizing relevant activities performed in specific events, is supposed to change and be enlarged during the project life, so to provide updates on the activities carried out in Task 5.4.2 – Stakeholder Forum Activities.
- **Next Actions**: in Chapter 2 an overview is done on the activities planned to organize the next Stakeholder Fora.

Annex 1 presents the Dissemination material to be presented at the General Stakeholder Fora.

Annex 2 shows the Dissemination material presented during the TeleFOT First General Stakeholder Forum.

INTRODUCTION

TeleFOT is a Large Scale Collaborative Project under the Seventh Framework Programme, co-funded by the European Commission DG Information Society and Media within the strategic objective "ICT for Cooperative Systems".

Officially started on June 1st 2008, TeleFOT aims to test the impacts of driver support functions on the driving task with large fleets of test drivers in real-life driving conditions.

In particular, TeleFOT assesses via Field operational Tests the impacts of functions provided by aftermarket and nomadic devices, including future interactive traffic services that will become part of driving environment systems within the next five years.

Field Operational Tests developed in TeleFOT aim at a comprehensive assessment of the efficiency, quality, robustness and user friendliness of in-vehicle systems, such as ICT, for smarter, safer and cleaner driving.

The Stakeholder Fora are conceived to **support the project** in monitoring progresses and disseminating results within the organisation and field Stakeholders represent, giving advice to the Consortium on issues related to their field of expertise. But they are also a powerful tool to actively discuss how can Field Operational Tests support the future of a sustainable mobility, taking into account the orientations of the Field Operational Tests carried out by TeleFOT.

The Deliverable 5.4.1 (Internal Deliverable to keep the Consortium informed about issues and achievements from the Stake holder Forums activities) is conceived to give constant updates on the Stakeholder Fora planned in TeleFOT.

The Deliverable 5.4.2 (Stakeholder Forums activities) is conceived as a report to inform about activities carried out in the Stakeholder Fora.

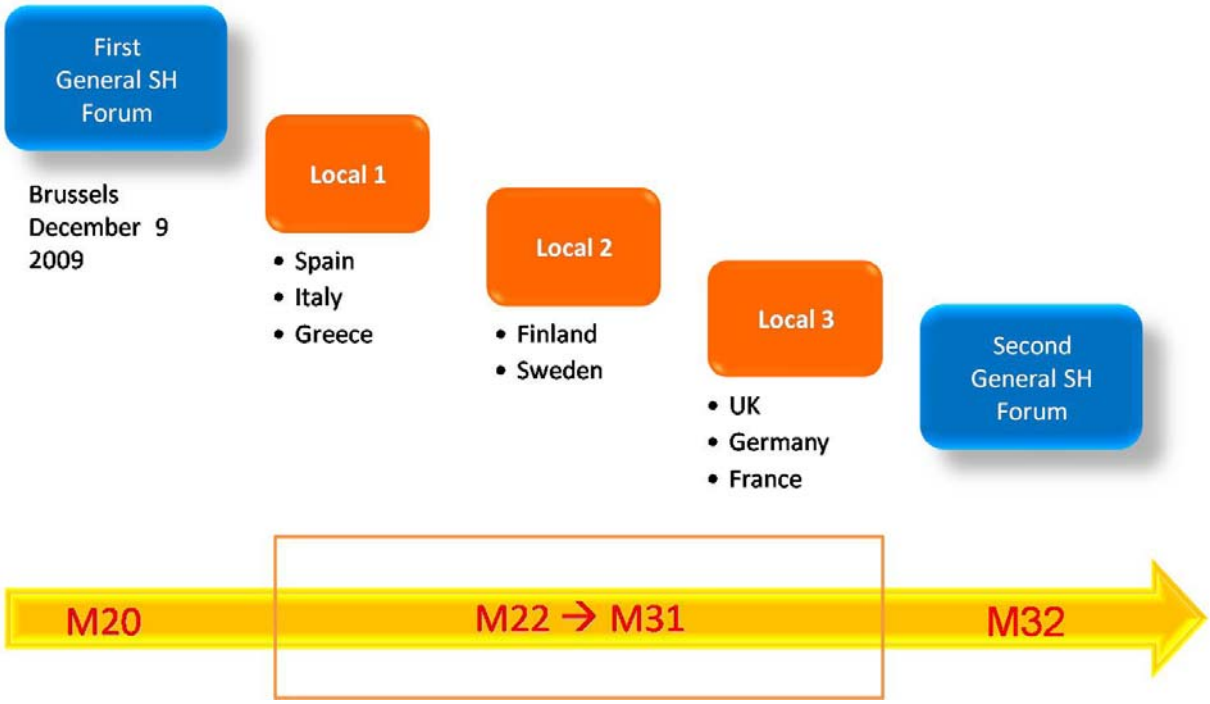
It refers to T 5.4.2 (Stakeholder Forum activities), which defines topics and issues to be addressed during the Fora and provides related documents, in close cooperation with WP5.1 and agreed upon at project level. It represents the “content side” of the Fora: project achievements are transformed into suitable material for the Fora.

1. STAKEHOLDER FORA

Two General Stakeholder Fora and 3 Local Fora are planned during the project life, as showed in Figure 1:

- **two General Stakeholder Forum**: the first at the beginning of the second year of work; the second General Forum will be held at month 32.
- **three local fora** (North, Central and South Europe, in correspondence to the Test Communities) are planned to be held within a 2-months shift among each other.

Figure 1 – Stakeholder Fora timeline



As stated in the DoW, the **objectives** of the Stakeholder Fora are:

- to organize events open to all stakeholders and to share all results with them and the TeleFOT Consortium;

- to help TeleFOT achieve wide awareness of the possibilities of the aftermarket and nomadic devices among different user groups in Europe and beyond;
- to create a dialogue between the project and the players outside the Consortium;
- to make TeleFOT's objectives and efforts effective and coherent to real needs of its targeted audience.

Moreover these events should be considered as relevant also in order to actively discuss how can Field Operational Tests support the future of a sustainable mobility, taking into account the orientations of the Field Operational Tests carried out by TeleFOT.

The **TeleFOT First General Stakeholder Forum on Aftermarket Nomadic Devices in Field Operational Tests** took place at **M20, on December, 9**. It was organized in combination with the Nomadic Device Forum meeting, which was held on December, 8 2009.

It was planned as a **one day event**, including **interactive sessions** allowing and encouraging a debate among stakeholders attending the event.

A detailed **agenda** has been made available in due time and published on the TeleFOT website, in the Stakeholder Forum Section. It is available in the **Annex 2** to this document.

About 50 persons met in Brussels, at the Martin's Central Park Hotel to discuss how Field Operational Tests can support the future of sustainable mobility, taking into account the focus, objectives and orientations of the tests which will be conducted in TeleFOT.

The Stakeholder Forum has been a great opportunity for all participants to share experiences and actively cooperate towards common solutions, as well as to create basis for future R&D activities on FOTs with key players: international experts on FOT related activities, telecommunication industries, OEM and ICT technology manufacturers, service providers, infrastructure operators and end users joined the event.

Representatives of the European Commission DG INFSO took part of the Forum as well to bring in the expectations and perspectives from the European Commission point of view, in particular concerning Field Operational Tests and Intelligent Transportation Systems.

Input on TeleFOT goals and activities have been the focus of a lively and multiperspective debate. The discussion continued in the Interactive Session: started with the point of view from industrial stakeholders, it gave very interesting feedback for the project and constituted a valuable input for the last part of the Forum.

A Round Table involving relevant experts from the major European FOT initiatives, such as FOT-Net, euroFOT and TeleFOT, the eSafety Working Group on Nomadic Device and the Municipality of Reggio Emilia, which closed the Stakeholder Forum.

2.1. Involving Stakeholders

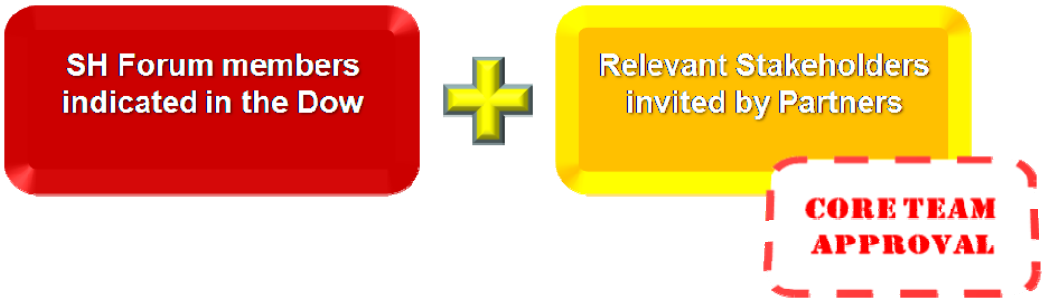
The Stakeholder Fora are conceived as events where sharing and active cooperation towards common solutions are the core elements: they are intended in their Latin meaning, where a Forum was a place of proactive discussion. In this sense, they are supposed to **host a very lively and multi-perspective debate**.

The list of organizations included in the DoW has been enlarged. TeleFOT Partners had an active role in this, by pointing out potential stakeholders relevant to support the project scope.

Representatives of the European Commission are also considered as relevant stakeholders to be involved in the event, in order to bring in the expectations and perspectives from the European Commission point of view, as well as international experts from research projects, industries and different sectors of activity.

Proposals were approved by a Core team, made up of the Core Group and ADAC, leader of WP 5.4, as showed in **Error! Reference source not found.**.

Figure 2- Opening The SH Forum list



An **invitation** (see Annex 2 to this document) was sent to potential Stakeholders, to inform them on the TeleFOT First General Stakeholder Forum, in particular on issues to be addressed during the event, inserted in the project framework, as well as on the agenda of the event.

An **area dedicated to Stakeholder Fora** news has been created **on the TeleFOT website**, to extend the aim to effectively raise awareness of the possibilities and limitations of aftermarket and nomadic devices, among the key players and the public reached by the events, as well as to all people interested.

In this section, news are published when a relevant event occurs or following the Stakeholder Fora organized during the project, to share ideas and results emerged.

Finally, a **continuous update** is to be provided to partners and stakeholders via the official project website (www.telefot.eu) and the project wiki, so to keep interested people informed and to feed up the debate, before and after events happen, via:

- The Agenda of the events:together to the invitation, it is planned to be published in the section Stakeholder Forum of the project website;
- Presentations to be showed during the Forum: they are planned to be uploaded after the events on the project wiki and on the project website;
- Minutes of the event are to be published on the project wiki;
- A newsflash/newsletter containing the news on the events: it is planned to be published on the TeleFOT website (in the Media Center and

Dissemination Section, under Newsletter), on the project Wiki and on the FOT-Net website.

The **Stakeholder Forum section** on the project website, in fact, is conceived to be a window open on events, highlighting relevant elements emerged from the debate.

Moreover, via a link in this section it is possible to **register to events**, as showed in Figure 3.

Figure 3 - Stakeholder Forum registration section on the website

1..1. First General Stakeholder Forum: Open Issues

Today there is an increasing need to move and stay always connected: with other people, for business or leisure, as well as with the environment, to exchange relevant information for our mobility.

The number of devices supporting transportation is increasing. In particular, the market penetration of aftermarket nomadic devices as personal navigation devices (PND) or smart phones is growing exponentially according to the market trends.

Their use is carefully studied in laboratories before getting to the market and many research projects have successfully developed and demonstrated a wide number of transport applications.

But there is still uncertainty on what really happens when such devices are inserted in real world conditions: to know how the driver uses a system and what are the short and long term effects are crucial issues.

A consequent key question arises: how can these systems and their performances be enhanced according to the investigation results?

These issues led 24 partners from 8 European countries to join TeleFOT, the widest pan-European field trial aiming to assess the impact of nomadic devices on the driving task, as well as to raise wide awareness of results.

After the first year of experience, TeleFOT opens these questions to all of its stakeholders to actively discuss how Field Operational Tests can support the future of sustainable mobility, taking into account the focus, objectives and orientations of the tests which will be conducted.

Such core issues need to be inserted in a widest framework, individuating the pillars to build a safe, efficient and greener mobility on.

The potential of vehicles always connected has to be considered in reaching such goals, as well as how the increasing diffusion of nomadic devices can boost the definition of an adequate framework for the deployment of systems supporting mobility.

In a perspective of discussion on how can Field Operational Tests support the future of a sustainable mobility, taking into account the orientations of the Field Operational Tests

conducted by TeleFOT, **issues** to be addressed in the Forum were related to the following questions:

- What are stakeholders doing to benefit from aftermarket nomadic devices potentialities in mobility?
- How can TeleFOT results be embedded in different stakeholders activities or products?
- How can TeleFOT take up the challenge to smarter, safer and greener driving?
- Efficiency, environment, mobility, safety and user uptake: which is the role played by the telematic and intelligent transport systems?

This event, as well as all the Fora planned in TeleFOT, was conceived not as a conference, but as a "**Forum**", as a place where all involved people have an active role in sharing ideas and building up new solutions, where debate is encouraged and continuously fed up, also **after the meeting**, via:

- presentations showed during events, uploaded after the event on the project wiki and on the project website;
- minutes of the event, available on the project Wiki, in the Stakeholder Forum Section;
- Internal Report D5.4.1, to be distributed among TeleFOT partners and this Deliverable 5.4.2;
- a newsflash on the event, published on the TeleFOT website (in the Media Center and Dissemination Section, under Newsletter), on the project Wiki and on the FOT-Net website. See also Annex 2 to this Document.
- the section dedicated to the Stakeholder Forum on the official project website (www.telefot.eu)

During the event Stakeholders were asked for opinions on the project and suggestions for further improvement. They were stimulated to bring their experience into the discussion as well. They were also asked to sign them on dedicated forms, following three of the Pillars of the Interactive Session:

- **Needs and Expectations**
- **Expected impacts**
- **Deployment**
- Participants were free to provide **any other comments**.

All of the comments and suggestions are reported in the tables in Annex 2. Some important contributions can also highlighted as follows:

- the **FOT methodology** adopted by TeleFOT can be considered as **relevant** concerning **impacts of the systems/applications under real life conditions** and **their potential with respect to costs of the devices**, to come to low cost solutions: results can improve the state of the art – assessment of intelligent vehicle safety systems.

  Moreover, this kind of tests, as adopted in TeleFOT, can be relevant in particular to:

  - assess the **user acceptability, usability and safety**
  - identify criticalities for the **user interface** avoiding distraction, but allowing integration of the information, timeliness, reliability.

- TeleFOT is expected to have **Impacts** on:

  - **Mobility (Traffic Impact), Environment** because it can have
  - **Market Creation** (Volumes, jobs, …): because it brings different industries together
  - **Mobility**, through applications/information more use of alternative modes
  - On **users (public), OEM, Authorities** since they can be aware of new services and their merit; build products which many want, as well as the services for the promotion
  - **Services, functions, business models**

- **Potential criticalities** were pointed out:

- **3000 drivers** could be **few to identify a sort of segmentation** in the behavior for 8 countries
- **Lack of telecommunication stakeholders** was pointed out.

- Huge amount of data need a proper and deep validation and cleaning. Statistical analysis might be affected by dirty data
- Some **suggestions** were provided concerning:
  - **Data collection and sharing**: it would be needed e.g. to increase quality of data (by data fusion) for (local) traffic management. Moreover, it would be needed an **accessible database for research**
  - **Cooperation between public and private actors** would be needed in order to integrate traffic management measures into (industry driver) information chain after positive test results
  - **Methodology**: Questionnaires are old fashioned; sensors often do not capture experiences/emotions. Maybe Innovative participative methods such as tools web 2.0 – Living Labs could be used
  - Testing **combination of functions**: doubts were highlighted on how it can be ensured that a certain behavior was caused by the function under test
  - FOT are **to be complemented by internal, closed protocol testing**: Too free tests alone cannot give context, pre-existing behaviors
  - **Branding**: develop a logo “Designed according to TeleFOT” for PNDThe use of **folders, flyers, brochure** to show PND, what is better, incident reduction, lives saved is encouraged, as well as **Media** (e.g. TV magazine, print magazines) and cooperation with FOT-Net. Demo with which users can drive using the best devices are suggested to be used.

2. NEXT ACTIONS

During **2010** three local SH fora have been planned in TeleFOT:

- **Northern EU Community local SH forum**
- **Central EU Community local SH forum**
- **Southern EU Community local SH forum**

Two options will be possible to organize the local fora:

- One forum per test community (with all the test sites under the same Test Community involved)
- Split the event in different fora, e.g. one event combining two test sites

The following information have to be provided by the Test Sites to the Coordinator, the SP5 leader and to the WP 5.4 leader, who will work also as the Test Communities responsibles:

- Objectives
- Stakeholders to be involved, in particular local authorities
- Ambitions
- Size
- Timing
- Press needs

Potential cooperation on the local fora organization is being discussed also with FOT-Net, so to create synergies between the projects.

CONCLUSIONS

Conceived as a dynamic document, this Deliverable will undergo any changes during the project life, following progresses in the Stakeholder Forum organization and set up and reporting relevant achievements.

Stakeholder Fora organized within the WP 5.4 – Stakeholder Forum - are expected to be relevant not just in order to support TeleFOT, but in a wider perspective: in order to identify common working areas, to share experiences and approaches and to discuss challenges, solutions and implementation models from different points of view.

International experts from different domains as well as representatives from the European Commission are considered as relevant stakeholders to be involved. The list of Stakeholders is thus being enlarged, in order to gain a wider and wider perspective and ensure a multi-perspective approach.

Stakeholders will be invited to meet and actively discuss on how can Field Operational Tests support the future of a sustainable mobility, taking into account the achievements and orientations of the Field Operational Tests carried out by TeleFOT.

The local Stakeholder For a will provide a more local perspective to the debate. They are expected to provide very interesting things to ponder.

A number of technological, methodological and deployment challenges are expected to be faced and proper solutions should be identified and shared to pave the road for the deployment of ITS for a smarter, safer and greener driving.

These goals will be supported by the activities to be performed in T 5.4.2 (Stakeholder Forum activities), in close cooperation with WP 5.1 (Coordination and Communication), so to integrate achievements from the events and increase their Dissemination force.

ANNEX 1 – GENERAL STAKEHOLDER FORUM MATERIAL

In this Annex the Dissemination material to be presented at General Stakeholder Fora is showed.

1.1. TeleFOT poster

At least an official project poster is to be showed during the Stakeholder Fora, summarizing the core elements of TeleFOT, providing short information on the project, namely objectives, Partners, resources involved, Test Communities.

In Figure 4 it is showed the project poster presented during the First General Stakeholder Forum.

Figure 4 - TeleFOT poster

1.2. Invitation

When a Stakeholder Forum is organized, an **invitation** is to be sent to potential Stakeholders, to inform them on the event: in particular it will contain information on issues to be addressed during the event, inserted in the project framework, as well as an the agenda of the event.

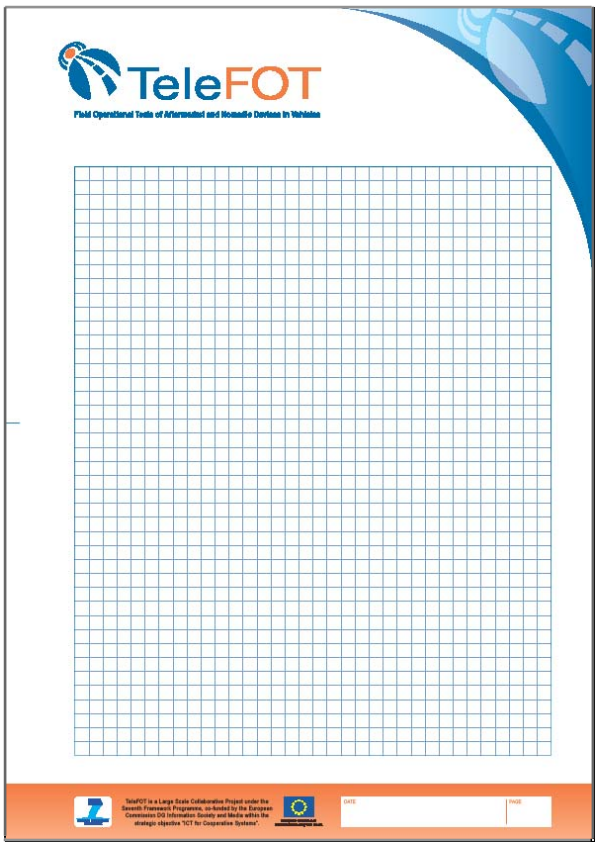
In Annex 2 the invitation sent for the First General Stakeholder Forum is showed.

1.3. Dissemination package

A TeleFOT-branded badge, personalized with the name and affiliation of the Stakeholder Fora participants, is to be distributed at the starting of the event.

Participants will receive also a folder containing the project leaflet, the project newsletter and a TeleFOT notepad (see Figure 5 - TeleFOT notepad).

Figure 5 - TeleFOT notepad



ANNEX 2 - FIRST GENERAL SH FORUM

In this Annex the Dissemination material presented at First General Stakeholder Forum is showed.

2.1. Agenda

Table 1 - Agenda of the TeleFOT First General SH Forum

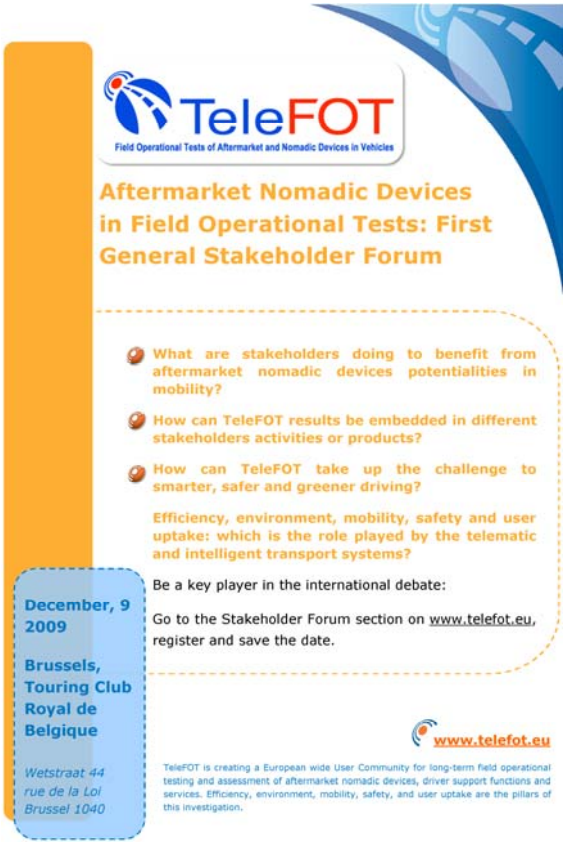
9.30	**Registration and coffee**	
10.00	**Welcome & introduction to the First General TeleFOT Stakeholder Forum**	Petri Mononen, TeleFOT Coordinator (VTT – Technical Research Center of Finland)
10.15	**Field Operational Tests and Intelligent Transportation Systems: the European Commission viewpoint for the future**	Juhani Jääskeläinen (European Commission Head of Unit DG INFSO—ICT for Transport)
10.45	**Input from TeleFOT:** *Methodology and experiences from the field: challenges and barriers* *The Field Operational Tests in the 8 European Countries: set up and first achievements* *Evaluation and assessment techniques*	Stig Franzén (Chalmers University) Katia Paglè (ICCS, Institute of Communication and Computer Systems) Andrew Morris (Loughborough University)
11.30	**Questions on SP leaders presentations**	
12.00	**Interactive sessions (first part)**	Moderator: Roberto Montanari (University of Modena and Reggio Emilia)
	How is theory moving to practice? *Field Operational Tests on telematic and mobility:* *which are the major needs and expectations from the stakeholders?* ***Deployment perspectives*** *Which is the impact of functions*	• Andras Kovacs (Broadbit) • Stephane Dreher (Navteq)

	provided by aftermarket nomadic devices in vehicles? *How can TeleFOT results be embedded in different stakeholders' activities or products?*	
13.00	**Lunch**	
14.00	**Interactive session (second part)**	
15.30	**Coffee break**	
15.45	**Round Table** *How can TeleFOT take up the challenge to smarter, safer and greener driving?*	Moderator: Johann Grill, ADAC Participants: • Petri Mononen, TeleFOT Project Coordinator (VTT) • Christoph Kessler, euroFOT roject (FORD) • Irina Silva, FOT-Net Project (ERTICO) • Katia Paglè , eSafety Working Group on Nomadic Device (ICCS) • Paolo Gandolfi, Municipality of Reggio Emilia
16.30	**Conclusions**	

2.3 Invitation

An **invitation** (Figure 6 - Invitation to the First General SH Forum) was sent to potential interested Stakeholders, to inform them on the TeleFOT First General Stakeholder Forum, in particular on issues to be addressed during the event, inserted in the project framework, as well as on the agenda of the event.

Figure 6 - Invitation to the First General SH Forum



2.3 Presentations

The following issues have been addressed during the event:

Table 2 - Issues addressed during the event

Presentation	Speaker
Welcome & introduction to the First General TeleFOT Stakeholder Forum Petri Mononen,	(VTT – Technical Research Center of Finland) TeleFOT Coordinator
Field Operational Tests and Intelligent Transportation Systems: the European Commission viewpoint for the future	Juhani Jääskeläinen (European Commission-Head of Unit DG INFSO—ICT for Transport)
Methodology and experiences from the field: challenges and barriers	Stig Franzén (Chalmers University)
The Field Operational Tests in the 8 European Countries: set up and first achievements	Katia Paglè (ICCS, Institute of Communication and Computer Systems)
Evaluation and assessment techniques	Andrew Morris (Loughborough University)
Interactive sessions: intro	Moderator: Roberto Montanari (University of Modena and Reggio Emilia)
How is theory moving to practice? Field Operational Tests on telematic and mobility: which are the major needs and expectations from the stakeholders?	Andras Kovacs (Broadbit)
Deployment perspectives	Stephane Dreher (Navteq)

Which is the impact of functions provided by aftermarket nomadic devices in vehicles? How can TeleFOT results be embedded in different stakeholders' activities or products?	
Round Table How can TeleFOT take up the challenge to smarter, safer and greener driving?	Moderator: Johann Grill, ADAC Christoph Kessler, euroFOT Project (FORD) Irina Silva, FOT-Net Project (ERTICO) Katia Paglè, eSafety Working Group on Nomadic Device (ICCS) Paolo Gandolfi, Municipality of Reggio Emilia

The related .ppt presentations are available on the TeleFOT website (Stakeholder Forum Section) and on the project Wiki.

2.3 Stakeholders reflections and suggestions

During the event Stakeholders were asked for opinions on the project They were stimulated to bring their experience into the discussion as well. They were also asked to sign them on dedicated forms, following the Pillars of the Interactive Session (i.e. Stakeholder Needs and expectations, Expected Impact, Deployment). They were also asked for free comments.

They are reported in the tables below.

Table 3 – Stakeholder Needs and expectations

Needs and expectations	Why
Costs of the devices → potential to come to low cost solutions.	Results can improve the state of the art – assessment of intelligent vehicle safety systems.
Willingness to buy and willingness to pay	Crucial for deployment of systems.
It is good to have different devices - 1 function based, and cross-FOT experiences model?	It would be nice to be able to exploit past experiences (FOT and not FOT)
Clearly separate testing of devices-functions-series	How can we be sure that a certain behavior was caused by the function under test?
What about satellite navigation series and how such stakeholder could contribute?	Lack of telecommunication stakeholders.
Data collection and sharing.	Increase quality of data (by data fusion) for (local) traffic management.

Cooperation with industries in order to integrate traffic management policies & scenarios into applications.	Meet (local) authorities policies and goals.
What are the most important functions in navigation, and how to improve HMI to minimize distraction	OEM do own improvements based on function test.
How important is map accuracy for user needs?	Precise maps are expensive. Maybe less accuracy and low cost is better solution
• •	
Industries: • Identify criticalities for the user interface avoiding distraction, but allowing integration of the information, timeliness, reliability. • Identify criticalities concerning, usability and safety. Find the most suitable its functionalities that users are willing to buy and use.	
What are the best services? Is there a method to develop new services?	
At what point am I (as user is) driving or in control, and what is the maximum level of device control for a driver to be alert and stay alert on the road?	

Improve PND in ways up to know the unknown.	Develop basics for the I-Phone of navigation

Table 4 - Expected Impacts

Mobility (Traffic Impact)	Main Impacts on the transport system
Environment	Main Impacts on the transport system
Market Creation (Volumes, jobs, …)	Brings different industries together
Environment	Through applications reducing negative impacts of traffic or environment (air quality, noise, CO2, safety…)
Impact on population and on drivers	New technologies could help improve it web 2.0, speech to text, speech recognition.
FOT to be complemented by internal, closed protocol testing	Too free tests alone cannot give context, pre-existing behaviors
Type of impaction = services, functions, business model	

Table 5 - Deployment

Deployment of enhanced (traffic management included) applications
It's not clear if FOT will be inserted in the P-Lifecycle of device manufactures, their suppliers (of functions/services) or of Telco operators (mobile basically)
Media (TV magazine, print magazines)
FOT-net platform
Demo: with which users can drive using the best devices
Show a typical user with "best" set of devices, compare to use with no devices
Branding: develop logo "Designed according o TeleFOT" for PND.
Design test drive, to show better use of time, relaxed driving, less critical situations.

Table 6 - Free comments

Free comments
3000 drivers could be few to identify a sort of segmentation in the behavior for 8 countries
Criticality: huge amount of data need a proper and deep validation and cleaning. Statistical analysis might be affected by dirty data
Are impacts of (different) personal settings of functionalities across test sites taken into car sicker a priori?

Newsflash

A newsflash on the First General Stakeholder Forum (Figure 7) was published on the TeleFOT website (in the Media Center and Dissemination Section, under Newsletter), on the project Wiki and on the FOT-Net website after the event.

Figure 7 - Newsflash - 2nd issue