

# How to identify key elements for strategies to promote IVSS

## Necessity for promoting IVSS

- 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, mainly due to market imperfection
- Instruments are available to address this imperfection and to overcome market barriers
- Which stakeholder can use what instruments?



## Interviews

Interviews amongst 60 stakeholders from eight countries were conducted to:

- Ensure a proper view of existing barriers, involved stakeholders and support instruments available
- Gain knowledge about the perceived suitability of various instruments as well as their use

Results indicate a difference between instruments used and their perceived effectiveness

eIMPACT  
Assessing the Impacts of  
Intelligent Vehicle Safety Systems

Stakeholder Workshop - 26 February 2008

Rate the **weight of evaluation parameters** on a 5-point scale from 1 (not important) to 5 (important)  
and rate the **suitability of instruments** on a 5-point scale from 1 (not suitable) to 5 (very suitable)

Lane Keeping Support	weight					suitability														
	1	2	3	4	5	Field Operational Tests (3.07)			Cooperative Research (3.27)			Awareness Campaigns (3.52)			Other (3.05)					
Research institute																				
Evaluation parameters																				
Perceived willingness to pay (of the end-users) (0.48)																				
Price of the system (0.45)																				
Financial risk of business case (0.44)																				
Technical interoperability																				

## Stakeholder workshop

A one-day stakeholder workshop was organized to test a methodology to identify key elements for strategies to promote IVSS. This methodology entails:

- Gathering empirical input from participants by means of a “stickering” session
- Express stakeholder’s attitude regarding a specific instrument for a specific case in a numerical value
- Use the results as a basis for discussions to create a jointly agreed upon bundle of instruments (strategy)

The methodology appeared to be viable although the results were qualitative rather than quantitative due to the fact that more participants are needed to get statistical relevant results. However, the approach followed can serve as a basis for further activities in identifying key elements for implementation strategies of IVSS.

A bundle of instruments perceived to be most effective is not necessarily a good strategy, it is better to have a jointly agreed upon bundle of instruments.