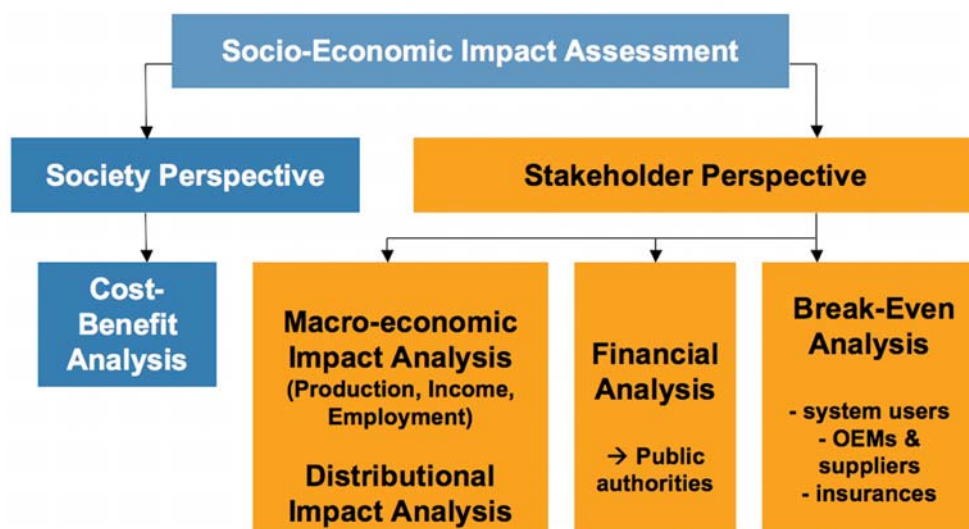


Stakeholder Analysis for IVSS

A wider assessment framework

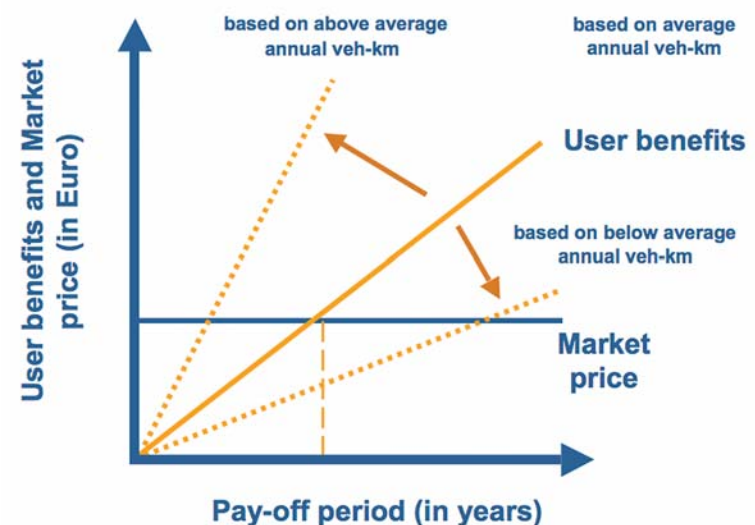


- Cost-benefit analysis preferable method for assessing IVSS on society level: sound methodological background and widespread practice
 - Limitations of CBA framework in a multi-stakeholder environment: macro-economic impacts and distributional effects of IVSS are not taken into account
 - No room for stakeholder considerations in a social CBA: no distinction between who incurs the benefits and who bears the costs
- Need for stakeholder analysis

Break-even analysis for users

Break-even analysis deals with benefits and costs on user level:

- Segmentation of user group according to vehicle mileage
- Market prices
- Safety impacts appraisal with willingness-to-pay values
- Environmental benefits not relevant in private pay-off considerations
- Relevance of comfort aspects – if applicable
- Market-based discount rate
- Result can be provided as pay-off period, threshold for annual vehicle kilometer



Example: Break-even analysis ESC

Systems	System User Groups according to 1,000 kilometers driven per year	2010		2020	
		Low	High	Low	High
Electronic Stability Control	SUG 1: < 5	-	-	-	-
	SUG 2: 5 – 10	+	++	+	++
Control	SUG 3: 10 – 15	+	++	++	++
	SUG 4: 15 – 20	++	++	++	+++
	SUG 5: 20 – 30	++	+++	+++	+++
	SUG 6: > 30	++	+++	+++	+++

Scenario 2020 high

