

D8.3 Policy Recommendations

Interview with Klaus Machata

The main aim of this report is the societal valorisation of i-DREAMS, i.e., to provide policy recommendations to society stakeholders across Europe on how transport safety can be improved by the implementation of the concepts and tools developed in i-DREAMS. This advice is tailored to individual stakeholder's requirements, spheres of activity and areas of influence. It covers all relevant areas, from EU level to national and local authorities, and targets also industrial stakeholders. In total, this document provides key recommendations for more than ten groups of target audiences. We had a talk with Klaus Machata from the KFV (Kuratorium für Verkehrssicherheit – Austrian Road Safety Board) who explained to us what is recommended to these stakeholders.

Hello Klaus, we met before when we were working on i-DREAMS's fifth newsletter. Thank you for talking to me again about D8.3. I guess, this will be one of the shortest interviews, since I only have one question for you, namely: What is it that you recommend to the stakeholders that are identified in this deliverable?

KLAUS: "Hello Edith, nice to see you again too. Indeed, we identified a list of important stakeholders to whom we make some recommendations. But besides that, we also elaborated on a couple of specific communication tools which can be helpful to reach these stakeholder groups. Would you like me to go over the stakeholders one by one?"

Yes please, let's start with the European Commission!

KLAUS: "OK, The European Commission is recommended to further explore the concept of a Safety Tolerance Zone (STZ) in forthcoming research calls and to include the i-DREAMS principles in future amendments of legislation relevant for certificates of professional competence (CPC) of professional drivers. In addition, the take-up in – and scientific exchange between – all transport sectors is encouraged, including rail, maritime and aviation."

Next is the European Road Transport Research Advisory Council (ERTRAC).

KLAUS: "Several areas for future search are addressed to ERTRAC, e.g., how assistive vehicle technologies can be made situationally adaptive and tailored to an individual's driving style, and how to increase people's willingness to make appropriate and sustained use of ADAS and higher levels of automation."

Then we have the Member States' Transport Ministries & Home Offices.

KLAUS: "We encourage them to include in safety as well as research & implementation programmes support for the practical deployment of methods and tools as proposed by i-DREAMS, including in fleets of ministries and their contractors. In addition, i-DREAMS event data maps can help raise the efficiency of targeted police enforcement, validate the locations of existing speed cameras and section controls, and identify sections of crash-prone infrastructure for treatment."



Number four on the list were public transport authorities & operators.

KLAUS: *“They are recommended to employ i-DREAMS technology to support building a safety culture among their drivers - and to promote that also fleets of contractors be equipped with advanced safety features that seek to keep drivers in the STZ. Attention should also be given to evaluate the developments of incidents, crashes and energy consumption before and after implementation of such technology to substantiate its added value. Similar recommendations are given to corporate fleet operators. In addition, especially to operators of car sharing fleets, it is recommended to consider ways how users can be made familiar with ADAS & i-DREAMS technology before they start their first trip with a specific make & model. Thereby it can be ensured that detrimental side-effects, such as by distraction, are largely avoided.”*

And what about the motor insurers and their associations?

KLAUS: *“The recommendations for them include the offering of individual risk-based premiums (pay as you drive, pay how you drive) and the take up of i-DREAMS technology in the development of such schemes. Similar recommendations apply to national automobile & mobility clubs, many of which offer liability insurances to their members.”*

Number six on the list is the Federations Internationale de l'Automobile (FIA).

KLAUS: *“The FIA is the automobile clubs’ international umbrella organisation. We encourage them to include in future versions of the FIA Road Safety Index – a safety initiative targeted at industrial organisations – an option to award additional points in the so-called*

road safety footprint to those enterprises which apply i-DREAMS-related technology.”

Then we have the Original Equipment Manufacturers (OEMs).

KLAUS: *“OEMs are advised to exploit the abundance of data which has been recorded and made available by the i-DREAMS project. This would help to gain deeper insight into microscopic adaptations of users to the in-vehicle warnings triggered by the i-DREAMS interventions and to develop better understanding on how users behaviourally adapt to in-vehicle interventions during single trips, and over longer trip histories.”*

And what do you recommend to the suppliers of sensor technologies?

KLAUS: *“Various recommendations are addressed to them, aiming to assist them in providing platform-independent solutions. This includes advice on modularity, connectivity with peripherals, data exchange protocols, and the use of well-documented, high-level API’s.”*

Then lastly, there are the providers of ICT infrastructure and tools.

KLAUS: *“Recommendations to these stakeholders are mainly about strategies on how the various challenges of a wide-scale implementation of i-DREAMS can be managed. They are centred around three pillars: (1) the ICT (infrastructure) level: wireless & high-speed connectivity, upscaled back-end technology, (2) the human level: promotion and dissemination, societal benefits, user & societal acceptance and (3) the regulatory level: data protection protocols – extension to drivers and passengers.”*



Deliverable 8.3 is part of WP8:
Roadmap to market and society

That is very clear! Earlier you spoke about specific communication tools you developed to target the stakeholders. Can you shortly elaborate on that as well?

KLAUS: *“With pleasure! First, there is of course our explainer video. This project video explains the i-DREAMS system and how users can operate and benefit from it in a nutshell. We have our general project flyer, providing an overview of the research goals, the overall research and project approach as well as the anticipated outcomes. We also developed a Pecha Kucha presentation telling a practical story about a manager of a truck company and the challenges he faces in terms of economic and safety concerns in 20 slides. The appropriate solutions provided by the i-DREAMS systems to mitigate the concrete problems are presented in a tangible manner. And then there is the roadmap brochure which provides an outline of the consortium’s research journey and depicts the essence of each public deliverable by accounts of the authors who explain the research content in their own words and in an easy-to-understand fashion.”*

OK Klaus, I believe you really painted a full picture for us. Thank you for your time and I wish you all the best.

Edith Donders

DisCom Manager

i-DREAMER in the spotlight



**KLAUS
MACHATA**

Graduated as *electrical engineer* in 1991

Employed at *KFV* since 1993

Passionate about *playing guitar & piano, alpine mountain biking & hiking*

Tasks in i-DREAMS: *societal valorisation & policy recommendations*

