eSafety Challenge
Promoting Advanced Vehicle Safety Technologies

European Commission
Information Society and Media

The eSafety Challenge project promotes the deployment and use of Intelligent Vehicle Systems to enhance road safety in Europe. This is achieved though eSafety awareness campaigning directed towards end users and policy makers.

At a Glance

Project acronym:
eSafety Challenge

Project type:
Support Action

Programme:
7th EU Framework Programme

Project coordinator:
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Project partners:
FIA Foundation (UK)
eSafetyAware (BE)
CLEPA (BE)
FIA (FR)
IMK (DE)
H3B Media (UK)

Start date: January 2010
Duration: 2 years
Total cost: 1,630,000 EUR
EU funding: 1,630,000 EUR

Project website:
www.eSafetyChallenge.eu

Objectives

The principle objectives of the eSafety Challenge project are to:
- Promote the deployment and use of eSafety
- Support the implementation process
- Promote public outreach activities
- Support international eSafety activities
- Organise awareness raising events

Background

An important obstacle for deployment of eSafety systems is the lack of awareness among both policymakers and end users, which is affecting policy support, user expectations and readiness for change.

The key eSafety applications promoted by the eSafety Challenge are:

- Electronic Stability Control
- Warning and Emergency Braking
- Blind Spot Monitoring
- Lane Support Systems
- Speed Alert
- Adaptive Headlights

Each of the promoted safety systems has the potential to save lives by addressing the root cause of some of the most common accidents. Estimates for Electronic Stability Control (ESC) alone show that in Europe it could save 4,000 lives and prevent more than 100,000 injuries if fitted to all cars.

Supporting celebrities

Some of the best drivers in the world are supporting the eSafety Challenge through participation and eSafety demonstrations at the project events. These drivers are:

- Michael Schumacher
- Lewis Hamilton
- Fernando Alonso
- Tom Kristensen
- Sebastien Loeb
- Jacques Villeneuve
- Heikki Kovalainen
- Marcus Gronholm
- Timo Glock
- Susie Stoddart
- Marko Asmer
- Robert Kubica

eSafety Challenge 2010

The eSafety Challenge annual event provides the ideal opportunity for all stakeholders to meet and exchange knowledge, recent innovations and challenges in an effort to achieve smarter and safer mobility.

In 2010, the eSafety Challenge annual event took place at Millbrook Proving Grounds in the UK where more than 300 delegates and journalists from across the globe participated in a high level conference and demonstration event. Formula One driver, Lewis Hamilton and eight-time Le Mans winner, Tom Kristensen performed live eSafety demonstrations.

The eSafety Challenge annual events are also used to acknowledge organisation doing an extra effort to promote eSafety deployment. This is done through the eSafety Challenge Excellence Prize giving to three areas: Marketing, Training, and Fleet Management.

Outreach

The project is partnering with celebrity drivers to raise the profile of the messages, focusing on both general and specialised media.

A close cooperation has been made to national automobile clubs for the hosting of national events and to enhance national communication. Car users are also approached directly through experience events.

The main distribution of information takes place through the dedicated project website, newsletters, and through the organised eSafety events.

Furthermore, a Facebook profile has been created for the eSafety Challenge project where pictures, videos and news are regularly uploaded.

www.facebook.com/eSafetyChallenge

For further information:

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