



Intelligent Cars Thematic Network

D2.1.1 Information and Awareness Questionnaire

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Abstract	The questionnaire aims to identify actions ranging from pure awareness to deployment and from very specific to very general actions. The focus of this questionnaire is all in-vehicle systems (including stand alone systems, cooperative systems (infrastructure or vehicle-oriented), embedded or nomadic devices).
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Control sheet

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Explanation of the scope of the questionnaire

This questionnaire is brought to you by the iCARS Thematic Network. One of the focal points of this Thematic Network is to identify awareness raising activities which were performed by different stakeholders. The focus of this particular questionnaire is to identify actions performed by various stakeholders targeting the three following groups:

- Authorities
- Businesses
- End Users

The questionnaire aims to identify actions ranging from pure awareness to deployment and from very specific to very general actions. The focus of this questionnaire is all in-vehicle systems (including stand alone systems, cooperative systems (infrastructure or vehicle-oriented), embedded or nomadic devices).

The questionnaire consists of the following categories of questions:

- A. General identification
- B. General awareness
- C. Awareness raising activities
- D. Evaluation of the actions
- E. Remarks & suggestions

If you have any questions please contact:

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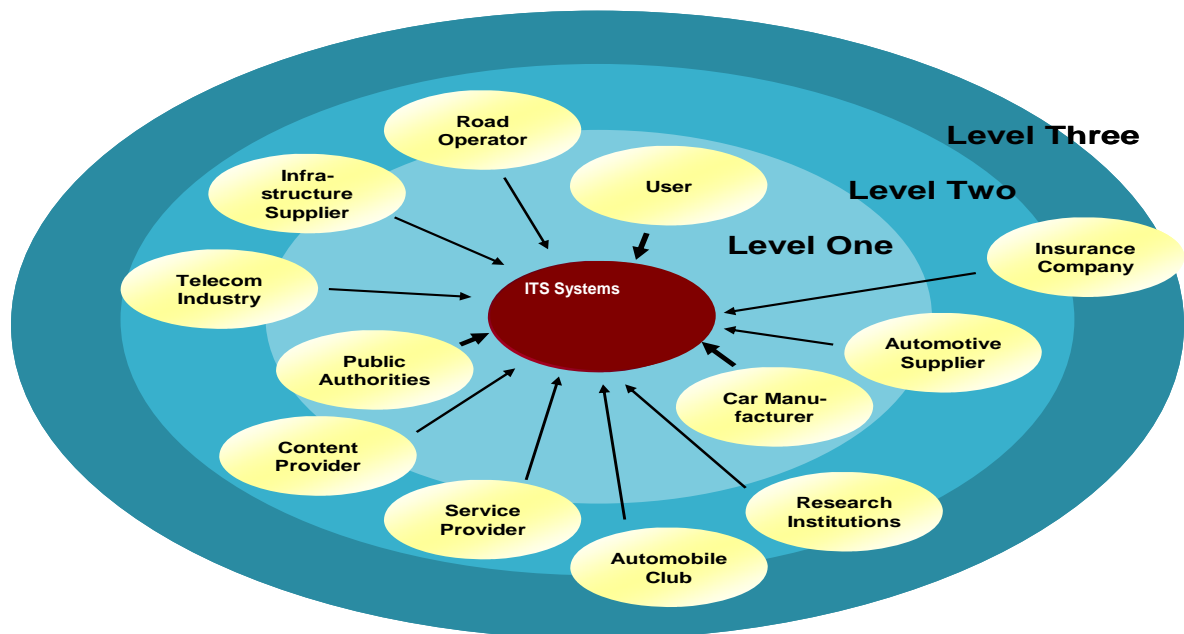
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A. General Identification

Q1. Please identify your line of business (tick the appropriate box and also in the image below):

- Government (or national authority agency)
- Vehicle manufacturer
- Automotive supplier industry
- Users Association (clubs, unions) Insurance company
- Road operators
- Driving Schools
- Road and Safety Authorities
- Research organization
- Telecommunication industry
- Technology providers
- Service provider
- Content provider
- Other, including organization. Please specify _____



Q2. Please state your main responsibility within your company:

- Management
- Operations
- Commercial
- Advisor
- Researcher
- Other. Please specify _____

Q3. Please identify the area which your company targets with its main activities:

- National, specific countries
- EU 25
- Western Europe in the EU
- Eastern Europe in the EU
- Southern Europe in the EU
- Northern Europe in the EU
- Specific country (one or more specific country)
- International (outside Europe)

B. Systems(s)

This section covers a number of questions with respect to the system(s) your organization is mainly coping with.

Q4. Please identify the type of systems (please tick the box in which category your system is most suitable):

Classification of the systems	System 1	System 2	System 3
i) Safe mobility			
ii) Smart mobility			
iii) Clean mobility			
iv) Transaction			
v) Infotainment / comfort			

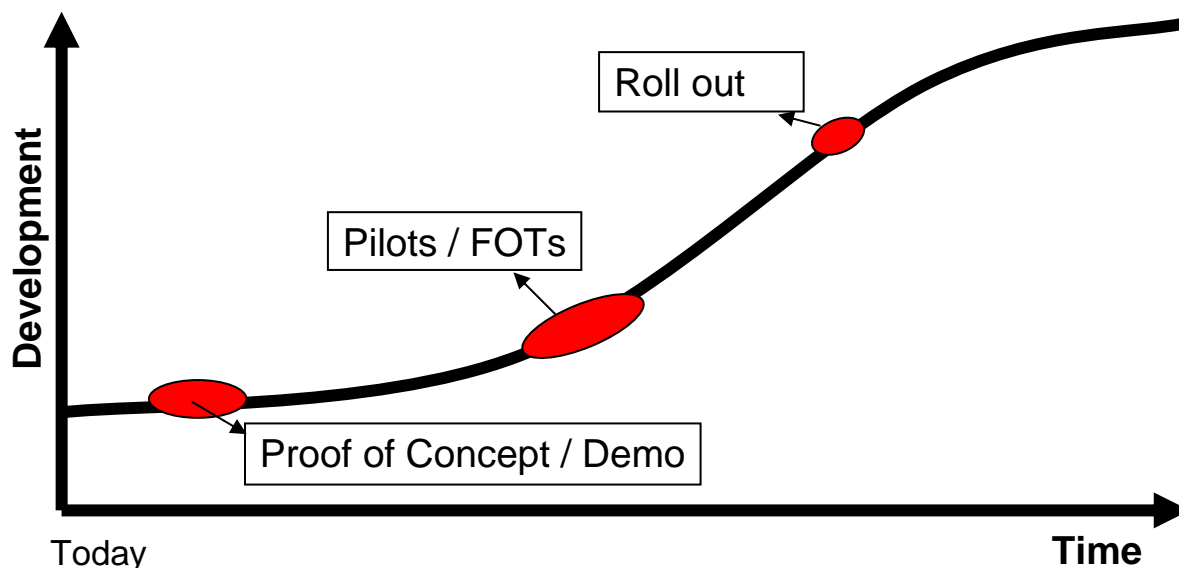
	Name of the system	Brief description of the functionality of the system (1000 char max)
System 1		
System 2		
System 3		

Q5. Please identify the family your system belongs to (translated from the ITS architecture), tick the box for the family your system mostly belongs to:

	System 1	System 2	System 3
Traffic Management			
Payment Systems			
Transport-related Information Services			
Intelligent Vehicle & Highway			
Safety and security			
Public Transport			
Freight Transport operation			

C. Deployment

This question concerns the deployment phase of the systems that your organization is involved with. The graph below indicates the different steps that a product progress through on his way to the market deployment. For each phase different forms of awareness actions can be undertaken.



Q6. In which phase of deployment are the systems mentioned in phase B? (Please tick the correct box).

	Proof of Concept	Demonstration	FOT	Pilot	Roll out
System 1					
System 2					
System 3					

Q7. Who is currently taking the lead for the deployment of ITS-systems? (Please tick the correct box).

	System 1	System 2	System 3
EU Institutions			
Governmental institutions			
Industry			
Road safety institutions			
Drivers, car owners			
Others: _____			

Q8. Who should, according to you be responsible for the deployment of ITS-systems? (Please tick the correct box).

	System 1	System 2	System 3
EU Institutions			
Governmental institutions			
Industry			
Road safety institutions			
Drivers, car owners			
Others: _____			

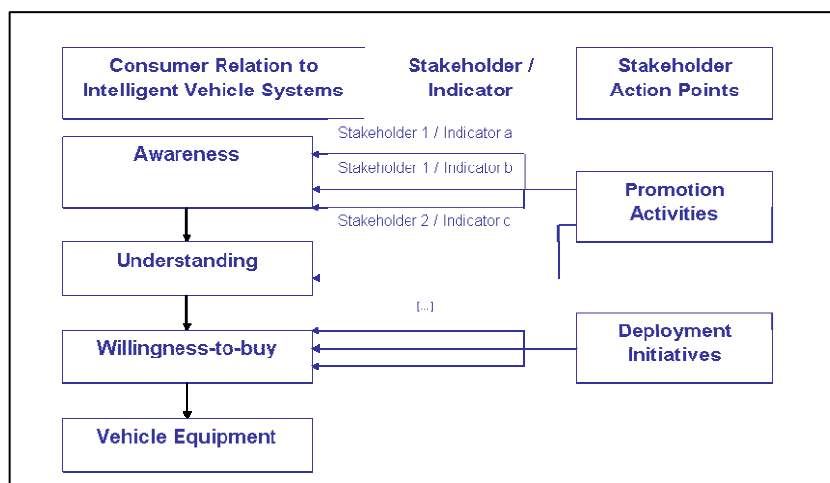
The deployment of ITS-systems is a very complex world, besides the technical developments that need to be solved.

Q9. Could you please indicate which non-technical issues you consider as key issues in the deployment of ITS-systems? (Please tick the correct box).

	Key	Non key
Politics		
Sharing of knowledge between stakeholders		
Cooperation between actors/value chain		
Liability		
Privacy		
User acceptance		
Business models		

D. Actions with respect to awareness raising activities

This section of the questionnaire focuses on the different raising awareness actions you undertook or are currently implementing for the systems mentioned in section B. Within the Benchmarking study on Intelligent Vehicle Safety Systems, the following AUWE methodology was developed, as shown in the figure below. The AUWE concept identifies different levels for raising awareness. The following questions focus on the actions.



Q10. Please identify for the three selected systems at least two recently undertaken actions related to raising awareness. (Tick the box per action for each system).

Possible actions	System 1	System 2	System 3
Signing a Memorandum of Understanding			
Participation in research activities			
Organizing or participating in Field Operating Tests			
Providing demo or test vehicles			
Actively participating in ITS organizations			
PR (<i>explicit PR ...</i>) campaigns (related to road safety)			
PR (<i>explicit PR ...</i>) campaigns (related to business activities)			
Financial incentives (tax, price cuts, etc.)			
Promotion on press			
<i>Promotional activities:</i>			
i) Flyers			
ii) Manufacturer's instructions			
iii) Commercials on TV			
iv) Active participation in TV-programs			
v) Information sessions : training courses, giving instructions			
vi) Influencing organizations			
Driving challenges/Lessons			

Possible actions	System 1	System 2	System 3
Checking safe use within the vehicle while driving			
Trial periods			
Visiting Exhibitions			
<i>Influencing organization:</i>			
i) International			
ii) National			
iii) Local			
Providing legislation			

Q11. Please describe six of your actions in a more detailed way below, select at least one action per system and indicate to which system the action belongs to:

A. 1	Action 1	
A. 2	Action 2	
A. 3	Action 3	
A. 4	Action 4	
A. 5	Action 5	
A. 6	Action 6	

Q12. What was the main focus of the actions? (One option per action)

	A. 1	A. 2	A. 3	A. 4	A. 5	A. 6
Raising awareness on in-car systems						
Raising awareness on issues of road safety						
Raising awareness of safe use of ITS in-vehicle systems						
Publication of research results						
Marketing to increase sales figures						
Part of a larger campaign						

Q13. Who did you target with your actions (more answers possible)

	A. 1	A. 2	A. 3	A. 4	A. 5	A. 6
Citizens						
Drivers						
Young car drivers						
Lease car drivers						
Professional drivers						
Employers						
Training organizations						
Fleet owners						
Others (service providers, insurance co's, see diagram Q1)						

The following questions are related to the classification of the actions.

Q14. What was the geographical scale of your actions?

	A. 1	A. 2	A. 3	A. 4	A. 5	A. 6
Local						
National						
EU						
Global						

Q15. What was the allocated overall budget for your actions?

	A. 1	A. 2	A. 3	A. 4	A. 5	A. 6
< 10.000 €						
10.000 € > and < 100.000 €						
100.000 € > and < 500.000 €						
More than 500.000 €						

Q16. What was the duration of your actions?

	A. 1	A. 2	A. 3	A. 4	A. 5	A. 6
Less than 1 month						
Between 1 month and 3 months						
Between 3 months and 12 months						
More than 12 months						

Q17. Are the actions undertaken on a structural basis or were the actions individual actions not performed regularly in your organization?

	Action 1	Action 2	Action 3	Action 4	Action 5	Action 6
Yes						
No						

Q18. Are you cooperating with other stakeholders to raise awareness on (if yes, please identify the kind of stakeholders you are cooperating with, multiple answers possible):

- Government (or national authority agency)
- Vehicle manufacturer
- Automotive supplier industry
- Users Association (clubs, unions) Insurance company
- Road operators
- Driving Schools
- Road and Safety Authorities
- Research organization
- Telecommunication industry
- Technology providers
- Service provider
- Content provider
- Other, including organization (please specify)

Q19. Please describe the reasons of the selection of such actions, in terms of awareness tool chosen and expected result?

Action 1	
Action 2	
Action 3	
Action 4	
Action 5	
Action 6	

The following questions are concerning research and development programs with respect to ITS systems.

Q20. Do you have any research and development programs regarding ITS systems?

Q21. What is the duration of this/these research and development program(s)?

- Less than 1 month
- Between 1 month and 3 months
- Between 3 months and 12 months
- More than 12 months

Q22. What is the amount of funding for this/these research and development program(s)?

- < 10.000 €
- 10.000 € > and < 100.000 €
- 100.000 € > and < 500.000 €
- More than 500.000 €

Q23. What do(es) the research program(s) focus on?

- Environmental issues
- Road safety issues
- Technological innovations
- Enhancement of efficiency in transport
- Informing the public about system advantages
- Public awareness
- Other: _____

E. Evaluation of the actions

The following questions are related to the effectiveness of the above discussed actions. They focus on the evaluation and considerations for successful actions.

Q24. This question focuses on the above defined actions.

- o Which actions do you consider successful?
 - i) Action 1 (Yes/No)
 - ii) Action 2 (Yes/No)
 - iii) Action 3 (Yes/No)
 - iv) Action 4 (Yes/No)
 - v) Action 5 (Yes/No)
 - vi) Action 6 (Yes/No)

- o If you consider one of your actions successful, why do you consider them successful?

- o If you don't consider one of your actions successful, when will you consider the actions successful?

Q25. Did you measure the success rate of your actions?

- _____

- o If yes, can you outline the used indicator and summarize the effect?

Q26. Are you planning any further awareness raising activities?

- Yes / No
- If yes, which actions are you planning?

Possible actions	System 1	System 2	System 3
<input type="radio"/> Signing a Memorandum of Understanding			
<input type="radio"/> Participation in research activities			
<input type="radio"/> Organizing or participating in Field Operating Tests			
<input type="radio"/> Providing demo or test vehicles			
<input type="radio"/> Actively participating in ITS organizations			
<input type="radio"/> PR (<i>explicit PR ...</i>) campaigns (related to road safety)			
<input type="radio"/> PR (<i>explicit PR ...</i>) campaigns (related to business activities)			
<input type="radio"/> Financial incentives (tax, price cuts, etc.)			
<input type="radio"/> <i>Promotional activities</i>			
i) Flyers			
ii) Manufacturer's instructions			
iii) Commercials on TV			
iv) Active participation in TV-programs			
v) Information sessions : training courses, giving instructions			
vi) Influencing organizations			
<input type="radio"/> Driving challenges/Lessons			
<input type="radio"/> Checking safe use within the vehicle while driving			
<input type="radio"/> Trial periods			
<input type="radio"/> Visiting Exhibitions			
<input type="radio"/> <i>Lobbying activities</i>			
i) International			
ii) National			
iii) Local			
<input type="radio"/> Providing legislation			

Q27. Are you planning any additional actions besides your ordinary actions?

- Yes / No
- If yes, what kind of actions are you planning?

Q28. What kind of awareness raising actions do you generally consider to be effective in sense of enhancing the deployment of its-systems?

	Very Effective	Effective	Undetermined	Less effective	Ineffective
Public awareness campaigns or promotion activities to create awareness amongst the customers/car drivers					
Financial support to stakeholders to enhance R&D activities					
Co-operation between stakeholders within research activities					
Tax reductions or other financial incentives from the government					
Customer incentives by the industry					
Co-operation between industry and governmental institutions					

E. Remarks & suggestions