

## PRELIMINARY PROGRAMME AUTOMOTIVE WEEK 2017

### Day 4 Automotive Week – Wednesday 29 March 2017 Involving the (professional) user

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Inspiration and looking at the need (knowledge, attitude and behaviour) of the (professional) user is the central theme for this day. What can we learn from each other and how can we transform the knowledge, behaviour and attitude from the (professional) users to get them into action? What can we learn from other innovative companies in order to take next steps in smart mobility? Getting inspired and learning from each other is the central theme of this interactive day. Not only talking about smart mobility together but actually go home with essential information for you to implement within your own organization and to use the knowledge gained as (professional) user. Smart mobility; the future is now.

*Moderator of the day Marco Maréchal*

09.05 - 09.30 hrs. *Arrival of guests*

09.35 – 10.05 hrs. *ADAS: from owner to user*

*Speaker: Ilse Harms – Connecting Mobility*

These days commercials for new cars boast various Advanced Driver Assistance Systems (ADAS). This suggests that these systems are becoming increasingly mainstream. But is this really the case? Do people actually know with which ADAS their car is equipped? And if they do, do people also use these ADAS? To find out, we questioned over 2,000 experienced drivers and compared their answers with their actual vehicle specs. Furthermore, we unraveled why systems are not used at all – even if cars are equipped with them – and bring a user-perspective to the various brand names that are given to similar ADAS functionalities. Insights in this chain from ADAS owner to ADAS user are crucial to understand the conditions for a breakthrough of ADAS.

**Connecting  
Mobility**

10.05 - 10.35 hrs.

*Vehicle Control: Cooperative and/or autonomous driving*

*Speaker: professor Henk Nijmeijer – TU Eindhoven.*

A review on some recent developments regarding cooperative and autonomous driving are given. Particularly, focus will be placed on control aspects in longitudinal driving -often rephrased as cooperative adaptive cruise control- and cooperative steering, and most important the combination of both. Some of the outcomes of the Grand Cooperative Driving Challenge 2016 will be highlighted.

**TU/e** Technische Universiteit  
Eindhoven  
University of Technology  
Where innovation starts

10.35 - 11.05 hrs.

*Building a community*

*Speaker: Chris Hottentot – ANWB*

The ANWB is building the largest community in the Netherlands to get citizens involved in smart mobility technology and creating awareness. The community is built around the themes *self-driving cars* and *connected cars*. How do you build such a community and how do you get people involved? Sharing knowledge and understanding about the community is part of this session.



11.05 - 11.35 hrs.

*New results from the nationwide survey Mobility in the future (2030)*

*Speaker: Marco Maréchal – Connected Strategic Change Processes*

In 2015 and 2016 the first nationwide survey about knowledge, attitude and behaviour of Mobility in the future (2030); the self-driving car and the connected cars was conducted. Now, a re-assessment on this topic with the same and some additional questions has been held in February 2017. What is the progress on the above-mentioned topics, according to the Dutch? Has anything changed in the last few years in terms of knowledge, behaviour and attitude? Get ready for these new results.



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11.35 - 12.05 hrs.



#### *Automated Driving as Responsible Innovation*

*Speaker: Bart van Arem (TU Delft), Marije de Vreeze (connekt) and Pieter van der Stoep (accountmanager Connected and Automated Vehicles; RDW)*

The Dutch Automated Vehicle Initiative develops highly automated vehicles for research and demonstrations on public roads. The research tries to proof the safety and focus on human factors in automated driving. DAVI implements automation technology in real cars that can be driven on existing roads in normal traffic. It might sound contradictory, but in automated driving the driver is one of the most important topics of research. Acceptance and trusts are therefor the main interests of the DAVI team. Bart van Arem and Filippo Santoni de Sio will give more insight on how to adress 'Meaningful Human Control' with the development of selfdriving vehicles.

**12.05 - 13.00 hrs. Lunch break**

**13.00 - 16.05 hrs. Parallel Sessions**

13.00 - 13.55 hrs.



#### *Parallel Sessions – round 1*

##### *1) Satellite data for Smart City purposes!*

*Speaker: Jasper van Loon (NSO) and Leon Hendriks (AeroVision)*

We all experience the usefulness of satellite data by using our car navigation and smartphone positioning. Global positioning systems are part of our daily location based services. But there is more out there! Almost 250 satellites are monitoring the earth in a daily frequency.

They survey and monitor our built environment, the roads, the rivers and seas, the mountains, the agricultural areas and the movement of the animals and people on our planet. But also air quality, weather conditions and deformations. It offers all kind of data to inform us about the actual status of our environment concerning agro-food, water, energy, health, mobility and logistics, living environment, defense and safety. The use of satellite data in combination with terrestrial data offers a lot of new opportunity in the development of Smart Cities and consequently for Smart Mobility. This session is about the actual status of the availability of satellite data and its practical use from a user perspective.

##### *2) Demonstration and lecture on in-car time to green at traffic light controlled, intersections.*

*Speaker: Robin van Haasteren - Vialis*

Vialis will demonstrate their "GoTru-app" on the Automotive Campus. Visitors can see and experience in real-time what this means for their behaviour and attitude towards more comfortable driving at traffic light controlled intersections. The GoTru app was developed by Vialis and InfoPlaza. Through the app, traffic controllers provide motorists with information about how many seconds it takes before the traffic light turns green on their route. This provides a better traffic flow. This demonstration is consistent with the plans of the Ministry of infrastructure and the Environment to realize Smart traffic solutions whereby the infrastructure is optimally used. Approaching a traffic light (and road users who stand still) receive real-time information from the traffic controller.



In the near future the traffic controller and the car will be fully connected. More data from the traffic controller to the car and vice versa will be sent. This gives us the opportunity to predict the estimated traffic flow much in a much better way. The traffic lights will be better coordinated, road users will be better informed and the infrastructure is better used with fewer emissions. Feel free to join this new experience for this way entering a traffic light is going to be so much more fun. Beside the experience, Vialis will explain how they got to the idea of this new service and what it means in a real traffic environment. What can this service mean for people and how Vialis is turning these kind of service(s) into a business model in the nearby future?

### 3) Using smart mobility Toogethr

*Speaker: Joost Bijlsma - Toogethr*

Driving to work together becomes a lot more fun and easy. By using Toogethr you reduce traffic jams parking problems and contribute to a better environment. Additionally, you reduce your travel expenses and get to connect to people. Planning a trip is super easy. By using the Toogethr app you are one touch away of inviting your colleagues for a joint drive to work. Toogethr is an app that facilitates driving together in a fun and easy way. In addition, you earn points by driving together. The more points you earn, the more cool stuff you can do with these points. A lot of people who are working for big companies in Amsterdam are using this app successfully. From idea to business case involving people to be more aware of the mobility choice they have especially with their co-workers. Share a ride Toogethr!

Share  
a ride

**TOO  
GETHR**

## 13.55 - 14.10 hrs. Coffee/tea break and shift to next sessions

### 14.10 - 15.05 hrs. Parallel Sessions – round 2



#### 1) Smart Mobility in Agriculture

*Speaker: Tamme van der Wal - AeroVision*

Farms today are using all kinds of technologies that are similar to smart mobility tools: satellite navigation, sensing, board computers, swarming and all kind of (cloud based) algorithms to support the decision making by autonomous vehicles or, in a less futuristic concept, by farmers. And agriculture has one main advantage: vehicle movements take place on private land, bounded by ditches and tree lines, where interference with other vehicles is organized by the farmer himself. The Ag-Engineering industries are making great progress. However, at the farm the enthusiasm is more tempered. The farmers' business case is not clear and farmers can make too many choices to create a benefit. Hence, adoption of all this great technology in agriculture is lagging. AeroVision is active in understanding, discovering and proposing solutions to overcome adoption barriers.

Talking to farmers the issues comes to surface: besides the business case, they believe that a lack of interoperability, poor (mobile) network connections in the rural area, and contradicting visions of 'experts' keeps them from investing. This presentation will pitch how this new technology can help the world of smart mobility and how do you conduct the active participation of its users? Lessons learned.

robotTUNER

**2) A driving license for autonomous vehicles**

*Speaker Jorrit Kuipers - robotTUNER*

The Netherlands Vehicle Authority (RDW) challenged robotTUNER to develop a driving license for autonomous vehicles. The RDW gives type approval and know how to assess vehicles accelerate the type approval of autonomous, now they have to assess intelligent software that steers the vehicles.

RDW believes that robotTUNER's assessment methodology and their data of human drivers will help to vehicles. Therefore RDW supports robotTUNER in the ISO standardization of their methodology. In this session Jorrit Kuipers, CEO of robotTUNER, will present the project 'digital driving license'. This ISO certification project is open for (international) participation. robotTUNER (2016) is a Green Dino (1992) spin-off. Green Dino is market leader in autonomous training and assessment of human drivers. RobotTUNER focuses on autonomous vehicles. Green Dino's methodology is based on 3D simulation, Artificial Intelligence and Big Data. Mental profiles of more than 100.000 human drivers are constructed since 2001. 3 PhD researchers, including CEO Kuipers, proved that virtual kilometers replace on road kilometers 1:1, passing rate on driving exam increased with 34% and accident involvement decreased with 59%. Green Dino's 3D e-learning for bus drivers is awarded with the Generali Insurance Innovation Award 2015 and the safety training for high school children with the FIA Road Safety Innovation Award 2016.

**3) HERE presentation - First part: Introduction to HERE and HERE WeGo app;  
Second part: Map Creator tool and Communities**

*Speakers: Hanane Khalkhali & Alicja Pasiut - HERE*

The presentation will start with a general presentation of HERE and the open location platform. The first part of the presentation will be about HERE WeGO app and its usage of it. We will explain how the app works and about its features. The second part of the presentation will be about the Map Creator tool and HERE's Map Creator Communities. For more than 20 years, we have been working with local authorities as data providers and since a few years with local, regional and national volunteers to provide "real world" edits and feedback on our maps. Yearly we collect more than 20 million edits from our community members. To make this cooperation even more successful, HERE has started a global community program, working with local schools, universities and other authorities, in order to offer the freshest and most accurate map to our customers. Through use cases and community events, we will show the interest of our Map Creator tool and community.

15.05 -15.15 hrs.

**Short break and shift to next sessions**

15.15 - 16.05 hrs.

**Parallel Sessions – round 3**

**1) From sensor to service, using data to change professional driving behaviour**

Speaker Laurens Lapré – CGI



Many companies are investing in coaching services for professional drivers with the goal of teaching them how to reduce fuel usage, as well as other eco-driving skills. CGI has been involved in the development of Smart Mobility services with a strong emphasis on the changing of driving behaviour of professional drivers. For this we not only need to use big data analytics to link driving behaviour to fuel economics, we also need to have a good insight in the motivational factors to influence the drivers and make them change their behaviour for the long term.

For this CGI has developed a “Sensor to Service” approach where we take data from sensor networks and in-car systems, build an appealing service around them, and change customer behaviour. During our presentation we will discuss this approach and how we have been using it for several services, including stimulating people to switch from car to bike for inner city trips.

**2) Results nationwide survey amongst the youngsters about their opinion on mobility and possession**

Speaker Marco Maréchal – Connected Strategic Change Processes



If youngsters in the Netherlands could get into a self-driving car with a foreign celebrity, they would choose Ariana Grande. 18% chooses the female US star as co-passenger in a self-driving car, 13% chooses Enzo Knol as Dutch co-passenger. This was one of the many results of the research on mobility (self-driving and Connected cars), as well as on the need of youngsters to share their possessions conducted by Connected Strategic Change Processes. This is the first nationwide research on this scale, when it comes to youth and mobility in the future (2030) and the sharing economy. The survey polled 1.000 youngsters in the age of 12- 24. Connected Strategic Change Processes conducted this research to find out more about the needs and wishes of youngsters when it comes to mobility now and in the future (2030) and what they think of the sharing economy. Within the industry, the discussion is mainly about technology and technical systems whereas Connected Strategic Change Processes held the nationwide survey amongst youngsters to poll their knowledge, attitude and behaviour. So now we know how they really feel about it. The technical developments have been going so fast that it is important for the outside world to get involved (people).

**Sharing**

Moreover, the survey on Connected Cars and self-driving cars shows that youngsters do not like to share things. Cars are not one of the things youngsters would like to share with strangers. 67% does not mind sharing their car, but only and explicitly with friends, family or acquaintances. In this interactive work session you will get all the results and more. How do you translate these results into new business models for the (professional) user? How do you create mass with these youngsters and target groups? Working together on this topic will help bring you and your business to the next level.



**3) New technology, new challenges**

*Speaker: Pieter van der Stoep (accountmanager Connected and Automated Vehicles; RDW)*

The RDW is the Netherlands Vehicle Authority. The RDW follows a vehicle throughout its whole lifecycle. And when the focus point of the organization (the vehicle) changes, the organization has to adapt rapidly. Automated systems are going to change the way vehicles are tested, admitted to public roads, used, and surveilled during use. The presentation brings the audience up to date with current developments in European regulation, expected advantages of automated system but also the challenges. How to deal, as a governmental organization, with privacy, data ownership and ethical questions? Together with the audience, we explore some ethical questions with the 'Moral Machine' from MIT university! The RDW also presents his position on dynamic vehicle data.

**16.05 - 17.30 hrs.**

***Plenary debate including feedback & drinks***

The day programme has been established in cooperation with the following organizations:

RVO, Vialis, TU Delft, DAVI, TU Eindhoven, AeroVision, Connekt, Robot Tuner, Together, CGI, NAG, NSO, ANWB, Connected Strategic Change Processes, Connecting Mobility, HERE, KPN, RDW and DITCM.

***For whom:***

Project managers, programme managers and directors from all levels of government wanting to get started with policy & strategy deployment and ensuring that spatial planning developments are included in their policies. In addition, it is important to include professional users; as citizens and stakeholders. But also industry partners such as telecom, lease companies, aerospace and aviation industry, agricultural sector, energy companies. And in particular, innovation directors and programme managers, trade organizations, OEMs as well as knowledge and research institutes. Service providers, solutions vendors, motorists, professional drivers, fleet owners, lease companies.