This presentation

• Background and aims of UDRIVE
• UDRIVE’s fact and figures
• Approach and research areas of UDRIVE
• Why so complicated? (or: how does it work in Europe?)
• International collaboration
  – Advisory board
  – Initiative for international SCE working group
• Beyond UDRIVE
UDRIVE: towards safer road transport

- Around 30,000 road fatalities on EU roads, many more injuries each year
- EU target: minus 50% fatalities between 2011 and 2020
- Challenge: Identify a new generation of effective road safety measures
UDRIVE: towards greener road transport

• Severe burden on the environment: climate change, air quality, non-renewable fossil fuels
• EU target: reduction of carbon emissions of person cars to 130 g/km in 2015 and 95 g/km in 2020
• Challenge: identify and use driving style-related factors to reduce fuel consumption and emissions
UDRIVE aims to:

Increase our understanding of road user behaviour and

Contribute to meeting the European road safety and environmental targets

by

Conducting a large-scale Naturalistic Driving study in Europe
UDRIVE: some facts and figures

Full name: eUropean naturalistic Driving and Riding for Infrastructure & Vehicle safety and Environment

Programme: 7th EU Framework Programme

Project type: Collaborative project, large-scale integrating

Coordinator: SWOV Institute for Road Safety Research (NL)

Consortium: 19 partners, 10 countries

Duration: October 2012 - September 2016

Budget: € 10.5 million

EU funding: € 8 million
The consortium: research, industry, interest groups

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<th>Country</th>
<th>Partners</th>
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<td>Austria</td>
<td>KFV</td>
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<td>Czech Republic</td>
<td>CDV</td>
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<td>Germany</td>
<td>BAST, DLR, TU Chemnitz</td>
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<tr>
<td>France</td>
<td>CEESAR, IFSTTAR, LAB</td>
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<td>Israel</td>
<td>Or Yarok</td>
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<td>Netherlands</td>
<td>SWOV (Coordinator), TNO</td>
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<td>Poland</td>
<td>IBDiM</td>
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<td>Spain</td>
<td>CIDAUT</td>
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<td>Sweden</td>
<td>SAFER, VOLVO</td>
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<td>UK</td>
<td>Universities of Leeds and Loughborough</td>
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<td>International</td>
<td>ERTICO, FIA</td>
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The UDRIVE approach: based on FESTA-V
Data collection: seven operation sites:

- France
- Germany
- Poland
- UK
- Austria
- Spain
- Netherlands

**Person cars**
(120*2=240 vy)

**Powered two-wheelers**
(80 vy)

**Long and short haul trucks**
(150 vy)
Main research/analysis areas

• Building one central database with collected ND data

• Within UDRIVE, performing analyses of:
  - Characteristics of everyday driving
  - Crash causation factors and associated risks
  - Inattention and distraction
  - Car drivers interacting with pedestrians and cyclists
  - Motorcycle behaviour
  - Driving styles in relation to eco-driving
Main application areas

• Within UDRIVE, the results will be applied in 4 specific areas:
  - New and promising measures to make traffic safer and more sustainable
  - The potential of ND for monitoring performance indicators over time
  - Driver behaviour models for road transport simulation
  - Exploration of commercial applications of ND data
Why so complicated?

- Personal view
- UDRIVE: database, research questions, applications cars/trucks/PTW, 7 sites
- EU-funded R&D focussed on application: measures, technology
- “Green is hot, safe is not”
- Support needed from member states, (car) industry, stakeholders
- Budgets fixed, need more => new project
- ND/R was/is/will be used in many EU projects: FOT-Net
International collaboration: Advisory Board

- Advice followed, if not: written motivation by coordinator
- At crucial stages (start, RQ, conclusions etc.)
- Renowned experts:
  - Ken Campbell (SHRP2)
  - Tom Dingus (VTTI)
  - Carol Flannagan (UMTRI)
  - Veneta Vassileva (ACEM, PTW)
  - Mike Regan (University NSW, Sydney)
  - George Yannis (University Athens)
  - David Shinar (Ben Gurion University Israel)
  - Carlo van de Weijer (TomTom)
  - Fred Wegman (chair, Delft University)
International collaboration: SCE wg

- Idea from Advisory Board
- Vital role (risks, relevance, ..) for safety critical events in NDS
- Some issues:
  - Reliable: definition, selection methods?
  - Valid: how do SCEs link to road safety targets?
- FOT-Net, UDRIVE take initiative for international working group on SCE’s
- Please contact: martin.baumann@dlr.de
- (or give me your card)
Beyond UDRIVE

- UDRIVE will produce a wealth of data
- Not all can be analysed and exploited within UDRIVE
- But the database will remain for analyses after the project
  - By UDRIVE partners
  - By other experts

Taking into account legal and ethical restrictions
Find more information about the project?
Become a member of the UDRIVE User Forum?
Get informed about progress and relevant events?

Go to
www.UDRIVE.eu
and join us now