



sAFE

Aftermarket eCall for Europe

eCall Association – Workshop II

05 May 2020, 10:30 CEST

Hosted by Andy Rooke and Steve Schneider



Co-financed by the Connecting Europe
Facility of the European Union

10:30 – 12:30	Session 1: Road Map (Andy Rooke)
10:30 – 10:35	Welcome note by Steve Schneider and Andy Rooke
10:35 – 10:45	Vision, Mission Statement
10:45 – 11:15	Strategic objectives
11:15 – 12:30	Road Map and tactical plans
12:30 – 13:30	Lunch

13:30 – 15:30 **Session 2: Organisational Structure (Steve Schneider)**

13:30 – 13:45 Legal entity and description

13:45 – 14:30 Structure and responsibilities

14:30 – 15:15 Terms of Reference

15:15 – 15:20 Next steps

15:20 – 15:30 Further Feedback or Questions?

15:30 End



Welcome note

sAFE – Aftermarket eCall for Europe

eCall Association Workshop II - hosted by Steve Schneider and Andy Rooke

10:30 – 10:35

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Andy Rooke

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Co-financed by the Connecting Europe
Facility of the European Union

Program:	Connecting Europe Facility (CEF) – Transport Sector
CEF Funding partner:	INEA
Project Coordinator:	OECON Product & Services GmbH
Consortium:	23 Partners
Duration:	1st January 2019 – 31st December 2020
Project volume:	5.3 Million Euro
EU Funding:	2.7 Million Euro

Tasks within sAFE

- Identifying a suitable inclusive organisational structure and business model to coordinate and finance the necessary activities
- Establishing an eCall Association with fixed active members by all stakeholder groups (MS, PSAP, TPS, R&D, Supplier, etc.) and a road map for the next years

Aim

- **Connecting all relevant eCall stakeholders for future development of eCall and standardisation activities in Europe**

10:30 – 12:30	Session 1: Road Map (Andy Rooke)
10:35 – 10:45	Vision, Mission Statement
10:45 – 11:15	Strategic objectives (incl. Discussion, decisions and questions)
11:15 – 12:30	Road Map and tactical plans
12:30 – 13:30	Lunch



Session 1: Road Map

Andy Rooke – Shadow Focus Ltd.

Technical Implementing Officer sAFE

10:35 – 12:30

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We have listened to the discussions and comments from the last webinar and individual comments made direct

eCall Association Vision criteria

- **Must be representative of the eCall eco-system (All inclusive)**
- **Act as a cohesive voice**
- **Should be able to communicate and cooperate with regulatory bodies and platforms**
 - UNECE
 - European Commission – European eCall Implementation Platform (EeIP) and other eCall-related EC activities
 - Member State Governments
 - Standard Bodies
- **Liaise with industry actors**
- **European relevance and global communication**

VISION

To develop an inclusive association to enhance the cooperation between the stakeholder groups involved in emergency call (eCall).

1) To establish an eCall association that represents all stakeholders in the eCall technology

This is key in the formation of the association. The association **SHALL** accommodate the broadest range of interested bodies, and **ALL** should have a representative voice.

2) To highlight good practice across all facets of eCall

- eCall is now a global technology, both Europe and the Russian Federation have led the way in understanding what eCall is how to operate eCall and how to maximise its effectiveness for all.
- Highlight and minimise adverse issues both operational and strategic.
- Help industry and operational actors to resolve problems.

3) To identify and provide viewpoints or solutions on risks or issues whether political strategic, operational or technical that impact on the effective operation of eCall as a technology

The association will be in a unique position to gather viewpoints on the operational context of eCall and provide a unified view on how to move forward. Engage with industry, regulators and operational actors .

4) To maintain a support function to all members of the eCall association, that will include an impartial Secretary General to support all activities of the eCall association.

For the association there must be a central point, led by a Secretary General and a support team working to and for all association members both of these roles must remain impartial. Without this function the strategic objectives can not be fulfilled.

Phase 1

Establish eCall Association

Q3-Q4/2020

Phase 2

Building up an operational support

Q1/2021

Phase 3

Highlight Good Practice across all facets of eCall

Q2-Q3/2021

Identify and provide viewpoints or solutions on existing risks or issues

Q2-Q3/2021

Phase 4

Develop and deploy new harmonised eCall solutions

>Q3/2021

Phase 1

Phase 2

Phase 3

Phase 4

Establish eCall Association

Activities

- Activity 1 Define Terms of Reference
- Activity 2 Establish Governance rules for the association, including levels of representation
- Activity 3 Fee Structure, who pays and how much

Outcomes

- Outcome 1 ToR defined and agreed by members
- Outcome 2 Governance Rules defined and agreed by members
- Outcome 3 Fee structure and who pays and when agreed by members

Q3-Q4/2020

Phase 1

Phase 2

Phase 3

Phase 4

Building up an operational support

Activities

- Activity 1 Identify role of Secretary General to include ToR for the role
- Activity 2 Identify Support function resource
- Activity 3 Identify revenue stream to maintain support office
- Activity 4 Establish method of communication
- Activity 5 Set up CRM

Q1/2021

Outcomes

- Outcome 1 Secretary General identified
- Outcome 2 Support function identified
- Outcome 3 Revenue stream to support Secretary General and Support Office
- Outcome 4 Communication mediums established including email, Website, Remote meeting capability and CRM

Phase 1

Phase 2

Phase 3 #1

Phase 4

Highlight Good Practice across all facets of eCall

Activities

- Activity 1 Canvass all member to highlight what is good in the context of eCall in Europe
- Activity 2 Look outside of Europe to Russia and Middle East to capture good practice
- Activity 3 Review and consolidate
- Activity 4 Disseminate

Outcomes

- Outcome 1 Good practice exercise completed for Europe
- Outcome 2 Good practice completed for Russia and MENA Region
- Outcome 3 Review and consolidation of Outcome 1 and 2
- Outcome 4 Disseminate Good practice to partners

Q2-Q3/2021

Phase 1

Phase 2

Phase 3 #2

Phase 4

Identify and provide viewpoints or solutions on existing risks or issues

Activities

- Activity 1 Record all existing issues with eCall in line with the ToR
- Activity 2 Look outside of Europe to Russia and Middle East to capture risks and issues that will impact on all eCall operation
- Activity 3 Review and establish path to potential solution
- Activity 4 Establish Strategy Working Group if necessary
- Activity 5 share with relevant partners to identify solution
- Activity 6 Disseminate

Q2-Q3/2021

Outcomes

- Outcome 1 Record all known operation issues with eCall in Europe
- Outcome 2 Record all known operation issues with eCall in Russia and MENA
- Outcome 3 Review and consolidation of Outcome 1 and 2
- Outcome 4 Identify relevant R and D Groups in the Association or Establish a Strategy Group to deal with each identified issue
- Outcome 5 Disseminate solutions on existing risks and issues

Phase 1

Phase 2

Phase 3

Phase 4

Develop and deploy new harmonised eCall solutions

Activities

- Activity 1: NG 112 eCall
- Activity 2: 2G/3G Sunset
- Further activities need to be defined

Outcomes

- Outcome 1: Successful migration
- Outcome 2: Successful migration
- Further outcomes need to be defined

>Q3/2021

- **In formulating the road map, the sAFE team have looked forward beyond the formation of the association**
- **Urgent tasks waiting to be completed**

17 digit number dial from IVS	Unified method of testing for OEM
False calls from IVS	Last two known locations supplied
NG 112 eCall	After-Market eCall
2G/3G Sunset	TPS transmission of data to PSAP
Data transmission between actors	Understanding eCall data

- **Need to demonstrate the capability of the association**
- **Work activities planned till the end of Q3 2021**

- A – Is the vision of the eCall association relevant to your organisation?
- B – Are the strategic objectives relevant to your organisation?
- C – Are they S M A R T enough?
- D – Is the proposed road map realistic and addressing the potential tasks as defined within your organisation?
- E – Is the combination of the Vision, Strategic Objectives and the Road Map giving your organisation what you need in terms of eCall?
- F – Will membership of eCall Association increase my organisation's knowledge and influence in the field of eCall?



SMART Specific, Measurable, Achievable, Realistic and Timely

Decisions, Comments, Questions and Discussions

Summary of the results

A – Is the vision of the eCall association relevant to your organisation?

There were different views on the relevance of an eCall Association. Among other things, such an association is considered very useful to connect different countries with different technical and political requirements for the eCall system. The PSAPs see such a platform on which they are represented and directly involved in the discussions as very important and a complementary reference point to be used due to the continuity with the EeIP. There were also questions to consider whether an existing association could better fulfil this vision.

B – Are the strategic objectives relevant to your organisation?

Organisations support the idea of a long-term eCall Association, but currently see problems in terms of financing and the use of internal resources. Especially with regard to COVID-19, where budgets of organisations are limited, it should be ensured that members achieve maximum output with as little input as possible.

C – Are they S M A R T enough?

The defined strategic objectives are ambitious in terms of time but are considered as SMART and important.

Decisions, Comments, Questions and Discussions

Summary of the results

D – Is the proposed road map realistic and addressing the potential tasks as defined within your organisation?

The proposed roadmap and potential tasks were considered acceptable. The listed urgent issues that need to be worked on within the Association already exist. The problem is that there is currently no industry-wide means of achieving a solution. The issues identified and the roadmap are not intended to overrule national implementations of eCall. The eCall Association should help to organise the sector and provide solutions. Another task that has been identified is the harmonisation of tariffs for eCall call-back in Europe, which is an important and hidden issue that needs to be addressed together with PSAPs and emergency services. There were also some proposals to combine phases 1 and 2 and also to include a short roadmap for the deployment of eCall standards in the proposed roadmap (in phase 4).

E – Is the combination of the Vision, Strategic Objectives and the Road Map giving your organisation what you need in terms of eCall?

The question was commented with "yes" by some participants.

F – Will membership of eCall Association increase my organisation's knowledge and influence in the field of eCall?

The question was commented with "yes" by some participants. No counter questions or counter comments were asked.

Decisions, Comments, Questions and Discussions

Summary of the results

Is there a mandate from the EU/EC for tasks/activities for the planned eCall association? Why should the EU/EC listen to the eCall association?

The EU/EC is involved in this process as an observer. Due to the requirements of the EU/EC in the sAFE Grant Agreement, the sAFE Project is legally required to try to develop a eCall Association structure and to establish it within the sAFE project duration.

Could an existing association better fulfil the vision and tasks of an eCall Association? Already existing associations can be extended, e.g. 5GAA or GSMA with e.g. a subgroup for PSAPs?

It needs to be checked whether the vision and objectives of existing associations are in line with the vision and objectives of the eCall Association. In particular, the inclusion of the entire value chain of eCall stakeholders, in addition to industry, Member States, PSAPs and emergency services, is essential. It should also be checked whether the existing associations have the same main goal of road safety and Vision Zero. It is important that there is no conflict of interest between the existing associations and the tasks and objectives of the eCall Association. So far, most associations have no contact with emergency services or PSAPs and therefore no membership models.

Discussion on: The topic of standardisation of aftermarket devices and when regulation and standards will be set.

The sAFE project is currently identifying the requirements for the aftermarket, in particular for different vehicle categories and is fully aware of the need. It is expected that the technical requirements will be identified by the end of the project so that a draft standard will be available. Any further questions on this topic can be addressed directly to Andy Rooke as sAFE project coordinator.



Lunchbreak

12:30 – 13:30

Next Session: Session 2 – Organisational Structure



13:30 – 15:30	Session 2: Organisational Structure (Steve Schneider)
13:30 – 13:45	Legal entity and description
13:45 – 14:30	Structure and responsibilities
14:30 – 15:15	Terms of Reference
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15:20 – 15:30	Further Feedback or Questions?
15:30	End



Session 2: Organisational structure

Steve Schneider – ITS mobility GmbH

Dissemination & Networking sAFE

13:30 – 15:30

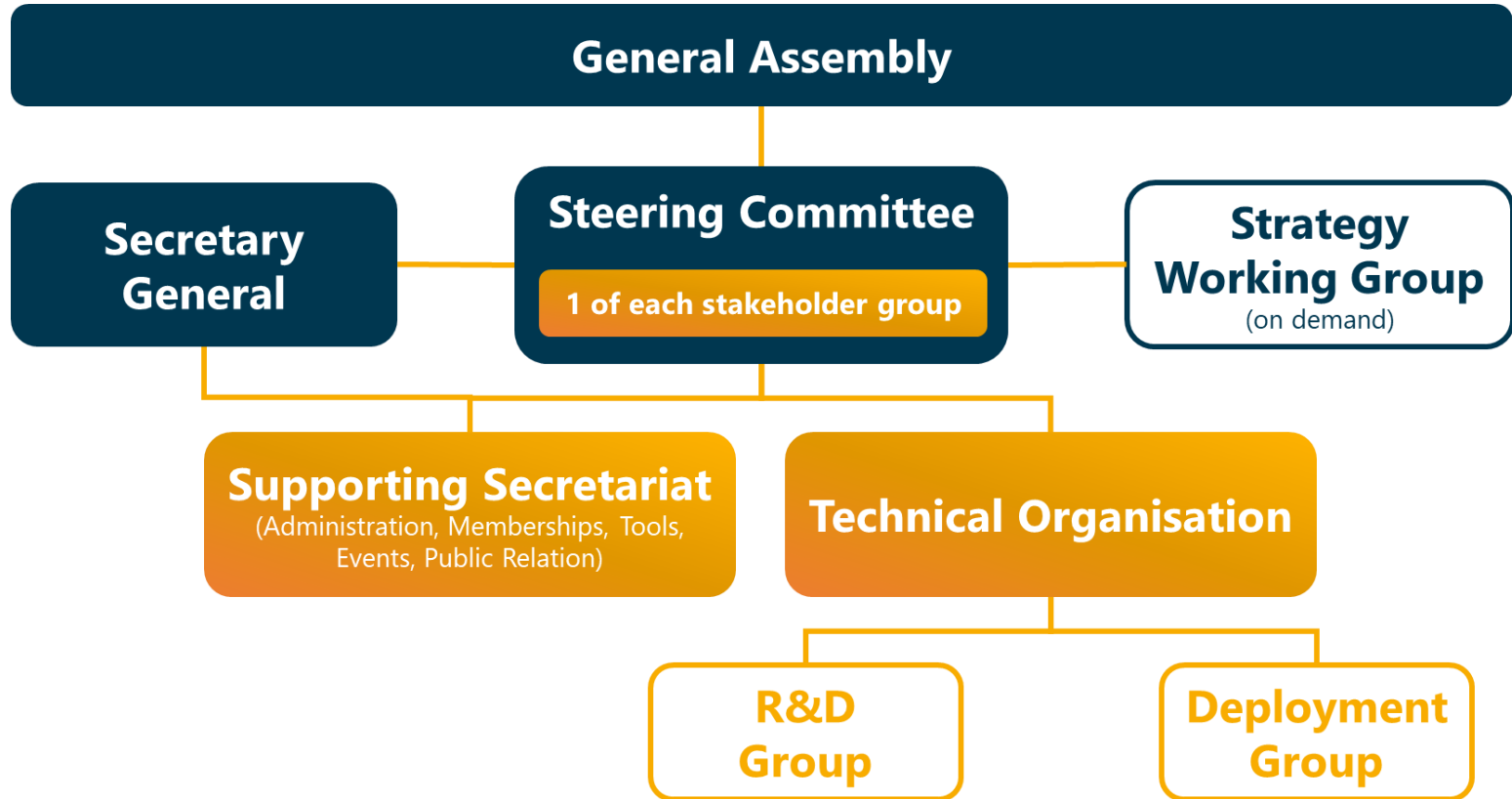
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- The eCall Association shall be an inclusive non-profit organisation
- Several financing models shall be applicable, like
 - Funding
 - Membership Fees
 - Service Fees
 - Income from events
- Consideration of established and well working entities, which fit to the planned organisational structure



General Assembly

- Constituted by all registered members of the association
- Takes place once a year
- All registered members have voting rights
- External Third Parties do not have access to the General Assembly

The purpose of the General Assembly is to

- ✓ Review status of the association bodies
- ✓ Elect members to sit on the Steering Committee
- ✓ Review previous years activities
- ✓ Agree strategic themes for the following year, following input from the Steering Committee and the Strategic Working Group

Steering Committee

1 of each stakeholder group

- Constituted from members of the General Assembly
- Tenure will be for 2 years and can sit for more than one term
- Steering Committee should represent the key stakeholder community for eCall:
 - Vehicle Manufacturers
 - Road Operators
 - Component Suppliers
 - Standards Bodies
 - Mobile Network Operators
 - Member State or Region representation
 - Public Safety Answer Points
 - Other direct members

The purpose of the Steering Committee is to

- ✓ Elect a Chair of the Steering Committee
- ✓ Review membership fees for the following year
- ✓ Review the annual report from the Secretary General

Strategy Working Group (on demand)

- Constituted from members of the General Assembly according to skill set or expertise

The purpose of Strategy Working Group is to

- ✓ Work with the Secretary General and members to identify risks and issues in the context of the operation and evolution of eCall in a global context
- ✓ Refer identified items to the relevant members of the Technical Organisation within the association who have the necessary technical or operation skill to identify a resolution to the matter that has been identified
- ✓ Report to the Steering Committee

Secretary General

- Will be appointed by the Steering Committee
- Is a funded post for a 3-year term but may be extended with the agreement of the Steering Committee

The purpose of the Secretary General is to

- ✓ Work as the Spokesman of the Consortium
- ✓ Handle the day-to-day management of the Association, in particular to administer the property and financial matters of the Association in collaboration with the Supporting Secretary
- ✓ Preside at General Assembly and joint meetings of Strategy Working Groups
- ✓ Report direct to the Chair of the Steering Committee

Supporting Secretariat

(Administration, Memberships, Tools,
Events, Public Relation)

- Will be appointed by the Steering Committee
- Will be funded for a 3-year term but may be extended with the agreement of the SC

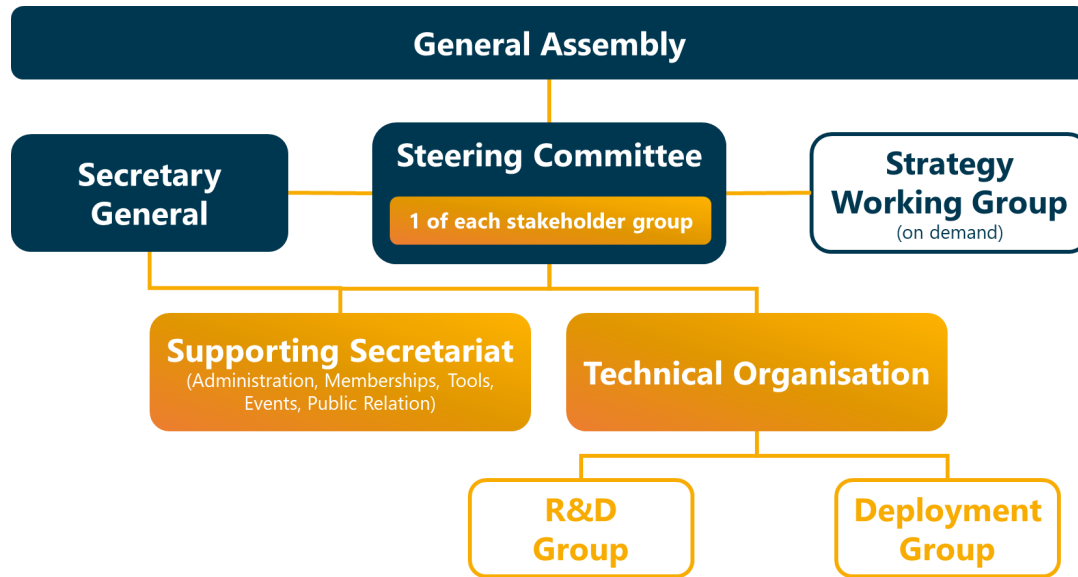
The purpose of the Supporting Secretariat is to

- ✓ Handle all allocated administrative and support functions of the Association, like
 - Operating the principal office
 - Membership support incl. assessment and handling of new Membership requests
 - Handling legal issues
 - Public Relation (e.g. website, newsletter, press information)
 - Operating services and tools which are under control of the Association (e.g. web-services, databases)
 - Organising Association events



- Contribution driven and by this responsible for working on any technical issues and problems arising from the purpose of the Consortium
- Consists of the two Working Groups WG R&D and WG Deployment and several Competence Groups
 - Competence Groups represent the technical work forces of the Consortium
 - Experts of the eCall Association Members allocate themselves to one or more of the Competence Groups according to their expertise and skills or interests
- eCall Association Members are invited and encouraged to appoint experts to the Technical Organisation
- External Third Parties have no access to the Technical Organisation

Further Feedback or Questions? (see slide 44-45)



The eCall Association provides a forum to discuss operational and technical matters arising from the provision of the eCall service in Europe and beyond. Its main concern is the effective handling of eCall between the vehicle user, call handling agents and the emergency authorities.

The eCall Association seeks to ensure that:

- each stakeholder group understands the needs of the others
- problems are identified and resolved
- eCall handling is efficient and effective
- there are agreed protocols for the management of eCall
- technical and other developments, including European or global requirements, are identified and actioned in a timely manner
- the wider requirements of European law are satisfied
- opportunities for the development of future eCall processes or systems are considered and/or identified, and where appropriate these are highlighted
- changes to public use of the 112 eCall infrastructure are considered, whether that be as a result of technological changes or changing habits, to ensure that the best possible service can continue to be provided

eCall Association Membership is offered to **any company or organisation** that is interested in improving road safety by developing, deploying, or applying eCall systems and **commits to contribute to the purpose and objectives of the eCall Association.**

Individual experts cannot become a member of the eCall Association.

Two classes of Membership exist and are defined as follows:

- **Direct Member,**
for commercial companies or organisations
(e.g. Vehicle Manufacturers, Mobile Network Operators, Component Suppliers, ...)
- **Associated Member,**
restricted to non-profit organisations or entities
(e.g. PSAPs, Emergency Services, Standards Bodies, Road Operators, European Commission, Member State or Region representation, Regulatory departments and organisations, Universities)

It is recognised that **Associated Members** of the eCall Association **do not have a commercial imperative** to be members but nevertheless their input is important to the successful operation of the association, this includes for example PSAP and Emergency Services. **These organisations should be admitted to the association free of charge.**

The **Direct Members** are **required to pay yearly membership fees** and special rates if needed to provide the necessary financial funding of the eCall Association. The **fee charged should be dictated on the size of the organisation**, in particular Small and Medium Enterprises (SMEs) should have to pay reduced membership fees.

The work of the eCall Association is contribution driven. Therefore, all Members shall support and actively contribute to the eCall Association activities.

- Every eCall Association Member is required to
- support the purpose and objectives of the eCall Association actively
 - provide self-financed expert manpower
 - engage in at least one Competence Group and contribute actively
 - support and contribute to planned eCall Association events
 - appoint a contact person for administrative and financial issues
 - pay an annual membership fee and agreed special rates if it is a Direct Member
 - ...

- In return all Members of the eCall Association
- have full access to all Competence Groups and Working Groups
 - have full access to all technical documents under development
 - have full access to all released services, documents, specifications and profiles
 - are allowed to appoint experts contributing to the Technical Organisation
 - are allowed to participate in the General Assembly
 - are allowed to appoint one representative per Member receiving the voting power for the General Assembly
 - are allowed to apply for new and vacant Chairmanships of Competence Groups and Working Groups
 - receive access to the internal Collaboration Area
 - receive access to the internal tooling
 - ...

The **Steering Committee, Strategic Working Groups, and Competence Groups** shall strive to adopt **decisions by consensus**.

If a consensus cannot be reached the matter shall be resolved by a vote of the representatives requiring a **simple majority of the votes** cast.

Abstentions shall be regarded as votes not cast.

Voting rights should be restricted to the stakeholders of the eCall chain (see Steering Committee Members).

The documents below make up the 'Code of Practice' for the eCall service provision:

- CEN 278 WG 15 Standards for the provision of eCall
- ETSI
- EMTEL
- European Communication Regulations
- Type Approval Regulations
- Vehicle Homologation Rules
- UNECE
- PSAPs Decisions and Delegated Regulations

**Further Feedback or Questions?
(see slide 44-45)**



Decisions, Comments, Questions and Discussions	Summary of the results
<p>Discussion on: Proposed organisational structure, in particular the definition of the steering committee. One question related to the number of steering committee members of the represented stakeholders. Another question related to the process that mandates a member of the steering committee to represent a stakeholder group and how is compliance managed.</p>	<p>This is an issue that needs to be discussed with interested parties in the eCall Association in detail. There was a comment that one representative for a stakeholder group is difficult concerning the different organisation structures in Europe. One suggestion is to define the number of Steering Committee members depending on the total membership size of the eCall Association.</p>
<p>Who should be the receiver of decisions of the organisation? What is the return on invest?</p>	<p>The decisions are received by the eCall Community as well as standardisation bodies, national implementation bodies and the EC. The main target of the eCall strategy deployment should remain road safety and Vision Zero and not commercial goals. Therefore the return on invest is important for the whole community and not only for one company. The return on invest also depends on the budget which each company puts in.</p>
<p>How much do you estimate the annual budget?</p>	<p>It depends on how many activities the potential eCall Association intends to initiate. It is possible to start with a small budget and then expand it depending on the activities. It is proposed to define different phases for this, e.g. 3 phases/alternatives to describe the activities of the eCall Association including the estimated efforts per year for these scenarios. However, a combination of membership fees and other funding possibilities is essential for the continuity of the eCall Association.</p>

Decisions, Comments, Questions and Discussions	Summary of the results
Do you really believe Member States would become a member of an eCall association?	Yes, there are Member States that would like to be represented to ensure that their voice regarding their eCall system handling is represented in the association.
What about transition from sAFE consortium so an eCall association ?	The association is open to all stakeholders and should not only be represented by sAFE partners, even if the structure is developed as part of the sAFE project.
What is the view on global eCall developments and global harmonisation?	We are well aware of the global development of eCall across the globe, and there is a demand from other member states outside of Europe who need assistance and guidance. The focus lies on the pan-European 112 eCall. But the discussions and activities in the past showed us, that we need to consider and include the TPS eCall stakeholders as well as different eCall systems of neighboring countries to deploy and operate a well working eCall system in Europe which supports our aim of the vision zero.
Discussion on: Membership and membership fees	The content presented is a suggestion which need to be discussed with interested parties in a further workshop. An example could be membership classes that could only be defined by levels with different rights and related fees.
Mid/long term eCall will become part of C-ITS or Integrated Mobility. Is there the intention to organise the merge of these?	C-ITS services are offered by car manufacturers or road operators, most of these services do not correspond to the eCall topics. A combination would be possible with the service EVA (Emergency Vehicle Approaching). This could be another issue to discuss in the eCall Association.

- Preparation of the workshop results and distribution to the participants
- Preparation of a **list of interested founding members**
- Agreement of final documents describing the eCall Association by the interested founding members
- **Clarification of the financing model** in a further workshop
- Presentation of the results at the eCall Days 2020
- sAFE TestFest NG112 eCall IVS in conjunction with ETSI planned for Late 2020 (end of October) in Slovenia
- Preparing an **eCall Association Kick Off** at the end of 2020



Thank you for your attention!

More information: <https://112ecall.org>

More information: <https://safe112.eu>



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