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eSafety Challenge Partners:

FIA Foundation
eSafetyAware
European Association of Automotive suppliers (CLEPA)
Fédération Internationale d'Automobile (FIA)
Institut für angewandte Marketing und Kommunikationsforschung GmbH (IMK)
H3B Media
## Contributors

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ms Irina Patrascu</td>
<td>eSafetyAware</td>
<td></td>
</tr>
<tr>
<td>Ms Gaby Roosen</td>
<td>eSafetyAware</td>
<td></td>
</tr>
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## Quality control

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<td>Myriam Coulon-Cantuer</td>
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## Project co-ordinator

Jacob Bangsgaard  
Director of International Relations  
FIA Foundation

e-mail: j.bangsgaard@fiafoundation.org  
Phone: +32 (0)2 235 0720  
Fax: +32 (0)2 791 9010

Visiting address:  
Rue de la Science 41, 5th Floor  
B-1040 Brussels  
Belgium
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Executive summary

Introduction to the eSafety Challenge

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

The project’s specific objectives are to:

- Promote the deployment and use of Intelligent Vehicle Systems
- Support the implementation process for priority systems
- Promote public outreach activities
- Report on and support international eSafety activities
- Organise eSafety awareness raising events

eSafety Challenge website

The eSafety Challenge website will be used as a main information source for all the target groups established by the project. The website will be continuously improved throughout the life of the project and feedback from the web tracking software will help this process. The main characteristic of the website is its division into an eSafety Challenge section targeting policy makers as well as general and specialised media; and an eSafety On Board sections offering basic information for end user. The eSafety Challenge section contains information about the yearly eSafety Challenge events, a description of the promoted technologies as well as download possibilities for the studies commissioned. The eSafety On Board contains easy to understand information about the eSafety technologies promoted as well as a description of past and future eSafety On Board events.
1. Introduction

The eSafety Challenge website represents the main source of information on the promoted eSafety technologies, the eSafety Challenge event as well as the eSafety On Board activities. The website builds on an existing website of a European Commission funded project. For reasons of continuation and existing familiarity of the public with this website it was decided to improve the existing website rather than build a new one. This website will be active during the life of the project and will function as a static website two years after the finish of the project.

The website is divided into two sections targeting two different audiences.

- The “eSafety Challenge” section (www.eSafetyChallenge.eu) is dedicated to policy makers as well as specialised and general media interested in knowing more about eSafety. The information conveyed is formulated for audiences that already have knowledge of eSafety.

- The "eSafety On Board" section (www.eSafetyOnBoard.eu) is mainly addressed to end-users. It contains information on the priority eSafety technologies and their benefits for driving. The communication in this section is based on the assumption that the visitors have no or basic knowledge on eSafety and they would like to find out more.

The division of the website and its structure has existed already during the previous eSafety Challenge project. Continuous improvements to the websites will be made throughout the life of the project in order to illustrate the developments made. New modules and eSafety quizzes will be added to keep the website dynamic and new. The changes will be decided throughout the life of the project and the present deliverable will be updated to contain these changes once they are made.

During the development of the project’s website the contractual requirements have been considered.

2. eSafety Challenge section

Structure

The structure of the eSafety Challenge section is as follows:

Home
- eSafety Challenge Homepage

eSafety Challenge
- About the eSafety Challenge
- eSafety Challenge 2010
  - About eSafety Challenge 2010
  - Registration
- eSafety Challenge 2009
  - About eSafety Challenge 2009
Pictures
Video
Supporting Studies

**eSafety Applications**
- About eSafety Applications
- Electronic Stability Control (ESC)
- Blind Spot Monitoring
- Lane Support Systems
- Speed Alert
- Warning and Emergency Braking Systems
- Adaptive Headlights
- Other important eSafety Applications

**Deployment Prizes**

**eSafety Studies**

**eSafety Quiz**
- About the eSafety Quiz
- Take the quiz

**News & Events**
- News
- Events
- Articles
- Newsletter

**Media Centre**
- Press releases
- Pictures
eSafety Challenge 2009
  - Launch of the ESC Campaign in China
- Videos

**Links**

**Contact**
Contact information

**Content details**

The structure presented above denotes the present structure of the website. During the lifetime of the project this structure will be updated to accommodate all activities and events organised by the project.
The eSafety Challenge section **home page** has as the main focus an interactive car that highlights the technologies promoted by the eSafety Challenge: Electronic Stability Control, Blind Spot Monitoring, Lane Support Systems, Warning and Emergency Braking and Adaptive Headlights. The home page serves as a quick glance at what the eSafety Challenge is and its activities. It includes a slide show of pictures and a 10 seconds trailer of eSafety Challenge events, as well as a preview of the latest news published on the website.

The **eSafety Challenge sub-section** contains information about what the eSafety Challenge events stand for, the technologies promoted and the format of the yearly events. Sub-sections present the eSafety Challenge events including picture, videos and links to supported studies that are launched at the events.

Another sub-section presents the **eSafety applications** promoted by the projects. This includes a short presentation about what eSafety stands for and why it is important for road safety. The remaining pages include a short presentation of each technology and also quotes from celebrity drivers concerning the respective technology. An individual page presents other eSafety promising technologies that are not specifically promoted by the project at the time.

The **deployment prizes sub-section** contains information on the eSafety Challenge Excellence Prizes which are handed out each year at the event.

The **eSafety studies sub-section** contains all studies commissioned by the project.

The sub-section regarding the **eSafety quiz** presents the winners of the eSafety quiz which test visitors’ knowledge on eSafety technologies. The quiz is available online and visitors can try it in this sub-section.

The **news & events sub-section** contains all news related to the project’s activities as well as scheduled and past events organised by the eSafety Challenge. Visitors have also the opportunity to subscribe for the eSafety Challenge newsletter which is sent at periodic terms and contains a compilation of the published news. A list of articles that have been published in the press around the world about the projects activities is also included in this sub-section.

In the **media centre sub-section** visitors can find a selection of high resolution pictures related to the project’s activities as well as the eSafety Challenge events videos together with promotion videos of the eSafety Challenge Excellence Awards winners. All press releases of the project are also to be found in this sub-section.

The **links sub-section** contains links to eSafety Challenge partners and eSafety stakeholders as well as a number of useful links.

In the **contact sub-section**, the details of the eSafetyAware secretariat are given as they will serve as the secretariat of the project as well.
For more in-depth information about the eSafety Challenge section, Annex I of this deliverable presents screen shots of sub-sections and their subsequent pages.

### 3. eSafety On Board section

#### Structure

**Home**
- eSafety On Board Homepage

**eSafety On Board**
- About eSafety On Board

**eSafety Applications**
- About eSafety Applications
- Electronic Stability Control (ESC)
- Blind Spot Monitoring
- Lane Support Systems
- Speed Alert
- Warning and Emergency Braking Systems
- Adaptive Headlights

**eSafety Exhibition**
- About the eSafety Exhibition
- Madrid 2010
- Helsinki 2010
- Millbrook 2010
- Brussels 2010
- Warsaw 2010
- Paris 2010
- Stockholm 2009
- Copenhagen 2009
- Berlin 2009
- Litomerice 2009
- Rome 2009
- Moscow 2009

**eSafety Videos**
- Electronic Stability Control (ESC)
- Blind Spot Monitoring
- Lane Support System
- Speed Alert
- Warning and Emergency Braking Systems
• World’s Best Drivers Support eSafety

eSafety Quiz
• About the eSafety Quiz
• Take the quiz

Content details

The structure presented above represents the present structure of the website. This will be updated as soon as new events and activities within the project will be planned.

The eSafety On Board section home page just as the eSafety Challenge one has as the main focus the interactive car. Also on this page a poll is included asking visitors if they have had any knowledge about eSafety technologies the last time they bought a car. Throughout all the pages of the eSafety On Board section a slide show with pictures and quotes of celebrity drivers is featured.

The eSafety On Board sub-section offers information about what the campaign stands for and the type of activities organised.

The eSafety applications sub-section is a mirror of the pages with the same name on the eSafety Challenge section. It offers information in an easy to understand language about the promoted eSafety technologies.

The eSafety exhibition sub-section includes information about past and planned future events under the eSafety On Board umbrella.

The eSafety videos sub-section contains a video for each eSafety technology promoted. The videos explain the benefits of the system at a very basic level, easy to understand by consumers.

The eSafety quiz sub-section is a mirror of the quiz posted in the eSafety Challenge section.

For more in-depth information about the eSafety On Board section, Annex II of this deliverable presents screen shots of sub-sections and their subsequent pages.

4. Evaluation methods

The project will use a web tracking software to monitor the use of the website. The software provides valuable information on the range, frequency and specific use of the website. Identifying which website areas are accessed more frequently than others is particularly interesting and is one denominator that can guide the improvement of the website content, structure and layout. The country of origin of the website visitors can be analysed to define the national impact of the campaigning.
5. Conclusions

The eSafety Challenge website will be used as a main information source for all the target groups established by the project. The website will be continuously improved throughout the life of the project and feedback from the web tracking software will help this process. The main characteristic of the website is its division into an eSafety Challenge section targeting policy makers as well as general and specialised media; and an eSafety On Board sections offering basic information for end user.
Annex I

eSafety Challenge Homepage

[Image of eSafety Challenge Homepage]

eSafety Challenge> About the eSafety Challenge

[Image of eSafety Challenge About page]
Annex II

eSafety On Board Homepage

eSafety Applications> About eSafety Applications
eSafety Exhibition> About the eSafety Exhibition

eSafety Videos> Lane Support System