Stakeholder Analysis for IVSS

A wider assessment framework

- Socio-Economic Impact Assessment
  - Society Perspective
    - Cost-Benefit Analysis
    - Macro-economic Impact Analysis (Production, Income, Employment)
  - Stakeholder Perspective
    - Distributional Impact Analysis
    - Financial Analysis
      - Public authorities
    - Break-Even Analysis
      - System users
      - OEMs & suppliers
      - Insurances

Break-even analysis for users

Break-even analysis deals with benefits and costs on user level:
- Segmentation of user group according to vehicle mileage
- Market prices
- Safety impacts appraisal with willingness-to-pay values
- Environmental benefits not relevant in private pay-off considerations
- Relevance of comfort aspects – if applicable
- Market-based discount rate
- Result can be provided as pay-off period, threshold for annual vehicle kilometer

- Cost-benefit analysis preferable method for assessing IVSS on society level: sound methodological background and widespread practice
- Limitations of CBA framework in a multi-stakeholder environment: macro-economic impacts and distributional effects of IVSS are not taken into account
- No room for stakeholder considerations in a social CBA: no distinction between who incurs the benefits and who bears the costs
  → Need for stakeholder analysis

Example: Break-even analysis ESC

<table>
<thead>
<tr>
<th>Systems</th>
<th>System User Groups according to 1,000 kilometers driven per year</th>
<th>2010</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low High</td>
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<tr>
<td>Electronic</td>
<td>SUG 1: &lt; 5</td>
<td>- - - -</td>
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<tr>
<td>Stability</td>
<td>SUG 2: 5 – 10</td>
<td>++ + +</td>
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<tr>
<td>Control</td>
<td>SUG 3: 10 – 15</td>
<td>++ + ++</td>
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<td>SUG 4: 15 – 20</td>
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<td>SUG 5: 20 – 30</td>
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<td>SUG 6: &gt; 30</td>
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</tbody>
</table>

Scenario 2020 high

- Example: Break-even analysis ESC
  - Market prices and under benefits (EUR)
  - System user group
  - Market price

Pay-off period (in years)

User benefits

Based on above average annual veh-km

Based on below average annual veh-km

Pay-off period (in years)