



Accelerate cooperative mobility

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# Report on cooperative driving campaign (abstract)

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## Executive summary

The cooperative driving campaign “making cooperative systems cooperate” was designed to support the objective of DRIVE C2X: to pave the way for deployment of Car 2 X communication technology on a European scale.

A unique format was developed by and for DRIVE C2X: a series of test site events with driving demonstrations, interactive sessions to support the exchange with the various stakeholder groups and a strong visibility with dedicated publications and media.

Three dedicated test site events with 150-190 visitors were held: DRIVE C2X@simTD, DRIVE C2X@DITCM and DRIVE C2X@TSS. The ITS World Congress in Vienna with the main driving demonstration powered by DRIVE C2X and a very comprehensive presentation of the project during the conference was another milestone of the cooperative driving campaign. Finally a small test site event in Finland concluded the campaign in winter 2013.

To assure the outreach and quality of the campaign it was part of a survey among the project partner. The feedback was very positive with four topics considered as very important:

- Experiencing cooperative driving and discussions at test sites were fruitful means to foster the overall project integration.
- Moderated panels initiated a real dialogue among the test sites and different national projects.
- Resources could be effectively used by combining two events.
- Driving experience could be used to gather data on user acceptance.

Besides the success of the campaign enormous management efforts had to be undertaken to realize the campaign. The main challenge was to harmonize the different timing of the various national projects with the DRIVE C2X schedule. A strong pillar for the aspired outreach was the consistent appearance of the test site campaign “making cooperative systems cooperate”. It strengthened the event format and led to high visibility of the project and its reference system. The efforts for the cooperative driving campaign paid off as DRIVE C2X succeeded in involving stakeholders from the very beginning and continuously to discuss and explore the benefits of C2X technology - thus reaching its aim to become the European reference platform for cooperative systems.