

# C-ITS impact study: an independent perspective

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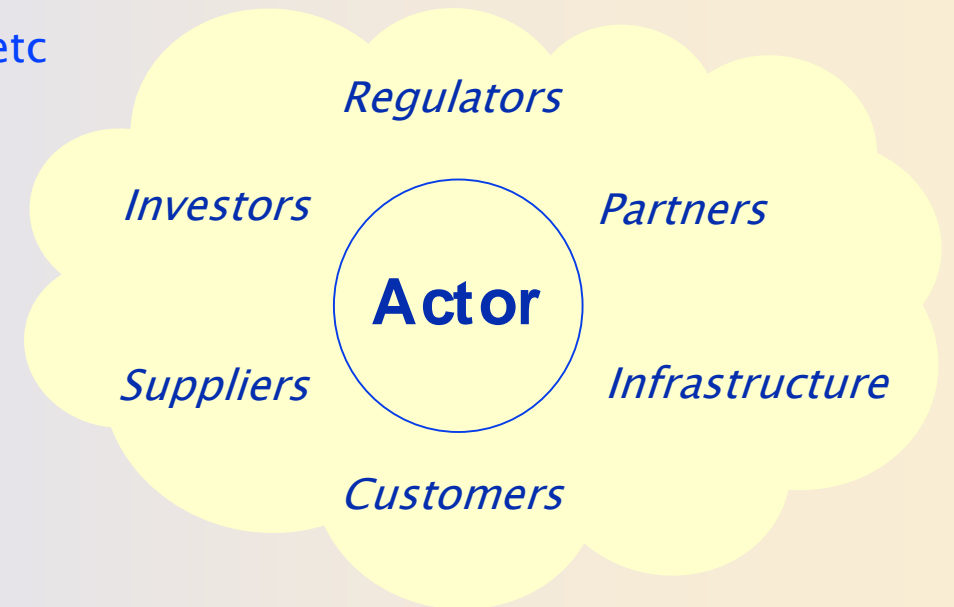
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## About me

- Independent consultant
- ITS specialist for over 20 years
- Work at the boundary between policy and delivery, including with EC
- Focus on
  - Near term future (next five years)
  - Real world impact
  - Practicality
  - Efficiency and effectiveness
  - Market operations

## Making CCAM happen

- Would it be a good thing?
  - YES! (at least for me)
  - ...if affordable, reliable, accessible, quick, etc
- What's holding it back?
  - Underpinning technology?
  - Regulatory clarity?
  - User demand?
  - Retail proposition?
  - Business case?



## Required for effective regulation

- A clear and specific regulatory **aim**
  - Not just a general vision
- A clear regulatory **target**
  - Who, what, when
- **Evidence** that the regulation will achieve the aim
  - Which must be balanced and complete (ie include risks of unintended consequences)
  - Also consider alternative ways of achieving the aim (including “leave it to the market”)
- Without these in place, regulation will be at best nugatory
  - Possibly counterproductive, or even dangerous

# Conclusions

- A clear legal framework is necessary (especially on liability) but not sufficient
- A clear legal framework will not necessarily increase the pace of C-ITS deployment, or the extent of benefits realisation
- There remain many challenges
  - Uncertain mutual benefits for the participating parties
  - Unclear business models/market proposition (market roles, value chains)
  - Safety concerns of some C-ITS services
  - Ergonomics and behavioural response
  - Development of technology (comms alternatives, vehicle vs personal devices)
  - Even policy coherence (eg cities focus on sustainable modes)