Automotive Emerging Technology Initiative
Industry Connections Activity Initiation Document (ICAID)
Version: 0.1, 19 May 2017
IC17-010-01 Approved by the IEEE-SASB 15 June 2017

Instructions

- Instructions on how to fill out this form are shown in red. It is recommended to leave the instructions in the final document and simply add the requested information where indicated.
- Shaded Text indicates a placeholder that should be replaced with information specific to this ICAID, and the shading removed.
- Completed forms, in Word format, or any questions should be sent to the IEEE Standards Association (IEEE-SA) Industry Connections Committee (ICCom) Administrator at the following address: industryconnections@ieee.org.
- The version number above, along with the date, may be used by the submitter to distinguish successive updates of this document. A separate, unique Industry Connections (IC) Activity Number will be assigned when the document is submitted to the ICCom Administrator.

1. Contact

Provide the name and contact information of the primary contact person for this IC activity. Affiliation is any entity that provides the person financial or other substantive support, for which the person may feel an obligation. If necessary, a second/alternate contact person's information may also be provided.

Name: Bruce Kraemer
Email Address: brucepkraemer@gmail.com
Phone: Number, including country code
Employer: Entity Name
Affiliation: Entity Name(s)

IEEE-SA Staff Leads: Rudi Schubert, Bill Ash

2. Participation and Voting Model

Specify whether this activity will be entity-based (participants are entities, which may have multiple representatives, one-entity-one-vote), or individual-based (participants represent themselves, one-person-one-vote).

Entity-Based

3. **Purpose**

3.1. **Motivation and Goal**

Briefly explain the context and motivation for starting this IC activity, and the overall purpose or goal to be accomplished.

The IEEE-SA has been active in Connected Vehicle standards, as well as related standards activities focused in areas such as EV integration and Autonomous Systems. This new Automotive Technology Initiative will provide a platform that brings together the global technical community working across these automotive industry topics in a collaborative environment to share knowledge, discuss issues and identify standards related solutions to drive innovation and accelerate emerging technology adoption.

Initial activities to be launched include:

- An industry focused collaboration group where manufacturers can discuss key vehicular communications technology issues and priorities, providing direction and advisory guidance towards new IEEE standards activities that support automotive technologies
- Recommendations for new standards (PAR development) for automotive technology, leveraging current and past IEEE standards for connected vehicles, vehicular infrastructure, and electric vehicle issues
- An autonomous vehicle technology policy interest group, bringing together automotive technologists, policy makers and other stakeholders to identify issues, build consensus, and provide guidance and recommendations that build trust and accelerated adoption of autonomous vehicles

3.2. **Related Work**

Provide a brief comparison of this activity to existing, related efforts or standards of which you are aware (industry associations, consortia, standardization activities, etc.).

IEEE 2040 Standard for Connected, Automated and Intelligent Vehicles – this activity will complement and collaborate with IEEE 2040 working group participants

IEEE 802 Automotive Ethernet standards and projects

Standardization work in other SDOs.

3.3. **Previously Published Material**

Provide a list of any known previously published material intended for inclusion in the proposed deliverables of this activity.

List the previously published material, if any.

3.4. **Potential Markets Served**

Indicate the main beneficiaries of this work, and what the potential impact might be.

- Auto and other vehicle manufacturers
- Suppliers to auto manufacturers, particularly relative to communications systems
- Infrastructure and EV grid integration stakeholders
- Transportation policy stakeholders (manufacturers, government)

4. **Estimated Timeframe**
Indicate approximately how long you expect this activity to operate to achieve its proposed results (e.g., time to completion of all deliverables).

Expected Completion Date: June 2019

IC activities are chartered for two years at a time. Activities are eligible for extension upon request and review by ICCom and the IEEE-SA Standards Board. Should an extension be required, please notify the ICCom Administrator prior to the two-year mark.

5. **Proposed Deliverables**
Outline the anticipated deliverables and output from this IC activity, such as documents (e.g., white papers, reports), proposals for standards, conferences and workshops, databases, computer code, etc., and indicate the expected timeframe for each.

- A recommendations and roadmap report on accelerating new vehicular communications systems and standards
- Proposals for new standards (PARs) in support of the recommendations on vehicular communications systems
- Stakeholder workshops to share and discuss information on communication systems alternatives, automotive technology policy issues and other topics as determined by the members of this activity

6. **Funding Requirements**
Outline any contracted services or other expenses that are currently anticipated, beyond the basic support services provided to all IC activities. Indicate how those funds are expected to be obtained (e.g., through participant fees, sponsorships, government or other grants, etc.). Activities needing substantial funding may require additional reviews and approvals beyond ICCom.

This activity will primarily operate using the standard staff support services provided for IC programs.

As a strategic IC activity, IEEE-SA can also support up to two small workshops (25-35 participants), and enhanced support to build market awareness of the activity (e.g. press release, article placement, conference exhibit support)

Activity members will provide any needed support for any additional hosted F2F meetings.

7. <u>Management and Procedures</u>

7.1. <u>IEEE Sponsoring Committee</u>

Indicate whether an IEEE sponsoring committee of some form (e.g., an IEEE Standards Sponsor) has agreed to oversee this activity and its procedures.

Has an IEEE sponsoring committee agreed to oversee this activity?:

No

If yes, indicate the sponsoring committee's name and its chair's contact information.

Sponsoring Committee Name: Committee Name
Chair's Name: Full Name
Chair's Email Address: who@where
Chair's Phone: Number, including country code

Additional sponsoring committee information, if any.

7.2. <u>Activity Management</u>

If no IEEE sponsoring committee has been identified in 7.1 above, indicate how this activity will manage itself on a day-to-day basis (e.g., executive committee, officers, etc).

The activity will be managed by an executive committee as defined in the activity's policies and procedures.

It is also proposed to establish liaison relationships with relevant IEEE stakeholders including, but not limited to:

IEEE Communications Society
IEEE 802 relevant working groups
IEEE Vehicular Technology Society
IEEE Transportation Electrification Community
SASB/SCC42

7.3. <u>Procedures</u>

Indicate what documented procedures will be used to guide the operations of this activity; either (a) modified baseline *Industry Connections Activity Policies and Procedures,* (b) Sponsor policies and procedures accepted by the IEEE-SA Standards Board, or (c) Working Group policies and procedures accepted by the Working Group's Sponsor. If option (a) is chosen, then ICCom review and approval of the P&P is required. If option (b) or (c) is chosen, then ICCom approval of the use of the P&P is required.

The activity will follow the baseline Industry Connections Activity Policies and Procedures (P&P).

8. **Participants**

8.1. **Stakeholder Communities**
Indicate the stakeholder communities (the types of companies or other entities, or the different groups of individuals) that are expected to be interested in this IC activity, and will be invited to participate.

Specify types of entities or groups of individuals.

8.2. **Expected Number of Participants**
Indicate the approximate number of entities (if entity-based) or individuals (if individual-based) expected to be actively involved in this activity.

20-30 entities

8.3. **Initial Participants**
Provide a list of the entities or individuals that will be participating from the outset. It is recommended there be at least three initial participants for an entity-based activity, or five initial participants (each with a different affiliation) for an individual-based activity.

Use the following table for an entity-based activity:

Entity	Primary Contact	Additional Representatives
Entity Name	Contact Name Email Address Phone Number	Name, Email Address Name, Email Address
Volkswagen	Christiane Von Finckenstein christiane.von.finckenstein@volkswagen.de	TBD
General Motors	Max Osella massimo.osella@gm.com	TBD
Audi (invited)	Martin Conrads martin.conrads@audi.de	
Daimler (invited)		
Renault (invited)		
Ford (invited)		
JASPER (invited)		

Use the following table for an individual-based activity:

Individual	Contact Information	Employer	Affiliation
Name	Email Address Phone Number	Entity Name	Entity Name