

# INTELLIGENT SPEED ASSISTANCE (ISA) A SYSTEM WHOSE TIME HAS COME

Friday 21 May 2021, 1200 - 1400 BST

**A webinar in support of the 6th UN Global Road Safety Week\***

1200 - 1205

## WELCOME AND OPENING

Moderator: Jessica Truong, Towards Zero Foundation

1205 - 1255

## SESSION 1: THE EVOLUTION OF ISA

**HOW ISA EVOLVED AND ITS ROLE IN ROAD TRAUMA PREVENTION** (10mins)

Prof. Oliver Carsten, University of Leeds

**AN UPDATE ON THE GENERAL SAFETY REGULATION ON ISA** (10mins)

Graziella Jost, European Transport Safety Council

**ISA AND THE EU** (10mins)

Matthew Baldwin, European Commission

**PANEL DISCUSSION AND QUESTIONS** (20mins)

1255 - 1345

## SESSION 2: REAL WORLD APPLICATIONS OF ISA

**THE ROLE OF ISA IN CITIES WHERE PEOPLE AND TRAFFIC MIX** (10mins)

Paul Supawanich, NACTO

**THE LONDON CITY EXPERIENCE WITH ISA** (10mins)

Kerri Cheek, Transport for London

**ACCELERATING THE PENETRATION OF ISA VIA FLEETS** (10mins)

Laurence Whiting, Sturdy Europe

**PANEL DISCUSSION AND QUESTIONS** (20 mins)

1345 - 1400

## SUMMARY AND CLOSE

David Ward, Towards Zero Foundation

*\*Please note that spaces for this workshop are limited and attendance will be possible on a first come first serve basis. To register your interest please send an email to: [isa@towardszerofoundation.org](mailto:isa@towardszerofoundation.org) with your name and organisation by Wednesday 19 May 2021.*