

**IEA Submission: Public Consultation on Connected and Autonomous  
Mobility in Road Transport**

*Irish Exporters Association submission to the Department of Transport*

16 March 2021

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**Overview: The Irish Exporters Association**

The Irish Exporters Association (IEA) is the leading independent representative body and voice for exporters based in Ireland. The IEA represents exporters and supply chain operators across the country and works at regional, national, and European level, representing its members in front of legislators to create a regulatory and legislative framework that supports, drives, and fosters Irish exports.

We assist our members to grow their exports to world markets and drive the growth and development of all exporting businesses based in Ireland. We provide a set of highly relevant business services and products to assist our members with international trade.

- We **represent** the needs of members in the development of policy, lobbying, intervention at Government and EU level and in the media. Brexit and the Diversification of Export Markets, Trade Compliance, Climate Change & Sustainability and their impact on Irish exporters are core to our work.
- We offer **trade services** in the form of practical training, support, and advice right across the supply chain including our Certificate in International Trade, customs awareness, GDP, export and import compliance, consular, business travel support (visa and export documentation), route to market and general assistance with trade related queries.
- We have created **knowledge networks** among our membership to support our members in exploring new markets, route to market scenario planning, understand customs and supply chain challenges and provide thought leadership through a series of events and webinars. Networking and connectivity remain an important part of membership benefits. Our Export Industry Awards programme is our flagship event that celebrates the achievements of exporting companies and highlights the importance of the export sector to Ireland.

The IEA represents the whole spectrum of companies within the export industry including SME's who are beginning to think about exporting for the first time right through to global multinational companies who are already extensively exporting from Ireland as well as the providers of key services to the sector. The IEA is the connecting force for Irish exporters, providing practical knowledge and support across the Island of Ireland and in foreign markets.

## General information

**Name of drafter:** Simon McKeever, Chief Executive of the Irish Exporters Association (IEA)

**Organisation name (if submitting on behalf of an organisation):** Irish Exporters Association (IEA)

## Department Questions and IEA Feedback

**Question 1.** What are the overarching guiding principles that should inform the roll-out of CAM in Ireland?

**Response:** The roll-out should be timely with the launch coinciding with that throughout Europe and other developed regions. It should maximise public buy-in so as ensure that the clear benefits are understood and valued. It should not in any way impinge on the rights of any road users to drive independently of the system.

**Question 2.** What do you see as the main areas that should be included in a national CAM strategy?

**Response:** Future road and IT design, construction, and management throughout the island of Ireland need to be at the forefront of a national strategy.

Other areas that need to be included are:

- 5G networks designed and operated to consistent international standards.
- Operational safety standards and potential legal issues should be examined ahead of any implementation of CAM so as to ensure smooth implementation.
- GDPR requirements must be respected in any regulations surrounding CAM.
- All interfaces with other transport modes including rail, ports and airports, along with other road users such as cyclists, pedestrians etc. should be included.

**Question 3.** In your opinion, what strategic goals should Ireland adopt for CAM? What are the outcomes to be achieved?

**Response:** Primary goals include a safe and economical road transport system that allows people and goods to be moved quickly and with a minimal carbon footprint. The profession of, in particular, heavy goods and passenger vehicle drivers should be re-developed.

**Question 4.** What do you see as the greatest opportunities associated with CAM in Ireland? How can Government facilitate these opportunities?

**Response:** Fundamental, is safe travel for all road users. The technical requirements of CAM and related systems will generate new product development opportunities for Irish businesses. Ireland is also an ideal test bed size for EV's and therefore there is an opportunity to further develop R&D FDI

opportunities. There are also opportunities for the reduction in our carbon footprint owing to CAM.

**Question 5.** What do you see as the main barriers to the development and deployment of CAM in Ireland? How can Government best address these barriers?

**Response:** Greatest risk has to be that fear of concept of driverless vehicles prevents government and its agencies in moving to enable the developments to happen at a Europe-leading pace. Government must, in co-ordination with the UK and EU Member State Governments, initiate a public awareness campaign that will enable the issues to be addressed and answered on a European and ideally global basis.

**Question 6.** What do you see as the greatest risks associated with the roll-out of CAM in Ireland? How can these areas of concern be mitigated?

**Response:** The greatest risk must be that planning for the roll-out is not started early enough and that the implementation of all the strands is rushed. There is a need for the Government to engage in a strong public awareness campaign to ensure that CAM is successfully rolled out. Without such engagement, public confidence in the development would be undermined.

**Question 7.** What do you see as the most pressing issues to be addressed in the immediate term (as opposed to a medium-term or longer-term perspective)?

**Response:** A clear Government commitment to the development of CAM and its use on the island of Ireland. This must be the framework in which further developments are planned. All current transport infrastructure or other infrastructure that has a transport element must be examined as a matter of priority so as to ensure that nothing is developed that would not be consistent with CAM rollout.

**Question 8.** Any additional comments?

**Response:** The introduction of CAM represents a potential significant move towards safer, cleaner, and cheaper transport within the island of Ireland. It would enhance the ability of the Irish based manufacturing industry to compete on global markets and provides an opportunity for Ireland to develop its credentials as a base for sustainable foreign direct investment.

On behalf of the IEA,

Simon McKeever  
**Chief Executive**

**DATE:** 16.03.2021