



## *Upcoming challenges on ITS*



*EasyWay Annual Forum 2010, 18.11.2010*

Hermann Meyer, ERTICO



# Outline

Usefulness

Roadmaps

Policy

Cooperation

Cooperative Mobility

Some priorities



# Usefulness

Roadmaps

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# » Intelligent Transport Systems and Services

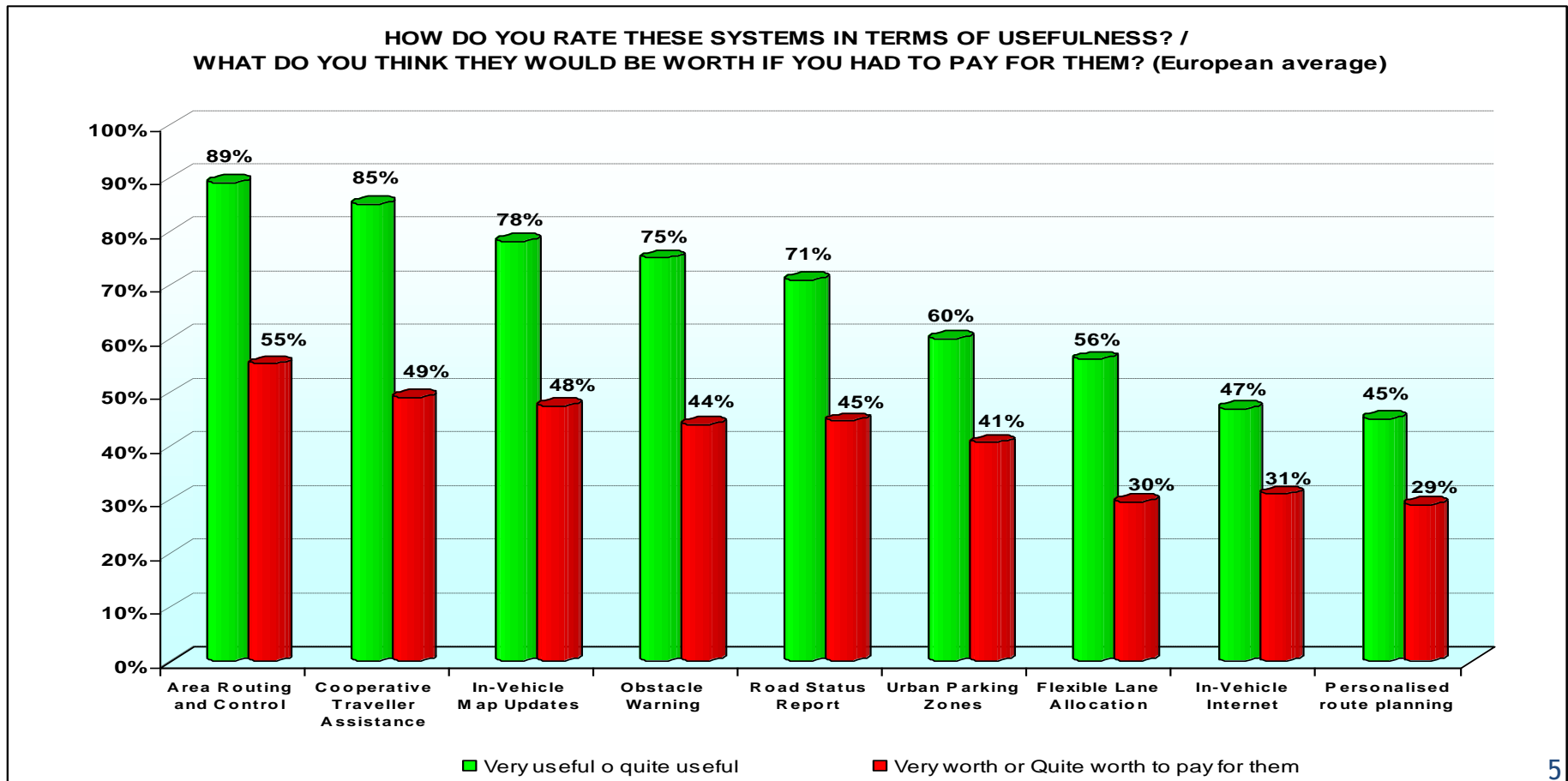
- › increase road network capacity
- › reduce congestion and pollution
- › shorter and more predictable journey times
- › improve traffic safety for all road users
- › enable more efficient logistics
- › improve management and control of the road network (both urban and inter-urban)
- › increase efficiency and usage of the public transport systems
- › ensure better and more efficient response to hazards, incidents and accidents

... making mobility  
more sustainable.



# Consumer acceptance survey (CVIS/FP6)

» Internet-based questionnaire / 13 Automobile clubs - 12 countries / 7,687 European Motorists





Usefulness

# Roadmaps

Policy

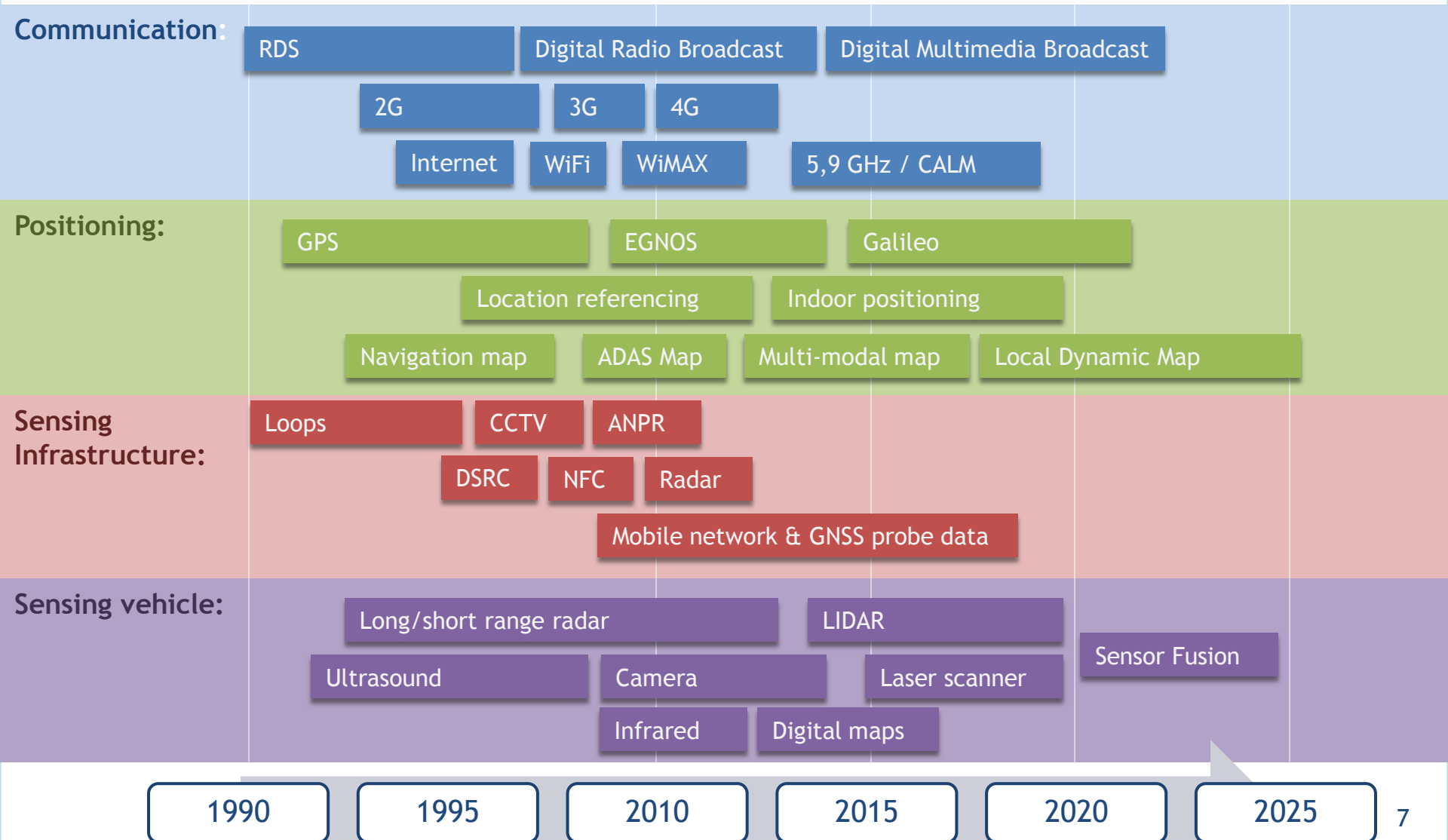
Cooperation

Cooperative Mobility

Some priorities

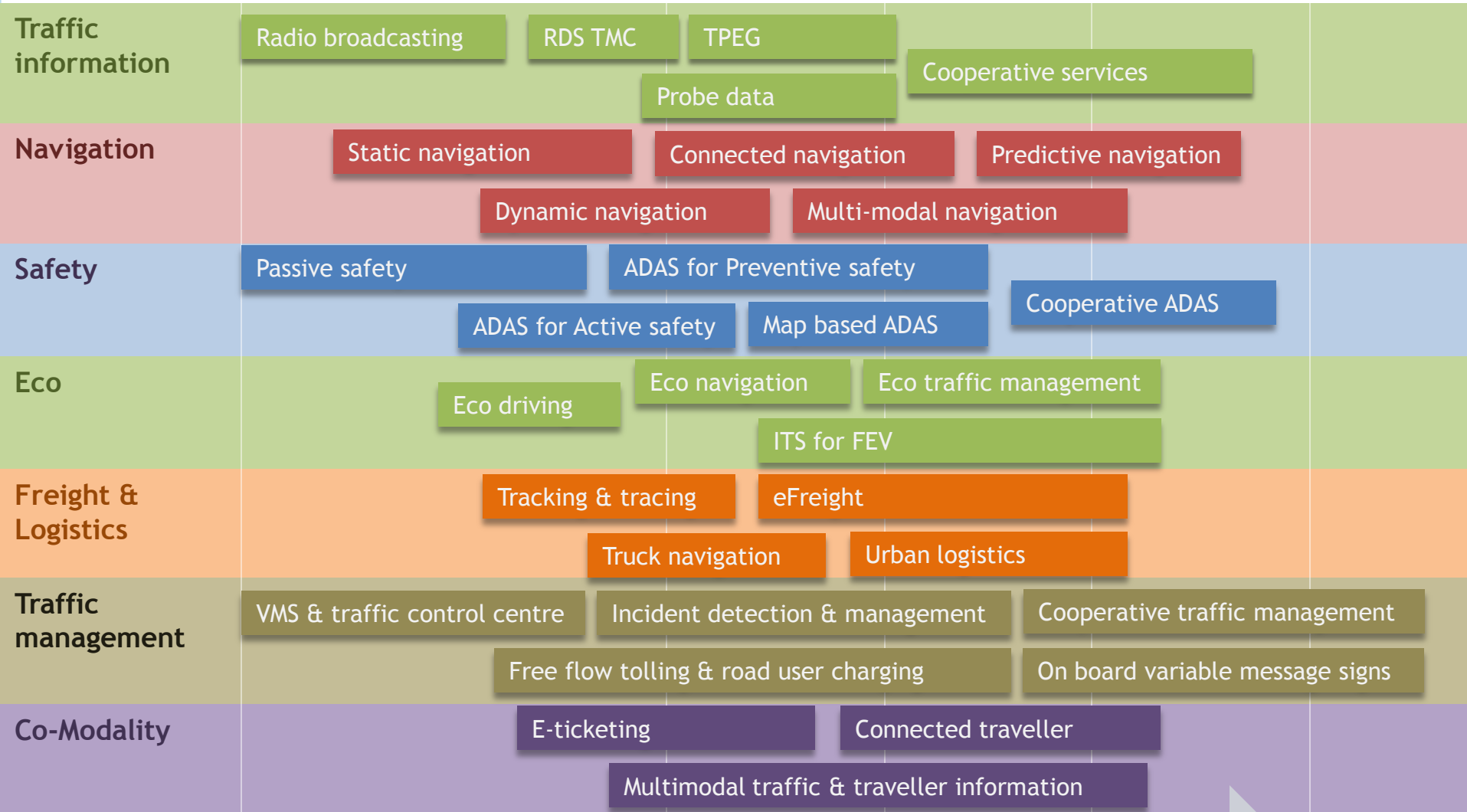
# ITS Technology Roadmap

(to be further developed)



# ITS Services Roadmap

(to be further developed)



1990

1995

2010

2015

2020

2025



Usefulness  
Roadmaps

**Policy**

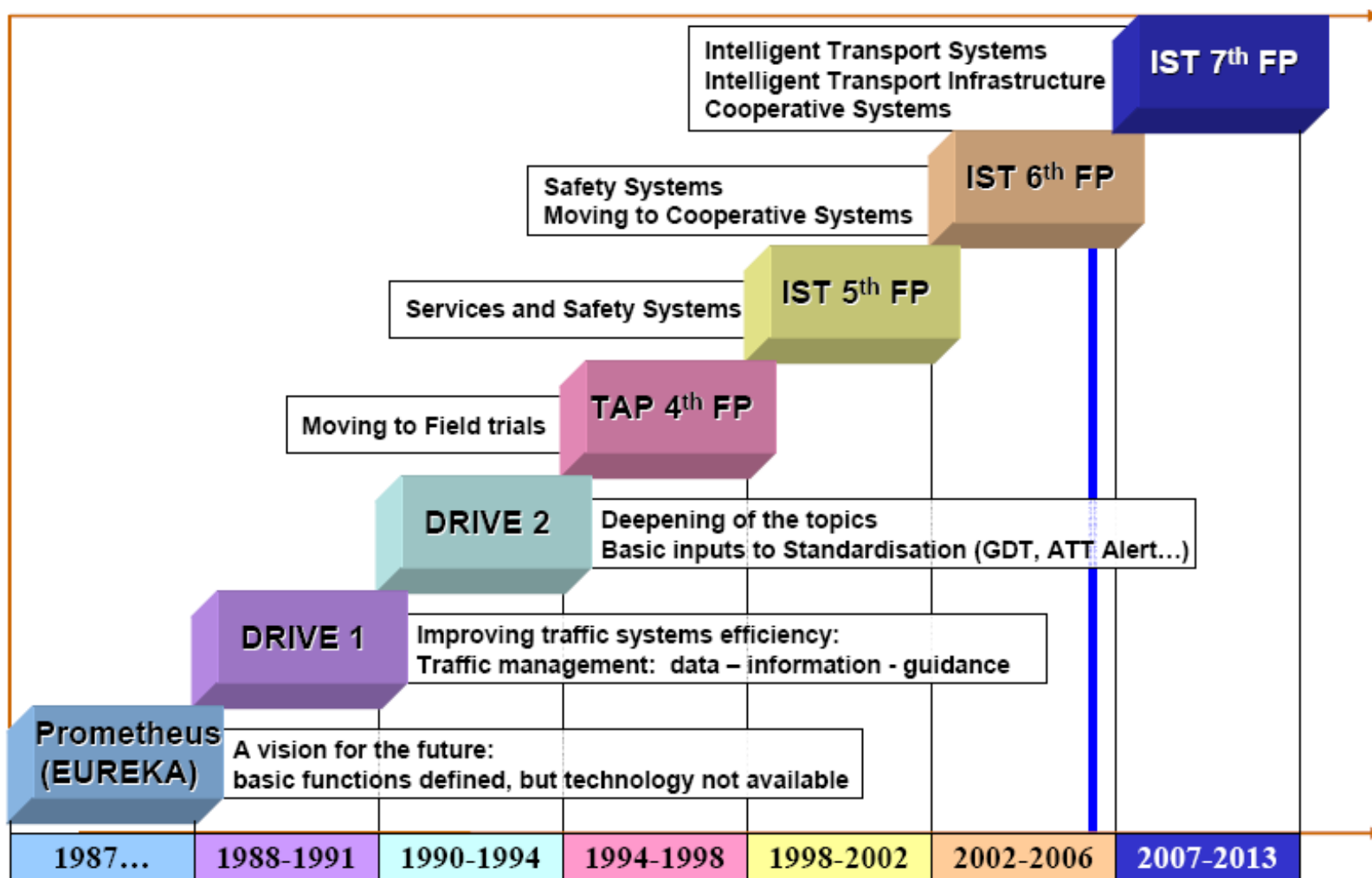
Cooperation  
Cooperative Mobility  
Some priorities

# EU support

- » 2003 Implementation of eSafety Forum
- » 2007 Implementation of EasyWay
- » Jun. 2008: European Frequency Allocation (5.9 GHz)
- » Dec 2008: ITS Action Plan published by EC
- » Oct. 2009: EU Commission Issued the ITS Standardisation Mandate M/453
  - › ETSI and CEN will create standards for ITS
  - › 68 standards have to be developed by end of 2012
- » Oct. 2009: EU Commission established EU-US Taskforce
- » Aug. 2010: ITS Directive
  - › 6 priority actions and 4 priority areas
  - › Valid until 2017
- › Next milestones
  - › White paper on “Future Transport”
  - › Strategic Transport Technology Plan
  - › European Innovation Partnership
  - › Framework Program 8

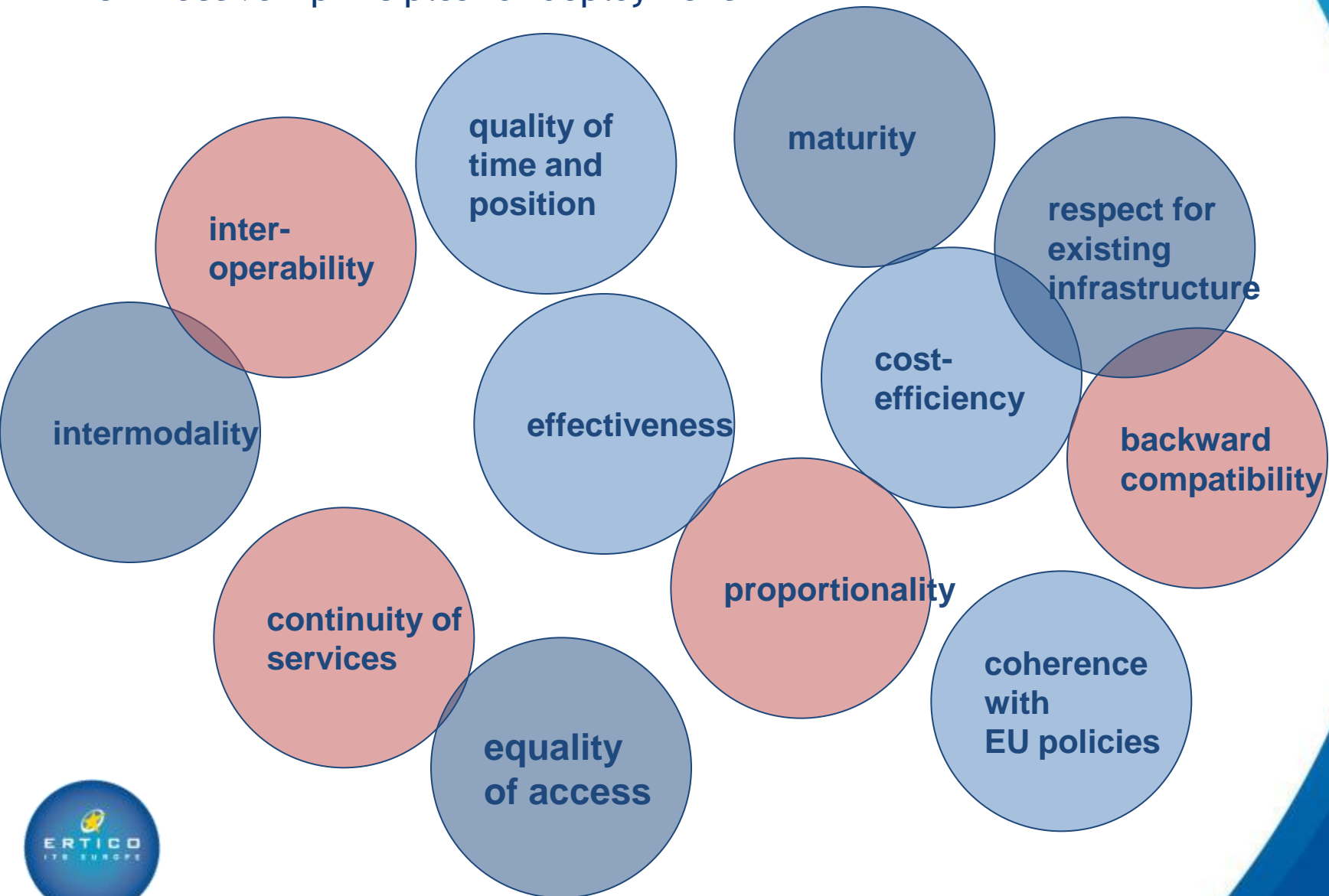


# EU support on R&D

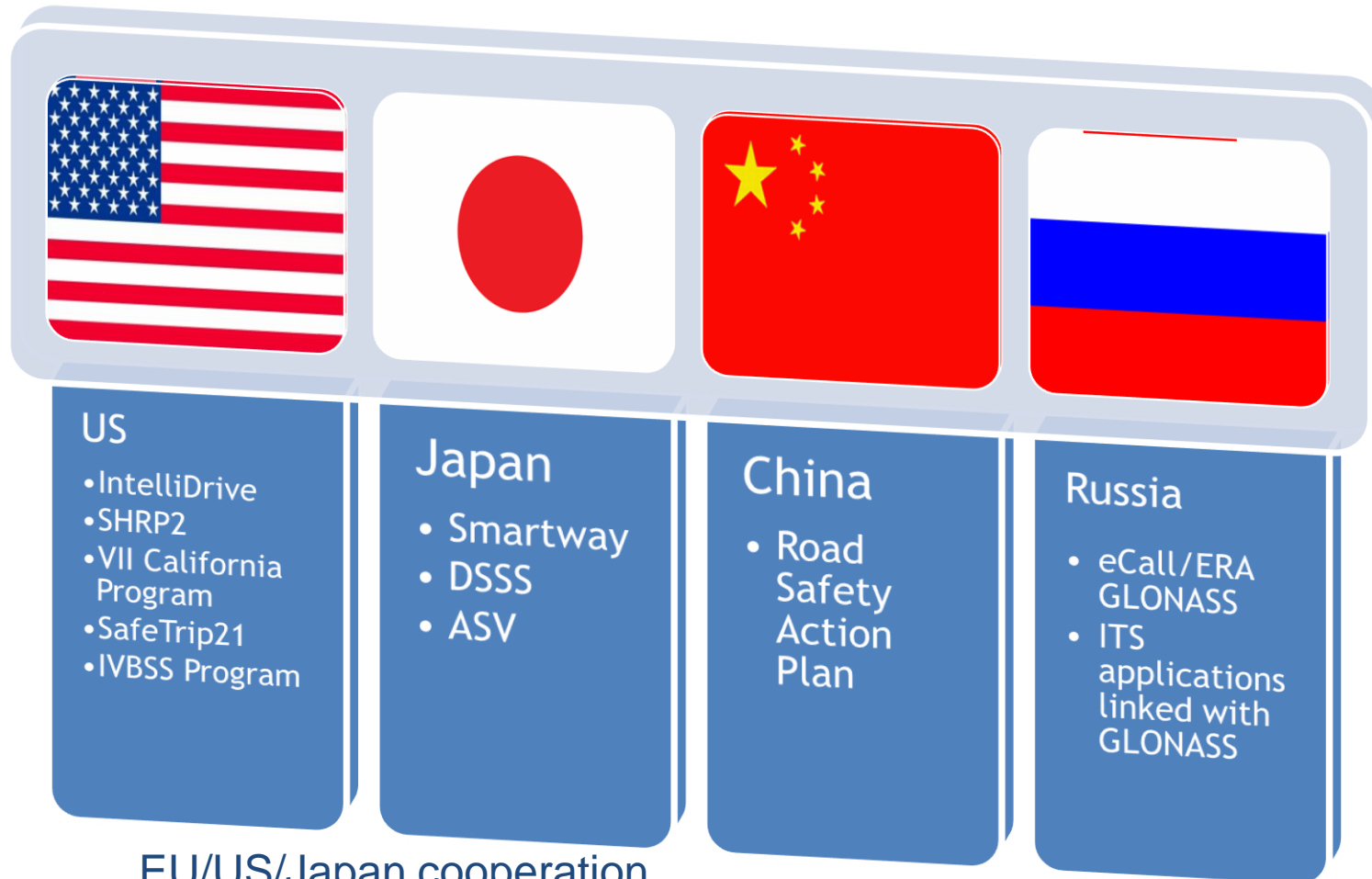


# EU support on policy

ITS Directive - principles for deployment



# Related international activities



EU/US/Japan cooperation  
on cooperative systems



Usefulness  
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# Cooperation

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# Who are the stakeholders?

- » Politicians
- » Public Authorities
- » Vehicle Manufacturers
- » Road Operators
- » Mobile Network Operators
- » Automotive Suppliers
- » Research
- » Service Providers & System Integrators
- » Users
- » Traffic and Transport Industry



# Where do we need cooperation?

## Technologies

- Interoperability
- Cost-efficiency
- Economies of scale
- Integration

## Services

- Seamlessness
- Continuity

## Business models

- End-to-end value added for all stakeholders
- Cost-benefit analysis
- Public-Private Partnership

## Policy frameworks

- Liability
- Data protection
- Security
- Quality standards
- Coordinated deployment

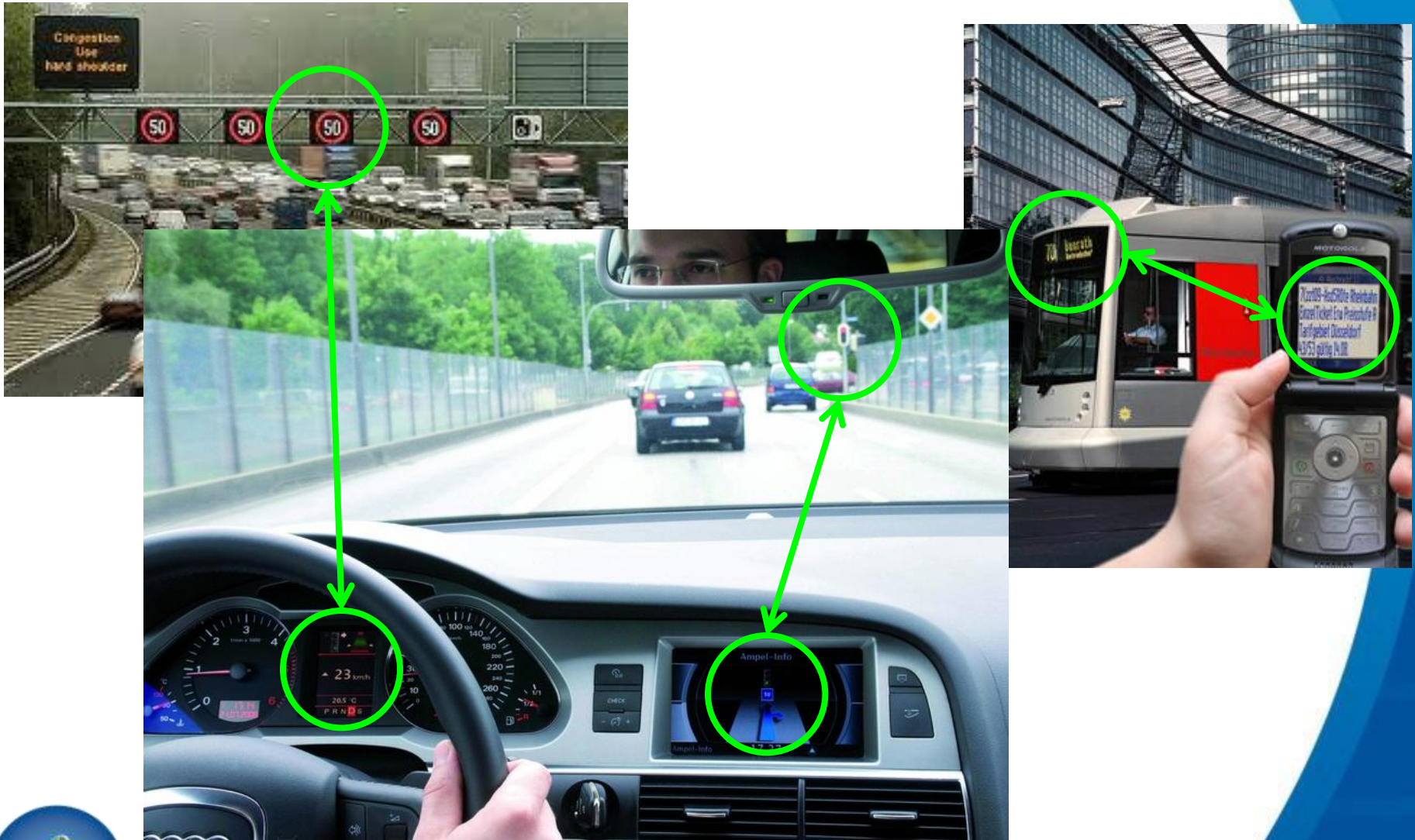


Usefulness  
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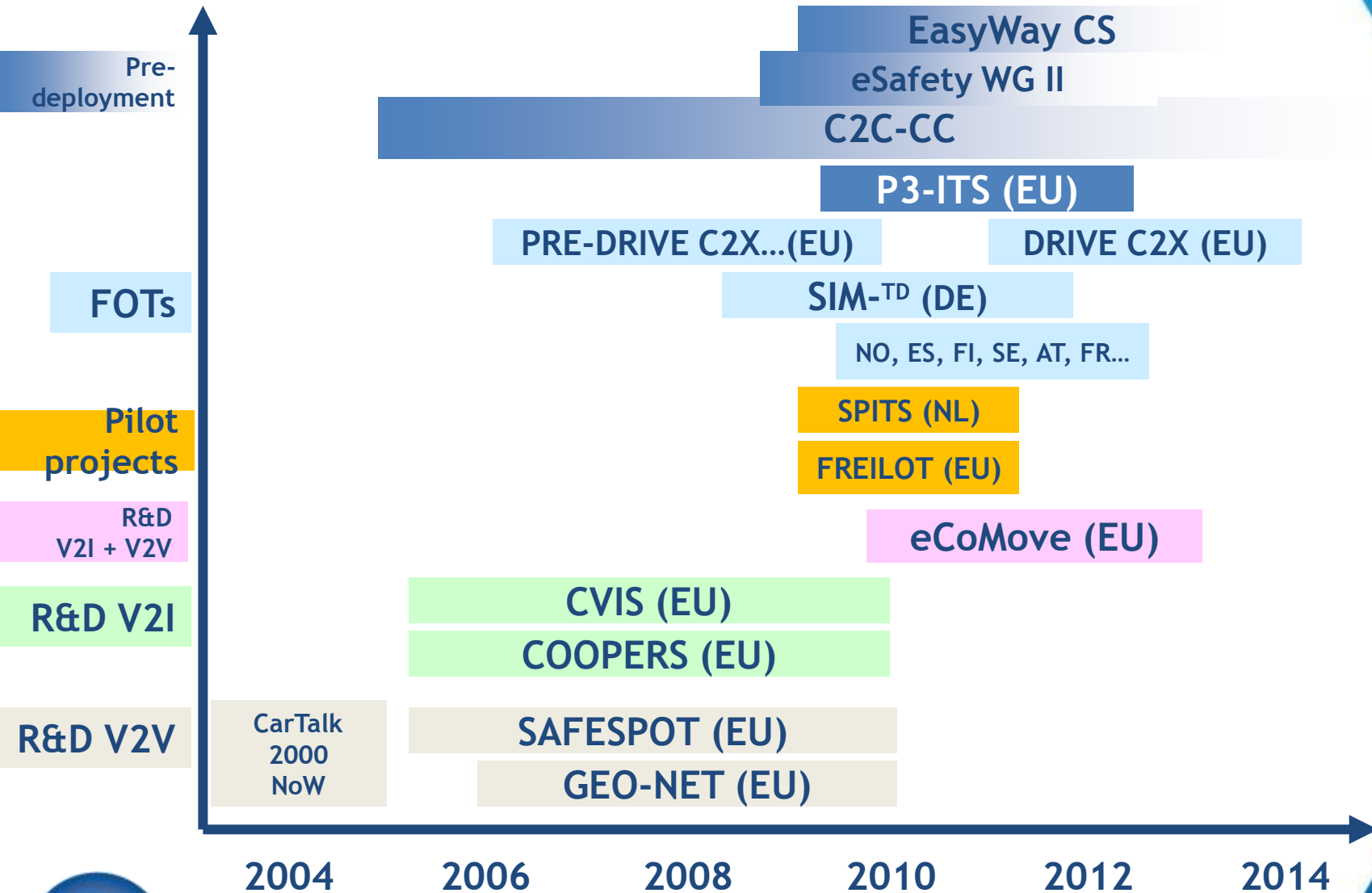
# Cooperative Mobility

Some priorities

# Information content interoperability



# Many cooperative ITS activities...



# ...many related organisations...

EU, govt.	Multi-sector	Automotive	Road operators	Standardisation
European Commission	ERTICO ITS Europe	ACEA EUCAR	EasyWay	ETSI TC ITS
MS PA Platform	eSafety Forum	C2C-CC	CEDR	CEN TC 278
States Regions	R&D projects	CLEPA	ASECAP	ISO TC 204
Cities	ITS nationals	FISITA	PIARC	IEEE, SAE ITU



# ...one cooperation platform?

## “Cooperative Mobility Alliance”

- » To learn from each other
- » To work with each other
  - » On interoperable, seamless solutions, which are reliable, safe, secure and cost-effective





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# Some priorities

# Some priorities

- » Global harmonisation of standards, policies and organisational frameworks
- » Work of TISA and Cooperative Mobility Alliance
- » Support of ITS Directive and development of National ITS Action Plans/Strategies and Monitoring
- » Establishment of European Data Exchange Platform for Traffic and Traveller information
- » Further work on roadmaps for deployment of cooperative systems and services
- » Support of development and execution of European Innovation Partnership
  - » Supporting activities for EasyWay?
  - » Participation of EasyWay in Cooperative Mobility Alliance?

