

Via Nordica 2012, Island

Abstract Session 2.2 ITS – booster of efficiency and sustainability in the transport sector. What are the benefits of European cooperation?

The present White Paper on Transport adopted by the European Commission in March 2011, provides a roadmap to a low-carbon economy by 2050 where the transport system continues to be a core element. The White Paper takes on the challenge of seeking a deep transformation of the transport system, promoting independence from oil, the creation of modern infrastructure and multimodal mobility assisted by smart management and information systems.

Since the early 1990's intelligent transport systems and services (ITS) has been a tool in making the transport sector more efficient, safe and sustainable. The development of systems and services has been in focus both in the industry but also amongst authorities. On European level numerous projects has been carried out during the last 20 years involving private and public actors as well as the industry and academy. What has the cooperation lead to and are money and efforts wisely spent? Are we moving fast enough, are we on the right track towards an efficient and sustainable transport system and is ITS boosting the transformation? The session will discuss these questions starting with a short overview of the EC-projects e-Safety and EasyWay to give an input on European cooperation.

EasyWay is a European project which was established in response to the need for accelerated and co-ordinated deployment of ITS on the major road network across Europe. EasyWay is currently involving 24 EU Member States and 3 non-EU Member States and gathers authorities and operators in Europe along with associated partners, including the automotive industry, telecom and public transport stakeholders. The focus of EasyWay is the deployment of core services aiming at providing travellers with harmonised and continuous services throughout Europe. EasyWay has established guidelines to support the harmonisation of core services within the areas: Traffic Information Services, Traffic Management Services and Freight and Logistic Services.

The *eSafety* Initiative was launched in 2002 as a joint initiative of the European Commission, industry and other stakeholders. An eSafety forum including over 150 members has been implemented providing a platform for consensus. With a solution-based approach the forum aims at deploying and developing safety systems based on modern information and communication technologies, thus increasing road safety and reducing the number of crashes on Europe's roads. eSafety is defined as vehicle-based intelligent safety systems which improves road safety and includes for example Intelligent Speed Adaptation (ISA), seat belt reminders, electronic stability control, alcolocks and event and journey data recorders.

Following the two project overviews the actual results and benefits from the European cooperation will be briefly discussed from three different perspectives, the authority, the large private industry and the small private company.

The session will conclude in a panel discussion where the presenters will share their views on European cooperation and how to best address the challenges in the transport area regarding sustainability, mobility and safety. There will be an opportunity of questions from the audience as well.

PROGRAM

1. Introduction by moderators: Eva Schelin (S) and Susanne Planath (S)
2. European cooperation, two examples of cooperation and benefits from a Nordic perspective:
 - a. EasyWay - a brief introduction to the organisation of the project with a focus on the regional work in the VIKING-area, the content and results so far and further scope of the project. Kjersti Leiren Boag (N)
 - b. E-Safety - a brief introduction to the organisation of the project with a focus on the regional work in the E-Safety-area, the content and results so far and further scope of the project. Risto Kulmala (FI)
3. The operator/authority perspective on EU-cooperation. How does the Danish National Road Authority view future large scale European cooperation in these types of implementation projects? The presentation will include an overview on results, effects and achievements so far and the way forward. Charlotte Vithen (DK)
4. The large industry perspective; how can the output of EasyWay & eSafety be integrated in the development and production at Volvo? The presentation will describe the activities of the vehicle manufacturers in the area of ITS research and standardisation, and show how European cooperation like in eSafety and EasyWay helps Volvo to build better ITS systems. Niclas Nygren (S)
5. The perspective on EU-cooperation from a small to middle sized company. Can large scale European cooperation create opportunities and benefits? How does common rules and standards affect small and middle sized companies and can they provide input to business strategies for smaller companies in this field. Per Hedelund (DK)
6. Panel discussion with the speakers and questions from the floor:

European cooperation within ITS – hot or not in future development of the transport sector?
Users, companies and society, who are the winners in European cooperation?
ITS – booster of efficiency and sustainability – how integrated is ITS in the transport sector?

PRESENTERS/MODERATORS



Kjersti Leiren Boag, Senior Advisor and EasyWay national co-ordinator, at the Norwegian Public Roads Administration. Member of NVF ITS



Risto Kulmala, Principal Advisor on ITS at Finnish Transport Agency



Charlotte Vithen, Director of Roads and Traffic at the Danish Road Directorate



Niclas Nygren, Department Manager at Volvo Technology. Member of NVF ITS



Per Hedelund, Director at Dansk Trafik Teknik A/S. Member of NVF ITS



Eva Schelin, Head of Policy and Systems at VINNOVA. Member of NVF ITS



Susanne Planath, Head of Society needs, Swedish Transport Administration, Western Region. Member of NVF ITS