



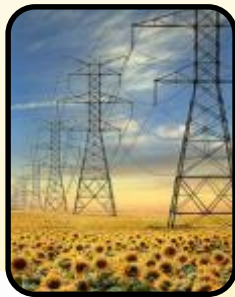
NETWORK OF NATIONAL
ITS ASSOCIATIONS

Topical trends of intelligent mobility and logistic development

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• ITS Nationals
• Veřejná doprava ON-LINE. Praha
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Digital world and intelligent mobility

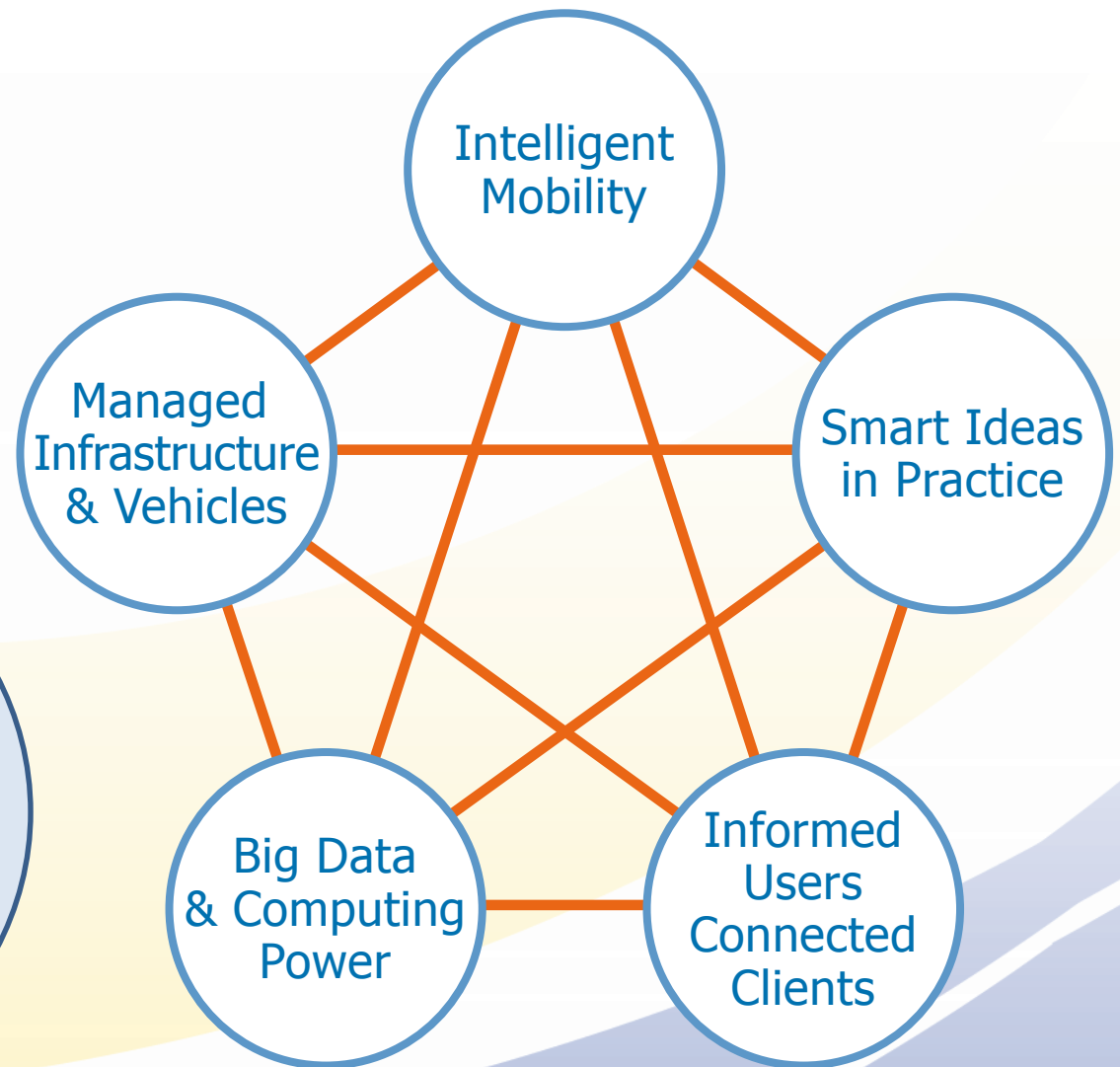


Technology trends

Lots of WHYS?"

‘Why can't I yet plan or book my journey through Europe — switching from air to rail or sea, to urban or road transport — in one single go and online?’

Siim Kallas,
Vice-President
of the European
Commission, in charge
of transport
year 2011



New expectations mean new challenges

- Development of ITS systems in European regions has been for a long time based on the **natural "down-top" innovation**. This led into the creation of hundreds of perfectly functional systems, which – in the territory for which they were designed – perfectly **fulfil their function based on corporate or regional specifications**.
- Along with the creation of a single **European area** coincidentally the new requirements for ITS were established. **The primary** aim is to ensure the interoperability of data, data structures, ITS systems and services across the European area.
- It seems that **interoperable telematics can in the future satisfy the requirements of the European economy better** than isolated solutions, and moreover such approach allows taking responsibility for driving.



Different “faces” of Interoperability

- **Technical interoperability**

Ability of ITS systems to co-operate, exchange data regardless of when they were put in operation, who were the ordering parties and who supplied them.

- **Interoperability of terms and conditions**

Ability of ITS services operators to agree on bilateral / multilateral business agreements, based on which they provide seamless services to their customers.

- **Legislative interoperability**

Unified legislative framework across regions / nations based on which common ITS services may be provided.

- **Strategic/policy interoperability**

Ability of key stakeholders to agree on a vision and to make the vision come true via their governance.



“Strategic interoperability” in EU

- **EU Strategies**

- Europe 2020 (20-20-20) strategy
- EU energy-climate policy 2030
- Road map to low carbon economy 2050
- Energy plan 2050
- Transport white paper
- ITS Action Plan

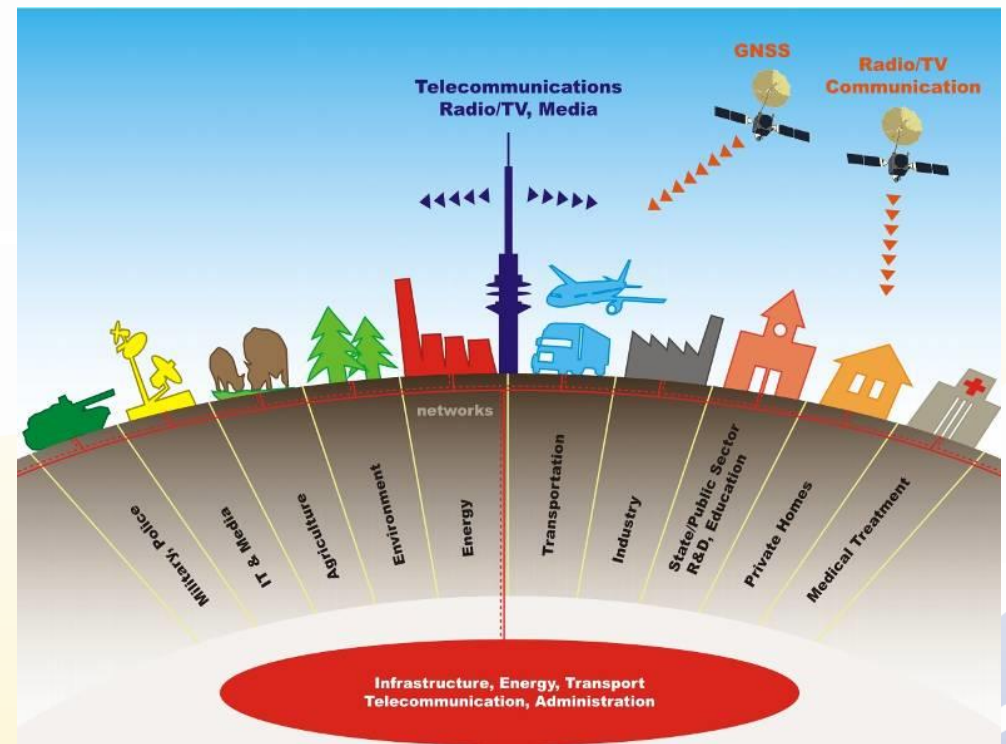
- **Targets**

- The ambitious goal is to reduce emissions related to transport by 2050 compared to 1990 levels by 60%. Three main pillars:
 - **innovation + technology**
 - **infrastructure construction**
 - **creation of an integrated European transport system.**



Strategic goals

- Another objective of the European Union is to **reduce the energy demands** of the economies of member states.
- A key indicator for this objective, as well as for other measures in the field of environment, is the rate of **reduction of greenhouse gas emissions**.
- Greenhouse gases - CO₂ is generated in agriculture, energy and heat production, industrial production, and in the **transport of persons, goods and things**.



Strategies for urban or densely populated areas

- Transportation and logistics are operated via different modes of transport.
- Attention in densely populated areas/urban nodes (eg. in cities) should be paid pay, especially where it is possible to exercise **real influence** and implement specific measures.
- **Specific measures shall be taken with the aim to:**
 - lower energy demands of logistic and hauling
 - lower energy demands of individual transport
 - continuity of Public Transport services with other modes of Transport
 - seamless personal Mobility
 - ability to measure and evaluate greenhouse gasses emissions in real time

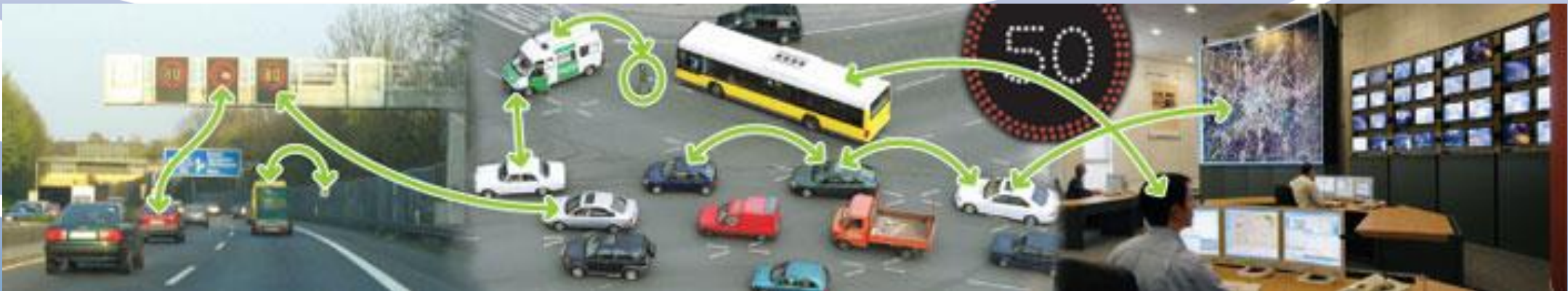
It is very appropriate to design specific measures so that they meet more objectives simultaneously.



Healthy view on logos, slogans, brands and mantras

- Big Data, Open Data, Cloud,
- Multichannel, Smart, Technological Neutral,
- Door-to-Door mobility, Autonomous Driving
- MAAS: Mobility As A Service
- Traffic Management 2.0, Industry 4.0
- Smart Cities and Communities

To be smart and intelligent, not to be clever or devious!





ITS Nationals: Network of Nationals ITS Associations

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Thank you!