# IRU vision and initiatives on ITS

**Awareness Raising Workshop on Intelligent Transport Systems (ITS) –**
**Le Palace, Brussels, 5 July 2017**

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# Importance of ITS

Intelligent Transport Systems (ITS) contribute to all major transport policy objectives. Through the application of ITS, road networks can be operated and utilized more efficiently.

- **Safe roads and safe driving**: ITS plays an important role in both preventing accidents and mitigating their impacts. ITS also helps to implement ambitious policy objectives set by national governments and supra-national bodies.
- **Delivering road sustainability**: As with road safety, ITS contributes to the improved sustainability of roads and transport through a multifaceted approach. Existing ITS applications are aimed at either optimizing the available supply of road infrastructure or reducing demand for it. Technology applicable to ITS results in a more efficient and reliable road transport network that is aimed at reducing the effect on the environment.

# ITS Application

The main procedural steps involved in ITS applications is:

- **Data collection**: ITS is capable of capturing a range of roadway information, from the number of vehicles, both private and commercial, to passing a certain point and their average speeds to weather conditions. ITS technology can even follow the positioning of vehicles through mobile phone tracking or satellite-based systems.
- **Data transfer, processing and analysis**: Following collection, ITS can communicate the data to central units where it is aggregated and transformed through analytics into information used to determine future actions.
- **Informed decision-making**: This processed data can then be applied in a number of important ways to ensure the efficient operation of road networks. For example, a road operator can use ITS data in the context of highway or road management. Road users, on the other hand, can alter their route upon receiving updated traffic information.

# Analysis of ITS

- To ensure the success of ITS deployment, all transport modes should undertake major efforts to increase the reliability and efficiency of their services, rather than to protect their privileges by requiring new restrictive and coercive measures on their competitors' transport modes.
- Innovation, digitization, and interconnectivity between transport modes are key pillars to deploy ITS. Smart transport and seamless digital exchange of transport documents based on a sound administrative and governance structure is key. Driverless vehicles and other disruptive technologies will impact the deployment of ITS
- In case ITS applications make use of satellite positioning (Galileo or other), the most cost effective and functional solution should be selected. Finding a positive business case for Galileo should not be misused when applying ITS applications to the road transport sector

# Position on ITS

- The IRU is in favor of ITS applications for the road transport sector (e.g. tracking and tracing systems, eCall, digitization of transport documents such as eTIR & eCMR, etc.) as long as they provide significant measurable *safety, social, environmental* and *economic benefits*.
- The IRU supports the directive of the European Union 2010/40/EU, made on the 7 July, 2010, which defines ITS as systems in which information and communication technologies are applied in the field of road transport, including infrastructure, vehicles and users, traffic management, and mobility management, as well as for interfaces with other modes of transport, i.e. sea, rail, and air.

# Position on ITS

For efficient introduction and implementation within the road transport industry, ITS applications should:

- be carefully analysed prior to any implementation in order to avoid any misinterpretation of the *real needs* of the market and *consequences* on road transport as a whole;
- be *standardised*, *harmonised* and *interoperable (*ITS applications, IT communications and data protocols) in order to improve the effectiveness and reliability of transport as a whole;
- be used, if possible and to the maximum extent possible, on a *voluntary* basis;
- not hinder all stakeholders in the transport chain to maintain *freedom of choice for the means of transport* they use and *when selecting ITS equipment* and *application suppliers*; and

# IRU's Call for Action for ITS

The IRU calls for the deployment of ITS applications according to the following principles:

- It is imperative that ITS applications should support all stakeholders in the transport chain to maintain freedom of choice for the means of the transport they use.
- The introduction of any ITS Application must ensure that the appropriate level of confidentiality of commercial data exists when used in multimodal transport chains.
- ITS applications should be used to ensure that all transport documents are made available in electronic form for use in the operation, and also for potential enforcement.
- Any future EU coordinated action, such as the proposed ITS Action Plan, should focus on deployment of proven solutions.
- Include *incentives* for road transport users
- Any deployment of ITS through the European Commission ITS Action Plan should include the necessary training of all stakeholders, and should include a solid business case, proving to all stakeholders what benefits exist and the costs involved. In this respect, incentives for ITS deployment by the users should be included in the business plan. → IRU Academy can Help!

# IRU's Contribution to ITS

IRU Working Groups and Councils comprised of experts and IRU members promoting ITS, sharing information, and best practices:

- *IRU International Commission on Technical Affairs (CIT)*
- *IRU Goods and Passenger Council Meetings (CTM and CTP)*
- IRU's Group of Experts on Intermodal Transport and Logistics

Thank you for your attention!

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