

ITS World Congress 2012

Opening Session

Vienna, 22 October 2012

Vice-President Siim KALLAS

Introduction

Minister Bures, Ladies and gentlemen, good evening. It is my pleasure to be here with you today in Vienna. I would like first to thank ERTICO and the Austrian Organizing Committee for the impressive programme put together for the 19th ITS World Congress. ITS is a key enabler for tomorrow's integrated European transport system.

Transport Challenges and Innovation

An efficient and reliable transport system is at the heart of Europe's competitiveness. But it faces significant threats and risks: endemic congestion; security threats; over-dependence on oil; lack of physical and information integration and a deteriorating environment. Innovation, in technology and in services, is a key element to overcome these challenges. This means:

- **intelligent systems** that ensure optimal use of existing capacities and stimulate use of the most efficient transport modes – including public transport,
- **novel technologies** that improve energy efficiency and propulsion methods, and that contribute to road safety and security, and
- **integrated, timely and accurate information** to travellers and hauliers, for informed choices, when and how to travel or move goods, in a cost, time and resource efficient effective way.

The development, deployment and use of **ITS** in particular will be fundamental for instance,

- to complete the modernisation of Europe's air traffic control system (SESAR)
- to support the framework for a multimodal transport of goods (eFreight)
- to support the "zero-vision" on road safety
- and to enable the provision of seamless multimodal scheduling, online reservation systems and integrated smart ticketing services,

all major initiatives that figure prominently in our policy vision for transport 2050.

To make this happen, we trust in, and actively support, the innovation potential and entrepreneurship of European companies. We focus on the missing elements and work to remove legal uncertainties and potential technical or organisational barriers.

Our focus and instruments

We can rely on a solid basic regulatory framework for all modes of transport. We can also, hopefully, rely on policy support instruments, such as the "Horizon 2020" EU Framework for research and innovation and on the "Connecting Europe Facility" infrastructure funding framework. If adopted, they will be highly effective for deploying ITS in Europe.

A special focus is on dedicated multimodal ITS services, starting on carefully selected corridors, including the urban interfaces.

Urban transport plays a core role in delivering safe, clean and efficient future transport. The Innovation Partnership on Smart Cities and the guidelines developed by our Urban ITS Expert Group, will be integrated in my policy initiative on urban mobility, in mid-2013.

A close relationship with industry partners and relevant public stakeholders is essential. I am committed to join forces with ERTICO, UITP and all other interested partners to address the deployment of ITS services.

As many of you will know, truly European Multimodal journey planners are dear to my heart. They are key tools, in my view, to speed up the necessary integration of our transport systems, which today are segregated along national and modal borders. They are essential for sustaining competitive innovation processes and maintaining customer focus.

We have listened carefully, looked at the obstacles to pan-European travel-planners, raised during last year's Smart Mobility Challenge. I feel also encouraged by the discussions during the Informal Council of Transport and Telecoms Ministers called by Minister Flourentzou last July. Now it is time to move to implementation.

It is my intention to present an action list in the coming weeks that will address liability, technical and data access issues. These will then be tested during a public consultation and I am confident we can quickly and decisively change the game, step by step, for integrated pan-European Journey Planners.

Integrated inter-modal ticketing solutions are the logical next step. Users will want to press a button to book their inter-modal door-to-door journey. Building on the inputs and exchanges in this World Congress in Vienna, I will therefore ask my services to organise in the coming months with ERTICO and the major stakeholders a dedicated seminar on this topic and consider an appropriate stakeholder platform for cooperation.

Conclusions

Ladies and Gentlemen, for me this has been a remarkable ITS policy day -

[This morning, I participated in the **3rd Commission ITS Conference**, where we informed about the first specifications to be adopted under the ITS Directive, demonstrating our joint commitment -

Commission, member states and experts - to effectively tackle the issues that stand in the way of broader ITS deployment.

Let me thank ERTICO and our Austrian hosts again for their help in organising this conference in Vienna, back to back with the ITS World Congress.

This morning, I also had the privilege to get **a tour of some of the most innovative ITS Solutions developed in Europe** and demonstrated here in Vienna, showing the vitality of research and innovation.

A little later, I had the opportunity to discuss and exchange with world ITS leaders, in a ministerial roundtable, some of our successes in ITS deployment, and in particular our shared ambitions for the future.]

Today's events have just been a starter for what, I am sure, will be a great week of intense and fruitful exchanges during these days in the beautiful and welcoming city of Vienna.

This will make us all, as the congress motto says, "smarter on the way".