

## ITS Conference 2013:

# Triggering ITS Deployment

Opening Speech by Vice-President Siim KALLAS

2 December 2013

Ladies and gentlemen,

It is my pleasure to welcome you all to our fourth conference on Intelligent Transport Systems (ITS); it is an honor for us to have you as our guests today.

At the same time I would like to welcome you all who couldn't be with us today and show your interest in the debate by following the conference via web-streaming.

This year's event takes place under the motto "Triggering ITS Deployment".

As has become a good tradition, we will take stock of what has happened and look forward to what we plan for the next year.

A lot has happened since the first ITS conference that took place in Brussels in 2010. Back then we were in the final stretch of the adoption of the ITS Directive. Two years ago, in Lyon, we reviewed the progress made in key actions and launched the challenge for journey planners.

Last year in Vienna, we presented the key characteristics of the first specifications under the ITS Directive.

In the mean-time, we adopted the first three sets of specifications and we made significant progress in other priority actions foreseen by the ITS Directive, thus demonstrating our commitment to accelerate the deployment of ITS applications and services Europe-wide.

I am very pleased that I could actively take part in these developments since the very beginning and I am impatient to speed up the process and see results.

Ladies and gentlemen,

Please allow me to give you an example of continuity and commitment on ITS policy: in May 2010 I asked the following question during the International Transport Forum in Leipzig and re-iterated it one month later during the first ITS Conference:

"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? Although there are very good examples at regional, and sometimes national level, there is as yet no integrated European travel planning, not to speak about ticketing."

This question was not a rhetoric one and we, as wider ITS community, were very active in seeking the answers.

As already mentioned, in 2011, in Lyon, I officially launched the 1st Smart Mobility Challenge on European Multimodal Journey Planners. Studies and public consultations followed, to identify the main blocking points we have to get out of the way.

I want to thank you all for your intense engagement in all these activities.

We have now a very clear and agreed list of challenges to be addressed in order to help truly EU-wide multimodal travel information and planning services emerge.

True to our policy approach, we favor the least intrusive policy options, leaving a maximum of room to industry to find innovative solutions.

There are a few elements all stakeholders converge on and expect action at EU level:

- Ensure access to multimodal data, with all necessary safeguards for data owners;
- Clarify liability aspects, in particular for inter-modal journeys;
- And, to a lesser extent, facilitate technical inter-operability of data formats, exchange protocols and legacy journey planners.

We are now working on the "how to make this happen" and we will present a roadmap towards delivering multimodal travel information, planning and ticketing services in early 2014.

Ladies and gentlemen,

Our commitment is not limited to the priority areas mentioned in the ITS Directive. We go beyond in order to keep pace with technological developments, for example in the field of Cooperative Systems that are expected to dramatically transform road transport.

"Vehicle-to-vehicle" and "vehicle-to-infrastructure" communication is technically nothing futuristic any more.

Large numbers of vehicles are already equipped and cities experiment with improved traffic information and management concepts.

As so often in ITS deployment, the art is in ensuring inter-operability where it matters – I think about road safety related services – while leaving a maximum of freedom to manufacturers, service providers and public entities to explore and develop local or sector-specific solutions, for the benefit of their citizens and customers.

Deployment of Cooperative Systems closes one gap in the modal picture as it introduces advanced traffic management capacities to road transport; Cooperative Systems are a key link in our vision of a flexible, user-friendly, resource efficient and interconnected transport system for Europe.

I am fully aware of concerns by cities and regional authorities, in particular as regards infrastructure cost.

I also know industry's concerns about slow moving public authorities and competing technical solutions.

But I am convinced we can speed up deployment if we develop jointly – manufacturers, service providers, communities and regulators – a step by step agenda, making the most of agreed enablers while reducing investment risk.

Before the end of my term we will present a concrete policy outline on how to speed up deployment of Cooperative Systems.

Ladies and Gentlemen,

Everything begins with a first question and it doesn't end with the first response. I invite you to continue to work together on finding ever better answers.

Thank you very much for your kind attention.