

EasyWay General Assembly Vienne, 17 November 2009

Slide with the programme of the GA

- *Introduction*
- *Speech from TENT EA*
- *Activity report of EWI, Bernard Lucas, EasyWay Chairman*
- *EasyWay Deployment Guidelines, Per Wenner?*
- *EasyWay vision : EW roadmap and EWII proposal, Dean Herenda, next EasyWay chairman*
- *European Commission point of view, Edgar Thielmann, Head of unit, DG TREN, EC*
- *Conclusions, EasyWay Chairman*

Introduction

Ladies and Gentlemen,

As Chairman of EasyWay, it is a great pleasure to welcome you all to this General Assembly.

As I have to deliver to you, during this morning, a rather long speech, I am going to make a short introduction.

The General Assembly is not in the status of EasyWay. Work and decision are made in other bodies, organised in two layers, the EasyWay steering committee and the Euro region steering committee, considering the large numbers of Member States and other partners.

So, our General Assembly is aimed to gather all Member States and other partners, to deliver information on what is ongoing and to have discussions.

We'll have a speech by Mr Bipin Radia, from TEN EA. Then, I'll present the activity report. We'll have a presentation of the deployment guidelines by Per Wenner, who is the Mobility Director within Swedish Road Administration and chairs the high level steering committee for EasyWay Viking. We'll have a presentation of the EasyWay vision by Dean Herenda, who chairs Connect and will chair EasyWay next year. We'll have the point of view of the EC by Mr Thielmann, who is head of unit at DG TREN. Mr Thielmann, we are very pleased to welcome you today.

We'll take questions after each speech.
Now, I give the floor to Mr Bipin Radia.

Activity report

I want now to present to you the activities of this past year and the programme's achievements, but also the challenges to come.

Over 2007-2009, EasyWay gathered within a unique European programme, 21 member States of the European Union and about 150 road network operators. Some countries not part of the European Union have also been associated, notably Norway, Switzerland and Andorra.

2009 is a special year as it is both the first year after the signing of the decision in December 2008 by the European Commission launching the EasyWay programme, but also the last year of the first stage of this programme. Activity has been particularly hectic since it has been necessary to juggle the execution of the programme itself, its organisation and the formal administrative responsibilities resulting from the decision, as well as the preparation of the next stage.

The report I am going to present will thus be about:

- The programme's achievements in 2009 and their evaluation
- The management of the consensus between Member States for the harmonisation of deployments steered by the EasyWay governance as well as our relationship with the European Commission
- The cooperation with external stakeholders
- The actions to promote EasyWay
- The challenges for the coming years

EasyWay is a programme to deploy intelligent transport services on the TERN and which has 4 objectives:

- reduce congestion
- improve road safety

- reduce transport environmental impact
- harmonise the deployment of ITS services

Deployments represent 95% of the budget which is particularly important as it comes to 500M€. At the end of 2009, these deployments will have been realised in accordance with the decision's estimated programme and budget.

Key figures at the end of 2008:

- More than 25.000 km of road network are equipped with new or improved real-time services, on-trip traveller information services and travel-time prediction services.
- More than 50 million European citizens now have enhanced access to co modal information.
- 2.000 km of the TERN network are improved by incident management strategies
- More than 1.400 km of TERN roads improved with speed control,
- More than 500 km improved with dynamic lane management,
- More than 30 Traffic Management Plans improved or in operation.
- More than 1.000 km of roads covered with special information services for freight.
- More than 70 parking stops equipped with dynamic or static information on truck parking services.
- More than 300 km covered with freight information or management systems with inter-modal aspects.

In addition to the deployment of these services, EasyWay led European studies which gave rise to a first version of the guidelines aiming at the harmonisation of the deployment of these services, from the user's point of view. It is a noteworthy work achieved in less than one year by specialists from all the involved countries.

First of all, 8 core services were defined by mid 2008 for the 3 following domains which constitute the backbone of EasyWay deployment activities:

- Europe-wide Traveller Information Services providing road users with information before and during their travel

- Europe-wide Traffic Management Services allowing to optimise the use of the network , to ensure travellers safety and address issues such as cross-border travels
- Freight and Logistics Services for drivers and operators, also allowing to ensure the safety of transported goods

These core services have been approved by the EasyWay Steering Committee after Member States consultations in November 2008. The EasyWay European Studies have created 16 guidelines within the frame of these core services. These guidelines specify the definition of service, the state of the art, the results we can expect on congestion, safety and the environment, give indications on the structure of technical systems to implement and provide recommendations to harmonise the service to deploy in an end-user perspective. This work gave rise to a first version of the guidelines in March 2009, with two documents – of 580 pages! -; the deliverable 3, the strategic document which presents a global overview and a synthesis of the guidelines as well as the deliverable 4 which constitutes the detail of the deployment guidelines.

As soon as these guidelines were made available, a validation process was immediately initiated in April 2009 by member States representatives. First, the deliverable 3 has been approved by the representatives of member States in July 2009.

The detailed guidelines - Deliverable 4 - have been subject to comments by the representatives of member States. These comments have enabled to enrich and initiate the last phase of the validation of this first version of the deployment guidelines, which is ending now. These validated guidelines will be the basis and the reference for deployments to be realised within EasyWay 2 or even in EasyWay3. They will be regularly updated to keep up with progress in the field and consider the suggested improvements, as it is clear that harmonisation processes to 27 Member States are an inevitably long process that should be led with voluntarism and meticulousness.

I want to especially thank the leaders of the European studies, Peter Cullern for ES1 TIS, Alain Reme for ES2 TM, Dean Herenda for ES3 FL, Alberto Arbaiza for ES4 VMS, Reiner Dölger for ES5 Datex and also Mari Louise Lundren for ES6 that have a coordination role.

I will not go into detail about the content of these documents and their use; this would be presented after me by Per Wenner.

In addition to these achievements realised in a short time, the impact of deployments is subject to evaluations led locally by independent experts and is also subject to a synthesis and comprehensive evaluation led by an EasyWay Expert Group. This group brings a work independent of the conducting of the deployments achieved by Member States. The first lessons learnt by the EasyWay Expert Group have confirmed the significant impact of ITS on the 3 objectives of EasyWay :

Taken as a whole, traveller information services and early warning systems deliver 5% savings in accidents, 6% reductions in congestion and 1.5% reductions in CO2 emissions. In terms of TM services, use of pre-defined TMPs has been seen to save around 80% of time through rerouting and dynamic Traffic management increases safety – up to 60% savings in accidents – and increased capacity – up to 5%. Speed Control on critical sections has reduced accidents up to 40%, with up to 20% improvement in traffic flows

The dimensions of such a programme require controlled governance, a commitment from all the partners, an efficient secretariat (and availability from the chairman...) for the control of an essential point to reach the objectives: the management of a consensus between Member States and the partners of EasyWay. This point is absolutely fundamental when speaking about coordinated and harmonised deployments.

To do so and to ensure the efficiency of the project, the EasyWay governance is built on 2 levels: on the first hand, Euro-regions with partners and Member States, built around corridors and common management issues and on the other hand, the

EasyWay Steering Committee bringing together the ER chairpersons or 8 people in total.

In addition, it is clear that such a programme requires a secretariat to perform the management and the coordination and also communication, thanks again to all the secretariat team made up of the secretaries of Euro-regions which managed to create in time, all the reporting documents and the elements to steer the project. Of course, we must add the communication work provided under the guidance of Malika Seddi and Stephanie Kleine, allowing the development of a significant number of communication materials and the organisation of particularly important meetings, notably those with the Members of the European Parliament last October and the presentation of EasyWay during the informal council of transport ministers in spring 2009 in Czech Republic on which I shall return later.

A particularly intense moment this year has been the answer to the call launched by the European Commission for 2010 – 2011. The deadline was short (approximately 1 month between the publication of the call and the deadline for answering). The answer has been submitted on the 15th of May; with I believe an excellent level of quality, the project now being structured by core services with the guidelines as reference.

This programme also requires a durable relationship with the European Commission. There are first the formal relations: According to the Decision, the Annual Report 2007 and 2008 and the Annual Status Report 2007 and 2008 were presented to the Commission within the deadline, on April 6, 2009. The Strategic Action Plan was also submitted on time, on February 2, 2009. The European Commission informed me about its comments by letter dated from the 31st of August 2009, to which I replied on the 31st of October 2009, submitting revised and enriched documents.

There are also meetings of various kinds:

On 16 February 2009, I met Fotis Karamitsos and his collaborators and representatives of the TENT EA to share our views on various important points of the EasyWay programme, such as its management, its link with the ITS Action Plan and the development of the guidelines. On 24 March 2009, a meeting with an EasyWay delegation was held, composed of the previous chairman Roy Brannen, of Jindrich Fajka, Jan Willem Tierolf, myself and the European Commission for an overall presentation of EasyWay1 and EasyWay2 prospects

On 16 September, 2009 a meeting between European Commission and representatives of 18 Member States was held on the ITS action plan, EasyWay governance, the status of the Guidelines, the evaluation, communication and contact with the external stakeholders. The European Commission has participated to the Steering Committee in March, June and November. In total, there were meetings organised every 2 months to evaluate the situation with the EC on the progress of the project.

Now, I would like to talk about the relationships with external stakeholders. This is particularly important in a perspective of cooperative systems deployment and also to ensure a good synchronization of the deployments with other organisations involved in road ITS. First, it required to interact with the various representatives of these external stakeholders, and through workshops to define the concrete elements on which there would have willingness on both sides to move forward together:

Thus, several meetings have been organised in 2009

- On the 19th and 20th of February, a workshop was held with the Ertico members, allowing to present EasyWay to the attending experts and external stakeholders.
- 3 other workshops on cooperative systems were organised at the end of June. One was about the quality of ITS services, essential to improve security and develop commercial services. Another was about interactions to develop between partners and the last addressed a practical case concerning traffic information.

- As chairman, I have been invited by the CEDR Governing Board to present EasyWay on the May, 7 ; in addition I participate to the Task 14 on the role of National Road Authorities in ITS, in connection with EasyWay and eSafety. This collaboration has resulted in the signing of a Memorandum of Understanding on 6 November 2009 in Roma.
- Similarly, I have been invited to present EasyWay during a special session of the ASECAP annual congress, on the 26th of May. A meeting has been planned in September 2009 to build the cooperation on solid grounds and in the immediate future; we are going to sign the MoU, from the formal approval of the text by the ASECAP Steering Committee.

EasyWay is a new programme that it is important to make known by the a maximum of organisations already involved in the ITS, by future partners and of course by decision-makers in charge of transport policies.

Thus,

- The EU presidency put on the agenda of the informal council of transport ministers organised on the 29th of April in Litomerice, a question about EasyWay « Do you think the EasyWay project is the appropriate platform to coordinate ITS deployment in Europe? How the project results would be further strengthened and implemented? » All these written contributions resulted in a positive answer, taken up in session by a large number of ministers and Antonio Tajani himself. Besides, the project was presented on a specific stand.
- We felt important to also meet members of the transport Commission of the European Parliament who has adopted the ITS Action Plan and currently discuss the project for guidelines. This happened on 14 October, during a lunch debate at the European Parliament with the transport Commission, in the presence of the vice-president of this Commission and Mrs Jensen, rapporteur on the ITS action plan and the directive project.
- During the ITS World Congress in Stockholm, a special session attended by about 60 people was devoted to EasyWay on the 27th of September and the

project was presented on the European Commission stand (video, brochure, highlights...)

- Finally, about 250 people will attend the forum which start today and for which I thank the Austrian partners for its organisation. This forum will give rise to present a large number of the achievements (80 presentations tomorrow), and to converse with the European authorities as well as with all our partners.
- Tonight, during a special ceremony, there will have awards for particularly interesting achievements within EasyWay, selected by a jury of experts.

Please note the publication in 2009 of newsletters, 57 highlights presenting the achievements of the programme and a brochure in September. Finally the website gives access to all the outputs of the project.

Now I would like to give my point of view on issues of continuing the programme.

As I already mentioned, we answered to the Commission's call for 2010 – 2011 and we hope we will be able to continue the started work.

EasyWay2 represents notably two major challenges:

- To deploy the core services in an harmonised way as they have been defined by the guidelines
- To prepare the arrival of systems of a new kind, the so-called cooperative systems based on the interaction between vehicles or between vehicles and infrastructure, calling for cooperation between the public and the private.

First and foremost, the deployment of core services is essential as it is currently the only operational mean to act effectively on safety, congestion and the protection of the environment and it will need several years to equip the TERN up to the needs. The deployment of core services in accordance with the guidelines, ensuring the harmonisation and interoperability, prepares the ground for future systems.

Cooperative systems and other public-private systems intend to complete the core services that we are deploying. The greatest advances in terms of transportation

safety have been done in the other modes (train, air) thanks to the introduction of automated support systems. But on the road, the introduction of ITS for drivers faces many difficulties:

- We are not in centralised systems as rail or air, but with actors autonomous in their decisions, and drivers (who are not often mentioned in specialised areas) will first have to be convinced of the usefulness of these systems ;
- the private sector must find its interest or rather the private actors as issues are not the same for car manufacturers, service providers and broadcasting operators ;
- the public sector shall adapt to the arrival of new operators who are involved in its field of competence (traffic management, safety) ;
- Roles must be clearly defined between the different actors including in terms of responsibilities ;
- finally, many technical questions need to be answered in order to enable the systems to operate, in practice.

These questions are obviously within the ITS Action Plan and the ITS directive proposed by the European Commission, but road operators also have a specific role to play:

- they are concerned by several aspects (data, traffic management, safety...)
- they have a capacity for organisation of systems due to their official position and are less dependent than the private sector on financial aspects
- they have links with drivers

I am therefore convinced that we must resolutely commit ourselves in a cooperation path with the private sector to define the frame for these new systems.

This should be a focus for our European Studies in EasyWay2 so as to result in operational proposals for the first systems which could start to be deployed in EasyWay3.

This work must be done on specific topics such as integration of traffic management instruction in navigation systems (rerouting etc), with actors decided to go ahead. EasyWay II must be the opportunity to work with targeted actors on the definition of specific deployment guidelines.

EW is a major and unique programme in the European landscape: it is the only programme gathering almost all the decision-makers on ITS on road, focused not on studies or R&D but on real achievements, with proven impacts on the ground directly concerning the key objectives of the European policy in terms of transport.

EasyWay has allowed an exceptional dynamics in terms of harmonisation by putting together the expertise of European Union Member States, who has created documents of reference for deployments validated by partners and Member States of EasyWay and that will be regularly improved. Finally EasyWay is a 500 m€ project which holds its objectives in terms of time and costs, which is scarce enough to be underlined.

2009, was also the year of preparation for the next stage 2010-2011. This stage should start as soon as possible to maintain and make the most of the dynamics of this unique programme in the EU – I repeat because I think we are not enough aware of this. Finally I will finish by underlining that the impressive results of this programme are the results of the energy, enthusiasm and the tenacity of Member States and partners that I am deeply thankful for their commitment and support in the success of the first stage of EasyWay.