



INTERNATIONAL ROAD FEDERATION
FEDERATION ROUTIERE INTERNATIONALE

The IRF Vienna Manifesto on ITS **A Wake up Call for Decision Makers**



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Caroline Visser, IRF Geneva
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Joint TTS Italia/IRF Workshop “Fostering ITS Policy”

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Italy in World Road Statistics data

Passenger cars/1000 pop: 602,
motor vehicles/1000 pop: 679

Total road network: 487'700km,
road density: 1.62 km/km²

Road injury accidents: 211'404,
road fatalities: 4'090

According to WEC Global competitiveness
report 2011-2012: ranking 59th in quality of
roads index (4.2 on a scale of 1 to 7)

Population: 60.5 million, GNI
per capita: 35'530 US\$, GDP
growth 2009-2010: 1,80%



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The IRF Vienna Manifesto on ITS



- Inception of IRF Policy Committee on ITS at New York ITS World Congress 2008
- Meetings and exchanges around the globe
- Key messages gathered in Manifesto, evidence based
- Manifesto: positive movement embracing technology to improve quality of life
- Launched during 18th ITS World Congress in Vienna

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Endorsed by global ITS leaders



ARUP



PRC ASSOCIATES
MANAGEMENT CONSULTANTS TO I.T.S.



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The Manifesto at a Glance



The role of
Intelligent
Transport
Systems

Challenges to mobility



The Key:
**Access to Sustainable
Mobility**
(today and in the future)

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The Key: Access to Sustainable Mobility



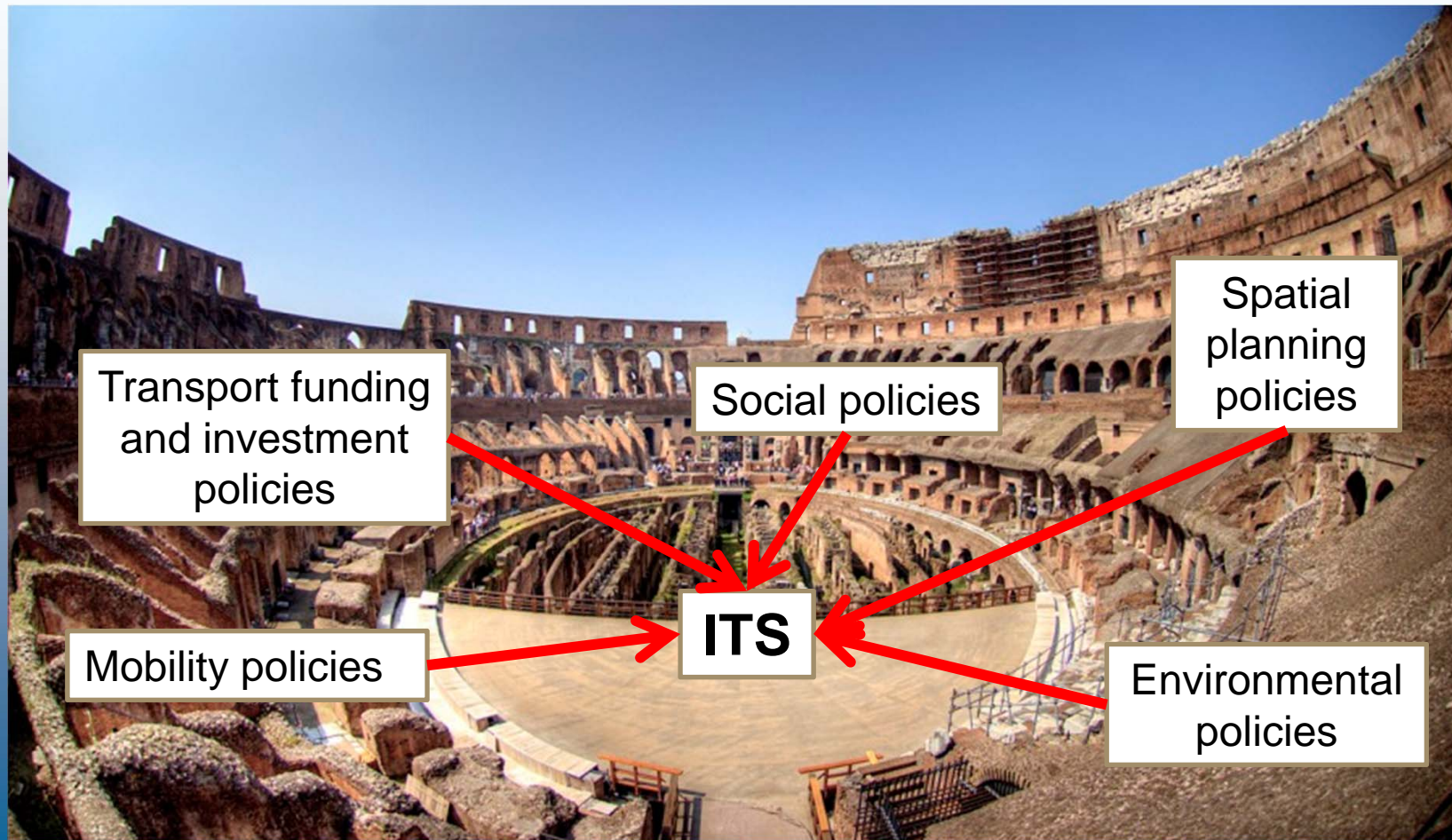
- The key: access to sustainable mobility as **human right**
- Transport and mobility **important enablers** of social and economic development
- Mobility will increase, but **options to expand** transport networks are **limited**
- ITS and mobility: ability to improve safety, efficiency and sustainability

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ITS in the Policy Arena



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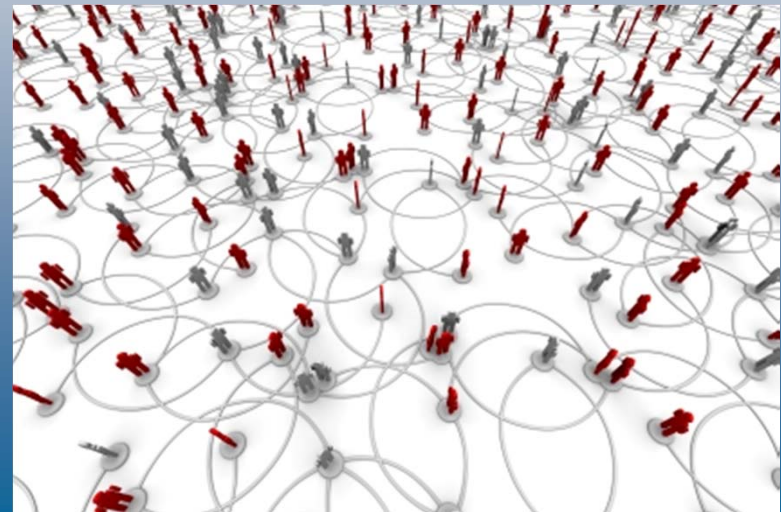
Role of ITS

Safety	Environment	Reducing congestion	Innovation, jobs, business development
<ul style="list-style-type: none">• 3 E's: Education, Engineering and Enforcement• Measures that smoothen traffic flow, improving speed compliance• Incident detection & management & response• In-car driver support & safety tools etc.	<ul style="list-style-type: none">• Modifying people's & vehicles' behaviour rather than restricting demand• Encouragement (incentives) & enforcement• Facilitation of greener choices, awareness raising• Monitoring and comparing impact on emissions of traffic management	<ul style="list-style-type: none">• Knowing the performance of road networks• Managing available road capacity• Offering different paradigm for paying for mobility and funding roads• Provision of tailored real time travel information• Supporting compliance to traffic regulations	<ul style="list-style-type: none">• Networking effect in ITS value chain, leading to job creation• Higher level of innovation, replacing traditional methods for traffic management• Enhanced information exchange, leading to greater cooperation within the market and the creation of new products and services



Considerations for the future

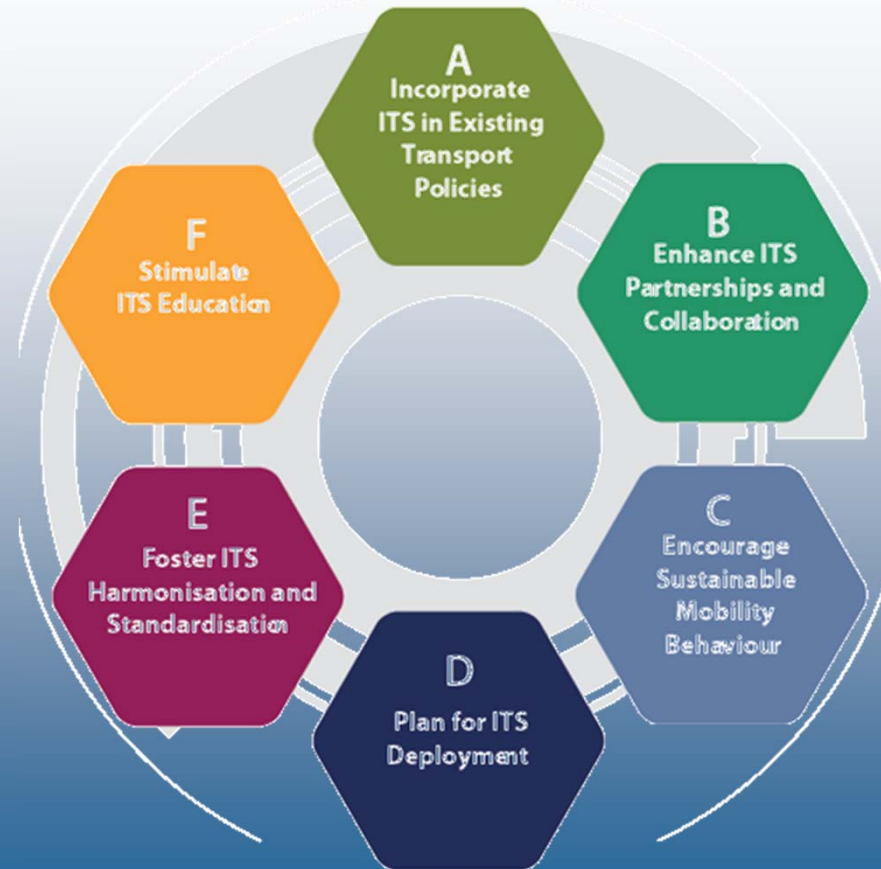
- **Challenges:** urbanisation, population growth leading to triple mobility demand in 2050 compared to 2000 levels
- Needs for **new mobility concepts** and **integration**
- **Promising technologies:**
 - Social networking
 - Consumer electronics
 - Connected vehicles
 - Intelligent infrastructure





The Manifesto policy recommendations

- Technology is here; now is the **time to commit**
- Recognise the importance and create **proper policy frameworks**





Summary of recommendations



A. Incorporate ITS in existing transport policies

- Affordable, reliable and safe services
- Fit into comprehensive framework comprising integrated grid of solutions
- Elements: role of mobility, role of technology, accompanying policies, educating the general public



Summary of recommendations



B. Enhance ITS Partnerships and Collaboration

- Evolving roles of public and private sectors; traditional boundaries blurred
- Develop partnership models
- Fit between societal KPI and business KPI
- Public-public corporation



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An ITS strategy helps **build stakeholder coalitions**

- Brings all stakeholders around the table
- Getting to know the market
- Business case on higher level than individual stakeholder
- Joint vision



The case of Sweden

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Summary of recommendations



C. Encourage Sustainable Mobility Behaviour

- Translate user pay principle into pragmatic pricing strategies
- Paradigm shift for financing transport investments



Summary of recommendations



D. Plan for ITS Deployment

- Starting out with proper assessment
- Defining institutional settings, realistic timetables
- Evaluation of deployment
- Who will pay?



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An ITS strategy **provides coherence**

- National vision
- Defining the interfaces between system components
- Economies of scale
- Service consistency
- Technology independence and easy incorporation of new technology
- Common understanding by all stakeholders



The case of Mexico

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Summary of recommendations



E. Foster ITS Harmonisation and Standardisation

- Advantages for all those involved
- Significant savings, economies of scale
- Continuation & consistency of services from user/consumer point of view



Summary of recommendations



F. Stimulate ITS Education

- Integrated curriculum for ITS?
- Collaboration among governments, industry and universities to define research programmes, needs and solutions
- Inform general public to enable intelligent use of infrastructure, vehicles and services



Way forward



IRF continues its efforts and commitment by:

- Setting the agenda and addressing the issue at international forums
- Providing a global and neutral platform for discussion
- Joining forces and collaboration with stakeholders
- Supporting national initiatives to address ITS policy
- Developing Key performance indicators for ITS Policy & Deployment



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IRF Policy Committee on ITS

- **Policy** focus
- **Bringing together** private, public and research sectors, ITS Associations and intergovern-mental institutions (UN, World Bank, EC)
- **Target** politicians & high level policy makers
- **Dialogue** and **Information** exchange
- Collect **Expert Knowledge**



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Calendar of Events:



Joint TTS Italia/IRF Workshop “Fostering ITS Policy”

- 5 December 2012 – Bologna, Italy
- In conjunction with TTS Italia/Club Italia Nuovo Mondo conference



Joint ITS Arab/IRF Workshop “ITS Deployment in the MENA Region”

- 20 March 2013 – Marrakech, Morocco
- In conjunction with IRF Regional Conference North Africa & Mediterranean



IRF Webinar on ITS Policy

- 25 April 2013, online



IRF Workshop on ITS Policy

- 11-12 September 2013 – Singapore/Hongkong, China

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Thank you for your attention!



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Get your copy of the Manifesto on www.irfnet.ch

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