

EasyWay - MEPs

24, January 2012 – Bruxelles
Room: Jan 6Q1

EasyWay:
**making road mobility safer, greener and more efficient
for the European citizen**

About the EasyWay project

EasyWay is the unique European Project aiming at harmonized implementation of Intelligent Transport Systems (ITS) and Services across the TEN - T Road Network and its urban and multimodal links. EasyWay has a strong foundation in the 27 Member States and 3 other European countries and operates in a coordinated way under the supervision of the TEN-T Executive Agency and through policy direction from the European Commission (DG MOVE) to address the major EU transport objectives and harmonise the deployment of Intelligent Transport Services (ITS) on the TEN - T Road network. It is a most efficient platform to steer and coordinate pan-European deployment from local, regional and national level to Europe-wide.

EasyWay gathers around 150 partners such as road authorities, public and private road operators across Europe.

EW Objectives

EasyWay's objectives are fully consistent with both the national policies of the 27 EU Member States and with the priorities defined in the ITS Action Plan and the ITS Directive (2010/40/EC). EasyWay targets practical actions that deploy National and European policies towards a harmonized, competitive and resource efficient transport System.

The main objectives of EasyWay are to improve **Safety**, reduce **Congestion** and **Environmental** impacts, and to promote the continuity of services at regional and European level through the coordinated deployment of real-time information and traffic management services for the benefit of the **European Road user**. EasyWay contributes to the improvement of interfaces between conurbation networks and public transport services by fostering a co-modal traveller approach.

The Future

Till now EasyWay, thanks to the financial support of the European Commission, has demonstrated that the deployment of ITS, delivers significant safety, efficiency and environmental benefits. EasyWay project results have shown where the deployment of ITS has had a positive effect on transport networks. These results highlight the overall success of EasyWay, in delivering tangible benefits for European citizen, network owners and transport road operators.

The second EasyWay's phase is ending by December 2012, the experience and the results till now achieved, seems to call for substantive European co-funding on ITS including a permanent organisation in order to capitalize on the benefits of EasyWay program and planning the future project phase. True harmonised ITS deployment takes time and consistency, EasyWay program is committed to continue and to do much more in order to realize a real harmonized European road network for the benefit of the European citizen.



Preliminary PROGRAMME

18:00 WELCOME ADDRESSES:

Hon Brian Simpson MEP President TRAN committee (*invited*) / **Hon. Antonio Cancian**, MEP TRAN

EasyWay program presentation: Fostering Sustainable Mobility across Europe

Mr. Andreas Arnaoutis, 2012 EasyWay Chairman

The European Commission perspective

Mr. Fotis Karamitsos, Director, Directorate C - Innovative & sustainable mobility - EC DG MOVE

EasyWay – the experience of TEN T Executive Agency in managing a large pan – European project

Mr. Dirk Beckers, Executive Director of the Trans-European Transport Network Executive Agency

18:50 Round Table:

The ITS deployment for the future European road mobility

Moderator: Mr. Roberto Arditi – SINA

A high level panel will open the round table

Speakers:

- **Mrs. Anne Jensen** – MEP BUDG
- **Mrs. Ines Ayala Sender** – MEP TRAN
- **MEP from TRAN Committee**
- **Mrs. Charlotte Vithen**, EasyWay SPB deputy (*Invited*)
- **Mr. Dean Herenda**, EasyWay SPB Slovenian Member and EW CONNECT Chair
- **Mr. Klaus Schierhackl**, ASECAP President
- **Mr. Georges Molitor**, CEDR President (*Invited*)

19:55 CLOSING REMARKS:

Conclusions from **Hon. Antonio Cancian** MEP TRAN

20:00 COCKTAIL

