Ministry of Transport and Communications

Euroopa Liit
Euroopa Regionaalarengu Fond

Eesti tuleviku heaks

Liikennevirasto
Finnish Transport Agency

# New Finnish ITS Strategy

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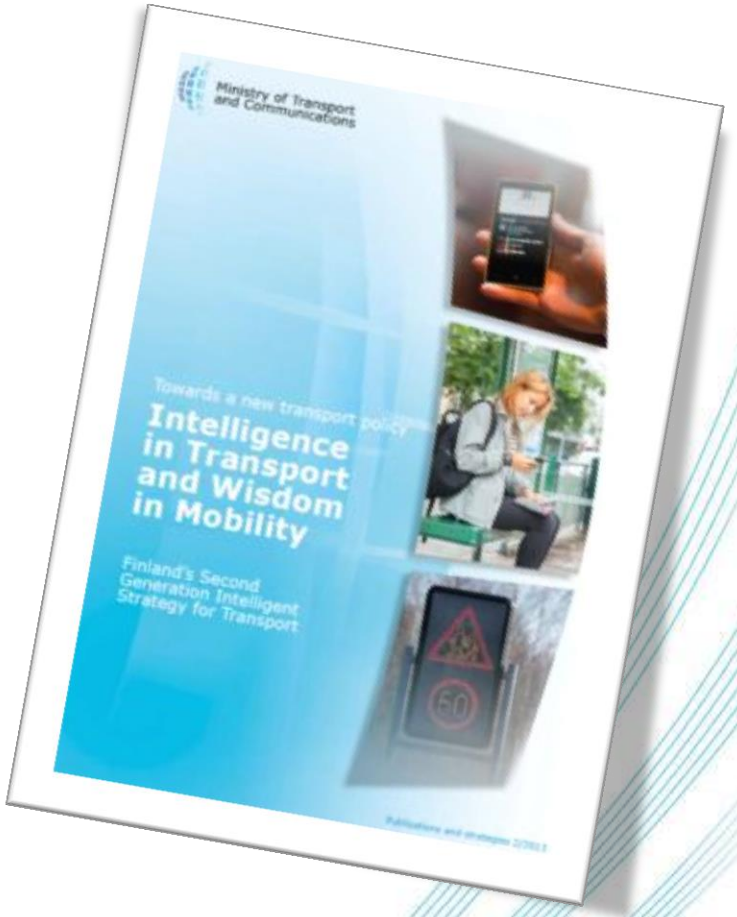
# Structure

- Towards New Intelligent Transport Policy
- Implementation through Key Projects
- Piloting



# New Intelligent Transport Policy

- The mission of transport policy is to provide people with opportunities for safe and smooth everyday travel, to maintain the competitiveness of businesses and to mitigate climate change by reducing emissions.
- Traditionally the challenges and objectives have been solved by building more capacity. Usually more roads.
- The new transport policy will shift the focus from infrastructure capacity to connectivity and customers.
- Living lab for business and innovations

# Finland's Second Generation Intelligent Strategy for Transport (June 2013)

- Our strategy continues to integrate ITS into all modes of transport and into the wider scheme of Finnish transport policy.
- In the long run, we want to see the transport sector as a **co-operative, interconnected ecosystem**, providing services reflecting the needs of customers.
- Key projects are primarily carried out in partnership between public and private sectors.
- The costs of the key projects will total approximately EUR 300 million in 2013-2017.

# The nine

1. Intelliger … ce architecture system
3. Unified …
4. Intelli…
5. React… tems
6. Multi…
7. Intel…
8. Sma… obility
9. Inn… nmes for intelligent transport

http://www.lvm.fi/web/en/intelligent_transport

# The nine Key Projects are... (1/5)

***1. Frame architecture for intelligent transport system***

- Frame architecture is a basis for public-private cooperation and prerequisite for multimodal interoperability.
- Timetable: 2013−2015.

***2. Situational picture, situation awareness and operating of the transport system***

- Situational picture is a foundation for intelligent transport system which enables to build up a systemic entirety for proactive transportation system management.
- New ways of data collection via mobile sensors
- Renewal of traffic control systems
- Timetable: 2013−2016.

# The nine Key Projects are... (2/5)

***3. Interoperable, connected and seamless public transport system***

- A combination of seamless physical transport and interoperability of different background systems like payment and information systems.
- Interoperable public transport system requires a door to door service level that can be obtained with an intelligent demand responsive transport service.
- Timetable: 2013−2017

***4. Intelligent traffic surveillance and control***

- The biggest challenge is a lack of resources despite of the fact that camera surveillance investments pays back manifold as a direct or indirect benefits.
- Widening the use from speed limit surveillance to new purposes.
- Timetable: 2013−2017

# The nine Key Projects are... (3/5)

***5. Reactive and proactive safety systems***

- Intelligent traffic safety systems improve the traffic safety by mitigating the consequences of traffic accidents or by preventing accidents to occur
- Timetable: 2013−2020

***6. Multiservice platform for transport***

- A common ecosystem for governmental and commercial services in a field of transport.
- Use basic elements such as user identification and tracking, data transfer and payment processing.
- Timetable: 2013−2016

# The nine Key Projects are... (4/5)

### *7. Intelligent logistics*

- The long-term goal is the digitization and even automating of logistic chains.
- Timetable: 2014−2020

### *8. Ecological and smart mobility*

- In the centre of transport policy are the individuals and the everyday choices they make related to mobility and traffic as a worker, an employer, on business trips, holidays, as a driver or passenger, etc.
- With smart mobility management man can affect both individual and organizational choices and activities. Roughly, these measures can be divided as follows:
  - Influencing to needs for transport
  - Influencing to choices one makes
  - Influencing to style one drives
- Timetable: 2013−2017

*Photos: Capitalising on Partner Initiatives in Mobility Management Services. pimms-capital.eu*

# The nine Key Projects are... (5/5)

***9. Innovation and pilot platforms for intelligent transport***

- To speed up an innovation process from an idea to finished service or product.
- National testing and implementation sites aims to combine the public and private sectors as well as research institutions to innovate, test, deploy and evaluate new products and services.
- Timetable: 2013−2017

# Implementation through Pilot Projects

- FITSRUS (on E18 Growth Corridor) (start 05/2013)
  - Automated weather services
  - Automated incident detection and alert system
  - Real-time traffic and travel time information service
  - Public transport information service
  - HTML5 based multi-service platform for travel chain optimization

*Source: Matti Lankinen 2014*

# Pilot:
# Demand responsive transport

To transport providers,
sales to new market segments,
increased efficiency of the
existing vehicle fleet, and
added consumer value



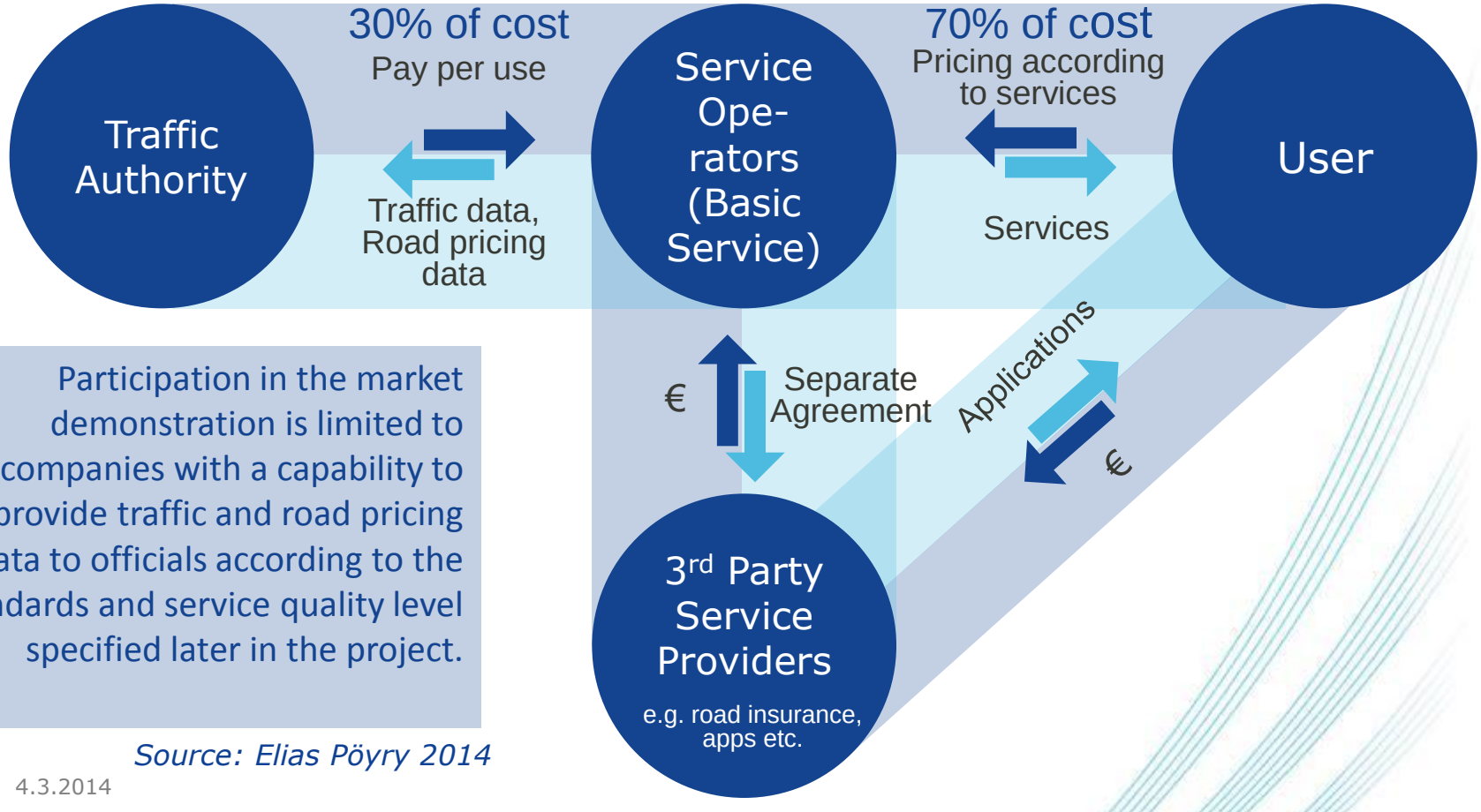
kutsuplus.fi

*Source: Teemu Sihvola 2013*

- The first of a kind of scalable, fully automated on-demand shared-ride solution in the world
- Fast, personalized travelling, in a shared, economical ride minimizing impact on environment
- Super-scalability:
  The more passengers served, the better Ajelo Ride performs

# Pilot: Electronic Transport Services

- Budget 5-8 M€
- Timing 2014-2015




Participation in the market demonstration is limited to companies with a capability to provide traffic and road pricing data to officials according to the standards and service quality level specified later in the project.

*Source: Elias Pöyry 2014*

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# ITS in Your Pocket

*-Proven Solutions Driving User Services*