

STOCKHOLM *calling*

A MILESTONE TOWARDS THE FUTURE

When we began to plan the 16th ITS World Congress our ambition was that it should be a milestone towards the future. We wanted to show the opportunities ITS has to offer in terms of the environment, efficiency, and cooperation. We wanted ITS development to reach a turning point, where we could move from demonstrations and tests to large scale deployment. When I look back on the hectic days in Stockholm, I can see that we achieved our aims.

- We highlighted the day-to-day benefits of the concept "ITS in daily life".
- Multi-modality and cooperation were main congress themes.
- New groups of delegates from all modes of transportation came to the congress.
- The general public had an opportunity to take part in the congress.
- The congress sessions were modernized to include "round table" discussions and an exchange of views.
- Both delegates and visitors learnt new things about ITS.
- Cooperation between the public and private sectors were accentuated during the congress, including the signing of several MoUs between the Swedish public sector and several major companies.

And last but not least: During the congress we saw many good examples of how ITS can contribute to minimising environmental damage.

Now we already are taking the next step forward. The Government has commissioned the Swedish Road Administration together with ITS Partners to develop a concrete national ITS plan for Sweden.



Ingemar Skogö

Ingemar Skogö
Governor, Chair of the Congress Board

MORE THAN 8 000 PEOPLE EXPERIENCED "ITS IN DAILY LIFE"

Delegates came from all over the world to participate in the 16th ITS World Congress in Stockholm. They could see the latest in the ITS field during sessions and at the exhibition. For the first time in the history of the ITS congress, all modes of transport were represented and on the final day the exhibition was opened to the public in Stockholm, who were offered an opportunity to experience and understand the benefits of ITS in daily life.

The entire event was characterised by ideas, discussions, and solutions for how ITS can be used to reduce climate impact. 



THE CONGRESS IN BRIEF

- Total attendees: 8 512
- Participating countries: 64
- European ministerial group: 104
- Press: 160
- Accompanying persons: 130
- Exhibition visitors: 3 398
- Exhibition personnel: 1 604
- Exhibition & demo area: 21 500 sq. metres
- Exhibition stands: 254
- Number of sessions: 236
- Lunch debates: 4
- Papers submitted: 1 275
- Papers accepted: 811

Goodbye Stockholm,
hello Busan!





CLIMATE FOCUS AT THE CONGRESS

ITS is one answer to the question of how we can reduce carbon dioxide emissions. This is according to the Swedish Minister for Communications Åsa Torstensson speaking at the 16th World Congress in Stockholm.

The Minister for Communications was not the only person to emphasise how important a tool ITS is to reduce climate impact worldwide. Many speakers and debaters touched on this, during the Ministerial Plenary on the first day and Industry Plenary on the second.

The first day's moderator, Dr. Melinda Crane, began the round table discussion by talking about the importance of ITS for the environment. Mr. Gunter Zimmermayer, Ertico, emphasised this and said ITS is not only "good to have" but a "must" in order to reduce the negative impact of transports on the environment.

"Cooperation is more important than ever," he continued. "Public Private Partnership is here to stay."

Dr. Hiroyuki Watanabe, Toyota, Japan, pointed out that ITS can help us to achieve a brighter future by reducing global warming and by making transport systems more efficient. Mr. Michael Huerta, ITS America, US, said it is time to realise that ITS is not science fiction. It is time to use the opportunities offered by ITS to a much greater extent than currently, not least with regard to road safety.

"ITS saves lives and reduces energy consumption," he said.

Logica's CEO Andy Green, UK, stated at the industry plenary that it is high time to act now.

"Transportation is not efficient. We transport more than 50 per cent air, as capacity in the transport system is not fully utilised. Are we going to allow transports to be an environmental burden? The technology exists, now we must use it – and cooperate."

Mr. Chulho Lieu, CEO, Korea Expressway Corporation, explained how they had implemented "Green Travel".

"We have created multimodal transport centres and linked private bus transportation with public metro services. It has been a great success. Even walking is included in Green Travel."

Both Plenary Sessions were summarised by Ingemar Skogö, Chair of the Congress Board, like this:

"Transportation is not a problem but an opportunity to reduce climate impact. ITS is a part of the solution." 🇸🇪

MAIN PARTNERS AT THE CONGRESS

The six main partners at the congress demonstrated their best ITS solutions. Here is a selection of contributions from Bombardier, Green Cargo, Logica, Saab, Scania and Volvo.

FOCUS ON THE END USER

Volvo presented a series of intelligent transport solutions during the congress and is also one of the organisations behind the Demo Theatre, a new way to present the benefits offered by ITS to the general public. Different theatre scenes illustrated various ITS applications in practice.



DRIVER SUPPORT SAVES FUEL

Scania showed the new IT-based Driver Support, which offers drivers direct feedback and suggestions for how to improve their driving style – and reduce fuel consumption. Driver Support, encourages drivers to be aware of their driving style by highlighting mistakes and suggesting improvements.





EXPERIENCE PARK WITH SNOW AND A MOOSE

At Experience Park both the general public and congress delegates were given the chance to experience ITS in real life. Outside the exhibition hall a miniature Sweden had been built, which included

many of the ITS solutions that are already available on the market. The road was also lined with trees, wooden houses, snow and even a moose. 🇸🇪



OBJECTIVES, STABILITY, AND A HOLISTIC APPROACH FORM THE FOUNDATION FOR GREEN CITIES

A stable political leadership. This is one of the basic prerequisites for developing a city that reduces its climate impact, according to participants in the Host Session on Green Cities. If the political conditions change too often, then it becomes difficult to implement consistent environmental work, the participants believed, who also highlighted a series of other factors that facilitate the creation of a Green City.

- Measure current conditions. Factors that can be measured can also be improved.
- Look upon the city as a whole. Do not only focus on construction or transports.
- National and regional/local legislation must be harmonised. 🇸🇪

FROM TRUCK TO TRAIN

For the first time in the history of the ITS congress there was a full-scale demonstration of railway solutions. Green Cargo demonstrated a modal shift between road and rail, using a turntable wagon. Bombardier demonstrated the ERTMS – and of course its green train Gröna Tåget.

SUSTAINABLE MOBILITY

At the internet café Logica showed its latest solutions for sustainable mobility as well as seamless logistics and passenger information services. Also, Logica coordinated and delivered digital infrastructure used for the outdoor demonstrations.

SAFER TRAFFIC ON THE BALTIC SEA

Saab presented a maritime solution, contributing to a safer and securer Baltic Sea, able to handle increasing traffic volumes. The solution includes systems for surveillance and control at sea, systems for the approach zone and systems for the harbour area. 🇸🇪



TO SEE, HEAR AND EXPERIENCE



GALA DINNER

Following in the footsteps of Nobel prize winners, congress participants took part in a gala dinner in the Golden Hall at Stockholm City Hall. Top-class entertainment.

BUSAN, KOREA – UBIQUITOUS SOCIETY WITH ITS

The dynamic harbour city Busan with 3.7 million inhabitants is to host the 17th ITS World Congress in October 2010. The theme for the congress is "Ubiquitous Society with ITS", with Safe, Convenient and Green Mobility as an integrated objective.



Professor Kyung Soo Chon, Busan, was impressed by the innovative thinking at the congress in Stockholm.

A delegation from Busan attended the congress in Stockholm, in part to glean ideas for its own event.

"The most impressive part was the innovative thought in the Demo Theatre and the Experience Park. We are not planning to do the same thing, but perhaps something similar," said professor Kyung Soo Chon, chairman of the 17th ITS World Congress Board of Directors.

"We also liked the initiative to open the exhibition to the general public for one day. It is important that the end user can see the benefits offered by ITS. The rest of us are already aware of these benefits." 

MANY FORMS OF COOPERATION

At sessions, demonstrations, and at the exhibition the importance of cooperation was emphasised if transports are to become more efficient, safe, and environmentally friendly. This could concern cooperation between companies and authorities, between administrations, between different modes of transport, and between national and regional bodies. 



A joint stand showed that the Swedish transport administrations were serious about collaboration.



The latest results of the European research on cooperative systems were demonstrated outside the exhibition hall by the EU project CVIS, Safespot and Coopers. Many different companies are participating in the project.

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Main Partners:



Hosts:



Official Airline:



Host City:



Official Carrier:



Organisers:

