



Report on the 8th European ITS Congress, 6-9 June 2011, Lyon, France

The 8th European Congress and Exhibition on Intelligent Transport Systems and Services was held on 6-9 June 2011 in Lyon, France, with the theme “ITS for sustainable transport of persons and goods in urban regions”. The Congress was organised by ERTICO - ITS Europe with the active participation of Grand Lyon, the Rhône-Alpes Region, the Lyon Urban Truck and Bus Cluster, the French Ministry of Transport (MEDDTL), ITS France, French organisations active within ERTICO, the European Programme Committee and the French Organising Committee.



Video recordings of the Opening Ceremony, Plenary Session, Congress Conclusions and Closing Plenary may be downloaded from the i-Mobility Network library. The full Congress Conclusions are also available as a written report.

Facts and figures

- Congress delegates: 845
- Participants: 1821 (46 countries)
- Exhibitors: 100+ (17 different countries)
- Journalists: 50+

Monday, 6 June - Opening ceremony

The Congress opened with a ceremony hosted by TV presenter and journalist Melinda Crane and featured speeches from a number of high-profile guests.

European Commissioner for Transport, Siim Kallas, spoke of the importance of ITS for the future development of a seamless, cooperative, multi-modal European transport network and

emphasised the EU's efforts through its 2011 White Paper on Transport and the ITS Action Plan and associated Directive.



Gunter Zimmermeyer, Chairman of the Board of ERTICO, highlighted the unprecedented size of this year's European Congress, paying tribute to organisers and hosts of the event as well as the many hundreds of participants attending from a wide range of sectors and backgrounds.

Mayor of Lyon, Gerard Collomb, spoke of his pride at hosting the European ITS Congress and the positive effects it brings to the city, which is at the forefront of ITS development and deployment in its capacity as the largest transport hub in France

Jean-Jack Queyranne, President of the Rhône-Alpes region, echoed these remarks and underlined the transport challenges that the region faces and meets through strong investment and high levels of innovation.

Daniel Bursaux, speaking on behalf of the Nathalie Kosciusko-Morizet, French Minister of Ecology, Sustainable Development, Transport and Housing, outlined some of France's most recent achievements in the development of multi-modal transport systems alongside the reduction of carbon emissions. He also congratulated the city of Bordeaux on its successful bid to host the European ITS Congress in 2015.

Finally, it was announced that the host cities for the European ITS Congresses in 2013 and 2014

were chosen. Dublin will host in 2013, and in 2014 Helsinki will be the host.



Tuesday, 7 June - Plenary session

The following day started with the plenary session entitled “Strategies for successful implementation of ITS in cities and urban regions”. The round table introduced the vision of ITS innovation in the context of transport and discussed the ITS strategies that local authorities are most likely to prioritise when setting up multimodal mobility solutions. Likewise, the supply side of innovative transport systems and mobility services and close cooperation between ITS stakeholders were highlighted.

Zoran Stančić, Deputy Director-General, DG INFSO, stressed the need for standardisation and harmonisation in order to achieve wide-spread and accepted ITS deployment.

Senior Vice President of Xerox - ACS, Cees de Wijs, underlined the concept of “smart simplicity”: self service, ubiquitous, 24/7, reliable and variable pricing. He also called for greater efforts to ensure intellectual property is protected. Finally, he noted that in order for ITS to move forward, the “clocks” needed to be synchronised - the four-year election cycle, the quarterly profit and the R&D clocks.

Tobyn Hughes, Strategy Director, Nexus (the Tyne and Wear, UK, passenger transport executive body) gave an overview of the situation in his city. Noting that the UK has gone further than many countries in deregulating and opening up public transport, he said, “ITS helps overcome the lack of physical integration by providing the illusion of it”.

Christian Rousseau, Transport Policy Director, Renault, highlighted the importance of connected and seamless navigation for ITS, using Renault’s venture with TomTom “Carminat” as an example.

Brendan O’Brien, Head of Technical Services, Dublin City Council, stressed that in order to achieve sustainability, the citizen must be provided with data in a readily accessible and understandable manner. In this regard, he noted that data accumulated by the city (or other public body) should be a resource for all, enabling innovative services to be created.



During the subsequent discussion, there was general agreement that the private sector is best placed to decide on how goals can best be met, while it was for the public authorities and politicians to determine those goals in line with policy needs.

Tuesday, 7 June - VIP and ERTICO 20 year dinner

The VIP dinner was also the occasion of the ERTICO 20 year anniversary. Welcoming words were spoken by the organisers and hosts: Gunter Zimmermeyer, Chairman Supervisory Board, ERTICO, David Kimelfeld, Vice-Chairman of Grand Lyon responsible for Economic Development, Eric Poyeton, Renault Trucks and Lyon Urban Truck and Bus Chairman, Valery Cervantes, Public Affairs Director Irisbus Iveco and Vice-chairman of Lyon Urban Truck and Bus.

Fotis Karamitsos, Director, European Commission, DG MOVE, paid tribute to twenty years of ERTICO, an organisation which he played a significant role in founding and with which he has maintained close links over the decades.

Ivan Hodac, Secretary General, ACEA, an ERTICO Partner, also celebrated the anniversary, highlighting the fruitful nature of the multi-sector partnership.

As part of the celebrations, and keeping in mind the ERTICO mission to advance ITS deployment, ERTICO had, in conjunction with the Network of National ITS Associations and the Lyon European ITS Congress organising committee, organised the “Bringing Intelligence into Mobility” video competition.



The purpose of the video competition was to promote the usage of videos to demonstrate the power of ITS to improve mobility, using a medium that would appeal to the public. Fifty videos were submitted, with a grand total of 3573 votes.

The three most popular videos were shown at the VIP dinner, and diners were invited to vote for the winner.

1. SPITS: ready-to-deploy ITS results
2. ITS World Congress 2009: Young Thoughts on Future Travel
3. Cinterion eTolling

The winning video, ITS World Congress 2009: Young Thoughts on Future Travel, was shown at the closing ceremony of the European ITS Congress. ERTICO strongly supports the use of audiovisual tools to inform the public and transport stakeholders of the benefits of ITS; as such, ERTICO will run another video competition for the 19th ITS World Congress, Vienna 22-26 October 2012. All submitted videos may be viewed on the i-Mobility Network website.

Wednesday, 8 June - Gala Dinner

Rounding off Wednesday's activities was the Gala dinner, with the financial support of Rhône-Alpes

Region, Orange Business Services and Logica. In addition to networking with old and new colleagues, guests had the opportunity to ride a simulator round an F1 endurance course; tutored wine tasting was available for those who wanted to relax, and a magician entertained the guests.

Thursday, 9 June - Congress conclusions

Eight rapporteurs had spent the week participating in their specialist sessions and developing conclusions. The full report is available as part of the i-Mobility Network library here.

Roger Pagny, Ministry of Ecology, Sustainable Development, Transport and Housing (France), spoke of the importance of achieving multimodality by providing users with multi-modal service and easy ticketing, and providing effective re-routing of travellers and public transport users.

Jean-Christophe Beziat, Renault, identified and described the different axes through which ITS would accelerate the development of electromobility.

Paul Kompfner, ERTICO, raised the question on the status of delivering cooperative mobility services, the coordination between road operators and



mobile network operators, and the expectations placed upon delivering safe, efficient and green driving. He asked the question of which of the existing actors will be the likely future mobility service providers to penetrate the markets.

Laurent Jacques, Volvo Technology, commented on the legal framework necessary to coordinate the implementation of ITS within Europe, and made a reference to the benefits brought about by recent legal instruments such as the ITS Directive and Action Plan in terms of speeding up market penetration for mature ITS systems.

Richard Harris, Logica, spoke of the importance of governance and tackling of business issues by pointing out that without successful governance all we have are demonstrations and pilot trials. Effective leadership is needed in ensuring quick implementation of ITS technologies while addressing the challenges of revenue cost.



Kees Wevers, NAVTEQ, focused on information and communication providers and users. He raised the challenge of achieving harmonisation in different countries, given the availability of data but also high demands for real information.



Michael Sena, Michael Sena Consulting, pointed out the ITS solutions needed to satisfy certain goals in promoting sustainable transit in urban regions, including solutions being regional (not local), multi-modal, clean and safe, accounting for complexity, and providing incentives to help change users' behaviour in the long term.

Eric Louette, Ministry of Ecology, Sustainable Development, Transport and Housing (France), focused on the logistical challenges of urban

freight, taking into consideration that over 72% of the European population occupy urban areas thus becoming part of the framework for technological and organisational innovation.

Thursday, 9 June - Closing ceremony

The closing ceremony was hosted by Hermann Meyer, ERTICO CEO.

Shelley Row, Director ITS Joint Programme Office, US DOT, spoke of collaboration and the shared priorities of ITS communities worldwide, particularly given the perceived similarities of issues faced in Europe, the USA and Asia. DOT is committed to collaboration and learning from the excellent expertise and knowledge of European ITS specialists.



Gunter Zimmermeyer, Chairman of the ERTICO Supervisory Board, said, "The 8th European ITS Congress and Exhibition is and will remain a showcase for the development and deployment of ITS not only in Europe... Lyon was indeed the meeting place for all ITS stakeholders we were wishing for".

Robert Madelin, Director-General, European Commission, DG INFSO, reiterated four recurrent aspects of the Congress sessions/presentations: reliable support from the political side; the role of the stakeholders; the role of regulators; and the need for a sustained financial effort.

For TV Lyon Metropole's report on the Lyon Congress, click "[Lyon: les transports du futur!](#)" (FR)