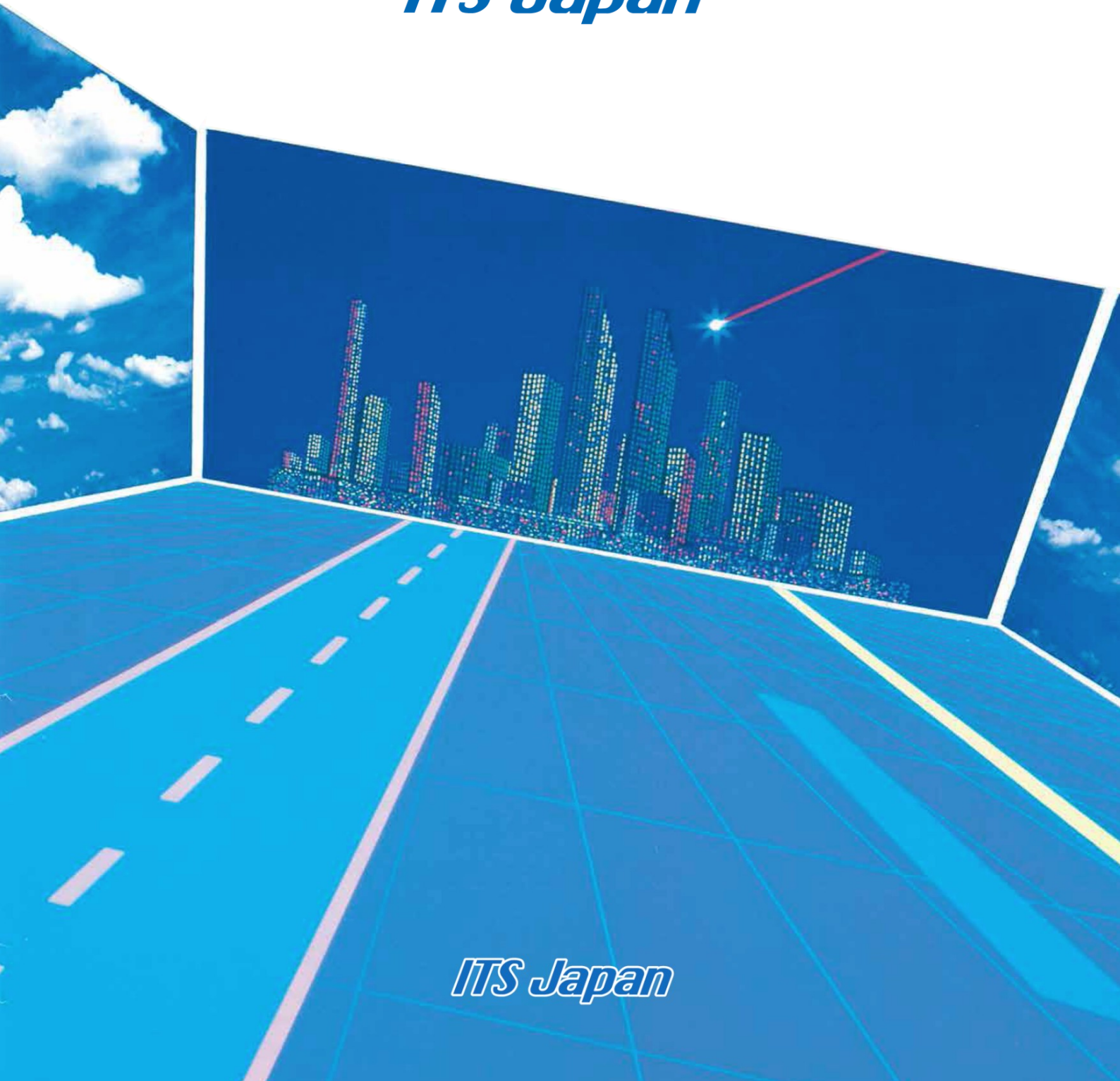




ITS Japan



ITS Japan

ITS Japan

Organization



Chair Mr. Keiji Yamamoto

Membership #: 255
 Honorary Members#: 2, Adviser#: 1
 Regular Members#: 178
 (Organization #: 19, Private Sector#: 159)
 Special Members#: 19, Supporting Members#: 55

1994 Founded as VERTIS
 (Vehicle, Road and Traffic Intelligence Society)

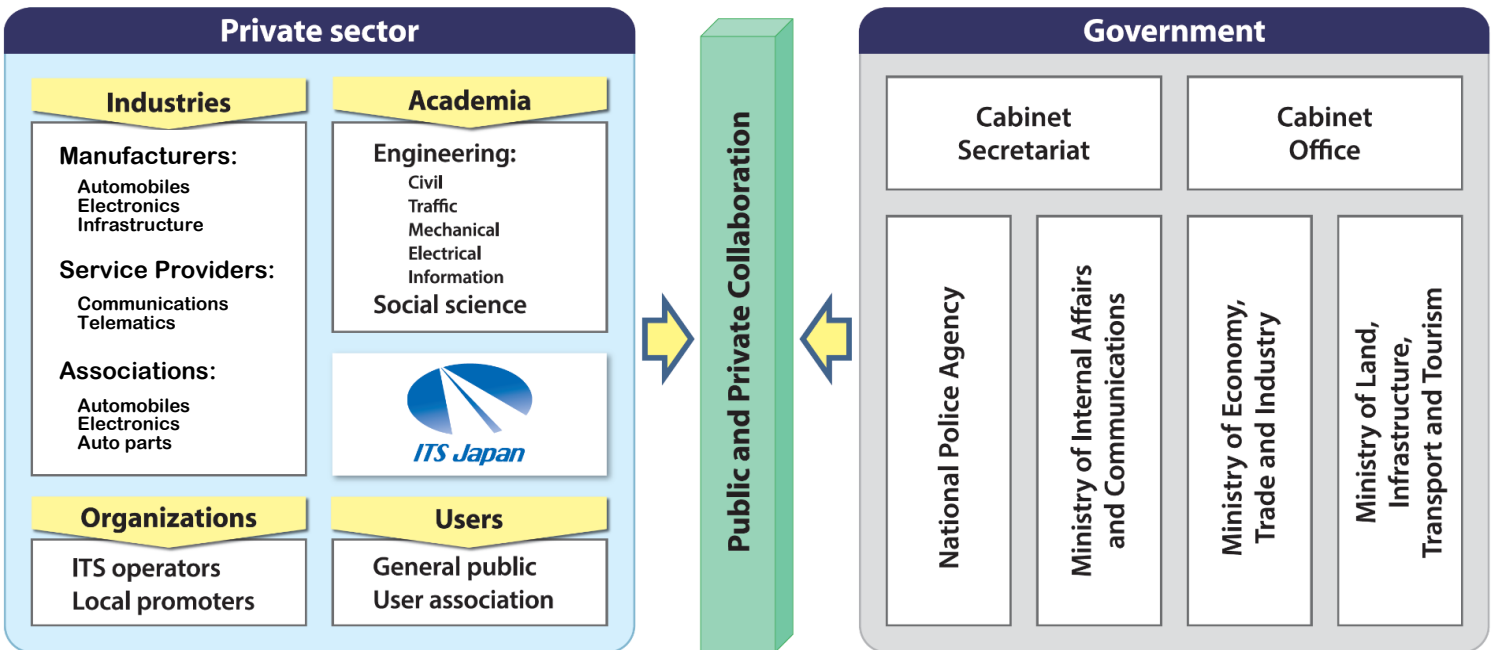
2005 Registered as Legal Entity

Leading members

Board of Directors



Positioning of ITS Japan



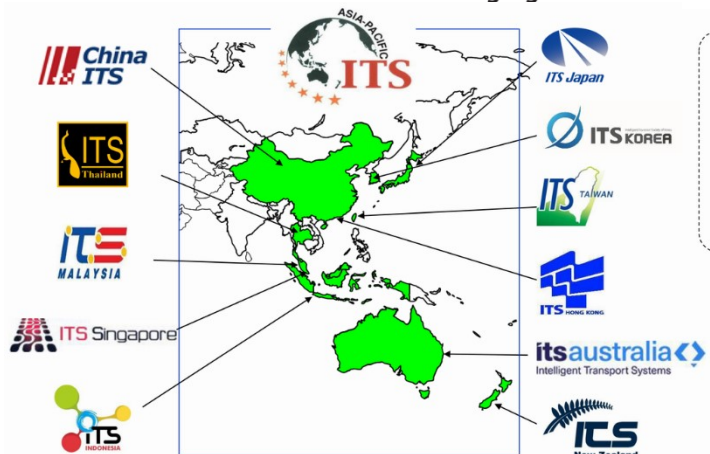
International Cooperation

Regional hosts for ITS Activities



ITS Organizations in Asia-Pacific

Memorandum of Understanding signers



Partners



Overviews of The 4th Midterm Plan (2021-2025)

Values and the society to be targeted

Diversity

Diverse, growing society where individuals can play active roles freely

Social Ties

Society where a variety of ties yield new value

Sustainability

Sustainable society where every citizen lives safe and comfortable

We contribute to a safe, comfortable and efficient mobility and to realizing a mobility value chain that support various lifestyles.

ITS Japan 4th Mid-term Plan Outline

2. Enhancement of Travel motivation ★4



Mobility value chain

Creating new value by chaining the before, during and after of travel

Mobility supporting various lifestyles

1.Improvement of transport system and evolution of integrated transport services

1-1) Safe, secure, comfortable transport

★1

1-2) Mitigation of environmental load

★2

1-3) Resilience to natural disasters

★3

Safe, secure, comfortable and efficient transport

「Mobility Value chain」

Before Travel

[Induce value-linked travel]

Want to ...
See!
Eat!
Play!
Learn!...



Let's go!

Increase of travel motivation

After Travel

[Personal value]

- Form community
- Personal fulfillment
- Healthier society

[Public value]

- Regional revitalization
- Increase local consumption



During Travel



B Mitigation of environmental loads

A Safe, secure, comfortable movement

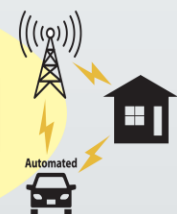
C Natural disaster resilience



Cargo + Passengers



Ride sharing



Automated

Activities

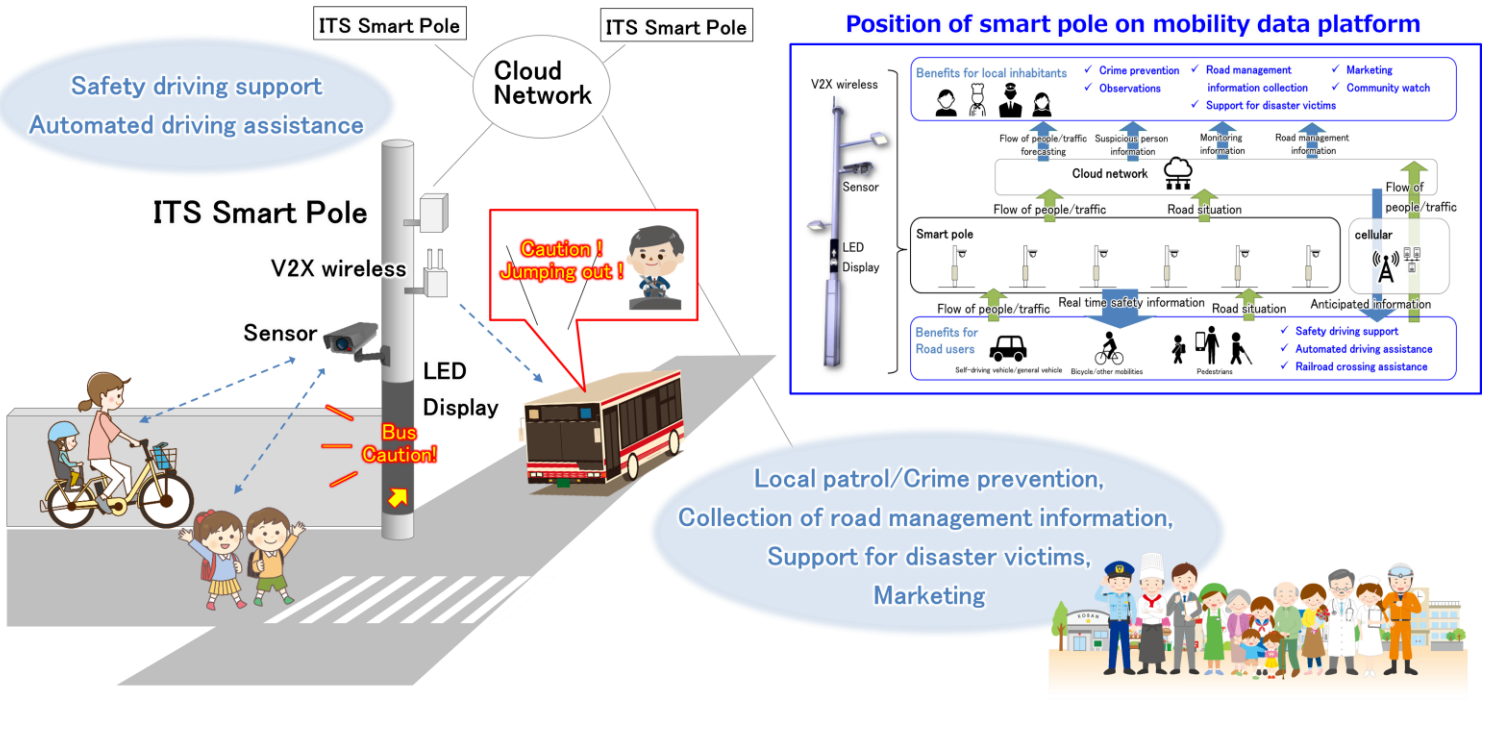
★ 1

1-1) Safe, Secure, comfortable transport

< V to X ITS Committee >

The Smart Pole Project

Collecting information on roads and providing necessary information to road users and local residents at low cost



★ 2

1-2) Mitigation of Environmental Load

<Carbon Neutral Committee >

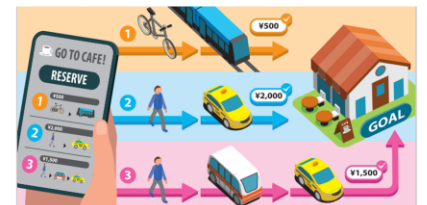
Study on how ITS can be used to realize the Carbon Neutral Society

ITS Japan is discussing issues and solutions for reducing CO₂ emissions through ITS, including not only technical aspects but also rule-making and social acceptance.

ITS that contributes to CO₂ emissions

Various Modes of Transportation

- Researching issues and simulating solutions for the social implementation of environmentally friendly transportations



Effective Use of Renewable Energy

- Optimized locations of EV charging stations
- Coordination of local power grids and EVs
- How to encourage the use of renewable electricity



Changing User Behavior

- Controlling traffic lights to avoid congestion
- Maps that show the roads with the lowest CO₂ emissions
- Dynamic road pricing



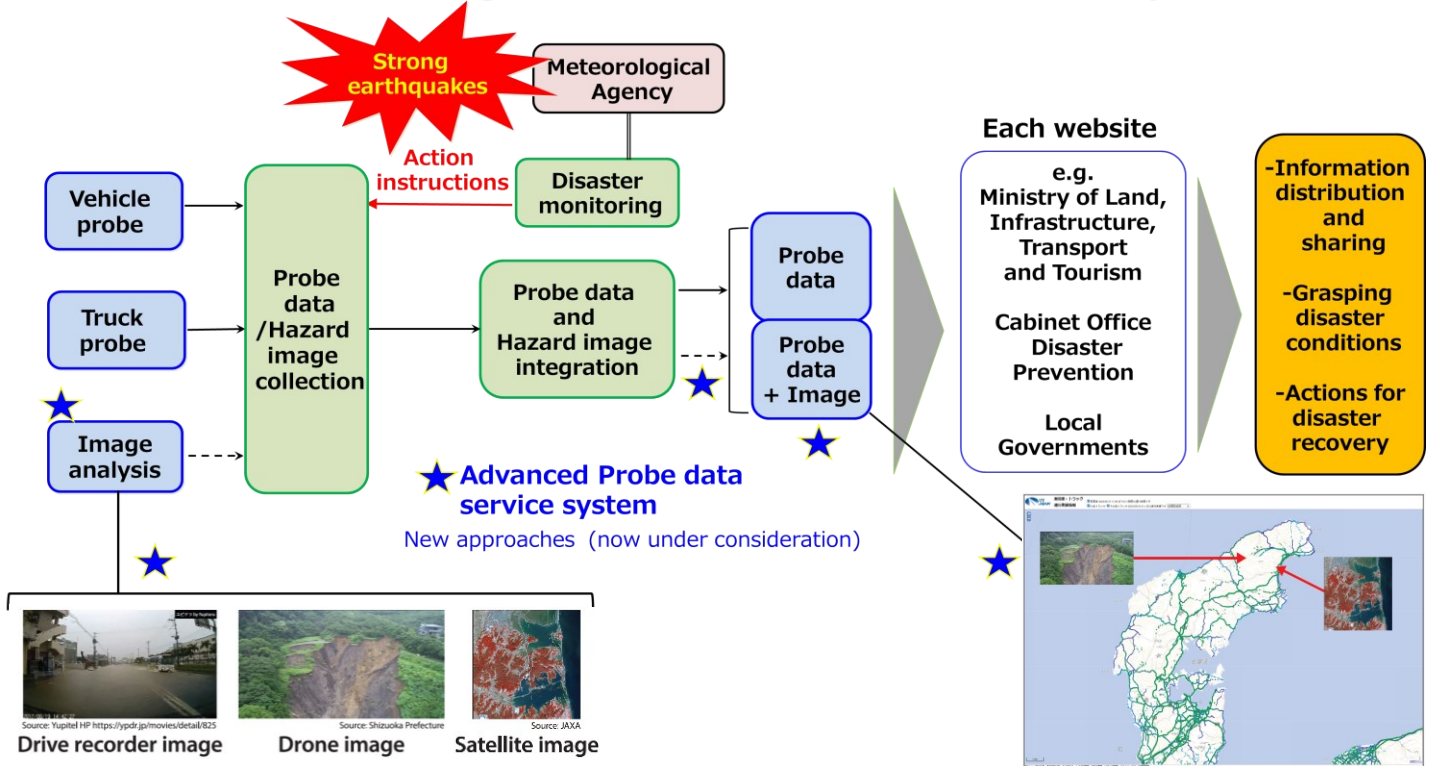
Activities

★3

1-3) Resilience to National Disasters

< The Disaster Recovery Committee >

Utilizing Probe Data for Disaster Recovery



★4

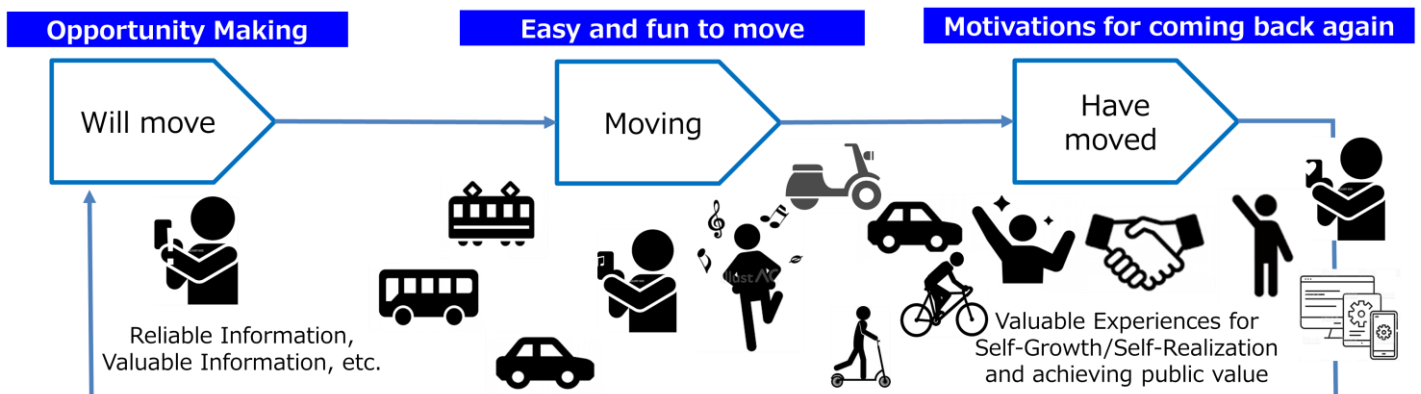
2) Enhancement of Travel Motivation

< The Transportation Value Chain Committee >

Concept of Measurements to Promote Valuable Movement

ITS Japan is studying to promote **“Valuable Movement”** that realizes individual value and also leads to public value due to the background below:

- ✓ Movement is decreasing due to the spread of alternative ways created by web services and applications. For example, in the Tokyo metropolitan area, the population is growing, but movement has started to decline.
- ✓ During the COVID-19 crisis, we were asked to refrain from unnecessary and non-urgent movements and we were able to re-recognize the value of movement.
- ✓ From now on, it is necessary to increase valuable movement to improve QoL and fulfill Well-Being.



- Approaches:**
- Real-time information provisions given to visitors during movement and effective feedback
 - Construct a common regional asset data infrastructure to share the value of regional assets
 - Not only efficient movements but also exciting movements



Contact Us;

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