

ITS Japan

■ Organization



Honorary Chairman
Dr. Shoichiro Toyoda



Chairman
Mr. Shinichi Sasaki

Membership : 257 (2021.06.18)
Honorary Members : 2, Adviser : 1
Regular Members : 181 (Organization : 19, Private Sector : 162)
Special Members : 19, Supporting Members : 54

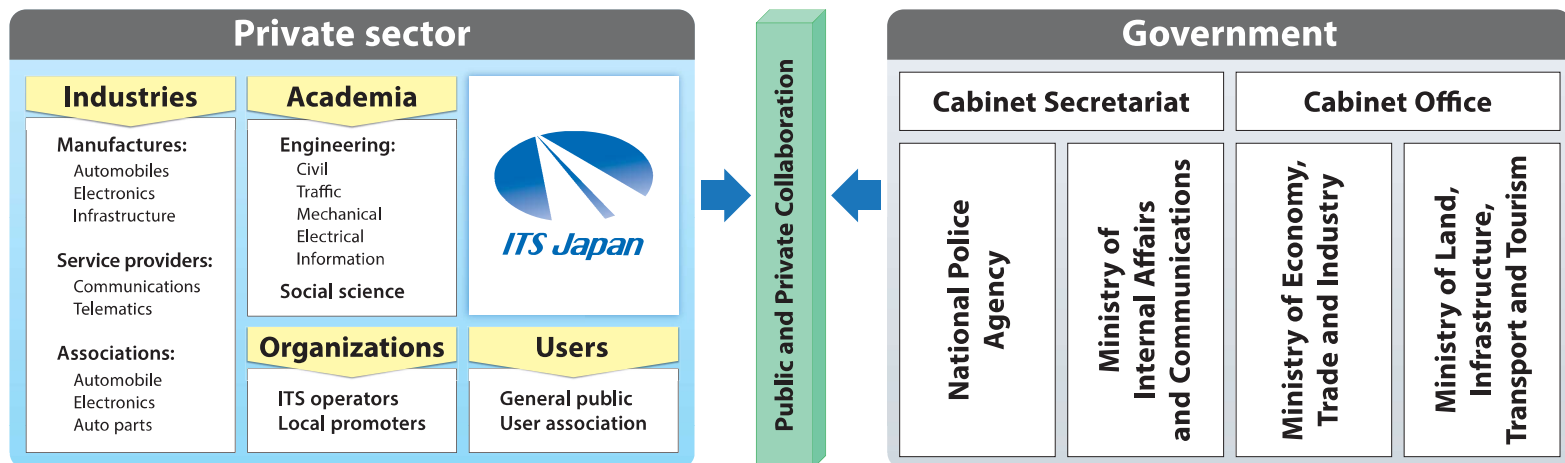
1994 Founded as VERTIS
Vehicle, Road and Traffic Intelligence Society
2005 Registered as Legal Entity

■ Leading members

Board of Directors



■ Positioning of ITS Japan



■ International Cooperation

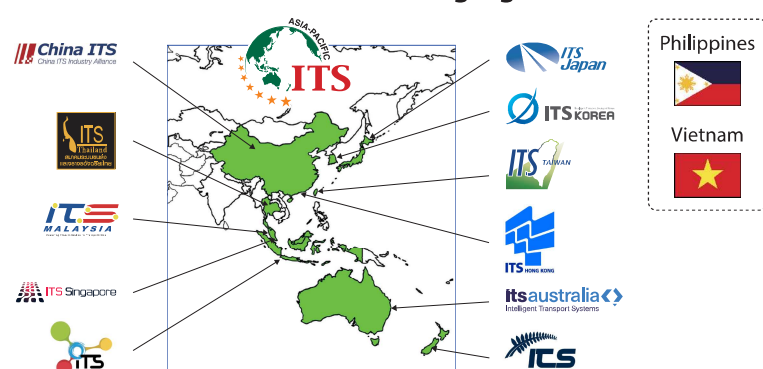
Regional hosts for ITS Activities



■ ITS Organizations in Asia-Pacific

Memorandum of Understanding signers

Partners



History and transition of ITS

First Stage

Practical Application of new technology

1996

ITS Five Ministries

Overall Concept for ITS Promotion

Advancing vehicle navigation system

Automatic Toll collection system

Safe driving support

Optimization of traffic management

Improving the efficiency of road management

Public transport support

Improving the efficiency of commercial vehicle operations

Pedestrian support

Emergency vehicle operation support

1995

ITSWC Yokohama

Second Stage

Realization of solving traffic problems

2014

Japan ITS Promotion Council

Guidelines for Promoting ITS

Improved safety

Smoothing & reducing environment load

Improved convenience

Regional revitalization

Infrastructure development & internationalization

2004

ITSWC Nagoya

Next generation ITS

Responding to social issues

2013

ITS Japan

Proposal for creating the future with ITS

ITS Japan
3rd mid-term plan

Integrated mobility service

2013

ITSWC Tokyo

Purpose of moving

Value-creating mobility

2021~

ITS Japan

ITS Japan 4th mid-term plan

5-year plan assuming for the society in 2030

Pursuit of values

Continued activities

+

Increase motivations for travel

3rd mid-term plan - Activities on regional ITS

Areas that are formulating the cooperated central metropolitan area concept (28+ areas)

Hachinohe City, Morioka City, Niigata City, Nagano City, Toyama City, Takaoka City & Imizu City, City of Kanazawa, City of Shizuoka, Gifu City, Himeji City, Tottori City, Okayama City, Fukuyama City, The City of Hiroshima, Kure City, Yamaguchi City & Ube City, Shimonoseki City, Takamatsu City, Kochi City, Matsuyama City, City of Kitakyushu, Kurume City, City of Oita, Nagasaki City, Kumamoto City, Miyazaki City, Kagoshima City, Aizuwakamatsu City, Minamisoma City

- 1 - Regional characteristics
- Issues and needs of the region

2 Players in the regions

- NGO and NPO
- Universities, Influential persons
- Venture companies

Achievements of regional cooperation (after 2018)

1. Fukuoka City,
2. Kurume City,
3. Kurashiki City,
4. Ishinomaki City,
5. Maniwa City,
6. Hayama
7. City of Shizuoka,
8. Aizuwakamatsu City
9. Takamatsu,
10. Nasushiobara City

Identifying issues + Ingenuity + Networking

Regional contact points

- Regional admin. depts.
- Organizations & companies in the regions
- Universities in the regions

-Wide-area cooperation efforts

- Public transport in mountainous area
- Open data promotion -Mobility services

3 Specific initiatives and measures (from a mobility perspective)

- On-demand bus, taxi
- Visualized operation of public transport
- Smart bus stop, open data
- Sharing mobility
- Mixed cargo and passenger loading, Demonstration of self-driving bus

5 Ingenuity, wisdom & business management for sustainable transport

- Utilization of special areas, deregulation
- Activation of regional volunteer activities
- Identifying key points in the efforts of business operators

4 Technology and foundation

- O-D data utilization
- Business operators and actors

Integrated mobility service promotion project
Automated driving workshop, etc.

Information dissemination

Suggestions to the governments, annual reports, newsletter, etc

Basis of the 4th mid-term plan

The 4th mid-term plan focuses on values with personal perspective as well as the solutions of societal agenda which was addressed in the 3rd mid-term plan. Mobility must help us realize what we really want to achieve in our personal lives.

Societal Agenda

Low birth rate & Longevity

Energy & Sustainability

Slowing Economic Growth

Safe and Security



Personal Life

Life plan

Job

Housing

What does it mean to live a personally peaceful, fulfilled and spirited life?

Approaches

Breakdown values of services to technologies to be employed

Work in the fields with local communities based on practical cases

Redefine boundaries between competition and cooperation

Establish global collaboration and harmonization

Hierarchic Approaches



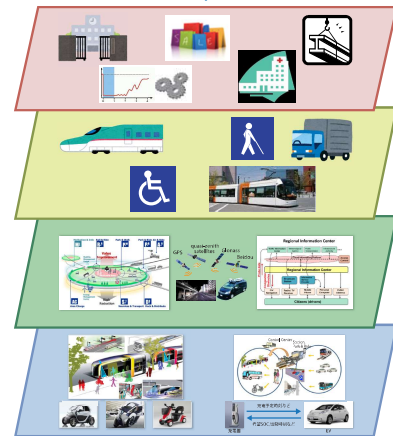
Fields
for deployment
(Personal Values)
(Public Values)

Important Values
to be targeted

Mobility Services
to be served by ITS

Infrastructure
to be built

Technologies
to be employed



"Scope"

~ Values created by mobility ~

Values with personal perspective

Self-fulfillment and
Relief from concerns

Commons :

- Demonstrate her/his ability
- Expand activities not limited by locations
- Stay connected with people and local community

Mobility

Values with personal / public perspective

Personal & public harmonized sustainable society with expanded and vital activities

Scope

Direction of ITS

Based on safe, comfortable and efficient travel, create "mobility value chains" to support various lifestyles of people

Mobility

Value with public perspective

Viable solutions for sustainable development

Commons :

- Area revitalization
- Support for young and elders
- Design local cities/towns
- Increase people's flow

Picked up from the workshops with working people in various ages

Picked up from the real voices during the regional cooperation activities and from local municipalities' targets

realizing the values

Penetration to Society

Changes in industrial structure

Expanded freedom of living space

Urban structure change

■ Approach

1. Pick out core values in need at personal level (considering the differences between age groups and residential areas),
2. Draw values at public level from collaborations with local municipalities and their targets, and
3. Extract the requirements to realize the personal and public values, and find out the scope of activities of ITS

Overviews of the 4th mid-term plan

■ Values and the society to be targeted

Individual

Growing society with diversity where individuals can play active roles freely

- Increased personal opportunities such as life-time learning, flexible working by longevity
- Enhanced work-life balance through reducing unnecessary travels
- Personal fulfillment contributing to the development of belonging organizations and the society

Social Ties

Society where a variety of ties yields new values

- Values created thru new experiences without time and space limitations
- Enhance values of the regions with widened activities
- Values maximized by real personal experiences and extend communities beyond space-time limitations

Sustainability

Sustainable society where every citizen lives in safe, secure and comfortable

- Zero accident, zero traffic jam and comfortable travels
- Pursuit of disaster preventions and damage reductions
- Contributions to realize the carbon-neutral and natural resource saving society

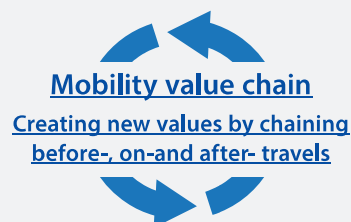
We contribute to offer safe comfortable efficient mobility then to realize mobility value chain supporting various lifestyles.

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

- 1-1) Safe, secure, comfortable transport
- 1-2) Mitigation of environmental loads
- 1-3) Natural disaster resilience

Safe, secure, comfortable and efficient transport

2. Enhancement of Travel motivation



Mobility supporting various lifestyles

Safe, comfortable and efficient travel

Mobility value chain

