



Forum Debate and Recommendations: ICT for Mobility and Transport

Brussels - November 6, 2008

Eco Driving support



- Research is needed into how the “golden rules of eco-driving” might be automated within onboard and off-board services;
- To create awareness and acceptance for eco-driving measures multi-media campaigns should be launched in a coordinated way;
- Automotive manufacturers should explore the potential for additional optional eco-driving support functions such as eco-driving feedback display, reporting and analysis, on-line coaching etc.;
- On-line services should be promoted that support eco-driving behaviour through comparison with the performance of a driver’s peers, through competitions and incentives, etc.

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Eco Traffic management

- Research and development is needed into a new generation of urban traffic control systems that can be optimised according to environmental criteria, such as least overall fuel consumption, or that minimise CO2 or pollutant emissions;
- Those cities where there is not a modern adaptive urban traffic and parking management system should be encouraged and helped to invest accordingly;
- A guidebook should be compiled featuring best practice on energy-efficient traffic management strategies and measures, and distributed widely to urban traffic managers;
- New public-private partnership models for cooperative system deployment should be explored.



Eco Information and Guidance

- Digital maps should be enhanced to include additional environmental attributes such as road gradient (slope), speed limits, truck-specific restrictions, road charging/ controlled access zone data, accident risk, historic traffic data etc.;
- Public authorities that own such data should offer them to digital map providers;
- Real-time traffic information (RTTI) service providers should offer enhanced information including critical weather conditions and multi-modal journey alternatives;
- To improve the quality and coverage of RTTI services, floating car/device data collection, processing and delivery needs to be promoted in a joint stakeholder effort.



Eco Mobility support

- Research is needed into the public acceptance of eco-mobility services and how to promote a shift towards eco-friendly modes;
- Research is needed on the potential environmental benefits and fuel savings of ride-sharing, car-sharing and multi-modality concepts and end-to-end traveller support services;
- Deployment support and large scale demonstrations are needed to build stakeholder acceptance of technologies and standards



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Eco Demand and access management

- Technologies and the operational framework for demand and access management should be harmonised across Europe, around a core of European standards.

Eco Freight and logistics management

- Research is needed into potential ICT solutions leading to fewer empty haul journeys and higher load factors, and towards innovative “Intelligent Cargo” technologies and services;
- Research is needed to develop a standards-based open platform offering commercial vehicle fleet operators a range of services to improve fuel economy and reduce environmental impacts;
- Support actions are needed for the demonstration and deployment of Intelligent Cargo concepts;
- A multi-sector forum is needed to agree a common European approach to city logistics.



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