What is
“ICT for Clean & Efficient Mobility”?

Definitions

- ICT
  - Employment of intelligent communication and information technologies for
- Clean & Efficient
  - Improved traffic management -> smoother traffic flow
  - Less consumption
  - Better cost and time management
  - Driver behavior effectrs consumption
- Mobility
  - Personal mobility
  - Transport of goods
  - Mobility management

Scope and Objective

- Identify and assess which ICT applications and services for mobility have the strongest potential to yield environmental benefits;
- Examine relevant measures that could complement and enhance the environmental compatibility and sustainability of mobility;
- Examine potential for educational and support tools and feedback to promote more environment-friendly driver behaviour;
- Undertake a cost-benefit assessment of measures to reduce environmental impact of mobility;
- Identify specific measures to promote and support deployment.

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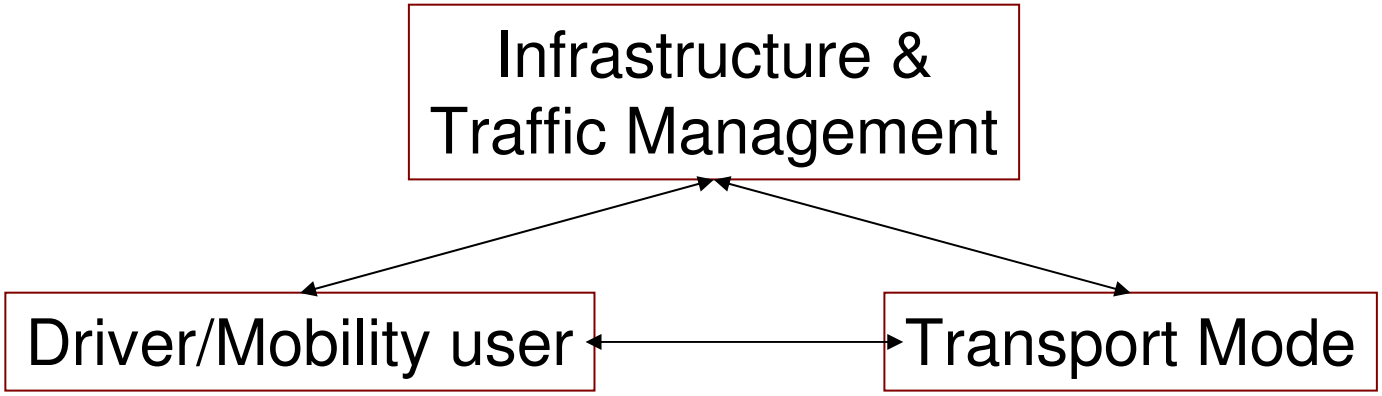
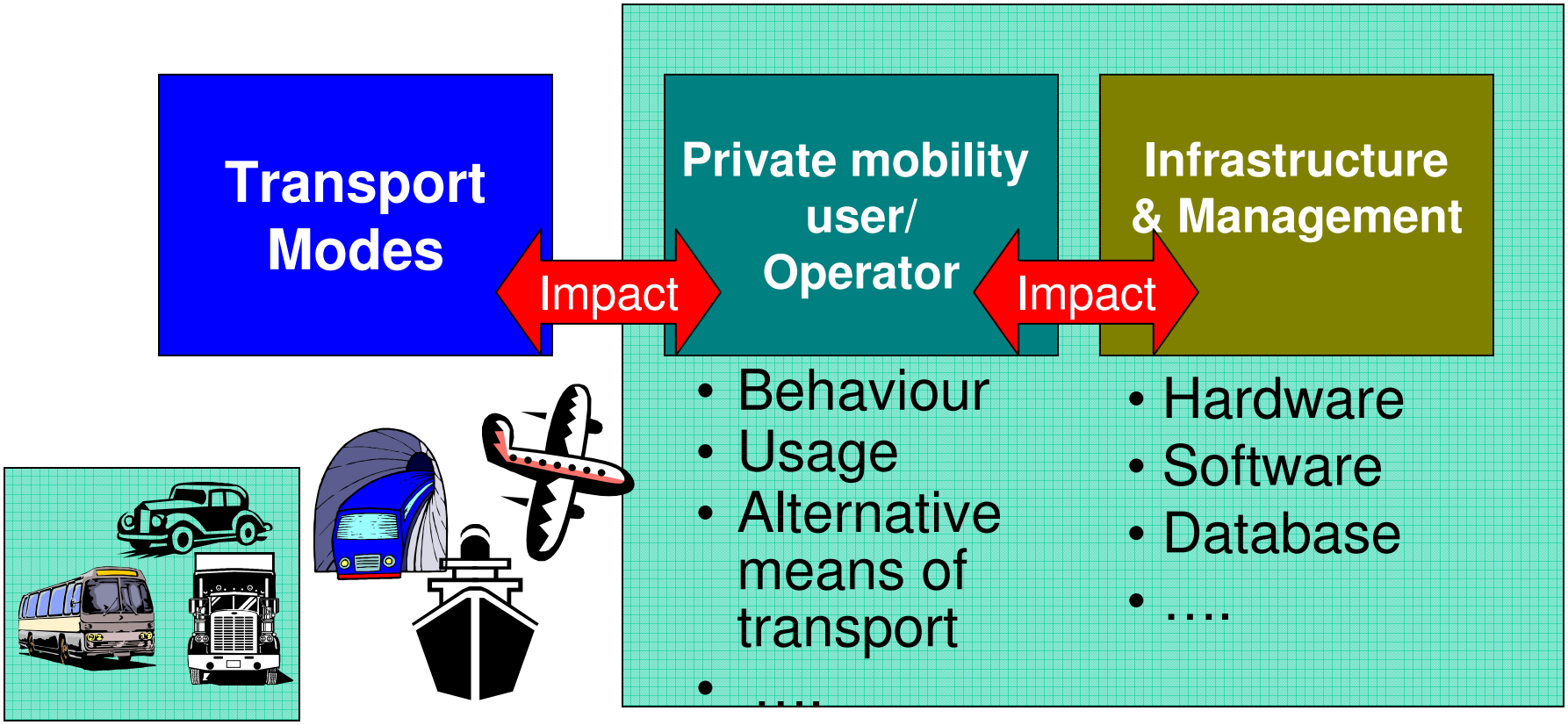
Integrated Approach



- Air
- Waterways
- Roads
- Train

Our “Field of Play”



Hardware + Software

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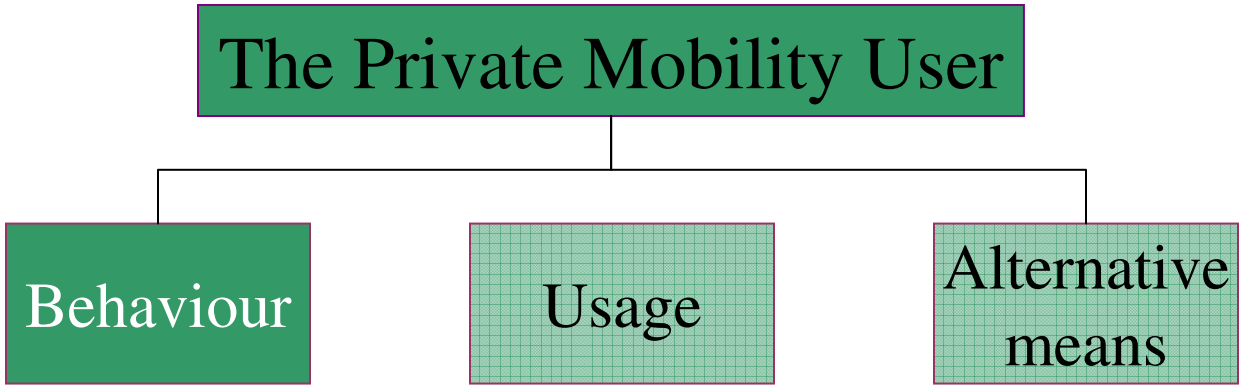
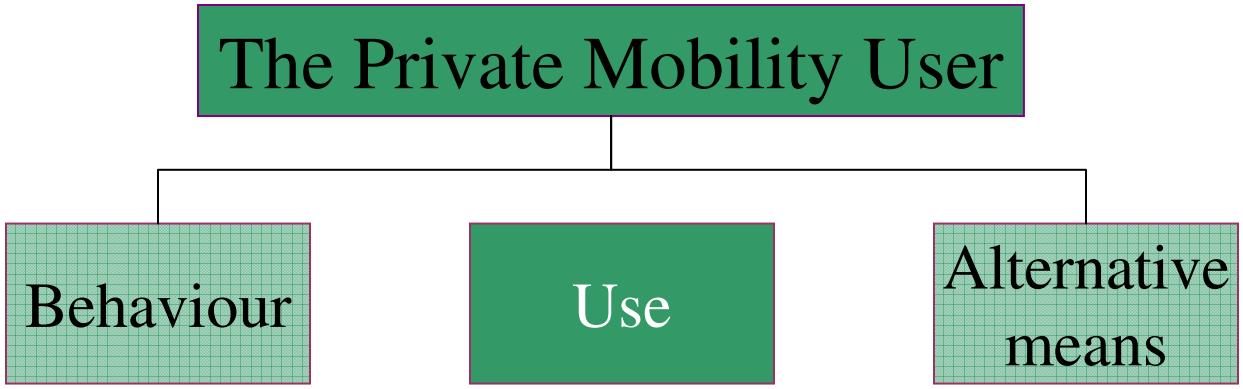


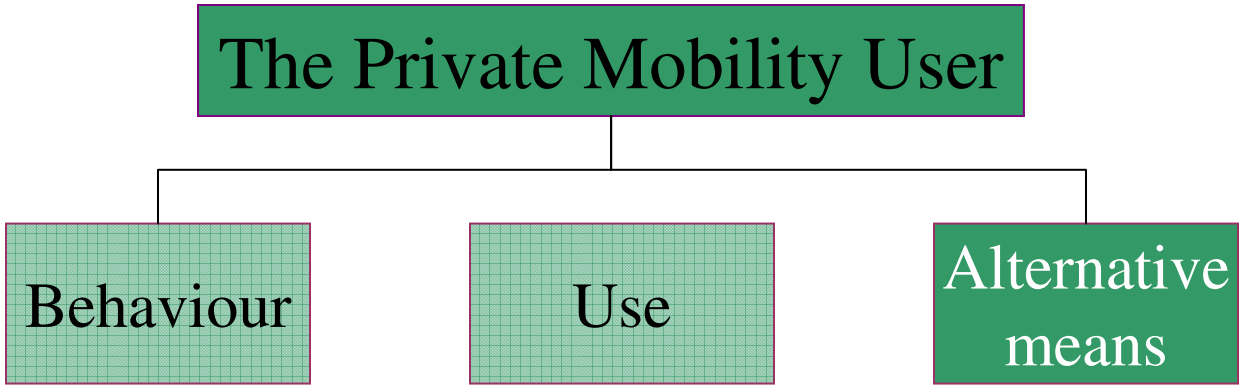
Behavior

- **User education and training**
- **User Information**
  - **Pre-trip, on-trip, post-trip**



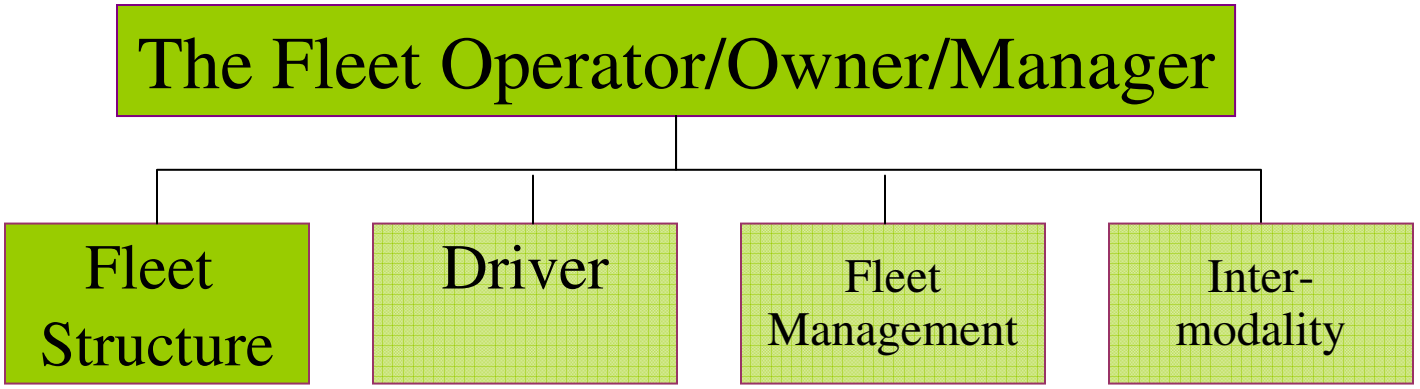
Use

- **Capacity**
- **Timing**
- **Frequency**
- **Costs**



Alternative Means

- **Selection of appropriate means of transport**
- **Public transport**
- **…..**



Fleet Structure

- Vehicle type
- Vehicle park age
- Maintenance policy

Driver

- Education and training
- Driver information
- Specific requirements for and pressure on commercial drivers

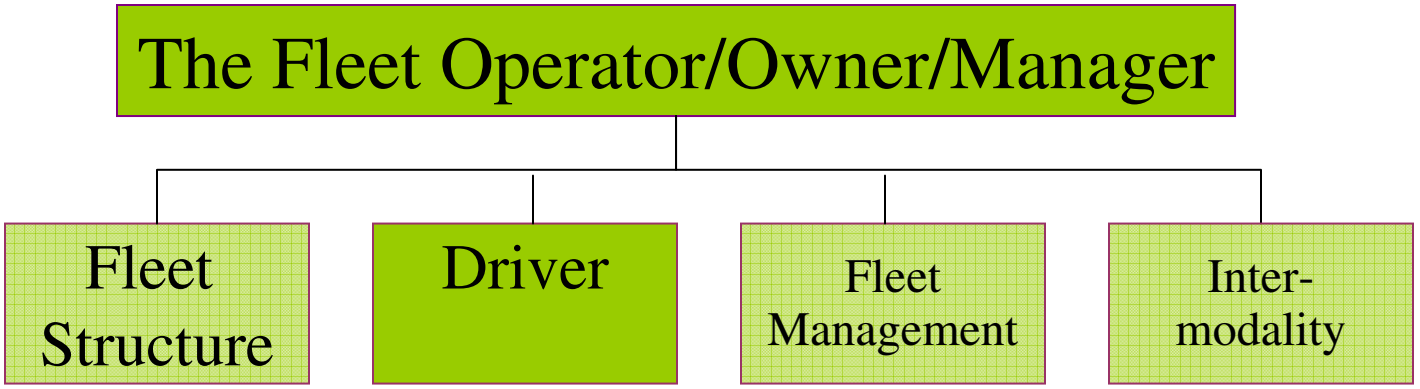
Fleet Management

- Employment of modern ICT systems
- Route planning
- Capacity planning
- Transport system (hub structure, interaction of different transport modes, etc.)

Intermodality

- Transport mode
- Hub structure
- Interfaces
- City logistics

Safety Forum



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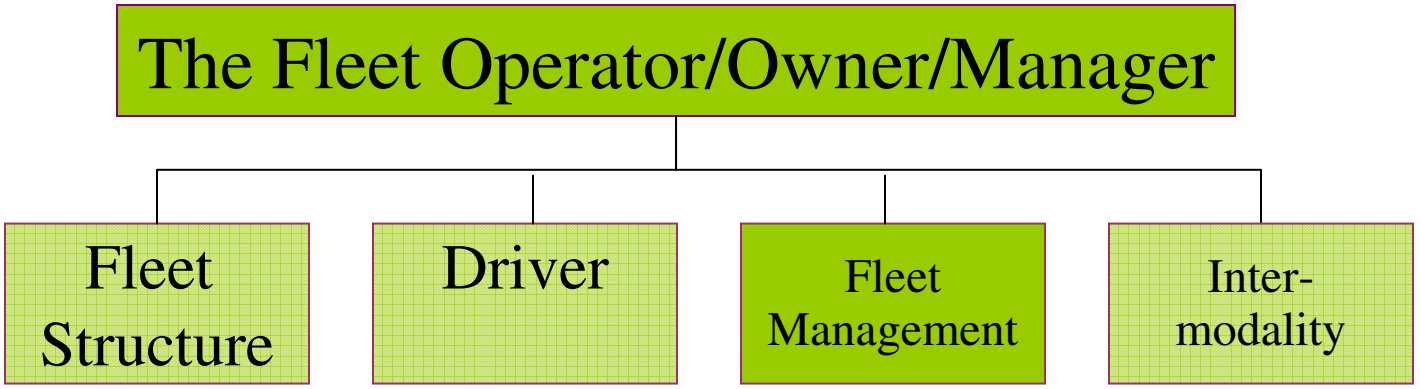
- **Specific requirements for and pressure on commercial drivers**



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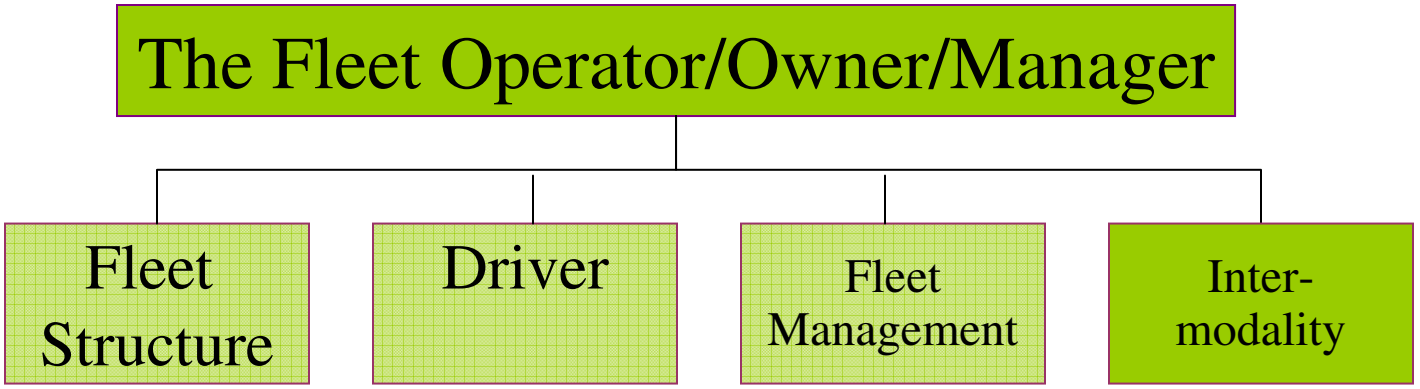

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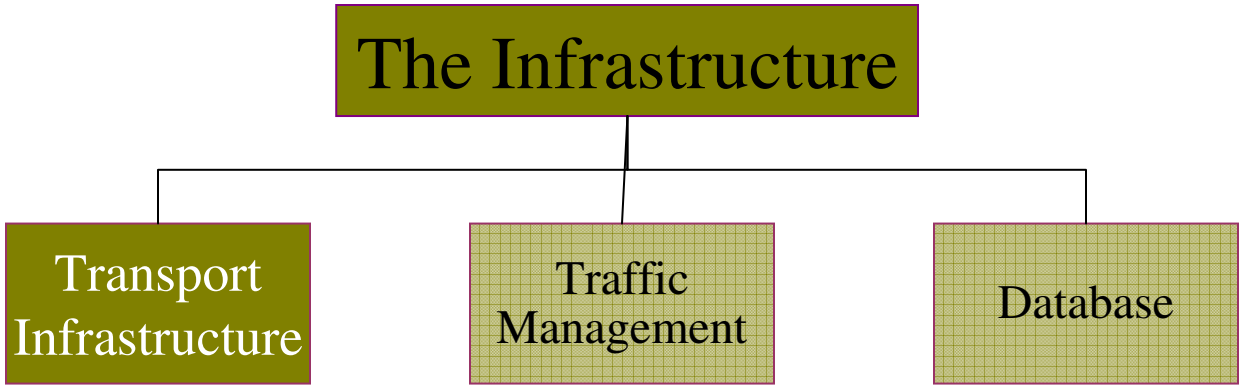


Transport Infrastructure (road, rail, air, waterways)

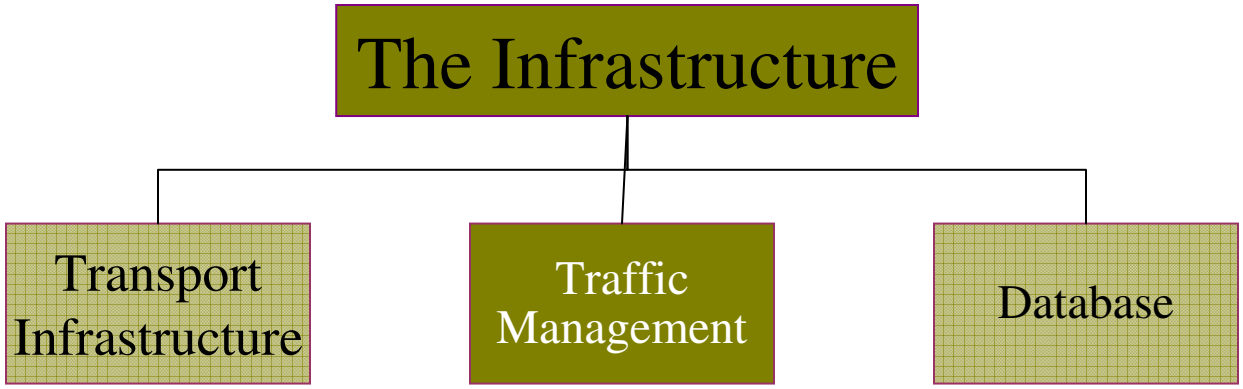
- Network density/structure
- Age and technology status of network
- Black spots/bottlenecks

Traffic Management

- Traffic density/demand
- Traffic sign infrastructure
- Variable message signs
- Incident Management
- Access control
- Road use charging

Databases

- Collection, processing and distribution of traffic information -> real-time, dynamic, digital maps
- ….



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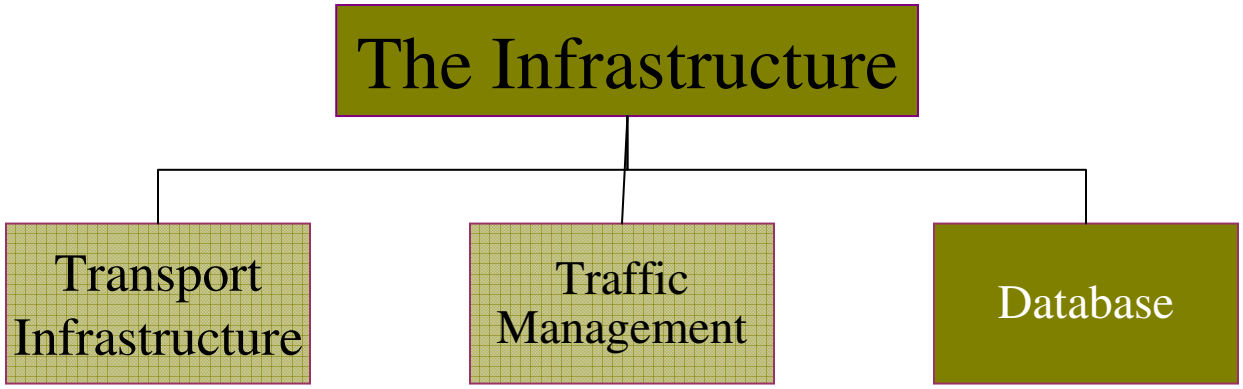

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- **….**

The Stakeholders

- The Driver -> Consumer organization
- The vehicle manufacturer
- The supplier
- The service provider (traffic information)
- The mobile network operator
- The infrastructure designer and operator
- The Traffic Center
- The Fleet operator/manager/owner
- The associated workgroup leaders (WG RTTI, WG Communication)

Some Hypotheses…

Effects on consumption and emissions:

- ICT can produce positive side effects
- Well trained and informed mobility user
- Holistic inter-modal Traffic Management
- Design and implementation of appropriate infrastructure
- Employment and optimization of existing technologies