

LPAA initiative Communication Form

These questions aim at providing further details about each initiative to build communication tools and show the main direction in which the LPAA is heading.

*The answers to the form should be sent back **by August 31st to XXX.***

1. Initiative information

A. Initiative name: ITS for the Climate

B. Communication focal point and contact details:

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2. Description of the initiative

A. Describe your initiative in 500 words covering at least:

i. What is the objective of your initiative?

ii. What is the issue you aim at solving?

B. How can your initiative contribute to the narrative of the action area?

The Intelligent Transport Services ITS represent the emergence and deployment of the digital age technologies in transport and mobility. There is as important potential of positive effects on environment and energy reduction in following ITS services:

- **ITS to facilitate co-modality of transport services for passengers and also for goods,**
- **ITS for eco-efficient navigation of vehicles,**
- **ITS to reduce congestion and support traffic management,**
- **ITS to facilitate the usage of electric vehicles,**
- **Automation of vehicles and transport**
- **...**

ITS can make important contributions for the reduction of CO2 emissions from transport.

Deployments of ITS for the climate were studied by numerous stakeholders and specially in European projects early in 2008 in the e-safety program. Sessions on this subject were organised in the successive ITS Congresses since then. The iMobility Forum (an European Commission lead project) estimated in 2011 the potential to reduce CO2 emissions via ITS deployment to be up to 30% between 2010 and 2020.

The conditions of successes in ITS deployments for mobility in the territories are well known:

- **strong involvement of local public authorities to develop a clear mobility policy**

- intermodality, including all modes of transport including traditional transport modes (cars, rail, public transport,...) and new services for “intelligent mobility” (like car pooling and car sharing), aiming a better use of investments in infrastructures, vehicles and training
- partnership in the management, because these services are capital-demanding and need a shared (or at least well understood) strategical vision of all the stake holders of the territories.

For instance, the use of CO2 emissions as a key performance indicator of the mobility sector imply the deployment of systems for supervision and evaluation (collection of data in real time about demand, offer, satisfaction or not of the clients, modeling, forecasting and monitoring) whose definition could be better done in the frame inter-modal cooperation.

As ITS associations, representing the interests and projects of the ITS stakeholders in their respective territories (national and regional) ATEC-ITS France and TOPOS can help “ordering parties” – public authorities and private companies to take decisions on these matters. In spite of the fact that they have no power to oblige or commit anybody to use the tools provided by ITS solutions, they are the adequate platforms for exchange on good practice, identify opportunities for ITS deployment to reduce CO2 emissions and encourage decision makers to cooperate between them and with the private sector in their territories.

Our initiative aims at facilitate the definition, deployment and perennial operation of ITS services having a measured and verifiable effects on CO2 emissions in the transport and mobility. Develop awareness of the potential of ITS and facilitate the implementation of the best practice are essential positive factors for a large ITS deployment that contributes to the reduction of CO₂ and associated Greenhouse Gas emissions so that Member States can be helped to reach the ambitious objectives to be decided during the COP21

Conscious of the deep interdependence of public and private decisions, the organising committees of the 3 last ITS World Congresses (Vienna, Tokyo and Detroit) have completed the technical and commercial dimensions of the Congresses with a political sequence: A Ministerial Round Table, give the possibility to the Ministers to support the priorities proposed by different stakeholders for possible common actions. Such a political support is seen as a necessary pre-condition of the emergence of international markets and interoperable services.

3. Communication about your initiative

A. Detail your timetable for announcements (what you plan to say publicly between now and Paris)

In the frame of the National Organising Committee of the Bordeaux ITS World Congress, ATEC-ITS France and TOPOS decided in 2014 to propose a Manifesto to increase awareness of the use of ITS for the reduction of CO2 emissions coming from transport and mobility.

This document was discussed in the frame of the ERTICO partnership , with the participation of the European Commission, resulting in the draft Manifesto “ ITS Addressing Climate Change” (V6.0 , 10 March 2015)

This document has been proposed for remarks and observations to the Ministers of transport of 84 countries invited to the Ministerial Round Table to be hold in Bordeaux on October 5th

The objectives of communication about the Initiative are as follow :

From now to Bordeaux, « ITS for the Climate » will be presented as a way to implement the ideas of the Manifesto, especially in terms of awareness and good practice.

Information will be send to stakeholders and the press about the existence of the Initiative.

After Bordeaux, « ITS for the Climate » will define and implement a « Bordeaux to Melbourne action plan » and if possible an « Bordeaux to Melbourne and Montreal action plan », in agreement of the ITS associations and authorities supporting these events, including information around the actions of the plans, including as far as possible data on the costs-benefits analyses of concrete examples of use of ITS technologies for a more sustainable mobility.

B. Provide a communication and media strategy to support the action area narrative -- this could include press conferences, events, press releases, social media, etc.

Media plan will be provided as soon as possible

C. Provide us with:

i. Up to 3 pictures representing your concrete action with its caption and credits.

Pictures will be selected soon

ii. Graph, charts or any supportive item you believe are necessary to illustrate your website page and highlight the human story.

This point is under study

iii. A Flyer/communication document of your initiative – if any.

There is no flyer at the moment