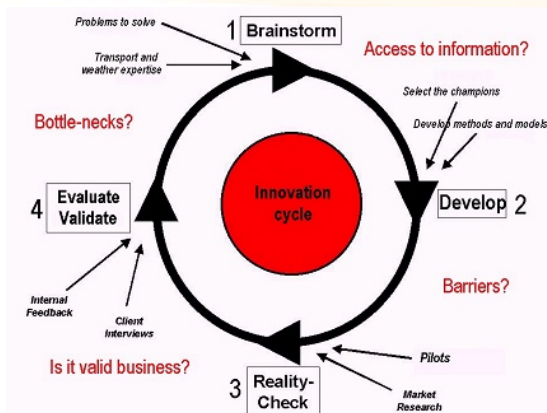


May, 2010

ROADIDEA

Road Map for more innovative European Transport Service Sector

European Commission
Information Society and Media



Innovation processes

The innovation methods used belong to the Futures Research Discipline. Innovation work as idea creation is necessary for finding new, unforeseen ideas that are imperative in the complex multidisciplinary R&D of ITS. The methods used in ROADIDEA proved to be well applicable to this work, allowing for continuous readjusting and redrafting of work, creating an iterative hyper-cycle. Successful innovation calls for multiple expertise to be persuaded in open and honest interaction, and assumes mutual interests to drive the group dynamics.

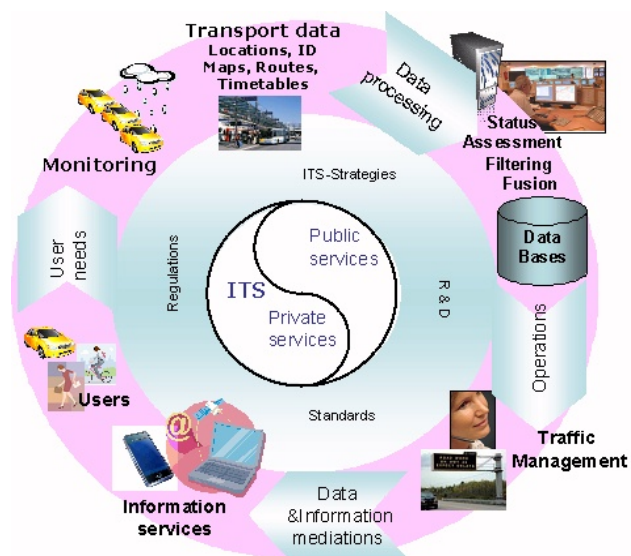
Ingredients of success

To succeed, one must know the user needs, have access to high-quality data and models, do content formulation well, have reliable real-time management, and realise finally sophisticated and tailored fulfilment of needs. Standards are necessary, as well as feasible business models.

The map for the road

ROADIDEA (2007-2010) studies in detail the European transport service system, and analyses in particular its potential and barriers for new service innovations with sustainable business models. This has been done in two successive innovation cycles, which resulted in several new service ideas. The Road Map will present the key results, observations and recommendations that have stemmed during the project's lifetime. It gives an action plan which strengthens the potential and lowers the barriers for transport service innovations in Europe. References from the innovation potential point of view will be made to other recent action plans and roadmaps, such as ITS Action plan and EasyWay ITS deployment Roadmap.

The key barrier for service innovations seems to be the access to various sources of useful information. A specific plan for a roadmap to remove eventually this and other observed barriers will be presented, as well as other recommendations and topics that need further research. Road Map is intended to stakeholders having interest in the development of transport infrastructure, management, and policies in the European context.





Major barriers

- Poor prerequisites for services, inferior access to data, inferior quality of data
- Poor business models and business cases delivering services not meeting properly with user needs
- Fragmented governmental policies resulting fragmented service markets unable to foster sustainable development
- Problems with privacy, liability issues, and trust
- Lack of interoperable interfaces e.g. between nomadic/aftermarket devices and vehicles; between vehicles and infrastructure



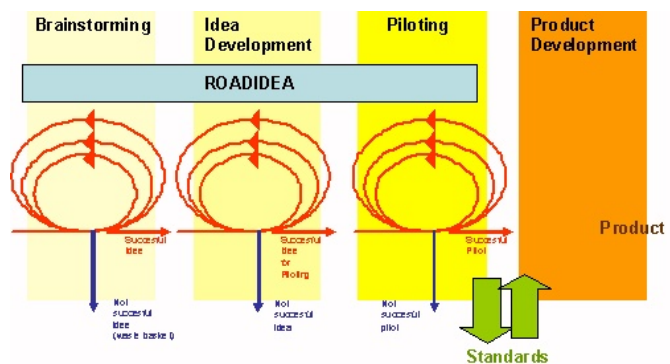
Recommendations

- Make further analysis on user behaviour, interests, needs and requirements
- Devote adequate and detailed efforts on user tests and stakeholder analysis when piloting new services
- Devote sufficient efforts to user awareness and customer oriented thinking when defining the service concept
- Introduce a recommendation on European Minimal Data Set for system and services development
- Solve the problems of data integration and harmonisation to be able to use effectively versatile and cross-border data
- Speed up the efforts to find new and innovative ways of data collection (V2I, I2I etc.)
- Develop effective and innovative methods and models to be used in information formulation
- Open the European markets for effective business development by removing the barriers of re-use and financing of data, especially weather related data
- Devote additional resources on innovative business model development solving the problems of cooperation, financing, revenue sharing, user interest and stakeholder cooperation
- Enhance support to public sector commitment by making recommendations on viable models of cooperation and procurement



Main actions

- Agree on European rules for access to public data in affordable manner
- Specify quality level recommendations aiming at optimal data quality
- Explore, develop and demonstrate innovative business models
- Support the key activities defined in EU ITS Action Plan and eSafety Forum
- Carry out systematic evaluation and assessment studies in tangible manner
- Maintain and develop benefit and cost databases of ITS applications
- Utilise the code of practice approach to solve the liability issues
- Always define solutions to privacy and security issues in the beginning of the development circle
- Mandate interoperable interfaces in Europe and globally



ROADIDEA Road Map will be available in September 2010. You will find this and all other public documents from project's web site: <http://www.roadidea.eu>

