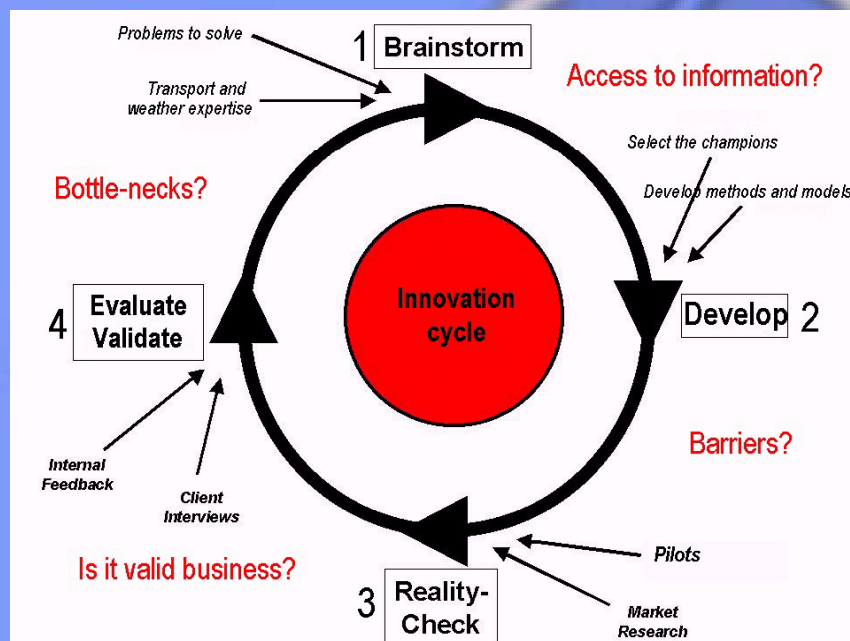


ROADIDEA Roadmap for Innovations



- Potential of the European transport service sector for innovations
- Can Europe produce **radical innovations**?
- Analysing availability and accessibility of necessary data sources
- Revealing problems and bottlenecks
- Developing better methods and models, to be
- utilised in service platforms for new mobility services
- with business potential
- See www.roadidea.eu

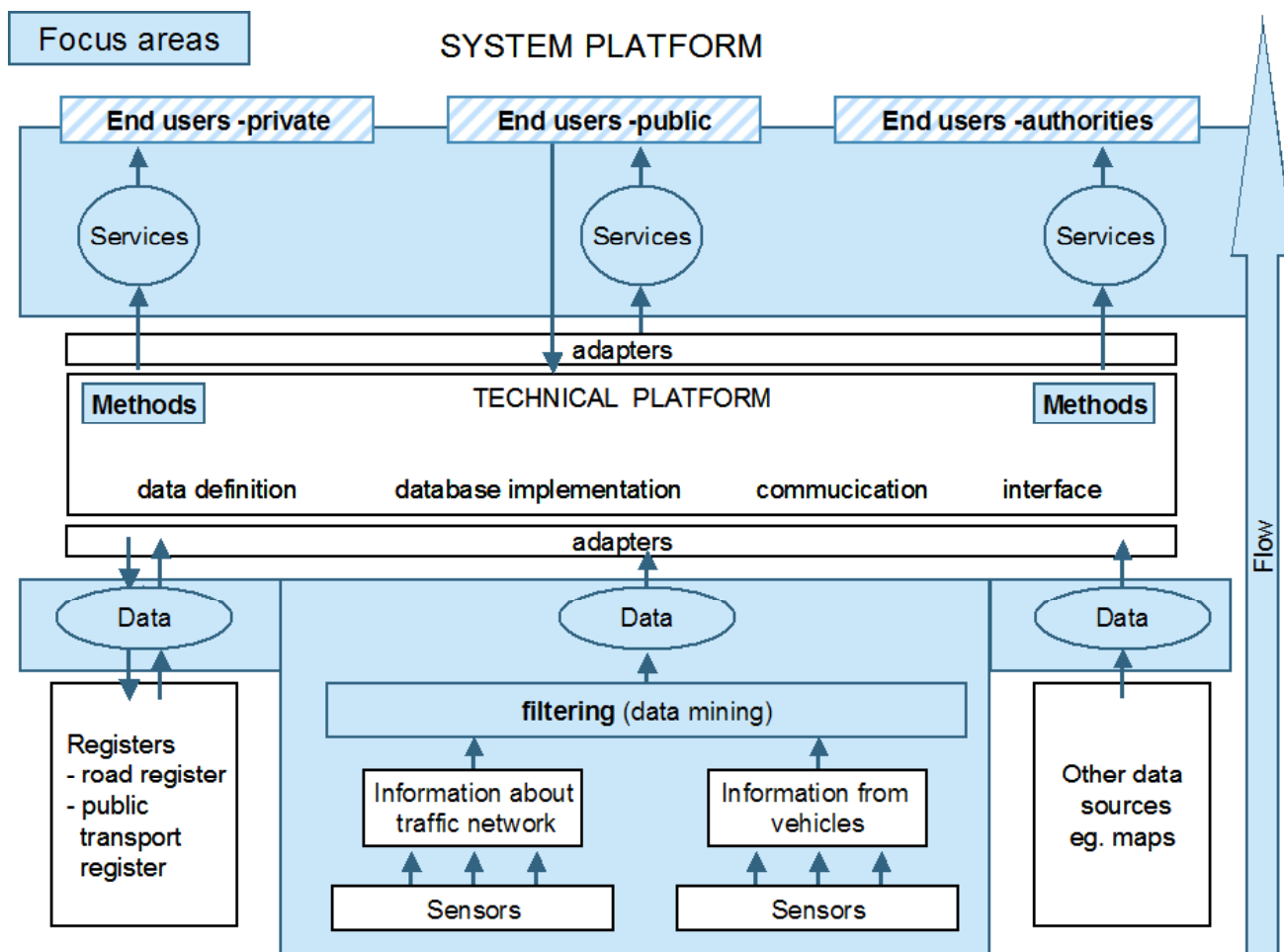
Coordinator: Foreca Consulting Ltd, 14 partners. Total cost: 4,9 M€, EC funding 3,3 M€. Start date 1.Dec 2007, duration 34 months.



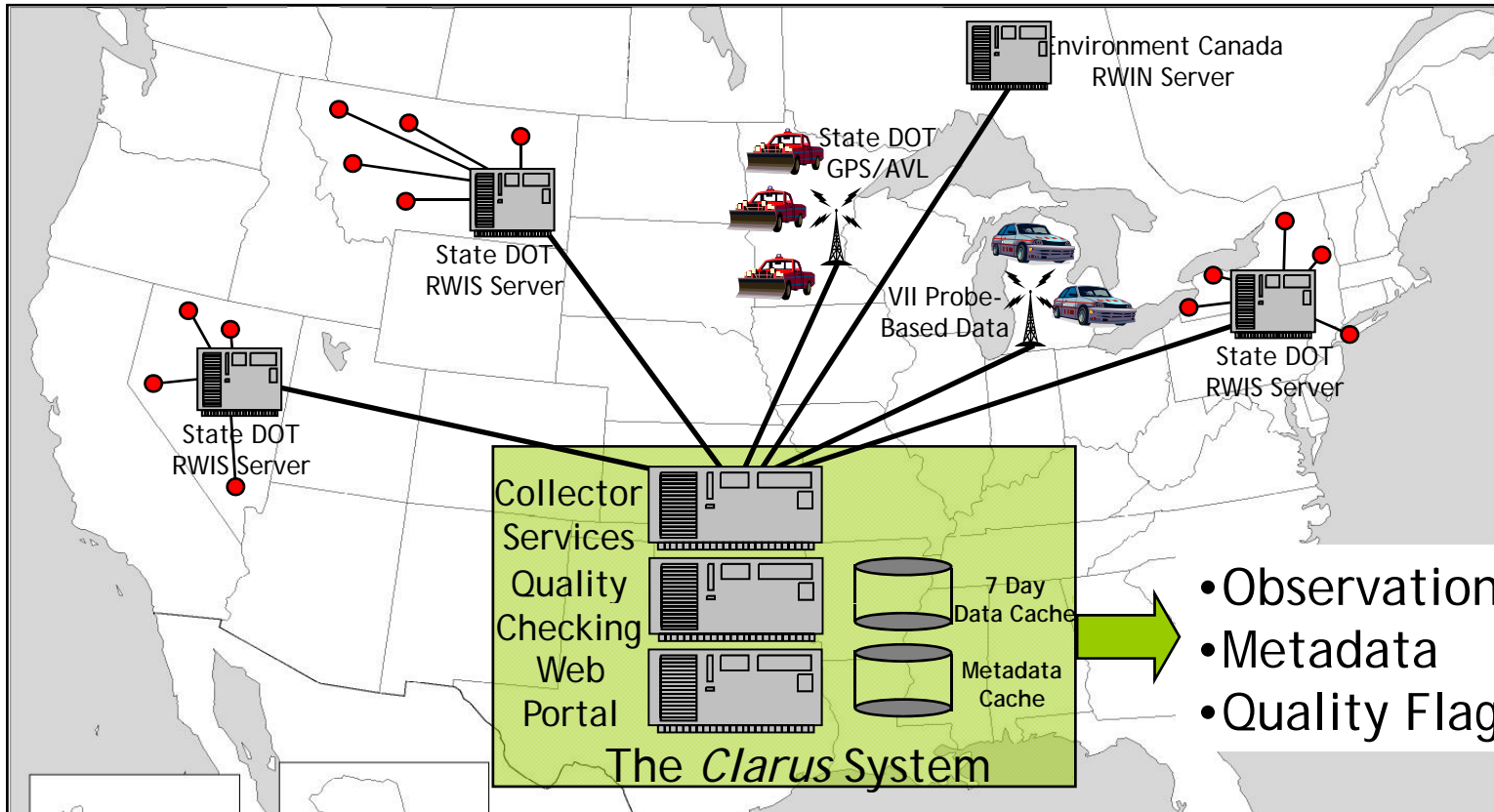
Our hypothesis

- Effective **accessibility** to all kinds of useful **information**,
- combined with **advanced models** and **data fusion** methods,
- applied on technological **information platforms**,
- with high level of **standardisation**;
- These are the prerequisites for the creation of **innovative mobility services**

Technical platform and data flow



Clarus initiative has similar vision!



Nationwide Data Management System for
Surface Transportation Environmental & Pavement Condition Observations

Some 100 good ideas innovated

- Fog warning system in Italy
- "Pulp Friction" slipperiness warning system
- Combining weather and traffic models in Gothenburg Sweden
- Managing traffic chaos in Hamburg port
- Semi-public high-quality transport
- Car running on bio-waste

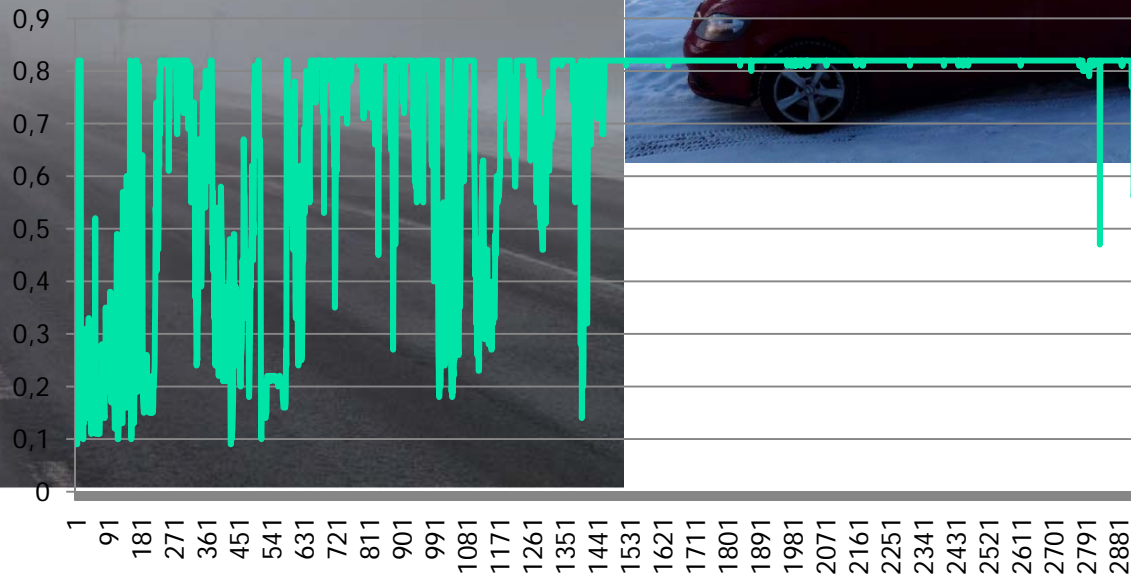
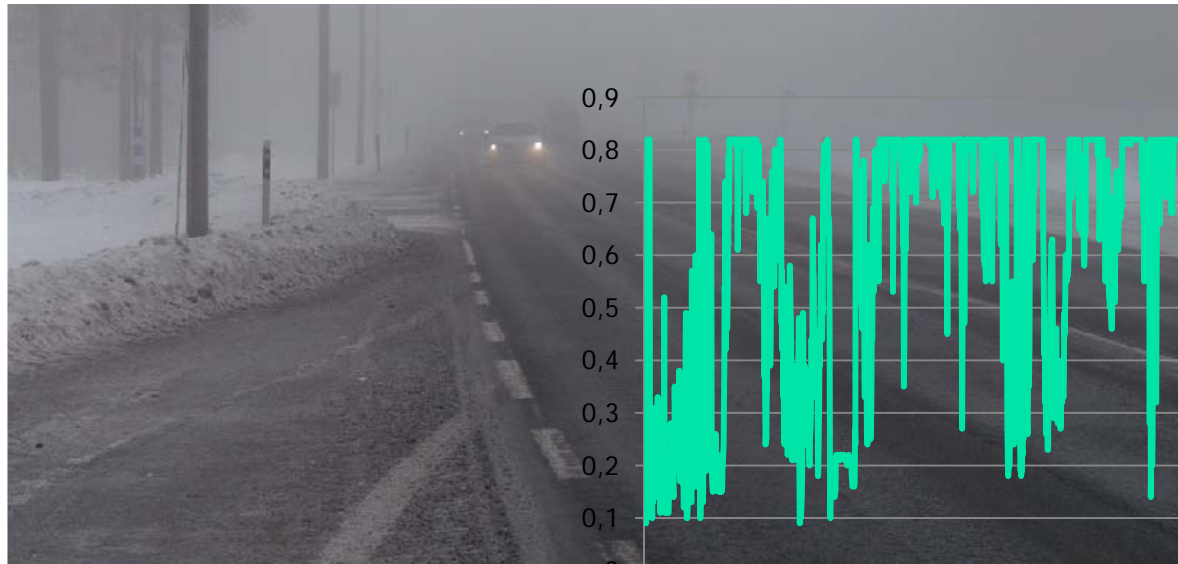
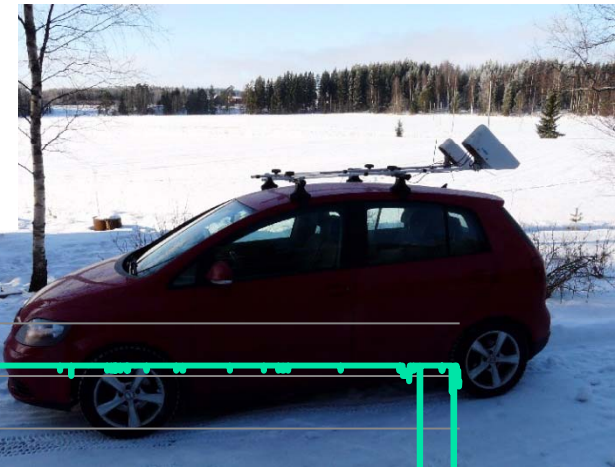
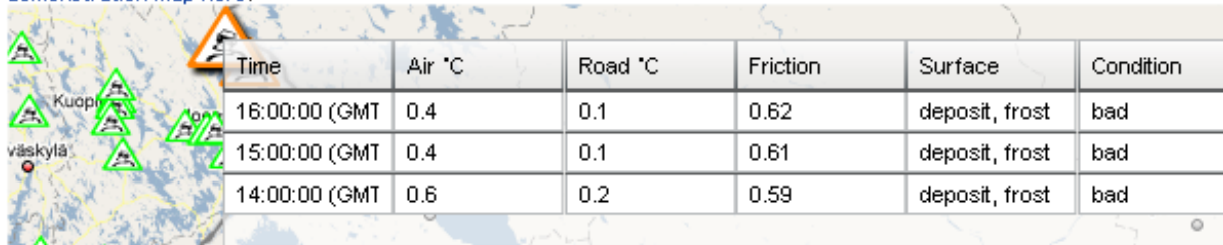
Friction model for slipperiness warnings

Pulp friction pilot produces road slipperiness prediction for Finland

11/19/2009 2:04 PM

by Poul Grashoff (internet)

The pulp friction pilot produces predictions for road slipperiness for 91 weather stations in Finland. You can find a [demonstration map here](#).



= best idea that developed into real service



- Comparing ROADIDEA concept and results in the EU, the USA and Canada
- Partner projects: Clarus initiative of the FHWA and ITS Canada, road services of Environment Canada
- Visits in three phases:
 1. Introductory and planning during TRB2010 in Washington and SIRWEC/PIARC in Quebec
 2. Fact finding missions, and organising Innovation seminars with partners and stake holders in the USA and Canada
 3. Final seminars: **June 7-10 during TRA2010** in Brussels, July in Washington and Quebec
- Final Report (out in July 2010) contains analyses of existing data policies, availability and content of road information, methods and models, and provision and innovation of mobility services



www.roadidea.eu

Pirkko.Saarikivi@foreca.com

