



**EasyWay**

# EasyWay

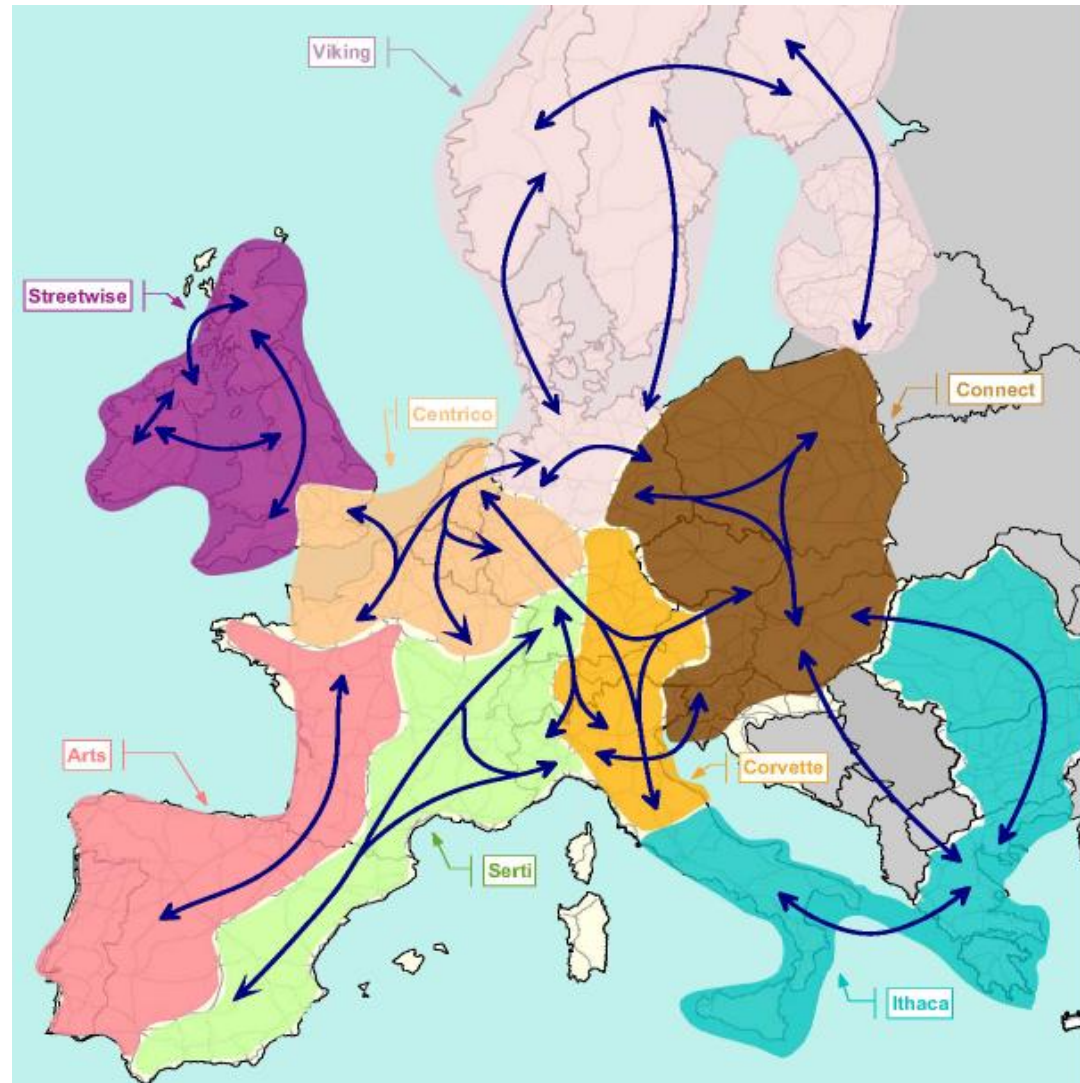
**Working together on harmonized deployment  
of ITS services for Road Safety**

*Ronald Adams -EasyWay chairman 2011*

**ASECAP 2011 Road Safety Event**  
*ITS actions in Road Safety developments*  
**Athens, 1 March 2011**

- **27** European member states
- **150** Affiliated partners
- **€ 100 mln.** TEN-T budget support
- **8** Euroregions (deployment)
- **6** (horizontal) Expert and Study Groups

The main strength of EasyWay is its **unique position**. EasyWay is the only programme in Europe where Member States and Road Operators (Public and Private) cooperate intensively on the **harmonized deployment** of European ITS services.



# EasyWay: Fostering Sustainable Mobility across Europe

## AVOIDING CONGESTION

**Facilitating travel and mobility.** EasyWay will increase network efficiency through the deployment of reliable and high-quality transport information and traffic management systems. EasyWay set the target of **25% REDUCTION** of road congestion on the TERN by 2020.



## SAVING LIVES

**Improving road safety.** Remains an objective in both a national and European context. Data collection and processing, information and advice displayed in real time lead to a significant decrease in road accidents. EasyWay actions will contribute to the overall goal of a **25% REDUCTION** in fatalities and severe injuries on the TERN by 2020.



## REDUCING CO<sub>2</sub> EMISSIONS

**Protecting the Environment.** Through the widespread optimisation of road infrastructure usage, EasyWay will contribute to a **10% REDUCTION** in road transport emissions (CO<sub>2</sub>) by 2020.



# EasyWay and road safety

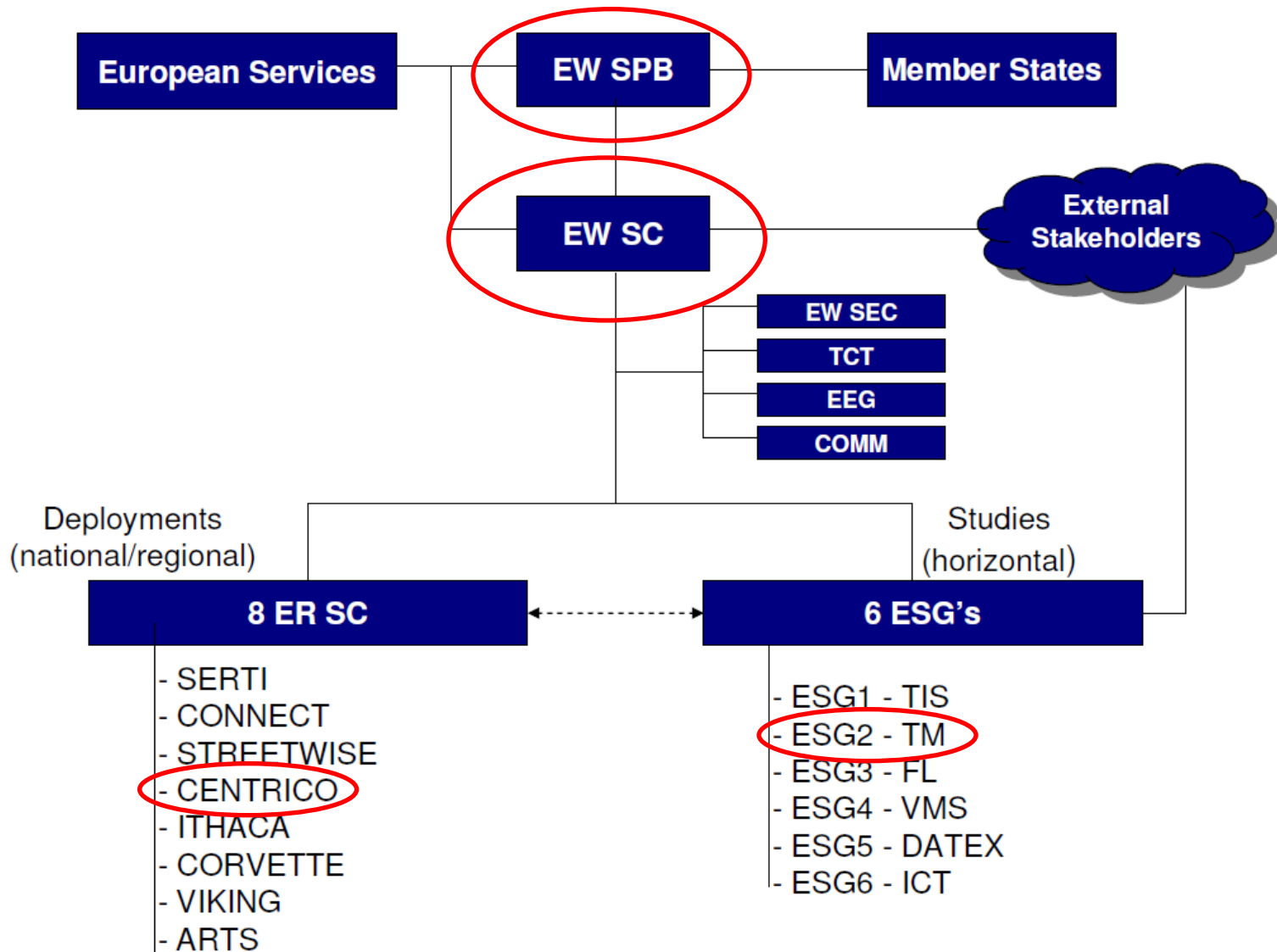
- **One of the 3 key strategic goals of EasyWay is increasing safety**
  - Well defined within the EW Strategy and Action Plan
- **Many of the EasyWay core services and (1200!) EasyWay projects contribute to road safety – such as:**
  - Incident management
  - Truck parking
  - Speedcontrol
  - Hard shoulder running
  - Traffic information services
  - Etc.
- **Future road safety services based on cooperative systems are investigated by the EasyWay Cooperative Systems Taskforce**
- **Analysis shows clear effects on safety from the various EasyWay projects (figure)**

Service/effect	REDUCTION in		
	Congestion	Fatalities	CO <sub>2</sub>
On-board information	1 – 6 %*	2 – 4 %	0.5 – 3 %*
Road-side information	1 – 6 %*	2 – 5 %	0.5 – 3 %*
Pre-trip information	0 – 2 %*	ca 0 %*	0 – 1 %*
Travel times prediction	0 – 2 %*	ca 0 %*	0 – 1 %*
Co-modal information	0 – 3 %*	0 – 1 %	0 – 3 %*





# EasyWay Organization



# Highlights EasyWay 2 (started 1-1-2011)

- **Based on:**
  - EU ITS Action Plan and ITS Directive
  - Strategy and Action Plan: Long term vision, Roadmap, Workplans
- **Installation Supervisory Programme Board**
  - Stronger involvement of the member states
  - Better alignment national/european policies
  - Foster harmonized deployment
- **Improvements related to programme and project management**
  - Governance handbook
  - Monitoring and evaluation
  - Quality- and risk management in place
- **Improvements related to communication**
  - EasyWay communication strategy
  - Communication Action Plan 2011
  - Stakeholder strategy



# What do we want to achieve with EasyWay 2?

## *Realize the targets of the Strategy and Action Plan*

- **Contribute to the realization of the long term vision:**  
“Contribute to a sustainable transport system allowing the European travellers and hauliers to travel safely (no accidents), efficiently (no delays) and cleanly (no environmental damages). The users are supported where relevant by harmonised and seamless ITS services in all aspects of their travel (pre-trip, on-trip and after-trip).”
- **Contribute to the realization of European and National goals**
- **Realize the working plans and projects for 2011 and 2012**
- **Better use of and further development of the Deployment Guidelines**
- **Foster effective cooperation and communication with stakeholders**

***Create a sound basis for EasyWay 3 and for a structural role for EasyWay in the harmonized deployment of ITS services in Europe***

# EW 2 Cooperation with stakeholders/ASECAP

- **Based on:**

- Annual Forum Lisbon 2010
- EasyWay Stakeholder Strategy
- ASECAP one of the prioritized stakeholders



- **Possible goals (strategic and tactical) for cooperation with stakeholders**

- Sharing the same long term vision on harmonized ITS implementation in Europe
- Compare, share and combine (?) Roadmaps
- Use and improvement of the EW Deployment Guidelines
- Realization of the EW workplans
- Cooperate on concrete deployment projects and services (Road safety, cooperative systems etc.)
- Create concrete win-win situations (e.g. in Deployment activities)
- Create a permanent platform for harmonized deployment of ITS services in Europe



Given the common interests in the ITS field and the permanent and continuous involvement of the respective members in ITS tools improvement and implementation ASECAP and EasyWay representatives signed a MoU in october 2009.

In 2009 ASECAP Steering Committee authorized ASECAP President José Luis Feito to sign the MoU with EasyWay (october 2009).



## MEMORANDUM OF UNDERSTANDING ON COOPERATION

between

**ASECAP**

and

**EasyWay**

OCTOBER 2009

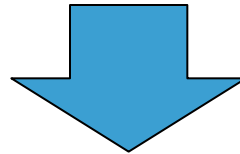


# Fostering the cooperation between ASECAP and EasyWay (1)

It is time now to elaborate together on a **common action plan** (including a short and long period perspective) in order to fully implement the MoU

## **Possibilities** for EasyWay and ASECAP to work together

Create a structure inside EasyWay, a sort of permanent **Advisory Committee** in order to concretely analyze issues of common interest and take a common appropriate operational decisions that will be applied by



A **Common Working Group** be composed by the ASECAP COPER III and EasyWay ESGs (those that are relevant to the common action) which will regularly meet.



EasyWay through the **Expert and Study Groups** have developed **19 Deployment Guidelines** in preparation of deployment of Core Services

For example related to the **road safety** different DGs have been developed:

- Speed Control
- Incident Warning
- Incident Management
- Dynamic Lane Management

This could be a **first “food for thought and action”** for the above mentioned Common Working Group aimed at a joint support for the Road Safety related Deployment Guidelines.

**Final common objective:**

*Produce a joint draft for a **common action plan** (including a short and long period perspective) in order to fully implement the MoU that can be further discussed within ASECAP and EasyWay and during the ITS Europe Congress in Lyon*

***Thank you for your attention***

**More information?**

[www.easyway-its.eu](http://www.easyway-its.eu)

[ronald.adams@rws.nl](mailto:ronald.adams@rws.nl)

