

INTELLIGENT transport

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Creating a safer more efficient, higher quality and sustainable transport infrastructure for everyone



INSIDE: How Intelligent Transport Systems, can make travel less polluting, cheaper and better informed



- How** Intelligent Transport can help protect the natural environment and the historic fabric of towns and cities
- How** Intelligent Transport can help ensure the safety of motorists, vulnerable road users and pedestrians
- How** Intelligent Transport can deliver on a wide range of European Government objectives, beyond those directly associated with transport

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Mobility as a driver for economic growth

Sustainable mobility is about moving people and goods in ways that reduce impact on the environment, the economy and society. What new approaches and technological advancements can be applied to help reach this aim?

By Susan Venables.

- ▶ **Transport is the lifeblood of modern economies as it provides mobility and the basis for economic growth. But transport is also the source of many of the problems societies face today. As mobility accelerates worldwide stakeholders are becoming more concerned about congestion, inadequate infrastructures, land use, noise and pollution and the ever increasing reliance on non-renewable resources. The EU's White Paper on Transport Policy highlighted that transport is responsible for 31% of energy consumption and contributes 26% of all CO₂ emissions.**



"Road pricing is not only a good idea but inevitable and is almost always the best way to allocate a scarce resource..."
Martial Chevreuil

Current mobility trends are unsustainable and simply building new transport infrastructures is unlikely to solve the problems. National governments agree that transport needs to become more efficient, more equitable and less disruptive, but transport still poses one of the greatest policy challenges for achieving sustainable mobility and economic development. New approaches are required to help balance the positive and negative impacts of transport and indeed, by encouraging technological innovation and promoting behavioural change, this could hold the key to future transformation.

Creating a sustainable environment

There is clear evidence that a comprehensive and high-performing transport system is an important enabler to sustained economic prosperity. "In fact it was the Eddington Transport Study, 2006, that highlighted that in the UK a 5% reduction in travel time for all business and freight travel on the roads could generate around £2.5 billion of cost savings," explains Jeremy McCluskey, UK Managing Director, Egis Mobilité. "But, that being said, the inextricable link between transport and the economy brings with it many challenges and addressing them does require a sophisticated approach."



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Getting transport policies right means making a comprehensive assessment of the full range of economic, environmental and social impacts. It requires considerable foresight and an understanding of all the various elements involved in transport systems. "Whether it's pricing, traffic management or road safety - they are all linked. And certainly what can help bring it all together is the application of new information and communication technologies," adds McCluskey. "Not to suggest this is the panacea, but Egis' 20 years experience of design and implementation of advanced intelligent transport solutions demonstrates the value they can deliver in terms of creating sustainable mobility whilst maintaining a sustainable environment."

Road pricing

Improving mobility whilst preserving the environment is about reaching a compromise and this is why many governments have introduced or are considering introducing national 'road pricing policies' – charges for road use. Martial Chevreuil, Executive VP, Strategic Policy and Development, Egis Mobilité, agrees that: "Road pricing is not only a good idea but inevitable and most densely populated



high-income countries will have some form of road pricing within the next three decades."

"Pricing is almost always the best way to allocate a scarce resource and it has already been proved that it is the most efficient way to ration road space, consistent with freedom of choice," Chevreuil goes

on to say. "Not only does it help to save costs and reduce congestion and transport's environmental impact, but it brings predictability to end-to-end journey times, not only for the individual but for the transportation of freight. Indeed, the Eddington Report calculated that a 'UK national road pricing scheme' could reduce congestion by 50% below what it otherwise would be in 2025 and produce benefits worth £28 billion a year by 2025."

To ensure that road pricing works, putting in place the infrastructure along with the right intelligent transport solutions is critical – such as electronic tolling systems. And certainly Egis have been involved in the successful implementation of many such tolling infrastructure projects across Europe. "But what's key is that this is not just about introducing national road pricing, and other transport infrastructure systems, that work in isolation, as remember transport crosses boundaries," adds Chevreuil. "Systems need to be able to integrate and communicate with each other and this is why our design and project engineering is focussed on developing standards to enhance technological harmonisation and interoperability."

A holistic approach

As governments increasingly recognise sustainability as a core guiding principle, the need for more sustainable transport systems is a priority. McCluskey concludes: "It's about developing transportation that does not jeopardize public health or ecosystems but still meets growing mobility needs. This can be achieved as now there is a realisation that transport can't be considered in isolation due to its inextricable link with the environment, global economies and energy resources."

"This means developing a holistic approach where all these factors can be considered and for me the true integration of technologies is the key. I believe it's already providing the platform for sustainable development and, ultimately, facilitating migration to the inevitable changes which will happen during the next 50 years - for example a change to a 'hydrogen-economy' away from failing to sustain the current 'hydro-carbon' one."