



ERTICO

ITS EUROPE

ITS Solutions in Europe: Where Are the Quick Wins?



ITS Romania

CONGRESS 2025
RESITA, 6-7 NOVEMBER 2025

Joost Vantomme,
CEO ERTICO-ITS Europe



Traffic & Transport
Industry



Connectivity
Industry



Users



Public Authorities



A unique public-private partnership

Bringing together over **120 Partners** from all ITS
sectors to make mobility smarter, cleaner, safer
and more efficient.



Service
Providers



Research



Vehicle
Manufacturers



Suppliers

- ✓ Established in 1991 by the European Commission and industry leaders
- ✓ Focus on innovation in the transport and mobility system
- ✓ European projects on research, innovation -> deployment
- ✓ Building bridges with the ITS community worldwide, ITS Nationals & thought leadership
- ✓ Organiser of the European/World ITS congresses

Innovation through ITS

Intelligent Transport Systems



Automated driving



Drones



Data exchange



Traffic management



Artificial Intelligence



Mobility as a Service



Navigation



Mobility Apps



Transport and Logistics



Intelligent Infrastructure



Safety



Micromobility



Payment Systems



V2X Communication



eMobility

Why ITS matters for Mobility

- **Growing challenges everywhere:** traffic jams, accidents, delays, pollution in cities, highways, and logistics.
- **Without smarter systems,** we waste time, fuel, and money, while putting people and goods at risk.
- **ITS is the digital backbone:** it connects roads, vehicles, public transport, logistics, and users in real time.
- **With ITS, we can move people and goods** more safely, cleanly, and efficiently, everywhere in the world.



New European Commission since Dec 2024



Increased focus on:

- ✓ **Safety and security**
- ✓ **Resilience (physical/digital)**
- ✓ **Defence: link between military and transport & mobility**
- ✓ **Access and equity to mobility**
- ✓ **User awareness & needs**
- ✓ **Skills development**
- ✓ **Competitiveness of Europe**

EC renewed focus on transport & mobility



- Automotive Industrial Strategy & Action Plan
- Sustainable transport investment plan
- Implement revised ITS directive
- Innovation & technological sovereignty
- Implement AI Act
- Continued climate and energy implementation
- Revised ITS directive
- New cybersecurity & cyber resilience act
- Mobility Data Space(s)
- Complete TEN-T
- Digital booking, ticketing & payment (MaaS)
- eFTI and paperless transport
- Safety & working conditions in transport
- Link to security and defense
- New budget approach in FP10
- Education & skills strategy
- Start-up and scale-up strategy

ERTICO involvement in the ITS agenda

Further **roll-out ITS directive**, expected delegated regulation on C-ITS, SRTI (update)

Digital booking, ticketing & payment
(mainly rail ?)

eFTI regulation in force
(electronic freight transport information)

Digital compass & infrastructure
Data spaces

Automotive Industrial Strategy Action plan

Sustainable Transport **Investment Plan**

Implementation of the **digital package** (DMA, DSA, DGA, AI Act, cybersecurity act, cyber resilience act)

Multiannual Financial Framework -> role of ITS in **FP 10**

Automotive Industrial Action Plan



- European industry leaders, social partners, and stakeholders
- HL meetings 30 January 2025 -> 4 March 2025
- Inclusive and collaborative process aimed at addressing critical challenges facing the sector
- 4 thematic streams led by 4 Commissioners
- Dedicated meeting on technology and digital innovation with Executive VP Henna Virkkunen on 17 February 2025
- Commissioner Tzitzikostas Action Plan, 5th of March 2025
- ERTICO inputs and cooperation



The Automotive Action Plan ensures a close collaboration between several actions related to the vehicle of the future

Chapter on Innovation and Digitalisation



Today's focus

Strategic direction and pre-competitive dialogue

Focus on innovation for the vehicle of the future



Connected and Autonomous Vehicle Alliance (ECAVA)

Deployment of Autonomous vehicles



3+ Large-scale cross-border test beds /regulatory sandboxes



R&I investments



Automotive JU



IPCEI Automotive candidates

Current and future Automotive R&I investments on EU and MS level

Harmonised regulatory rules for the single market



Harmonised rules for testing and deployment across public roads



Digital is part of the components

Supporting Member States, regions and cities as they develop safe, accessible inclusive, smart, resilient and zero-emission urban mobility well ahead of 2050



A stronger public **transport network**



Easier and more attractive options for active mobility such as **walking and cycling**



Efficient zero-emission **urban logistics** and last-mile deliveries



Better management of **mobility flows**, through multimodal hubs and digital solutions



Modern stations that connect rail with public transport, and provide shared mobility services



Bigger and better **park-and-ride facilities**, equipped with recharging points for zero-emission vehicles



More **multimodal terminals** and freight consolidation centres



More sustainable and well-functioning **passenger transport-on-demand** services such as taxis and PHVs

Value creation through data sharing

Safety & security

- ✓ ADAS & automated driving (comfort + reducing human errors)
- ✓ Vehicle safety & security (braking, steering, eCall, cybersec.)
- ✓ Road & pedestrian safety
- ✓ Platooning, automated valet parking

Traffic efficiency

- ✓ Connected and cooperated V2V/V2I/I2V/V2X
- ✓ Better vehicle throughput
- ✓ Optimisation of road capacity
- ✓ Digital twinning and city planning

Service economy

- ✓ Integration into multi-modal digital mobility services (MaaS, ...)
- ✓ Insurance & logistics related services
- ✓ Repair & maintenance aftermarket
- ✓ Charging infrastructure, grid management
- ✓ Parking & tolling management

Overall

- ✓ Sustainability: climate & air quality
- ✓ Productivity: supply chain, regulatory compliance, asset management, ...
- ✓ Enhanced urban mobility, optimisation use of space and time

Digital and sustainability: 1+1=3

The car of the future is not “a car” anymore

CCAM is not the destination but an enabler

With a real business case and impact

Never forget the user

Cooperation, cooperation, cooperation

Connecting the dots



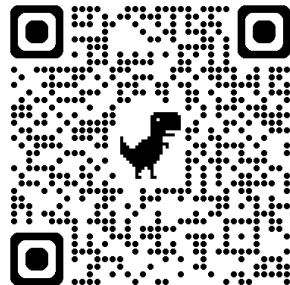
BRIDGING INNOVATION: INTEGRATED, SAFE AND SEAMLESS MOBILITY

its

EUROPEAN
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ISTANBUL
27-29 APRIL 2026

17TH ITS EUROPEAN CONGRESS ISTANBUL

<https://2026.itseuropeancongress.com/congress/its-istanbul>



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Congress Topics



1. Safety and resilience through intelligent systems

Deployment of intelligent systems –including AI, V2X, predictive analytics, and cybersecurity –to enhance user protection, ensure infrastructure continuity, and address safety in increasingly automated and complex networks.



2. Multimodal mobility system management

Integrated and inclusive mobility across all modes, powered by real-time data, demand-responsive transport, MaaS, and digital orchestration to optimise user journeys, reduce congestion, and improve accessibility.



3. Smart and sustainable logistics in the digital era

Digitally enabled, low-emission logistics –linking automation, AI, and multimodal infrastructure to support resilient supply chains, efficient urban freight, and innovation in ports, terminals, and corridors.



4. Enhancing transport and mobility beyond the road

Smart and connected solutions for rail, air, and waterborne modes, including automation, satellite-based services, UAM, and interoperability strategies to enable a truly multimodal, decarbonised transport ecosystem.

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Ways you can participate



Public authorities:

Connect with institutional stakeholders, public operators and private sector driving cross-border collaboration.



Become a Partner:

Position your brand as a thought leader through speaking opportunities, workshops, panels and high-profile visibility opportunities.



Exhibit:

Showcase your products and services to a curated audience of buyers, city representatives and innovators.



Demonstrate:

Bring your technology to life with real time demonstrations that show impact and drive adoption.



Attend as a delegate:

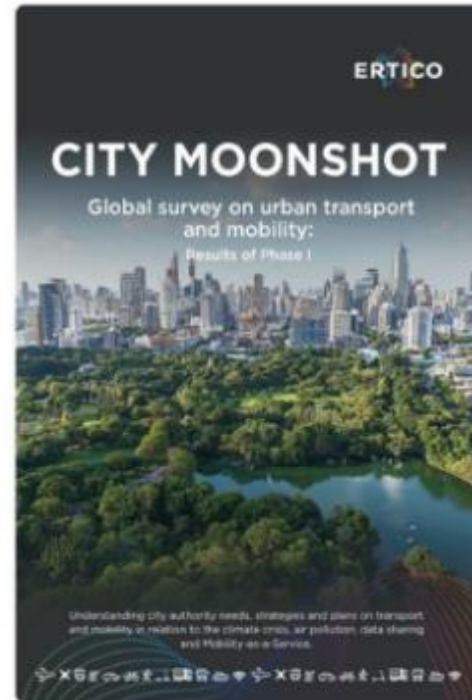
Access to 100 expert-led sessions, high-level insights on deployable solutions and strategic networking with cities, companies and policymakers.



Contribute:

Submit your paper when our Call for Contributions opens and help shape the future of smart mobility.

Thought leadership



THOUGHT LEADERSHIP JOURNEYS

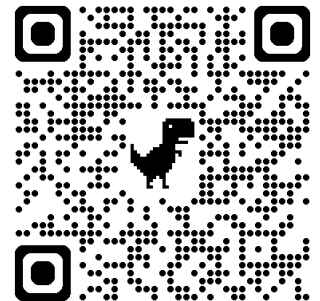
Partnership Webinar Series



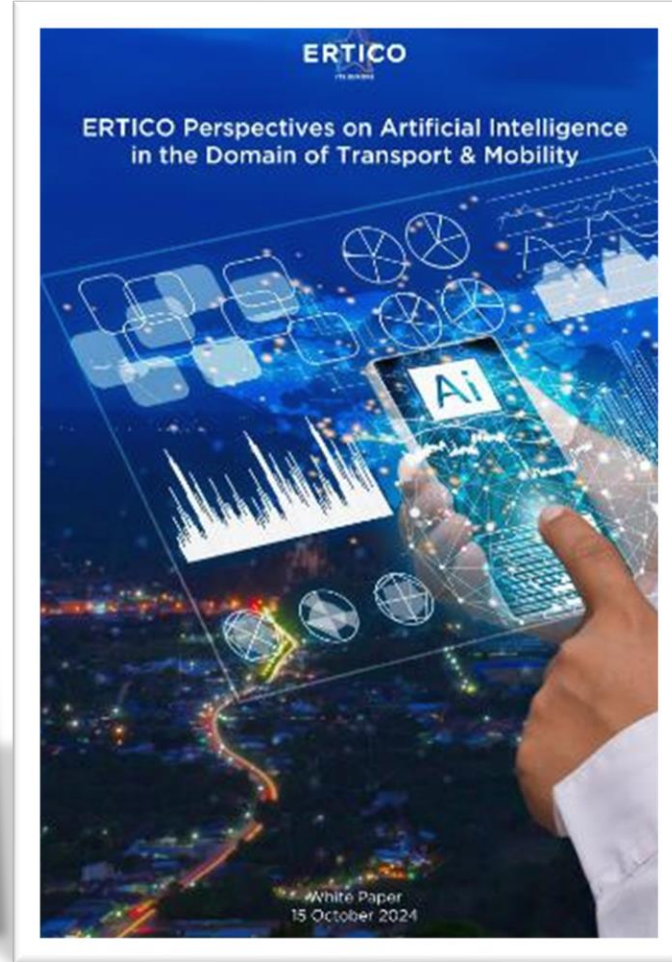
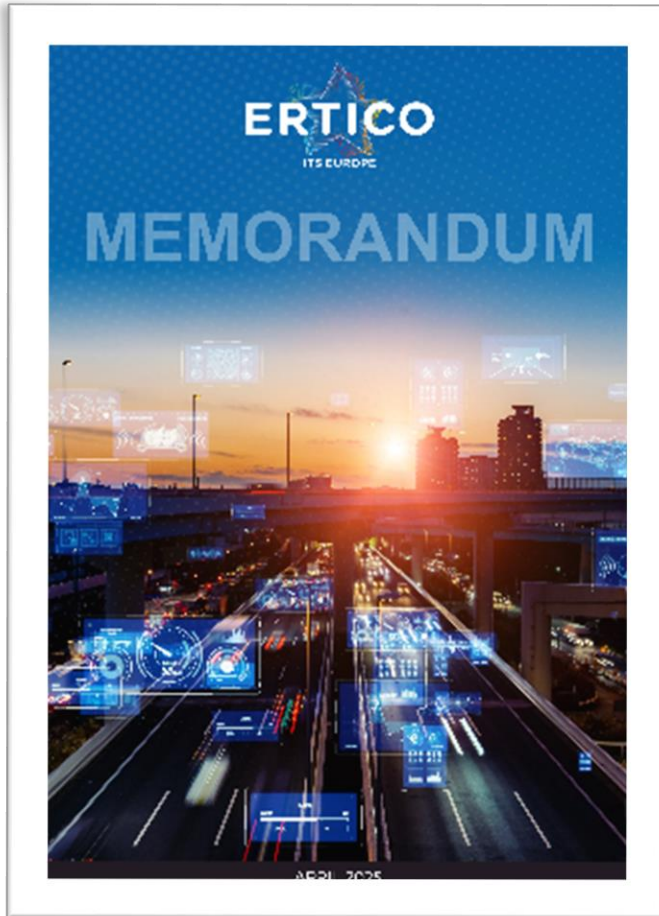
#1 EU Mobility Shift: Navigating the Transition Pathway

**THE
ACADEMY** | by
**ERTICO
PARTNERSHIP**
Sharing knowledge

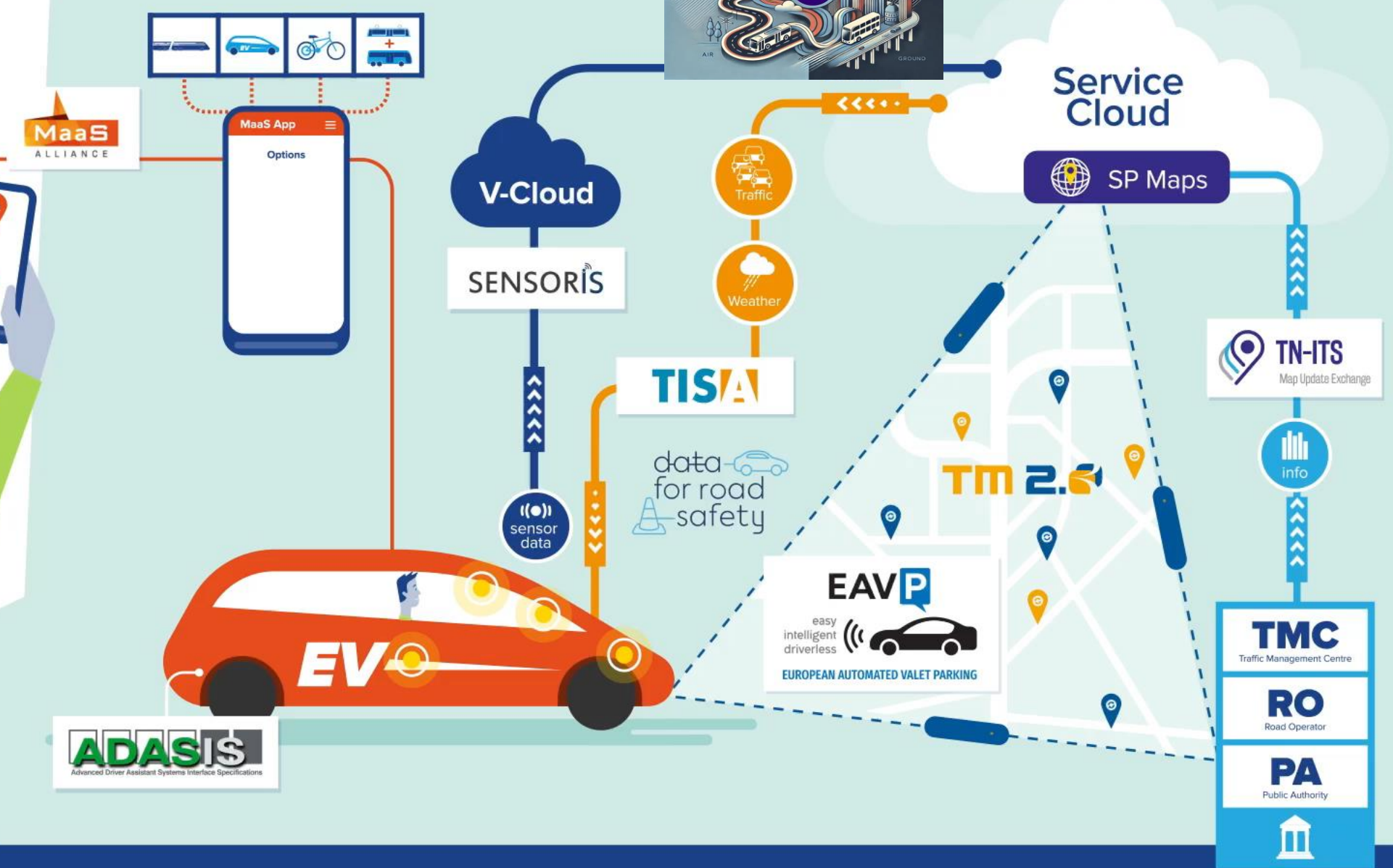
INNOVATION
FOR TOMORROW'S
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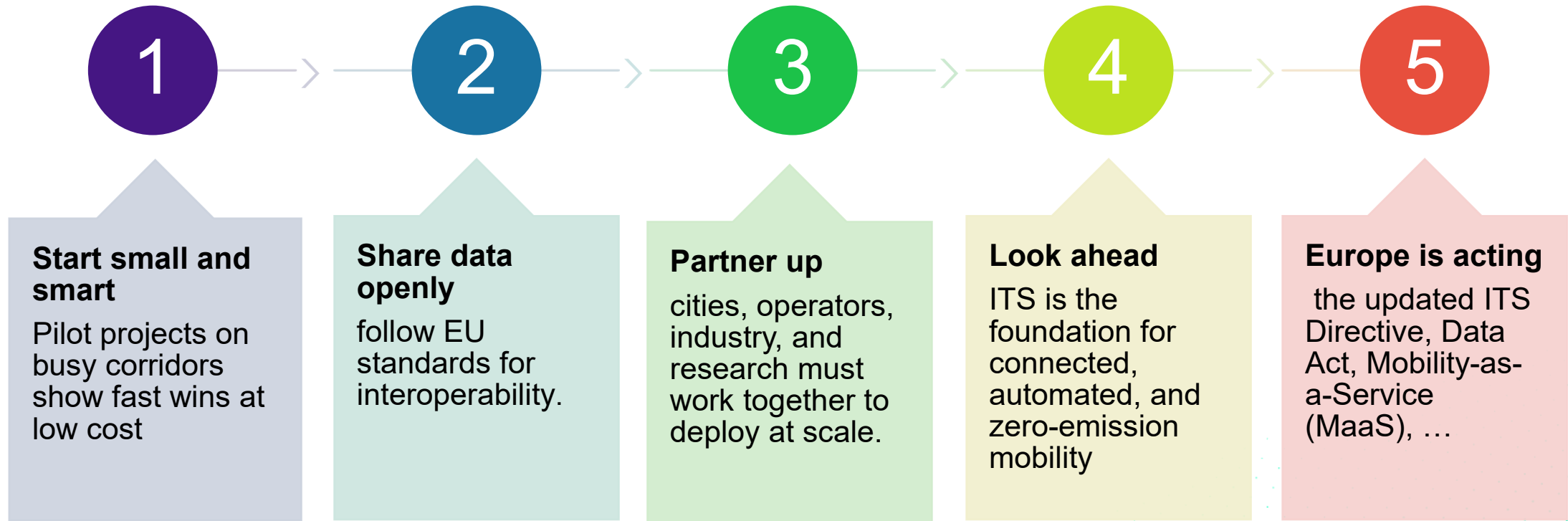
Thought leadership



SMART MOBILITY DEPLOYMENT BY ERTICO PARTNERSHIP



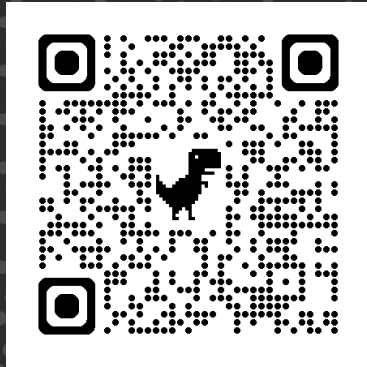
Scaling ITS for Industry, Cities and Users



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FOR TOMORROW'S
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Check ERTICO website and Vision 2035





j.vantomme@mail.ertico.com

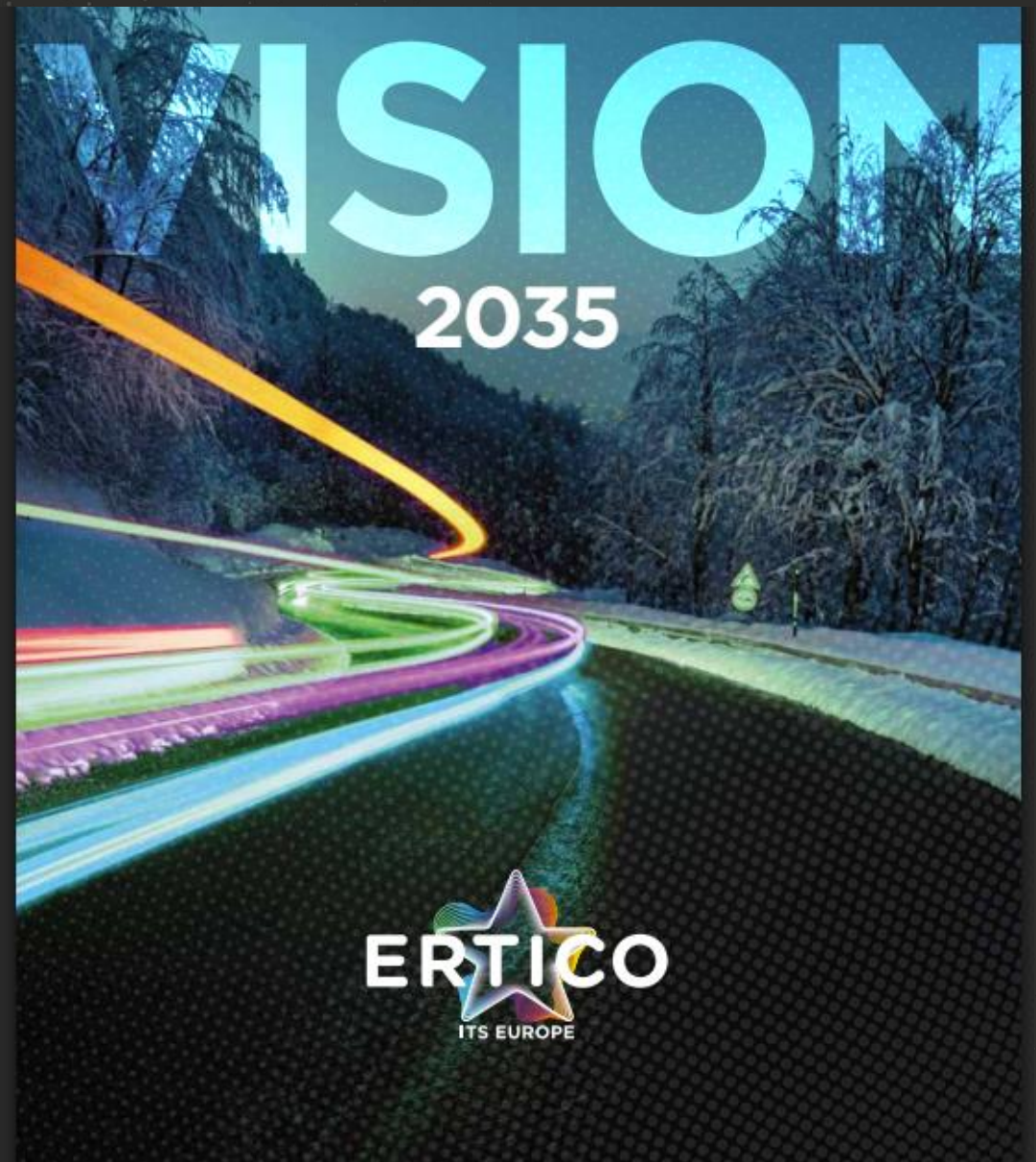
www.ertico.com



ERTICO - ITS EUROPE

Avenue Louise 523, 1050 Brussels, Belgium.

T+32 2 400 07 00 info@mail.ertico.com ertico.com [@ertico](https://www.linkedin.com/company/ertico)



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