

# VISION

2035







CORE PRINCIPLE

# ERTICO

is the catalyst for innovation  
in intelligent transport systems.





A person with long hair is seen from the side, looking out of a window. The entire image is covered with a semi-transparent green filter. The text is overlaid on the right side of the image.

We connect people,  
share knowledge, and  
accelerate the adoption  
of a Europe-wide  
integrated and  
user-centric smart  
transport system.  
We foster digitalisation,  
competitiveness and  
leadership to achieve  
sustainable mobility.

VISION

EMPOWERING INTELLIGENT, SAFE AND  
RESILIENT MOBILITY FOR AN INCLUSIVE  
AND SUSTAINABLE SOCIETY.

Mission

## MISSION

ERTICO CONNECTS STAKEHOLDERS, LEVERAGES INNOVATION AND KNOWLEDGE, AND PROMOTES DEPLOYMENT OF AN INTEGRATED AND USER-CENTRIC TRANSPORT SYSTEM WHILE FOSTERING DIGITALISATION, COMPETITIVENESS, LEADERSHIP AND FUTURE GROWTH IN ALIGNMENT WITH EUROPEAN VALUES.

# VISION

## STRATEGIC AREAS

ERTICO'S MISSION WILL BE IMPLEMENTED USING A STRATEGY THAT FOCUSES ON FOUR DISTINCT YET INTERCONNECTED STRATEGIC AREAS OF INTELLIGENT TRANSPORT SYSTEMS TO:



Each area develops a group of ITS research, innovation and deployment activities that are central, though not exclusive, to them.



1

Enhance the efficiency, safety, and accessibility of sustainable **transport for people**: the needs of individuals, families and groups to go about their daily needs such as work, education and leisure.

2

Improve the efficient and secure **transport of goods**, products and related services for economic growth and supply chain reliability to meet the needs of businesses and people.

3

Provide smart mobility and transport solutions in **urban and suburban networks** to improve connectivity and manage congestion across towns and cities.

4

Facilitate **cross-border corridors and inter-urban networks** to promote economic growth and regional integration beyond towns and cities, including peri-urban areas and international connectivity.

## STRATEGIC AREAS

# Transport for people.

### **Private and public transport solutions:**

Implementing real-time passenger information systems, smart ticketing, demand-responsive transport solutions and Mobility-as-a-Service (MaaS) solutions.

### **Traffic management:**

Utilising AI-driven traffic flow management, adaptive signalling, and congestion prediction models to improve travel times.

### **Safety and accessibility:**

Deploying Advanced Driver-Assistance Systems (ADAS), pedestrian safety measures and public transport security systems linked to MaaS to ensure inclusive transport options.

### **Sustainability:**

Encouraging the use of electric and shared mobility solutions to reduce carbon footprints.



## STRATEGIC AREAS

# Transport of goods.

### **Freight transport and fleet management:**

Utilising GPS tracking, telematics, and predictive analytics for optimal route planning and reduced delivery times.

### **Freight security:**

Implementing cargo monitoring, automated weighing, and anti-theft technologies to ensure goods reach their destinations safely.

### **Intermodal freight solutions:**

Coordinating different modes of transport (road, rail, air, and sea) to enhance efficiency and reduce costs.

### **Sustainable freight practices:**

Promoting eco-friendly logistics solutions such as low-emission zones and electric freight vehicles.





## STRATEGIC AREAS

# Urban and suburban networks.

### **Smart infrastructure:**

Implementing Internet of Things (IoT) - enabled traffic signals, connected vehicles, and intelligent road systems to optimise urban mobility.

### **Public transport integration:**

Enhancing multimodal transport options to ensure seamless travel between different transport modes.

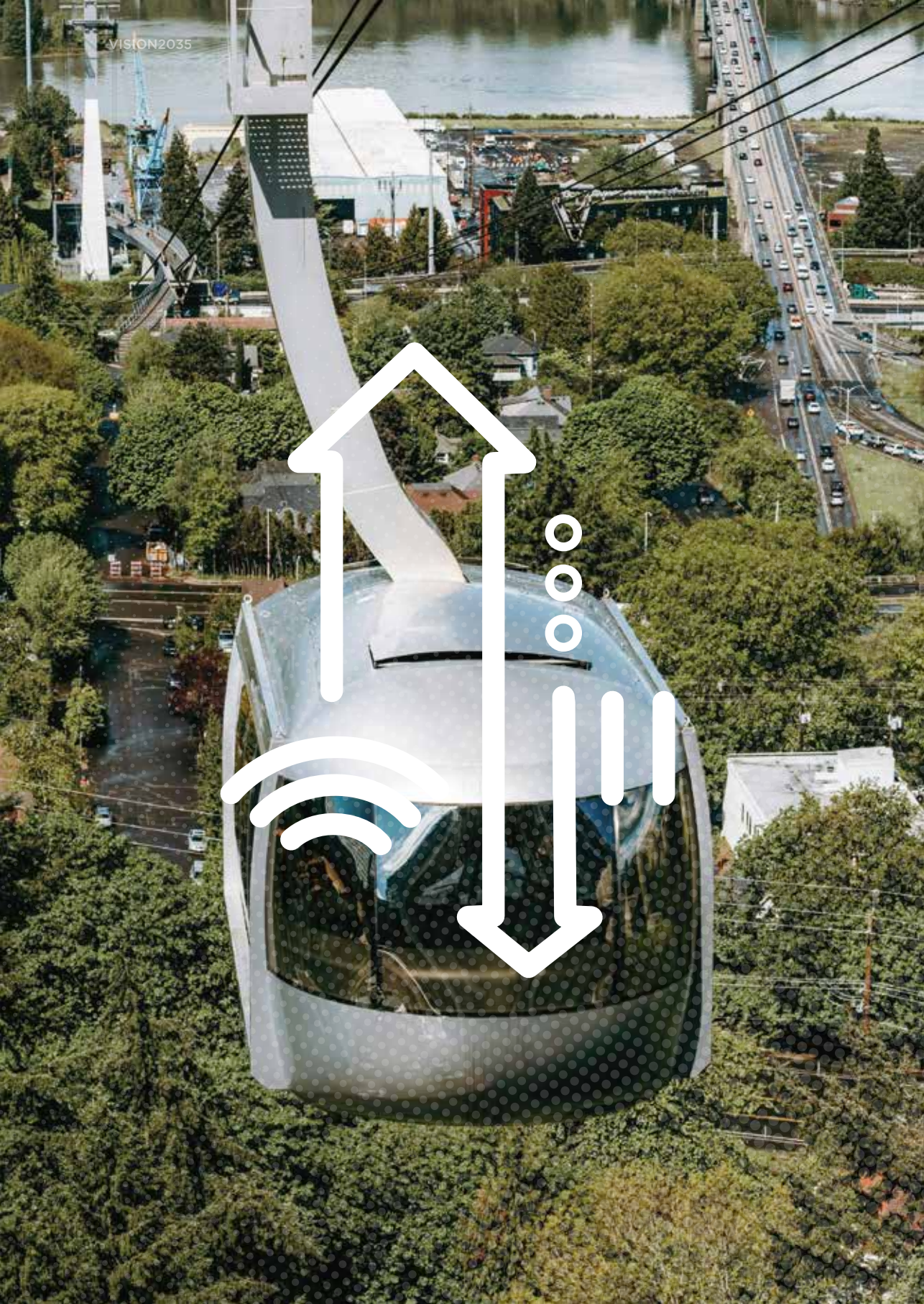
### **Congestion and travel demand management:**

Using congestion pricing, dynamic tolling, and demand-responsive transit to regulate urban traffic flows.

### **Environmental impact reduction:**

Deploying green transport initiatives such as electric bus fleets, bike-sharing programs, and pedestrian-friendly city planning.





## STRATEGIC AREAS

# Cross-border corridors, inter-urban networks.

### **International smart corridors:**

Efficient movement of people and goods across Trans-European Transport Network (TEN-T) corridors and beyond.

### **Inter-urban mobility:**

Developing high-speed connectivity solutions such as smart highways and digital infrastructure for long-distance travel.

### **Pan-European data sharing and coordination:**

Facilitating cooperation between different transport authorities to standardise traffic management systems and improve interoperability.

### **Seamless border crossings:**

Implementing automated customs clearance, electronic toll collection, and real-time tracking of cross-border people movements and shipments.



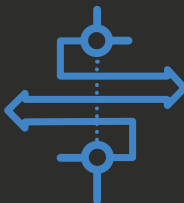


STRATEGIC AREAS

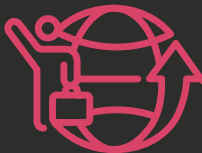
URBAN AND  
SUBURBAN  
NETWORKS



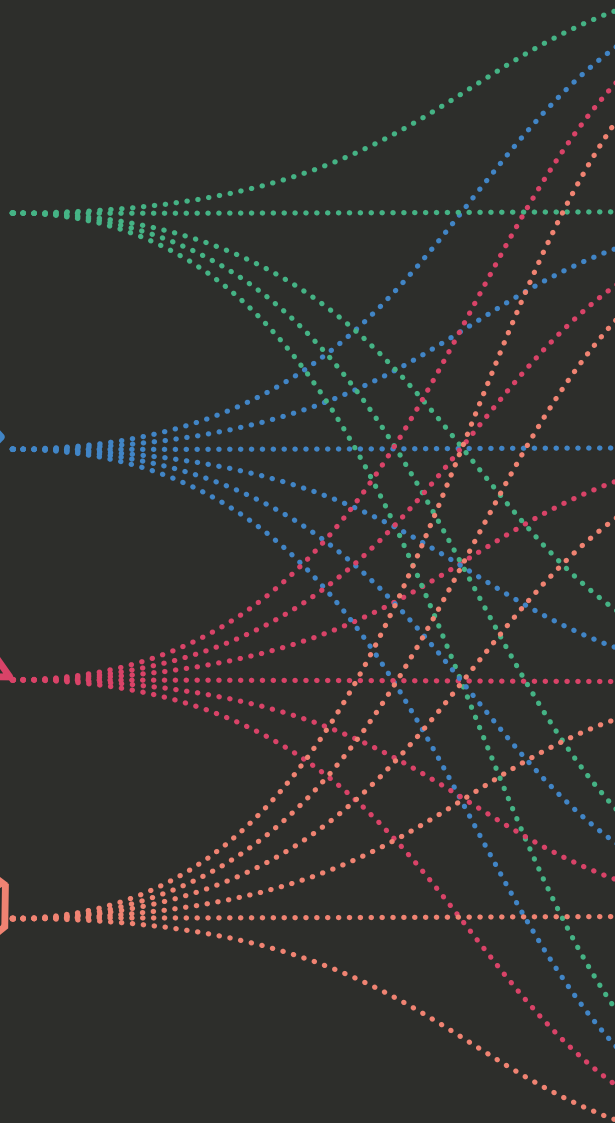
CROSS-BORDER  
CORRIDORS,  
INTER-URBAN  
NETWORKS

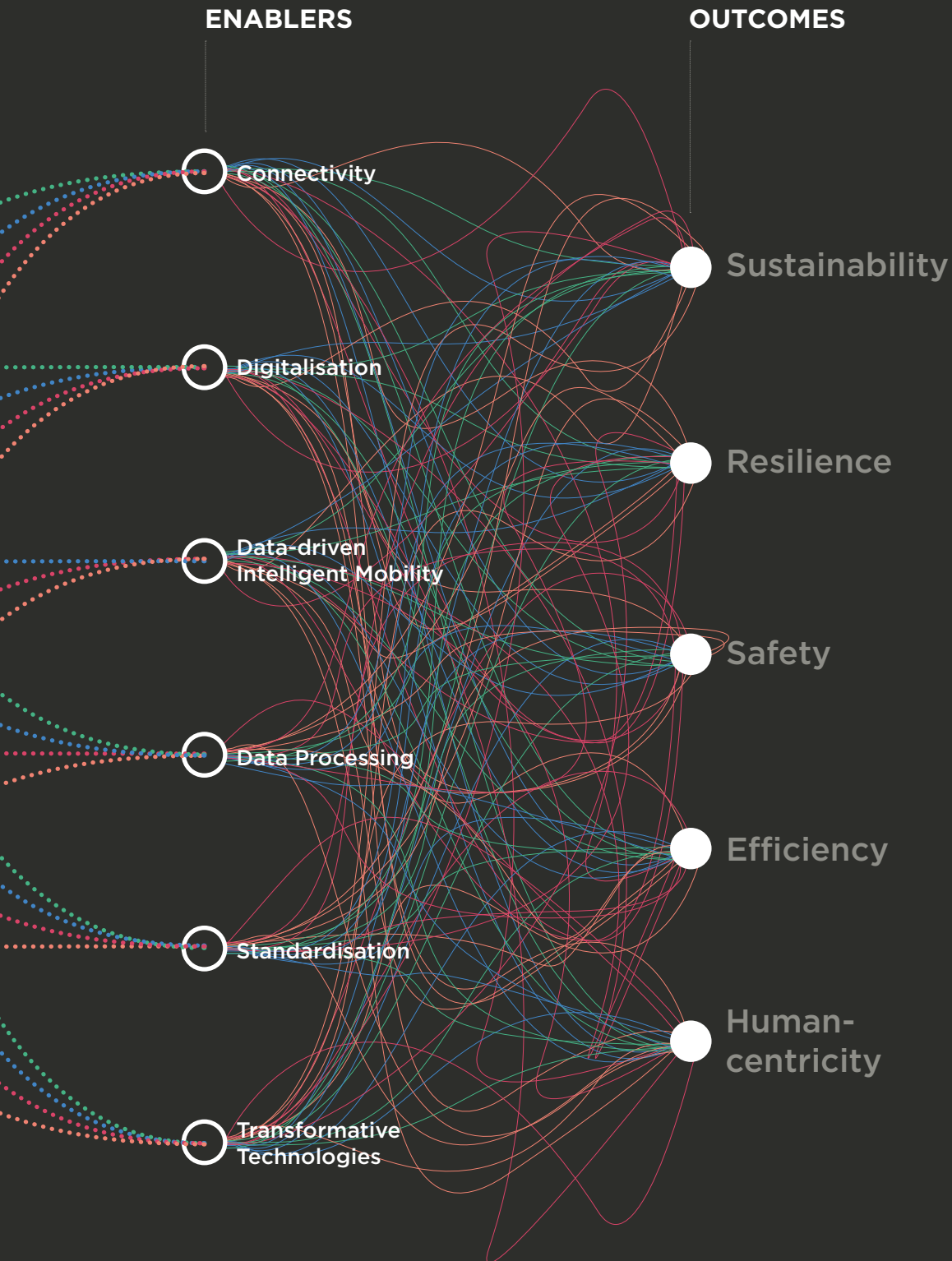


TRANSPORT  
FOR PEOPLE



TRANSPORT  
OF GOODS



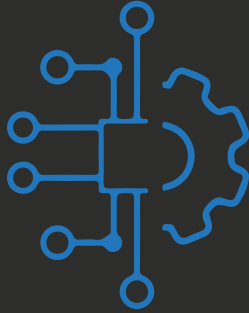


## HORIZONTAL/TRANSVERSAL AREAS

THE DOMAIN OF INTELLIGENT TRANSPORT SYSTEMS HAS SEVERAL INTERSECTIONS. THE STRATEGIC AREAS ARE INFLUENCED BY THE OVERARCHING GOALS WE WANT TO ACHIEVE, AND THE TOOLS WE WILL USE IN THE MISSION. THESE TRANSVERSALS ACROSS THE AREAS ARE REPRESENTED BY:







# ENABLERS

[TOOLS]

# OUTCOMES

[GOALS]



# ENABLERS

1

## CONNECTIVITY

A crucial enabler of intelligent, seamless, and resilient mobility, connectivity has application in national and cross-border deployment. It integrates terrestrial and space-based technologies within the entire transport ecosystem.

2

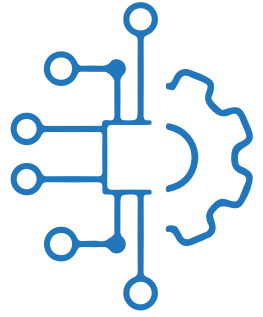
## DIGITALISATION

It is only through digitalisation – complementing physical infrastructure – that the full power of information and communication technologies (ICT) in ITS can be realised.

3

## DATA-DRIVEN INTELLIGENT MOBILITY

Data availability, accessibility, sharing, and standardisation are all considerations in ITS. Data provides the basis for digital twins (imperative for planning, operations and optimisation) and artificial intelligence.



# 4

## DATA PROCESSING

Vehicles, people, and infrastructure generate vast amounts of data. Processing this data through machine learning and artificial intelligence leads to improvements in efficiency, safety, and sustainability. Automated driving systems, for example, rely on such data processing.

# 5

## STANDARDISATION

For true cross-border mobility, standardisation is imperative. It ensures interoperability, safety, quality, and efficiency across industries and markets, supporting innovation and seamless smart mobility.

# 6

## TRANSFORMATIVE TECHNOLOGIES

Emerging technologies constantly provide the potential to deliver new products and services for the transport sector. They include advanced robotics, Innovative Aerial Services (IAS), quantum computing, blockchain, and cryptography.

# OUTCOMES

1

## SUSTAINABILITY

Sustainability encompasses more than just reducing emissions. It's about creating transport systems that meet the needs of today while safeguarding the well-being of future generations. It is achievable through integrating energy management with mobility to reduce carbon emissions, and prioritising green investments and circular economy practices.

2

## RESILIENCE

Resilient transport systems are prepared for both physical and digital challenges that may disrupt the efficient flow of people and goods. This encompasses everything from climate resilience to cybersecurity. Ultimately a resilient city is an accessible city.

3

## SAFETY

Transport networks and mobility should be safe for all users. This is achievable through expanding technology and analytics, and also changing user behaviour to remove safety disparity across Europe.



## 4

### EFFICIENCY

Minimising the use of resources (including energy, time, and costs) while maximising the effectiveness of mobility is achievable through ITS. By improving connectivity and shifting more passengers and freight to sustainable modes, efficiency is improved.

## 5

### HUMAN-CENTRICITY

Mobility should be accessible and affordable for all users. Although technology is a key enabler, it is these users who remain at the centre of any consideration to provide safe, sustainable and resilient transport systems.

# THE PARTN

ERTICO PARTNERS SHARE THE JOINT AMBITION TO MAKE MOBILITY SAFER, MORE SUSTAINABLE AND EFFICIENT. AS THE MOBILITY ECOSYSTEM INVOLVES MULTIPLE STAKEHOLDERS, OUR PUBLIC-PRIVATE PARTNERSHIP IS UNIQUELY POSITIONED TO BRIDGE SECTORS AND SHAPE THE FUTURE OF TRANSPORT.

● Public Authorities

● Connectivity Industry

● Service Providers

● Traffic and Transport Industry



# ERSHIP

Our +120 partners represent all sectors with a stake in ITS:

- Suppliers
- Research
- Users
- Vehicle Manufacturers

We ensure that these diverse voices are influential in conversations with the EU institutions, international organisations and stakeholders.



Discover more

## EUROPEAN-FUNDED PROJECTS & INNOVATION PLATFORMS

ERTICO PARTNERS AND EXTERNAL STAKEHOLDERS COLLABORATE, CONTRIBUTE AND COORDINATE **PROJECTS** PRIMARILY FUNDED BY THE EUROPEAN UNION. THESE PROVIDE AN EFFECTIVE WAY TO TEST AND SCALE EMERGING INNOVATIONS, FACILITATING DEPLOYMENT AND ROLLOUT.

ERTICO ALSO COORDINATES AND CO-CREATES **INNOVATION PLATFORMS**. THESE FOCUS ON SPECIFIC AREAS INCLUDING AUTOMATED DRIVING, INNOVATIVE AERIAL SERVICES, DATA, MAPPING, AND TRAFFIC MANAGEMENT.



# +30

European-funded  
projects

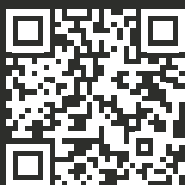
# +10

Innovation  
platforms and  
mobility  
data spaces

## THOUGHT LEADERSHIP INSIGHTS



ERTICO'S POSITION AS AN INNOVATIVE LEADER IS DUE IN PART TO ITS STRATEGIC GUIDANCE AND THOUGHT LEADERSHIP. WITH A FORWARD-LOOKING APPROACH TO MOBILITY CHALLENGES, ERTICO PROVIDES INSIGHTS ON EVOLVING TRENDS AND EMERGING TECHNOLOGIES. KEEPING ABREAST OF THE EU POLICY AGENDA, WE DELIVER ADVISORY BRIEFS RELATED TO INNOVATION AND DEPLOYMENT OF TECHNOLOGIES.



Discover more

ERTICO'S THOUGHT LEADERSHIP IS ALSO CHANNELLED THROUGH VARIOUS EVENTS AND WORKSHOPS INCLUDING PARTNERSHIP EVENTS, **FOCUS ON** AND **ANNUAL PARTNERSHIP FORUM**, AS WELL AS ONLINE DIALOGUES THROUGH THE ERTICO PODCAST '**CONNECTING DOTS & TALKS**'.



**ITS Market Radar Reports** offer comprehensive analysis of advancements in ITS and their impact on ERTICO Partnership sectors, including opportunities to enhance sustainability, safety, and efficiency within transport networks.

# THE ERTICO MOONSHOT

We aim to accelerate the adoption of smart mobility solutions with cities, regions and national authorities in Europe and beyond.



By engaging with over 300 cities across the globe, the **City Moonshot** gathers insights on urban mobility challenges, sustainability goals, and the role of emerging technologies. It promotes direct dialogue with city leaders, enabling ERTICO to tailor intelligent transport solutions that address local needs by empowering cities to make informed decisions.

The **National Moonshot** expands the reach of City Moonshot by engaging national public authorities to complement local perspectives. This new phase explores how national policies, frameworks, and strategies shape urban mobility. By connecting city-level insights with national priorities, the initiative aims to foster more coordinated, inclusive, and sustainable mobility solutions across regions.



Discover more



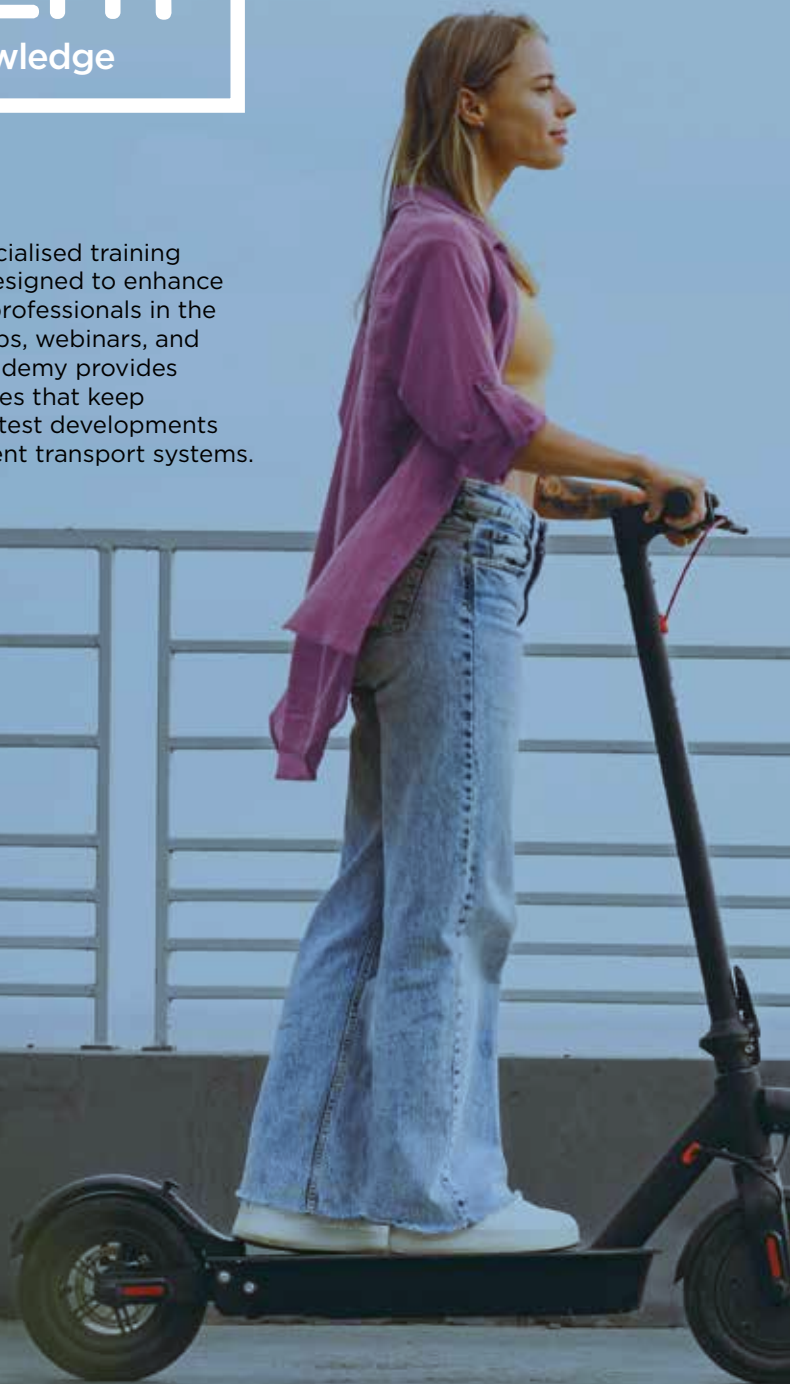
# THE ERTICO ACADEMY

Sharing knowledge

ERTICO Academy offers specialised training and educational programs designed to enhance the skills and knowledge of professionals in the ITS sector. Through workshops, webinars, and certification courses, the Academy provides valuable learning opportunities that keep participants abreast of the latest developments and best practices in intelligent transport systems.



Discover more



## ITS CONGRESSES

THE ITS CONGRESSES PROVIDE UNIQUE OPPORTUNITIES TO EXPLORE THE LATEST TRENDS, TANGIBLE TECHNOLOGIES, AND INNOVATION IN REAL-LIFE ACROSS THE FIELD OF INTELLIGENT TRANSPORT SYSTEMS AND SMART MOBILITY, PARTICULARLY HIGHLIGHTING THE ADVANCEMENTS IN CITIES AND REGIONS WHERE THEY ARE HOSTED.

# EUROPE

<b>+3K</b>	<b>+400</b>	<b>+100</b>	<b>+150</b>	<b>+70</b>
Attendees	Speakers	Sessions	Exhibitors	Countries



Discover more

The **ITS European Congress** is organised by ERTICO for two consecutive years, each time in close collaboration with a selected host City. Every third year, ERTICO organises the **ITS World Congress** in the EMEA region, in collaboration with the selected host city and regional organisations, ITS America and ITS Asia-Pacific. These events serve as the place where new innovation and technologies are showcased and discussed between industry experts, policy makers, academics, researchers, and public authorities among many other representatives from the broader community.

# WORLD

**+15K**

Attendees

**+650**

Speakers

**+150**

Sessions

**+500**

Exhibitors

**+100**

Countries

**Visit  
our  
website**



**ertico.com**



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**INNOVATION  
FOR TOMORROW'S  
JOURNEY.**