

PRESS ANNOUNCEMENT



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ERTICO 'Focus On' Event: Micromobility and Intelligent Transport Systems

London, 7 December 2023. ERTICO - ITS Europe welcomed its Partnership to London, UK for its final edition of the 'Focus On' Partnership event of the year, organised in close collaboration with the Transport Technology Forum (TTF).

"We are delighted to have so many of our esteemed Partners present to engage in the discussions, contributing with their ingredients to craft the recipe for shaping the future of mobility," introduced Joost Vantomme, CEO of ERTICO. "In this edition, we connect the dots in the field of micromobility with many flavours to 'cook the meal', including different mobility modes, ranging from new and traditional multimodal modes, to private and shared, as well as Mobility-as-a-Service". Three focal points including policies, infrastructure, and technology were emphasised and Mr Vantomme highlighted the importance of developing policies, and how incentivised investment is a key component in providing opportunities and benefits for European and UK companies.

Master of Ceremonies of the day, Agne Vaitekenaite, ERTICO Senior Partnership & Marketing Officer, welcomed Professor Eric Sampson, CBE, as a Key Speaker. Professor Sampson, underlined how micromobility can provide solutions for urban mobility, balancing the use of existing infrastructure, promoting more sustainable technologies and succeeding in attaining a modal shift. Following the welcoming speeches, the first panel on 'Micromobility Debate: Setting the Scene', was moderated by John Paddington, ERTICO Senior Manager Urban and Clean Mobility. Speakers from RideDott, Transport for London, and ERTICO partner SWARCO, pointed out some challenges of business models in deploying micromobility. They also agreed on common factors to tackle, such as sustainability of businesses, accessibility, and demographic differences. Interoperability is one of the main targets for all actors involved. The following discussion delved into 'Infrastructure and the technology requirements', led by Mrs Ruth Anderson, iHub Future of Mobility & Placemaking, I&R at Oxfordshire County Council. Speakers from ERTICO and ERTICO Partners, the German Aerospace Center (DLR), and PTV Group, discussed how data collection is fundamental to planning and deploying the best solutions, and in meeting the necessities of the large variety of urban mobility users. Additionally, ERTICO's work through EU-funded projects were highlighted as examples in finding the right way to tackle obstacles that micromobility has to fact, including eCharge4Drivers and SOLUTIONSplus project results.

Participants joined breakout sessions where ERTICO initiative, City Moonshot, and innovation project, SOLUTIONSplus, were presented in more detail, while SWARCO had the opportunity to demo using virtual reality, its latest product, 'Go Green'. These sessions aimed to demonstrate how the panel discussions held beforehand come from real situations in different urban environments. The City Moonshot showcased preliminary results from its 190 interviews of cities and regions around the world, confirming that data from both users and mobility managers, as well as road authorities, are fundamental to serve cities' needs. The SOLUTIONSplus project demonstrated that, by engaging with different actors and different realities, it is possible to create the right framework for sustainable urban mobility. SWARCO's 'GoGreen' Virtual Reality demo helped attendees understand more about how green solutions are addressing traffic, air pollution, congestion, and micro-mobility.

Joined by ERTICO CEO, Mr Vantomme and invited speakers from the Local Council Roads Innovation Group (LCRIG), ITS UK and the Cycling Industries Europe (CIE), the session explored key roles for legislators to address market gaps, ensure compliance, and impulse makers, like institutions and investors. The discussion centred around the fact that absence of a regulatory framework for safe micromobility use, charging, and parking could be detrimental to a harmonised European approach to enhance micromobility. The ITS UK Manifesto currently under preparation as well as the EU Declaration on Cycling of the 4th October, were analysed.

Professor Eric Sampson, CBE, closing the event, stated that some issues are already being recognised and addressed, as demonstrated by the fact that events, such as this one, are taking place. He also emphasised that much more has to be done from a regulatory perspective, while attention should be paid on enhancing the accessibility to micromobility and satisfaction of user needs. More testing and technology developments should take place so that the added value of micromobility becomes an indisputable fact. His closing sentence: "Do more and do it faster!" eloquently wrapped up the event.

About ERTICO – ITS Europe

ERTICO – ITS Europe is a public-private partnership of more than 120 companies and organisations representing eight sectors in the Intelligent Transport Systems and Services (ITS) community. ERTICO embodies Thought Leadership and fosters Stakeholder Engagement by innovating and deploying smart mobility solutions through European co-funded projects, Innovation Platforms, International Cooperation, Advocacy and Events. ERTICO is also the organiser of the ITS European and World Congresses.

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