

# Intelligence in Transport and Wisdom in Mobility

## – Finland's Second Generation Intelligent Strategy for Transport

### Towards a new transport policy

Key goals of Finland's transport policy are to ensure smooth and safe passenger and goods transport, minimise adverse environmental effects and improve the productivity and effectiveness of the transport system.

Attaining these targets requires new solutions and a diverse range of measures – yesterday's tools will not be enough for the challenges of tomorrow.

Finland's new transport policy places the emphasis on innovative solutions aimed at improving productivity and effectiveness.

Full advantage is to be taken of information and communications technology. In this approach, transport services can usually no longer be improved by doing more, but by doing things in a smarter way than before.





## Intelligence in transport – business of the future

The transport system of the future will be intelligent for sure. Substantial private sector investment in intelligent vehicle systems, navigation systems, mobile devices and intelligent transport and mobility services will inevitably ensure that further development continues to occur.

The responsibility of the public sector is to ensure the achievement of transport policy objectives and create opportunities for the development and introduction of innovative solutions.

ITS is one of the fastest growing fields of business, providing companies with a range of attractive opportunities. The global ITS market is worth tens of billions of euros.



## From the Strategy for Intelligent Transport to an Intelligent Strategy for Transport



The Second Generation Intelligent Strategy for Transport continues to integrate ITS into all modes of transport and into the wider scheme of Finnish transport policy. It places a particular emphasis on the importance of cooperation between the public and private sectors.

Finland was the first country in the world to publish a national intelligent transport strategy in 2009. The Second Generation Intelligent Strategy now released shares the vision, objectives and principles of the previous one.

Its main areas of focus are:

- improvement of the level of service of transport-related information services
- substantial improvement of the productivity and efficiency of the transport system
- promotion of the implementation of the new transport policy with the help of trials
- promotion of ICT innovations and rapid exploitation of new opportunities

## Achieving the goals with key projects

The Intelligent Strategy for Transport will be implemented via key projects.

These are:

1. Intelligent transport system reference architecture
2. Real-time situation picture of transport system status and operation
3. Integrated public transport system
4. Intelligent traffic control
5. Reactive and proactive safety systems
6. Multi-service model for transport
7. Intelligent logistics
8. Smarter and more eco-friendly mobility
9. Innovation and piloting programmes for intelligent transport

In the key projects, to be carried out primarily as joint ventures between the public and private sectors, the public sector will act as transport policy maker and enabler, while the private sector will focus on implementing the projects and commercialising new services.

The costs of the key projects will total approximately EUR 300 million in 2013-2017 and these will be covered by the different stakeholders in the transport field as follows:

- EUR 215 million from central government
- EUR 35 million from users
- EUR 30 million from businesses
- EUR 20 million from municipalities

The strategy will gradually put into practice the EU White Paper's *user pays* and *polluter pays* principles.



## Intelligence in transport creates new jobs and businesses

Finland already has top-level of expertise in all key areas of the ITS sector. Finnish businesses therefore have the potential to garner their share of the booming international ITS market and create new business, enterprises and jobs.





## Finland – the smartest transport system in the world

Finland's goal is to have a responsible transport system that is also one of the world's most advanced and efficient ones.

Information and communications technology is used to guide people's travel and transport choices and promote the development of the transport system.

At the same time, people are provided with increased opportunities for smooth, safe, affordable and environmentally friendly mobility: getting around is easy and pleasant.

### Further information on intelligent transport:

[www.lvm.fi/en/programmes\\_and\\_strategies\\_series](http://www.lvm.fi/en/programmes_and_strategies_series):  
*Towards A New Transport Policy. Intelligence in Transport and Wisdom in Mobility. Finland's Second Generation Intelligent Strategy for Transport*

[www.lvm.fi/en/intelligent\\_transport](http://www.lvm.fi/en/intelligent_transport)

