Finnish ITS Future Scenarios
“The Finnish Way for ITS”

Kimmo Ylisirunen, ITS Finland

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ITS Finland – Network for ITS
ITS Finland
Successful Public Private Cooperation

- Media
- Interest groups
- Consultants and research
- Service providers
- User groups
- Device manufacturers
- System integrators
- Telecom operators
- Cities
- Insurance services
- Transport services
- Authorities
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## Network partners

### Enterprises
- Ajelo
- Aplicom
- Corenet
- Daimler Finland
- Digia Finland
- EC-Tools
- Elisa
- Emtele
- ESRI Finland
- Foreca Consulting
- Gecko Systems
- Havainne
- Helpten
- IBM
- Indagon
- Innoliito Concept Studio
- Kapsch TrafficCom
- Logica
- Matkahuolto
- Mattersoft
- MediaMobile Nordic
- Mobisoft
- Nevia
- Noptel
- Peek Traffic
- Proactum
- Semel
- Siemens
- Strafica
- Sunit
- Swarco Finland
- Taipale Telematics
- TeliaSonera Finland
- Tieto Finland
- Torishima
- Traficon
- Trafix
- Vaisala
- YSP

### Non-profit organisations
- Finnish Bus and Coach Association
- Finnish Central Organisation for Motor Trades and Repairs
- Finnish Driving Schools Association
- Finnish Motor Insurers' Centre
- Finnish Taxi Owners Federation
- Finnish Transport and Logistics SKAL

### Public administration
- Centres for Economic Development, Transport and the Environment (KS region)
- Finnish Geodetic Institute
- Finnish Meteorological Institute
- Finnish Transport Agency
- Finnish Transport Safety Agency
- Helsinki City
- Helsinki Region Transport
- Ministry of Transport and Communications
- Tampere City
- VTT Technical Research Centre of Finland

### Educational institutes
- Jyväskylä Polytechnic
- Jyväskylä University/Agora Center
- Kymenlaakso Polytechnic
- Helsinki Institute for Information Technology
- Helsinki University of Technology /Transportation /Communications
- Tampere University of Technology /Transportation Engineering
- Tampere University
- University of Oulu/Information Processing
- University of Turku /Information Technology /Maritime Centre
Focuses

• Publicity for best practices and services
• Information about impacts to decision makers
• Improve integration of ITS services and systems – nationwide when appropriate
• Promote processes and exploitation of innovations
• Improve international relationships, co-operation and market opportunities
• Support for national ITS Strategy work
International ITS network
National strategy work
- a back bone for future ITS -
National ITS Strategy

Launched by Ministry of Transport and Communications in late 2009 – the first in Europe

Created a vision towards 2020 – in line with ITS Directive

Set principles, objectives, several priority projects and roadmap to follow

Followed by active working groups and focused sub projects

Update coming in 2012...

“Finland is strongly on its way to highlight the efficiency of ITS as an alternative and complementary solution for transport system development – based on new policy introduced to the transport sector in Finland. Actions formed into a roadmap and set to be in line with new ITS directives will lead us from awarded strategy to progressive actions.”

, says Harri Pursiainen, Permanent Secretary of Ministry of Transport and Communications
From strategy to concrete... 
...the new way of thinking 
...from ITS Finland network point of view..
The future of ITS in Finland  
– The Finnish Way for ITS -
The Finnish Way for ITS

What is it?

The way leading Finland to the next generation’s transport system with sustainable ITS solutions based on a well balanced public-private partnership in the market!

User- and service-oriented thinking!

Built on five main cornerstones:

- Open public data
- Service oriented business model
- Innovation in public procurement
- Open policy
- Public-private link
The Finnish Way for ITS

1. Open public data

Public data related to transport operations, services and systems is already available and will be opened more to enable innovation in the market.

Well planned roles and rules of stakeholders.

The ITS sector will benefit from business opportunities as well as public productivity!
2. Service oriented business model

In the new service oriented business model, the public sector won't use their resources to own systems and services - they will buy the results as a service specified by themselves.

It will result in e.g. services to meet their needs and data available to the industrial partners to serve travellers and logistics. The public sector will publish interfaces to their tax paid data for complete productivity.
3. Innovation in public procurement

With the help of pre-procurement processes, more innovation can gain ground in procurements.

Innovations can be utilized when available instead of waiting for the next procurement round - which will take several years in some cases.
4. Open policy

Instead of the heavy and prolonged processes for infrastructure investments – especially since limited budget is available - all alternative and complementary solutions in transport system development should look after a high productivity of the transport system.
5. Public-private link

Experiences in PPP will provide the best practices to take the full advantage out of the way Finnish will do the ITS.

We need co-operation - experiences so far really promising!
Year 2014 as a target
ITS European Congress HELSINKI 06/2014

Smart, Safe and Clean Cooperative Mobility

Save the Dates - 16.-19.6.2014 (Mon-Thu)
Co-operating for ITS Europe 2014
See you in Helsinki 2014!
Contacts

www.its-finland.fi

Secretary general Kimmo Ylisiurunen
Gsm  +358 40 738 8902
Email  kimmo.ylisiurunen @ its-finland.fi