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Policy Recommendations for acceleration of ITS deployment

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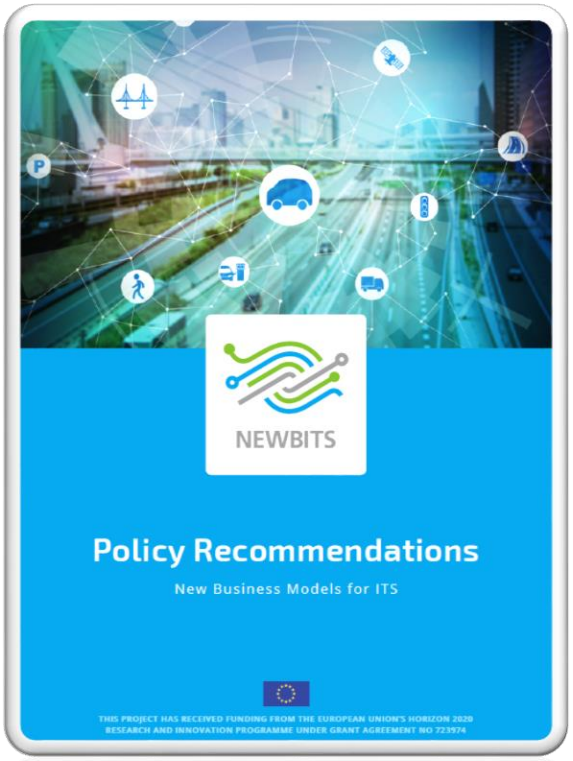
NEWBITS Policy Recommendations



- Sharing insights from four ITS case studies
- Explaining why we need new business models for ITS
- Shedding light on pathways and good practices for ITS innovation diffusion and agile business modelling
- Highlighting the necessity of policy approaches to allow the emergence of new business models for ITS services

http://newbits-project.eu/publications/

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Policy recommendation #1

- Reduce the innovation gap, i.e. the high **fragmentation of research** within the EU by
  - strengthening the implementation of the commitments that mostly favour the weakest members of the European Union
  - making financial resources from structural funds available for them.

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Policy recommendation #2

- Strengthen the support from **local authorities** considering the need for:

Sharing Mobility	MaaS	CAVs
measures to overcome the critical mass barrier	stakeholder cooperation user's willingness to move from a car ownership culture	user acceptance ad-hoc regulatory actions

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Policy recommendation #3

- Make use of **market segment-specific knowledge** on deployment barriers as an input for the development of policy incentives to increase the effectiveness of these activities
  - by e.g. differentiating policies to market segments or
  - by developing a policy framework that provides some **flexibility** to deal with differences between market segments

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Policy recommendation #4

- Apply two types of KPIs, **deployment and benefit KPIs**, to properly measure (i) the extent by which an ITS service is implemented and (ii) its overall impact.
  - Define **deployment KPIs** to properly monitor the implementation of ITS services (despite the lack of universal deployment KPIs)
  - Define **benefit KPIs** in line with the primary objective (e.g. safety, efficiency, environmental performance) of the service – as direct measures of the intended impacts (e.g. emissions level, number of accidents) instead of indirect measures (e.g. transport volumes).

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Policy recommendation #5

- Take into account the **psychological resistance** of the end-users in using certain ITS services to encourage mobility behaviour change

- Apply conjoint analysis, market research analysis, crowdsourcing and educational campaigns as well as co-creation workshops to
  - understand **end users' preferences** and the specific characteristics to achieve higher end-user acceptability, but also to
  - fine-tune services to the end-users needs in terms of technical features and prices.

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Policy recommendation #6

- Facilitate **design and creation of networks** in the ITS industry to enhance the sustainability of business models for ITS services
- Facilitate **cooperation** among all stakeholders
  - including **end-users** to stimulate the creation of complementary services and supporting the core activities in a network through strategic planning, technical know-how and policy development support
  - ensuring **continuous political support** for the ITS industry through
    (i) regular meetings between the industry representatives and Parliament's Transport groups
    (ii) publication of explanatory materials about ITS

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Policy recommendation #7

- Base regulations on ITS innovation and diffusion on the **business ecosystem concept** making use of the concept and the methodology of **value network analysis** – as an instrument to measure the created value.
- Provide incentives to stakeholders of a value network to cooperate, collaborate and exchange information and knowledge stimulating **open innovation approaches** in the ITS sector.
- Promote **open access** to commercially designed platforms for collaboration also for educational and public purposes.

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Policy recommendation #8

- Design and implement policies which encourage **“learning-by-doing” approaches** when adopting new ITS solutions to overcome current behavioural inertia of some end-users segments.

- Support measures in which a critical mass of early adopters
  - acts as a role model for an engagement mechanism
  - sets multiplicative exchange processes in motion supporting new business models to be developed across transport sectors.

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Policy recommendation #9

- Reinforce **public-private partnerships** – a very typical form of ITS application development to seize capital to
  - foster the stability in the ITS innovation process
  - facilitate the creation of new business models for ITS services.

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Policy recommendation #10

- Design and implement policies which
  - promote **collaboration** and **multidisciplinary** innovation initiatives
  - allow the implementation of novel strategies to reduce the number of private vehicles that arrive on specific areas of a city on a daily basis
  - concomitantly enable the collection of high-value data on user mobility for the design of new strategic options

capturing a series of financial and social benefits for the city.

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Policy recommendation #11

- Design and implement policies which help **local authorities** and entities responsible for traffic management
  - to overcome the administrative issues relating to the maintenance and upgrading of C-ITS infrastructure
  - to guarantee the **interoperability** of different systems to manage traffic flow.

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Policy recommendation #12

- Design and implement policies which stimulate the development of integrated track-and-trace services for an efficient hinterland transport of goods by
  - aligning the costs and benefits of C-ITS companies operating the services and their logistic partners.

capturing societal benefits by **stimulating modal shifts** of hinterland transport from road to inland navigation

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Policy recommendation #13

- Design and implement policies that encourage **collaboration** and support railway infrastructure owners and operators across the EU in the implementation and **standardisation** of a purpose-oriented maintenance system capturing benefits of predictive maintenance, primarily in safety, reliability and comfort for passenger and communities.

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Policy recommendation #14

- Facilitate **collaboration of ITS stakeholders** to foster a network-business modelling proves by
  - becoming members of the proposed communities
  - supporting membership of all ITS stakeholders
  - publishing and openly negotiating policies

- Maintain a **comprehensive repository of results** of implemented ITS pilot projects
  - ensuring that lessons learnt are effectively shared among stakeholders to further improve ITS business models.

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newbits-project.eu
NEWBITS Project
@NEWBITS_CITS
vgbojkova@ortelio.co.uk

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