



**Making mobility smarter,  
safer and more sustainable**

ERTICO-ITS Europe  
[www.ertico.com](http://www.ertico.com)



# ERTICO VISION & MISSION

## VISION

BRINGING INTELLIGENCE INTO MOBILITY TOWARDS:

**SUSTAINABLE MOBILITY** → REDUCED IMPACT ON THE ENVIRONMENT

**EFFICIENT MOBILITY** → ZERO DELAYS AND FULLY INFORMED USERS

**SAFE MOBILITY** → ZERO ACCIDENTS

## MISSION

ERTICO DEVELOPS, PROMOTES AND DEPLOYS INTELLIGENT MOBILITY SERVICES, BY PROVIDING A MULTI STAKEHOLDER PLATFORM FOR ACTION



**Automated driving**



**Drones**



**Data exchange**



**Traffic management**



**Artificial Intelligence**



**Mobility as a Service**



**Navigation**



**Mobility Apps**



**Transport and Logistics**



**Intelligent Infrastructure**



**Safety**



**Micromobility**



**Payment Systems**



**V2X Communication**



**eMobility**

**Innovation  
through ITS  
Intelligent Transport Systems**

# Focus Areas



## Sustainable & Smart Mobility



Connected, Cooperative and Automated Mobility



Clean and eco-mobility



Urban Mobility & MaaS



Transport and Logistics

# ERTICO Activities



# ERTICO projects - 2024



CCAM

Clean & Eco-Mobility

Transport & Logistics

Urban Mobility

Cross sector

# ERTICO recently finalised projects



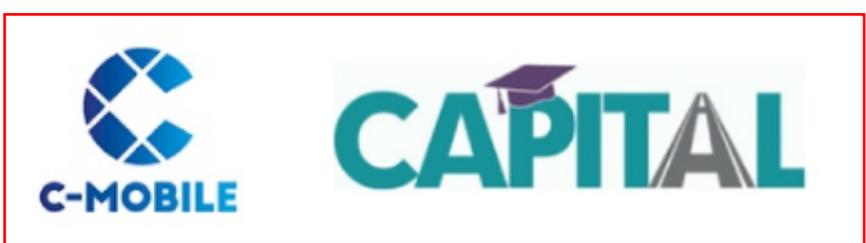
CCAM



Transport & Logistics



Urban Mobility



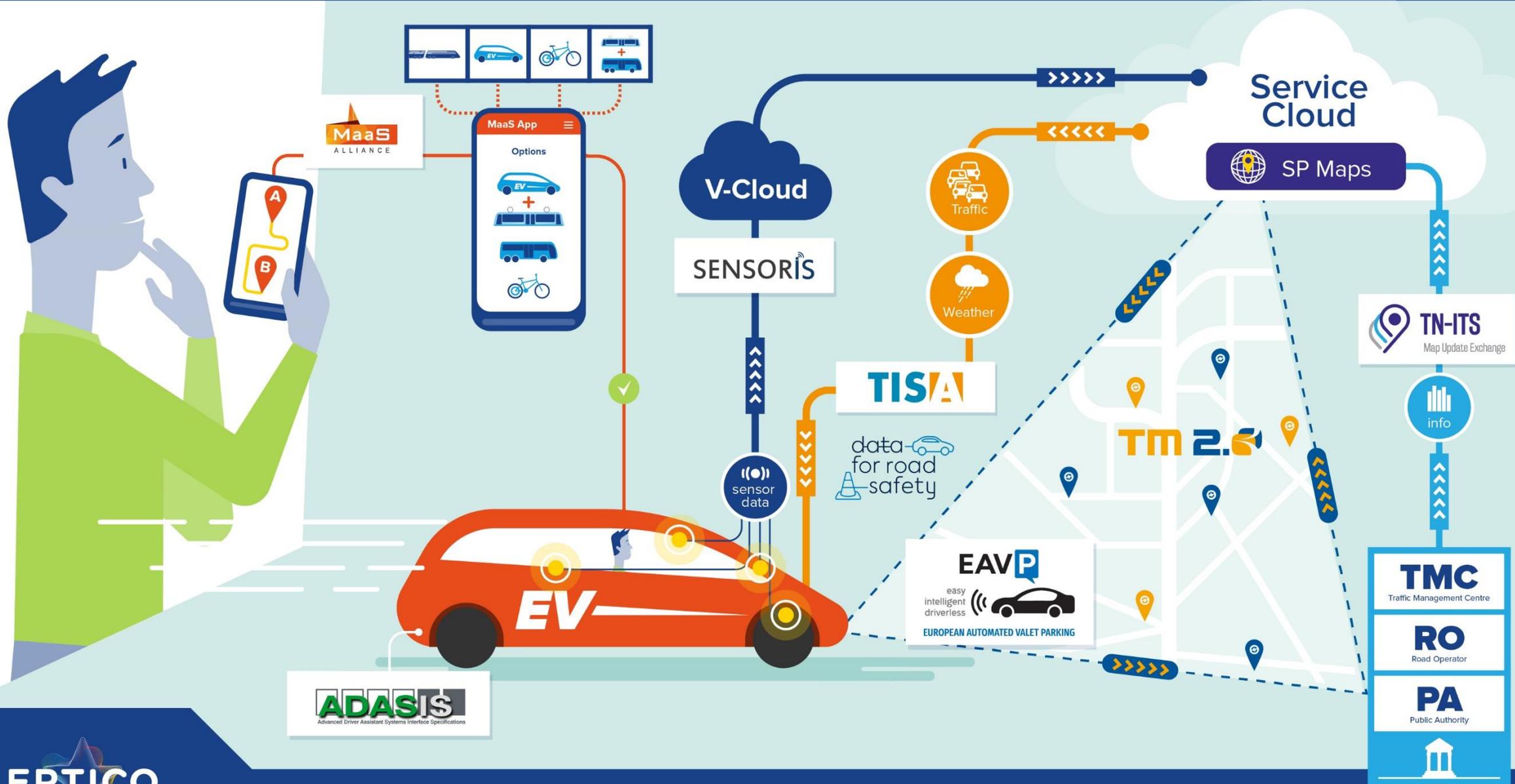
Clean & Eco-Mobility



# ERTICO Innovation Platforms & associated organisations



# SMART MOBILITY DEPLOYMENT BY ERTICO PARTNERSHIP





# Intelligent Transport Systems (ITS)

## Market Radar

ITS sectorial and market study

January 2024



# ERTICO City Moonshot

## Impact/purpose

Global survey of 300 cities with the primary goal of understanding their needs and requirements in relation to mobility and transport



## Facts and figures

- 300 interviews
- 200 cities in Europe, 100 outside
- Phase I: 150 interviews + report (done)  
Focus: Sustainability, MaaS, data sharing
- Phase II: 150 interviews + report (in process)  
Focus: Sustainability, MaaS, Electromobility, Urban Air Mobility

## Objective

- Engage, inspire and empower cities by understanding their needs and requirements in relation to mobility and transport.
- Interview 300 cities worldwide on smart mobility challenges, needs and trends.
- Create a knowledge environment focused on data sharing.

## Outcome

- Phase I results' report: <https://ertico.com/city-moonshot/>
- Phase II in process



ERTICO

ERTICO CITY  
MOONSHOT



# ERTICO Academy

## Impact/purpose

Filling the knowledge and experience gap for the deployment of smart mobility

Unique training program powered by ERTICO and its partners.

Filling the knowledge and experience gap for the deployment of the latest innovations in transport sector

- Targeting public and private sector in Europe & beyond
- Establishing close links
- Creating a trusted knowledge source
- On-demand & interactive courses for all levels

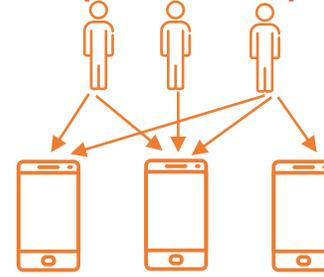
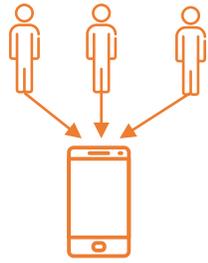


<https://erticoacademy-learning.eu>



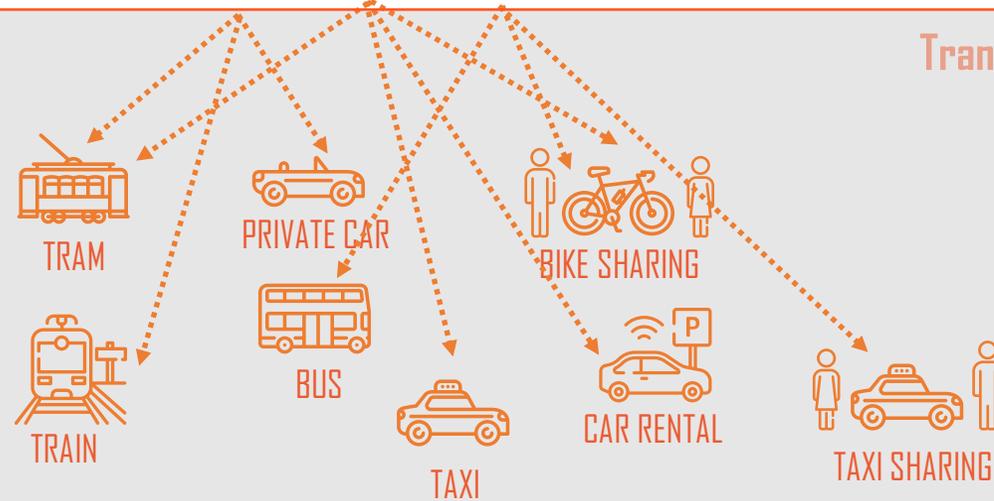
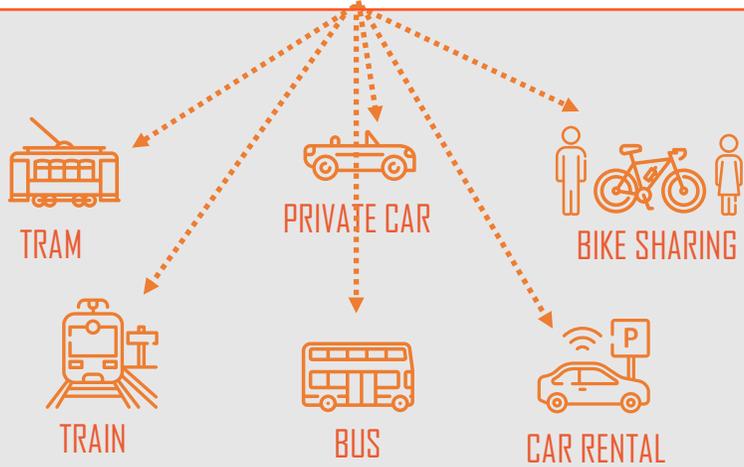
# Winner takes it all (UNDESIRED)

# Open ecosystem (DESIRED)



Mobility as a Service (aggregators)

Transport service providers



- Access to market
- Data sharing
- Public-private partnerships

# Vision: an open MaaS ecosystem

# ERTICO in sync with the broader ecosystem



alice



The 5G Infrastructure Public Private Partnership

# ITS World & European Congresses



**DUBAI**  
**ITS World Congress**  
16 -20 September 2024  
Mobility Driven by ITS

**#ITSDubai2024**

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هيئة الطرق والمواصلات  
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ITS EUROPE

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**“Alone we can do so little,  
together we can do so much”** Helen Keller

**ERTICO Partnership**

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