

**France - UNECE Workshop: Impact of ITS on sustainable mobility,
Talking Points by Jean Todt, UN Special Envoy for Road Safety &
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“Expectations related to ITS and mobility”

- Good morning everyone
- It is with great pleasure that I am here with you today. As UN Special Envoy for Road Safety I am very pleased to speak at the ITS UNECE Congress that addresses the impact of the Intelligent Transport System on sustainable mobility.
- My objective this morning is to briefly present you the expectations related to ITS and mobility with a special focus on how to improve the global situation for road safety and also highlight a few elements from a consumer perspective.
- **Transport is a key element for sustainable development.** Recently, the UN General Assembly has convened in New York to approve the new Sustainable Development Goals and to set a new global framework.
- In the new global framework for sustainability, I am pleased to see that transport takes a prominent role.
- This is a historic step, as transport had not been recognized in the previous Millennium Development Goals and, as a consequence, hadn't received enough attention in the last decade. **This is key for improving safety & making transport more sustainable.**
- As far as road safety is concerned, we have a huge opportunity ahead: a **specific stand-alone target in the UN Health Sustainable Development Goals to reduce road traffic fatalities by 50% by 2020 and a target on sustainable urban transport Cities have been approved**, representing an important opportunity to advance the road safety agenda.

- **The key challenge for governments now is to implement policies that will contribute to achieve these goals. As far as implementation is concerned, I do see two main lines of actions:**

- 1) Getting political support
- 2) Identifying the proper enabler(s)

1) Getting political support

- ITS have huge potential to improving safety in the transportation sector, where approx. 75% to 90% of accidents are the result of human error or disregard for traffic regulations.
 - Vehicle related ITS applications, such as electronic stability control (ESC), automated emergency braking systems (AEBS), pedestrian recognition and other developed and developing intelligent sensing tools have a huge potential to contribute to avoiding road crashes or at least to mitigate their impact on road users, therefore highly contributing to increased safety in transport systems.
- Over the past decades, under the auspices of UNECE, the United Nations has developed 58 conventions and agreements in relation to international transport.
- Many of them govern a huge variety of road safety areas, such as traffic rules, the standardization of road signs and signals as well as vehicle standards.
- These legal instruments are in place: we know how to build safer vehicles; we know how to build safe roads; we know the benefits of advanced and consistent traffic rules and road signs in making people use roads safer still.
- Yet there remain nations and regions that have not adopted these instruments.
- If we could get these instituted and correctly policed on a global footing, we would see a **dramatic improvement in road safety in the most crucial areas of the globe** -- the low- and middle-income countries where a staggering 91 per cent of worldwide road deaths occur.

- **The Second High Level Conference on Road Safety**, next month in Brasilia, **will give us a tremendous opportunity to get political support and move road safety to the next level.**
- One further consideration we should not underestimate: UNECE instruments set strong standards and requirements for safety. Existing regulations may be at odds with new information and communication technologies (ICT) developed for application in transport systems and vehicles. In order to avoid potential non-conformity of ITS technology with existing standards and regulations, the ITS community and UNECE need to work together in developing regulations.
- I will close this first line of action on “political support” noting that one of the challenge for regulators is to maintain a balance between encouraging the development of new technologies and ensuring their interoperability as well as their safe and reliable deployment.
 - The promise of benefits should not be compromised by unexpected consequences of technology. We want to prevent any failure and shortcomings in hi-tech solutions becoming new technologies. Therefore we need to develop international regulations based on consensus.

2) Identifying the proper enabler

- **ITS is a major enabler: ITS are tools that will change the transport culture**, a tool that can curb excess and unnecessary polluting, highly enhance the safety of individuals and goods in the transportation ecosystem, improve mobility, mitigate traffic congestion and thus contribute to the reduction of GHG emissions.
- In the long-term, the **delivery of ‘Intelligent Mobility’ is important to the continued economic and social well-being of all countries**, in particular in the developing world, partly because without more efficiency, transport systems will increasingly become congested.
- I believe **that ITS should not be considered only as a technology and innovation tool, but also as an economic development tool.**
- Finally, we observe that the ITS Ecosystem is quite fragmented, therefore the list of ITS services is quite long and covers: in-vehicle systems, driving assistance systems, navigation and routing, infrastructure and parking

management, traveller information, ticketing, fleet management and transport of goods.

➤ From a consumer perspective, I believe that **ITS can be effective as an enabler of sustainable mobility** if:

a) **There is convergence between the systems and services.** People demand simpler and smarter mobility tools: they expect their vehicle to communicate with other vehicles and with infrastructure; they expect their public transport card to work in all modes of city transport (metro, bus and tram); they expect the technology in their vehicle to be intuitive and not leading to distractions.

b) **The applications are deployed on a large scale.** We need solutions which are affordable to people and to local authorities in the long-term, as well as compatible with an economic growth agenda. We need solutions which empower consumers: technology alone will not deliver sustainability if it doesn't lead to behavioural change.

➤ Let me list some criteria to assess the ITS deployment from a consumer's perspective. **Services should be:**

- Acceptable
- Convenient
- Reliable
- Robust
- Safe and secure
- Cost effective
- Fair

➤ The broader consumer community has been working with the governments and the ITS community around the world to make sure that only new technology, reflecting these criteria, are deployed.

- The benefits of the ITS must be understood by the broader public in order to achieve a balanced culture of innovation. Educating consumers on what is available on the market and receiving feedback from users on how the system has been designed can offer a huge opportunity for scaling up ITS deployment.

Conclusion

- As transport takes a prominent role in the new global framework for sustainability I look forward to your inputs to advance the **road safety agenda hence to improve the global situation of sustainable transportation.**
- Thank you