

ROADIDEA- Roadmap for radical innovations in European transport services

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Weather plays a key role in most traffic accidents, in which over 40.000 European citizens are killed and more than 1,2 million injured every year. It is thus clear that innovations are needed to develop better road weather services to make traffic safer. As transport is responsible of 20% of green house gas emissions in Europe, such services are also needed that make traffic more efficient and reduce congestion.

ROADIDEA “Roadmap for radical innovations in European transport services” is a FP7/INFOSO Collaboration project that started in 2007 and continues until mid-2010, see www.roadidea.eu. The main objective is to study the potential of the European transport service sector for innovations, analysing available data sources, revealing existing problems and bottlenecks, and developing better methods and models to be utilised in service platforms. These will be capable of providing new, innovative services for various transport user groups.

The fourteen partners of ROADIDEA come from Finland, Sweden, the Netherlands, Germany, Italy, Hungary, Croatia and Slovenia. The differences of the existing transport systems and available data sources in these countries are analysed as well as the problems caused by local climate and geography. The innovation process is key activity of the project and will be described in detail in the presentation. It has produced more than 100 ideas during two consecutive brainstorming seminars. Ideas have been analysed and the most potential ones shortlisted for further development. These include e.g. advanced friction models, road condition and fog warning systems, which receive input from hybrid (mobile and fixed combined) observing systems and automated messages from private cars. The Hamburg Port with increasing congestion needs multi-modal traffic model that takes weather into account. New semi-public high-quality ways to travel need to be innovated to reduce the use of private cars in the battle against climate change.