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TRANSFORuM Newsletter

WELCOME TO TRANSFORUM'S 3RD NEWSLETTER

WELCOME

This newsletter is for everyone interested in reaching the EU's ambitious Transport White Paper goals. It features related updates about TRANSFORuM, an EU FP7 funded project, which is developing a "stakeholder driven" and action-oriented roadmap towards these goals. Read about our recent five stakeholder events, survey results, forthcoming stakeholder consultation events and how you can participate as well. And if you would like to know more about TRANSFORuM please visit our [website](#) which also features all our interim reports.



MARK YOUR DIARY: FINAL CONFERENCE IN BRUSSELS ON 8 DECEMBER 2014

Our [final conference](#) will take place at the European Economic and Social Council in Brussels on 8 December 2014. The TRANSFORuM team will present its roadmaps and recommendations for policy makers and all stakeholders in the European transport arena, both incumbent and emerging new players. There will be plenty of opportunities to discuss our final roadmaps in break-out sessions, during coffee breaks and in panels with confirmed high-level representatives of the European Commission and influential actors from the private sector. If you are interested in attending please let us know at our [registrationsite](#).



THE TRANSFORUM PROJECT

In 2011 the European Commission published its declared vision on how the European transport sector should look like by the year 2050 in a so-called "[White Paper](#)". Among the ten goals spelled out there are the following four, which are the focus of the TRANSFORuM project:

- Clean urban transport and CO₂-free-city logistics
- Shift of road freight to rail and waterborne transport
- Complete and maintain the European high-speed rail network
- European multimodal information, management and payment system

TRANSFORuM contributes to this massive transformation by providing a forum for stakeholders to develop a common view and strategies of how these goals can be reached. Our underlying assumption is that policy making should be based on an in-depth understanding of all stakeholders' positions and that co-ordinated action of all private actors is more effective than any solo attempt.

TRANSFORuM therefore engages key stakeholders in 11 events, online discussions and personal conversations, collects their views about the most relevant policies, trends, funding opportunities, barriers, actors

and ensures a fair and transparent dialogue. Thus, we provide a “fresh approach” that gives voice to all relevant actors, established mainstream ones as well as new and emerging ones.

We produce roadmaps to show feasible pathways, recommendations for concrete action by policy makers, industry, NGOs, etc. and a strategic outlook beyond 2030. The consortium consists of 11 independent research organisations without any commercial interests. This allows TRANSFORuM to act as neutral facilitator and ensures bias-free results.

We are always eager to hear a broad variety of views. Please [contact us](#) if you have some.

“Thanks to its very design, I am convinced that the TRANSFORuM project has the potential to influence the future of European Transport Policy for the years to come. Now you can be part of it!”

Matthias Ruete, Director General of the European Commission for Mobility and Transport

“So far, the lack of progress in EU transport policy has been partly due to the fact that there has been insufficient involvement of civil society.”

European Economic and Social Committee

"The event was very well organised and moderated. A lot of useful information shared."

Anonymous feedback from participant on autumn workshop on urban mobility



THEMATIC WORKSHOPS 2013

Between 23 October and 26 November 2013, the TRANSFORuM project held four [thematic workshops](#), bringing together stakeholders to discuss good practice in the context of the White Paper. The four workshops engaged 43 stakeholders in total from 13 EU countries, as well as additional participants from Norway, Switzerland,

Japan and China. At each workshop, the participants discussed policy success and failure factors, the potential for replication of good practice and current sharing practices in each of the thematic areas. Each group also discussed how a roadmap for their sector could look like. Minutes of the events are available on our [website](#). All participating stakeholders were able to experience “on the ground” innovations that contribute towards the 2050 White Paper vision of competitive and sustainable transport. In Oslo, participants witnessed the progressive policies for electric vehicles and the supporting infrastructure. In London, the attendees took a multi-modal journey through the city using Oyster as an example of integrated ticketing and payment. In Lyon, the participants visited the TGV maintenance centre and the stakeholders attending the Basel workshop visited the depot of a freight distribution company facilitating the shift from road to rail.



2ND JOINT FORUM MEETING – VIENNA, JANUARY 2014

On 27-28 January 2014, TRANSFORuM's 2nd [Joint Forum Meeting](#) took place in Vienna, Austria. Almost 50 participants from 13 European countries came together for a two-day meeting with a twofold focus: First, to discuss the draft roadmaps 1.0 towards the selected White Paper goals (on clean urban mobility; long-distance freight; high-speed rail and ITS). These draft roadmaps were prepared and circulated by the project team before the event. Second, the meeting was dedicated to three issue clusters that cut across all four of these thematic groups: Financing, funding, pricing; Policy packaging; Governance, standards & regulation.

One of the main conclusions was, that these cross-cutting issues are not equally important for all groups but link them at specific points, e.g. regarding funding needs for infrastructure in the high-speed rail and long-distance freight groups or multi-actor settings in the groups focussing

on clean urban mobility and ITS. Stakeholders also provided useful feedback on how to understand the goals, on how to proceed with the roadmap development process as well as suggestions regarding the focus of the project's further stakeholder involvement activities. TRANSFORuM is very grateful for this input and confident to develop roadmaps that help to reach the four White Paper goals in a collective and coordinated way.



INTERVIEW WITH STEFAN BACK

Stefan Back has more than 30 year experience in transport policy and has held several positions in the Ministry of Transport in Sweden as well as former General Secretary of the [Swedish international freight association](#) (SIFA). He also served as former member of the board in [CLECAT](#). Since 2010 he has a position as Director sustainable logistics in [TransportGruppen](#) in Sweden, an umbrella association with more than 12,000 member companies in all modes of transport. He is a member of the [European Economic & Social Committee](#) since 2010 and a member of the TRANSFORuM Advisory Board.

TRANSFORuM: Does the Transport White Paper contain the right visions and strategies to reduce CO₂ emissions by 60%?

SB: The target is very ambitious, considering that transport today is still so extremely dependant on fossil fuels. The qualification that "curbing mobility is not an option" (meaning: the reduction must be achieved while passengers and freight transport increases) is a necessary strategy, but it makes it even more challenging. The different areas covered by the White Paper are probably right and such a huge transition must affect many aspects of transport. However, the contribution from "modal shift" is a bit over-stressed in the White Paper. New fuels and

more efficient transport planning within and between the modes will in the end have greater importance. We need all modes to cope in the future.

TRANSFORuM: Is the current EU policy sufficiently aware of the needs and constraints of a balanced section (i.e. both incumbent and emergent) of stakeholders?

SB: As societies' "blood vessels", transport affects and is affected by almost everybody. This means that dialogue must involve people and organisations at many levels to be effective. This is an important task in itself apart from formulating and discussing the actual proposals.

TRANSFORuM: Why does the European Economic and Social Committee (EESC) give so much attention to the Transport White Paper and how does it work towards its implementation concretely?

SB: The EESC is and should be a bridge between EU institutions and organised civil society in Europe. The aims in the White Paper will never be reached if we are not involved and we feel it is our task to contribute as advisors and "catalysts" to the creation of a meaningful dialogue both for the EU and the organisations and their members.

TRANSFORuM: Is the balance between technical and non-technical approaches mentioned in the White Paper productive?

SB: As so often, they are not exchangeable but rather complementary. For instance, to influence behaviour change in transport, better information of new alternative ways is needed, and that in its turn means IT apps and other technical solutions.

TRANSFORuM: How do you (or your children) intend to commute to work and travel to your holiday destination in 2050?

SB: I hope my son will still be able to choose the mode of travel according to his own needs, but that his transport patterns will be much more sustainable than today. Technology and innovation will hopefully by then be on their way to a final solution to the climate change issues.



THEMATIC GROUP: LONG-DISTANCE FREIGHT

The White Paper defines as targets for long-distance freight: By 2030, 30% of road freight over 300 km should shift to rail or waterborne – and more than 50 % by 2050. It also mentions supportive measures: In particular, “efficient and green freight corridors” should facilitate this change. Seamless intermodality will be a cornerstone in this strategy, since the first and last miles will often still be performed by trucks. Achieving these goals will help mitigate climate change, reduce oil dependency and relieve congestion in the road network.

There is much to learn from Switzerland (where TRANSFORuM’s freight workshop was held) with its long term commitment, policy packages balancing sticks and carrots as well as substantial heavy-vehicle fees. The full internalization of external costs is also recommended by many stakeholders as key measure. But also the improvement of efficiency of rail and waterborne transport was considered very important in order to maximise the effects of such a reform. Better enforcement of rules regarding weight, speed and working conditions in road transport may both increase safety and contribute to a modal shift. Stakeholders also recommended, in particular for the 2050 time horizon, to more carefully consider the location of manufacturing plants and freight villages in the first place.

Although these workshops so far were attended by a wide range of stakeholders, still more actor groups need to be heard. Another workshop on long-distance freight will therefore be held in the first week of June. A key focus there will be the discussion of TRANSFORuM’s roadmaps 2.0 towards the implementation of four key White Paper goals; but also policy recommendations to the Commission (and other key actors) as well as a draft strategic outlook for European transport until 2050 will be discussed.





THEMATIC GROUP: CLEAN URBAN MOBILITY

The targets for [Clean Urban Mobility](#) are twofold: Firstly, to halve the use of “conventionally-fuelled” cars in urban transport by 2030 and to phase them out by 2050. Secondly, to achieve “essentially CO₂-free city logistics” in major urban centres by 2030. The underlying aim is to reduce greenhouse gas emissions, local pollution and dependence on oil without compromising the benefits of high mobility.

It has become clear that most European cities are already aware of the need for significant changes to urban mobility, and many are taking small or large steps. It would be a mistake to assume that all European cities can necessarily achieve a halving of the use of conventionally fuelled cars by the same date, or achieve virtually CO₂-free city logistics in just 15 years from now. All cities can make significant progress towards the urban mobility goal if broad strategies tailored to each city are adopted. Both enabling and constraining measures must be implemented and cities should join forces to learn from one another about what works, not just await national or European directives.



THEMATIC GROUP: HIGH-SPEED RAIL

The White Paper on Transport promotes modal shift of passenger travel from air and road to rail through different policies such as the completion of the European high-speed rail network but also the completion of the existing railway to connect major transport nodes like airports.

The thematic workshop about high-speed rail was held in Lyon, in November 2014. The participants agreed, that the contemporary reality in the high-speed rail sector is strongly influenced by the prevailing constraints of public finances. All efforts in this area will therefore have to prove their justification in the context of each Member State's specific situation. Also the importance of a wider door-to-door thinking was emphasized and thus the integration of high-speed rail in an intermodal transport system, which has obvious implications,

for example, on the location, design and management of train stations.

The participating experts also remarked that the current push for an opening of the railway markets to competition raises a wide range of related issues that have to be carefully balanced. In particular, the equilibrium between competition and cooperation requires much attention. It was also highlighted that the issue of competition based on speed (average, high and very high speed) has to consider each specific market's needs and specificities.

In order to identify prerequisites for an incentive and consumer-focused competition, TRANSFORuM's high-speed rail team organise a 2nd thematic workshop and intend to gather the most pertinent representatives of the sector in Rome, Italy on 12 and 13 of June 2014. The workshop will focus on the various forms and requirements of healthy competition and include two optional technical visits with support of the Italian Ministry of Transport. If you are interested to attend this event please contact highspeedrail@transforum-project.eu.



THEMATIC GROUP: MULTIMODAL INFORMATION, MANAGEMENT & PAYMENT SYSTEM

Goal number 8 of the White Paper envisages a framework for a European multimodal traveller information, management and payment system by 2020. Such a framework will help to ensure that in the future, travellers will have the information necessary to make the best modal choice based on their individual demands. It will also help operators to make long term investment decisions and allow them to benefit from improved data access, standardised data formats and secure data exchange.

It became clear in the discussions of the different stakeholder groups that the talk about one European system is not very helpful. Rather, we should distinguish three systems (information, management and payment). In addition, each of these systems will consist of different local and regional systems and it will be the contribution of the EU to provide frameworks to ensure

compatibility and accessibility across Europe. At the same time, questions such as data ownership and privacy / security must be addressed to ensure participation of all relevant actors and stakeholders and acceptability by users. Some local and national implementations are already in place and must be taken into account in a future framework.

In the week beginning on 19 May 2014, a workshop will take place in Tallinn, Estonia, where stakeholders will have a chance to comment on the then current version of the roadmap and provide further inputs. The aim is to identify goals and prioritize measures for achieving the necessary frameworks until 2020. Of major importance in this regard is the distinction of what can and should be done at a European level and what falls into the competence of the different Member States.

TRANSFORUM'S NEXT STEPS

The development of four thematic roadmaps towards the implementation of four key White Paper goals is a core element of the project. This roadmapping process is structured in an iterative way. Several stakeholder consultation events have taken place and will further take place to make sure that all relevant views and arguments of stakeholders are considered.

The stakeholder involvement started with a first [Joint Forum Meeting](#) in Gdansk, Poland, in June 2013, in order to get an overview on stakeholders' perceptions on relevant policies, challenges and barriers for the four White Paper goals. This meeting was followed by four thematic [workshops](#). Alongside good practice examples, these workshops took a closer look at how to meet and overcome the respective challenges and barriers, involving a wide range of different European stakeholders. The [results](#) of the thematic workshops also provided the starting point to develop the first draft roadmaps that were then presented at the [2nd Joint Forum Meeting](#) in Vienna, Austria. They included an overview of the respective thematic field, results and assessments from small-scale surveys that had been conducted before the thematic workshops and tentative lists of concrete measures.

The results from Vienna will help to develop policy packages towards all of the four White Paper goals. Structured interviews with key players and stakeholders will further enrich the perspective of the updated roadmaps. After another series of thematic [workshops](#) in the spring 2014, the final version of the roadmaps will be presented together with broader strategic recommendations at TRANSFORuM's final conference in Brussels on 8 December 2014.

The figure below depicts TRANSFORuM's forthcoming steps towards the production, release and discussion of its main public outputs until the end of 2014.



SOCIAL MEDIA ALERT

TRANSFORuM also communicates (both ways!) through the following social media channels: [Twitter](#), [linkedin](#) and [facebook](#).

They contain project updates, information about events, industry news, project resources, as well as behind the scenes insight into TRANSFORuM and provide a platform to spark and continue discussions outside our face-to-face meetings.

*This information is provided by TRANSFORuM-Project.eu / RUPPRECHT CONSULT Forschung & Beratung GmbH, Dr. Ralf Brand, Clever Str. 13 - 15, 50668 Köln (Cologne) / Germany.
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