

**Ralf Brand**

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## WELCOME

If you are interested in the future of transport, this newsletter is for you. It features updates from the EU FP7 project [TRANSFORuM](#), which is about to release “stakeholder driven” and action oriented roadmaps towards the ambitious goals in the Transport White Paper of the European Commission. Read about our recent four stakeholder events, details about our big event on 8 December, about our draft roadmaps and the interview with José Viegas, Secretary General of the International Transport Forum.



## MARK YOUR DIARY: TRANSFORUM FINAL CONFERENCE ON 8 DECEMBER

Our final conference will take place at the European Economic and Social Council in Brussels on 8 December 2014. This is the perfect opportunity to hear about and discuss TRANSFORuM's four roadmaps and recommendations. Prof. Schellnhuber will give a keynote talk about the wider global challenges for the entire transport community. For information about the other high-level speakers, panellists and a detailed agenda visit the conference [website](#), where you can already register.

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## TRANSFORUM IN A NUTSHELL

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 are the following four, which are the focus of the TRANSFORuM project:

- Clean Urban Transport and CO<sub>2</sub>-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.

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“Thanks to its very design, I      “The challenge of green

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*

transport “is more a question of organisation, of people talking to each other, of getting fresh ideas into the sector. Projects like TRANSFORuM can help in creating these communities.”

*Claus Doll, Fraunhofer-Institute for Systems and Innovation Research*



## THE TRANSFORUM PROCESS SINCE THE LAST NEWSLETTER

During May and June 2014, TRANSFORuM held its second series of four thematic workshops in order to discuss the draft roadmaps 2.0, which had been prepared for these events. For every workshop, TRANSFORuM invited hand-selected stakeholders ranging from European and local policy actors to industry and NGO representatives, totalling 47 participants from 16 European countries. The selection ensured a fair representation of relevant views and perspectives so that the discussions at the workshops could focus on a further constructive development process, supporting TRANSFORuM’s roadmaps towards the selected Transport White Paper goals. The TRANSFORuM team took these inputs on board as crucial elements for the ensuing revision of the roadmaps towards their final shape, thus filling our guiding principle of a “stakeholder-driven” process with life.

Since then, the near-final versions of our roadmaps have been sent out to eight independent external reviewers; two for each thematic version. In addition, these documents are also publicly available on our [website](#) where any interested stakeholder can take a look and comment – again following TRANSFORuM’s mission of transparency.

## FINAL CONFERENCE: JOIN THE OPINION LEADERS ON 8 DECEMBER

TRANSFORuM’s final conference will take place 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. There will be plenty opportunities to discuss our final roadmaps in break-out sessions, during coffee breaks and in panels with high-level representatives of the European Commission and influential actors from the private sector.

The audience will consist of ca. 250 high-level decision makers,

policy makers, CEOs, representatives from NGO, industry associations, international city networks, incumbent market players as well as innovative producers and service providers from all over Europe. The event will be hosted by the European Economic and Social Council (EESC), one of the official bodies of the European Union.

Among the confirmed keynote speakers and panellists are Prof. Schellnhuber (Potsdam Institute for Climate Impact Research), Michael Cramer (European Parliament), Joachim Fried (Deutsche Bahn), Kathrin Obst (European Federation of Inland Ports), Trevor Garrod (European Passengers Federation), Eric Sampson (ambassador for ITS UK), Gisela Nacken (City of Aachen), Krzysztof Kamieniecki (EESC), Stefan Back (EESC), Laetitia Dablanc (IFSTTAR) and others. Attendance is free of charge but requires a quick registration on the [TRANSFORuM website](#).



## JOSÉ VIEGAS' VIEWS

**José Viegas** is the Secretary-General of the International Transport Forum at the OECD, an intergovernmental organisation with 54 member countries. The ITF acts as a think tank and organises an annual summit of transport ministers. Prior to joining ITF in 2012, Viegas was a Professor of Transport at the Technical University of Lisbon. He also served as Director of MIT-Portugal's Transport Systems focus and as chairman of TIS.pt consultants advised governments and international institutions on transport issues.

**TRANSFORuM:** The ITF is inherently global in its outlook. Is the White Paper on Transport with its clear European focus still relevant for the non-European part of ITF's community?

**JV:** Many parts of the world look to the European Union when it comes to transport policy. When 28 countries agree on common approaches, that represents critical mass. But the White Paper naturally has more relevance for the European non-EU-members of the International Transport Forum. For ITF member countries in Asia or the Americas, some issues are nevertheless of great importance, such as the Single European Sky initiative.

**TRANSFORuM:** Is the White Paper on Transport unrealistically bold, still too humble in its ambitions or does it strike the right balance between these two poles?

**JV:** The 60% emissions reduction target is very ambitious. But it reflects a realisation that ending transport's dependency on fossil fuels is imperative for our global future. Setting out a vision where policy needs to go beyond the ordinary is a good thing. On a more operational level, I personally see some challenges, for instance achieving a 50% share for rail by 2050.

**TRANSFORuM:** What can and should the European Union / European Commission do to really animate a breakthrough of our efforts to make transport in Europe (and worldwide) more sustainable?

**JV:** Use of technology is where Europe is at the forefront. But keeping an eye on solutions that are transferable to less

advanced regions will allow good European approaches to spread faster.

**TRANSFORuM:** The way in which certain White Paper goals are framed (their operationalization) has triggered some controversy. Would you say the definition of these goals is productive to contribute to the reduction of CO<sub>2</sub> emissions by 60%?

**JV:** Indicating ambitious goals in a distant future without showing intermediate targets, and at least one realistic path towards those goals, creates the risk that such statements are taken as wishful thinking. As a result, they may not get the required traction, and then there is a risk that no serious action will be taken.

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

**JV:** In 2050, for someone at my age it'll probably be a wheelchair, if I'm still alive. But seriously: I wouldn't be surprised if conventionally fuelled cars would indeed have more or less disappeared from European cities around 2050. The technology is there, the White Paper shows that the political will is there too, so it should be do-able. But what will it look like outside the European Union? The real challenge for transport emissions reduction is in the emerging world, where motorisation is exploding. My hope is that ambitious EU policies will make it easier for some of these countries to try to leapfrog the 'dirty' era of transport and move directly to clean and sustainable mobility.



## THEMATIC GROUP: URBAN MOBILITY

The White Paper goal for urban mobility includes two targets:

- To halve the use of 'conventionally-fuelled' cars by 2030 and to phase them out by 2050; and
- To achieve 'essentially CO<sub>2</sub>-free city logistics' in major urban centres by 2030.

Fulfilling the goal will help to reduce greenhouse gas emissions, local pollution and dependence on oil without compromising the benefits of high mobility.

Not many cities are better suited to discuss the implementation of these goals than the current Green Capital of Europe 2014: Copenhagen. In May 2014, TRANSFORuM conducted a workshop there with 12 invited stakeholders representing different aspects of and perspectives on urban transport. Together with some selected TRANSFORuM team members we discussed the basic building blocks and strategies to be included in a roadmap for the urban transport goal. The stakeholders were in favour of a broad interpretation of how this goal can be reached. In particular, they emphasised that the "use" and not necessarily the "number" of conventionally-fuelled cars should be halved. Alternative 'mental maps' were developed in several group sessions. In their combination they covered passenger transport as well as efficient and zero emission city logistics. The latter emphasized the need to

'decouple' long distance and 'last kilometre' delivery to cities.

The TRANSFORuM roadmap will be presented and discussed at the final conference on December 8. It will be interesting to hear whether stakeholders agree with its conclusions; for example with the call for changes of mobility patterns and governance arrangements as well as technical fixes to urban transport problems.



## THEMATIC GROUP: LONG-DISTANCE FREIGHT

The White Paper goal for long-distance freight states that: ... By 2030, 30% of road freight over 300 km should shift to rail or waterborne transport, ... and more than 50 % by 2050. It also mentions supportive measures; in particular, 'efficient and green freight corridors' should facilitate this change. Seamless intermodal solutions will obviously be a cornerstone of this strategy.

The stakeholder workshop in Duisburg in June 2014 provided valuable input on key strategies and measures needed to reach this White Paper goal. Although new tracks will be needed, it was voiced that a substantial increase in capacity may be achieved with comparatively minor investments. One important strategy would be to make the infrastructure compatible with longer trains, while simultaneously catalysing co-operation among intermodal actors and introducing refundable track charges that stimulate longer trains. Waterborne transport is also able to increase transport capacity with rather modest investments. Achieving a level playing field where all external effects are internalized was generally considered an important strategy. However, most workshop participants believed that in addition, rail and waterborne freight need to improve services and cut costs significantly in order to attract new customers. A key barrier mentioned was the complexity of ordering intermodal transport. "One stop shops" for ordering intermodal door-to-door transport would be a most welcome improvement. Finally, a more general comment was that since transport is interlinked with all societal sectors, a more holistic view across different EU policy areas is needed.

The roadmap and policy recommendations will be presented and discussed at the TRANSFORuM final conference in Brussels, 8th of December.



## THEMATIC GROUP: HIGH-SPEED RAIL

TRANSFORuM also has one thematic group focussing on the White Paper goal number four: High-speed rail (HSR). It stipulates that the majority of medium-distance passengers should go by rail in 2050; and the length of the high-speed rail network should be tripled by 2030 while maintaining a dense railway network.

Despite the goal's concreteness it leaves room for interpretation, considering the different HSR "logics" in different countries, concerning speed, stops, frequency, level of service etc. This and many other topics were discussed during TRANSFORuM's

second HSR workshop in Rome (June 12-13). On the agenda was also the idea to develop exclusive HSR corridors on very high demand axes and the necessary political prioritisation of a better integration of HSR into the existing transport system. Also the potentials (and dangers) of PPPs on commercially-promising lines were discussed.

During the technical visit in Rome, kindly organized by Fabio Croccolo from the Italian Ministry of Transport and Infrastructure, all attendees had the opportunity to get a clear sense of on-track competition as practiced in Italy. From the Italian experience and the workshop discussions, some conclusions emerged such as the need for a strong and independent regulator and a cohesive multi-level governance system during the planning process. A combination of both these major features should enable the existing and future European HSR network to reach efficiency through better management of intermodality, station capacity and regional equity.

Picture: Ferrovie dello Stato Trenitalia trains. From front to back: conventional train, Frecciarossa HST and Frecciaargento HST.



## 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 ensure that in the future, travellers will not only have the information necessary to make the best modal choice based on their individual demands, but also the means for easy booking and payment.

On May 20 and 21, 2014 a workshop on Multimodal Information, Management and Payment Systems took place in Tallinn, Estonia. Participants from 10 different European countries gathered to discuss the then latest draft of the Roadmap, providing valuable inputs for the current discussion and valuable inputs for the next steps. It was confirmed that we are actually looking at three linked but different systems which, although in some aspects complementary, at the moment have reached different levels of maturity and should be dealt with accordingly. If one is to achieve widespread integration across these systems and across countries, many obstacles must still be overcome and it was questioned what level of integration is actually desirable and sensible. Over the summer 2014, the roadmap underwent further revisions based on such stakeholder inputs and in early autumn is subject to a thorough internal and external review process to ensure that no vital aspects have been overlooked.

The final conference in Brussels on December 8 2014 will be a unique opportunity to discuss the meaning of this goal in view of the latest developments in the European transport sector, where we stand now and which actors should be involved in the next steps and what their contribution, exactly, should be.

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## ROADMAPS AND MORE ...

Among TRANSFORuM's key outputs are obviously the four roadmaps most people talk about – one each on *urban mobility*, *long-distance freight*, *high-speed rail* and *multimodal information, management and payment systems*.

But you can expect more from TRANSFORuM! Watch out, for example, for the Recommendations document we are preparing with advice for policy makers and practitioners on policies, funding mechanisms, strategic priorities and concrete actions. This document will also be released at our [final conference](#) in Brussels on December 8th.

In addition, we are working on a document called *Strategic Outlook - European transport beyond 2030*, to be published in early 2015. Its focus will be on the period after 2030 because the further we look into the future, the more speculation we get. With such a “division of labour” and scope between the different documents we can keep the roadmaps firmly focussed on concrete action over the next few years. To ensure your colleagues hear about the release of these documents, recommend our newsletter to them. (You are obviously already among the subscribers.)

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## TRANSFORUM DELIVERABLES AVAILABLE ONLINE

TRANSFORuM's conclusions and final outputs are mainly based on a firm foundation of all kinds of stakeholder inputs, gathered through interviews, an online survey, social media conversations and, most importantly, through face-to-face interaction at one of the 10 workshops we held so far. The TRANSFORuM team has condensed the essence of these insights into various interim reports. These and the results of a lot of background research work have been compiled in various deliverables. They all merit your special attention and are available in our online [library](#):

- D2.1: “Shaping the TRANSFORuM Network”. This document spells out the criteria which guide the selection of stakeholders to TRANSFORuM events.
- D3.1: "Summary on main policies, funding mechanisms, actors and trends"
- D4.1: "Challenges and barriers for a sustainable transport system – A state of the art report"
- D4.2: "Challenges and barriers for a sustainable transport system – exploring the potential to enact change".
- D5.1: "Good Practice Repository - Transformation is possible!"
- D7.1: “Communication and Outreach Strategy.” Defines TRANSFORuM’s target audience and the best means and channels of communication with them.
- D5.2: “Good-Practice in the context of delivering the White Paper” will soon be available there as well.

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## 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  
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