

Network of intelligent transportation – ITS Finland's strategy for 2022

1. Introduction

According to its rules, "ITS Finland is a registered non-profit association. The association's purpose is to promote the realization of smart mobility and logistics, the common business conditions, as well as to make known the social influence of digitalization's range of means in improving the safety, smooth flow and ecological nature of the entire transportation system. The association promotes the growth and internationalization of the smart and sustainable mobility in Finland. The association functions as a co-operative forum and as a network of experts."

It is the association's vision to have a sustainable and a user-driven transportation system, which enables smooth everyday life and efficient business practices. At the same time, the system creates growth and competitiveness for Finland and Finnish companies. The mission is to promote smart mobility solutions, the digitalization and servitization in transportation to improve safety, efficiency and ecological values in transportation sector. At the same time, the association is working to create new innovations, companies, jobs and business opportunities in the Finnish mobility industry.

The tasks to fulfil the association's purpose have been documented in the association's rules. To take care of its tasks, the association activates its members to co-operate, makes agreements on necessary resources, and organizes the needed projects. Open co-operation, active participation and expertise form the basis for all actions.

2. Goals

The main objective of ITS Finland is to bring the entire range of digitalization's means to the core of developing the transportation system, and as the basis of sustainable business. With its action, ITS Finland will promote the reform of the transportation industry, sustainable growth and internationalization. The following subgoals will help reach the main objective:

- The goal is to promote the development and visibility of innovations and business ecosystems in transportation industry by stressing digitalization's tools in business strategies, programs and budgets.
- The goal is to improve transportation industry to become one of Finland's central export industries, that is known in Finland and abroad for expertise, and will be attractive for students, skilled labor, companies and investments.
- The association will actively take part in climate work by producing information on the opportunities of digitalization and its influence on reaching the goals of national emission goals. The goal is, by the means of digitalization, to promote the transition to emission-free transportation system by the year of 2045.
- The association's goal is to promote the industry's knowledge -based decision making. The association will bring its network of experts along to develop the industry's various projects and the estimation of the effectiveness of operations.
- The association's goal is to be specifically distinguished as the most important co-operative forum for promoting future solutions in transportation industry in Finland, and as a link to international networks.

3. The key priorities and actions sorted by forms of action

ITS Finland will promote the full-scale utilization of the opportunities provided by digitalization in developing Finland's transportation system and internationalization of the industry. The strategic priorities and most important actions of 2022 have been placed at the beginning of the chapter. After this, the strategy will be presented by forms of actions.

A. The key priorities and actions

The focus of 2022 is to continue working in order to bring forth ecosystems of digitalizing transportation, and to promote the advance of Finnish smart and sustainable transportation expertise both in the national and international market. The most important assets are participation in Transportation industry's program of sustainable growth, and the co-ordination of the promotion project of circular economy in transportation.

The key actions of 2022 are especially:

1. Participating in the execution of Transportation industry's program of sustainable growth as per the road map, especially:
 - Speeding up the transportation ecosystem development by, among other things, networking those involved, and by participating in the development of business ecosystems. Special emphasis on promoting databased solutions in transportation.
 - Development of international co-operation and promotion of export by utilizing the network of national ITS-associations, and especially ITS Nordics+ -operators, as well as by co-operation with national operators focused on promoting export, such as Business Finland.
 - Participating in market dialogue and activation of discourse, when necessary, an especially important subject is the clarification of public and private sectors' roles.
 - The development of the effectiveness of the experimental actions and the scalability of the Transportation sector – promotion of the former "traffic lab" -like thinking and doing.
2. Participation in climate political work by emphasizing the means of digitalization and the transportation system.
 - Execution of the collaborative project of circular economy in transportation together with Sitra and the cities of Helsinki, Vantaa, Tampere, Turku, Oulu and Lahti.
 - Participation in and influencing within the work regarding roadmap work of fossil free transportation, and transportation pricing and taxation.
 - Promotion of the Nordic brand of sustainable transportation system, and active promotion of the joint Nordic Open Mobility and Digitalization -project.
 - Continuation of the association's Climate -division's work, whose task is to do an inventory of smart solutions and to verify effectiveness. Listing of the members' solutions regarding emissions and communicating these solutions actively.
3. Active participation regarding the future of transportation and development of the industry's operational environment, especially by participating in the discussion related to the execution and financing models of the Transportation 12 -plan. Active participation in the preparation of Finland's contentions regarding EU -policies, and announcement of the key EU strategies and programs related to smart transportation, such as Fit for 55, ITS Directive revision, Smart and Sustainable Mobility Strategy, Horizon Europe ja NextGenerationEU.
4. Disclosing the necessary steps regarding themes and promotion of smart transportation, preparation of policies for the next parliamentary election. Active participation in the industry's future related work.
5. Development of the association's network of experts' ways of working to support the industry's knowledge based decision making. The systematic utilization of the Academy -division.
6. Development of membership services and activation of members to get more involved in the association's actions and communication of the industry's solutions. Development of actions and communication more closely together with ITS Factory.
7. Strengthening and broadening of the network and development of strategic partnerships according to a specific plan yet to be made.
8. Compiling the association's first three-year-plan, including directing of operations, development of the network, funding, and targets for project co-operation.

B. Actions sorted by forms of action

ITS Finland fulfils its task, as it is stated in the rules and strives towards the targets described above by:

- **influencing** the strategic and project preparation, to direct the development of the industry's operational environment and participating in the industry's development and project work by bringing in the angle of digitalization into them.
- **networking** the experts and decision makers in the industry to activate development and to find new business models and partnerships in Finland and internationally.
- **communicating** the opportunities of increasingly digitalized transportation system and concrete solutions to reach transportation, environmental and industrial policy goals, and to promote industry's business opportunities.
- **Actions to promote export** in co-operation with partners in the industry and the international ITS - network.

Association's actions are explained in the following text; operations planned for 2022 are described by the above mentioned forms of action.

Influencing

Over the course of 15 years, the association has gained a strong reputation as a maker of the industry's future. The association's views are valued and also sought after. ITS Finland actively takes part in various workgroups and steering groups as a member, and is a regularly invited operator in expert hearings and an advocate in various transportation industry's projects. In addition, ITS Finland is often the expert on current publications and at events related to the industry.

ITS Finland is also a proactive influencer in current themes and in the promotion of the goals agreed upon within the association. International, national and local meetings are held with key transportation decision makers. During the pandemic, the meetings have been very limited, but in 2022 VIP meetings will be essentially increased both on a general level, and in relation to the following government program work. In relation to local influencing, smart transportation's Roadshow -work will be continued in key city areas. As for influencing, key priorities are described under the heading "*Key priorities and actions 2022.*"

Influencing is done also on an international level, in particular by utilizing the ITS Nationals -network and the ITS Nordic+ co-operation, and by participating in the work related to international projects as a consultant, and as a speaker in international events. A special priority of 2022 is the activation and the operational broadening of the ITS Nordic+ -network. ITS Finland will also take part in, among other things, the expert group's work within the EU22-division and Horizon Europe -program's transportation cluster, in order to influence transportation industry's EU-structure. In matters related to EU, it also co-operates with other associations and organizations in the industry.

Networking

ITS Finland is an active networker amidst national and international operators. The concrete steps in networking in Finland in 2022 are:

- Organizing the traditional seminars in the spring and fall. Their meaning is to promote the market of digitalization in transportation from different perspectives, and to organize targeted workshops and webinars.
- Organizing a networking day in August for the new members to introduce themselves, and for having a free discussion, getting to know each other, as well as to promote co-operation.
- Engaging in active dialogue with other organizations influencing the industry, taking part in their actions as per association's priorities.
- Activating members to have them take part in events, that are meaningful for promoting smart transportation and solutions crossing branches of business. Co-operation with such events.

- Taking part in the realization of KasvuOpen -program's part named "Tulevaisuuden Liikenne -kasvupolku"

The association belongs to Network of the National ITS Associations (NITS), which is associated with Ertico. In its meetings, the association is represented by - depending on the situation – executive director, program manager, and the chairperson. In the past years, the ITS Nordic+ -co-operation built around the ITS congresses has proven to be a good way of networking the members with Nordic and Estonian operators. We mean to develop and broaden this work. The concrete steps of international networking in 2022:

- Continuation of the Nordic+ -co-operation, with the aim of concrete collaborative projects to promote digitalization with Nordic ministries, innovative financiers, cities and companies. Developing of joint communication, among other things, on relevant projects; networking operators with each other. Linking more closely with other key operators within the Nordic+ -area and making initiatives on new collaboration.
- Taking part in the ITS World -congress in Los Angeles in September on the joint Nordic+ -pavilion.
- Taking part as a delegation in the ITS Europe -congress in Toulouse in May-June, if there is interest, attendance also at the exhibition department.
- Taking part as a delegation in the ITS Eastern Europe -congress in Kazan in September, if there is interest, attendance also at the exhibition department.
- Setting up a candidate for the ITS National Coordination Committee's member election and developing of the collaboration methods in the ITS -network.
- If resources allow it, representatives of ITS Finland take part if international events as experts or speakers. The events promote the association's objectives and priorities.

Communication

Being a pioneer in durable and responsible transportation means having a user-driven transportation system, business-driven innovative solutions, joint resources and guidance mechanisms encouraging towards choices of low emission transportation.

Communication will disclose concrete actions and companies' solutions, which speed up change in the transportation system. When bringing forth solutions, areal and user group differences will be taken into account. Growth of the membership's visibility in all medias is specifically sought after.

Association's webpages, the newsletter and channels in social media are the key elements in communication. The webpages are still being developed and updated, the goal being the creation of the industry's overall picture and conveying current information. Communicating about circular economy in transportation is realized as a part of our own pages.

In addition to the web pages, there will be active participation in the administration of the "Future Mobility Finland -site. It is published within the context of the growth program. Communication takes also place through participation as speakers in industry's seminars and various events.

Promotion of export

The most important goal of the growth program work is to promote the export-led growth. ITS Finland network participates in the execution of the program and thus, in the promotion of export within the industry. Transportation industry's turning point provides opportunities for Finnish expertise on a broad front. Especially Horizon Europe and the Next Generation EU offer an exceptionally great economic framework for export.

4. Monitoring

The realization of this action plan will be regularly monitored at administrative meetings. The action plan is a framework within which operations are led systematically. However, agile reaction to industry's fast paced development will be made possible.