I would like to welcome you all to the first EasyWay conference. It will be a great opportunity to share the first results of the project and to prepare the next steps.

EasyWay is a deployment-oriented project that follows on from the success of the TEMPO programme (2001-2006). This programme provided a great many achievements and convincing results for improving mobility and safety on the Trans-European Road Network.

The scope of the EasyWay project was developed by the members of the Euro-Regional projects in order to continue and foster the successful collaborative work undertaken in the previous years. EasyWay incorporates eight Euro-Regions (ARTS, CENTRICO, CONNECT, CORVETTE, ITHACA, STREETWISE, SERTI, VIKING) facilitating the integration of all new Member States. It reinforces the co-operation between the existing participating countries and new Member States by providing in a single project a new integrated framework with clear objectives and reporting methods.

This will mean that harmonisation and service provision will be lifted from regional level to a European level with the aim of offering European road users Europe-wide services.

Future Intelligent Transport Systems deployments need to be more service oriented and respond to end users needs. EasyWay has four main objectives. These are to: improve safety, reduce congestion, reduce environmental impacts, and to promote continuity of services at regional and European level, using coordinated deployment of real-time information and management systems and services in Europe.

Throughout 2007 EasyWay has built upon the success of the initial programme. Further details of the achievements can be found from pages 4 to 7 of this Newsletter.

EasyWay is one of the most important deployment projects for the European Commission / Directorate-General for Transport and Energy on Intelligent Transport Systems, along with programmes for railways, waterways and air transport. EasyWay is a collaboration of more than 20 member states and has three stages of funding from the European Commission / Directorate-General. These are 2007-2009 (budget of 500 m€ and funding of 100 m€), 2010-2011 and 2012-2013.

Within 2009, EasyWay will start to develop the proposal to secure the next stage of the programme 2010 – 2011.

I hope that you have an informative conference and a nice time in Taormina.
The Conference is opened by the Italian Minister of Infrastructures and Transports, Sen. Matteoli, the Director of DG-TREN, Mr. Karamitsos and the president of ASECAP/AISCAT, Mr. Palenzona, and span during three days (14th-16th October).

The program foresees both technical and plenary sessions. High representatives of the 27 Member States and the main road operators of the TERN have confirmed their participation.

60 top level technical papers are presented by a pan-European panel. Best practices, results and the themes of: Traffic Information Services on the Trans-European Roads; Managing European Traffic; ITS in Co-Mobility, Freight and Logistics; and ITS contribution to Safety, Environment and Congestion Reduction, are presented during the days.

28 top level panelists including high representatives of European Institutions, of Member States, road operators foster on a debate within 4 plenary sessions giving an overview of the current policy frame and needs for the future.

The stakeholders’ session bring a vision of the development of the applications for the GALILEO project and top representatives of the main road stakeholders (CEDR and ASECAP). Last, but not least: the wonderful nature and peerless arts beauties of Sicily will undoubtedly contribute to make this conference a successful event.

EASYWAY: FOSTER SUSTAINABLE MOBILITY ON THE TRANS-EUROPEAN ROAD NETWORK

Based on the successful results of the TEMPO programme (2001-2006) which aimed to coordinate the deployment of Intelligent Transport Systems in Europe, EasyWay will foster a service oriented approach through the deployment of real-time information and management services as an efficient way of improving sustainable mobility on the TERN.

EasyWay is a Europe-wide project, driven by national road authorities and operators with associated partners – vehicle industry, telecom operators, public transport stakeholders etc. It sets clear targets, identifies a set of necessary ITS European Services and is an efficient platform that allows the European mobility stakeholders to achieve a coordinated and combined deployment of these pan-European services. EasyWay incorporates all the Euro Regions of the TEMPO Programme and facilitates the integration of new Member States and new areas such as the Baltic countries, Greece and Southern Italy.

SAFETY
For a safe network
To decrease traffic fatalities
25% in 10 years
Towards a zero traffic fatality

MOBILITY
For a convenient network
To decrease traffic congestion
25% in 10 years
Towards a zero stress for drivers

SUSTAINABILITY
For an environmental friendly network
To help decrease CO₂ emission
10% in 10 years
Towards a zero congestion network
**Deployment Activities are the basis of the EasyWay Project**

Europe-wide Traveller Information Services provide the European traveller with comprehensive real-time traffic information allowing for well-informed travel decisions (pre-trip information) as well as information during the journey (on-trip). It includes real time information concerning the TERN as well as interfaces with peri-urban networks and with other transport modes, especially in urban areas.

Europe-wide Traffic Management Services provide real-time guidance information to the European traveller and hauler, detecting incidents and emergencies, to ensuring safe and efficient use of the road network, with a focus on cross-border transport.

Freight and Logistics Services aim at the optimisation of the capacity and efficiency of goods transport, by providing safe and easy access to intermodal terminals (ports, rail and road connections etc). Providing the European hauler with dedicated seamless service information on the TERN, and creating measures for the management of hazardous or sensitive cargo form key components of this Deployment Activity.

An efficient Connected ICT Infrastructure is a prerequisite for ITS deployment, providing the end user services with information from systems that monitor the road situation in real time and enabling cross-border interoperability and continuity of services through harmonised data provided by connected systems. Information on the available networks and their characteristics is seen as a key element of the ICT infrastructure.

**European Studies are a key tool for the development of harmonised services.** They will investigate the need for harmonized services, propose deployment strategies and develop guidelines and plans for deployment within the Euro Regions.

Six European Studies have been identified for the 2007-2009 part of the EasyWay Programme, and additional studies will be initiated during the process:

- ES 1 Europe-wide Traveller Information continuity and co-modality;
- ES 2 Europe-wide Traffic and Network management and co-modality;
- ES 3 Freight and Logistics services;
- ES 4 VMS Harmonisation (Mare Nostrum);
- ES 5 DATEX II;
- ES 6 European ITS Deployment Road Map.

**Supporting Infrastructure**

- A1 - Europe-wide traveller information services
- A2 - Europe-wide traffic management services
- A3 - Freight and logistic services
- A4 - Connected ICT infrastructure (Monitoring, processing and data exchange infrastructure)
- A5 - European studies
- A6 - Project Management: Evaluation and Dissemination

**The 8 EasyWay Euro-Regions and the key European road transport corridors**

- Arts
- Centrico
- Serti
- Connect
- Streetwise
- Corvette
- Viking

**EASYWAY PROJECT ACTIVITIES**

**Political Issues**

EasyWay towards sustainable mobility
Increase safety - Improve mobility - Reduce emissions

**Solutions to study**

- A5 - European studies

**Solutions to deploy**

- A1 - Europe-wide traveller information services
- A2 - Europe-wide traffic management services
- A3 - Freight and logistic services
- A4 - Connected ICT infrastructure (Monitoring, processing and data exchange infrastructure)

**Supporting Infrastructure**

- A5 - European studies
- A6 - Project Management: Evaluation and Dissemination
KEY ELEMENTS OF EASYWAY FOR 2007-2013

- An Integrated approach to major road network (TERN) management defining a common policy at European level with clear targets for deployment activities in accordance with the European Road Map for ITS deployment, and translating them into regional and national level activities.

- Focus on the Deployment of core services, providing the European traveller with optimal comfort and safety based on regional needs, allowing him/her to not bother about administrative and/or technical boundaries (95% of the EasyWay budget is dedicated to deployment of systems and services).

- A number of European Studies will prepare and facilitate harmonised deployment.

- Enhance the Evaluation of activities and exchange of best practices allowing benchmarking of achievements to promote optimised and adapted solutions. The Evaluation guidelines will show a simple approach towards evaluation of flow, safety and environment.

- Optimal integration of new Member States and candidate countries, sharing the experience and results of the Euro Regional Projects (ERPs), and speeding up the necessary implementing process to extend the traffic corridors towards Eastern Europe.

- An integrated approach to TERN operation, fostering cooperation between the infrastructure and the vehicle, with the involvement of the private sector (the automotive industry, telecom operators, broadcasters and other service providers), in the programme activities regarding co-operative systems, Galileo applications and information services. The EasyWay programme will work with the relevant organisations representing the automotive industry and telecom operators sector, where synergies can be reached.

- Upgrade urban interfaces and support co-modality with a more balanced approach to the use of ITS for improved mobility on the TERN. Interfaces with peri-urban networks and the public transport services and systems will be set up, focusing on a co-modal traveller rather than on a driver approach.

EASYWAY: FIRST RESULTS FROM EUROPEAN STUDIES

EASYWAY ROADMAP & CORE SERVICES DEFINITION

The aim of the EasyWay Roadmap is to provide a vision on ITS deployment and a basic deployment plan for ITS in Europe, through which road operators and authorities plans and objectives can be synchronised with automotive industries, with transport service providers and with the development of other transport modes.

This vision shall constitute the fundament on which the work planning for EasyWay in future phases is based, thus ensuring a coherent ITS deployment across Europe. The roadmap is developed in close cooperation with EasyWay Expert Groups, and the results are forwarded to the European Studies for further development of deployment guidelines.

The work on the EasyWay ITS deployment Roadmap started in January 2008. First results were reported in Deliverable 1, Proposal for European ITS Services, where a list of candidates for European ITS services was identified (step 1). The second step which was concluded at the 17 September workshop when EasyWay experts, representatives from EasyWay partners, European Commission and external stakeholders discussed findings and agreed on a comprehensive proposal. The results from the workshop are presented in the second deliverable, Core European ITS Services and Actions which includes Core European Services, Supporting European Actions and Topics for viability studies. (For more details, see Deliverable 2). The continued process of the EasyWay ITS deployment roadmap will be that EasyWay partners endorse the European Actions and the process ahead and then EasyWay European Studies develop detailed deployment guidelines for each Core European Service and Terms of Reference for supporting actions and viability studies.

The Deployment guidelines will be integrated in EasyWay Work Plan for phase II.

Jonas SUNBERG: jonas.sundberg@sweco.se

VARIABLE MESSAGE SIGNS HARMONISATION

The project Mare Nostrum VMS (2003-2006), now ES4 within the EasyWay frame (2007-2013) yields two main achievements concerning VMS harmonisation: procedures and outcomes. One of the main achievements of this paired endeavour is building up and refining a procedure for harmonizing at the European level.

Back in 2003, the group realised that the first stage towards harmonization requires being both specific and explicit. The corresponding outcome is a document compiling the examples of how each partner uses VMS in a number of road/traffic situations: The Working Book. It allows for divergences and convergences to be immediately appraised, and also for potential solutions (in the form of pictograms, or structures) to be grasped.

In 2006 the Working Book showed information about 16 road/traffic situations provided by 4 partners (France, Italy, Netherlands and
Europe-wide Traffic and Network Management Study

The European Study about Europe-wide Traffic and Network management is officially launched during the Taormina conference. After a first workshop in Paris on September 22nd, a work plan has been consolidated and is to be submitted to the EasyWay Steering Committee in Taormina.

For these various needs and objectives the DATEX II specification has been developed by the European Commission and European road operators and is already now used by many stakeholders in various countries all over Europe.

DATEX II, the successor of the Datex pre-standard of the 90’s, comprises a data model designed according to latest developments in the IT world and provides tailor-made options for data exchange, taking into account different requirements for response-time, scope and cost. EasyWay will promote the DATEX II deployment amongst the partners and towards the ITS Community in Europe by setting up the European traffic and transport systems will have a common main menu structure, which will be implemented in a voice-response system. The demonstrators will be operational in the beginning of 2009. User tests will be carried out by an user test panel in every country, which can use the system during the operational period.

- Broader support from all stakeholders A workshop for all stakeholders like service providers is planned for Spring 2009
- Allocation of a European short telephone number

EUROPE-WIDE TRAVELLER INFORMATION STUDY– ETTIN
(EUROPEAN TRAFFIC AND TRAVELLER INFORMATION NUMBER)

ETTIN is an initiative of several road operators in Europe with the ambition to enable the provision of traffic information services via a single short telephone number all over Europe.

The ultimate goal of ETTIN will be that all travellers in Europe have easy access to information services everywhere in Europe, independent of language, through one single telephone number. Access to information services becomes easy because you just need to remember one single telephone number. This will not only support the international traveller, but also the national traveler. Organisations from Spain, The Netherlands, England, France and Switzerland are willing to actively participate to make ETTIN a reality.

In 2008, the ETTIN Steering Group decided to start the ETTIN Initiation project with the aim to develop a demonstrator and to promote the ETTIN concept to strengthen the possibilities for such a European service. To this purpose a Letter of Intent was signed last month by all partners. This project entails the first steps towards ETTIN as a unique service number. The project consists of three main items:
- Demonstrator in 4 countries: The demonstrator systems will have a common main menu structure, which will be implemented in a voice-response system. The demonstrators will be operational in the beginning of 2009. User tests will be carried out by an user test panel in every country, which can use the system during the operational period.
- Broader support from all stakeholders: A workshop for all stakeholders like service providers is planned for Spring 2009.
- Allocation of a European short telephone number:

EUROPE-WIDE TRAFFIC INFORMATION STUDY– ETTIN
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EUROPE-WIDE TRAFFIC INFORMATION STUDY– ETTIN
(EUROPEAN TRAFFIC AND TRAVELLER INFORMATION NUMBER)

EUROPE-WIDE TRAFFIC AND NETWORK MANAGEMENT STUDY

The study will bring the necessary framework for consolidating deployment guidelines for the forthcoming years in the field of traffic management. It will also address prospective thematic like environmental aspects and the new traffic management tendencies by fostering the cooperation between EasyWay partners and all European Transport Stakeholders such as the Public transport Community, the Automotive and Telecommunication sectors. It is promised to be a vibrant pan-European experience and it needs a large participation among European partners to ensure its success and to support the EasyWay project in the forthcoming years.

Alain RÈME: Alain.Reme@developpement-durable.gouv.fr
EASYWAY: SOME REMARKABLE IMPLEMENTATIONS FROM 2007

A lot of remarkable EasyWay achievements since 2007 are described within the “EasyWay Highlights”. Example of some recent achievements are illustrated below.

LINE CONTROL SYSTEM ON THE CORRIDOR FROM DENMARK TO GERMANY, AUSTRIA AND ITALY

In order to warn in case of congestion in front of the tunnels Reinertshof and Füssen and in case of bad weather (wetness, black ice, snow and fog), a line control system (LCS) was planned. The LCS closely works together with the Operations Control Technology (OCT) of both tunnels, in particular when there is danger in the tunnels.

The LCS warns also in case of congestion caused by overloaded sections on the Austrian federal road (B179).

The system includes altogether 14 display gantries, 4 variable direction signs and 26 measurement sites outside the tunnels. Special attention is given to the integrated technical concept between the tunnel systems and the LCS.

In 2007 the redraft was elaborated and the implementation planning was carried out.

The invitation to tender was drawn up and published in January 2008. Since May 2008 the construction and implementation works have been started.

REINER SCHARRER: reiner.scharrer@stmi.bayern.de

INFOMOBILITY ON INTERNATIONAL CORRIDOR VENICE-TRIESTE

The Italian corridor A4 Venice–Trieste is the backbone of the Corridor V for freight and logistic and is in addition strongly influenced by the presence of two important borders: with Slovenia eastbound and with Austria northbound.

As safety issues became one of the priority for the concerned concessionary the deployment of the innovative ITS project “Infomobility” was considered in the related investment plans which was confirmed by Italian ministries of Transport and Infrastructures. The objectives were to reduce congestions and accidents using the most advanced information and telecommunication systems.

Based on Video and image processing for traffic monitoring as well as on Traffic flow and Travel Time calculation using DSRC Infomobility uses an internet portal and mobile devices as core communication medias, but also road side systems has been adopted for the purpose. In addition a call centre using IVR technology was set up.

The objectives of the system is to provide language independent and reliable traffic related information on the current conditions in real-time to the major of drivers and motorists.

Another aspect is the definition of different routes to avoid congestions on the TERN to positively contribute to safety environmental impact. The project partners from Italy and Slovenia performed a survey in spring 2008 on Travel Time Estimation along the stretch, showed the very positive acceptance from travellers towards the service: 74% of users approved and appreciated the service.

ENRICO FERRANTE: ferrante@autovie.it

DATEX IMPLEMENTATION IN SWEDEN

Exchange of traffic information cross border and national is one of the cornerstones to achieve high quality road traffic management, safety and user services. DATEX is a fundamental part of this. The Swedish Road Administration (SRA) DATEX deployment comprises an architectural approach covering the principles and building blocks of a concept for exchange of traffic and travel information. It is based on DATEX including the new
DATEX II for data exchange with cross border TIC’s, service providers and other parties active in the area of use of traffic information and supply of road user services. A fundamental idea is to provide the necessary means to open up authority databases and make them accessible for all these actors. The SRA deployment has given valuable experiences and has been accomplished as part of the TEMPO EuroRegional project VI-KING and continuing as part of the EasyWay project. DATEX is funded by and is an initiative of the European Commission.

BJÖRN EKLUND: bjorn.eklund@logica.com

The Arc Atlantique Freight Service Portal (www.freteuroservice.com) is one stop shop for the information needs of the freight community using the roads, ports and ferry services linking Western Belgium, Northern France and the Southeast of England (the “Arc Atlantique” corridor).

The portal site was established in 2004 by the French motorway company Groupe Sanef and the French Ministry of Transport, in association with neighbouring road and port operators.

The initial focus of the site was on the routes and ports of Northern France.

As a result of links established through the Euroregional projects, the site was first extended to Southeast England and then to Flanders (Belgium). Today, the Freight Portal Service provides information on roads and ports in all three countries and is available in English, French and Dutch.

Within EasyWay, the project partners will review the potential to increase the services available on the portal and extend its geographic coverage.

JÉRÔME FERRE: j.ferre@sapn.fr

MEETING THE INFORMATION REQUIREMENTS OF THE EUROPEAN FREIGHT COMMUNITY: THE ARC ATLANTIQUE FREIGHT PORTAL

The A7-A9 motorways (250 km from Lyon to the Spanish border), linking northern to southern Europe, is one of the busiest networks in Europe in terms of trucks transit.

In order to improve the level of service dedicated to truck customers on this corridor, a five years project has started in 2007 in order to:

• Setting up, in priority at service areas, the right amount of parking spaces on the network in order to bring down the number of offending or disruptive truck parked,
• Implementing, among this amount of parking spaces, some secure parking facilities evenly spread along the network, and more extensively in the Rhone Valley and in the Languedoc Area
• Informing on availability upstream from parking facilities,
• Putting into service a large range of truck-oriented services.

Following surveys and dialogue with hauliers’ companies and trucks drivers’ representatives, 3 steps are defined in terms of types of services:

• the basic step consisting of non-restricted services,
• the medium step being restricted to truck drivers only (bathroom and food facilities)
• the highest step consisting of an additional comprehensive series of services: restaurant, petrol, multimodal information

Considering that 20% of trucks that make a stop on the rest areas of the network are carrying high-value goods and that 40% of these trucks expect secure parking facilities, an important program has been designed to match these expectations. Three levels have also been defined as to secure parking facilities:

• the basic one with no specific devices,
• the medium level consisting of restricted entrance, reinforced perimeter fences and videosurveillance and entrance and exit points.
• the upmarket level being composed of full videosurveillance level, perimeter monitoring and a 24/7 human watch.

At the end of 2007, dialogue with users (services and secure level) has taken place, as well as central administrative authorisation procedure. A first area has been equipped to be monitored.

JEAN PIERRE PASCOUAU: jean-pierre.pascouau@asf.fr

IMPROVING FREIGHT SERVICES ON FRENCH CORRIDOR LEADING TO SPAIN

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A specific and efficient organisation has been set-up to manage a project which gathers more than 20 Member States.

Make decisions at EasyWay level – the EasyWay Steering Committee: consists of the 8 Euro-Regions chairmen; it is in charge of making decisions, managing the programme and ensuring the interface with the EC.

The SC will meet 3 to 4 times every year and more if needed by the programme management. With a rotating chairmanship, after Streetwise (UK) in 2008, it is Serti (France) who will ensure the chairmanship in 2009, when the new EC call for proposal for EasyWay II (2010-2011) shall be launched, with the same budget allocation but for 2 years.

Organise action and consolidate reporting – the EasyWay Secretariat: composed of Euro-region chairmen assistants; it is in charge of the operational management of the programme (cost and time schedule), of the management of technical reporting (with the Expert Groups) and of the administrative interface with the EC.

Provide technical support and expertise – the EasyWay Expert Groups: 5 in total (ICT infrastructures, Traveller Information Services, Traffic Management, Freight and logistics, Evaluation). They are part of the programme management and assist the EW SC on the technical aspects. They are in charge of the reporting on deployments carried out, dissemination of experiences among partners, and validation of European studies.

European Studies working groups: 6 studies to specify core services and the needs in terms of European harmonisation, and to propose guidelines for the deployment of European services, for the next EasyWay phases - EasyWay II (2010-2011) and III (2012-2013).

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ES 6 European ITS Deployment Roadmap, chairman: Mari-Louise Lundgren mari-louise.lundgren@vv.se

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