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## Towards a Roadmap to boost Demand for ICT in Transport

The **MAPDRIVER** project aims at developing a roadmap to enhance the market uptake of information and communication technologies (ICT) solutions for transport in logistics through demand-side policy measures. The project has started in January 2014 and ends in June 2015 with a total grant of 148.000. In this newsletter we will present the progress achieved by the project till now and we will take the occasion to **invite you to the Roadmap Launching Event** that will be held in Brussels on the **27th January 2015**.

### MARKET ANALYSIS

In this study we addressed the influence of ICT on freight transportation sector and investigated the barriers to its uptake. This was the background to create a roadmap to foster the uptake of ICT solutions in the transport sector through demand-side policy measures.

**A baseline analysis of the market of ICT solutions for transport industry in the partner countries (Spain, Germany and Turkey)** was the main focal point of this study. We aimed at providing a baseline understanding of the market, to identify potential barriers/drivers, opportunities/threads, and potential growth points of some specific ICT in freight transportation sector, especially for the **Remote Communication and Tracking and tracing technologies**.

While examining the market analysis some of the existing barriers have been classified under some major topics, such as cost issues, training,

standardization, and security problems.

Apart from the technologies and the barriers for their uptake, the consortium has identified a list of demand-side policy measures which can be applied to the market segment and the target groups (transport operators, ICT providers and public authorities.)

The following measures have been considered and described in the market analysis:

- **Public Procurement of Innovation**
- **Regulations**
- **Standardization**
- **Support to market demand**
- **Tax incentives**
- **Awareness raising campaign**
- **Lead Market initiatives**

The market analysis has been used as reference for the survey and the development of the preliminary roadmap.



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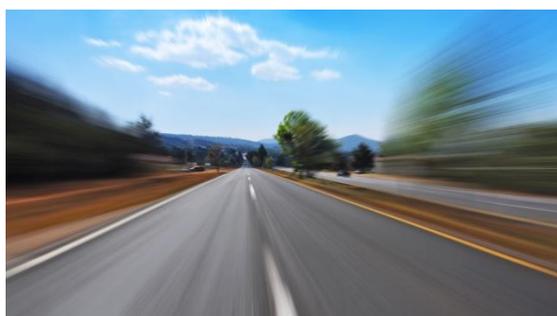
## **The MAPDRIVER survey has been closed on the 15<sup>th</sup> of January 2015.**

The MAPDRIVER survey aimed at estimating the requirements of the companies and stakeholders' opinion on the uptake of ICT-based innovations in transport and logistics.

Issues of interest were in particular:

- the current uptake of ICT in transport and logistics,
- existing limitations which hamper a wider use ICT solutions,
- suitable policy measures that could improve the uptake process.

The aim was to include the survey conclusions into the roadmap on demand-side ICT innovation policies in the logistics sector in Europe. The roadmap will support European policy makers in decisions on Experts and leading companies participated in this future-oriented and policy-shaping think-tank process. 100 stakeholders shared their opinions in the survey. This input was crucial for the development of the preliminary Roadmap that will be presented at the MAPDRIVER launching event.



## **MAPDRIVER ROADMAP Launching Event!**

The MAPDRIVER Launching Event will be held in Brussels on Tuesday, 27th of January 2015 at the Canary Islands Regional Government, Avenue Livingstone 21.

The event aims at gathering stakeholders working in the field of ICT and transport/logistics (coming from industry, local authorities, academia, research centers and EU Commission) to present the market analysis undertaken and the preliminary roadmap, including the results of the survey launched across Europe to assess the use of ICT in logistics. Contributions from the European Commission and from project partners will be followed by a moderated workshop. The workshop aims at obtaining stakeholders opinion, feedback and further suggestions on how to foster ICT innovations thus optimizing the roadmap.. Visit our website to find the agenda and link to the registration, attend the event, be part of the process:

[www.mapdriver.eu](http://www.mapdriver.eu)