

Why join ERTICO?



Work with other mobility stakeholders on coordinated implementation of intelligent mobility in Europe and beyond.

Through the implementation of European co-funded projects and innovation platforms; sharing policy and market insights; networking at ERTICO events and the ITS World and European Congresses; benefit from targeted training and start-up activities and matchmaking opportunities that will assist your own strategy development.

1 WORK TOGETHER ON CO-FUNDED PROJECTS

Tailor-made co-funded project opportunities supported by ERTICO's high success rate and a proven track record in management and technical support.

EU-supported collaboration projects provide ERTICO Partners the opportunity to be involved in cutting-edge ITS research and deployment and join a consortia of leading multi-sector players. Projects range from advanced R&D to demonstrations, tests, pilots and implementation projects. For co-funded projects ERTICO works closely with the European Commission. Through this involvement in projects, Partners reap concrete benefits, including business creation, economic and intellectual returns on their investment.

2 STAY INFORMED WITH MARKET INSIGHTS

Join a vision for a shared future: stay ahead of new developments, anticipate key market trends and be part of THE mobility conversation.

The ERTICO Partnership offers the perfect platform to bridge the variety of interests in the mobility sector, offering an environment for knowledge exchange on the challenges ahead and facilitating the development of ITS beyond individual interests and into a shared vision. Partners can play an important role in developing and delivering this vision through involvement in ERTICO governance bodies and activities.

ERTICO-ITS Europe is not a lobbyist, but advocates by raising awareness of smart mobility and discussing ITS issues with all stakeholders:

- ERTICO maintains direct and active collaboration with European Institutions and policymakers in the mobility sector;
- ERTICO is a bridge between local, regional and national authorities and the transport industry to facilitate at all levels of local implementation;
- ERTICO carries out interoperability testing to support the deployment of interoperable ITS and smart mobility solutions;
- ERTICO supports Partners by participating in standardisation work related to the sector's applications and services. Partnership involvement in ETSI, CEN and ISO helps steer standards towards global harmonisation.

Why join ERTICO?



BENEFIT FROM ERTICO'S RANGE OF EXCLUSIVE SERVICES

3

Partners have access to a range of ERTICO offerings that include training, matchmaking and innovation platforms.

- The ERTICO Academy
- The ERTICO City Moonshot
- Innovation Platforms

BROADEN HORIZONS WITH INTERNATIONAL COLLABORATION

4

Participate in overseas delegations and strengthen your international contacts.

Partners have the unique opportunity to be part of ERTICO organised International Delegations to other countries and consequently be able to establish contacts with technical specialists, business executives and decision-makers. Visits have included China and Silicon Valley, US and Japan, meeting stakeholders such as Waymo, UBER, Volvo, BlackBerry, Lyft, San Francisco authorities at their headquarters or attending market leading events, such as CES in Las Vegas.

NETWORK WITH OTHER MOBILITY PIONEERS

5

Join events for knowledge sharing, networking and visibility assisting the promotion of ITS solutions and smart mobility.

The sharing of knowledge and experience amongst the ITS community is critical to help progress the development and implementation of ITS. Partners can actively participate in ERTICO-organised European and worldwide events. Boost your long-term strategy by attracting new clients and business partners. Partners have exclusive access to the Partner-only ERTICO annual Think Tank event and Focus-On workshops.

The ITS World and European Congresses organised by ERTICO in collaboration with ITS America and ITS Asia-Pacific represent the ultimate showcase of mobility innovation and provide the ideal opportunity for stakeholders to come together and make the necessary contacts to develop their business by exhibiting and demonstrating state of the art ITS solutions.

The Congress also offers the opportunity to our Partners and mobility players to showcase their latest products and innovations. The European Congresses bring together 3000+ participants, whilst the ITS World Congresses welcome some 15.000+ world leading representatives in ITS.

PROFILE WITH ERTICO

6

ERTICO offers Partners marketing opportunities through targeted Partner news, profiling of projects and companies, technology updates, interviews and event announcements.

ERTICO has a communication platform www.erticonetwork.com offering the latest news and events related to ITS. With an outreach of over 5000 public authority and industry subscribers, the newsletter is sent every week in addition to a monthly events calendar.

The ERTICO Partnership & Your Company.



BUSINESS DEVELOPMENT

1

- ERTICO Partnership is the perfect platform for creating new business opportunities, as it brings together both purchasers and providers of smart mobility solutions.
- As an ERTICO Partner, involvement in EU-funded projects not only gives a financial return for the company, but enables your organisation to develop, test, evaluate and validate a strategic direction in innovation, that is in line with European policy.
- ERTICO offers your company to be a part and play an active role of a united 2030 European vision in smart mobility responding to high level policies such as European Green Deal and Vision Zero. This in turn, can assist in the development of your own strategic vision for market evolution.
- ERTICO plays a key role in developing standards for new solutions and technologies in the sector; the ERTICO Partnership offers the possibility for real industry leadership in platforms such as ADASIS, MaaS Alliance, SENSORIS and TISA.
- ERTICO can offer you a unique opportunity to allow engagement with policy makers and to hence forward your views.

R&D DEVELOPMENT

2

- ERTICO has a high success rate in EU-funded project development and implementation and has the technical expertise and experience to manage the entire EU-funded project cycle. This gives an opportunity for companies to offer their specialisation and skills in these projects at a low risk and yet gain valuable work experience from the cross-sector involvement.
- Involvement in innovation platforms assists engineering and strategy departments in defining their own perspectives on future research and offering understanding on the current strategic direction of ITS solutions in Europe and globally.
- The ERTICO Academy offers the possibilities of companies to 'give back' specific knowledge and learnings to cities, and national road authorities, revealing their own technologies and solutions to meet their particular needs.
- The ERTICO service - The Start-up Initiative offers a match-making service for companies and start-ups that can offer ground breaking solutions and potential investment opportunities for larger companies whilst these fledgling but innovative companies can gain mentorship and life-learning from experienced business players.

INTERNATIONAL DEVELOPMENT

3

- ERTICO offers companies the opportunity to define and join delegations to countries to open new markets to their business or fruitful and unforeseen connections with a foreign partner through these exclusively ERTICO-managed Delegation Visits. Japan, China and the US are just a few of the countries on offer.

MARKETING OPPORTUNITIES

4

- The ITS World and European Congresses offer an ideal opportunity to launch your latest solutions, present a new idea and to catch up with mobility players in front of a target audience.
- European Congresses bring together 3000+ participants, whilst ITS World Congresses welcome some 15.000+ world leading representatives in ITS.
- 40% of participants are from public authorities, involved in smart mobility and decision makers in the procurement of ITS solutions.

The ERTICO Partnership & Your City.



POLICY DEVELOPMENT

1

- ERTICO plays a fundamental role in the policy development of cities and public administrations through supporting and nurturing a city's involvement in a range of EU-funded projects and ERTICO innovation platforms in the deployment of ITS.
- Through collaboration with other partners and other cities of the ERTICO Partnership, cities, ministries and their public administrations have access to benchmarking opportunities to push forward their own strategies.
- ERTICO and its experts offers cities the appropriate and up-to-date market insight into ITS technologies to foresee areas where mobility solutions can be applied to their own cities, geographic situation, users needs and traffic challenges.

THOUGHT LEADERSHIP

2

- Cities can play an active role in ERTICO governance bodies, actively shaping and supporting a vision for Europe where their own experience and needs apply.
- Through the ERTICO Partnership cities can support the wide scale deployment of city relevant initiatives into other cities and across Europe.
- Cities are able to benefit from the knowledge and experience of ERTICO and its Partners through The ERTICO Academy enabling their teams and administrators to gain up-to-date training and learning from the experience of an entire network of experts from a variety of sectors.

CITY PROFILING

3

- ERTICO Partnership offers a platform for cities to be able to present their own progress and experience through the annual Think Tank, Focus-On events and the wider ITS National network that exists in every country across Europe.
- ITS Congresses are market leading events on smart mobility. City authorities not only benefit from the latest learning in ITS, but also gain essential intellectual know-how and the possibility to promote their city to mobility players. The ERTICO Partnership offers cities and their teams' free access to the event through speaker opportunities and visit passes.

The ERTICO Partnership & Public Authorities.



POLICY DEVELOPMENT

1

- ERTICO plays an important role in policy development for public authorities through supporting and nurturing their involvement in a range of EU-funded projects and ERTICO Innovation Platforms in the deployment of ITS.
- Through collaboration with other Partners and other public authorities and cities within the ERTICO Partnership, as a public authority you will have access to benchmarking opportunities to push forward your own strategies.
- ERTICO and its experts offers public authorities the appropriate and up-to-date market insight into ITS technologies to foresee areas where mobility solutions can be applied to your own area and geographic situation, as well as to face the challenges that are relevant to you.

THOUGHT LEADERSHIP

2

- Public authorities can play an active role in ERTICO governance bodies actively shaping and supporting a vision for Europe where their own experience and needs apply.
- Through the ERTICO Partnership public authorities can support the wide scale deployment of relevant initiatives into other sectors across Europe.
- Public authorities are able to benefit from the knowledge and experience of ERTICO and its Partners through The ERTICO Academy enabling their teams and administrators to gain up-to-date training and learning from the experience of an entire network of experts from a variety of sectors.

CITY PROFILING

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- ERTICO Partnership offers a platform for public authorities to be able to present their own progress and experience through the annual Think Tank, Focus on Events and the wider ITS National network that exists in every country across Europe.
- ITS Congresses are market leading events on smart mobility. Public authorities not only benefit from the latest learning in ITS, but also gain essential intellectual know-how and the possibility to promote their own innovations to mobility players. The ERTICO Partnership offers public authorities and their teams' free access to the event through speaker opportunities and visit passes.

The ERTICO Partnership & Research.



TECHNICAL DEVELOPMENT AND RESEARCH

1

- As an ERTICO Partner, research and academic organisations can be involved in EU-funded projects to try and test solutions in real-life scenarios, as well as providing possibilities for financial and intellectual returns on investment.
- Through technological advice and support, ERTICO gives research organisations and academia the opportunity to identify and define new areas of research that can be developed further within their own organisations.
- Improvement of strategic relationships with new partners can offer the possibility to develop research in new geographic areas or in new sectors, as well as assisting in the steps towards market development.

STRATEGIC DIRECTION

2

- Through being an active and valued Partner and involved in ERTICO Partnership governance bodies, there are real possibilities to ensure your research assists in shaping a shared vision in mobility.
- Access to the ITS World and European Congresses and other ERTICO exclusive events such as the Think Tank, Focus-On Events offer an ideal opportunity to profile your research organisation and present your research, studies or papers.
- The ERTICO Academy offers you an exclusive opportunity to offer your research and knowledge to a wider audience, improving your reputation in the smart mobility sector.

INTERNATIONAL DEVELOPMENT

3

- ERTICO Delegations offers research and academia partners the opportunity to travel to countries to experience new areas for research and learning through exclusively ERTICO-managed Delegation Visits. Japan, China and the US are just a few of the countries on offer.

MARKETING POSSIBILITIES

4

- ERTICO offers another channel to spread information about your research -through profiles, interviews, mobility focus and news updates via ERTICO's weekly newsletter with 5000 subscribers.

The ERTICO Partnership & Users.



1 ACCESS TO THE ITS COMMUNITY

- Being an ERTICO Partner, with consistent involvement in EU-funded projects, offers user organisations an excellent opportunity to extend their advocacy so that the development of latest solutions remains user-focused at every stage of the project concept and implementation process.
- The ERTICO Partnership with its 120 partners can give user organisations greater and up-to-date awareness of the market, and insight into where better understanding of users' needs can be generated.
- Access to the ITS World and European Congresses and other ERTICO exclusive events such as the Think Tank, Focus-On Events offer an ideal opportunity to reach out to industry, to experience new concepts and ITS solutions as well as network with a wider range of sectors.
- ERTICO offers the possibility to improve and develop stronger cooperation with Partners that will in turn ensure the relevance and appropriateness of any mobility strategy your organisation prepares.

2 TECHNICAL AREA AND RESEARCH

- Through technological advice and support, ERTICO gives user organisations the opportunity to identify and define new areas of research that may be of fundamental relevance to its users.
- The ERTICO Academy, working closely together with ERTICO Partners and the ITS national organisations, offers opportunities to scale up knowledge of the smart mobility sector through targeted training.

3 STRATEGIC DIRECTION

- Improvement of strategic relationships with external partners and alignment with other national user organisation can ensure that the voice of the user is supported and heard in Europe and cross sector wide.
- Through being an active and valued Partner and involved in ERTICO Partnership governance bodies, there are real possibilities to influence and shape a shared vision in mobility for the future that benefits members and your users.

4 MARKETING POSSIBILITIES

- ERTICO offers another channel to spread the voice of your members - through profiles, interviews, mobility focus and news updates via ERTICO's weekly newsletter with 5000 subscribers.
- Through ERTICO events, your organisation has the opportunity to present its user's position in the smart mobility discussion and profile its members.

The ERTICO Partnership & Associations.



THOUGHT LEADERSHIP & ADVOCACY

1

- ERTICO bridges the gaps between different stakeholders in the ITS community: to support knowledge exchange and share the latest thinking and approaches while anticipating new technologies and market trends. By keeping the conversation up to date, the Partnership brings together diverse interests and know-how in the mobility sector on the basis that 'together we are stronger'.
- Associations have the opportunity to participate in the ERTICO governance bodies, including the Strategy Committee working groups. By taking an active role in these groups, your association can effectively convey its vision to other prominent players in the mobility industry. This is a great opportunity to shape the future of the industry and establish your association as a thought leader in the field. Throughout various activities and events, associations have a chance to get the latest ITS updates within the EU from the representatives of the European Commission and other EU institutions.
- ERTICO offers associations a unique opportunity to extend their advocacy within different sectors of the ITS industry. Associations have a chance to raise awareness on the relevant issues within the broader ITS community and eventually constructively influence policy. Associations can seek to connect the dots with other partners in the mobility value chain for building coalitions, position papers and other activities in the segment of thought leadership.
- ERTICO organises Round Tables and Deep Dives on topical themes on smart and sustainable transport and mobility. During these meetings, partners can exchange views and discuss issues with stakeholders including the European Institutions, industry and public partners, from within and outside the ERTICO Partnership.

STAKEHOLDER ENGAGEMENT

2

- ERTICO brings together eight sectors from across the ITS community to help make mobility safer, more sustainable and efficient. To facilitate the engagement, ERTICO organises sector and cross-sector meeting which allow associations to engage the other mobility stakeholders.
- Sector and cross-sector meetings serve as a key platform to foster collaboration, networking, and innovation among our esteemed sector members. Sector meetings provide a unique opportunity to exchange ideas, share insights, and forge valuable partnerships that can drive progress and growth within the sector. Cross-sector meeting foster collaboration between two key sectors, with a particular focus on identifying opportunities for collaboration within ERTICO and beyond. These meetings provide a valuable opportunity to engage in meaningful discussions and explore potential partnerships that can drive innovation and progress across sectors. Both meetings are attended by the European Commission, creating a valuable opportunity for ERTICO Partners to stay in contact with key EU institutions.
- ERTICO Partners, including associations, play an important role at our European and global events: presenting and discussing new approaches, sharing ideas, networking and building visibility. This is a great way to connect with colleagues while building relationships with potential business partners.
- The ITS Congress offers the opportunity to our Partners and mobility players to showcase their latest innovations. The European Congresses bring together 3000+ participants, whilst the ITS World Congresses welcome 15.000+ world leading representatives in ITS.
- ERTICO FOCUS-ON events are specifically designed to help Partners to contribute to achieving the goals of smart and sustainable mobility. Providing greater visibility, they are an opportunity to showcase the Partners' activities, knowledge and expertise. Events are attended by the entire ERTICO Partnership and, for each edition, different Partners are invited to take part in the panel discussion. FOCUS ON events also support networking, with different stakeholders coming together to share ideas and expertise, including representatives from the European Commission who are invited to present updates and explain future EU priorities.

The ERTICO Partnership & Associations.



MARKETING & PROMOTIONAL OPPORTUNITIES **3**

- ERTICO provides a wide range of channels to help associations share their activities, values, and positions with a broad audience. The ERTICO newsletters are distributed to over 5,000 subscribers, offering valuable insights into the activities of ERTICO members, policy developments, and ITS updates within the EU and beyond. ERTICO Partners have the opportunity to present their activities and initiatives in the newsletters and the other communication channels, helping them connect with potential customers and business partners.

FUNDED PROJECTS **4**

- The Premium membership provides the associations with exclusive access to consortium building for funded projects, offering a unique opportunity to enhance your organisation's impact. In addition, with the ability to take a leadership position on critical work packages such as dissemination, communication, and policy scenario building, your association can greatly expand its reach and influence. This is an unparalleled chance to elevate your association's role in the EU-funded project landscape, and the ERTICO team is dedicated to supporting it.

The ERTICO Partnership Conditions



ERTICO brings together private companies and public institutions to make mobility more sustainable, efficient and safe. Partnership is at the very heart of ERTICO and powers its drive and ambition to revolutionise the future of mobility. Together with our Partners, we lead the digitalisation of transport with cutting edge technologies, services and mobility solutions to move people and goods. Partners benefit from engagement in a wider network of experts across a range of different sectors. ERTICO offers Partners a real opportunity to be heard by policy makers as a voice of change.

ERTICO is open to any public or private organisation active, or having an interest, in the implementation of intelligent transport systems in Europe.

The ERTICO Partnership has two levels:

ERTICO Premium Partner and **ERTICO Partner**.

ERTICO PREMIUM PARTNER

You have the advantage of accessing the proposal development process, as well as the intellectual and financial benefits that result from innovation projects. You also have the opportunity to participate in high-level speaking roles at ERTICO's events. As a Premium Partner you also benefit from the full package of advantages offered at ERTICO Partner level.

ERTICO PARTNER

You have access to the rich possibilities of networking through ERTICO's high level events focused on ITS. Broaden your horizons with international cooperation. You can be part of a shared vision with many other mobility pioneers as well as profile your own company with the marketing tools that ERTICO offers.

ERTICO Services and Benefits:	Premium	Partner
Access to ERTICO's proposal building (maximum three per year)	✓	X
Invitation to ERTICO's Activity Development Days	✓	X
High-level speaking opportunities at ERTICO events	✓	X
Access to market insight	✓	X
ITS Congress: one free ticket, VIP access, discount on exhibition spaces	✓	✓
Networking possibilities with other ITS stakeholders	✓	✓
50% discount for the yearly membership for ERTICO Platforms*	✓	✓
Stay up-to-date on evolving EU policies, own sector evolutions & other ERTICO sectors	✓	✓
Knowledge sharing through the ERTICO Academy and discounted trainings	✓	✓
Access to activities of the ERTICO Strategy Committee and its Working Groups	✓	✓
Eligibility to the membership of the ERTICO Supervisory Board subject to voting (seats allotted per sector)**	✓	✓
Marketing opportunities through ERTICO's communication channels	✓	✓
Outreach to potential business partners and public authorities	✓	✓
Stakeholder engagement across eight sectors	✓	✓
International cooperation with the ITS organisations worldwide	✓	✓

*The discount applies to maximum three platforms per year and its total amount cannot exceed the yearly ERTICO membership fee

**Only for shareholders