



*North Sea Freight Intelligent Transport Solutions*

# NS FRITS

North Sea Freight Intelligent Transport Solutions

**David Ransom**

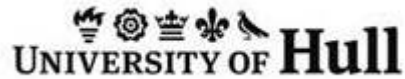
People | United  
Against ↓ Crime

## What is NS FRITS?

A 'proof of concept' project developing a communication system to provide information to commercial drivers and their managers in a range of languages.

The system uses leading edge technology and data in an innovative way to improve efficiency, safety and security within the road freight sector.





Vehicle Crime Intelligence Service



3 year project: January 2009-December 2011  
 €4.9 million investment  
 50% funding from the NS FRITS partnership  
 50% European funding



## Aims

- Improve accessibility to places in the North Sea Region
- Contribute to economic development and growth
- Increase performance, profitability and competitiveness for road freight sector
- Improve the quality of life for people living and working within the North Sea Region
- Positive impact on the environment by reducing emissions





## End user benefits

- More efficient management of freight movement
- Enhanced safety and security in the industry
- Reduced congestion on the roads and at ports
- Improved journey times



## Types of information

- ✓ Secure parking areas
- ✓ Crime hotspots
- ✓ Traffic alerts
- ✓ Weather conditions
- ✓ Advance booking systems
- ✓ Police identification images
- ✓ Local driving conditions

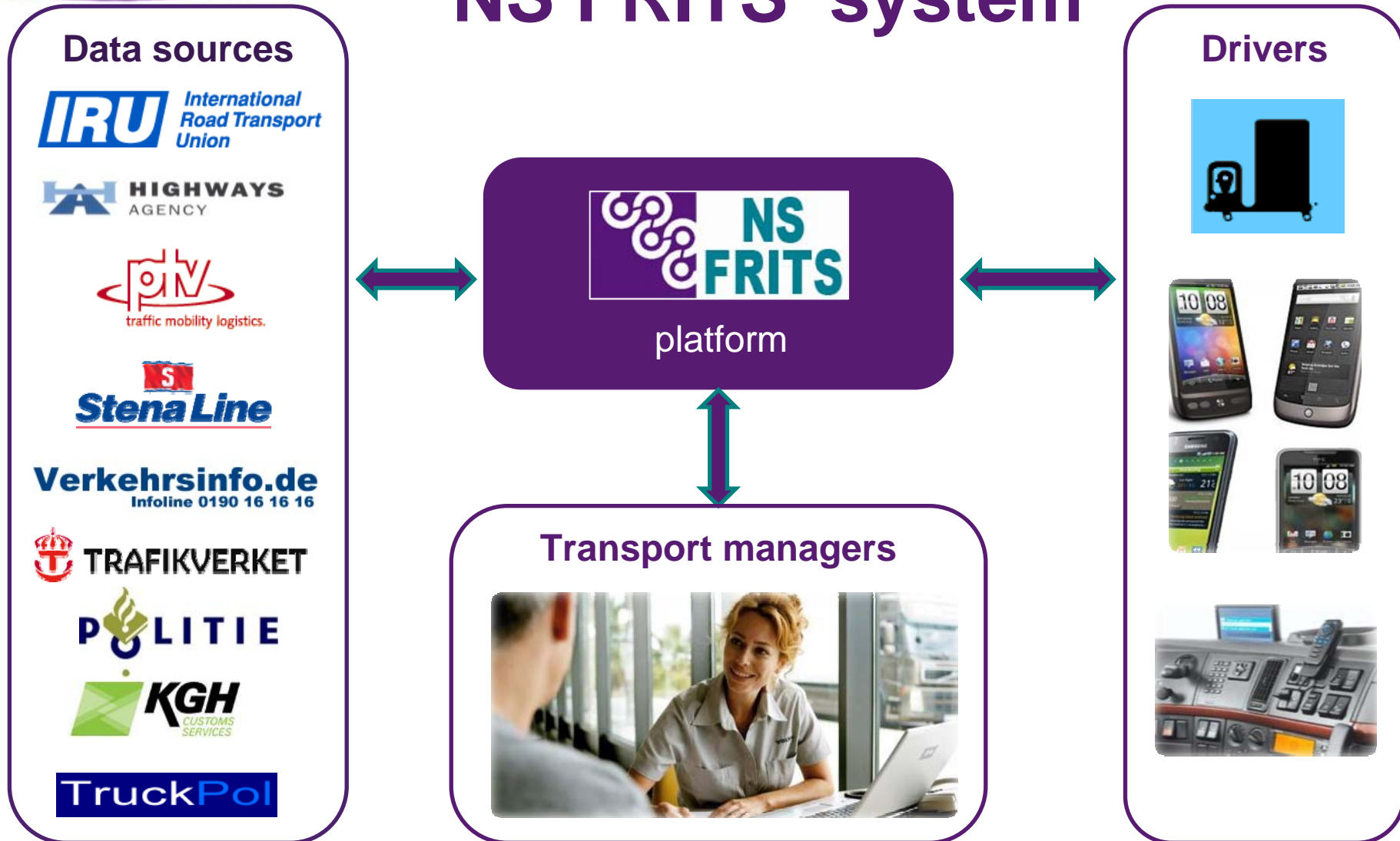


# Innovation

in



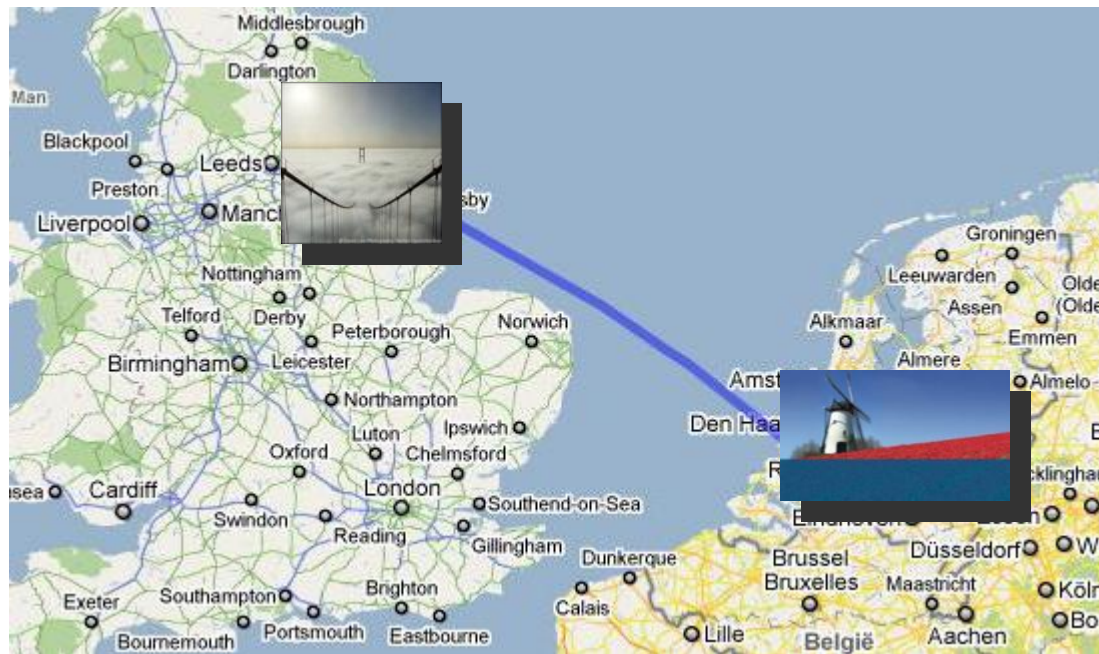
# NS FRITS system





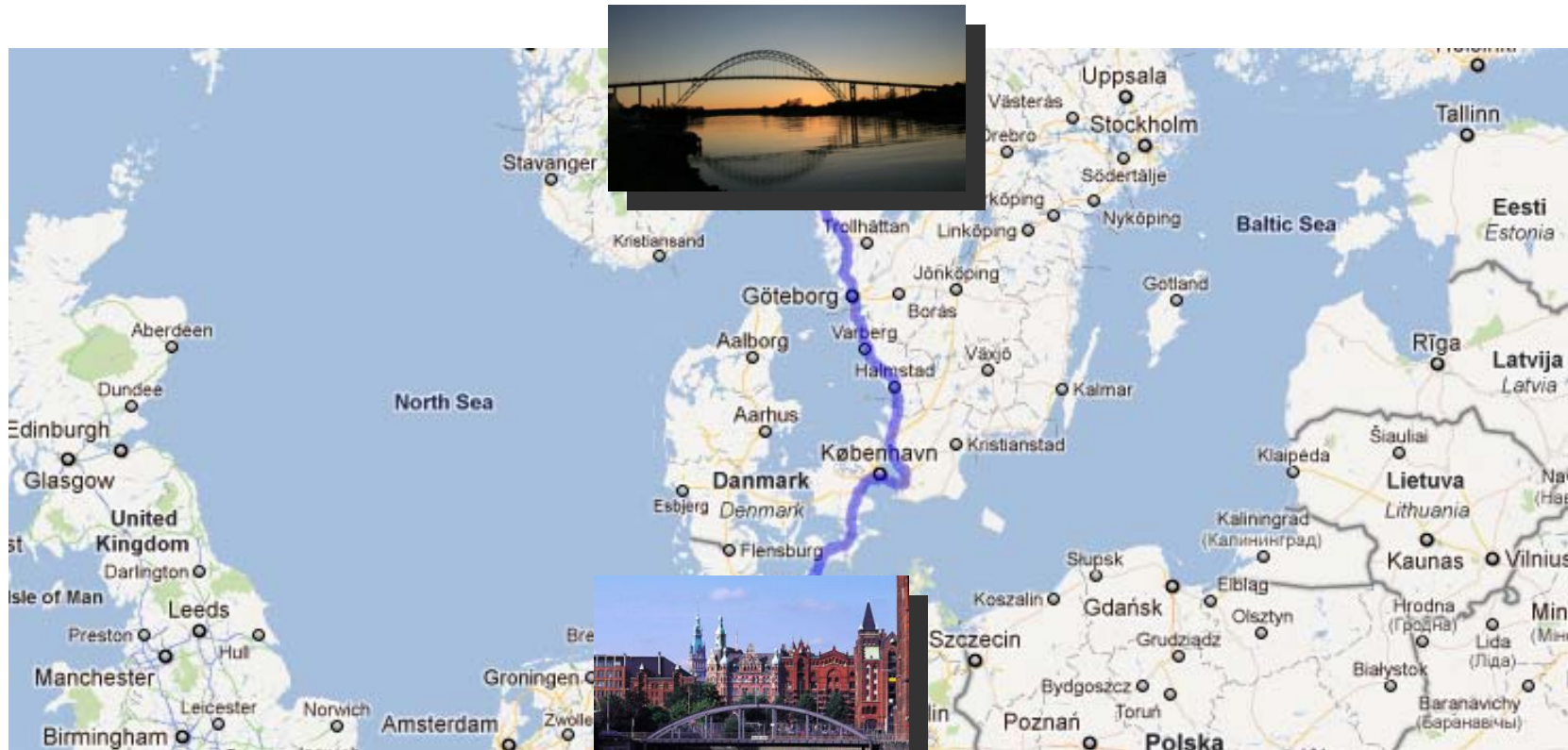
# Pilots

## Hull to Rotterdam and Rotterdam to Immingham



# Pilots

## Fredrikstad to Hamburg



**VOLVO**



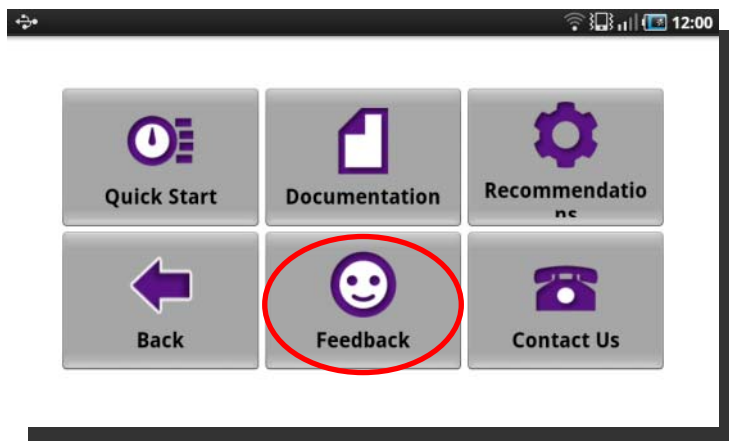
# Pilots

## Bremerhaven Terminals and Truck Services



## Capturing feedback from the pilots

- Driver training manual and quick user guides
- Pre and post pilot interviews
- Weekly interviews
- Feedback via the system

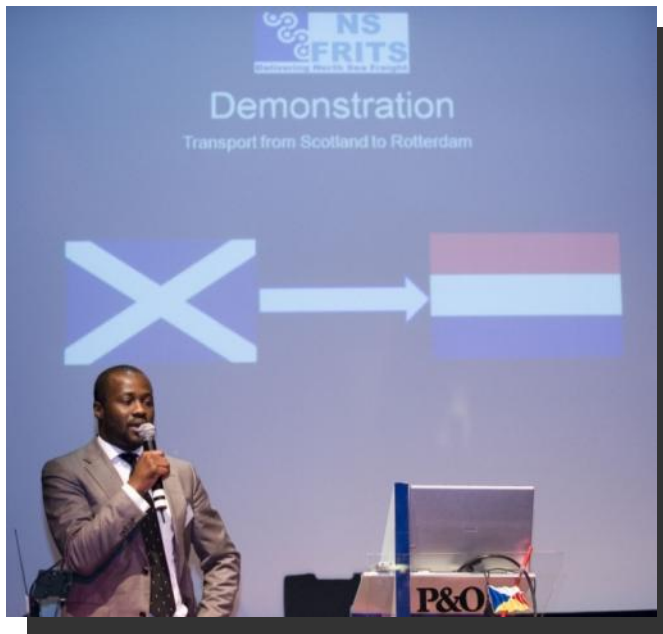




# Screen media



## Communication and dissemination activities



## Reporting structure

International Management Group

Project Work Plan

Collaboration with related EU projects

Half Year Work Plans

Periodic reports on  
activities and finance

MFRs – individual and collated

Meeting reports for workshops and  
other project meetings

Filing – electronic and hard copy

Work Package reports including  
research activities and deliverables

Evaluation - yearly reports including partner and stakeholder feedback



## Implement good practice

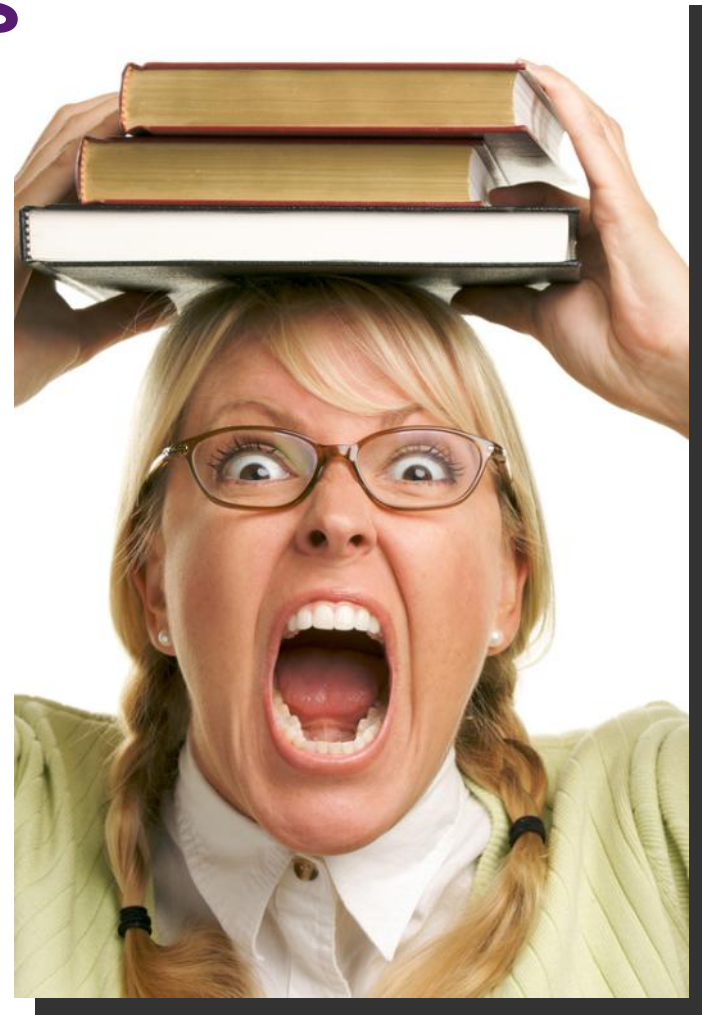
- Clearly state from the beginning that innovation is an integral part of project activities
- Provide a reporting framework which enables innovation and innovative activities to be captured and shared across the partnership
- Monitor activity and ‘forward plan’ to maximise on innovation
- Encourage, recognise and celebrate innovation





## Difficulties

- Poor partner performance
- Lost in translation
- Different agendas



## Success factors

**Cooperation**



**Respect and  
understanding**



**Experience and  
skills**



**Sense of  
humour**



# NS FRITS Conference

Renaissance Hotel, Brussels

Wednesday 23rd November 2011

- ✓ Learn how NS FRITS benefits the road freight sector
- ✓ See an NS FRITS system demonstration
- ✓ Listen to expert views of industry leaders
- ✓ Participate in Q&A's and panel debates

Register online at [www.nsfrits.eu](http://www.nsfrits.eu) or email [info@nsfrits.eu](mailto:info@nsfrits.eu)