



On the road to automation

Planning for vehicle automation in Emmen

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About Emmen

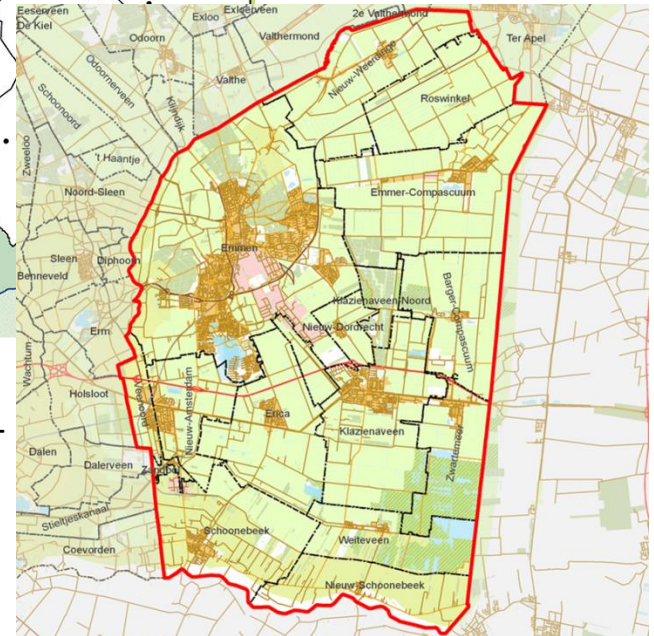
Located in the north:

- Largest industry cluster
- Largest business park
- Least densely populated area of the Netherlands

Size municipality: 26 x 15 km

108,000 residents

50% in 13 small towns / villages



Need for adequate 'inner-city' connectivity as well as with other regions and clusters

Smart Mobility

Challenges and therefore solutions are different, compared to large cities and metropolitan areas!



Amsterdam



Emmen

Smart City – IoT / Connect & Control

Innovative solutions, price winning design

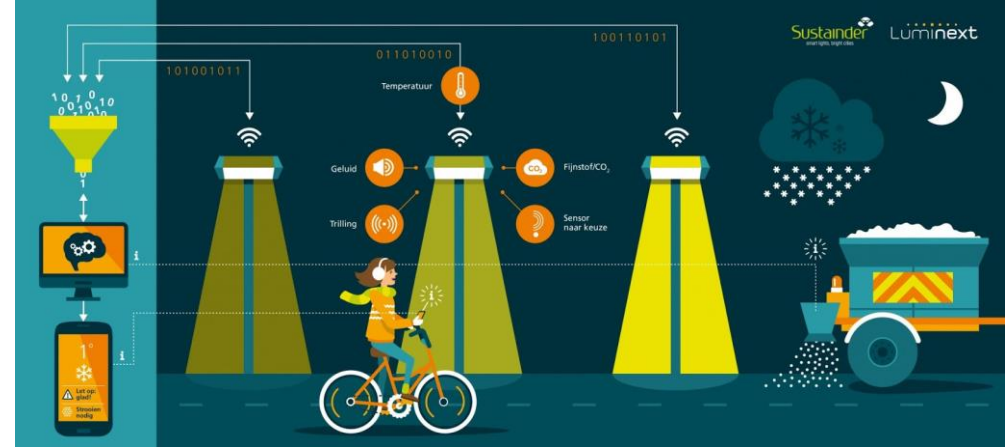
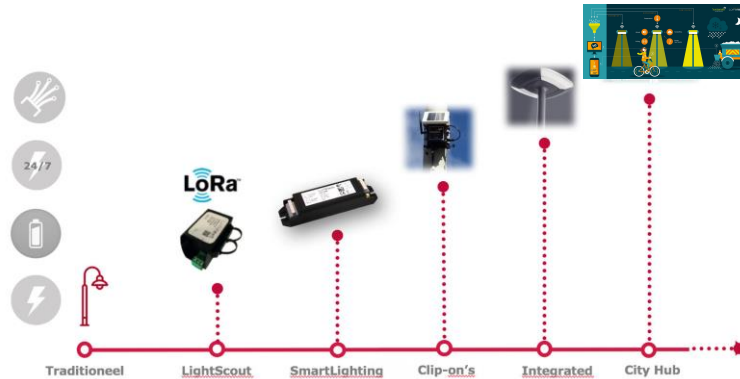


Emmen (design 'parkscape' Peter Latz)



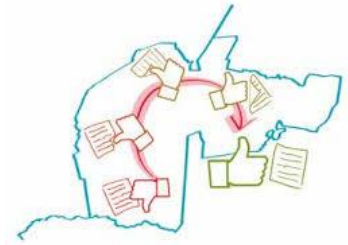
Emmen (artist Titia Ex)

From traditional lamp post to city hub



Accessibility, connectivity and liveability are key priorities!

- Facilities within reach, enabling innovation and start-ups
- Well-connected to metropolitan regions and industry clusters
- Connected to the comprehensive network
- Preparing for smart, climate neutral and green roads with 5G, smart sensor technology, renewable energy (hydrogen, solar, wind)



Accessibility, connectivity and liveability are key priorities!

At the same time we face challenges such as how:

- Do we get people out of private cars and can we promote car-sharing by attracting suppliers?
- Can we offer cheap mobility as alternative?
- Can we stay attractive for young people/start-ups?
- Can we stay connected to metropolitan regions?
- Do we boost long haul autonomous driving and climate neutral solutions?



Planning for vehicle automation means

Understanding the prerequisites for:

- AV friendly roads
- C-ITS and enabling sensor technology
- EVs, car sharing and truck platooning
- Parking, accessibility and land use policies
- Refueling options for renewable energy

Learning by doing

Open dialogue with partners



Source: OV-bureau Groningen Drenthe



What are our ambitions with vehicle automation?

- Connected and automated vehicles are an economic development opportunity
- It will change transportation, infrastructure, and land use
- **Prepare for the future of Level 3 & 4 C-ITS on our national roads N34 and N391, connecting to A37 – E233**
- **Become a leading partner and keep Emmen and our region connected with other economic regions and developments via A37 – E233**



Source: <http://www.emmenmaakhetgewoon.nl/provincie/>

Ambition: Most innovative corridor of North-eastern Europe



Reconstructing local road network

Serving as an opportunity for:

- smart and green transport as well as C-ITS
- test bed for innovative solutions

Heading for international connections

A37  E233

Interreg
North Sea Region
European Regional Development Fund



EUROPEAN UNION

Green transport and mobility

We are looking for partners that

1. Want to develop EU projects on new mobility solutions for smaller cities in a rural context
2. Are looking for multi-modal, (cross-) border pilots/test locations
3. Want to be frontrunner in understanding and influencing the effects on economic development, social inclusion and CO2 reduction



Thanks a lot for your attention!

Questions, remarks?



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