

InformNorden

In brief: What it is all about.



photo: Juhana Hietaranta

THE EARLY DAYS OF InformNorden

The breakthrough of the Internet, mobile phones and GPS technology during the late 1990's made it possible for the public transport sector to develop new advanced information technology services.

In order to coordinate this development in the Nordic countries the public transport authorities in the four Nordic capitals, Stockholm, Copenhagen, Oslo and Helsinki, decided to start a joint project called InformNorden in 1998.

THE InformNorden CONCEPT

The InformNorden concept was decided during the first InformNorden conference in Copenhagen 1999 with participation of representatives from public transport authorities, operators, suppliers, consultants and researchers in the Nordic countries. The ambition was to make InformNorden a market place where different parties could discuss new information technology tools to improve passenger information, ticketing and other ITS services. The goal was to have the transport authorities to express mutual requirements on IT equipment and IT services and in this way make it easier



photo: Elina Maunukkala

InformNorden rewards people for their achievements in public transport ITS.

for the suppliers to develop the right products. Another goal was to learn from each other's experiences and save money by avoiding unnecessary mistakes.

It was soon quite obvious that this concept could be of interest also to the public transport sector in other countries. Therefore, via the InformNorden website all interested parties in the Nordic countries and other countries around the world were invited to exchange experiences and thoughts about the development trends.

UNIQUE InformNorden CONFERENCES

The annual InformNorden conference is commonly given as a one and a half day event, always with an opening come together and a highly appreciated dinner included in the price. All speakers are handpicked by the steering committee, giving this conference a very good reputation and the attendees good value for their money. Actively using the steering

committee international business network, continuously strengthens the InformNorden brand and spreads the word on the conference. On the conference venue there is always a small exhibition with a handful of suppliers showing their latest equipment and innovations, these companies given a natural and central place on registration and coffee and lunch breaks.

INTERNATIONAL NETWORKING

Work groups with participation also from other European countries outside Scandinavia were put together to discuss mutual requirements in areas like IT equipment in the bus driver's cockpit, data radio systems, mobile phones and other handheld devices as well as the need to be able to exchange data between different IT applications in vehicles and back offices.

InformNorden REWARDS

InformNorden wants to reward persons who are front figures in IT development and have achieved remarkable results.

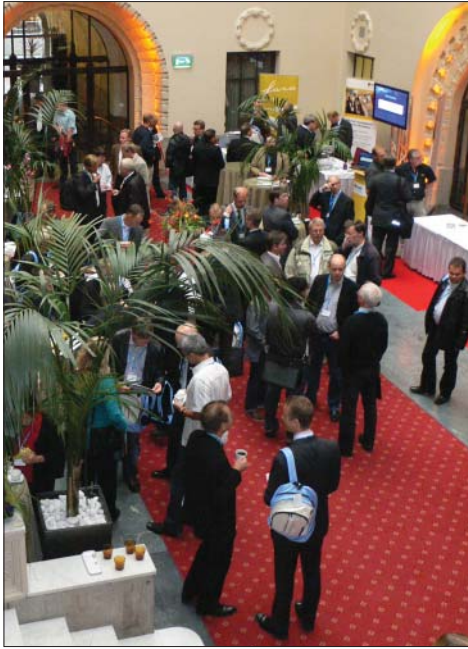


photo: Elina Maunukseala

The Venue lobby in Helsinki in 2008.

Accordingly, in 2003 it was decided to establish an annual InformNorden IT Award to be given to a person living in one of the Nordic countries.

Rewarding students for valuable research results within the field of passenger information technology services is also part of the InformNorden concept. Since 2006 an annual InformNorden Scholarship of EUR 1 000 has been given to a student in one of the Nordic universities.

TEN YEARS WITH InformNorden

Today, ten years later, we can see that the InformNorden concept is still of value to people in our sector.

Ten annual InformNorden international IT conferences, gradually growing to around 200 delegates from many countries also outside Scandinavia, have been arranged and appreciated

by both delegates and exhibitors. Informal, relaxed, everyone together at the same time in the same facilities in nice surroundings the conferences give the delegates an overview of the state of the art in the Nordic countries with an input of experiences from countries all over the world.

The main target group is middle management people, i.e. people who are working on an every day basis with information technology matters and appreciate meeting colleagues from other public transport organisations to exchange experiences.

In the international level the InformNorden concept has been accepted in such a way that several members of the InformNorden steering committee are also members of the UITP commission on IT and Innovation. And InformNorden's Norwegian committee member Jarl Eliassen is now chairing that commission.



photo: Elina Maunukseala

InformNorden STEERING COMMITTEE

It was from the beginning quite clear that if the InformNorden concept should succeed it must be backed up by the public transport authorities in the Nordic capitals Stockholm, Oslo, Copenhagen and Helsinki. To lead the InformNorden project a steering committee is selected with one representative from each capital, today also from Reykjavik. A secretariat is serving the committee members and other persons interested in the InformNorden concept.

The InformNorden website www.informnorden.org is administrated in Oslo.

Every year the steering committee members alternate in the task to chair InformNorden.

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photo: Elina Maunukela