



EasyGo strategy 2009 - 2012

Background

For many years transport organisations and national as well as European transport authorities have been working towards a common EFC¹ system aimed at non-stop electronic payment on toll roads throughout Europe. A manifestation of these aims is contained in the EFC Directive (EFC 2004/52) which sets out the principles and time schedule for the development of such a system.

In 2004, the National Road Administrations of Norway and Sweden, the Øresund link between Sweden and Denmark and the Storebælt link in Denmark agreed to co-ordinate their toll collection systems and establish a new service for existing and new users of toll collection systems in the Scandinavian countries. Named EasyGo, the service enables users to pay toll fees with an on-board unit issued by local issuers and receive one invoice from the same issuer.

When launched on 1 March 2007, EasyGo became Europe's first commercial, cross-border EFC system. More than 30 transport service providers including toll roads and ferries now offer EFC payment to approximately 2 million users in Norway, Sweden and Denmark. The first year of operation produced 728,000 cross-border transactions at a total value of € 16 million. The use of the service is steadily increasing and the period March – December 2008 showed an increase of close to 50 % compared to the year before.

It has been decided to develop a strategy to determine the objectives and actions needed for the EasyGo service to become an integrated part of a future pan-European EFC service. The horizon of the strategy is 3-5 years. By then the concept and the functionality of the European Electronic Tolling Service (EETS) will probably have been finalised.

A more detailed description of the discussion leading up to this strategy is given in the document: "*EasyGo – towards Europe*" dated 13 January 2009.

The goals of EasyGo

The steering committee of EasyGo has agreed the following goals:

1. To achieve and maintain the optimum operation of EasyGo to the benefit of users and service providers.
2. To document the solution and the experience obtained from commercial operations

¹ Electronic Fee Collection

3. To make the solution and experience available for the development of the EETS.

The EasyGo strategy

EasyGo provides Scandinavia with an operational, cross-border, large-scale, commercial EFC system. The EasyGo partners have unrivalled know-how and experience and many European organisations have expressed their interest in co-operation.

The Scandinavian countries have limited resources for playing an active role in the European-wide development. Consequently, the EasyGo strategy has been formulated as follows:

“Influence and adapt”

This means that we should strive to influence on-going developments in Europe and, if needed, to adapt EasyGo's functionality and procedures to meet the requirements of the EETS.

The following points are the most important components of the strategy:

- When planning actions, priority should be given to achieving the best effect in terms of influencing the future European solution - including the issuer/EETS provider role.
- We should promote EasyGo as a commercially viable and future-oriented system that has been proved through large-scale operation.
- The involvement of the EasyGo partners in CESARE IV should be continued, thus making the experience, know-how and documentation from EasyGo available and facilitating possible updates required for the EasyGo service to adapt to agreed developments in Europe.
- Work will aim at continual improvements to EasyGo's operational procedures. Specific focus will be on customer relation procedures, cross-border payment and claims management.
- The EasyGo steering committee will consider co-operation projects with issuers and/or service providers in countries that are central to European developments within this field. This will create new European alliances and strengthen our opportunity to influence the ongoing process within the EU.
- EasyGo partners should continually seek to increase the number of customers that use the EasyGo Service.
- The steering committee will continually update themselves on relevant developments of the GPS/Galileo based EFC service, including plans to implement km-based charging systems based on these technologies.