



# THEN! NOW! WHAT'S NEXT?

**Nordisk** lokaltrafik

THE TECHNOLOGY  
IS WORKING!  
IT'S TIME TO  
DELIVER!

**InformNorden**

**Nordisk lokaltrafik & InformNorden**

9<sup>th</sup> - 11<sup>th</sup> June 2010 - Reykjavík, Iceland

Program



Register at [www.informnorden.org](http://www.informnorden.org)



# Welcome to Reykjavík



It is a great pleasure for me to present the programs for the 2010 Nordisk Lokaltrafik conference and for the 12th annual InformNorden International conference. This year the conferences will be held jointly here in Reykjavík, Iceland, and hosted by Strætó bs., Greater Reykjavík Transport.

The reason for the joint conference is that the Nordisk Lokaltrafik conference is held bi-annually in each of the five Nordic countries and this year it is our turn again since ten years ago. The same applies for the annual InformNorden International conference, it is our turn to host the event. Therefore, the steering committees of both conferences decided it was both wise and sensible to join the two into one ambitious conference.

As some of you may have noticed, we Icelanders have experienced some turbulence in our financial system and economic downturn during the past two years or so (trying to be a bit modest here). However, as ancient oriental philosophy states, then „every threat opposes an opportunity“ often imaged in the Yin-Yang sign.

Your opportunity lies in the fact that the purchasing power of your local currency – by complements of the devalued Króna - enables you to seize this opportunity and enrich your stay here in our beautiful country. So bring your spouse, friend or family along and enjoy the friendly atmosphere, first-class accommodation, beautiful surroundings and nature. For us the opportunity involves attracting increasing number of foreign visitors and currency, which again strengthens our economy.

Whatever the future will bring I want you to rest assure that we are still willing and able to provide the perfect venue for this joint conference as ever before. So , we simply welcome the twin-sisters „Yin and Yang“ to Iceland.






Being a bit of a rookie in the Public Transport business I must admit that I feel a bit scared by the huge experience and wisdom that some of you will bring to the conference. How can I contribute to it?. On the other hand I sense the opportunity to mix my different background and experience with yours to discover something new and exciting – as I managed to do during our last InformNorden conference in Copenhagen last September.

We have chosen to address the conference with the words: „Then! Now! What’s next?“ as I expect that we will discuss „the good old days“, „the challenges of the future“ along with the „latest technology“. However, in my mind the nature of modern public transport has not changed that much the past hundred years or so, even though the transport means and technology has improved. I mean, we still travel by train, bus or ferry?

So, wandering into the past and mixing it with the present – I wonder what lies ahead? Will the future continue the way it is or will we soon experience a dramatic change in the nature of how we produce and deliver public transport because of quantum leaps in IT technology, use of alternative fuel and advanced engineering? I am convinced that the different lectures covering a wide range of interesting topics and issues will shed a light on all of these questions and thoughts.

**We look forward to seeing you in June!**

Warmest regards,  
Reynir Jónsson, MD Strætó bs.

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## CONFERENCE – THE IDEA

**The overall conference theme is: Then! Now! What's Next?**

Over the ages, we have lived and travelled the different „ages“ – from being apes, stone-agers, bronze-agers to being information-agers. What age lies ahead of us? How do we travel from the past – to the present – to the future? Will we stick to the same path or experience a paradigm shift?

**The InformNorden theme has been chosen as: The Technology is working! It's time to deliver!**

A challenging and perhaps a controversial theme considering the rocky road to automation we have experienced in the transport business the past 15 years or so.

### VENUE FOR THE CONFERENCE IS:

**Hilton Reykjavik Nordica hotel**  
Sudurlandsbraut 2  
104 Reykjavik  
tel: +354 444 5000  
www.icehotels.is

### WELCOME RECEPTION:

On Wednesday June 9th at 19:00 in Reykjavik City Hall.

Busses from Hilton Nordica hotel at 18:45. No transfer back to the hotel.

### ACCOMPANYING PERSONS TOUR:

Included in the accompanying persons fee are the social events and City Sightseeing tour with lunch on Thursday June 10th.

Bus from Hilton Nordica hotel at 10:00. Estimated return back to the hotel at 14:00

### CONFERENCE DINNER

Thursday June 10th at 19:30 in Hilton Nordica hotel. Dress code: Casual smart.

**REGISTRATION/INFORMATION DESK** in the foyer at Hilton Nordica hotel is open during conference hours.

## PLACES AND EVENTS

### Wednesday 09.06.2010

17.00 - 19.00

**Registration at Hilton Nordica hotel**

19.00 - 20.30

**Welcoming Reception at City Hall**

### Thursday 10.06.2010

09.00 - 17.00

**Conference at Hilton Nordica hotel**

19.30

**Conference Dinner at Hilton Nordica hotel**

“The Nordic Marketing Award”

### Friday 11.06.2010

09.00 - 12.00

**Conference and Final Session at Hilton Nordica hotel**

## REGISTRATION FEE

1) Before April 15th **EUR 600.-**

2) Before May 15th **EUR 685.-**

3) Late fee after may 15th **EUR 785.-**

### Included in the registration fee:

Admission to the conference, lunch and coffee breaks, reception and conference dinner.

### Accompanying person fee:

1) Before April 15th **EUR 225.-**

2) Before May 15th **EUR 250.-**

3) Late fee after may 15th **EUR 285.-**

### Included in the accompanying person fee:

City siteseeing tours, reception and conference dinner.

**Register at [www.informnorden.org](http://www.informnorden.org)**

**Thursday 10.06.2010**

## Session 1 09.00 - 12.00

Plenary meeting (Hall 1)

### Opening Session

Chairperson: Reynir Jonsson, Straeto

09.00 - 10.15

**Welcome to Iceland (10 min.)**

Haraldur Sverrisson, Mayor of Mosfellsbær

**Cultural presentation (20 min.)**

Nordic songs

**Public Transport in Iceland now and in the future (10 min.)**

Reynir Jonsson, Straeto

**European public transport policy and legislation (35 min.)**

Brigitte Ollier, UITP Euroteam

Coffee break (30 min.)

10.45 - 12.00

**Deregulation and doubling the public transport market share in Sweden (20 min.)**

Charlotte Wäreborn Schultz, Svensk Kollektivtrafik

**Public transport in the growing Helsinki region (20 min)**

Suvi Rihtniemi, HSL Helsinki Region Transport

**InformNorden IT Award Winner 2009 presentation (20 min.)** Torbjørn Barslett, Trafikanten

**Call for nominees for the InformNorden IT Award 2011. (5 min)**

Magnus Arnström, Secretary General InformNorden

Lunch (60 min.)

Thursday 10.06.2010

# Session 2

13.00 - 14.45

Hall 1 (NLTM)

## Relations between Authorities and Operators

Chairperson: Göran Gunnarsson, SL

**Incentive Contracts: Who owns the customer and which incentives make quality? (20 min.)**  
Bård Norheim, UrbanetAnalyse, Oslo

**Efficient strategies in the co-operation between PTA and operator: Conclusions from a Nordic research project (20 min.)**  
Sara Björölin Lidén, WSP

**Efficient incentive contracts in Copenhagen (20 min.)**  
Søren Englund, Movia

**Rolling stock concept - relationship between owner, operator and contract (20 min.)**  
Yrjö Judström, Metropolitan Areas Rolling Stock Ltd

Coffee break (30 min.)

# Session 3

15.15 - 17.00

## Marketing

Chairperson: Dorthe Nøhr Pedersen, Movia

**To communicate in a globalised world: diversity or standardisation of information? (20 min)** Truls Lange, Civitas

**Nordic marketing campaigns – some good examples (30 min)**  
Ellen Rogde, Ruter

**Marketing and effects (20 min.)**  
Pernille Jørgensen, Movia

**Public transport and urban culture – The Helsinki Culture Tram (20 min)**  
Kerkko Vanhanen, HSL

Hall 2 (NLTM)

## Safety and Security

Chairperson: Oddmund Sylta, Skyss

**Water damage in the Helsinki Metro (20 min.)**  
Matti Lahdenranta, HKL

**Dealing with major disruptions in a multiple- operator system (20 min.)**  
Hans Andeas Fristad, Ruter

**A strategy for personal security in public transport (20 min)**  
Bengt Carlsson, SL

**Security on board the Copenhagen Metro (20 min.)**  
Nina Kampmann, Metroselskabet

Coffee break (30 min.)

## Environment

Chairperson: Per Gellert, Movia

**Conclusions for public transport from the Copenhagen Summit on the Environment (COP 15) (20 min.)** Mikkel Sune Smith, Danish Ministry of Transport

**Environmental strategy for the Oslo Region (20 min.)** Halvor Jutulstad, Ruter

**Towards a sustainable public transport (20 min)** Stefan Wallin, SL

**Battery operated buses in Copenhagen (20 min.)** Rebekka Auken Nymark, The City of Copenhagen

Hall 3 (InformNorden)

## Smart Card and Ticketing

Chairperson: Magnus Arnström, InformNorden

**Why did we give up on the Travel Card in Reykjavik.** Reynir Jónsson, Straeto

**The implementation and marketing of an advanced ticketing system - lessons learned.**  
Lena Joven, Public Transport Authority of West Sweden

**Helsinki region new ticketing system - What did we learn from benchmarking, what choices have we made?**  
Pirkko Lento, HSL

**The future of electronic ticketing. Smart cards, Check-in-Check-out, Be-in-Be-out....**  
To be announced

Coffee break (30 min.)

## Turning Data into Knowledge

Magnus Arnström, InformNorden

**Improving knowledge and service by the use of GIS:** Gitte Schwartz, Movia

**Managing the distribution of traffic information to third parties**  
Lars Nilsson, SL

**How to test your real-time data: Using the iPhone as the testing tool**  
Bent Flyen, Trafikanten and Thomas Ekdahl, Empatix

**Genetic algorithms – Intelligent use of enormous planning data** Veera Laine, Helsinki City Planning Department

Friday 11.06.2010

# Session 4

09.00 - 10.30

Hall 1 (NLTM)

## Making Public Transport more Efficient

Chairperson: Bernt Reitan Jenssen, Ruter

**Financing public transport in Nordic cities (20 min.)**  
Tore Kåss, Ruter

**Conclusion from a comparative study on efficiency on rail (25 min)**  
Espen Martinsen, Ruter and Torild Skogsholm, OsloTrikken

**New high density demand responsive urban transport (20 min)**  
Teemu Sihvola, Aalto University of Science and Technology

**Discussion on “Better public transport for less money” (25 min)**  
(prepared questions/BoTengblad)

Coffee break (30 min.)

# Final Session

11.00 - 12.15

Chairperson: Reynir Jónsson, Strætó

**Urban mobility and the role of public transport – personal reflections after more than 35 years with Nordic Public Transport (20 min.)**  
Bernt Nielsen, former Euroteam member

**A necessary long term perspective to secure better services and sustainability today and tomorrow (30 min)**  
Bernt Reitan Jenssen, Ruter and Øyvind Rørslett, Jernbaneverket

**Welcome to Skåne and InformNorden 2011 (5 min)**  
Kristen Nordland, Skånetrafiken

**Welcome to Copenhagen and NLTM 2012 (10 min)**  
Dorte Nøhr Pedersen, Movia

Hall 2 (NLTM)

## Focus on Meeting the Customer

Chairperson: Matti Lahdenranta, HKL

**MTR’s strategy to empower the Metro staff (20 min.)** Torborg Chetkovich, MTR-Stockholm

**“Drivers with character” - on recruiting and profiling (20 min.)**  
John Sørensen, Movia

**Recruiting from other countries (20 min.)**  
Helge Leite, Unibuss Oslo

**Training software on the internet for driver education (20 min.)**  
Sami Aherva and Arttu Kuukankorpi, HSL

Coffee break (30 min.)

# Abstracts on the presentations will be available on [www.informnorden.org](http://www.informnorden.org)

Register at [www.informnorden.org](http://www.informnorden.org)

Hall 3 (InformNorden)

## Travel Planning and Traffic Information

Chairperson: Magnus Arnström InformNorden

**Comparing journey planners in the Nordic countries – is there a “best practice”?**  
Birgitte Lomholt Woolridge, Rejseplanen

**Developing a new multimodal national travel planner for public transport and private cars. A unique collaboration between Public Transport Authorities, the Public Roads Administration and the Norwegian Broadcasting Corporation**  
Erik Bolstad, NRK and Simen Kjellin, NRK

**Cooperativeness and competition – traffic information and public transportation**  
Sanne Højgaard Klietsch, Danish Railways

**Weather forecasting and public transport.**  
Vesa Kurki, Finnish Meterological Institute

Coffee break (30 min.)

# Bring your spouse/family

## Places of interest

This conference gives you a great opportunity to spend quality time with your spouse/family in Iceland. By prolonging your stay you and your spouse/family can enjoy the best of what Iceland has to offer.

Iceland Travel offers a variety of day tours and activities for you to enjoy.

### Here are a few examples.

Iceland has never before been as affordable so take an advantage of this and bring your spouse/family with you.

**To book the tours in this chapter (Bring your spouse/family, p. 8 and 9), please email: [conferences@icelandtravel.is](mailto:conferences@icelandtravel.is)**

**Do the same for booking some golf, please email: [conferences@icelandtravel.is](mailto:conferences@icelandtravel.is)**

## Reykjavík Grand Excursion

Departure from Hilton Reykjavik Nordica

Duration: 2,5 hours

Reykjavík city, also known, as “smoky bay,” is the world’s most northerly capital.

The name derives from the first settlers who noticed steam rising from the ground from the hot springs in Reykjavík.

The city, although small in population, has everything larger cities have to offer.

Several cultural and social events and various recreations are available. Not to forget interesting museums, galleries, delightful restaurants and cafés. Reykjavík’s unique proximity to nature, with salmon river Elliðaá running through it, a thermal beach at Nauthólsvík, green valleys and outdoor swimming pools, make this city second to none in the world.

The Reykjavík Grand Excursion is a detailed and comprehensive introduction to Reykjavík’s past and present. During this tour the city’s main attractions are highlighted on foot and by bus. The main landmarks, such as The Pearl and Hallgrímskirkja church and the National Museum of Iceland are visited. A tour where Reykjavík’s renowned charm and bustling life is brought to light.

### Locations visited

Reykjavik city centre, the harbour, Hallgrímskirkja church, The Pearl and the National Museum of Iceland.

-  
Price: Included in the registration fee for accompanying persons

## The Golden Circle

Thingvellir – Geysir - Gullfoss  
price pr. pers. EUR 60.-

Duration 9 - 10 hours

You will be met by your guide at your hotel who will accompany the group on the coach. We begin our tour by driving to Þingvellir, a remarkable geological site and the most historic site on the island.

The world’s oldest democratic parliament was founded here in 930. Þingvellir, located by Lake Þingvallavatn, the largest lake on the island; is now a national park and has been a World Heritage Site since 2004. The beautiful canyon running through the park is actually the meeting point of two of the earth’s tectonic plates. The area’s combination of natural phenomena and historical significance make it inseparable from the fabric of Icelandic national life.

### Lunch at a local restaurant

After lunch we will discover the famous Geysir which has given its name to hot springs all over the world. You will see one of the most active geysers in the area, Strokkur, spouting up to 30 meters. Only a few minutes drive away is Gullfoss (Golden Waterfall), one of the most impressive waterfalls in Europe. Here you will see thousands of tons of icy water thunder majestically down into a deep gorge.

A short stop will be made at the Kerid volcanic crater before returning to Reykjavík.

-  
Price Includes: Private coach, guide, buffet lunch, taxes and services

## Whale Watching

from Reykjavík  
price pr. pers. EUR 50.-

Pick-up at hotels and guesthouses at 08:15 and 12:15

Duration: 3 - 4 hours

### Hafsulán

Hafsulán is a 25-yard long catamaran type vessel. Due to its double hull it is far more stable than most ships of the same size. The ship is equipped with a quiet, yet powerful double-engine that propels it at up to 24 miles per hour, allowing us to cover a large area in a relatively short time.

The ship is also equipped with a powerful sound system, which covers all areas of the ship, providing music for all of our guests. There is seating on the ship’s deck, making it ideal for those who want to enjoy a close proximity with the spectacular Icelandic nature.

We pass some lively bird cliffs or bird areas on the sea. Information will be given about them, their names, their behavior and their feeding. The area of our sailing is an important feeding ground for them and as well for dolphins and whales.

-  
Price Includes: Transfer and whale watching tour, taxes and services

## Horseback riding

price pr. pers. EUR 57.-

Duration: 3 - 4 hours

Departures: Transfer from Hilton Reykjavik Nordica at 08:45

An adventurous ride from the Íshestar Riding Centre into the lava fields surrounding Mt. Helgafell volcano and the Kaldársel area, or to Lake Hvaleyrvatn. View rough lava fields an reforestation efforts, with beautiful Bláfjöll Mountains on the horizon.

### Icelandic horses

The origin of the horse in Iceland is exactly the same as the arrival of the first settlers from Scandinavia in the ninth century. Clearly, the horse was the catalyst that allowed the settlement of Iceland to go forward and prosper. Since no other breed of horse has ever been imported to Iceland, this special animal is a pure-bred “Viking Horse”.

-  
Price Includes: Transfer, 1,5 hours riding-tour, helmet and overall.

## Blue Lagoon

tour, price pr. pers. EUR 33.-

Pick-up at Hilton Reykjavik Nordica at 09:30

Duration: 3 - 4 hours

We drive through rugged lava fields to the Blue Lagoon, a unique natural pool of mineral rich geothermal water located in the middle of a lava field in the pure and beautiful Icelandic wilderness. The Blue Lagoon is known for its special properties and its beneficial effect on the skin and attracts visitors from all over the world in search of health, relaxation and an exotic experience. We stop for a refreshing bath or swim in the pleasantly warm mineral-rich water, reputed for its healing properties.

-  
Price Includes: Busfare and admission to the Blue Lagoon

## Golf

Playing golf in Iceland is an adventure you’ll remember for a lifetime. Do you think playing golf at midnight surrounded by lava fields sound too strange to be true? Not in Iceland! Midnight golf is available in summer due to Iceland’s northerly location, and one-tenth of Iceland’s surface is adorned with lava. Sweeping mountains and majestic ocean views characterise Icelandic golf courses which follow the contours of the naturally dramatic landscape, a popular trend in golf course design today. Their design pays tribute to the first golf courses in Scotland – the home of golf.

Price per person	1	2	3	4
Reykjavik Golf	100	80	60	60
Reykjavik Golf with Golf Guide	270	160	130	110
Reykjavik Golf with PGA Guide	300	180	150	130

Price: Reykjavík Golf, 18 holes and transfer

# Practical Information

## Conference language

English

## Preparation for presentations

Speakers are asked to present themselves to the technician with their presentation material (Powerpoint, on a CD or USB) before the conference begins in the conference room.

## Chairmen

Please be present in the meeting room at least 10 minutes before the beginning of the session. Please see to that all speakers observe the timetable.

## Mobile phones

Please turn off your mobile phone when entering the meeting rooms.

## Breaks

Refreshments are served in the exhibition area.

## Messages

Messages to participants will be posted on a bulletin board near the information & registration desk.

## Conference badges

Your personal badge is your entrance ticket to the conference and social events. Please remember always to wear your badge for easy identification. Also valid as a bus card during the conference.

## Registration and information

The registration & information desk will be located in the foyer of Nordica Hotel on the ground floor. Iceland Travel Conferences is in charge of the registration, hotel bookings, social arrangements and excursions. Registration and information desk will be open during conference hours.

Tel: + 354 8600405

Register at [www.informnorden.org](http://www.informnorden.org)

## Registration fee

- 1) Before April 15th **EUR 600.-**
- 2) Before May 15th **EUR 685.-**
- 3) Late fee after may 15th **EUR 785.-**

## Included in the registration fee:

Admission to the conference, lunch and coffee breaks, reception and conference dinner.

## Accompanying person fee:

- 1) Before April 15th **EUR 225.-**
- 2) Before May 15th **EUR 250.-**
- 3) Late fee after may 15th **EUR 285.-**

## Included in the accompanying person

**fee:** City sightseeing tours, reception and conference dinner.

# General information

## Conference Secretariat

### Iceland Travel

**Skútvogur 13a, 104 Reykjavík**  
**tel.: +354 585 4300**  
**fax.: +354 585 4390**  
**conferences@icelandtravel.is**  
**www.icelandtravel.is**

## Transfer from airport

The distance from Keflavík International Airport to Reykjavík is 55 km, or 45 minutes drive. The FLY BUS offers shuttle service between hotels in Reykjavík and Keflavík airport in connection with arrivals and departures. Price pr. pers. with the bus is ISK 1.700.- (approx EUR 9.-). Tickets can be bought inside the terminal building at our booth or in our ticket automat located by the exit door of the terminal building. Taxi from the airport costs approx ISK 13.000.- (EUR 70.-)

## Reykjavík

Reykjavík, the capital of Iceland, is the home of more than half of the country's 300000 inhabitants. Named after the steam from the geothermal areas the city is now known for its clean air and beautiful surroundings. In Reykjavík you have the opportunity to experience historical sites, natural beauty, museums and galleries, public parks, excellent shopping, a wide range of leisure activities, hotels, restaurants and a remarkably lively artistic scene.

## Climate

Thanks to the Gulf Stream, Iceland has a temperate ocean climate, cool in the summer and surprisingly mild in the winter. During the summer temperatures generally average between 12°C and 15°C (50°-54°F) in the populated lowlands. The weather in Iceland can be a bit unpredictable and tourists should be prepared.

## What to wear

Due to the fact that the weather is unpredictable in Iceland, it is wise to bring warm clothes, rainwear, etc, especially for those who are interested in outdoor activities. As there are ample opportunities for swimming in warm spring water, it might be a good idea to bring a bathing suit.

## Duty-free shopping

Duty-free goods may be purchased both upon arrival and departure at Keflavík Airport. The duty free allowance is 1 litre of spirits (up to 47% alcohol) and 1 litre of wine (up to 21% alcohol) or 6 litres of imported beer and 200 cigarettes or the equivalent in other tobacco products. It is prohibited to bring uncooked meat and various meat products (salami, smoked meat, etc.) into the country.

## Tax refunds

Upon departure, visitors to Iceland can reclaim the VAT tax paid on purchase in the country. This may amount to 13-15% of the value of the purchase. The refund voucher should be presented to the Duty-Free shop at Keflavík Airport or other departure points.

## Currency exchange

The currency in Iceland is Icelandic Krona (ISK). Foreign currency can be exchanged at all banks, which will also advance cash against all major credit cards. Cash can also be obtained against these cards in all banks, ATMs are to be found in many places. Banking hours are from 09:15-16:00, Monday to Friday. The Change group at the tourist information centre, Bankastræti 2, is open daily, May-September from 08:30-20:00.

Exchange offices are also to be found at Keflavík Airport.

## Shopping hours

There are many excellent shops in Reykjavík. Visitors will find a wide selection of goods both in the downtown area and at Kringlan and Smáralind shopping malls, offering woollen products, ceramics, jewellery and skin and fur products.

**Stores are open from 09.00 - 18:00 on weekdays.**



**Iceland Travel**

**Conference Secretariat:**

**Iceland Travel**

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## **Nordisk lokaltrafik & InformNorden**

9<sup>th</sup> - 11<sup>th</sup> June 2010 - Reykjavík, Iceland

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### Sponsors & Exhibitors

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