Curriculum Vitae

Name: Ronald Jorna

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EDUCATION

- 1982-1988   : Graduated in Econometrics at the University of Groningen. Specialisation in Marketing Research.
- 1987-1988   : Additional courses in Business Economics at the University of Groningen. Specialisation in Logistics.

PERSONAL CHARACTERISTICS

- Involved
- accurate
- pragmatic
- creative

CAREER

- 1989-2001   : Advisor at ECORYS Transport/NEI in Rotterdam.
- 2001-2002   : Manager ECORYS Transport/NEI in Rotterdam.
- 2002-2022   : Senior advisor Mobycon
- 2023-present : MOVECO advies

GENERAL EXPERIENCE

Ronald is a generalist with over 30 years experience in (among others) the following areas: ITS, freight transport, economic issues, evaluation studies, Incident Management, mobility management, cycling policy and Europe. Ronald has carried out more than 40 projects for the European Commission, either directly or indirectly.

REFERENCES

In the following section five key references are given per topic:

Evaluation:

- E-FREIGHT: European project aiming at the development, demonstration and evaluation of e-freight services.
- FREIGHTWISE: European project aiming at more extensive use of intermodal transport and improving intermodal chains, among others by applying ICT, better organisation and better co-ordination
- INTACT: implementation and evaluation of integrated telematics applications at the homebase of freight transport companies.
- Ex-ante evaluation of the deployment programme for Intelligent Transport Services (2007-2013) following the MIP TEMPO programme 2001-2006.
- GALA: Assessment of the economic benefits of the GALILEO satellite system.

Freight transport and logistics:

- BESTFACT: European project to promote freight best practices that contribute to European transport policy objectives with regard to competitiveness and environmental impact.
- FREIGHTVISION: a vision and action plan for freight transport in Europe until 2050
- BE LOGIC: Benchmarking of intermodal transport chains and terminals in Europe.
- Researching the opportunities for creating a 'safety culture' within companies with delivery vans by promoting preventive measures in exchange for lower insurance premiums.
- WORKFRET: the impacts of the introduction of new technologies on the human factor in intermodal transport.

Intelligent Transport Systems:

- Secondment at NDW (National Road Traffic Data Portal) as project manager for the project NAPCORE (National Access Point Coordination Organisation for Europe).
- Secondment at the "Kernteam European ITS Platform" of Rijkswaterstaat (Ministry of Infrastructure and Environment) working on a number of projects (EU EIP, Arc Atlantique, URSA MAJOR) within the European TEN-T ITS programme.
- Supporting Rijkswaterstaat with the inventory of strategic issues on C-ITS, based on country reports for the European Commission.
- Market research for a tracking and tracing system for the transport sector in both Europe and the USA.
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Cycling:

- Project manager of the European Interreg VB North Sea Region project Bicycles and ITS (BITS) for the Province of Overijssel.
- Setting up a cycling strategy for the Province of Drenthe.
- PRO-E-BIKE: promotion of electric (cargo) bikes in Europe.
- SAFECYCLE: European project aiming at the integration of ICT applications in cycling in order to improve the safety of the cyclists.
- Setting up of an Investment Programme for Cycling 2010-2025 for the Province of Overijssel.

Passenger Transport and Mobility:

- CIPTEC: European project on trends and innovations in public transport and how this could lead to more passenger in public transport.
- STARTER: Setting up Local Travel Plan Networks in five touristic regions across Europe.
- TRAVELPLANplus: European project on mobility management at industrial zones.
- CONNECT: European project on the dissemination of new concepts in demand responsive public transport systems, including new ICT technologies, vehicle technologies and business models
- Feasibility study into two kinds of road pricing in the Rotterdam Region.

Other projects:

- Course on European subsidy programmes for the Metropole Region Rotterdam The Hague (MRDH)
- Support of the Province of Overijssel in formulating cross-border project ideas within the Euregio in the field of rail, inland waterways, ITS freight and ITS passenger transport.

- Company Risk Assessment and analysis of car damages and traffic fines for a number of large European companies with leased cars (NL, BE, DE, IT, ES).
- Organisation of a conference for Dutch participants in EU programmes in the field of traffic and transport (2011, 2013, 2016).
- Development of the CD_ROM "Mobile Communication in Transport, including integrated telematics applications and a website (version 4.0).

LANGUAGE
- Fluent: Dutch, English, German
- Basic: French

PUBLICATIONS

Books:
- Ronald Jorna: 75 jaar Algemene Tennisclub Wijhe, 1947-2022. June 2022.
- Ronald Jorna, Peter van Dop (editors): Intelligent Transport Systems for Safe, Green and Efficient Traffic on the European Road Network – findings from the European ITS Platform. CEDR/ASECAP, March 2022.
- Helmreich, Stephan; Keller, Erich (Eds.): FREIGHTVISION - Sustainable European Freight Transport 2050: Forecast, Vision and Policy Recommendation. With contributions of numerous experts. 1st Edition, 2011, ISBN: 978-3-642-13370-1.
- Stephen Anderson, Ronald Jorna: Integration of telematics applications in road freight transport, practical experiences and theoretical background. Summary of the INTACT project (1998-2000), October 2000, London/Rotterdam.

Articles:
Over 90 articles published in national and international magazines and conference proceedings on a wide range of topics:
- ITS and cycling
- National Access Points
- ITS innovations
- Sustainable touristic travel
- (Intermodal) freight transport
- Free public transport
- Incident Management
- Safety culture in freight transport companies
- Integration of telematics systems in road freight transport