

Building a Transport Digitalisation and Innovation Ecosystem in Lithuania: The Role of the Transport Innovation Association



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The idea for the Transport Innovation Association (TIA) emerged in **2019** in response to a growing gap between technological advancements in the transport sector and progress in other industries.

TIA was **officially founded in January 2020** and has been actively working towards sector transformation since June 2020—bringing **5 years of experience** in shaping the future of transport innovation.



Presumptions for establishment of the Transport Innovation Association



BUREAUCRACY AND LOW ORIENTATION IN INNOVATION

The transport and logistics sector in Y2018-2019 generated almost 13% of GDP but also was one of the most bureaucratic and least digitized sectors, it was lack of start-ups in transport and logistic sector



FRAGMENTATED DIGITALIZATION, LACK OF INTERNATIONAL COOPERATION

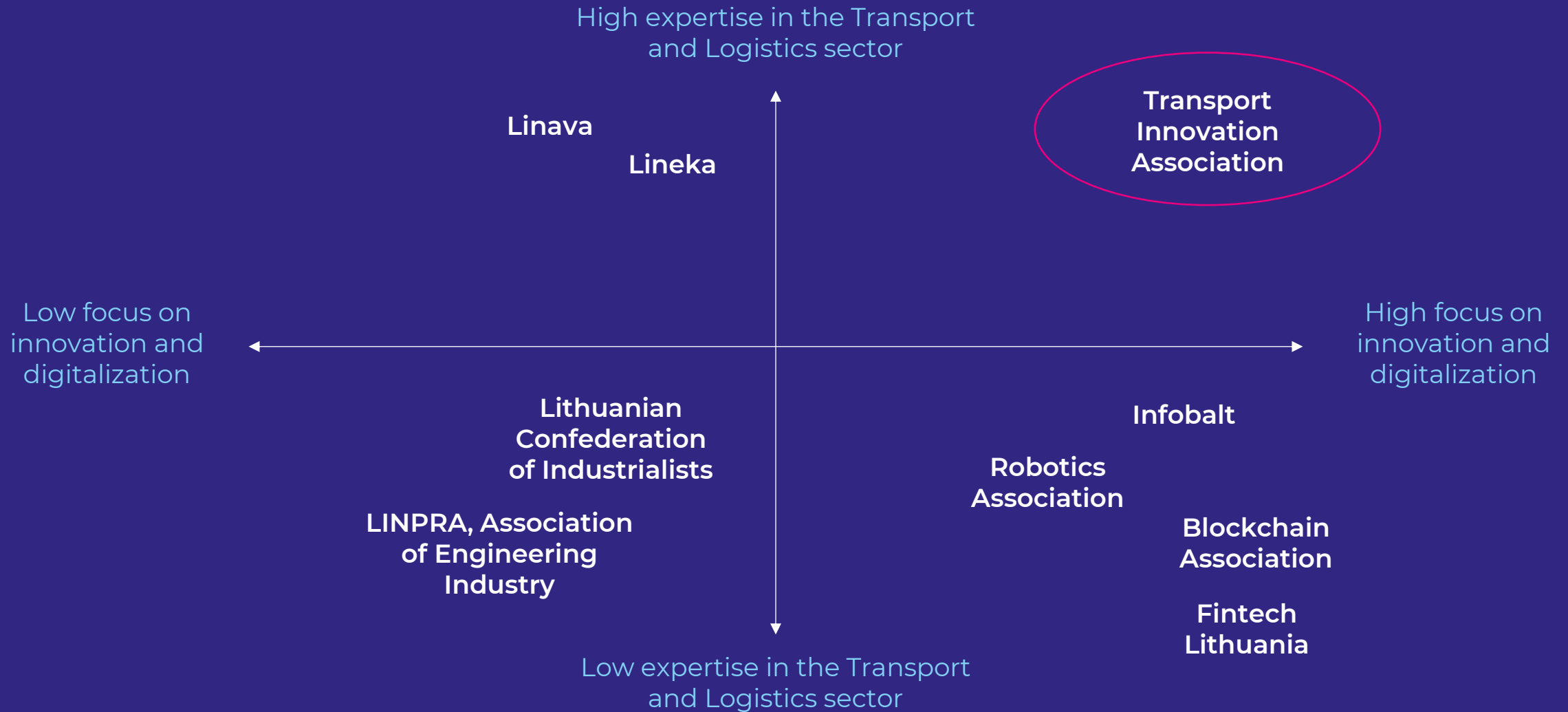
Digitization took a place in a very fragmented way within individual companies. There was a lack off transmission links with customs and other authorities. There was no common systems with neighboring countries to ensure the smooth and efficient movement of goods.



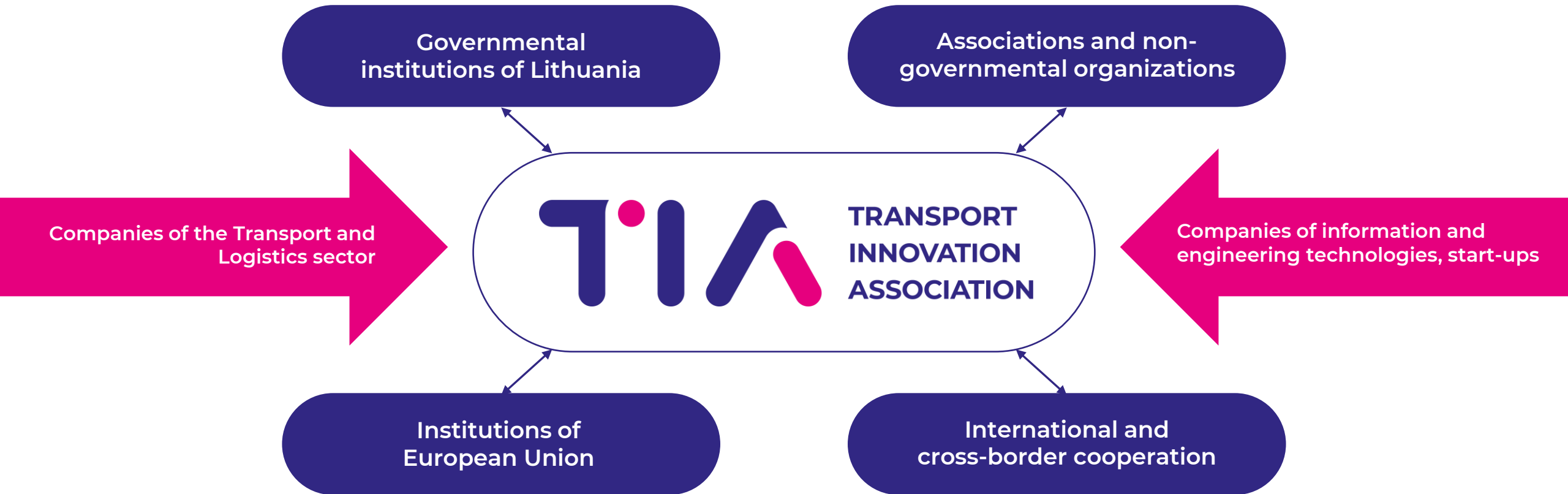
NEW EU REGULATIONS IN THE FIELD OF DIGITALIZATION

Upcoming EU regulations for electronic documents exchange also was important factor to unite innovators community and start preparation to accept electronic cargo transportation documents.

TIA's position



TIA's cooperation and partnerships



**TIA
has**

..

87

members

TIA members by type of activity

Companies providing transport and freight forwarding services

33

IT companies and startups

20

Higher education institutions, unions, associations, funds

5

Electric vehicles, infrastructure

5

Trade of heavy-duty vehicles and their parts, maintenance services

5

Organizations providing services to transport and freight forwarding companies

18

TIA's fields of activity

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EFFICIENCY



DIGITALISATION

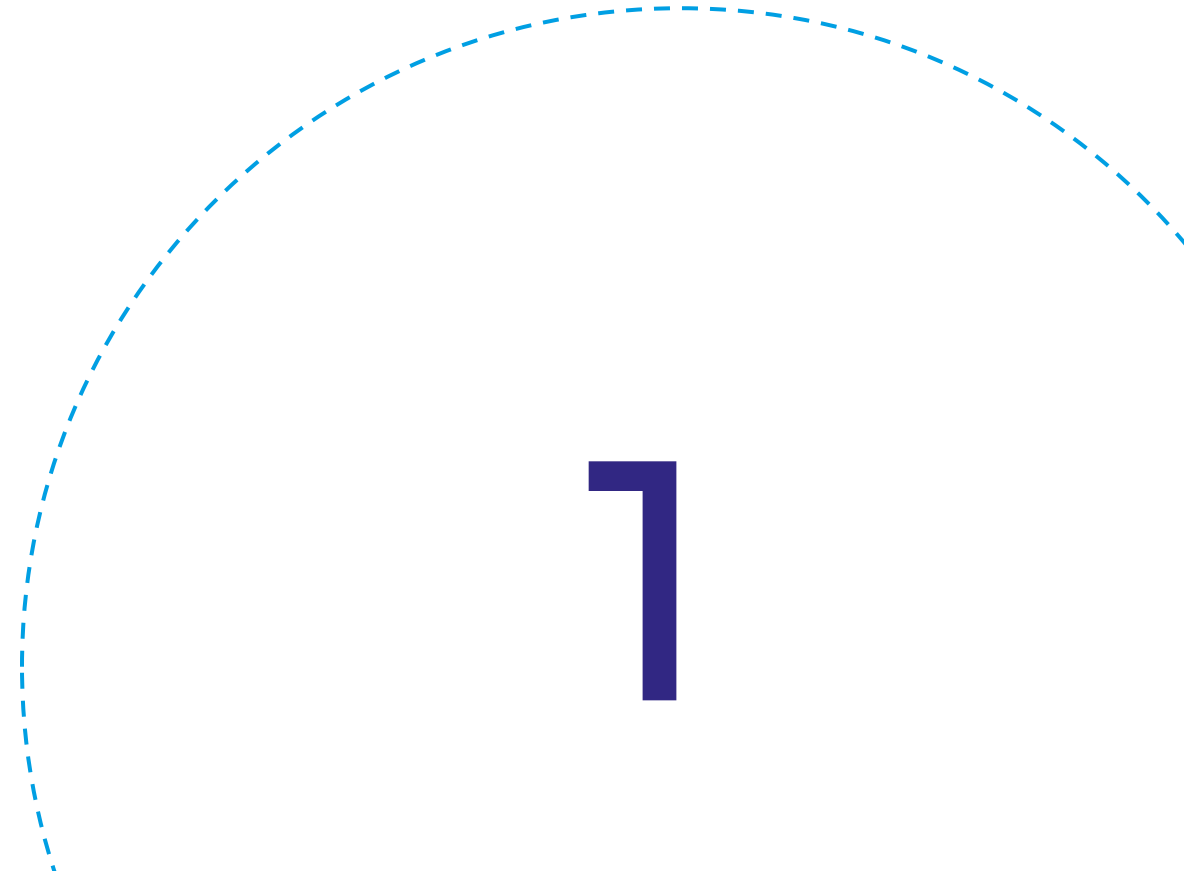


SUSTAINABILITY

TIA's fields of activity



The Transport Innovation Association aims to **promote the implementation of innovations, digitalization, and Green Deal solutions in the transport, logistics, and urban mobility sectors** while enhancing the competitiveness of companies in these sectors both in Lithuania and internationally.



TIA's fields of activity



TIA is **building a community of transport logistics professionals, Green Deal solution developers, IT companies, startups, and innovators**. It collaborates with government institutions, other associations and non-governmental organizations, universities, and cross-border partners.



2

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TIA's fields of activity



TIA also aims to ensure that transport and logistics digitalization and transport decarbonization solutions developed in Lithuania and the EU **align with the needs of Lithuanian businesses, are implemented considering the opinions of the association's members, and are adapted to the specific characteristics of partner countries.**



3

TIA's board



Jurgis Adomavičius
CEO and Founder of Bunasta



Rasma Saulė
CEO of HRX Lithuania



Artūras Michejenko
Director of DKV Euro Service
Baltikum



Paulius Lazauskas
CEO of ITO



Dovilė Greblikienė
Partner at the law firm Ellex
Valiūnas



Egidijus Skrodenis
Partner at MC Mobility
Consultants

TIA's activities

Representation of members' interests and participation in legislation

Community building and knowledge sharing

Creating a favorable environment for innovation and startups

International cooperation and projects

Dissemination of expert knowledge, research, and education

Representation of members' interests and participation in legislation

TIA actively represents its members' interests by working with government institutions and organizations, providing proposals for legislation and operational efficiency improvements.

Representation of TIA's members' interests



In 2025, we submitted **18 proposals** for the Government's action plan regarding transport competitiveness, promoting digitalization, and increasing the return on investment for low-emission transport.

Regular meetings take place with representatives of the **Parliament**, as well as the **Ministers of Energy, Transport, Environment, Economy, and Finance**. Discussions focus on **government action plans and necessary legislative changes to foster innovation in the transport and logistics sectors**.

The association actively participates in various national and international working groups and maintains close communication with local governments to implement significant innovations in different cities across Lithuania.

Green Transport Group



The association has a Green Transport Group, which aims for **ambitious transport decarbonization goals** by focusing on **promoting zero-emission and low-emission transport** and submitting proposals on **these issues to legislative institutions**.

This group also develops initiatives for the expansion of alternative fuel infrastructure – ranging from charging stations to support mechanisms for businesses – encouraging investment in the latest clean technologies.



International cooperation and projects

The Transport Innovation Association actively participates in EU-funded projects that promote the digitalization of transport and logistics chains and reduce the negative impact of the transport sector on the climate.

International cooperation



International cooperation

DTLF (Digital Transport and Logistics Forum)

The Digital Transport and Logistics Forum consists of a European Commission (EC) expert group that collaborates with public and private sector stakeholders **to discuss the guidelines for the EC-initiated digital transformation in the transport and logistics sector**. Since 2022, TIA has had its representative in the DTLF.



International cooperation

EUSBSR (EU Strategy for the Baltic Sea Region)

EU countries – **Sweden, Denmark, Estonia, Finland, Germany, Latvia, Lithuania, and Poland** – are responsible for implementing the EU Strategy for the Baltic Sea Region. The coordination of the strategy's implementation is entrusted to Policy Area Coordinators.

TIA, together with Estonian partners, **has been coordinating the "Transport" policy area** since 2022, with the coordination planned to continue until the end of 2026.



International cooperation

Ready4eFTI

The Ready4eFTI cluster was established as an initiative of associations, businesses, and non-governmental organizations from the Baltic Sea region. Its goal is to **exchange information and participate in calls for proposals to test and implement eFTI platforms.**

These platforms aim to create a seamless data and document exchange corridor between the Nordic and Baltic countries, Poland, and other EU states.

TIA is one of the founding members of this consortium and actively participates in its activities.



International cooperation

CCAM (European Partnership on Connected, Cooperative and Automated Mobility)

The goal of the CCAM Association is to **promote the implementation of innovative automated transport solutions and services**. These solutions aim to **enhance safety, reduce environmental impact, and improve inclusivity**.

TIA was an active member for 2 years (2022, 2023). TIA is not currently a member but maintains a relationship with this organization.



International cooperation

EIT Urban Mobility

In 2024, TIA became a member of EIT Urban Mobility. This organization was established by the European Institute of Innovation and Technology (EIT) with the goal of making EIT Urban Mobility **the most influential urban mobility transformation initiative in Europe**.

Within this partnership, **new Horizon Europe calls are being developed, consortia are being formed, and various projects and initiatives are being implemented** to transform urban mobility.

TIA aims to become a member of consortia and involve its members in the implementation of new urban mobility projects.



EIT URBAN
MOBILITY

International cooperation

BMC (Baltic Mobility Collaborative) MoU

TIA, together with ITS Latvia and ITS Estonia, has agreed to jointly explore opportunities at international, national, and local levels to **seek funding for potential joint projects addressing integrated mobility challenges**. In 2024, the organizations signed the Baltic Mobility Collaborative (BMC) Memorandum of Understanding.



International Projects



NDPTL eCMR project
(Northern Dimension Partnership
on Transport and Logistics)



eFTI4EU project
CEF (Connecting Europe Facility)



eFTI4ALL project
CEF (Connecting Europe Facility)



ADMIRAL project
(Horizon Europe)

International projects



NTPTL eCMR project

(Northern Dimension Partnership on Transport and Logistics)

The goal of this project was to identify and propose solutions for legal and information technology to **implement the exchange of CMR documents** and information on a digital platform. The project was carried out in 2022–2023.

International projects



eFTI4EU project

CEF (Connecting Europe Facility)

Under the eFTI Regulation, competent authorities in EU countries will be required to accept electronically submitted information from mid-2027. This project is designed to **prepare for the implementation of the eFTI Regulation** at the national level.

The project is being carried out in 9 EU member states (Estonia, Germany, Finland, France, Italy, Portugal, Austria, Lithuania, and Belgium) with cross-border pilot projects, which will also be used across all 9 core network corridors.

TIA participates in this project by contributing to the **dissemination of eFTI Regulation requirements and testing the developed eFTI gateways.**

International projects



eFTI4ALL project

The project, which began in May 2024, aims to **expand the preparatory work for the implementation of the eFTI Regulation** to a larger number of EU member states and to include private sector data collection, processing, and submission platforms in the tested electronic document exchange environment.

In addition to the EU member states involved in the previous eFTI4EU project, this initiative now includes five more countries: Sweden, Denmark, Malta, Luxembourg, and Greece.

TIA participates in this project by contributing to the **dissemination of eFTI Regulation requirements**.

International projects



ADMIRAL project (Horizon Europe)

The ADMIRAL project aims to **create an open digital platform for low-emission freight transport services**. The goal is to integrate various platforms into a single marketplace where information about transport and logistics chain processes can be exchanged, reducing CO₂ emissions by at least 20% through logistics process optimization and digitalization.

The project is led by VTT research institute (Finland) and involves more than 20 partners from 9 European countries.

TIA is the leading partner in implementing the Lithuanian pilot. A total of six partners are participating in the pilot, including TIA members – CargoGo, CargoSign and Trevio.

Community building and knowledge sharing

TIA actively builds an innovator community, promotes knowledge exchange by organizing events, and encourages its members to participate in international conferences, business missions, and exhibitions, while also taking part in them itself.

Events

TIA, together with its members, actively **participates in various international events, exhibitions, and missions.**

TIA also organizes various events and conferences in Lithuania.

In 2024, TIA organized 5 international events and 8 national and member-focused events, contributing to the **dissemination of transport sector innovations, collaboration, and sustainability goals.**



Transport Innovation Forum

It is the **largest event in the Baltic region** for transport and logistics executives and professionals.

In 2025, we plan to organize the seventh Transport Innovation Forum.

In 2024, the forum welcomed over **900 guests**, and the opening and first part broadcast on the "Delfi" portal was watched by nearly **23,000 people online**.



The mission of the Transport Innovation Forum

To bring together international, governmental, and non-governmental organizations, academic institutions, business representatives, and startups to **foster the development of innovations in the transport and logistics sector in the region**. To become a platform for idea generation and facilitate their exchange on an international scale.



Achievements of the Transport Innovation Forum

- In 2024, **80 transport and logistics sector experts** from various countries delivered presentations and participated in discussions
- In recent years, the event has featured welcome speeches from **Lithuanian President Gitanas Nausėda, Prime Minister Ingrida Šimonytė, and European Commissioners Adina Vălean and Virginijus Sinkevičius.**
- During the events, representatives from **international organizations (OECD, IRU, International Energy Agency, Shift2Rail, Ertico, EIT Urban Mobility), the European Commission, U.S. government officials, and transport ministers** from various countries have shared their insights.
- Global leaders in business, including MSC, DKV Mobility, Girteka, Einride, Shell, Scania Group, ZF Group, Google, Microsoft, TomTom, Gartner, McKinsey, Bolt, Uber, Wolt, Neste, Q-Free, and others, have showcased their achievements in the Green Deal, breakthrough innovations, and digitalization.
- Each year, the event features **over 20 innovative exhibitions** in indoor and outdoor spaces, along with the Green Mobility Awards and a Startup Pitch Session.

TIF 2024



2024 <https://www.youtube.com/watch?v=VwGABuJQYog>
2023 <https://www.youtube.com/watch?v=L2kh-Fdf9CQ>

TIA and its members actively participate in international exhibitions and conferences

Exhibitions and Conferences in 2024:

- May 2024: TIA participated in the **International Transport Forum (ITF) conference**, where ITF leaders gathered in Leipzig.
- September 26, 2024: The Lithuanian Embassy in Poland organized the **Polish-Lithuanian Business Forum and a B2B meeting session**.
- November 5-8, 2024: TIA attended the **Tomorrow Mobility conference** and the **Smart City Expo World Congress" exhibition** in Barcelona.
- November 20, 2024: TIA's Director participated in the **DigiLog 3 event** in Helsinki and took part in a **panel discussion on logistics resilience and digitalization**.



Creating a favorable environment for innovation and startups

TIA actively contributes to creating a favorable environment for innovation and startups, collaborates with Lithuanian and international startup organizations, and carries out educational activities.

Fostering innovation

- TIA actively engages in the **development of innovation promotion initiatives** in collaboration with government institutions, such as the 5G Sandbox with the Ministry of Transport and Communications.
- Each year, the Transport Innovation Forum hosts **Startup Pitch Sessions**.
- TIA organizes **hackathons** to mobilize and empower talent from various fields to co-create innovations addressing digitalization and sustainability challenges.
- TIA also participates in **startup mentoring and acceleration programs** and provides consultations on growth opportunities in Lithuania and abroad.



DigiLogistics Hack (2023)



GreenLogistics Hack (2024) - <https://youtu.be/GVky5fNV1p4?si=Ggd4ozVJLcdnCVZH>

Dissemination of expert knowledge, research, and education

TIA conducts market research, various surveys, advises companies and organizations, and actively shares expert knowledge with journalists.

Fostering expertise

Every year, **TIA surveys transport and logistics companies**, evaluates business digitalization, forecasts future trends, and more. Research findings are actively disseminated to the public.

TIA consults companies and organizations on various aspects of logistics innovation and its financing.

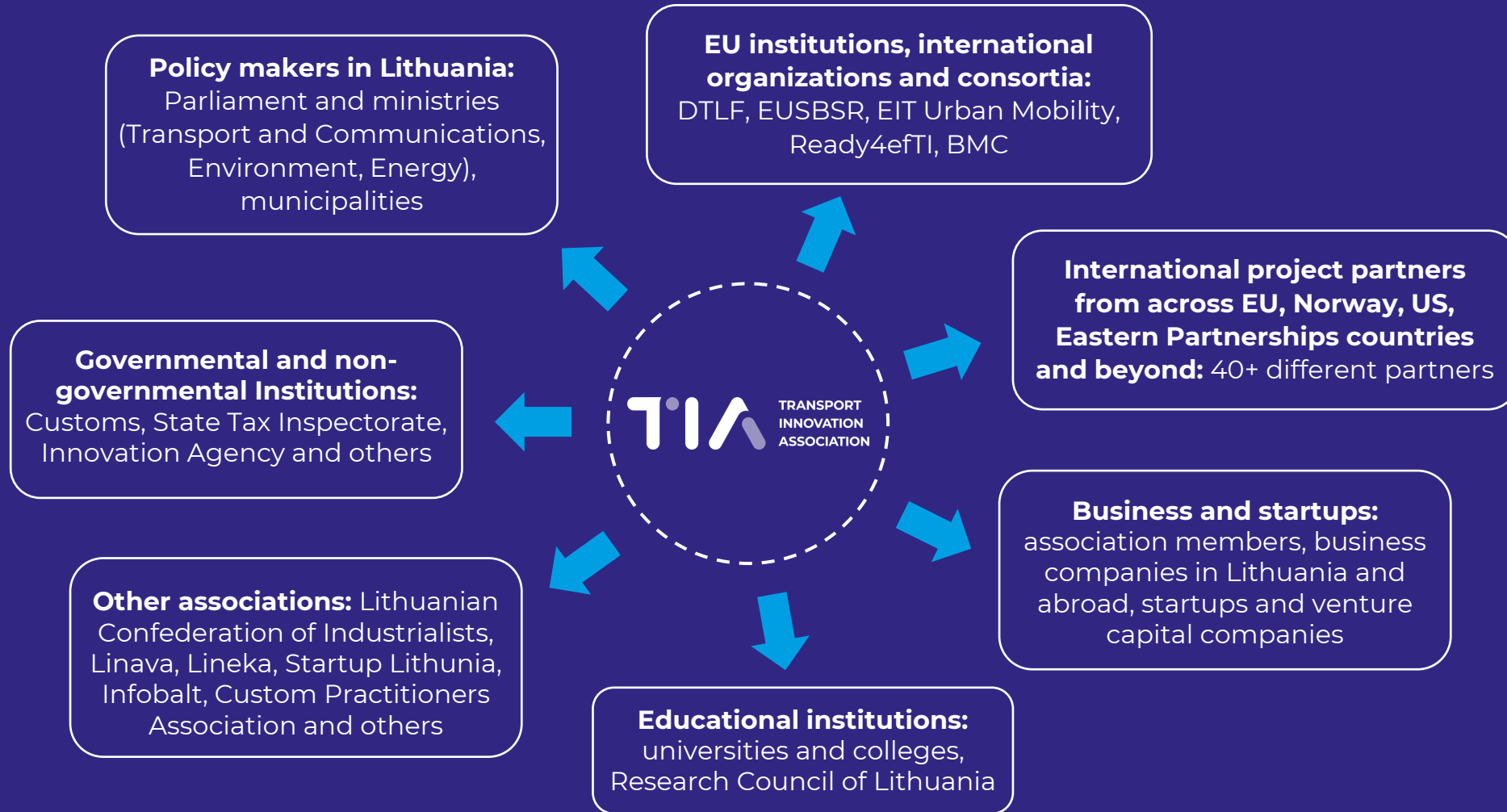
TIA has contributed to the analysis of how Lithuanian authorities can implement national eFTI gate requirements, providing input and recommendations on their structure to meet both business and institutional needs.

TIA actively collaborates with the media, offering expert insights to journalists on transport and logistics innovation, digitalization, and sustainability. Each year, TIA is mentioned in the media more than 130 times.



Summary

Ecosystem and TIA stakeholders



Key success factors

Over five years, TIA has built a **broad network of stakeholders** and a **stable transport innovation ecosystem**.

TIA strengths:

-  Strong relations with Lithuanian governmental institutions and other stakeholders in Lithuania.
-  Strong international network – more than 50 institutions and organizations.
-  Wide range of expertise in transport innovations due to the diverse competencies of TIA members, administration and the board.
-  Trusted partner in international EU projects.
-  TIA flagship event Transport Innovation Forum serves as a platform for exchange of ideas and further partnership building.

Strengthening Sustainable and Digital Trade Routes and Logistics Concepts Between Eastern Partnership Countries and with the EU



The Role of Umbrella Organisations and Associations in Driving the Ecosystem Towards Digitalisation of Logistics