

Market Place

of the European Innovation Partnership on

Smart Cities and Communities



Scaling-up new mobility services in Europe

Partner's commitment to action



OUR AMBITION

With our partnership, we declare our commitment to create an open and collaborative marketplace for new mobility services in Europe. As public and private partners to this initiative we are convinced that now is the right time for significant scaling of the mobility services market. To achieve this we are committed to contribute our part by actively collaborating and building an initiative at that is scaled to push demand for tested innovations and take the wider deployment of services further.

Innovative mobility services exist but they are fragmented. Our interest is in solutions that benefit cities and their citizens as well as the many innovative enterprises whilst offering a pathway to growth, improved mobility and transport. We are convinced that there is a convergence of interests between cities, the industry and citizens to deploy high quality multimodal mobility services based upon information, reservation and organisation.

Particularly we want to foster the availability of publically available urban mobility datasets, making the link with connecting and integrating vehicles in urban mobility management systems. We want to support efforts to have Europe taking the lead on developing and deploying innovative urban mobility services of this kind.

We want to continue to work together and support the EIP SCC's Initiative on New Mobility Services to create a dynamic European marketplace.



OUR COMMITMENT TO ACTION

In 2016, ten cities and regions with their industry partners will seek to:

- ▶ **Collaborate** with at least 50 cities to replicate tested open-data provision that will enable the simple deployment of mobility services information in European cities that link public and private transport ultimately to a single real-time multi-modal transport platform;
- ▶ **Develop** new services connecting cars to the urban mobility system through a standardized link between in-car systems and smartphones,

Through this initiative, we will collaborate on the following activities:

- ▶ **Creating** leadership and awareness for New Mobility Services, involving specifically smaller and medium sized cities that often struggle to attract the market for multimodal information.
- ▶ **Building** a common ground for New Mobility Services, supporting service replication and cooperation between cities and private sector.
- ▶ **Transferring** organisational and technological innovation, more specifically a large scale transfer of the OPTICITIES results for an Urban Multimodal Dataset (as currently being taken on board by ISO and CEN) as well as the OPTICITIES common set of contractual arrangements to access public data for a city territory, addressing large cities but also particularly supporting smaller and medium sized cities to develop services such as multi-modal travel information.
- ▶ **Promotion** of the practice of regional innovation clusters for ITS, building on replicable concepts and peer learning, seeking collaboration with up to 10 other clusters in 2016.

Partners under this initiative are seeking to pursue financial support or technical assistance to support financially the roll-out of open data platforms for transport in at least 50 European cities.

We are convinced that collaboration at this scale will help provide greater market certainty and de-risk the investment strategies of cities and enterprises. This initiative looks forward to cooperating with interested cities, SMEs and industry players.

Lead partners: Grand Lyon, Birmingham city council.



ANNEX

STANDARISED URBAN MOBILITY DATA SET: IMPLEMENTATION ACROSS EUROPE

The first phase of this roll-out initiative concerns the wider replication of the **standardised Urban Mobility Data Set (UMD)** that OPTICITIES partners have developed, including the cities of Lyon, Birmingham, Madrid, Torino, Gothenburg and Wroclaw.

Reasons **why you should join this initiative:**

- ▶ Our Multimodal Urban Dataset and its interface for data exchange between public authorities and service providers is **implementation ready**: it includes a contractual architecture between private and public actors for data access, data exchange and service provision.
- ▶ It can be implemented at rather **low cost**.
- ▶ It puts **cities in control** of data management (not third party contractors). It will support apps portability between cities and provide cities with greater access to high-level mobility services (such as multimodal real-time urban navigator applications).
- ▶ It is fully in line with standardisation requests for urban ITS standardisation at the European level.

What is **needed from your side:**

- ▶ Commit to implementing the urban mobility dataset and interface
 - In the test city partners, the implementation took about ~6 months
 - You can contract a relevant IT company or manage it internally
- ▶ Enforce the related contractual arrangements
 - Use the model contract for putting in place the architecture between public and private partners for data access, exchange and service provision.

What **we can offer:**

- ▶ Technical support to implement the standard, in form of tutorials, workshops and direct interaction;
- ▶ Support to explore the option of using forthcoming procurement support action from the Connecting Europe Facility (CEF) for funding the standard implementation and the contractual arrangements;
- ▶ Visibility of your action, including through the market place of the European Innovation Partnership on Smart Cities and Communities

Next steps:

- ▶ We will meet at the General Assembly of the European Innovation Partnership on Smart Cities and Communities on 24 May 2016 in Eindhoven to further explain our cooperative initiative
- ▶ We will be present at the European ITS Congress in Glasgow and present the initiative, among others, at the booth of the European Commission on 8 June 2016 at 10:30 hours.

Contacts

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PARTNER'S COMMITMENT TO ACTION

[name of the entity] hereby represented by [signatory person] wants to show its interest in the initiative “Scaling-up new mobility services in Europe” and commits to support it during its next stages.

For [name of the entity]
[signatory person], [position]
[date]