

Market Place

of the European Innovation Partnership on
Smart Cities and Communities



Action Cluster: Sustainable Urban Mobility

Minutes of the New Mobility Services (NMS) meeting

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CHAired BY	Ivo Cré



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1. DISCUSSION ITEMS

1.1 OPENING SESSION: PRESENTATIONS AVAILABLE ON THE EIP-SCC WEBSITE (SUM AC SECTION)

1. Welcome by Gothenburg Brussels Office and presentation of the NyStart app
2. Quick overview of the Smart Mobility Services initiative, introduction to the discussion, Q&A on the functions and features of a general market place (Ivo Cré, Polis, AC SUM expert)
3. Get to know new initiatives and Smart Mobility Services members – short pitches by three smart mobility services' H2020 projects (TRACE, EMPOWER and OPTICITIES)
4. Citizen- centered approach to data: how do we make services that are accepted and privacy-proof? (Antonio Kung, Trialog)
5. FrontierCities – coaching SMEs in developing their business ideas (Dr. Bernardita Cardenas, FrontierServices)
6. Policy overview related to smart cities (Stephanie Leonard, European Commission, DG MOVE)
7. Reminder about the H2020 call opportunities (Ivo Cré, Polis, AC SUM expert)
8. Presentation of the next coordination team on plans for the coming months (Roberta Maio, PwC)

1.2 DISCUSSIONS TABLES

Tools validation in a World café format was organised to validate the presented tools. In depth discussions took place under three topics. Three rounds of 30 min each on:

- **Data Privacy** – the challenges when designing the applications
- **Value for the user** of using the applications
- **Business models** - take-up and upscaling

The tables were organised in such a way that feedback was asked in the three topics - data privacy, value for the user and business models - and each time for a specific app. Participant stakeholders were free to join the table they preferred at each session. This approach allowed to have 3 interactive discussions per session, and each app responsible person had the chance to collect personalised suggestions for each of the three topics. The paragraphs below provide the main lessons learnt from this seminar.

1.2.1 EMPOWER (THREE SMART APPS)

- **Data privacy:** it is important to pay attention on how third parties involved in the projects, having access to data, are actually using them.



- **Business models:** It is important to consider all possible sources of revenue, for example the shops joining the initiative could be asked to pay a small fee. As for the other apps, the topics key resources and cost structure were not addressed. As with other apps initiated by local authorities and currently funded by the EU, the actual costumer and owner are disperse and set of a layered complex: authorities by services from developers who want to have downloads, use, change of behaviour and impact. Additional parties are contributing (with rewards, with information, etc.) so we end up with very complex value chains for a tool that should really look convenient and simple. The big question and value proposition to solve is 'why would you track yourself?'. With regards to revenue stream, a potential way of framing this is the opportunity cost: the cost for a local authority to have support the app will be cheaper than sourcing bicycle and pedestrian data elsewhere.
- **Value for users:** this app has a very specific characteristic: it tries to convince users to adopt a behaviour change, i.e. do something they do NOT want to do, on the contrary of the majority of the apps, which provide support to users in the activities they want to undertake. Personalisation then becomes a key element to convince people to use the app, together with additional information to facilitate the shift towards more sustainable modes, for example where to buy PT tickets, tips on how to take care of their bike, etc. It is important to stimulate intrinsic motivation, besides extrinsic motivation.

1.2.2 HI!CYCLE

- **Data privacy:** it is important to pay attention to which type of data the user would like to share, trying to make less frightening the idea of sharing them for the purposes of the app. The app should also give the possibility to the user to delete his/her data at any moment, but should not make this too easy and obvious, however still make it clear to the user.
- **Business models:** the aim of the TRACE project is to make the app self-(economically) sustainable: it is essential to make it very popular, in order to increase the chances of making money out of it. Advertising, selling data, asking the shops to pay, building an e-shop within the app are a few examples on how this can be concretely achieved. The idea is also to lean quite heavily upon 'self-affirming cyclists', who like to see cycling as a sub-culture. The idea could be to further segment the target audience and build targeted offers for specific groups. TRACE is convinced this app should be globally developed – but at the same time tailored and localised action is needed to make this a success.
- **Value for users:** it is important to take into account the different degrees of the sense of identity cyclists develop for being part of their local community – which tends to be stronger in cities/countries with a low cycling share, and vice versa. For an app aiming at going global, this is useful to consider which type of added value can be provided to the users. The campaigns should be established in close relationship with local partners, in order to better identify the target groups of the app, providing different options on how to (locally) communicate – whereas the application has to remain the same.

1.2.3 TRAFFIC SNAKE GAME

- **Data privacy:** it is important to map the involved stakeholders, and find out what their role is/should be, mostly from the point of view of liability on data breaches, data security and shared liability. (Parents) consensus is key, especially because the app is working with minors. It is fundamental to draft a privacy impact assessment plan.



- **Business models:** the project should focus on exploiting the key resources available: so far, developers though a business model for this app would not be viable, because of the cost of the trackers and the difficulties to scale it up involving a massive basis. But on the other hand, only in Flanders there are some 250,000 pupils playing, so for external investors/sponsors this could represent a broad and “exploitable” audience, which could convince them to bear the costs of implementation. Specific advice was given to go to cheaper trackers to increase deployment. The Freemium model (basic features for free, ‘fancy’ features at a certain cost’). The key activities could be expanded with a yearly hackaton, inviting external developers to bring ideas on how to further invent and add value to the current process.
- **Value for users:** there are 3 users’ groups: kids, but they are not taking actively the decision of joining the campaign, schools and parents. Lesson learnt is to not let technology stop you if you have a good idea on how to add extra value for the user – for example, services to the parents linked to the tracking of their children; if technology is not there, it can be built.

1.2.4 POSITIVE DRIVE

- **Data privacy:** it is important to pay attention on which type of data the user would like to share, trying to make less frightening the idea of sharing them for the purposes of the app.
- **Business models:** Similar conclusion were drawn from the discussion as for the EMPOWER app.
- **Value for users:** stress here is on how to keep the app on the phone of the user, so how to make it “permanently” attractive: there is a need for adding new features. An idea is to add complementary information, also stimulating the “participatory sensing” of the users – asking them to provide sensory information to the app, for example signalling infrastructure problems on real time. It is important to segment the population of potential users, to offer them a service as tailored as possible.

2. CONCLUSIONS

The conclusions were drawn per discussion table and can be found in section 1.2. above. The final objective of the meeting was to take stock of the contribution of each initiative to the [EIP-SCC 2016 Roadmap](#) and start co-creating the **2017 Roadmap**.



3. NEXT STEPS

The EIP-SCC and as such the AC SUM initiative will be handed in to a new consortium starting January 2017.

4. PARTICIPANTS

Surname	Name	Organisation
Bento	Carlos	Instituto Pedro Nunes
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