The EIP-SCC approach to promote Smart Mobility Services

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Summary

The European Innovation Partnership for Smart Cities and Communities sets out its ambitions in strategic and operational plans. Urban mobility is a key aspect of bringing the smart city ideal to life. Within the operational structure to support the EIP-SCC, its Marketplace, a multi-stakeholder initiative is active in the field of New Mobility Services. The principles and objectives of this initiative are explained in this paper

1   The EIP-SCC, the Strategic Implementation Plan and its urban mobility aspects

The European Innovation Partnership on Smart Cities and Communities (EIP-SCC) brings together cities, industry and citizens to improve urban life through more sustainable integrated solutions.

This includes applied innovation, better planning, a more participatory approach, higher energy efficiency, better transport solutions, intelligent use of Information and Communication Technologies (ICT), etc.

The Strategic Implementation Plan

To accomplish its objectives, the EIP-SCC has established a Strategic Implementation Plan1. The High Level Group of the European Innovation Partnership for Smart Cities and Communities presented this Plan in 2013 in order to speed up the transformation of European Cities into "Smart cities". The document was accompanied with the invitation to all stakeholders to respond to the plan especially in terms of commitments and actions to deliver progress.

The plan outlines the EIP's ideas on how to best harness innovative technologies, innovative funding mechanisms and innovative public private partnerships. It highlights actions needed to create the right framework conditions to make cities

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1 http://ec.europa.eu/eip/smartcities/files/sip_final_en.pdf

better places to live and to do business in, to reduce energy use, carbon emissions and congestion.

Among the actions in the SIP, the following can be highlighted: creation of a number of "Lighthouse Initiatives" that bring together groups of cities with industry and innovative SMEs from the ICT, energy and mobility & transport sector, standardisation through the CEN-CENELEC-ETSI Smart City coordination group, make widely available relevant data in the urban domain through a culture change towards open data, develop a common smart city indicator framework.

With regards to sustainable urban mobility, the SIP proposes the following actions:

1. Make solutions widely available in cities through various types of actions to reach the objectives of the vision above, focusing on:

- alternative fuels; infrastructure, vehicles, fuels and energy management;

- intermodal mobility hubs to ensure connections between public transport modes, connect other mobility services, and optimize energy efficiency in the logistics supply chain in urban areas ('last mile');

- to create new opportunities for personal, sustainable mobility and efficient logistics by harnessing the intelligence of the urban transport system and its users; connecting networks and creating, analysing and utilising data

2.Create a "deployment toolkit" to transfer models, blueprints and lessons learned on sustainable urban solutions in all of Europe's cities, and directly to their citizens and businesses;

3. Bottom-up approach to encourage active involvement of citizens to take ownership so this can function as a platform and an inspiration for (small and medium) enterprises in the search for sustainable options.

The Operational Implementation Plan

The EIP-SCC's developed an Operational Implementation Plan (OIP), which is currently available as a public draft. The OIP takes the SIP framework with its eleven priority areas and recommendations as its starting point, and develops each in more detail. It offers examples intended to inspire interested parties responding to the Commission's 2014 Invitation for commitments, as well as guide further implementation action that the EIP Partnership could launch at a later stage.

These are the priority areas for sustainable urban mobility, as developed in the Operational Implementation Plan.

1.Better integration and management of collective city transport for door to door seamless multi-modality

2. Better electrification of collective city transport

3. Improved urban freight logistics and distribution

It is the first element that will be developed further in this paper.

2 The EIP-SCC Smart Mobility Services Initiatives

ITS-based New Mobility Services help to better integrate and manage urban transport and contribute to the development of collective systems for seamless multi-modal mobility (door-to-door). Open platforms and open data allow public and private service providers to develop and test innovative schemes that answer to user needs with regards to information, ticketing and planning of trips.

The New Mobility Services initiative was officially launched on 28 January 2016, when representative cities signed a manifesto to action in the presence of Violeta Bulc, Commissioner for Transport.

The Initiative looks into two reinforcing strands of action in relation to New Mobility Services:

1. Replication and cooperation between regional innovation clusters, providing test beds for innovation and willing to share knowledge and to support replication (Championed with Luxinnovation, and cooperating with up to 5 other regional innovation clusters).

2. Increase the uptake of specific technologies and services that currently prove their success in EU research (OPTICITIES and MYWAY), seek replication and cooperate for large-scale roll out (with an involvement of at least 10 cities).

The Initiative has defined 4 challenges it would like to address:

1. Challenge 1: Technologies – the technology is available, but some obstacles exist for its wide deployment and choices have to be made where to focus public investment.

2. Challenge 2: Services – innovative mobility services exist, but they are fragmented and isolated and generate own sets of data. Main issues relate to the questions who is the target group and what business model to follow.

3. Challenge 3: Governance – there is insufficient communication among actors. Important is also how to reach a balance between private and public bodies and how to define the governance structure and decision-making process. Also this challenge is related to business models.

4. Challenge 4: Data – fragmented creation/distribution of data among actors, no data-sharing, which leads to a need for a common platform for data sharing. What types of data can be shared also needs to be defined. Further questions relate to: How to ensure quality of data? How to deal with standardisation / interoperability?

3. A call for action

The Initiative's commitment is open to join. These are the ambitions written down in the initiative's manifesto that is open to signing up to:

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 5 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.

The initiative is 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.