



MobiWallet

Mobility and Transport Digital Wallet

Dissemination Pack (2nd Generation)

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Abstract	This deliverable is an update of the first dissemination pack and describes all the activities carried out towards an optimal dissemination of project aims and achievements. In addition, it contains and discusses the second generation of all the dissemination material that has been prepared during the second ten months of project life.

Executive Summary

During the second 10 months year, the Consortium has worked to promote MobiWallet objectives and to create a good environment for better visibility of the work done as well as for the dissemination of the results to come.

The current achievements of the project have been presented in leading conferences and workshops in transport and ticketing domains. Further actions are expected for the months to come, especially for targeting operators and stakeholder community in order to share the achievements of the project and guarantee its long lasting impact and large scale uptake.

The activities carried out from month 11 to month 20 of the project can be clustered in five main types and are detailed in this document:

- general communications, including press releases and public relations with companies and stakeholders operating in the transport and ticketing domain;
- online dissemination through the web portal;
- scientific dissemination in the academia community;
- social dissemination to general purpose audience;
- networking with similar or related projects.

Being this the second interim version of MobiWallet Dissemination Pack, for each of the above five dissemination types, we recall the work done in the previous version of the deliverable [1], which constitutes the methodological approach to dissemination in MobiWallet, and, then, we focus on the updates with respect the previous version in terms of new contents, events and achievements.

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1 Introduction

1.1 Scope of the document

The scope of Work Package 6 – “Dissemination, Exploitation and Business Plan” – is threefold:

- to plan, organize, perform and control the dissemination activities of the whole consortium;
- to define the strategy to exploit the final products coming from the Project ensuring a lasting impact of its activities;
- to stimulate large scale uptake and develop sustainability plans.

This document is focused on the first point and gives an update of the programmatic work that has been done in the first ten months of the project and that has been reported in [1].

The aim is twofold:

- to describe the activities planned and carried out to promote MobiWallet and increase the societal awareness of the project;
- to survey and report possible and on-going clustering activities with other projects (both at a national and European level) that have similar, related or complementary aims in the transport and ticketing domain.

These two aspects of the document are mapped onto its structure. Indeed, Sections 2 to 5 addresses dissemination activities, while Section 6 describes clustering initiatives.

The dissemination material will grow as the project results become more and more mature. In addition, other dissemination media are being prepared for reporting the current work and achievements. These further dissemination results will be reported in the final iteration of the deliverable expected for month 30.

1.2 Revision History

Version	Date	Author	Description
0.1	3/08/2015	CNR	Preliminary TOC
0.2	1/09/2015	CNR	Final ToC
0.3	16/09/2015	CNR	Section 3 and 5 updated
0.4	10/10/2015	ALL	Contribution from partners
0.5	20/10/2015	CNR	Executive summary and Section2 revised

0.6	25/10/2015	CNR	Intro and conclusions updated
1.0	3/11/2015	CNR	First release of the document

1.3 Attachments

Attachment ID	Attachment A
Title	MobiWallet Presentation
	MobiWallet-D6-1-2-Attachment_A_MobiWalletPresentation.pdf
URL	http://www.slideshare.net/mobiwallet/mobiwallet-curent-status-achievements?ref=http://www.mobiwallet-project.eu/index.php?option=com_content&view=featured&Itemid=101

Attachment ID	Attachment B
Title	MobiWallet Newsletter – Issue #01
	MobiWallet-D6-1-2-Attachment_B_Newsletter #01_2015.pdf
URL	http://www.mobiwallet-project.eu/index.php?option=com_acymailing&ctrl=archive&task=view&mailid=12&key=LMA49bGt&subid=7-26i439NjZc1DjH&tmpl=component

Attachment ID	Attachment C
Title	MobiWallet Newsletter – Issue #02
	MobiWallet-D6-1-2-Attachment_C_Newsletter #02_2015.pdf
URL	http://www.mobiwallet-project.eu/index.php?option=com_acymailing&ctrl=archive&task=view&mailid=13&key=fHoK0Y7K&subid=65-tGTzhDLLm2GSxl&tmpl=component

2 MobiWallet design, communication and press release

In this section, we recall the basic work that has been carried on to make people aware of the existence and aims of MobiWallet project. This included the design, production, maintenance and promotion of supporting multimedia material. In particular, the dissemination team has worked with the aim of:

- creating and maintaining a common icon of the project by promoting a unique project logo and colour theme;
- creating a common project image, to be uniformly used across all the dissemination channels;
- creating and keeping up-to-date project brochures and presentations;
- taking care of a continuous monitoring of relevant literature, resources and events in both scientific, technical and social domains.

2.1 Logo design and promotion

The design of an appealing logo, suitable to convey the domain targeted by MobiWallet project, was addressed at the very beginning of the project activities. Indeed, the logo is considered to be a key element to allow people to identify a project and recognize it in any different context it might appear. The process leading to the selection of MobiWallet logo was described in [1], Section 2.1. The final MobiWallet logo is shown in Figure 1.



Figure 1. MobiWallet logo with some styling changes implemented

The project logo has been then used in all the context of dissemination: templates for project presentation and public documents, newsletter, press releases, website and social media. Where necessary, the logo has been embedded in larger images reproducing the main colours of the logo, such as those reported in Figure 2 and Figure 3.

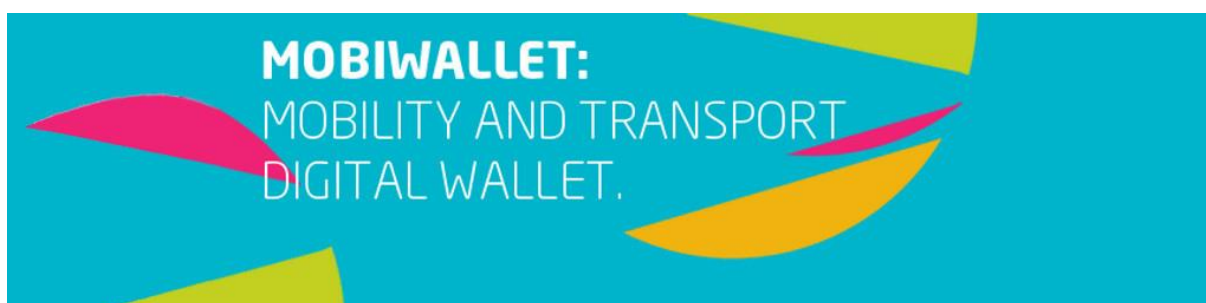


Figure 2. MobiWallet banner featured on the website



Figure 3. MobiWallet promotional picture used in Serbian Pilot

2.2 Communication and press release

Another dissemination material whose preparation started at the very beginning of the project activity is given by the press release. It presents the main aims of the projects and describes the strength of the consortium that – featuring 12 partners from 4 countries – is a balanced mix of technical experts, industries and stakeholders. Although only one global press release was issued, partners have produced own press releases to promote their pilot activities. It is planned to produce future press release concurrently with major events and pilot demonstrations.

2.3 Project brochure

After the beginning of project activities, the project brochure has been prepared and agreed among the partners. It uses a schema similar to the press release, but it adds further information, also by using infographics that convey the more important features of the 4 pilots, their peculiarities and synergies. The project brochure has been made available to partners and can be printed in high resolution, for

further distribution at exhibitions and fairs. For example, it will be made available at the forthcoming POLIS conference (see Section 4.1).

2.4 Project presentation

In September 2014, it was decided to produce a project presentation and to make it public available. The project presentation has a twofold aims. First, it can be used by project partners as a core set of slides to present uniformly the project in different contexts. This set of slides can then be personalized and augmented in order to better meet the scope of the meeting/workshop in which it is being presented and extended so as to focus on the topics of interest of the presenting partner. In addition, the presentation can be simply shared on the web, and easily embedded on social media and on the project's website, opening therefore a further communication channel besides the website and social media.

The first release of the project presentation has been attached at the previous version of the Dissemination pack [1]. As agreed, the project presentation will be updated together with the release of the MobiWallet newsletter. In the second release, which is attached to the present document (Attachment A), special emphasis has been given to the four pilots (which have entered their deployment phase) and to the monitoring and evaluation framework we have set up to measure success of the project activities. In the future release of the project presentation, while the first part will only be improved, the second one will be regularly updated and expanded as the project produces more mature results.

2.5 MobiWallet Newsletter

As already planned in the DoW, a six-month newsletter has been set up and released starting with the pilot deployment phases at month 12. As described in the first version of the Dissemination Pack [1], an activity for the collection of an adequate number of potential reader's addresses has been carried on, looking especially for stakeholders and people working in the transport, ticketing and payment domains. The first issue (Attachment B) has been released in January 2015. Such issue focused on the approach followed in understanding of requirements in disparate contexts with reference to the International Standard ISO 24014 (Interoperable Fare Management System). The roadmap towards cross-regional and cross-border interoperability, which is one of the ultimate goals on the project has been also presented. Four boxes describing overall aims and technologies for the pilot have been included. A special section has been dedicated to a guest project, namely SITE [3], thus fostering and actuating clustering actions also through the project newsletter.

The second issue has been released at the beginning of October 2015, slightly in delay with respect to the original schedule. Indeed, while it has been decided to keep at least two issues for year, it has been judged better not to release the newsletter during summer, but to postpone it at the beginning of Autumn. The second newsletter was focused on the deployments of the four pilots and to the evaluation and monitoring of their success. In addition, since in July the project had its first

demonstration in Italy, it has been decided to include a special section dedicated to this dissemination and demonstration event.

Both issues of the newsletter were advertised on social media and shared by the partners in order to increase their impact also beyond the available email contacts that, at the time of writing, consist of about 300 addresses. See also [2] for the evaluation of the impact of the newsletter.

As described in [1], a form for easy subscription was made available on the MobiWallet website as well and is reachable at the link reported in [4].

2.6 Press review and media monitoring

As described in [1], constant monitoring of media talking about MobiWallet has been conducted, for assessing the impact of the press release and of the other dissemination activities. For surveying the web, a set of probes implemented using Google Alert services were set up. The probes provide timely updates on the pages indexed by Google that are relevant for MobiWallet and its pilots. Probes for the four main different languages used in MobiWallet pilots are conducted, on example being depicted in Figure 4.

Alerts

Monitor the web for interesting new content

×

How often

As-it-happens

Sources

Automatic

Language

Serbian

Region

Any Region

How many

All results

Deliver to

mobiwallet.eu@gmail.com

Update alert

Hide options ▲

Alert preview

There are no recent results for your search query. Below is a sample of the type of results you will get.

BLOGS

Početak pilot projekta **MobiWallet** u Novom Sadu

Autobusi.NET

Početak pilot projekta **MobiWallet** u Novom Sadu ... Za testiranje pilot projekta **MobiWallet** se prijavilo oko 180 Novosađana koji će, putem ... Vest Midlands (Velika Britanija), Santander (Španija), Toskana (Italija) i Novi Sad (Srbija).

Turistički panoramski autobus uskoro na ulicama Novog Sada

Autobusi.NET

... u gradu u maju, kao i u subotu, 27. juna kada je na Štrandu gostovala kampanja "Moja **Srbija**". ... Početak pilot projekta **MobiWallet** u Novom Sadu.

NS: Izmene na linijama 3, 3A, 5, 9, 14, 41, 42, 43, 60, 61, 62, 64 i 69

Autobusi.NET

Figure 4. Probe configured for monitoring web news and blogs in Serbian language

A selection of online media and TV shows about MobiWallet appeared during the period addressed by this document are reported below in Sections 2.6.1, 2.6.2 and 2.6.3. Sources appeared before are reported in [1].

Notably, Azienda Banca [5], a magazine focusing on bank technologies and marketing, dedicated an article on MobiWallet as an example of mobile payment solution in a special issue concerning mobile banking (see entry #1 below). Then, we had local advertising of the Italian pilot for what concerns the car pooling services (see entries #6 and #7) in occasion of the launch of the service at CNR (see also Section 4.2 for the event). Many other entries were published during the launch of MobiWallet services in Serbia, in order to increment the number of users (see entries from #8 to #19).

2.6.1 Online magazines and websites

#1. El Diario Montanes

Title: Europa financiará 25 de los 60 millones que Santander pidió para innovación

Link: <http://www.eldiariomontanes.es/santander/201503/13/europa-financiara-millones-santander-20150312224544.html>

Published: March 13, 2015

Language: ES

#2. "A un clic de las TIC", Telefonica funded website

Title: Big data: solución a grandes problemas y la necesidad de una mirada humana

Link: <http://www.aunclicdelastic.com/big-data-solucion-a-grandes-problemas-y-la-necesidad-de-una-mirada-humana/>

Note: Interview to TST CTO, talking about big data

Published: April 21, 2015

Language: ES

#3. AziendaBanca

Title: Mobiwallet: Il Progetto Europeo testato in Toscana (MobiWallet: the European tested in Tuscany) in Azienda Banca Special issue on Mobile Banking

Link: <http://www.mobiwallet-project.eu/docs/Impacto%20Aziendabanca%201509.pdf>

Published: September 15, 2015

Language: IT

#4. FERPRES – Agenzia di Informazione – Ferrovie, Trasporto Locale e Logistica

Title: MobilWallet: il 9 e il 10 luglio presentazione progetto europeo su pagamento unificato mezzi TPL

Link: <http://www.ferpress.it/mobilwallet-il-9-e-il-10-luglio-presentazione-progetto-europeo-su-pagamento-unificato-mezzi-tpl>

Published: July 8, 2015

Language: IT

#5. Veicoli Elettrici News

Title: Firenze: città pilota europea per l'utilizzo dei veicoli elettrici in ambito urbano (Florence, pilot city for the use of e-vehicles in urban environment)

Link: <http://www.veicolielettricinews.it/firenze-citta-pilota-europea-per-lutilizzo-dei-veicoli-elettrici-in-ambito-urbano/>

Published: March 25, 2015

Language: IT

#6. Il Tirreno

Title: In auto insieme per risparmiare è il nuovo servizio di car pooling (Together by car for saving is the new car pooling service)

Link: <http://iltirreno.gelocal.it/pisa/cronaca/2015/09/29/news/in-auto-insieme-per-risparmiare-e-il-nuovo-servizio-di-car-pooling-1.12177516>

Published: September 29, 2015

Language: IT

#7. PISA Today

Title: Mobilità sostenibile, il carpooling diventa studio: al Cnr si presenta 'Mobipool' (Sustainable mobility, car pooling becomes research: 'Mobipool' presentation at CNR)

Link: <http://www.pisatoday.it/green/mobilita/mobipool-carpooling-pisa-29-settembre-2015.html>

Published: September 28, 2015

Language: IT

#8. RTV

Title: Kupite kartu preko aplikacije GSP

Link: http://rtv.rs/sr_lat/vojvodina/novi-sad/kupite-kartu-preko-aplikacije-gsp_641276.html

Published: September 22, 2015

Language: SR

#9. Novine Novosadske

Title: Projekat plaćanja gradskog prevoza mobilnim telefonom traži volontere

Link: <http://novinenovosadske.rs/projekat-placanja-gradskog-prevoza-mobilnim-telefonom-trazi-volontere/>

Published: September 18, 2015

Language: SR

#10. Naslovi

Title: Plaćanje autobusnog prevoza putem mobilnog telefona u Novom Sadu

Link: <http://www.naslovi.net/2015-09-18/ekapija/placanje-autobuskog-prevoza-putem-mobilnog-telefona-u-novom-sadu/16374408>

Published: September 18, 2015

Language: SR

#11. Moj Novisad

Title: Testirajte novu aplikaciju: Plaćajte autobus mobilnim telefonom

Link: <http://www.mojnovisad.com/vesti/testirajte-novu-aplikaciju-placajte-autobus-mobilnim-telefonom-id4346.html>

Published: September 18, 2015

Language: SR

#12. NS Hronika

Title: Novosađani će uskoro autobuske karte kupovati preko mobilne aplikacije

Link: <http://www.nshronika.rs/gradske-teme/novosadani-ce-uskoro-autobuske-karte-kupovati-preko-mobilne-aplikacije/>

Published: September 18, 2015

Language: SR

#13. VESTI

Title: Novosađani mogu da isprobaju kupovinu autobuskih karata preko aplikacije

Link: <http://www.vesti.rs/Novi-Sad/Novosadjani-mogu-da-isprobaju-kupovinu-autobuskih-karata-preko-aplikacije.html>

Published: September 18, 2015

Language: SR

#14. NOVI SAD

Title: Testirajte aplikaciju za kupovinu autobuske karte putem mobilnog

Link: <http://novisad.com/vesti/testirajte-aplikaciju-za-kupovinu-autobuske-karte-putem-mobilnog-772>

Published: September 18, 2015

Language: SR

#15. NOVI SAD Municipality

Title: PAY YOUR BUS FARE BY PHONE, BE THE FIRST TO TEST THE APP

Link: <http://www.novisad.rs/eng/pay-your-bus-fare-phone-be-first-test-app>

Published: September 25, 2015

Language: EN (+SR)

#16. AUTOBUSI.net

Title: Novosađani preko aplikacije kupuju karte za vožnju

Link: <http://www.autobusi.net/novosadani-preko-aplikacije-kupuju-karte-za-voznju/>

Published: September 18, 2015

Language: SR

2.6.2 Newspaper

#17. Dnevnik

Title: Poziv sugrađanima da testiraju aplikaciju

Published: September 20, 2015

Language: SR

УСКОРО ПЛАЋАЊЕ АУТОБУСА ПУТЕМ ПАМЕТНИХ ТЕЛЕФОНА

Позив суграђанима да тестирају апликацију

Реализација пројекта „Mobi Wallet”, у којем учествују Град Нови Сад у сарадњи с Градским саобраћајним предузећем и компанијом „Дунав нет”, у оквиру конзорцијума од 15 учесника из још три европске земље, је при крају. Тај пројекат обухвата креирање система заснованог на савременој информационој технологији и ГСР уређајима, а који путем апликације омогућавају грађанима куповину карте за градски превоз, увид у еколошке информације у појединим деловима града, приступ туристичким информацијама, као и подацима о броју бицикала на станицама „Рентабајка”.

Тестирање у изолованим условима је завршено, а из Града позивају суграђане, који имају паметне телефоне и користе аутобуску линију 2, да се при-

кључе тестирању апликације у реалним условима. Како објашњавају, Новосађани, коју се прикључе тестирању, својим предлозима и коментарима омогућиће проверу да ли технолошка решења одговарају потребама путника.

Линк за пријаву за тестирање може се пронаћи на сајту града www.novisad.rs. Апликација ће имати уграђен систем за безбедност података и чување приватности корисника на софтверском и хардверском нивоу, а у складу с домаћим и европским законима. Осим нашег града, у пројекат су укључени и Сантандер из Шпаније, регион Тоскана из Италије и Вест Мидландс из Велике Британије. Више информација о пројекту може се пронаћи на сајту www.mobiwallet-project.eu. **Н. Р.**

#18. Večernje novosti

Title: Плаћање телефонм

Published: September 19, 2015

Language: SR

МОБИЛНА АПЛИКАЦИЈА ЈГСП "НОВИ САД"

Budi među prvim Novosađanima koji testiraju aplikaciju MobiWallet.

- Vidi kada stiže i gde se nalazi autobus
- Kupi kartu za autobus
- Mikrone ostali koristi
- Planiraj rutu kroz grad
- Obidi znamenitosti
- Pronađi NS BIKE stanice

Zelis da postaneš vola
Skeniraj QR kod:

U Novom Sadu volonteri de "gridske karte" meci sta kupa samo na gradskoj liniji
MobiWallet je projekat Fortissio kompanije koja je stigla posredstvom aplikacije u javnosti

Плаћање телефоном

ВОЛОНТЕРИ, који се буду возили аутобусима ЈГСП "Нови Сад" на линији "два", добиће могућност да тестирају мобилну апликацију, која путницима омогућава да карту плаћају - мобилним телефоном.

Уз Новосађане, овакву прилику имаће и становници Сантандера у Шпанији, региона Тоскана у Италији и Вест Мидлендса у Великој Британији.

Градска управа заједно са ЈГСП и компанијом "Дунав-Нет", у оквиру конзорцијума од 15 учесника, почела је реализацију пројекта "Мобиволит".

Систем путем мобилне

апликације омогућава куповину карте за градски превоз, увид у кретање аутобуса, еколошке информације о појединим деловима града и приступ туристичким информацијама, као и подацима о броју расположивих бицикала на станицама "Рент а бајк". Прелиминарна фаза тестирања је завршена и сада се позивају суграђани, који користе паметне мобилне телефоне, а превозе се аутобусима са линије 2, да се као волонтери укључе у тестирање у реалним условима.

Сви који желе да учествују у тесту могу да се пријаве на <https://docs.google.com> и преузму апликацију. ■ Н.С.

2.6.3 TV

#19. Novosadska TV

Title: Куповина карата за градски превоз мобилном апликацијом

Link: <http://www.novosadska.tv/vest.php?id=19862#komentar>

Published: September 18, 2015

3 MobiWallet Web Portal for dissemination, coordination and management

The site has been realized during the very early step of the project and keep updated and enriched during its duration.

The site is reachable at http address <http://www.mobiwallet-project.eu>, is maintained on an Aruba Web hosting provider server and has been developed exploiting the open source CMS Joomla.

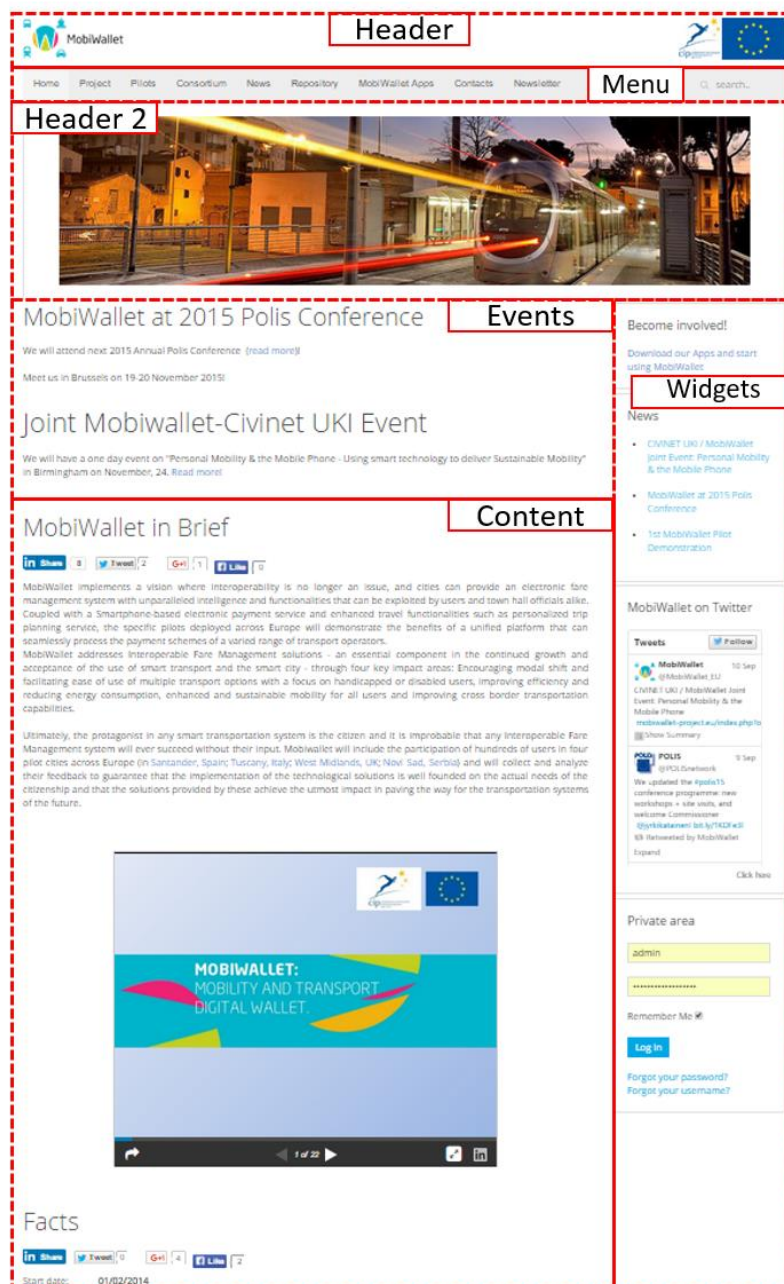


Figure 5. Homepage layout

After the release of the first dissemination pack [1], the Web Site layout has been updated in order to provide quick preview about the hot news, events and activities of the project.

In detail, with respect to the earlier version:

- The central part of the page has been enriched with a new section that contains the hot events of the project;
- In the Widgets section has been inserted the box “Become Involved!” which provides a direct link to the Webpage containing information about the MobiWallet mobile apps.

Current website access statistics are reported and discussed in Deliverable D5.1.1 [2].

3.1 Public section

As explained in [1], the sections of the MobiWallet Web Site have been chosen following European Commission guidelines for the EU project Web Sites, in order to obtain a reasonable trade-off between a site that has too many menus and therefore lacks accessibility, and a structure that is too condensed presenting too much information under few headings. In the following, each section that is new or had some important change in the last ten months is reported, while for all other sections the reader is referred to [1].

3.1.1 Homepage



HomeProjectPilotsConsortiumNewsRepositoryMobiWallet AppsContactsNewsletter





MobiWallet at 2015 Polis Conference

We will attend next 2015 Annual Polis Conference. [Read more](#)

Meet us in Brussels on 19-20 November 2015!

Joint Mobiwallet-Civinet UKI Event

We will have a one day event on "Personal Mobility & the Mobile Phone - Using smart technology to deliver Sustainable Mobility" in Birmingham on November, 24. [Read more](#)

MobiWallet in Brief

 Shares: 0

 Tweet: 2

 G+: 1

 Like: 0

MobiWallet implements a vision where interoperability is no longer an issue, and cities can provide an electronic fare management system with unparalleled intelligence and functionalities that can be exploited by users and town hall officials alike. Coupled with a Smartphone-based electronic payment service and enhanced travel functionalities such as personalized trip planning service, the specific pilots deployed across Europe will demonstrate the benefits of a unified platform that can seamlessly process the payment schemes of a varied range of transport operators.

MobiWallet addresses Interoperable Fare Management solutions - an essential component in the continued growth and acceptance of the use of smart transport and the smart city - through four key impact areas: Encouraging modal shift and facilitating ease of use of multiple transport options with a focus on handicapped or disabled users, improving efficiency and reducing energy consumption, enhanced and sustainable mobility for all users and improving cross border transportation capabilities.

Ultimately, the protagonist in any smart transportation system is the citizen and it is improbable that any Interoperable Fare Management system will ever succeed without their input. Mobiwallet will include the participation of hundreds of users in four pilot cities across Europe (in Santander, Spain; Tuscany, Italy; West Midlands, UK; Novi Sad, Serbia) and will collect and analyze their feedback to guarantee that the implementation of the technological solutions is well founded on the actual needs of the citizenship and that the solutions provided by these achieve the utmost impact in paving the way for the transportation systems of the future.

MobiWallet on Twitter



MobiWallet @MobiWallet_UK 10 Sep
CIVINET UKI / MobiWallet Joint Event: Personal Mobility & the Mobile Phone
[mobiwallet-project.eu/index.php/en](#)
[Show Summary](#)

POLIS @POLISnetwork 9 Sep
We updated the #polis15 conference programme: new workshops + site visits, and welcome Commissioners @jyrkikatamari [bit.ly/TKIXwll](#)
43 Retweeted by MobiWallet
[Expand](#)

Click here

Private area

Remember Me ☒

[Forgot your password?](#)

[Forgot your username?](#)

Facts

 Shares: 0

 Tweet: 0

 G+: 4

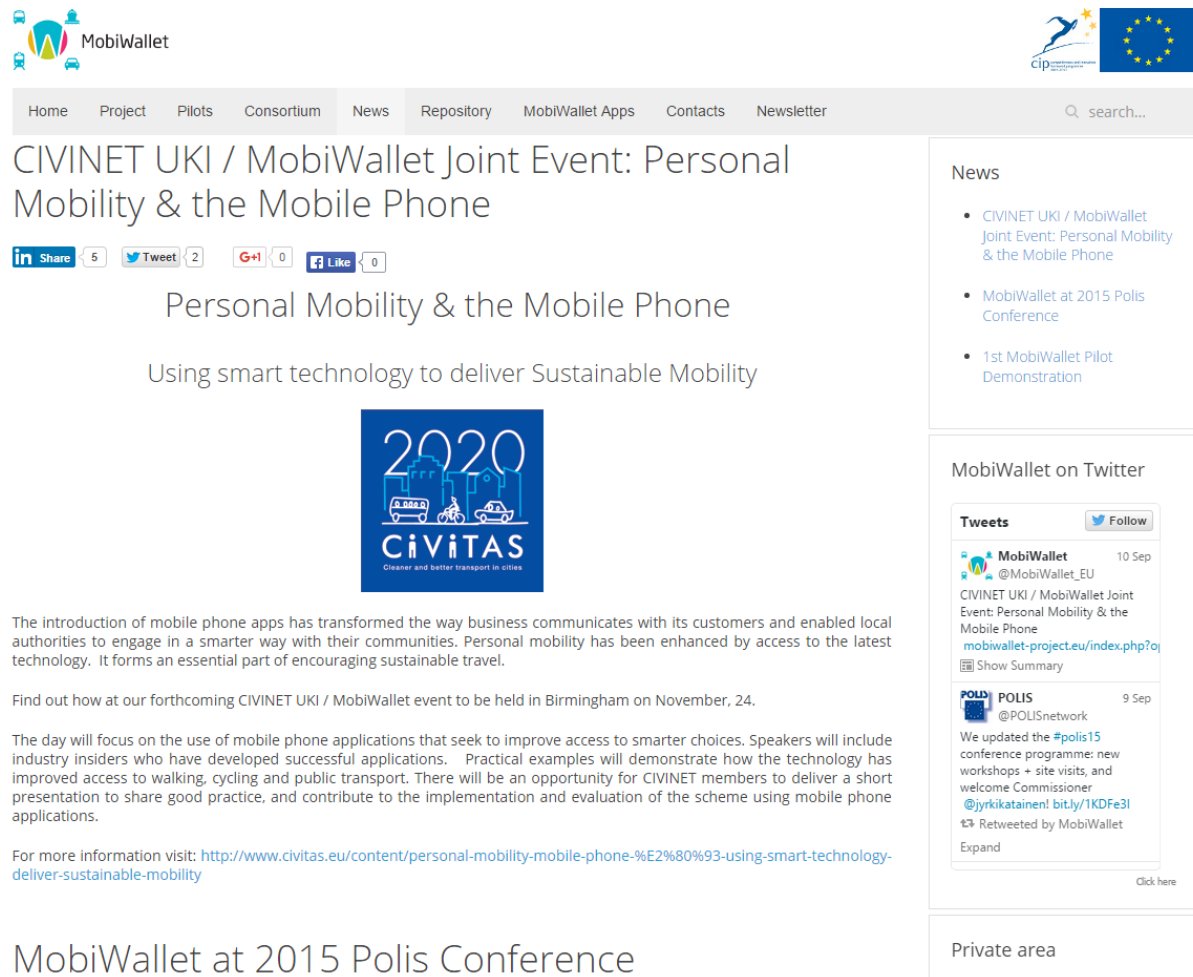
 Like: 2

Start date: 01/02/2014

Figure 6. Project homepage

The Home page has been extended to contain project events. The hot events are placed above the “MobiWallet in Brief” section and hot news are placed below this section (Figure 5). Notice in addition, that a new section named “MobiWallet apps” is featured.

3.1.2 News



MobiWallet

Home Project Pilots Consortium News Repository MobiWallet Apps Contacts Newsletter

CIVINET UKI / MobiWallet Joint Event: Personal Mobility & the Mobile Phone

Share 5 Tweet 2 +1 0 Like 0

Personal Mobility & the Mobile Phone

Using smart technology to deliver Sustainable Mobility

2020 CIVITAS
Cleaner and better transport in cities

The introduction of mobile phone apps has transformed the way business communicates with its customers and enabled local authorities to engage in a smarter way with their communities. Personal mobility has been enhanced by access to the latest technology. It forms an essential part of encouraging sustainable travel.

Find out how at our forthcoming CIVINET UKI / MobiWallet event to be held in Birmingham on November, 24.

The day will focus on the use of mobile phone applications that seek to improve access to smarter choices. Speakers will include industry insiders who have developed successful applications. Practical examples will demonstrate how the technology has improved access to walking, cycling and public transport. There will be an opportunity for CIVINET members to deliver a short presentation to share good practice, and contribute to the implementation and evaluation of the scheme using mobile phone applications.

For more information visit: <http://www.civitas.eu/content/personal-mobility-mobile-phone-%E2%80%93-using-smart-technology-deliver-sustainable-mobility>

News

- CIVINET UKI / MobiWallet Joint Event: Personal Mobility & the Mobile Phone
- MobiWallet at 2015 Polis Conference
- 1st MobiWallet Pilot Demonstration

MobiWallet on Twitter

Tweets Follow

MobiWallet @MobiWallet_EU 10 Sep
CIVINET UKI / MobiWallet Joint Event: Personal Mobility & the Mobile Phone
mobiwallet-project.eu/index.php?o
Show Summary

POLIS @POLISnetwork 9 Sep
We updated the #polis15 conference programme: new workshops + site visits, and welcome Commissioner @jyrkikatainen! bit.ly/1KDFe3l
Retweeted by MobiWallet
Expand

Click here

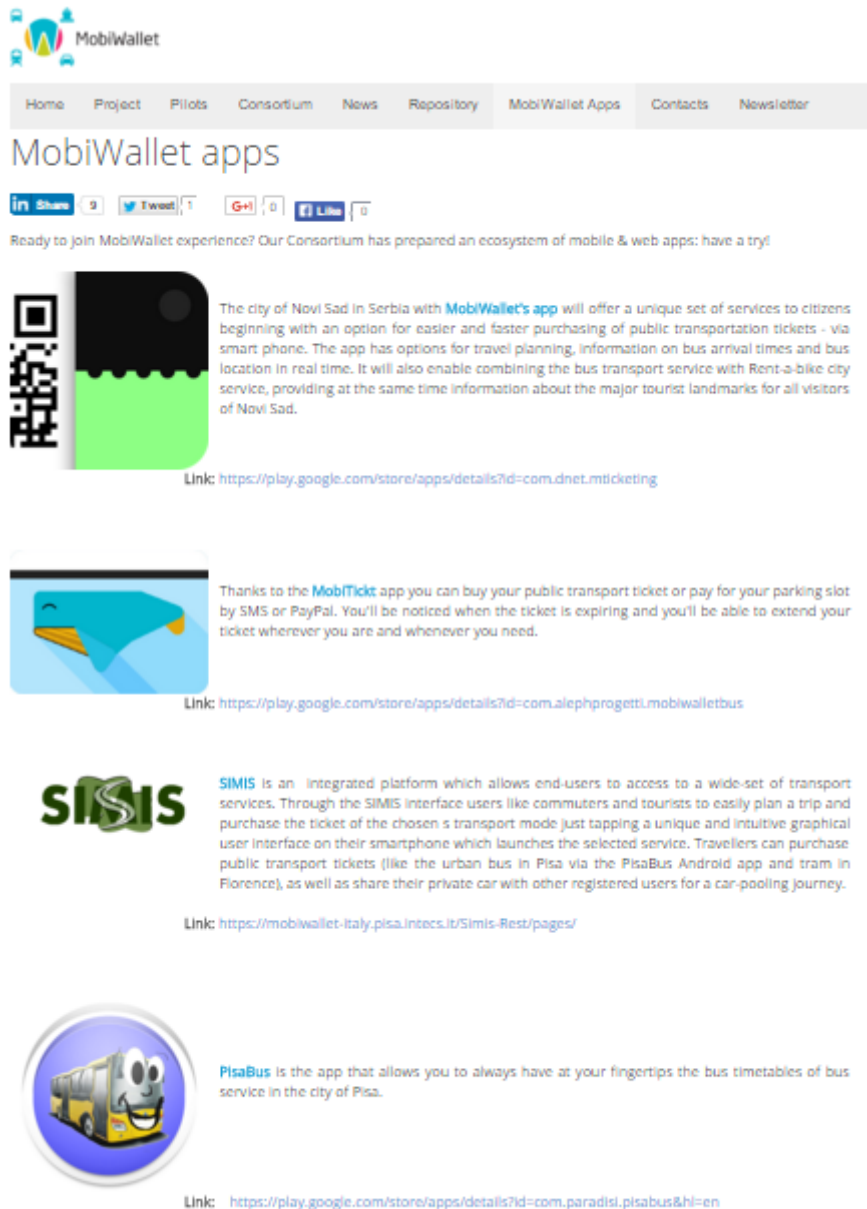
MobiWallet at 2015 Polis Conference

Private area

Figure 7 News page

All the project news are listed into this section. The newest ten news are directly displayed, meanwhile the oldest news are listed in the bottom part of the page. It is possible to view them clicking on the news title.

3.1.3 Mobiwallet Apps



The screenshot shows the 'MobiWallet Apps' page. At the top is the MobiWallet logo and a navigation bar with links: Home, Project, Pilots, Consortium, News, Repository, **MobiWallet Apps**, Contacts, and Newsletter. Below the navigation bar is the title 'MobiWallet apps' followed by social media share buttons for LinkedIn (9), Twitter (1), Google+ (0), and Facebook (0). A text line reads: 'Ready to join MobiWallet experience? Our Consortium has prepared an ecosystem of mobile & web apps: have a try!'. The page lists three apps:

- MobiWallet's app**: Accompanied by a QR code and a green/black app icon. Description: 'The city of Novi Sad in Serbia with **MobiWallet's app** will offer a unique set of services to citizens beginning with an option for easier and faster purchasing of public transportation tickets - via smart phone. The app has options for travel planning, information on bus arrival times and bus location in real time. It will also enable combining the bus transport service with Rent-a-bike city service, providing at the same time information about the major tourist landmarks for all visitors of Novi Sad.' Link: <https://play.google.com/store/apps/details?id=com.dnet.mticketing>
- MobiTick**: Accompanied by a blue whale icon. Description: 'Thanks to the **MobiTick** app you can buy your public transport ticket or pay for your parking slot by SMS or PayPal. You'll be noticed when the ticket is expiring and you'll be able to extend your ticket wherever you are and whenever you need.' Link: <https://play.google.com/store/apps/details?id=com.alephprogetti.mobiwalletbus>
- SIMIS**: Accompanied by the SIMIS logo. Description: 'SIMIS is an integrated platform which allows end-users to access to a wide-set of transport services. Through the SIMIS interface users like commuters and tourists to easily plan a trip and purchase the ticket of the chosen s transport mode just tapping a unique and intuitive graphical user interface on their smartphone which launches the selected service. Travellers can purchase public transport tickets (like the urban bus in Pisa via the PisaBus Android app and tram in Florence), as well as share their private car with other registered users for a car-pooling journey.' Link: <https://mobiwallet-italy.pisa.intecs.it/Simis-Rest/pages/>
- PisaBus**: Accompanied by a cartoon bus icon. Description: 'PisaBus is the app that allows you to always have at your fingertips the bus timetables of bus service in the city of Pisa.' Link: <https://play.google.com/store/apps/details?id=com.paradisi.pisabus&hl=en>

Figure 8 MobiWallet apps page

This page contains information about MobiWallet mobile apps. For each app a brief description and the link to the dedicated store or website is reported.

Currently, the page contains information about 4 resources but more apps will be inserted in the next months.

3.2 Private section

MobiWallet website can be accessed by the user also exploiting an authentication form that identifies the user as project partner allowing to access to private area. The private area can be divided into two sections:

- The repository, accessible by all project members, that is in charge of managing project documentation;
- The management, accessible only by the user with administrator rights, that is dedicated to the management of the website itself and its contents.

3.2.1 Repository

MobiWallet

Home Project Pilots Consortium News Repository MobiWallet Apps Contacts Newsletter

Search for files

MobiWallet :: File Repository

Containers	Folders/Files
(0/4)	
Administrative Documents Administrative Documents - Includes DoW, CA, Periodic Reports and other administrative and contractual documentation.	(3/8)
Deliverables Final Versions of deliverables only. Doc and PDF copies of same file allowed (and encouraged).	(6/41)
Meetings Meeting Documentation - Minutes of minutes	(15/68)
Public Public Documentation - This folder is MobiWallet's windowcase to the open web. (Must consult coordinator before posting information here)	(6/32)
Technical and Support documentation Technical and Support documentation - Main working folder.	(12/113)
Utility Utility Documentation - Includes logos, document templates, contact lists, etc.	(4/37)

Search Repository Submit

Remository 3.55 utilise les technologies PHP, SQL, CSS, JavaScript

News

- CIVINET UKI / MobiWallet Joint Event: Personal Mobility & the Mobile Phone
- MobiWallet at 2015 Polis Conference
- 1st MobiWallet Pilot Demonstration

MobiWallet on Twitter

Tweets Follow

MobiWallet @MobiWallet_EU 10 Sep
CIVINET UKI / MobiWallet Joint Event: Personal Mobility & the Mobile Phone
mobiwallet-project.eu/index.php?o
Show Summary

POLIS @POLISnetwork 9 Sep
We updated the #polis15 conference programme: new workshops + site visits, and welcome Commissioner @jyrkikatainen! bit.ly/1KDFe3l
Retweeted by MobiWallet
Expand

Click here

Private area

Figure 9. Repository page

The website document repository, accessible through the Repository section, provides a hierarchical folder structure to store the documents featured with search and retrieval functionalities. The repository provides a public folder with no access restriction and a set of folders and relative subfolders accessible only by authenticated users.

With respect to [1], a new user role has been added in order to provide dedicated access rights to the repository folders: “partners”. This role is to distinguish project partner accounts from other accounts such as European reviewers. Partners can upload document and access to each repository sections (documents uploaded into the Public section have to been approved by a Website administrator). On the other hand, registered users can only access to the “Deliverables” folder (containing the final version of deliverables) and cannot upload anything inside the repository. This solution facilitates the management to the administrator and the reviewer activities avoiding them to access unnecessary documents.

3.2.2 Management

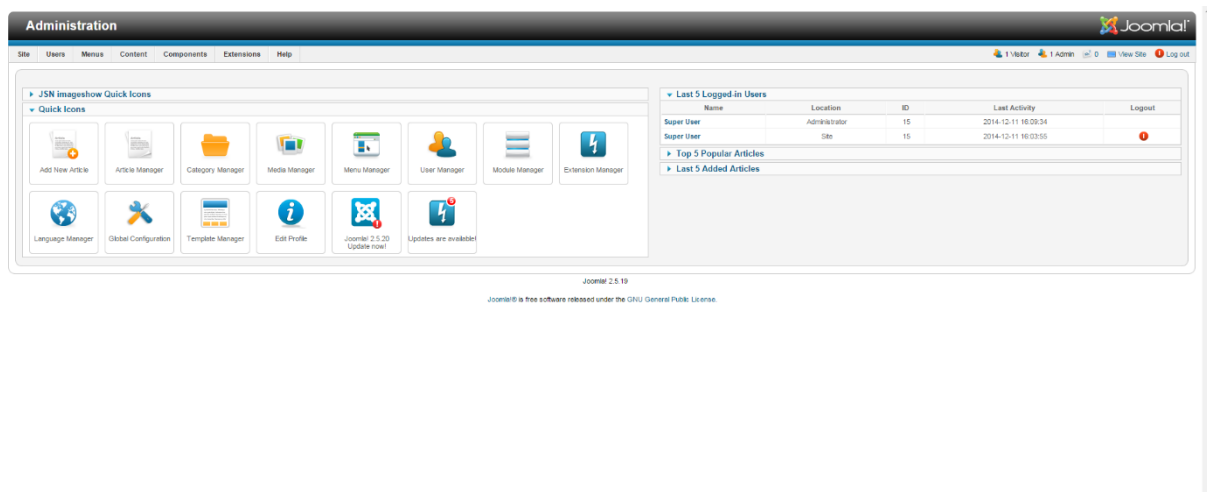


Figure 10. Administration page

Through the administration panel, it is possible to manage all the content of the website such as creating, editing and deleting website pages, managing site menu, installing and managing plug-in, updating CMS, etc.

The management section has been expanded with several plugin dedicated to the management of several Website aspects, such as the Repository and the Newsletter.

4 Events and scientific dissemination

4.1 Scouting of fairs and conferences of interest

Project partners are actively pursuing opportunities to inform about the MobiWallet project at local and regional conferences, fairs, seminars and workshops held during 2015-2016 that involves fare management, passenger transport services and sustainability issues.

Each project partner has elaborated in the first release of this document a list of the events considered relevant coinciding with the list developed for publication in general media and specialized magazines.

Some of the events that were initially reported in the list were already targeted by MobiWallet partners. This is the case for instance of the Polis Annual Conference (<http://www.polisnetwork.eu/2015conference>), where MobiWallet will orally presents its achievement and a promotional stand is being organized.

During these months, the list has been regularly updated and the events currently under consideration are reported in Table 1.

Table 1. Events of interest

Type	Event title	Place/ Country	Description	Date
Conference & EXPO	Transport Ticketing & Passenger Information - GLOBAL	London, UK	Conference and expo on transport and ticketing target at bringing together transport executives across the world. See http://www.transport-ticketing.com/	26-28 January 2016
Conference & EXPO	Mobile World Congress	Barcelona, Spain	Largest mobile event in the world showcasing latest trends in the mobile technology.	22-25 February 2016
Conference & Expo	Smarter Travel 2016	ArenaMK, UK	4thd Annual Sustainable Travel & Technology Expo for UK transport sector	15-17 March 2016
Conference	Transport Research Arena 2016	Warsaw, Poland	http://www.traconference.eu/ Transport Research Arena 2016 – The most important transport research event in Europe, gathering every 2 years the key stakeholders: researchers, experts, operators, industry and policy-makers.	18-21 April 2016
Workshop	IoT Week	Belgrade, Serbia	Leading event in the Internet of Things gathering research, industrial societal and hackathon tracks. See http://www.iot-week.eu/	May-June 2016
Conference	ECOMM	Athens, Greece	The European Conference on Mobility Management was founded as the final conference of the MOMENTUM research project - in Amsterdam 1997. Since 1997, the	1-3 June 2016

			ECOMM has taken place every year, in meanwhile 18 cities in 8 different countries.	
Congress	Cities for mobility	Stuttgart, Germany	8 th international congress on mobility including sustainable urban mobility planning http://www.cities-for-mobility.net/	19-21 June 2016
Conference	European Transport Conference	TBD	The European Transport Conference is the focus of the activities of the Association for European Transport and is the key annual event for European transport practitioners and researchers. See http://aetransport.org/page/open/title/European%20Transport%20Conference/	Autumn 2016
Conference	Annual Polis Conference	TBD	Annual event of Polis Network involving many stakeholders, cities and regions. Interesting forum for transregional policies in transport.	2016
Conference & Expo	Greencities & sostenibilidad	Malaga, Spain	Spanish forum for ICT solution and sustainability http://www.greencitiesmalaga.com/	5-6 October

4.2 Events and scientific communication

In the second ten months of the project lifetime, the partners were able to attend and disseminate already some of the results achieved by the project. The list of attended events is reported in Table II.

In particular, it is important to notice the variety of the events that range from scientifically talks at major conferences such as IEEE ITS to international conferences and expos devoted to stakeholders. So, it might be said that the project is working towards dissemination through multiple channels and, for sure, is not confined to the technological domain but is capable of reaching people which have the capability and power to steer towards the technological solutions proposed by the project. The core focus of the attended events concerns both the proper transport and ticketing domain but also addresses the emerging themes of Smart Cities and IoT.

Table II. Attended events

Date	Channel/ Action realised	Event	Place/ Country	Partner Responsible	Nature and size of audience
Sept 2015	Exhibition / Stand by INDRA	TRAFIC - International Safe and Sustainable Mobility Exhibition	Madrid, Spain	INDRA	Professionals from the transport sector

March 2015	Congress / Presentation and networking	Congreso Ciudades Inteligentes http://www.congreso-ciudades-inteligentes.es/	Madrid, Spain	SANT	Professionals and stakeholders from the transport sector
March 2015	Congress/ Roundtable	Congreso Innova Valencia http://innovavalencia.lasprovincias.es/	Valencia, Spain	SANT	Professionals and stakeholders from the smart city sector
April 2015	Workshop / Networking	Internet of Things: l'Innovazione che crea Valore http://www.osservatori.net/video/dettaglio-video/journal_content/56_INSTANCE_SoR1/10402/1718016	Milano, Italy	SANT	Professionals and stakeholders from the smart city sector
April 2015	Congress / Presentation and networking	V Congreso Nacional de Innovación y Servicios Públicos http://www.cnis.es/	Madrid, Spain	SANT	Professionals and stakeholders from the smart city sector
April 2015	Congress / Presentation and networking	Smart to Future Cities & Urban IoT http://smarttofuture.com/	London, UK	SANT	+350 Professionals and stakeholders from the smart city sector
May 2015	Workshop	"Construyendo smartcities con lego serious play" http://www.eldiariomontanes.es/agencias/cantabria/201505/16/unos-emprendedores-exploraran-oportunidades-391716.html	Santander, Spain	SANT	+20 professionals
June 2015	Congress / Presentation and networking	Congreso CELAC-UE http://www.euractiv.es/noticias/Arranca_el_II_Congreso_CELACUE_de_Editores_de_Medios_en_Valencia-10076.html	Valencia, Spain	SANT	Communication professionals
August 2015	Congress / Presentation and networking	Sostenibilidad de Las Ciudades: Financiando Infraestructuras Urbanas	Santander, Spain	SANT	Professionals and stakeholders from the smart city sector
September 2015	Congress / Presentation and networking	6th Cities Summit Tel Aviv http://citiestelaviv.evolero.com/2015/event_program	Tel Aviv, Israel	SANT	Professionals and stakeholders from the smart city sector

March 2015	Presentation and networking	"Vivir en un mar de datos" (Living in a sea of data) Conferences, Espacio Fundación Telefónica http://espacio.fundaciontelefonica.com/2015/03/03/big-bang-data-big-data-una-mirada-global/	Madrid, Spain	TST	Professionals and stakeholders from the smart city sector
11 June 2015	Presentation and networking	Madrid Monitoring Day http://www.monitoringday.com/ediciones-anteriores/	Madrid, Spain	TST	Professionals and stakeholders from the smart city sector
23 July 2015	Networking	Industry 4.0 strategy http://www.minetur.gob.es/es-es/gabineteprensa/notasprensa/2015/Paginas/20150723-industria.conectada.aspx	Madrid, Spain	TST	Professionals and stakeholders from the industry sector
16-18 September 2015	Networking	IoT Solutions World Congress http://www.iotsworldcongress.com/	Barcelona, Spain	TST	Professionals and researchers from the IoT sector
29 September 2015	Networking	COMISIÓN INDUSTRIA 4.0 Internet of Things http://www.iotsworldcongress.com/	Madrid, Spain	TST	Professionals and researchers from the industry sector
15 September 2015	Congress / Presentation & networking	IEEE ITSC – International Conference on Intelligent Transportation Systems http://www.itsc2015.org/	Gran Canaria, Spain	CNR	Professionals and researchers from ITS sector (more than 50 attendees to the presentation)
29 September 2015	Workshop / Project presentation	Mobipool – Presentation Event of the Car Pooling Service http://www.iit.cnr.it/en/node/34212	Pisa, Italy	CNR	More than 100 professionals, stakeholders and researchers from the smart city sector
30 September 2015	Presentation	Presentation in Grammar School Jovan Jovanović Zmaj	Novi Sad, Serbia	Serbian Pilot	+80 students
29 September 2015	Presentation	Presentation in local community "Žitni Trg"	Novi Sad, Serbia	Serbian Pilot	About 5 citizens and end users

1 September 2015	Presentation & workshop	Presentation & workshop in local community "Bosko Buha"	Novi Sad, Serbia	Serbian Pilot	About 5 citizens and end users
15 July 2015	Presentation & workshop	Presentation & workshop in local community "Slana bara"	Novi Sad, Serbia	Serbian Pilot	Citizens and end users
14 July 2015	Presentation & workshop	Presentation & workshop in local community "Narodni Heroji"	Novi Sad, Serbia	Serbian Pilot	Citizens and end users
7 September 2015	Presentation & workshop	Presentation & workshop in local community "Gavrilo Princip"	Novi Sad, Serbia	Serbian Pilot	About 5 citizens and end users
8 June 2015	DunavNET projects presentation – Graphic Design for Dubai IoTx Expo & BigData Show Stand	Dubai IoTx Expo & Big Data	Dubai, AE	Dunavnet	Industry, policy makers, researchers. Great number of target public was present at IoTx Expo and Big Data Show. DunavNET had its own Stand where presentations of the company's projects were held, and the word about project got through the right people.

4.2.1 First project demonstration

Concerning the major achievement of the project, in the first half of 2015 the Italian cluster has successfully completed the deployment phase and has successfully entered into the operational phase. This first stage includes all technical solutions implemented during the previous WP of the MobiWallet project and mainly related to reach an adequate level of interoperability within the transport and payment modes proposed by the Italian cluster. The main public event arranged by the MobiWallet Consortium has been the 1st public demonstration. During this event, held in Florence and Pisa on last July 9-10 2015, the overall capabilities of the Italian Payment Platform were shown both to internal partners and entities external to Consortium like Scandicci Parking Manager, the Tuscany Region representative, the Scandicci City Council etc.

This event included on site demos was arranged in three main sub-demonstrations:

- Trip planning and purchase of an urban bus ticket in Pisa through the SIMIS web server and the PisaBus Android app. This first demonstration was held at MobiWallet meeting's location.

- Tram ticket purchase and car parking payment through the Mobitickt Android app. This demo, held in the deployment area of Scandicci (Florence), demonstrated the system's capabilities concerning the park And Ride functionality.
- Touristic bus traffic, held in the deployment area in Pisa, demonstrated the system's functionality related to real time traffic flow detection.



Figure 11. MobiWallet partners at the first demonstration event, 9 July 2015



Figure 12. MobiWallet totem in Resistenza Parking Lot, Scandicci, Florence used in the first demonstration of MobiWallet on 9 July 2015

Outcomes and result as well as a widespread description of the demonstration are reported in the Deliverable D4.2.

We collect below some of the citations we got after the first pilot demonstration

- Ferpress:
<http://www.ferpress.it/mobilwallet-il-9-e-il-10-luglio-presentazione-progetto-europeo-su-pagamento-unificato-mezzi-tpl/>
- Indra's Italian Networks:
<https://twitter.com/IndrainItalia/status/618819457943760896>
<https://www.facebook.com/indrainitalia/posts/1612854858952913>
- Indra's global Networks
<https://twitter.com/IndraCompany/status/619089415303000064>
<https://www.facebook.com/indracompany/posts/10155868946635193:0>

4.2.2 Other events

In Figure 13, Figure 14, Figure 15, Figure 16 and Figure 17 we report some pictures that were collected to some selected events reported in Table II.



Figure 13. Indra stand at Traffic, September 2015



Figure 14. TST presentation at “Vivir en un mar de datos”, March 2015



Figure 15. TST presentation at Madrid Monitoring Day, June 2015



Figure 16. TST “carriots” presented at IoT World Congress, September 2015

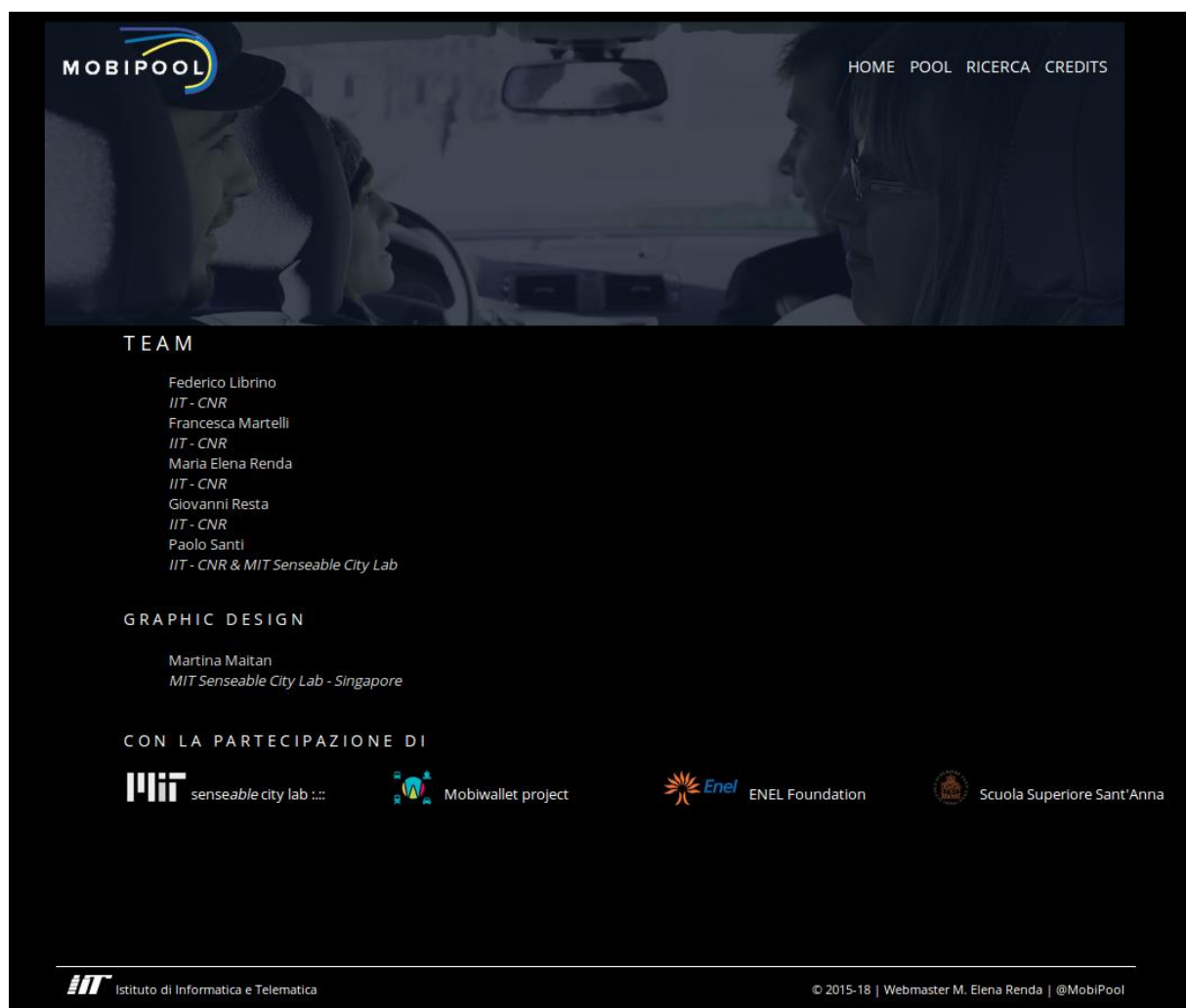


Figure 17. Screenshot of the MobiPool service presented in Pisa on 29 September 2015

4.3 Publications

We list in this section published publications on journals and magazines in the second 10 months of project life.

Published

Mobiwallet: Il Progetto Europeo testato in Toscana (MobiWallet: the European tested in Tuscany) in Azienda Banca Special issue on Mobile Banking, Paper version published in September 2015 (web version available here: [http://resumenprensa.auditmedia.es/IMAG2/16-09-2015/SMP_\\$\\$_20150916-0857.PDF](http://resumenprensa.auditmedia.es/IMAG2/16-09-2015/SMP_$$_20150916-0857.PDF)).

P. Santi, G. Resta, M. Szell, S. Sobolevsky, S. H. Strogatz, C. Ratti, "Quantifying the Benefits of Vehicle Pooling with Shareability Networks", Proc. National Academy of Science, Vol. 111, n. 37, pp. 13290-13294, 2014. Paper(.pdf).

P. Santi, C. Ratti, "Care to Share? Using GPS Fleet Data to Assess Taxi Sharing ", in Geo-Intelligence and Visualization through Big Data Trends, IGI Global, 2015.

Magrini, Massimo, et al. "Computer Vision on Embedded Sensors for Traffic Flow Monitoring." Intelligent Transportation Systems (ITSC), 2015 IEEE 18th International Conference on. IEEE, 2015.

Magrini, Massimo, et al. "An Infrastructure for Integrated Management of Urban Railway Crossing Areas." Intelligent Transportation Systems (ITSC), 2015 IEEE 18th International Conference on. IEEE, 2015.

Forthcoming

A. Paraboschi, P. Santi, C. Ratti, "Modeling Urban-level Impact of a Shared Taxi Market ", in Proc. Int. Conference on Computers in Urban Planning and Urban Management (CUPUM), to appear, 2015.

5 Social dissemination

Social channels have been opened to disseminate the project to social audience and to create an interested community. With the aim of defining a kind of MobiWallet brand and make it recognizable, a consistent image related to the Project has been designed and edited for the official web portal and the social networks. Thanks to the constant monitoring of web news, newsletters, conferences and groups, MobiWallet followers are steadily increasing with many projects, organizations and authoritative professionals as interlocutors.

MobiWallet set up a Twitter account, a LinkedIn page, a SlideShare account, a Google+ page and a YouTube channel.

Project activities, photos, video blogs and news on related fields will be disseminated with regular communications on the Social channels:

- **Twitter account:** https://twitter.com/MobiWallet_EU/
- **LinkedIn page:** <https://www.linkedin.com/company/mobiwallet>
- **SlideShare page:** <http://www.slideshare.net/mobiwallet/presentations>
- **Google+ account:** <http://google.com/+Mobiwallet-projectEu>
- **YouTube Channel:** <https://www.youtube.com/c/Mobiwalleteu>

5.1 Twitter account

MobiWallet's Twitter account has so far proven to be quite successful despite its infancy. The account is exclusively used to promote the project (pilots, dissemination material, events, etc.), relevant transport related news and relevant white papers or scholarly articles. See https://twitter.com/MobiWallet_EU/.

Twitter account has been regularly updated and has grown popularity in these months. Evaluation of its impact has been provided in Deliverable 5.1 [2]

5.2 LinkedIn page

MobiWallet's LinkedIn page at the moment only serves as a contact point for people searching for MobiWallet through this particular outlet, and is only being used to publish some of the dissemination material and to redirect people to those outlets where MobiWallet is more active (these being the official website and the project's twitter account).

<https://www.linkedin.com/company/mobiwallet>

As such, LinkedIn page was not subject to significant updates in this period.

5.3 Slideshare account

Slideshare is a social platform for sharing presentations. It is used by different communities and contains talks both oriented to the general public and to specific technical and scientific audience. Since, it is well indexed and provides an internal search engine and a suggestion mechanism for similar and related presentations, it is a good occasion to disseminate some of the material prepared for MobiWallet. In particular, it has been decided to upload MobiWallet presentations on this platform. Currently two global presentation have been included, while presentations specific to each pilot are scheduled to be rolled out soon. Figure 18 shows the Slideshare page containing the MobiWallet project presentation.

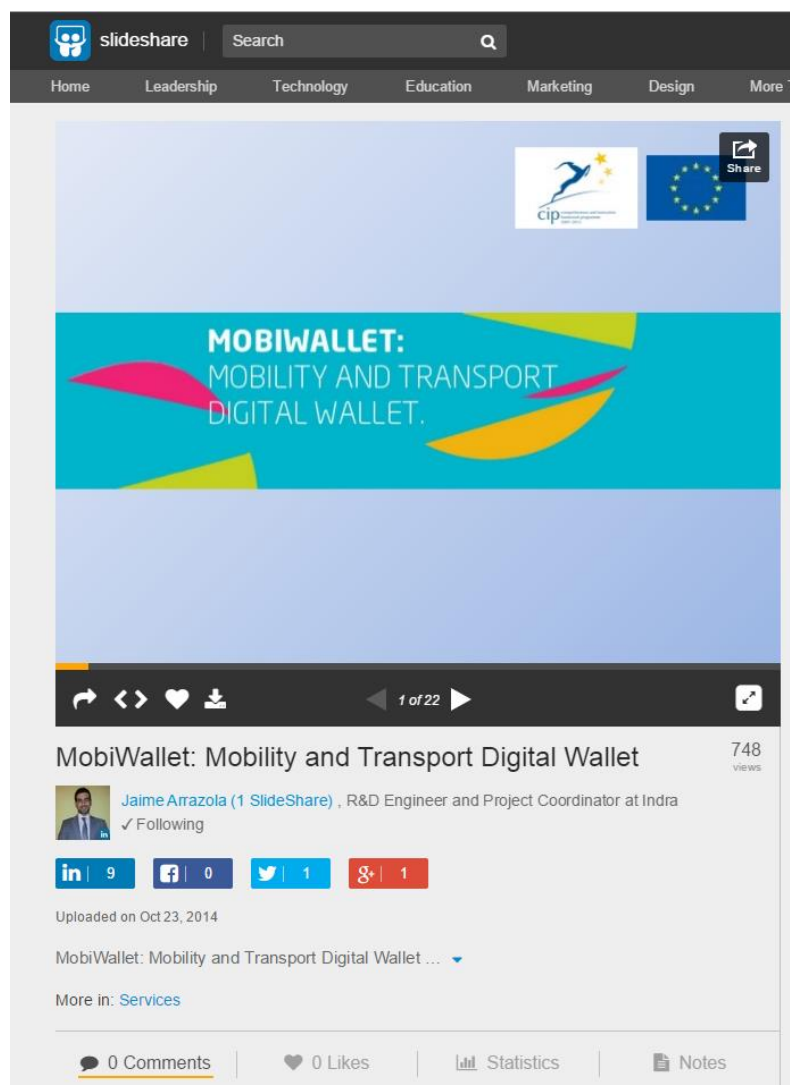


Figure 18 – Slideshare page with the project presentation

5.4 Google+ account

Google+ is a social platform deeply connected with other Google services for sharing multimedia material. Although the platform is not still popular, at least in Europe, it has been decided to set up a Google+ account for several reasons:

- It provides a unified access to Google products and, especially, to YouTube for sharing multimedia content;
- It offers the possibility to collect pictures and share a part of them publically;
- It offers the possibility to setup a MobiWallet page containing all the reference to the project, including website and contacts;
- Since Google+ is well indexed by Google, the account guarantees a better indexing and a stronger presence on the web.

At the moment the Google+ page is updated by sharing the same content provided by the partners in Twitter. It can be visited at the following link: <http://google.com/+Mobiwallet-projectEu>.

The aspect of MobiWallet on Google+ is shown in Figure 19.

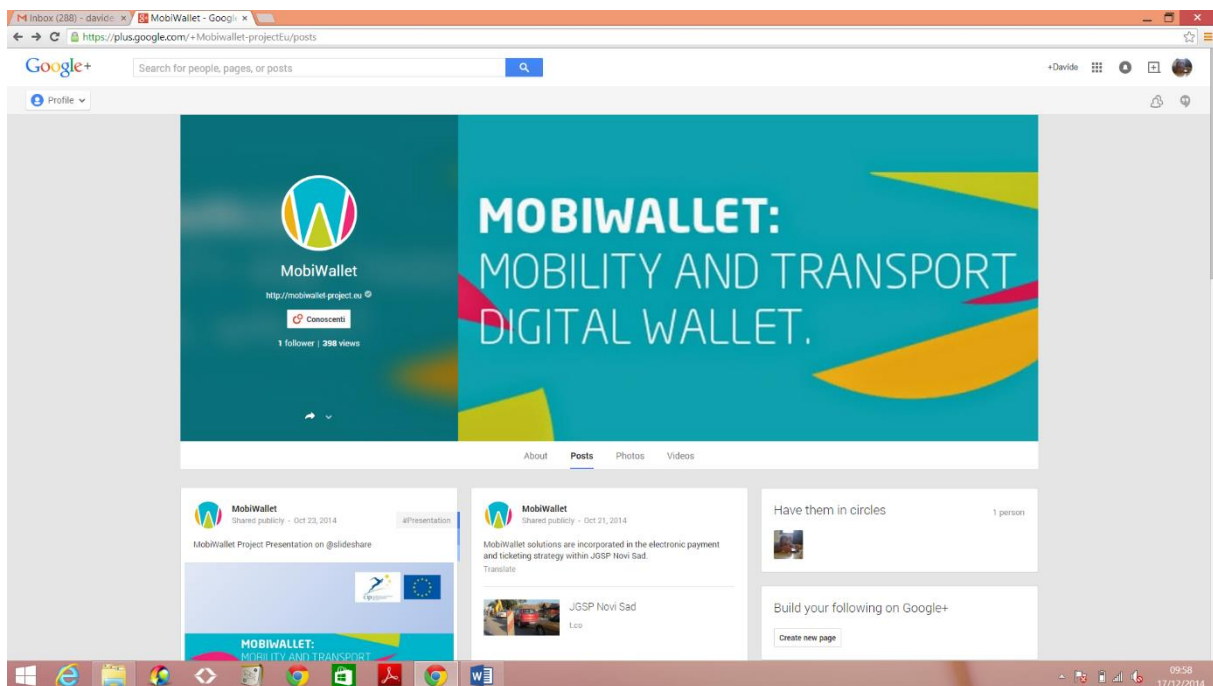


Figure 19 – Main Google+ page

5.5 YouTube channel

Using the aforementioned Google+ account, a YouTube channel has been setup. It can be visited at the following link <https://www.youtube.com/c/Mobiwalleteu>. The channel has a number of aims:

- To share the video blog of the project activities, in order to demonstrate also to the general audience what is being carried out within the project;
- To share interview with the stakeholders and local transportation in order to explain the transportation issues addressed in the project and the expected impact;
- To make available in a single page a choice of TV chunks talking about MobiWallet;
- To promote video material uploaded autonomously by single partners or sibling projects in their own YouTube channel;
- To create a number of thematic playlists of MobiWallet and third-party videos. For example, a playlist for each pilot will be considered.

Figure 20 shows the main page of the MobiWallet YouTube channel.

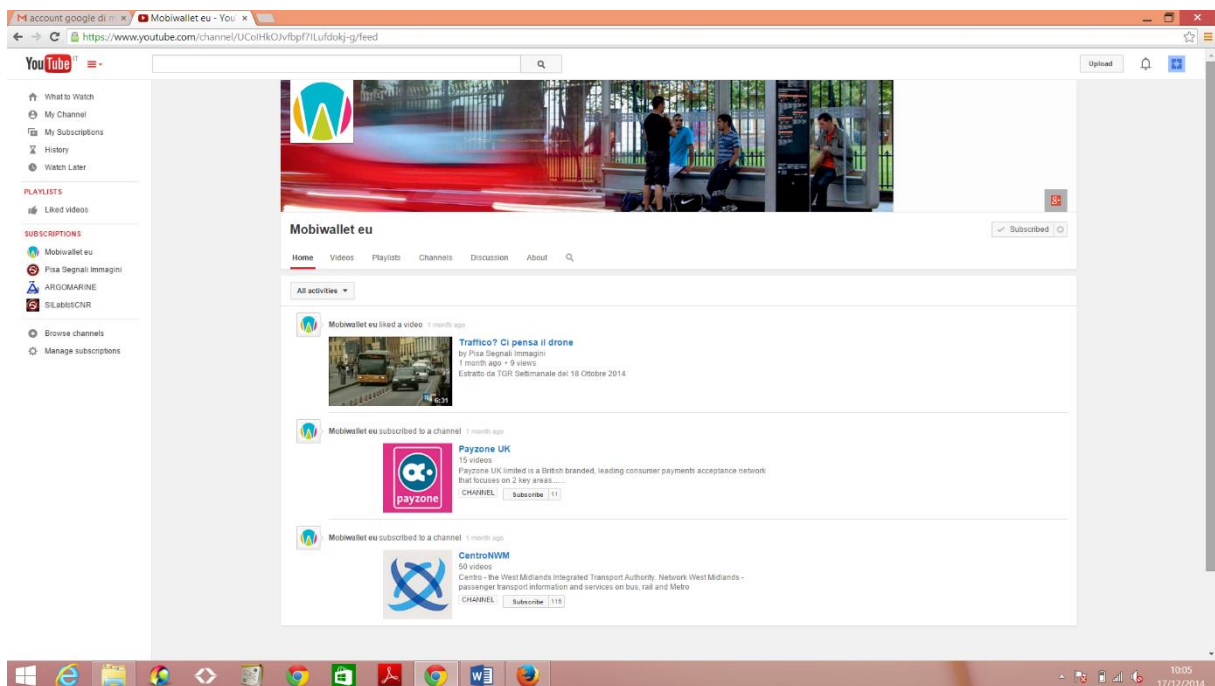


Figure 20 – Main page of the YouTube channel

For YouTube MobiWallet Channel, seven videos were realized and uploaded. Moreover, for each project Pilot a playlist has been created which includes also the realized videos.

5.5.1 Italian Pilot

Italian pilot playlist contains 6 videos. By following, each video will be described providing information such as title, thumbnail and description.

MobiTickt - the APP making park&ride easier

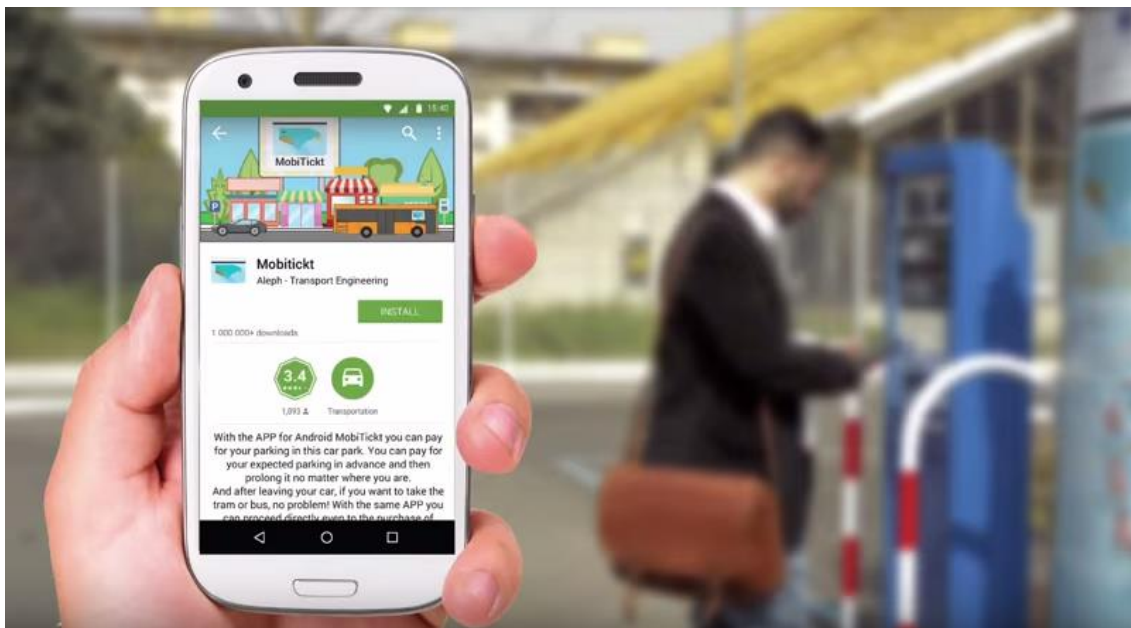


Figure 21 First Italian pilot video

Description:

With MobiTickt app you can pay for your parking in Park Resistenza, Scandicci (<https://goo.gl/maps/1dWPv>)!

You can pay for your expected parking in advance and then extend it, no matter where you are.

And after leaving the car, if you want to take the tram or bus, no problem: with the same APP you can proceed directly to the purchase of the your bus or tram ticket.

A MobiWallet Journey in Tuscany

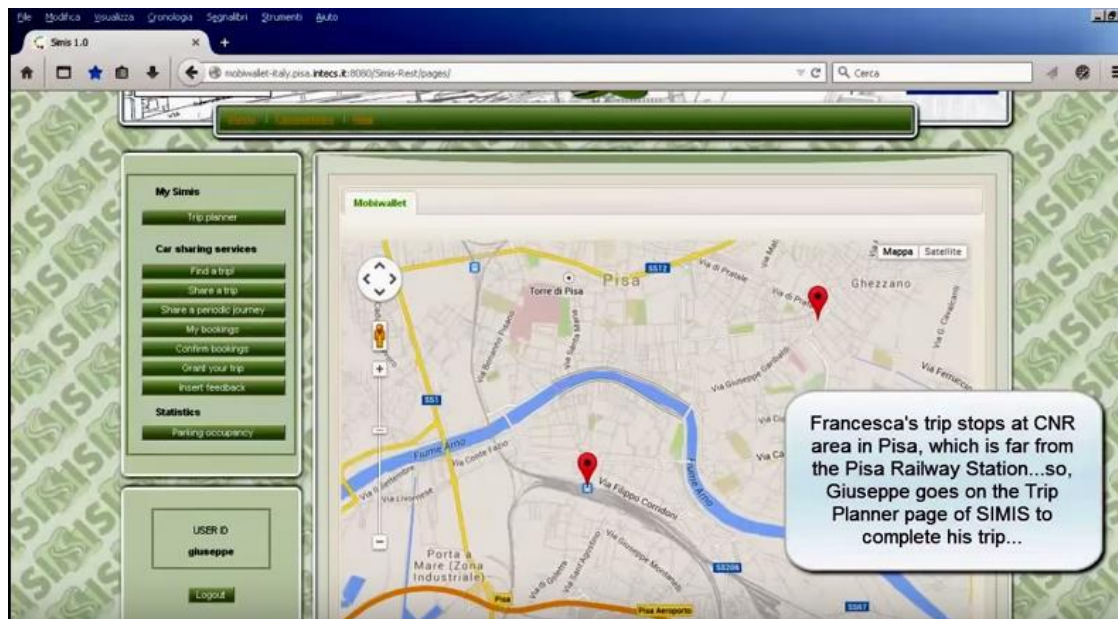


Figure 22 Second Italian pilot video

Description:

In this video we show a multimodal travel around Tuscany using SIMIS platform features.

Mobiwallet - Touristic bus monitoring in Pisa

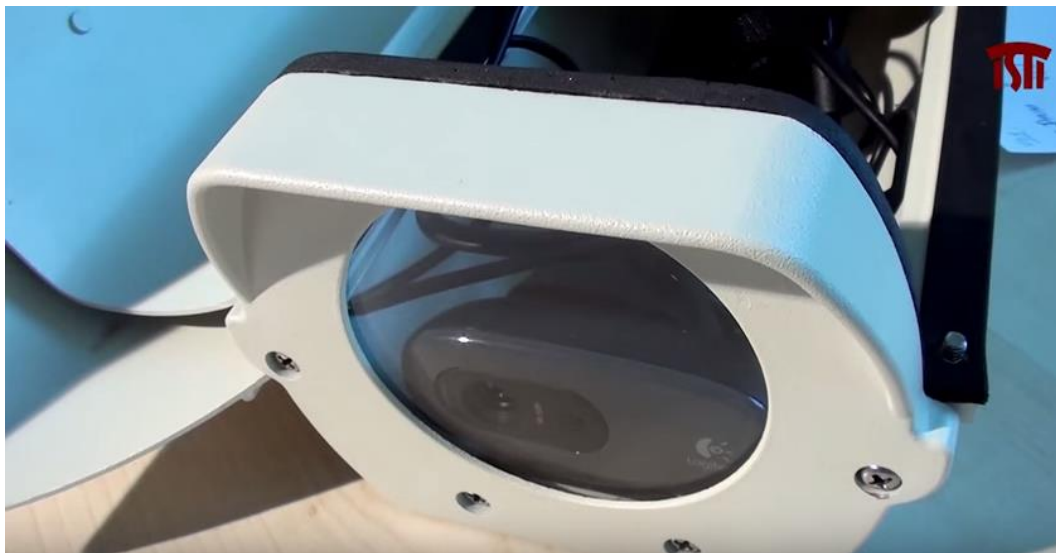


Figure 23 Third Italian pilot video

Description:

In this video, we report technologies used in MobiWallet for monitoring the access of touristic buses in Pietrasantina Park Area.

Smart cameras, designed and developed by SI-Lab, CNR-ISTI are used to this end in order to count the number of buses entering and exiting the area. Cameras are connected by means of an ETSI M2M gateway to SIMIS platform for easing payments of fare.

SIMIS: Car pooling demo



Figure 24 Fourth Italian pilot video

Description:

In this video we show the car pooling functionalities integrated in SIMIS (see <https://www.youtube.com/watch?v=1mEdT...>) This work has been carried out in the framework of FP7 CIP MobiWallet (<http://www.mobiwallet-project.eu/>).

SIMIS - Sustainable and Intelligent Mobility Integrated System

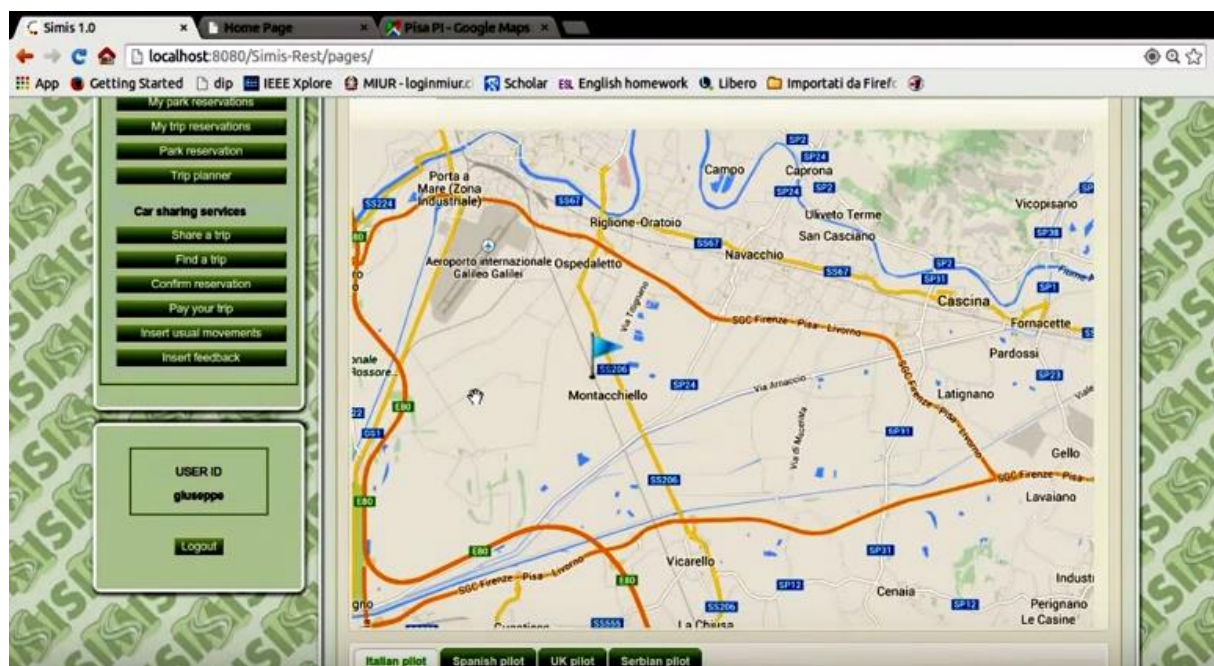


Figure 25

Description:

In this video we present the features of SIMIS that is being tested and validated in the framework of FP7 CIP MobiWallet (<http://www.mobiwallet-project.eu/>)

Traffico? Ci pensa il drone

Figure 26 Sixth Italian pilot video

Description:

Description in Italian language

5.5.2 Serbian Pilot

Serbian pilot playlist contains 4 videos. By following, each video will be described providing information such as title, description and thumbnail.

Autobuska karta iz "mobilnog novčanika"



Figure 27 First Serbian pilot video

Description:

Description in Serbian language.

TV KANAL9, NOVI SAD: Za Novosađane novina - "Mobilni novčanik"



Figure 28 Second Serbian pilot video

Description:

Description in Serbian language.

MobiWallet pilot Novi Sad

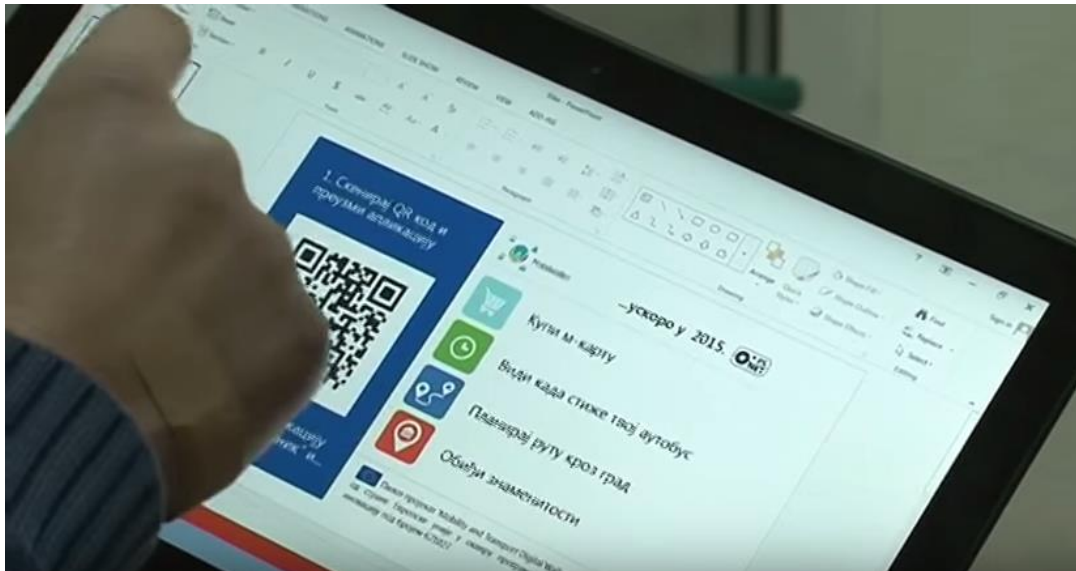


Figure 29 Third Serbian pilot video

Description:

Not Available

MobiWallet Serbian Pilot

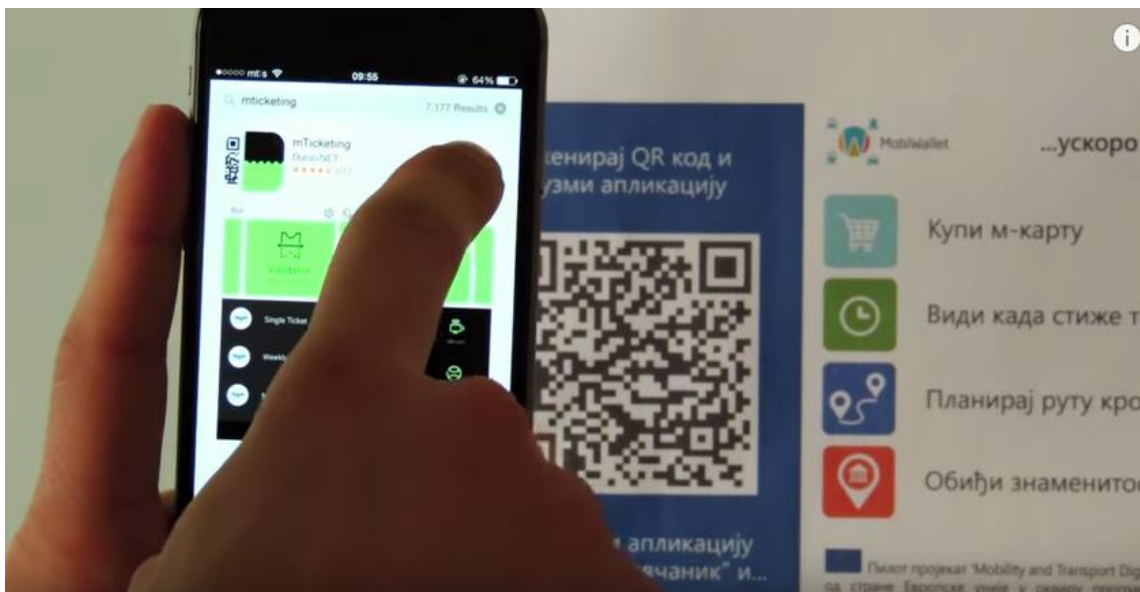


Figure 30 Fourth Serbian pilot video

Description:

Not Available

5.5.3 Spanish Pilot

Spanish pilot playlist contains 1 video. By following, video will be described providing information such as title, thumbnail and description.

MobiWallet operating at Pedreñeras Ferry (Santander - Spain)

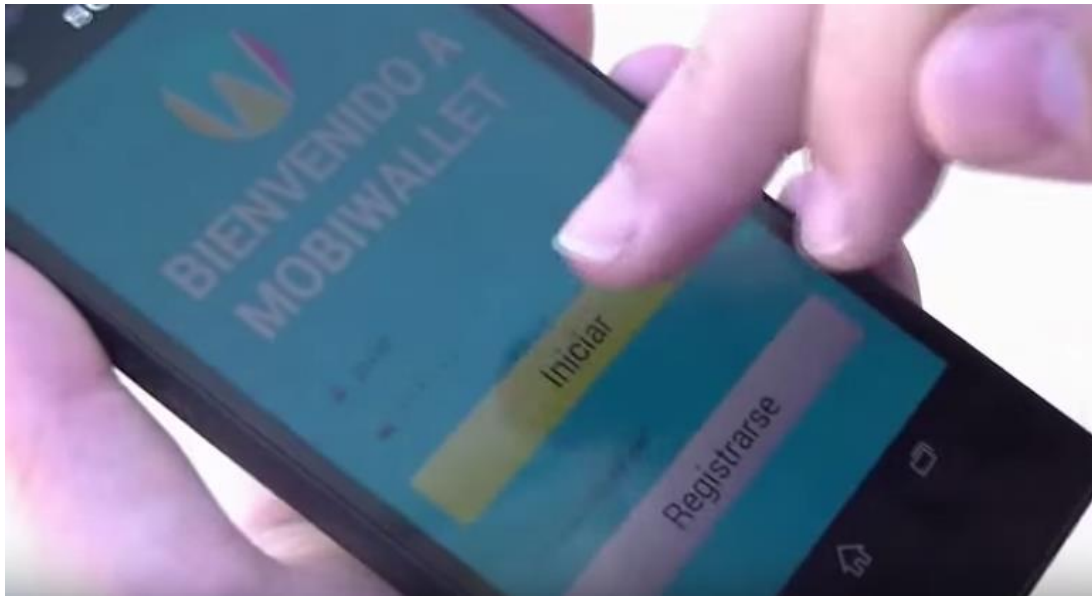


Figure 31 First Spain pilot video

Description:

Not Available

5.5.4 UK Pilot

UK pilot playlist contains 1 video. By following, video will be described providing information such as title, thumbnail and description.

About Swift - Subtitled



Figure 32 First UK pilot video

Description:

How to use Swift card on the buses and trams in the West Midlands area.

6 Clustering and liaisons with other projects

TTR, with support from other partners has conducted a review of other recent and current European projects and initiatives operating in the Interoperable Fares Management (IFM) field. The survey also included the projects and initiatives that were suggested by the reviewers during the first annual review meeting that has been held in Birmingham on April 29, 2015. Where possible, these initiatives have been approached regards collaboration on information sharing and dissemination. This will ensure that we help to progress the current state of the art and make use of existing networks of interested parties in the technical, operator and city sectors.

We have so far had positive engagement with the following organisations and projects:

- HoPE. Following initial discussions with Sven Maerivoet of the HoPE project we have exchanged invitations to each other's consortium meetings to build closer links.
- For the consortium meeting in July 2015 we also invited guests from PisaMo, Tuscany regional Government, SIAK and Scandicci Municipality as wider Italian stakeholders with an interest in the project. We also invited representatives from EUROPTIM, MASAI, CoCities, Cosmo and Compass4D to the demonstration activities of the Italian pilot and a knowledge sharing session with our full consortium.
- The Smart Ticketing Alliance was created out of the European IFM project which completed in 2010. They are disseminating information on MobiWallet within their newsletters and plans exist to meet to discuss other forms of collaboration.
- POLITE (Policy Learning in Information Technologies for Public Transport Enhancement) have expressed an interest in collaborating on the dissemination of project news and also in presenting on their project to the MobiWallet consortium. Discussions have been held with Valeria Scopelliti of Regione Calabria.
- SITE (Smart Ticketing in Europe). This Atlantic Area project concluded in July 2014 but has plans to establish a successor dissemination network on matters related to IFM. During February 2015 TTR, Indra and University of Cantabria met with members of the former SITE consortium in Madrid. The meeting established common objectives for furthering the evidence base of IFM, with contactless payment of particular joint interest. A consortium has been developed to take this further, led by Euro Project Consult – this is exploring the use of the INTERREG EUROPE programme for the further research.
- CIVINET UK & Ireland is running a MobiWallet workshop in November 2016. This will be a significant UK event themed around 'Mobility & the Mobile Phone'. The other collaborators in the event will include Uber, CoreThree (QR code mobile ticketing), Zapp Co (mobile payments company) and CityMapper.
- The DG MOVE public consultation on MultiModal Travel Information Products and Services has been identified as an opportunity to provide feedback on the wider travel information elements of MobiWallet to help guide this policy research. All relevant project partners are considering their responses to this ahead of the late November deadline.
- Outreach to Polis, the European sustainable mobility association for cities, led by Centro which has secured a high profile speaking slot at their upcoming annual conference. The Polis Network will be used for further dissemination of the project results.

The following organisations and projects have been identified as being relevant to MobiWallet but we have not yet made an approach to them:

- UITP – International Association of Public Transport. Note: they also have a leading role in the Smart Ticketing Alliance
- ERTICO is the European network for Intelligent Transport Systems
- CIVINET Spain & Portugal is a CIVITAS national network sharing best practice between cities in these countries
- CIVINET Italia is a CIVITAS national network sharing best practice between cities in Italy

INDRA has also disseminated MobiWallet and explained the project within the project IT2RAIL (<http://www.it2rail.eu/>) of which the company is a partner. The IT2Rail -“Information Technologies for Shift2Rail” project is a first step towards the long term IP4 -“IT Solutions for Attractive Railway Services”, one of the Shift2Rail Joint Undertaking’s Innovation Programmes, which aims at providing a new seamless travel experience, giving access to a complete multimodal travel offer which connects the first and last mile to long distance journeys. This will be achieved through the introduction of a ground breaking Technical Enabler based on two concepts: first, the traveler is placed at the heart of innovative solutions, accessing all multimodal travel services (shopping, ticketing, and tracking) through its travel-companion and, second, an open published framework is providing full interoperability whilst limiting impacts on existing systems, without prerequisites for centralized standardization. IT2RAIL started in May 2015.

In addition, DNET has established an initial communication with SMARTIE FP7 project, <http://www.smartie-project.eu> in the domain of security and privacy of IoT systems. This is of particular importance when payment systems are engaged in the scenarios such as in the case of MobiWallet pilots. DNET has been participating at the Internet of Things Research Cluster (IERC) activities. In particular, Activity Chain 3 related to the pilots has been of particular interest where the MobiWallet pilots in Serbia and other locations have been presented.

Also, within the IoT and security domains, Intecs has promoted a series of webinars mainly focused on features and technologies implemented in the BETaaS platform (<http://www.betaas.eu/>) and implemented in the Italian pilot of the Mobiwallet project. Full webinars list is available at following link: <http://www.betaas.eu/webinars.html#.VlgnNMIZhhg> .

7 Conclusions and future developments

This deliverable named D6.1.2 “Dissemination Pack” summarizes the work done to disseminate MobiWallet in the second ten months of the project and introduces the current clustering activities with related actions at a European level.

In this second period, the project has entered in the deployment phase and it had the first demonstration in Florence, in July 2015. Therefore, the project results and media produced have grown with respect the first version of the deliverable reported in [1], of which the current document represent the second iteration.

In particular, following the planning of the activities that were scheduled in the first version of the deliverable, MobiWallet partners were able to target different events of interest, including conferences and expos, and produced multimedia material and videos which has been spread across the social channels that were set up earlier. In addition, the partners have taken into account the suggestions made by the reviewers during the first project review, in particular for what regards clustering activities with other European projects.

The resonance of the project dissemination activities is witnesses by the rich webography and press clippings that have been collected in Section 2. Besides, two issues of the newsletter have been released and reached about 300 hundred readers, including experts and stakeholders. A new issue is planned for February 2015 and will focus on the evaluation activities and the second demonstration of the project that will be held in Novi Sad Serbia.

The videos prepared for the first demonstration have been published on the social media and made available to a large public, together with the project presentation. The videos feature a balanced mix of technological aspects, tutorial and promotion of the services provided by the partners.

For what regards participation to conferences and expos, MobiWallet partners have presented an abstract to Polis conference (scheduled for November 19-20 2015) that has been accepted for oral presentation. MobiWallet partners, besides attending the Polis event, will organize a stand there in order to promote the project activities towards stakeholders and experts in the sustainable mobility domain.

Other events are being targeted for spring 2016, including a major event at an exhibition and a workshop dedicated to MobiWallet, which are currently being defined. Such a workshop will be a perfect occasion to increase the impact of MobiWallet by inviting a number of stakeholders; in addition, it is also planned to invite representative from sibling projects with whom we are looking for possible liaisons.

All the forthcoming actions will be reported in the third and final iteration of the D6.1.3 of the Dissemination Pack.

8 REFERENCES

- [1] MobiWallet Deliverable D6.1 – Dissemination Pack.
 - [2] MobiWallet Deliverable D5.1 – Pilot Evaluation and Validation
 - [3] Site project newsletter, <http://www.donostiamovilidad.com/wp-content/uploads/news-sep.pdf>, Last Retrieved 3/11/2015
 - [4] MobiWallet Newsletter Subscription page, http://www.mobiwallet-project.eu/index.php?option=com_acymailing&view=user&layout=modify&Itemid=151, Last Retrieved 3/11/2015
 - [5] Azienda Banca, <http://www.aziendabanca.it/>, Last Retrieved 3/11/2015
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