



**DYN@MO**

AACHEN • GDYNIA • KOPRIVNICA • PALMA

Summer University 2015

**An overview of the Mobility 2.0 approach in CIVITAS-DYN@MO project**

4 November 2015

Palma

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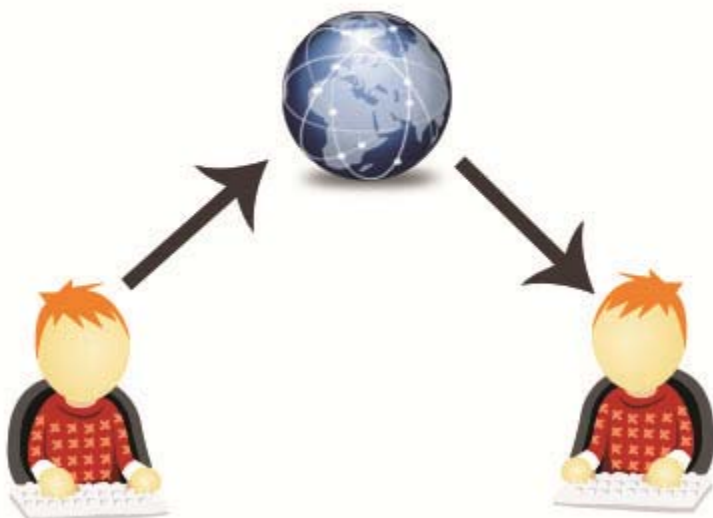
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# Mobility 2.0

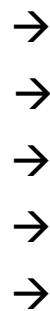


# From Web 1.0 to Web 2.0

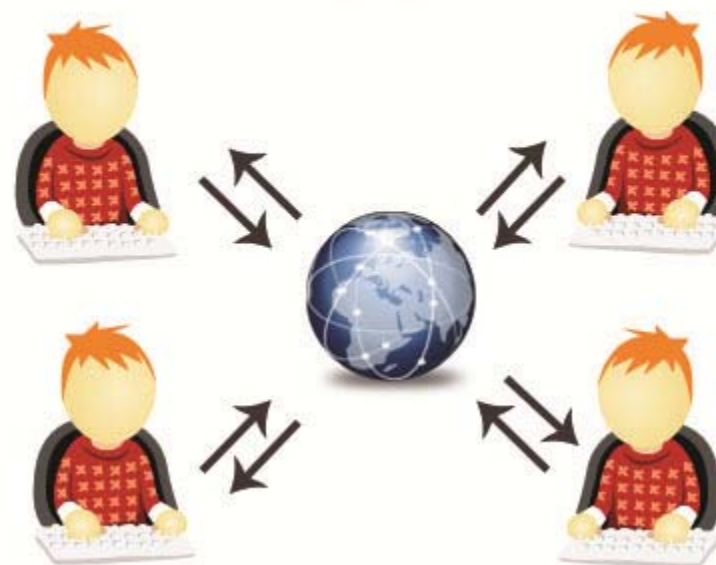
## Web 1.0



read  
passively consume  
search  
copy, paste  
control



## Web 2.0



read, write, publish, interact  
actively participate  
RSS  
collaborate, network  
connect



# Web 2.0



- ★★★★★ Excellent
- ★★★★☆ Above Average
- ★★★☆☆ Average
- ★★★☆☆ Below Average
- ★★★☆☆ Poor



## Definition of Mobility 2.0 within DYN@MO



- Interactive mobility-related systems and services based on web 2.0 technologies,
- leveraging the social web,
- and integrating it with the core aspects of mobility: always online, always present and personally localised
- The term Mobility “2.0” also refers to “advanced” mobility in terms of responding to the challenges of clean, energy-efficient transport

# Traditional citizens involvement vs. e-participation

- E-participation can remove barriers of time and space and allow citizens to participate whenever they have time and from where ever
- A broader audience is reached that have not been reached with the traditional methods, such as young people and other hard to reach groups
- E-participation brings new opportunities for citizens to get informed and join the debate themselves



# Aims of DYN@MO activities with e- participation



- Get new and different types of people to give their opinions about transport
- To increase public input on transport plans
- Communicate SIMPLY and CLEARLY difficult concepts and what they mean for people
- Get data for the SUMP's and the related models for DYN@MO cities
- Get those people with positive views about sustainable transport to influence others to use it





# E-participation in the SUMP processes of DYN@MO cities

- E-participation methods that were new for the cities have been tested
- All cities have implemented a Mobility 2.0 platform linked with a Facebook page
- Gdynia and Koprivnica have developed a Competence Centre on SUMP





# Mobility 2.0 in CIVITAS DYN@MO



# Mobility 2.0 in CIVITAS DYN@MO

2020

**WP1**

## SUSTAINABLE URBAN MOBILITY PLANS (SUMP)

- Get citizens to participate and influence decision-making
  -
- Get new groups to participate (e.g. digital natives)
  -
- Explain SUMP concept
  -
- Share views
  -
- Collect SUMP data

## MOBILITY 2.0

### AIMS

- Increase the use of sustainable modes of transport
  -
- Increase citizens' participation and their "ownership" of mobility related decisions
  -
- Develop new participation culture

### TOOLS

Enable  
simple & easy  
two-way  
communication

Twitter  
Blogs  
Facebook  
Survey polls  
YouTube  
Discussion forums

Mobility alliance  
Traffic model  
RSS feed  
Travel assistant  
Smartphone apps

Provide new  
mobility  
information

## WP3 USE OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) AND INTELLIGENT TRANSPORT SYSTEMS

- Provide new mobility services
  -
- Provide integrated real-time public transport information
  -
- Integrate services and information to one platform
  -
- Communicate and process user-generated content

# ICT based mobility services and tools in DYN@MO cities



## Aachen

- A cross-border information platform “Mobility Alliance” which integrates route information on bike sharing, car sharing and public transport
- An individualised notification service concerning delays, especially for routes with interchanges

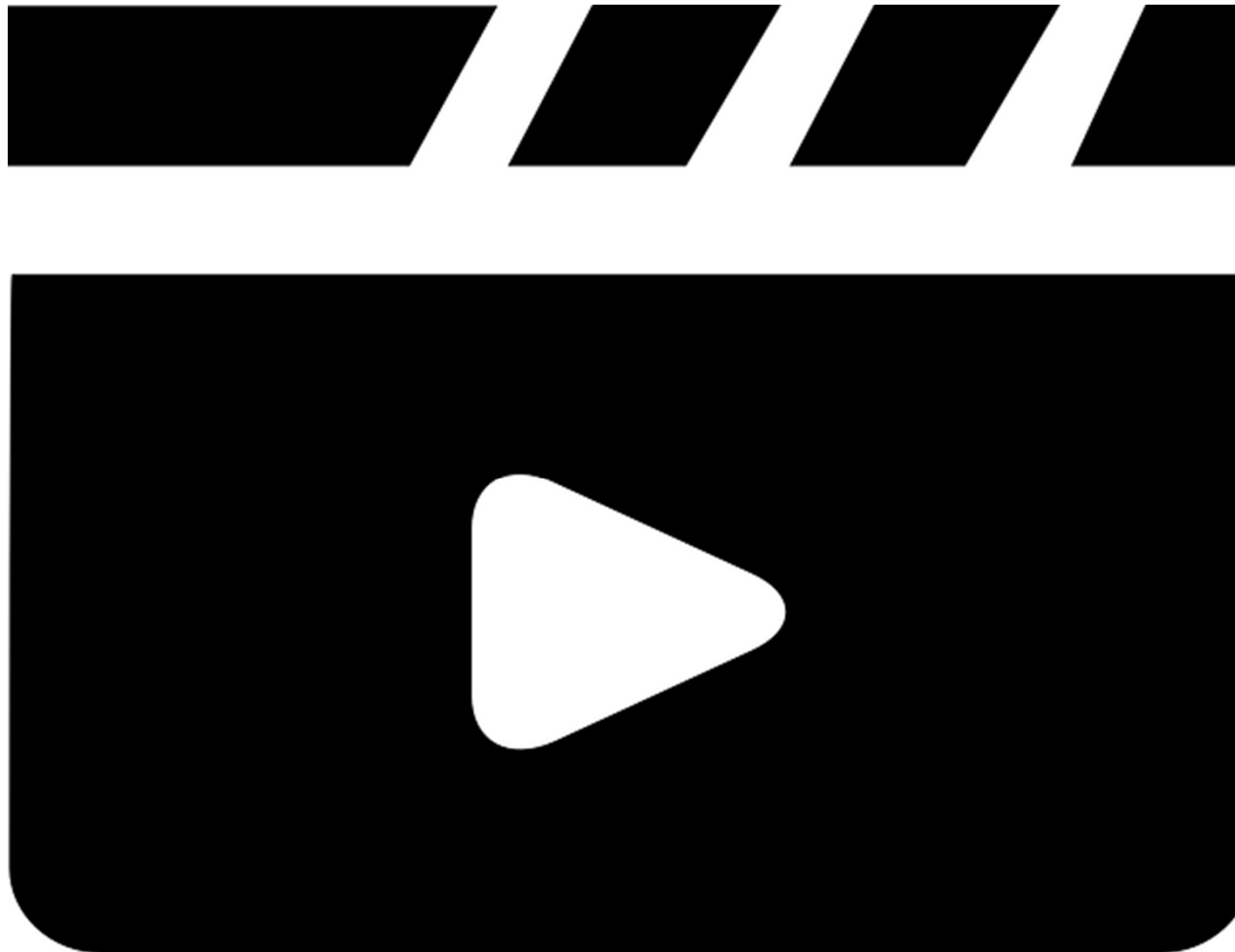
## Gdynia

- Three-level transport model to map both individual and public transport at macroscopic, mesoscopic and microscopic levels. The information to be fed into the SUMP process

## Palma

- Mobility App with real-time traffic information, dynamic public transportation time tables, access to city camera's that allow monitoring of the traffic situation and information on availability of public bikes

## CIVITAS DYN@MO promotional video





# ICT based mobility services and tools an outlook to the future



- Users have a range of transportation choices at their fingertips at all times
- User still insecure about the decisions he needs to make
- Bundling ALL related services to simplify access to mobility is a key step to ensure the best use of all modes of transport.
- *Would it be possible to “buy mobility services based on consumer needs instead of buying the means of mobility”?*
- Mobility as a Service



# Mobility as a Service



*“Buying mobility services based on consumer needs instead of buying the means of mobility”*

- Key is to put the users, at the core of transport services, offering them tailor made mobility solutions based on their individual needs ; this means easy access to the most appropriate transport mode or service to be included in a package of flexible travel service options for end users.
- In order for all users to not have to create their own package in order to meet their transportation needs, it makes sense to create one or more service operators (providers), who take the responsibility for the ecosystem structure



# Mobility as a Service



## Requirements

- Open data access of all transportation providers
- Open market for 'Mobility-as-a-service providers'
- One ticketing system (user get a bill at the end of the month)

## The European Mobility as a Service Alliance

- Launched at the 2015 ITS World Congress in Bordeaux
- Providing the basis for the economy of scale needed for a successful implementation in Europe



# Thank you!

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