



Mobility as a Service in a multimodal European cross-border Corridor (MyCorridor)

Deliverable 8.4

Dissemination Strategy and Actions (3)

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Abbreviations

Abbreviations	Meaning
API	Application Programming Interface
DSA	Dissemination Strategy and Actions
EU	European Commission
INEA	Innovation and Network European Agency
ITS	Intelligent Transport System(s)
KPI	Key Performance Indicator
OA	Open Access
MaaS	Mobility as a Service
SME	Small Medium Enterprise
TL	Task Leader
TM2.0	Traffic Management (Platform)
UI	User Interface
WP	Work Package
WPL	Work Package Leader

Executive Summary

This Deliverable D8.4 “Dissemination Strategy and Actions (3)” (DSA) is the final version of a descriptive document outlining the overall project dissemination strategy, associated actions and related results. This new and last version of the DSA explains the actions that have already been undertaken towards the target audiences for the project, it also details the communication channels and tools used, as well contributions received from the partners so far.

Deliverables and activities included in the MyCorridor Dissemination Work Package (WP8) are also listed in this document. The DSA reports how, when and why dissemination actions have been undertaken/achieved. Furthermore, planned outcomes are also reported.

The first version of DSA was delivered at M6 (November 2017), the second version at M18 (November 2018), and this third and final version is delivered at M30 (October 2019).

The document highlights the results achieved by the project under WP8: in the past months, MyCorridor was well presented and disseminated, thanks to the active support and participation of all partners, in several international events and this was of high relevance to enlarge the network of stakeholders the project aims at engaging. The same objective was also achieved thanks to the organisation of three Pan-European workshops. Additionally, the constant use of social media (Twitter and LinkedIn) promoted the MyCorridor project and attracted new Twitter followers (276 at the moment of the delivery of this document).

The following key topics of project dissemination are highlighted:

Chapter 1 – Introduction to the document.

Chapter 2 – Dissemination strategy general overview of the WP8 and its objectives, focusing on roles and responsibilities, key messages, as well as the target audience of MyCorridor’s dissemination actions. Additionally, an overview on the foreseen deliverables and KPIs is provided.

Chapter 3 – Visual identity and dissemination tools: dissemination tools, social media and the visual identity of the project, including flyers and brochures, are highlighted in this segment.

Chapter 4 -Engaging with stakeholders and audience: several external actions were carried out to involve stakeholders interested in MyCorridor. The aim was to enhance collaboration with other relevant MaaS projects, and to share key project milestones through participation in and organisation of workshops, conferences, events, the submission of technical and scientific papers and interaction with the User Forum.

Chapter 5 – Open Access Strategy: MyCorridor is implementing an Open Access strategy to be compliant with EU directives.

Chapter 6 – Privacy Policy: is related to the Privacy Policy and the way the project addressed it.

Chapter 7 – Official Disclaimer is for the obligatory disclaimer used in MyCorridor official documents and publications.

Chapter 8 – Next steps: an overview of the next steps and actions to be undertaken in WP8 until the end of the project will be discussed.

The dissemination events that will take place from M30 to M36 as well as the final outcomes and achievements will be reported in the final progress report of the project.

1.Introduction

1.1 Purpose of the document

This document is the updated version of the D8.3 “Dissemination Strategy and Actions (2)” and reports on the results achieved, thanks to the dissemination and communication actions undertaken under WP8 of the MyCorridor project until M30 (November 2019).

1.2 Intended audience

The main audience of this document are the project partners. The document will be made publicly available on the project website, under the section “Project Library”.

1.3 Interrelations

Dissemination is a cross-cutting activity, taking and providing feedback from all activities of the project. A draft dissemination strategy, including the actions to be taken, was prepared at the beginning of the project by IRU and TTS as work package leader. This document was revised after carefully assessing the inputs of the coordinator and other project partners. Dissemination tasks were distributed among the project partners within the framework of the selected tools. Nevertheless, all public dissemination activities are planned and coordinated with the dissemination leader.

2 Dissemination strategy

2.1 MyCorridor general and dissemination objectives

The aim of the MyCorridor project is to create the conditions for sustainable travel occurring between different countries and to connect urban and interurban areas. The central idea is to develop an innovative platform (based on ITS and IST technology) and novel business schemes and roles that will facilitate “Mobility as a Service” (MaaS) and the inter-modal shift, providing seamless personalised travelling for passengers crossing borders.

MyCorridor intends specifically to enable a paradigm shift for car users, by driving the “vehicle world” towards MaaS, starting from the deployment of the TM2.0 concept (<http://tm20.org/>), setting as the starting point those mobility services related to the interactive traffic management vision of the “vehicle world”.

A first set of keywords related to the project was identified in D8.2 and then further expanded in order to cover new developments. Keywords were used in the project dissemination materials as well as for creating contents and social media communications (i.e. Twitter hashtags). An updated list of keywords can be found in Annex 1.

The concrete outcome of MyCorridor will be a technological and business solution for Mobility as a Service (MaaS) that will successfully:

- Integrate a variety of mobility offers and other types of services into a multimodal service platform;
- Integrate public and private transport means;
- Respond to the various issues of interoperability and open data sharing that are inherent in the MaaS concept;
- And create a new business model and integrated platform that can be tested through interconnected pilots across European corridors.

All MyCorridor dissemination activities, which were carried out so far, aimed at raising awareness of the project (its aims and activities) among relevant stakeholders as well as end users.

The project's specific dissemination objectives are the following:

- Disseminate key project developments to external actors and key stakeholders;
- Implement and update the project's online presence;
- Develop relevant dissemination material to ensure continuous outreach of the project outcomes, as well as transfer of knowledge;
- Organise key project events (i.e. workshops) and ensure cooperation with the main international forums, as well as liaise with related projects and initiatives.

2.2 Roles and responsibilities

As WP8 leader, IRU Projects is responsible to deliver the formal structure and processes that can further enable an effective communication and dissemination of all knowledge gathered during the project, as well as the outputs it produces during its lifetime.

TTS and VivaWallet are directly involved in WP8 and responsible respectively for task A8.1 "Dissemination plans and actions" and A8.3 "Exploitation Plans". However, in order to maximise the project's output, all project partners, in particular Work Package Leaders (WPL) and Task Leaders (TL), are constantly asked to contribute to the implementation of all DSA related activities. Continuous input from all partners is therefore required throughout the entire project period.

Project partners have been invited to plan and implement concrete communication activities through their entity:

- Display of project logo on partners's website;
- Additional internal dissemination of news items;
- Active engagement and sharing of social media items of the project;
- Distribution of project flyers;
- Contribution with either written articles or ideas for content for the websiteProactive dissemination of events, speaking and publication engagements related to MyCorridor and MaaS. All partners report their project-related communication activities in the file created for dissemination reporting (Dissemination Log) available on the project intranet, including information on events they attended and those they are planning to attend.;
- Active participation in the project own workshops and events.

2.3 Key messages

MyCorridor has defined key messages, focusing on the need to:

- Explain the objectives of the project (stage 1);
- Keep audiences informed on project developments (stage 2);
- Promote preliminary and final outcomes and results (stage 3).

The first MyCorridor project key messages were elaborated by WP8 in close cooperation with the project management team who helped to underline the main aspect of each task of the project.

A first key message, was elaborated for the project flyer: “MyCorridor...better trips, better life!”, aimed at including in a few words the new concept of travelling thanks to MaaS. The general aim of it being to improve the quality of life through MaaS and a new approach to travelling.



Figure 1: Key messages in MyCorridor Flyer.

Additional key messages were elaborated for the first version of the project brochure delivered in May 2018: the brochure section “What’s behind MyCorridor” explains what the project is about through short messages focusing on the main and most innovative solutions of MyCorridor.

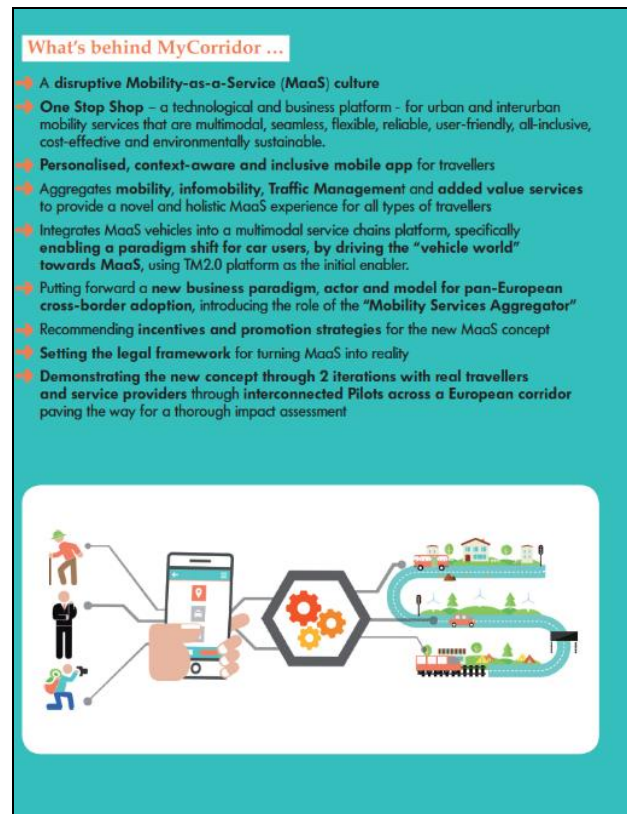


Figure 2: Key messages in MyCorridor brochure.

Finally, further key messages were elaborated and reported under the second and final version of the project brochure delivered in May 2019. In this case, according to the project developments, the key messages were mainly focused on the first version of the MyCorridor App and first round of pilots.

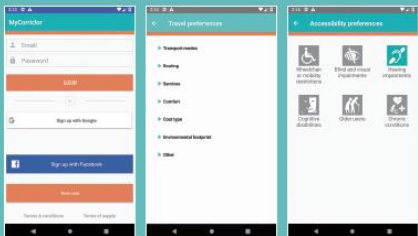
MyCorridor is conducting testing in 6 pilots site across Europe including cross-border journeys through Europe with **over 400 travellers and service providers**.

The testing phase is divided in two rounds.

- **1st round:** controlled validation, where unique end users and service providers from various groups, are involved to ensure a positive traveller experience through the MyCorridor platform and the MyCorridor One Stop Shop (MyOSS) app.
- **2nd round:** “live pilot”, over 300 travellers and at least 25 service providers across Europe will use the MyCorridor platform and app in real life conditions.


The socio-economic and environmental impact will be assessed based on real-life data collected during the pilots to allow a thorough impact assessment of the solution.

MyCorridor app: sign and MaaS it up!



What happened in the 1st round of pilots...

THE AUSTRIAN PILOT SITE
The main target groups of the Austrian Pilot were tourists and students. They were asked to try the MyOSS app to plan their trip from the Paris Lodron University in Salzburg to the Lakes of Salzburg, by choosing the preferred means of transport; type of payment; the fastest route.



Usability testing set-up

THE CZECH REPUBLIC PILOT SITE
Mainly tourists were recruited, with scenarios leading them from and to very nice UNESCO sites. They were asked to test route from Prague to Český Krumlov, offering long distance bus and/or train combinations (with local metro approach option).

THE GREEK PILOT SITE
Users were mainly inhabitants, commuters, Greek and Italian tourists. They tested the MyOSS app using car sharing, traffic management and bus services.

THE GERMAN PILOT SITE
The German pilot site supported the recruitment process of the other MyCorridor pilot sites with additional users for the cross-border scenarios completion, specifically for the Austrian and Czech Republic pilot sites.

THE ITALIAN PILOT SITE
Commuters and tourists were mainly targeted. The scenario included the use of MyOSS mobile application to go from the Rome city centre to Ostia by defining the travel preferences.

THE NETHERLANDS PILOT SITE
Various types of travellers including commuters, elderly people (IT illiterate), mobility restricted, young tourists, students and businessmen were targeted. They used the Social Traffic Management® service (service for customers of live events, concerts and football games in the Netherlands) and MyOSS services as their personal “butter” service.

Figure 3: Key messages in MyCorridor second brochure.

2.4 Target audience

MyCorridor dissemination activities are targeting specific stakeholder categories as well as end users to raise awareness about the project and its benefits. The main target groups of MyCorridor dissemination activities are reported in the table below.

Table 1: Stakeholders targeted in MyCorridor.

Private sector actors	Public sector actors	End users	Media
Transport industry (traffic management, transporters, transport operators)	Public authorities (including public transport operators)	Travellers of all categories	Online sector magazines
Research centres and communities	Municipalities/cities	General public	Scientific/technological reviews
Service providers (mobility, infomobility, added value)		Citizens	
E-ticketing and e-payment service providers			
Technology providers			
MaaS aggregators and local nodes			
Interest Groups (e.g. MOBiNET Service Provider Community, MaaS Alliance, CEN working group)			

In addition to more general dissemination and communication activities that will be further described in this deliverable, two main activities were carried out in order to address the above-listed categories of stakeholders: Workshops and User Forum, detailed in chapter 4 of this document.

2.5 Dissemination deliverables

The project has nine deliverables associated with dissemination. The first deliverable was the creation of a visual identity (brand) for the project, followed by the project website, a dissemination strategy and specific tools such as the project leaflet. Some deliverables, such as the current report, have various versions as they are to be updated on a regular basis. Here is a list of the deliverables, detailing the type and due date for each.

Table 2: MyCorridor list of deliverables under WP8.

ID	Deliverable title	Type	Level	Due date	Status
D8.1	Project Logo and Website	Websites, patents filing, etc.	Public	M4 (September 2017)	Delivered
D8.2 D8.3 D8.4	Dissemination Strategy and Actions (3 deliverables)	Report (3 report versions/updates)	Public	M6, M18 and M30 (November 2017, November 2018 and November 2019)	- D8.2 delivered- D8.3 delivered - D8.4 current document

ID	Deliverable title	Type	Level	Due date	Status
D8.5	Project Leaflet	Websites, patents filing, etc.	Public	M6 (November 2017)	Delivered
D8.6 - D8.7	Project brochure (2 deliverables/versions)	Websites, patents filing, etc.	Public	M12 and M24 (May 2018 and May 2019)	D8.6 delivered D8.7 delivered
D8.8	Project video	Websites, patents filing, etc.	Public	M36 (May 2020)	Ongoing
D8.1	Report on activities of liaison with MaaS Alliance	Report	Public	M36 (May 2020)	Ongoing
	<i>Project Roll up</i>	<i>Websites, patents filing</i>	<i>Public</i>	<i>M8 (January 2018)</i>	<i>Delivered</i>
	<i>Extra project video</i>	<i>Websites, patents filing</i>	<i>Public</i>	<i>M8 (January 2018)</i>	<i>Delivered (will be part of the final video D8.8)</i>

The MyCorridor roll up was not included in the WP8 deliverables listed and described in the project plan. However, WP8 in agreement with the project coordinator, agreed on the importance of having a further dissemination tool to be used during MyCorridor participation in events and for workshops organised by the project itself.

Also, in addition to the project listed among the official deliverables, under WP8 an extra MyCorridor video was released at the beginning of the project. Further details will follow at chapter 3.6 of this document. This will constitute part of the final video of the project (D8.8).

All the Deliverables mentioned in Table 2 are public and therefore already are or will be available on the website of the project, under the section titled Project Library (under the *About* menu item). More in details, for the WP8, the following public deliverables are already available online:

- Leaflet;
- Video (first one released at the beginning of the project);
- Brochure (first and second version).

2.6 Monitoring and Success criteria

The WP8 leader is constantly monitoring dissemination and communication activities in order to keep the project on track and reach the dissemination objectives. All partners are reminded regularly by the WP8 leader to periodically inform about their recent/latest dissemination and communication activities in the framework of the project. For this purpose, a specific template titled “Dissemination Log” (available on the internal project file sharing platform TREVI) was created. The log serves the WP8 leader to collect the activities where partners promote the project and their impact. In addition, the log

collects dissemination material and related dissemination, articles and scientific papers. Information may be found in the Dissemination log about the following:

- Organisation of a conference, exhibition or workshop where the project is presented;
- Issue or dissemination of a written Press release on the project;
- Non-scientific and non-peer-reviewed publication (popularised publication);
- Technical and scientific peer reviewed publication;
- Creation and/or distribution of printed material such as flyers and brochures;
- Organisation of a training activity where the project is presented;
- Any Social Media activity (Tweets, LinkedIn posts, Facebook posts, etc.);
- Mention of the project on the partners Website, either in static or dynamic content (such as blog, article, etc.);
- Organisation of a communication campaign, or participation in a TV or radio emission (e.g. Radio, TV);
- Participation in any event relevant for the project.

The log also asks for the “estimated number of persons reached”, in the context of all dissemination and communication activities, in each of the following target audience categories: Scientific Community (Higher Education, Research), Industry, Civil Society, General Public, Policy Makers, Media, Investor, other. There is also a descriptive category where partners can give details of the activity and describe the impact achieved (in quantitative or qualitative terms).

This information is crucial evidence from all partners regarding their work in dissemination to then inform the Continuous Reporting, Periodic Reporting and Final Reporting within the MyCorridor project management function of the European Commission’s Participant Portal.

Key Performance Indicators-KPIs

The monitoring of overall Dissemination milestones, also through the Dissemination Log, is relevant to ensure the achievement of the dissemination specific *Key Performance Indicators-KPIs* foreseen by the project.

The following table lists all the key performance indicators for each activity for the whole project duration:

Table 3: MyCorridor KPIs for the three years project.

1 st Year	2 nd Year	3 rd Year
Leaflet, brochure and poster printed in good quality and web site functioning	At least 3 publications in journals and 5 project papers in Conferences	At least 6 publications in journals and 12 project papers in Conferences
Interest Group encompassing all key stakeholder Representatives and with 20 (by Month 6) and 40 (by Month 12) external members.	Draft exploitation agreement available. Detailed exploitation plans for at least Half of the MyCorridor end-products/ services	Project web site with at least 150 visits per month
	Project web site with at least 100 visits every month.	Viable exploitation plans for all MyCorridor main products

1 st Year	2 nd Year	3 rd Year
	Realisation of the second project workshop	Realisation of the third project workshop

The table below shows the status for the 1st year KPIs:

Table 4: MyCorridor KPIs status for the first year.

1 st Year KPI	Status	Achieved (Yes/No/Partially)
Leaflet, brochure and poster printed in good quality and website functioning	<p>The website was delivered and is being constantly updated with new content since the beginning of the project. Several sections of the project website were updated according to the project's progress: news, library, pilots and interviews of key project partners. The project video was uploaded to the website.</p> <p>The leaflet was developed, distributed among project partners as well as printed in good quality and distributed to events.</p> <p>The project roll-up was realised and printed in one copy, used by each project partner according to needs. The roll up was updated with a more relevant image and reprinted in October 2018.</p>	Yes
User Forum encompassing all key stakeholder representatives and with 20 (by Month 6) and 40 (by Month 12) external members.	The User Forum was set up and by November 2018 the MyCorridor User Forum includes more than 180 stakeholders, ranging from transport and mobility service providers, authorities, research organisations and various associations.	Yes

The table below shows the status for the 2nd year KPIs:

Table 5: MyCorridor KPIs status for the second year.

2 nd Year KPI	Status	Achieved (Yes/No/ Partially)
At least 3 publications in journals and 5 project papers in Conferences (end of 2 ^o year)	At the moment of the preparation of D8.3, the MyCorridor project was entering its main phase of development while the pilot implementation only started in 2019. Therefore, end of 2018/ beginning 2019 was the most fruitful	Partially

2 nd Year KPI	Status	Achieved (Yes/No/ Partially)
	moment for publications and papers. So far, 3 papers were presented.	
Draft exploitation agreement available. Detailed exploitation plans for at least half of the MyCorridor end-products/ services (end of 2 ^o year)	At the moment of the preparation of D8.3, the MyCorridor project was entering its main phase of development while the pilot implementation only started in 2019. Therefore, end of 2018/ beginning 2019 was the most appropriate moment for drafting the exploitation agreement and plans.	Partially
Project web site with at least 100 visits every month	Achieved, with constant growth, with more than 170 unique users per month.	Yes
Realisation of the second project workshop	The second project workshop was organised and held in Rome on the 16 th of November 2018.	Yes

The table below shows the status for the 3rd year KPIs so far. Still, an update of this will be realised at the end of the project to be reported in the project final progress report.

Table 6: MyCorridor KPIs status for the third year.

3 rd Year KPI	Status	Achieved (Yes/No/ Partially)
At least 6 publications in journals and 12 project papers in Conferences	So far, 6 papers were published, plus 3 references in relevant publications.	Partially. Still, more important publications will come in the last 6 months of the project and especially the last 2 months as they will be related to final outcomes of the project.
Project web site with at least 150 visits per month	Achieved, with constant growth.	Yes
Viable exploitation plans for all MyCorridor main products	On going	Not yet. This is an objective of the last semester of the project.
Realisation of the third project workshop	The third project workshop will be held in Q1 of 2020 in Amsterdam in conjunction with a consortium meeting in order to limit the financial burden of consortium members. The third project workshop will focus as an opportunity to reach out to MaaSAlliance, as well as a platform to share impressions and so far results from the pilots. A specific focus will be set on the results from the Amsterdam pilots, which includes possible involvement of participants.	Not yet

3 Visual identity and dissemination tools

3.1 Logo and visual identity

The visual identity of the project, defined by IRU Projects, was inspired by a set of keywords: *mobility as a service, corridor, connection, location, innovation, travel and road*. The logo has positive and fresh colours that would reflect the innovative aspect (orange) and the sustainability aspect of the project (green). The logo is centered on the word “corridor” and incorporates the path element, which is reflecting both road and rail transport.



Figure 4: MyCorridor project logo.

The logo was added to any official document related to MyCorridor (PowerPoint, deliverable etc.), to any dissemination and promotional material, and where possible to the websites of the Project partners.

It was decided to use the Microsoft Office font *Cambria* in all communication materials, (Cambria 22 for heading text and Cambria 11 for plain text).

3.2 Project website

The MyCorridor website, accessible at <http://www.mycorridor.eu>, is the main communication tool for the project. It is the online “face” of the project and includes all relevant information, both for external stakeholders and internal (Consortium). The website runs on the WordPress content management platform to enable simpler uploading, publishing and management of content.

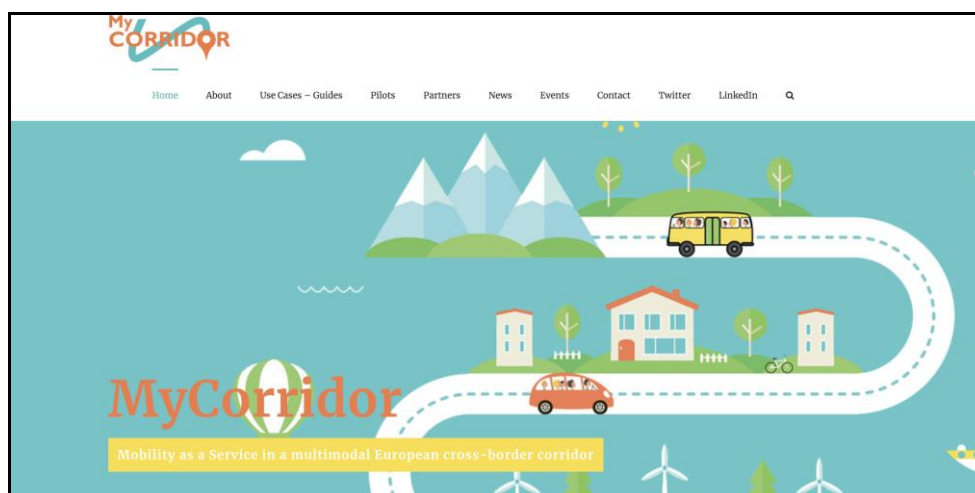


Figure 5: MyCorridor project website.

The visual concept for the website and the design of the information was defined by IRU Projects, also responsible for the website creation, hosting, design maintenance and management, with the support of TTS Italia. The design of the template and the visual elements was outsourced to an external service provider.

The website was designed to be user friendly and intuitive. It is conceived to be a “live laboratory” always under progress and being updated.

Since its launch, the basic structure of the website has not been modified and the sections remained the same. However, several improvements have been introduced:

- **About:** Provides basic information about the project in a way that is easy to read and gives a context to readers who may not be very familiar with the project. The About page was updated with a new image, better representing the whole concept of the MyCorridor project and its objectives (Session “**The Project**”).
 - **Project Library:** this is where all the public deliverables and presentations from the project workshops are uploaded. To be used for easy reference for project partners but also useful to others who wish to know more about concrete results of the project.
 - **Index of publications:** according to the MyCorridor Open Access strategy, this is where all public deliverables are made available.
 - **Photo gallery:** the pictures of the events organised by the project and where the project participates are stored here.
- **Use Cases Guides:** this section was added during the second year of the project and includes the following sub-sections all focused on the use cases developed within MyCorridor pilots:
 - **MaaS Travellers stories.**
 - **MaaS Aggregators stories.**
 - **Service Providers stories.**
 - **TM2.0 towards TM2.1.**
- **Pilots:** Lists the pilots that are planned, their location and provides a map of the corridors. This section was recently updated according to the progresses made by the project and also with new images better explaining the project liaisons with the MaaS Alliance.

- **Partners:** Contains the logos and organisation names of all the project partners. Each logo is clickable and linked to that partner's website.
- **News:** Mainly contains information about the project progresses, interview of project partners as well as initiative, and participation in European events. Additionally, articles related to relevant topics are reported. This section also contains a column where a Twitter feed appears. So far, 11 news were published under this section. From the second year of the project on, several interviews were carried out by IRU, involving both key project partners as well as key external stakeholders such as MaaS Alliance.
- **Events:** Contains information on upcoming events, both internal and external.
- **Contact:** Provides contact information through a contact form sent to the Dissemination Manager's email.
- **Twitter:** A direct link to the project Twitter account.
- **LinkedIn:** A direct link to the project LinkedIn account.

After its release, the first project video was posted on the project website to increase visualisation and to guarantee the widest dissemination.

Finally, the website was updated according to the recent EU regulations on privacy data management and cookies.

The MyCorridor project website is one of the key channels for internal and external communication and where all dissemination materials will be published. The website is developed under WP8 and mainly involves IRU Projects and TTS Italia on day to day operation. However, especially as regards to public content, the support of all project partners continues to be required.

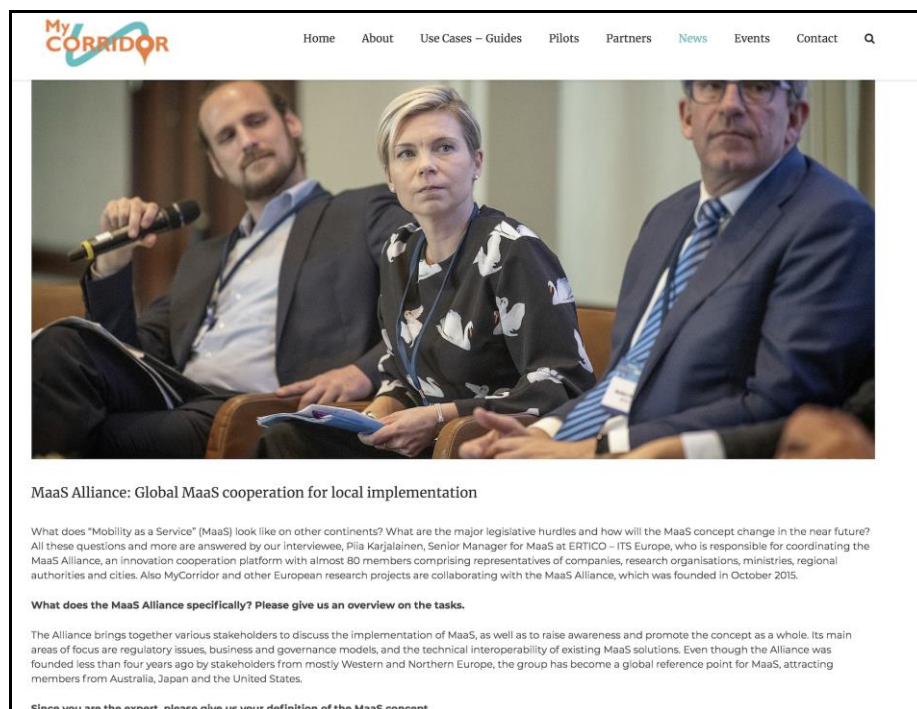


Figure 6: MyCorridor interview to MaaS Alliance.

The website traffic is monitored using Google Analytics and a specialised dashboard which helps assessing the key indicators for the project. In particular, the two following images below reported

make evidence of the increased traffic on the project website, through a comparison between October/November 2018 and August/September/October 2019.

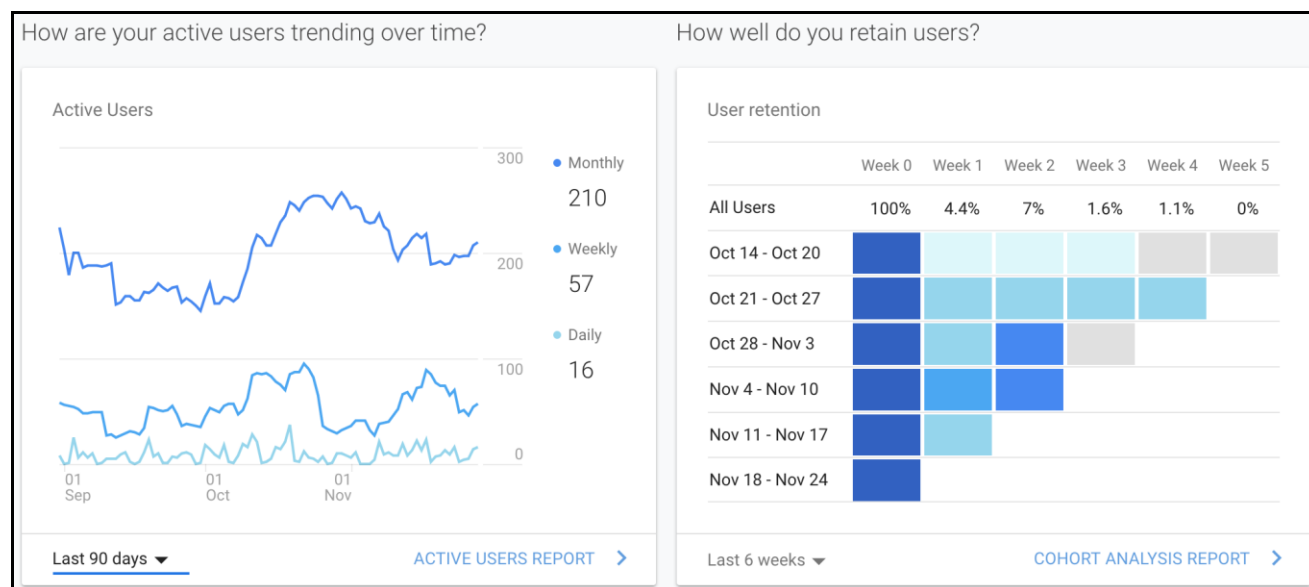


Figure 7: Website statistics as of October and November 2018.

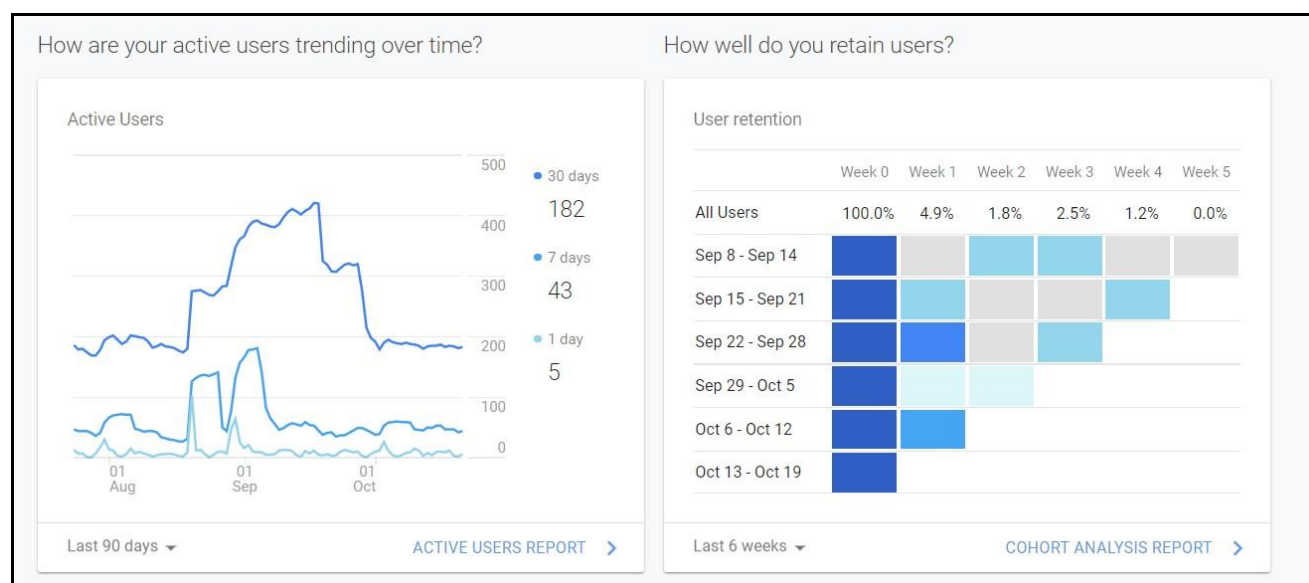


Figure 8: Website statistics as of August, September and October 2019.

3.3 Project flyer and brochure

The project flyer was due at M6. As the first printed dissemination tool the project flyer offered quite a concise yet relevant information on the project, its objectives, and partners involved, timelines and expected outcomes. The project flyer provides the following information:

- Project concept explained through an ad hoc image and motto;
- The objectives and innovative aspects of the project;
- A focus on pilots;

- A focus on expected results;
- Fact and figures of the project;
- Project consortium logos;
- Project coordinator's contact;
- Social media logo and address.

→ MyCorridor Facts & Figures

MyCorridor – Mobility as a service in a multimodal European cross-border corridor
 Start date: 1st June 2017
 Duration: 36 Months
 Partners: 17

→ MyCorridor Consortium

amco Advanced Mobility Concepts	MAP Traffic Management	TOMTOM
CERTH Centre for Research and Technology Hellas	mobility	TTS TTS Italia
chaps	Newcastle University	
HaCon Traffic Software Services	salzburgresearch	
RU PROJECTS	swarco SWARCO HELIX A.S.	viva wallet
	swarco SWARCO MEDAR S.r.l.	WINGS WINGS

→ Find out more at
www.mycorridor.eu

→ Project Coordinator
 Roberto Polacin
roberto.polacin@newcastle.ac.uk

→ Follow us:
 @MyCorridor



"Good infrastructure, better connections, and cheap tickets are the main concerns of EU citizens when it comes to transport."
 EU transport Commissioner Violeta Bulc

Our World with MaaS

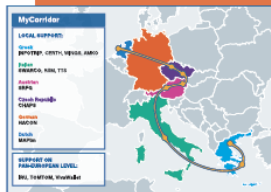


MyCorridor...
 better trips, better life!

The Innovation

MyCorridor – Mobility as a Service in a multimodal European cross-border corridor wants to achieve sustainable travel in urban and inter-urban areas and across borders by replacing private vehicle ownership by private vehicle use. The project looks into connecting services from various service providers and providing the traveler with alternatives to replace their own vehicle trip with combined shared vehicles and multimodal transport solutions. The project is part of the Mobility as a Service (MaaS) concept that puts users at the core of transport services, offering them tailor-made mobility solutions based on their individual needs. MyCorridor will develop the technological and business platform to enable technologies, applications, business models, legal and operational schemes and to seamlessly integrating public and private transportation means as needed in order to make MaaS a sustainable reality accessible for all citizens.

- MyCorridor expands MaaS concept to specific corridors. The project will bring together different MaaS issuers of various cities and regions which are connected by corridors, also cross-border.
- MyCorridor will develop an innovative platform, based on mature Intelligent Transport Systems (ITS) technologies, that will combine connected traffic management and multi modal services.
- MyCorridor aims to modernise the mobility market by introducing new business models, payment schemes (Mobility token) and business roles (Mobility Services Aggregator).
- MyCorridor supports the ITS Directive (40/2010) priorities, and the project results could become trailblazers for successful policies guidelines in this area, expanding TM2.0 to multimodal trips and MaaS (towards TM2.1).
- MyCorridor will allow all citizens to realise MaaS-based travel around Europe in a much cheaper, comfortable and environmental friendly way.



The pilots

To conduct the evaluation of the MyCorridor system with developers/ service providers / external parties and all type of travelers the following pilots will be implemented in two iteration rounds across 6 European countries.

The first iteration is aimed at evaluating MyCorridor frontend and backend modules; the second one, carried out in a real-life scenario, will evaluate benefits and impacts of MyCorridor in cross-border interoperability, time, comfort, environmental footprint.

Expected results

- Advanced, cross-border, multimodal travel planning and booking/ticketing for today's needs
- Overall, a 10% mobility enhancement is targeted for the project's Pilot sites
- At least a 15% shift from private car to shared transport solutions
- About 25% mobility enhancement for the elderly and disabled travellers at project Pilot sites
- Travel around Europe 20% cheaper, 10% faster and with 75% reduction in CO₂ and NO_x emissions reduction
- Identification of future framework requirements, including socially responsible behavior

Figure 9: Front and back of MyCorridor flyer.

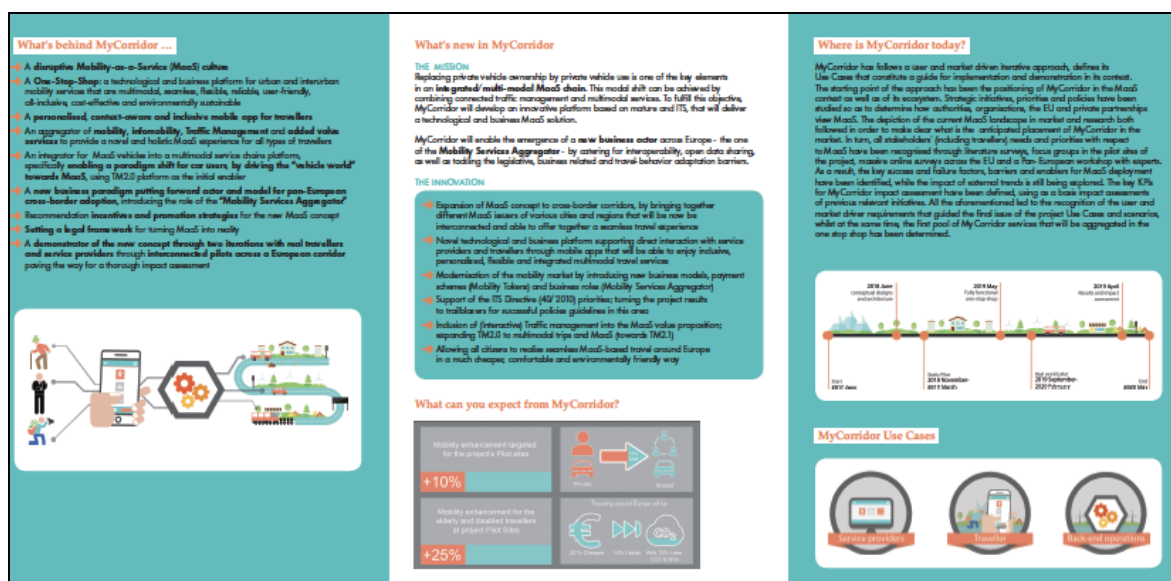
The project flyer is available on the project library section of the website. The flyer was sent to the partners and the project management team for comments and inputs. When finalised, the flyer was circulated to the consortium and made available on the TREVI common space, so that partners can open it and print it, distribute it at meetings and events, or send it as a pdf document to their networks.

The project brochure, due at M12 and with an update foreseen at M24, was thought as of as a more detailed tool to be distributed among external stakeholders. It describes the project and its different aspects more in detail, focussing on innovation and progresses made. The first version of the brochure was structured on six folding pages with A5 format as follows:

- Page 1: an ad hoc image describing the main project concept, along with the project motto;
- Page 2: “What’s behind MyCorridor”, focusing on project objectives;
- Page 3: “What’s new in MyCorridor”, focusing on the innovative aspects of the project;
- Page 4: “Where is MyCorridor today”, telling about the project progresses and main results so far reached;
- Page 5: “MyCorridor pilots” better explain the projects pilots and the link with the MaaS Alliance and use of the MaaS API;
- Page 6: project facts and figures, partners’ logos, coordinator’s contacts, online and social media contacts.



The image shows the front and back of the MyCorridor first brochure. The front cover (left) features the MyCorridor logo, a list of users (diverse types of travellers), a list of pilots (first round of testing), and a list of assessment and results (social-economic and environmental impact). The back cover (right) features the MyCorridor Facts & Figures, a list of partners (AMCO, MAP, TomTom, CERTH, Octome, TTS, chaps, HaCon, mobilità, Newcastle University, swarcos, swarcos, viva wallet, WINGS), a list of project coordinators (Roberto Polacin), and a list of project coordinators (Roberto Polacin). The back cover also features a map of Europe with the text "Our World with MaaS" and the MyCorridor motto "better trips, better life!".



The image shows the front and back of the MyCorridor first brochure. The front cover (left) features the MyCorridor logo, a list of users (diverse types of travellers), a list of pilots (first round of testing), and a list of assessment and results (social-economic and environmental impact). The back cover (right) features the MyCorridor Facts & Figures, a list of partners (AMCO, MAP, TomTom, CERTH, Octome, TTS, chaps, HaCon, mobilità, Newcastle University, swarcos, swarcos, viva wallet, WINGS), a list of project coordinators (Roberto Polacin), and a list of project coordinators (Roberto Polacin). The back cover also features a map of Europe with the text "Our World with MaaS" and the MyCorridor motto "better trips, better life!".

Figure 10: Front and back of MyCorridor first brochure.

The digital version of the brochure is available on the project website under the Project Library section. The brochure was sent to the partners and project coordinator for comments and inputs. When finalised, the brochure was circulated to the consortium and made available on the TREVI common space, so that partners can open it and print it, distribute it at meetings and events, or send it as a pdf document to their networks.

On the occasion of the workshop in Rome in November 2018, an appropriate amount of copies were printed to ensure that the core information was widely spread to stakeholders and participants.

As above anticipated, at M24 an updated version of the brochure was foreseen. This new version mainly focussed on the pilots and the work carried out until May 2019, month of the brochure delivery. More in detail, the second version of the brochure was structured on six folding pages with A5 format as follows:

- Page 1: an ad hoc image describing the main project concept, along with the project motto;
- Page 2: a short overview of the first and second round of pilots, along with an image of the MyCorridor App;
- Page 3: “What happened in the 1st round of pilot”, focusing on the scenarios created and used by the project pilots leaders for a first test of the MyCorridor App, MyOSS;
- Page 4: “...and what’s happening with the 2nd round”: a short preview of what expected during the further piloting phase;
- Page 5: “Payment and Back-Offices Handling”: explaining the transaction process within MyOSS;





Figure 11: Front and back of MyCorridor second brochure.

The digital version of the brochure is available on the project web site under the Project Library section. The brochure was sent to the partners and project coordinator for comments and inputs. When finalised, the brochure was circulated to the consortium and made available on the TREVI common space, so that partners can open it and print it, distribute it at meetings and events, or send it as a pdf document to their networks.

3.4 Project roll-up

The preparation of a project roll-up is not explicitly listed under the WP8 actions. However, it is an important tool to further define the visual identity of the project and properly capture audience attention when participating at events. The project roll-up is especially used during the MyCorridor workshops, like those already held in London and Rome. There are two versions of the roll-up, both reproducing the visual identity already developed under WP8 and are structured as follow:

- Ad hoc image explaining the project concept along with the project logo and motto;
- Fact and figures
- Of the project;
- Project consortium logos;
- Project coordinator's contacts;
- Social media logo and address.

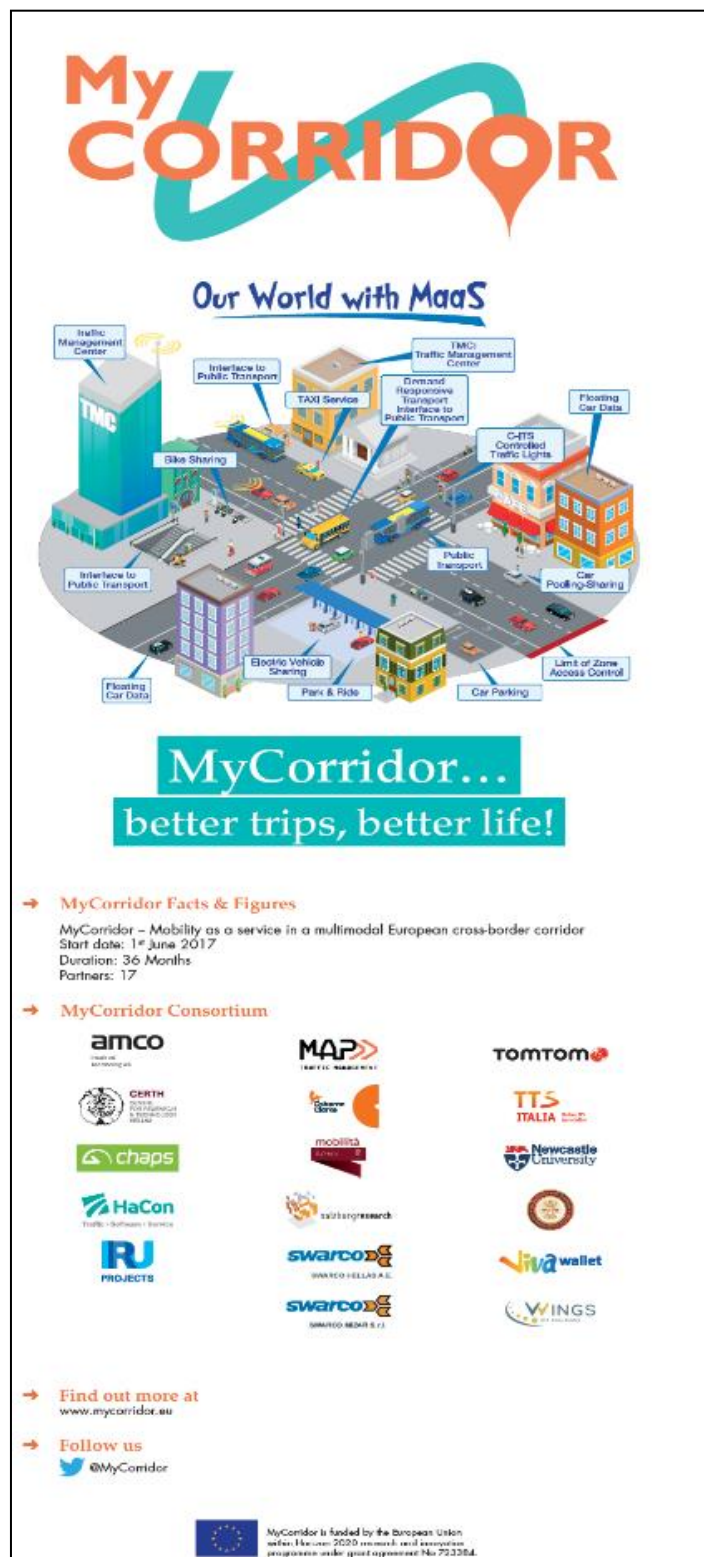


Figure 12: First version of MyCorridor rollup.

A second, newer version of the project roll-up was prepared for the MyCorridor workshop in Rome: it contains an updated project image better explaining the MaaS concept applied to MyCorridor and it especially address service providers, the main target of this second workshop.

3.5 PowerPoint template and Project presentation

A template with branding elements of the project was developed by IRU Projects. The objective of this template is to allow partners to place their content in an easily recognisable template and assure visual consistency for meetings, workshops and events.

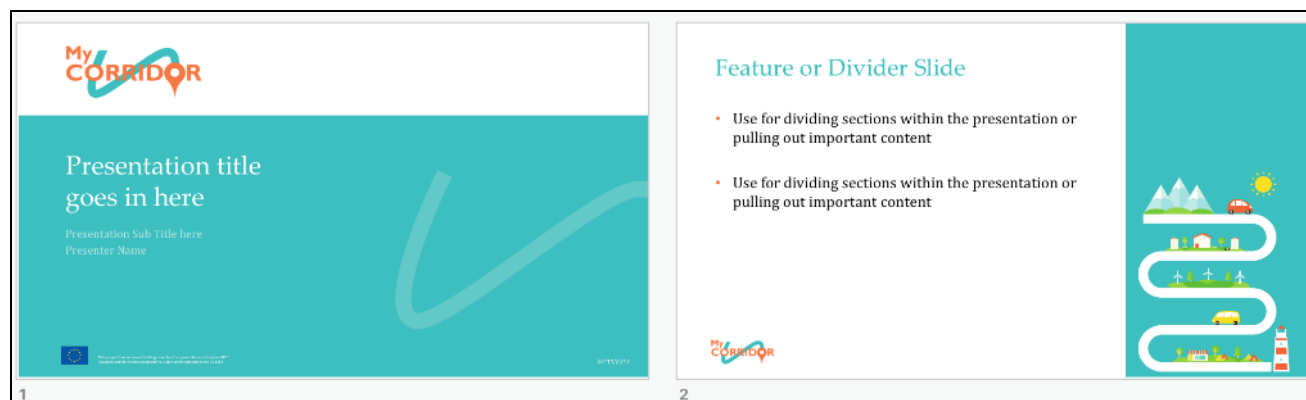


Figure 14: MyCorridor PowerPoint template.

Along with this project template, under WP8, a MyCorridor general presentation was prepared in order to help partners' explaining the project when attending relevant events. The general presentation covers topics such as: the challenge of the project and the gap it fills, the concept of "Mobility as a Service", information about project partners, focus and starting point of the project, mobility services we will look into, the concept of mobility tokens, business logic, the pilot and its "corridors", innovation and impact, project network and stakeholders, etc.

The template and the project presentation have been used at various events, helping the project to be recognisable and present a coherent image. The project presentation is available on the project website, under the section "Project Library".

3.6 Project videos

IRU Projects, with the support of TTS Italia, was tasked with producing two different videos during the project lifetime. A first video was already produced and delivered in January 2018. Even if this first video was not explicitly listed among the project deliverables, WP8, in agreement with the project management team, decided that it was important to add since an early stage of the project this visual tool for dissemination, able to resume the project scope in a quick and funny way.

The first video is short animation lasting 2.24 min. explaining the MyCorridor project and its concept. The animation serves as an illustration of what the project is about in a simple and straightforward manner, through a story:

"Panos and Maria are a middle-aged couple, living in Greece. As they are culture lovers, they aim to attend the "Salzburg festival" that will take place in July-August this summer. And on their way there, they decide to visit also Rome. Due to the crisis, but also being environmental conscious, they have abandoned their car and try to plan, book and realize the whole trip using the MaaS concept, i.e. multimodal PT chains and local car/ bike pooling/ sharing services.

Without My Corridor, they need to visit at least 12 websites; namely <http://www.trainose.gr/>, <https://tickets.trainose.gr/dromologia/> and <http://www.patrasinfo.com> to check the timetables and the connection of train and bus from Athens to Patra, www.greekferries.gr for Patra to Ancona ferries, <http://www.raileurope-world.com/> to check the timetables and the availability of the train from Ancona to Rome, www.trainline.eu/ for taking the train from Rome to Salzburg, <http://www.carsharing.roma.it/it/tariffe.html> to book the RSM car sharing service in Rome and <http://www.fahre-emil.at/> to book the EMIL car sharing service in Salzburg and www.viva.gr to take the flight from Salzburg back to Athens.

We did ourselves the calculation, resulting in a total of approximately 2.5 hours to plan/ book the trip (and in some branches of the trip, e-ticketing is not available), as well as a total cost from 320€ to 430€. With MyCorridor, they'll be able to perform the whole planning, booking and ticketing function (and later also be supported in routing/re-routing through TomTom services) by visiting just one site (the new viva.gr with roaming connections Europe wide) in just less than 15 minutes and a potential overall price reduction of at least 20% through mass sales effect and the use of tokens."

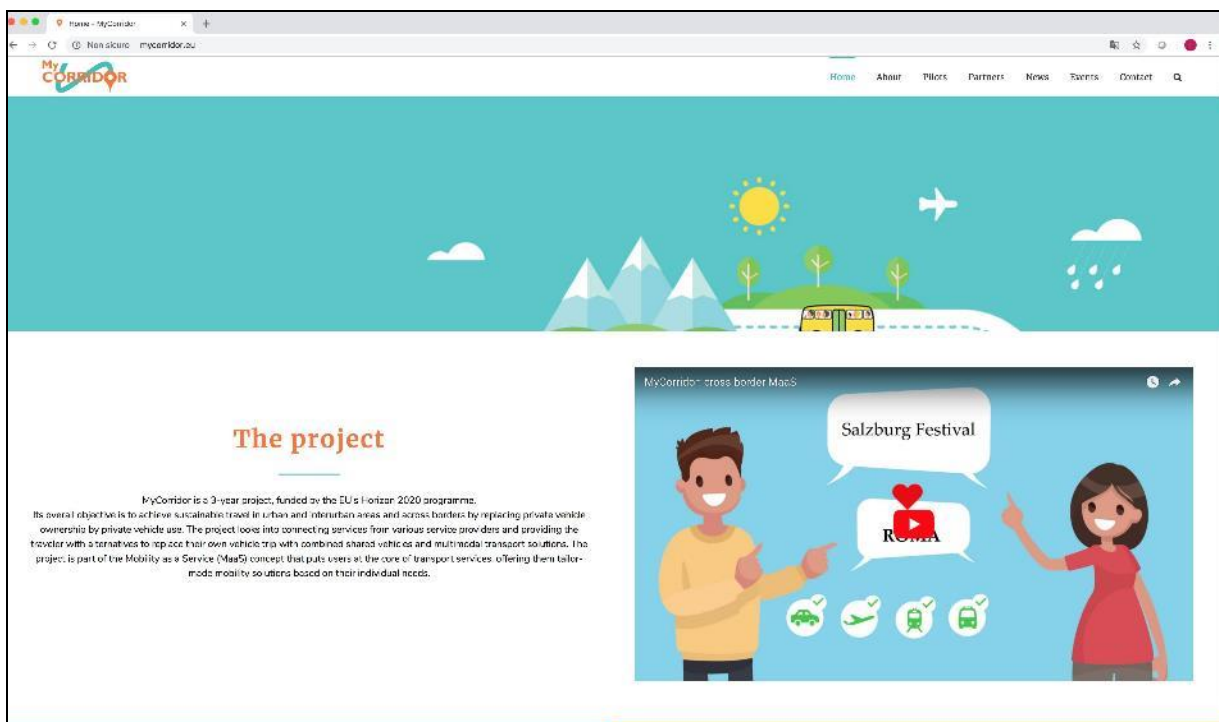


Figure 15: MyCorridor project video available on the website home page.

The project video was placed on the MyCorridor website as well as on Youtube at the following link: <https://www.youtube.com/watch?v=gEwbNks3RYs&t=7s>

By M36, a second video is expected to be produced. The video will include the most relevant outcomes of MyCorridor, with a special attention to the work carried out within the project pilots.

3.7 Project images

Since the beginning of the project, IRU Projects has collected from both partners and from authorised online platforms/sources a set of images to be used by the MyCorridor Consortium in a standardised way during project presentations at external events. IRU Projects has already collected some images

from the image bank Shutterstock. These images have been put on internal project document sharing platform (TREVI) for partners to use in their communication material if needed.

Images associated to the project should represent one or more the following concepts: intermodal transport, car sharing, travellers and use of apps, personalised travel, inter-country travel, etc.

3.8 Social Media

The MyCorridor project chose Twitter as the main and unique social media tool to be used for the project dissemination. Twitter, due to its characteristics, allows quick, fresh and immediate interaction with the audience who is informed on project progress almost in real time.

MyCorridor Twitter account is available @MyCorridor and is used to:

- Share relevant information/news on MyCorridor;
- Inform audiences about the participation to relevant events;
- Share pictures/images related to MyCorridor;
- Retweet information/news from other relevant projects/accounts.

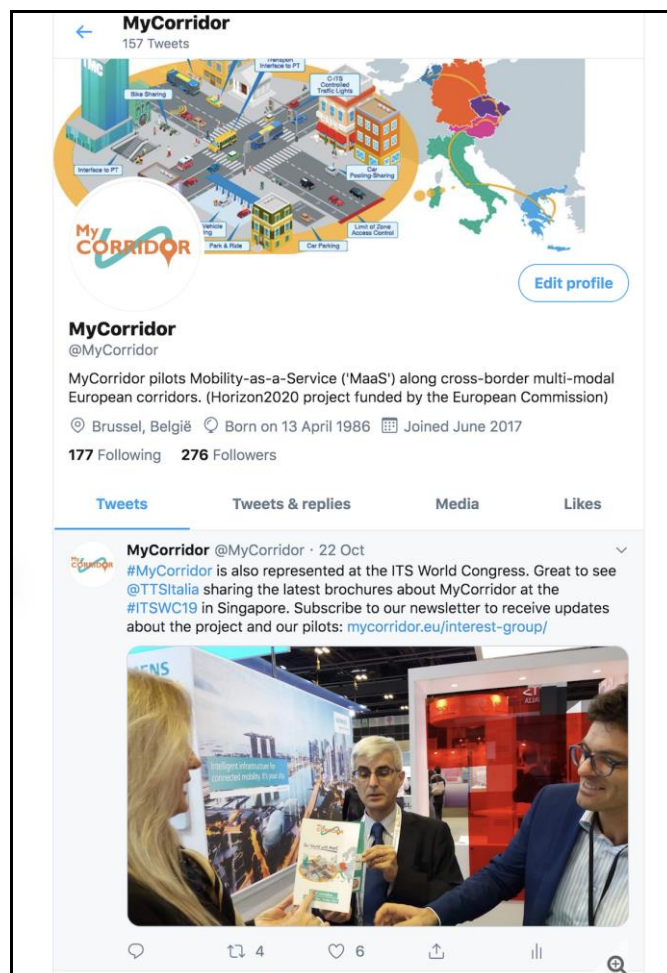


Figure 16: MyCorridor Twitter account.

The following general guidelines were spread among MyCorridor partners to support them on the correct use of this social channel:

- The use of pictures is encouraged as it helps retweets;
- Conversations/contacts with MyCorridor follower are encouraged;
- Tweets from other relevant projects/account should be shared;
- INEA may be tagged: @INEA;
- One or more of the following tags should be used (according to the contents): #MyCorridorUsecases; #MyCorridorFocusGroup; #MobilityTokens; #MyCorridorPilots (#MyCorridorinItaly, #MyCorridorGreece, etc.); #MyCorridorBusinessModels; #MyCorridorMobilityServices.

A Twitter feed is also available on the project website. Also, a direct link to the project Twitter account was added to the main website menu.

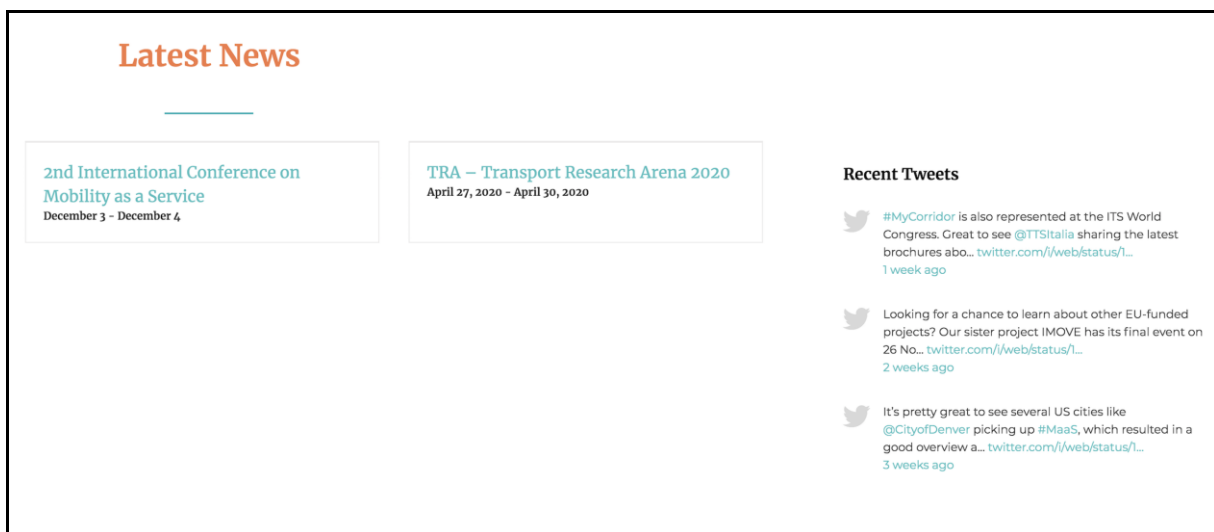


Figure 17: MyCorridor news feed on its twitter account.

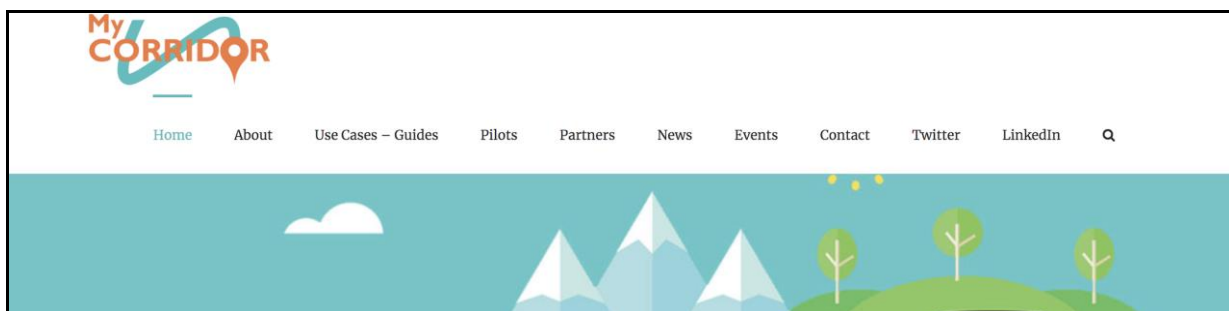


Figure 18: Direct link to the project Twitter account from the website main menu.

MyCorridor counts **276 followers** on Twitter at the moment of the preparation of this document including:

- ITS experts;
- ITS companies;
- Transport and Mobility EU Associations;
- Accounts for relevant transport events;
- EU MaaS projects.
- EC directorates.

The images below show the gender, interest, country and region repartition of the MyCorridor followers:

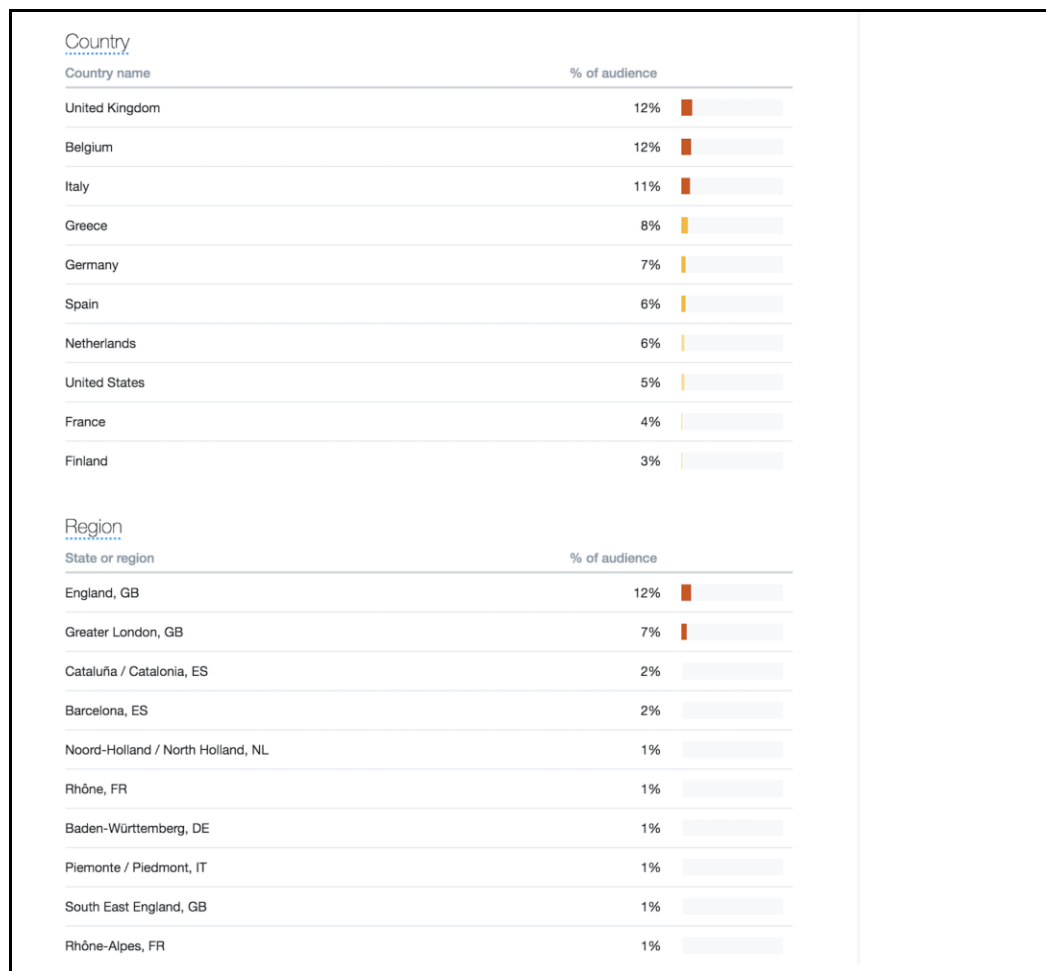
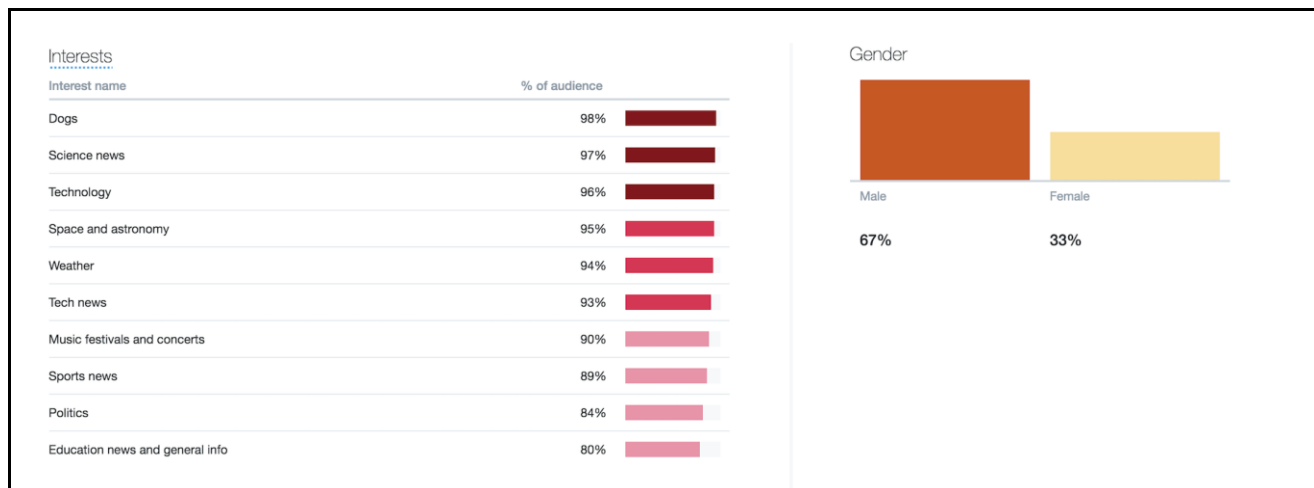


Figure 19: Gender, interest, country and region repartition of the MyCorridor Twitter followers.

Finally, here is an image reporting the MyCorridor Twitter statistics in October 2019:

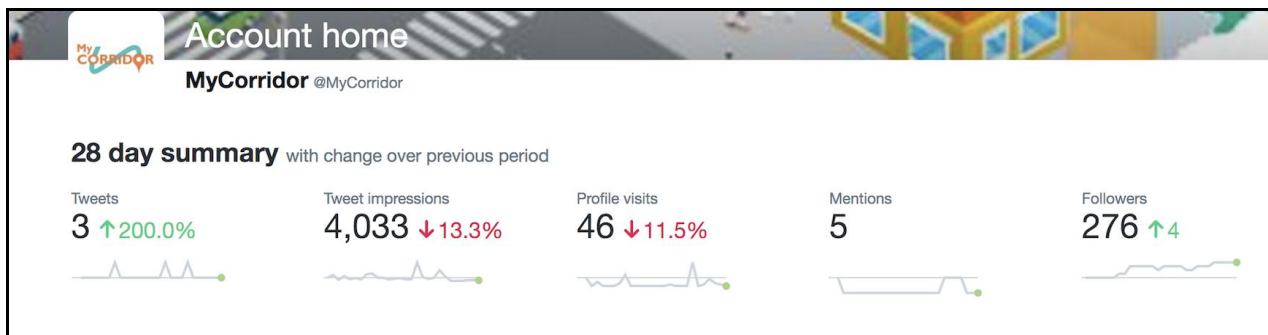


Figure 20: MyCorridor Twitter statistics according to the month of October 2019.

The MyCorridor project also launched a LinkedIn profile that reflects the same contents as the project web site and at the moment of the preparation of this document has **129 connections** (according to October 2019 numbers) including transport service providers, universities, transport associations, research centres, private companies, mobility start-ups:

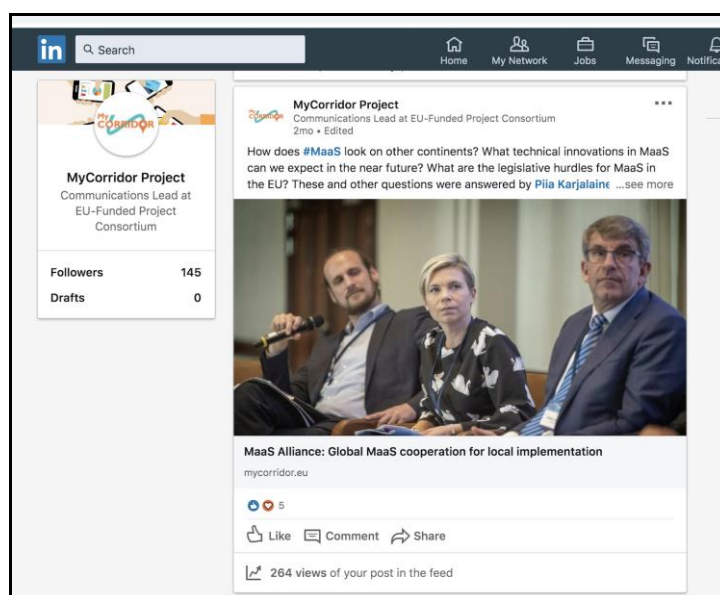
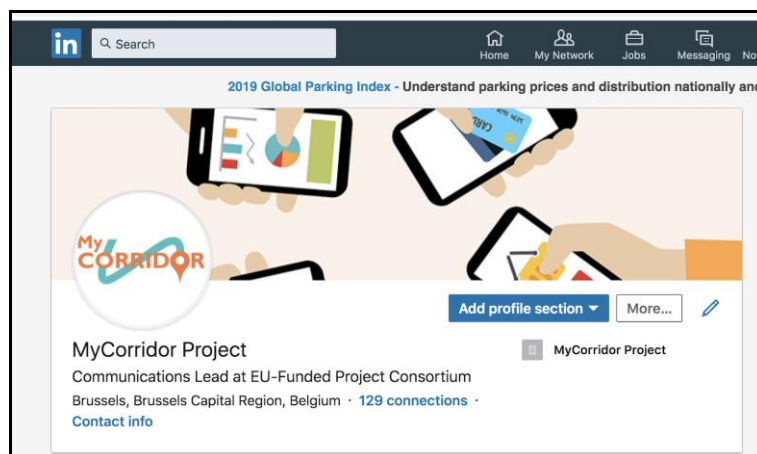


Figure 21: MyCorridor LinkedIn page.

A direct link to the LinkedIn project account was also added on the MyCorridor website main menu.

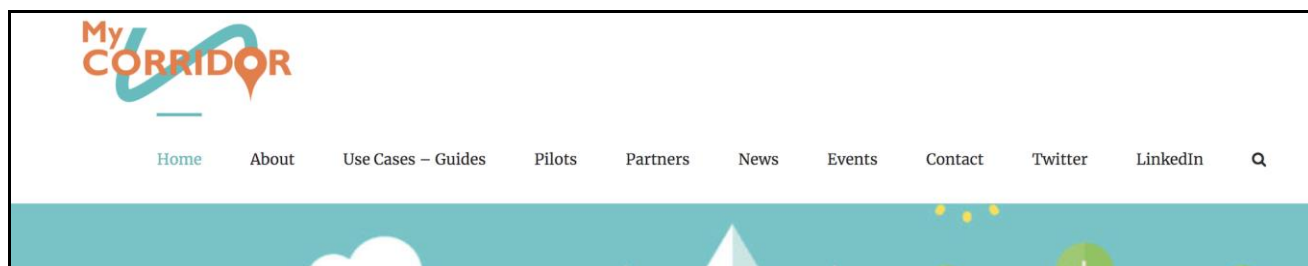


Figure 22: MyCorridor LinkedIn page.

3.9 Project newsletter and press releases

Even if not explicitly listed among deliverables, the MyCorridor project was intended to release at least three newsletters during the project lifetime and in general when relevant results were achieved or the attention had to be kept high on relevant project events. At the moment of the preparation of this document, MyCorridor already achieved the above reported target; and two further newsletters are planned. The project newsletter follows more or less the contents of the MyCorridor website.

The first MyCorridor newsletter was circulated in February 2018, and was composed as follows:

- Information on project progresses and results;
- Collaborations with other relevant projects;
- Information about relevant upcoming events.



Figure 23: MyCorridor first newsletter.

The second MyCorridor newsletter was released in early December 2018, in order to anticipate the Christmas break and miss recipients. The newsletter was composed as follows:

- Information on project progresses and results such as pilots getting ready for their first round; the second Pan-European workshop held in Rome; brainstorming activities with transport service providers;
- Collaborations with other relevant projects;
- Collaboration with MaaS Alliance;
- Interviews carried out;
- Information about relevant upcoming events.

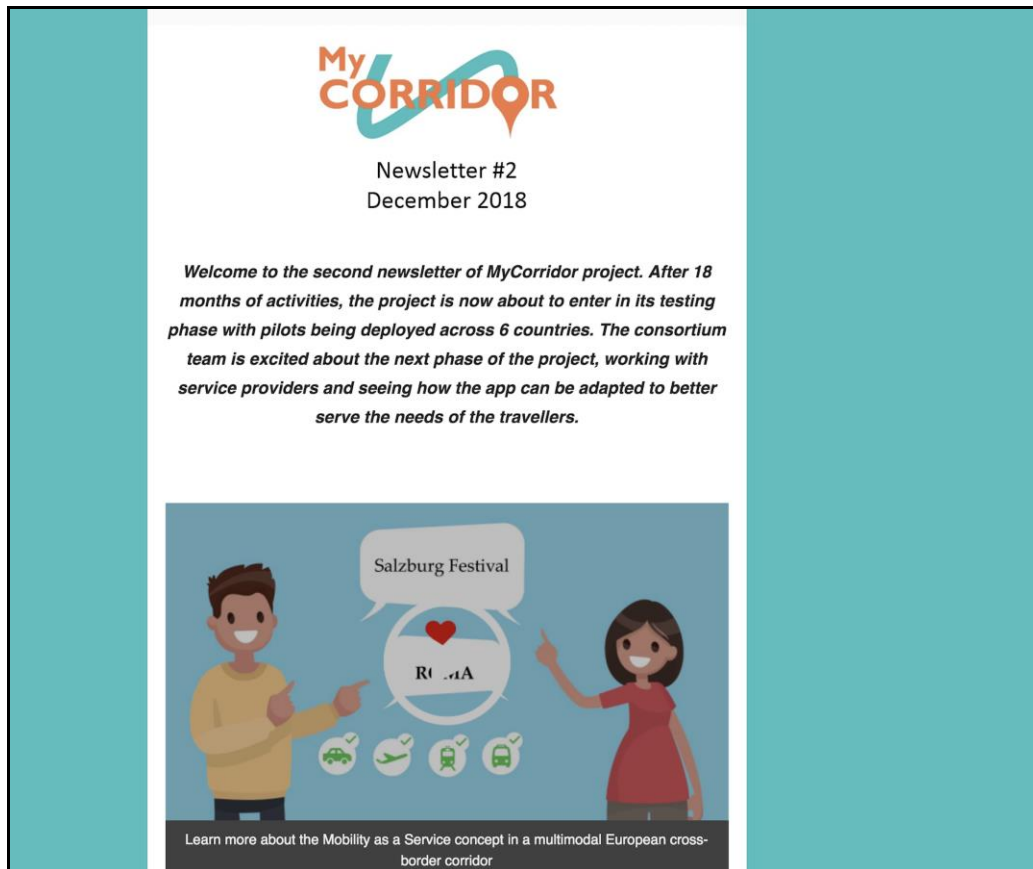


Figure 24: MyCorridor second newsletter.

A third project newsletter was released in May 2019 and was composed as follows:

- Information on project progresses and results such as a new Consortium meeting; ;
- Collaborations with other relevant projects;
- Collaboration with MaaS Alliance;
- Interviews carried out;
- Information about relevant upcoming events.

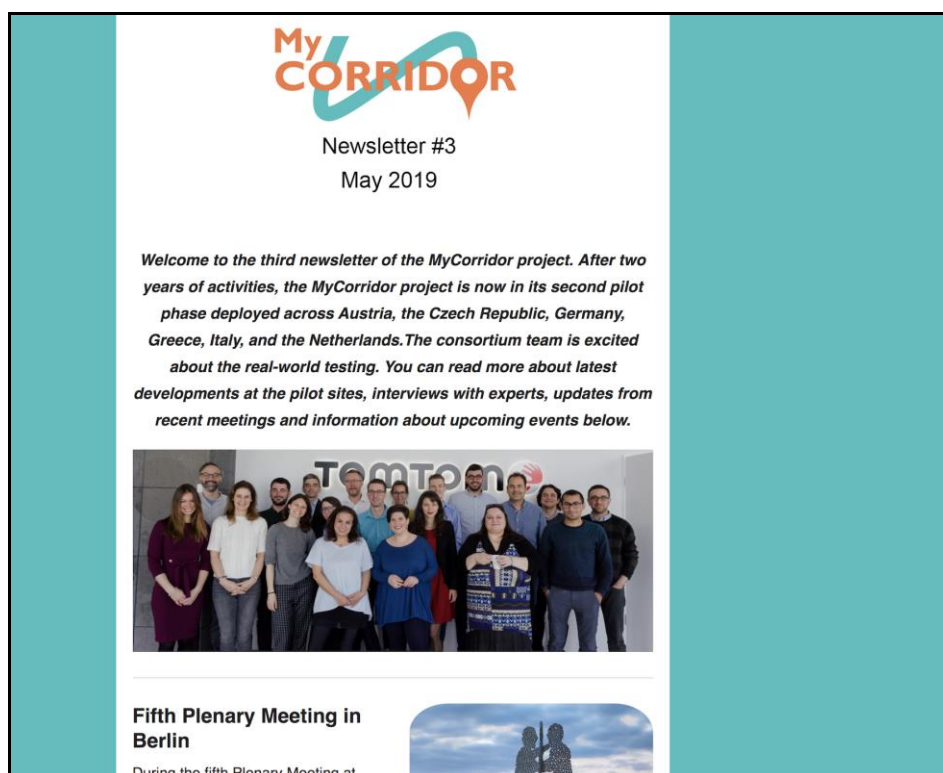


Figure 25: MyCorridor third newsletter.

A fourth MyCorridor newsletter is planned in early December 2019, which will focus on the launch of the 2nd pilot round across the sites of the project. Finally, a fifth and final project newsletter will be realised in 2020, reporting the main and final outcomes.

The newsletter template is realised and distributed to relevant contacts by using MailChimp.

All the newsletters are public and available on the project website, under the “Project Library”.

MyCorridor was tasked with issuing at least 3 press releases, prepared in English and translated to local languages by partners. Press releases will be released in correspondence with relevant project milestone or in collaboration with other MaaS projects as well as the MaaS Alliance, in order to inform both external stakeholders and national media.

A first press release, titled “EU projects explore common standard for digital mobility services” was released early December 2018, in collaboration with MaaS4EU and IMOVE H2020 projects and MaaS Alliance, to announce a collaboration to explore the options put forward by the MaaS API (Application Programming Interface) aiming to streamline the currently cumbersome and time-consuming API integration process of the various transport services. This would encourage MaaS aggregators to develop attractive transport services that would incentivise travellers to move away from car ownership and make more use of public transport and shared services.

EU projects explore common standard for digital mobility services

A common standard for designing digital transport services is being considered by three EU-funded projects working on improving the mobility of EU citizens with the help of Mobility-as-a-Service (MaaS).

MyCorridor, **MaaS4EU** and **IMOVE** agreed to explore the options put forward by the **MaaS API** (Application Programming Interface) aiming to streamline the currently cumbersome and time-consuming API integration process of the various transport services. This would encourage MaaS aggregators to develop attractive transport services that would incentivise travellers to move away from car ownership and make more use of public transport and shared services.



Developed by MaaS Alliance, the API defines a common approach to designing a transport service API, from the use of communication protocol and data format to security standards, basic methods and service calls, responses and general behaviour of an API. The use of a 'common language' will help boost the expansion of the MaaS service offering which will, consequently, lead to a unified and seamless cross-border experience for the end user.

Figure 26: MyCorridor first press release.

The press release is available on the project website, under the “Project Library”.

The second and third project press releases will follow between December 2019 and early 2020, according to the relevant MyCorridor outcomes and collaborations.

4 Engaging with project stakeholders and audiences

To ensure an effective dissemination and stakeholders’ dialogue the MyCorridor project focuses on five relevant communication and dissemination actions:

1. Creation and maintenance of a specific project User Forum;
2. Collaboration with relevant MaaS projects;
3. Dissemination of the project in the research community (through publications and presenting papers at research/scientific conferences);
4. Event organisation and participation;
5. Cooperation with TM2.0 platform.

A brief description follows of actions taken and to be taken as well as of channels to be used.

4.1 Project User Forum

One of the main strategy elaborated under the MyCorridor project for the engagement of stakeholders is the creation of the User Forum. The project keeps the User Forum up-to-date, with it being composed of Interest Groups, which now counts 180 entries, from transport and related service providers, authorities, research organisations and other project partners. The User Forum also represents the

basis for the MyCorridor database of contacts. These contacts are informed of the project activities and progress and they are also given the possibility to follow the project by subscribing to the project newsletter.

As anticipated in the section 2.4 of this document, the main stakeholders' categories of interest for the MyCorridor project are:

- Industry;
- Research communities and centres;
- Service providers;
- E-ticketing and e-payment service providers;
- Technology providers;
- MaaS aggregators and local nodes;
- Interest Groups
- Authorities/municipalities;
- All travellers.

WP8, as well as the whole consortium, has selected and will continue to carefully select a limited number of contacts of persons belonging to organisations above mentioned categories of audiences until the end of the project. The project engages with these persons directly by asking them to fill in surveys on the project, give us feedback on the project dissemination material, interact on social media, suggest content for the website or newsletter, speak at or attend project workshops, etc.

For each category, a limited number of actors is more actively involved, 5 or 6 at maximum, in order to establish a concrete and fruitful dialogue for the whole project lifetime. The final aim is to create and consolidate an active MyCorridor community.

Engaged stakeholders have been invited to several events, organised by MyCorridor or other ones of interest to MyCorridor (i.e. the IRU Taxi meeting in 2018). Furthermore, regular updates are provided through the MyCorridor newsletter, which is being well-received according to the above-average opening rates.

4.2 Collaboration with MaaS projects

MyCorridor established a collaboration with other relevant and like-minded H2020 projects since the very beginning. A strong focus was set on the collaboration with other MaaS projects, namely [IMOVE](https://www.imove-project.eu) (<https://www.imove-project.eu>) and [MaaS4EU](http://www.maas4eu.eu) (www.maas4eu.eu).

More in detail, direct contact has already been established with IMOVE and MaaS4EU and a proper collaboration was defined, based on common press releases, cluster meetings on relevant and common topics and knowledge exchange. A concrete example of this collaboration is on 6 November 2019, MyCorridor participated in a workshop organised by INEA, DG MOVE and CEN in which IMOVE and MaaS4EU participated along with other R&I projects. Topics included the needs and challenges in the development of MaaS, next steps to accelerate widespread market-uptake of MaaS project solutions and common standards. MyCorridor, along with a general project overview, focussed on the standardisation related challenges that has recognised in MaaS providing also explicit recommendations for standardisation: API, Data Interoperability, Communication, Booking&Payment, Traffic management, Legal issues, Business models. **As an outcome, MyCorridor was invited by CEN to provide its relevant documentation to be taken into account in the relevant standards that will soon emerge by CEN.**

Right a day after, on the 7th of November 2019, a cluster meeting was organised by the MaaS Alliance, where again, all invited projects presented and discussed their approach, their outcomes and the recognised challenges.

In addition to the aforementioned meetings, since the beginning of the projects, two more cluster meetings have been organised:

- 6th February 2018, in London;
- 15th November 2018, in Rome.

Both cluster meetings were organised a day before MyCorridor Pan-European workshop in order to ensure and maximise synergies, and with the aim to define a state of the art of the cooperation and to decide the next steps.

At the first cluster meeting the project partners agreed to align communication and dissemination activities and explore the potential cooperation on other fields. The cluster of MaaS projects further continued the discussion at the ITS World congress in Copenhagen on 19th of September 2018, where the projects presented an overview of advancements of their developments and pilots deployments. The speakers from all three projects explored the alignment of MaaS deployment with the regulations on multimodal passenger rights.

Periodical call conferences and face to face meeting are properly organised between the three project coordinators, also involving relevant partners of the consortium when needed. The liaison with MaaS Alliance and other projects will continue in the framework of the 3rd workshop, which will take place in Amsterdam at the beginning of 2020. The meeting will be used to discuss recent developments of MaaS and share the progress of the MyCorridor project pilots.

4.3 Scientific/Technical publications and papers

MyCorridor aims to publish at least 9 papers on scientific/technical journals in total. Publications focus on relevant project aspects and milestones and will also made available on MyCorridor website. All publications will be marked up with the following text:

“The work presented in this paper is [partially/fully] supported by the European Union's Horizon 2020 research and innovation program – project MyCorridor: (Grant agreement No 723384) The author(s) is (are) solely responsible for the content of this paper. It does not represent the opinion of the European Community and the European Community is not responsible for any use that might be made of information contained therein.”

Even though the MyCorridor project was entering its main phase of development end of 2018/early 2019, by December 2018, the following papers were already published in conference proceedings supported by relevant presentations:

- **“MyCorridor”** at the Transportation Research Board 2017, Washington DC, USA, January 2018
- **“TM2.0 as an enabler of MaaS and its employment in MyCorridor”** at the ITS World Congress, Copenhagen, Denmark, September 2018 by MAPtm/Swarco Mizar;

- **“The symbiosis between Traffic Management and Mobility as a Service”** at the ITS World Congress, Copenhagen, Denmark, September 2018 by MAPtm;
- **“Mobility as a Service (MaaS) in a multimodal European cross-border corridor”** 8th International Congress on Transportation Research, Thessaloniki, Greece, September 2018 by CERTH.

In 2019, the following scientific publications were published/submitted (and accepted):

- **Mobility services data models for open and inclusive MaaS infrastructures**
IcooMaaS 2019 (3-4 December 2019)
Authors: Maria Gkemou, CERTH; Athanasios Salamanis, CERTH.
- **A multi-faceted evaluation framework to evaluate service providers’ and travellers’ experience with MaaS enabling technologies**
IcoMaaS 2019 Conference (3-4 December 2019)
Authors: from CERTH, Toulou, K. Gkemou, M. Zankl, C., Panou, M., Bekiaris, E.
- **Traffic Management & MaaS**
IcooMaaS 2019 (3-4 December 2019)
Author: from MAPtm, Patrick Hofman; Ruud van den Dries.
- **MyCorridor MaaS: A stakeholder-inclusive MaaS platform**
Transport Research Arena 2020 (27-30 April 2020)
Authors: from CERTH, Maria Gkemou, Athanasios Salamanis.
- **MaaS – an enabling tool for Collaborative Traffic Management**
Transport Research Arena 2020 (27-30 April 2020)
Authors: Laura Cocone, Swarco Mizar; Stephanie Leonard, Tom Tom; Ruud van den Dries, MAPtm; Maria Gkemou, CERTH; Vasileios Mizaras, Swarco Mizar.
- **A multi-modal approach to Traffic Management**
Transport Research Arena 2020 (27-30 April 2020)
Author: from MAPtm, Ruud van den Dries; Patrick Hofman.

Also, here is a list of publications were MyCorridor contributed or was mentioned:

- **Chapter in Book for Springer, originated from Mobility4EU: A user and stakeholder-driven approach for cross-border, seamless and personalised MaaS provision**
Mobility4EU - Springer
Authors: from CERTH, Maria Gkemou, Maria Anna Devetzoglou, Katerina Toulou, Athanasios Salamanis, Evangelos Bekiaris.
- **Traffic Management 2.0 – Mobility as a Service Task Force**
FINAL REPORT, JUNE 2019 - Stephanie Leonard, TomTom; Laura Cocone, Swarco Mizar; Vassilis Mizaras, Swarco Hellas.
Available [here](#)
- **Mobility as a Service (MaaS) and Sustainable Urban Mobility Planning (SUMP), Practitioner Briefing**

AUGUST 2019 - developed by ERTICO – ITS Europe, also as a host of the MaaS Alliance, in collaboration with UCL - MaaSLab, University of Aegean, TRT Trasporti e Territorio, UITP, CETH, EMTA, Polis Network, the City of Antwerp and Forum Virium Helsinki.

Available [here](#)

4.4 Events (e.g. workshops, conferences, exhibitions)

The MyCorridor project attended and was involved in an active way in several international events. Also, MyCorridor organised two Pan-european workshops.

Workshops

1st workshop – February 2018

The first European workshop (in a series of three) was organised on the 9th of February 2018 to introduce MyCorridor to a wider audience and approach the challenges of implementing MaaS from the legal, governmental and research perspectives. More than 50 stakeholders attended.



Hosted by the UK-based legal practice Osborne Clarke LLP, one of the project partners, the workshop opened with a short animation illustrating the MyCorridor project's objectives. The first keynote was given by Christopher Irwin, Member of the European Passengers' Federation (EPF) Council. Mr. Irwin offered a clear overview of MaaS and explained the added value of the project.

Other workshop speakers included Ivo Cré, Deputy Director at POLIS Network who looked at the role of local governments in developing MaaS, concluding that the involvement of local authorities is still very limited. He agreed with the previous speaker that there are risks in developing a purely commercial approach to MaaS.

Jeremy Godley and Marie-Claire Smith from Osborne Clarke LLP, summarised the main legal issues for MaaS stakeholders, such as market access, payment regulation, competition law, contractual issues, liability and public procurement amongst others. They highlighted the importance of data protection and privacy for MyCorridor and MaaS in general, especially in view of the EU General Data Protection Regulation (GDPR) that came into force this upcoming May (2018).

MyCorridor technical coordinators from the Hellenic Institute of Transport of Centre for Research and Technology Hellas – (CETH/HIT) outlined the project's vision, objectives and implementation approach. The interactive session towards the end of the workshop was an excellent way to survey the participants on their views regarding needs and priorities, policy, market and other issues relevant to the project's success. The set of unique audience insights from the session can be obtained by members of the MyCorridor Interest Group. Join the Interest Group.

Roberto Palacin, Project Coordinator and Senior Researcher at the University of Newcastle, closed the workshop and expressed his optimism about the future of mobility, with projects such as MyCorridor potentially paving the way for a better, easier and more inclusive MaaS.

The workshop was characterised by an interactive session as well as a post-workshop on-line survey. The interactive session, moderated by CERTH/HIT, managed through Mentimeter tool (<https://www.mentimeter.com/>) addressed four key topics, namely MaaS & public sector, MyCorridor Use Cases, Business Models and Towards a Euro-Mobility ticket.

With the post-workshop on-line survey, participants were asked to evaluate the workshop overall. About 20 participants completed the post-workshop on-line survey: the workshop was considered to be useful and participants believe the MyCorridor project is on the right path towards achieving its goals and towards contributing to MaaS vision.

More detailed outcomes from the workshop are described in D1.1 “MyCorridor Use Cases”, available in the project website under the “Project Library”.

The proceedings of the workshop are available on the MyCorridor website, under the “Project Library”.

The workshop was organised and structured according to the following agenda:


		Home About Pilots
1st MyCorridor Project Workshop		
<p>The Workshop will deal with a variety of issues, including exploring users' needs (e.g., travellers, service providers and MaaS aggregators) and the legal aspects of MaaS. The Workshop will be held in the London offices of MyCorridor's project partner Osborne Clarke LLP and principally organised by the project coordinators, The University of Newcastle and CERTH, with the support of My Corridor's Dissemination and Events project partner, IRU.</p>		
<p>Please register on the Eventbrite site.</p>		
Agenda		
09:30: Arrival, Registration & Welcome Coffee		
10:00 – 10:10	Welcome & Introduction	Roberto Palacin, UNEW
10:10 – 10:30	Keynote Speech: <i>Mobility as a Service (MaaS): where we are and where we are heading; a user's perspective</i>	Christopher Irwin, EPF
10:30 – 10:45	Keynote Speech: <i>Implications for urban and regional transport</i>	Ivo Cre, Polis
10:45 – 11:05	Keynote Speech: <i>Navigating the legal landscape</i>	Jeremy Godley & Marie-Claire Smith, Osborne Clarke LLP
11:05 – 11:25	MyCorridor Project: The vision & the approach	Maria Gkemou, CERTH/HIT
11:25 – 11:45	Coffee/Tea break	
11:45 – 13:15	How to make a difference – interactive round-table	Evangelos Bekiaris, CERTH/HIT
13:15 – 13:30	Closing message	Roberto Palacin, UNEW
13:30 – 14:30	Networking Lunch	

Figure 27: MyCorridor first workshop agenda.

2nd workshop – November 2018

The 2nd MyCorridor workshop was held in Rome on 16th of November 2018 and involved more than 40 participants from the industry (transport and mobility service providers), research, authorities and associations. Urban and intercity transport service providers are facing an unprecedented paradigm shift in the legal, social and technological norms guiding the transport industry, leading to a greater emphasis on multimodal 'Mobility as a Service' (MaaS) concepts and 'one-stop-shop' mobile app and platforms. The event focused on how mobility service providers can join the MyCorridor MaaS platform. Together with external experts the workshop tried to answer how should transport service providers make use of the latest technology and business models in order to remain competitive?

The Workshop looked at the current social, business, legal, and technical environment for MaaS and provide a sneak peek at progress on the EU-funded and MaaS-enabled MyCorridor platform which is currently under development.

Workshop sessions included two main keynote speakers: MyCorridor partner SWARCO presented the role of Traffic Management (TM) 2.0 in MaaS and its evolution into TM 2.1; MyCorridor legal partner Osborne Clarke discussed GDPR and other general legal implications and exploring a case of competition law (merger of car2go and DriveNow) that might result in a more favourable ground (open API requirement) for the development of MaaS solutions.

The workshop was the occasion for the first public demo of MyCorridor MaaS app, that will be tested first internally (beginning of 2019) and later also with broader public (mid 2019), doing real travel between Greece, Italy, Austria, Czech rep, Germany and The Netherlands.


Finally, the audience was actively involved in the Interactive session, with experts Oktay Türetken and Paul Grefen from the Department of Industrial Engineering & Innovation Sciences of Technical University of Eindhoven using the business model radar approach to define the potential business model of MyCorridor MaaS defining the value proposition for various users.

The proceedings of the workshop are available on the MyCorridor website, under the "Project Library".

The workshop was organised and structured according to the following agenda:

Agenda		
08:30 – 09:15: Arrival, Registration & Welcome Coffee		
09:15 – 09:25	Welcome & Introduction	Roberto Palacin, Newcastle University
09:25 – 09:40	Keynote Speech: TM & MaaS – Moving one step further	Laura Coccones, SWARCO Mizar
09:40 – 09:55	Keynote Speech: MaaS role in sharing mobility	Sandro Bartolucci, Roma Servizi Mobilità
09:55 – 10:10	Update on legal issues in MaaS: competition law and case studies	Jeremy Godley, Osborne Clarke
10:10 – 10:25 Coffee /Tea Break		
10:25 – 11:10	MyCorridor one-stop-shop & interactive discussion	Athanasios Salamanis, CERTH/ITI Kostas Kalogirou, CERTH/HIT
11:10 – 13:10	Interactive business model session	Vassile Mizaras, SWARCO Hellas, Oktay Turekten & Paul Grefen, Eindhoven University of Technology (TU/e)
13:10 – 13:20	About joining MyCorridor	Maria Gkemou, CERTH/HIT
13:20 – 15:20	Networking Lunch & Collateral discussions with service providers for joining MyCorridor one-stop-shop	MyCorridor Consortium & guests

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Mobility as a Service in a multimodal European cross-border corridor



**MyCorridor 2° PanEuropean Workshop:
Mobility-as a-Service across borders**
November 16th, 2018 @08:30 am - 03:20 pm
Rome, Italy

Figure 28: Front and back of the MyCorridor second workshop agenda.

3rd Workshop – Spring 2020:

The third workshop will take place in spring 2020 in Amsterdam, focusing on the outcomes and lessons learned from the MyCorridor pilots with a focus on examples from the Netherlands experience. This meeting will take place after the MyCorridor Plenary Meeting in order to maximise the quality of discussion from relevant stakeholders.

Focus Groups

A Focus Group with service providers (internal and external to the Consortium) was conducted in Rome on 12th of July 2018, by SWARCO MIZAR with the attendance and support of the Service Registration Tool development team (CERTH/ITI). The whole workshop was organized with service providers with MyCorridor project, Service Registration Tool and business modelling presentations. The latter involves the business models for attracting service providers as well as identifying the added value (i.e. primary value propositions) for services providers to become members of the MyCorridor community and business MaaS platform.

A detailed description of this first Focus Group is contained in D6.1 “Pilots plans framework and tools”.

A second focus group was organised and led by CERTH in Greece on 30th of November 2018. This one focused on travellers, a co-design session to improve the existing UI of MyCorridor app. A supplementary pre-testing phase was added to the originally planned evaluation framework to ensure that user design expectations were met in the creation of a complex and multi-faceted framework and

ecosystem. The co-design process is purely formative and participatory approach and the session was held with a group of 5 travellers (a student, an older businessman, an older tourist, a disabled person with upper limb impairment and a wheelchair user who is an avid tourist). The overall experience was positive and users mentioned that for the majority of UI screens, the functions and taxonomy was clear. They even mentioned, without being asked, that its use requires low to moderate digital literacy and not high. The MaaS concept is new in Greece; therefore, it was important to them to first introduce the MaaS concept and its potential implementations in Transport.

The detailed description and results of this focus group will be available on D6.2 which is due towards the end of the project.

Further focus groups with travellers will be organised at pilot level from December 2019 until the end of the project for conducting the impact assessment.

Events

MyCorridor project partners have participated in several workshops, conferences, and exhibitions related to the project issues in order to raise awareness about the project goals and results as well as to establish a network with always new external stakeholder as well as similar European projects.

IRU Projects collects inputs from the partners about conferences and exhibitions to identify relevant events and continuously coordinates the attendance of project partners in close collaboration with the project management team. Also, partners inform WP8 leader about their participation in local events and of any relevant meeting with stakeholders and/or final users.

It was expected to participate to 5 events during the second year of the project (achieved according to Table 8); and to 12 events during the third year of the project (partially achieved until the preparation of this document according to Table 9. However, more events will be attended within the end of MyCorridor according to Table 10). In both cases, presentations were/will be given on relevant topics.

A list of events where MyCorridor project has been presented in 2017 is provided in the following table:

Table 7: List of events where the project was presented in 2017.

Event title and organiser	Date	Place/Event	Partner
TRB 2017	8-12 January 2017	Washington, USA	CERTH
General Assembly of MaaS Alliance members	19 June 2017	Strasbourg, France	IRU Projects
“MaaS in cities and regions” at POLIS urban Mobility Breakfast BY POLIS Network	19 September 2017	Brussels, Belgium	IRU Projects
ICTR 2017 – International Congress on Transportation Research	27-29 September 2017	Thessaloniki, Greece	CERTH
ITS World Congress by ERTICO	29 October 2017	Montreal, Canada	IRU Projects
Middle East and North Africa Regional Congress by IRF	29-31 October 2017	Dubai, UAE	IRU Projects and TTS Italia

A list of relevant events, where the MyCorridor project was presented/disseminated in 2018 is provided in the following table:

Table 8: List of events where the project was presented in 2018.

Event title	Date	Place	Partner
IRU members meeting	January 2018	Brussels, Belgium	IRU Projects
ERTICO Multimodality Reception event	24 January 2018	Brussels, Belgium	IRU Projects
Transport Research Arena (TRA) Conference 2018	16-21 April 2018	Vienna, Austria	Swarco Mizar
IRU members meeting	May 2018	Geneva, Switzerland	IRU Projects
Steering Committee TM2.0 platform	May 2018	Brussels, Belgium	Swarco Mizar
Conference on long-term planning for urban mobility	14-15 May 2018	Nicosia, Cyprus	Swarco Hellas
ECOMM 2018 – European Conference on Mobility Management	30 May – 1 June 2018	Uppsala, Sweden	MAPtm
MFTS 2018 - Management of Future Motorway and Urban Traffic Systems	11-12 June 2018	Rome, Italy	MAPtm
22nd International Forum on Advanced Microsystems for Automotive Applications	11-12 September 2018	Berlin, Germany	TomTom
ITS World Congress	17-21 September 2018	Copenhagen, Denmark	IRU Projects, MAPtm, Newcastle University, Swarco Mizar
Future Mobility Week	3-5 October 2018	Turin, Italy	Swarco Mizar
IRU International Taxi Forum	2 November 2018	Cologne, Germany	IRU Projects
TUCTE - Towards user-centric transport in Europe (Mobility4EU)	13 November 2018	Brussels, Belgium	IRU Projects
SmartCity Expo	13-15 November 2018	Barcelona, Spain	IRU Projects
ITS Forum 2018	14-15 November 2018	Utrecht, The Netherlands	Swarco Mizar
AIIT "Mobility as a Service: how does mobility change?"	30 November 2018	Turin, Italy	Swarco Mizar
4 th ITS Hellas national conference 2018	18-19 December	Athens, Greece	Swarco Hellas

A list of relevant events, where the MyCorridor project was presented/disseminated in 2019 is provided in the following table:

Table 9: List of events where the project was/will be presented in 2019.

Event title	Date	Place	Partner
MaaS Congress in the Netherlands	12 February 2019	Rotterdam, The Netherlands	MAPtm, Osborne Clark
ITS European Congress	3-6 June 2019	Eindhoven, The Netherlands	MAPtm
Mobil.TUM	22 October 2019	Munich, Germany	Swarco Mizar
Horizon 2020 MaaS Workshop	6 November 2019	Brussels, Belgium	CERTH, MAPtm
MaaS Alliance cluster meeting	7 November 2019	Brussels, Belgium	CERTH, IRU
2 nd International Conference on Mobility as a Service	3-4 December 2019	Tampere, Finland	CERTH, MAPtm, Swarco Mizar
3rd European conference on results from transport research in H2020 projects	4-5 December 2019	Brussels, Belgium	UNEW

Finally, a provisional list of events where MyCorridor project may be presented/disseminated in 2020 is provided in the following table:

Table 10: A provisional list of events where the project may be presented in 2020.

Event title	Date	Place	Partner
TRA – Transport Research Arena	27-30 April 2020	Helsinki, Finland	CERTH, MAPtm, Swarco Mizar
ITS European Congress	18-20 May 2020	Lisbon, Portugal	To be confirmed
ITS World Congress	4-8 October 2020	Los Angeles, USA	To be confirmed
Future Mobility Week	November 2020	Turin, Italy	To be confirmed
ICTR 2020	October 2020	Athens, Greece	CERTH
IRU World Congress	19-21 October 2020	Berlin, Germany	IRU

Final event

MyCorridor final event will be held in Amsterdam in March 2020, in combination with the third project workshop. The main focus will be on the presentation of the project results, the lessons learned and the challenges recognised.

4.5 Cooperation with MaaS Alliance & TM2.0 platform

As one of the founding members, IRU represents the MyCorridor project in the MaaS Alliance. IRU is following all of the working groups, and in particular users and rules and the technical working group, providing input from project work, and aligning project development with the guidelines developed in the MaaS Alliance. Project progress was discussed at several occasions (e.g. MaaS Alliance plenary meetings and working group meetings), and the main outcome of the alignment efforts is the endorsement of MaaS API, a common API format guideline developed by the MaaS Alliance and



published at <http://maas.guide>. At the 15th November 2018 cluster meeting in Rome, both MyCorridor and IMOVE project agreed to publicly announce the endorsement of the MaaS API and thus the intention to explore potential implementation in their technical solutions.

MyCorridor established since the very beginning a collaboration with the TM2.0 platform with the aim to work together on the implementation of the TM2.0 concept in the MaaS platform and how the TM2.0 could be evolve bring “Interactive Traffic Management” in the multimodal environment (TM2.1).

A specific Task Force on TM 2.0 – MaaS has been established in order to develop smart mobility solutions between traffic management and MaaS. The TF is started in November 2018 and works towards defining the functionalities of TM 2.0 (influencing & informing on traffic) and how these enable MaaS services. MyCorridor project will be used as Use Case to “proof of concept”. This Task Force is carried out with the support of MaaS Alliance.

The latest interaction with the MaaS Alliance has been the concertation meeting that was organised by them that MyCorridor participated (on the 7th of November 2019).

5 Open Access

The dissemination approach of the MyCorridor project complies with the “Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020”, published by the European Commission and the article 29.2 of the Model Grant Agreement for H2020 projects, thus ensuring open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results.

In this way, results of publicly funded research can be disseminated more broadly and faster, to the benefit of researchers, innovative industry and citizens. Open access can further boost the visibility of European research, and in particular offer small and medium-sized enterprises (SMEs) access to the latest research for utilization.

All the MyCorridor public deliverables are available on the website project Library, together with other materials such as presentations and photos from workshops and events.

Furthermore, all available publications are published on Zenodo, a general-purpose open-access repository operated by CERN. The platform offers researchers the opportunity to openly exchange academic contributions. The aim of this endeavour is to increase the exposure of MyCorridor to a wider academic community. Under the same account, all the data sets the project will decide to share, will be stored (as explained in the project DMP).

All the confidential data, inter alia internal workshops and project memoranda, are shared and verified by all partners to be uploaded on the internal document sharing platform TREVI.

6 Privacy Policy, GDPR and cookies

In addition, with the leadership of the legal partner Osborne Clarke, and with the collaboration of other project partners, a project privacy policy has been created and published on the project website (<http://www.mycorridor.eu/privacy-policy/>). This privacy policy is currently being updated to reflect the latest developments in the project, such as the project Pilot phases, and this privacy policy will

continue to be updated as and when necessary to reflect any changes in the project's data processing activities, as the research project develops.

In order to comply with the General Data Protection Regulation (EU) 2016/679 ("GDPR"), that entered into force on 25 May 2018, Osborne Clarke has advised on data protection aspects within user-facing forms and data collection, management and storage more generally, and functions of the website and related services (e.g. Mailchimp) have been revised and adopted accordingly.

To the extent the website will collect cookies, Osborne Clarke will also work with IRU to produce a cookies policy, to comply with the e-Privacy Directive and the GDPR, and corresponding regulatory guidance. This cookies policy will also be published on the project website

7 Obligatory disclaimers

All publications and dissemination from MyCorridor, both in printed or electronic form, will include the EU emblem and the following sentence as obligatory:



MyCorridor is funded by the European Union within Horizon 2020 research and innovation programme under grant agreement No 723384.

When displayed together with another logo, the EU emblem must have appropriate prominence.

The EU emblem can be downloaded via the following link: http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm.

Only in cases where the Commission requests or agrees otherwise or unless it is impossible, this rule does not apply.

Furthermore, any dissemination of results must indicate that it reflects only the author's view and that the INEA (Innovation and Networks Executive Agency) is not responsible for any use that may be made of the information it contains.

Finally, all deliverables include the following disclaimer:

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The members of the MyCorridor project Consortium shall have no liability for damages of any kind including, without limitation, direct, special, indirect, or consequential damages that may result from the use of these materials.

If the deliverable has not yet been approved by the EC, it will include the following mention:

This deliverable is a draft document subject to revision until formal approval by the European Commission.

8 Next steps

The MyCorridor project is now entering its final phase and this will be reflected also in the dissemination and communication activities undertaken under WP8:

- Participation in European and international level events to further arise awareness about MyCorridor, its app and the main outcomes and lessons learned from pilots;
- Through IRU, MyCorridor will continue to contribute to MaaS Alliance working groups and further share its learnings on business models, legal and privacy issues, technical challenges, data management and common concepts and formats;
- The final version of the project video;
- Ad hoc dissemination activities for the pilots;
- The third and final Pan-European workshop of the project will be organised in combination with the MyCorridor final event.

Final documentation on dissemination will be reported in the project final report.

References

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2. Gkemou, M., (2018), D1.1: MyCorridor Use Cases, MyCorridor project, G.A. 723384 (<http://mycorridor.eu/>).
3. Toulou, K., (2017), D6.1: Pilot plans framework and tools, MyCorridor project, G.A. 723384 (<http://mycorridor.eu/>).

Annex 1: MyCorridor keywords

- sustainable travel
- cross-border
- multi-modal
- intermodal
- Mobility as a Service (MaaS)
- business model
- traffic management
- carpooling
- car sharing
- public transport
- mobility corridor
- mobility token
- ITS technology
- Innovation
- data sharing
- interoperability
- open data
- open services
- Maas Alliance
- modal shift
- one-stop shop
- seamless mobility
- shared mobility
- TM2.0 Platform