TRACE mid-term seminar

Report of the TRACE mid-term seminar
"Building the market place for Smart Mobility Services"

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Building the market place for Smart Mobility Services: TRACE mid-term validation seminar

The **Sustainable Urban Mobility Action Cluster** of the **European Innovation Partnership on Smart Cities and Communities (EIP-SCC)** organised a meeting on **Smart Mobility Services**, which took place on 22 November from 10.00 to 16.00 in Brussels.

The purpose of this meeting was to focus on building the market place for smart mobility services and roll-out action. There was a general presentation to get to know new initiatives and Smart Mobility Services members (including smart mobility services initiatives in **H2020** - **TRACE**, **EMPOWER** and **OPTICITIES** projects).

The event featured a mix of discussions with a specific emphasis on:

- Citizen-centered approach to data
- In-depth discussions on tools validation
- Take-up and up-scaling of business models

In particular, the **TRACE project**, whose aim is to assess the potential of movement tracking services to better plan and promote walking and cycling in cities, has so far developed 3 tools/apps:

1. Positive Drive – using positive incentives, such as prizes, to motivate people to move more sustainably
2. Traffic Snake Game - encouraging primary school pupils to travel more sustainably to school
3. Biklio – rewarding citizens for cycling by giving them discounts in shops

The EMPOWER project aims at capitalizing on the use of positive incentives to encourage better travel choices. EMPOWER is about the use of positive incentives such as information, points, discounts, rewards, community support and games, rather than charging, pricing, rationing, restrictions and regulation.

The meeting on Smart Mobility Services served as a seminar to validate those tools by getting feedback from external stakeholders.

The final objective of the meeting was to take stock of the contribution of each initiative to the **EIP-SCC 2016 Roadmap** and start co-creating the **2017 Roadmap**.

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

EMPOWER (Smart app)

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

Biklio

- Data privacy: Regulation 2016/679 simplifies the approach towards personal data protection of an app like Bilkio, since it standardizes requirements across Europe. On the other hand, it establishes wide and demanding rules regarding the protection of personal data. Following the information obtained in the session, the Biklio team made a checklist of requirements to be taken into account and interpreted them in face of the characteristics of this app and its use in the scope of the TRACE activities, considering the related risks. Like for other TRACE apps, the most sensible aspect is the tracking of the location of users in space and time, coupled with the fact that the data might be shared with third entities for the purpose of mobility data analysis. Besides the pseudoanonymization of the data, the sharing of data with third entities should define clear rules regarding the levels of sharing of data and in particular the disclosure of individual trajectory data.
- Business models: the aim of the TRACE project is to make the app self-(economically) sustainable: it is essential to make it very popular, in order to increase the chances of making money out of it. Advertising, selling data, asking the shops to pay, building an e-shop within the app are a few examples on how this can be concretely achieved. The idea is also to lean quite heavily upon 'self-affirming cyclists', who like to see cycling as a sub-culture. The idea could be to further segment the target audience and build targeted offers for specific groups. TRACE is convinced this app should be globally developed – but at the same time tailored and localised action is needed to make this a success.
- Value for users: it is important to take into account the different degrees of the sense of identity cyclists develop for being part of their local community – which tends to be stronger in cities/countries with a low cycling share, and vice versa. For an app aiming at going global, this is useful to consider which type of added value can be provided to the users. The campaigns should be established in close relationship with local partners, in order to better identify the target groups of the app, providing different options on how to (locally) communicate – whereas the application has to remain the same.

Traffic Snake Game

- Data privacy: it is important map the involved stakeholders, and find out what their role is/should be, mostly from the point of view of liability on data breaches, data security and shared liability. (Parents) consensus is key, especially because the app is working with minors. It is fundamental to draft a privacy impact assessment plan.
- Business model: the project should focus on exploiting the key resources available: so far, developers though a business model for this app would not be viable, because of the cost of the trackers and the difficulties to scale it up involving a massive basis. But on the other hand, only in Flanders there are some 250,000 pupils playing, so for external investors/sponsors this could represent a broad and "exploitable" audience, which could convince them to bear the costs of implementation. Specific advice was given to go to cheaper trackers to increase deployment. The Freemium model (basic features for free, 'fancy' features at a certain cost'). The key activities could be expanded with a yearly hackaton, inviting external developers to bring ideas on how to further invent and add value to the current process.
- Value for users: there are 3 users' groups: kids, but they are not taking actively the decision of joining the campaign, schools and parents. Lesson learnt is to not let technology stop you if you have a good idea on how to add extra value for the user – for example, services to the parents linked to the tracking of their children; if technology is not there, it can be built.

Positive Drive

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