



European  
Commission

ICT FOR TRANSPORT

# MyWay

## European Smart Mobility Resource Manager

MyWay will develop a journey planner with mobile user services that facilitates personalised seamless integration of public and private transport modes into a single trip and make travelling around the city effortless, swift and pleasurable. Along with integrated ticket information and automatic readjustments, all possible transport modes available will be displayed to the user in an integrated fashion, thus encouraging the use of cleaner modes of transport. It will be tested in three 'living labs' across Europe in Catalonia (Spain), Berlin (Germany) and Trikala (Greece).

### At a Glance

**Project acronym:**

MyWay

**Project type:**

Collaborative Project

**Programme:**

7<sup>th</sup> EU Framework Programme

**Project coordinator:**

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**Project partners:**

- Associations: Polis
- Public Authorities: ATM, GENCAT
- Mobility Operators: VMZ, Going Green
- International corporations: THALES
- Research Centres: FRAUNHOFER, ICCS
- SMEs: ENIDE, ETRIKALA, NEXUS, SOFTECO
- Universities: CVUT, UNIABDN

**Start date: 01/09/2013**

**End date: 29/02/2016**

**Total cost: 4.942 million**

**EU funding: 3.586 million**

**Project website:**

[www.myway-project.eu](http://www.myway-project.eu)

### Objectives

**Enable a better balance between mobility offers** by facilitating the seamless integration of public transport and other sustainable public and private transport modes in users' personal mobility choices.

**Stimulate service cooperation and market development** by providing tools and technical solutions for transport service providers and operators to help improve service offer, interoperability and accessibility in the overall multimodal service chain.

**Enhancing the personalisation and user adaptation of mobility services** by increasing the cooperation between users and the transport system through incorporating user experiences, social networking and crowd sourcing in service planning and use.

**Foster ICT transformative technologies in smart mobility** by providing and validating in real-life conditions innovative technological solutions for the next generation of smart mobility services.

### Description of Work

Placing the traveller at the heart of mobility, MyWay will develop an integrated platform, the **European Smart Mobility Resource Manager**, which will facilitate a holistic view of sustainable mobility, combining all sorts of

transport services and automatically handling transactions related to their usage into a seamless point-to-point mobility service. MyWay will also be able to provide travel suggestions that are better optimised to the user's egocentric perspective, as well as that of society as a whole.

## MILESTONES

MyWay will aim to have the 'living lab' plans drawn up by month three of the project and design the system architecture/specification and technical design by month eleven. The installation of MyWay and establishment of the working living labs will take place half way through the project in month fifteen. From this point on until the end of the project, business opportunities detected will be identified and there will be a thorough analysis of the MyWay system and its impact upon users and their behaviour.

## TESTS

MyWay will be tested in three living labs in Catalonia/Barcelona, Berlin and Trikala. The combination of large and dense cities along with smaller MyWay test sites is a reflection on the ambition for the European Smart Mobility Resource Manager to be tested in varying urban conditions and produce more in-depth data analysis. The Barcelona and Berlin living labs will be examples of large and densely populated cities with a large mix of transport modes, whereas Trikala will be used as an example of a smaller urban area with a population 76,000 with fewer transport options.



## For further information:

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## DISSEMINATION

The MyWay objectives and results will be disseminated to a wide range of target groups, making use of a set of target group adapted and tailor made communication tools, such as a biannual e-newsletter, the project website and social media, local project events in the Living Labs and a final public workshop.

The MyWay platform will be promoted to a wide group of local/regional authorities, to highlight its functionalities and potential for enhanced mobility information and planning services. The dissemination and communication strategy will focus on two main avenues: European and national/local promotion of the scheme within the respective test sites to target the key sets of stakeholders and stimulate potential business opportunities.

## Expected results

MyWay is expected to boost the travellers' usage of greener mobility services by enabling the consideration of all available resources, both public and private, and their appropriate allocation to journey plans, thus enhancing the attractiveness, comfort and efficiency of the transport networks and minimising the GHG emissions as users will be stimulated to switch to more sustainable mobility choices and behaviour.

Concrete project success indicators for MyWay are:

- At least **5%** improvement in mean journey times.
- **10%** shift in travel choice from private modes (cars/motorbikes) to collective (public transport) and flexible modes (flexible transport, shared e-scooters, bikes).
- **5%** congestion reduction.

