

2 Publishable summary

Started in February 2014 and with a budget of €4.3 million, of which €2,2 million is directly financed through the EU Innovation and Competitiveness Framework Program (CIP), MobiWallet is focused in implementing solutions for Interoperable Fare Management, providing transport users and cities with new technologies, promoting smarter, cheaper and more sustainable mobility, and fostering the transition toward smart cities. The main goal of this European R&D&i project is to encourage modal shift and facilitate ease of use of multiple transport options by tearing down interoperability barriers and taking advance of the latest ICT advances and Smartphone capabilities. This is expected to have a positive social and environmental impact, as it is expected to encourage modal shift, and facilitate ease of use of multiple transport options, improve efficiency and reduce energy consumption, promote enhanced and sustainable mobility for all users, and improve cross border transportation capabilities

MobiWallet’s partners aimed at designing, developing and testing platforms flexible enough to be adapted to disparate realities so as to allow European citizens to pay for their travel regardless of the specific transit mode they opt for. Cutting-edge technologies for payment based on the web, NFC and 2D smart codes are used to extend the capabilities of the payment platforms. Information services and multi-modal travel time-calculating software have been considered so as to provide on-the-spot/on-the-go information and payment services to promote awareness of the availability of alternatives to individual conventional transport. In order to demonstrate these technologies and validate the benefits that they can have, four pilots from across Europe were selected in Santander (Spain), Tuscany (Italy), West Midlands (UK) and Novi Sad (Serbia). Different scenarios, technologies, services and transport modes are involved in each of them, but sharing the same approach, methodology and common vision of the project towards achieving interoperability at pilot level, and, ultimately, at cross border level.

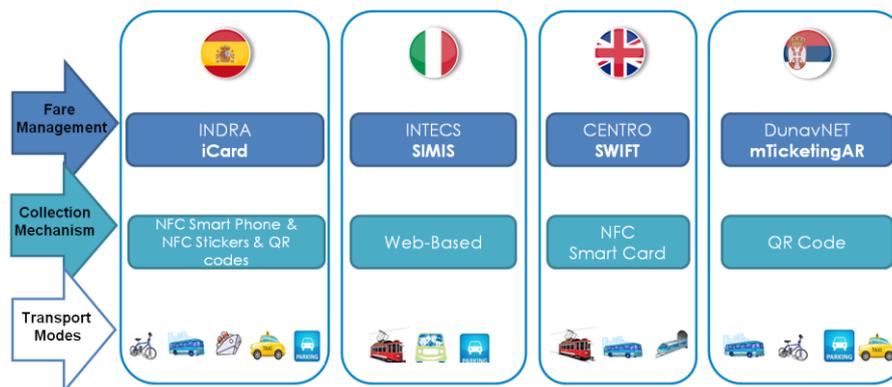


Figure 1. MobiWallet approach

The whole value chain is involved in each pilot in order to ensure an effective deployment in each pilot as well as ensure the sustainability beyond the pilot phase. MobiWallet includes the participation of hundreds of users in the four pilot cities across and is collecting and analyzing their feedback to guarantee that the implementation of the technological solutions is well founded on the actual needs of the citizenship and that the solutions provided by these achieve the utmost impact in paving the way for the transportation systems of the future.

2.1 Work progress and main achievements of the Reporting Period

Since the beginning of the project (February 2014) until the end of the project (July 2016), all the activities have progressed in order to achieve project objectives. In the first year of activities (1st Reporting Period, M1-M12), the *MobiWallet Methodology* was defined, addressing interoperability standards, pilot site definition and an initial gathering of interoperability requirements, both internally at each pilot site with a plan for implementation, and also considering the wider picture of inter-pilot interoperability. Besides, the scenarios in the four Pilot Studies were clearly defined thanks to deep conversations with all affected transport operators, which led to define and start *deployment activities* at each pilot site.

Works were continued during 2nd year of project (2nd Reporting Period, M13-M24), focusing the efforts on finishing the developments of core software components, as well as their adaptation to the pilot sites. All pilots were deployed and put in operation in real environments and end-users started to use the systems. *Monitoring and evaluation* tasks were started in order to analyze the results obtained from the testing.

Developments have followed an incremental approach, including gradually more functionalities and improving the operation, taking into account the feedback from users and operators. Therefore, during 3rd and last Reporting Period (M25-M30), some technical developments have been done in order to enhance the performance and extend the system to a wider number of users. Effort has also been devoted to recruitment of users, as well as to continue with the Monitoring and evaluation to collect the feedback from users as well as lessons learnt from the partners. Exploitation and sustainability analysis have also played an important role during this last stage, in order to prepare the systems for exploitation once the pilots come to their end.

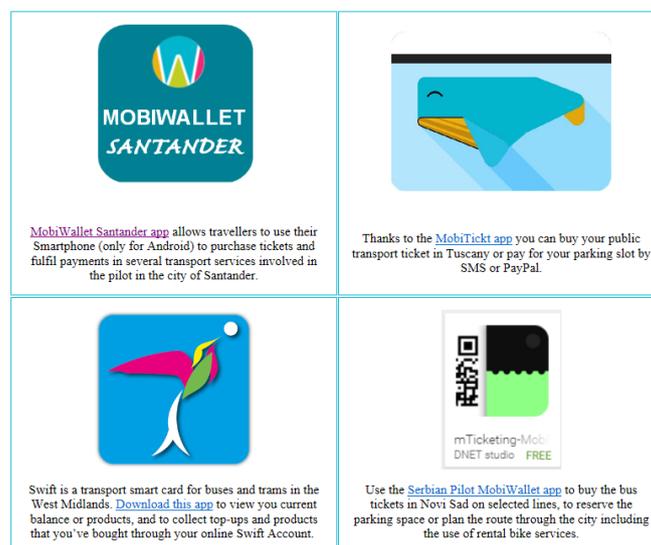


Figure 2. Some of the mobile Apps developed

More specifically, the main tasks and achievements carried out during this period are briefly introduced below:

- Perform pilot enhancements, focused on providing new functionalities and improved interfaces in order to provide better services, to make them accessible to a wider public and

to increase the usage. Each of the 4 pilots allows for the payment of a minimum 3 transport modes, and also provide other services such as transport information.

- Put more emphasis in user recruitment, organizing different campaigns to engage volunteers in each pilot.
- Developments have been extended in all pilots to facilitate it’s users to use other pilots’ solutions with reduced effort (eg. Not need of registering again, access to services through the same interfaces, use credit available for the other country...).Several solutions experimented and implemented.
- Extract and compile the main conclusions, lessons learnt and best practices from the pilots, considering the experience of the developers, operators and final users. Some of the solutions will continue running, while in the other cases the results will path the way for development in near future.
- Deepen the study of each partner business case, detailing the expected results from the project and how the industrial partners plans to exploit them and obtain a return of investment. Moreover, exploitation and sustainability strategies have been depicted, including market analysis, SWOT analysis and recommendations for large scale uptakes. This effort of the partners has allowed to reach *Milestone 6: Large Scale-up and Exploitation and Sustainability Strategy* .
- Increase visibility of the project, with particular attention to target transport operators and end-users that will be the beneficiaries of MobiWallet results.

Through all the project life, several activities have been carried out in order to strengthen position of the project and the market uptake of the solutions beyond the end of the project, including *dissemination activities* (press notes, newsletters, attendance to events etc), as well as defining the corresponding *business cases and exploitation plan* for the solutions deployed. During this period it especially important the participation of the project in the *Transport Research Arena*, in which the project had its own stand and also a dedicated slot of time within the conferences to organize a MobiWallet Conference, in which the main results were presented and the technologies demonstrated.



Figure 3. Images of TRA event and social media dissemination

 <p>MobiWallet</p>	<p>Web & Social Media:</p> <p>http://www.mobiwallet-project.eu</p> <p>twitter.com/MobiWallet_EU</p> <p>www.linkedin.com/company/mobiwallet</p>	<p>Contact:</p> <p>coordinator@mobiwallet-project.eu</p> <p>jacid@indra.es ;</p> <p>lmerle@indra.es</p>
--	--	--