



NEWBITS

November 2018

- ✓ NEWBITS is a Coordinated and Support Action project funded under the EC Programme Horizon 2020.
- ✓ NEWBITS aims at providing a deeper understanding of the changing conditions and dynamics that affect and influence the deployment of ITS innovations.
- ✓ This improved understanding contributes to
 - minimise the failures inherent to ITS innovation diffusion,
 - evolve present business models, and
 - identify effective policy incentives to accelerate ITS deployment.

NEWBITS

New Business Models for Intelligent Transport Systems

Programme

European Union's Horizon 2020

Duration

10/2016 - 03/2019

Project Coordinator

Ortelio Ltd. (UK)

Content:

Introducing the Consortium	2
NEWBITS Network Platform	3
Cost Benefit Analysis	4
E-Training Programme	5
Webinar Series	6
Reports on Past Events	7
Upcoming Events	9



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Get to know the Consortium

Interview with NEWBITS partner ...

... Isidoros Passas from [IntelSpace](#)



What does your organisation contribute to NEWBITS?

We are primarily engaged in the tasks of designing the Communities of Interest (Cols) around the NEWBITS case studies. The designed community and the specifications for the supporting online platform aims to attract members from different areas of interest that share the common goal for adoption of ITS/C-ITS solutions.

Did you take part in projects concerning the transportation sector before NEWBITS? What else does your organisation do?

We had been a partner on the T-TRANS project which set the basis for the adoption of Communities on the field of ITS. As INTELSPACE we are working on smart city: Strategies and planning; Impact monitoring and assessment; Applications design and development. Innovation systems analysis; strategies and supporting web-based applications is another major working field.

... Miquelangel Pierra and Xavier Verge from

[Universitat Autònoma de Barcelona](#)




What does your organisation contribute to NEWBITS?


UAB has been leading Case Study 1 identifying main stakeholders as part of the Qualitative Stakeholder Analysis, and in addition taking an active role to analyze, formalize and validate an Agent Based Model that provided a further understanding of the tangible and intangible value flows between the business ecosystem members.

Did you take part in projects concerning the transportation sector before NEWBITS? What else does your organisation do?

The UAB team has been very active in the ITS sector coordinating FP7 and H2020 projects such as T-TRANS, AGENT, PARTAKE and contributing to INTERACTION and EVO-ATM projects. As a result, we have created a Spin-off company (aslogic.es) to implement innovative solutions in the transport arena.



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The NEWBITS Network Platform (NNP)

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[Join](#)

Share

Learn

Pursue

- ✓ Supports the “Think global, act local” approach
- ✓ Fosters the exchange of experiences, information, good practices and resources
- ✓ Builds stronger connections between relevant stakeholders
- ✓ Exposes NEWBITS achievements to the ITS community
- ✓ Brings together ITS actors and stakeholders as an important step towards the greater adoption of ITS solutions, disseminating the benefits that they entail

4 Key Areas

**Intercity
Mobility**



**Traffic
Management**



**Goods
Transport on
Water**



**Railway
Customer
Satisfaction &
Safety**





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Elements for successful introduction of ITS

To support the effective design of new business models for ITS, NEWBITS has implemented a network-based business modelling approach for [4 case studies](#) representative for key business areas in ITS, market segments and transport modes.

Based on this, NEWBITS has now performed a cost-benefit-analysis (CBA) study of the 4 respective ITS business ecosystems with the objective to gain a better understanding of the competitive environment summarising monetary and non-monetary benefits. The CBA consists of:

- Capital expenses (CAPEX) that include public funding for the infrastructure and manufacturing costs of the mobile networks
- Operational expenses (OPEX) that comprise implied costs of navigation, transfer of signals and data and communication overhead for coordinating the services.

Main parameters evaluated comprise: the commercialization of the ITS systems, potential revenues from such services and the investments in the infrastructure. The applied methodology includes the following steps:

- 1 Scope the problem
- 2 Define policy alternatives
- 3 Define and value benefits
- 4 Define and value costs
- 5 Conduct the analysis
- 6 Present outcome

For each of the four [NEWBITS case studies](#), the first four steps have been implemented to collect the information needed to conduct the actual CBA (step 5) and then present the overall results (step 6).

Main outcomes of this CBA study will include a set of guidelines for developing best practice ITS business cases. Stay tuned for [D5.1](#)!



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NEWBITS e-Training Programme will be launched soon

The dissemination of **new business models for ITS** developed by the NEWBITS project, as well as the barriers and drivers to their implementation as a mechanism to **support stakeholders** with the adoption of ITS innovations will take place through an online training course.

The e-Training comprises of several modules and will be **easily accessible** through Coursera, a **free**, open and flexible platform that, among other advantages, has a mobile version (for iOS and Android) to facilitate access to the learning materials from smart devices.

The modules will include **key subjects** related to data-informed decision making, derived from the analysis of the four [NEWBITS case studies](#). The programme will allow for the lessons learned to inform policy and practice in the transport sector.

Each module will include materials like documents, presentation slides, videos and bibliography on the subject. Communication with the NEWBITS team will use several channels like emails, messaging, forums, tests and quizzing, social media.

For more information keep an eye on our website

<https://newbits.eu/training-material/>



Documents



Slides



Videos



Bibliography



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Service



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NEWBITS Webinar Series - available online

- **Webinar 1: Unveiling the Potential of Intelligent Transport Systems (ITS) Applications and Services in Europe** |

<https://bit.ly/2DuZ3vP> 

This webinar presents **results from a conjoint analysis** discussing which elements of an ITS service are **key for the potential user** of the service in addition to **market insights** gained through a thorough investigation of **selected ITS markets** in Europe.

- **Webinar 2: Communities of Interest (CoI) for the advancement of new collaborative business models of C-ITS products and services – NEWBITS Network Platform (NNP)** | <https://bit.ly/2yLbBxG> 

As collaboration is a key factor for success in an interconnected and digitalised world this webinar shows how **Community of Interest (CoI)** - an exchanging accumulation of different stakeholders, which share common goals, interests and environments - can create a momentum to **drive the development of new business models** for ITS.

- **Webinar 3: Developing innovative business models for ITS applications using a Value Network Approach** |

<https://bit.ly/2Nxp5Z> 

In this webinar you will find out **how to use a value-network-based approach to craft new business models for ITS services** and to **understand the importance of the dynamics of intangible value flows** between stakeholders.



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Reports on past events

25th ITS World Congress | 17 - 21 Sept 2018 | Copenhagen, Denmark

The opening ceremony of the ITS World Congress in Copenhagen began with inspirational speeches from senior ITS figures exploring the theme “Quality of Life”. Welcome words came from Franks Jensen, mayor of Copenhagen and Angelos Amditis, chairman of Ertico – ITS Europe. The European commissioner for transport, Violeta Bulc, spoke about the future of ITS and road safety.

Overall, the event demonstrated how transport and mobility solutions can improve the quality of life in our cities. The focus was placed on the users and their needs at the heart of the mobility system. ITS experts from across the world were there to exchange best practices and advance the discussion on how to leverage smart mobility solutions to enhance people’s lives.



The programme covered a wide range of topics regarding intelligent transport and the environment, as well as the legal and safety aspects of cooperative, connected and automated mobility. The European Commission provided an overview on the regulatory framework around the deployment of multimodality. Many sessions during the week of the Congress explored aspects of Mobility as a Service (MaaS), considering the results from trials conducted in Europe and the new regulatory framework.

The NEWBITS coordinator Ortelio Ltd presented a paper based on research results and insights from Work Package 4 on the topic of “Developing Innovative Business Models for ITS applications: Value Network Approach” during the first day of the Congress.



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The session was moderated by Dr. Lee from the Korea Institute of Civil Engineering and Building Technology, where four speakers presented their achievements in the field of New Management Tools. The discussion was encouraged by the international presence of experts concluded that the network-based business models are indeed beneficial to companies utilizing new technologies (IoT, AI, Big Data, 5G).

International Multidisciplinary Modeling & Simulation Multiconference (I3M) | 17 - 19 Sept 2018 | Budapest, Hungary

The I3M Multiconference is a reference annual meeting among the research and innovation community in the modelling and simulation arena. A special session on “Modeling & Simulation for Business & Technology Transfer” was organized in which NEWBITS had an active role through the paper “Business ecosystem dynamics

in ITS: an agent based modelling for a deep understanding of intangible flows between stakeholders”. A posterior discussion about the benefits of using Agent Based Models for the exploitation of IPR as a neutral tool among partners of European consortiums that participated in the innovation phase.



International Conferences on Traffic and Transport Engineering | 27 - 28 Sept 2018 | Belgrade, Serbia

The ICTTE Belgrade 2018 covered a wide range of topics related to traffic and transport engineering and represented all modes of traffic and transport, with the intent to show how to improve these industries and their compliance to sustainable development.

The NEWBITS project attended the conference and presented two papers with the following titles “Setting up Communities of Interest (CoI) for the ITS Industry” and “A modelling method to analyse ITS business ecosystems”.



Upcoming Events

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- [Smart City Expo World Congress](#)
13 - 15 November 2018 | Barcelona, Spain
 - [Digital Rail Revolution](#)
21 November 2018 | Paris, France
 - [2018 Annual Polis Conference](#)
22 – 23 November 2018 | Manchester, UK
 - [#H2020RTR18 European Conference: Results from Road Transport Research in H2020 projects](#)
28 – 29 November 2018 | Brussels, Belgium
 - [COP24 – Transport Day](#)
06 December 2018 | Katowice, Poland
 - [BOOSTAlps Thematic Workshop | Automotive Value Chains](#)
18 December 2018 | Milan, Italy
- For more events visit: <https://newbits.eu/events/>