



# NEWBITS

March 2019

- ✓ 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)

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 NEWBITS Project

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[www.newbits-project.de](http://www.newbits-project.de)



## Get to know the Consortium

Interview with NEWBITS partner ...

... Riccardo Enei from ISINNOVA

[www.isinnova.org](http://www.isinnova.org)



***What does your organisation contribute to NEWBITS?***

ISINNOVA has contributed to the analysis of ITS innovation diffusion and ITS production processes in the EU and US. The analysis has addressed a brief history about the EU and US transport strategies in the recent past and how these have evolved during the last decades. Differences and similarities between the EU and US have been stressed and outlined in NEWBITS D3.2.

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

ISINNOVA has a track record in transport and energy EU research projects, carried out in the past 25 years in the fields of energy, environment, transport and mobility, urban planning and knowledge society. ISINNOVA has also extensively worked in the field of policy impact assessment and socio-economic impacts.

[www.steinbeis-europa.de](http://www.steinbeis-europa.de)

... Kristin Dallinger from Steinbeis 2i



***What does your organisation contribute to NEWBITS?***

Steinbeis 2i is work package leader for the international communication of the NEWBITS project, as well as the consolidation and dissemination of its research results. This includes, for example, the design and publication of newsletters, press releases, and webinars; the coordination of events; and the definition of policy recommendations.

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

Steinbeis 2i builds on 30-years of experience in coordinating EU-funded projects supporting cross-border technology transfer and exploitation of research results. S2i has been and is currently involved in a number of transport projects such as TIPS, POSMETRANS, MOBYPOST, INN-BALANCE and COSMHYC. As partner in the European Commissions' Enterprise Europe Network, S2i is moreover forming a bridge to Europe for companies, research organizations and policy makers from Baden-Württemberg fostering RTD and innovation for SMEs.



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## Events in Retrospective

### 5th NEWBITS Project Meeting in Stuttgart | Dec 18

The fifth planned meeting of the NEWBITS partners was hosted by Steinbeis 2i in Stuttgart. The focus was placed on final work on the NEWBITS network platform, a novel ITS collaboration platform, liaising activities with partners from outside



of Europe, ITS business case guidelines and policy recommendation derived from four case studies on implemented ITS services across Europe.

### DG MOVE Lunchtime Conference in Brussels | Nov 18

Supporting the initiatives and actions of the Directorate General Mobility and Transport (DG MOVE), project partners had the opportunity to present the project's overall achievements and its new collaboration platform for ITS stakeholders – the [NEWBITS Network Platform](#) (NNP) – to members of different departments of DG MOVE at a lunchtime conference in Brussels.



Partners briefed the attendees on the key research results such as the proposed value network analysis (VNA) and network-based approach to craft new business models for (C-) ITS; presented the methodology that has been applied to co-design the ITS Community of Interest

(CoI); and described the functions of the novel collaboration platform for ITS stakeholders. The debate has been very valuable and enlightening. One of the issues discussed has been whether the adoption of (C-) ITS solutions is still a technological challenge or rather an organisational barrier, and how the proposed Community of Interest can further support the adoption and diffusion of (C-) ITS solutions. Furthermore, the influence of national regulatory frameworks on the (C-) ITS markets has been addressed, an issue that different [public deliverables](#) of the NEWBITS project have dealt with as well.



## Gain insights with NEWBITS - our outcomes!



### Deliverables:

NEWBITS has produced several deliverables that are publicly available online under <http://newbits-project.eu/publications/deliverables/>.

Take a look at them and gain new insights:

- ✓ D2.1: Overview of ITS initiatives in EU and US
- ✓ D2.2: Assessment of main barriers and KPIs for the implementation of ITS services
- ✓ D2.3: Case study taxonomy
- ✓ D3.1: Market research analysis
- ✓ D3.2 Benchmarking ITS innovation diffusion and ITS production processes EU vs. US
- ✓ D3.3: Conjoint analysis on case studies
- ✓ D4.1: Formalisation of NEWBITS modelling method and systemic business dynamics
- ✓ D4.3 Report on value network analysis for NEWBITS
- ✓ D5.1: (C)-ITS business case guidelines
- ✓ D6.2: Definition of NNP



### Webinars:

NEWBITS held four interactive webinars, which were recorded and can be accessed online any time through

[https://www.youtube.com/channel/UCFIQh7nooy2ypoxGv\\_WdIIA/videos](https://www.youtube.com/channel/UCFIQh7nooy2ypoxGv_WdIIA/videos). The following topics were covered:

- ✓ Unveiling the Potential of Intelligent Transport Systems (ITS) Applications and Services in Europe
- ✓ Communities of Interest (CoIs) for the advancement of new collaborative business models of C-ITS products and services – NEWBITS Network Platform (NNP)
- ✓ Developing innovative business models for ITS applications using a Value Network Approach
- ✓ Cost-Benefit Analysis (CBA) modelling to support decision-making in the context of European ITS initiatives



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## Gain insights with NEWBITS - our outcomes!



### Training modules:

The new business models for ITS developed by the NEWBITS project, as well as the barriers and drivers that prevent or support their implementation and diffusion will be shared in an online training course.

The e-training will be easily accessible for free on the NEWBITS Network Platform (NNP) under [www.newbits.eu](http://www.newbits.eu). It will also be available on the learning platform of the CIVITAS initiative, a network of cities and for cities dedicated to cleaner, better transport in Europe and beyond. A link will be provided for the training modules in the CIVITAS website under [www.civitas.eu](http://www.civitas.eu).

The course is divided into two modules.

**Module 1** consists of three short courses that focus on

- ✓ 'The (C-)ITS market and trends',
- ✓ 'Mobility as a Service' and
- ✓ 'The Enablers and Barriers for ITS Innovation Diffusion'.

**Module 2** includes two short courses focusing on


- ✓ 'Key concepts which can be extrapolated to the ITS domain' and
- ✓ 'VNA as a tool to analyse a business ecosystem'.

Each module will be presented with engaging materials consisting of presentation slides, videos and bibliography on the subject. Quizzes at the end of modules will allow for knowledge checks of participants. Communication with the NEWBITS team will use several channels like emails, twitter feeds, LinkedIn, the NEWBITS network platform.

*We expect the training to be ready by the end of March.*



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## NEWBITS Policy Recommendations

In order to better understand the conditions that affect the ITS innovation deployment, the NEWBITS project applied an improved value network-based framework that minimizes failures inherent to this process and evolves the current business models. Through a thorough search of industry opinions and practices, the consortium identified the existing barriers and enablers for the deployment of ITS services in Europe. The top 5 ones valid for all ITS market segments are as follows:

Top 5 barriers	Top 5 enablers
<ul style="list-style-type: none"> <li>• Lack of cooperation between stakeholders</li> <li>• Lack of attractive business models</li> <li>• Lack of interoperability</li> <li>• Lack of political prioritisation</li> <li>• Insufficient current infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>• Increasing political commitment</li> <li>• Standardisation for interoperability</li> <li>• More cooperation between stakeholders</li> <li>• Sustainable business models</li> <li>• Enhanced public-private partnerships</li> </ul>

To respond to specific challenges that delay ITS deployment in Europe, the NEWBITS methodology exploited at a conceptual level the scientific term of business ecosystems, and at an operational level applied the value network approach. This aimed to shed more light on how companies cooperate and collaborate in innovative ITS projects to create and exchange value, which allowed to develop a five-step process for crafting new business models described as a network with shared value and risks among all stakeholders.

Following the final conference of the NEWBITS project on 21st of March 2019, the NEWBITS consortium will release a set of recommendations for policy makers sharing insights derived from four ITS case studies. The recommendations will explain why we need new business models for ITS, shed light on pathways and good practices to ITS innovation diffusion as well as agile business modelling and highlight the necessity of policy approaches that the European policy makers are advised to adopt in order to allow the emergence of such new business models for the ITS services or products. *Stay tuned to get your free copy of this ebook!*

