NEWBITS

NEW Business models for **I**ntelligent **T**ransport **S**ystems

Communities of Interest for the advancement of new collaborative business models of C-ITS products and services NEWBITS Network Platform

Webinar
26th June 2018 – 16:00 CET | 15:00 GMT | 10:00 EDST

⊕ newbits-project.eu
in NEWBITS Project
🐦 @NEWBITS_CITS
✉ vgbojkova@ortelio.co.uk

What you will learn

EU-Project	Communities of Interest	NEWBITS Network Platform
Get to know the NEWBITS project and its goals	**Find out** how CoIs can support the crafting new business models for ITS	**Learn** how the NNP supports the successful operation of CoIs

ITS related Communities of Interest

Sustainable intercity mobility

Efficient traffic management systems

Synchromodal solutions for goods transport on water

Predictive maintenance for rail

Speakers

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Status quo in ITS deployment

Achievements

Basic technology
of C-ITS developed and improved in past decade

Technical feasibility
demonstrated in many projects

Standards
developed as result of projects

Obstacles

Services not resonate with **consumer needs**

Insufficient time spent on last mile effort: **no clear business models**

Redundancy: many ITS projects have been launched without a full evaluation of existing solutions

Difficult cooperation frameworks between private and public actors + development of multiple and competing technologies

Facts about NEWBITS

- **Aim |** An improved the understanding of the conditions affecting Intelligent Transport Systems (ITS) innovation deployment using an improved value network-based framework that

  - minimizes failures inherent to (C-)ITS innovation diffusion

  - evolves current business models

  - identifies effective incentives to accelerate (C-)ITS deployment

- **Funding |** Horizon 2020
  Smart, Green and Integrated Transport

- **Duration |** 30 months (Oct 2016 – Mar 2019)

- **Partners |** 9 partners from 6 countries

- **Coordinator |** Viara Bojkova, Ortelio

Four communities of interest (CoIs)

Speaker

Isidoros Passas
iapassas@intelspace.eu

Community of Interest (CoI) definition

A Community of Interest (CoI) is an **agglomeration of people -or actors** in general, such as organizations- that are concerned with the **exchange of information in some subject area** [1] or that **share a common goal or environment** [2].

The CoI is a broad concept that can be used for any **group of actors, organizations or stakeholders operating within a given field and/or environment that exchange information and strive towards a common goal**.

Joining together an assortment of ITS actors and stakeholders into a CoI **that operates together can be an important step towards moving from ITS to Collaborative ITS, and the benefits that they entail** [3].

More information in http://newbits-project.eu/publications/deliverables/
- • D6.1 CoI configuration synthesis report

[1] Renner, S. (2001). A community of interest approach to data interoperability. In *Federal database colloquium* (Vol. 1, p. 2).
[2] Aiello, W., Kalmanek, C., McDaniel, P., Sen, S., Spatscheck, O., & Van der Merwe, J. (2005). Analysis of communities of interest in data networks. In *International Workshop on Passive and Active Network Measurement* (pp. 83-96). Springer Berlin Heidelberg.
[3] Piorkowski, M. (2010). Collaborative transportation systems. In *Wireless Communications and Networking Conference (WCNC), 2010 IEEE* (pp. 1-6). IEEE.

CoIs justification (Why?)

- CoIs offer **close communication** and **better flow of information** regarding the fields of C-ITS and ITS.

- The **bottom up design** approach guarantees that information will be about things CoIs member's care about.

- CoIs Members will be aiming to **expand their businesses**.

- CoIs will operate with **clear and simple processes** designed with an **important measurable impact**.

- The **additional knowledge offered** by the CoIs will allow for observations that lead to discoveries.

- The enhancement of communication, while **assuring privacy and business secrets, between stakeholders in the CoIs**, will be one of their success factors.

- Better **knowledge of the market and their members via the CoIs**, will allow stakeholders to **design products that fit specific needs.**

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A CoI built around

- intelligent carpooling
- and car-sharing services

made possible by advanced C-ITS platforms that provide state of the art capabilities such as coordinating different route planners and providing real-time routing advice.

Sustainable Intercity Mobility

Intelligent carpooling services for city communities

The **scope** is to improve

- traffic flows,
- reduce emissions and
- increase urban road transport efficiency.
- End users also benefit from lower cost.

A CoI for a better quality of life in your daily transport with NEWBITS.

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Efficient Traffic Management Systems

An energy efficient service for city intersections

A CoI built around

- the installation and use of intelligent traffic management control systems

that provide

- adaptive traffic control strategies,
- which instruct drivers on how to move efficiently in order to expend less time and energy in intersections.

The scope is to improve the flow of traffic and reduce delays and carbon emissions.

A CoI to identify new and to expand business opportunities on collaborative intelligent transport systems.

Synchro-modal solutions for goods transport on water

Using real-time data to decrease idle time and increase efficiency of hinterland transport

This CoI is built around

- water transport efficiency-maximizing solutions using synchromodality,
- which refers to the possibility of choosing the most optimal transport modality at transhipment points.

The scope is to achieve better planning and shorter transport times by better insight into the logistics chain and the resulting decrease of idle time.

A CoI that improves the collaborative decision-making process across the various stakeholders.

Railway customer satisfaction and safety

Predictive maintenance for cost reduction and safety in railway operation

A CoI built around

- predictive maintenance for railway networks,
- identifying and reporting potential issues requiring repair before damages and delays appear.

The scope is to improve service efficiency and increase passenger safety.

A CoI to foster a fully integrated business network modelling approach to railway industry.

Cols three tiers of membership – Tier 1

Supports internally NEWBITS project.

To perform

- the benchmarking of ITS innovations
- the mapping exercise of value flows
- the development of (C-) ITS business case guidelines
- the evaluation of risks and benefits of the new business models

Tier 3	• Open to all to promote C-ITS
Tier 2	• As an advanced group of C-ITS experts
Tier 1	• Support internally NEWBITS WPs
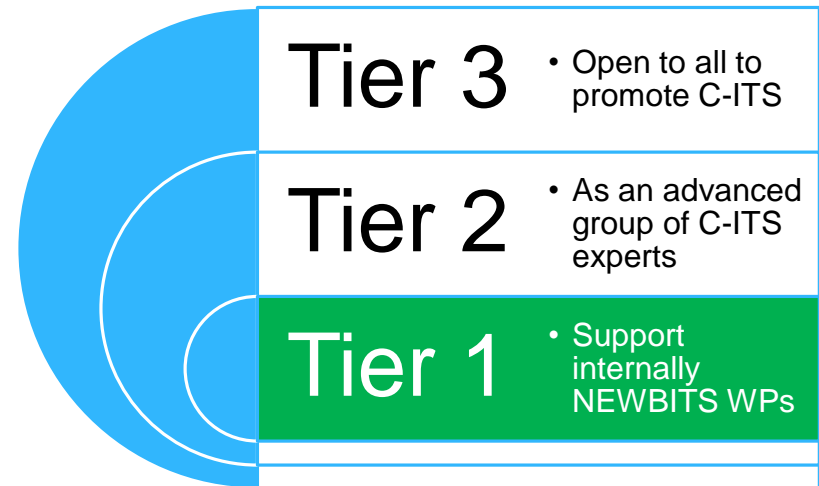
Cols three tiers of membership – Tier 2

An advanced group of C-ITS
experts for:

- Networking
- Knowledge transfer
- Development of common initiatives
- Formation of interest groups

Tier 3	• Open to all to promote C-ITS
Tier 2	• As an advanced group of C-ITS experts
Tier 1	• Support internally NEWBITS WPs
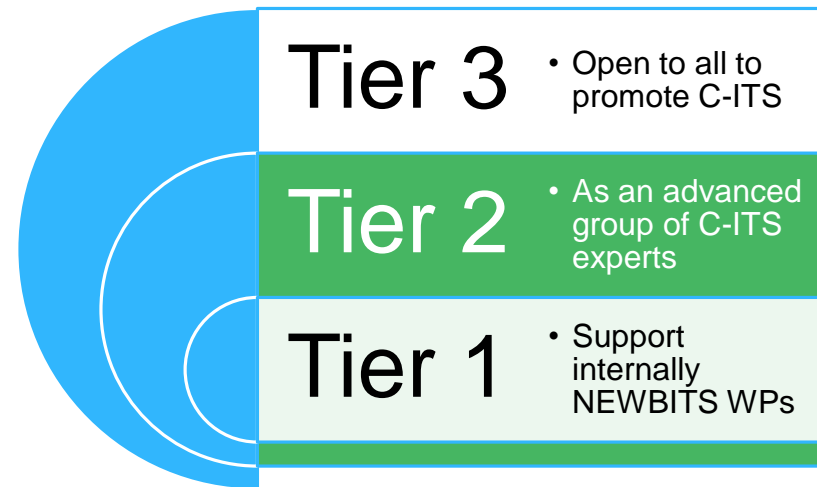
Cols three tiers of membership – Tier 3

Open to all to promote C-ITS for:

- Raising awareness on the state of the art on the fields
- Match making suppliers and customers
- Networking
- Making ITS C-ITS visible to the society
- Learning NEWBITS model

Tier 3
- Open to all to promote C-ITS

Tier 2
- As an advanced group of C-ITS experts

Tier 1
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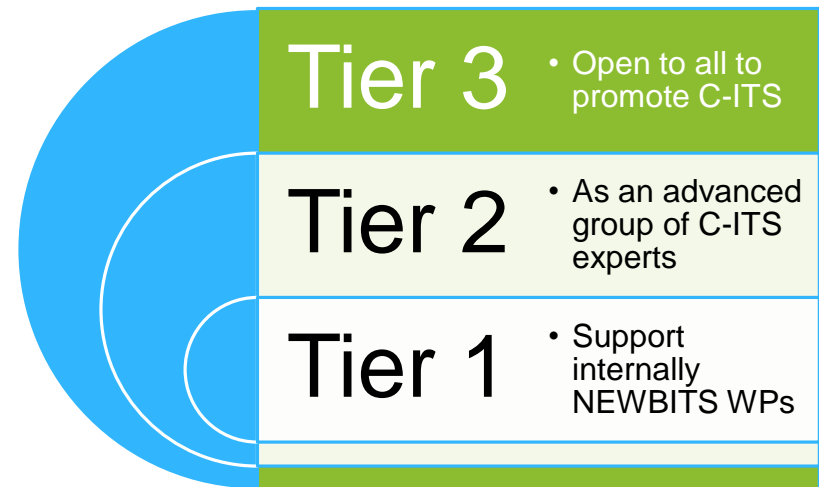
NEWBITS Network Platform - functionalities and features to enhance CoIs operation

Speaker

Ilias Trochidis
it@ortelio.co.uk

The NEWBITS Network Platform (NNP) http://newbits.eu

NNP objectives

A **collaboration platform** that:

- Provides single point of access to **information** related to the NEWBITS Communities of Interest:

  - Sustainable intercity mobility
  - Efficient traffic management systems and strategies
  - Efficiency-maximising solutions for goods transport on water
  - Railway customer satisfaction and safety

- Aims at becoming an **ITS / C-ITS focused information and collaboration tool** that at the same time will foster awareness of relevant **ITS / C-ITS opportunities**, **applications**, **products and services**.

NEW **B**usiness models for **I**ntelligent **T**ransport **S**ystems

NNP is composed of four different platforms.
One for each CoI.

- http://co1.newbits.eu that will encourage networking activities under the topic of **sustainable intercity mobility**

- http://co2.newbits.eu that will encourage networking activities under the topic of **efficient traffic management systems and strategies**

- http://co3.newbits.eu that will encourage networking activities under the topic of **efficiency-maximising solutions for goods transport on water**

- http://co4.newbits.eu that will encourage networking activities under the topic of **railway customer satisfaction and safety**

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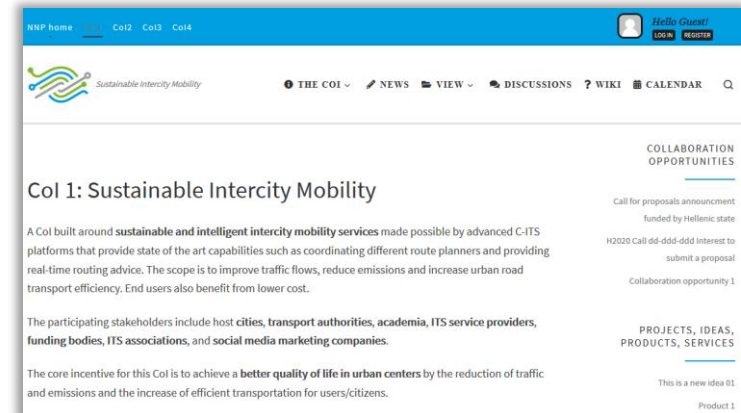
Core NNP functionalities for each CoI

Content Management System

- Add news
- Add new collaboration opportunities
- Add new projects, ideas, services
- Add new organisations
- Add training material
- Calendar of events

Other features

- Wiki
- Discussion Forum
- Surveys

Collaboration platform

- User profile
  (account settings, profile fields)
- Activity stream
  (group activity, members activity, friends etc.)
- Messages
  (public and private messages)
- Notifications

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Next steps

- NEWBITS four CoI leaders (UAB, CE Delft, ISINNOVA, CUE) will populate NNP with **content.**

- CUE is preparing highly **professional training material** regarding the Networking Business Models in ITS / C-ITS.

- All partners will collect and publish relevant **news items** identified in the web:

  - **Collaboration opportunities**

  - **Projects**, **ideas**, **services**

**Join the
NEWBITS Network Platform
today !**

Don't miss any news!

newbits.eu

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NEWBITS Webinar #1

Unveiling the Potential of ITS Applications / Services in Europe

Recordings will be available on www.newbits-project.eu

EU-Project	Conjoint Analysis	Market Research
Get to know the NEWBITS project and its goals	**Find out** which elements of an ITS service are key for the potential user of the service	**Gain** novel market insights from selected ITS markets in Europe