




MobiWallet

# Mobility and Transport Digital Wallet

## Dissemination Pack (3<sup>rd</sup> Generation)

<b>Distribution</b>	Public
<b>Contractual Date of Delivery</b>	31-07-2016
<b>Actual Date of Delivery</b>	24-08-2016
<b>Deliverable Number</b>	D6.1.3
<b>Deliverable Name</b>	Dissemination Pack (3 <sup>rd</sup> Generation)
<b>Version</b>	V1.0
<b>Number of Pages</b>	81
<b>WP/Task related to the document</b>	WP1/T6.2
<b>Author(s)</b>	D. Moroni, F. Pardini, G. Pieri, E. Renda, M. Tampucci, L. Merle, R. Castineira, G. Biasu, A. Rankov, M Lewis, M. Fell, S. Davidson
<b>Partner(s) Contributing</b>	INDRA, UC, AY DE SANT, BANCO SANT, TST, INTECS, CNR, ALEPH, GEST, COM. FIRENZE, TTR, WEST MID, DNET, JGSP NOVISAD
<b>Document ID</b>	<i>MobiWallet-D6.1.3-DisseminationPack-v1.0</i>
	 <i>MobiWallet-D6.1.3-DisseminationPack-v1.0.zip</i>
<b>Abstract</b>	This deliverable is the final update of the dissemination pack and describes all the activities carried out towards an optimal dissemination of project aims and achievements. In addition, it contains and discusses the third generation of all the dissemination material that has been prepared during the last ten months of project life.

## Executive Summary

During the last 10 months, the Consortium has worked to promote MobiWallet objectives and to create a good environment for better visibility of the work done as well as for the dissemination of the results and the learnt lessons, for persistent presence even beyond the timeframe of the project.

The achievements of the project have been presented in leading conferences, fairs and workshops in the IoT, transport and ticketing domains. Actions have been taken to target operators and stakeholder communities in order to share the achievements of the project and guarantee its long lasting impact and large scale uptake. In addition, clustering actions have been performed with the twofold aim of making the project results stronger by comparison and discussion with other projects and for sharing the issues the consortium has faced during its lifetime and the solutions the consortium was able to find.

As in the previous periods, the activities carried out from month 21 to month 30 of the project can be clustered in five main types and are detailed in this document:

- general communications, including press releases and public relations with companies and stakeholders operating in the transport and ticketing domain;
- online dissemination through the web portal;
- scientific dissemination in the academia community;
- social dissemination to general purpose audience;
- networking with similar or related projects.

Being this the third and final version of MobiWallet Dissemination Pack, for each of the above five dissemination actions, the work done in the previous versions of the deliverable [1] [2] is recalled since it constitutes the methodological approach and, then, we focus on the updates with respect the previous versions in terms of new contents, events and achievements.

It is important to remark that, during this last period, several important achievements were reached, also beyond what was initially planned. Indeed, the consortium was proud that one of its partners was prized for the "The BEST Customer initiative 2015" at Light Rail Awards in London. This award complements the dissemination activities such as the organization of MobiWallet workshop in conjunction with TRA2016 and several other events that were attended during the period and that are detailed in the document.

A MobiWallet final event has also been planned. It will be held in Santander on 27<sup>th</sup> September and will present the final results of the project. The outcome of such event will be reported and described in MobiWallet website.

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# 1 Introduction

## 1.1 Scope of the document

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The scope of Work Package 6 – “Dissemination, Exploitation and Business Plan” – is threefold:

- to plan, organize, perform and control the dissemination activities of the whole consortium;
- to define the strategy to exploit the final products coming from the Project ensuring a lasting impact of its activities;
- to stimulate large scale uptake and develop sustainability plans.

This document is focused on the first point and gives an update of the programmatic work that has been done in the first twenty months of the project and that has been reported in the previous version of this deliverable [1][2].

The aim of this last version is at least threefold:

- to describe the activities carried out to promote MobiWallet and increase the societal awareness of the project;
- to survey and report on-going clustering activities with other projects (both at a national and European level) that have similar, related or complementary aims in the IoT, transport and ticketing domain.
- To present the dissemination activities towards the large public that has been performed in this last periods, after all the pilots entered in the full operational stage and opened to real users. Local users’ recruitment campaign have been conducted in native language by the four pilots.

These three aspects of the document are mapped onto its structure. Indeed, Sections 2 to 5 address dissemination activities, Section 6 describes clustering initiatives and Section 7 reports local dissemination and users’ recruitment actions.

During these last months, the dissemination material has grown as the project results has become more and more mature. In particular, all the MobiWallet apps were included and made available through the project website and the media have been expanded and improved with respect a) **content** with new available videos and b) presentation through the setup of a new dedicated section on the website.

During the period, in addition, several important achievements were reached, also beyond what was initially planned. Indeed, the consortium was proud that GEST-one of the partners of Italian pilot- was prized for MobiWallet as the "The BEST Customer initiative 2015" at Light Rail Awards in London. This award complements the dissemination activities such as the organization of MobiWallet workshop in conjunction with TRA2016 and several other events that were attended during the period and that are detailed in the following sections of this document.

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## 1.2 Revision History


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Version	Date	Author	Description
0.1	24/06/2016	CNR	Preliminary TOC
0.2	27/06/2016	TTR	Section 6 and contribution to organized dissemination events
0.3	05/07/2016	TST, GEST	Included contribution by TST and GEST
0.4	12/07/2016	INTECS	Included contribution by INTECS
0.5	29/07/2016	CNR	Included contribution by CNR – First completed draft of Sections 1,2,3,6.
0.6	04/08/2016	CNR, INDRA, DNET	Included revision by INDRA – First completed draft of Sections 4 and 5. Complete contribution by Serbian pilot
0.7	13/08/2016	CNR, CENTRO, UC	Added UK Pilot local activities and refinements to Spanish pilot initiatives in Santander
1.0	24/08/2016	CNR, INDRA	First release of the document


## 1.3 Attachments


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<b>Attachment ID</b>	Attachment A
<b>Title</b>	MobiWallet Presentation
	MobiWallet-D6-1-3-Attachment_A_MobiWalletPresentation.pdf
<b>URL</b>	<a href="http://www.slideshare.net/mobiwallet/mobiwallet-curent-status-achievements">http://www.slideshare.net/mobiwallet/mobiwallet-curent-status-achievements</a>


<b>Attachment ID</b>	Attachment B
<b>Title</b>	Spanish Pilot Presentation
	MobiWallet-D6-1-3-Attachment_B_MobiWalletPresentation_ES.pdf
<b>URL</b>	<a href="http://www.slideshare.net/mobiwallet/mobiwallet-spanish-pilot-overview">http://www.slideshare.net/mobiwallet/mobiwallet-spanish-pilot-overview</a>


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<b>Attachment ID</b>	Attachment C
<b>Title</b>	Italian Pilot Presentation
	MobiWallet-D6-1-3-Attachment_C_MobiWalletPresentation_IT.pdf
<b>URL</b>	<a href="http://www.slideshare.net/mobiwallet/italian-pilot-presentation">http://www.slideshare.net/mobiwallet/italian-pilot-presentation</a>

<b>Attachment ID</b>	Attachment D
<b>Title</b>	UK Pilot Presentation
	MobiWallet-D6-1-3-Attachment_D_MobiWalletPresentation_UK.pdf
<b>URL</b>	<a href="http://www.slideshare.net/mobiwallet/mobiwallet-uk-pilot-overview">http://www.slideshare.net/mobiwallet/mobiwallet-uk-pilot-overview</a>


<b>Attachment ID</b>	Attachment E
<b>Title</b>	Serbian Pilot Presentation
	MobiWallet-D6-1-3-Attachment_E_MobiWalletPresentation_SR.pdf
<b>URL</b>	<a href="http://www.slideshare.net/mobiwallet/mobiwallet-serbian-pilot-overview">http://www.slideshare.net/mobiwallet/mobiwallet-serbian-pilot-overview</a>


<b>Attachment ID</b>	Attachment F
<b>Title</b>	MobiWallet Brochure for TRA2016
	MobiWallet-D6-1-3-Attachment_F_MobiWalletBrochure.pdf
<b>URL</b>	NA

<b>Attachment ID</b>	Attachment G
<b>Title</b>	MobiWallet Posters presented at TRA2016
	MobiWallet-D6-1-3-Attachment_G_MobiWalletPosters.pdf
<b>URL</b>	NA

<b>Attachment ID</b>	Attachment H
<b>Title</b>	MobiWallet Newsletter – Issue #03
	MobiWallet-D6-1-3-Attachment_H_Newsletter #03_2016.pdf
<b>URL</b>	<a href="http://www.mobiwallet-project.eu/index.php?option=com_acymailing&amp;ctrl=archive&amp;task=view&amp;mailid=15&amp;key=2dW8FYry&amp;subid=297-YUenmKQmWRzTK6&amp;tmpl=component">http://www.mobiwallet-project.eu/index.php?option=com_acymailing&amp;ctrl=archive&amp;task=view&amp;mailid=15&amp;key=2dW8FYry&amp;subid=297-YUenmKQmWRzTK6&amp;tmpl=component</a>

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<b>Attachment ID</b>	Attachment I
<b>Title</b>	MobiWallet Spanish Pilot Brochure
 <b>Title</b>	MobiWallet-D6-1-3-Attachment_I_Santander_Brochure.pdf
<b>URL</b>	NA

<b>Attachment ID</b>	Attachment J
<b>Title</b>	MobiWallet Video Collection
 <b>Title</b>	MobiWallet-D6-1-3-Attachment_J_MobiWallet_Video_Collection.zip
<b>URL</b>	NA

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## 2 Communication and press releases

During the first stages of the project, a basilar work that has been carried out to make people aware of the existence and aims of MobiWallet project. This included the design, production, and promotion of supporting multimedia material. During the whole project duration, the dissemination team has continued to work worked with the aim of:

- maintaining a common icon of the project by promoting a unique project logo and colour theme;
- keeping a common project image, to be uniformly used across all the dissemination channels;
- producing and updating project brochures and presentations;
- Taking care of a continuous monitoring of relevant literature, resources and events in both scientific, technical and social domains.

### 2.1 Press releases in the period

Press releases where made during the project, starting from its very beginning, when the main aims of the project and a description of the strengths of the consortium – featuring 12 partners from 4 countries – were presented. Another important global press release was published in April 2016, in conjunction with the participation of the Consortium to TRA 2016. Besides having a stand for all the conference days, a MobiWallet workshop was organized there. Further, several local press release were prepared at local level.

The main press releases are briefly accounted below.

#### **GEST awarded as “Best Costumer Initiative” at Light Rail Awards in London thanks to MobiWallet.**

On October 7th 2015, Mobiwallet highly commended for "The BEST Customer initiative 2015" at Light Rail Awards in London. The news was published in the RATP Dev corporate magazine and distributed to all the RATP subsidiaries around the world:

<https://www.ratpdev.com/en/metrolink-ratp-dev-ltd-setram-and-gest-awarded-2015-light-rail-awards>

In addition the news was echoed on many local newspapers are reported below:

GO News: <http://www.gonews.it/2015/10/17/tramvia-la-gest-e-stata-premiata-al-light-rail-awards-di-londra-e-lazienda-che-gestisce-la-linea-1/>

Linee Future: <http://www.lineefuture.it/tag/light-rail-awards/>

Lucca in Diretta: <http://www.luccaindiretta.it/regione/itemlist/tag/Gest.html>

In Toscana: <http://www.intoscana.it/site/it/articolo/Arriva-MobiTickt-unApp-per-pagare-parcheggio-tram-bus-e-treno/>

Toscana Notizie: [http://www.toscana-notizie.it/dettaglio-notizia/-/asset\\_publisher/mk54xJn9fxJF/content/approvato-dalla-giunta-il-bilancio-2016-della-regione-scarica-il-podcast-trn/pop\\_up;jsessionid=105F808772178D9583E1150292127FAE.web-rt-as01-p2?\\_101\\_INSTANCE\\_mk54xJn9fxJF\\_viewMode=print](http://www.toscana-notizie.it/dettaglio-notizia/-/asset_publisher/mk54xJn9fxJF/content/approvato-dalla-giunta-il-bilancio-2016-della-regione-scarica-il-podcast-trn/pop_up;jsessionid=105F808772178D9583E1150292127FAE.web-rt-as01-p2?_101_INSTANCE_mk54xJn9fxJF_viewMode=print)

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## **Press release on Innovation Solutions by INDRA.**

In October 2015, Indra launched a press release on Innovation Solutions where MobiWallet project was included and described as a reference R&D project to develop Indra transport solutions. In the press release, other R&D initiatives were included and explained such as INTERACTION and DEWI. See:

<http://www.indracompany.com/en/noticia/indra-presenta-soluciones-vanguardistas-transporte-feria-green-citiessostenibilidad>

This press release had a high number of impacts on digital newspapers. The main articles are included in the below list:

El Economista: <http://www.eleconomista.es/empresas-finanzas/noticias/7049890/10/15/INDRA-PRESENTA-LAS-SOLUCIONES-MAS-VANGUARDISTAS-PARA-EL-TRANSPORTE-EN-LA-FERIA-GREEN-CITIES-SOSTENIBILIDAD.html>

Bolsamania: <http://www.bolsamania.com/noticias/tecnologia/indra-presentara-sus-novedades-en-gestion-inteligente-de-transporte-en-la-feria-green-cities-y-sostenibilidad--884761.html>

Europa Press: <http://www.europapress.es/portaltic/sector/noticia-indra-presentara-novedades-gestion-inteligente-transporte-feria-green-cities-sostenibilidad-20151005123315.html>

Finanzas: <http://www.finanzas.com/noticias/comunicados-de-empresa/20151005/indra-presenta-soluciones-vanguardistas-3255632.html>

TeleCinco: [http://www.telecinco.es/informativos/tecnologia/Indra-inteligente-Green-Cities-Sostenibilidad\\_0\\_2062725179.html](http://www.telecinco.es/informativos/tecnologia/Indra-inteligente-Green-Cities-Sostenibilidad_0_2062725179.html)



The screenshot shows the Indra website's press release page. At the top, there is a navigation bar with links for 'Investor relations', 'Work at Indra', 'Press Room', 'Where we are', 'English', and a search box. Below the navigation bar is the Indra logo and a menu with categories: 'INDUSTRIES', 'CONSULTING', 'TECHNOLOGY', 'OUTSOURCING', 'DIGITAL', and 'ABOUT INDRA'. The main heading reads 'INDRA PRESENTA LAS SOLUCIONES MÁS VANGUARDISTAS PARA EL TRANSPORTE EN LA FERIA GREEN CITIES&SOSTENIBILIDAD'. On the left side, there is a sidebar with links for 'Press releases', 'Indra in the media', 'Corporate information', 'Events', and 'Multimedia content'. The main content area features a date '5 October 2015' and a location 'España'. The text of the press release is as follows:

- o La multinacional mostrará los últimos avances en sistemas inteligentes de pago, gestión integrada o eficiencia energética para las diferentes infraestructuras y medios de transporte
- o Tecnologías que marcarán el futuro del sector como las comunicaciones y redes inalámbricas de sensores o los sistemas cooperativos que permiten la comunicación entre vehículos e infraestructuras, también serán protagonistas
- o Además de contar con soluciones propias consolidadas para el transporte, Indra continúa innovando y participa en los principales proyectos de I+D+i europeos del sector

Indra va a presentar las últimas innovaciones tecnológicas en las que está trabajando para dotar de mayor inteligencia a las infraestructuras de transporte, especialmente en el entorno urbano, en el marco de la feria Green Cities y Sostenibilidad, que se celebra el 7 y 8 de octubre en Málaga. La multinacional ya había acudido a las dos ediciones anteriores de este evento como líder del proyecto CIUDAD 2020.

En esta ocasión, Indra mostrará las investigaciones que está desarrollando en el marco de diferentes proyectos de I+D+i europeos para mejorar la interoperabilidad del transporte, la iluminación vial inteligente, la eficiencia energética o la gestión integrada de la operación de las infraestructuras aeroportuarias.

En el stand de la compañía también se explicará el potencial de tecnologías aún incipientes, pero que marcarán el futuro del sector del transporte y las infraestructuras urbanas inteligentes, como las comunicaciones y redes inalámbricas de sensores, aplicadas por ejemplo al sector ferroviario, o los sistemas cooperativos que permiten la comunicación entre vehículos e infraestructuras.

**Figure 1. MobiWallet Press Release launched in October 2015**

## **MobiWallet at TRA 2016**

In April 2016, Indra with the support of all the partners, launched a Press Release to announce the **second stage of the pilots** and to invite stakeholders to the MobiWallet Conference during the Transport Research Arena 2016 (TRA 2016). See:

<http://www.indracompany.com/en/noticia/mobiwallet-successfully-tests-single-payment-mobile-payment-systems-transport-europe>

Like the previous press release, it had a high number of impacts on national and international newspapers. In the following list are highlighted the most important ones:

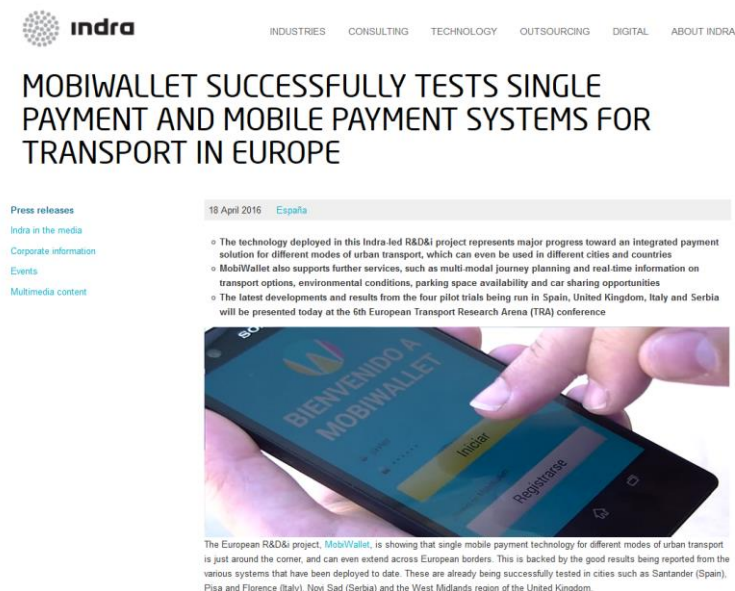
ITS International: [www.itsinternational.com/sections/transmart/news/european-single-transport-ticketing-project-reports-latest-results/](http://www.itsinternational.com/sections/transmart/news/european-single-transport-ticketing-project-reports-latest-results/)

Lavanguardia: <http://www.lavanguardia.com/vida/20160418/401191823307/economia-mobiwallet-proyecto-liderado-por-indra-prueba-con-exito-el-pago-unico-del-transporte-con-el-movil-en-europa.html>

4-Traders: [www.4-traders.com/INDRA-SISTEMAS-SA-413470/news/Indra-Sistemas-MobiWallet-successfully-tests-single-payment-and-mobile-payment-systems-for-transpo-22188713/](http://www.4-traders.com/INDRA-SISTEMAS-SA-413470/news/Indra-Sistemas-MobiWallet-successfully-tests-single-payment-and-mobile-payment-systems-for-transpo-22188713/)

FER Press: <https://www.ferpress.it/indra-guida-il-progetto-rdi-mobiwallet-i-risultati-a-tra-conference-2016/>

Spanish railways News: <http://www.spanishrailwaysnews.com/noticias.asp?not=2726>



**Figure 2. MobiWallet Press Release launched in April 2016**

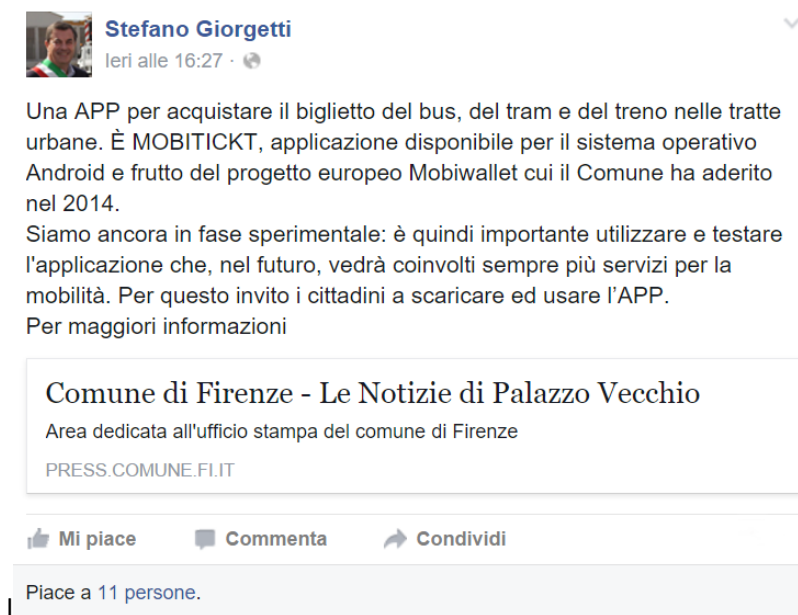
## **Florence Municipality press release.**

Florence Municipality launched on January 28 a press release promoting MobiTickt, the app provided by MobiWallet Italian Pilot that allows to buy tickets and travel around Florence Metropolitan Area by

tram, bus and train (on urban routes). MobiTickt also permits to pay for parking in selected locations in Scandicci; this is a particular useful solution for commuters opting for park&ride.

"The project is currently in its experimental stage" said Stefano Giorgetti, Councillor for public works, infrastructure projects, roads and maintenance, local public transport – thus it is important to use and test the application that, in future , will involve more and more services for mobility For this reason, I invite the citizens to download and use the application".

The release was published on the official website of Florence municipality:  
[http://press.comune.fi.it/hcm/hcm77576-1\\_MOBITICKT,+una+APP+per+pagare+il+biglietto+di+tram,+bus+e+treno.htm](http://press.comune.fi.it/hcm/hcm77576-1_MOBITICKT,+una+APP+per+pagare+il+biglietto+di+tram,+bus+e+treno.htm)



**Stefano Giorgetti**  
Ieri alle 16:27 · 🌐

Una APP per acquistare il biglietto del bus, del tram e del treno nelle tratte urbane. È MOBITICKT, applicazione disponibile per il sistema operativo Android e frutto del progetto europeo Mobiwallet cui il Comune ha aderito nel 2014.

Siamo ancora in fase sperimentale: è quindi importante utilizzare e testare l'applicazione che, nel futuro, vedrà coinvolti sempre più servizi per la mobilità. Per questo invito i cittadini a scaricare ed usare l'APP.

Per maggiori informazioni

Comune di Firenze - Le Notizie di Palazzo Vecchio  
Area dedicata all'ufficio stampa del comune di Firenze  
PRESS.COMUNE.FI.IT

👍 Mi piace    💬 Commenta    ➦ Condividi

👍 Piace a 11 persone.

**Figure 3. Post by the Councilor for public works, Florence Municipality**

Echoes were found on many web sources, e.g.:

Geosnews: [http://it.geosnews.com/p/it/toscana/fi/firenze/firenze-mobitickt-app-per-pagare-via-smartphone-il-biglietto-di-tram-bus-e-treno-nei-tratti-urbani\\_9612355](http://it.geosnews.com/p/it/toscana/fi/firenze/firenze-mobitickt-app-per-pagare-via-smartphone-il-biglietto-di-tram-bus-e-treno-nei-tratti-urbani_9612355)

Firenze post: <http://www.firenzepost.it/2016/01/28/firenze-mobitickt-app-per-pagare-via-smartphone-il-biglietto-di-tram-bus-e-treno-nei-tratti-urbani/>

InToscana: <http://www.intoscana.it/site/it/societa/articolo/Arriva-MobiTickt-unApp-per-pagare-parcheggio-tram-bus-e-treno/?platform=hootsuite>

055 Firenze: <http://www.055firenze.it/art/132821/Firenze-biglietti-tram-treno-pagano-lapp-Mobitickt>

Firenze Today: <http://www.firenzetoday.it/green/mobilita/mobitickt-app-biglietto-treno-bus.html>

**Florence Municipality promotion of #mobiwith\_it Italian initiative.**

Florence municipality launched another press release to promote #mobiwith\_it, the Italian users' recruitment initiative in Spring-Summer 2016. The official web site dedicated to press releases hosts the news:

[http://press.comune.fi.it/hcm/hcm5353-10\\_4\\_1-MOBITICKT%2C+una+APP+per+pagare+il+biglietto+di+tram.html?cm\\_id\\_details=79862&id\\_padre=4475](http://press.comune.fi.it/hcm/hcm5353-10_4_1-MOBITICKT%2C+una+APP+per+pagare+il+biglietto+di+tram.html?cm_id_details=79862&id_padre=4475)

Also this time the news was echoed on the web. See e.g.:

055 Firenze: <http://www.055firenze.it/art/139451/MobiWallet-palio-biglietti-abbonamenti-trasporto-pubblico#.V39iinpZA1w.facebook>

### **CNR promotion of #mobiwith\_it Italian Initiative.**

CNR hosted a group of students helping the promotion of MobiWallet in Spring-Summer 2016. This was advertised as news by the two institutes of CNR participating at the project and reported by local newspapers both digital and printed. See e.g.:

Pisa Today: <http://www.pisatoday.it/green/mobilita/green-mobility-mobiwallet-studenti-cnr-pisa.html>

GO News: [http://www.gonews.it/2016/06/27/mobiwtih\\_it-cnr-e-studenti-delle-scuole-superiori-assieme-per-la-green-mobility/](http://www.gonews.it/2016/06/27/mobiwtih_it-cnr-e-studenti-delle-scuole-superiori-assieme-per-la-green-mobility/)

QUI News: <http://www.quinewspisa.it/pisa-la-mobilita-verde-parte-dagli-studenti.htm>

### **Serbian Pilot press releases.**

In October 2015, the Serbian Pilot launched a press release to describe the innovative services made available in the city of Novi Sad. The press release was echoed on printed and digital newspapers, including:

08.10.2015. ekapija: "Novosadjani testiraju mobilnu aplikacije za kupovinu karata u gradskom prevozu" (eng. transl. "Novi Sad citizens test the smartphone app for purchasing the tickets in public transport"). Link: <http://www.ekapija.com/website/sr/page/1261850/Novosa%C4%91ani-%C4%87e-autobuske-karte-kupovati-i-putem-aplikacije-za-mobilne-telefone>

---



**Novosađani testiraju mobilnu aplikaciju za kupovinu karata u gradskom prevozu**  
 Četvrtak, 08. 10. 2015. | 15:35 | Izvor: eKapija



Novosađani će uskoro putem "MobiWallet"-a ("Digitalni novčanik"), aplikacije za mobilni telefon, moći da kupuju karte za prevoz gradskim autobusom. Ovo je osnovna ideja evropskog projekta "Mobility and Transport Digital Wallet" – "MobiWallet", u čiju implementaciju su uključeni JGSP "Novi Sad", Grad Novi Sad i kompanija DunavNET.

Trenutno je u toku testiranje rešenja, a u ovoj fazi od ključnog značaja je povratna informacija od korisnika, odnosno građana Novog Sada. U proteklih nekoliko nedelja oko 180 Novosađana prijavilo se za učesće u probnom radu "Digitalnog novčanika". Kako bi proces testiranja aplikacije dao što realnije rezultate, partneri na projektu dodatno pozivaju sve zainteresovane građane da se uključe kao volonteri popunjavanjem ankete.

Nakon procesa selekcije volonteri će aplikaciju "MobiWallet" (koja je dostupna u "Google Play" prodavnici) moći da koriste za kupovinu pojedinačnih karata za vožnju, ali i za kupovinu paketa od 10 karata, dok će uskoro biti dostupna i opcija kupovine mesečne karte.

Pored kupovine karte telefonom ova aplikacija omogućava i da korisnici u svakom trenutku saznaju gde se nalazi autobus koji čekaju na stanici, procenu vremena dolaska autobusa, ali i informacije o ekološkom stanju delova grada. Naknadno će korisnicima aplikacije biti stavljeni na raspolaganje i servis za informisanje o gradskim znamenitostima, kao i mogućnost uvida u raspoloživi broj bicikala na rent-a-bike stanicama.

"MobiWallet" aplikacija trenutno je dostupna korisnicima pametnih telefona sa "Android" operativnim sistemom, ali se radi i na verziji za iOS mobilne telefone, o čemu će javnost biti na vreme obavestena.

Pored Novog Sada "MobiWallet" projekat realizuje se i u Santanderu (Španija), Firenci (Italija) i u regionu West Midlands (Velika Britanija). Projekat se finansira iz sredstava Okvirnog programa za inovacije i konkurentnost CIP.

Sve dodatne informacije o projektu, kao i o načinu uključivanja građana u testiranje, nalaze se na zvaničnom sajtu projekta: [www.mobiwallet-project.eu](http://www.mobiwallet-project.eu) i na Facebook stranici: [www.facebook.com/mobiwalletofficial](https://www.facebook.com/mobiwalletofficial).

**Više informacija o firmama**

- JGSP Novi Sad
- Grad Novi Sad
- Dunavnet d.o.o. Novi Sad

**Nadite druge dokumente u kojima se pominje**

- MobiWallet
- Digitalni novčanik
- aplikacije
- Mobility and Transport Digital Wallet
- JGSP Novi Sad
- Google Play
- kupovina karata u gradskom prevozu
- Android
- iOS
- Santander
- Firenca
- West Midlands
- Olvirni program za inovacije i konkurentnost CIP

**Društvene mreže:**

Like Share 14  
 Tweet 0

Figure 4. News on ekapija

12.10.2015. MojNoviSad: "Karte za gradski prevoz plaćaćemo uz pomoć digitalnog novčanika" (eng. transl. „We will purchase city public transport tickets using the digital wallet“). Link: <http://www.mojnovisad.com//vesti/karte-za-gradski-prevoz-placacemo-uz-pomoc-digitalnog-novcanika-id4921.html>



The screenshot shows the website interface for MojNoviSad.com. At the top, there is a navigation bar with links for Kontakt, O nama, and Oglavlavanje. The main header features the website name and a promotional banner for "NAJVEĆI WELLNESS CENTAR U REGIONU". Below the header, there is a navigation menu with categories like GRADSKJE VESTI, NAVIGATOR, MOJ GRAD, FOTOGRAFIJE, OGLASI, MEGAFON, GRADSKJE FACE, and GARI. The main content area displays a news article titled "Karte za gradski prevoz plaćaćemo uz pomoć 'Digitalnog novčanika'". The article includes a photo of a blue bus and text describing the "MobiWallet" app. To the right of the article, there is a "NAVIGATOR - Najava" section with a list of upcoming events, including "Predavanja za dijabetičare", "Salsa večer", "Vreme je za film", "Američki kutak", "Silent disco", and "Konversation auf Deutsch".

Figure 5. News appeared in Moj Novi Sad

13. 10. 205, B92: "Karte za autobuse kupuju telefonom" (eng. transl. "Bus tickets purchased via smart phone"). Link: [http://www.b92.net/biz/vesti/srbija.php?yyyy=2015&mm=10&dd=13&nav\\_id=1050651](http://www.b92.net/biz/vesti/srbija.php?yyyy=2015&mm=10&dd=13&nav_id=1050651)



Figure 6. News appeared in B92

## 2.2 Press review and media monitoring

As described in [1], constant monitoring of media talking about MobiWallet has been conducted, for assessing the impact of the press releases and of the other dissemination activities. For surveying the web, a number of probes implemented using Google Alert services were set up. The probes provide timely updates on the pages indexed by Google that are relevant for MobiWallet and its pilots. Probes for the four main different languages used in MobiWallet pilots are conducted. Such probes allowed to timely publish on the social networks citation of our achievements and press releases. In particular such probes helped to find the echoes of MobiWallet press releases reported in Section 2.1 above.

A selection of newspaper, TV and Radio about MobiWallet appeared during the period addressed by this document are reported below. Sources appeared before are reported in [1] and [2].

In particular, besides the strong presence on the web according to the links reported in the previous section, the project was able to be present on printed newspaper such as Sole 24, which is the main financial newspaper in Italy and to extend its presence to radio broadcasting.

### 2.2.1 Newspaper

#### #1. Sole 24 Ore

Title: Innovazioni e nuove tecnologie per la Smart City (Innovation and news technologies for the Smart City)

Published: November 12, 2015

Language: IT

# Innovazioni e nuove tecnologie per la Smart City

*Soluzioni INTECS per una mobilità sostenibile*

INTECS, nata nel 1974, è un'azienda privata italiana all'avanguardia nella progettazione e sviluppo di sistemi elettronici complessi high-tech. Come parte del Cluster Nazionale SmartCommunitiesTech, INTECS si propone di sviluppare collaborazioni industriali ed accademiche su progetti in ambito smart city & communities e di ampliare le opportunità per contribuire all'innovazione nelle città. Una delle iniziative di maggior rilievo che vede INTECS nel ruolo di protagonista è MobiWallet, un progetto co-finanziato dall'Unione Europea che si prefigge l'obiettivo di fornire un sistema di mobilità integrato e interoperabile. MobiWallet, recentemente premiato ai Light Rail Awards a Londra lo scorso Ottobre come Best Customer Initiative 2015, si sviluppa nelle città di Pisa e Scandicci (Firenze) coinvolgendo



*Sede Intecs Roma*

centinaia di utenti. All'interno di Mobiwallet, INTECS fornisce la piattaforma web integrata SIMIS e coordina il cluster Italiano. Un'altra importante iniziativa di cui INTECS è Coordinatore in ambito europeo è ICSI, Intelligent Cooperative Sensing for Improved traffic efficiency. Il progetto ICSI ha come obiettivo la realizzazione di un

sistema di Smart Mobility basato su piattaforma IoT (Internet Of Things) distribuita che integrando dati acquisiti da reti veicolari, unità a bordo strada e sensori M2M (Machine-To-Machine) consente di elaborare strategie avanzate di gestione del traffico e dei viaggi. Il principale vantaggio dell'utilizzo di tali piattaforme distribuite consente di sviluppare nuovi modelli di business in ambito IoT.

Il progetto prevede due installazioni pilota (Pisa, Lisbona) che verranno approntate agli inizi del 2016. Il dimostratore del sistema, realizzato per valutarne la potenzialità in condizioni reali, è stato presentato alla 18th International IEEE Conference on ITS (Intelligent Transport Systems) dove i maggiori esponenti accademici e industriali hanno presentato e discusso le ultime strategie in ambito ITS e IoT.

**Figure 7. Printed version of the article appeared in Sole 24**

## #2. La Nazione

Title: Nasce #MOBIWITH\_IT (#MOBIWITH\_IT is born)

Published: July 10, 2016

Language: IT

LA NOVITA' NASCE: #MOBIWTIH\_IT

## Studenti al lavoro al Cnr

**DIECI** studenti dell'Istituto tecnico commerciale "Pacinotti" e del Liceo "Buonarroti" si sono ritrovati a lavorare fianco a fianco con i ricercatori dell'Istituto di Informatica e Telematica del Cnr (Iit-Cnr) e dell'Istituto di Scienze e Tecnologie dell'Informazione (Isti-Cnr) per la promozione di una campagna di divulgazione e reclutamento di utenti all'interno del progetto Europeo MobiWallet (<http://www.mobiwallet-project.eu>).

**NELL'AMBITO** dell'alternanza scuola-lavoro, i ragazzi "lavore-

ranno" per un totale di 6 settimane negli uffici del Cnr, progettando e realizzando mobiwit it (il nome della campagna), con i relativi logo, slogan, hashtag, e tutto il materiale divulgativo necessario all'iniziativa (volantini, poster, A3, magliette). Gli studenti sono anche chiamati a creare e gestire le pagine relative sui social più noti, oltre ad analizzare i dati raccolti con i questionari sottoposti agli utenti.

**IL CNR**, con la campagna Mobiwallet, dimostra come nell'ambito di un progetto europeo sulla

mobilità, si possano coinvolgere giovani studenti, formarli, e renderli parte attiva di un progetto di levatura internazionale. Proprio in questi giorni, gli allievi stanno facendo una campagna di marketing territoriale tra Pisa, Firenze e zone limitrofe, per promuovere l'iniziativa che hanno messo in essere in maniera egregia.

**L'ATTIVITÀ** di marketing prevede tra le altre attività quella di fare banchetti nelle zone universitarie per informare i "colleghi più grandi" circa le novità nel campo della green mobility.



### GREEN MOBILITY

Dieci allievi dell'Itc "Pacinotti" e del Liceo "Buonarroti" fianco a fianco con i ricercatori

Figure 8. Printed version of the article appeared in La Nazione

## 2.2.2 TV

### #3. RTV

**Title:** Pod istim krovom – About MobiWallet (starting at 11 minutes and 23 seconds)

**Link:** [http://media.rtv.rs/sr\\_ci/pod-istim-krovom/15173](http://media.rtv.rs/sr_ci/pod-istim-krovom/15173)

**Published:** October 29, 2015

### 2.2.3 RADIO

The Innovation Director of Ayuntamiento de Santander had a radio interview (July 2016) in a programme of a local radio, explaining MobiWallet project.

## 2.3 Project and Pilots presentations

---

In September 2014, it was decided to produce a project presentation and to make it publically available. The project presentation has a twofold aim. First, it can be used by project partners as a core set of slides to present uniformly the project in different contexts. This set of slides can then be personalized and augmented in order to better meet the scope of the meeting/workshop in which it is being presented and extended so as to focus on the topics of interest of the presenting partner. In addition, the presentation can be simply shared on the web, and easily embedded on social media and on the project's website, opening therefore a further communication channel besides the website and social media. The previous releases of the project presentation have been attached to the previous versions of the Dissemination pack [1][2]. In this period, besides the global presentation, local presentations of the 4 pilots of the project were prepared (in English) and published. They are attached to this deliverable as Attachments B,C,D and E. Publication was made by preparing a news on the website and by sharing this on the social channels. In addition, we rely on a dedicated section of MobiWallet website (see Section 3.1.3) and on SlideShare (see Section 5.3).

Besides, several version of the projects presentations were made such as the one used at GreenCities & Communities 2015 Congress, as explained briefly below.

### **GreenCities & Communities 2015 Congress**

Indra attended to the GreenCities & Communitis 2015 Congress were MobiWallet project was presented as well as the initial pilot results. The project MobiWallet Coordinator (Leyre Merle) introduced the project to all the attendances. The main lines of research were presented during the fair's inauguration event at the Smart Cities round table, in which Indra participated. Indra did also participate in the TIKAL Forum, the Latin American Technology, Innovation and Knowledge forum. It was held in parallel with the Green Cities & Sustainability Fair, and a large number of representatives from Latin American cities presented success cases in the field of smart cities. In this forum, MobiWallet also participated in the round table of the inaugural conference, Business Projects in the Area of Smart Cities, where it was explained how R&D&i initiatives like MobiWallet help drive innovative smart city solutions within companies.

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Figure 9: GreenCities & Communities MobiWallet Presentation

### ITS Spain 2016

As an ITS Company leader, Indra was a main sponsor and contributor during the last ITS Spain Congress held in Madrid. The project coordinator (Leyre Merle) was one of the participants in the R&D round table where MobiWallet was introduced to the Audiences and where the initial pilot results were shared with the ITS community.

## PROYECTOS EXISTENTES



MobiWallet



- Adaptación a soluciones existentes y tecnologías diferentes
- Interoperabilidad a nivel de piloto basada en una única APP para el pago y validación, tecnología NFC y monedero virtual de transporte.
- El usuario no necesita ningún otro medio para pagar el transporte.



NFC

APP  
única

QR

El crédito disponible en el "Virtual Wallet" permite al usuario pagar en todos los modos



14

Plantillas Predefinidas | 14

Figure 10: ITS Spain Presentation

## 2.4 MobiWallet Newsletter

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As already planned in the DoW, a six-month newsletter has been set up and released starting with the pilot deployment phases at month 12. As described in the first version of the Dissemination Pack [1], an activity for the collection of an adequate number of potential reader's addresses has been carried on, looking especially for stakeholders and people working in the transport, ticketing and payment domains. The first and second issues of the newsletter have been released in January 2015 and October 2015 respectively and were described in the second version of the dissemination pack [2]. The third issue was published in April 2016 and is attached at the present document (Attachment H). The issue has been prepared for advertising MobiWallet participation to Transport Research Arena (TRA 2016) that was held in Warsaw from 18 to 21 April 2016. The main topics of the newsletter were the updates from the pilots, already in full deployment phase, and the promotion of the apps made available by the consortium. In addition, we accounted for the attended events such as POLIS 2015 and the joint meeting with HopE project. The third issue reached more than 500 readers.

A final issue of the newsletter is being prepared and will be issued in conjunction with the final event scheduled for 27<sup>th</sup> September, 2016. In such issue, the overall assessment of the project will be reported, including its achievements, the barriers that we have met and the lesson learnt.

---

### 3 MobiWallet Web Portal for dissemination, coordination and management

The site has been realized during the very early step of the project and keep updated and enriched during its duration.

The site is reachable at http address <http://www.mobiwallet-project.eu>, is maintained on an Aruba Web hosting provider server and has been developed exploiting the open source CMS Joomla.



Figure 11. Homepage Layout



After the release of the second dissemination pack, the Web Site has been kept up to date. In particular, several featured news have been presented periodically on the home page, by using the “Events” area reported in Figure 11 In this example, participation to TRA 2016 is advertised. In addition, the menu has been expanded to include the new sections of the website that have been created during this period and detailed in the next sections.

Current website access statistics are reported and discussed in Deliverable D5.1.3 [3].

## **3.1 Public section**

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As explained in [1] and [2], the sections of the MobiWallet Web Site have been chosen following European Commission guidelines for the EU project Web Sites, in order to obtain a reasonable trade-off between a site that has too many menus (and therefore lacks accessibility) and a structure that is too condensed presenting too much information under few headings. In this reporting period, the section Media has been added. In the following, each section that is new or had some important change in the last ten months is reported, while for all other sections the reader is referred to [1] and [2].

### 3.1.1 Homepage

Home Project Pilots Consortium News Repository MobiWallet Apps Media Contacts Newsletter search...

# MOBIWALLET: MOBILITY AND TRANSPORT DIGITAL WALLET.

## MobiWallet Workshop at TRA 2016

Share 8 Tweet 0 +1 0 Like 1

**MobiWallet Workshop**  
MOBILITY AND TRANSPORT DIGITAL WALLET  
a side event of TRA 2016  
6th European Transport Research Conference  
PGE Narodowy, Warsaw, Poland 18-21 April 2016  
Workshop will be held on April 18 at 2.30 pm  
Warsaw Room

Meet us at Stand R-26!

All TRA delegates are welcome!

**TRA**  
TRANSPORT RESEARCH ARENA  
www.traconference.eu

MobiWallet is going to participate to *Transport Research Arena (TRA 2016)*, that will be held from 18<sup>th</sup> to 21<sup>st</sup> April 2016 in Warsaw.  
Come and meet us at *MobiWallet stand!* You can find us in the Promenade at booth R-26.  
You are also welcome to join **MobiWallet Workshop** that will be held on 18<sup>th</sup> April at 2.30 pm in Warsaw room as a side event of TRA 2016. The workshop will allow you to discover what services are running in our pilots, how we are measuring and evaluating them and which is the lesson we have learnt so far.

### MobiWallet in Brief

Share 8 Tweet 0 +1 1 Like 1

MobiWallet implements a vision where interoperability is no longer an issue, and cities can provide an electronic fare management system with unparalleled intelligence and functionalities that can be exploited by users and town hall officials alike. Coupled with a Smartphone-based electronic payment service and enhanced travel functionalities such as personalized trip planning service, the specific pilots deployed across Europe will demonstrate the benefits of a unified platform that can seamlessly process the payment schemes of a varied range of transport operators.  
MobiWallet addresses Interoperable Fare Management solutions - an essential component in the continued growth and acceptance of the use of smart transport and the smart city - through four key impact areas: Encouraging modal shift and facilitating ease of use of multiple transport options with a focus on handicapped or disabled users, improving efficiency and reducing energy consumption, enhanced and sustainable mobility for all users and improving cross border transportation capabilities.

**Become involved!**  
Download our Apps and start using MobiWallet

### News

- Newsletter Issue #03 published!
- MobiWallet Workshop at TRA 2016
- Spanish Pilot Presentation

### MobiWallet on Twitter

Tweets by @MobiWallet\_EU

**MobiWallet** @MobiWallet\_EU  
Thanks @AETCan @silabcr @SetaMobility for being top engaged community members this week :) [Grow followers](#) [bit.ly/free\\_followers](#)

**MobiWallet** @MobiWallet\_EU  
Thanks for the recent follow @barfhedag @cuffin\_thomas Happy to connect :) have a great Tuesday. (Via [Click here](#))

**Private area**

User Name

Password

Remember Me

Figure 12. . Project homepage

The events displayed in project homepage have been kept up to date. Home page shows the last major event which MobiWallet consortium took part at the time of writing.

### 3.1.2 MobiWallet Apps

This page contains information about the ecosystem of MobiWallet apps that has been made available by the Consortium and that are effectively deployed on the pilot sites. For each app a brief description and the link to the dedicated store or website is reported.

With respect to the previous version of this deliverable, the number of apps available has been extended, now covering all the four pilots. In particular, “MobiWallet Santander” and “Swift” apps have been included.

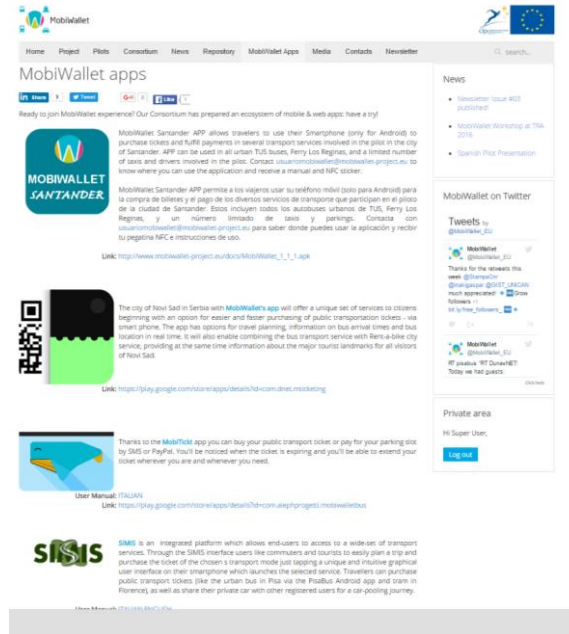


Figure 13. MobiWallet apps page on the official website

### 3.1.3 Media section

The new Media section, which is composed by Video and Presentation subsection, is used to collect and provide access to all disseminative media document produced by Mobiwallet. It complements and collects in one place the material that is also available on the social networks YouTube and SlideShare for what regards videos and presentations respectively. See Figure 14.

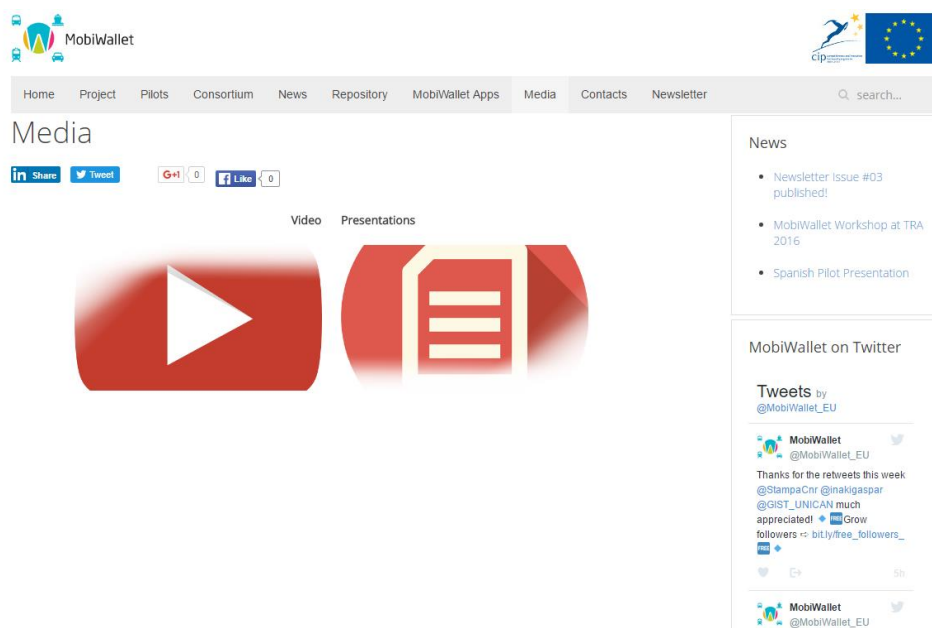


Figure 14. Media section main page

The screenshot shows the 'Video' section of the MobiWallet website. At the top, there is a navigation menu with items: Home, Project, Pilots, Consortium, News, Repository, MobiWallet Apps, Media, Contacts, and Newsletter. A search bar is located on the right side of the menu. Below the navigation, the page title 'Video' is displayed. Underneath the title, there are social media sharing buttons for LinkedIn, Twitter, Google+, and Facebook. A text prompt says 'Subscribe to Mobiwallet channel to view the latest videos.' The main content area features two video thumbnails. The first is titled 'MobiWallet operation in Taxis (Santander - Spain)' and shows a person using a smartphone in a taxi. The second is titled 'MobiWallet operation in buses in Santander - Spain' and shows a person using a smartphone on a bus. To the right of the video thumbnails, there are two sections: 'News' and 'MobiWallet on Twitter'. The 'News' section lists three items: 'Newsletter issue #03 published!', 'MobiWallet Workshop at TRA 2016', and 'Spanish Pilot Presentation'. The 'MobiWallet on Twitter' section shows two tweets from @MobiWallet\_EU. The first tweet thanks users for retweets and mentions a link to grow followers. The second tweet is a retweet from RT pisabus 'RT DunavNET' about having guests. Below the tweets is a 'Private area' with a text input field labeled 'User Name'.

**Figure 15. Video page**

Video subsection (see Figure 15) contains all the video published into the Mobiwallet YouTube channel and that are described in more detail in Section 5.5. Thanks a dedicated plugin, video can be directly viewed inside the page of the official MobiWallet website.

## Presentations

[Share](#) [Tweet](#) [G+](#) [Like](#)

MobiWallet Project Overview:



Italian Pilot:



### News

- Newsletter Issue #03 published!
- MobiWallet Workshop at TRA 2016
- Spanish Pilot Presentation

### MobiWallet on Twitter

**Tweets** by @MobiWallet\_EU

**MobiWallet** @MobiWallet\_EU  
Thanks for the retweets this week @StampaCnr @inakigaspar @GIST\_UNICAN much appreciated! 📈 Grow followers ⇄ bit.ly/free\_followers\_...

**MobiWallet** @MobiWallet\_EU  
RT pisabus "RT DunavNET: Today we had guests: [Click here](#)

### Private area

**Figure 16. Presentation page**

Presentation subsection (Figure 16) contains all the project pilot presentation. Presentations are stored on SlideShare (see Section 5.3) and, exploiting a dedicated plugin, are embedded into the subsection page on the official MobiWallet website.

### 3.1.4 Spanish Pilot



Figure 17. Spanish local initiative page

For the Spanish Pilot, a page regarding local initiative and NFC payment has been realized in Spanish. The local initiative is reported and detailed in Section 7.1.

### 3.1.5 Italian Pilot

Italian pilot page has been updated in order to include link to the MobiWallet users' recruitment initiative named #mobiwith\_it which is described in Section 7.2.

## #mobiwith\_it

Per il progetto europeo MobiWallet abbiamo bisogno proprio di te: #mobiwith\_it!



### Cosa è MobiWallet?

MobiWallet è un **progetto europeo** che ha come scopo lo sviluppo di una mobilità intelligente e maggiormente sostenibile, attraverso servizi di **pagamento elettronico** tramite smartphone e funzionalità avanzate di pianificazione del viaggio basate su car pooling, car sharing e bike sharing.

MobiWallet nasce dall'esigenza di rendere accessibili i servizi di trasporto e i relativi pagamenti, **senza frontiere e con un solo click!**

Partecipano al progetto quattro paesi dell'Europa, quattro diverse realtà sia in termini di trasporti che di politiche economiche:

- Spagna (Santander); 
- Regno Unito (Birmingham e West Midlands); 
- Serbia (Novi Sad); 
- Italia (Firenze e Pisa). 

In ciascuna di queste realtà urbane, i partner del progetto hanno il compito di mettere in campo un sistema (pilot) che offra ai cittadini servizi per accedere alle diverse opzioni di trasporto urbano e ai relativi pagamenti.

Fanno parte del pilot toscano: **INTECS spa**, il **Consiglio Nazionale delle Ricerche di Pisa**, **Aleph srl**, **GEST spa** e il **Comune di Firenze**. Al progetto collaborano esternamente **PISAMO**, società in-house del **Comune di Pisa**, il **Comune di Scandicci** e la **Regione Toscana**.

Il pilot toscano mira a incentivare l'utilizzo dei servizi di **trasporto pubblico** e un **uso più sostenibile del trasporto privato** attraverso un'iniziativa chiamata

**Figure 18. MobiWith\_it page**

#mobiwith\_it page, written in Italian language, contains all information regarding the survey organized in the framework of WP5 and the corresponding recruitment campaign. From the page it is possible to access also to the rule document.

The page content has been prepared and composed by a group of high school student involved into a young apprenticeship programme.

### 3.1.6 News

Newsletter #03 | April 2016 | [www.mobiwallet-project.eu](http://www.mobiwallet-project.eu)

**MobiWallet Workshop MOBILITY AND TRANSPORT DIGITAL WALLET**  
a side event of TRA 2016  
6<sup>th</sup> European Transport Research Conference  
PGE Narodowy, Warsaw, Poland 18-22 April 2016  
Workshop will be held on April 18 at 2.30 pm  
Warsaw Room

Meet us at Stand R-26!

All TRA delegates are welcome!

TRA  
TRANSPORT RESEARCH ARENA  
[www.traconference.eu](http://www.traconference.eu)

Dear reader,  
it is a pleasure for us to send you the third MOBIWALLET Project newsletter. We would like to present the most recent developments accomplished within this European R&D project, with the objective of implementing solutions for Interoperable Fare Management to encourage modal shift and facilitate ease of use of multiple transport options, taking advance of the latest ICT advances and Smartphone capabilities.  
It is an important period for our project with all the pilots being in their operational phases and enrolling users from four different locations across Europe, 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. Indeed, in the last months, cross-pilot interoperability features have been implemented that allow for a frictionless travel experience in different European cities. Such features highlight the opportunities we have at european level and the challenges that still need to be tackled.

**Updates from the Pilots**

Spain

After having announced in our last newsletter that the Ferry and Bus services were already in operation in Santander (Spain), we are proud to announce in this Newsletter that **Taxi and Car Park are also in operation** at this stage. During the last months, all the Spanish partners have been working to implement the needed functionalities at both, app and platform level. Implementations and

Figure 19. News page

All the project news are listed into this section. The newest ten news are directly displayed, meanwhile the oldest news are listed in the bottom part of the page. It is possible to view them clicking on the news title.

## 3.2 Private section

MobiWallet website can be accessed by the user also exploiting an authentication form that identifies the user as project partner allowing to access to private area. The private area can be divided into two sections:

- The repository, accessible by all project members, that is in charge of managing project documentation;
- The management, accessible only by the user with administrator rights, that is dedicated to the management of the website itself and its contents.



### 3.2.1 Repository

The screenshot shows the 'MobiWallet :: File Repository' page. At the top, there is a navigation bar with links for Home, Project, Pilots, Consortium, News, Repository (selected), MobiWallet Apps, Contacts, and Newsletter. A search bar is located on the right. The main content area displays a list of folders with their respective file counts:

Containers	Folders/Files
(0/4)	(0/4)
<b>Administrative Documents</b> Administrative Documents - Includes DoW, CA, Periodic Reports and other administrative and contractual documentation.	(3/8)
<b>Deliverables</b> Final Versions of deliverables only. Doc and PDF copies of same file allowed (and encouraged).	(6/41)
<b>Meetings</b> Meeting Documentation - Minutes of minutes	(15/68)
<b>Public</b> Public Documentation - This folder is MobiWallet's windowcase to the open web. <b>(Must consult coordinator before posting information here)</b>	(6/32)
<b>Technical and Support documentation</b> Technical and Support documentation - Main working folder.	(12/113)
<b>Utility</b> Utility Documentation - Includes logos, document templates, contact lists, etc.	(4/37)

At the bottom of the folder list, there are links for 'Search Repository' and 'Submit'. A footer note states: 'Remository 3.55 utilise les technologies PHP, SQL, CSS, JavaScript'. On the right sidebar, there is a 'News' section with three items and a 'MobiWallet on Twitter' section showing two tweets.

Figure 20. Repository page

The website document repository, accessible through the Repository section, provides a hierarchical folder structure to store the documents featured with search and retrieval functionalities. The repository provides a public folder with no access restriction and a set of folders and relative subfolders accessible only by authenticated users.

With respect to [2], access rights have been revised in order to prevent accidental access to restricted documents. The repository has been populated with all the technical document produced by the project consortium.

### 3.2.2 Management

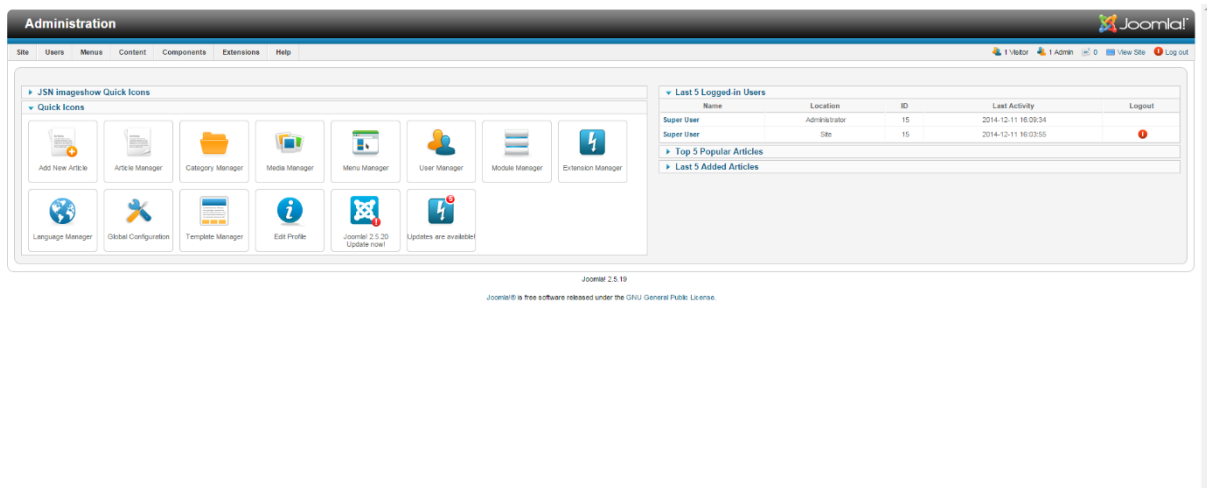


Figure 21. Administration page

Through the administration panel, it is possible to manage all the content of the website such as creating, editing and deleting website pages, managing site menu, installing and managing plug-in, updating CMS, etc.

The management section has been expanded with several plugin dedicated to the management of several website aspects, e.g. inclusion of videos and SlideShare presentations.

## 4 Events and scientific dissemination

In this section we report first the attendance to exhibition, fairs and workshop and then the publications of the period are listed. Being the project results more mature at this stage and being all the pilots in deployment stages, the consortium made some efforts to target not only scientifically-technical workshop but also important reference events to have good dissemination towards stakeholders and operators. In parallel, efforts were focused not only on scientific publications but magazine devoted to operators and business were considered.

### 4.1 Events and scientific communication

In the last ten months of the project lifetime, the partners were able to attend and disseminate the results achieved by the project. The list of attended events is reported in Table I and shows the richness of the events the consortium was able to attend.

In particular, it is important to notice the variety of the events that range from technical talks at major conferences to international conferences and expos devoted to stakeholders. So, it might be said that the project has worked towards dissemination through multiple channels.

Also following the reviewers remarks, dissemination has not been confined to the technological domain but has been capable of reaching people which have the capability and power to steer towards the technological solutions proposed by the project. The core focus of the attended events concerns both the proper transport and ticketing domain but also addresses the emerging themes of Smart Cities and IoT.

Among these events, it is important to highlight the participation at consortium level to Polis 2015 and to Transport Research Arena (TRA 2016). At both conferences, centered on the themes of sustainable mobility and transport, MobiWallet delegates were present and organized a stand for the full duration of the event.

In addition, at POLIS 2015, we had a talk in the main conference room delivered by CENTRO on MobiWallet project.

At TRA 2016, the consortium (also after the positive opinion by the reviewers given during the second project review) has organized the MobiWallet workshop, in agreement with the commitments described in the DoW.

A final event will take place in September in Santander where the project results, its achievements and the lessons learnt will be presented.

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**Table I. Attended events**

Date	Channel/ Action realised	Event	Place/ Country	Partner Respon sible	Nature and size of audience
<b>October 2015</b>	Exhibition / Stand by INDRA	GreenCities & Communities	Malaga, Spain	INDRA	Professionals from the transport sector
<b>18 Novemb er</b>	Expo/Congres s	"Possibilities of Collaboration in Smart City Projects" – Smart City Expo	Barcelona, Spain	AY SANT	Stakeholders and professionals from the Smart City domain
<b>19-20 Nov 2015</b>	Exhibition/Sta nd by the consortium / Conference	Polis Conference 2015	Bruxelles, Belgium	CENTRO, INDRA, CNR + ALL	Stakeholders and professionals for the transport and mobility sectors
<b>26 Nov 2015</b>	Workshop	International Workshop on Multimodal Route Planning and Integrated Fare Management organized by CIP PSP Project HoPE	Karlsruhe, Germany	CNR	More than 20 stakeholders and professionals for the transport sectors
<b>17 Feb 2016</b>	Expo/Congres s	Congreso Smart City Expo Puebla – Smart City Expo	Puebla, Mexico	AY SANT	Stakeholders and professionals from the Smart City domain
<b>22 Feb 2016</b>	Conference	4yh Smart City Conference	Athens, Greece	AY SANT	Stakeholders and professionals from the Smart City domain
<b>Feb 2016</b>	Networking sessions with diverse companies and stakeholders, highlighting TST's R&D involvement	MWC - Mobile World Congress 2016	Barcelona, Spain	TST	Industry, project partners, citizens, policy makers
<b>10 Mar 2016</b>	Seminar	Institute of Civil Engineers – Presentation Evening	Birmingham, UK	Centro	Professionals from the Civil Engineering sector
<b>14-18 March</b>	Conference and exhibition	CeBIT 2016	Hannover, Germany	DunavNE T	IoT Professionals
<b>17-18 March</b>	Conference and distribution of promotional material	Smarter Travel	Milton Keynes	TTR	>300 delegates focused on sustainable and intelligent mobility

<b>18-21 April 2016</b>	Exhibition/Stand by the consortium / Satellite workshop	Transport Research Arena - TRA 2016	Warsaw, Poland	INDRA, CNR + ALL	Stakeholders and professionals for the transport sectors
<b>20-22 April 2016</b>	Congress	CEMR 2016 CONGRESS Council of European Municipalities and Regions	Nicosia, Cyprus	AY SANT	Stakeholders from all over Europe
<b>12-13 April 2016</b>	Workshop and exhibition	Smart IoT London	London, UK	DunavNET	Professionals in IoT – Stand visited by > 400 people
<b>May 2016</b>	Exhibition / Stand by INDRA	ITS Spain	Madrid, Spain	INDRA	Professionals from the transport sector
<b>May 2016</b>	Talks about IoT	EBV Elektronik IoT Seminars	Bilbao, Spain	TST	Industry
<b>May 2016</b>	Promoting IoT and novel technological facilitators	W3C Day	Gijón, Spain	TST	Industry, stakeholders
<b>May 2016</b>	Workshop and Seminars	Intelligent Mobility: Spring Seminar on Mobility as a Service (MaaS)	Birmingham, UK	TTR, CENTRO	Stakeholders and professionals in sustainable and intelligent mobility
<b>31 May – 2 June 2016</b>	Workshop and exhibition	IoT Week	Novi Sad, Serbia	DunavNET	Professionals and stakeholders in IoT; >500 delegates
<b>16 June 2016</b>	Workshop	Technical workshop on ICT Infrastructures and Services for Smart Cities	Santander, Spain	AY SANT	Stakeholders and professionals in sustainable and intelligent mobility
<b>June 2016</b>	Session “The challenge of managing data in the Smart Cities”	Jornada Técnica Smart City	Santander, Spain	TST	City authorities, public authorities, industry and business sector

In the following sections, we give more details on the major dissemination events we attended.

#### 4.1.1 MobiWallet participation at POLIS 2015

MobiWallet was present and participated actively at the 2015 ANNUAL POLIS CONFERENCE: Innovation in Transport for Sustainable Cities and Regions, that was held in Brussels on the 19<sup>th</sup> and

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20<sup>th</sup> of November 2015, with more than 400 mobility professionals attending from across Europe and beyond to debate on urban and regional mobility. This event is organized every year by Polis, the European network of cities and regions for innovative transport solutions. The annual conferences provide an opportunity for cities and regions to showcase their transport achievements to a large audience and for the wider transport community to engage with representatives of city and regional authorities on innovative transport solutions.

MobiWallet partners from all the pilots were present at our stand to explain the project to all visitors that were willing to learn more about the objectives of the project and pilots. Besides, representatives from our partner CENTRO delivered a talk within the topic PUBLIC TRANSPORT IN THE 21<sup>st</sup> CENTURY, in which the main technologies developed and achievements made so far were presented.

The event was a great opportunity for the project and its partners to debate with public authorities and transport operators, which are an important target of the solutions developed within the project, as well as to know other projects and professionals to establish synergies with.

To know more and download MobiWallet presentation, please see:

<http://www.polisnetwork.eu/events2/polisconference/2015conference>



Figure 22. MobiWallet delegates at our stand

#### 4.1.2 MobiWallet at GreenCities & Communities 2015

As indicated in the above sections, Indra was one of the key partners in the Green Cities & Communities 2015 Fair held in Malaga in October 2015. [Greencities & Sustainability](#) is a highly specialized professional Forum based on **3 activities**: Forum of debates and knowledge: conferences and speeches focus on ICT & Sustainability and Sustainable Cities, Green lab: elevator pitch of sample of products

and services for efficient management and B2B meetings: Generation of networking and business opportunities. Besides, the Forum of technology, Innovation and Knowledge of Latin America - [TIKAL Forum](#) - is held once again parallel to Greencities & Sustainability. In the 2015 edition 30 municipalities and 68 speakers from 12 Latin American countries participated at this event. Therefore, this event also provided a great opportunity to establish strategic links with Latin American countries.

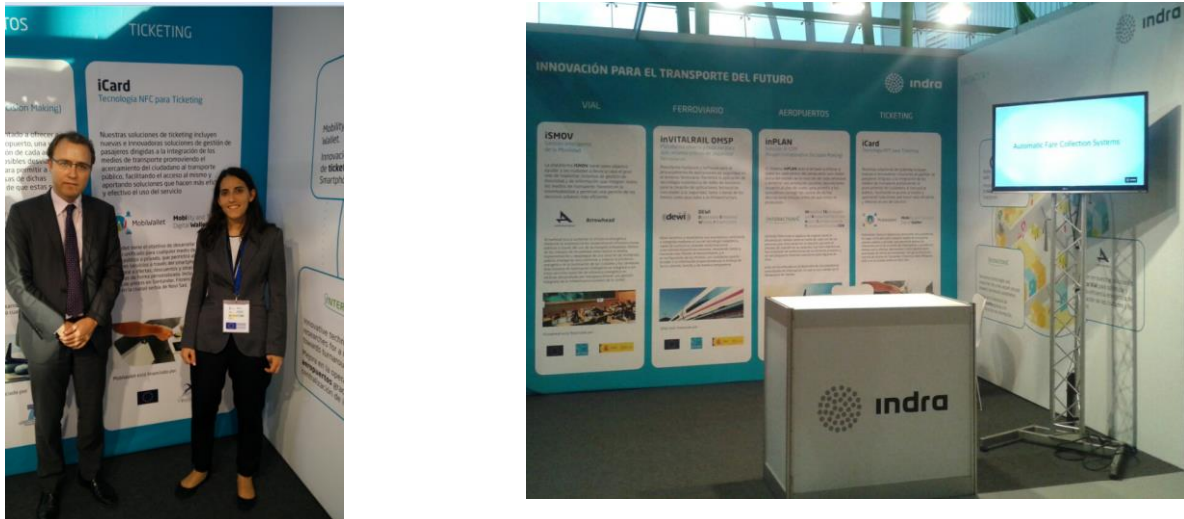


Figure 23. Indra Stand & MobilWallet Poster during the GreenCities & Communities 2015 Fair.

#### 4.1.3 MobiWallet participation at HOPE Workshop

MobiWallet has been invited to join and attended the international workshop on Multimodal Route Planning and Integrated Fare Management organized by CIP PSP Project HoPE, on 26 November 2015 at the Karlsruhe Institute of Technologies (KIT), Germany.

The workshop was a great opportunity to present MobiWallet ideas and share current achievements with a selected audience of solution providers, stakeholders and city representatives. Indeed, we had the occasion to make aware of MobiWallet cities like Coventry, Athens, San Sebastian, Molina de Segura, Tallin and Sofia, discovering their current initiatives in public transport, ITS and IFM and the challenges they are facing in their roadmap toward the smart city status.

In addition, it was possible to exchange information, ideas and experience with HoPE project, a sibling project of MobiWallet, being financed by the same EC program.

For more information see: <http://hope-eu-project.eu/index.php/newsletter/hope-events/114-2015-11-26-international-workshop-karlsruhe-germany>



**Figure 24. MobiWallet brochures being distributed together with HoPE project material at the workshop in Karlsruhe, Germany**

#### **4.1.4 Second project demonstration**

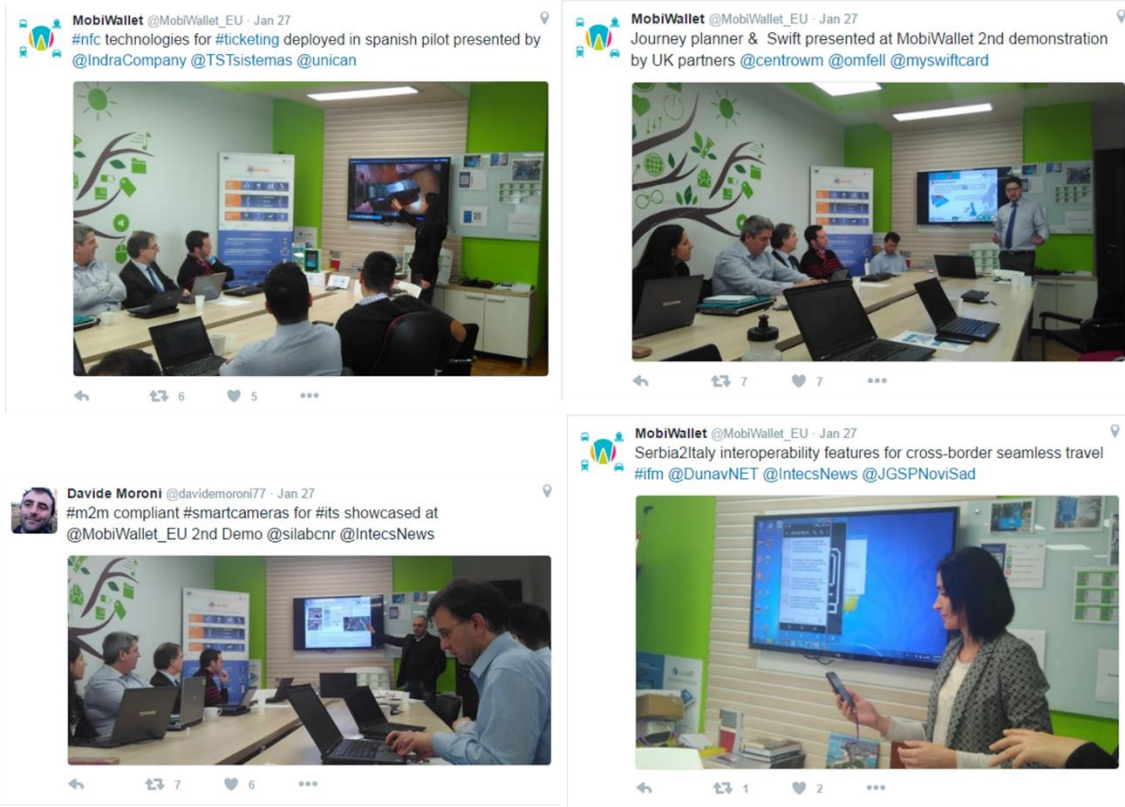
2<sup>nd</sup> MobiWallet pilot demonstration took place at DunavNET headquarters in Novi Sad on 27th January 2016. Four pilots, that are currently being deployed through Europe, presented their recent achievements and discussed the key technologies that are being tested towards an improved integrated fare management.

The main objective was to encourage modal shift and sustainable mobility, facilitating payments and ease of use, fostering interoperable solutions for frictionless travel, even at cross-border level.

This opportunity was used to present and demonstrate the Serbian pilot deployed in the city of Novi Sad and presentation was followed by demonstrations of Italian, Spanish and the UK pilot (Figure 25).

Representatives from the Telekom Srbija mobile operator also took part at the meeting as a key partner in deploying the Serbian pilot by enabling the Telekom Srbija direct billing payment channel through the mobile app to users of the bus transport service.





**Figure 25. Presentation and demonstration of Spanish, Italian and UK pilot and demonstration of interoperability of Serbian pilot with Spanish and Italian Pilot. Tweets from the demonstration days.**

On-site demo of the Serbian pilot included the following:

- Demonstration of the public bus transport related services – access to information about the bus arrival times; maps with bus stops; bus positions in real time and rental bike stations; bus ticket purchase including payment using cash vouchers and bus ticket validation on a bus (Figure 26).
- Parking space reservation.
- Access to ekoNET services showing air pollution data and other environmental conditions.



Figure 26. MobiWallet partners at the 2<sup>nd</sup> demonstration event in Novi Sad Serbia – Demo of the Serbian Pilot and mobile app

#### 4.1.5 MobiWallet Workshop and stand at TRA 2016

MobiWallet participated at the [Transport Research Arena \(TRA 2016\)](#) that was held from 18<sup>th</sup> to 21<sup>st</sup> April 2016 in Warsaw. **MobiWallet Workshop** was held as a side event of TRA 2016. The workshop allowed attendances to discover what services are running in our pilots, how we are measuring and evaluating them and which are the lessons learnt in the project. European Commission, City Service Providers (Ferrovial, Acciona, etc), Universities (UPM, INRIA, etc) were some of the organizations that approached to Mobiwallet workshop.

Promotional material for MobiWallet was available at the Workshop and the Stand (Brochures, Posters, Leaflets, etc) with a project team members present for the networking with technology companies, transport operators and transport authorities.



Figure 27. MobiWallet Workshops invitation to the Transport Research Arena 2016

MobiWallet had their own stand where project partners could arrange face-to-face meeting with people from other organisations that attended to the workshops as well as other organisations interested in the project and in their results. All these organisations were invited to come to the final event in Santander.



**Figure 28: MobiWallet Stand at TRA**

During the event, dissemination material was available in the MobiWallet stand. MobiWallet brochures, leaflets, videos and posters were distributed in the event. In addition to this material, two new dissemination elements were generated for the TRA 2016:

- A specific **MobiWallet Brochure** was designed for the event to announce the MobiWallet Workshop as well as project information. Over two hundreds copies were distributed in the event (See Figure 29; the document in high resolution is provided in attachment F).
- A specific **MobiWallet Poster** was designed to explain visitors the MobiWallet key features and the technologies involved in each pilot (See Figure 30; attachment G contains all the four posters that were prepared).

**Learn more about the project at the MobiWallet Conference!**

**MOBIWALLET: MOBILITY AND TRANSPORT DIGITAL WALLET.**

**"MobiWallet - Mobility and Transport Digital Wallet"** is a CIP project funded by the EC (2014-2016) with the objective of implementing solutions for Interoperable Fare Management to encourage modal shift and facilitate ease of use of multiple transport options, taking advantage of the latest ICT advances and Smartphone capabilities

**Hundreds of users** are currently participating in four pilot cities across Europe, testing the capabilities of the systems developed to allow integrated payment for different transport modes

**West Midlands**  
Journey Planner & Intelligent Ticket Options. Smartcard for bus, tram & rail

**Novi Sad**  
Online ticket purchase based on QR codes and SMS for bus, parking & taxi. AR for transport information

**Santander**  
Unique Virtual Wallet to pay for bus, ferry, taxi & parking (NFC & QR)

**Florence & Pisa**  
Web platform to manage payments for car-sharing, bus, parking & tram.

**Objectives of the project**

- ✖ Pilot experiences:
  - ✖ Santander pilot
  - ✖ Florence & Pisa pilots
  - ✖ Novi Sad pilot
  - ✖ West Midlands pilot
- ✖ Approaches to interoperability
- ✖ Evaluation framework

[www.mobiwallet-project.eu](http://www.mobiwallet-project.eu)  
@MobiWallet\_EU

**Meet us!** Warsaw Room 18/04 - 14:30h  
Level 2 Stand R-26  
Inner Ring Exhibition - Level 0

**TRA**

• Call Identifier: CIP-ICT-PSP-2013-7  
• Coordinator: Indra Sistemas  
• Start Date: 01/02/2014  
• End Date: 31/07/2016  
• Cost: 4,3M€  
• Funding: 2,15M€

Figure 29. MobiWallet TRA Brochure

**MOBIWALLET: MOBILITY AND TRANSPORT DIGITAL WALLET.**

**MobiWallet**

**SANTANDER (Spain)**

**Key concepts:**

- Unique user APP providing all features
- Scan QR codes
- Unique user account linked to a Virtual Wallet: Top-up wallet with credit card through the APP, use credit available for pre/post payment of transport services
- NFC MIFARE CLASSIC 1k
- User and wallet info stored and accessible online
- Payment gateway implemented. Clearing process to distribute payment among operators
- Scan for more info!

**TUS**  
All urban lines (400)

- ❑ Uses the equipment available in the buses
- ❑ Uses same technology (NFC MIFARE Classic 1K) and TUS card map

- Top-up Bus Bono sticker using credit available in Virtual Wallet (pre-paid bono)
- Validation equipment reads the information existing in the sticker card map (user ID, type of bono, credit available)
- Not all phones are NFC-compatible: use a totem for writing pending recharges on the sticker
- Accepts payment and writes on the sticker (subtracts credit)

**Los Ropales**  
1600, 15 buses

- ❑ Traditional business. Allows only cash and credit card.
- ❑ Equipment developed to incorporate NFC for payment and ticket purchase
- ❑ MobiWallet solution based on NFC stickers linked to a unique user ID

- equipment reads the ID of the sticker and connects to MW Platform to identify user and credit available in the virtual Wallet
- User selects the tickets to purchase and perform the payment with the credit available. User virtual wallet is updated in the Platform data base and ticket is printed to travel.

**Taxi/Bus & Shuttle Taxi**  
> 20 authorized drivers

- ❑ Not feasible to provide all taxi drivers with dedicated equipment for payment
- ❑ A mobile application has been developed for drivers to manage MobiWallet transactions

- Taxi drivers log in the application with their license information. Generate a QR code with payment information
- User scans QR code with MobiWallet APP, validates the information and confirms the payment using the credit available in the Virtual Wallet

**Empark**  
3 garages

- ❑ Not possible to integrate with existing equipment
- ❑ A mobile application has been developed for operators to manage payments

- Operator process the information from the car park ticket. Insert duration and cost of the service in their own MobiWallet application and generate a QR code with information encoded
- User scans QR code with MobiWallet APP and confirms the payment using the credit available in the Virtual Wallet

Figure 30. MobiWallet Poster presented at TRA

#### 4.1.6 MobiWallet at IoT Week

DunavNET presented MobiWallet project results including the mobile app demo at the Smart Cities booth of the IoT Week 2016 event held in Belgrade from 31<sup>st</sup> May till 2<sup>nd</sup> June (Figure 31). Promotional MobiWallet material was also available to the booth visitors.

DunavNET was a host of this event which offered great innovations, research, knowledge, showcase and business opportunities to its participants. This event was also an opportunity for the Serbian city representatives to meet exhibitors and hear how technology can change cities as well as to take the first steps in transforming their cities into the smart ones.

City of Novi Sad invited and organised colleagues from other municipalities and local governments from Serbia and neighbouring countries to visit and take part at this event.



Figure 31. DunavNET presenting MobiWallet and other smart city solutions at IoT Week in Belgrade (June 2016)

#### 4.1.7 Third project demonstration and final event

Following 1<sup>st</sup> and 2<sup>nd</sup> Demonstration, the 3<sup>rd</sup> Pilot Demonstration will be a public event in which the consortium will showcase all the efforts of the MobiWallet partners and the results achieved.

The partners will demonstrate how services in each pilot site work, present the key concepts (platform, medium, services, payment) of the pilot, explain in detail the works performed to achieve interoperability at pilot level, and ultimately, the pilot-to-pilot works, showing how a tourist from one pilot city would proceed in the other pilot city. Live demos will be done when possible with the available infrastructure.

The event will take place on Tuesday 27<sup>th</sup> of September in Santander. It will be hosted and organized by Ayuntamiento de Santander in the Palace of La Magdalena, a century- old building full of life thanks to the adaptation and restoration works carried out by the Town Council of Santander to adapt this noble building to the current needs of use.



Figure 32. Accommodation brochures for the final event

#### 4.1.8 Other events

We collect in this section other miscellaneous events that were attended by MobiWallet representatives.

- TTR participated in the UK Smarter Travel conference on 15-16<sup>th</sup> March 2016 in Milton Keynes at the ArenaMK venue. This was a national UK event with 300 delegates focused on sustainable and intelligent mobility. Promotional material for MobiWallet was available at the event with two of the TTR project team members (Scott Davidson and Mark Fell) present for the networking with cities.
- TTR participated with Centro at the Intelligent Mobility: Spring Seminar on Mobility as a Service (MaaS) in Birmingham at the iCentrum venue with 80 delegates. Promotional material for MobiWallet was available at the event with a TTR project team member (Mark Fell) present for the networking with technology companies operating in this space – e.g. Silvertail.
- DunavNET presented cityNET turn-on key customisable and modular solutions for smart cities including smart transport solutions developed within the MobiWallet Serbian pilot at two important digital industry events: CeBIT, on 14-18<sup>th</sup> March 2016 and Smart IoT London on 12-13<sup>th</sup> April 2016 (Figure 33)
- Indra participated in the **ITS Spain 2016 conference**. This was a national Spanish event with 1500 delegates from different organisations including private and public entities focus on

mobility and transport solutions. The project coordinator presented R&D Automatic Fare Collection projects included the MobiWallet project.

- Centro presented its MobiWallet pilot to the Institute of Civil Engineers at a seminar held at Austin Court in Birmingham on the 10 March 2016. The event was attended by c.40 professionals from the Engineering sector.



Figure 33. DunavNET presenting smart city solutions at CeBIT and Smart IoT London

## 4.2 Publications

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We list in this section the last published publications on journals and magazines.

Mobiwallet: Il Progetto Europeo testato in Toscana (MobiWallet: the European tested in Tuscany) in Azienda Banca Special issue on Mobile Banking, Paper version published in September 2015 (web version available here: [http://resumenprensa.auditmedia.es/IMAG2/16-09-2015/SMP\\_\\$\\$\\_20150916-0857.PDF](http://resumenprensa.auditmedia.es/IMAG2/16-09-2015/SMP_$$_20150916-0857.PDF)).

Shitt2Rail: Investigación Europea en Transporte Ferroviario, Digital version published in May 2016 (web version to be included XXXX), L.Merle (Indra Sistemas)

Paraboschi, P. Santi, C. Ratti, "Modeling Urban-level Impact of a Shared Taxi Market ", in Proc. Int. Conference on Computers in Urban Planning and Urban Management (CUPUM), to appear, 2015.

## 5 Social dissemination

Social channels have been opened to disseminate the project to social audience and to create an interested community. With the aim of defining a kind of MobiWallet brand and make it recognizable, a consistent image related to the Project has been designed and edited for the official web portal and the social networks. Thanks to the constant monitoring of web news, newsletters, conferences and groups, MobiWallet followers have increased, now featuring many projects, organizations and authoritative professionals as interlocutors.

MobiWallet set up a Twitter account, a LinkedIn page, a SlideShare account, a Google+ page and a YouTube channel.

Project activities, photos, video blogs and news on related fields have been disseminated with regular communications on the Social channels:

- **Twitter account:** [https://twitter.com/MobiWallet\\_EU/](https://twitter.com/MobiWallet_EU/)
- **LinkedIn page:** <https://www.linkedin.com/company/mobiwallet>
- **SlideShare page:** <http://www.slideshare.net/mobiwallet/presentations>
- **Google+ account:** <http://google.com/+Mobiwallet-projectEu>
- **YouTube Channel:** <https://www.youtube.com/c/MobiwalletEU>

### 5.1 Twitter account

MobiWallet's Twitter account has been the main social channel to disseminate the project among a network of professionals, stakeholders, operators and institutions. The account is exclusively used to promote the project (pilots, dissemination material, events, etc.), relevant transport related news and relevant white papers or scholarly articles. See [https://twitter.com/MobiWallet\\_EU/](https://twitter.com/MobiWallet_EU/).

Twitter account has been regularly updated and has grown popularity in these months. Evaluation of its impact is provided in Deliverable 5.1 [3] Twitter has been used to announce the project dissemination events, workshops, milestones and to engage citizens to use MobiWallet services. For instance, during TRA 2016, the Twitter account has been used to give live update about MobiWallet workshop, reporting most at the talks that were given to the audience. In addition, pictures from the stand and its location were issued everyday so as to attract visitors. The hashtag #tra2016 was used and this allowed for the tweet to be visible in the twitter feed on the official app of TRA2016 conference. In conjunction with the coordinated press release published in the same days (See Section 2.1) this helped to reach a good penetration level and have a sounding board.

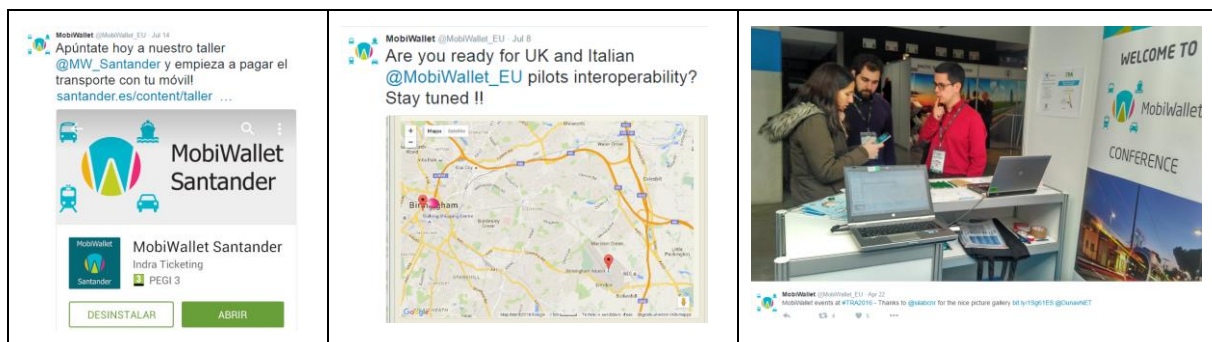


Figure 34. Tweets on MobiWallet Events



## 5.2 LinkedIn page

MobiWallet’s LinkedIn page serves as a contact point for people searching for MobiWallet through this particular outlet, and is only being used to publish some of the dissemination material and to redirect people to those outlets where MobiWallet is more active (these being the official website and the project’s twitter account).

<https://www.linkedin.com/company/mobiwallet>

As such, LinkedIn page was not subject to significant updates in this period.

## 5.3 Slideshare account

Slideshare is a social platform for sharing presentations. It is used by different communities and contains talks both oriented to the general public and to specific technical and scientific audience. Since, it is well indexed and provides an internal search engine and a suggestion mechanism for similar and related presentations, it is a good occasion to disseminate some of the material prepared for MobiWallet. In particular, it has been decided to upload MobiWallet presentations on this platform. Currently a global presentation has been included and updated, together with presentations specific to each pilot which were released during winter 2015-2016. While the content of such presentations is reported in the Attachments A-E, a selection of screenshot from the online presentations is reported in the following figures. Notice that the same content is accessible also through the official website as described in Section 3.1.3.

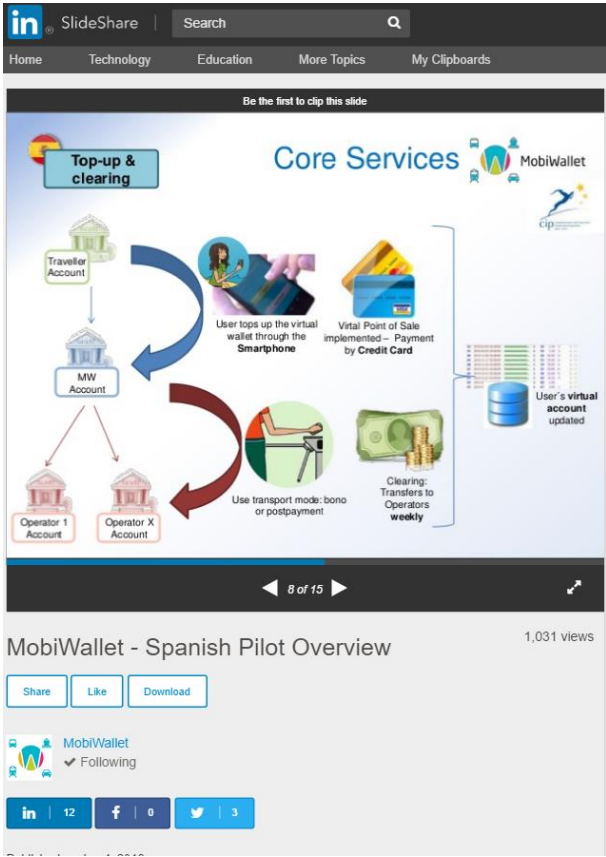


Figure 35.Slideshare page with the Spanish pilot presentation featuring 1031 views at the time of writing

SlideShare | Search


Home Technology Education More Topics My Clipboards

Be the first to clip this slide


## Italian Pilot Overview

Where: Pisa and Scandicci (Florence) – Tuscany - Italy


Partners:



Letters of support:



Modes involved:



Key Technologies: Web, QR-code, SMS, credit cards, mobile credit, PayPal

2

◀ 2 of 25 ▶

Italian Pilot Presentation 1,030 views

Share Unlike Download

MobiWallet Following

in 37 f 0 t 0

Figure 36. Slideshare page with the Italian pilot presentation


SlideShare | Search

Home Technology Education More Topics My Clipboards



Be the first to clip this slide

## Pilot Overview

The UK pilot in West Midlands, **Birmingham**, will implement a fares management engine **'MobiWallet Engine'**, offering a complete public transport mobility solution for the region, in partnership with private travel operators.



Using our current Swift Smartcard platform to enhance and develop a full end to end ticket less service offering

632 views

◀ 2 of 22 ▶

MobiWallet - UK Pilot Overview

Share Like Download

MobiWallet Following

in 38 f 1 t 0

Figure 37. Slideshare page with the UK pilot presentation

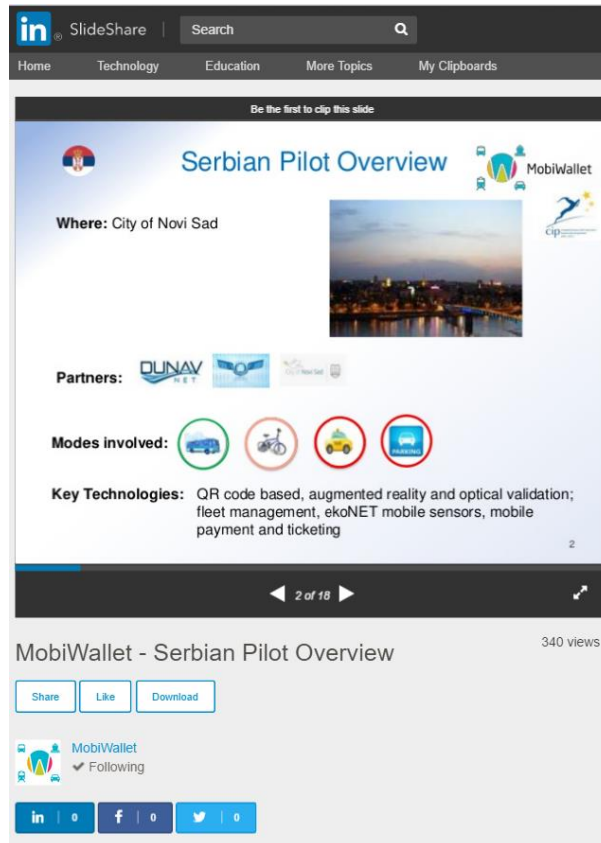


Figure 38. Slideshare page with the Serbian pilot presentation

## 5.4 Google+ account

Google+ is a social platform deeply connected with other Google services for sharing multimedia material. Although the platform is not popular yet, at least in Europe, it has been decided to set up a Google+ account for several reasons:

- It provides a unified access to Google products and, especially, to YouTube for sharing multimedia content;
- It offers the possibility to collect pictures and share a part of them publically;
- It offers the possibility to setup a MobiWallet page containing all the reference to the project, including website and contacts;
- Since Google+ is well indexed by Google, the account guarantees a better indexing and a stronger presence on the web.

At the moment the Google+ page is updated by sharing the same content provided by the partners in Twitter. It can be visited at the following link: <http://google.com/+Mobiwallet-projectEu>.

The aspect of MobiWallet on Google+ is shown in Figure 39.

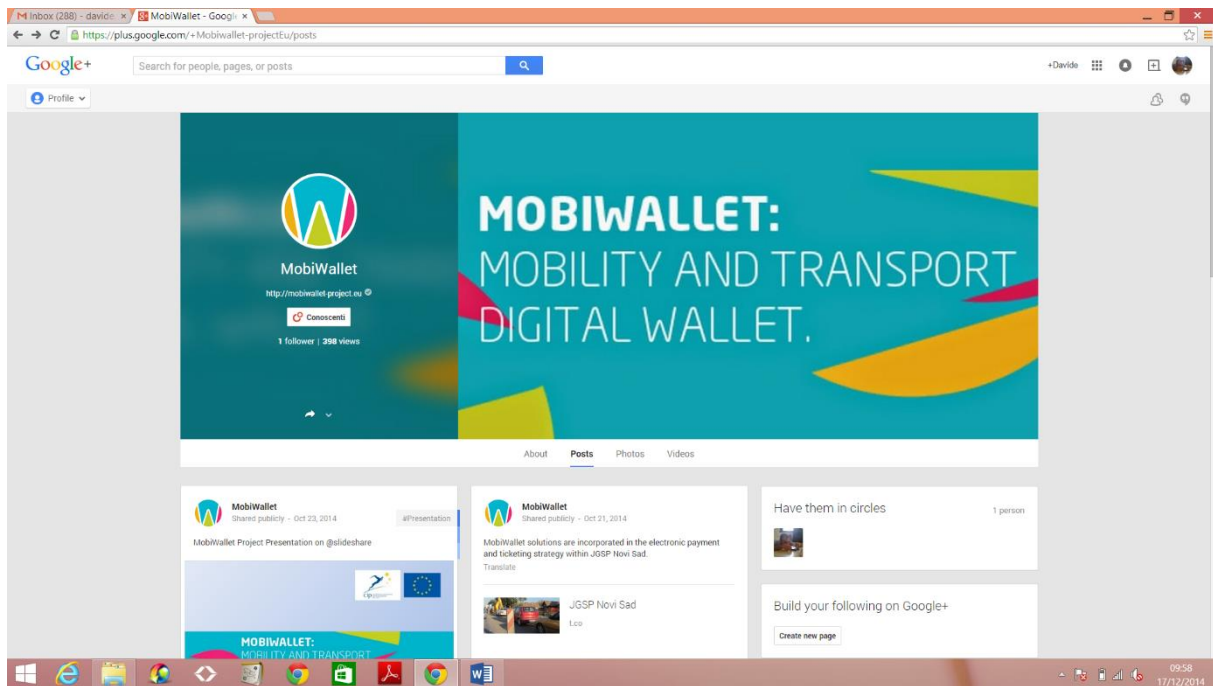


Figure 39. Main Google+ page

## 5.5 YouTube channel

Using the aforementioned Google+ account, a YouTube channel has been setup. It can be visited at the following link <https://www.youtube.com/channel/UCoIHkOJvfbpf7ILufdokj-g>.

The channel has a number of aims:

- To share the video blog of the project activities, in order to demonstrate also to the general audience what is being carried out within the project;
- To promote the apps and services deployed in the four MobiWallet pilots;
- To share interviews with the stakeholders and local transportation in order to explain the transportation issues addressed in the project and the expected impact;
- To make available in a single page a choice of TV chunks talking about MobiWallet;
- To promote video material uploaded autonomously by single partners or sibling projects in their own YouTube channel;
- To create a number of thematic playlists of MobiWallet and third-party videos. For example, a playlist for each pilot has been considered.

Figure 40 shows the main page of the MobiWallet YouTube channel.

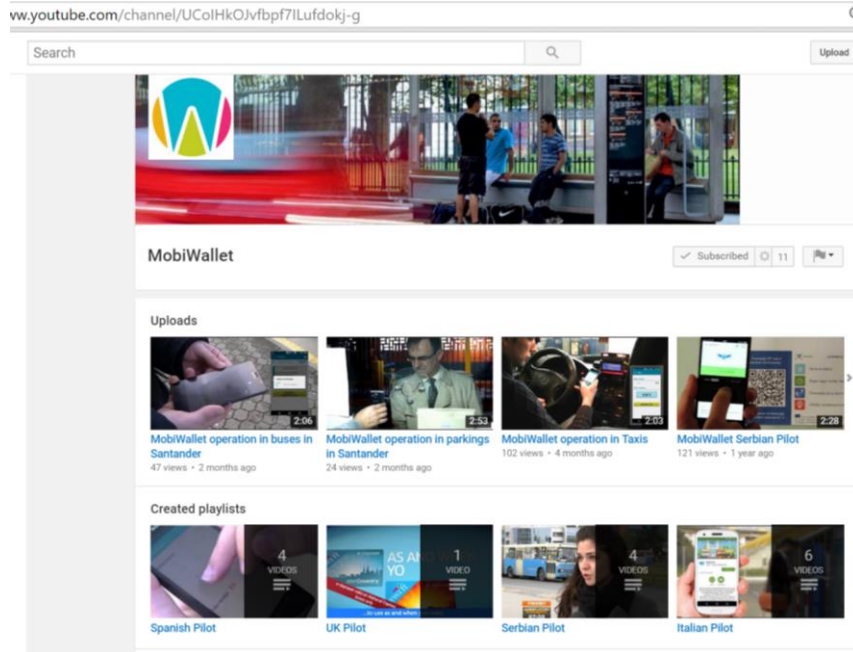


Figure 40. Main page of the YouTube channel

For YouTube MobiWallet Channel, eleven videos were realized and uploaded. Moreover, for each project Pilot a playlist has been created which includes also the realized videos.

### 5.5.1 Spanish Pilot

Spanish pilot playlist contains 5 videos. By following, videos will be described providing information such as title, thumbnail and description.

#### MobiWallet Ferry Video

This video shows how the MobiWallet operation in ferry works in order to provide users and operators with basic functionalities.



Figure 41. MobiWallet Ferry Video

### **MobiWallet Parking Video**

This video shows how the MobiWallet operation in parking works in order to provide users and operators with basic functionalities.



Figure 42. MobiWallet Parking Video

### **MobiWallet Taxi Video**

This video indicates how the MobiWallet operation in taxis works in order to show users and taxi drivers with basic functionalities.



Figure 43. MobiWallet Taxi Video

### **MobiWallet Bus Video**

This video shows how the MobiWallet operation in buses works in Santander. It is also displayed how to transfer virtual money to the TUS wallet.

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## MobiWallet operation in buses in Santander

Figure 44. MobiWallet Bus

### MobiWallet Spanish pilot Video

This video presents information of how the MobiWallet Spanish pilot service works in Santander. It integrates parts of the previous videos in order to provide citizens with a good overview of the service.

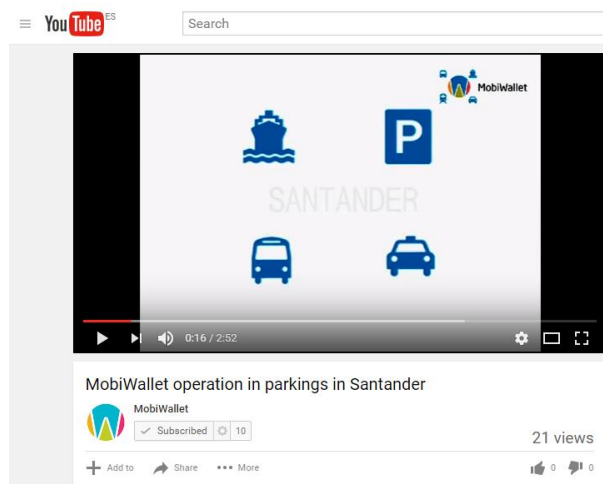
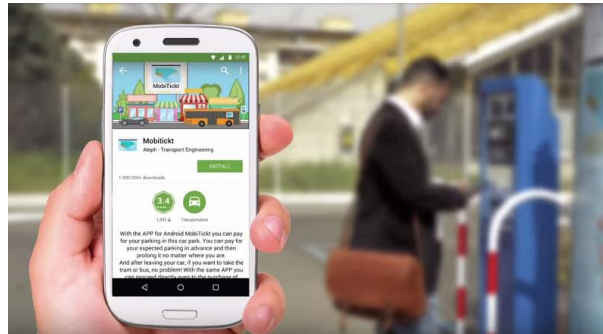


Figure 45. Second Demonstrator - Spain pilot video

## 5.5.2 Italian Pilot

Italian pilot playlist contains 6 videos. By following, each video will be described providing information such as title, thumbnail and description.

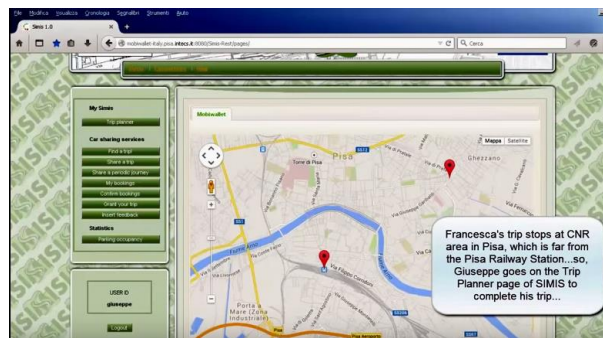
### MobiTickt – the APP making park&ride easier



**Figure 46. First Italian pilot video**

The video shows how to use MobiTickt app to pay parking, purchasing bus/tram tickets and extending parking time. From the description provided with the video: “With MobiTickt app you can pay for your parking in Park Resistenza, Scandicci (<https://goo.gl/maps/1dWPv>)! You can pay for your expected parking in advance and then extend it, no matter where you are. And after leaving the car, if you want to take the tram or bus, no problem: with the same APP you can proceed directly to the purchase of the your bus or tram ticket.”

### A MobiWallet Journey in Tuscany



**Figure 47. Second Italian pilot video**

In this video we show a multimodal travel around Tuscany using SIMIS platform features.



## Mobiwallet – Touristic bus monitoring in Pisa



Figure 48. Third Italian pilot video

In this video, we report technologies used in MobiWallet for monitoring the access of touristic buses in Pietrasantina Park Area.

Smart cameras, designed and developed by SI-Lab, CNR-ISTI are used to this end in order to count the number of buses entering and exiting the area. Cameras are connected by means of an ETSI M2M gateway to SIMIS platform for easing payments of fare.

## SIMIS: Car pooling demo



Figure 49. Fourth Italian pilot video

In this video we show the car pooling functionalities integrated in SIMIS.

## SIMIS – Sustainable and Intelligent Mobility Integrated System

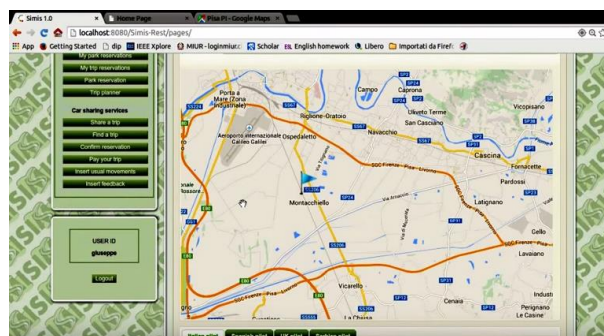


Figure 50. SIMIS demo

In this video we present the features of SIMIS that is being tested and validated in the framework of FP7 CIP MobiWallet (<http://www.mobiwallet-project.eu/>)

### **Traffico? Ci pensa il drone**



**Figure 51. Sixth Italian pilot video**

In this video, leading-edges technological tools for ITS are reported including the main aspects of MobiWallet. The video is an excerpt from the National TV Rai TRE.

### **5.5.3 Serbian Pilot**

Serbian pilot playlist contains 4 videos. By following, each video will be described providing information such as title, description and thumbnail.

**TV inset – Radio Televizija Vojvodine: Autobuska karta iz “mobilnog novčanika” (eng. transl. Bus ticket from the Serbian MobiWallet)**



**Figure 52. First Serbian pilot video**

This TV inset shown on RTV in April 2014, introduces the MobiWallet project and explains how introduction of the smart city transport through the Serbian Pilot deployment could solve the crowd problems and delays created when purchasing the bus tickets on the bus and many other existing problems in public transport. This would be achieved by enabling the ticket purchase, validation and some other transport related services/information through the smart mobile app. This would have multiple benefits for the Novi Sad Transportation Company (JGSP Novi Sad) involved in this project as a main transport operator partner.

(The TV inset can be seen here: <https://www.youtube.com/watch?v=Bynx2jXRqwx>)

**TV KANAL9, NOVI SAD: Za Novosađane novina – “Mobilni novčanik” (eng. transl. News for Novi Sad citizens – MobiWallet)**



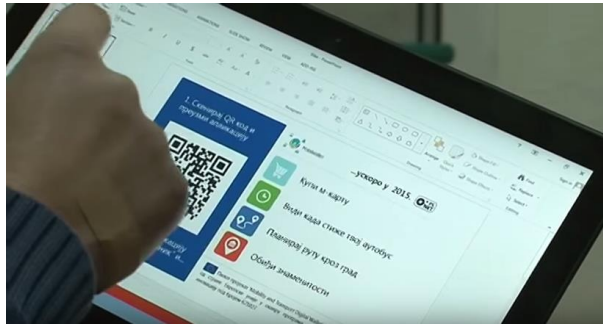
**Figure 53. Second Serbian pilot video**

This TV inset shown on TV kanal 9 announces the first phase evaluation of the Serbian Pilot in real world with 100 volunteers and explains the idea of the pilot, its functionalities and benefits/potential of deployed system for travelers and citizens.

(Full video can be seen here: <https://www.youtube.com/watch?v=zLF6IU7qSpl>)

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## **TV RTV, Novi Sad: “Pod istim krovom” - MobiWallet pilot Novi Sad**



**Figure 54. Third Serbian pilot video**

This video presents three main partners in MobiWallet project (DNET as technology partner, JGSP as a public bus transport operator and the City of Novi Sad responsible for the local development) responsible for the development of the Serbian Pilot and shows their views on importance, benefits and potentials of introducing the new smart transport system and improving the transportation in the city that would initially be tested through the pilot deployment.

(Full video subtitles in English can be seen here: with <https://www.youtube.com/watch?v=vdBhySBh-5s>).

This was broadcasted firstly by RTV on 29<sup>th</sup> October 2015:

[http://media.rtv.rs/sr\\_ci/pod-istim-krovom/15173](http://media.rtv.rs/sr_ci/pod-istim-krovom/15173) (starting at 11 minutes and 23 seconds.)

## **MobiWallet Serbian Pilot (demonstration of the pilot/mobile app for the bus transport service)**



**Figure 55. Fourth Serbian pilot video**

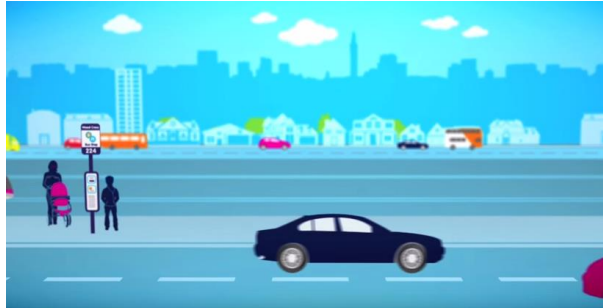
This video demonstrates the Serbian pilot mobile app and its functionalities that include: login, QR code triggered access to information about the bus arrival times and air pollution parameters; purchase of the bus ticket and its validation on a bus.

(Full video can be found here: <https://www.youtube.com/watch?v=Sablqb4YAhg>)

#### 5.5.4 UK Pilot

UK pilot playlist contains 1 video. By following, video will be described providing information such as title, thumbnail and description.

##### About Swift – Subtitled



**Figure 56. First UK pilot video**

The video shows how to use Swift card on the buses and trams in the West Midlands area.

## 6 Clustering and liaisons with other projects

TTR, with support from other partners conducted a review of other recent and current European projects and initiatives operating in the Interoperable Fares Management (IFM) field. The survey also included the projects and initiatives that were suggested by the reviewers during the first annual review meeting that has been held in Birmingham on April 29, 2015. Where possible, these initiatives have been approached regards collaboration on information sharing and dissemination. This has ensured that we help to progress the current state of the art and make use of existing networks of interested parties in the technical, operator and city sectors.

We have had positive engagement with the following organisations and projects:

- HoPE. Following initial discussions with Sven Maerivoet of the HoPE project we have exchanged invitations to each other's consortium meetings to build closer links.
  - For the consortium meeting in July 2015 we also invited guests from PisaMo, Tuscany regional Government, SIAK and Scandicci Municipality as wider Italian stakeholders with an interest in the project. We also invited representatives from EUROPTIM, MASAI, CoCities, Cosmo and Compass4D to the demonstration activities of the Italian pilot and a knowledge sharing session with our full consortium.
  - The Smart Ticketing Alliance was created out of the European IFM project which completed in 2010. They are disseminating information on MobiWallet within their newsletters and plans exist to meet to discuss other forms of collaboration.
  - POLITE (Policy Learning in Information Technologies for Public Transport Enhancement) have expressed an interest in collaborating on the dissemination of project news and also in presenting on their project to the MobiWallet consortium. Discussions have been held with Valeria Scopelliti of Regione Calabria.
  - SITE (Smart Ticketing in Europe). This Atlantic Area project concluded in July 2014 but has plans to establish a successor dissemination network on matters related to IFM. During February 2015 TTR, Indra and University of Cantabria met with members of the former SITE consortium in Madrid. The meeting established common objectives for furthering the evidence base of IFM, with contactless payment of particular joint interest. A consortium has been developed to take this further, led by Euro Project Consult – this is exploring the use of the INTERREG EUROPE programme for the further research.
  - CIVINET UK & Ireland is running a MobiWallet workshop in November 2016. This has a significant UK event themed around 'Mobility & the Mobile Phone'. The other collaborators in the event included 500more, GoMoMo and Mapping for Change. Other organisations approached but were unable to participate included Uber, CoreThree (QR code mobile ticketing), Zapp Co (mobile payments company) and CityMapper (travel information and fares).
  - The DG MOVE public consultation on MultiModal Travel Information Products and Services was been identified as an opportunity to provide feedback on the wider travel information elements of MobiWallet to help guide the development of new EU policy. Several project partners provided considered responses on an individual organisation basis during the September-November consultation period.
  - Outreach to Polis, the European sustainable mobility association for cities, led by Centro which has secured a high profile speaking slot and exhibition stand at their December 2016 annual conference in Brussels. The Polis Network will be used for further dissemination of the project results.
  - Outreach to the Transport System's Catapult regarding the role of mobile payment technologies as components of Mobility as a Service platforms.
-

The following organisations and projects were identified as being relevant to MobiWallet and high level information on the project has been shared with them.

- UITP – International Association of Public Transport. Note: they also have a leading role in the Smart Ticketing Alliance
- ERTICO is the European network for Intelligent Transport Systems
- CIVINET Spain & Portugal is a CIVITAS national network sharing best practice between cities in these countries
- CIVINET Italia is a CIVITAS national network sharing best practice between cities in Italy

INDRA has also disseminated MobiWallet and explained the project within the project IT2RAIL (<http://www.it2rail.eu/>) of which the company is a partner. The IT2Rail –“Information Technologies for Shift2Rail” project is a first step towards the long term IP4 –“IT Solutions for Attractive Railway Services”, one of the Shift2Rail Joint Undertaking’s Innovation Programmes, which aims at providing a new seamless travel experience, giving access to a complete multimodal travel offer which connects the first and last mile to long distance journeys. This will be achieved through the introduction of a ground breaking Technical Enabler based on two concepts: first, it is placed at the heart of innovative solutions, accessing all multimodal travel services (shopping, ticketing, and tracking) through its travel-companion and, second, an open published framework is providing full interoperability whilst limiting impacts on existing systems, without prerequisites for centralized standardization. IT2RAIL started in May 2015.

In addition, DNET has established an initial communication with SMARTIE FP7 project, <http://www.smartie-project.eu> in the domain of security and privacy of IoT systems. This is of particular importance when payment systems are engaged in the scenarios such as in the case of MobiWallet pilots. DNET has been participating at the Internet of Things Research Cluster (IERC) activities. In particular, Activity Chain 3 related to the pilots has been of particular interest where the MobiWallet pilots in Serbia and other locations have been presented.

Also, within the IoT and security domains, Intecs has promoted a series of webinars mainly focused on features and technologies implemented in the BETaaS platform (<http://www.betaas.eu/>) and implemented in the Italian pilot of the Mobiwallet project. Full webinars list is available at following link: <http://www.betaas.eu/webinars.html#.VlgnNMIZhhg> .

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## 7 Local dissemination initiatives

In the last ten months of the project, several promotional initiatives have been carried out at National level by each pilot. The main goals of these campaigns were to increase the number of users, to have an important number of transactions and to collect the feedback of users on a statistically meaningful ensemble. Such activities contribute to the overall dissemination of the project making the general public aware of MobiWallet scopes and of the apps and services provided by the consortium. All of them have proved to be effective in order to obtain the target values requested e.g. for what concerns the figures of recruited users, transactions and collected responses to the surveys organized in the framework of WP5.

Although issued in the local language of each pilot, the initiatives used the colours and logo of MobiWallet customizing it to the specific purpose of the campaign.

### 7.1 Initiatives in Spain

#### Local Press Releases

Several Local Press Releases to engage citizens have been launched in order to disseminate the pilot across the city and the workshops to introduce the MobiWallet service in Santander.



Figure 57. Local Dissemination Twitter & FaceBook Accounts



Specific dissemination Twitter & Facebook accounts have been created to communicate with Santander users in Spanish. These accounts are connect to MobiWallet so the main content publish on this social networks is replicated in the main MobiWallet Twitter Account.



Figure 58. Local Dissemination Twitter & Facebook Accounts

**MobiWallet** ¿CÓMO SE USA?

**A la hora de apearte del taxi o de salir del Parking**

Para pagar el taxi o el parking simplemente lee el QR que te mostrará el taxista/operario

Comprueba el importe antes de acortar el pago. Pulsa **PAGAR** y... ya está!!! (se resta de tu saldo)

**O si vas a coger el autobús o sacar el viaje para la lancha**

Asegúrate que tienes suficiente saldo en tu bono TUS y sólo tendrás que acercar tu "Tag" MobiWallet a la máquina validadora del autobús

Asegúrate que hay suficiente saldo en tu monedero virtual antes de acercar tu "Tag" MobiWallet al expendedor de billetes situado en el embarcadero.

**¿Y si mi móvil no tiene NFC o no es compatible?**

**¡¡¡NO HAY PROBLEMA!!!**

Todas las funcionalidades de la APP están activadas, compra de tickets, pago en parking, pago en taxis y recargas de saldo.

**Entonces, ¿cómo recargo el saldo para el autobús?**

1. Inicia tu recarga de saldo bonobono de la forma habitual
2. Haz el pago con tu saldo virtual
3. Acerca tu TAG a un TOTEM MobiWallet (luz naranja parpadeará)
4. Manténlo hasta completar la recarga (luz verde fija)

BIENVENIDO A **MobiWallet**

**MobiWallet** YA ÚN HAYMÁS!!!

Por si fuera poco, MobiWallet es un Proyecto Internacional que pretende traspasar fronteras. Si durante este verano tienes previsto viajar a alguna de las ciudades participantes, no olvides llevar tu móvil con tu APP MobiWallet. Tras activar el "roaming" en tu APP podrás realizar pagos en los medios de transporte asociados, sin más que utilizar tu saldo MobiWallet como medio de pago.

centro  
TST  
indra  
UC  
SANTANDER

QUNAV  
intec  
Alacsh  
GEST

BIENVENIDO A **MobiWallet**

**¿Dónde consigo mi "Tag" MobiWallet?**  
Espacio Joven Santander  
Cuesta del Hospital, 10, Santander  
Soporte de MobiWallet  
Lab. 21, planta -2, edificio José Luis García,  
Plaza de la Ciencia (Universidad de Cantabria)

**¿Dónde puedo RECARGAR el bono TUS de mi "Tag"?**  
En los dispositivos (TOTEM) situados en:  
Mercado del Este, c/ Hernán Cortés  
Los Reginos, Paseo Marítimo

**¿Dónde puedo obtener más información?**

@MWS\_Santander  
#MobiWalletSantander  
www.Facebook.com/MobiWalletSantander  
www.mobiwallet-project.eu  
usuariomobiwallet@mobiwallet-project.eu

**Este Verano muévete con** MobiWallet

**MOBIWALLET: MOBILITY AND TRANSPORT DIGITAL WALLET**

EL PILOTO DE SANTANDER

MobiWallet es una experiencia Piloto, financiada por la Comunidad Europea, de ámbito internacional que durante los meses de verano de 2016 (de Junio a Septiembre) estará abierta a los ciudadanos y usuarios de los transportes urbanos de Santander. Durante este tiempo, los usuarios registrados en el Piloto podrán realizar el pago de sus viajes mediante un único medio de pago, el "Tag" MobiWallet y sus aplicaciones para Smartphone.

**PARTICIPA EN LAS PRUEBAS HASTA EL 30 DE SEPTIEMBRE**

Saldo disponible monedero virtual.  
Recarga online con tarjeta de crédito/débito

Pago con Tag  
Pago con código QR

Pago con saldo Monedero virtual

**Participa y consigue hasta 10 euros**

MobiWallet permite unificar los pagos en:

- Toda la red de autobuses urbanos (TUS)
- Los servicios regulares de lanchas (Los Reginos), incluido El Puntal
- Más de 30 Taxis colaboradores, pide "taxi MobiWallet" (RadioTaxi).
- Los parking de Méjico, Pombó y Valdecilla Sur (EMPARK)

**MobiWallet** ¿CÓMO PARTICIPO?

**Consigue tu "Tag" y la APP**

Es una etiqueta que puedes colocar en la parte trasera de tu móvil (busca que sea visible)

**Comprueba si tienes NFC**

1. "Ajustes"
2. "Comunicaciones inalámbricas y Redes"
3. Opción "Más"
4. "NFC", para activar

**Inicia el registro en la App**

Acerca tu "Tag" al móvil

- Si es compatible el registro continuará
- Si no, SIGUE LAS INSTRUCCIONES

**Completa tu Registro**

Todos tus DATOS son tratados de forma CONFIDENCIAL. JAMÁS compartidos con terceros

**Activa tu usuario**

- Usa tu usuario y contraseña
- Indica tu NIF (solo la primera vez)
- En cualquier Smartphone que soporte la App

BIENVENIDO A **MobiWallet**

**MobiWallet** ¿QUÉ NECESITO?

**Ten a mano tu "Tag" MobiWallet**

No hace falta que lo pagues, y ten en cuenta que tu móvil debe poder leerla y que la necesitarás para acceder a los autobuses y a la lancha... la mayoría de las veces, sin necesidad de sacarla de donde la tengas...

**Recarga tu monedero virtual**

Indica la cantidad...  
Accede al entorno seguro...  
E introduce los datos de tu tarjeta (solo la primera vez)

**Recarga tu Bono TUS**

Comprueba que tienes suficiente saldo en tu monedero y selecciona la cantidad a recargar...  
Asegúrate que tienes activado el NFC de tu móvil y que puede leer el "Tag" MobiWallet

BIENVENIDO A **MobiWallet**

**MobiWallet** ¿CÓMO FUNCIONA?

**SIMPLIFICA LOS PAGOS**

**Regístrate desde tu móvil**

El proceso permite definir cómo accedes al servicio, de forma totalmente exclusiva

**Completa el registro asociando tu "Tag" NFC**

- Es tu nueva identidad
- Es tu tarjeta TUS
- Es tu nueva forma de pago

**Accede a tu Saldo Virtual**

Para recargar la TUS  
Para pagar el TAXI  
Para pagar el Parking  
Para la Lancha

**Recarga con un solo gesto**

Selecciona la cifra y Pulsa "recargar". La plataforma segura solo pedirá tus datos en tu primera recarga

**FÁCIL DE USAR**

Acerca tu "Tag" al validador.  
Asegúrate que la NFC de tu móvil está desactivada.

Captura el código QR con el importe.  
Asegúrate que la NFC de tu móvil está desactivada.

Figure 59. MobiWallet Santander Brochure

A Brochure has been prepared. It describes in a compact form the scopes of the project and by means of an infographic explains in a clear way to use the multiple services provided by the Spanish pilot. See Attachment I to see the brochure in full size and quality.

## 7.2 Initiatives in Italy

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#mobiwith\_it is the promotional campaign promoted by the Italian pilot of MobiWallet project that was run from May to early August 2016.

The initiative #mobiwith\_it has a two-fold aim:

- encourage the use of the services offered by the Italian Pilot of MobiWallet project;
- understand the current habits of citizens and their possible willingness to use more sustainable forms of transport, by inviting people to join the pre-trial and post-trial surveys organized in the framework of WP5.

#mobiwith\_it has been organized by the Italian partners of MobiWallet with the help and support of 10 students from commercial technical Institute A. Pacinotti and scientific high school F. Buonarroti of Pisa, carrying out a training program promoted by the Italian Ministry of Education.

Students were divided into 3 groups: the *graphics group* has realized leaflets, t-shirts, rollups and posters; the *social group* has realized dedicated pages on social networks, Facebook, Twitter and Instagram, and a web page inside the official website of MobiWallet, and, finally, the *questionnaire group* has translated and made more suitable to Italian users the draft questionnaire provided by TTR in the framework of WP5 and has added a number of questions specific to the Italian pilot.

The Italian pilot aimed at encouraging the use of public transport services and a more sustainable use of private transport through the #mobiwith\_it initiative.

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**Save Time  
Save the Environment  
Get Rewarded!**

**#MOBIWITH\_IT**

MobiWallet vuole incentivare l'uso più intelligente dei mezzi di trasporto.

**Come?** **#mobiwith\_it** e sarai parte attiva del progetto.

- Iscriviti a MobiWallet Italia
- Compila il breve questionario
- Utilizza le app e gli strumenti messi a tua disposizione

**Vinci**  
biciclette, e abbonamenti ai mezzi di trasporto pubblico di Pisa e Firenze.

Partecipando a #mobiwith\_it hai anche l'opportunità di vincere incentivi per una mobilità più sostenibile:

*-Biciclette  
-Abbonamenti annuali bike sharing (CICLOPI)  
-Abbonamenti mensili per l'autobus urbano di Pisa  
-Abbonamenti mensili per il TPL di Firenze (bus, tram e treno nei tratti urbani)  
-Carnet di biglietti per l'autobus a Pisa a Firenze.  
-Carnet di biglietti per tram e bus*

**Che aspetti? #MOBIWITH\_IT!!!**

In collaborazione con E. Colombini, G. Cristiano, G. D'Amico, J. Estoré, G. Giannettoni, C. Grossi, O. Havrychuk, C. Marzavani, C. Parisi dell'ITC Pacinotti di Pisa, e G.M. Signorini del Suonarroti di Pisa, in affiancamento scuola-lavoro presso il ITC-CHT, sotto la supervisione di P. Andronico, Segretario Scientifico, ITC-CHT.

intecs  
the Brno-based company  
FIRENZE  
cip  
Aleph  
Transport engineering  
GEST  
National Research Council of Italy

Figure 60. Flier of #mobiwith\_it

To take part in this initiative the users needed to sign up to MobiWallet Italy through the app MobiTick (for those who travel to Florence), PisaBus (dedicated to Pisa) or directly on the web site MobiWallet Italy.

The users are prompted to fill in the pre-trial questionnaire describing his daily habits related to transportation, providing the email address for future contact for filling out the post-trial questionnaire.

Using apps and tools provided by MobiWallet Italy for at least 5 times, the user can participate in the final draw where he/she will have the opportunity to win incentives, namely:

- 10 Annual subscriptions for bike sharing Ciclopi;
- 15 Monthly subscriptions for urban buses in Pisa;
- 15 Monthly subscriptions for Public Local Transport of Florence (bus, tram and train in urban tracts);
- Carnet of tickets for the bus to Pisa;
- Carnet of tickets for tram and bus in Florence.

To promote the initiative, the students tried to attract the attention of the people publishing daily posts, advertising the initiative and underlining the possibility of winning incentives.

They also distributed fliers around the cities of Pisa, Florence and Scandicci, especially at universities and universities canteen. With the support of the rollup, students assisted by MobiWallet delegates have tried to discuss with people about the scopes of the project and they explained the initiative, the services made available by Italian pilot and the incentives to mobility that was possible to win.

To have a uniform image of the campaign across all the printed and online media, it has been decided to design a logo for #mobiwith\_it campaign. The logo represents:

- a **smartphone**, which is the instrument required to use the system proposed by #mobiwith\_it;
- the **means of transport** involved in the project;
- some **leaves** because we try encourage sustainable mobility.

The initiative has the slogan “Save Time Save the Environment Get Rewarded!” which stands for:

**Save your time:** Using apps and services offered by MobiWallet Italy

**Respect the environment:** Encouraging the use of more sustainable means of transport

**Win our incentives:** With #mobiwith\_it users have the chance to win bicycles and subscriptions to public transport in the cities of Pisa and Florence

The dissemination material that was prepared and used was:

- flyer A5: on the front we find the logo and the slogan of the initiative and a brief description of the European project and Italian initiative, also the rules to participate in it, and finally on the bottom the QR code to reach the site and the official logo of MobiWallet; on the back side there are the descriptions of the initiative and of the slogan, the incentives that it is possible to win, the initiative website link, the partners logos involved in the project and the names of people who collaborated in the project;
- Poster A3 and rollup (100x200 cm): although they have different sizes, they contain both the logo and slogan of the initiative, how to participate in it, a brief description of the European project and its logo, the incentives that is possible to win, the logos of the partners involved in the initiative and the names of people who collaborated to the project.
- T-shirt: it features #mobiwith\_it logo and slogan on the front side and the hashtag and partners list on the back.

Students also have created and managed different social platforms connected among them, such as Facebook, Instagram and Twitter. They published daily posts about various topics, e.g. advantages of cycling, services provided by public transport, risks of environmental pollution and much more.

The creation of these pages has the goal of raise public interest and inform the users of the activities, making them more active participants. Here are the links:

Facebook: [www.facebook.com/MobiWalletPisa/](http://www.facebook.com/MobiWalletPisa/)

Instagram: [www.instagram.com/mobiwith\\_it/](http://www.instagram.com/mobiwith_it/)

Twitter: [www.twitter.com/mobiwith\\_it](http://www.twitter.com/mobiwith_it)

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**#MOBIWITH\_IT**

**Save Time  
Save the Environment  
Get Rewarded!**

*Mobiwallet è un progetto europeo che vuole incentivare l'uso più intelligente dei mezzi di trasporto.*

*Con **mobiwith\_it** hai l'occasione di diventare parte attiva del progetto.*

**Come partecipare a #mobiwith\_it**

- Collegati a [www.mobiwallet-project.eu/mobiwithit](http://www.mobiwallet-project.eu/mobiwithit)
- Iscriviti a **MobiWallet Italia**
- Compila il breve questionario, descrivendoci le tue abitudini quotidiane legate ai mezzi di trasporto
- Utilizza le app e gli strumenti messi a tua disposizione da **MobiWallet Italia**.

*Hai l'opportunità di vincere biciclette e abbonamenti ai mezzi di trasporto pubblico nelle città di Pisa e Firenze.*

Che aspetti? **MobiWith\_it!!!**

**Per ulteriori informazioni vedi retro.**



MobiWallet

Figure 61. Flier of #mobiwith\_it



Figure 62. Promoting #mobiwith\_it near Scuola Superiore Sant'Anna. The related t-shirt can be seen from this picture



Figure 63. Promoting #mobiwith\_it in a public library in Pisa. The rollup in action can be seen on the background.

Beside the activities carried out by CNR and the students involved in the mobiwith\_it promotion, the official sites/social pages of the Italian apps have performed some specific promotion tasks. In particular:

Pisa: the PisaBus Android app from its official social accounts promoted #mobiwith\_it activities in Pisa:



Figure 64. PisaBus twitter account



Figure 65. PisaBus facebook account



**Florence:** the Florence Town Hall press office has promoted the MobiTickt Android app an the #mobiwith\_ activities carried out in the pilot area. In addition, GEST have been promoted the events from their social accounts (see Facebook post related to the mobiwith\_it) which are followed by about 7,000 users.

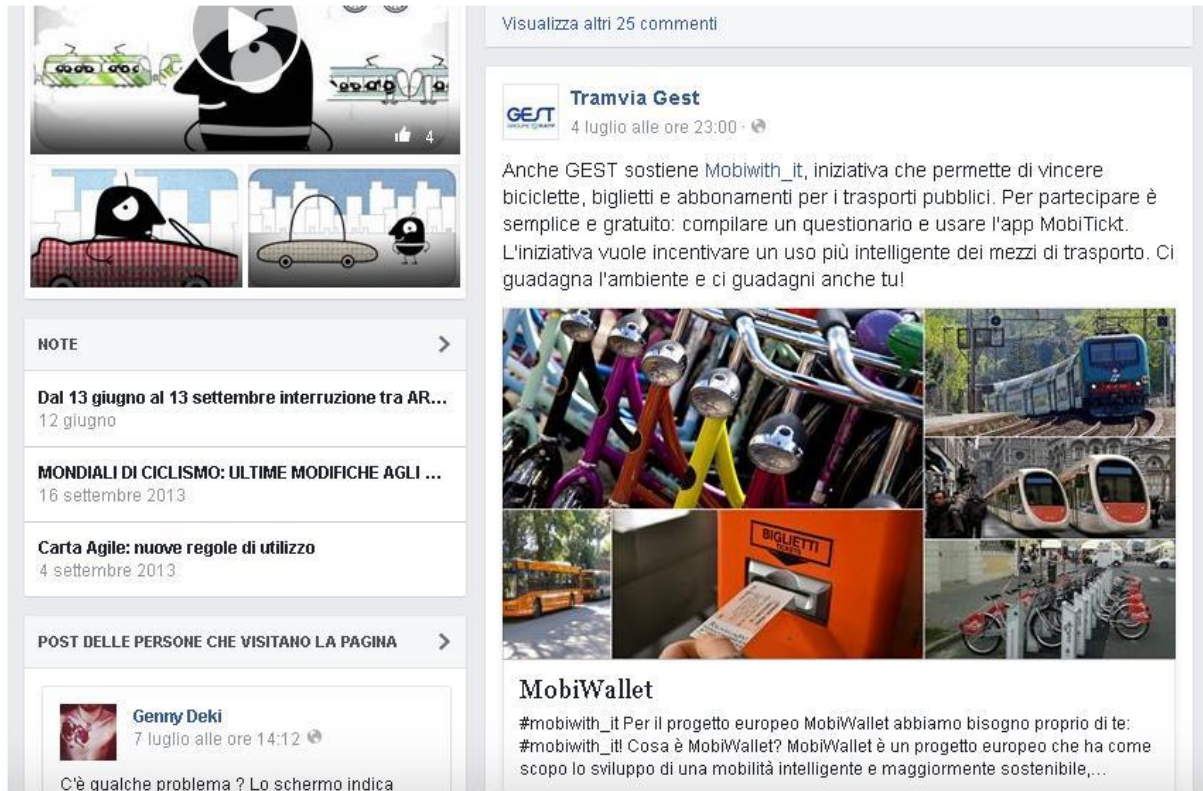


Figure 66. Post about #mobiwith\_it from GEST Facebook account(<https://it-it.facebook.com/tramvia.gest/>)

### 7.3 Initiatives in UK

As the MobiWallet solution in the UK is an enhancement of existing systems, it would be inappropriate to promote it as a singular solution. However, the Network West Midlands website, which hosts the journey planner, is promoted extensively as is the Swift smart ticketing solution and its fulfilment functions.

The image below shows how the journey planning function is central to the entire website solution:

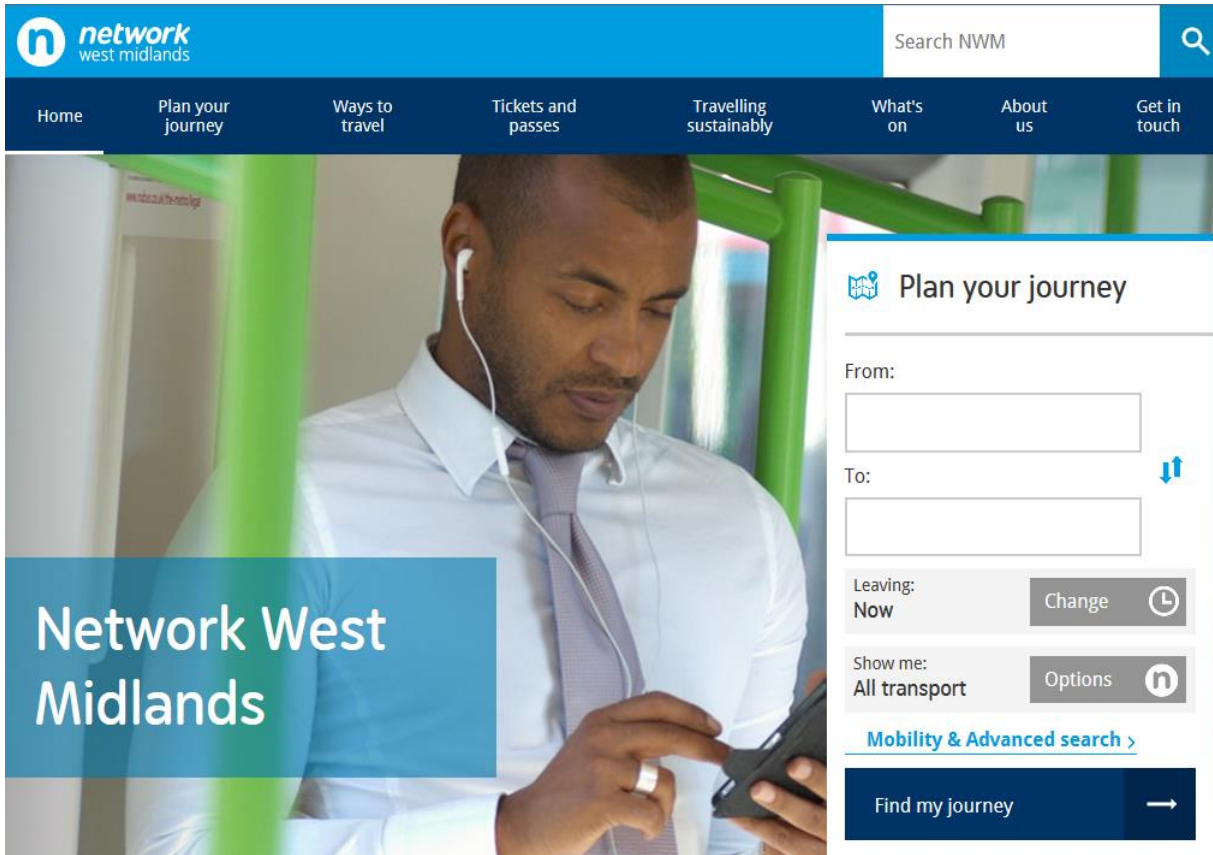


Figure 67. Home page of the operational journey planner

The best fares functions is now an integral part of the output of the journey plan as can be shown in the image below:

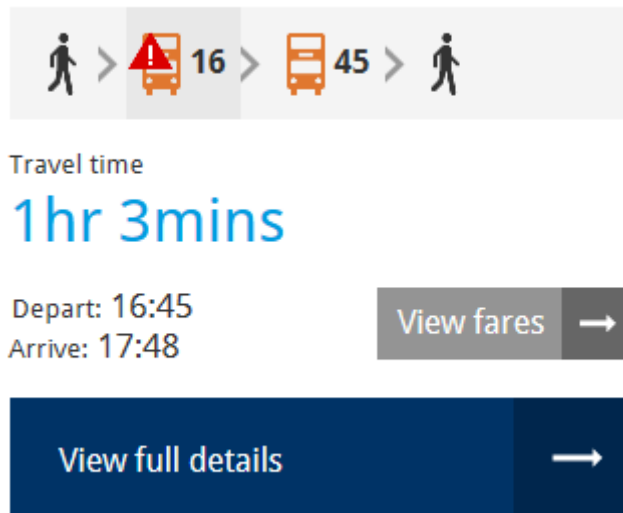


Figure 68. Journey planning and fare options



Figure 69. SWIFT fare example

Due to the popularity of the Network West Midlands website and the Swift smart ticketing solution this has been sufficient to attract a large number of customers to use the MobiWallet functions.

## 7.4 Initiatives in Serbia

### Promotion of MobiWallet project and mobile app through Totem “Smile of the city”.

- City of Novi Sad and DunavNET are actively involved in promoting the latest technologies that can considerably improve the quality of life and business atmosphere in the city.
- One of the latest promotional activities refer to setting up the totem “Smile of the city” which promotes the concept of smart cities through detection of smiles of passing citizens. The totem invites citizens to smile and download mobile applications and get involved in numerous activities related to development of Novi Sad into a smart city.
- This includes promotion of the MobiWallet project and pilot. The goal is to collect 10000 smiles and once this number is reached 10000 RSD will be donated to one of the childcare institutions.

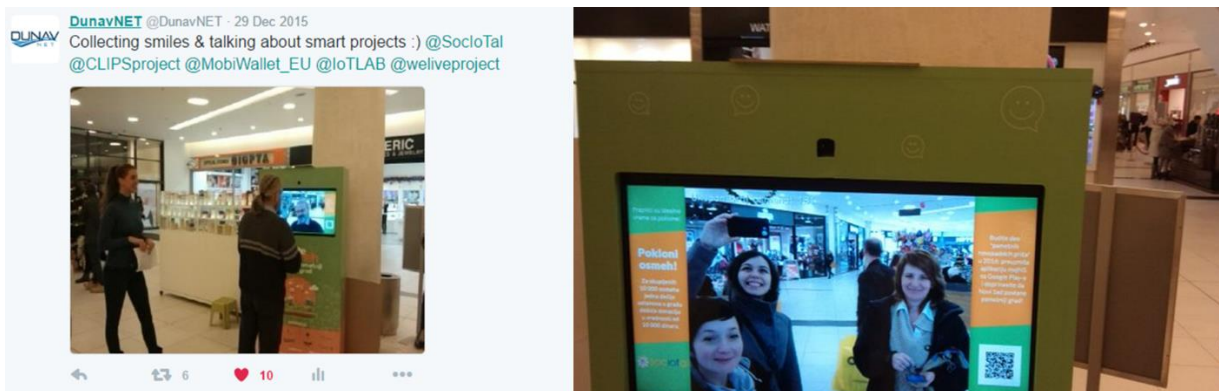


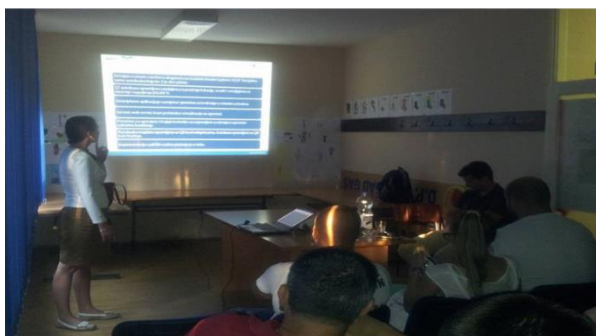
Figure 70. Smart cities’ projects including MobiWallet initially promoted through the Totem “Smile of the City” on 29<sup>th</sup> December 2015 in the shopping Centre “BIG”.



**Figure 71. Totem Smile of the City in Novi Sad promoting concept of Smart Cities and presenting active Smart Cities related projects (including MobiWallet) – Summer 2016 at Sport and Commercial Centre Vojvodina in Novi Sad**

**Other promotional activities:**

City of Novi Sad also organised several “smart city” events in the city, where MobWallet project objectives and developments status were presented.



**Figure 72. Various local dissemination activities organised by the City of Novi Sad and DunavNET**



**Figure 73. Smart cities workshop in Novi Sad presenting MobiWallet project in December 2015**

Serbian MobiWallet pilot and mobile app have also been promoted through social pages – twitter, facebook and LinkedIn. The latest promotional activities on the MobiWallet facebook page are illustrated with the few posts on a local facebook channel promoting the pilot activities as well as the latest MobiWallet app novelties.



Figure 74. Post about promotion of MobiWallet project at IoT Week in Belgrade in June 2016.



Figure 75. Facebook posts promoting the Serbian pilot and parking service payment via mobile app



Figure 76. Facebook posts promoting the latest novelties in MobiWallet app - Taxi service

## 8 Conclusions and future developments

This deliverable named D6.1.3 “Dissemination Pack” summarizes the work done to disseminate MobiWallet in the last ten months of the project

In this period, the project in full deployment phase has launched major dissemination campaigns towards stakeholders and operators, attending and actively participating to major conferences and expos in the domain of the project. Indeed, the project results and media produced have grown considerably with respect the first versions of the deliverable reported in [1][2], of which the current document represents the third and final iteration. Hand in hand, the resonance of the project on the web and on the press has increased, witnessing that the reference communities are well aware of MobiWallet, of its aims and its achievement, as reported in Sections 2 and 3.

It is important to highlight that strong efforts have been made to align the main milestones (workshops, deployment, number of users, etc) of the project with important transport events in order to optimise the use of resources involved to provide visibility of the project results.

In particular, during the last months we had four crucial events:

- Stand and talk at POLIS 2015 (November 2015)
- Second Pilot demonstration in Novi Sad (January 2016)
- MobiWallet workshop as a satellite event of Transport Research Arena (TRA 2016) and stand (April 2016)
- Third and final demonstration event in Santander (September 2016)

Such major events, which were organized and managed at consortium level, are complemented by a number of active participations to workshops, conferences and expos that many partners have attended autonomously but nevertheless providing general visibility to the project in a variety of contexts, from ticketing to sustainable mobility, from smart cities to IoT. A selection of such events is reported in Section 4.

The videos prepared for the demonstrations and workshops have been published on the social media and made available to a large public, together with the project and pilot presentations. The videos feature a balanced mix of technological aspects, tutorial and promotion of the services provided by the partners and are attached at the present document. All the social dissemination activities are reported in Section 5.

Clustering actions have grown more and more mature in this period, with exchanges with projects with similar aims, in order to compare the approaches and share the lesson learnt. A good contact with CIP PSP Project HoPE was found and MobiWallet delegates were invited to join and attended an international workshop organized by HoPE consortium.

Besides, the project partners have planned and execute campaigns in the pilot sites to recruit users, test the provided solutions under real load conditions and collect feedback. Such promotional campaigns have contributed significantly to the local awareness of the project towards the general public as explained in Section 7.

As a final note, it is important to point out that one of the challenges of dissemination and networking with this form of project is that the key time for doing so is once the results of the project are known. Therefore, it might be useful in the future for similar projects to be given a small budget to cover post-project dissemination actions.

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## 9 REFERENCES

- [1] MobiWallet Deliverable D6.1.1 – Dissemination Pack (First Generation)
  - [2] MobiWallet Deliverable D6.1.2 – Dissemination Pack (Second Generation)
  - [3] MobiWallet Deliverable D5.1.2 – Pilot Evaluation and Validation (Final Report)
  - [4] Azienda Banca, <http://www.aziendabanca.it/>, Last Retrieved 3/8/2016
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