



Mobility and Time Value (MoTiV): a Slovak Initiative to Advance the State-of- the-Art on Value of Travel Time Research

Giuseppe Lugano

*MoTiV Project Coordinator
ERAdiate Team, Univ. of Žilina*

18 October 2017

*Opening symposium of China-Central European Alliance of
Universities for Innovations, Science and Technology*

Before we start...

Designers of our Lives?

- ***“We all are designers of our everyday life.”***

(Lugano, 2010. “Digital Community Design”)

- To what extent can you “design” your everyday life?

JYVÄSKYLÄ STUDIES IN COMPUTING
114

Giuseppe Lugano

Digital Community Design

Exploring the Role of Mobile Social Software
in the Process of Digital Convergence



JYVÄSKYLÄN YLIOPISTO



ERAdiate
Enhancing Research and innovAtion dimensions
of the University of Zilina in intelligent transport
systems

Succeeding in H2020: the MoTiV Experience

Why I am here today

- **ERAdiate team at University of Žilina awarded with H2020 project “Mobility and Time Value” (MoTiV)**, the only H2020 Research and Innovation Action (RIA) in Slovakia Coordinated by an academic institution
 - *Kick-Off date:* 14-15 November 2017, Žilina
 - *End date:* 30 April 2020
 - *Budget:* 1,9M EU
- **“Quality time”:** MoTiV aims at a **strengthening citizens’ quality of life in smart cities** by making best use of their time
- MoTiV concepts and activities basis for further **collaborations at European and global scales**



MoTiV as a “spin off” of ERAdiate

- **ERAdiate is an ERA Chair project on “Intelligent Transport Systems” (ITS)**
 - Funded by the European Commission under FP7 (Pilot call)
 - July 2014 – July 2019 (5 years)
 - Implemented at the University Science Park of UNIZA
- **ERA Chairs programme in a nut-shell**
 - Programme for “**spreading excellence and widening participation**” by closing research and innovation divide within the EU
 - Bring high quality researchers and managers to universities and other research organisations **with the potential for research excellence**
 - Institutions should implement **structural changes** to achieve excellence on a sustainable basis



MoTiV – Increasing Scientific Excellence at UNIZA in ITS

- **Evaluation report score: 13.50 (threshold: 10)**

Criterion	Mark	Threshold
Excellence	4.50 / 5.00	threshold: 3/5;
Impact	5.00 / 5.00	threshold: 3/5;
Implementation	4.00 / 5.00	threshold: 3/5;

- **Results of MG-8-5-2017: 2 projects approved**

Proposal Acronym	Proposal Title	Duration	Coordinating Institution	Coordinator Country	Number of Participants	Budget Requested	Evaluation Score
MoTiV	Mobility and Time Value	30	ZILINSKA UNIVERZITA V ZILINE	SK	7	1,930,840.00 €	13.5
STARS	Shared mobility opporTunities And challenges foR European cities	30	POLITECNICO DI TORINO	IT	9	1,805,665.00 €	13.5

Success rate: 6,4% (30 submitted, 2 funded)



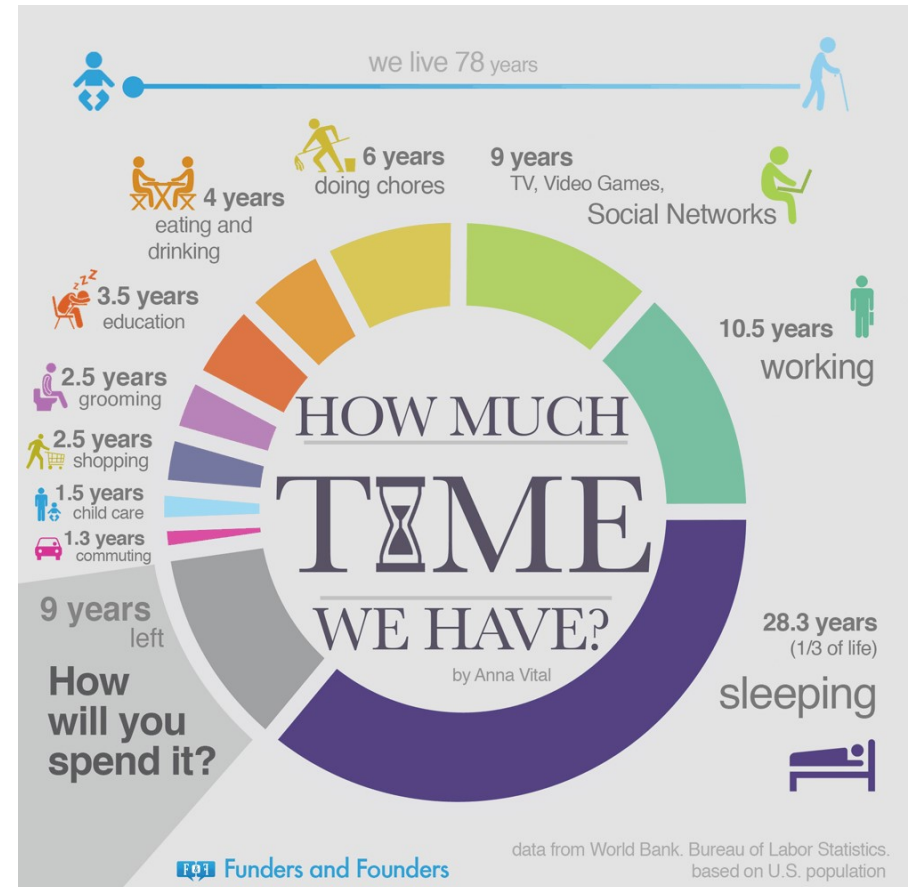
Time Use in Smart Cities

- **“Smarter use of time”**
 - Highly subjective: no “one fits all” solution
- **Affects overall Quality of Living**
 - Going beyond “economic view” of value of travel time
- **Mobility and Behavioural Patterns**
 - European-wide data collection
 - Smartphone app
 - Open dataset at the end of the project



Smart City Transformation

- It is not just about time savings, but about perceived “quality of time”
- Designing smart city, its services and infrastructure to facilitate time use



Value Proposition of Mobility

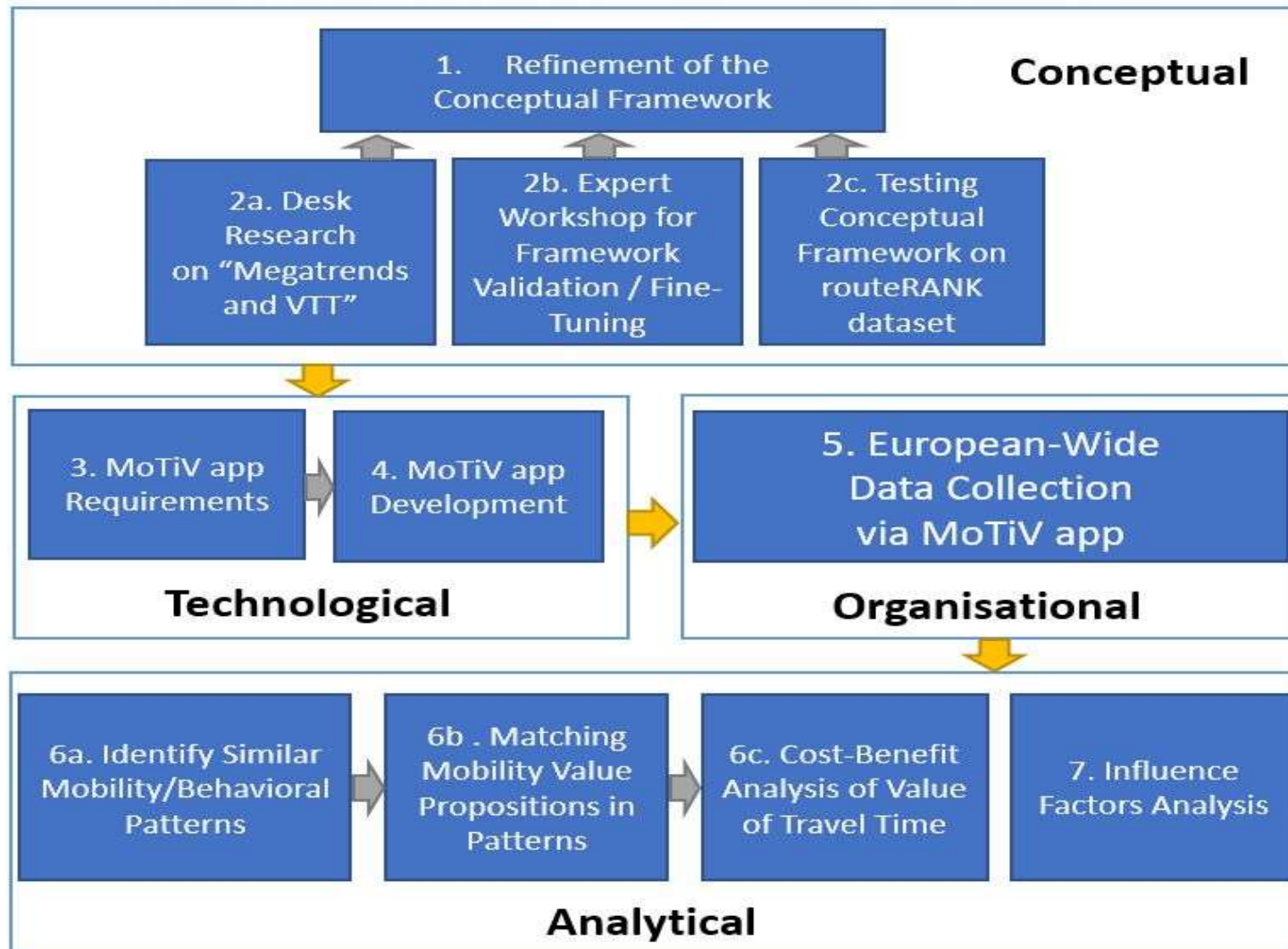


“The value embedded in individual mobility choices”

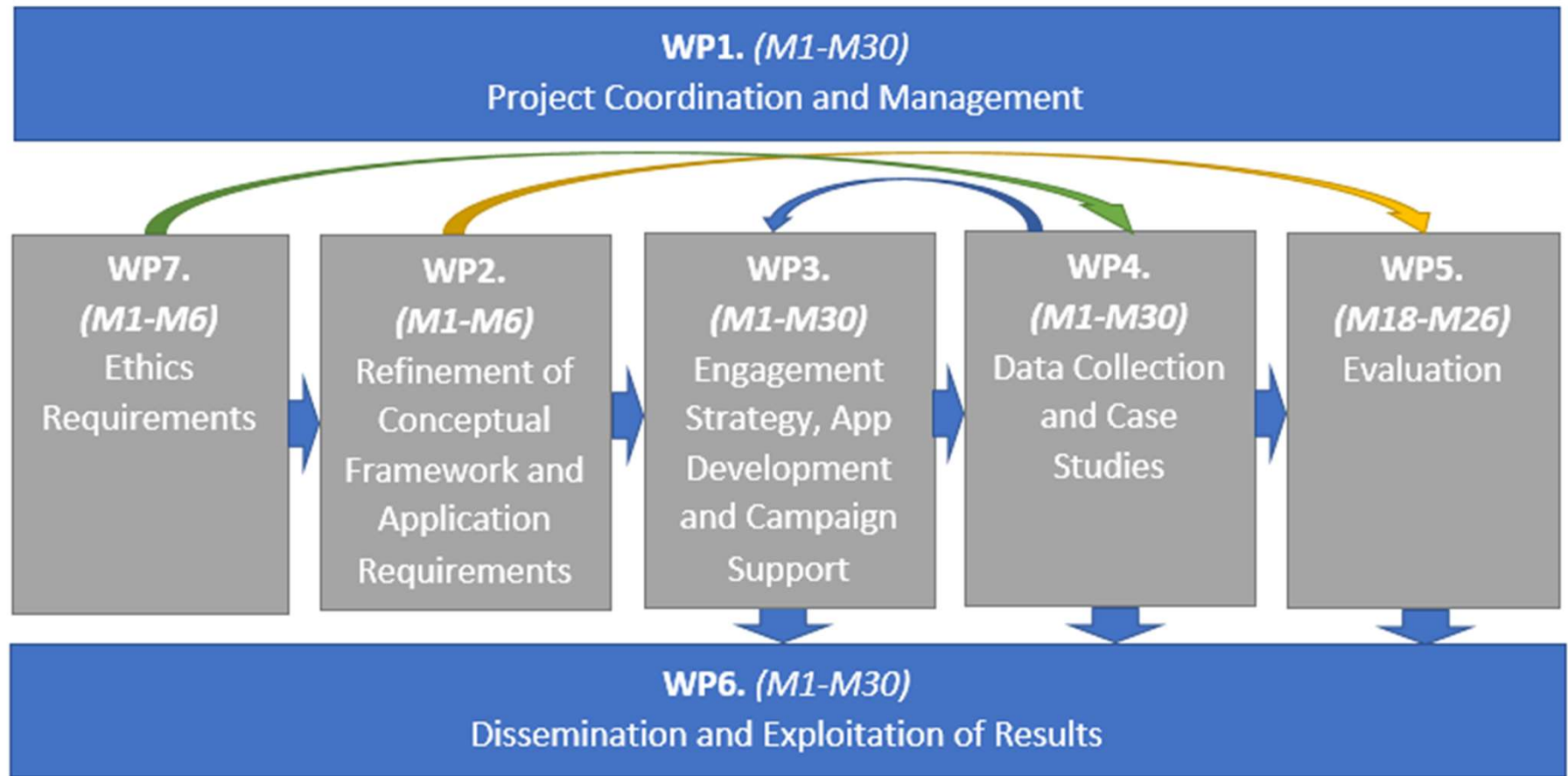
MoTiV Objectives

1. **Broaden the definition and assessment of VTT beyond the “time savings” consideration**, based on a multidimensional time “value proposition” for the user
2. **Gain an understanding of traveller’s reasons for his/her travel choices** in line with the perceived value proposition of mobility
3. **Assess to what extent ICT connectivity and transport services/infrastructure affect VTT** across leisure and work activities and within cultures and generations
4. Elaborate specific **actions and recommendations for mobility policy makers and solution developers** that shape the value propositions of travel time

MoTiV Project Framework



MoTiV WP structure



MoTiV Consortium

PARTNER	COUNTRY	PROFILE
University of Žilina (UNIZA)	Slovakia	University
Eurecat	Spain	Research Organisation
TIS PT – Consultants in Transport, Innovation and Systems	Portugal	Consultancy Company
European Cyclists' Federation Aisbl (ECF)	Belgium	European-wide end-user Association
routeRANK Ltd	Switzerland	Company
Coreorient Oy	Finland	Company
INESC ID - Institute of System and Computer Engineering in Lisbon	Portugal	Research Organisation

- 7 Partners from 6 EU Countries
- Mix of university (1), research organisations (2), consultancy and mobility companies (3) and end-user association (1)



Succeeding in H2020: the MoTiV Experience

MoTiV Impact

- **MoTiV activities and results connected to relevant Slovak and international initiatives to achieve impact**
- **Broad interest for MoTiV already before its start:**
 - Key player in COST Action on “Wider Impacts and Scenario Evaluation of Autonomous and Connected Transport” (already 30 countries involved). Next meeting in March 2018 in Bratislava!
 - Involvement in the design of “Time Use” survey for Statistical Office of the Slovak Republic (to be launched in 2020)
 - Session at ITS World Congress focusing on “Quality of Life”
 - Invitation by European Commission to present at TRA Conference 2018 in Vienna
 - ...



Final Remarks

- **MoTiV as a “spin off” of ERAdiate to increase scientific excellence at UNIZA**
 - Major achievement obtained with limited resources
 - Much more to be obtained with stronger support, people “onboard” and favorable conditions for sustainable growth (e.g. key challenge to overcome)
- **Get involved and be part of this Slovak success story!**
 - Our team is hiring ITS experts.
 - Opportunities for short research visits as visiting researcher / professor



Thank You for your attention!



Time for Questions

Dr. Giuseppe Lugano

ERAdiate Team, University of Žilina (Slovakia)

giuseppe.Lugano@uniza.sk



Succeeding in H2020: the MoTiV Experience