



Mobility and Time Value (MoTiV)

MoTiV Implementation: Lessons Learnt,
Open Issues and Recommendations



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MoTiV Project in a Nut-Shell



- **European-wide exploration of “Mobility and Time Value”**

How value of travel time is perceived across transport modes, generations, genders and cultures

- **30-month project: Nov. 2017 – Apr. 2020 (now: M11)**

- **Overall funding:** ~2M EUR (UNIZA share: 253k EUR)

- **Small consortium** (7 partners)

- 3 academic institutions/research organisations (UNIZA, SK; Eurecat, ES; INESC-ID, PT)
- 2 business partners (routeRANK, CH; CoReorient, FI)
- 1 mobility consultancy organization (TIS.pt, PT)
- 1 European-wide association (ECF, BE)

and 3 Linked Third Parties affiliated with ECF (HR, IT, RO)



Changing Value of Travel Time: traditional and emerging views



“Travel Time is not productive”: “lost” time as an economic loss (justifying aim of travel time savings as cost savings, the rationale of transport projects)

VS

“Travel time may be valuable”: value “measured” in terms of quality of experience, not limited to productivity or economic indicators (time/cost savings)

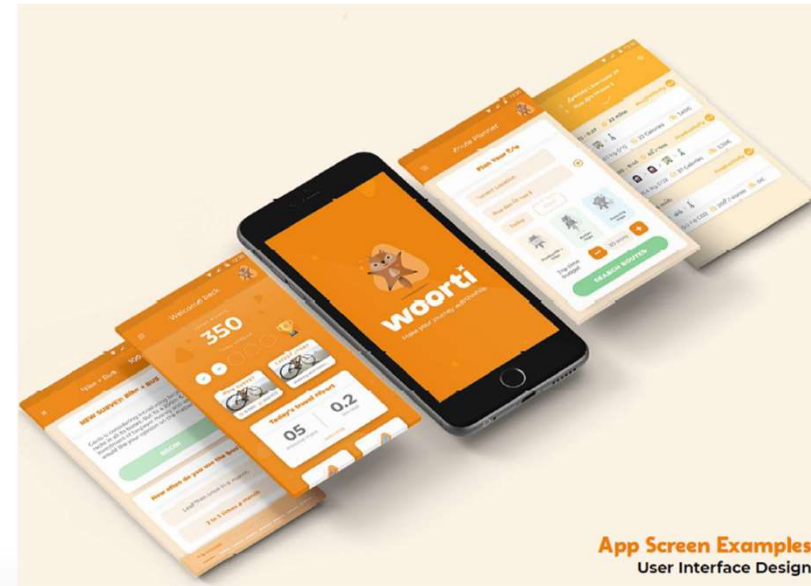


What does represent value in mobility from the traveler perspective?

Approach: Collecting and Analyzing Data on Travel Experiences



- **Smartphone-based data collection via the MoTiV app aka “Woorti”** (available by the end of 2018)
- **Continuous collection of mobility/activity behaviours**
 - smartphone-based sensing of mobility behaviour
 - traveler’s input on activities and time appreciation (e.g. ratings, contextual surveys on influence factors)
- **Smart mobility coach (“quantified traveller” approach)**
 - Trends and statistics for self-learning and increased awareness
- **Gamification and campaign incentives for user engagement**
 - Completion of tasks (e.g. validating day trips, filling contextual survey) associated to e.g. points/credits, badges
 - “Offline” incentives to also engage users less interested in gamification aspects



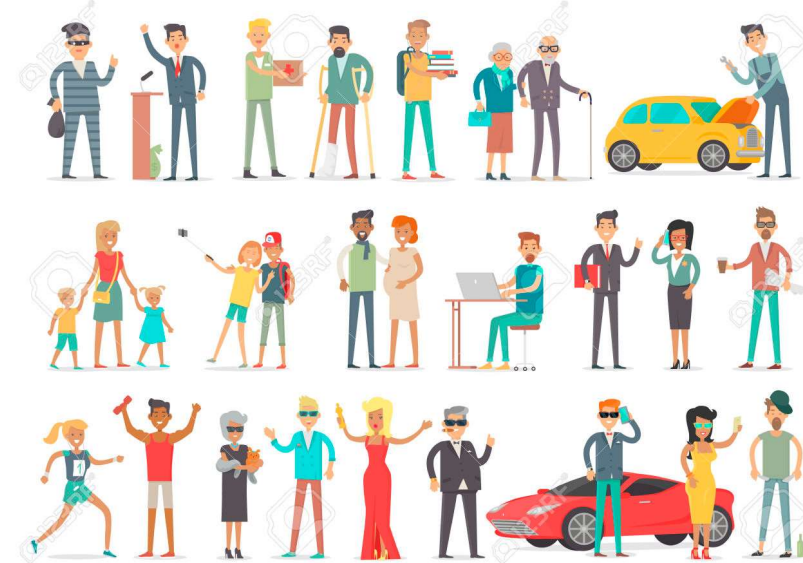
MoTiV Data Collection Campaign (DCC)



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- **Target:** Minimum 5.000 valid samples (active use for minimum 2 weeks) from as many users from at least 10 EU countries
- **Obtain a balanced sample** in terms of:
 - **Age:** young adults (16-24 y), adults group 1 (25-49 y), adults group 2 (50-64 y), older population (65+)
 - **Gender:** biological gender (M/F), gender identity
 - **Transport modes:** walking, cycling, public transport, car use, shared mobility, long-distance train, plane.
 - **Residence:** urban/sub-urban, rural
 - **Other demographic and socio-economic indicators**
- **Slovak DCC:** nation-wide sample (700 participants)
 - Cooperation with Municipalities/Regions, Public Transport Operators, NGOs involved in transport/mobility
 - Plan of at least 15 outreach events e.g. participation at Researchers' Nights, EU Mobility Week, UNIZA Open Days
 - Promotion over large variety of offline and online channels and networks



Open Dataset to be released at the end of the project

About MoTiV: a potential success story



- **UNIZA Success Story:** currently,
 - the only Research and Innovation Action in Slovakia funded under Horizon 2020 managed by an academic institution
 - the only H2020 research project Coordinated by UNIZA
 - the only H2020 research project implemented by an international team at UNIZA
- **EU Success Story:** to our knowledge, the only Research and Innovation Action in Europe granted within an ERA Chair project and coordinated by an ERA Chair team (i.e. contributing to the sustainability of the project beyond EU funding)



But also many open issues...

Lessons Learnt and Open Issues



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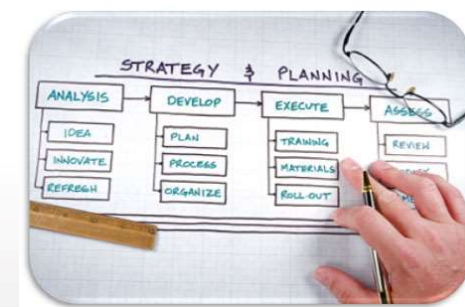
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Opportunities: MoTiV could...

- **Stimulate UNIZA interdisciplinary collaborations**, both in education and research
- **Promote internationalization and researchers mobility**: attract skilled international researchers to further develop activities in this area
- **Enhance UNIZA reputation and visibility in SK and EU** if established as UNIZA “flagship project”
- **Support UNIZA long-term strategic development** as one of the areas connecting academic knowledge with concrete societal challenges (broader pilots in cities and assessment of its business potential)



TEAMWORK:
Interdisciplinary collaboration



Lessons Learnt and Open Issues



Challenges: the reality is different...

- **MoTiV may not be finished by the same team, as contracts are until June 2019 (linked to ERAdate project)**
 - ERAdate continuation very uncertain, undermining all activities the team implements and the established reputation towards partners
- **UNIZA research environment does not support a smooth and efficient project implementation by international staff**
 - e.g. Most Directives and IT tools available only in Slovak; adapting Directives and IT systems takes too long and involves many actors and intermediaries; unclear administrative/financial procedures; effective collaboration among Slovak staff and international staff also takes time and may require upgrade of skills and knowledge (especially in admin staff)
- **UNIZA so far has not exploit the opportunity of using MoTiV as its own “flagship project”**
 - no presence in UNIZA promotional marketing/promotional materials; limited invitations to present MoTiV as a success story or to share MoTiV experience with UNIZA research community
- **Limited motivation by UNIZA in innovate research environment by learning from MoTiV Project Coordination to**
 - *Researchers:* achieve higher participation in H2020 (not only as Partners, but also taking the role of Coordinator);
 - *Managers:* adapt and enhance UNIZA directives and procedures to more efficiently implement future H2020 (Horizon Europe) projects;
 - *Administrators:* train and prepare a pool of UNIZA research administrators to deal with H2020 administrative/financial management.
- **Everyday experience suggests that idea of including MoTiV in UNIZA strategic development of UNIZA is just utopist**

Let's Make this Happen. Together.

Thank you for your attention!



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