



ERAdiate

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

MoTiV Project

Prof. Tatiana Kovacikova
ERA Chair project ERAdiate
University of Žilina, Slovakia

ECTRI, Brussels, 5 October 2017

Presentation Overview

- ERAdiate overview
- H2020 MG-8-5-2017 Summary
- MoTiV
 - Objectives
 - Conceptual Framework
 - Consortium



About the ERAdiate project

- **ERA Chair pilot project funded under FP7 Pilot (2014-2019)**
 - Part of H2020 pillar “Spreading Excellence and Widening Participation” expected to close the research and innovation gap in the EU
- **Realisation of full R&I potential of the Univ. of Žilina (Slovakia) and its region in the field of Intelligent Transport Systems (ITS)**
- **ERAdiate bringing international experts in ITS to Univ. of Žilina**
- **ERAdiate impacts beyond R&I**
 - Internationalisation,
 - Fostering Inter- Trans- disciplinarity
 - Institutional and structural changes
 - Regional impact by involving public and private actors in ITS initiatives and projects

ERAdiate

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



H2020 Call MG-8-5-2017

- **H2020 Call: MG-8-5-2017**
- **Topic:** Shifting paradigms - Exploring the dynamics of individual preferences, behaviours and lifestyles influencing travel and mobility choices
 - *Sub-topic 1:* shared mobility
 - *Sub-topic 2:* value of travel time
- **Action Type:** Research and Innovation Action (RIA)

- **Submission Deadline:** 1 February 2017
- **Submitted Proposals:** 31
- **Call Budget:** 7,5M EU
(combined with MG-8-4-2017 that received 23 proposals)



MG-8-4-2017 & MG-8-5-2017 Evaluation

■ MG-8-4-2017 (Success Rate: 8,7%)

Proposal Acronym	Proposal Title	Duration	Coordinating Institution	Coordinator Country	Number of Participants	Budget Requested
HiReach	High reach innovative mobility solutions to cope with transport poverty	36	TRT TRASPORTI E TERRITORIO SRL	IT	9	2,024,875.00 €
INCLUSIO N	Towards more accessible and iNCLUSiVe mObility solutions for EuropeaN prioritised areas	36	SOFTECO SISMAT SRL	IT	13	2,969,007.50 €

■ MG-8-5-2017 (Success Rate: 6,4%)

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



Mobility and Time Value (MoTiV)

ABSTRACT

The “**Mobility and Time Value**” (MoTiV) addresses emerging needs and perspectives on **Value of Travel Time (VTT)**, a relevant research area particularly valuable to decision-makers, transportation planners, engineers, and economists in the context of projects aiming at enhancing transportation infrastructure.

MoTiV main goal is to contribute to advance research on VTT by introducing and validating a **conceptual framework for the estimation of VTT through a European-wide data collection**. The data will be gathered through **the MoTiV smartphone app**, which combines and integrates in an innovative way features from a multi-modal “journey planner” and an “activity/mobility diary”.

At a conceptual level, the project introduces a **new definition and methodology for the estimation of VTT based on the value proposition of mobility**. This approach allows exploring emerging views of VTT that consider not only its economic dimension, but also motivations, preferences and behaviours linked to the broader concept of individual well-being. The project will therefore extend current knowledge on VTT at theoretical and technological levels. **A European-wide behavioural and mobility dataset will be made available to the scientific community** to stimulate further research on the topic.

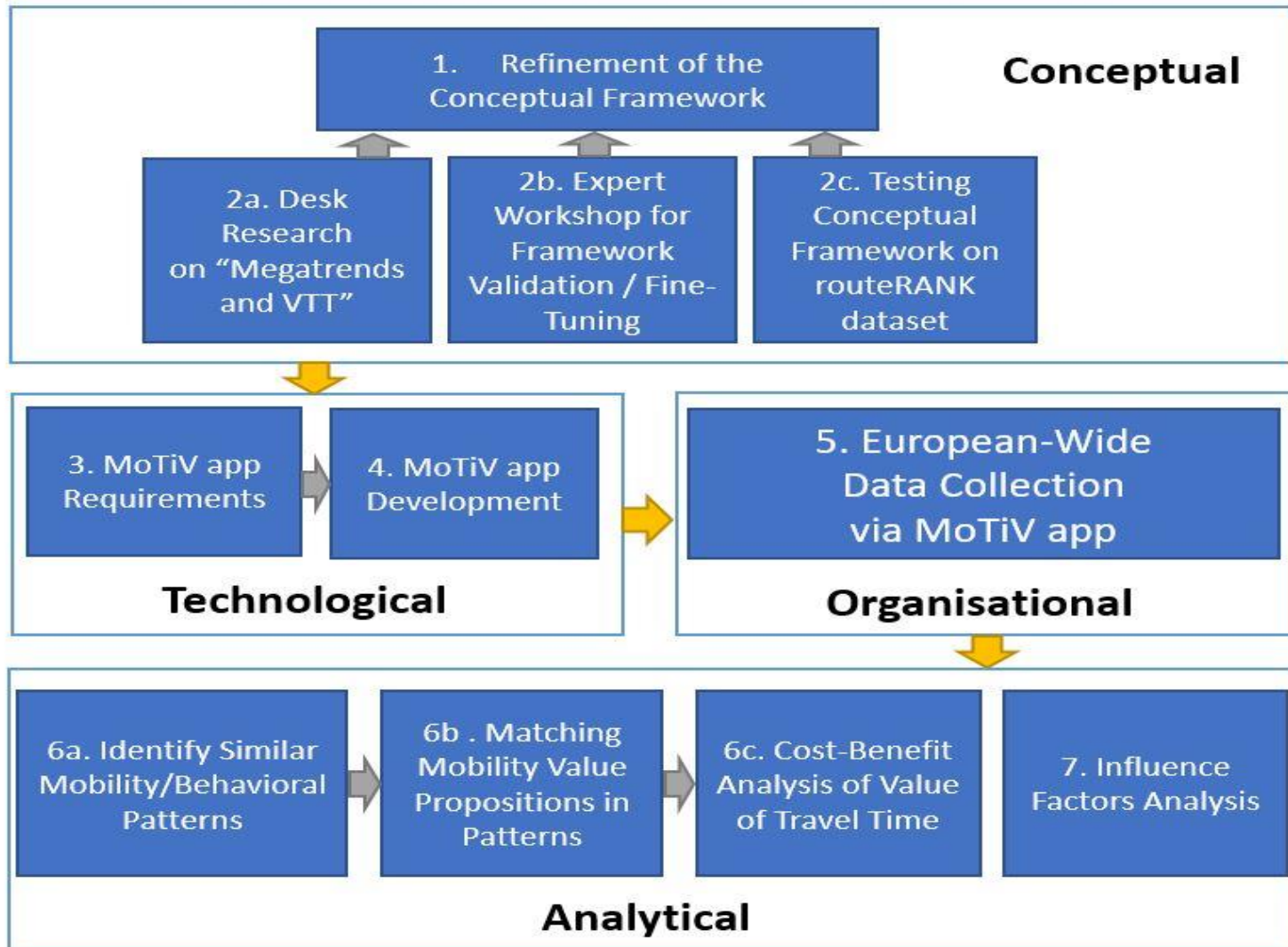
In addition to decision-makers, transportation planners, engineers, and economists, and other actors engaged in mobility and transportation projects, the results of the project are expected to contribute to the development of **new mobility services and to the extension of existing applications** for informed travellers. MoTiV will as well provide a **direct value to the end user by allowing to easily track, understand, and re-evaluate individual mobility and travel decisions**, with the aim making best use of one’s own time in line with personal motivations, preferences, and lifestyle.



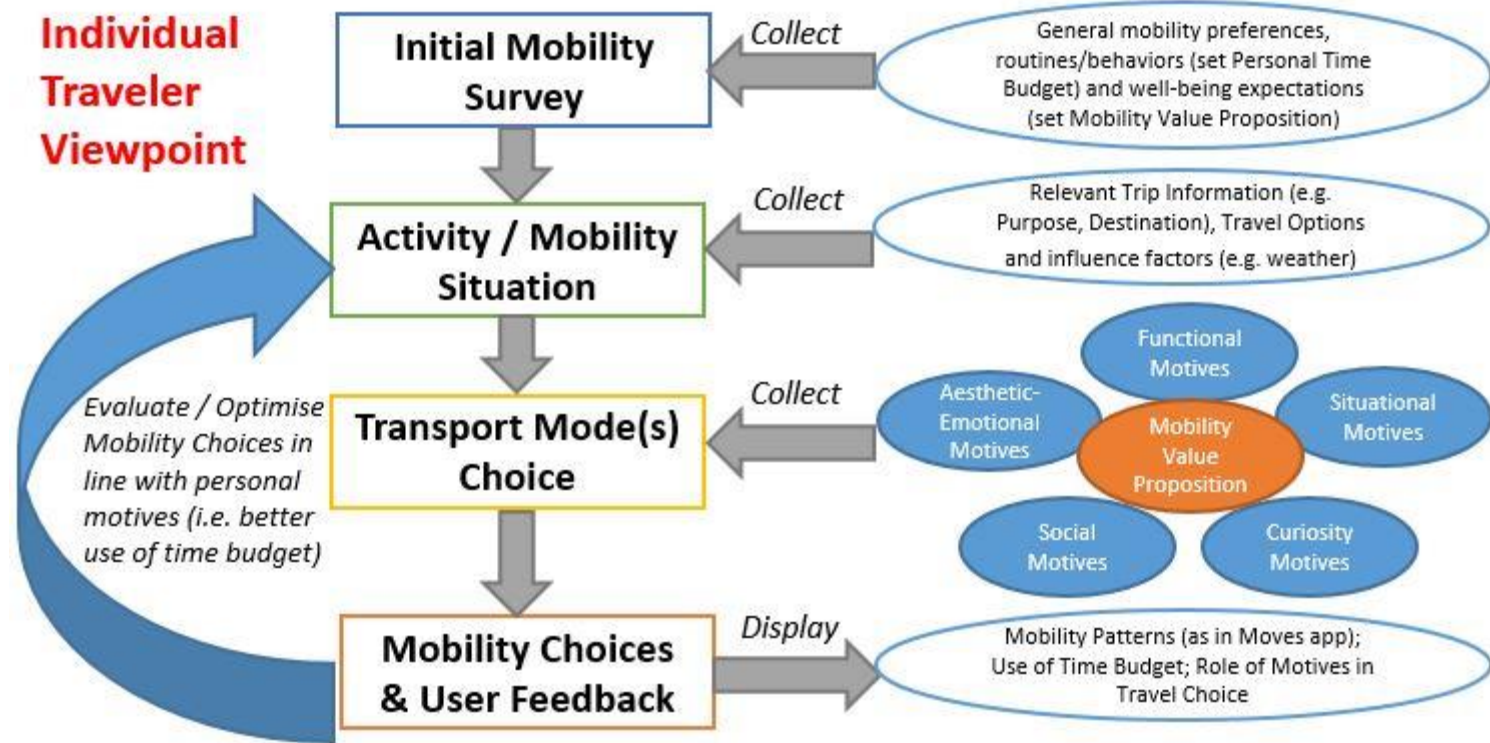
MoTiV Objectives

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

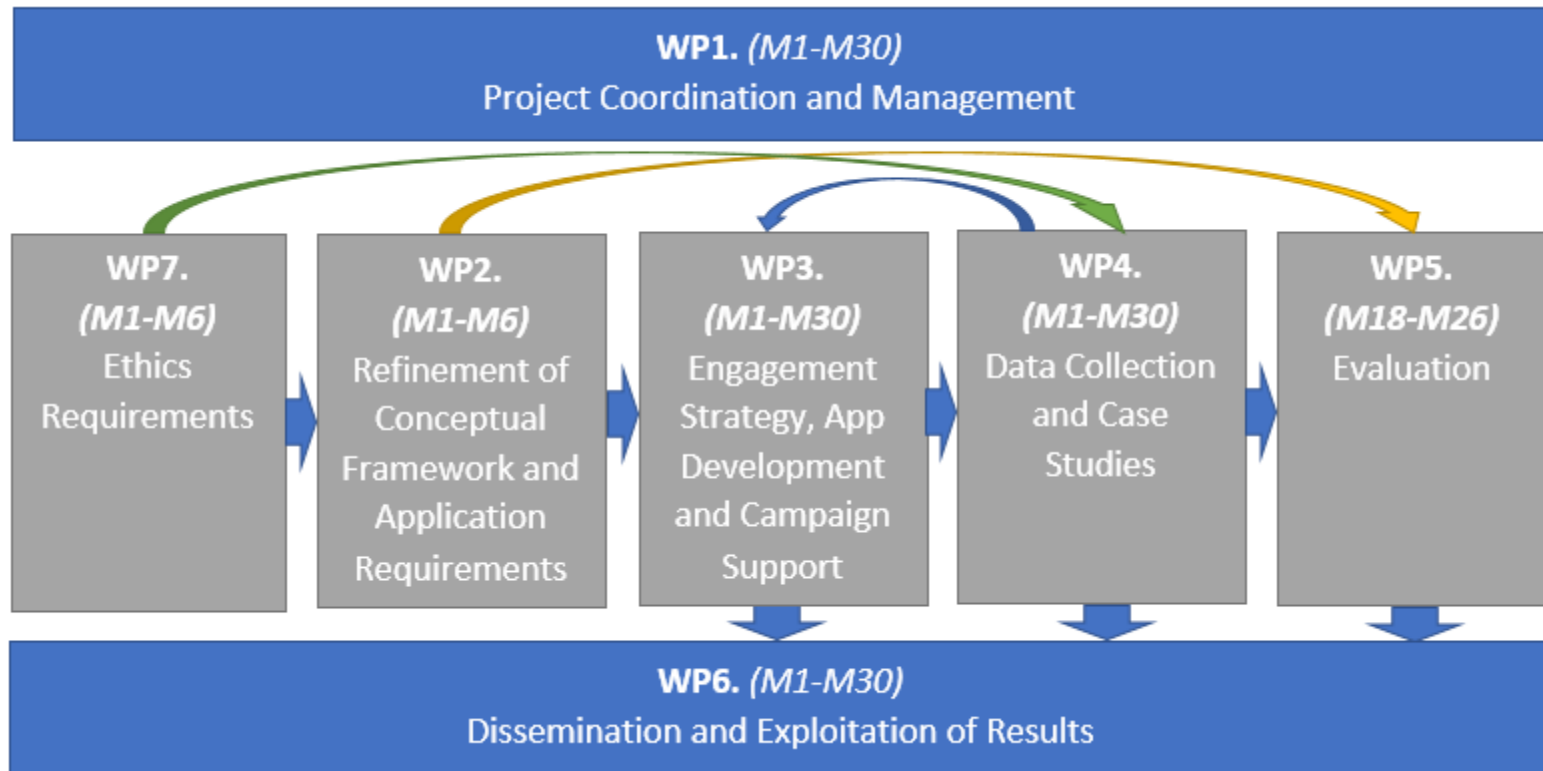
MoTiV Project Framework



MoTiV Conceptual 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)





ERAdiate

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

Thank You for Your Attention!

tatiana.kovacikova@uniza.sk

<http://www.erachair.uniza.sk/>