# C-MobILE:
# Preliminary Lessons from Large Scale Deployment of C-ITS in Complex Urban Areas

Giacomo SOMMA, ERTICO-ITS Europe /
Tamara GOLDSTEEN, CITY OF HELMOND /
C-ITS City Pool Training & Workshop /
21 November 2019, Barcelona /

Co-funded by
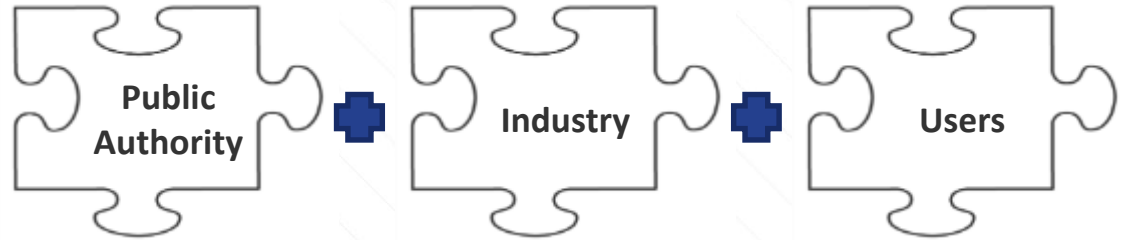the European Union

http://c-mobile-project.eu @CMobile_Project info@c-mobile-project.eu

# Approach to large scale C-ITS deployment /



28/11/2019    2019 Polis Conference, 27-28 November 2019, Brussels (BE)

# Ambition: Bring together public & private stakeholders to establish truly functioning partnerships!

## The concept

Bringing public authorities, industry and users together to develop and deploy interoperable C-ITS solutions



Public Authority + Industry + Users

## The purpose

Public-Private Business Partnership with *better educated* stakeholders & tailor-made solutions for effective mobility in complex urban areas & for many users

PARTNER SHIP

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# Multi-stakeholder Forum /

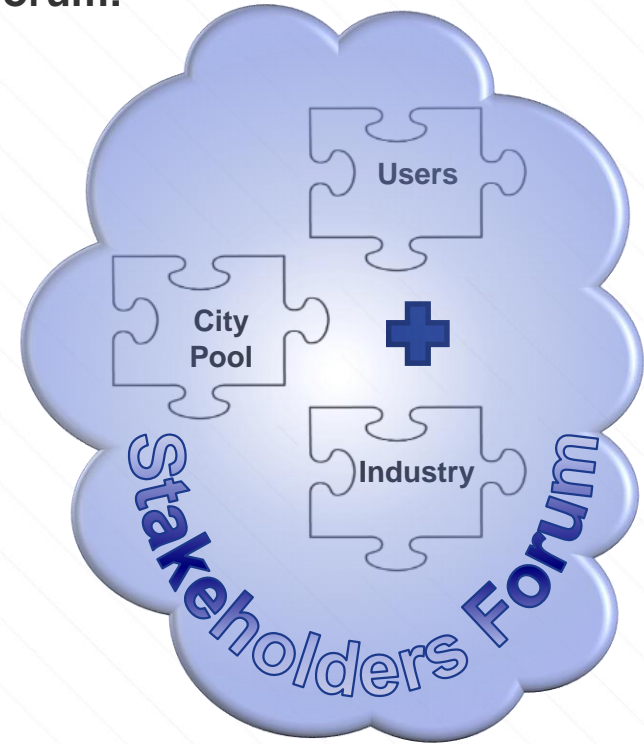**Bringing Public Authorities to work together and to interact with other stakeholders**

/ **C-ITS City Pool integrated into C-MobILE Stakeholder Forum:**

> Link with C-MobILE cities and other cities:

> > Share knowledge & lessons learnt by C-MobILE cities

> > Gather City Pool's feedback & active engagement

> Link with end-users:

> > End-users experiencing C-ITS solutions in real life

> > International associations (FIA, IRU, RACC, etc.)

> Link with other stakeholders' groups
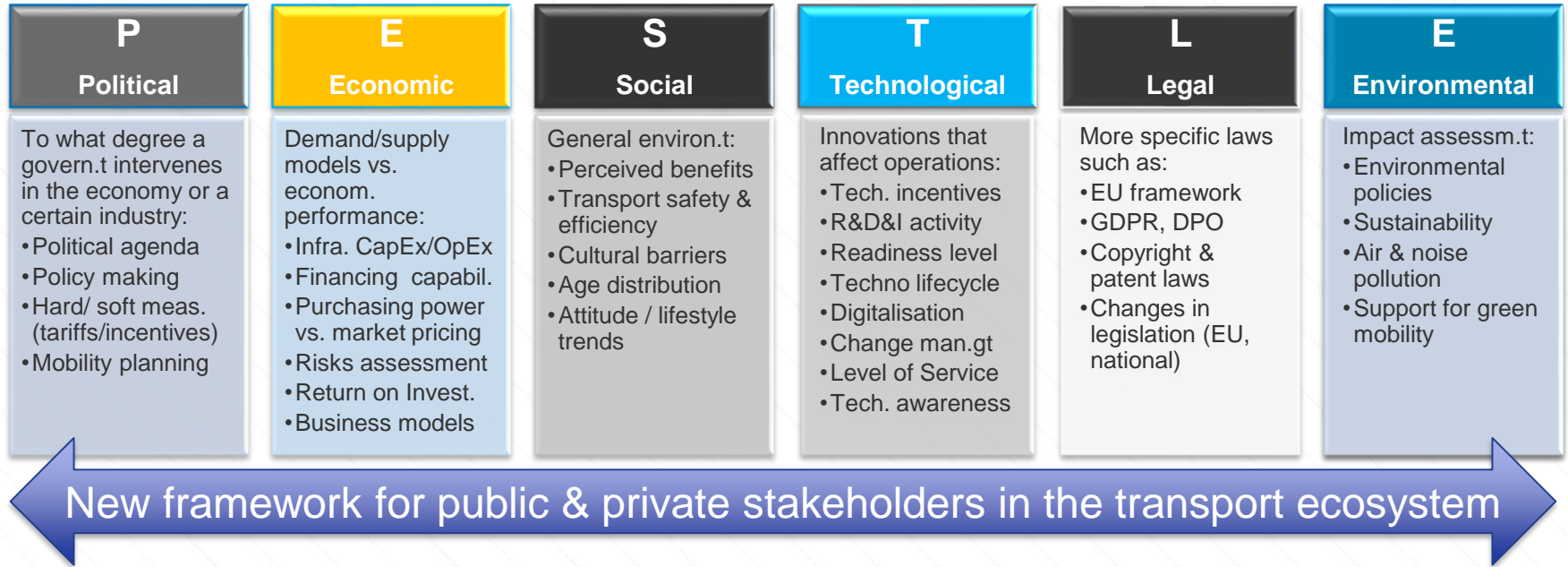
/ **Active participation in C-MobILE events:**

> Not only workshops, but also training, showcases, site visits

/ **Link with other events (local, national, international)**



Users

City Pool

Industry

Stakeholders Forum

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# Transport Framework: Factors Analysis

| **P**<br>Political | **E**<br>Economic | **S**<br>Social | **T**<br>Technological | **L**<br>Legal | **E**<br>Environmental |
|---|---|---|---|---|---|
| To what degree a govern.t intervenes in the economy or a certain industry:<br>•Political agenda<br>•Policy making<br>•Hard/ soft meas. (tariffs/incentives)<br>•Mobility planning | Demand/supply models vs. econom. performance:<br>•Infra. CapEx/OpEx<br>•Financing capabil.<br>•Purchasing power vs. market pricing<br>•Risks assessment<br>•Return on Invest.<br>•Business models | General environ.t:<br>•Perceived benefits<br>•Transport safety & efficiency<br>•Cultural barriers<br>•Age distribution<br>•Attitude / lifestyle trends | Innovations that affect operations:<br>•Tech. incentives<br>•R&D&I activity<br>•Readiness level<br>•Techno lifecycle<br>•Digitalisation<br>•Change man.gt<br>•Level of Service<br>•Tech. awareness | More specific laws such as:<br>•EU framework<br>•GDPR, DPO<br>•Copyright & patent laws<br>•Changes in legislation (EU, national) | Impact assessm.t:<br>•Environmental policies<br>•Sustainability<br>•Air & noise pollution<br>•Support for green mobility |

New framework for public & private stakeholders in the transport ecosystem

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# C-ITS Framework as an environment to realize & make available sustainable mobility solutions



**Best practices, Operational & Business Models**

**Support policy and decision makers, road authorities, transport operators**

**Technical Framework for Deployment**

**Support deployment by technicians, developers, system architects**

**Marketing platform for solutions providers to meet mobility demand**

# Interactive discussion & survey

**Few questions with multiple choice answers**

Ranking: 100 points distributed among all answers

**Go to → www.menti.com**

**Enter code → 16 36 13**

# Come, Vote & Debate!

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Any question / suggestion?

Interested?

Join our discussion & the
C-ITS Stakeholder Forum

THANK YOU !

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GIACOMO SOMMA, G.SOMMA@MAIL.ERTICO.COM /

TAMARA GOLDSTEEN, T.GOLDSTEEN@HELMOND.NL /

POLIS CONFERENCE, 27-28 NOVEMBER 2019, BRUSSELS /

Co-funded by
the European Union